



Department of Biodiversity,  
Conservation and Attractions

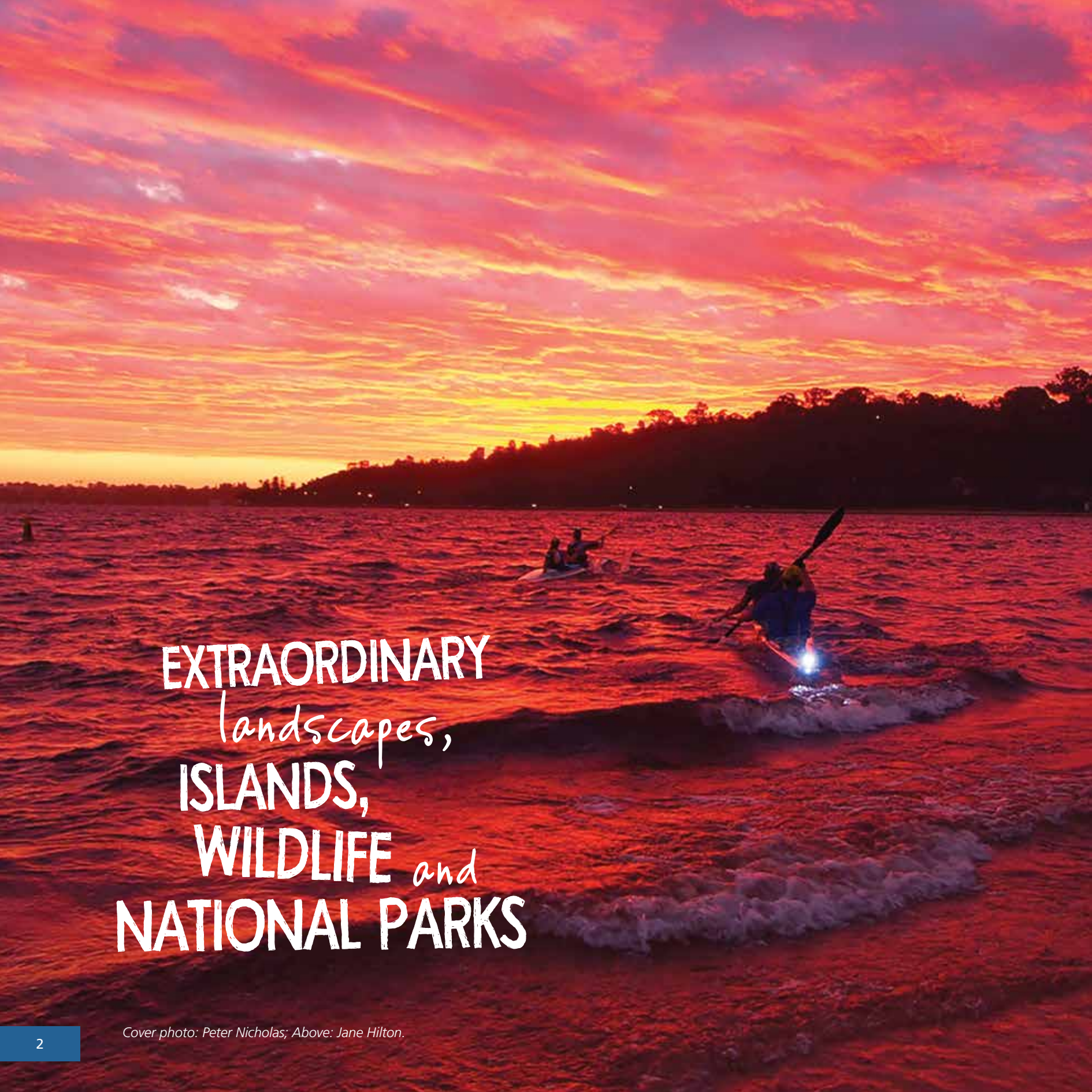
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# TWO YEAR ACTION PLAN

for Nature-Based Tourism  
in Western Australia  
2019 and 2020

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A full-page photograph of a sunset over a body of water. The sky is filled with streaks of orange, yellow, and red. In the foreground, a kayaker is visible, with a bright light reflecting off the water near their kayak. In the middle ground, another kayaker is further away. The background shows a dark silhouette of a forested shoreline.

# EXTRAORDINARY landscapes, ISLANDS, WILDLIFE *and* NATIONAL PARKS

Cover photo: Peter Nicholas; Above: Jane Hilton.

# Foreword from the MINISTER FOR ENVIRONMENT

Nature-based tourism is one of the fastest growing sectors in the global tourism industry. Blessed with incredible natural assets, Western Australia is an outdoor tourism mecca with huge potential to attract new international and domestic visitors.

Snorkelling with humpback whales off Exmouth, mountain biking in WA's southern forests or "eco glamping" on Rottnest Island – the possibilities are endless.

The State Government has responded to this opportunity by creating the Department of Biodiversity, Conservation and Attractions (DBCA) that manages a suite of key tourism attractions.

The McGowan Government's *Plan for Our Parks* initiative will secure a further five million hectares of new national parks, marine parks and other conservation reserves over the next five years.

The expansion will see the State's conservation estate increased by over 20 per cent and will create new jobs, tourism and recreational opportunities.

The plan also identifies visionary approaches to work with traditional owners to create, jointly manage and expand our parks.

Progress has been made towards the priority commitments of the State Government, including the creation of national parks at the Houtman-Abrolhos Islands, along the Fitzroy River and the waters of the Buccaneer Archipelago. The process to nominate the Burrup Peninsula and surrounds for World Heritage listing has also commenced and could introduce visitors to some incredible Aboriginal cultural experiences.

DBCA is improving access and sustainable infrastructure in many of WA's most iconic national parks.

New opportunities for dynamic tour activities have been created and the department is exploring innovative accommodation options that will enable visitors to experience the State's most unique and special landscapes.

The *Two Year Action Plan for Nature-Based Tourism in Western Australia 2019 and 2020* is designed to leverage DBCA's brands and attractions as high value tourism assets while preserving key conservation obligations and principles.



The Action Plan provides for increased cooperation between the four DBCA entities and identifies common objectives for Parks and Wildlife Service, Rottnest Island Authority, Botanic Gardens and Parks Authority and the Zoological Parks Authority as well as partnerships with other government agencies including the Department of Jobs, Tourism, Science and Innovation, and private sector tourism operators.

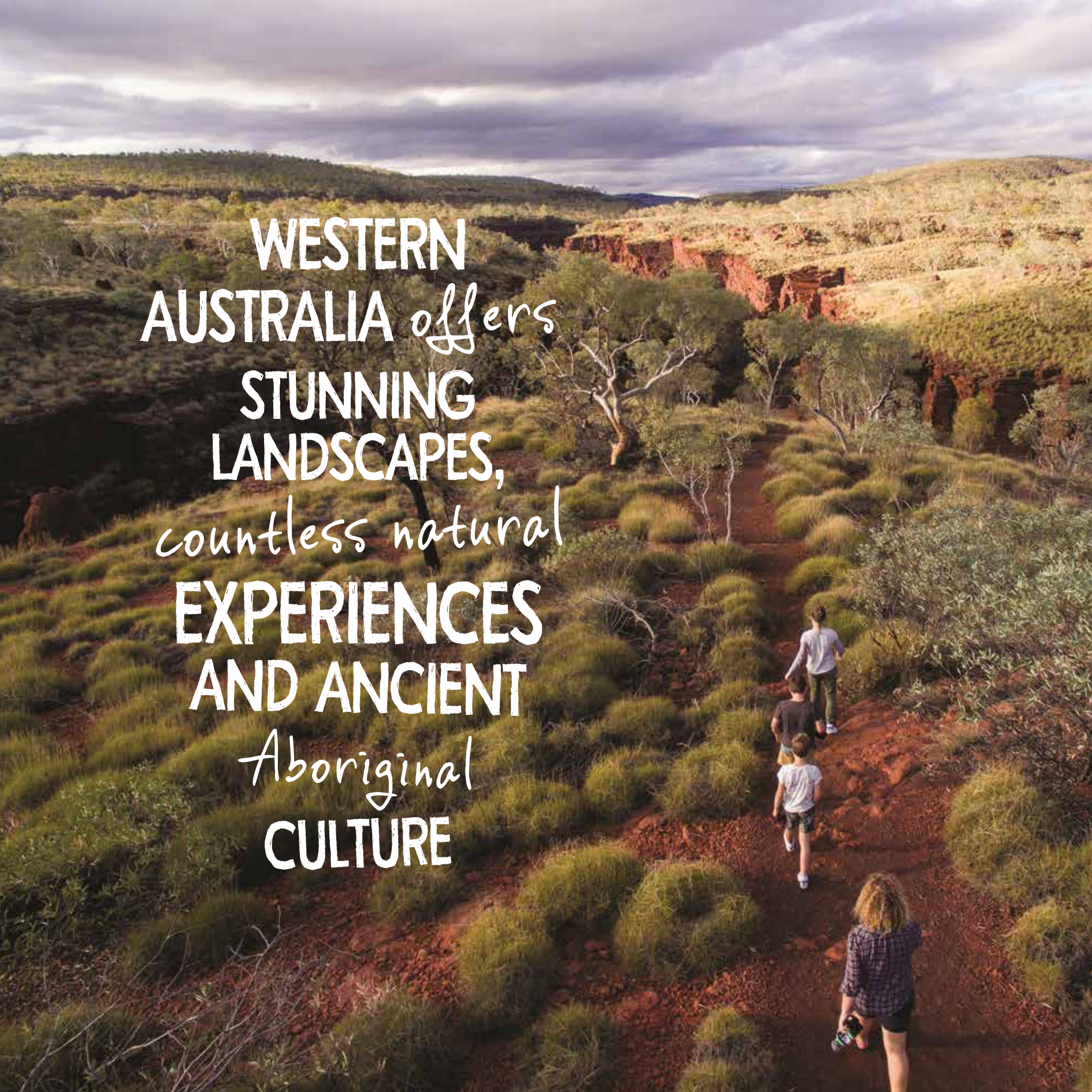
The new Action Plan has been developed to help guide the activities of DBCA and its partners who help manage WA's most significant natural areas.

DBCA has developed the Action Plan with input from 12 government agencies and has consulted with over 80 tourism stakeholders and organisations to refine the document.

I look forward to seeing these exciting new nature-based tourism and Aboriginal cultural experiences evolve.

**Hon Stephen Dawson MLC**  
Minister for Environment





WESTERN  
AUSTRALIA offers  
STUNNING  
LANDSCAPES,  
countless natural  
EXPERIENCES  
AND ANCIENT  
Aboriginal  
CULTURE





## Foreword from the MINISTER FOR TOURISM

Tourism is a major focus of the Western Australian State Government. It forms a vital part of our plan to provide jobs and small business opportunities for Western Australians while improving our economy, now and into the future.



Government, industry and private enterprise are working collegiately on new tourism products such as creating new cruise ship and national park destinations and transitioning snorkelling with humpback whales into a licensed industry to help attract international and domestic visitors.

This outcome-driven Action Plan will help guide government investment and collaboration across the State's priority nature-based tourism projects.

The publication complements the *Two Year Action Plan for Tourism Western Australia 2018 and 2019* and will help create opportunities for private sector investments and partnerships on lands managed by DBCA.

The Department of Jobs, Tourism, Science and Innovation (JTSI) is the State's lead agency for tourism and economic development. JTSI will play a key role in working with government agencies and private enterprise proponents to facilitate new tourism products.

Western Australia offers breathtaking landscapes, pristine offshore islands and ancient Aboriginal culture. The State's iconic national parks are extraordinary unspoilt wonders and three have been recognised on the World Heritage List.

Perth has always had world class beaches and wineries and has recently undergone a vibrant transformation giving rise to outstanding new hotels, restaurants and sporting/entertainment venues in the city's thriving central business district.

We are sitting at the doorstep of Asia – pristine, extraordinary and vibrant. There has never been a better time to develop and promote our State's natural attractions as key tourism assets.

**Hon Paul Papalia CSC MLA**  
Minister for Tourism

## TWO YEAR ACTION PLAN FOR NATURE-BASED TOURISM IN WESTERN AUSTRALIA 2019 AND 2020

### VISION



To make  
**WESTERN  
AUSTRALIA**  
the **MUST-VISIT  
NATURE-BASED  
TOURISM  
DESTINATION**  
in Australia.

### OBJECTIVE



Photo: Ronel Shephard

**Develop and promote our State's natural attractions as key tourism assets.**

This will be achieved by focusing on six key areas:

- Enhancing the State's natural attractions for visitors
- Improving access to the State's nature-based tourism destinations
- Aligning key attractions to target tourism audiences
- Developing nature-based accommodation and events
- Promoting Aboriginal culture and heritage
- Embracing digital technologies to innovate in visitor communications, marketing, sales and education.

### PARTNERS



**This Action Plan has been developed to guide the activities of the Department of Biodiversity, Conservation and Attractions (DBCA) and its partners.**

**The Action Plan complements the *Two Year Action Plan for Tourism Western Australia 2018 and 2019* and will help create opportunities for private sector investments and partnerships on lands and waters managed by DBCA.**

**The Action Plan aligns with the State Government's *Plan for Our Parks* initiative.**

DBCA is comprised of the Parks and Wildlife Service, Biodiversity and Conservation Science, Rottnest Island Authority, Zoological Parks Authority and the Botanic Gardens and Parks Authority. DBCA will work in collaboration with partners to implement this plan, including Aboriginal traditional owners, local, State and Commonwealth government agencies, tourism businesses, regional tourism organisations, not-for-profit tourism organisations, Western Australian Indigenous Tourism Operators Council, Tourism Council of Western Australia, National Trust and the WA Parks Foundation.





# ACTION PLAN

This Action Plan will be monitored to ensure the relevant State Government priorities and commitments in nature-based tourism are delivered.

All projects will advance in accordance with relevant legislation and State Government agency management plans.

DBCA recognises in developing nature-based tourism and recreation, it is important to consider potential environmental, social and economic impacts to ensure that the unique values of an area are conserved.

Further feasibility assessments and detailed planning will be undertaken as required to progress the proposals in this plan.



We will work with the  
**TOURISM INDUSTRY**  
AND OTHER PARTNERS  
to improve  
**VISITOR EXPERIENCES**  
in Western  
Australia







### **We will assist with the planning of new tourism experiences in our parks and protected areas**

- a. The Department of Jobs, Tourism, Science and Innovation will work with government agencies and private enterprise proponents to facilitate new tourism products.
- b. Ensure planning for parks enables innovative new tourism experiences and accommodation proposals to be considered.
- c. Help attract government, private enterprise and industry investment to nature-based tourism projects.

### **We will help make nature-based tourism experiences more accessible and affordable**

- a. Continue to work with the tourism industry to develop bookable tourism experiences.
- b. Work towards making park passes and experiences suitable for travel trade distribution.

### **We will continue to work with partners for the benefit of parks and the community**

- a. Work with leading tourism bodies to ensure high quality and sustainable tourism standards across our parks and protected areas.
- b. Engage with partners to build appreciation for parks, support Aboriginal tourism, facilitate investments and deliver new tourism experiences.
- c. Reduce red tape and regulatory costs for accredited tourism businesses that meet these standards.
- d. Progress the recommendations of the Eco and Nature Based Tourism 90 Day Regulatory Mapping and Reform Project to reduce red tape.





We will  
**IMPROVE**  
access to  
**WESTERN**  
**AUSTRALIA'S**  
natural  
**ATTRACTIONS**



## **We will make Western Australia a premier trails destination**

- a. Establish Collie as the State's premier trail town offering world-class trails in Wellington National Park and near Collie.
- b. Establish Dwellingup as a world-class trails destination by upgrading trails in Lane Poole Reserve.
- c. Develop and promote walk, cycle, canoe and horseriding trails in priority locations consistent with the *WA Strategic Trails Blueprint 2017 to 2021* and the South West and Perth and Peel Mountain Bike Master Plans. Make provisions for universal access on trails where appropriate.
- d. Develop and promote mountain bike trails in Wooditjup National Park in Margaret River, parks of the Perth Hills, Nannup and Pemberton and the Great Southern region.
- e. Expand the Marli Riverpark Trail interpretation nodes at iconic locations throughout the Swan Canning Riverpark.
- f. Support the National Trust to improve and promote the Golden Pipeline Heritage Trail through online cross-promotion.
- g. Department of Local Government, Sport and Cultural Industries will help develop the Goldfields-Esperance Arts and Culture Trail to showcase sites of international and national significance.
- h. Work with local governments and regional development commissions to investigate the feasibility of a Kalbarri to Shark Bay 4WD trek as a new off-road tourism experience.
- i. Assist in the refresh of the Gascoyne Murchison Outback Pathways self drive experience.
- j. Continue to promote, maintain and improve the Bibbulmun, Cape to Cape, Munda Biddi and Wadjemup Biddi trails and encourage new industry investment in accommodation and visitation products.

## **We will improve aviation access to key nature-based tourism destinations**

- a. Facilitate air access to key destinations including the Houtman-Abrolhos Islands and parks in the Kimberley Region.
- b. Work with private enterprise and local government agencies to trial seaplane and helicopter charter operations according to visitor demand.

## **We will improve tourist road linkages and park visitor access**

- a. Upgrade roads in high profile parks to improve the visitor experience and provide safe access. Priorities include John Forrest National Park, Dampier Peninsula, Lane Poole Reserve and Wellington, William Bay, Karijini, Fitzgerald River and Purnululu national parks.
- b. Identify opportunities to upgrade infrastructure in high profile national parks to enhance visitor experience and access including lookouts and bridges.
- c. Upgrade jetties on Rottnest Island to improve visitor access and safety.

## **We will improve water based access to Western Australia's national parks and offshore islands**

- a. Facilitate access to Rottnest Island, Swan Canning Riverpark, Houtman-Abrolhos Islands and Lake Kepwari by providing jetties, boat ramps and/or moorings.
- b. Work with Department of Primary Industries and Regional Development, Department of Transport, private enterprise and local governments to trial fast ferry services at Geraldton and Perth's Swan Canning Riverpark.





We will  
**EXPLORE  
NEW WAYS**  
for visitors to  
**ENJOY WA'S**  
natural  
**ATTRACTIONS**







### **We will introduce a new range of nature-based tourist attraction passes**

- a. Develop a Perth Attractions Pass which may include Rottnest Island, Nearer to Nature activities, Scitech, Penguin Island, Yanchep National Park tours and activities, Western Australian Maritime Museum, Nambung National Park, Western Australian Museum and entry to near-Perth national parks.
- b. Investigate the introduction of a Southern Attractions Pass based on partnerships with the Valley of the Giants Tree Top Walk, Albany Whaling Station, The Gap and Natural Bridge in Torndirrup National Park, Granite Skywalk in Porongurup National Park and the National Anzac Centre.
- c. Partner with the private sector to retail and promote attractions and parks passes.
- d. Review visitors fees at key destinations to make it more convenient for visitors to pay for entry.

### **We will support sustainable nature-based and wildlife interaction tourism experiences**

- a. Build a Wadjemup Conservation and Research centre on Rottnest Island.
- b. Continue to support the development of Ningaloo Marine Park as a world-class destination for sustainable in-water interactions with marine wildlife, including whale sharks, manta rays and humpback whales.
- c. Support Department of Jobs, Tourism, Science and Innovation in working with industry to showcase places and experiences along the WA coast for cruise tourism including Albany, Busselton, the Houtman-Abrolhos Islands, Kimberley coast and WA's coastal World Heritage areas.
- d. Develop new animal close-encounters and behind the scenes experiences with exotic and Australian native animal species at the Perth Zoo.
- e. Support unique experiences at Rottnest Island such as glass bottom sea kayaking, underwater helmet walks and catamaran tours.
- f. Develop and complete the Perth Water Precinct Plan for the Swan Canning Riverpark.
- g. Support new tourism initiatives at Perth's Matagarup Bridge.



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### **We will work with government, industry, community and private enterprise to improve nature-based tourism accommodation options**

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- a. The National Trust will investigate opportunities to utilise State owned heritage buildings in Greenough, Beverley and Jarrahdale as new tourism accommodation.
- b. Support partnerships to deliver new and improved eco-accommodation experiences in WA's national parks.
- c. Plan for new and upgraded campgrounds with a focus on Rottnest Island, Karijini, Murujuga, Cape Arid and Wellington national parks, Lane Poole Reserve and along the Turquoise Coast.

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### **We will explore opportunities to host high quality nature-based tourism events**

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- a. The Department of Local Government, Sport and Cultural Industries (DLGSCI) will deliver the new WA Museum.
- b. Work with DLGSCI to implement the WA Cultural Infrastructure Strategy to create site specific nature-based tourism installations and Aboriginal cultural experiences at the new WA Museum, Swan Canning Riverpark and Rottnest Island.
- c. Support the Perth Observatory to create an innovative astronomy, science and technology tourism product.
- d. Host a series of high profile music events at Kings Park throughout 2019/20.
- e. Investigate extending the Kings Park Wildflower Festival concept to incorporate multiple sites and venues throughout Western Australia during September and October. Create linkages with existing regional wildflower festivals.
- f. Facilitate events set amongst Western Australia's leading national parks.
- g. Build new café and function centre facilities at Perth Zoo to host larger events, expos and conferences.





A woman with short brown hair and glasses is standing in a field of pink daisies. She is wearing a dark blue polo shirt with white trim on the collar and sleeves, and blue jeans. She has a yellow and white patterned bag slung over her shoulder and is holding a red smartphone in her right hand, looking down at it. A wooden post is visible to her right. The background is a dense field of pink flowers and green foliage, slightly out of focus.

We will  
**FACILITATE**  
more  
**NATURE-BASED**  
accommodation & events



We will GROW  
NATURE-BASED  
tourism opportunities in  
REGIONAL & REMOTE  
Western Australia





## **We will implement the Plan for Our Parks initiative in consultation with Aboriginal traditional owners, to conserve Western Australia's unique places and provide new and enhanced tourism destinations**

- a. Boost nature-based and cultural tourism opportunities by delivering new and expanded parks across Western Australia including Fitzroy River National Park, Houtman-Abrolhos Islands, Ningaloo Coast, Wellington National Park, Helena and Aurora Range National Park and parks around the Buccaneer Archipelago.

## **Continue to develop parks as tourism destinations by improving visitor facilities and increasing visitation to regional Western Australia**

### **Murujuga National Park**

- a. Nominate the Burrup Peninsula and surrounds (traditionally referred to as Murujuga) for World Heritage status and support the development of the Murujuga Living Knowledge Centre.

### **Kalbarri National Park**

- b. Build the Kalbarri Skywalk and associated visitor facilities and work with the tourism industry and Aboriginal traditional owners to develop guided activities and interpretation.

### **Millstream Chichester National Park**

- c. Facilitate an ecotourism development opportunity at Palm Pool.

### **Shark Bay World Heritage Area**

- d. Upgrade visitor experiences under the *Destination Shark Bay* plan and, in partnership with tourism operators, redevelop Monkey Mia.
- e. Negotiate new ecotourism accommodation at Francois Peron National Park.
- f. Consult with Aboriginal traditional owners about the opportunity to create the Kalbarri to Shark Bay 4WD track as a new off-road experience.

### **Ningaloo Coast**

- g. Maintain low-key style camping along the Ningaloo Coast whilst improving access and visitor facilities including roads, shade structures and interpretive information, and undertake coastal rehabilitation in key areas.

### **Karijini National Park**

- h. Continue to improve visitor facilities in Karijini National Park, including campgrounds, interpretive information and lookouts.

### **Houtman-Abrolhos Islands**

- i. Plan and progress visitor facilities in the Houtman-Abrolhos Islands.
- j. Work with Department of Primary Industries and Regional Development, City of Greater Geraldton and local regional tourism organisations to develop Geraldton as the gateway to the Houtman-Abrolhos Islands.
- k. Partner with the WA Museum to create interpretation and 3D/augmented reality around the 400 year celebration of the Batavia shipwreck on Beacon Island in the Houtman-Abrolhos Islands.

### **Buccaneer Archipelago**

- l. Undertake planning and consultation to guide increased access to the Buccaneer Archipelago and facilitate opportunities for Aboriginal cultural experiences linked to the proposed parks as appropriate.

### **Dampier Peninsula**

- m. Work with State Government agencies, traditional owners and tourism operators regarding the sealing of the Cape Leveque road and to inform the planning of the Buccaneer Archipelago marine park.

### **John Forrest National Park**

- n. Upgrade visitor facilities in John Forrest National Park to accommodate the high visitor demand and promote the park as a window to WA's national parks.

### **Shoalwater Islands Marine Park and Rockingham Lakes Regional Park**

- o. Investigate opportunities to improve visitor facilities at Cape Peron and to upgrade the Penguin Island Discovery Centre.

### **Preston River to Ocean and Leschenault Regional Parks**

- p. Prepare management plans and consult with the community to guide the development of walk trails, cycle paths, lookouts, interpretive shelters and picnic shelters.

### **Southern Forests**

- q. Upgrade roads and facilities in William Bay National Park near Denmark.
- r. Work with private enterprise to investigate ecotourism opportunities at the Gloucester Tree and Pemberton Arboretum near Pemberton.

### **Recherche Archipelago Nature Reserve**

- s. Consider construction of a Middle Island-Lake Hillier viewing platform and staircase.

### **Perth Hills**

- t. Seek opportunities for adventure tourism in the Perth Hills.



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### **We will provide opportunities for Aboriginal people to help manage parks through formal joint management arrangements and other partnerships**

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- a. Partner with Aboriginal traditional owners to manage country and to provide tourism opportunities through the Aboriginal Ranger Program.

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### **We will increase Aboriginal cultural tours and experiences**

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- a. Partner with Aboriginal traditional owners and Western Australian Indigenous Tourism Operators Council to improve access to parks for Aboriginal cultural tourism experiences.
- b. Provide opportunities through the Aboriginal Ranger Program for rangers to obtain training and practice in providing guided experiences.
- c. Provide opportunities for more Aboriginal cultural experiences, tours and events within Kings Park, Rottnest Island, Perth Zoo, Swan Canning Riverpark and Western Australia's national parks.

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### **We will increase awareness of Aboriginal culture and Aboriginal cultural experiences**

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- a. Work with government agencies, Aboriginal traditional owners and private enterprise to develop and promote the Murujuga Living Knowledge Centre on the Burrup Peninsula.
- b. Continue to implement the *Culture in the Parks* program to promote Aboriginal cultural experiences and events in Western Australia's national parks and other conservation reserves.
- c. Partner with Aboriginal organisations and artists to ensure Aboriginal culture and heritage is reflected in parks' interpretation materials.





We will **PROMOTE**  
ancient, contemporary  
and living **ABORIGINAL**  
**CULTURE**  
and heritage











We will  
**CONNECT**  
with our  
**AUDIENCES**  
through  
**DIGITAL MEDIA**

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**We will use new technologies to help connect with our visitors, making it easier to access, experience and appreciate parks and attractions**

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- a. Modernise systems and develop digital products to improve point of sale experiences and market research through the tourism industry's Global Distribution System.
- b. Continue to increase the number of popular campsites available for online bookings via *ParkStay WA* in popular parks.
- c. Continue to partner with Trails WA to promote and market trails, develop standards for trail towns and trail friendly businesses.
- d. Complete capturing imagery of WA's key trails for Google Street View to offer a virtual experience of those landscapes and promote visitation.
- e. Establish an interagency database to share video, photographs, drone footage and written content for co-operative marketing of nature-based tourism attractions and Aboriginal cultural tourism experiences.
- f. Upgrade visitor websites and create a new nature-based tourism and visitor guide phone app that improves visitor experiences throughout Western Australia.
- g. Develop digital media content to support Aboriginal cultural heritage interpretation.
- h. The WA Parks Foundation will develop a series of free downloadable and interactive national park maps for mobile devices that can operate in Western Australia's remote areas.
- i. Link with established regional tourism websites to promote iconic trails and parks destinations.





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Department of Biodiversity,  
Conservation and Attractions



ROTTNEEST IS

