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Western Australian Experience Perth Destination Development Strategy 2004-2014

September 2004

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INQUIRIES

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Foreword

Western Australia has some of the world's best nature based tourism experiences, helping to make tourism one of the State's key economic drivers. Total visitor expenditure generated \$3.9 billion for our State¹ in 2003 and international visitor arrivals are expected to grow by an average annual rate of 6.2% over the next decade2. The benefits of tourism are real, providing up to 72,000 jobs (54,000 direct and 18,000 in-direct), many in regional areas, and employing more than 7.7% of the Western Australian workforce3.

The challenges presented by current global trends offer the Western Australian tourism industry the opportunity to increase our market share of visitors through research, creative solutions and daring to be different. With our distinctive environment, exclusive attractions and friendly hospitality, we have the foundations of a fresh and vibrant approach that will attract visitors from all over the world. Development of attractive niche products, promotion of our natural wonders and the enthusiastic commitment of tourism operators will continue to grow tourism in the diverse regions of Western Australia.

The development and promotion of tourism around key 'iconic' experiences is a critical element of the fresh approach required for continued growth of the industry in Western Australia. By focusing our product development and marketing on these experiences, we will boost the recognition of our State nationally and worldwide, and provide focal points for each of the five tourism regions.

The 'Destination Development Strategy - An Action Plan Approach', for each region provides an important planning tool for achieving Tourism Western Australia's vision to 'make Western Australia the world's natural choice'.

We will work closely with industry to lead, coordinate and facilitate the development of tourism products, with the goal of increasing their quantity, quality and diversity, by addressing those gaps in access, accommodation, activities and amenities, that impact greatly on the ultimate potential of an iconic experience.

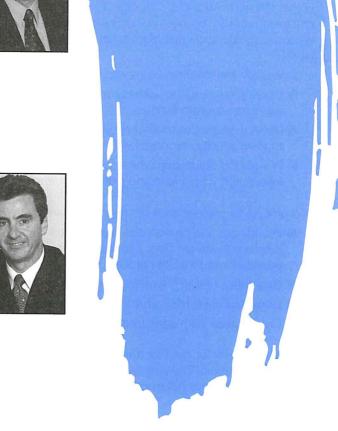
We commend the Destination Development Strategy for the Experience Perth region to you and Tourism WA looks forward to partnering with key stakeholders to implement the strategies and projects outlined in this document.



Alan Mulgrew Chariman



Richard Muirhead Chief Executive Officer



Executive Summary

Western Australia possesses a greater diversity and range of products within its regions than any other State in Australia. Each region contains unique features, which appeal to state, national or international visitors. These features and associated tourism developments vary considerably according to stage of development, market opportunities and capacity to accommodate additional visitation.

Tourism WA's (Tourism WA) *Pathways Forward: Strategic Plan 2003-2008* identified the need to "develop and promote tourism around key iconic experiences" in order to provide a platform for a competitive and sustainable tourism industry within the limited resources available to Tourism WA.

As such, Destination Development Strategies have been developed for the five regions within Western Australia. The objective is to focus regional development resources on enhancing tourism product in iconic experience areas and partnering with key stakeholders to formulate and implement strategies that develop WA's destinations, with specific goals:

- Identify and prioritise icons and iconic experiences;
- Develop strategies to address gaps in infrastructure, attractions, accommodation and other tourism facilities;
- Develop strategies to disperse visitors so that all parts of a region benefit from tourism activity associated with icons; and
- Provide the leadership which focuses on the development of tourism product and investment within icon and iconic experience areas.

The process to prepare each Destination Development Strategy has involved:

- Workshops and one-on-one consultation with Regional Reference Groups around Western Australia. Over 230 stakeholders, statewide have been consulted and provided input into the process;
- Qualitative research with leading tourism industry operators;
- © Consumer research with focus groups; and
- © Consultation with peak tourism bodies.

Draft documents for the five tourism regions were compiled and circulated to over 500 stakeholders within Western Australia for feedback. Submissions and comments were received and changes have been made to reflect input received.

Based on the research and consultation, a selection of iconic experiences in the Experience Perth region were identified and allocated onto the matrix (shown on page 16). This process suggests that Perth Foreshore, Rottnest Island, the Avon Valley Experience and Swan Valley represent areas where the focusing of Tourism WA's limited industry development resources are likely to be the most effective. In contrast, Fremantle, the Bibbulmun Track and Kings Park are largely market ready (with the exception of minor improvements).

Qualitative research with leading tourism industry operators and experienced WA intrastate, interstate and international travellers highlighted that generally the region was well serviced in terms of tourism product and infrastructure. Most of the gaps that were identified were areas for improvement, rather than fundamental problems⁴.

In order to strengthen the iconic experience for visitors and increase visitation, Tourism WA's Regional Managers will partner with key stakeholders to concentrate principally on implementing the strategies and projects to address those gaps in access, accommodation, activities and amenities, that impact greatly on the ultimate potential of an iconic experience.

Tourism WA will primarily facilitate, coordinate, monitor and review the implementation of the Destination Development Strategy. Responsibility for its implementation will lie with a broad range of stakeholders including State Government agencies, industry groups, local and regional tourism bodies and other tourism operators and developers. A system of ongoing monitoring and annual review will be established to measure the implementation of the strategies and actions outlined in this document.

The Regional Reference Group, pivotal in the preparation of the Destination Development Strategy, will also assist in the annual review process.

Tourism Western Australia

Tourism WA is a Statutory Authority whose role is to 'accelerate the sustainable growth of tourism for the long term benefit of Western Australia'.

Tourism WA has prime carriage for the development and marketing of the Western Australian tourism destination, and is implementing a five year strategy to deliver its objectives. Tourism WA's structure broadly provides the resources for research, marketing and promotion to the trade and consumers (including brand development and electronic targeting), event and business attraction, sustainable development of product, visitor servicing, tourism investment attraction, planning and infrastructure development.

Where appropriate, especially in the international market, Tourism WA aligns its activities, staffing and branding with federal tourism programs/organisations. It continues to take the leadership role for Western Australia in national and international marketing and development.

Industry Development

The Industry Development team works in partnership with the tourism industry and other stakeholders to encourage promote and facilitate the development of new tourism ventures throughout WA and to improve existing tourist services and facilities to meet visitor needs. Tourism WA staff liaise closely with tourism operators, developers, state and local government agencies as well as regional tourism organisations to assist with innovative ventures that reflect market demands and enhance the State's tourism assets.

The four broad objectives of the Industry Development team:

- Providing strategic marketing information, consultancy and interpretation of market intelligence to the tourism industry;
- Providing planning and strategy advice on identified tourism issues and identifying new infrastructure requirements for the tourism industry;
- Encouraging the development of new sustainable tourism product, infrastructure and facilities which meet market demands; and
- @ Identifying and working to remove impediments to tourism development.

Regional Managers are part of the Industry Development team of Tourism WA. Their objectives include:

- Oldentifying and ensuring the development of competitive and progressive tourism products and infrastructure at a strategic level;
- Managing the process in which Western Australia is competitive in attracting tourism investment; and
- © Ensuring regional Western Australia is consulted and involved in the development of Government strategic tourism planning and infrastructure development.

The role of Tourism WA's Regional Managers is to provide leadership and advice to ensure the improvement of existing tourism product, assist the development of new tourism business, and generally improve the quality of tourism development in the region.

In line with the objectives of the Destination Development Strategy to focus industry development resources on enhancing product in iconic experience areas, the Regional Managers will work with key stakeholders to concentrate principally on implementing the strategies and projects to address those gaps in access, accommodation, activities and amenities, that impact greatly on the ultimate potential of an iconic experience.

Western Australian Brand and Marketing Positioning

The Marketing Divisions accelerate the growth in the economic value of tourism throughout Western Australia. This is achieved by:

- Developing and implementing marketing and communication strategies to build awareness and desire to visit Western Australia in domestic and international markets;
- Increasing visitation, yield and dispersal from identified target markets;
- Providing meaningful and actionable research to guide strategies and actions of Tourism WA, the Western Australian tourism industry and potential participants in the tourism industry; and
- © Communicating proactively and effectively with industry, government and the people of Western Australia.

Tourism WA's research shows that visitors to Western Australia believe the State offers a variety of unique, natural experiences in an unspoilt, pristine environment. Western Australia is renowned for its relaxed, laid back lifestyle and its friendly, down to earth locals. Our visitors often comment that Western Australia offers the authentic Australian experience – the Australia they expected and hoped to see.

From this research four key words were developed to describe the overall brand positioning. Western Australia offers a **fresh** and **natural** experience which makes our visitors feel **carefree** and **alive**.

Marketing Concept

The research indicated that many travellers believe tourism places in Australia have become overcrowded and over-commercialised. There is also a growing sense of nostalgia for the Australia that existed prior to the development and commercialisation of recent years, hence 'The Real Thing' campaign.

This campaign communicates that Western Australia offers a pristine experience of Australia in every sense: unspoilt environment, unpretentious people and an unhurried pace. It is very much the authentic Australian experience – the real Australia.

Development Implications

It is vital that development and marketing in Western Australia proceed with similar vision. Both need to be aware of what it is that people most like about Western Australia and what will drive additional visitors to make the effort to come here instead of going elsewhere, or indeed pay a premium for the privilege. Western Australia's development ethos must support this marketing strategy to maximise the long term benefits of visitation to our State.

Development should:

- Fit in with the existing/natural environment;
- © Ensure the quality of the experience is always paramount;
- @ Have a 'local' feel that retains (or enhances) what is unique about the area; and
- Suit the market (i.e. visitors that appreciate the unique qualities that WA has to offer).

Regional Tourism Organisations

Tourism WA works with the five new Regional Tourism Organisations (RTOs) in a strong partnership to identify and deliver new, effective ways of marketing tourism product, attracting investment and facilitating infrastructure development.

A network of RTOs operates in Western Australia, each with the aim of promoting tourism in their region. The RTOs participate in consumer and trade events, work with Tourism WA in developing media and trade familiarisation programs, produce and distribute annual regional holiday publications and undertake co-operative advertising and promotional activities.

The RTOs are membership-based organisations that also provide a forum for tourism operators to network with other industry stakeholders. For contact information on RTOs visit www.westernaustralia.com/en/Contacts.

The RTOs are under contractual agreement with Tourism WA to participate in the development and or updating of the Destination Development Strategy for their regions on an annual basis. It has also been agreed that the RTOs will support Tourism WA's efforts to build the capacity of tourism business and their proprietors in the region.

Context

The Destination Development Strategies for all five regions have been prepared within the context of a number of key strategies that are in the process of being completed and/or implemented by Tourism WA and partners, namely:

- @ Pathways Forward: Strategic Plan 2003-2008;
- Wine & Food Tourism Strategy;
- Heritage Tourism Strategy for Western Australia;
- Nature Based Tourism Strategy for Western Australia;
- @ An Aboriginal Tourism Marketing Strategy for Western Australia; and
- © Journey Further An Arts & Cultural Tourism Strategy for Western Australia.

Overview of the Experience Perth Region

Qualitative research with leading tourism industry operators and experienced WA intrastate, interstate and international travellers highlighted that Experience Perth is the gateway for visitors that travel to Western Australia. In particular, Perth is home to many intrastate visitors. The region is renowned for its fine weather, and friendly, clean and natural atmosphere. These characteristics are a major drawcard.

The top six iconic experiences in the Experience Perth region were perceived to be Kings Park, Mandurah, the Avon Valley, Fremantle, Perth and Rottnest Island. Specifically, the favourite experiences in the regional centre were lifestyle, coastal activities and wine/food indulgence.

The primary strengths and motivators for tourists visit the Experience Perth region centre around the following core perceptions⁵:

- © Travel time convenience of limited travel time;
- © Convenient getaways the ease of taking weekend getaways and day trips;
- © Variety the breadth of different things to see and do in the region; and
- @ Affordability associated with limited travel requirements.

Comprising 45 Local Government Authorities, Experience Perth is the State's most visited tourism destination.

Experie	ence Perth
Shire of Gingin	Town of Bassendean
Shire of Beverley	City of Bayswater
Shire of Brookton	City of Belmont
Shire of Chittering	Town of Cambridge
Town of Northam	City of Canning
Shire of Northam	Town of Claremont
Shire of Toodyay	City of Cockburn
Shire of York	Town of Cottesloe
City of Armadale	Town of East Fremantle
City of Fremantle	City of Nedlands
Shire of Goomalling	Shire of Peppermint Grove
City of Gosnells	City of Perth
City of Joondalup	City of Rockingham
Shire of Kalamunda	City of South Perth
Town of Kwinana	City of Stirling
City of Melville	City of Subiaco
Town of Mosman Park	City of Swan
Shire of Mundaring	Town of Victoria Park
Town of Vincent	City of Mandurah
Shire of Victoria Plains	Shire of Murray
Shire of Wanneroo	Shire of Wandering
Shire of Boddington	Shire of Waroona
Shire of Serpentine- Jarrahdale	



Opportunities and Market Segments

Research conducted in 2003 outlined some opportunities that exist for the Experience Perth region. The experiences listed below are some of the most well known in the region. Opportunities exist in many of these areas for further improvements, development and marketing. Some priority improvements have been detailed in the Iconic Development and Visitor Dispersal Strategies and Projects section⁶.

Romance and indulgence escapes – weekend hotel or bed and breakfast experiences including rooms with spas, complimentary champagne and/or chocolates, massage, breakfast and/or dinner, etc.

City life experiences - restaurants, cafes, pubs and nightlife.

Aimed primarily at the needs of socially active 18 to 30 year old metro day trippers, with potential to offer overnight nightlife and accommodation group packages.

Historical discoveries – historical learning experiences (e.g. historical tours, accommodation/architecture, entry passes, etc).

Aimed primarily at the older intrastate market (aged 55 and over).

Water-based family holidays – affordable family-oriented holiday experiences combining water-based activities e.g., boating, fishing, crabbing, prawning, swimming, sunbathing, etc.

Aimed primarily at low/middle income young families (with children aged 12 and under).

Active water-based holidays - focusing on a variety of water based or beach activities including surfing, windsurfing, kite surfing, free diving/scuba diving, fishing, crabbing, etc.

 Aimed primarily at the 18-39yo market and focusing on a variety of water based or beach activities. **Food and wine experiences** – weekend indulgence experiences including winery tours and tastings, cheese and chocolate factory, gourmet meals, additional massage/pamper services, etc.

Aimed at time-poor professionals (aged 25 and over), couples, groups of friends and food and wine enthusiasts.

Self-drive discoveries – historical, arts/crafts and wildflower oriented self-drive holiday experiences.

@ Aimed at older intrastate travellers (aged 55 and over).

Farmstays – farmstay holiday experiences.

@ Aimed at young intrastate families (with children aged 12 and under).

Outdoor getaways – convenient outdoor experiences including camping, 4WD, rivers, fishing, etc.

Aimed at young families, couples and groups of friends.

A number of other opportunities have also been identified in various industry trends and research including the adventure, rest and relaxation and art and craft experiences.

Market Performance of Experience Perth

The following information was gathered by Tourism WA to allow further analysis of the interaction of supply and demand for tourist accommodation. The purpose of collecting and distributing both supply and demand information is to allow for rudimentary comparison between them to look for evidence of market opportunities.

Tourism WA's Research Team delivers research information and other services that support, develop and assist the tourism industry in making sound and informed business decisions.

Statistical and survey data from sources such as the Bureau of Tourism Research, Australian Bureau of Statistics, and Tourism Forecasting Council provide information about the latest tourism trends.

The information is available through reports and newsletter updates, many of which may be downloaded free from the Tourism WA's website www.westernaustralia.com through the Publications section.

Supply⁷

			Number of Lett	able Units [by type	of accommodat	tion]		ST STANFARE	
City / Town / Shire	Hotel / Motel Rooms with facilities	Suites (Rooms)	Self Catering Rooms	Lodge Rooms	SUB TOTAL	Caravan Bays/En- suite sites	On site vans / Park Homes / Other Rooms	SUB TOTAL	TOTAL
City of Armadale	43	0	9	2	54	83	56	139	193
City of Bayswater	12	0	0	0	12	0	0	0	12
City of Belmont	772	2	363	10	1147	60	8	68	1215
City of Canning	45	0	46	0	91	0	0	0	91
City of Cockburn	99	0	18	50	167	493	55	548	715
City of Fremantle	363	7	230	359	959	170	18	188	1147
City of Gosnells	30	0	0	0	30	164	6	170	200
City of Joondalup	98	4	140	7	249	89	17	106	355
City of Mandurah	82	0	362	5	449	842	77	919	1368
City of Melville	27	0	30	0	57	0	0	0	57
City of Nedlands	12	0	0	0	12	0	0	0	12
City of Perth	4461	248	1663	574	6946	0	0	0	6946
City of Rockingham	53	10	87	34	184	293	12	305	489
City of South Perth	151	1	311	0	463	0	0	0	
City of Stirling	456	6	261	35	758	146	49		463
City of Subiaco	73	0	94	737	904	0	0	195	953
Shire of Beverley	3	0	0	20	23	16	0	16	904
Shire of Boddington	30	5	5	70	110	0	0		39
Shire of Brookton	0	0	0	24	24	8	0	0	110
Shire of Chittering	31	0	15	6	42	0	0	8	32
Shire of Gingin	35	0	44	29	108	658	27	0 685	42 793

			Number of Lett	able Units [by type	of accommodat	ion]			
City / Town / Shire	Hotel / Motel Rooms with facilities	Suites (Rooms)	Self Catering Rooms	Lodge Rooms	SUB TOTAL	Caravan Bays/En- suite sites	On site vans / Park Homes / Other Rooms	SUB TOTAL	TOTAL
Shire of Goomalling	0	0	0	20	0	36	4	36	36
Shire of Kalamunda	80	2	2	3	87	188	39	227	314
Shire of Mundaring	72	0	11	.5	88	28	0	28	116
Shire of Murray	19	0	99	4	122	198	71	269	391
Shire of Northam	0	0	1	0	1	2	0	2	3
Shire of Serpentine-Jarrahdale	2	2	38	2	44	0	0	0	44
Shire of Swan	216	4	63	9	292	568	85	653	945
Shire of Toodyay	36	0	3	31	150	73	20	93	243
Shire of Victoria Plains	10	0	1	27	38	0	0	0	38
Shire of Wanneroo	69	5	66	24	164	252	59	311	475
Shire of Waroona	17	0	0	7	24	186	23	209	233
Shire of York	163	2	11	43	219	42	5	47	266
Town of Bassendean	0	0	0	8	8	0	0	0	8
Town of Cambridge	0	0	55	0	55	0	0	0	55
Town of Cottesloe	73	0	21	0	94	0	0	0	94
Town of East Fremantle	0	0	5	0	5	0	0	0	5
Town of Mosman Park	2	0	3	0	5	0	0	0	5
Town of Northam	70	0	10	242	322	56	16	72	394
Town of Victoria Park	416	19	3	0	438	0	0	0	438
Town of Vincent	6	0	18	24	48	0	0	0	48
Total Lettable Units	8091	317	4075	2360	14843	4578	623	5201	2004

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Demand

Experience Perth - Number of Visitors 2002 and 2003 Annual Average⁸

DOMESTIC

- 2,974,000 domestic visitors stayed overnight in the Experience Perth region for a total of 10,769,000 nights (3.6 nights on average);
- © There were 8,372,000 domestic daytrips to the region;
- © 39% of domestic visitors travelled to the region to visit friends and/or relatives; and
- @ 49% of domestic visitors to the region stayed with friends/relatives.

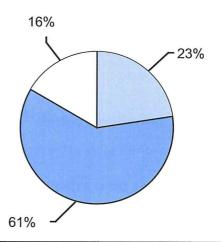
INTERNATIONAL

- © 554,600 international visitors stayed overnight in Experience Perth for a total of 10,531,700 nights (19.0 nights on average);
- © 60% of international visitors travelled to the region for holiday/leisure purposes; and
- @ 47% of international visitors used hotel, motel or resort accommodation whilst in the region.

TOTAL

- In total 3,528,600 visitors stayed overnight in the Experience Perth region;
- © Total visitors to Experience Perth stayed 21,300,700 nights;
- © 61% of total visitors to Experience Perth were intrastate visitors, 23% were interstate and the remaining 16% were international visitors; and
- © 27% of all visitors travelled to the region during the months of October, November and December.

Visitor Breakdown





Accommodation - Usage - Domestic Visitors9

- Just under half of all domestic visitors stayed on a friend or relatives' property
 whilst in the region;
- © Over 3 in 10 visitors stayed in a hotel, resort, motel or motor inn type of accommodation whilst in the region; and
- Notably, there have not been any significant changes in the choice of accommodation in the Experience Perth region by the domestic market over time.

Note: % may add to >100% as overnight Domestic visitors may report using several means of accommodation at various locations on a visit to WA.

(1) Other includes backpackers/hostel, university/school dormitory/college, privately owned boat/yacht etc, cruise ship, commercial houseboat, slept in bus/coach, plane/train, hospital or hospital related accommodation.

Note: Individual categories may not add to total due to rounding, averages, multiple responses and purpose not asked/no response.

Accommodation	Domestic Visitors – Ann 2003 & 20	
	Number of Visitors	
Friend or relatives' property	1,453,000	49%
Hotel, Resort, Motel, Motor Inn	949,000	32%
Self-catering cottage/apartment	162,000	5%
Own property	143,000	5%
Caravan park or commercial camping ground	127,000	4%
Caravan or camping near road or on private property	99,000	3%
Guest house / B&B	21,000	1%
Other ⁽¹⁾	122,000	4%
Total	2,974,000	

Accommodation - Usage - International Visitors¹⁰

- Just under half of the international visitors to the region stayed in a hotel, motel or resort style accommodation
- One third stayed at the home of a friend or relative whilst in the region
- © Since 2000 there has been a 7% increase in the number of international visitors staying in hotel, motel or resort style accommodation
- In comparison, there has been a 7% decrease in the number of international visitors staying at the home of a friend or relative

Note: %'s may add to >100% as overnight international visitors may report using several means of accommodation at various locations on a visit to WA.

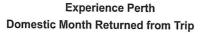
(1) Other includes university/school dormitory/college, privately owned boat/yacht etc, cruise ship, commercial houseboat, slept in bus/coach, plane/train, hospital or hospital related accommodation.

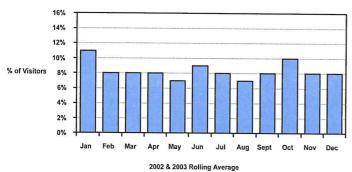
Note: Individual categories may not add to total due to rounding, averages, multiple responses and purpose not asked/no response.

Accommodation	International Visitors— Annual Average fo 2003 & 2003 2003			
	Number of Visitors	%		
Hotel, Motel, Resort	258,500	47%		
Friend or relatives' property	183,500	33%		
Backpacker's hotel / youth hostel	63,100	11%		
Self catering cottage / apartment	52,000	9%		
Caravan/camping	34,200	6%		
Other (1)	27,900	5%		
Total	554,600			

Seasonality - Domestic Visitors¹¹

- @ Domestic visitation to the Experience Perth region is relatively stable over the year.
- © The peak month is January with 11% of visitation, followed by October (10%) and June (9%).



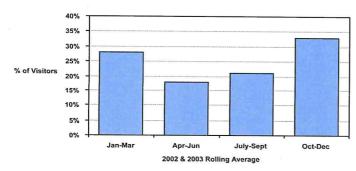


lote: Seasonality based on month returned home from trin

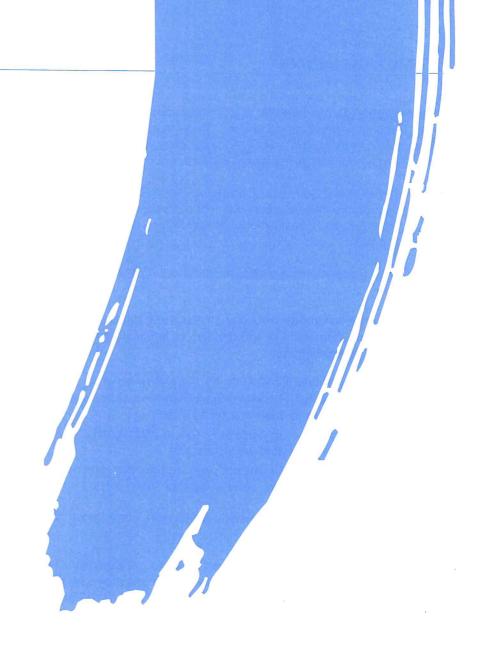
Seasonality - International Visitors¹²

- The October to December period is the peak time for international visitors to the Experience Perth region.
- April to June appears to be the off-peak period for international visitors to the region.

Experience Perth International Quarter Arrived in Australia



Note: Visitors staying longer that 3 months may not have visited WA in the quarter that they arrived in Australia.



Iconic Experiences

Western Australia possesses a greater diversity and range of products within its regions than any other State in Australia. Each region contains unique features, which appeal to state, national or international visitors. These features and associated tourism developments vary considerably according to stage of development, market opportunities and capacity to accommodate additional visitation.

Tourism WA's *Pathways Forward: Strategic Plan 2003-2008* identified the need to "develop and promote tourism around key iconic experiences" in order to provide a platform for a competitive and sustainable tourism industry within the limited resources available to Tourism WA.

Accordingly Destination Development Strategies have been developed for the five regions in the State, with the aim of achieving the following objective and goals:

Focus industry development resources on enhancing tourism product in iconic experience areas and partnering with key stakeholders to formulate and implement strategies that develop WA's destinations by:

- Identifying and prioritising icons and iconic experiences;
- Developing strategies to address gaps in infrastructure, attractions, accommodation and other tourism facilities;
- Developing strategies to disperse visitors so that all parts of a region benefit from tourism activity associated with icons; and
- Providing the leadership which focuses on the development of tourism product and investment within icon and iconic experience areas.

In order to identify and prioritise iconic experiences, consultation and research were undertaken across Western Australia.

A Regional Reference Group (RRG) was formed in the Experience Perth region to guide the Destination Development Strategy and provide input on key issues affecting tourism development. Workshops were held in the Swan Valley and Mandurah on the 21 and 29 April 2004, along with one-on-one meetings throughout the rest of the region. This enabled the RRG to identify iconic experiences, determine how ready the experience is for its current market, and identify gaps in infrastructure, attractions, accommodation and other tourism facilities, relevant to those experiences.

Research was conducted with tourism operators with a good understanding of tourism product and infrastructure in Western Australia. In addition, focus groups were conducted with experienced intrastate travellers to determine the key iconic experiences and the key product and infrastructure gaps in the five regions. Interviews were also conducted with interstate and international visitors whilst they were on their holiday.

Based on this research and consultation on iconic experiences, destinations and attractions within the region, an Experience Perth Destination Development Matrix was created, using the definition below:

"An iconic experience/attraction/event is awe-inspiring...unique to Western Australia, has the potential to draw significant visitors here ... gaining recognition nationally and internationally" (Tourism WA).

This matrix was created by using feedback from the consultative sessions to rate each key experience, destination and attraction according to the following two subjective criteria:

- Iconic significance the degree to which it is perceived generally by visitors to be an iconic holiday experience/destination/attraction that is unique to WA, desirable and sustainable (on a scale of 1 to 10, where 1 means not at all iconic and 10 means extremely iconic).
- 2. Market readiness the degree to which the experience/destination/attraction is believed to meet the needs of key intrastate, interstate and international target markets, based on a summary of current access, accommodation, attraction, activities and amenities (on a reversed scale of 1 to 10, where 1 means excellent and 10 means very poor).

After considering the wide-ranging information gleaned from the processes identified above, iconic experiences, destinations and attractions were plotted on a matrix.

The following definitions have been developed to help clarify areas of the matrix and will be used as a method to primarily, but not exclusively, concentrate Tourism WA's industry development resources.

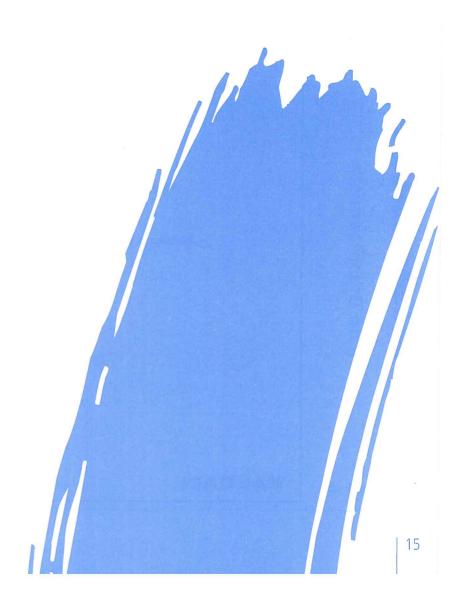
Destinations or attractions that fall within the <u>focus</u> area in the Experience Perth Matrix are perceived to be iconic. Despite being somewhat market ready for niche segments, their current product or infrastructure gaps should be addressed before they are widely marketed. As a result, they should be the focus of product and infrastructure development or resources to make them more market ready and move them into the leverage area.

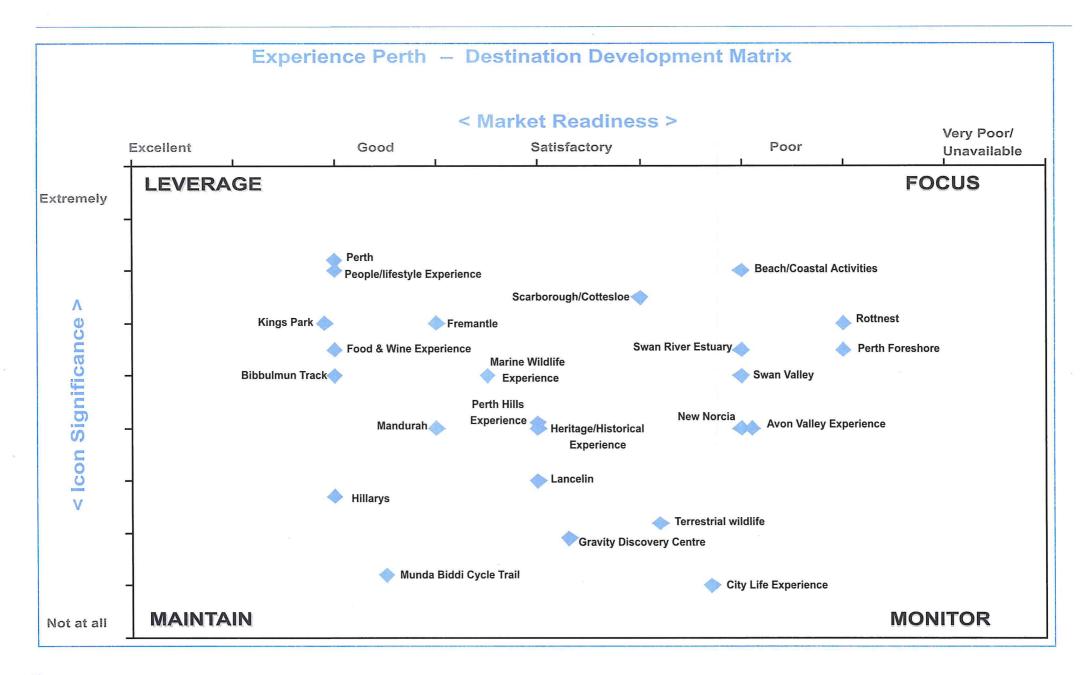
Destinations or attractions that fall within the <u>leverage</u> area in the matrix are perceived to be iconic and market ready. As such, they may not require major product or infrastructure development, but can instead be leveraged to draw visitors to the region. The quality of these destinations or attractions must be maintained to keep them in this area.

Destinations or attractions that fall within the <u>monitor</u> area in the matrix are neither iconic nor market ready; so should therefore not be the focus of major product and infrastructure development, resources or marketing activities. However, they should be monitored for increased iconic significance (in which case they would move into the focus category), or increased market readiness (in which case they would move into the maintain area).

Destinations or attractions that fall within the <u>maintain</u> area in the matrix are market ready but are not seen as iconic destinations that attract significant visitors to Western Australia. This means they should not be the focus of any major tourism product and infrastructure development or resources at the statewide level (other than that required to maintain them). Co-operative activities should be the objective of any marketing.

This process suggests that Perth Foreshore, Rottnest Island, the Avon Valley experience and Swan Valley represent areas where the focusing of Tourism WA's limited industry development resources are likely to be the most effective. In contrast, the Bibbulmun Track, Fremantle and Kings Park are largely market ready (with the exception of minor improvements).





Iconic Gaps in Experience Perth

Qualitative research with leading tourism industry operators and experienced WA intrastate, interstate and international travellers highlighted that generally the region was well serviced in terms of tourism product and infrastructure. Most of the gaps that were identified were areas for improvement, rather than fundamental problems. Access and lack of children's activities in many of the rural areas surrounding Perth were the major concerns of intrastate families¹³.

Access

Visitors need to get to attractions. It is important to provide adequate and cost effective access, such as a sealed road, an airport, railway line or a harbour, and transport services like buses, tours, hire cars, etc.

The Experience Perth region is easily accessible by land, sea and air. It is Australia's western gateway, and is a major transport destination for international air services from Asia, Africa, the Middle East, the United Kingdom and Europe. The State is also a turnaround port for domestic air services.

Access to the region is continually being improved, ensuring faster and safer travel for visitors to the city. The opening of the Graham Farmer Freeway has provided an east-west metropolitan regional road link by-passing the heart of the city, enabling the further development of Perth City access and improving public transport into the Central Business District. The planned Peel Deviation will also ease the levels of congestion on the area south of the Mandurah Estuary Bridge.

The doubling of Perth's metropolitan rail system will provide major visitation and economic benefits to the city. The development of the South West Metropolitan Railway to Mandurah, the new TransWA Avon Link Service and extensions to the Northern Suburbs Transit System, will also greatly facilitate easy access around the region.

These projects will include a rapid transit rail line, feeder bus services and connected pedestrian, cycle and motor vehicle access. The proposed upgrade of Perth International Airport, with the eventual amalgamation of the domestic and international terminals, will also provide a focused access point for air travellers.

Research highlighted that generally access around the Perth metropolitan area was seen to be good, although there was some room for improvement. Consumers identified the lack of public transport to regional areas, the centralised nature of the Perth public transport system and the lack of bus services during the weekend.

Operators wanted improvements for coach parking around general attractions and at the airport and improved bus/shuttle services from the airport¹⁴.

Accommodation

When tourists visit an iconic experience, they generally need accommodation at or near the attraction.

Friendly service, reasonable rates and every type of accommodation visitors require is on offer in the Experience Perth region. From modern hotel suites for the discerning business traveller to sociable backpacker hostels, there is always somewhere to stay. Accommodation in other parts of the region range from four-star hotel and motel accommodation, quality bed & breakfast, to chalets, caravan parks, farmstays, camping areas and houseboats.

Generally, accommodation in the Experience Perth region was perceived to be good by both operators and consumers, although they identified the lack of family resorts; specifically between Perth and Lancelin, with mentions for the need for family facilities such as swimming pools, mini golf, etc. Both operators and consumers commented on the poor standard, value for money and availability of the accommodation at Rottnest, as well as the need to increase the range of accommodation to introduce more beach front accommodation and self contained apartments across the Experience Perth region¹⁵.

Attractions and Activities

Visitors also seek activities and attractions at destinations. These may include windsurfing, golf, fishing, swimming, boating, skydiving, hot air ballooning and wine tasting as well as passive activities such as going on a picnic, lying on a beach or reading in a park or by a pool. Some of these activities may themselves be attractions for some visitors.

The Experience Perth region has some of Australia's best beaches, plenty of nightlife, bustling markets, outdoor dining and marine adventures. The capital city of Perth sits beside the widest stretch of the Swan River and offers a relaxed outdoors lifestyle that can also be found in the port city of Fremantle. Just out to sea are Rottnest's bays and beaches. Southwards, around Rockingham, there is plenty of marine life including friendly wild dolphins.

Further south lies Mandurah with its vast waterways and canals, perfect for boating and fishing, and beaches for surfing, swimming and sunbathing. The forests of the Darling Ranges feature numerous national parks and many walking, cycling, driving trails and a camping network.

To the east, the Perth Hills, the Foothills and the Swan and Avon Valleys are home to absorbing history and heritage experiences and superb wines, whilst in the north, Lancelin is the State's windsurfing capital.

Generally both consumers and operators felt that the range and standard of attractions and activities in the Experience Perth region were good. However, it was mentioned that the Fremantle markets could benefit from extending trading hours to include weekdays and that the Perth foreshore development, recently mooted, was a positive expansion that would allow visitors to utilise the area more effectively. Both operators and consumers commented positively on Kings Park, but negatively on the lack of beach activities, with suggestions that there should be more sun shelters and organised beach activities, and additional children's' activities in the inland rural areas ¹⁶.

Amenities

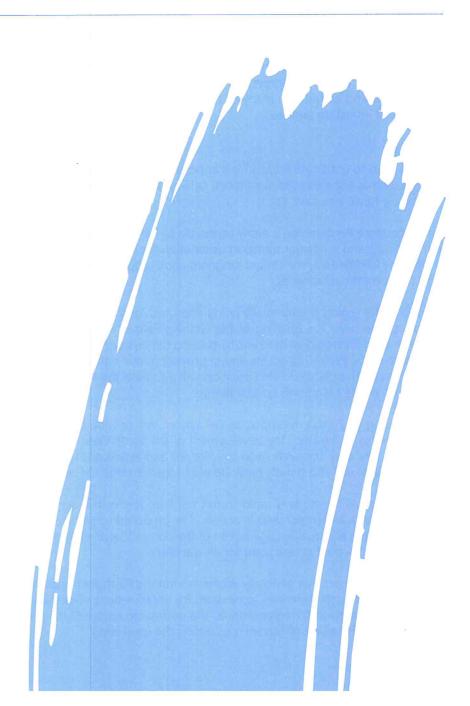
Visitors need amenities at and on the way to destinations and near icons and their accommodation. These include shops, restaurants and cafes, public transport, tourist information outlets and public toilets.

All visitor amenities are readily available in the Experience Perth region, including health services, shops, and day-care facilities, service providers such as hairdressers and chemists and visitor information centres. There are also good public toilets in most towns, picnic areas, car parking and walk trails with interpretive signage. Local government authorities are continually providing and upgrading facilities for visitors and the local communities.

Research highlighted a lack of directional signage on the freeway/highways and suggestions that there was a need for location signage (suburb names). Other mentions largely centred on poor amenities in the rural areas such as a lack of cafes/restaurants and visitor information¹⁷.

Signage has also been identified as a major problem throughout the State. According to a 2002 Visitor Satisfaction Survey conducted by Edith Cowan University for Tourism WA, clear and accurate sign posting was a priority area for improvement.

The Commissioner of Main Roads WA is responsible for signs on highways and main roads throughout Western Australia. LGAs, through delegation of powers, are responsible for road signs on local roads. In some cases, Main Roads WA requires LGAs and Tourism WA to comment before assessing a tourist sign application. Tourism WA will continue to work with the signage regulatory authorities to improve tourism signs throughout the State.



Icon Development Strategies and Projects

In order to strengthen the iconic experience for visitors and increase visitation significantly by international and national tourists, the following strategies have been developed by Tourism WA and other tourism stakeholders to address those gaps in access, accommodation, attractions, activities and amenities, that impact greatly on the ultimate potential of an iconic experience.

Focus

The following destinations or attractions falling within the <u>focus</u> area in the Experience Perth Matrix are perceived to be iconic. Despite being somewhat market ready for niche segments, their current product or infrastructure gaps should be addressed before they are widely marketed. As a result, they should be the focus of product and infrastructure development/resources to make them more market ready and move them into the leverage area.

Rottnest Island

Rottnest Island is renowned for superb snorkelling, diving, surfing, fishing, boating and swimming in crystal bays. There is plenty for land-lovers to do too, including golfing, bike riding and walk trails. The major gap identified by consumers focused on accommodation - poor standards, quality, affordability, availability and flexibility in length of stay¹⁸.

Project / Strategies	Project / Strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Status
ACCESS					
Cost of travel to Rottnest Island	Examine the cost of travel to Rottnest Island, especially day tripper versus overnight, in line with the Rottnest Island Taskforce Report.	Ferry Carriers, RIA, Tourism WA	To be determined	To be determined	Requiring investigation
ACCOMMODATION	Self-of Control of the Control of th				
Rottnest Island Accommodation	Upgrade accommodation on the Island.	RIA, Tourism WA	To be determined	To be determined	Requiring investigation
Private Sector accommodation	Undertake the feasibility of private eco-tourism accommodation on the Island	RIA, Tourism WA	To be determined	To be determined	Requiring investigation
ATTRACTIONS AND ACTIVITIES	nevalojumente populje a restaurantiški in patricali. Patricali in disembri	VEALURE PLANE	With the Washington		And the same of th
Rottnest Island attractions and activities	Increase attractions and activities available on the Island.	RIA, Tourism WA, CALM	To be determined	To be determined	Requiring investigation
AMENITIES	49 ON THE TRULE HAVE THE PARTY OF THE PARTY OF THE CONTROL OF THE PARTY OF THE PART	FIELV RICHISHOCK TRACES			milita sellul vise
Rottnest Island Amenities	Investigate amenity upgrades and developments in line with the Rottnest Island Taskforce Report.	RIA, Tourism WA	To be determined	To be determined	Requiring investigation

Perth Foreshore and Environs

The Perth foreshore is a popular day trip destination for many intrastate and international visitors. The river hosts a range of water sports, including sailing, water skiing, sailboarding, jet boating, fishing, parasailing and cruising. There are several gaps identified around the Perth foreshore area. The foreshore redevelopment is seen by consumers as an extremely positive progression which would assist in closing many of the existing gaps, namely the lack of activities. Suggestions for improvement included more public toilets on the south side, increased lighting in the area to promote night-time usage, and improved pedestrian access to the river.

Project / Strategies	Project / Strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Status
ACCESS	to the leverage area	Vand move Been In			
Helipad	Identify a permanent site for the Perth Helipad.	DPI, SRT, LGAs	To be determined	To be determined	Under investigation
ACCOMMODATION	near posting and swimming in				
Old Perth Port Hotel	A three-storey hotel situated on the Swan River adjacent to Barrack Square including a restaurant and a boardwalk area featuring a marketplace for food, refreshments and small retail stalls.	Private Sector	\$15 million	To be determined	Planning
ATTRACTIONS AND ACTIVITIES					
Perth Foreshore Precinct	Redevelop the foreshore to the west of Barrack Square to support the Perth Convention and Exhibition Centre and new rail links. Possibly developments could include a beach area, swimming lap pool and a musical/light fountain display.	City of Perth, DPI, SRT	To be determined	To be determined	Planning
Point Fraser Development	Expand the Point Fraser wetland regeneration project currently in progress to incorporate visitor facilities including an interpretation centre and kiosk.	City of Perth, SRT	To be determined	2005	Development
Esplanade Amphitheatre	Develop an outdoor performance facility on the Esplanade.	City of Perth	To be determined	2004/2005	Planning
McCallum Park	Develop McCallum Park/Taylor Reserve as a recreation park that maximises interaction with the Swan River. Planned developments include a restaurant/café, artificial lake, ferry/boat pick up and set down facilities, BBQ and picnic facilities, public art and a water habitat playground.	Town of Victoria Park, SRT	To be determined	To be determined	Planning
WA Wine Centre	Showcase Western Australian Wines by developing a WA Wine Interpretative Centre. A suitable location in the Experience Perth region to be determined	Wine Industry As- sociation, TWA, LG Authorities	To be determined	To be determined	Planning
AMENITIES			VI 9216782570		
Pedestrian access, public toilets and lighting	Investigate the provision of improved pedestrian access to the foreshore, additional public toilets and better lighting.	To be determined	To be determined	To be determined	Planning/ Requiring investigation

Avon Valley Experience

Western Australia's Avon Valley heritage country is steeped in pioneer history. The white waters of the Avon River host the annual world-famous Avon Descent canoe and powerboat race. York is Western Australia's first inland settlement and is awash with heritage buildings, museums, art galleries and craft shops. Toodyay boasts some of the finest examples of include the poor public transport and the necessity of private vehicle transport to access the area and lack of activities on weekends. Similarly the lack of children's activities was raised about Northam, as well as the lack of public transport, a need for revised opening times of service stations and other amenities¹⁹.

Project / Strategies	Project / Strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Status
ACCESS	ed at the second and the second second as a subject of the second			eompiction butt	Current Status
Avon Rail Link	Increase passenger and tourist rail access from East Perth to Toodyay and Northam in the Avon Valley by increasing number of rail journeys on timetable.	TransWA	\$21 million	August 2004	Development
Hotham Valley Railway	Further development of existing themed experiences into Toodyay.	Hotham Valley Railways	To be determined	To be determined	To be determined
ACCOMMODATION					a determined
Four-Star Motel Northam	Investigate the development of a four-star motel with conference facilities in Northam.	Private Sector, Town of Northam	\$3 million	Construction to commence October 2004	Planning
Avon Product Data Base	Avon Valley Regional Tourism Product Audit.	Avon Tourism, Shire of York	\$20,000	December 2004	RAP Funding Secured
Northam Backpackers	Upgrade of the existing backpacker establishment and/or the development of a quality backpacker property in the town.	Private Sector	To be determined	To be determined	Requiring further investigation
Farmstays/ Rural Retreats/Health Retreats	Encourage the development of more host tourism and rural experiences within the Avon Arc.	Tourism WA, BEC, WACC, Private Sector	To be determined	To be determined	Requiring investigation
ATTRACTIONS AND ACTIVITIES				With the latest the la	- Trestigation
Avon Valley Experience	Help to further facilitate the development of farm experiences, food and wine experiences, walk trails, free camping areas and additional rural experiences.	Avon Tourism, Tourism WA, LGAs	To be determined	To be determined	Requiring investigation
Restoration of the regions historical assets	Ongoing restoration and development of interactive experiences in respect to the region's historical assets eg. Old Gaol Museum-Toodyay, Connors Mill-Toodyay, Residency Museum-York, Old Railway Museum-Northam and Avondale Farm - Beverly.	Heritage Council	To be determined	To be determined	Requiring investigation
Balladong Farm	The acquisition of Balladong Farm by a private tourism investor, or Shire of York with a view to preserving and developing this historical asset into a tourism attraction.	Shire of York, Private Sector, Tourism WA	To be determined	To be determined	Requiring investigation
Slater Ho <mark>mestead – Shire of Goomalling</mark>	Restoration of the historic pioneer homestead.	Shire of Goomalling, Heritage Council of WA	To be determined	To be determined	Requiring investigation
Avon Valley Events/Festivals/Racing	Further develop Avon Valley Events Program with a view to enhance the visitor experience and generate further economic returns for the region.	LGAs, Local Tourism Associations	To be determined	To be determined	Developing

Project / Strategies	Project / Strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Status
Local Produce Pavilion	Development of a themed retail outlet which showcases the region's diverse range of local produce inc. food, wine, olive oil, arts, crafts, furniture. This could incorporate sale of items produce, interpretation, displays, café.	Private Sector, BEC, Heartlands Branding	To be determined	To be determined	Requires investigation
AMENITIES	ped opening pries of service 1	serradit a nga u turrus	and public trai	Tarities flow 25 (1	THE REPORT OF THE PROPERTY OF
Avon Valley Branding	Tourism WA Theme Branding of the Avon Valley including signage to link in with the new Experience Perth Theme.	Avon Tourism, Tourism WA	\$65,000	2005	Development
Avon Valley Experience (including Avon Descent)	Investigate the restoration of Avon River natural and built heritage, signage and public transport for tourists from Perth.	Town of Northam	To be determined	To be determined	Requiring investigation
Directional /Interpretive Signage	Investigate improvement of directional and interpretative signage around the Avon Arc.	Main Roads WA, LGAs, CALM	To be determined	To be determined	Requiring investigation
Northam Recreation Centre	Investigate the opportunity to develop a multi-faceted Recreation Centre in Northam incorporating heated indoor swimming pools, gymnasium, basketball court, squash courts, meeting facilities and a children's day care. This centre will create additional activities and amenities for visitors.		To be determined	To be determined	Requires investigation

Beach / Coastal Activities

Experience Perth has some of the most pristine coastline in the world. Powdery white beaches stretch from the city's western suburbs to Lancelin. Although local life revolves around the water, Perth's beaches are never crowded, giving a sense of space and freedom. Most Perth beaches have playgrounds and cafes, and there's a large range of beachfront accommodation in Scarborough. Research showed that gaps around this experience include lack of organised beach activities, lack of shade structures/shelters at many of the popular beaches, poor access tracks to many beaches and poor public transport to popular areas, particularly outside the metropolitan area.

Project / Strategies	Project / Strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Status
ACCESS					
Beach Bus	The existing Beach Bus needs to be given a higher tourism profile so that it acts as a shuttle bus to take visitors directly from the CBD to beaches in Cottesloe, Scarborough, and Hillarys. This service could include regular pick-ups from popular backpacker accommodation.	Private Sector, Tourism WA	To be determined	To be determined	Requiring investigation
ACCOMMODATION	ALL Misseym-Northam and Aver data				BIRL WAY
Marriott Ramada Henderson	Development of a three-star 101 room hotel in Henderson.	Private Sector	\$14 million	February 2005	Planning
Marriott Ramada Rockingham	A \$21 million, 12 storey development comprising an 84 room hotel, 24 residential apartment complex on the beach front in Rockingham with convention facilities, a bar and two restaurants.	Private Sector	\$14 million	December 2004	Planning
Kennedy Bay Accommodation	A revised proposal for tourism development at Kennedy Bay will include a short stay golf accommodation precinct, eco-tourism development, foreshore upgrades, paths/boardwalk, jetty and boat launching facility.	Private Sector	To be determined	To be determined	Planning

Project / Strategies	Project / Strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Status
Horizons Apartments	Construction of 32 short-stay apartments as a component of a larger development including residential apartments and commercial tenants.	Private Sector	\$5 million	December 2004	Planning
Accommodation on northern end of Garden Island	Investigate a low impact accommodation facility to capitalise on the nature based activities in the area.	Private Sector, US Navy, Tourism WA, Local Stakeholder Groups	To be determined	To be determined	Requiring investigation
Rockingham Backpacker accommodation	Examine the feasibility of developing a backpacker accommodation to capitalise on the rail link and strong nature based activities in the area.	Private Sector, Tourism WA	To be determined	To be determined	Requiring investigation
Beachfront tourist accommodation in Perth	Investigate industry support and market demand for increased beachfront accommodation in the Perth region. Sites need to be identified.	Private Sector, Tourism WA	To be determined	To be determined	Requiring investigation
ATTRACTIONS AND ACTIVITIES				- Contract	investigation
West Coast Div <mark>e</mark> Park	Establish a dive wreck off Perth and link product development and marketing activities to other dive wrecks in Western Australia.	DHW	Allocation of \$250,000 in 04/05	2010	Development
Perth Region Beach Activities	Investigate the provision of low impact water sports and the availability of equipment for hire (surfing, fishing rods, boats etc).	LGAs, Tourism WA, Private Sector	To be determined	To be determined	Requiring investigation
Whitewater Park Facility	Develop a man-made whitewater facility in the Experience Perth region.	DSR, Steering Committee	\$22 million	To be determined	Planning
The Mast Project	Explore the establishment of an internationally significant and unique development by constructing a series of replica ships masts linking Rockingham to its maritime history to create a catalyst for ongoing development and tourism promotion in the beachfront precinct.	City of Rockingham	To be determined	To be determined	Requiring investigation
AMENITIES	The public of the state of the				
Swanbourne Beach Development	Redevelop the Swanbourne Beach area to include new grassed areas, provision of picnic facilities and children's playground, youth recreational area, café and land-scape enhancements.	City of Nedlands	Estimated cost \$1.3 million	To be determined	Planning
Ocean Reef Development	Redevelop Ocean Reef Boat Harbour and its environs in a sensitive and sustainable manner to provide an eclectic mix of attractions, activities and facilities that will meet the growing needs of the community and visitors alike.	City of Joondalup, Private Sector	To be determined	To be determined	Planning
Port Coogee Marina	The Port Coogee project includes proposals to develop a marina and boat harbour, residential areas, retail and restaurant facilities, a hotel and water based activities.	State Government, City of Cockburn, Private Sector	To be determined	To be determined	Planning
Develop a Waterfront Village, Rocking- ham	Development of the overall foreshore area of Rockingham, to include an extension of the Wanliss Street Jetty area to create an eclectic mix of retail and activities which will 'book end' the recreational area stretching south to the Railway Terrace restaurant precinct.	City of Rockingham, Private Sector	To be determined	To be determined	Planning

Swan River Estuary

Without doubt, Western Australia's most famous waterway is the majestic Swan River. Meandering through wineries and farms in the Swan Valley, joined by the Canning River then running to the coast of Fremantle, the river weaves a path through the heart of Perth. The Swan hosts a range of watersports, including sailing, water skiing, sailboarding, jet boating, fishing, parasailing, and cruising. And there are more than 50 kilometres of riverside pathways for walking and cycling.

Project / Strategies	Project / Strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Status
ACCOMMODATION		Acord Jeller 1			
Swan River Estuary resort	Assess the feasibility of creating a 'river resort'.	Private Sector, Tourism WA	To be determined	To be determined	Requiring investigation
ATTRACTIONS AND ACTIVITIES				CHAIN I REALIZABLE	NEW YORK
Swan River Estuary Activities	Explore creating new activities and the availability of hire vessels along the Swan River Estuary.	SRT ,Tourism WA	To be determined	To be determined	Requiring investigation
AMENITIES					
Swan River Estuary Visitor Facilities	Investigate the provision of visitor facilities such as boating facilities, permanent berthing facilities, linking of cycle paths beside the Swan River, water transport (eg. water taxis, ferries), and restaurants / cafes with river views.	Tourism WA, DPI, SRT, LGAs, Private Sector	To be determined	To be determined	Requiring investigation

Swan Valley

Wineries and cellar-door tastings, eclectic dining and local produce are just some of the temptations attracting visitors to the Swan Valley for day trips and short getaway. The Swan Valley possesses significant tourism and product infrastructure gaps with the most prominent being the poor public transport access, the poor layout of the area and a lack of children's activities. Furthermore, the nature of the experience, namely wine tasting, lends itself as an area that would benefit from public transport to and around popular attractions.

Project / Strategies	Project / strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Status
ACCESS	the second of th			Constraint of the Constraint o	und beau breat
Swan Valley Cycle Path	Examine the provision of a cycle path in Swan Valley with a link to Whiteman Park.	City of Swan, Private Sector, Main Roads WA	To be determined	To be determined	Requiring investigation
Swan Valley Public Transport	Investigate the continuity of access and transport to the Swan Valley's main tourist sites.	City of Swan, Public Transport Authority, Tourism WA	To be determined	To be determined	Requiring investigation
ACCOMMODATION	The following the second secon				
Accommodation in Swan Valley	Investigate the provision of additional accommodation in the Swan Valley, in particular B&B's, boutique/spa style or self-contained chalets.	Private Sector, Tourism WA,	To be determined	To be determined	Requiring investigation
ATTRACTIONS AND ACTIVITIES	interrupted in the train.	Radiotical Charles (See Commission)			
Swan Valley Bike Trail	Develop cycle trails and interpretative signage within the Swan Valley to connect and interpret the wine, food, art and cultural tourism businesses, spectacular natural features and strong cultural history in the region.	City of Swan	\$83,650	To be determined	Planning

Project / Strategies	Project / strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Status
Swan Region Riverside Park	The proposed 100 hectare Swan Regional Park will feature low impact tourism areas and significant interpretive elements associated with the Swan River.	DPI, MRA, City of Swan	To be determined	To be determined	Planning
Swan Valley Region Activities	Investigate more nature based activities around the Swan River. Increased arts and culture activities/promotion.	City of Swan, Tourism WA	To be determined	To be determined	Planning
AMENITIES					
Swan Valley Cultural Discovery Trail	Develop a Cultural Discovery Trail by identifying and linking existing historical and contemporary cultural product through directional signage and quality interpretive material.	City of Swan	\$200,000	To be determined	Planning
Swan Valley Region Visitor Facilities	Investigate the provision of additional amenities, such as landscaping at Maali footbridge.	City of Swan	To be determined	To be determined	Planning

New Norcia

New Norcia is Australia's only monastic town. The architecture, with its strong Spanish flavour, dominates the Australian bush setting – the entire town is registered on the National Estate. The town is a popular day-trip destination. The main tourism product and infrastructure gaps are the lack of public transport to the area, the poor condition of the Hotel, lack of accommodation alternatives and the lack of amenities including a restaurant/café, picnic areas and opening times²².

Project / Strategies	Project / strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Status
ACCOMMODATION				and the same of th	Edit Status
New Norcia Tourist Park	Investigate development of a tourist park which provides on site accommodation for the coach market, caravan and camping sites, recreation facilities, campers kitchen.	Benedictine Community of New Norcia (Benedictine), Tourism WA	To be determined	To be determined	Requiring investigation
Renovation of the New Norcia Hotel	Complete renovation of the Hotel's bathroom facilities, uplift of the Hotel frontage and refurbishment improvements as required.	Benedictine	To be determined	To be determined	Requiring investigation
4 star self contained chalets	Development of 10 upmarket chalets overlooking the New Norcia Golf Course.	Benedictine, Private sector	To be determined	To be determined	To be determined
ATTRACTIONS AND ACTIVITIES	COLD TOWN OF STREET AND STREET AN	ochia di la colonia depositioni		The same of the sa	acterrinica
New Norcia Activities	Investigate the feasibility of providing a greater variety of activities, cafes etc. around New Norcia.	·	To be determined	To be determined	Requiring investigation
Ongoing restoration of the town's historic buildings	ings as required.	Benedictine	To be determined	To be determined	To be determined
Agricultural/Machinery Museum	Develop this asset into a quality tourism experience.	Benedictine	To be determined	To be determined	To be determined

Project / Strategies	Project / strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Status
AMENETIES	two transportations to the contract to the con	Hall have a server of the Bent of	Preparenting	verside Park	Swan Kanlon Ri
Development of new landscape designs	A private consultant has been contracted to develop new landscaping plans for the township.	Benedictine	In-kind	March 2005	Planning
New town landscape	Redesign and development of the town's landscape.	Benedictine, Shire of Victoria Plains, Private Interests	To be determined	To be determined	Requiring Investigation
Upgrade or redevelopment of the existing roadhouse	Replace existing roadhouse with a new roadhouse which incorporates a themed restaurant and tourist information.	Benedictine, Private Sector	To be determined	To be determined	Requiring investigation
Additional public restrooms	To meet public demand, enhanced facili8ties are required.	Benedictine	To be determined	To be determined	To be determined
Improved Signage	Entry statements, branding, directional, and interpretive signage.	Benedictine	To be determined	To be determined	To be determined
Information Bays	Investigate the possibility of developing information bays at the South and North entry points into town.	Shire of Victoria Plains	To be determined	To be determined	To be determined

Scarborough / Cottesloe

Scarborough and Cottesloe offer a relaxed lifestyle and the inviting Indian Ocean. Visitors are drawn to the two beaches for swimming, surfing and snorkelling as well as the nightlife. These two popular coastal areas share many of the same tourism product and infrastructure gaps such as a lack of sun shade/shelter structures/trees on the beach and longer opening times of accommodation pool facilities. Similarly, access issues were identified in relation to Cottesloe, including a lack of directional information from the train station to the beach. A suggestion for a shuttle bus from the train station to the beach area was proposed with particular emphasis that it would be a beneficial service for disabled people²³.

Project / Strategies	Project / Strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Status
ACCOMMODATION	bar	pe e jemevoro at 1	and fellinblanten		Hotel
Indian Ocean Hotel – Additions	Addition of another storey to the existing hotel providing another 5 double rooms, all with spas and a staff room.	Private Sector	\$400,000	2005	Planning
Scarborough Beach Accommodation	Develop further tourist accommodation at Scarborough Beach in line with the Scarborough Environmental Area Strategy (SEAS) recommendations.	Private Sector, City of Stirling	To be determined	To be determined	Planning
ATTRACTIONS AND ACTIVITIES					
Develop water activity theme park at Scarborough	Investigate the development of a family water-oriented activity centre at the Scarborough Beach precinct as part of the SEAS.	City of Stirling, Private Sector	To be determined	To be determined	Requiring investigation
AMENITIES	speciality and a second			chinery Museum	Agricultural/Ma
Scarborough Beach redevelop- ment and revitalisation	Revitalise and further develop the Scarborough Beach precinct for the benefit of local residents and visitors as identified in SEAS. Staged development over a number of years will incorporate further development of the coastal environment, street and landscape enhancements, recreation improvements, safety and security, access and parking improvements.		\$37 million	2010	Development
Cottesloe beach signage	Improve signage from train station to the beach.	Town of Claremont	To be determined	To be determined	Requiring investigation

Perth Hills

The Perth Hills area broadly encompasses the districts of Mundaring and Kalamunda and is connected by the Mundaring Weir Precinct. The area includes Lake Leschenaultia, the Bickley and Carmel Valleys and the Helena River catchment. The district is home to the largest grouping of National Parks in the region supported by a suite of activities, attractions, accommodation and amenities. Major attractions include the Mundaring Weir and Historic Precinct, the Hills Forest Discovery Centre and the Perth Observatory.

Project / Strategies	Project / Strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Status
ATTRACTIONS AND ACTIVITIES					
Zig-Zag railway - Gooseberry Hill	Re-establish original railway. Draft business plan being prepared to include a ten year staged development.	Shire of Kalamunda	To be determined	To be determined	Planning
Perth Hills Precinct Development	Develop and implement a business and marketing plan to increase visitation to the Perth Hills precinct.	EMRC, Implementa- tion Working Group		To be	Development
Perth Hills Experience Activities	Investigate additional nature based activities, boutique wineries, arts centres, and art workshops.	Private Sector, Tour- ism WA	To be determined	To be determined	Requiring investigation
AMENITIES	the course on charge and a manager of the course of	bos vertudo crando	evitica interior numero a	arianista a place	i dell'assertion
Perth Hills Experience Visitor Facilities	Investigate the issue of public transport to tourist attractions and the provision of a city night viewing facility.	Public Transport Authority, LGAs	To be determined	To be determined	Requiring investigation

Heritage / Historical Experience

History/heritage experiences are available in a variety of townships in the Experience Perth region, for example Fremantle, New Norcia, York, Northam and the 'Heritage Country' experience of the Armadale, Gosnells, and Serpentine/Jarrahdale district. The historical experience is a niche area with the majority of interest being in the over 55's market. Generally this experience is seen to be satisfactory in terms of existing product and infrastructure. Improvements include better public transport to inland rural locations, improved accommodation standards and appropriate children's activities²⁴.

Project / Strategies	Project / Strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Status
ACCOMMODATION	making 2 compared the Property of State 2 compared by the State 2 compared by				
Heritage Country accommodation	Investigate 3 and 4-Star B&B, guesthouse, chalet accommodation options in Armadale, Gosnells, Serpentine, Jarrahdale area.	Private Sector	To be determined	To be determined	Requiring investigation
Fairbridge Village	Restoration and renovation of various historic cottages for holiday and conference accommodation, construction of a multi-use conference and environment centre.	Inc., Tourism WA	\$1.2 million	To be determined	Planning
Accommodation to cater for larger groups	Investigate the feasibility of accommodation to cater for larger groups in the Heritage Country district of Armadale, Gosnells, Serpentine/Jarrahdale.	Private Sector, Tourism WA, HCTA	To be determined	To be determined	Requiring Investigation
ATTRACTIONS AND ACTIVITIES	the bearing the community are a second of the community and the community are a second of the community and the community are a second of the community are		and the second	July allowed a	reference and reference
Jarrahdale Heritage Park	Develop Jarrahdale Heritage Park into a tribute to the early pioneers, their way of life and the valuable contribution of the timber industry to the early development and economy of WA.	Shire of Serpentine- Jarrahdale and National Trust (WA)	\$12.5 million	Stage 1 - 2005	Planning

Project / Strategies	Project / Strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Status
Pinjarra Rail Heritage Centre	Construct an operational railway yard for servicing and storage of Hotham Valley Tourist Railway's locomotives and carriages. Commercial opportunities and a tourist information centre are planned.	Peel DC	\$5 million	2008	Development
Peel Region Tourist Railway	Construct a dedicated tourist railway linking Pinjarra with Dwellingup and Boddington. The railway will connect eco-tourism, heritage tourism and cultural tourism opportunities.	Peel DC	\$3 million \$1 million secured	2007	Development
Fairbridge Environment Centre	Construct a multi-function facility to highlight sustainable development opportunities at Fairbridge Village. Fairbridge will be the only heritage listed eco-village in the world.	Fairbridge Inc.	\$600,000	Stage 1 - 2005	Development
Fairbridge Village Visitor Discov- ery Centre	house a visitor discovery centre on the Kingsley Fairbridge story.	Fairbridge Inc.	\$420,000	2004	Development
Jarrahdale Scenic Railway Project	Investigate the development of a small scenic rail loop utilising the old rail reserve within the Shire of Serpentine Jarrahdale.	Shire of Serpentine Jarrahdale, Tourism WA	To be determined	To be determined	Requiring investigation
Heritage Walk Trails – Pinjarra	Continue interpretative signage, plaques and brochures on heritage buildings in the town.	Shire of Murray	\$50,000	2005	Planning
Boddington Cultural Centre	Examine the development of a cultural heritage precinct involving the old school, Roads Board Office, Town Hall, Old Police Station and the river foreshore area.	Shire of Boddington, Tourism WA	To be determined	To be determined	Requiring investigation
Waroona Lakes dual-use walk trail	Develop a dual-use walk trail and interpretive signage linking Lake Moyanup to Lake Navarino.	Shire of Waroona	\$100,000	2006	Planning
Edenvale Homestead	Develop Edenvale Homestead into a living museum. Provide interpretive information and signage to educate visitors about the life of early settlers in the area.	Shire of Murray	\$50,000	2008	Planning
Heritage Walk Trails	A number of initiatives are currently progressing or planned in the Perth metropolitan area including the Walking Subiaco Project.	WA Museum, City of Subiaco	\$29,000	Ongoing	Planning
Heritage Walk Trails	City of Perth Heritage Trails – support newly developed heritage trails through the i-City Volunteer Hosts programme.	WA Museum, City of Perth	\$50,000	4 Trails completed	Implementation
Forest Heritage Centre, Dwellingup	Build and extension to the existing building to create extended training facilities, opportunities for an 'artist in residence program', seating for the coach market visits, and refurbish the display area.	Forest Heritage Centre Inc.	\$2 million	To be determined	Planning
AMENITIES OF	stone cottages for trailday and constructions are a sure transfer (Aust) to the standard of th				
Jarrah Forest Experience Visitor Facilities	Investigate the feasibility of additional signage / entry points and quality food outlets.	Tourism WA, Main Roads WA, LGAs	To be determined	To be determined	Requiring investigation
Heritage / Historical Experiences (includes Armadale, Gosnells, Ser- pentine/Jarrahdale district)	Investigate the lack of public transport to attractions and the provision of additional signage.	Tourism WA, Public Transport Authority, Main Roads WA, HCTA	To be determined	To be determined	Requiring investigation

Marine Wildlife Experience

Marine Wildlife Experiences are available in Rockingham (dolphins), Perth (AQWA and whale watch tours), Mandurah (dolphins), and Lancelin (sea lions and dolphins). Minor gaps identified in the Marine Wildlife Experience include the need to improve signage off the freeway/major roads to Hillarys and the lack of marine interaction experiences (as opposed to simple marine observation attractions)²⁵.

Project / Strategies	Project / Strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Status
ATTRACTIONS AND ACTIVITIES					Current Status
Perth Wildlife Experience (including AQWA)	Investigate opportunities for eco-tourism operations, tour guides and interpretation to widen visitors' interaction with Perth Wildlife.	Tourism WA, Private Sector	To be deter- mined	To be determined	Requiring investigation
Waroona Waterways	Develop land and water based recreation and eco-tourism facilities within the Drakesbrook and Samsom Brook catchment areas.	CALM, Shire of Waroona	\$300,000	2006	Planning

Leverage

The following destinations or attractions falling within the <u>leverage</u> area in the matrix are perceived to be iconic and market ready. As such, they may not require major product or infrastructure development, but can instead be leveraged to draw visitors to the region. The quality of these destinations or attractions must be maintained to keep them in this area.

Perth

Perth is nestled in a picturesque natural amphitheatre, bordered by Kings Park botanical gardens and the beautiful Swan River. The city is clean, well laid out and easy to get around. It is the State's centre for the arts, business, government and entertainment. There are world-class golf courses, over 80kms of white sandy beaches and a mecca of outdoor activities and experiences to enjoy. Overall, there were very few product and infrastructure gaps identified by tourists in Perth, however some minor gaps identified were the lack of amenities, more specifically tourist information guides and services, lack of supermarkets in the Northbridge area and poor trading hours.

Project / Strategies	Project / Strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Status
ACCESS				CITALINA DE CARA	
Perth Rail Station	Facilitate better connections between the Perth CBD and Northbridge by sinking the Perth Rail Station	DPI, City of Perth	To be determined	To be determined	Requiring investigation
ACCOMMODATION	1 1994 CH 1996 SERVER AND THE PROPERTY OF THE STORY OF THE SERVER OF THE	No established the second of	planted assertion	deterrimed	investigation
Court Apartments	A \$16 million redevelopment of the Old Court Hotel site to include an eleven level mixed use building containing a tavern, 51 serviced apartments and 33 residential apartments.	· Private Sector	\$9 million (tourism component)	To be determined	Planning
Medina Executive Barrack Plaza	Construct 100 serviced apartments, restaurants, pool, fitness centre and meeting rooms.	Private Sector	\$25 million	2005	Planning
Nature based accommodation	Investigate the development of unique nature based accommodation in the Perth area.	Private Sector, CALM	To be determined	To be determined	Requiring investigation

Project / Strategies	Project / Strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Status
The Outram	Development of an up-market five-storey hotel catering to the corporate market. The French provincial style development will comprise 18 hotel suites and 4 one-bedroom apartments and incorporate a breakfast room, lounge, serviced office and basement parking facilities.	Private Sector	\$5.9 million	September 2004	Development
Accor Formule 1 Perth Airport – Stage 1	A budget hotel located close to Perth airport servicing short-stay and in-transit passengers.	Private Sector	\$5.5 million	November 2004	Planning
Hotel Development - Northbridge	Construction of a six-storey boutique hotel comprising 78 suites, a conference room and restaurant.	Private Sector	\$6 million	February 2005	Planning
Barrack Plaza Apartments	The overall \$20 million 15-storey development of the Railway Hotel site will include 93 serviced apartments, 48 residential units, office space, retail shops and a café/restaurant.	Private Sector	\$20 million	May 2005	Development
Holiday Inn Hotel	Construction of new 2.5-star Holiday Inn Hotel at the Burswood Resort Complex.	Private Sector	\$50 million	March 2005	Development
5 star Accommodation	Investigate the feasibility of development a 5 star hotel in Perth .	Private Sector	To be determined	To be determined	Requiring investigation
Aram Spa Resort, Midland	Construct a Health Resort comprising of 21 chalets with spa complex, restaurant and art gallery.	Private Sector	\$6 million	Construction to commence October 2004	Planning
Bullsbrook Chalets, Bullsbrook	Stage 1: Construction of 2 self-contained chalets on 1 acre lots with horse and animal facilities. Stage 2: Construct a further 3 chalets.	Private Sector	\$400,000	Construction commenced January 2004	Development
Valley Cats Estate, Herne Hille	Construction of 4 cottages in a farmstay style with facilities for boarding cats and agistment for horses.	Private Sector	\$200,000	Construction to commence December 2004	Planning
ATTRACTIONS AND ACTIVITIES					
i-City volunteer Host Programme	Continue to expand the i-City volunteer Host programme and information distribution on Perth activities.	City of Perth, Tourism WA	To be determined	Ongoing	Ongoing Development
Shopping Experience	Develop activities in Perth to enhance its reputation as a sought after shopping experience.	LGAs, Private Sector, Tourism Organisations, Tourism WA	To be determined	To be determined	Planning
AMENITIES	A TO A STOCK OF CHORACTER AND				
Refurbishment of Perth City malls	The City of Perth has begun the first stage of a five year enhancement programme for the pedestrian core of the city. A Concept Plan for the Hay and Murray Street Malls, Forrest Place and the Station Forecourt has been released for community comment.	City of Perth	\$14 million	2008	Development
Northbridge Action Plan	Continue to progress actions under the Northbridge Action Plan.	City of Perth, stakeholder groups	To be determined	Ongoing	Development
Retail Trading Hours	Investigate the introduction of more flexible retail trading hours	WA Government	To be determined	To be determined	Requiring investigation

Kings Park

Kings Park offers a mix of untouched bushland, botanic gardens, walkways and grassy lawns and the most popular tourist destinations in Perth. Generally, there were very few product and infrastructure gaps raised regarding Kings Park, however there were suggestions for improvement to make the area easier to locate and more user friendly²⁶.

Project / Strategies	Project / strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Status
ATTRACTIONS AND ACTIVITIES					
Kings Park Activities	Undertake consultation with Northbridge, multicultural and indigenous stakeholders and City of Perth to investigate increasing indigenous experiences within Kings Park.		To be To be determined		Requiring investigation
AMENITIES	Entra Carrier		n Santa traps averes.		
Kings Park Wildflower Interpre- tative Facility	Investigate the feasibility of creating a permanent interpretation of wildflowers centre, such as a botanical glass house.	BGPA, Tourism WA	To be determined	To be determined	Requiring investigation

Fremantle

The vibrant port city of Fremantle is rich in heritage, cosmopolitan culture and maritime history. The city offers pubs and clubs, restaurants and cafes, nightlife, fresh local seafood, weekend markets, numerous entertainment venues, street performers, fashion and indigenous art. Western Australia's pioneering history lives on in the port city, where convict prisons and maritime museums tell fascinating stories of courage and mischief. Fremantle has been recognised as the best preserved example of a nineteenth century port streetscape in the world. It has Western Australia's largest collection of heritage listed buildings, many of which house attractions, museums, offices, art galleries and shops.

Gaps were mainly associated with amenities and access issues including the need for more taxis, particularly on Friday and Saturday nights (this issue was of particular concern to the young intrastate market), poor trading hours and the possibility of having a pedestrian zone in the main area of Fremantle whereby cars are prohibited. It was suggested that shops and restaurants should be open late, similar to Melbourne²⁷.

Project / Strategies	Project / Strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Status
ACCOMMODATION			and the steroic na		
Goldsborough Hotel	The redevelopment of the old Woolstore building into a 4-star 179 room, 14 suite boutique hotel.	Private Sector	\$38 million	March 2005	Planning
High Quality Accommodation	Investigate the provision of a high quality accommodation in Fremantle	Private sector, Tourism WA	To be determined	To be determined	Requiring investigation
ATTRACTIONS AND ACTIVITIES			Leading		The state of the s
Fremantle Prison Precinct	Maximise tourism potential of Fremantle Prison, including the commencement of tunnel tours. A Master Plan is being finalised.	DHW, Fremantle Prison	To be determined	To be determined	Planning
HMAS Fremantle	Secure the Fremantle Calls Patrol boat HMAS Fremantle as a display in Fremantle when the vessel is decommissioned.	Maritime Museum WA, Steering Committee	To be determined	2006	Planning
Fremantle underwater sculpture park, Bather's Beach	Investigate using existing artefacts to create an underwater sculpture park.	City of Fremantle, Fremantle Chamber of Commerce, Tourism WA	To be determined	To be determined	Requiring investigation

Project / Strategies	Project / Strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Status		
Fremantle Port City Experience Activities	Investigate: improving access to seafood/fishing industry activities; additional activity on Fisherman's Wharf; an increased emphasis on fashion design. Create a 'Chapel Street' of Fremantle; and creating an international tourism icon in the area possible location between the western end of Victoria Quay and bathers beach.	Fremantle Ports, City of Fremantle, Private Sector, Tourism WA	To be determined	To be determined	Requiring investigation		
AMENITIES	i cultural anal jindigenes.	ner, rhidner	ti ger i elsmond	2911	VII DE PER LE ACEIV		
Fremantle West End Revitalisation	ng improvements to create an active, vibrant community and maximise economic		– Streetscape,Stage 2 - \$1		s, streetscape enhancements, parking, tourism and build- e an active, vibrant community and maximise economic Stage 2 - \$1 million, Stage 3	2007	Planning
Fremantle and Northbridge Tour- ism Precincts	Position Fremantle and Northbridge areas as identified tourism precincts in accordance with the Government's policy to 'create with local business communities a Northbridge Tourism Precinct and a Fremantle Tourism Precinct'.	Tourism WA, Fremantle Chamber of Commerce, City of Perth	\$120,000	Fremantle 2004, City of Perth 2005	Development		
Fremantle Visitor Centre	Identify a suitable location and develop a network visitor centre in Fremantle.	Fremantle Visitor Centre, City of Fremantle, Tour- ism WA	To be determined	To be determined	Requiring investigation		
Fremantle Port City Experience Visitor Facilities	Investigate a range of issues to improve amenities in Fremantle such as: Provide pedestrian links between Victoria Quay, city centre and Fishing Boat Harbour; Entry statements and signage to Fremantle; Improve security to address anti-social behaviour; Public transport and taxis at night; Gateway in the waterfront precinct. Possibly an inter-government opportunity; More public toilets; Guides and signage around city for visitors; Improve parking; Coordinated approach to develop heritage trails; and Victoria Quay – luggage storage area required.	City of Fremantle, Fre- mantle Ports, Tourism WA, Fremantle Chamber of Commerce	To be determined	To be determined	Requiring investigation		
Western Australian Maritime Mu- seum	Investigate the provision of additional signage and pedestrian links to other Fremantle attractions.	Tourism WA	To be determined	To be determined	Requiring investigation		

Food and wine experience

The food and wine experience available in Experience Perth is popular amongst both international and intrastate markets. Perth is seen to offer a large variety of quality international cuisines and excellent fresh produce, including seafood and fresh fruit. Experience Perth has a number of popular areas offering the food and wine indulgence experience including Northbridge, Subiaco, Fremantle, Leederville, Perth City and the Swan Valley. Gaps surrounding this experience focus primarily on the poor access and lack of children's activities, particularly in the Swan Valley area.

Project / Strategies	Project / Strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Status
ATTRACTIONS AND ACTIVITIES	。 一种种种型型 为证明,并且是不是有关的。 一种种种种种种种种种种种种种种种种种种种种种种种种种种种种种种种种种种种种		Charles and Compact		Hone clauses!
Subiaco	Plan and identify strategies to support the people friendly amenity of the City of Subiaco popular café/restaurant strip and environs.	City of Subiaco	\$250,000	2005	Planning

Bibbulmun Track

The Bibbulmun Track is one of the world's great long distance walk trails, stretching nearly 1,000 kilometres from Kalamunda to Albany. Designed for foot traffic only (no bikes or horses), it meanders through peaceful rural and coastal towns. It is the quintessential Australian bush experience.

Project / Strategies	Project / strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Status
ATTRACTIONS AND ACTIVITIES	Leading to the control of the contro			analusytis	Tristan materi
Bibbulmun Loop - Jarrahdale	Establish a loop walk trail from the Bibbulmun Track to Jarrahdale.	CALM, LGAsPrivate Sector, Tourism WA	\$50,000	2004	Planning

Mandurah

Mandurah is a vibrant and versatile city noted for its magnificent waterways and holiday atmosphere. The city's restaurants, craft and souvenir shops, art galleries and cultural buildings are set around the blue green waters of Mandjar Bay. At night the bay lights up and people migrate to the waterfront to enjoy a barbeque or dine at the many cafes.

Research highlighted one of the major issues was the perception of 'urban sprawl' and the high rate of housing development. This was seen as a negative by many consumers who no longer viewed Mandurah as a holiday destination. Accommodation in Mandurah was generally perceived to be good with a lot of variety available by both the young and family markets. However, there were suggestions by the family market that extensions to the variety of accommodation to include a house boat option and an eco-lodge style of accommodation would be valuable. A suggestion for tents/cabins in a natural area similar to Eco Park in Preston beach was proposed. Other suggestions included introducing Kids Clubs into accommodation establishments. This would involve a supervised area where children could enjoy organised activities such as games and art/craft allowing parents some private time away from their children.

Project / Strategies	Project / Strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Status
ACCESS					
Peel Deviation	The Peel Deviation is being developed as a route of 52.1km of dual carriageway from the future Kwinana Freeway link north of Mandurah to the existing Perth to Bunbury highway (Old Coast Road) near Lake Clifton to deal with increased congestion.	Main Roads WA	To be determined	2011	Planning
Kwinana Freeway Extension	Extend Freeway from Baldivis to Mandurah.	Main Roads WA	\$180 million	2011	Planning

Project / Strategies	Project / Strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Status
Perth to Mandurah Railway	Construct new passenger railway service from Perth to Mandurah.	Public Transport Authority	\$1.2 billion	December 2006	Development
ACCOMMODATION	on valley. Gaps surrounding in the case of			dhaco, demant	sorthoodge, S
Seashells Resort, Mandurah	70 one and two bedroom self-contained units, beach villas, townhouses and penthouse apartments, a restaurant and resort office near the Mandurah Ocean Marina.	Private Sector	\$15 million	2005	Development
Peninsula Hotel Redevelopment, Mandurah	Demolish existing Peninsula Hotel and construct a 120 room 5 star hotel with conference facilities for 300, 58 residential apartments and a retail area.	Private Sector	\$40 million	To be determined	Planning
Mandurah Ocean Marina Chalets	Construction of a 39 unit family chalet development.	Private Sector	\$2.9 million	Construction commenced August 2004	Development
Yalgorup Eco Park on the Beach	A range of tourist accommodation including caravan sites, backpacker rooms, self-catering suites, one, two and three-bedroom villas, a conference centre and café.	Private Sector	\$5 million	July 2005	Development
Mandurah Caravan Park – additions	Addition of 8 caravan bays with ensuite facilities to existing caravan park development.	Private Sector	\$100,000	October 2004	Development
Mount Erin Estate, Waroona	Construction of 7 chalets, restaurant and wine-tasting facility.	Private Sector	\$800,000	August 2005	Development
Preston Beach Caravan Park – additions	Addition of 30 powered sites for caravans, camping and park homes.	Private Sector	\$100,000	October 2004	Development
ATTRACTIONS AND ACTIVITIES		*			
Australian Sailing Museum, Mandurah	Construction of a circular museum interpreting the sport of sailing in Australia. Will house models of all America's Cup winners from 1851 to present day and models of every Australian yacht to reach status since 1900.	Private Sector	\$4 million	October 2005	Planning
Mandurah Activities	Investigate the provision of more tourist attractions in town and access to hire equipment such as crab nets, fishing rods, etc.	City of Mandurah, Mandurah Visitor Centre, Tourism WA,	To be determined	To be determined	Requiring investigation
AMENITIES	to idenducible was early and the identification of the identificat	1995 1 20 2	isbric	as desurbastd box	wall as her lies
Mandurah Ocean Marina project – Stage Two	Develop Stage Two of the Marina (Venetian Waterways). Will include opportunities for short stay tourist accommodation and retail outlets built around the marina project.	City of Mandurah, LandCorp	\$30 million	Ongoing	Development
Mandurah Public Transport	Investigate the provision of adequate bus services available from train/bus station into, and around, Mandurah City Centre.	Public Transport Authority, City of Mandurah, Tourism WA	To be determined	To be determined	Requiring investigation

Monitor

The following destinations or attractions falling within the monitor area are neither iconic nor market ready; so should therefore not be the focus of major product and infrastructure development, resources or marketing activities. However, they should be monitored for increased iconic significance (in which case they would move into the focus category) or increased market readiness (in which case they would move into the maintain area).

City life experience

City Life involves a variety of activities and experiences including nightclubs/pubs, shopping, entertainment and restaurants. Major tourism product and infrastructure gaps exist around this experience with the most significant being poor trading hours. Perth is seen to have limited nightlife and atmosphere, including a poor range of nightclubs, shopping and entertainment (including live shows, theatre and concerts). In addition, the atmosphere and nightlife is affected by the poor trading hours, whereby many of the restaurants and clubs are not open on weekdays and close early on weekends. Furthermore, the decentralised clusters of night spots including Subiaco, Northbridge, Claremont, Fremantle etc in conjunction with limited trading hours and poor public transport to some of these areas make it difficult for visitors to undertake these experiences³⁰.

Project / Strategies	Project / Strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Status
ATTRACTIONS AND ACTIVITIES					
	Undertake consultation with Northbridge, multicultural and indigenous stakeholders and local government authorities to investigate the creation of additional indigenous and multicultural experiences in Northbridge.	Groups, LGAs, Tourism WA	determined	To be determined	Requiring investigation
Northbridge Tourism Precincts	Position Fremantle and Northbridge areas as identified tourism precincts in accordance with the Government's policy to 'create with local business communities a Northbridge Tourism Precinct and a Fremantle Tourism Precinct'.	Tourism WA, Fremantle Chamber of Commerce, City of Perth	\$120,000	Fremantle 2004, City of Perth 2005	Development

Terrestrial Wildlife

Western Australia is abundant and diverse wildlife, and the national forests and parks provide excellent animal-spotting opportunities. Yanchep National Park has native bushland dotted with kangaroos and birds and a koala sanctuary.

Project / Strategies	Project / Strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Status
ACCOMMODATION			La company de la	Completion Date	Current Status
Yanchep Inn - Stage 1	Development of 14 new motel style rooms, kitchen, café and function rooms.	CALM	\$2.3 million	December 2004	Development
Yanchep Inn – Stage 2	Construction of a further eight new guest rooms and redevelopment of old accommodation rooms.	CALM, Private Sector	\$1 million	2004	Planning
ATTRACTIONS AND ACTIVITIES					
Zoo Walk	Redevelop and enhance the area between the South Perth Ferry Terminal and the Perth Zoo entrance to create a unique walkway and experience for visitors. Project master plans include the development of Windsor Park, enhancement of Mends Street and the South Perth Historic Precinct, development of an amphitheatre, Public Art Trail, Interpretive signage and a visitor's centre.	,	\$1.7 million	To be deter- mined	Development

Project / Strategies	Project / Strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Status
Yanchep National Park	Further enhance and develop tourism product and activities in Yanchep National Park to reflect its significant appeal to visitors. A number of projects are currently in the planning process including: Redevelopment of Koala display; Redevelopment and expansion of Indigenous Cultural program; and Expansion of Cave tours/activities.	CALM	To be deter- mined	Ongoing	Development/ Planning

Gravity Discovery Centre

The Gravity Discovery Centre is an inspirational self supporting, non-profit public education and tourism centre that focuses on the big questions of Life and the Universe, and the extraordinary biodiversity of Wallingup Plain.

Project / Strategies	Project / Strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Status
ACCOMMODATION	。 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人」 「一個人 「一個人 「一個人 「一個人 一個人 一個人 一個人 一個人 一個人 一個人 一個人		10世後8月1日全		
Gingin Backpackers	Develop budget accommodation with shared bathroom facilities, common kitchen and lounge area, situated in a rural setting on the Brand Highway.	Private sector	\$400,000	January 2005	Planning
Gingin Accommodation	Investigate the feasibility of developing accommodation within close proximity to the Discovery Centre to accommodate school groups and the coach market.	Shire of Gingin, Private Sector, Tourism WA	To be deter- mined	To be deter- mined	Requiring investigation
ATTRACTIONS AND ACTIVITIES	in a cultivation that stores		This is newsort	यामाञ्जा मार्क	not abuncus an
Gravity Discovery Centre – Stage 2	Develop an interactive centre in Gingin Shire to promote, encourage and educate the visitor in fundamental aspects of gravitational science and technology and its relationship to art, culture and the environment. Plans completed, components include a Theatre, Stargazers Café and Leaning Tower of Gingin.	University of Western Australia, Private Sector	\$6 million	Not yet deter- mined	Development
AMENITIES	State Dates Driovide 2.5	SEC. 1 Metablica	Children Secretarion (C)	in moznison di Spi	Mary II aver
Brand signage	Investigate the provision of brand signage to the Gravity Discovery Centre.	To be determined	To be deter- mined	To be deter- mined	Requiring investigation

Lancelin

Lancelin is a small fishing town nestled between the ocean and sand dunes and is the coastal link to the Pinnacles Desert. The town is stretched along the edge of a natural bay which is protected from the Indian Ocean by outer reefs and islands. The reefs provide the perfect environment for snorkelling, scuba diving, surfing and wave sailing. The protected waters are ideal for swimming, fishing, boating, using small watercraft and Lancelin is an international Mecca for windsurfers.

The major gaps that were identified by intrastate consumers were poor public transport and track access within Lancelin, a lack of visitor information, and restaurants and cafes, a lack of accommodation north of Perth and limited activities; however it is noted by many consumers that this is not necessarily a negative as people travel there for the specific reason of seeing the sand dunes, participating in water based activities and having a relaxing weekend³¹.

Project / Strategies	Project / Strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Statu
ACCESS	Popularity and a transmission of a signal respective and	Maria allocation	Estimated Cost	Completion Date	Current Statt
Indian Ocean Drive – Lancelin to Cervantes	The Indian Ocean Drive is the 194 km coastal road from Lancelin to the Brand Highway, 38 km south of Dongara providing easy access and improved services between existing towns. The remaining 60 km section between Lancelin and Cervantes, with spur roads into Wedge and Grey, is surveyed and yet to be constructed.	MRWA, DPI, CALM, Tourism WA	\$42 million	2008 (subject to funding)	Planning
ACCOMMODATION					
Lancelin Tourist Park	The existing two caravan parks in Lancelin are below par. Development of a good quality Tourist Park is needed.	LandCorp, Shire of Gingin, Tourism WA	To be determined	To be determined	Requiring investigation
Lancelin Hotel	Develop two-storey 3 bedroom short stay holiday units and outdoor recreation including pool and pavilion. Redevelopment of the Hotel to include an indoor restaurant and alfresco dining area.	Private Sector	\$3 million	Not yet determined	Planning
Revilo Holiday Units	Construct five holiday units in Lancelin.	Private Sector	\$1 million	Not yet determined	Planning
Lancelin Coastal Village	Develop residential and tourist accommodation in Lancelin.	Private Sector	\$2 million	Not yet determined	Planning
ATTRACTIONS				CONTRACTOR OF THE SECOND	ETTERNO DE
Inland Walk Trail	Development of a walk and cycle trail around the 18 hole golf course which incorporates access to the sand dunes.	Shire of Gingin, Local Community	To be determined	To be determined	Requiring investigation
Preservation of Lancelin Sand Dunes	Ensure that this valuable tourism asset is not eroded away through the adjoining Mineral Sands mine. The current mining lease expires in December 2004 however a lease extension has been submitted.	Shire of Gingin, DPI, Tourism WA	Not applicable	Not applicable	Requiring Investigation
Beach Activities	Investigate the opportunity to develop more beach/water based activities along Lancelin's town beaches.	Shire of Gingin, Tourism WA, BEC	To be determined	To be determined	Requiring investigation
AMENITIES	the same that used a million that the company of th			determined	investigation
Lancelin Sand Dune Ablutions	Development of public facilities within close proximity to the Lancelin sand dune car park.	Shire of Gingin, WDC	To be determined	To be determined	Requiring investigation
Complete Lancelin Infill Sewerage	Ensure the Lancelin Sewerage Project progresses through to completion.	Shire of Gingin, WDC, Private Sector, Water Corporation	\$1.2 million (\$800,000 in Headworks funding and private investor funding secured. \$400,000 shortfall to be secured)	Subject to funding	Planning
	Develop more shelters along the Lancelin beach front.	Shire of Gingin	To be determined	To be determined	Requiring investigation
	Investigate the development of a bus service between Perth to Lancelin.	Trans WA, Private Sector	To be determined	To be determined	Requiring investigation
	Further investigation is needed into the development of an independent stand alone Visitor Centre in Lancelin.	Shire of Gingin	To be determined	To be determined	Requiring investigation
Pedestrian Access	Improve pedestrian access around Lancelin and the feasibility of providing enhanced public transport.	Shire of Gingin	To be determined	To be determined	To be deter- mined

Maintain

The following destinations or attractions falling within the <u>maintain</u> area are market ready, but are not seen as iconic destinations that attract significant visitors to WA. This means they should not be the focus of any major tourism product and infrastructure development or resources at the statewide level (other than that required to maintain them). Co-operative activities should be the objective of any marketing.

Hillarys

Hillarys is home to plenty of action including AQWA, (the Aquarium of Western Australia), cafes, restaurants, bars, food halls, gift shops and a children's play area. Although primarily a Boat Harbour, the complex incorporates many community and recreational features to cater for beach goers, tourists and local residents. Its breakwaters are popular for recreational fishing and diving trails are located on the adjoining reefs. Minor gaps include the need to improve signage off the freeway/major roads and the lack of marine interaction experiences³².

Project / Strategies	Project / Strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Status
ACCESS		1110 1111 6411 111	1711 2 17 7 75 112 11		
Improve access and parking facili- ties at Hillarys Boat Harbour	Undertake staged implementation of recommendations from the Hillarys Boat Harbour Parking Study and Traffic Management Study.	DPI, City of Joondalup	\$1.5 million	To be identified	Planning
ATTRACTIONS AND ACTIVITIES		5 46		E I LE LEVOYE	ight a
Marine Interaction	Develop attractions at Hillarys that provide enhanced marine animal interaction.	Private Sector	To be deter- mined	To be deter- mined	Requiring investigation
AMENITIES	and Haymid ywas Lean		4 Indiana	Labratia Sond	to not symple
Improve signage from main roads	Investigate the improvement of signage to Hillarys Boat Harbour.	Main Roads WA, Tourism WA, Private Sector	To be identified	To be identified	Requiring investigation

Munda Biddi

Munda Biddi is Nyoongar for 'path through the forest' and when complete it will covering 900 kilometres from Mundaring to Albany, the trail will pass through some stunning natural settings. At present the first stage between Mundaring and Dwellingup is complete.

Project / Strategies	Project/Strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Status
ATTRACTIONS AND ACTIVITIES					
	Construct Stage 1b Dwellingup to Collie as part of the 900km mountain bike trail (Western Australia's first long distance bicycle trail) from Perth Hills (Mundaring) to Albany.	CALM	\$500,000	2004	Development
The Munda Biddi Bike Trail – Stage 2A Collie to-Nannup	Construct Stage 2A Collie to Nannup (part of the 900km mountain bike trail (Western Australia's first long distance bicycle trail) from Perth Hills (Mundaring) to Albany.	CALM	\$500,000	2005	Planning

Visitor Dispersal Strategies and Projects

To maximise the amount of time visitors spend in the proximity of an icon, visitor dispersal strategies have been developed to help ensure all parts of a region benefit from tourism activity associated with icons.

Accommodation

Project / Strategies	Project / Strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Status	Closest Icon
Chittering Tourist Park	Development of a multi-faceted tourist park with self contained accommodation, caravan sites, camping, etc.	Shire of Chittering, Private Sector, Tourism WA	To be determined	To be determined	Requiring investigation	Swan Valley, Avon Valley
Chittering Backpacker Establishment	Investigate the development of a stand-alone backpacker establishment.	Shire of Chittering, Private Sector, Tourism WA	To be determined	To be determined	Requiring investigation	Swan Valley, Avon Valley
Chittering Valley Chalets/ Retreats	Development of more chalet/retreat style accommodation in the Valley.	Shire of Chittering, Private Sector, Tourism WA	To be determined	To be determined	Requiring investigation	Swan Valley, Avon Valley
Seabird Accommodation	Accommodation in Seabird is limited. Land is required to develop additional accommodation eg. camping grounds, caravan sites.	LandCorp, Shire of Gingin, Tourism WA	To be determined	To be determined	Requiring investigation	Gravity Discovery Centre, Lancelin
Ledge Point Caravan Park	Construct a new caravan park comprising approximately 150 sites, on-site accommodation and recreational facilities.	Private sector	\$2.5 million	Not yet determined	Planning	Lancelin, Gravity Discovery Centre
Ledge Point Village	Develop 32 strata titled family, holiday units by the ocean incorporating tennis courts, swimming pool and amenities.	Private sector	\$4.5 million	Under construction	Development	Lancelin, Gravity Discovery Centre
Gingin nature based accommodation	Identify and set aside for development, distinct nature based tourism accommodation sites along the Gingin Coast for targeting different visitor market segments.	LandCorp, Shire of Gingin, Tourism WA	To be determined	To be determined	Requiring further investigation	Lancelin, Gravity Discovery Centre
Orchard Glory Farm Resort	Self contained chalets located within a natural setting including a man- made waterfall and lake, native animals, vineyard, winery and conference centre to accommodate 100 people.	Private Sector	\$4 million	2004	Development	Swan Valley, Avon Valley

Attractions and Activities

Project / Strategies	Project / Strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Status	Closest Icon
Boddington Open Range Zoo	Investigate the development of an open range zoo that will assist in the conservation of endangered species of wildlife, provide educational and research facilities, and a premier destination for tourists in the Peel region. Links with the Peel Region Tourist Railway. Also offers potential for short stay accommodation and recreation opportunities.		\$90,000 for feasibility study	Study completed 2005	Planning	Mandurah
Chittering Valley Wine Trail	Placement of 5 sculptures and 15 signs to create a Wine Sculpture Trail among the Chittering Valley Wine Trail.	Chittering Valley Visitor Centre, Private Sector	\$12,000	August 2004	Construction	Swan Valley, Avon Valley

Project / Strategies	Project / Strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Status	Closest Icon
Chittering Valley Wine Experience	Continue development of the Chittering Valley as a premium food and wine destination.	Chittering Valley Visitor Centre, Tourism WA	To be determined	To be determined	Development	Swan Valley, Avon Valley
State Rail Heritage Centre	Develop a State Rail Heritage Centre at the old Midland Railway Workshops site to support the creation of a vibrant precinct and mixed use area.	MRA, Steering Committee	\$71,500 to undertake Concept Plan and Feasibility study	2007	Planning	Swan Valley
Development of Rural Experiences, Gingin/Chit- tering Valley	Develop a range of rural experiences in the Gingin Area.	Shires of Gingin and Chittering, Tourism WA	To be determined	To be determined	Requires investigation	Lancelin, Gravity Discovery Centre
Gingin, Victoria Plains, Chittering Valley, cultural, historical, food and wine drive, experiences	Incorporating the Gravity Discovery Centre, Mogumber, New Norcia and the Chittering Valley, the opportunity exists to develop a range of interregional drive trails supported by interpretive and brand signage.	Private Sector, Tourism WA	To be determined	To be determined	Requires investigation	Gravity Discovery Centre, Lancelin and New Norcia
Gingin Dive Wreck	Review the needs of recreational diving along the Gingin Coast and the feasibility of sinking a wreck for diving on.	Shire of Gingin, DPI, EPA, Tourism WA	To be determined	To be determined	Requires investigation	Lancelin
Gingin Walk Trails	Investigate the development of long distance walking and/or, dual use trails from Wilbinga to Lancelin for linking with existing trails such as the Bibbulmun track.		To be determined	To be determined	Requires investigation	Lancelin, Gravity Discovery Centre
Moore River Canoe and Kayaking Trails	Develop river (Moore River Estuary) and ocean (Lancelin) kayaking trails with related interpretive and educational material.	Gingin Tourism Assoc, Shire of Gingin, Tourism WA	To be determined	To be determined	Requires investigation	Lancelin, Gravity Discovery Centre
Heritage Trails Interpre- tation and Promotion Project	Collate and interpret information on heritage trails network in the eastern metropolitan region, develop website and comprehensive distribution strategy.	EMRC	To be determined	To be determined	Planning	Swan Valley/ Heri- tage-Historical Experience
Nature Based Tourism Experience	Identify and action opportunities for developing and/or linking existing nature based tourism experiences, particularly in the Darling Scarp environs and national parks located in the area. An ongoing program of initiatives is managed by CALM in the area's numerous national parks.	CALM, Tourism WA, Private Sector, LGAs, tourism organisations	To be determined	Ongoing	Development/ Planning Investigation	Flora/fauna/eco- tourism experience, Darling Scarp
Harvest Highway	Wine and food themed route from Byford to Manijmup along the South West Highway. Local produce can be branded and co-operatively marketed and retailed.	Harvest Highway Inc.	\$298,264	Ongoing	Development	Food & Wine indul- gence

Amenities

Project / Strategies	Project / Strategy description	Key Agency(s)	Estimated cost	Completion Date	Current Status	Closest Icon
Chittering Visitor Centre/ Post Office	Co-location of the existing Visitor Centre and Post Office to bigger premises.	Shire of Chittering	To be determined	To be determined	Requiring further investigation	Swan Valley, Avon Valley
Windmill Farm Conference Centre	Learning Centre to seat 15-20 persons and conference facility to accommodate up to 60 people.	Private Sector (Bindoons Windmill Farm)	\$120,000	December 2004	Planning	Gravity Discovery Centre, Lancelin
Expansion of Experiences available at Chittering Wineries	Encourage winery operators to expand operations to include on site restaurants, picnic areas and galleries.	Chittering Valley Visitor Centre, Private Sector	To be determined	To be determined	Requires further investigation	Gravity Discovery Centre, Lancelin, Swan Valley
Gingin signage	Design and implement unique tourism signage throughout the Shire.	Shire of Gingin	To be determined	To be determined	Requires further investigation	Gravity Discovery Centre, Lancelin
Gingin Interpretive Signage	Develop and implement interpretive and educational signage for all nature based and heritage attractions.	Shire of Gingin, Tourism WA	To be determined	To be determined	Requires further investigation	Gravity Discovery Centre, Lancelin
Gingin Tourism Planning Strategy	Develop a Tourism Strategy.	Shire of Gingin	To be determined	To be determined	Requires further investigation	Lancelin, Gravity Discovery Centre
Regional Visitor Centre	Investigate identification of a strategic site to be set aside for a regional visitor information centre near where the coastal highway extension between Lancelin and Cervantes in planned to join the Lancelin Road.	DPI, Shire of Gingin	To be determined	To be determined	Requires further investigation	Lancelin, Gravity Discovery Centre, Nambung NP
Restoration of Neergabby Inn (former Junction Hotel)	Restoration of Neergabby Inn in tandem with restoration of the Neergabby timber bridge and completion of the Old North South Stock Route.	Shire of Gingin	To be determined	To be determined	Requires further investigation	Lancelin, Gravity Discovery Centre
Visitor facilities in Nation- al Parks	Continue implementation of programs to upgrade visitor facilities and amenities in national parks, including redevelopment of tourist facilities in the region's five newly established national parks.	CALM	To be determined	Ongoing	Development/ Planning	Flora/fauna/eco- tourism experience

Implementation and Review

Tourism WA will facilitate, coordinate, monitor and review the implementation of the Destination Development Strategy. Responsibility for its implementation will lie with a broad range of stakeholders including State Government agencies, industry groups, local and regional tourism bodies and other tourism operators and developers.

Tourism is a dynamic industry and the planning process needs to be responsive. Circumstances and priorities will be subject to change and there will be a need to review the Strategy on a regular basis in the light of new information on changing market needs and conditions, and to measure the implementation of the strategies and actions outlined in this document.

The Regional Reference Group pivotal in the preparation of the Destination Development Strategy will also assist in the annual review process.

Appendices

Appendix 1 - Experience Perth Regional Reference Group

The Regional Reference Group (RRG) consists of the following representatives from organisations that have a substantial involvement in tourism. They have been recognised as having a high level of knowledge in their respective areas of responsibility and assisted in the compilation of the Destination Development Strategy by providing input into the icon assessment process and identifying the infrastructure gaps in the Experience Perth Region.

John Longley	Fremantle Chamber of Commerce and Chairman of the Experience Perth Regional Tourism Organisation
Craig Green	Mandurah Holiday Village
Kevin Dorotich	City of Rockingham
Rod Ross	Heritage Country Tourism Association
Monica Schura	Armadale Tourist Information Centre
Kylie Drage	Mandurah Visitor Centre
Sarah Robertson	Waroona Tourist & Information Centre
Denise Smythe	York Visitors Centre
John Seman	Skydive Express
Jennifer Rupp	Mundaring Tourism Association Inc
Ray Bird	RBA Consulting
Marilyn Horgan	Perth ACC
Samantha Seymour-Eyles	City of Swan
Trevor Pond	Lancelin Lodge
Carol Camplin	Pinjarra Visitor Centre
Greg Woolley	Peel Development Commission
Alan Trevaskis	Forest Heritage Centre
Andy Rowlands	Main Roads WA
John Pride	Department for Planning and Infrastructure
Ken Fisher	Shire of Serpentine-Jarrahdale
David Duncanson	City of Fremantle
Pip Shields	Wheatbelt Development Commission
Greg Campbell	Main Roads WA
Sharon O'Reilly	Swan Valley & Eastern Region Visitors Centre
Andrew Slomp	Sorrento Beach Resort
Jill Henry	Perth Convention Bureau
Barry William	City of Wanneroo
Mike Jose	Avon Business Enterprise Centre

Paul White	City of Gosnells
Geoff Botting	Town of Kwinana
John Price	Shire of Serpentine-Jarrahdale
Marion McFadden	Gingin Tourism Association
Jenny Waddell	New Norcia Museum & Art Gallery
Caroline Coleman	Chittering Visitor Centre
Wendy Williams	Avon Tourism Association
Peta McAuliffe	Eastern Metropolitan Regional Council
Jon Hanson	Hansons Swan Valley
Geoff David	City Stay Apartments Hotel
Susan Parker	City of Perth
Stephen Goode	City of South Perth
Lesleigh Clarke, Robin Inkpen, Renata Zmak and Lance Hardy	Tourism Western Australia
Rod Quartermaine and Stephen Slavin	Department of Conservation & Land Management
Sally Hollis	Tourism Council Western Australia

Appendix 2 - Tourism Western Australia Regional Managers Contact Details

Perth Regional Manager

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PERTH WA 6000

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Email: perth@westernaustralia.com

Peel Regional Manager

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Heartlands Regional Manager

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PERTH WA 6000

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Email: heartlands@westernaustralia.com

Appendix 3 - Local Governments Authorities in Experience Perth

- Shire of Beverley
- Shire of Brookton
- Shire of Chittering
- Shire of Gingin
- Shire of Goomalling
- Town of Northam
- Shire of Northam
- Shire of Toodyay
- Shire of York
- Shire of Boddington
- City of Mandurah
- Shire of Murray
- Shire of Serpentine-Jarrahdale
- Shire of Wandering
- Shire of Waroona

- City of Armadale
- Town of Bassendean
- City of Bayswater
- City of Belmont
- Town of Cambridge
- City of Canning
- Town of Claremont
- City of Cockburn
- Town of Cottesloe
- Town of East Fremantle
- City of Fremantle
- City of Gosnells
- City of Joondalup
- Shire of Kalamunda
- City of Melville

- Town of Kwinana
- Town of Mosman Park
- Shire of Mundaring
- City of Nedlands
- Shire of Peppermint Grove
- City of Perth
- City of Rockingham
- City of South Perth
- City of Stirling
- City of Subjaco
- City of Swan
- Shire of Victoria Plains
- Town of Victoria Park
- Town of Vincent
- City of Wanneroo

Appendix 4 - Further Information

PUBLICATION:	AUTHOR:
 Research Brief on Tourism - Perth 2000 Wine & Food Tourism Strategy - Western Australia, Draft 2002 Peel Tourism Research Review 2002 Mandurah/Peel Tourism Research Review 2002 Research Brief on Tourism Designing Tourism Naturally Tourism Development Register Pathways Forward: Strategic Plan 2003-2008 Wine & Food Tourism Strategy, Western Australia, 2001 Heritage Tourism Strategy for Western Australia, 2004 Nature Based Tourism Strategy for Western Australia, 2004 An Aboriginal Tourism Marketing Strategy for Western Australia, 2004 Journey Further - An Arts & Cultural Tourism Strategy for Western Australia 	Tourism Western Australia Website: www. <u>westernaustralia.com</u>
 Future Perth North-East Corridor Extension Strategy North Eastern Hills Settlement Plan Southern River/ Forrestdale/ Brookdale/ Wungong District Structure Plan Inner Peel Region Structure Plan Mandurah Inner Area Strategic Land Use and Transport Integration Study Peel Regional Scheme Wheatbelt Region Transport Strategy Avon Arc Sub Regional Strategy Gingin Coast Structure Plan (Draft) December 2003 The Shire of Gingin Coastal Management and Implementation Plan 	Department for Planning and Infrastructure Website: www.dpi.wa.gov.au/ publications/
 Peel Economic Perspective 2001 Peel Regional Trends and Indicators 2001 Statistical Snapshot Peel Away the Mask Peel Economic Development Strategy Pinjarra Heritage Precinct Planning Study (1996) 	Peel Development Commission Website: www.peel.wa.gov.au Website: www.regional.wa.gov. au/reg_resource.asp

PUBLICATION:	AUTHOR:
Pinjarra Heritage Precinct Planning Study (1996)	A report commissioned by the Shire of Murray and Peel Development Commission Available from Chaffer Planning Tel: 08 9330 4120
Serpentine National Park Management PlanYalgorup National Park Management PlanWedge & Grey Draft Master Plan	Department of Conservation & Land Management Website: www.calm.wa.gov.au
Roads 2020Roads 2020 – Peel RegionRoads 2020 Wheatbelt 1997	Main Roads WA Website: www.mainroads.wa.gov. au
 Land Use Study – Rottnest Island Authority Regional Tourism Study – East Metropolitan Local Authorities Group Peel Regional Tourism Strategy 	Tourism Coordinates Website: www.touraus.com.au
 Peel Waterways Economic, Development and Recreation Management Plan How People Use the Moore River for Recreation 2000 	Water & Rivers Commission Website: www.wrc.wa.gov.au
Gravity Discovery Centre Strategic Plan	Scorpio Consulting Fax 08 9389 5501
Shaping the Future Wheatbelt Region	Wheatbelt Development Commission www.wheatbelt.wa.gov.au
Avon Tourism Strategy	Avon Tourism c/o The Business Enterprise Centre Northam
Lower Coastal Ward Gingin Shire Tourism Report 2000	La Trobe University, Albury/ Wodonga Campus School of Tourism and Hospitality
Northam in the 21st Century	Strategy Centre penn@thestrategycentre.com.au

Appendix 5 - Acronym List

The following acronym list provides a quick reference for terms that may be used in the Destination Development Strategies. It is not a fully comprehensive list of acronyms used in the tourism and hospitality industries.

ACC	Area Consultative Committee	
AHA	Australian Hotels Association Inc (WA branch also known as WAHA)	
AITO	Australian Institute of Tourism Officers Ltd	
ASCOT	Australian Standing Committee on Tourism	
ATC	Australian Tourism Commission	
ATDW	Australian Tourism Data Warehouse	
ATE	Australian Tourism Exchange	
ATEC	Australian Tourism Export Council	
ATEC (WA)	Australian Tourism Export Council (WA Branch)	
B&B	Bed and Breakfast	
BART	Broome Airport Relocation Team	
BGPA	Botanic Gardens and Parks Authority	
BTR	Bureau of Tourism Research	
CALM	Department of Conservation and Land Management	
CBD _	Central Business District	
CRC	Cooperative Research Centres	
DHW	Department of Housing and Works	
DLI	Department of Land Information	
DOIR	Department of Industry and Resources	
DOTARS	Department of Transport and Regional Services	
DPI	Department for Planning and Infrastructure	
DSR	Department of Sport and Recreation	
EMRC	Eastern Metropolitan Regional Council	
FRRR	Foundation for Regional and Rural Renewal	
GDC	Gascoyne Development Commission	
GEDC	Goldfields Esperance Development Commission	
GSDC	Great Southern Development Commission	
GSWPA	Great Southern Wine Producers Association	
HCTA	Heritage Country Tourism Association	
IVS	International Visitor Survey	
KDC	Kimberley Development Commission	
MDC	Mid West Development Commission	
MIAA	Meetings Industry Association of Australia	

MICE	Meetings, Incentives, Conventions and Exhibitions
MRA	Midland Redevelopment Authority
NVS	National Visitors Survey (BTR)
OAED	Office of Aboriginal Economic Development
PCB	Perth Convention Bureau
PCEC	Perth Convention Exhibition Centre
PDC	Pilbara Development Commission
Peel DC	Peel Development Commission
RAP	Regional Assistance Program
RIA	Rottnest Island Authority
RIF	Regional Investment Fund
RRG	Regional Reference Group
RTA	Regional Tourism Association
RTAP	Regional Tourism Activity Project
RTO	Regional Tourism Organisation
RTRB	Regional Tourism Review Board
SRT	Swan River Trust
STO	State Tourism Organisation
SWDC	South West Development Commission
TA	Tourism Australia
TCA	Tourism Council Australia
TCWA	Tourism Council Western Australia
TDR	Tourism Development Register
TFC	Tourism Forecasting Council
TRC	Tourism Research Committee
VFR	Visiting Friends and Relatives
WATAA	Western Australian Travel Agents Association Inc.
WATN	Western Australian Tourism Network
WDC	Wheatbelt Development Commission
WTO	World Tourism Organisation
WTTC	World Travel and Tourism Council

Footnotes

- 1 Visitor expenditure estimates based on Bureau of Tourism Research Domestic Tourism Expenditure Research Program (2000), NVS visitor nights (2003), IVS national expenditure estimates, 2003.
- 2 Total Australia, Tourism Forecasting Council, April 2004,
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