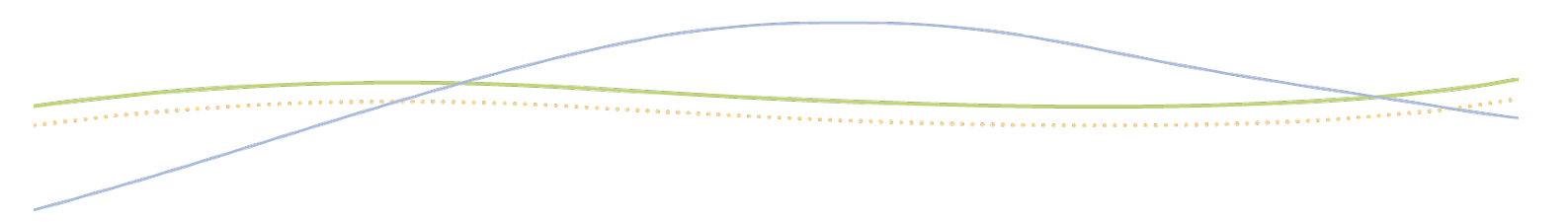




# Strategic Plan 2010/11



On Thursday 20 May 2010 the Western Australian Government announced major changes to the business model and focus of Tourism Western Australia (Tourism WA) as part of the 2010/11 Budget.

Changes to the business model and focus of Tourism WA were initiated by the Tourism WA Board after consultation with industry. 3,000 stakeholders were invited to voice their opinion, and most felt that the focus for the agency should be on driving customers to Western Australia, as well as a focus on air access and events. With these focus areas, the Tourism WA Board has set an aspirational goal of doubling the current annual economic contribution tourism makes to the State's economy by the year 2020.

On Monday 19 July 2010 the re-focused Tourism WA came into operation. The agency now focuses on three key operational areas which aim to increase visitor numbers and the tourism industry's contribution to the State economy:

- Marketing the State as a competitive tourism destination.
- Developing, attracting and marketing major events.
- Supporting significant tourism infrastructure and development projects.

The changes to Tourism WA will free up more than \$31 million in marketing funding over the next four years. Tourism WA will partner with industry to develop the most effective marketing campaigns to drive visitor numbers and boost the bottom line of tourism businesses.

Tourism WA is withdrawing from activities that will not provide significant tourism growth, with some of these activities being transitioned to other agencies through an integrated whole-of-government approach to the tourism sector. This includes formal agreements with Regional Development Commissions, the Small Business Development Corporation, Department of Environment and Conservation and others.

Tourism WA has renewed its contracts with the five Regional Tourism Organisations for a further five years, and these organisations will continue to work with Tourism WA to encourage Western Australians to travel within the State.

To increase customers to Perth and regional tourism businesses, 15 priority infrastructure projects have been identified by Tourism WA. These include major hotel developments in Perth and Rottnest, as well the establishment of interstate and international air access to the Margaret River Wine Region, and Broome as a northern aviation hub for international services.

The following sections of this document cover:

- Strategic Intent over the next 10 years: 2010/11 – 2019/20.
- Primary Focus for Tourism WA for 2010/11.
- Tourism outlook over the next five years: 2010/11 – 2013/14.



## **1.0 Strategic Intent 2010/11 –2019/20**

The Tourism WA Board established the 10 year Strategic Intent statement for Tourism WA on 30 July 2010.

### **Purpose:**

To promote and develop Western Australia's iconic tourism experiences.

### **Vision:**

In partnership with private sector and government, the State's tourism industry will achieve its full potential by delivering against the tourism brand promise – Experience Extraordinary Western Australia.

### **Aspirational Goal:**

To double the tourism industry's contribution to Western Australia's Gross State Product by 2020.

### **Strategic objectives:**

- Deliver innovative marketing to make Western Australia famous for its extraordinary experiences and convert consumer preference to visitation.
- Develop, attract and market events that fortify Western Australia's brand, deliver visitors to the State, activate infrastructure, add social vibrancy and encourage community participation.
- Facilitate tourism infrastructure development to provide access to, and accommodation around, Western Australia's extraordinary tourism experiences.

### **Key Performance Indicators:**

- Gross State Product (GSP) contribution (\$).
- Total visitor spend/visitor numbers.
- Events Return on Investment (ROI).
- Tourism infrastructure investment.



## **2.0 Primary Focus for Tourism WA, 2010/11**

### **Better targeted resources and more funds directed to marketing Western Australia**

The Tourism WA Board undertook a Strategic Analysis in 2009/10. This has resulted in a significant change to the focus of the agency to deliver greater business growth for tourism operators and investors, and to increase the industry's contribution to the State economy.

The Tourism WA Board has moved to focus the agency on three key operational areas to increase visitor numbers:

- Marketing the State as a competitive tourist destination.
- Developing, attracting and marketing major events.
- Supporting significant tourism infrastructure and development projects.

During 2010/11 Tourism WA will concentrate on activities that have the potential to accelerate the growth of tourism and cease activities that deliver marginal economic benefit.

### **Greater flexibility in a dynamic marketplace**

The WA Government has provided additional funding in the 2010/11 year of \$8.5 million to transition Tourism WA to a new business model. The implementation of the outcomes of the strategic analysis, including new structure, transition of functions to other agencies, and a communications strategy for industry and stakeholders will be a key focus for the agency in 2010/11.

### **Strong commitment to marketing and partnerships**

Tourism WA's commitment to promote Western Australia as an extraordinary holiday destination will be strengthened. Marketing programs will focus on activities that drive significant business to Western Australia and stronger partnerships to achieve the most effective use of resources.

Tourism WA remains committed to its marketing relationships with key industry bodies such as the Regional Tourism Organisations (RTOs), the Perth Convention Bureau and the Western Australian Indigenous Tour Operators' Committee (WAITOC).

Tourism WA will continue to fund and support the five RTOs to promote regional tourism through new five-year marketing agreements. The contract with the Perth Convention Bureau to provide business events marketing will also be maintained. Tourism WA will continue to fund and work closely with WAITOC to promote Indigenous tourism experiences.

### **New major events strategy**

Eventscorp will build on the work done to date with the development of a new major events strategy that will deliver an annual world-class events calendar for the State. The calendar will feature international cultural, arts and sporting events as well as a range of unique, home-grown Western Australian events.



The annual calendar will:

- attract visitors to Western Australia.
- deliver strong, ongoing economic and social benefits to metropolitan and regional Western Australia.
- showcase Perth and Western Australia globally.
- excite the population and enhance the vibrancy of the State.
- activate new major infrastructure.
- attract investment and development to the State.

### **New approach to tourism infrastructure development**

To deliver a sharper focus on significant tourism infrastructure, the Infrastructure and Investment division will focus on developing the significant projects that will have the biggest impact on the growth of tourism. Key priorities include the development of:

- more quality hotel rooms in Perth.
- eco-retreats across the State to provide greater access to our extraordinary tourism experiences.
- national and international aviation access to the Margaret River region.
- Broome as a genuine international aviation gateway.

### **2.1 Operational Priorities for Tourism WA, 2010/11**

The operational priorities below were established by the Tourism WA Executive and ratified by the Tourism WA Board.

1. Implement the outcomes of the strategic analysis including new structure, transition of functions to other agencies, and a communications strategy for industry and stakeholders by 30 June 2011.
2. Develop and implement the marketing plan for 2010/11 including the integration of events marketing into mainstream marketing campaigns, leveraging the investment made in content development for the Extraordinary Taxi Ride, supporting aviation development and increasing industry investment in marketing campaigns.
3. Develop an integrated events strategy.
4. Develop and begin executing an implementation plan (resources and actions) for the top 15 infrastructure priorities, including encouragement of investment in Western Australia.
5. Develop and implement a five year Aviation Route Development Strategy.
6. Develop an engagement/public advocacy strategy for key projects that will clearly identify the roles of the Tourism WA Board and Executive, the Minister for Tourism and industry in moving projects forward.



## 2.2 Marketing Division, Primary Focus 2010/11

The Marketing division's objective is to make Western Australia the holiday destination of choice for our target consumer groups and to move consumers through the conversion model from awareness to purchase.

Tourism WA, in conjunction with industry, aims to grow tourism spend faster than the national average and faster than visitor numbers, and to improve dispersal to Western Australia's regions.

In 2010/11 Marketing will continue to focus on markets that present the best opportunity for tourism growth (see market prioritisation model overleaf). In addition, Tourism WA will continue to position Western Australia as an extraordinary holiday destination and implement compelling campaigns in key markets.

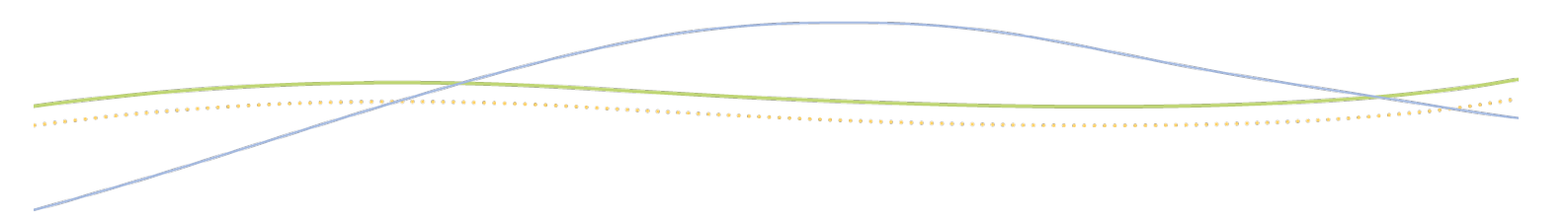
The 2010/11 domestic campaign will draw on the rich content of the passenger experiences from the Extraordinary Taxi Ride to highlight the emotional engagement with particular destinations in Western Australia. The campaign will promote key journeys and destinations, with the aim of driving business into the State during shoulder and off-peak seasons.

Events, both large and small, are also an integral part of Tourism WA's marketing strategy, as events attract visitors to and around the State. In this time of increasing outbound travel by Western Australians, events also encourage local people to spend their disposable income in Western Australia.

Importantly, Tourism WA will strengthen industry partnerships and ensure a focus on cooperative campaigns with the potential to drive significant incremental business to the State.

In summary, the following marketing strategies will be implemented in 2010/11:

- Continue to communicate the 'Experience Extraordinary' brand position for Western Australia using the content created through the Extraordinary Taxi Ride.
- Ensure a focus on domestic and short-haul markets, and markets in which Tourism WA can make a difference in generating increased visitation to the State.
- Provide leadership and work in partnership with Regional Tourism Organisations (RTOs), tourism operators, and other strategic partners in marketing Western Australia, and to align activities with Tourism Australia as appropriate.
- Focus on the most effective marketing channels that appeal to and attract our target market, with an increasing focus on digital and public relations activities.
- Integrate events marketing into mainstream marketing campaigns.
- Engage and educate in-market trade to ensure awareness of Western Australia and that Western Australian product is included in key distribution channels.
- Support existing aviation access and work to support future growth.



In 2010/11, marketing performance will be measured against the following areas:

- Brand Effectiveness.
- Partnership Leveraging.
- Public Relations coverage generated.
- Campaign return on investment.

### **Market Prioritisation Model**

Tourism WA applies a marketing prioritisation model as a key input to guide marketing focus in 2010/11. Key inputs to the model include past market performance, forecast future performance, spend per visitor and aviation access. The Market Prioritisation Model reflects industry feedback. Markets are grouped into five categories:

- **Maximise Potential:** The markets in this category are believed to provide the greatest potential for short to medium term business for the State's tourism operators. These markets are the closest to Western Australia geographically, and enjoy excellent aviation access, including low cost carriers. Accordingly, Tourism WA will focus financial and human resources on these markets.
  - Singapore
  - Malaysia
- **Protect Our Position:** The markets in this category are very important source markets for Western Australia. However, given economic conditions, it is unlikely they will produce significant growth in the short term. Therefore, our aim is to protect our market share by focusing our resources on key business drivers, including improving consumer desire and partnerships with key tourism operators.
  - Domestic
  - United Kingdom
  - Germany
  - New Zealand
  - United States of America
- **Aviation Development:** Strong growth in visitation from this market is expected only once there is direct air access to Western Australia (five year strategy). Detailed aviation strategies are needed, with marketing activities having a tactical focus to fill seats to show potential and commitment to supporting direct flights.
  - China
- **Consolidate/Niche Market Activities:** These markets have not exhibited growth potential in line with Tourism WA's past investment. Therefore, Tourism WA will consolidate our focus on the activities that are expected to deliver returns in these markets.
  - Japan
  - Korea
- **Monitor:** The markets in this category show potential. However Tourism WA does not have resources (human or budget) to establish a marketing presence in these markets. Tourism WA will monitor these markets and may selectively invest to drive specific outcomes.
  - India
  - Indonesia
  - Gulf Countries
  - South Africa



### 2.3 Eventscorp, Primary Focus 2010/11

Eventscorp's objective is to build an exciting, diverse and complete events calendar by securing high profile international events that will drive visitation and add vitality to the State, while developing and nurturing home grown events. This will ensure Perth and Western Australia receive national and international media attention, and are consistently viewed by the community and visitors to the State as an exciting and vibrant event and tourism destination.

In 2010/11 Eventscorp will focus on the following key areas:

1. Developing and implementing a new Events Strategy that is aligned with the Experience Extraordinary brand, working with Government to increase funding to competitive levels.
2. Building a complete and integrated calendar of events for future years, including Western Australian-owned events.
3. Supporting the development of a dynamic events calendar across regional Western Australia.
4. Working with Tourism WA's Marketing division to ensure marketing and public relations opportunities for events are maximized.
5. Continuing to build knowledge of competitor activities and awareness of current sponsorship markets.

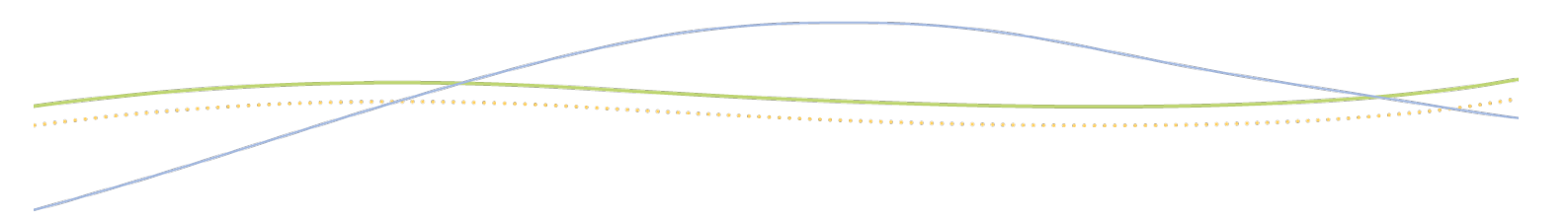
The 2010 events calendar as at July 2010 is appended to this document.

### 2.4 Infrastructure and Investment Division, Primary Focus 2010/11

The Infrastructure and Investment division will concentrate on significant tourism development opportunities in focused geographic areas such as the Kimberley, Ningaloo Reef and the South West, as well as the Perth metropolitan area. The emphasis will be on aviation access and driving new tourism supply that will service both high end consumers and deliver affordable holidays for locals that will significantly contribute to Gross State Product. Tourism infrastructure development priorities across the State will be identified and Tourism WA will work with and through other Government agencies and the private sector to bring them to fruition.

The following four areas will be the focus for 2010/11:

1. Top 15 Development Priorities: Assess, rank and prioritise the Top 15 development projects, considering each project's ability to deliver an increase in Gross State Product. Identify a five year implementation strategy for each priority project with critical internal milestones. Additional projects will be identified for future inclusion as top priorities are achieved. (Note: Subject to Tourism WA Board approval, the Top 15 list may be reviewed as part of this process)
2. Landbank and Naturebank: Continue release of current sites and identify future site release programme in consultation with key stakeholders being the Department of Environment and Conservation, LandCorp, Department of Lands and selected local government authorities.

- 
3. **Investment Attraction:** Finalise cross agency investment strategy with key partners the Department of State Development, LandCorp, and East Perth Redevelopment Authority. Identify separate focus on affordable and high yield investment opportunities. Develop and implement a plan for a series of inbound investment missions.
  4. **Aviation Development:** Develop and implement a five-year Aviation Route Development Strategy for the State. Develop and maintain partnerships with key carriers, including Memorandum of Understanding agreements. Assist in the route development aspects of the proposed Busselton/Margaret River airport, and work with key stakeholders to bring about the establishment of Singapore to Broome services and the establishment of non-stop China to Perth flights. Contribute to the National Tourism Access Working Group and provide input to State and Federal policy impacting on aviation matters.

## **2.5 Executive and Strategic Services and Corporate and Business Services Divisions, Primary Focus 2010/11**

The Executive and Strategic Service division delivers three key functions for the agency:

- Manage the agency's brand and reputation.
- Provide policy advice and research insights.
- Provide support to the Minister, and to the Tourism WA Board and Executive.

The Corporate and Business Services division provides support services to the agency and ensures compliance with legislative and government policy requirements, and recognised accounting and management standards.

Key focus for the two divisions in the next 12 months include:

- Developing a five year Strategic Plan for the agency, alongside the Events, Marketing and Infrastructure and Investment subcommittees of the Tourism WA Board.
- Conducting a comprehensive review of key performance indicators for recommended changes in the 2011/12 budget.
- Transitioning to the WA Government's Shared Services facility for the delivery of Finance and Human Resources functions.
- Improving Tourism WA's risk management and governance framework, including the update of the agency's risk register, business continuity plan, disaster recovery plan and all corporate policies, procedures and guidelines and the conduct of Accountable and Ethical Decision Making training.
- Assisting the agency with the change management and benefits realisation processes associated with the transition to the new business model.

### 3.0 Tourism Outlook 2010/11 – 2013/14

#### 3.1 International Tourism 2009/10 (benchmark year)

During the financial year 2009/10 (YE June 2010) international visitor numbers to Western Australia were 683,700, only 700 less than the previous year. At the same time, however, international visitor spend grew by 4.3%.

Over the last three years international tourism to Western Australia has grown on average across all key measures; spend, numbers and nights. Western Australia has outperformed the national average in visitor spend growth for YE June 2010, but is behind on visitor numbers and nights growth rates.

Growth in visitor numbers to Western Australia has come predominantly from the VFR (visiting friends and relatives) market and business tourists: (+) 7.0% and (+) 6.8% respectively. Growth has also come from short haul markets Malaysia (+) 8.2% and Singapore (+) 6.9%. China has also grown substantially in the last 12 months (+) 59.5%, with an additional 4,900 visitors this year over last.

**Table 1: International Visitor Estimates, YE June 2010**

	YE June 2009	YE June 2010	% Change YE Jun 10 – YE Jun 09	3 Year AAGR*
<b>WA</b>				
Spend (\$ Mil)	\$1,702	\$1,775	4.3%	2.3%
Visitors	684,400	683,700	-0.1%	1.0%
Nights	21,012,300	21,079,200	0.3%	7.1%
<b>National</b>				
Spend (\$ Mil)	\$16,000	\$16,486	3.0%	4.0%
Visitors	5,120,600	5,279,700	3.1%	0.8%
Nights	174,160,200	182,677,300	4.9%	6.4%

Source: Tourism Research Australia, International Visitor Survey, YE June 2010

#### 3.2 Domestic Tourism 2009/10 (benchmark year)

The domestic tourism market in Australia is challenging, and has been for the last decade. The increasing number of airlines travelling to and from Australia, both legacy and low cost carriers, has encouraged Australians to travel overseas in ever increasing numbers. The recent strength of the Australian dollar has pushed growth rates up even more significantly in the last year.

Western Australia is seeing exactly the same pattern of declining domestic and increasing outbound travel. In 2009/10 (YE June 2010) international outbound leisure travel grew by (+) 32.2%, to reach an all time high of 624,500 trips. Outbound travel for all purposes grew by (+) 23.5%, reaching 985,900 trips in the 12 month period (Australian Bureau of Statistics).

Intrastate visitors are still Western Australia's largest tourism market, at over 4.5 million visitors per year. However, these numbers are in decline, and in the last year dropped by (-) 17.6%. Spend and nights have also declined, by (-) 14.9% and (-) 17.5% respectively for YE June 2010.

The three year averages show a similar pattern of decline each year.

Australia has also seen decline on all intrastate tourism measures, although Western Australia is declining at a faster rate. This is partially due to the fact that Western Australia did not go into recession during the Global Financial Crisis of 2009, and with consumer confidence and the Australian dollar both high, Western Australians are travelling overseas. At the time of writing there are 52 flights a week from Perth to Bali, and research indicates there has been an increasing trend for family holidays in Bali rather than 'down south' or to other coastal destinations in Western Australia.

Interestingly, however, research also shows that intention to travel in Western Australia amongst Perth residents remains high, at seven in 10 people. However, this intention is not translating into behaviour. Regional events, which research shows are a significant trigger for intrastate travel, are now factored into forward plans for Tourism WA, Regional Tourism Organisations and Eventscorp to encourage short breaks within Western Australia.

**Table 2: Intrastate Visitor Estimates, YE June 2010**

	YE June 2009	YE June 2010	% Change YE Jun 10 – YE Jun 09	3 Year AAGR*
<b>WA</b>				
Spend (\$ Mil)	\$2,055	\$1,749	-14.9%	-10.4%
Visitors	4,541,000	3,742,000	-17.6%	-12.7%
Nights	16,724,000	13,796,000	-17.5%	-14.7%
<b>National</b>				
Spend (\$ Mil)	\$17,576	\$17,508	-0.4%	-2.2%
Visitors	45,828,000	45,027,000	-1.7%	-4.7%
Nights	141,457,000	140,798,000	-0.5%	-3.9%

Source: Tourism Research Australia, National Visitor Survey, YE June 2010

After more than two years of decline in the interstate estimates from the National Visitor Survey, figures for YE June 2010 now show growth. The NVS shows interstate travel to Western Australia having increased by (+) 10.2% and spend by (+) 3.9%.

This level of volatility in the figures has been of ongoing concern to Tourism WA, and is the subject of a national review.

Tourism WA has been monitoring interstate passenger numbers through Perth Airport as an indicator of interstate tourism. For YE June 2010 passenger numbers grew by (+) 1.8%.

It is Tourism WA's view that interstate tourism is growing in Western Australia.

**Table 3: Interstate Visitor Estimates, YE June 2010**

	YE June 2009	YE June 2010	% Change YE Jun 10 – YE Jun 09	3 Year AAGR*
<b>WA</b>				
Spend (\$ Mil)	\$961	\$998	3.9%	-5.2%
Visitors	973,000	1,072,000	10.2%	-4.6%
Nights	8,652,000	8,201,000	-5.2%	-13.9%
Interstate PAX	4,856,031	4,944,127	1.8%	2.5%
<b>National</b>				
Spend (\$ Mil)	\$16,902	\$17,591	4.1%	-1.9%
Visitors	22,657,000	22,709,000	0.2%	-3.0%
Nights	116,118,000	117,863,000	1.5%	-3.9%

Sources: Tourism Research Australia, National Visitor Survey, YE June 2010; Westralia Airports Corporation, Passenger Data (PAX)

The Quarterly Tourism Snapshot research and statistics document provides the latest snapshot of tourism activity in Western Australia and can be found on the Tourism WA corporate website ([www.tourism.wa.gov.au](http://www.tourism.wa.gov.au)).

### 3.3 Tourism Forecasts 2010/11 – 2013/14

National tourism forecasts are released by the Tourism Forecasting Committee every six months.

International visitors and nights to Australia are predicted to grow in the coming years, with higher economic growth in selected inbound source markets and expanding aviation capacity the key drivers.

After falling to an 11 year low in the calendar year 2009, domestic visitor nights nationwide are forecast to improve by almost 8% in 2010 and 4% in 2011. Western Australia visitor nights are forecast to decline again in 2010, however they will start to grow slowly from 2011, boosted by interstate nights. Leisure travel (holiday and visiting friends and family) is forecast to contribute most of the growth in nights, supported by an expected increase in domestic aviation capacity.

Outbound travel nationally is forecast to slow in the next five years, driven by a gradual depreciation of the Australia dollar to USD\$0.81 in the period to 2015.

**Table 4: National and Western Australian Visitor Forecasts**

	2009-10	2010-11	2011-12	2012-13	2013-14
<b>National</b>					
	Actual				
International visitors	3.1%	4.7%	7.3%	4.3%	1.5%
International visitor nights	4.9%	4.3%	6.4%	4.4%	1.9%
Outbound travelers	16.5%	9.6%	4.5%	2.8%	2.4%
<b>National</b>					
	2010	2011	2012	2013	2014
Domestic visitor nights	7.8%	4.0%	1.5%	1.4%	1.4%
<b>WA</b>					
Domestic visitor nights	-4.0%	0.3%	0.6%	0.3%	0.5%

Source: Tourism Forecasting Committee, June 2010 release (financial year and calendar year figures); Tourism Research Australia, International Visitor Survey, YE June 2010

Updated forecasts can be sourced through the Tourism WA corporate website ([www.tourism.wa.gov.au](http://www.tourism.wa.gov.au)).



JULY ISSUE

# EVENTS 2010



eventscorp  
WESTERN AUSTRALIA

# JANUARY

## Hyundai Hopman Cup XXII 2 - 9 January, Burswood Dome, Perth

See Lleyton Hewitt, Samantha Stosur, and Britain's Andy Murray at one of the biggest tennis events on the international circuit. This prestigious invitational mixed team's tennis tournament is unique in format and attracts the world's top players.

## Lancelin Ocean Classic 7 - 10 January, Lancelin

The Lancelin Ocean Classic is Australia's four day premier windsurfing event attracting the world's best athletes to the beautiful coastal town of Lancelin that offers some of the best windsurfing conditions in the world.

## The Doctor - Surf Ski World Cup 16 - 17 January, Perth

Witness Australia's greatest ocean paddling event, incorporating the Surf Ski World Cup, a 23km downwind race from Rottnest Island to Hillary's Marina and a State of Origin and International Teams Challenge from Port Beach, Fremantle to Sorrento.



Lancelin Ocean Classic



Busselton Jetty Swim



Boyup Brook Country Music Festival

# FEBRUARY

## Busselton Jetty Swim 6 - 7 February, Busselton

Take part in the entertainment, activities and family-friendly fun on Saturday and watch over 1,000 swimmers compete in the 3.6km ocean swim along the iconic Busselton Jetty on Sunday.

## Boyup Brook Country Music Festival 18 - 21 February, Boyup Brook

Experience Western Australia's premier Country Music Festival, featuring live music, WA's biggest bush poet's breakfast, street carnival, WA Country Music Awards, workshops and the Boyup Ute and Truck Muster.

## Geographe Bay Race Week 19 - 26 February, Geographe Bay, Busselton

Head to Busselton for Western Australia's largest annual yachting regatta. Over 100 yachts compete in this week long event that also features live entertainment, twilight sailing, a picnic race day and big band performances.

## Taste Great Southern 25 February - 7 March, South West

Indulge your taste buds and seduce your senses with the bounty of food and wine from the Great Southern region. Foodies will love the master classes, tasting events, long table luncheons, and farmers' markets that forms Taste Great Southern.

## Nannup Music Festival 26 February - 1 March, Nannup

The Nannup Music Festival, set in the beautiful jarrah forest by the Blackwood River, celebrates fabulous folk music, poetry, dance and street theatre. It attracts over 200 local and international artists performing across six venues.

## Karri Cup MTB Challenge 27 - 28 February, Northcliffe

One of WA's largest and longest running mountain bike events held in the Karri forest near Northcliffe in the South West. Riders may choose the 100km endurance challenge or the equally challenging, but no less scenic, 50km ride. The event is fully supported and caters for riders of all levels of experience and ability, with categories for both solo and team riders.

# MARCH

## CowParade 1 March - 30 June, Margaret River

100 talented artists will transform life-sized fibreglass cows into 'moo'ving' pieces of art for this world famous public art event. The cows will be located at iconic attractions and local businesses throughout the Margaret River region.

## Sculpture by the Sea 4 - 23 March, Cottesloe Beach

Sculpture by the Sea, Cottesloe, is a large annual free to the public sculpture exhibition set on Perth's iconic Cottesloe Beach featuring works from over 60 local, national and international acclaimed artists.

## Channel 7 Crab Fest Mandurah 6 - 7 March, Mandurah

Held on the Mandurah foreshore, this two day event features live cooking demonstrations, family style entertainment, local produce, a concert, and much more, culminating with a firework spectacular in Mandjar Bay.

## Drug Aware Margaret River Pro 15 - 21 March, Margaret River

The big surf of Margaret River has attracted the world's best surfers to compete in this WQS 6-star prime rated men's and women's event held at Surfers Point. Check out surfing's elite Mick Fanning, Joel Parkinson and Taj Burrows to name a few during the day, and dance the night away at the Pro's MASS (Music Arts Surf Style) Festival each night.

## GAMEX 20 - 27 March, Exmouth

Don't miss Western Australia's premier game fishing tournament. GAMEX has a 30-year history and includes a rigging night, social evenings, educational sessions, presentation night and scientific studies for sustainability in game fishing for the future, all over six days.

## FotoFreo 20 March - 18 April, Fremantle

FotoFreo is a festival of photography showcasing the work of leading Australian and international photographers; and pursuing a critical discussion of the work exhibited and issues relating to photography practice today.



© Olivier Marill

CowParade



© Andrew Kay, *ocean fandango*, Sculpture by the Sea, Cottesloe 2010. Photo Clyde Yee.

Sculpture by the Sea



Fremantle Street Arts Festival

## APRIL

### **Fremantle Street Arts Festival** 3 - 5 April, Fremantle

Over three days an amazing cast of the best international, national and local street and cabaret performers provide hours of entertainment on the streets of Fremantle. Highlights include family fun activities such as world class trapeze artists, dancers, magicians, musicians, jugglers, visual artists, whip crackers, unicyclists and comedians.

### **Margaret River Wine Region Festival** 8 - 12 April, Margaret River

Graze your way through more than 50 of the regions best wineries and eateries at the Vintage Festival at Leeuwin Estate, sample fresh local produce from Busselton to Augusta, enjoy the vibes of the vintage street fiesta and discover Australia's finest wine region.

### **Quit Forest Rally** 16 - 18 April, Busselton and Nannup

Head to Busselton's Barnard Park to witness Australia's best off road rally drivers at the Quit Forest Rally, the second round of the Australian Rally Championship. Nannup will be transformed into the service park as the rally action thrills spectators on surrounding gravel stages.

### **Red Bull Air Race** 17 - 18 April, Swan River, Perth

The Red Bull Air Race World Championship features the world's best race pilots in a motor sports competition that combines speed, precision and skill. Using the fastest, most agile and lightweight racing planes, pilots navigate a low-level aerial track made up of air-filled pylons, flying at speeds reaching 370 km/h (230 mph) while withstanding forces of up to 12G.

### **SunSmart Busselton Festival of Triathlon** 30 April - 2 May, Busselton

Busselton has triathlon fever that inspires thousands. Be a part of this festival that features a children's triathlon, family entertainment and the challenging Half Ironman, a qualifying event for Ironman Australia.

## MAY

### **Argyle Diamonds Ord Valley Muster** 14 - 30 May, Kununurra

A community celebration of the East Kimberley region that celebrates cultural diversity, stunning landscape and friendly, country hospitality. This exciting two week festival offers over 50 events including the Muster's major draw-card, the Airoth Kimberley Moon Experience. Imagine being on the banks of the majestic Ord River watching performances under the light of the moon and the stars - a concert not to be missed.

### **A Day in Pompeii** 21 May - 5 September, Western Australian Museum, Perth

This is your last chance to see the extraordinary exhibition 'A Day in Pompeii' in Australia. Discover how ancient Romans lived and the fascinating story of Pompeii, a city entombed in 79 A.D. following the catastrophic eruption of Mount Vesuvius. More than 250 exquisite objects including marble sculpture, gold jewellery and delicate frescoes evoke the richness and culture of life at the height of the Roman Empire.

A Day in Pompeii



© Mount Vesuvius illustrated by Darren Pryce

## JUNE

### **Leonora Golden Gift** 5 - 7 June, Leonora

A small outback town, elite athletes, \$50,000 up for grabs, a bitumen street come race track, dirt-track horse racing, fireworks, market stalls, bands and kids street entertainment all weekend, the Leonora Golden Gift is a unique outback experience.

### **Albany Motor Classic** 5 - 7 June, Albany

Albany revs up over the long weekend as classic and vintage cars partake in a historic celebration of motorsport that includes a Classic Motor Event, Annual Hill Climb and Round the Houses timed trials.

### **Bundaberg Rum Rugby Series, Australia v England** 12 June, Subiaco Oval

Subiaco Oval is set to sell out as it hosts a clash of rugby titans between the Qantas Wallabies and arch rivals England. Australia will be looking to regain rugby credence against the country that left Aussie fans battered in the wake of "that goal" in the 2003 IRB Rugby World Cup final.

Bundaberg Rum  
Rugby Series



© Viviane Dalles



FotoFreo

# JULY

**Revelation Perth International Film Festival** 8 - 18 July, Astor Theatre, Mt Lawley  
Australia's most unique film event, Revelation aims to bring new, weird, interesting and unusual features and documentaries that wouldn't otherwise get screened in cinemas to Perth audiences with over 100 signature works that explore style, content and form over 10 days.

# AUGUST

**Avon Descent** 7 - 8 August, Northam to Perth

The Avon Descent is Western Australia's own unique sporting event that attracts participants from across Australia and overseas. Competitors challenge the Avon and Swan rivers in a variety of craft, in an exciting two-day time trial over 134 kilometres.

**The Graduate, Starring Jerry Hall – The West End & Broadway Hit Comedy!**

26 August to 12 September, His Majesty's Theatre, Perth

See Jerry Hall play the legendary seductress, reclaiming her role as the sexy, sultry Mrs Robinson, with co star Rider Strong as Benjamin, in an exclusive Perth season of The Graduate. The stage version of this iconic piece of American culture has taken London, Toronto and Broadway by storm.

**Shinju Matsuri** 27 August – 5 September, Broome

The Shinju Matsuri Festival of the Pearl is ten days of exciting multicultural events and activities showcasing the history, cultural diversity and talent of Broome. Shinju Matsuri rekindles the excitement and romance of Broome's early days as a world renowned producer of pearls and pearl shell.



Revelation Perth International Film Festival



Avon Descent

Jerry Hall, The Graduate



© Adapted & Directed by Terry Johnson



Australasian Safari

# SEPTEMBER

**Perth Fashion Festival** 9 - 15 September, Perth

The 2010 Perth Fashion Festival will feature more than 50 events including designer runway shows, free fashion parades, Student Runway, the red carpet gala finale, the WA Fashion Awards and much more. Now in its 12th year, the Festival has firmly established itself as one of Australia's most exciting and dynamic fashion events, through its inspirational and innovative calendar and plethora of local talent on show.

**Australasian Safari** 17 - 25 September, Outback

Known as the 'Dakar Down Under', this seven day off-road endurance rally attracts national and international motorsport competitors in 4WD's, quad bikes and motorbikes to test their skill and courage in rugged challenging outback terrain of WA. Join the competitors at Hillarys Boat Harbour on Friday the 17th September 2010 for the ceremonial start, and to wish them well before they embark on their seven day off-road adventure

**Southern Art and Craft Trail** 25 September - 10 October, Great Southern

An art and craft trail that showcases around 60 exhibitors' works such as paintings, textile art, jewellery and wood craft at various galleries, wineries and studios throughout the Great Southern.

**Australian University Games** 26 September - 1 October, Perth

Perth will host thousands of interstate university students who will compete in nearly 30 different sports over five days of competition in September at venues right across the city.

**Australian Masters Hockey Championship**

27 September - 10 October, Bunbury and Busselton

The 2010 Australian Masters Hockey Championship promises to be the biggest event on WA's 2010 hockey calendar with teams from all around Australia competing. Grades include over 40, 45, 50, 55, 60, 65 and 70 age groups.

Perth Fashion Festival



# OCTOBER

## One Movement For Music Perth 6 - 10 October, Perth

One Movement For Music Perth will rock the city as over 60 of the globe's greatest export ready and emerging music acts perform in a three-day music festival, while the world's music industry heavyweights looking to sign the 'next big thing' attend an industry conference. A fringe festival along the city streets and industry showcase events in various city venues, make One Movement For Music Perth a must attend event for music lovers and industry alike.

## Great Collections of the World. Peggy Guggenheim: A Collection in Venice

9 October 2010 – 31 January 2011, Art Gallery of Western Australia, Perth

The inaugural exhibition in the Art Gallery of WA's Great Collections of the World series brings world-class art which is normally only on display in Venice, Italy to the Perth Cultural Centre in Northbridge. It features works by artists who defined 20th Century modern art such as Pablo Picasso, Max Ernst, René Magritte, Piet Mondrian and Jackson Pollock.

## Cape to Cape MTB 14 - 17 October, Augusta to Dunsborough

Cape to Cape MTB is a four-day mountain bike event through the Margaret River region from Cape Leeuwin to Cape Naturaliste, set to a backdrop of world-famous surf beaches, private farmlands, rocky outcrops and national forests. The event is designed for serious recreational riders looking for a unique personal challenge.

## Kickstarter's Gascoyne Dash 28 - 31 October, Gascoyne Junction to Carnarvon

Competitors race in purpose-built buggies and motorbikes in a two-day, 500km challenge across some of the harshest terrain in Western Australia.

## KFC Twenty20 International – Australia v Sri Lanka 31 October, WACA, Perth

See Australia take on Sri Lanka at the WACA in the newest and most exciting format of the game, Twenty20.



Peggy Guggenheim: A Collection in Venice

Armando Pizzinato - *The Shipyards* 1947-48. Oil on board  
Solomon R. Guggenheim Foundation, Venice  
Gift of the artist © Archivio Pizzinato



Cape to Cape MTB



Ironman Western Australia Triathlon

# NOVEMBER

## Tour Match, Retravision Warriors V England 5 – 7 November, WACA, Perth.

Western Australia has always been a tough place for visiting teams to start a tour of Australia - be at the WACA this summer to see the Retravision Warriors strike the first blow in England's bid to retain the Ashes. The old enemy's opening match on their tour Down Under promises to be first-class... don't miss any of the action in this three-day encounter.

## Anaconda Adventure Race 7 November, Augusta

Teams and individuals will run, swim, kayak and mountain bike along a spectacular off-road course around Augusta and the impressive Cape Leeuwin Lighthouse as part of the world's biggest adventure race of its kind.

# DECEMBER

## Ironman Western Australia Triathlon 5 December, Busselton

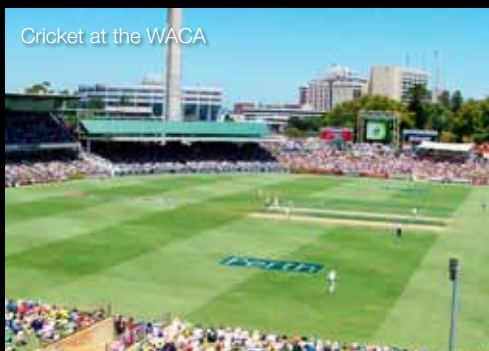
Over 1,300 of the world's best ironmen and women will tackle the gruelling yet fast course consisting of a 3.8km swim around the famous Busselton Jetty, 180km bike ride through Busselton Township and the Tuart Forest, and a 42.2km marathon along the picturesque Geographe Bay.

## Manjimup Cherry Harmony Festival 11-12 December, Manjimup

A unique event showcasing the region through its food, crafts and entertainment. Experience the Tastes of the Southern Forests, fresh local cherries and the prestigious long table luncheon.

## 3<sup>rd</sup> Vodafone Ashes Test Match - Australia v England 16 - 20 December, Perth

Perth is set to host the all-important third test of the 2010 Ashes Series that will see a show-down between Australia and England at the WACA. A festival of cricket will surround the event as Perth comes alive with cricket fever.



Cricket at the WACA



One Movement For Music Perth

# Other events in Western Australia in 2010

## JANUARY

**Perth Cup** 1 January, Ascot Racecourse

**Summadayze** 3 January, The Esplanade

**KFC Twenty20 Big Bash** 5 January, WACA

**Southbound** 8 - 10 January, Busselton

**KFC Twenty20 Big Bash** 10 January, WACA

**City of Perth Australia Day Skyworks** 26 January,  
Swan River, Perth

**Big Day Out** 31 January, Claremont Showgrounds

## FEBRUARY

**UWA Perth International Arts Festival**

5 February – 1 March, Perth

**Ballet at the Quarry Season** 10 - 27 February,  
Quarry Amphitheatre, Perth

**Leeuwin Concert Series** 13 - 14 February,  
Margaret River

**Good Vibrations Music Festival** 14 February,  
Claremont Showgrounds

**Rottneet Channel Swim** 20 February,  
Perth to Rottneet

**Future Music Festival** 28 February,  
Ascot Racecourse

## MARCH

**Eat Drink Perth** 1 - 31 March, Perth

**Bunbury Carnaval** 6 - 14 March, Bunbury

**Harvey Harvest Festival** 21 March, Harvey

## APRIL

**RacingThePlanet** 25 April - 1 May, Kununurra

**Australian Athletics Championships** 16 - 18 April, Perth

## MAY

**WAMi Festival** 19 - 23 May, Perth

## JUNE

**City of Perth Winter Arts Season**

1 June – 31 August, Perth

**York Gourmet Food & Wine Festival**

26-27 June, York

## JULY

**Derby Boab Festival** 3 - 19 July, Derby

## AUGUST

**Mundaring Truffle Festival** 31 July - 1 August,  
Mundaring

**Nannup Flower & Garden Festival** 19 - 23 August,  
Nannup

**Quit Targa West** 26 - 29 August, Perth & surrounds

**City to Surf** 29 August, Perth to City Beach

## SEPTEMBER

**Kings Park Wildflower Festival** 1 - 30 September,  
Kings Park

**Discover the Round** 12 September, Kalgoorlie

**Perth Royal Agricultural Show**  
25 September - 2 October, Claremont Showgrounds

## OCTOBER

**Spring in the Valley** 9 - 10 October, Swan Valley

**York Jazz & Soul Festival** 22 - 24 October, York

## NOVEMBER

**Geographe Crush Food & Wine Festival**

7 November, Bunbury

**Blues at Bridgetown** 12 - 14 November,  
Bridgetown

**Fremantle Festival** 6 - 14 November, Fremantle

**AWESOME Festival** 21 - 28 November,  
Perth & surrounds

**Sunseeker Australia Cup** 24-27 November, Perth

## DECEMBER

**Christmas Pageant** 5 December, Perth

**Symphony in the City** 11 December,  
The Esplanade, Perth

**KFC Twenty20 Big Bash, Retravision Warriors v  
Tasmania** 30 December, WACA Perth



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