



Australia's South West
Destination Development Strategy
'An Action Plan Approach'
UPDATE, 2007 – 2017



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Australia's South West
 Destination Development Strategy
 2007-2017
 Updated 2007

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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 Western Australia's (Tourism WA) *Strategic Plan 2005-2010* identified that "iconic tourism experiences will drive our strategic activities over the next five years" 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 Western Australia's destinations, with specific goals to:

- Identify and prioritise iconic attractions and 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 iconic attractions and experiences; and
- Provide the leadership which focuses on the development of tourism product and investment within iconic attraction and experience areas.

The process to prepare each Destination Development Strategy has involved:

- Workshops and one-on-one consultation with Regional Reference Groups (RRG) around Western Australia. Over 230 stakeholders statewide were 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.

In 2004, 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 were made to reflect input received.

Based on research and consultation in 2003, a selection of iconic experiences in Australia's South West were identified and allocated onto the matrix (shown on page 8). This process suggests that whale watching, Denmark, Pemberton, forest experience and Busselton Jetty/Observatory represent areas where the focusing of Tourism WA's limited industry development resources are likely to be the most effective. In contrast, Margaret River, Albany and Busselton/Dunsborough, are largely market ready (with the exception of minor improvements).

Qualitative research with leading tourism industry operators and experienced Western Australian intrastate, interstate and international travellers highlighted that generally the region is relatively well serviced to meet the needs of tourists and potentially contains the best and most extensive range of tourism product and infrastructure in the State. As a consequence, the overall performance of the region was felt to be good, with many of the suggested gaps and improvements designed to bring the whole area up to a higher standard and improve the destinations with potential which are currently less populated.

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

Tourism WA primarily facilitates, coordinates, monitors and reviews the implementation of the Destination Development Strategy. Responsibility for its implementation lies with a broad range of stakeholders including State Government agencies, industry groups, local and regional tourism bodies and other tourism operators and developers.

In 2006, a review was undertaken to identify the progress made in implementing the strategies of the Destination Development Strategy. Regional Reference Groups, which were pivotal in the initial preparation of the Destination Development Strategy, continue to provide comment in the annual review process. A system of ongoing monitoring and annual review will continue into the future.

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 has implemented a five year development 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 public and private tourism development throughout Western Australia.

Industry Development 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 include;

- Provide strategic marketing information, consultancy and interpretation of market intelligence to the tourism industry;
- Provide planning and strategy advice on identified tourism issues and identifying new infrastructure requirements for the tourism industry;
- Encourage the development of new sustainable tourism product, infrastructure and facilities which meet market demands; and
- Work with existing tourism products and services to improve the standard of tourism across the state.

The Industry Development team of Tourism WA has regionally based Destination Managers. Their objectives include;

- Ensure regional Western Australia is involved and consulted in the development of tourism in Western Australia.
- Improve the capacity of new and existing tourism businesses to improve the delivery of tourism products and services throughout the state;
- Facilitate the attraction of public and private sector investment to ensure critical infrastructure is secured and innovative new business ventures are attracted; and
- Strategically plan and influence local planning mechanisms to ensure a strong foundation for tourism development is created.

The Destination Development Strategies play a critical role in directing tourism development and marketing efforts throughout Tourism WA.

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 a similar vision to ensure the visitor experience matches the brand promise. Both need to be aware of what it is that people like most 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:

- Reflect, reinforce and build upon WA's core brand values; fresh, natural, carefree and alive;
- Fit in with or enhance 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. ensure unique experiences desired by the target market are provided).

Regional Tourism Organisations

Western Australia is divided into five tourism regions – Australia's South West, Australia's Golden Outback, Australia's Coral Coast, Experience Perth and Australia's North West. Tourism WA conducted a regional review in early 2003 which sought to rationalise the structure of the tourism industry, reduce fragmentation and overcome duplication of services. As a result, in 2004 Tourism WA devolved all intrastate marketing resources and activities to the Regional Tourism Organisations (RTOs) following the introduction of the New Concept for State Tourism and the five new tourism regions.

The role of the RTO is to market their region within Western Australia. This includes the development and implementation of marketing campaigns to increase intrastate travel by Western Australians. To build on this marketing, each RTO works closely with Tourism WA to leverage all niche development and marketing strategies including consumer and trade events, media and trade familiarisations, 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.

Each RTO plays an important role in the development and update of the Destination Development Strategies. During the update process RTO's were consulted and asked to provide feedback on the update documents.

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:

- Tourism WA: Strategic Plan 2005-2010;
- Wine & Food Tourism Strategy;
- Heritage Tourism Strategy for Western Australia;
- Nature Based Tourism Strategy for Western Australia;
- Aboriginal Tourism Strategy for Western Australia; and
- Journey Further - An Arts & Cultural Tourism Strategy for Western Australia.

Overview of Australia's South West

Leading tourism industry operators and experienced Western Australian intrastate, interstate and international travelers perceived the region as being well serviced and potentially containing the best built tourism product in the State. However, there are some key areas for improvement which are addressed within this report.

Australia's South West is the State's second most visited tourism region. The region offers a variety of accessible and affordable getaways within close proximity to Perth. Some of the key tourism experiences available in Australia's South West include:

- **Wine and food** - vineyards, tastings, indulgence
- **Coastline and inland waters** - water based activities, beaches, fishing, diving, boating, canoeing, swimming, coastal drives, rugged coastline, surfing
- **Forests** - Tree Top Walk, Valley of the Giants, bushwalking, forest drives
- **Inland rural experiences and farm stays**
- **Wildflowers** – interpretation, walk trails
- **Nature based and eco tourism experiences**
- **Events** – conferences, festivals and other special events e.g. Surfing, Leeuwin
- **Cultural** – arts and crafts, Indigenous and heritage experiences.

Research indicated that the Margaret River Region was one of the most frequented holiday destinations in the region and the State; this was largely due to the perception that the region catered well for tourists, providing a variety of accommodation, facilities and activities whilst also providing a relaxed atmosphere. Busselton, Albany, Dunsborough and Pemberton were also identified as popular destinations in the region

Other experiences mentioned included eating out, restaurants, sightseeing, walking, camping, caves, rest and relaxation, accommodation, resorts, museums, galleries, craft shops, Busselton Jetty Walk and the Bibbulmun track¹.

Australia's South West	
City of Albany	Shire of Donnybrook-Balingup
Shire of Augusta-Margaret River	Shire of Gnowangerup
Shire of Boyup Brook	Shire of Harvey
Shire of Bridgetown-Greenbushes	Shire of Jerramungup
Shire of Broomehill	Shire of Katanning
City of Bunbury	Shire of Kent
Shire of Busselton	Shire of Kojonup
Shire of Capel	Shire of Manjimup
Shire of Collie	Shire of Nannup
Shire of Cranbrook	Shire of Plantagenet
Shire of Dardanup	Shire of Tambellup
Shire of Denmark	Shire of Woodanilling



Opportunities and Market Segments

Research conducted in 2003² outlined some opportunities that exist for Australia's South West. 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 section.

Food and wine indulgences - including winery tours and tastings, chocolate and cheese factory tours, gourmet meals and additional massage/pamper services.

- Aimed towards couples, groups of friends and food and wine enthusiasts.

Short getaways with a diversity of attractions - such as wineries, gourmet food, restaurants, beaches, surfing, arts and crafts, caves and to a lesser extent, pubs and nightlife surrounding the food and wine, beach and nightlife experiences.

- Aimed towards a wide range of intrastate travelers.

Romantic escapes – secluded romantic experiences, including cozy cottages or bed and breakfasts, forest views, log fires, isolated beaches, scenic walks, etc.

- Aimed towards couples seeking out-of-the-way romantic breaks.

Quiet, family-based holiday breaks – private but interactive family-based

experiences, including fishing, boating, beaches, farms, petting zoos, and other relaxing day trip activities.

- Aimed at families seeking uncrowded family breaks.

Secluded and scenic nature based discoveries – secluded nature based experiences, including fresh air, forest and bush walking, tree top walks, hiking, beach driving, rugged coastlines, relaxed boating.

- Aimed at empty nesters (aged 55+ with no children living at home) and nature enthusiasts seeking uncrowded, relaxing and revitalising back-to-nature escapes.

Historical discoveries and inland pioneer experiences – historical day trip and overnight experiences, including maritime tours, museums guided tours and historical architecture.

- Aimed primarily at empty nesters (aged 55 and over).

A number of other opportunities have been identified in various industry trends and research including the growth in caravanning, backpackers, seniors travel, conferences and conventions and pre and post touring associated with them.

Market Performance of Australia's South West

A comprehensive analysis was undertaken during the development of the first Destination Development Strategy in 2004. This analysis looked at 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 the two to look for evidence of market opportunities.

For further information about the supply of accommodation, please refer to the previous edition of the Destination Development Strategy 2004-2014. An updated

supply analysis will be undertaken in the full review of the Destination Development Strategy (which is scheduled to commence in 2008).

For more information about consumer demand, 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. This information has been used in the preparation of the update of the Destination Development Strategy and can be accessed on www.westernaustralia.com.

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 Strategic Plan 2005-2010 identified that “iconic tourism experiences will drive our strategic activities over the next five years” 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 Western Australia’s destinations by;

- Identifying and prioritising iconic attractions and 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 iconic attractions and experiences; and
- Providing the leadership which focuses on the development of tourism product and investment within iconic attraction and experience areas.

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

Regional Reference Groups provided feedback into the update of the Destination Development Strategies. During the strategies initial development these groups provided significant input on the key issues affecting tourism development throughout the region and will continue to play an important role in the strategies update and review.

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 holiday.

Based on this research and consultation on iconic experiences, destinations and attractions within the region, an Australia’s South West 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:

1. **Iconic significance** - the degree to which it is perceived generally by visitor markets to be an iconic holiday experience, destination, or attraction that is unique to Western Australia, 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, or 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 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 focus area in the Australia's South West Matrix are perceived to be iconic attractions or experiences. 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 leverage area in the matrix are perceived to be iconic attractions or experiences 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.

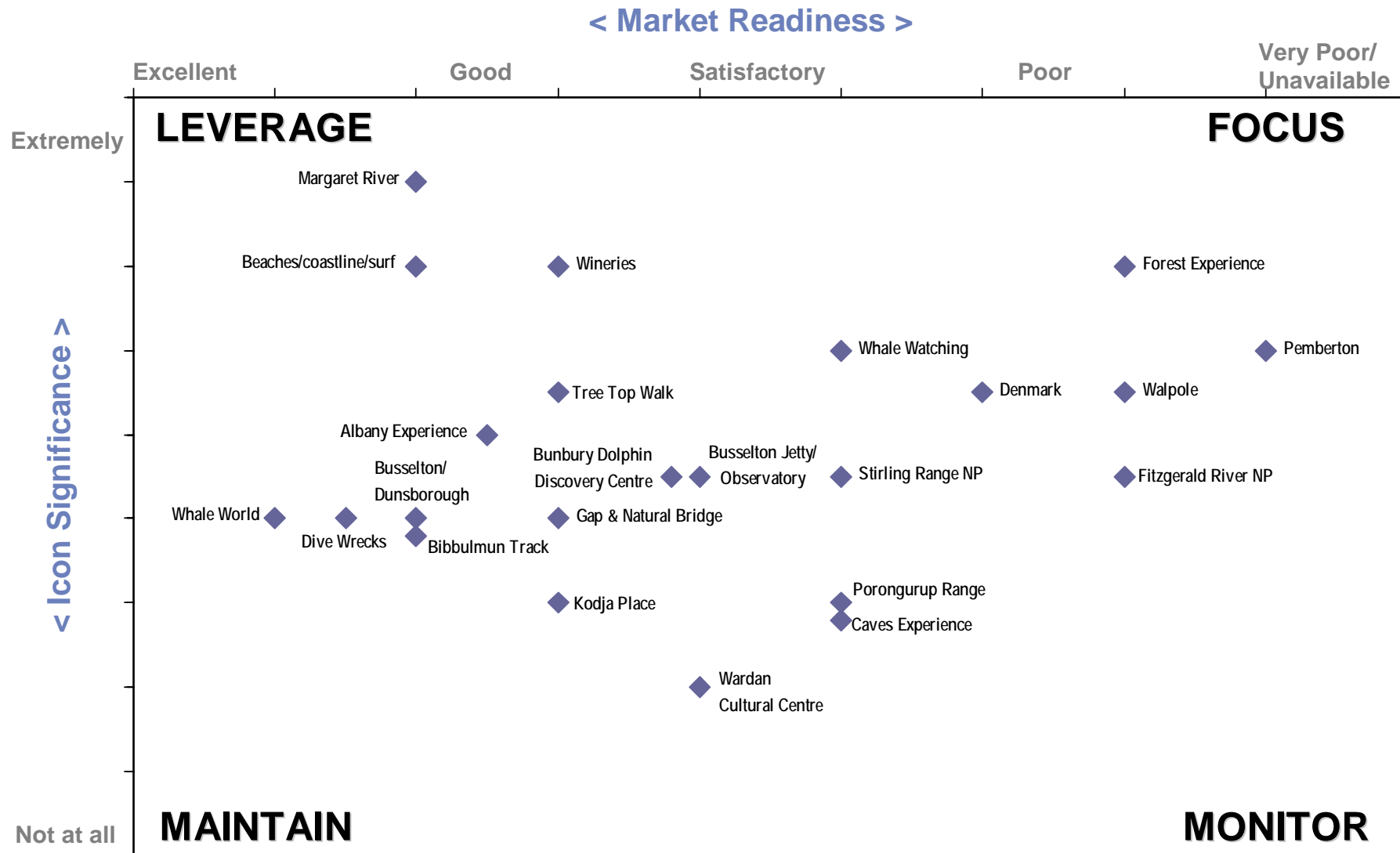
Destinations or attractions that fall within the monitor area in the matrix are neither iconic attractions or experiences nor market ready; so should therefore not be the focus of major product and infrastructure development, resources or marketing activities. However, they should be monitored for increased 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 maintain area 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. Cooperative activities should be the objective of any marketing.

This process suggests that whale watching, Denmark, Pemberton, the forest experience and Busselton Jetty/Observatory represent areas where the focusing of Tourism WA's limited industry development resources are likely to be the most effective. In contrast, Margaret River, Albany and Busselton/Dunsborough, are largely market ready (with the exception of minor improvements).



Australia's South West - Destination Development Matrix



Note: The Destination Development Matrix above has not been updated for the 2007 update to allow for significant change to have occurred which would impact the transition of destinations. A rigorous research and consultation process will be undertaken for the next full review of the Destination Development Strategy to track the progress of destinations.

Iconic Gaps in Australia's South West

Qualitative research with leading tourism industry operators and experienced Western Australian intrastate, interstate and international travellers highlighted that Australia's South West region is relatively well serviced to meet the needs of tourists and potentially contains the best and most extensive range of tourism product and infrastructure in the State. As a consequence, the overall performance of the region was felt to be good, with many of the suggested gaps and improvements designed to bring the whole area up to a higher standard or improve destinations with potential but which are less populated. These gaps were also checked by a Regional Reference Group to pinpoint consistent gaps.

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.

Australia's South West is easily accessible by road, air, coach and tours. Road access includes the Old Coast Road between Perth and Bunbury, the Bussell Highway from Bunbury to Augusta, the South West Highway that runs from Perth down through the forests to Walpole, the Brockman Highway that extends from the coast near Augusta through to Bridgetown and the Vasse Highway linking Busselton to Pemberton. Further to the east and south, the Albany Highway runs from Perth to Albany, the South Coast Highway from Walpole to Esperance through Jerramungup and the Great Southern Highway runs from the Albany Highway at Cranbrook, to the central Wheatbelt through Katanning.

A large network of subsidiary roads, both sealed and unsealed, provide access for visitors to all parts of the region. However, some of the roads are reaching their limits in terms of traffic volumes, especially in the Busselton and Augusta-Margaret River areas, and there are conflicting uses between heavy haulage and passenger vehicles. A secondary network of unsealed roadways meanders through the state forests and the farming areas. Several of these need to be sealed so that visitors are encouraged to visit the attractions along them.

The Perth to Bunbury corridor currently serves the needs of local and regional traffic, particularly in the peninsula area south of the Mandurah Estuary Bridge. These conflicting traffic needs together with the increased traffic volumes have resulted in

greater levels of congestion, reduced transport efficiency and road safety.

Some access roads to inland waterways and dams are restricted due to the need to develop catchment land for potable water supplies.

The region has a twice daily air service between Perth and Albany with Skywest Airlines. The airport near Busselton has been built to handle jet aircraft up to BAE 146 size but has no regular passenger flights at present. There are six sealed airstrips in the region, which are located at Albany, Bunbury, Busselton, Margaret River, Augusta and Manjimup and there are numerous unsealed strips for light aviation. Denmark Airport is currently being upgraded and will be capable of servicing larger aircraft of up to 20 seat capacity.

Research highlighted that overall access to the region was good, due to the proximity of the area to Perth and the multiple methods of transport available (self-drive, coach/tour, bus, air).

However, concerns were raised in a number of areas, including the safety and condition of the roads (especially during congested peak periods), the perceived lack of public transport/shuttle buses in and around popular tourist destinations, noise pollution from road trains travelling directly through regional towns, and limited bus transportation within the region for non-drivers.

Accommodation

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

As one of Western Australia's most advanced regions in terms of tourism, Australia's South West has good accommodation at all levels, ranging from luxurious to budget style and includes hotels and motels, chalets, farm stays, unique wilderness chalets, guest-houses, bed and breakfasts, self catering villas, backpackers, caravan parks and camping grounds.

In some parts of the region, such as the Margaret River wine region, there may be an oversupply of some types of accommodation, leading to reduced occupancies and profitability. However, there is a need for more coach and international standard

accommodation in some key locations in the region. In addition there is also an insufficient amount of farm stays that are capable of housing groups of between 15 and 20 visitors.

While accommodation in Australia's South West was generally rated as good to excellent, perceptions regarding accommodation gaps in the region differed significantly.

On the one hand, some intrastate consumers felt that there was a lack of mid-range and self-catering accommodation options across many destinations within the region. Alternately, some international travellers appeared to be content with the options available, citing a particular interest in bed and breakfast alternatives.

Attractions and Activities

Visitors also seek activities to take part in at destinations. These may include windsurfing, golf, tennis, swimming, boating and canoeing as well as passive activities such as 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 rugged coastline, world-class surfing, the forests, caves and wineries are some of the attractions for visitors that have credited Australia's South West with being the most visited tourist destination outside Perth. The region also has an excellent range of restaurants and cuisine to go with its internationally renowned wines.

Tourists can visit wild dolphins, watch whales migrate, or hire equipment to take canoeing or scuba diving. Anglers can fish for both fresh and saltwater fish. There are also spectacular bushwalking and caving opportunities. Visitors can also view some of the region's arts and crafts in a number of venues, visit wineries, dine at the region's many excellent restaurants or take part in the working day of a farm.

There is a continuing need for high quality man made activities which leverage and enhance the natural iconic attractions and experiences in the region, similar to the way the Tree Top Walk leverages off the Tingle Trees near Walpole.

There will be a continuing development of tourism attractions along the coast as well as specific inland areas that can offer experiences such as nature based tourism, wine, art and craft and culture, catering to market demands. Developments will need to be sustainable and address the demands of a more sophisticated tourism market.

Research concluded that the quality and range of attractions in Australia's South West (driven by the wineries, unique coastline and forests) were excellent, although it was felt that there was a lack of night-time activities available in the region.

Amenities

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

Because of its population and its status as one of the most advanced tourism regions, combined with a vibrant local population, Australia's South West's amenities such as shops and shopping hours, daycare facilities, public toilets, health services, visitor centres, information outlets and signage, are generally good. A lack of conference and meeting facilities in inland locations, poor standards at some venues throughout the region and operating hours have been flagged as shortcomings.

Amenities within the region were generally viewed as being of a very high standard, with very few gaps identified. However, as mentioned across all regions, some consumers (particularly younger intrastate travellers) indicated a gap in relation to the early closing times of restaurants and cafes.

Another issue raised by consumers was the desire that the pristine/natural charm and sense of exploration/discovery unique to Australia's South West, remains the same.

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

The Commissioner of Main Roads Western Australia is responsible for signs on highways and main roads throughout Western Australia. Local Government Authorities (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, national and domestic 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. In 2007, this updated Destination Development Strategy reflects the latest tourism projects being planned, implemented and completed throughout Australia's South West region.

Focus

The following destinations or attractions falling within the focus area in the Australia's South West Matrix are perceived to be iconic attractions and experiences. 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.

Pemberton

Pemberton is set amidst rolling hills and surrounded by forests of magnificent karri, jarrah and marri trees. Pemberton's main attractions focus on the forests, the giant Gloucester Tree, an old timber carrying railway line, a museum for the timber industry and a number of pleasant drives through the forests round the town.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCOMMODATION					
Pemberton accommodation	Investigate the provision of establishing additional accommodation outlets within the Pemberton area. <u>Comment on status:</u> Average occupancy rates are low and additional accommodation developments are planned by a number of existing establishments, however construction for the majority of these proposals are on hold until demand improves.	Private Sector	To be determined	Ongoing market analysis	Ongoing

The Forest Experience

East of the Margaret River Region and meeting the coast at Walpole and Denmark, close to the Tree Top Walk, this unique forest area of ancient trees has many attractions, activities and a range of accommodation. Including Bridgetown in the north, through the Blackwood River Valley, Manjimup and on to Walpole and Denmark, there are many scenic drives and walk trails through a host of national parks. The main gap surrounding the forest experience is the lack and declining quality of existing budget accommodation and access to the area.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCESS					
Seal Mowen Road	Seal the remaining 35km of Mowen Road which is the most direct link between Nannup and Margaret River. It is considered an important tourism road providing east-west access from the coast to the forests.	Shire of Augusta-Margaret River, Shire Nannup, Main Roads WA	\$15 million	2009 - 2010	Development
Seal Wingebellup Road	Improve road to sealed standard. A section of road of approximately 28 kilometers needs to be sealed to provide a consistent standard over the entire route from Frankland to Boyup Brook via Tone Bridge. The road provides links from the wine growing district of Frankland to Boyup Brook and Manjimup. <u>Comment on status:</u> Only 2km left to be sealed.	Shire of Cranbrook	\$800,000	Ongoing	Development
D'Entrecasteaux National Park – site development and seal key roads	Ongoing road sealing, toilets and pathways. <u>Comment on status:</u> 1.5km completed in 2004. 3km left to seal.	DEC	\$1 million	2007	Development
ACCOMMODATION					
Southern forest accommodation	Investigate the provision of establishing additional or upgrading existing, accommodation outlets and conference facilities within the Southern Forest area. <u>Comment on status:</u> Some establishments are planning for additional accommodation however a number of these properties have put their plans on hold until consumer demand improves.	Private Sector	To be determined	Ongoing market analysis	Ongoing
ATTRACTIONS/ ACTIVITIES					
Blackwood River Valley	Examine the development of a range of attractions, family activities, trails, galleries and interpretation in the Valley. <u>Comment on status:</u> Blackwood River Valley Better Business Blitz covering packaging of product in the whole area.	Tourism WA	To be determined	Ongoing	Requires investigation
Arts developments	Liaise with appropriate bodies to establish pottery, arts and crafts classes for tourists. <u>Comment on status:</u> Blackwood River Valley Better Business Blitz covering packaging of product in the whole area.	Private Sector, Tourism WA	To be determined	Ongoing	Requires investigation
Nannup to Jarrahwood Rail Trail and Timberline Trail from Cambray to Nannup	Develop the 30km Nannup to Jarrahwood Rail Trail through the removal of old sleepers, vegetation clearing, drainage and bridge works, provision of signage and interpretation and development of a campsite/rest area in Jarrahwood.	ATDP, DEC	\$98,000	June 2007	Development
Manjimup Timber Park	Improvements to interpretation and layout. <u>Comment on status:</u> A Management and Development Plan has been completed and is open for public comment – closed 21 April 06.	Shire of Manjimup	To be determined	Ongoing	Development
Southern Forest sculpture walk	Establish a purpose built 1.2km walk trail through the forest featuring original contemporary artworks from nationally and internationally renowned artists.	Southern Forests ATS (Inc)	\$750,000	2007	Development

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
AMENITIES					
Donnelly River Slide Project	The original proposal was to construct an elevated viewing platform suspended over the forest. <u>Comment on status:</u> Not feasible, instead plans to construct an iconic tourism slide facility in the Warren Blackwood region that will provide a world-class tourism experience combining adventure, passive activities, an interpretive centre, kiosk and retail outlet all within the forest environment. <u>Funding breakdown:</u> Indicative breakdown includes \$1 million from State Government, and \$900,000 from Federal Government. Pre-feasibility study completed.	Shires of Manjimup, Nannup, Bridgetown-Greenbushes, State Government	\$4.327 million	2007	Planning
Preston River Park – visitor facilities	Construct amphitheatre, walk trails and gazebos adjacent to the Preston River. This project will complement the construction of a suspension footbridge in the same area.	Shire of Donnybrook Balingup	\$120,000	2005	Completed
Blackwood River National Park – visitor facilities	Redevelop visitor facilities at Sues Bridge camping area.	DEC	\$180,000	2007	Development
Nannup Foreshore Park – visitor facilities	Develop an amphitheatre and visitor facilities on the foreshore adjacent to the Blackwood River and Nannup Visitor Centre.	Shire of Nannup	\$300,000 - 400,000	2006	Completed
Nannup Visitor Centre	Build a new wooden building to house the Nannup Visitor Centre, telecentre, and other government agencies. Also build a large wooden clock as a feature of the visitor centre. <u>Comment on status:</u> Clock is being built. The rest of the project is seeking further funding.	Shire of Nannup, Tourism WA, State Government	\$700,000	To be determined	On hold

Walpole

On the south coast of the State, surrounded by the Walpole-Nornalup National Park, is the town of Walpole. Located an hour and a half drive from Albany to the east and Pemberton to the west makes Walpole an ideal location from which to explore the forests and beaches of the area. Research showed that the town of Walpole was identified as having gaps in accommodation and attractions.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCOMMODATION					
Walpole accommodation	Investigate the development of new and improved accommodation in Walpole. <u>Comment on status:</u> Additional caravan and camping facilities at the Rest Point Holiday Centre were completed in August 2006. Stage 2 will incorporate additional luxury units. Further research to be undertaken to ascertain additional accommodation requirements.	Private Sector, LGA's, Tourism WA	To be determined	Ongoing	Development and requiring investigation

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ATTRACTIONS/ ACTIVITIES					
Karri Tingle Discovery Centre – Walpole wilderness areas	<p>Develop orientation centre for Walpole Wilderness Area including outdoor classroom; embarkation point for 'Wilderness Explorer' drive tours, hikes and walks; picnic facilities and interpretive displays. Three centres will be developed at the Valley of the Giants, Mount Frankland and at Swarbrick Block.</p> <p><u>Comment on status:</u></p> <ul style="list-style-type: none"> • Swarbrick Block – new access completed, trail artwork to be displayed. • Mt Frankland – new carpark completed, upgrade of paths to summit. New lookout and shelter at summit. • Valley of the Giants – architects developing conceptual drawings for the interpretive centre. 	DEC	\$1 million	2007	Development
The Augusta - Walpole Coastal Strategy	<p>Develop a coastal strategy which reflects the environmental assets and limitations of the area as well as the social and economic aspirations of the residents.</p> <p><u>Current Status:</u> Draft to be presented to the Coastal Planning and Coordination Council.</p>	WAPC, DEC	N/A	2007	Development

Fitzgerald River National Park

The Fitzgerald River National Park lies along the south coast of Western Australia, between Bremer Bay to the south west and Hopetoun to the north east. Fitzgerald River National Park has an area of 240,000 hectares and follows the southern coastline west of Esperance. A wealth of plants are found in the park. Over 1,800 flowering plant species have been identified. This represents nearly 20% of the native plants found in Western Australia. Sixty-two species only occur in Fitzgerald River National Park. The park is also known for its spongelite cliffs; a soft rock formed more than 36 million years ago from sponges living in the warm shallow sea which once covered the area. A road traverses Fitzgerald River National Park and provides access to picnic areas and walking tracks.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCESS					
Beach access improvement	Improve access to Little Beach, Two Peoples Bay Nature Reserve, Barrens Beach, Fitzgerald River National Park and Salmon Holes Torndirrup National Park.	DEC	\$55,000	2004	Completed
Road upgrade	<p>Upgrading roads.</p> <p><u>Comment on status:</u> Funding application has been completed and submitted and awaiting an outcome.</p>	Federal Government, DEC	\$145,000	Ongoing	Planning and Development
ACCOMMODATION					
Access, accommodation and amenity plan	Investigate increasing and improving accommodation, access and other facilities through the development of an amenity plan for the national park.	DEC	To be determined	To be determined	Requiring investigation

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCOMMODATION					
Self catering apartments, Bremer Bay	Investigate the viability of developing additional accommodation at Bremer Bay for the family market. Self catering apartment style accommodation has been identified as a possible gap. <u>Comment on status:</u> Bremer Bay Resort and Fisheries Beach Caravan Park have both developed additional self contained, family style accommodation. Similar style accommodation is planned for the future.	Private Sector, Tourism WA	To be determined	Ongoing	Planning and Development
ATTRACTIONS/ ACTIVITIES					
Fitzgerald Biosphere Interpretive Centre	Investigate the development of a visitor centre providing information on experiences in the Fitzgerald Biosphere Reserve and Fitzgerald River National Park to increase the understanding of their significance. <u>Comment on status:</u> Potential for project to be incorporated into Fitzgerald Coast Tourism Development Plan.	Shire of Jerramungup, DEC, Tourism WA	\$500,000	To be determined	Planning

Denmark

Denmark is a popular and attractive town noted for its excellent fishing, the diversity of landscape (from rugged coastline to tall timber country) and the quietness of an area which has not been over-developed or commercialised.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCESS					
Denmark Airport upgrade	Upgrade the existing airstrip to include lengthening of the landing strip and lighting for aircraft up to a 20 seater.	Shire of Denmark	\$400,000	2006	Completed
ACCOMMODATION					
Denmark accommodation	Investigate the feasibility of establishing additional accommodation outlets within the Denmark area. <u>Comment on status:</u> Accommodation is generally well catered for with many accommodation establishments experiencing approximately 45-50% occupancy rates. A more detailed analysis may be required once visitor demand increases.	Private Sector, Tourism WA	To be determined	Ongoing analysis	Ongoing
ATTRACTIONS/ ACTIVITIES					
Centre for Sustainable Living	Develop a facility providing information and education on sustainability.	Green Skills	\$1 million	2005	Completed
AMENITIES					
Denmark Visitor Centre	Develop the visitor centre incorporating co-location and live displays.	Shire of Denmark, Tourism WA	\$850,000	2006	Completed
Denmark signage	Liaise with the Shire to develop signage to the beach and other activities. <u>Comment on status:</u> Safety signage erected.	Tourism WA, Shire of Denmark	To be determined	2006	Completed
Denmark River bank	Upgrade infrastructure to a standard suitable to meet the needs of passengers disembarking from passenger vessels.	Shire of Denmark	To be determined	To be determined	Requires investigation

Whale Watching

In recent years, whale watching along Western Australia's coastline has become an increasingly popular pastime with tourists and locals alike. Whales range in size and weight from the 31 metre blue whale, the world's largest, weighing between 80 and 130 tonnes, to the 2.4-metre dwarf sperm whale, weighing about 150 kilograms.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ATTRACTIONS/ ACTIVITIES					
Whale watching interpretation	Liaise with the City of Albany, Albany Visitor Centre and whale watching operators to develop whale watching product. <u>Comment on status:</u> Boardwalk interpretive material partially completed.	Albany Visitor Centre, LGA, Tourism WA	To be determined	Ongoing	Development
Silver Star Cruises	Extension of vessel by 3.5 meters to improve operational capabilities to allow off shore whale watching activities, making it the only place in Australia to view Sperm whales.	Private Sector	To be determined	2006	Completed
AMENITIES					
Augusta marina and jetty facilities	Investigate building a marina near Augusta that includes facilities for whale tourism watching boats.	Shire of Augusta-Margaret River, DPI, Tourism WA	To be determined	To be determined	Requires investigation
Dunsborough Jetty facility for whale watching craft	Accelerate the planning and development of jetties suitable for safe use by commercial vessels taking visitors on whale watching tours.	DPI, Tourism WA	To be determined	To be determined	Under investigation
Albany Jetty facility for whale watching craft	Investigate the installation of breakwater and pontoon facilities. <u>Comment on status:</u> Albany Whaleworld is establishing these facilities.	DPI, Tourism WA	To be determined	To be determined	Development

Stirling Range National Park

The combination of its vast array of wildflowers, periodic snowfalls and status as the only mountain range south of Perth make the Stirling Range National Park an impressive sight and offers the only alpine walking in Western Australia.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCESS					
Seal Salt River Road	Seal 40km section of the road linking Cranbrook to Chester Pass Road along the northern boundary of the Stirling Range National Park. It forms the principal western access to the national park.	Shire of Cranbrook, Shire of Gnowangerup	\$2 million	Subject to funding	Planning
ACCOMMODATION					
Eco lodges and comfortable camping in proximity of national parks	Investigate progressive planning and tender process for a network of eco lodges and comfortable camping grounds in close proximity to forests, wildflower sites and scenic locations. <u>Comment on status:</u> Initial investigations have ruled out accommodation development within the national park.	DEC, Private Sector, Tourism WA	To be determined	To be determined	Ongoing

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ATTRACTIONS/ ACTIVITIES					
Yongergnow Mallee Fowl Interpretation Centre Ongerup	Develop a Mallee Fowl Interpretive Centre. <u>Comment on status:</u> Construction and fit out complete. Additional quote sought for completion of restaurant, theatre and meeting room.	GSDC, Mallee Fowl Preservation Group, Ongerup Community Development Group	\$1.3 million	2007	Development
Great Southern arts project	As part of the Perth International Arts Festival, develop a permanent world class art exhibition in a unique natural environment setting.	PIAF, GSDC	Approx \$1 million	2006/07	Planning
AMENITIES					
Visitor Centre	Provide visitor centre and interpretive facilities on the national park and Aboriginal heritage. Include shop front for Aboriginal cultural products and tours. <u>Comment on status:</u> Feasibility and concept design have been completed.	GSDC, DEC, Tourism WA, DIA, Shire of Gnowangerup, OAED	To be determined	2008	Planning

Busselton Jetty/Underwater Observatory

The Busselton Underwater Observatory is quickly gaining appeal and was compared to the Tree Top Walk in terms of an 'iconic' attraction that shows off WA's natural product. Operators discussed the lack of capacity at the Observatory (which creates booking problems for the coach and self drive markets), expensive flights and a lack of rental cars and tours actually in the Busselton area.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ATTRACTIONS/ ACTIVITIES					
Busselton Jetty	Repair the Busselton Jetty access to the Busselton Jetty Underwater Observatory and create a tourism precinct on the Busselton foreshore..	South West Development Commission, Landcorp, Shire of Busselton	To be determined	Ongoing	Under investigation

Bunbury Dolphin Discovery Centre

Wild dolphins regularly visit the waters of Koombana Bay where visitors can encounter these creatures in a special interaction zone. The following strategies and projects relate to the area in which the iconic attraction is located.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCESS					
The new Perth to Bunbury Highway	The new Perth to Bunbury Highway project includes construction of an extension to the Kwinana freeway from safety bay Road to Pinjarra Road continuing as a rural highway south to join the existing Highway at lake Clifton. The road will be dual carriageway all the way from Perth to Bunbury and bypasses the Mandurah built up area.	Main Roads WA	\$511 million	2009	Under Construction

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCOMMODATION					
Add or upgrade short stay accommodation and ancillary facilities	Investigate the need for additional or upgraded short stay tourism accommodation. <u>Comment on status:</u> Two projects are currently under construction and will add approximately 185 units. Three projects in planning which will add approximately 309 units. ³	Private Sector, State Government, LGAs, Tourism WA	\$120 million	Ongoing	Planning and Development
ATTRACTIONS/ ACTIVITIES					
Bunbury timber jetty	Restore the Bunbury timber historic jetty, a key attraction of the city, within walking distance of the Bunbury CBD. Stage 1 - Restore jetty. Stage 2; Build the Bunbury Timber Jetty Discovery Centre.	Bunbury Timber Jetty Preservation Society Inc, City of Bunbury	Stage 1 - \$2.6 million. Stage 2 - \$1 million	Ongoing	Planning
Harvey tourist precinct to Harvey Dam Gibbs Pool Amphitheatre walk trail	Develop walk trail, including suspension bridge over the Harvey River, taking in the escarpment of the Harvey River and surrounding environment.	Shire of Harvey	\$1.3 million	To be determined	Planning
Bunbury International Motor Sport Complex	Develop an international standard motor sports complex with associated facilities.	Private Sector, City of Bunbury, Shire of Dardanup, Tourism WA	\$10 million	First race Dec 2007 Building will be ongoing	Under construction
Wajin Group Tours	Development of Indigenous tours starting and ending at the Discovery Centre.	Wajin Group	No applicable	2008	Planning
Big Swamp Wildlife Park	Develop "Big Swamp" as a nature based tourism attraction.	City of Bunbury	\$700,000	Ongoing	Development
Three Waters Centre, Bunbury	Build the Three Waters Centre in Bunbury Tourism Precinct, Koombana Bay. Centre to house the new visitor centre, Regional Art Gallery and Regional Museum.	City of Bunbury, Tourism WA	\$10.5 million	To be determined	Planning
AMENITIES					
Bunbury tourism precinct	Plan and develop a tourism precinct in Bunbury utilising the Three Waters Theme.	City of Bunbury, Tourism WA	\$25 million	To be determined	Planning
Charter boat jetty facilities	Provide jetty facilities for dolphin watch, dive and tourist charter boats close to the Dolphin Discovery Centre.	City of Bunbury, DPI, Tourism WA	To be determined	To be determined	Planning
Back Beach coastal upgrade	Create an attractive coastal area for recreational and water based activities. Includes streetscaping. <u>Comment on status:</u> Stage 1 - completed. Stage 2 - planned.	City of Bunbury	\$5 million	2007	Planning
Bunbury Convention and Exhibition Centre	Investigate the feasibility of a convention and exhibition centre for the South West Region to capitalise upon the increase in business tourism.	Private Sector, City of Bunbury, Tourism WA	\$6 million	To be determined	Requiries investigation
Bunbury outer harbour	Move outer port operations to inner harbour. Stage 2 - is to create attractive area including charter boat facilities, residential housing and assorted recreational activities. Also potential to include additional commercial opportunities.	City of Bunbury, Tourism WA	\$30 million	To be determined	Planning

Leverage

The following destinations or attractions falling within the leverage area in the matrix are perceived to be iconic attraction or experience 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.

Margaret River Region

The Margaret River Region emerged as the preferred destination of intrastate travellers in Western Australia as well the clear favourite in the South West region. Generally, the Margaret River Region was seen to cater very well for the needs of most tourists and had excellent tourism product and infrastructure. The Margaret River Region was the most frequently mentioned icon for the whole South West. The Margaret River Region delivers a package of attractions including wine, food and scenery (rolling hills and coastline) at an international standard. It was generally regarded in a very positive context, with operators feeling that the area satisfied customers, had sufficient product and infrastructure in place and was suitable for both the domestic and international markets.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCESS					
Leeuwin National Park – Hamelin Bay upgrade	Improve pedestrian and vehicle access to Hamelin Bay area.	DEC	\$250,000	2005	Completed
Margaret River Perimeter Road	Provide a bypass road around the town of Margaret River.	Main Roads WA, Shire of Augusta Margaret River, SWDC	\$25 million	To be determined	Planning
Leeuwin National Park – Skippy Rock Road upgrade	Seal major tourist drive near Augusta.	DEC	To be determined	2007	Planning
Margaret River roads upgrade	Investigate the provision of improving and upgrading roads in the Margaret River wine region that are under pressure from increased visitation, e.g. Harman's South Road, Margaret River.	DPI, Tourism WA	To be determined	To be determined	Requires investigation
ACCOMMODATION					
Add or upgrade short stay accommodation and ancillary facilities	Investigate the need for additional or upgraded short stay tourism accommodation. <u>Comment on status:</u> Five projects are currently under construction and will add approximately 285 units. One project is in planning which will add approximately 6 units. Three projects were completed in the first six months of 2006 and have added 52 units.	Private Sector, State Government, LGAs, Tourism WA	\$71.7 million	Ongoing	Planning and Development
AMENITIES					
Margaret River streetscape	Examine the possibility of creating streetscaping in the town of Margaret River.	Shire of Augusta-Margaret River, AMRTA	To be determined	To be determined	Requires investigation
Cape Leeuwin Lighthouse precincts – visitor facilities	Upgrade tourist facilities at Cape Leeuwin Lighthouse with visitor information areas, toilets, parking, interpretation, ticketing and access.	AMRTA, DEC	\$1.5 million for total upgrade for each site	Ongoing	Development

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
AMENITIES					
Leeuwin National Park – visitor facilities	Develop visitor facilities at Conto camping ground, Big Rock, Guillotines coastal access, Calgardup and Giants Cave walkways and stairs, Cape to Cape track and Quarry Bay. <u>Comment on status:</u> All aspects completed. Cape to Cape track is an ongoing project.	DEC	\$250,000	2004	Completed
Coastal recreational facilities	Develop appropriate facilities for visitors and the local community. Facilities could include grassed areas, kiosks, ablution blocks, shaded areas, BBQs etc.	Shire of Augusta Margaret River, Shire of Busselton, Community Groups	To be determined	Ongoing	Planning

Wineries

The main gaps surrounding the winery experience is the lack of public transport available to and from the wineries, opening hours and the lack of activities available.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ATTRACTIONS/ ACTIVITIES					
Australia's South West wine and food product	Development of trails that encompass wineries in Australia's South West. <u>Comment on status:</u> Tourism WA to be part of a steering group headed by Australia's South West in establishing a range of wine tourism product through the 'innovative partnerships project for wine, food and tourism'.	Australia's South West RTO, SWDC, GSDC, Tourism WA	\$883,854	2007	Development
AMENITIES					
Access to wineries	Gauge the interest by wineries in regards to: extended hours and discuss with the Department of Liquor Licensing, and arrange a shuttle bus service around wineries. <u>Comment on status:</u> Grape Southern Wine Tours established in March 2006.	Tourism WA, Private Sector	To be determined	Ongoing	Requires investigation

Valley of the Giants Tree Top Walk

Overall, the Tree Top Walk was frequently mentioned by operators. Some felt it had the 'wow' factor, whilst others simply considered that it was a good add-on to the South West experience. Either way, it was generally felt to be suitable for both domestic and international markets. The only notable point was a lack of variety of accommodation and particularly a lack of budget accommodation.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCOMMODATION					
Tree Top walk accommodation	Investigate the provision of budget accommodation around the vicinity of the Tree Top Walk. <u>Comment on status:</u> Budget accommodation is available in Walpole, Nornalup and Denmark and feed back indicates additional budget accommodation is not required in the current market.	Tourism WA, Private Sector	To be determined	2005	Completed

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
AMENITIES					
Coal Mine Beach Knolls Precinct	Picnic areas, renovation of western end, relocate boat launching facilities.	DEC	\$500,000	Ongoing	Planning

Albany Experience

Albany was discussed by the younger and older intrastate consumers. Consumers perceived the distance to be a major downfall and were generally of the opinion that Albany had sound tourism product and infrastructure. The major gaps were focused around access, specifically distance and the expense involved in getting there. Albany was mentioned nearly as often as Margaret River when operators were asked to discuss icons and it was noted as a key inclusion in South West itineraries. Key attractions were Whale World, history, blowholes, The Gap, natural bridge, dive wrecks and access to the Tree Top Walk and Stirling Ranges/Porongurup Range. Albany received many positive comments relating to the provision of appropriate accommodation with lots of activities and attractions available for both domestic and international travellers.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCOMMODATION					
Add or upgrade short stay accommodation and ancillary facilities	Investigate the need for additional or upgraded short stay tourism accommodation. <u>Comment on status:</u> There are three projects under construction to add 42 units. One project is in planning to add 10 new units to the area.	Private Sector, State Government, LGAs, Tourism WA	\$6.1 million	Ongoing	Planning and Development
ATTRACTIONS/ ACTIVITIES					
Replica of the Brig Amity – improvements	Improve visitor facilities and interpretation to a standard that ensures an enhanced cultural heritage precinct that is of world class standard. <u>Comment on status:</u> Development of the Amity Heritage Precinct Master Plan. Funding application submitted to the ATDP to improve the visitor experience of the Amity.	City of Albany	Estimated at greater than \$300,000	Ongoing	Planning
Albany Boat Shed	Development of facilities for viewing of wooden boat building activity, establishment of maritime heritage gallery and artisans workplace.	Albany Maritime Foundation	\$140,000	2007	Development
Peace Park to commemorate Albany's Association with the ANZAC legend	Develop a 'Peace Park' to commemorate the role Albany played in the ANZAC legend. The park is an area of land to the west of the Albany boat harbour and waterfront development.	City of Albany	\$2 million	2007	Planning
Wind farm – viewing platform	Develop interpretive panels on renewable energy resources and the role the Albany Wind Farm plays in reducing greenhouse gas emissions. Develop viewing platform discovery centre coastal lookout and public ablution facilities.	City of Albany	\$195,000	2005	Completed
Microbrewery, Albany	Develop a microbrewery and restaurant with children's playground and animal enclosure.	Private Sector	\$400,000	2007	Development
AMENITIES					
Albany Entertainment Centre	The proposed centre will be a multi purpose building seating up to 650 people in theatre style and located in the Albany water front precinct.	City of Albany	Greater than \$16 million	2008/09	Planning

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
AMENITIES					
Albany waterfront development	Provide small boat facilities including improved access and amenities for tourism charter boat operators. Provide infrastructure for commercial development of foreshore and provision for private sector investment in tourism accommodation and function centre.	Landcorp, GSDC, DPI, City of Albany - unilateral agreement	\$14 million	2007/09	Planning
Mount Romance interpretive corridor	Construct a purpose built interpretive corridor that also enables visitors to view the processing area of the plant.	Private Sector	\$100,000 approx	2007	Planning
Great Southern Distilling Company	Development of a traditional malt whisky distillery with attached visitor facilities.	Private Sector	\$1.3 million	2007	Development

Busselton/Dunsborough

Busselton and Dunsborough were generally referred to in a positive manner in regards to tourism product and infrastructure. Busselton was the third favourite destination of intrastate visitors to the region and the fourth favourite of all destinations in the State. Both centres were regarded as good base destinations with many activities and excellent accommodation, especially for families.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ACCESS					
Perth-Busselton air services	Continue to investigate the development of Busselton Airport and its use for tourism traffic in the longer term.	DPI, Tourism WA , SWDC	To be determined	2014	Requires investigation
ACCOMMODATION					
Add or upgrade short stay accommodation and ancillary facilities	Investigate the need for additional or upgraded short stay tourism accommodation. <u>Comment on status:</u> Currently only chalet/units/apartments are in planning or under construction in the Shire of Busselton. One project was completed during the first six months of 2006 adding 38 units to the area. There were 11 small projects under construction which will add 116 units. 18 projects are in planning which will add 668 new units to the area.	Private Sector, State Government, LGAs, Tourism WA	\$197 million	Ongoing	Planning and Development
Caravan Parks	Investigate the feasibility of new caravan parks at Bunker Bay and the Locke estate.	Shire of Busselton, Busselton	To be determined	To be determined	Under investigation
ATTRACTIONS/ ACTIVITIES					
Busselton Wetlands Observatory	Build a tall structure to overlook the unique 27kms of Busselton wetlands. It will create opportunities to view the numerous wetlands birds and house interpretation and interactive displays of the birds and the wetlands.	Shire of Busselton, Tourism WA, DEC	To be determined	To be determined	Planning
Busselton development program	Liaise with the Shire of Busselton to increase the attractiveness of the main street and foreshore in Busselton, and investigate the establishment of a cultural precinct.	Shire of Busselton	To be determined	To be determined	Requires investigation

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ATTRACTIONS/ ACTIVITIES					
Cape to Cape Track	Upgrade walk trail for Cape Naturaliste to Sugarloaf Rock section.	DEC	\$250,000	2007	Planning
AMENITIES					
Busselton beach and water access	Encourage the upgrade of beach access points and expansion of boat ramps.	DPI	To be determined	To be determined	Requires investigation
Cape Naturaliste Lighthouse redevelopment	Upgrade the visitor facilities at the Cape Naturaliste Lighthouse and Lighthouse keepers cottages.	Geographe Bay Tourism Association	\$850,000	2009	Development

Dive Wrecks

Located in the protected waters of King George Sound is one of the largest accessible dive wrecks in the southern hemisphere. The decommissioned HMAS Perth was scuttled in 2001. Also offering excellent diving and snorkelling is the HMAS Swan off Dunsborough and the fishing vessel Lena dive wreck off Bunbury.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ATTRACTIONS/ ACTIVITIES					
Discovery Centre for the former HMAS Perth	Investigate the development of a land based discovery centre and museum for former HMAS Perth which includes a virtual dive experience.	City of Albany	\$500,000	2007	Planning
Cape to Cape Marine Park	Develop a marine park from Busselton to Augusta.	DEC	To be determined	2007	Planning

Whale World

The restored whale chaser Cheynes IV is the centrepiece of the only museum in the world created from a working whaling station.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ATTRACTIONS/ ACTIVITIES					
Exhibits	Develop exhibits, 3D theatre, historic theatre, shark exhibit, panorama tower, restoration of flensing/cutting deck & interpretation.	Whale World	\$723,000	2004	Completed
Redevelopment of Skeleton Shed	Redevelop and upgrade facilities as detailed in Whale World's five year development plan. (Total vision is \$5 million).	Whale World	\$120,000	Ongoing	Ongoing
Whale World – extensions	Investigate possible uses and the viability of developing land adjacent to Whale World. Possible uses include a wildflower eco park and low impact accommodation or interpretation of aquaculture industry.	Whale World	To be determined	2007	Planning
Whale World - jetty facilities	Construction of jetty and facilities to allow commercial tour passenger vessels to berth at Whale World.	Whale World	\$1.12 million	2004	Completed
AMENITIES					
Whale World	Develop children's and disabled playground, catering and toilets facilities.	Whale World	\$218,000	2005	Completed

Monitor

The following destinations or attractions falling within the monitor 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).

Porongurup Range

The granite domes of Porongurup National Park rise over the plain 40 kilometers north of Albany. The granite from which the Porongurup Range is formed is more than 1,100 million years old, and has been exposed by slow weathering of the softer rocks surrounding the range.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
AMENITIES					
Porongurup National Park – walkways and lookout platform at Castle Rock	Provide improved visitor facilities - walkways and lookout platforms at Castle Rock.	DEC	\$450,000	2007	Development

Caves Experiences

Along the Leeuwin-Naturaliste Ridge that separates the hinterland from the coast is one of the worlds most extensive and beautiful limestone cave systems.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ATTRACTIONS/ ACTIVITIES					
Jewel Cave redevelopment program	Improve interpretation facilities, access, carpark and walk trails.	AMRTA	\$1million	2009	Planning
Lake Cave Suspension Bridge	Build a suspension bridge from the visitor centre to the cave entrance. Design and concept to be “eco friendly”.	AMRTA	\$300,000	2009	Planning
South West Caves refresh	Develop activities and experiences at selected caves to encourage high rate of visitation by all age groups but with a focus on younger age groups. Capital works upgrades are an important part of improving the experience.	DEC, GBTA, AMRTA	To be determined	To be determined	Requires investigation
Ngilgi Cave, Yallingup	Provide administration, interpretive and ticketing centre aboveground as well as installation of new boardwalks and viewing decks. Both upgrades ensure the integrity of product, improve visitor access to the cave system, provide ongoing lighting maintenance and protection of the environment. Cost breakdown: Stage 1- \$100,000 for initial visitor centre.	GBTA	\$1-1.5 million for total upgrade.	2007	Completed
Calgardup and Giants Caves, Margaret River	Improve visitor access with boardwalks, viewing decks and stairways.	DEC	To be determined	2007	Planning

Wardan Cultural Centre

An Indigenous owned cultural tourism centre in beautiful bush setting, the Wardan Aboriginal Cultural Centre was developed by the Wardandi people as a place where they can share their culture with visitors, school groups and Aboriginal people from other areas, in an effort to increase understanding and reconciliation with the wider community.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ATTRACTIONS/ ACTIVITIES					
Wardan Aboriginal Centre	Liaise with operators to include the Wardan Aboriginal Centre on tours. Upgrade facilities to meet customer needs.	Wardan Aboriginal Centre	To be determined	To be determined	Requires investigation

The Gap and Natural Bridge

The renowned landforms of The Gap and Natural Bridge were both formed by the relentless surf of the rugged Great Southern Ocean.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ATTRACTIONS/ ACTIVITIES					
Torndirrup National Park	Improve viewing platforms at The Gap and Natural Bridge to accommodate influx of visitors.	DEC	\$140,000	2006/07	Planning

Kodja Place

Kodja Place is a contemporary tourist complex combining Indigenous culture, rural heritage and Australian roses to showcase the ingenuity and the spirit of life in “the bush”. It incorporates an interpretive centre, gallery, visitor centre, community and conference areas and a rambling two and a half acre rose maze featuring all Australian bred roses. The building takes its name and shape from the traditional stone axe used by the Aboriginal Noongar tribe in the Great Southern region of Western Australia.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ATTRACTIONS/ ACTIVITIES					
Kodja Place	Continue to develop interpretive facilities. Complete landscaping and café facilities. Attract additional trade including coach groups.	Kodja Place, Shire of Kojonup	To be determined	2007	Development

Maintain

The following destinations or attractions falling within the maintain area in the matrix are market ready but are not seen as iconic destinations that attract 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). Cooperative activities should be the objective of any marketing.

Bibbulmun Track / Munda Biddi

A walking trail and bike trail of national significance, with scope for continued development well into the future, stretching more than 1,000 kilometers from Perth to Albany.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
ATTRACTIONS/ ACTIVITIES					
Munda Biddi Bike Trail – stage 2 Collie to Northcliffe	Construct Stage 2 Collie to Northcliffe (part of the 900km mountain bike trail - Western Australia's first long distance bicycle trail from Perth Hills to Albany). <u>Comment on status:</u> Collie to Nannup funded by DEC, LotteryWest and ATDP. Nannup to Northcliffe currently not funded.	DEC, Munda Biddi Trail Foundation, Tourism WA	\$800,000	2008	Development
Munda Biddi Bike Trail – stage 3 Northcliffe to Albany	Construct Stage 3 Northcliffe to Albany (part of the 900km mountain bike trail - Western Australia's first long distance bicycle trail from Perth Hills to Albany).	DEC, Munda Biddi Trail Foundation, Tourism WA	\$800,000	2010	Planning

Visitor Dispersal Strategies and Projects

To maximise the amount of time visitors spend in the proximity of an iconic attraction or experience, visitor dispersal strategies have been developed to help ensure all parts of a region benefit from tourism activity associated with iconic attractions and experiences.

Access

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status	Closest Icon
Wellington Dam National Park – seal key roads	Seal River Road, Lennard Drive, Falcon Road to enable bitumen road access to the Wellington Dam wall and kiosk, and Honeymoon Pool and major recreation facilities in the park. <u>Comment on status:</u> River Road South sealed 2005 and Lennard Drive sealed 2005.	DEC, Shires of Dardanup/Collie	\$2 million	2012	Development	Bunbury Dolphin Discovery Centre
Improve major tourist roads	There are numerous roads, under both state and local government control that are used by visitors to the region. Some of these roads are of a poor standard and upgrading should be seen as a priority.	Main Roads WA, LGAs	To be determined	Ongoing	Planning	All of region
Perth to Bunbury Highway	The Perth to Bunbury Highway 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. <u>Comment on status:</u> Extension of the Kwinana Freeway currently under construction. The Peel Deviation started in 2007.	DPI, Main Roads WA	\$511million	2009	Under construction	All of South West region
Two People Bay Reserve	Reseal existing road network.	DEC	\$130,000	2006/07	Planning	Experience Albany

Accommodation

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status	Closest Icon
Add or upgrade short stay accommodation and ancillary facilities in the inland South West	Investigate the need for additional or upgraded short stay tourism accommodation. <u>Comment on status:</u> One project was completed during the first six months of 2006 adding 52 units to the area. There was one small project under construction which will add two units. Seven projects are in planning which will add 124 new units to the area.	Private Sector, State Government, LGAs, Tourism WA	\$24.3 million	Ongoing	Planning and Development	Bunbury Dolphin Discovery Centre
Wellington Dam	Explore the need and possibility of increasing accommodation around Wellington Dam such as camp sites and cottages.	Tourism WA, DEC	To be determined	To be determined	Requires investigation	Bunbury Dolphin Discovery Centre
Boyanup Tavern	Refurbish and upgrade the accommodation and tavern and the addition of a beer garden and landscaped gardens.	Private sector	\$500,000	2005	Completed	Bunbury Dolphin Discovery Centre

Attractions and Activities

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status	Closest Icon
Collie tourism precinct	Develop a tourism precinct themed on Collie's rich heritage in coal mining and power generation. The precinct will be located at the western entrance to the town and will provide an opportunity for visitors to experience the social, economic and environmental history of the Collie area; existing underground mine will be enlarged and refurbished to become a focal point of the precinct. <u>Comment on status:</u> No funding available.	State Government, Shire of Collie, Tourism WA, Community, Federal Government, Private sector	\$1.7 million	2005	Completed	Bunbury Dolphin Discovery Centre
Lake Kepwari	The former open cut coal mine "Westerns" is currently under extensive rehabilitation by Wesfarmers Premier Coal Ltd (WCL), who will hand back the rehabilitated mine area to the State for future development. The void, when filled with water, presents an enormous recreational opportunity. <u>Comment on status:</u> Handover to DEC to manage Lake Kepwari under negotiation. Draft concept plan currently includes a range of potential tourism activities. Risk analysis completed.	South West Development Commission, Tourism WA	To be determined	To be determined	Requires investigation	Bunbury Dolphin Discovery Centre
Harvey tourist precinct to Harvey Dam Gibbs Pool Amphitheatre walk trail	Develop walk trail, including suspension bridge over the Harvey River, taking in the escarpment of the Harvey River and surrounding environment. <u>Comment of Status:</u> Currently unviable with market demand. Project reliant on private development of land surrounding route which is not owned by Shire of Harvey. Minimum of two years away from commencement.	Shire of Harvey	\$1.3 million	2006	Completed	Bunbury Dolphin Discovery Centre

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status	Closest Icon
Hidden Treasures	Product development and distribution of collateral on tourism product in the inland Great Southern area involving eight local government municipalities. Booklets published, trail signage developed, website launched. <u>Key agencies:</u> Shires of Broomehill, Cranbrook, Katanning, Jerramungup, Gnowangerup, Tambellup, Kent Woodanilling and GSDC (RDS) ACC Australia's South West and Tourism WA	Various	\$64,000	Ongoing	Development	Stirling Range National Park, Fitzgerald River National Park, Wineries,
Wellington Dam activities	Investigate increasing activities around Wellington Dam (below Dam wall) such as canoe hire and Aboriginal activities. <u>Comment on status:</u> Indigenous tours completed. <u>Key agencies:</u> Shire of Collie, WaterCorp, DEC, DEP, Waters and Rivers	Various	To be determined	Ongoing	Ongoing	Bunbury Dolphin Discovery Centre
Tuart Forest National Park, Capel	Develop interpretive signage and walk trails in conjunction with DEC. Restore the lime kilns. <u>Key agencies:</u> DEC, Shire of Capel, Tuart Conservation Foundation, SWDC, Wardandi Elders, Tourism WA	Various	\$1 million	2009	Planning	Busselton/Dunsborough
Working life, Boyanup	Investigate the development of the Boyanup Museum into a historical precinct. <u>Comment on status:</u> Proved unviable, museum closed due to asbestos issues. <u>Key agencies:</u> Shire of Capel, Westrail, Boyanup Foundation, SWDC, Tourism WA	Various	\$250,000	2006	Completed	Busselton/Dunsborough
Blackwood River Valley upgrade	Develop a range of family activities, trails, galleries and interpretation. <u>Comment on status:</u> Blackwood River Valley Better Business Blitz on packaging highlighted gaps in product. <u>Key agencies:</u> Shires of Nannup, Bridgetown-Greenbushes and Boyup Brook, SWDC, DEC, DEP (Waters and Rivers) and Tourism WA.	Various	\$15,000	Ongoing	Planning	Southern Forest
Ferguson Valley wine and food trail	Develop a wine and food drive trail in the Ferguson Valley promoting the new wineries and restaurants.	Tourism WA, Shire of Dardanup, Geographe Vignerons	To be determined	Ongoing	Planning	Bunbury Dolphin Discovery Centre
UWA – Perth International Arts Festival, Great Southern program 2007.	Delivery of arts and culture festival spanning 3 weeks in Albany and other regional locations. <u>Comment on status:</u> 11,000 people attended 2006 events; 50% increase on the previous year.	PIAF GSDC DLG&RD	\$170,000	2007	Planning	Experience Albany
Taste Great Southern	Further development of the Taste Great Southern Food, Wine and Art Festival.	Great Southern Regional Marketing Association	To be determined	On-going	Development	Experience Albany

Amenities

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status	Closest Icon
City/town entry statements and streetscapes	Investigate a more appealing entry statement for various towns and those arriving to the area. <i>Comment on status:</i> Blackwood River Valley completed.	Local community, LGAs	To be determined	Ongoing	Ongoing	All of region
Wellington National Park – visitor facilities	Complete Wellington Dam precinct, information centre facilities, campsites, riverbank walk trail and activity brochures.	DEC	\$700,000	2005	Completed	Bunbury Dolphin Discovery Centre
Visitor information bays	Upgrade of the areas information bays to ensure the information is up-to-date and the bays are well presented.	City of Albany	To be determined	2006/07	Planning	Albany Experience
Gull Rock, Albany	Upgrade facilities including car park, toilets and access to beach.	DEC	\$35,000	2006/07	Planning	Albany Experience
Katanning sheep sale yards facility	Develop a new sheep sale yard facility which will offer visitors the opportunity to experience an agrotourism activity.	Shire of Katanning	\$7 million	2007	Planning	Kodja Place

Implementation and Review

Tourism WA facilitates, coordinates, monitors and reviews the implementation of the Destination Development Strategy. Responsibility for its implementation lies 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 plays a pivotal role in the preparation, update and future review of the Destination Development Strategy. The *Destination Development Strategy 'An Action Plan Approach' 2004-2014* was created in late 2004. In 2007 the annual update was undertaken to produce the *Destination Development Strategy 'An Action Plan Approach' for 2007-2017*. The Regional Reference Group provided comment into the 2007 update. A full review of the strategy is scheduled to commence in 2008 which will include consultation with the Regional Reference Group.

Appendices

Appendix 1 – Australia’s South West Regional Reference Group

The following people have been asked to provide input into the 2007 update of Destination Development Strategy. The organisations in this group have been selected as they have a substantial involvement in tourism and are recognised as having a high level of knowledge in their respective areas of responsibility.

Clive Nelthorpe	Australia’s South West
Andrew Horan	Dolphin Discovery Centre - Bunbury
Aidan Midgely	Capeview Resort
Don Punch	South West Development Commission
Jeremy Hubble	Shire of Manjimup
Wally Lenyszyn	Shire of Kojonup
Bruce Manning & Jan Axe	Great Southern Development Commission
Peter Henderson	DEC – Bunbury
Lyndsay McCartin	Main Roads WA, Great Southern
Len van der Waag & Vicki Brown	Great Southern Area Consultative Committee
Andy Rowlands	Mani Roads WA, Bunbury
Matt Walker	Geographe Bay Tourism Association
Felicity Anderson	Bunbury Visitor Centre
Sally Hollis	Tourism Council Western Australia
Donelle Cameron	Albany Visitor Centre
Sonia Abbott	Bridgetown Visitor Centre
Anne Marie Gardner	Harvey District Tourist Bureau
Glenys Russell & John Benn	Kojonup Visitor Centre
Judi Englert	Margaret River Visitor Centre
Manager vacant	Mount Barker Tourist Bureau Inc
Paul Nolan	Pemberton Tourist Centre
Derren Foster	Walpole Nornalup Visitor Centre
Sascha Turner	Australia’s South West

Lisa Shrieve	South West Area Consultative Committee
Brod Meredith	Department for Planning and Infrastructure, SW
Maureen Wright	Department of Sport & Recreation, SW
Martin Lloyd	DEC - Albany
Pina Versace	City of Bunbury
Jon Berry	City of Albany
Wendy Trow	Shire of Donnybrook-Balingup
Tony Jenour	Shire of Dardanup
Paul Martin	Shire of Busselton
Paul Sheedy	Shire of Capel
Di Holly	Shire Of Broomehill
Paul Beech	Shire of Harvey
Pascoe Durtanovich	Shire of Denmark
Darren Long, Glenyse Garnett & Rhonda Williams	Shire of Jerramungup
Brian Jones	Shire of Katanning
Chris Thompson	Department of Sport & Recreation , Great Southern
Polly Valentine	Northcliffe Visitor Centre
Roy Piggott	Manjimup Visitor Centre
Cliff Winfield	DEC - Manjimup
Peter Kemp, Lance Hardy, Robin Inkpen	Tourism Western Australia
Tim Clynych	Shire of Bridgetown-Greenbushes
Ian Baxter	Blackwood River Valley Marketing Association

Appendix 2 – Tourism Western Australia Regional Manager Contact Details

South West Regional Manager – Strategic Projects

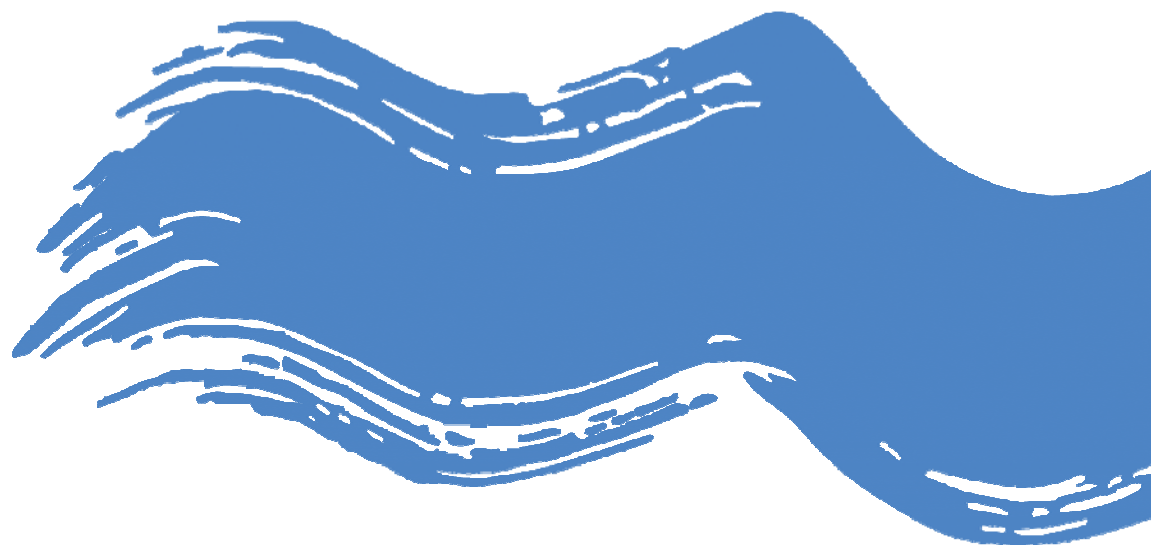
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Appendix 3 - Acronym List

The following acronym list provides a quick reference for terms that may be used in the Destination Development Strategy. 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
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
CBD	Central Business District
CRC	Cooperative Research Centres
DEC	Department of Environment and Conservation
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
LGA	Local Government Authority
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	Rottneest 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

Endnotes

- ¹ Australia's South West Product and Infrastructure Gaps 2004, Tourism Western Australia, May 2004
- ² Australia's South West Regional Tourism Perspective 2003, Tourism Western Australia, December 2003
- ³ Tourism Accommodation Development Register June 2006, Tourism Western Australia, September 2006