



**Experience Perth**  
**Destination Development Strategy**  
*'An Action Plan Approach'*  
UPDATE, 2007 - 2017



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Experience Perth  
Destination Development Strategy  
2007-2017  
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## Executive Summary

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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:

- 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 experience areas.

The process to prepare each Destination Development Strategy has involved:

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

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 have been made to reflect input received.

Based on research and consultation in 2003, a selection of iconic experiences in the Experience Perth region were identified and allocated onto the matrix (shown on page 8). This process suggests that Perth Foreshore, Rottnest Island, the Avon Valley Experience and Swan Valley represent areas where the focusing of Tourism WA's limited industry development resources are likely to be the most effective. In contrast, Fremantle, the Bibbulmun Track and Kings Park are largely market ready (with the exception of minor improvements).

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

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

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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 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](http://www.westernaustralia.com).

Each RTO plays an important role in the development and update of the Destination Development Strategies. During the update process RTOs 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 the Experience Perth Region

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

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

The primary strengths and motivators for tourists who visit the Experience Perth region centre around the following core perceptions<sup>1</sup>:

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

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

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



## Opportunities and Market Segments

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Research conducted in 2003 outlined some opportunities that exist for the Experience Perth region. The experiences listed below are some of the most well known in the region. Opportunities exist in many of these areas for further improvements, development and marketing. Some priority improvements have been detailed in the Iconic Development and Visitor Dispersal Strategies and Projects section<sup>2</sup>.

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

- Aimed primarily at couples.

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

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

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

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

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

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

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

- Aimed primarily at the 18-39 year old market and focusing on a variety of water based or beach activities.

**Food and wine experiences** – weekend indulgence experiences including winery tours and tastings, cheese and chocolate factory, gourmet meals, additional massage/pamper services, etc.

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

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

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

**Farm stays** – farm stay holiday experiences.

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

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

- Aimed at young families, couples and groups of friends.

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



## Market Performance of Experience Perth

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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](http://www.westernaustralia.com).

## Iconic Experiences

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

Tourism WA's 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 attractions 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 Experience Perth Destination Development Matrix was created, using the definition below:

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

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

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

After considering the wide-ranging information gleaned from the processes above, iconic attractions or 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 Experience Perth 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).

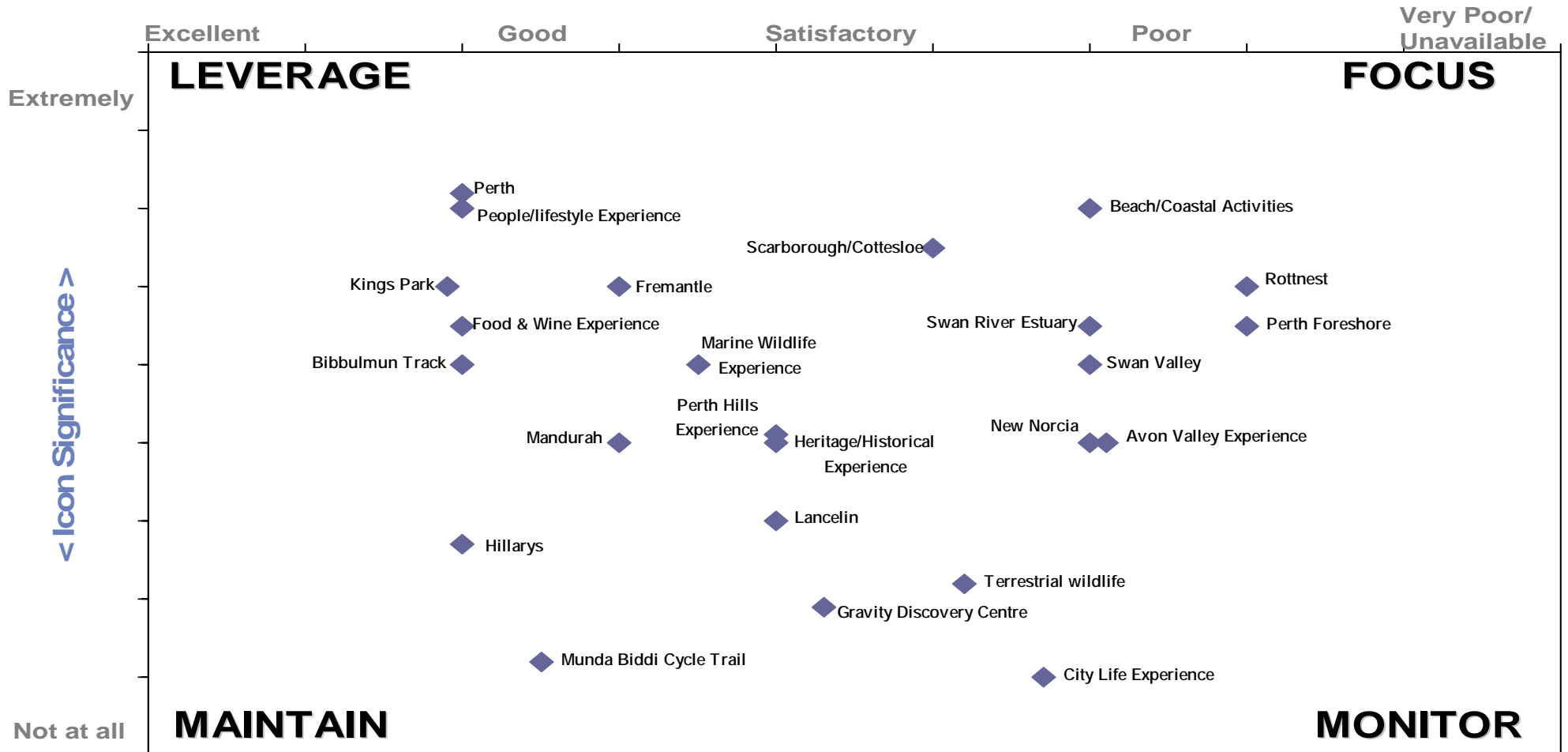
Destinations or attractions that fall within the maintain area in the matrix are market ready but are not seen as iconic destinations that attract significant visitors to Western Australia. This means they should not be the focus of any major tourism product and infrastructure development or resources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

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



# Experience Perth – Destination Development Matrix

< Market Readiness >



**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 Experience Perth

Qualitative research with leading tourism industry operators and experienced Western Australia intrastate, interstate and international travellers highlighted that generally the region was well serviced in terms of tourism product and infrastructure. Most of the gaps that were identified were areas for improvement, rather than fundamental problems. Access and lack of children's activities in many of the rural areas surrounding Perth were the major concerns of intrastate families<sup>2</sup>. 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.

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

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

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

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

Research highlighted that generally access around the Perth metropolitan area was seen to be good, although there was some room for improvement. Consumers identified the lack of public transport to regional areas, the centralised nature of the Perth public transport system and the lack of bus services during the weekend. The issue of poor taxi services for the Perth metropolitan area is a significant emerging gap in essential infrastructure to service the tourism industry.

Operators wanted improvements for coach parking around general attractions and the airports and improved public transport options from the airports.

## Accommodation

When tourists visit an iconic experience, they generally need accommodation at or near the attraction. Friendly service, reasonable rates and a wide variety of accommodation is on offer in the Experience Perth region, including modern hotel suites for the discerning business traveller and sociable backpacker hostels. Accommodation in other parts of the region range from four star hotel and motel accommodation, quality bed & breakfast, to chalets, caravan parks, farm stays, camping areas and houseboats.

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

## Attractions and Activities

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

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

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

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

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

There is also 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.

## Amenities

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

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

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

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

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

## Icon Development Strategies and Projects

In order to strengthen the iconic experience for visitors and increase visitation significantly by international and national tourists, the following strategies have been developed by Tourism WA and other tourism stakeholders to address those gaps in access, accommodation, attractions, activities and amenities, that impact greatly on the ultimate potential of an iconic experience. In 2007, this updated Destination Development Strategy reflects the latest tourism projects being planned, implemented and completed throughout the Experience Perth region.

### Focus

The following destinations or attractions falling within the focus area in the Experience Perth 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.

#### Rottnest Island

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

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ACCESS</b>					
<b>Cost of travel to Rottnest Island</b>	Examine the cost of travel to Rottnest Island, especially day tripper versus overnight, in line with the Rottnest Island Taskforce Report.	Ferry Carriers, RIA, Tourism WA	To be determined	To be determined	Requires investigation
<b>ACCOMMODATION</b>					
<b>Rottnest Island accommodation</b>	Upgrade accommodation on the island to increase quality and diversity. <u>Comment on status:</u> Asbestos removal program completed. Refurbishment program – Hotel, Geordie, Fays and Longreach Bays complete. Kingstown, Thomson Bay and Bathurst in progress. Preferred tenderer for 120 room hotel to be developed at Mt Herschel.	Private Sector, RIA, Tourism WA	To be determined	To be determined	Completed and Development
<b>Private sector accommodation</b>	Undertake the feasibility of private eco-tourism accommodation on the island. <u>Comment on status:</u> Project was not desirable based on the location originally considered.	RIA, Tourism WA	To be determined	To be determined	Completed
<b>ATTRACTIONS/ ACTIVITIES</b>					
<b>Rottnest Island attractions and activities</b>	Increase attractions and activities available on the island. <u>Comment on status:</u> Lighthouse tours commenced, champagne sunset tours trialed, Aboriginal cultural tour trialed and cycling tour developed. Aboriginal burial ground rehabilitated.	RIA, Tourism WA, DEC	N/A	2006	Completed

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ATTRACTIONS/ ACTIVITIES</b>					
<b>Marine management strategy</b>	Develop a strategy to manage the marine environment of Rottnest Island and surrounds.	Steering Committee	N/A	2007	Planning
<b>AMENITIES</b>					
<b>Rottnest Island amenities and utilities</b>	Implement amenity upgrades in line with Rottnest Island Taskforce Report. <u>Comment on status:</u> Wellness centre completed. Current EOIs for Brasserie, and food outlet. Power and water infrastructure upgrades completed.	RIA	To be advised	2006	Completed

### Perth Foreshore and the Environs

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

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ACCESS</b>					
<b>Helipad</b>	Identify a permanent site for the Perth Helipad. <u>Comment on status:</u> Trinity location established as temporary site. Consultant appointed August 2006 to undertake a study to identify a permanent location.	DPI, City of Perth, SRT, Industry, Tourism WA	To be determined	To be determined	Planning
<b>ACCOMMODATION</b>					
<b>Hotel Accommodation</b>	Investigate and encourage the addition of hotel accommodation on the Perth Foreshore and Environs. Consider the development of a three-storey hotel situated on the Swan River adjacent to Barrack Square including a restaurant and a boardwalk area. <u>Comment on status:</u> Elan Riverside Pier hotel has commenced construction. Tourism WA is assisting Elan through Investment Attraction initiatives.	Private Sector	\$15 million	To be determined	Planning
<b>ATTRACTIONS/ ACTIVITIES</b>					
<b>Perth foreshore precinct (Mounts Bay Project)</b>	Redevelop the foreshore to the west of Barrack Square to complement and support the Perth Convention and Exhibition Centre and new rail links. Development to include a beach area and mixed use entertainment restaurant precinct and accommodation sites. <u>Comment on status:</u> Tourism WA provided a detailed submission to Mounts Bay Indicative Concept Plan. Awaiting formation of Planning Steering Committee.	DPI, City of Perth, SRT	To be determined	To be determined	Planning
<b>Burswood Peninsula</b>	Redevelop Burswood Peninsula into an iconic and vibrant entertainment, recreation and residential precinct.	DPI, Burswood Peninsula Steering Committee	To be determined	To be determined	Planning

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ATTRACTIONS/ ACTIVITIES</b>					
<b>Point Fraser development</b>	Expand the Point Fraser wetland regeneration project currently in progress to incorporate visitor facilities including an interpretation centre and kiosk. <u>Comment on status:</u> Stage 1 completed, Stage 2 under development.	City of Perth, SRT	To be determined	2007	Development
<b>Esplanade amphitheatre</b>	Develop an outdoor performance facility on the Esplanade.	City of Perth	To be advised	2005	Completed
<b>McCallum Park</b>	Develop McCallum Park/Taylor Reserve as a recreation park that maximises interaction with the Swan River. Planned developments include a restaurant/cafe, artificial lake, ferry/boat pick up and set down facilities, BBQ and picnic facilities, public art and a water habitat playground. <u>Comment on status:</u> Master plan completed.	Town of Victoria Park, SRT	To be determined	Ongoing	Planning
<b>WA Wine Centre</b>	Investigate the development of a showcase for Western Australian wines by developing a WA Wine Interpretative Centre. A suitable location in the Experience Perth region to be determined. <u>Comment on status:</u> No government commitment to fund this project. Project not viable at this stage.	Wine Industry Assoc, TWA, LGA's	To be determined	2006	Completed
<b>AMENITIES</b>					
<b>Pedestrian access, public toilets and lighting</b>	Investigate the provision of improved pedestrian access to the foreshore, additional public toilets and better lighting. <u>Comment on status:</u> New public toilet facility on Waterford foreshore. Planned: City of South Perth to construct beaches along foreshore at Sir James Mitchell Park.	City of Swan and City of Perth	To be determined	Ongoing	Planning

## Beach / Coastal Activities

Experience Perth has some of the most pristine coastline in the world. Powdery white beaches stretch from the city's western suburbs to Lancelin. Although local life revolves around the water, Perth's beaches are rarely crowded, giving a sense of space and freedom. Most Perth beaches have playgrounds and cafes, and there's a large range of beachfront accommodation in Scarborough. Research showed that gaps around this experience include lack of organised beach activities, lack of shade structures/shelters at many of the popular beaches, poor access tracks to many beaches and poor public transport to popular areas, particularly outside the metropolitan area.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ACCESS</b>					
<b>Beach bus</b>	The existing beach bus needs to be given a higher tourism profile so that it acts as a shuttle bus to take visitors directly from the CBD to beaches in Cottesloe, Scarborough and Hillarys. This service could include regular pick ups from popular backpacker accommodation. <u>Comment on status:</u> The popular beach bus operates during the summer months. Extensions to the existing service in the future will be subject to increased market demand. The WA Visitor Centre will continue to promote the use of this service. To be monitored into the future.	DPI, Private Sector, Tourism WA	N/A	2006	Completed

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ACCOMMODATION</b>					
<b>Kennedy Bay accommodation</b>	Development of a short stay golf accommodation precinct, eco tourism development, foreshore upgrades paths/boardwalk, jetty and boat launching facility. <u>Comment on status:</u> Discussion between Tourism WA and Pt Kennedy Steering Committee to identify an appropriate eco tourism site.	Private Sector, Pt Kennedy Steering Committee	To be determined	To be determined	Planning
<b>Accommodation on northern end of Garden Island</b>	Investigate a low impact accommodation facility to capitalise on the nature based activities in the area.	Private Sector, US Navy, Tourism WA, Local stakeholder groups	To be determined	To be determined	Requires further investigation
<b>Rockingham backpacker accommodation</b>	Examine the feasibility of developing a backpacker accommodation to capitalise on the rail link and nature based activities in the area. <u>Comment on status:</u> Subject to availability of a suitable site and feasibility by private sector.	Private Sector, Tourism WA	To be determined	To be determined	Planning
<b>Marriott Ramada Henderson</b>	Development of a three star 101 room hotel in Henderson.	Private Sector	\$14 million	2007/8	Planning
<b>Marriott Ramada Rockingham</b>	A \$21 million, 12 storey development comprising an 84 room hotel, 24 residential apartment complex on the beach front in Rockingham with convention facilities, a bar and two restaurants. <u>Comment on status:</u> Project stalled. Site now available as investment opportunity.	Private Sector	\$21 million for the entire development	To be determined	Planning
<b>Beachfront tourist accommodation in Perth</b>	Investigate industry support and market demand for increased beachfront accommodation in the Perth region. Sites to be identified. <u>Comment on status:</u> Locations in planning stage include; Scarborough Beach; Kennedy Bay; Indian Ocean Hotel; Lancelin Hotel; Lancelin Coastal Village; and Pt Coogee. Locations being investigated include; Redevelopment of Club Capricorn; Ocean Reef; and Pt Peron Tourist Precinct.	Private Sector, Tourism WA	To be determined	To be determined	Planning
<b>ATTRACTIONS/ ACTIVITIES</b>					
<b>West Coast Dive Park (WCDP)</b>	Establish a dive wreck off Perth and link product development and marketing activities to other wrecks in Western Australia. <u>Comment on status:</u> Saxon Ranger sunk as dive site to compliment existing wrecks in park, marketing being undertaken. Further opportunities being pursued.	DSR, DHW, City of Rockingham, City of Mandurah, WCDP Committee	Allocation of \$250,000 in 2004/2005	2010	Ongoing
<b>ATTRACTIONS/ ACTIVITIES</b>					
<b>Perth region beach activities</b>	Investigate the provision of low impact water sports and the availability of equipment hire (surfing, fishing, rods, boats, chairs, shade shelters etc).	Private Sector, LGAs, Tourism WA	To be determined	To be determined	Requires further investigation
<b>City of Joondalup coastal locations</b>	Investigate additional licences for mobile coffee merchants, kite surfing operators	City of Joondalup	N/A	To be determined	Under investigation
<b>Whitewater park facility</b>	Develop a man made whitewater facility in the Experience Perth region. <u>Comment on status:</u> Armadale Redevelopment Authority seeking expressions of interest.	Armadale Redevelopment Authority	\$22 million	To be determined	Planning

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ATTRACTIONS/ ACTIVITIES</b>					
<b>The Mast project</b>	Explore the establishment of an internationally significant and unique development by constructing a series of replica ships onshore, masts linking Rockingham to its maritime history to create a catalyst for ongoing development and tourism promotion in the beachfront precinct. <u>Comment on status:</u> Project in concept stage, longer term proposal.	City of Rockingham	To be determined	To be determined	Planning
<b>AMENITIES</b>					
<b>Swanbourne Beach development</b>	Redevelop the Swanbourne Beach area to include new grassed areas, provision of picnic facilities and children's playground, youth recreational area, cafe and landscape enhancements. <u>Comment on status:</u> Stage 1 completed: Developments include improved parking (disabled/bus), BBQs, picnic facilities, shelters, landscaping. Stage 2 in progress: Proposed public toilets. New café - EOI process underway.	City of Nedlands	\$1.3 million	To be determined	Completed and Development
<b>Ocean Reef development</b>	Redevelop Ocean Reef Boat Harbour and its environs in a sensitive and sustainable manner to provide an diverse mix of attractions, activities and facilities that will meet the growing needs of the community and visitors alike. <u>Comment on status:</u> Revise feasibility study during 2007	City of Joondalup, Private Sector	To be determined	To be determined	Planning
<b>Port Coogee marina</b>	The Port Coogee project includes proposals to develop a marina and boat harbour, residential areas, retail and restaurant facilities, a hotel and water based activities. <u>Comment on status:</u> Staged development over five years, Stage 1: initial works commenced for residential/marina.	State Government, City of Cockburn, Private Sector	To be determined	To be determined	Development
<b>Develop a waterfront village, Rockingham</b>	Development of the overall foreshore area of Rockingham, to include an extension of the Wanliss Street Jetty area to create a mix of retail and activities which will 'book end' the recreational area stretching south to the Railway Terrace restaurant precinct. <u>Comment on status:</u> Structure plan completed. Staged development over 3-5 years. Stage 1 commenced.	City of Rockingham	To be determined	To be determined	Development

## Swan River Estuary

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

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ACCOMMODATION</b>					
<b>Swan River estuary resort</b>	Assess the feasibility of creating a 'river resort'. <u>Comment on status:</u> Subject to market demand. Currently a lack of 'investor ready' land is available. The need for more tourism zoned land being actively promoted by Tourism WA. Hotel investment study for Perth metropolitan area commenced.	LGAs, Swan River Trust, Tourism WA, Private Sector	To be determined	To be determined	Ongoing

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ATTRACTIONS/ ACTIVITIES</b>					
<b>Swan River Trails Project</b>	Enhance the network of trails along the Swan river foreshore to include localities of Swan, Bayswater, Belmont and Bassendean.	Eastern Metropolitan Regional Council, Local Government Authorities	To be determined	2010	Planning
<b>AMENITIES</b>					
<b>Swan River estuary visitor facilities</b>	Investigate the provision of visitor facilities such as boating facilities, permanent berthing facilities, linking of cycle paths beside the Swan River, water transport (e.g. water taxis, ferries) and restaurants/cafes with river views. <u>Comment on status:</u> Construction of a shared path linking Centenary Park (Clonfarf foreshore) with existing path in Waterford planned by the City of South Perth. Cycle Paths: The Recreational Shared Path (RSP) around the Swan River now exceeds 60km in length. Sufficient mooring facilities are available, a gap exists with regard to permanent berthing facilities. This has been raised by Tourism WA through CPVAC and at Ministerial level.	DPI, SRT, LGAs, Tourism WA, Private Sector	To be determined	To be determined	Planning and Development

## Swan Valley

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

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ACCESS</b>					
<b>Jetty facilities</b>	Upgrade jetty facilities to improve boating access to the Swan Valley to better service the tourism industry.	City of Swan, Swan River Trust, DPI	To be determined	To be determined	Planning
<b>ACCESS</b>					
<b>Perth-Darwin Highway</b>	Prioritise the completion of the Perth Darwin Highway on the Lord Street alignment to move freight and long haul heavy transport away from the Swan Valley destination. Support the City of Swan in approaches to Federal Government. <u>Comment on status:</u> Subject to Federal Government funding.	Department of Transport and Regional Services City of Swan, Main Roads WA, Tourism WA	To be determined	To be determined	Planning
<b>Taxi Services</b>	Improve provision of taxi services to Swan Valley. <u>Comment on status:</u> 200 new taxi license lease plates being issued over next 12 months.	Swan Taxi, DPI, City of Swan, Tourism WA	N/A	To be determined	Planning

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ACCESS</b>					
<b>Swan Valley cycle network</b>	Examine the provision of a cycle path in the Swan Valley with a link to Whiteman Park. <u>Comment on status:</u> Staged implementation of the Swan Valley Bike Plan being progressed. DPI and the City of Swan to assign annual funding to complete priority links as per the City of Swan 'Swan Valley Bike Plan Future Connections' document (adopted by Council 12 April 2006). Link to Albion Township (adjacent to Whiteman Park) has been identified.	City of Swan, DPI, Main Roads WA	To be determined	To be determined	Development
<b>Swan Valley public transport</b>	Investigate the continuity of access and public transport services to the Swan Valley's main tourist sites. <u>Comment on status:</u> Investigation indicates high frequency public transport service in Swan Valley is currently not viable. Private service will continue to be operated during Spring in the Valley.	City of Swan, Public Transport Authority, Tourism WA	To be determined	To be determined	Ongoing
<b>ACCOMMODATION</b>					
<b>Accommodation in Swan Valley</b>	Investigate the provision of additional accommodation in the Swan Valley, in particular B&B's, boutique/spa style or self-contained chalets. <u>Comment on status:</u> Investigation completed. In 2004/05 - Craig Park B&B; Stocks Country Retreat; Grandis Cottages. Planned developments - Dear Friends; Chapel Farm; Valley Cats Estate. Under construction: Sandalford Wines; Accor Vacation Club; Bullsbrook Chalets.	Private Sector, Tourism WA	To be determined	2006	Completed
<b>ATTRACTIONS/ ACTIVITIES</b>					
<b>Swan Valley bike trail</b>	Develop a cycle trail and interpretative signage within the Swan Valley to connect and interpret the wine, food, art and cultural tourism businesses. <u>Comment on status:</u> Trail launched March 2006. Bike Trail components completed. Interpretive signage under development.	City of Swan	\$83,650	2007	Completed and Development
<b>Swan Region Riverside Park</b>	This project aims to create a 100 hectare riverside recreation and tourism destination central to Midland, Guildford and the Swan Valley. It will involve significant environmental, historical and mythological interpretation supported by trail networks and public recreation facilities.	City of Swan, DPI, MRA	\$5	To be determined	Planning
<b>Swan Valley region activities</b>	Investigate more nature based activities around the Swan River. Increased arts and culture activities. <u>Comment on status:</u> Investigated and subject to funding.	City of Swan, Tourism WA	To be determined	2006	Completed
<b>ATTRACTIONS/ ACTIVITIES</b>					
<b>Innovative Partnerships Project: Wine, Food &amp; Tourism Regions of Western Australia</b>	Inclusion of Swan Valley product in this state-wide, 4 phase, partnership project to develop network of food and wine trails throughout Western Australia's wine growing regions.	Tourism South West, Project Control Committee	\$884,000	2008	Development
<b>AMENITIES</b>					
<b>Swan Valley region visitor facilities</b>	Investigate the provision of additional amenities, such as landscaping at Maali footbridge. <u>Comment on status:</u> Landscaping completed. Additional facilities subject to funding.	City of Swan	To be determined	To be determined	Completed and development

## Scarborough / Cottesloe

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

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ACCOMMODATION</b>					
<b>Scarborough Beach accommodation</b>	Develop further tourist accommodation at Scarborough Beach in line with the Scarborough Environmental Area Strategy recommendations. <u>Comment on status:</u> Scheme Amendment 457 approved. Process for Scheme Amendment 458 commenced.	Private Sector, City of Stirling	To be determined	To be determined	Planning
<b>ATTRACTIONS/ ACTIVITIES</b>					
<b>Develop water activity theme park at Scarborough</b>	Investigate the development of a family water oriented activity centre at the Scarborough Beach precinct as part of the Scarborough Environmental Area Strategy. <u>Comment on status:</u> Initial investigation indicates this project is not a short term priority.	City of Stirling, Private Sector	To be determined	2006	Completed
<b>AMENITIES</b>					
<b>Scarborough Beach redevelopment and revitalisation</b>	Revitalise and further develop the Scarborough Beach precinct for the benefit of local residents and visitors as identified in Scarborough Environs Area Strategy (SEAS). Significant redevelopment (staged) incorporating significant enhancement to the coastal environment, street and landscape enhancements, recreation improvements, safety and security, access and parking improvements. <u>Comment on status:</u> Stage 1 nearing completion: amphitheatre, the Esplanade upgrade and West Coast Highway landscaping.	City of Stirling	\$37 million	2010	Development
<b>Cottesloe beach signage</b>	Improve signage from train station to the beach.	Town of Claremont	To be determined	To be determined	Requires Investigation

## Perth Hills

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

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ATTRACTIONS/ ACTIVITIES</b>					
<b>Zig-Zag Railway - Gooseberry Hill</b>	Reestablish original railway. Draft business plan being prepared to include a ten year staged development. <u>Comment on status:</u> Subject to funding. Insufficient financial feasibility provided. Community objections to be resolved. Environmental aspects to be further investigated.	Shire of Kalamunda	\$4.5 million	To be determined	Requires Investigation
<b>Perth Hills experience activities</b>	Investigate additional nature based activities, boutique wineries, arts centres and art workshops. <u>Comment on status:</u> Implementation/planning.	Private Sector, Tourism WA, DEC, LGA	To be determined	2006	Completed
<b>Trail maintenance and development in Kalamunda</b>	Produce a Trails Master Plan to guide trail maintenance and development in Kalamunda, including a management plan for Jorgensen park at the Bibbulmun Track trail head.	Shire of Kalamunda Department of Sport and Recreation, Department of Environment and Conservation	To be determined	2008	Planning
<b>Innovative Partnerships Project – Wine, Food &amp; Tourism Regions of Western Australia</b>	Inclusion of Perth Hills product in this state-wide, 4 phase, partnership project to develop a network of food and wine trails throughout Western Australia's wine growing regions	Tourism South West, Project Control Committee	\$884,000	2008	Development
<b>AMENITIES</b>					
<b>Perth Hills experience visitor facilities</b>	Investigate the issue of public transport to tourist attractions and the provision of a city night viewing platform or facility. <u>Comment on status:</u> Not viable with current market demand.	Public Transport Authority, LGAs	To be determined	2006	Completed

## New Norcia

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

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ACCESS</b>					
<b>New Norcia bypass</b>	Reroute the Great Northern Highway around the east side of the town thereby keeping heavy vehicles out of the historic site.	Benedictine Community, Main Roads	\$10-12 million	2011	Planning
<b>ACCOMMODATION</b>					
<b>New Norcia Caravan Park</b>	Investigate development of a tourist park which provides on site accommodation for the coach market, caravan and camping sites, recreation facilities and campers kitchen. <u>Comment on status:</u> Not viewed by the New Norcia community as a high priority because of current market demand.	Benedictine Community of New Norcia (Benedictine), Tourism WA	N/A	2006	Completed

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ACCOMMODATION</b>					
<b>Renovation of the New Norcia Hotel</b>	Complete renovation of the hotel's bathroom facilities, uplift of the hotel frontage and refurbishment improvements as required. <u>Comment on status:</u> Bathrooms renovated and alfresco area in progress. Future restoration subject to funding. This will include implementing specific aspects of the Landscape Masterplan relating to the hotel precinct.	Benedictine Community	\$100,000 for completed components	Various	Under Construction
<b>4 star self contained chalets</b>	Investigate the development of 10 up-market chalets overlooking the New Norcia Golf Course. <u>Comment on status:</u> Not viewed by the New Norcia community as a high priority because of current market demand.	Benedictine, Private Sector	To be determined	2006	Completed
<b>ATTRACTIONS/ ACTIVITIES</b>					
<b>New Norcia landscape and activities</b>	Develop the Agricultural/Machinery Museum into a quality tourism experience. Provide convenient shaded paths and human scale outdoor spaces to encourage walking as the primary means of experiencing the town. Extend the Olive Grove to 5,000 trees and open the old grove up to the public, together with the oil making process. <u>Comment on status:</u> Addressed in the New Norcia Landscape Masterplan pending funding.	Benedictine Community, Private sector	To be determined	To be determined	Planning
<b>Mission Cottages project</b>	Complete the memorial, interpretation centre and restoration of the last remaining cottage. <u>Comment on Status:</u> Addressed in the New Norcia Landscape Masterplan.	Benedictine Community & Friends of New Norcia	\$150,000	2007	Under Construction
<b>Night tours</b>	Develop a night tour to complement the day tours and include areas not currently included via Yuat Aboriginal Exhibition and European Space Agency Room.	Private Sector, Tourism WA	To be determined	To be determined	Requires investigation
<b>Flour Mill</b>	Investigate the financial viability of making the flour mill operational on a part-time basis.	Private Sector, Tourism WA	To be determined	To be determined	Requires investigation
<b>AMENITIES</b>					
<b>New Norcia landscape master plan</b>	A private consultant was contracted to develop new landscaping plans for the township in 2005. Landscape Master Plan to redesign and develop the towns landscape to be implemented.	Benedictine Community	To be determined	To be determined	Under Construction
<b>Upgrade or redevelopment of the existing roadhouse</b>	Replace existing roadhouse with a new roadhouse which incorporates a themed restaurant and tourist information. <u>Comment on status:</u> Roadhouse has received some upgrades.	Benedictine, Private Sector	N/A	Ongoing	Development
<b>Additional public restrooms</b>	To meet public demand, enhanced facilities are required. <u>Comment on status:</u> In conjunction with the visitor centre, construct new public toilets able to cater for bus sized groups including the disabled. Currently pending funding.	Benedictine Community	To be determined	To be determined	Planning
<b>Improved signage</b>	Entry statements, branding, directional and interpretive signage. <u>Comment on status:</u> Historical/directional signage upgraded by Main Roads WA. Entry statements still needed.	Benedictine, Main Roads WA	To be determined	2006	Completed
<b>Information bays</b>	Investigate the possibility of developing information bays at the south and north entry points into town. <u>Comment on status:</u> Pending funding.	Shire of Victoria Plains, Main Roads WA	To be determined	To be determined	Completed

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>AMENITIES</b>					
<b>New Norcia visitor/information centre</b>	Provide an easily accessible and welcoming point from which visitors can gain information about the town and the services offered. <u>Comment on status:</u> Identified in New Norcia Landscape Masterplan. The centre will incorporate reception, video room, café, shop, administration and storerooms complemented by adequate parking for both cars and buses.	New Norcia Benedictine Community	To be determined	To be determined	Planning
<b>Precincts – Church, Central Axis, North East Parkland, South East Parkland, Museum, St Ildephonsus, Hotel, South East Parkland and Highway Frontage.</b>	Realignment and management of vehicle movement, car parking, landscaping, provision for caravan parking and caravan stopovers, removal of trading post. <u>Comment on status:</u> Identified in New Norcia Landscape Masterplan.	New Norcia Benedictine Community	To be determined	To be determined	Planning

## Avon Valley Experience

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

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ACCESS</b>					
<b>Avon rail link</b>	Increase passenger and tourist rail access from East Perth to Toodyay and Northam in the Avon Valley by increasing number of rail journeys on the timetable.	Transwa	\$21 million	2004	Completed
<b>Hotham Valley Railway</b>	Further development of existing themed experiences into Toodyay.	Hotham Valley Railways	To be determined	Ongoing	Ongoing
<b>ACCESS</b>					
<b>Great Southern Highway</b>	Straighten/realign segments of the road and incorporate additional passing lanes.	Main Roads WA	To be determined	To be determined	Requires further investigation
<b>ACCOMMODATION</b>					
<b>Four star motel Northam</b>	Investigate the development of a four star motel with conference facilities in Northam.	Private Sector	\$3 million	2007	Planning
<b>Avon product database</b>	Avon Valley regional tourism product audit.	Avon Tourism, Shire of York	\$20,000	2004	Completed
<b>Northam backpackers</b>	Upgrade of the existing backpacker establishment and/or the development of a quality backpacker property in the town.	Town of Northam, Private Sector	To be determined	Ongoing	Requires investigation

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ACCOMMODATION</b>					
<b>Farm stays/rural retreats/health retreats</b>	Encourage the development of more host tourism and rural experiences within the Avon arc. <u>Comment on status:</u> Boshack Adventures packaged with farm stay experiences.	Tourism WA, BEC, WACC, Private Sector	NA	Ongoing	Planning
<b>ATTRACTIONS/ ACTIVITIES</b>					
<b>Avon Valley experience</b>	Help to further facilitate the development of farm experiences, food and wine experiences, walk trails, free camping areas and additional rural experiences. <u>Comment on status:</u> Development of wine/food experience currently under investigation. LGAs working on further developing walking paths along the Avon River.	WACC, WDC, WTA, Avon Tourism, WACC, Private Sector	N/A	Ongoing	Planning
<b>Restoration of the regions historical assets</b>	Ongoing restoration and development of interactive experiences in respect to the region's historical assets e.g. Old Gaol Museum in Toodyay, Connors Mill in Toodyay, Residency Museum in York, Old Railway Museum in Northam and Avondale Farm in Beverly. <u>Comment on status:</u> Some restoration work has been completed on the Old Jail Museum and Residency Museum. Avondale Discovery Farm Review completed with the Department of Agriculture committing to the continuation of funding in the short term.	LGAs, National Trust, Heritage Council, Tourism WA, Department of Agriculture	Ongoing	Ongoing	Development
<b>Balladong Farm</b>	The acquisition of Balladong Farm by a private tourism investor, or Shire of York with a view to preserving and developing this historical asset into a tourism attraction. <u>Comment on status:</u> Pending option to buy by private investor.	Shire of York, Private Sector	To be advised	To be determined	Planning
<b>Hotham Valley Railway</b>	Further development of existing themed experiences into Toodyay.	Hotham Valley Railways	To be determined	Ongoing	Planning
<b>Mt Observation</b>	Develop new walking trails to link in attractions such as Convict Camp, Dingo Rock and Pool.	Shire of Gingin, DEC	To be determined	To be determined	Planning
<b>Avon Valley events/festivals/racing</b>	Further develop the Avon Valley events program with a view to enhance the visitor experience and generate further economic returns for the region. <u>Comment on status:</u> Feasibility study underway regarding York Equine Centre by DPI.	LGAs, Local Tourism Associations, DPI	\$4 million	Ongoing	Planning
<b>ATTRACTIONS/ ACTIVITIES</b>					
<b>Local Produce Pavilion</b>	Investigate the development of a themed retail outlet which showcases the region's diverse range of local produce including food, wine, olive oil, arts, crafts, furniture. This could incorporate sale of items produce, interpretation, displays, and cafe. <u>Comment on status:</u> Not identified as a short term priority by stakeholders.	Private Sector, BEC, Heartlands Branding	To be determined	2006	Completed
<b>AMENITIES</b>					
<b>Avon Valley branding</b>	Tourism WA Theme Branding of the Avon Valley including signage to link in with the new Experience Perth theme. <u>Comment on status:</u> Brand theme completed. Brand signage and take up by Visitor Centre's required.	Avon Tourism, Tourism WA	N/A	Ongoing	Development

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>AMENITIES</b>					
<b>Avon Valley experience (including Avon Descent)</b>	Investigate the restoration of the Avon River's natural and built heritage, signage and public transport for tourists from Perth. <u>Comment on status:</u> Not viable with current market demand.	Town of Northam	N/A	2006	Completed
<b>Directional/interpretive signage</b>	Investigate improvement of directional and interpretative signage around the Avon Arc. <u>Comment on status:</u> Tourist Route 254 under review.	Main Roads WA, LGAs, Tourism WA	N/A	Ongoing	Planning
<b>York Primary School redevelopment</b>	Development of this heritage building into a community centre to house facilities and services such as a visitor centre, library, archives, Indigenous arts and culture. <u>Comment on status:</u> Shire of York negotiating with the current owner with a view to purchase.	Shire of York	\$1.5 million	Ongoing	Planning

## Heritage / Historical Experience

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

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ACCOMMODATION</b>					
<b>Heritage country accommodation</b>	Investigate 3 and 4 star B&B, guesthouse, chalet accommodation options in Armadale, Gosnells, Serpentine, Jarrahdale area. <u>Comment on status:</u> Gilvin Lodge B&B (Armadale) completed. Chalet development – Serpentine Jarrahdale planned. Future developments subject to market demand.	Private Sector	N/A	2004	Completed
<b>Fairbridge Village</b>	Restoration and renovation of various historic cottages for holiday and conference accommodation. When finished total village occupancy will be 400 beds, 4200 camping sites. Current occupancy rate 40%. Target 75% by 2008. <u>Comment on status:</u> Various completed; ongoing restoration of others.	Fairbridge WA (Aust)	\$14 million	2008	Development
<b>Accommodation to cater for larger groups</b>	Investigate the feasibility of accommodation to cater for larger groups in the Heritage Country district of Armadale, Gosnells, Serpentine/Jarrahdale. <u>Comment on status:</u> Investigated and proved unviable.	Private Sector, Tourism WA, HCTA	To be determined	2006	Completed

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ATTRACTIONS/ ACTIVITIES</b>					
<b>Jarrahdale Heritage Park and Scenic Railway project</b>	Develop Jarrahdale Heritage Park into a tribute to the early pioneers, their way of life and the valuable contribution of the timber industry to the early development and economy of Western Australia. Investigate the development of a small scenic rail loop utilising the old rail reserve within the Shire of Serpentine Jarrahdale. Cost to be determined. <u>Comment on status:</u> Interpretation plan, and traffic and infrastructure plan completed. Planning approval has been granted subject to some conditions.	Shire of Serpentine Jarrahdale and National Trust (WA), Tourism WA	\$12.5 million	2016	Planning and Development, requires investigation
<b>Project / Strategies</b>					
<b>Project / Strategy Description</b>					
<b>Key Agency(s)</b>					
<b>Estimated Cost</b>					
<b>Completion Date</b>					
<b>Current Status</b>					
<b>Pinjarra Rail Heritage Centre and heritage walk trails</b>	Construct an operational railway yard for servicing and storage of Hotham Valley Tourist Railway's locomotives and carriages. Commercial opportunities and a tourist information centre are planned. Continue interpretative signage, plaques and brochures on heritage buildings in the town for the walk trails. <u>Comment on status:</u> Walk trails completed in 2005.	Shire of Murray	\$5 million	2008	Development
<b>Peel Region tourist railway</b>	Construct a dedicated tourist railway linking Pinjarra with Dwellingup and Boddington. The railway will connect eco-tourism, heritage tourism and cultural tourism opportunities.	Rail Heritage Foundations of WA	\$3 million	2010	Development
<b>Fairbridge Environment Centre and Fairbridge Village Visitor Discovery Centre</b>	Construct a multi-function facility to highlight sustainable development opportunities at Fairbridge Village. Fairbridge will be the only heritage listed eco village in the world. Rebuild the recently restored Historic Exeter Cottage that has been destroyed by fire to house a visitor discovery centre on the Kingsley Fairbridge story. <u>Comment on status:</u> Visitor Discovery Centre completed in 2004.	Fairbridge Inc.	\$1 million	Stage 1 -2005	Completed
<b>Boddington Cultural Centre</b>	Examine the development of a cultural heritage precinct involving the old school, Roads Board Office, Town Hall, Old Police Station and the river foreshore area.	Shire of Boddington, Tourism WA	To be determined	2006	Completed
<b>ATTRACTIONS/ ACTIVITIES</b>					
<b>Waroona Lakes dual use walk trail</b>	Investigate the develop a dual use walk trail and interpretive signage linking Lake Moyanup to Lake Navarino. <u>Comment on status:</u> All within private property. Proved unviable.	Shire of Waroona	\$100,000	2006	Completed
<b>Edenvale Homestead</b>	Develop Edenvale Homestead into a living museum. Provide interpretive information and signage to educate visitors about the life of early settlers in the area.	Shire of Murray	\$50,000	2006	Completed
<b>Heritage Walk Trails</b>	A number of initiatives are currently progressing or planned in the Perth metropolitan area including the Walking Subiaco Project. <u>Comment on status:</u> Walking Subiaco completed. '8' Art Project completed.	WA Museum, Local/State Government	\$29,000 Walking Subiaco	2005	Completed
<b>Heritage Walk Trails</b>	City of Perth Heritage Trails – support newly developed heritage trails through the i-City Volunteer Hosts program.	WA Museum, City of Perth	\$50,000	2005	Completed

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ATTRACTIONS/ ACTIVITIES</b>					
<b>Forest Heritage Centre, Dwellingup</b>	Build an extension to the existing building to create extended training facilities, opportunities for an 'artist in residence program', seating for the coach market visits. Stage 1 - refurbish the display area.	Forest Heritage Centre Inc.	\$3.2 million	To be determined	Planning
<b>AMENITIES</b>					
<b>Jarrah Forest experience visitor facilities</b>	Investigate the feasibility of additional signage/ entry points and quality food outlets.	Tourism WA, Main Roads WA, LGAs	To be determined	To be determined	Requires investigation
<b>Heritage/ historical experiences</b> (includes Armadale, Gosnells, Serpentine/Jarrahdale district)	Investigate the lack of public transport to attractions and the provision of additional signage. <u>Comment on status:</u> Insufficient demand to warrant public transport to tourism specific destination. Entry signage for Serpentine-Jarrahdale completed.	Tourism WA, Public Transport Authority, Main Roads WA, HCTA	To be determined	2006	Completed

### Marine Wildlife Experience

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

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ATTRACTIONS/ ACTIVITIES</b>					
<b>Perth Wildlife experience (including AQWA)</b>	Investigate opportunities for eco-tourism operations, tour guides and interpretation to widen visitors' interaction with Perth Wildlife. <u>Comment on status:</u> Marine Discovery Centre Hillarys is under development; Product enhancements implemented at Yanchep National Park; new exhibit at AQWA. Proposed marine trail development at Hillarys.	Department of Fisheries, DEC, Tourism WA, Private Sector	N/A	2006	Completed
<b>Waroona waterways</b>	Develop land and water based recreation and eco-tourism facilities within the Drakesbrook and Samsom Brook catchment areas.	DEC, Shire of Waroona	\$300,000	Ongoing	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.

## Perth

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

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ACCESS</b>					
<b>Northbridge link project</b>	Facilitate better connections between the Perth CBD and Northbridge by sinking the Perth Railway Station and removing the barrier between Perth and Northbridge.	DPI, City of Perth, EPRA	To be determined	2010	Planning
Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ACCOMMODATION</b>					
<b>Add or upgrade short stay accommodation and ancillary facilities</b>	Investigate the provision of additional or upgraded short stay tourism accommodation in Perth including hotel, motel accommodation needs. <u>Comment on status:</u> A number of projects have been completed in 2004 to 2006 including The Outram, Accor Formule 1, Medina Executive Barrack Plaza and the Holiday Inn. Perth hotel strategy completed.	Private Sector, State Government, LGA's, Tourism WA	\$81.4 million	Ongoing	Planning and Completed
<b>5 star accommodation</b>	Investigate the feasibility of developing a five star hotel in Perth. <u>Comment on status:</u> Medina Executive Barrack Plaza completed. Richardson Hotel under construction. Elan Riverside Pier Hotel delayed. A shortage of suitable development sites in the Perth CBD exists.	Private Sector	To be determined	2006	Completed
<b>ATTRACTIONS/ ACTIVITIES</b>					
<b>i-City volunteer host program</b>	Continue to expand the i-City volunteer host program and information distribution on Perth activities.	City of Perth, Tourism WA	To be determined	Ongoing	Ongoing
<b>Shopping experience</b>	Develop activities in Perth to enhance its reputation as a sought after shopping experience. <u>Comment on status:</u> Shopping featured in Experience Perth Holiday Planner.	LGAs, Private Sector, Tourism Organisations, Tourism WA	To be determined	2006	Completed
<b>AMENITIES</b>					
<b>Refurbishment of Perth City malls</b>	The City of Perth has begun the first stage of a five year enhancement program for the pedestrian core of the city. A concept plan for the Hay and Murray Street Malls, Forrest Place and the station forecourt has been released for community comment. <u>Comment on status:</u> Stage 1 commenced.	City of Perth	\$14 million	2009	Development
<b>Performing Arts Theatre</b>	Develop a new performing arts venue to comprise a 525 seat main theatre and a 200 seat studio theatre with associated facilities. <u>Comment on status:</u> Capital works funding approved.	Department of Culture and the Arts	\$65 million	2008/9	Planning

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>AMENITIES</b>					
<b>Perth Arena</b>	Develop a multi-purpose stadium facility in Perth to provide a minimum of 12,000 seats for sporting events and up to 14,000 for concerts, ensuring that Western Australia attracts world-class performers and international sporting events.	DHW, Perth Arena Project Control Group	\$250 million	2009	Development
<b>Northbridge Action Plan</b>	Continue to progress actions under the Northbridge Action Plan, such as the social infrastructure of the area.	City of Perth, Stakeholder Groups	N/A	Ongoing	Development
<b>Retail trading hours</b>	Investigate the introduction of more flexible retail trading hours. <u>Comment on status:</u> Tourism WA developing policy position.	WA Government	N/A	N/A	Planning

## Kings Park

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

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ATTRACTIONS/ ACTIVITIES</b>					
<b>Kings Park activities</b>	Undertake consultation with Northbridge, multicultural and Indigenous stakeholders and City of Perth to investigate increasing Indigenous experiences within Kings Park. <u>Comment on status:</u> Existing Indigenous performance and interpretive product could be enhanced by further funding support.	BGPA, Indigenous Stakeholders, City of Perth, Private Sector, Tourism WA	To be determined	Ongoing	Requires Investigation
<b>State Botanic Garden</b>	Undertake refurbishments of the State Botanic Garden.	BGPA	To be determined	2006/07	Development
<b>AMENITIES</b>					
<b>Kings Park wildflower interpretative facility</b>	Investigate the feasibility of creating a permanent interpretation of wildflowers centre, such as a botanical glass house. <u>Comment on status:</u> The concept of an interpretative facility as a building/exhibition space is not considered a priority.	BGPA, Tourism WA	To be determined	2006	Completed

## Fremantle

The vibrant port city of Fremantle is rich in heritage, cosmopolitan culture and maritime history. The city offers pubs and clubs, restaurants and cafes, nightlife, fresh local seafood, weekend markets, numerous entertainment venues, street performers, fashion and indigenous art. Western Australia's pioneering history lives on in the port city, where convict prisons and maritime museums tell fascinating stories of courage and mischief. Fremantle has been recognised as the best preserved example of a nineteenth century port streetscape in the world. It has Western Australia's largest collection of heritage listed buildings, many of which house attractions, museums, offices, art galleries and shops. Gaps were mainly associated with amenities and access issues including the need for more taxis, particularly on Friday and Saturday nights (this issue was of particular concern to the young intrastate market), poor trading hours and the possibility of having a pedestrian zone in the main area of Fremantle whereby cars are prohibited. It was suggested that shops and restaurants should be open late, similar to Melbourne.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ACCESS</b>					
<b>Fremantle Harbour Structure Plan</b>	Undertake Structure Plan for Fremantle Harbours Investigate improved access for Super Yachts to Fremantle.	DPI, City of Fremantle	To be determined	To be determined	Planning
<b>ATTRACTIONS/ ACTIVITIES</b>					
<b>Fremantle Tourism Strategy</b>	Undertake a tourism strategy for Fremantle <u>Comment on status:</u> Subject to funding.	City of Fremantle	To be determined	To be determined	Subject to funding
<b>ACCOMMODATION</b>					
<b>Upgrade existing accommodation</b>	Redevelop the old Wool Store building into a 4-star 179 room, 14 suite boutique hotel called Goldsbrough Hotel.	Private Sector	\$38 million	To be determined	Planning
<b>High quality accommodation</b>	Investigate the provision of additional high quality accommodation in Fremantle. <u>Comment on status:</u> Boat lifters site - possible future opportunity.	Private sector, Tourism WA	To be determined	Ongoing	Ongoing
<b>Accommodation Analysis</b>	Undertake a tourist accommodation study for Fremantle	City of Fremantle	To be determined	To be determined	Planning
<b>ATTRACTIONS/ ACTIVITIES</b>					
<b>Fremantle Prison precinct</b>	Maximise tourism potential of Fremantle Prison, including the commencement of tunnel tours. <u>Comment on status:</u> Masterplan finalised and tunnel tours are operating.	DHW, Fremantle Prison	N/A	2005	Completed
<b>HMAS Fremantle</b>	Secure the Fremantle Class Patrol Boat HMAS Fremantle as a display in Fremantle when the vessel is decommissioned.	Maritime Museum WA, Steering Committee	To be determined	2008	Planning
<b>Fremantle underwater sculpture park, Bather's Beach</b>	Investigate using existing artifacts to create an underwater sculpture park.	City of Fremantle, Fremantle Chamber of Commerce, Tourism WA	To be determined	To be determined	Requires further investigation
<b>Fremantle port city experience activities</b>	Investigate: improving access the to seafood/fishing industry activities; additional activity on Fisherman's Wharf; an increased emphasis on fashion design. Create a 'Chapel Street' of Fremantle; and creating an international tourism icon in the area possible location between the western end of Victoria Quay and bather's beach.	Fremantle Ports, City of Fremantle, Private Sector, Tourism WA	N/A	To be determined	Requires further investigation
<b>Fremantle Trails Development</b>	Ongoing development of Fremantle Trail network <u>Comment on Status:</u> Subject to Funding	City of Fremantle	To be determined	To be determined	Planning
<b>AMENITIES</b>					
<b>Fremantle west end revitalisation</b>	Enhance the existing Fremantle heritage precinct to include business development, traffic and pedestrian access, streetscape enhancements, parking, tourism and building improvements to create an active, vibrant community and maximise economic benefit.	City of Fremantle	Stage 1 – Streetscape, Stage 2 - \$1 million, Stage 3 -\$450,000	2007	Planning

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>AMENITIES</b>					
<b>Fremantle Tourism Precinct</b>	Position Fremantle and Northbridge areas as identified tourism precincts in accordance with the Government's Northbridge tourism precinct and Fremantle tourism precinct concept.	Tourism WA, Fremantle Chamber of Commerce City of Perth	\$60,000	2005	Completed
<b>Fremantle Visitor Centre</b>	Identify a suitable location and develop a network visitor centre in Fremantle and establish an information kiosk at the Fremantle Railway Station. <u>Comment on Status:</u> Site has been identified in Kings Square.	Fremantle Visitor Centre, City of Fremantle, Tourism WA	To be determined	2007	Completed
<b>Fremantle port city experience visitor facilities</b>	Investigate a range of issues to improve amenities in Fremantle such as: provide pedestrian links between Victoria Quay, city centre and fishing boat harbour; entry statements and signage to Fremantle; improve security to address anti social behaviour; public transport and taxis at night; gateway in the waterfront precinct, more public toilets; guides and signage around city for visitors; improve parking; coordinated approach to develop heritage trails; and Victoria Quay – luggage storage area required.	City of Fremantle, Fremantle Ports, Tourism WA, Fremantle Chamber of Commerce	N/A	2006	Completed
<b>Western Australian Maritime Museum</b>	Investigate the provision of additional signage and pedestrian links to other Fremantle attractions. <u>Comment on status:</u> Fremantle Trails project completed Signage improvements at Victoria Quay planned.	Tourism WA	N/A	2006	Completed

### Food and wine experience

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

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ATTRACTIONS/ ACTIVITIES</b>					
<b>Subiaco</b>	Plan and identify strategies to support the people friendly amenity of the City of Subiaco popular cafe/restaurant strip and environs.	City of Subiaco	\$250,000	2006	Completed

### Bibbulmun Track

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

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ATTRACTIONS/ ACTIVITIES</b>					
<b>Bibbulmun Loop - Jarrahdale</b>	Establish a loop walk trail from the Bibbulmun Track to Jarrahdale.	DEC, LGAs Private Sector, Tourism WA	\$50,000	2004	Completed

## Mandurah

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

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

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ACCESS</b>					
<b>Perth to Mandurah railway</b>	Construct new passenger railway service from Perth to Mandurah.	Perth Transport Authority	\$1.2 billion	2007	Development
<b>Mandurah transit station with retail and tourist information centre</b>	Investigate the development and visitor servicing amenities provided by the Mandurah Transit Station.	City of Mandurah	To be determined	2007	Planning
<b>ACCOMMODATION</b>					
<b>Add or upgrade short stay hotel and motel accommodation and ancillary facilities</b>	Investigate the provision of hotel, motel and self catering accommodation in Mandurah. <u>Comment on status:</u> Two projects have been completed in 2005 including Seashells Resort and Mandurah Ocean Marina. The Peninsula Hotel Redevelopment is also under development. Preston Beach Resort is currently in planning.	Private Sector, State Government, LGAs, Tourism WA	To be determined	Ongoing	Completed and Development
<b>ACCOMMODATION</b>					
<b>Caravan Parks</b>	Investigate the current provision of Caravan Parks. <u>Comment on status:</u> Yalgorup Eco Park is currently being developed; additions are being made to Mandurah Caravan Park.	Private Sector, State Government, LGAs, Tourism WA	To be determined	Ongoing	Planning and Development
<b>ATTRACTIONS/ ACTIVITIES</b>					
<b>Australian Sailing Museum, Mandurah</b>	Construction of a circular museum interpreting the sport of sailing in Australia. Will house models of all America's Cup winners from 1851 to present day and models of every Australian yacht to reach status since 1900.	Private Sector	\$4 million	2005	Completed

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ATTRACTIONS/ ACTIVITIES</b>					
<b>Mandurah activities</b>	Investigate the provision of more tourist attractions in town and access to hire equipment such as crab nets, fishing rods, etc.	City of Mandurah, Mandurah Visitor Centre, Tourism WA	To be determined	To be determined	Under investigation
<b>Peel waterways institute</b>	Investigate a project to construct a building to harbour a research centre, an education establishment and a tourist attraction about the RAMSAR listed Peel Inlet.	Peel Development Commission	To be determined	2006	Completed
<b>Indigenous heritage trail at Heron Point</b>	Encourage the development of Indigenous heritage trail through DEC's joint management of DEC land with Bilya Noongar Corporation. Heron Point will be the first area to try this out. Mandurah Eco Tours to package with their boat crabbing tour with an Indigenous tour.	Peel Development Commission, Bilya Noongar Corporation	To be determined	To be determined	Planning
<b>Indigenous cultural mapping of shores of the Peel Inlet</b>	Restoring Connections Project which relates to Indigenous tours of major sacred sites on southern shores of Peel Inlet to and from the planned Indigenous cultural centre at the Pinjarra massacre site.	Peel Development Commission, Peel Harvey Catchment Council	\$65,000	2007	Development
<b>Food and Wine Strategy</b>	Long term development of business investment opportunities for food and wine tourism businesses. <u>Comment on status:</u> Funding received, currently implementing the food and wine strategy.	Australia's South West, Peel Development Commission	\$800,000	2008	Development
<b>AMENITIES</b>					
<b>Mandurah Ocean Marina project – stage 2</b>	Develop Stage 2 of the Marina (Venetian Waterways). This will include opportunities for short stay tourist accommodation and retail outlets built around the marina project.	City of Mandurah, Landcorp	\$30 million	Ongoing	Development
<b>Mandurah public transport</b>	Investigate the provision of adequate bus services available from train/bus station into, and around, Mandurah city centre.	Public Transport Authority, City of Mandurah, Tourism WA	To be determined	To be determined	Requires Investigation

## Monitor

The following destinations or attractions falling within the monitor area 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).

## City life experience

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

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ATTRACTIONS/ ACTIVITIES</b>					
<b>Northbridge activities</b>	Undertake consultation with Northbridge, multicultural and Indigenous stakeholders and LGAs to investigate the creation of additional Indigenous and multicultural experiences in Northbridge.	Northbridge, Indigenous Groups, LGAs, Tourism WA	To be determined	To be determined	Requires further investigation
<b>Northbridge Tourism Precinct</b>	Position Fremantle and Northbridge areas as identified tourism precincts in accordance with the Government's policy to 'create with local business communities a Northbridge Tourism Precinct and a Fremantle Tourism Precinct'.	Tourism WA, Fremantle Chamber of Commerce, City of Perth	\$120,000	2006	Completed

## Terrestrial Wildlife

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

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ACCOMMODATION</b>					
<b>Yanchep Inn - Stage 1</b>	Improve the provision of accommodation at Yanchep. <u>Comment on status:</u> Planning is underway for the Yanchep Inn which will include the development of 14 new motel style rooms, kitchen, café and function rooms and construction of a further eight new guest rooms and redevelopment of old accommodation rooms.	DEC, Private Sector	\$3.3 million	To be determined	Planning
<b>ATTRACTIONS/ ACTIVITIES</b>					
<b>Zoo Walk</b>	Redevelop and enhance the area between the South Perth Ferry Terminal and the Perth Zoo entrance to create a unique walkway and experience for visitors. Project master plans include the development of Windsor Park, enhancement of Mends Street and the South Perth historic precinct, development of an amphitheatre, public art trail, Interpretive signage and a visitor centre.	City of South Perth	\$1.7 million	To be determined	Development
<b>Perth Zoo</b>	Upgrade animal exhibits at Perth Zoo.	Zoological Parks Authority	\$4.7 million	2008	Planning
<b>Australian Wildlife Tourism Conference</b>	Host the second Australian Wildlife Tourism Conference in WA to build knowledge, networks and participation in developing this sector.	Wildlife Tourism Australia, Facet, DEC	N/A	2006	Completed

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ATTRACTIONS/ ACTIVITIES</b>					
<b>Yanchep National Park</b>	Further enhance and develop tourism product and activities in Yanchep National Park to reflect its significant appeal to visitors. A number of projects are currently in the planning process including: Redevelopment of koala display; redevelopment and expansion of Indigenous cultural program; and expansion of cave tours/activities. <u>Comment on status:</u> Yanchep National Park has a program of continual product enhancements.	DEC	N/A	Ongoing	Ongoing

### Gravity Discovery Centre

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

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ACCOMMODATION</b>					
<b>Gingin backpackers</b>	Develop budget accommodation with shared bathroom facilities, common kitchen and lounge area, situated in a rural setting on the Brand Highway. <u>Comment on status:</u> Pending funding.	Private Sector	\$400,000	To be determined	Planning
<b>Gingin accommodation</b>	Investigate the feasibility of developing accommodation within close proximity to the discovery centre to accommodate school groups and the coach market. <u>Comment on status:</u> Investigated completed, Orchard Glory Resort completed.	Shire of Gingin, Private Sector, Tourism WA	To be determined	Ongoing	Completed
<b>ATTRACTIONS/ ACTIVITIES</b>					
<b>Gravity Discovery Centre – stage 2</b>	Develop an interactive centre in Gingin Shire to promote, encourage and educate the visitor in fundamental aspects of gravitational science and technology and its relationship to art, culture and the environment. <u>Comment on status:</u> Plans completed, components include a theatre, Stargazers Cafe and Leaning Tower of Gingin. Construction of the Cosmology Gallery is in an advanced stage.	University of Western Australia, Private Sector	\$6 million	December 2006	Development
<b>Cosmology Gallery Multicultural Artworks Project</b>	Various cultures' stories of creation and perspectives of the universe, highlighting the unity and diversity of humanity in a vast and awe inspiring universe expressed through original artwork and digitally projected images. <u>Comment on status:</u> Applying for Lotterywest funding.	University of Western Australia	\$330,000	To be determined	Planning
<b>AMENITIES</b>					
<b>Brand signage</b>	Investigate the provision of brand signage to the Gravity Discovery Centre. <u>Comment on status:</u> Directional signage viewed as adequate.	Main Roads WA, Shire of Gingin	N/A	2006	Completed

## Lancelin

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

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

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ACCESS</b>					
<b>Indian Ocean Drive – Lancelin to Cervantes</b>	The Indian Ocean Drive is the 194km coastal road from Lancelin to the Brand Highway, 38km south of Dongara providing easy access and improved services between existing towns. The remaining 60km section between Lancelin and Cervantes, with spur roads into Wedge and Grey, is surveyed and yet to be constructed. <u>Comment on status:</u> Government commitment secured Stage 1 to Ocean Farm due for completion by 2009. Stage 2 through to Cervantes due for completion by 2011.	Main Roads WA, DPI, DEC, Tourism WA	\$82 million	2011	Ongoing
<b>ACCOMMODATION</b>					
<b>Lancelin Tourist Park</b>	Investigate the development of good quality tourist park is needed. <u>Comment on status:</u> Alternative development sites are currently being identified through LandCorp and Landbank.	LandCorp, Shire of Gingin, Tourism WA	To be determined	To be determined	Planning
<b>Lancelin Coastal Village</b>	Develop residential and tourist accommodation in Lancelin. <u>Comment on status:</u> Concept plans released by Taylor Burrell Burnett.	Private Sector	\$2 million	To be determined	Planning
<b>Lancelin tourism planning strategy</b>	Develop a local tourism planning strategy, which identifies and details the future accommodation needs of the town, with consideration of the Central Coast Tourism Planning Strategy. <u>Comment on status:</u> Shire of Gingin has committed funding to the development of a Central Coast Planning Strategy.	Shire of Gingin, Tourism WA	To be determined	To be determined	Planning
<b>ATTRACTIONS/ ACTIVITIES</b>					
<b>Inland walk trail</b>	Develop a walk and cycle trail around the 18 hole golf course which incorporates access to the sand dunes. <u>Comment on status:</u> Shire resources directed towards a coastal sand dune walk trail.	Shire of Gingin, Local Community	To be determined	To be determined	Planning
<b>Preservation of Lancelin sand dunes</b>	Ensure that this valuable tourism asset is not eroded away through the adjoining mineral sands mine. <u>Comment on status:</u> Lease of mining tenements extended. Lancelin Sand Dune Management Plan completed.	Shire of Gingin, DPI, Tourism WA	N/A	2006	Completed

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ATTRACTIONS/ ACTIVITIES</b>					
<b>Beach activities</b>	Investigate the opportunity to develop more beach/water based activities along Lancelin's town beach. <u>Comment on status:</u> Lancelin Foreshore Land-Use and Management Plan completed. Applications from operators assessed and awarded on merit.	Shire of Gingin, Private sector Tourism WA, BEC	N/A	2006	Completed
<b>AMENITIES</b>					
<b>Lancelin sand dune ablutions</b>	Development of public facilities within close proximity to the Lancelin sand dune car park. <u>Comment on status:</u> Shire supportive, pending a financial contribution from local operators.	Shire of Gingin, Private sector, Tourism WA.	To be determined	To be determined	Planning
<b>Complete Lancelin infill sewerage</b>	Ensure the Lancelin Sewerage Project progresses through to completion. <u>Comment on status:</u> All ground works completed. Final completion pending native title clearance for pump station. \$800,000 for headworks.	Shire of Gingin, WDC, Private Sector, Water Corp	\$1.2 million	2007	Development
<b>Beach shelters</b>	Develop more shelters along the Lancelin beach front. <u>Comment on status:</u> Subject to funding.	Shire of Gingin	To be determined	To be determined	Planning
<b>Bus service</b>	Investigate the development of a bus service between Perth and Lancelin. <u>Comment on status:</u> TransPerth advise not feasible until at least after the completion of Indian Ocean Drive.	Trans WA, Private Sector	To be determined	2006	Completed
<b>Lancelin Visitor Centre</b>	Further investigation is needed into the development of an independent stand alone visitor centre in Lancelin. <u>Comment on status:</u> Further investigation required pending completion of Indian Ocean Drive.	Shire of Gingin	To be determined	To be determined	Requires Investigation
<b>Pedestrian access</b>	Improve pedestrian access around Lancelin and the feasibility of providing enhanced public transport. <u>Comment on status:</u> Shire funding directed to walkway through the Lancelin sand dunes.	Shire of Gingin	To be determined	To be determined	Planning

## Maintain

The following destinations or attractions falling 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 (other than that required to maintain them). Cooperative activities should be the objective of any marketing.

## Hillarys

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

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ACCESS</b>					
<b>Improve access and parking facilities at Hillarys Boat Harbour</b>	Undertake staged implementation of recommendations from the Hillarys Boat Harbour Parking Study and Traffic Management Study.	DPI, City of Joondalup	\$1.5 million	2006	Completed
<b>Pedestrian Bridge</b>	Construct a pedestrian bridge accessing Hillarys Boat Harbour.	Department of Planning and Infrastructure, City of Joondalup	To be determined	2008	Planning
<b>Improved Public Transport</b>	Improve public transport to Hillarys Boat Harbour to assist alleviate growing pressure on parking.	Public Transport Authority, City of Joondalup, DPI	To be determined	To be determined	Planning
<b>ATTRACTIONS/ ACTIVITIES</b>					
<b>Marine Interaction</b>	Develop attractions at Hillarys that provide enhanced marine animal interaction. <u>Comment on status:</u> Marine discovery centre under development; New exhibit at AQWA. Proposed marine trail development at Hillarys.	Private Sector	To be determined	To be determined	Planning and Development
<b>Naturaliste Marine discovery Centre</b>	Develop marine discovery centre at Hillarys.	Department of Fisheries	To be determined	2007	Under construction
<b>Marine Discovery Trail</b>	Develop a discovery trail linking AQWA to the Naturalists Marine discovery Centre.	Department of Fisheries, AQWA, Department of Education, City of Joondalup, DPI, Tourism WA	To be determined	2007	Development
<b>AMENITIES</b>					
<b>Improve signage from main roads</b>	Investigate the improvement of signage to Hillarys Boat Harbour. <u>Comment on status:</u> Tourism WA has provided input to Main Roads WA.	Main Roads WA, Private Sector, Tourism WA	To be determined	To be determined	Planning

## Munda Bididi

Munda Bididi is Nyoongar for 'path through the forest' and when complete it will cover 900 kilometers from Mundaring to Albany, passing through some stunning natural settings. At present the first stage between Mundaring and Dwellingup is complete.

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status
<b>ATTRACTIONS/ ACTIVITIES</b>					
<b>The Munda Bididi Bike Trail – Stage 1B Dwellingup to Collie</b>	Construct Stage 1B Dwellingup to Collie as part of the 900km mountain bike trail (Western Australia's first long distance bicycle trail) from Perth Hills (Mundaring) to Albany.	DEC	\$500,000	2004	Completed
<b>The Munda Bididi Bike Trail – Stage 2A Collie to Nannup</b>	Construct Stage 2A Collie to Nannup (part of the 900km mountain bike trail (Western Australia's first long distance bicycle trail) from Perth Hills (Mundaring) to Albany.	DEC	\$500,000	2005	Completed

## 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 or experiences.

### Accommodation

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status	Closest Icon
<b>Chittering Tourist Park</b>	Development of a multi-faceted tourist park with self contained accommodation, caravan sites, camping etc. <u>Comment on status:</u> Requires further investigation. Initial view is that the Chittering Valley may not be able to support a viable tourist park.	Shire of Chittering, Private Sector, Tourism WA	\$3 million	To be determined	Requires further investigation	<b>Swan Valley, Avon, Valley</b>
<b>Chittering Backpacker Establishment</b>	Investigate the development of a stand alone backpacker establishment. <u>Comment on status:</u> Investigate, no land currently available.	Shire of Chittering, Private Sector, Tourism WA	N/A	2006	Completed	<b>Swan Valley, Avon Valley</b>
<b>Chittering Valley Chalets/ Retreats</b>	Development of more chalet/retreat style accommodation in the Chittering Valley. <u>Comment on status:</u> Opportunity being investigated with private landowners as no other land opportunities identified.	Shire of Chittering, Private Sector, Tourism WA., Private Sector	To be determined	To be determined	Planning	<b>Swan Valley, Avon Valley</b>
<b>Seabird Accommodation</b>	Investigate the development of more accommodation in Seabird. Land is required to develop additional accommodation e.g. camping grounds, caravan sites. <u>Comment on status:</u> Planning approval granted to develop Seabird Tavern site.	LandCorp, Shire of Gingin, Tourism WA, Private Sector	To be determined	2006	Completed	<b>Gravity Discovery centre, Lancelin</b>
<b>Ledge Point Caravan Park</b>	Construct a new caravan park comprising approximately 150 sites, onsite accommodation and recreational facilities.	Private Sector	\$2.5 million	2007	Development	<b>Lancelin, Gravity Discovery Centre</b>
<b>Ledge Point Village</b>	Develop 32 strata titled family, holiday units by the ocean incorporating tennis courts, swimming pool and amenities.	Private Sector	\$4.5 million	2005	Completed	<b>Lancelin, Gravity Discovery Centre</b>
<b>Gingin nature based accommodation</b>	Identify and set aside for development, distinct nature based tourism accommodation sites along the Gingin Coast for targeting different visitor market segments. <u>Comment on status:</u> LandCorp investigating appropriate sites.	LandCorp, Shire of Gingin, Tourism WA	To be determined	To be determined	Requires further investigation	<b>Lancelin, Gravity Discovery Centre</b>

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status	Closest Icon
<b>Orchard Glory Farm Resort</b>	Self contained chalets located within a natural setting including a man made waterfall and lake, native animals, vineyard, winery and conference centre to accommodate 100 people.	Private Sector	\$4 million	2004	Completed	<b>Swan Valley, Avon Valley</b>
<b>Implementation of a Chittering Valley Planning act</b>	Implementation of Chittering Valley Planning Act, similar to that enacted in the Swan Valley to guide future development in the south eastern quadrant of the Chittering Valley.	Shire of Chittering, WAPC, Tourism WA	N/A	N/A	Planning	<b>Swan Valley, Avon Valley</b>

## Attractions and Activities

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status	Closest Icon
<b>Boddington Open Range Zoo</b>	Investigate the development of an open range zoo that will assist in the conservation of endangered wildlife, provide educational and research facilities, and a premier destination for tourists in the Peel region. Links with the Peel Region Tourist Railway. Also offers potential for short stay accommodation and recreation opportunities. <u>Comment on status:</u> Project proved to be too expensive and not feasible.	Peel DC	\$90,000 for feasibility study	2005	Completed	<b>Mandurah</b>
<b>Chittering Valley Wine Trail</b>	Placement of 5 sculptures and 15 signs to create a wine sculpture trail among the Chittering Valley Wine Trail.	Chittering Valley Visitor Centre, Private Sector	\$12,000	2004	Completed	<b>Swan Valley, Avon Valley</b>
<b>Chittering Valley Wine Experience</b>	Continue development of the Chittering Valley as a premium food and wine destination. <u>Comment on status:</u> 15 totem poles erected. Self drive brochure and website completed.	Chittering Valley Wine Assoc	N/A	N/A	Ongoing	<b>Swan Valley, Avon Valley</b>
<b>State Rail Heritage Centre</b>	Develop a State Rail Heritage Centre at the old Midland Railway Workshops site to support the creation of a vibrant precinct and mixed use area. <u>Comment on status:</u> Timekeepers office restoration/interpretive centre completed. Tours of workshops implemented. Removal of asbestos – in progress. Planning for Rail Heritage Interpretive Centre progressing.	MRA, Steering Committee	\$20 million	2008	Ongoing	<b>Swan Valley</b>
<b>Development of Rural Experiences, Gingin/Chittering Valley, Victoria Plains including cultural, historical, food and wine drive trail experiences</b>	Develop a range of rural experiences in the Gingin Area, incorporating; the Gravity Discovery Centre, Mogumber, New Norcia and the Chittering Valley. The opportunity exists to develop a range of regional drive trails supported by interpretive and brand signage. <u>Comment on status:</u> LGA's and local operators have initiated discussions and conceptualised several drive trails. Astronomers to Abbots Drive trail brochure produced.	Shires of Gingin Chittering, Tourism WA	To be determined	To be determined	Planning	<b>Lancelin, Gravity Discovery Centre, New Norcia</b>

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status	Closest Icon
<b>Gingin Dive Wreck</b>	Review the needs of recreational diving along the Gingin coast and the feasibility of sinking a wreck for diving on.	Shire of Gingin, DPI, EPA, Tourism WA	To be determined	To be determined	Requires investigation	<b>Lancelin</b>
<b>Gingin Walk Trails</b>	Investigate the development of long distance walking and/or dual use trails from Wilbinga to Lancelin for linking with existing trails such as the Bibbulmun track. <u>Comment on status:</u> Efforts currently centred towards completion of Old North South Stock Route. Pending funding.	Shire of Gingin, DPI, Local Community Groups	To be determined	To be determined	On Hold	<b>Lancelin, Gravity, Gravity Discovery Centre</b>
<b>Moore River Canoe and Kayaking Trails</b>	Develop river (Moore River Estuary) and ocean (Lancelin) kayaking trails with related interpretive and educational material.	Gingin Tourism Assoc, Shire of Gingin, Tourism WA	To be determined	To be determined	Requires investigation	<b>Lancelin, Gravity Discovery Centre</b>
<b>Heritage Trails Interpretation</b>	Collate and interpret information on heritage trails network in the eastern metropolitan region. <u>Comment on status:</u> Swan Valley and Perth Hills Trails project completed. Further initiatives in planning stage.	EMRC	To be determined	2006	Completed and Planned	<b>Swan Valley/ Heritage Historical Experience</b>
<b>Nature Based Tourism Experience</b>	Identify and action opportunities for developing and/or linking existing nature based tourism experiences, particularly in the Darling Scarp environs and national parks located in the area. An ongoing program is managed by DEC in the area's numerous national parks.	DEC, Tourism WA, Private Sector, LGAs, tourism organisations	To be determined	Ongoing	Development and Planning	<b>Flora/fauna/eco tourism experience Darling Scarp</b>
<b>Harvest Highway</b>	Wine and food themed route from Byford to Walpole along the South West Highway. Local produce can be branded and cooperatively marketed and retailed. <u>Comment on status:</u> Establishing a membership based organisation.	Harvest Highway Inc	\$298,264	Ongoing	Development	<b>Food &amp; Wine indulgence</b>
<b>Brockman Centre</b>	Develop the Brockman site in the Chittering centre into a tourism precinct incorporating museum, visitor centre, arts and crafts outlets.	Shire of Chittering	\$1 million	2008	Planning	<b>Gravity Discovery Centre</b>

## Amenities

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status	Closest Icon
<b>Chittering Visitor Centre/Post Office</b>	Co-location of the existing visitor centre and post office to bigger premises. <u>Comment on status:</u> Shire investigating a stand alone visitor centre.	Shire of Chittering, Tourism WA	To be determined	To be determined	Planning	<b>New Norcia</b>
<b>Windmill Farm Conference Centre</b>	Learning centre to seat 15-20 people and conference facilities.	Private Sector	\$120,000	2004	Completed	<b>Gravity Discovery Centre Lancelin</b>

Project / Strategies	Project / Strategy Description	Key Agency(s)	Estimated Cost	Completion Date	Current Status	Closest Icon
<b>Expansion of Experiences available at Chittering Wineries</b>	Encourage winery operators to expand operations to include on site restaurants, picnic areas and galleries.	Tourism WA, Chittering Valley Wine Tourism Group, Private Sector	To be determined	To be determined	Requires further investigation	<b>Swan Valley, New Norcia</b>
<b>Chittering Valley Signage, Rest areas and Info Bays</b>	Development of brand and directional tourism signage, roadside rest areas and information bays. <u>Comment on status:</u> Funding application for rest areas and information bays submitted to Department of Local Government and Regional Development.	Shire of Chittering, Tourism WA, Main Roads	N/A	N/A	Planning	<b>Swan Valley, New Norcia</b>
<b>Gingin signage Gingin Interpretive Signage</b>	Design and implement unique tourism signage throughout the Shire. Develop and implement interpretive and educational signage for all nature based and heritage attractions.	Shire of Gingin, Tourism WA	To be determined	To be determined	Requires further investigation	<b>Gravity Discovery Centre, Lancelin</b>
<b>Regional Visitor Centre</b>	Investigate identification of a strategic site to be set aside for a regional visitor centre Lancelin and Cervantes to align with Indian Ocean Drive. <u>Comment on status:</u> Currently not feasible based on current market demand.	DPI, Shire of Gingin	To be determined	2006	Completed	<b>Lancelin, Gravity Discovery Centre</b>
<b>Restoration of Neergabby Inn (former Junction Hotel)</b>	Restoration of Neergabby Inn in tandem with restoration of the Neergabby timber bridge and completion of the Old North South Stock Route. <u>Comment on status:</u> Pending funding.	Shire of Gingin	To be determined	To be determined	Planning	<b>Lancelin, Gravity Discovery Centre</b>
<b>Visitor facilities in National Parks</b>	Continue implementation of programs to upgrade visitor facilities and amenities in national parks, including redevelopment of tourist facilities in the region's five newly established national parks.	DEC	N/A	Ongoing	Development and Planning	<b>Flora/fauna/eco tourism experience</b>

## 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 - Experience Perth 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.

Steve Wiencke	Armadale Redevelopment Authority
Pam McMinn	Avon Business Enterprise Centre
Wendy Williams	Avon Tourism Association
Norm Skogland	Central Coast Districts Business Enterprise Centre
Pippa Williams	Chittering Visitor Centre
David Duncanson	City of Fremantle
Paul White	City of Gosnells
William Barry	City of Joondalup
Sarah Stark	City of Perth
Kevin Dorotich	City of Rockingham
Cliff Frewing	City of South Perth
Samantha Seymour-Eyles	City of Swan
Lindsay Delahaunty	City of Stirling
John Royle	City of Wanneroo
Geoff David	City Stay Apartments Hotel
Martin Richardson	Department for Planning and Infrastructure
Rod Quartermaine & Stephen Slavin	Department of Environment and Conservation
Zanda Cameron	East Perth Redevelopment Authority
Mick McCarthy	Eastern Metropolitan Regional Council
Noeleen Pearson	Experience Perth
Alan Trevaskis	Forest Heritage Centre
John Longley	Fremantle Chamber of Commerce and Chairman of the Experience Perth Regional Tourism Organisation
Marion McFadden	Gingin Tourism Association

Rod Ross	Heritage Country Tourism Association
Trevor Pond	Lancelin Lodge
Andy Rowlands	Main Roads WA
Ray Seman	Main Roads WA
Craig Green	Mandurah Holiday Village
Emily Nayar	Mandurah Visitor Centre
Kieren Kinsella	Midland Redevelopment Authority
Jenny Waddell	New Norcia Museum & Art Gallery
Greg Woolley	Peel Development Commission
Marilyn Horgan	Perth ACC
Christine McLean	Perth Convention Bureau
Carol Camplin	Pinjarra Visitor Centre
Ray Bird	RBA Consulting
Mat Humfrey	Shire of Chittering
David Vaughan	Shire of Kalamunda
Jennifer Rupp & Kevin Bentley	Shire of Mundaring
John Price & Joanne Abbiss	Shire of Serpentine-Jarrahdale
John Seman	Skydive Express
Andrew Slomp	Sorrento Beach Resort
Scott Fleming	Swan Valley & Eastern Region Visitor Centre
Heather Rose	The Williams Woolshed
Sally Hollis	Tourism Council Western Australia
Lesleigh Clarke, Robin Inkpen & Lance Hardy	Tourism Western Australia
Neil Hartley	Town of Kwinana
Andrew Prior	Wheatbelt Development Commission

## Appendix 2 – Tourism Western Australia Regional Managers Contact Details

### **Perth Regional Manager**

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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

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<sup>1</sup> Experience Perth Region Tourism Perspective 2003, Tourism Western Australia, December 2003

<sup>2</sup> Experience Perth Product and Infrastructure Gaps 2004, Tourism Western Australia, May 2004