The purpose of THIS STRATEGY is to strengthen Western Australia’s position as an internationally-recognised destination where you can savour gourmet produce, fresh seafood, premium wines and boutique beverages (e.g. craft beers, cider and spirits).

Western Australia is a gourmet traveller destination because the State has exceptional produce, and its natural beauty and culture provides the perfect setting for an all-encompassing, extraordinary tourism experience.

This strategy provides a cohesive framework to align the State’s tourism, wine, agricultural and fishing industries, enabling Western Australia to deliver on visitors’ demands to taste authentic local produce in spectacular surroundings.

The Margaret River Gourmet Escape, the State’s flagship food and wine event that showcases Western Australia as a world-class culinary destination, already demonstrates the success of a coordinated approach.
“Western Australia has such a diverse range of experiences and culinary tourism is one of the many great ways of exploring the unique character of the State’s extraordinary regional destinations.”

STEPHANIE BUCKLAND  
Chief Executive Officer  
Tourism Western Australia

“WA’s food and wine tourism should be based on its ‘hard to replicate’ Western Australian experiences, mostly determined by our local environment and locations.”

ROB DELANE  
Director General  
Department of Agriculture and Food
We are pleased to present Taste 2020: A strategy for food and wine tourism in Western Australia for the next five years and beyond.

Culinary tourism is one of the fastest growing sectors of the tourism industry.

With our well-established hospitality, viticulture, agriculture and fishing industries, Western Australia has the potential to be one of the world’s foremost culinary tourism destinations.

Taste 2020 provides the blueprint for Western Australia to cement its reputation as an extraordinary destination to experience delicious gourmet produce, succulent fresh seafood, premium wines and boutique beverages such as craft beer and cider.

Extensive market research and a significant amount of consultation were undertaken to develop this strategy, with consultation sessions in late 2013 stretching from Perth to Kalgoorlie, north to Kununurra and south to Albany.

Determining the fundamentals of this strategy took a tremendous State-wide effort, but the hard work doesn’t stop with the production of this document.

For Taste 2020 to be a success, it will require the continued backing of a range of non-tourism industry sectors and regulatory bodies.

With this ongoing support, the strategy will play a major role in helping increase tourism spend in Western Australia to $12 billion by 2020.

On a regional level, culinary tourism will encourage visitors to travel throughout the State, generating direct economic and social benefits for these communities.

The Margaret River Gourmet Escape event has been successful in showcasing WA’s food and wine offerings to the world, and is the flagship event in a rich and diverse calendar of culinary tourism attractions across this vast State.

We look forward to seeing the results of the Taste 2020 Strategy in years to come.
exceptional produce + spectacular scenery = EXPERIENCE extraordinary
Contents

09  The Digested Read
    {EXECUTIVE SUMMARY}

11  The Ingredients
    {BACKGROUND}
    Introduction - 11
    Historical Overview - 13
    Food and Wine Tourism Market - 15
    Consumer Insights - 21

22  The Recipe
    {STRATEGIC THEMES}
    Appropriate Regulatory Settings - 23
    Improving Standards and Quality - 26
    Developing New Tourism Experiences - 30
    Festivals and Events - 34
    Promotion and Marketing - 40
    Strategic Priorities Overview - 47

48  The Regional Flavour
    {REGIONAL OBJECTIVES}

55  The Chefs
    {IMPLEMENTATION}

59  Nutritional Information
    {APPENDIX}

Sampling Plates
    Restaurants - 18
    Aboriginal Experiences - 28
    Wineries - 36
“It’s a mixture of the land, the climate, the passion of the farmers and growers. I love the Abrolhos Island scallops, the White Rocks veal, the WA octopus is amazing and the truffles are world class. It’s hard to choose what bits are my favourite but, for me, it’s Smiths Beach. I think it’s one of the best beaches in Australia.”

GEORGE CALOMBARIS
Celebrity Chef
Western Australia has a strong history and rich heritage in viticulture, agriculture and fishing, so it is well-placed to deliver culinary experiences that grow its tourism appeal nationally and internationally.

In order to capitalise on our culinary offering, Tourism Western Australia has developed Taste 2020: A strategy for food and wine tourism in Western Australia for the next five years and beyond. The strategy provides a framework that will help to better align and develop new initiatives to elevate the State’s tourism, wine, agricultural and fishing industries.

Improving the food and wine tourism offering in the State, providing unique dining experiences, and marketing them in the context of extraordinary and impressive locations, will encourage people to visit WA, stay longer and spend more money.

Consideration of trade and export opportunities as part of the strategy will also offer economic benefits for the State, and an increase in tourism experiences and events add social vibrancy to the Western Australian community. This will create further opportunities for regional investment and support growth in our food, wine, agricultural and fishing industries.

Most importantly, the strategy supports the State Government Strategy for Tourism in Western Australia 2020, and will help to increase the value of tourism in Western Australia to $12 billion by 2020.

In addition, it aligns with Tourism Australia’s food and wine tourism campaign, Restaurant Australia, and with the State’s tourism brand, Experience Extraordinary. It also supports various Royalties for Regions funded initiatives, such as the Seizing the Opportunity Agriculture program that aims to strengthen the production and export capacity of Western Australia’s agricultural and food sector, and the development of Regional Investment Blueprints.

Extensive research undertaken for the strategy verified the importance of food and wine to the overall tourism offering in Western Australia, and confirmed it as one of the fastest growing drivers of tourism worldwide. It was found that almost all tourists want to try regional specialties and authentic local produce, and they want to experience these in spectacular surroundings, such as a beach or by the waterfront. It also found that consumer demands of food and wine experiences can be broken down into the following five categories:

• natural beauty;
• casual dining;
• provenance;
• value for money; and
• accessibility.

By considering these key consumer demands and evaluating the State’s current food and wine tourism offering, a number of strategic priorities are identified that broadly fit under five distinct themes:

• Appropriate regulatory settings;
• Improving standards and quality;
• Creating new tourism experiences;
• Festivals and events; and
• Promotion and marketing.

These priorities ensure that industry is able to deliver the kind of culinary experiences visitors want, while preserving biosecurity and quarantine measures that protect the integrity of the State’s products. Establishing the right environment that supports the creation of new tourism experiences that meet consumer demands, and delivering on training programs and services for industry, will also enable agricultural and Aboriginal businesses to diversify into the culinary tourism market.

New tourism experiences and a strong culinary events calendar provides Tourism Western Australia and Regional Tourism Organisations with significant prospects for marketing the State’s food and wine offering nationally and internationally. It also creates an opportunity for economic growth and diversification across Western Australia that enhances the tourism brand while also supporting regional and local economies.

This is important because many visitors to Western Australia already show a strong interest in the State’s culinary tourism experiences, especially the diversity and quality available in the South West region. While State marketing initiatives should capitalise on the strong recognition of this region, all areas of Western Australia show potential for development in this sector. Accordingly, the State-wide strategic priorities are supported by a series of regional objectives which have been identified for each Regional Development Commission area, highlighting key experiences, events and produce. This will help to align regional and State-wide marketing initiatives and, most importantly, identify areas for future development and diversification of food and wine tourism.

As food and wine tourism cuts across a broad range of industry sectors and government agencies, a partnership approach to implement Taste 2020 will be required to ensure its success. All stakeholders must work together to deliver the strategic priorities and regional objectives so that Western Australia can enhance its culinary experiences.
food and wine + world-class beauty

KEY FACTORS when it comes to holiday decision making
INTRODUCTION

Tasting food and wine has always been a part of the tourism experience and recent research suggests that it is one of the fastest growing drivers of tourism worldwide.

In 2012, Tourism Australia conducted a Consumer Demand Research Project in 15 of Australia’s key tourism markets, which identified that food and wine is a key factor in holiday decision making and the next most important emotive trigger after world-class natural beauty.

In the same year, the United Nations World Tourism Organisation (UNWTO) published its Global Report on Food Tourism, which identified that food tourism is rapidly becoming a central part of the overall tourism experience. In this report, the term ‘food tourism’ can be used interchangeably with a number of other terms which refer to tourism that is focused around the food, wine and other beverages produced by a particular region. These include: food and wine tourism, culinary tourism, gourmet tourism, tasting tourism and gastronomic tourism.

The UNWTO report uses the definition put forward by C.M Hall and L Sharples (2003):¹

Food tourism is an experiential trip to a gastronomic region, for recreational or entertainment purposes, which includes visits to primary and secondary producers of food, gastronomic festivals, food fairs, events, farmer’s markets, cooking shows and demonstrations, tastings of quality food products or any tourism activity related to food.²

For the purpose of this strategy, food and wine tourism – or culinary tourism – is loosely defined as any experience that provides the visitor with an opportunity to sample the destination’s food, wine and other beverages, local cuisine and produce.

Whether a broad or narrow definition is taken, it is certain that food and wine tourism as a visitor experience is growing, and the benefits of it are made clear in the Organisation for Economic Co-operation and Development report, Food and the Tourism Experience, which identified that food tourism accounts for at least 30 per cent of visitor expenditure.

An additional benefit of food tourism is the direct economic and social benefit it delivers to regional communities by increasing spend at businesses that are often locally owned. Food tourism encourages regional dispersal and encourages visitors to stop, spend more and stay longer. By becoming part of a culinary trail regional areas that have extensive farming and crop production but few natural attractions can participate in, and benefit from, food tourism.

Food and wine tourism therefore aligns with the State Government Strategy for Tourism in Western Australia 2020. It will assist with meeting the State’s objective of increasing the value of tourism in Western Australia to $12 billion in 2020. The broad appeal of culinary tourism for all visitors ensures that it is applicable to every one of the seven key strategic pillars identified in the State tourism strategy: Brand, Infrastructure, Business Travel, Asian Markets, Events, Regional Travel and Indigenous Tourism.

The purpose of this strategy is to enhance the positioning of Western Australia as an extraordinary destination to experience gourmet produce, fresh seafood, premium wines and boutique beverages (e.g. craft beers, cider and spirits). It will also provide a cohesive framework that will help to align and develop new initiatives to elevate the State’s tourism, wine, agricultural and fishing industries.

Food and wine tourism requires the support of a broad range of non-tourism industry sectors and regulatory bodies. A holistic policy approach is therefore needed to ensure all sectors are working together to support the broader aims and objectives and regulators can play their part.


1. The State Government Strategy for Tourism in Western Australia 2020 identifies a key goal for Tourism WA, other government agencies (State and Local) and the broader tourism industry to double the value of tourism in Western Australia by 2020.
Western Australia has internationally recognised, **HIGH-QUALITY PRODUCE**
The Ingredients {BACKGROUND}

HISTORICAL OVERVIEW

Western Australia has a rich heritage in agriculture and fishing, and is well-placed to deliver on food and wine tourism experiences through its production of a diverse range of high-quality edible products.

Traditionally, food and wine tourism strategies in Western Australia have focused on wine, which has a strong cultural significance for the State as vines were first planted in Western Australia in the Swan District in 1829 – the same year that Perth was founded by Captain James Stirling as the administrative centre of the Swan River Colony. While Western Australia currently produces less than 5 per cent of the total wine crush in Australia, the State accounts for approximately 20 per cent of the ultra-premium segment of Australian wine sales.

This emphasis on quality is reflected in all other areas of agricultural production. Western Australia is one of the most pest and disease-free agricultural production areas in the world. Strict quarantine requirements and stringent standards in production systems ensure that this safety and quality is maintained for the benefit of local producers and consumers.

Western Australia’s vast geographic span provides diverse soils and climates that are suited to a variety of agricultural production. In the Ord River Irrigation Area in the north there are mangoes and other tropical crops, on the coastal sands near Perth market gardens produce vegetables, and from Perth into the south west fruit crops are made into outstanding wines and cider.

Along the State’s 12,500km coastline there are also a great number of commercial fisheries, which include rock lobster, pearling, prawns, scallops, abalone, oysters and finfish (e.g. barramundi).

Western Australia is a major world supplier of lobsters and prawns, and – with a decline in fish stocks in other parts of the world – the steadily growing aquaculture industry is successfully providing high-value products to specialist markets.

Importantly, the high-quality of the products in each of these industries is internationally recognised, creating strong interstate and international export demand. Western Australia exports up to 80 per cent of its agricultural production.

The food and wine product aligns with the State’s tourism brand promise: Experience Extraordinary, and any culinary strategy for Western Australia must take into account the extraordinary diversity of quality food and wine on offer. This brand is built on the insight that it takes time, money and effort to visit Western Australia, but the investment is worth it because the visitor will be rewarded with an enriching and life-changing experience. As such there is a need for this Strategy to incorporate all of the strengths of the food and wine offer within the overall tourism experience.

Western Australia STRATEGY TIMELINE

1999

WA WINE TOURISM

Primarily focused on wine and wine regions.

2001

WA WINE AND FOOD TOURISM

Acknowledgement of the links between food and wine and introduction of lifestyle component.

2000 to 2014

Increased focus on food and wine festivals and events.

2015

TASTE WESTERN AUSTRALIA

Food and wine considered central to regional identity and culture, and promotion of tourism destinations.
ALMOST EVERYBODY WANTS to be able to eat or drink regional specialties and authentic local produce, and they want to experience this in spectacular surroundings, such as a beach or by the waterfront.
FOOD AND WINE TOURISM MARKET

Recent consumer research shows that four out of five people who had visited Western Australia said that they were interested in culinary tourism experiences beyond the basic necessities of eating and drinking.

Of these people who are interested in culinary tourism experiences, approximately one in 10 can be classified as dedicated food and wine tourists. Sometimes referred to as ‘gourmet travellers’, these are visitors who would say that the types of culinary tourism experiences offered by a destination is an important factor in, or the main reason for, their decision to visit. The gourmet traveller is therefore an important market, accounting for almost 400,000 visitors to Western Australia each year.

Gourmet travellers tend to be younger couples, between 18-34 years old, who are yet to have a family, and over 55s whose children have left home. For these segments, interaction and education is very important. They desire memorable experiences that increase their understanding of how to cook and prepare food, knowledge of how to appreciate good wine, and experiences that help them learn more about the history and culture of the place where the food and wine is produced.

The Strategy needs to acknowledge the much larger group of visitors to Western Australia who show a general interest in culinary tourism, or who might be considered accidental food and wine tourists – that is, they do not deliberately seek out culinary tourism experiences, but they enjoy them if they happen upon them. These visitors tend to be families with young children, or singles. They are not particularly interested in fine dining, cooking classes, and food and wine specific tours and trails. Instead of engaging with the heritage of the culinary culture, they experience it more incidentally at events, attractions, or as part of an overall tour. Their primary way of experiencing food and wine will be at restaurants and cafés.

While gourmet travellers might engage with more niche culinary experiences, research has shown that no matter where the visitor comes from (intrastate, interstate, or international) and no matter what their level of interest in food and wine tourism (dedicated, interested or accidental), there are some culinary tourism experiences which have universal appeal. Almost everybody wants to be able to eat or drink regional specialities and authentic local produce, and they want to experience this in spectacular surroundings, such as a beach or by the waterfront.

<table>
<thead>
<tr>
<th></th>
<th>ACCIDENTAL</th>
<th>INTERESTED</th>
<th>DEDICATED</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>UK visitors</strong></td>
<td>58%</td>
<td>35%</td>
<td>7%</td>
</tr>
<tr>
<td><strong>Singaporean visitors</strong></td>
<td>49%</td>
<td>31%</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Interstate visitors</strong></td>
<td>62%</td>
<td>28%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Level of interest in culinary tourism experiences from Western Australia’s key visitor markets.
Visitor interest in different types of culinary tourism experiences

Research identified distinct groups of travellers seeking different types of culinary tourism experiences along the following lines:

<table>
<thead>
<tr>
<th>Not Really Interested</th>
<th>Interested in Food &amp; Wine Experiences</th>
<th>Interested in Local Produce &amp; Surrounding</th>
<th>Interested in Experiences</th>
<th>Interested in Everything</th>
</tr>
</thead>
<tbody>
<tr>
<td>23%</td>
<td>10%</td>
<td>39%</td>
<td>6%</td>
<td>23%</td>
</tr>
</tbody>
</table>

When respondents were provided a list of culinary activities and asked to score them in terms of their level of interest, few high scores were given:

- **Interested in Food & Wine Experiences**
  - Many or majority of high scores given for: Heritage of food and wine culture, Fine dining restaurants, Wineries, Food/wine tours, Food/wine trails, Events/festivals, Breweries etc.

- **Interested in Local Produce & Surrounding**
  - Many or majority of high scores given for: Authentic local produce, Street food, Local & farmers markets, Regional specialities, Eating/drinking in spectacular surroundings, Places to eat/drink on beach/waterfront

- **Interested in Experiences**
  - Many or majority of high scores given for: Hands-on experiences, Cooking courses, Locally caught seafood, Indigenous food experiences

- **Interested in Everything**
  - No one group of culinary experiences accounts for more than 50% of high scores
WESTERN AUSTRALIA’S CULINARY OFFERING

In developing this strategy, Tourism WA undertook extensive consultation to ascertain the strengths, weaknesses, opportunities and threats for the industry and the key business areas where efforts of Government and industry should be focused in order to realise the potential of food and wine tourism for the State.

The findings from the consultations are summarised as follows:

<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Relaxed lifestyle</td>
<td>• Quality of service is inconsistent</td>
</tr>
<tr>
<td>• Safe</td>
<td>• Cost; perceptions of value for money compared to other destinations</td>
</tr>
<tr>
<td>• Fresh, quality product</td>
<td>• Blurred lines between tourism and food production; farmers don’t see themselves as being in tourism</td>
</tr>
<tr>
<td>• Diverse product</td>
<td>• Operators have a lack of awareness about what customers are looking for</td>
</tr>
<tr>
<td>• Clean air and water</td>
<td>• Remoteness and large distances between population centres; lack of critical mass in some places</td>
</tr>
<tr>
<td>• Protected from disease</td>
<td>• Availability of skilled labour and associated costs; inconsistent customer experience</td>
</tr>
<tr>
<td>• Environment and place – impressive settings for dining experiences</td>
<td></td>
</tr>
<tr>
<td>• Authenticity</td>
<td></td>
</tr>
<tr>
<td>• Seafood</td>
<td></td>
</tr>
<tr>
<td>• Premium wine</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Increase diversity of offering; encourage innovation and exploration</td>
<td>• Legislation that impedes a relaxing and authentic culinary experience</td>
</tr>
<tr>
<td>• Increased marketing focus and promotion of open spaces, purity, authenticity and integrity</td>
<td>• Lack of agreed industry framework to guide strategic actions</td>
</tr>
<tr>
<td>• Strong growth of Asian markets</td>
<td>• Negative perceptions of the State – e.g. mining at odds with ‘clean and fresh’ image</td>
</tr>
<tr>
<td>• Links and cross-promotion of all food and wine events</td>
<td>• Global competition</td>
</tr>
<tr>
<td>• More indigenous culinary experiences</td>
<td></td>
</tr>
<tr>
<td>• Culinary trails</td>
<td></td>
</tr>
<tr>
<td>• Map identifying ‘hero’ products/experiences in each tourism region</td>
<td></td>
</tr>
</tbody>
</table>
For many visitors, restaurants are the first point of contact.
Restaurants

Going to a restaurant may not be the most unique way of engaging with the food and wine heritage of a destination, but for many visitors it will be the first point of contact with the cuisine of a particular region.

Restaurants should not be undervalued as a tool for showcasing local produce, and as a worthwhile experience in itself.

This does not necessarily mean that the restaurant should be themed, offer a signature dish, or provide visitors with the option of buying gifts and merchandise. Visitor satisfaction research has shown that top priorities are that the restaurant provides very good service, has a good range of dishes, and has a good atmosphere.

| Most tourists want a restaurant that | • Makes use of locally-sourced, fresh ingredients
• Is in beautiful or spectacular surroundings
• Provides very good service
• Has a good range of dishes
• Has a good atmosphere/ambiance |
|------------------------------------|---------------------------------|
| It is considered nice if a restaurant | • Specialises in fresh local seafood
• Offers local dishes not available in many other places |
| Dedicated food and wine tourists want | • A good wine/drinks list
• A signature dish |
The Ingredients {BACKGROUND}

5 Key Consumer DEMANDS of food and wine experiences

- Natural Beauty
- Value for Money
- Accessibility
- Provenance
- Casual Dining

The Ingredients: Natural Beauty, Value for Money, Accessibility, Provenance, Casual Dining

Longtable lunch setting, Margaret River Gourmet Escape
CONSUMER INSIGHTS

Recent research projects undertaken by Tourism WA and others across domestic and international markets, indicate that consumers have five key demands of food and wine experiences.

Natural Beauty
Domestic travellers consider the opportunity to see unique and extraordinary sights as the most important factor when choosing a location for their next holiday. ‘World class beauty and natural environments’ is also in the top five most important factors when selecting a holiday destination for international visitors (along with good food, wine, local cuisine and produce). Both international and domestic visitors agree that Western Australia offers the opportunity to experience food or wine in spectacular surroundings, finding the most appealing way to experience the State’s restaurants and produce is to dine overlooking the beach or coastline. Consuming fresh seafood on these occasions is particularly desirable.

Value for Money
‘A destination that offers value for money’ was rated as the second most important factor when choosing a holiday destination by potential visitors. When considering taking a trip in Australia centred on food and wine, the impression that Australia is poor value for money was identified as the most significant barrier. Across all regions in Western Australia, ‘value for money’ and ‘quality of culinary experiences’ were the attributes most likely to be put forward for improvement. It is important to note that this does not mean that visitors are necessarily after cheaper experiences. If the visitor is rewarded with an enriching or life changing experience, and expectations have been met or exceeded, then a high level of investment will be perceived to be worth it.

Casual Dining
Many visitors on holiday prefer experiences that are informal and laid back. Potential international visitors to Australia are most encouraged by casual experiences in uniquely Australian locations, and feel that food and wine experiences should embrace their locality by incorporating the atmosphere of the surrounding area. Western Australia’s food and wine tourism industry identifies one of the State’s key strengths as its ability to deliver on a relaxed lifestyle and impressive settings for casual dining.

Provenance
International visitors find ‘fresh, local produce grown or raised in pristine natural environments’ the most appealing element of a food and wine experience. Compared with other culinary experiences, domestic visitors are most interested in trying regional specialties and authentic regional produce. There is a strong desire for experiences that offer something unique, true to Australia’s heritage and culture, and supportive of local producers/growers. People who visit Western Australia find it a great place to find high-quality, locally-made produce, and think it is a key strength of the State’s culinary tourism offering.

Accessibility
Despite strong interest in bush tucker and food and wine trails, research found that visitors had little knowledge of where it was possible to have these experiences. The food and wine tourism industry within the State also identified that a key opportunity for Western Australia is the introduction of more culinary trails. When deciding what to do on a holiday, visitors like to be provided with suggested itineraries as a guide, and the opportunity to pick and choose preferred activities from these suggestions. People considering a holiday in Western Australia also rate the ability to explore by car as an important factor when choosing their destination.
From an analysis of Western Australia’s current offering, against consumer demands, five strategic themes have been identified. Each strategic theme must be considered when developing the priorities of the State culinary strategy.
All visitors, from the dedicated food and wine tourist to those who simply appreciate a good meal between seeing the sights, indicate that a key priority for them is that they are given the opportunity to sample and purchase authentic local produce.

Local produce can be locally caught seafood, regional specialties (such as Manjimup black truffles), or locally made cheese and wine. There is also a desire to have casual dining experiences – which involve eating and drinking in a relaxing outdoor environment, such as on the beach or by the waterfront. Any regulations that impede consumers from partaking in these activities will limit the scope of culinary experiences that food and wine tourism businesses can make available to visitors.

Creating the Right Regulatory Environment

While red-tape reduction initiatives can limit the regulatory burden for tourism operators and reviews on legislation are necessary, what is more important is that when regulations are established they are communicated to key stakeholders effectively and that business systems are put into place so that they can be managed properly. It is about creating the right regulatory environment for industry to prosper while managing risks.

In the Perth metropolitan area, in particular, part of the vibrancy and excitement around the culinary environment is that it is constantly changing (for example, there has been a recent surge in the small bar scene). There is also a growing interest in pop up shops, restaurants and bars, which provide opportunities to engage with new culinary trends. The requirements and timeframes involved in liquor licensing and planning applications needs to be appropriately communicated to the owners so they are able to incorporate them into their plans.

Information relating to application processes is available to applicants on the Department of Racing, Gaming and Liquor’s website - www.rgl.wa.gov.au - and officers from the department are able to provide assistance to individuals or groups either through education seminars, which are offered on a regular basis, or via one on one meetings.

It should be noted that in some regional towns liquor restrictions are in place as a response to socio-economic issues, and must be observed by residents and visitors alike.

Liquor Control Act Review

Western Australia’s liquor laws are defined in the Liquor Control Act 1988, which regulates the sale, supply and consumption of liquor, the use of premises on which liquor is sold, and the services and facilities provided in conjunction with the sale of liquor.

This legislation offers flexibility in regards to where and when liquor can be supplied and consumed in accordance with the ever-changing demands of a modern and diverse community, and the requirements of the tourism industry, consistent with the principles of harm-minimisation.

In 2013 an independent committee was appointed to review the Act and submissions were provided by key stakeholders. The Government response to the review recommendations was delivered on 18 November 2014. The response has a number of positive outcomes for food and wine tourism, which are to be implemented as part of proposed changes to the legislation including:

- support for changes to the Act to enable producers to meet the requirements of consumers on site including:
  - authorising beer producers to sell liquor for consumption on part of a licensed premises approved for the purpose by the Director between the hours of 10am and 10pm
  - allowing wine producers to establish a collective cellar door retail outlet with the same wine region as their production facilities
  - allowing producers to sell liquor other than their own, if sold ancillary to a meal in a designated dining area, which forms part of their licensed premises or an area the subject of an extended trading permit or for the purpose of comparative tastings
- removing the requirement for liquor to be supplied ancillary to a meal supplied by the licensee (Monday to Saturday between the hours of 6.00am – 12.00 midnight and Sunday from 10.00am to 10.00pm) for restaurants up to 120 patrons
- enabling movement of patrons crossing footpaths to alfresco areas and between cellar doors and restaurant areas with separate licences
- increase in Sunday trading hours from 10pm to 12pm midnight for hotel, tavern, and small bar licences
- introducing a new class of licence for small bars.
APPROPRIATE REGULATORY SETTINGS (continued)

Facilitate Access to Fresh, Local Produce

There are many cases in Western Australia where the visitor’s demand for local produce is not being met, and where products are shipped to Perth to a central processing area before travelling back to the region from where it was sourced. In these instances, the food producer and the restaurant have the convenience of dealing with one supplier, but the length of the supply chain can make the produce more expensive and ultimately less fresh for the consumer. In addition, by using this distribution model, much of the high-grade produce may be exported. While exporting high-grade products is an effective marketing tool, it should not be done to the extent that there is too little left for the region which produced it to be able to meet the demand from visitors.

The objective should be to shorten the supply chain and bring the consumer as close as possible. Farmers markets and seafood hubs, for example, bring producers into direct contact with the consumer, and are popular activities with visitors and locals alike. Regional processing and production facilities may be required in some cases, which will necessitate long term planning and investment.

There has been a recent success in this area after the Department of Fisheries undertook a review of the management arrangements and licensing framework for the aquatic tour industry in Western Australia.

As a result of the review, the State Government introduced new measures to simplify and deregulate some management arrangements for the charter industry. People will no longer require a licence to conduct land-based fisheries tour activities. This increases the opportunity for visitors to catch their own seafood as part of organised tours, such as mud crabs in the north of the State.

Management plans prepared by the Department of Parks and Wildlife for the State’s marine parks and reserves facilitate access for recreational and commercial fishing in identified zones.

These parks and reserves correspond to some of the State’s premier tourism destinations and maintaining fishing opportunities while protecting conservation values is an integral element of these management plans.

Maintain Bio-security

There is a need to maintain bio-security and quarantine regulations that protect the integrity of the Western Australian product.

What makes Western Australian produce so sought after is the high standards that the State sets on its processes to ensure all consumables are safe and pest-free. This also contributes to the State’s success in the export market, particularly in Asia.

Provide a Brand Framework

Food labelling is an appropriate method for educating consumers of the necessity for bio-security that also serves as a marketing tool, highlighting where the produce is sourced. On a State-wide level, Buy West Eat Best is a food labelling program managed by the Department of Agriculture and Food. It provides Western Australian consumers and the local food industry with a food-specific brand to clearly identify Western Australian grown, farmed, fished and produced food products. More than 100 food producers, manufacturers, retailers and restaurants support the Buy West Eat Best Program.

This kind of recognition can also be provided by international regulators. The Western Australian fishing industry has recently embraced the Marine Stewardship Council as the world’s leading certification and eco labelling program for sustainable seafood. The West Coast Rock Lobster between Shark Bay and Cape Leeuwin is the first fishery in the world to be certified as sustainable for a third time.

At a more local level, identifying the provenance of food on menus can assist in establishing an understanding of where food comes from, as well as assisting in building local food brands. If a restaurant in Perth, for example, clearly identifies where the primary ingredients in its recipes are sourced (e.g. Margaret River marron, Albany oysters, Manjimup black truffles, Exmouth prawns), it can promote regional dispersal. This practice of identifying where the product has come from has been utilised successfully by wineries for many years, and can be applied to other products.

These brand ideas could be better integrated through communications around provenance and quality.

The Food Act

The Food Act 2008 (and associated regulations) is the principal piece of legislation regulating the production and sale of food in Western Australia. This legislation provides food safety regulation over the entire food supply chain – from paddock to plate.

Previously Western Australia had a number of different pieces of legislation that related to various aspects of food safety. The Food Act 2008 replaced them, making it clearer and simpler for food businesses to understand what is required when it comes to food safety.

Local governments are responsible for administering the Food Act and are the enforcement agencies for the majority of food businesses within their districts.

There are no specific regulations limiting tour operators from offering catch and cook experiences, or incorporating a food and wine element to their tourism offering. However, local businesses should liaise with their local government to confirm their responsibilities and to find out whether or not they are required to register themselves as a food business.
Strategic Priority: Appropriate Regulatory Settings

{ INITIATIVES }

• Create the right regulatory environment for the food and wine tourism industry, including appropriate business systems and stakeholder communication.

• Facilitate visitor access to fresh, local produce and ability to consume it in nature-based locations.

• Maintain biosecurity and quarantine measures that protect the environment and Western Australia’s product.

• Explore ways of branding food with a focus on provenance and food quality.
IMPROVING STANDARDS AND QUALITY

Visitors’ overall satisfaction with their Western Australian culinary experiences has been high, with 70 per cent indicating they were ‘very’ or ‘quite’ satisfied with experiences during their stay. The top priorities for improvement were value for money and the overall quality of the offering.

These two priorities are linked and, in line with the State’s Experience Extraordinary branding, the focus should be on providing a quality product that justifies the expense, rather than reducing the cost.

Develop Service Capability

Complaints about customer service will always be inevitable in the food and wine industry, but there is a strongly held opinion that customer service in Western Australia does not meet the high standards of other major tourism destinations. This may be symptomatic of an ongoing need to build on the existing skills base in wine and food tourism and provide educational and training opportunities throughout the State.

It should be acknowledged that Western Australia is working in a difficult environment as there are high costs of doing business, particularly labour costs. However, there are a number of Western Australian agencies and voluntary programs that help business owners to improve standards and quality in this area, including:

Department of Training and Workforce Development

The Department of Training and Workforce Development, in addition to its vital training role, now has a much broader responsibility which includes a focus on workforce development. Workforce development aims to build, attract and retain a skilled workforce to meet the economic needs of Western Australia, to minimise skill shortages and maximise the State’s ability to respond to new opportunities.

The Department, through FutureNow, works in partnership with Government, the community, industry leaders, registered training organisations and unions to enhance workforce competitiveness and productivity of the creative and leisure industries (including tourism and hospitality) by ensuring businesses and people have the right skills, in the right place at the right time.

An example of this in practice is its Hospitality Ambassador Program, which brings young, qualified, successful chefs from the kitchens of some of Perth’s best restaurants into classrooms across the State. By sharing career highlights and demonstrating their skills acquired through training, they inspire secondary school students to take up careers in hospitality.

Australian Hotels Association WA

The Service with a Smile Customer Service Online Training is free and covers the fundamental principles of delivering excellent customer service. It also serves as a marketing tool to recognise and promote existing customer service training and initiatives that have already been implemented at businesses, and for that work to be recognised in an industry-wide program.

Australian Hotels Association WA also provides responsible service of alcohol training, which is mandatory for all staff involved in the sale, service or supply of liquor.

Restaurant and Catering WA

Members benefit from many services, including support, industry news and information, education and training, accreditation and awards programs, networking opportunities, workplace relations advice, and marketing and promotion.

Tourism Council Western Australia

Administers the Tourism Advantage range of programs and services which assist businesses to continuously improve their tourism marketing, customer service and product quality. It provides a pathway for agri-businesses, food experiences and established tourism operators to diversify into the food tourism market. This starts with the Tourism BOOST program – which offers advice on understanding the tourism industry; pricing tools, checklists and templates; and marketing tips and tricks to ensure business success.

As part of Tourism Advantage, Tourism Council WA manages a number of accreditation programs, including the Australian Tourism Accreditation Program and China Ready Accreditation which develops businesses to meet industry standards for tourism quality. It also delivers the Customer Service Way, which enables tourism operators to drive business and revenue through improved customer service and sales techniques.

It is important that these services continue to be available, and are operators encouraged to participate in them.

Awards

Awards are a useful tool for promoting standards and quality in the sector, and provide something for tourism businesses to aspire to. In recognition of this, in 2013 Tourism WA sponsored a new category in the Perth Airport WA Tourism Awards – Excellence in Food Tourism. This new category was open to food producers, providores, tour operators, cooking schools, food attractions, farm gate experiences, farmers markets, trails and other food tourism experiences featuring local WA produce as the main component.

The Australian Hotels Association WA and Restaurant and Catering WA should also continue to run awards which promote excellence in their areas of the hospitality industry.

Role of Accreditation

The State Government has made a considerable financial investment to encourage all Western Australian tourism operators to become accredited through the Australian Tourism Accreditation Program, administered by Tourism Council Western Australia. Accredited tourism businesses are recognised as being professional, ethical and reliable, delivering high quality tourism experiences.

There are already ‘modules’ as part of this program which acknowledge organisations in specialised areas of tourism. For example, the EcoPlus accreditation recognises a business’ commitment to environmental management, and an Eco-Marine standard is currently under development for marine tourism operators (such as charter fishing companies).

A Cellar Door module has already been developed by the Tourism Council in South Australia and Victoria. A new module could be developed for Western Australia based on this, but which also establishes quality standards for food tourism and includes authentic Western Australian produce and culture.
Strategic Priority: Improving Industry Standards and Quality

{ INITIATIVES }

• Deliver hospitality workforce development programs and educational/school programs (such as the Hospitality Ambassador Program) to improve the overall quality of service, emphasising the importance of value for money to customers.

• Encourage uptake of tourism accreditation and develop a new module focused on food and wine tourism.
Aboriginal Experiences
SAMPLING PLATE
Outback dining in the Kimberley
Aboriginal tourism is one of the seven key pillars of the State tourism strategy, and the Aboriginal Tourism Strategy for Western Australia 2011-2015 makes it clear that ‘it is important that Aboriginal experiences are woven into the development and promotion of the State to ensure it becomes an integral part of what makes Western Australia special’. Food and wine tourism should be no exception.

Aboriginal tours can effectively cater for a ‘new’ trend in the culinary world. Many Aboriginal tours provide visitors with the opportunity to forage for bush tucker— or at least identify food that is edible— and place this in the context of a broader cultural experience. These activities will be of particular interest to the ‘gourmet traveller’.

Western Australia has an environment conducive to achieving this, and the Western Australian Indigenous Tourism Operators Council (WAITOC) has identified product development as a major focus in the coming years. This is excellent news for food and wine tourists, particularly those looking for a more special or unique experience.

WAITOC’s ‘Gourmet Experiences in WA’ is an example of how new experiences can be created which match Aboriginal culture with culinary tourism. Highlighting unique food, drink and cultural experiences in Western Australia, this campaign—which features 10 Aboriginal tourism operators—showcases these complementary aspects of tourism and the variety of opportunities available throughout the State. Significantly, it demonstrates how tourism value can be added to an event or natural setting by enabling an exchange of culture and combining a broader experience or tour with a culinary activity.
**DEVELOPING NEW TOURISM EXPERIENCES**

**Critical mass is essential to any culinary destination’s tourism offering. It is the customer’s prerogative to want a variety of experiences to choose from within a limited distance from where they are staying.**

A broad range of options encourages competition and results in lower costs. However, a State that is more than ten times larger than the United Kingdom, but has only four per cent of the population spread across its entire area, is bound to have some critical mass issues.

Currently, Perth and the South West are the only regions in Western Australia that have a broad enough range of products to satisfy customer requirements. There are fewer culinary experiences available in the Golden Outback and the Coral Coast, and even though visitor expectation research has shown that food and wine experiences are less important to them when they go to these regions, they still demand a reasonable choice of options when they reach a major population centre.

The way to resolve the issue of critical mass is to create new tourism experiences. While the tourism, food and wine industries will identify gaps in the market and seek to fill them, the State Government has a role to play in creating the right regulatory environment to allow new products to develop quickly enough for consumer demand (as discussed in the Appropriate Regulatory Settings section).

**Agribusiness Development**

Another way to facilitate the development of new experiences is to approach food producers and agribusinesses that often do not see themselves in tourism and educate them on how to access tourism distribution channels. If these producers are in a position to offer a tourism element (such as a farm gate purchasing opportunity, or a tour of operations) on top of their core production activities, there is an opportunity to increase critical mass in certain regions, and link the regions by increasing the number of attractions along routes which might otherwise have little else to offer tourists.

Consultations undertaken to develop this strategy highlighted that Western Australian farmers and fishing businesses are looking to diversify, but that they require help with developing, delivering and distributing experiences for the tourism market. Agribusiness diversification programs, with specific tourism modules, would assist in turning some of the State’s many edible commodities into worthwhile tourism experiences, adding value in the process.

**Culinary Trails**

A key component when establishing any new tourism business is making it easy to find and access, which makes culinary trails a key element of a successful food tourism offering.

Creating culinary trails that link together disparate food and wine offerings provide the ability to showcase a region and encourage greater dispersal. They can involve signage led tours, or virtual tours that rely more on smart phone applications than on physical signage. The Harvest Highway culinary trail, which covers a large proportion of the South West, has been partially developed for some years. This trail provides an opportunity to link a number of locations across both different local government areas and regional produce and food experiences.

Calls for culinary trails are reflective of a broader change in the way consumers choose to research and book elements of their holiday. While traditional methods of communication (word of mouth, television) are most effective when marketing specific food and wine products, potential visitors to tourism destinations research opportunities by comparing various set itineraries and package deals, and then booking selected individual elements that appeal.

With tourists increasingly doing this research online and on-the-go via apps accessible on a number of handheld devices, connectivity to mobile networks and broadband is required to allow people to choose and navigate themselves to the next point on the food and wine trail.

**Infrastructure**

There is strong evidence that both international and domestic travellers find driving to their food and wine destinations important (rather than going as part of an organised bus tour). This means that infrastructure in the form of sealed roads is a priority, along with appropriate signage. This does not apply in areas such as the Kimberley and the Gibb River Road where four wheel driving or a helicopter ride to a remote destination is part of the experience.

This preference for a self-guided, driving experience also means that culinary trails need to accommodate a broad mix of activities that are not primarily focused on the consumption of alcohol.
### MARKET READY PRODUCTS

Before effective marketing can take place, especially in international markets, accessible and bookable products must exist. A company’s journey to becoming an ‘export ready’ product can be mapped as follows:

<table>
<thead>
<tr>
<th>Stage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Start Up</strong></td>
<td>Not yet available to the general public or through tourism distribution systems.</td>
</tr>
<tr>
<td><strong>Market Ready</strong></td>
<td>Stable tourism business with experiences regularly available and delivered to visitors.</td>
</tr>
<tr>
<td><strong>Accredited</strong></td>
<td>Market ready and meeting industry standards in business operations.</td>
</tr>
<tr>
<td><strong>Export Ready</strong></td>
<td>Well established businesses equipped to welcome both domestic and international visitors with a consistent and high quality experience.</td>
</tr>
</tbody>
</table>
CULINARY TOURISM IN WA is all about developing and promoting extraordinary experiences that showcases the State’s produce

<table>
<thead>
<tr>
<th>Experience</th>
<th>Service</th>
<th>Goods</th>
<th>Ingredient</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meet the winery team to pair wines with food</td>
<td>Wine tastings</td>
<td>Bottled wine</td>
<td>Grapes</td>
</tr>
<tr>
<td>Catch and eat your own as part of Aboriginal tour</td>
<td>Locally-caught seafood as part of a meal</td>
<td>Seafood</td>
<td>Marron/crab/barramundi</td>
</tr>
<tr>
<td>Truffle hunt followed by a meal</td>
<td>Product tastings</td>
<td>Oil, salt, butter</td>
<td>Truffles</td>
</tr>
<tr>
<td>Meet the farmer and tour the grounds</td>
<td>Cider tasting</td>
<td>Cider</td>
<td>Apples</td>
</tr>
<tr>
<td>Pick your own fruit at the orchard</td>
<td>Product tastings</td>
<td>Jams, preserves</td>
<td>Cherries/stonefruit/strawberries</td>
</tr>
<tr>
<td>Pick your own olives</td>
<td>Olive and olive oil tasting</td>
<td>Olive oil</td>
<td>Olives</td>
</tr>
<tr>
<td>Go behind the scenes and learn the process</td>
<td>Buy from the bakery, brewery or distillery</td>
<td>Bread, beer, spirits</td>
<td>Wheat</td>
</tr>
</tbody>
</table>
Strategic Priority: Developing New Tourism Experiences

{ INITIATIVES }

- Implement a pilot program to educate producers about tourism / undertake educational workshops or develop a ‘how to’ guide for farmers interested in diversifying into tourism.
- Develop culinary trails, and associated collateral, to showcase local produce and dining experiences in each region.
- Support and develop Aboriginal cultural experiences with a food and wine element.
- Improve roads, signage and telecommunications infrastructure (mobile/broadband) in areas where food and wine tourism businesses are located.
FESTIVALS AND EVENTS

Visitors have high expectations as to what a food and wine experience should deliver, and social interaction with friends and family is a major part of that experience. They are also looking for entertainment and an all-encompassing experience, often more than just food and wine: for example, theatre, music, dance, and children’s activities. This is where events contribute.

Events are a powerful strategic asset to grow visitation because they provide a definite, time-based reason to visit a particular destination, which helps to break the inertia gap between intention to visit and actual visitation.

Recent research indicates that food and wine festivals are the type of events most likely to encourage travel, providing an even greater incentive than sporting and music events.

Margaret River Gourmet Escape

The State Government, through Tourism WA sponsors and promotes a range of food and wine events in regional Western Australia including the Margaret River Gourmet Escape, Taste Great Southern, Taste of Broome and many other smaller regional and themed events. Since it launched in 2012, the Margaret River Gourmet Escape has quickly become the State’s flagship event and the leading food and wine event in the Asia Pacific region. The event attracts famous chefs and wine critics from around the world, encouraging community vibrancy and delivering significant economic benefits and media exposure.

Trade Engagement

Growing the Margaret River Gourmet Escape to become a leading food and wine event globally would be a significant coup for the State, and position Western Australia as one of the premier food and wine destinations in the world. With this global status there are also great opportunities for engaging industry through trade delegations, or even trade events that run alongside the commercial ones. Tourism WA already maximises the impact of the event in key tourism markets by facilitating media visits, and some trade delegations from Asia have already taken place, but there is potential to increase the trade delegation aspect of this event.

Support Regional Events

Events can be attractive to intrastate, interstate and international visitors as well as local residents; they can activate infrastructure and energise the local community; and they are also an opportunity to reinforce the association of a place with a particular food or drink – such as the Truffle Kerfuffle and Cherry Harmony Festival in Manjimup – or establish a brand emphasising the quality of the produce in a particular region, as is the case with Taste Great Southern.

Over time, food events in the Gascoyne, Great Southern and the Kimberley could be grown to provide similar benefits for those regions, with a comparable increase in media and trade to maximise exposure for the State.

WA’s Signature Dish

WA’s Signature Dish is a competition run by the Department of Agriculture and Food Western Australia, through its Buy West Eat Best program. The department works with regional food councils and Celebrate WA to host regional cook-off events – culminating in a live Grand Finale cook-off as part of WA Day – to highlight the variety of top quality produce available in Western Australia.

As a competition which is open to enthusiastic amateurs (not professional chefs) and supported by a social media campaign, it is an example of an event which raises awareness of the State’s food culture through a significant level of community engagement. Its endorsement by prominent chefs based in Western Australia and culinary personalities generates a strong positive message about the State’s food producers, their stories and regional food experiences.

Calendar of Food and Wine Events

There are also a number of food and wine events, such as Taste of Perth, the Good Food and Wine Show, and UnWined which do not receive State Government sponsorship, but do have the significant benefit of bringing the gourmet food and wine experience to locals and visitors. They provide a forum for showcasing the best of the State’s regions and, because there are generally workshops and interaction at the vendor stalls, there is an opportunity to educate the consumer on the product. This reinforces the real authority of the produce and food offerings of the State and provides an opportunity for local producers to expand their markets.

When considering marketing for food and wine events and festivals, research has shown that visitors who go to one event are likely to go to another (and another), so the effectiveness of cross-promotion can be high. Furthermore, given the seasonal nature of the produce, there is an opportunity to promote a calendar of food and wine events, either as a stand-alone initiative, or in the context of other natural attractions such as wildflower season. This can assist in extending the natural tourism seasons.

There is therefore tourism benefit to encouraging food and wine producers to attend not just local, but interstate and international events as a means of providing a trigger for visitation.
Strategic Priority: Festivals and Events

• Continue to grow the Margaret River Gourmet Escape as a leading food and wine event globally and elevate other priority events.

• Continue to support regional events which promote the unique produce of their region.

• Incorporate events into tourism marketing initiatives and promote a calendar of food and wine events.

• Consider opportunities for trade engagement at events.
WINE REGIONS OF WESTERN AUSTRALIA

supplied by Wines of WA
Wine and wineries have long been a focal point for tourism strategies, as winery experiences can meet the demands of all types of food and wine traveller.

The trend for wine production in Australia is towards making wine that expresses the character of the place it is grown and its terroir. Terroir is a French word that represents a concept which has no direct English translation, but encompasses the characteristics of a specific place – the climate, sunshine, rain, geology and the soil-water relations. This notion of terroir, and everything the term represents, effectively captures all of the elements that a visitor is attempting to get to the heart of when they visit a food and wine destination.

As highlighted in this Strategy, for the gourmet traveller it is not enough to just have a good product. The product needs to be set in the context of a broader, informative experience. Wineries that become popular with gourmet travellers are ones that offer wine tastings and also seek to inform customers through activities like tours and ‘become a winemaker for a day’ experiences.

This is not to say that wineries need to provide all of these options to appeal broadly to the tourism market. Many are able to succeed by providing a picturesque backdrop for casual dining, and by offering a selection of wine at a range of prices.

With simple pizza selections, bean-bag seating, and the option of a pre-movie game of petanque, the outdoor cinema at Cape Mentelle is an excellent example of an activity at a winery that has very broad appeal.
Wineries have potential to be a ONE-STOP-SHOP for desirable tourist activities
This recognition that wineries can become a kind of one-stop-shop for a number of desirable tourist activities is provided by the formation of the Ultimate Winery Experiences of Australia (UWEA). Managed by Tourism Australia, UWEA is a collection of high-end, award-winning wineries that produce wines of exemplary quality and offer visitors food and wine and unforgettable experiences beyond the traditional cellar door.

The membership program has been established with strict criteria to ensure only the highest quality wineries are eligible, with board members assessing submissions to determine suitability. Currently Leeuwin Estate and Voyager Estate are members.

One in 10 overnight visitors to WA visit a winery; this number increases to almost three in five (58 per cent) for Margaret River. The only popular wine region in Australia that competes with this level of winery visitation is the Barossa, with one in two (46 per cent) overnight visitors visiting a winery.

Most tourists want a winery that
- Offers wines at a range of prices
- Is situated in beautiful or spectacular surroundings
- Offers casual dining

It is considered nice if a winery
- Has award-winning wines
- Offers a winery/cellar tour
- Offers the chance to buy gifts/produce
- Has fine-dining or a good quality restaurant

Dedicated food and wine tourists want
- Wine education/appreciation classes

<table>
<thead>
<tr>
<th>Region</th>
<th>Proportion of overnight visitors who visited a winery in Year Ending December 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Margaret River, WA</td>
<td>58%</td>
</tr>
<tr>
<td>Barossa, SA</td>
<td>46%</td>
</tr>
<tr>
<td>Hunter, NSW</td>
<td>12%</td>
</tr>
<tr>
<td>Tasmania</td>
<td>8%</td>
</tr>
</tbody>
</table>
PROMOTION AND MARKETING

Western Australia’s tourism brand, Experience Extraordinary, is built on the insight that it takes time, money and effort to visit but the investment is worth it because you will be rewarded with an extraordinary, enriching and life changing experience.

The State’s unique landscapes and natural setting are central to the tourism brand, as are the spectacular beaches and coastline, enviable outdoor lifestyle and rich Aboriginal culture.

Build on Experience Extraordinary

New and innovative marketing campaigns should continue to be developed that enhance this with a strong food and wine proposition highlighting the extraordinary produce, grown and prepared by extraordinarily talented people, shaped by and set against the Experience Extraordinary positioning.

Domestically, many visitors to Western Australia already show a strong interest in the culinary tourism experiences on offer, especially the diversity and quality available in the Australia’s South West tourism region. State marketing initiatives should capitalise on this strong recognition to grow awareness of Western Australia’s major food and wine tourism destinations in domestic and international markets, and hence grow visitor numbers and expenditure.

Close the International Perception Gap

As detailed in the introduction, Tourism Australia’s 2012 Consumer Demand Research Project showed that food and wine is a key factor in the holiday decision making process. This research also identified that there is a significant perception gap on the quality of Australia’s food and wine between international tourists who have visited and those who have not.

It showed that of the people who have never visited Australia, only 26 per cent associate the destination with a good food and wine offering. However, for those who have visited, Australia is ranked second for its food and wine experiences, ahead of Italy and only beaten by culinary giant – France. Significantly, for people who have visited from China, USA, France, India, Indonesia, Malaysia, the UK and South Korea, Australia is ranked as the number one destination for food and wine.

These insights have formed the basis of Tourism Australia’s food and wine tourism campaign, Restaurant Australia, which offers an international point of difference by defining our national food and wine culture in three words: people, place and produce.
food & wine culture is our international
POINT OF DIFFERENCE

Tourism WA will continue to support the Restaurant Australia campaign and associated international marketing activities, especially as they align so closely with the State’s strengths. Western Australia should also highlight its own unique culinary position to the other states and territories.

Taste Master

Tourism WA has a long history of promoting Western Australia’s food and wine tourism offer through its different marketing channels, and will continue to promote it as a key incentive for visiting the State.

Recent examples, such as the WA Taste Master (part of Tourism Australia’s Best Jobs in the World campaign), show that cooperating with and leveraging off national campaigns can be effective. It also demonstrates that engaging with new communication methods can be a successful way of conveying key messages.

WA’s Taste Master, Rich Keam, became a popular ambassador for food and wine tourism in Western Australia. By the end of the campaign, he had achieved a Twitter retweet score in the top 10 per cent of Twitter users globally, gaining more than 3.7 million impressions for the hash tag #TasteWA.

Sixty minutes of new online video content was produced, which received more than 56,000 views, and the total reach from both phases of the campaign (the Best Jobs recruitment process, and the Taste Master job schedule) was 121 million people.

Rich Keam’s blog, featuring all of his posts, photos and videos can be found at www.tastewesternaustralia.com.
PROMOTION AND MARKETING (continued)

In marketing and promoting food and wine tourism, it is important to reinforce the natural link to the State’s tourism brand, Experience Extraordinary, and tailor the tourism experiences to the right target segments.

REINFORCE THE LINK to the State’s tourism brand

<table>
<thead>
<tr>
<th>State Tourism Brand</th>
<th>Experience Extraordinary Western Australia</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Culinary Tourism Message</strong></td>
<td>You will experience extraordinary flavours in extraordinary places and surprising settings. During your journey you will meet extraordinary people, showing extraordinary skill and care around food and wine. Their stories will amaze and delight you.</td>
</tr>
</tbody>
</table>
As part of the strategy, Tourism WA tested the appeal of 12 culinary experiences with more than 1,000 people across Australia, which further reinforced that the experiences available in the South West and Perth are highly appealing to the market. Tourism WA’s target segment ‘Dedicated Discoverers’ are more likely to be interested in experiences further afield such as in the Coral Coast or the North West.

### PRIMARY SEGMENTS

#### Primary Target Markets
- Perth, Interstate (Sydney, Melbourne), United Kingdom, Singapore and China.

#### Primary Target Segment
- Aspirational Achievers and Experience Seekers, including ‘Gourmet Travellers’.
- Aspirational Achievers have ‘made it’ in their chosen field. They value tangible rewards of their success. They look for quality and value for money. Travel is viewed as a reward, and they travel to luxury and boutique locations with ‘brag factor’.
- Experience Seekers apply to international markets. They are affluent and well-travelled. They are naturally curious, value experiences, believe that you get back what you give and that a holiday is about more than just rest.

#### Appealing Culinary Tourism Experiences
- Tasting and appreciating premium wines at the world class wineries in Margaret River co-located with top class restaurants, foraging experiences and amazing surfing beaches, forests and caves.
- Attending local food markets, wine events and street festivals in Perth, the South West, Southern Forests and Great Southern regions.
- Learning about the Swan Valley agriculture, viticulture and wine-making heritage from the local producers and wine makers.
- Going behind the scenes at the Fremantle craft beer breweries and enjoying fresh seafood by the Indian Ocean.
- Socialising at Perth’s new restaurants, rooftop bars, small bars and beach-side cafés.

### SECONDARY SEGMENTS

#### Secondary Target Segment
- Dedicated Discoverers and Grey Explorers.
- Dedicated Discoverers are high income earners; they are a socially active group looking for something new and different. Travel is about learning and doing things. They travel to less mainstream locations and enjoy being among the first to travel somewhere different.
- Grey Explorers are interested in spending time with their adult children and grandchildren, and reconnecting with loved ones. Travel is about exploration and enhancing their life’s experiences.

#### Appealing Culinary Tourism Experiences
- Learning about the crayfish and prawn fishing industries of the Coral Coast while exploring the Australia’s largest fringing reef, Ningaloo, as well as Shark Bay, the Abrohlos Islands and Kalbarri National Park with the opportunity to taste the local produce at a beach barbeque.
- Fishing for barramundi and mud crabs, or foraging for bush tucker, with an Aboriginal guide in Broome, Cape Leveque and the Kimberley.
- Catching and cooking Mandurah blue swimmer crabs, South West marron or a variety of fin and scale fish in Esperance.
- Socialising at a good old outback pub after exploring the Golden Outback.
PROMOTION AND MARKETING (continued...)

China and the Export Market

One of Western Australia’s fastest growing international tourism markets is China, and the State Government has a strategy in place to increase visitor numbers to 100,000 and visitor spend to $500 million per year by 2020.

In China food is central to the culture and is well developed, but concerns about food safety and an interest in fresh produce can drive the desire for food and wine tourism experiences.

Fresh seafood, in particular, is an important part of the attraction of an Australian tourism experience for many Chinese visitors.

China is also an important market for the export of Australian products. Over the five years from 2007-08 to 2011-12, the largest export region for Western Australian agricultural, fishery and forest products has been North East Asia – comprising China, Japan, South Korea and Taiwan. Wine exports have been a big improver in the last few years despite the strength of the Australian dollar, with China as the largest customer with sales worth almost $18 million in 2011-12 from total Western Australian sales of $43.8 million. The next most important market was the United Kingdom, but at $7.2 million, it was about 40 percent of the Chinese sales.

This represents a strong opportunity for cooperative trade missions to the country to showcase not just wine, but all of Western Australia’s quality edible produce.

Trade missions to other major tourism markets are also good opportunities, and with Western Australia already exporting 80 per cent of its agricultural product, there are plenty of occasions for marketing and promoting the tourism experience that sits behind the food/wine.

Understanding the Needs of the Customer

A holiday in Western Australia is an expensive prospect for some visitors, however, it is important to distinguish between the terms ‘expensive’ and ‘value for money’. It is not enough to concede that Western Australia is expensive, because consumers have always been willing to purchase expensive things. The problem occurs when a customer’s expectations are unmet based on the price which has been paid.

The challenge of unmet expectations can stem from a lack of understanding of the customers’ needs and, when consulting with the different regions in Western Australia about food and wine tourism, many destinations identified that they did not have a strong understanding of the needs of the customer. This was particularly true of international markets.

Some of the programs listed in ‘Improving Standards and Quality’ are able to assist food and wine tourism operators in this regard. Specific to the growing China market, Tourism WA has developed a China Industry Toolkit which can provide business owners with a better understanding of this valuable inbound tourism market.

As part of Tourism Australia’s ‘Restaurant Australia’ campaign, a number of workshops have been held State-wide to inform industry about the food and wine tourism market from a national perspective. This strategy document will also become a reference and educational tool for the industry.

In developing this strategy, Tourism WA consulted with a Stakeholder Reference Group (see page 58) comprising a group of government and industry experts. The continuing support of the members of this group will not only be important for the overall success of the strategy, it will also provide a forum for sharing information which might impact on development in the food and wine industry.

Considering the Target Market

The focus of marketing culinary tourism should be on casual dining in impressive natural locations that are unique to the State. However, different markets’ level of interest in food and wine experiences will determine how much this is represented in promotions, which experiences to feature, and what is the most effective marketing tool.

Singapore, for example, is a key market for the State which shows a keen interest in food and wine tourism. One in five visitors from Singapore who indicated that they were interested in culinary tourism classified themselves as dedicated food and wine tourists (i.e. gourmet travellers). This means that marketing culinary events is a worthwhile strategy, and that experiences focusing specifically on food and wine could feature in marketing material.

UK visitors were the least likely to identify themselves as gourmet travellers. An emphasis on impressive natural locations, with the occasional food and wine element, would therefore be the most appealing.

Domestic visitors indicated that recommendations from friends and family was the primary source for finding information about culinary experiences, so social media and marketing that enables visitors to share their experiences is particularly effective.

Tourism WA and the Regional Tourism Organisations will need to consider these differences in consumer interests when working on new marketing campaigns and advertising material.
Strategic Priority: Promotion and Marketing

{ INITIATIVES }

• Build on the State tourism brand, Experience Extraordinary, showcasing food and wine experiences in spectacular locations.

• Leverage the strong consumer recognition of Western Australian seafood and the Margaret River region’s food and wines as part of this positioning.

• Develop new and innovative marketing campaigns to close the perception gap around food and wine quality.

• Collaborate on cross-sector marketing and trade engagement initiatives, particularly in major export markets such as China.

• Identify packaging opportunities for culinary tourism that complement existing activities, experiences and events.

• Hold regular meetings with industry and State Government bodies to share results of research and projects influencing food and wine tourism.
As food and wine tourism cuts across a broad range of industry sectors and government agencies, a partnership approach to implement TASTE 2020 will be required to ensure its success.
## STRATEGIC PRIORITIES OVERVIEW

<table>
<thead>
<tr>
<th>Theme</th>
<th>Initiative</th>
<th>Responsibility</th>
</tr>
</thead>
</table>
| **01 Appropriate Regulatory Settings**     | • Create the right regulatory environment for the food and wine tourism industry, including appropriate business systems and stakeholder communication.  
• Facilitate visitor access to fresh, local produce and ability to consume it in nature-based locations.  
• Maintain biosecurity and quarantine measures that protect the environment and Western Australia’s product.  
• Explore ways of branding food with a focus on provenance and food quality.                                                                 | Department of Agriculture and Food, Department of Health, Department of Parks and Wildlife, Department of Racing, Gaming and Liquor, Fisheries |
| **02 Improving Industry Standards & Quality** | • Deliver hospitality workforce development programs and educational/school programs (such as the Hospitality Ambassador Program) to improve the overall quality of service, emphasising the importance of value for money to customers.  
• Encourage uptake of tourism accreditation and develop a new module focused on food and wine tourism. | Tourism Council Western Australia, Australian Hotels Association WA, Small Business Development Commission, Department of Training and Workforce Development, Stakeholder Reference Group, FutureNow |
| **03 Developing New Tourism Experiences**   | • Implement a pilot program to educate producers about tourism/undertake educational workshops or develop a ‘how to’ guide for farmers interested in diversifying into tourism.  
• Develop culinary trails, and associated collateral, to showcase local produce and dining experiences in each region.  
• Support and develop Aboriginal cultural experiences with a food and wine element.  
• Improve roads, signage and telecommunications infrastructure (mobile/broadband) in areas where food and wine tourism businesses are located. | Department of Agriculture and Food, Department of Regional Development, Fisheries, Local Government Authorities, Main Roads Tourism Industry, WAITOC |
| **04 Festivals & Events**                  | • Continue to grow the Margaret River Gourmet Escape as a leading food and wine event globally and elevate other priority events.  
• Continue to support regional events which promote the unique produce of their region.  
• Incorporate events into tourism marketing initiatives and promote a calendar of food and wine events.  
• Consider opportunities for trade engagement at events.                                                                 | Department of Agriculture and Food, Department of Regional Development, Event Organisers, Regional Development Commissions, Tourism WA |
| **05 Promotion & Marketing**              | • Build on the State tourism brand, Experience Extraordinary, showcasing food and wine experiences in spectacular locations.  
• Leverage the strong consumer recognition of Western Australian seafood and the Margaret River region’s food and wines as part of this positioning.  
• Develop new and innovative marketing campaigns to close the perception gap around food and wine quality.  
• Collaborate on cross-sector marketing and trade engagement initiatives, particularly in major export markets such as China.  
• Identify packaging opportunities for culinary tourism that complement existing activities, experiences and events.  
• Hold regular meetings with industry and State Government bodies to share results of research and projects influencing food and wine tourism. | Regional Tourism Organisations, Seafood Industry, Tourism Industry, Tourism WA, Wine Industry |
Importance of, and satisfaction with, FOOD & WINE TOURISM

The Regional Flavour (REGIONAL OBJECTIVES)

Australia’s Coral Coast
Australia’s Golden Outback
Australia’s North West
Australia’s South West

Experience Perth

The higher the bubble, the more satisfied visitors were with their food & wine experience.

Bubbles closer to this end represent visitors to whom food & wine experiences were less important.

The lower the bubble, the less satisfied visitors were with their food & wine experience.

The size of the bubble represents the number of visitors the region attracts.

Bubbles closer to this end represent visitors to whom food & wine experiences were more important.
Tourism WA is responsible for delivering innovative marketing campaigns to raise awareness of the State's extraordinary destinations and experiences; developing, attracting and marketing events that strengthen Western Australia's brand; and working closely with industry and Government to support the development of significant tourism infrastructure and encourage investment.

This State-wide approach is supported from a regional perspective by Regional Tourism Organisations and Regional Development Commissions.

Regional Tourism Organisations

Western Australia is divided into five tourism regions, each with its own Regional Tourism Organisation (RTO):

- Australia's South West
- Australia's Golden Outback
- Australia's Coral Coast
- Experience Perth; and
- Australia's North West.

Each RTO has the prime responsibility of raising the profile of, and increasing visitation to, their respective regions by marketing the destination to the intrastate, interstate and international markets.

A destination visitor survey was completed which asked domestic tourists who had visited Western Australia within the last two years about the level of satisfaction of their culinary experiences while in a specific tourism region. Using this research it is possible to chart the satisfaction of interstate and intrastate visitors against their opinion of the importance of the region as a food and wine destination, with the size of the bubble representing the number of visitors the region attracts (see graph opposite).

By taking into account the customer satisfaction research and the key ideas raised as part of the consultation process, it is apparent that Australia's South West is most strongly associated with premium wine and good food. Visitors are largely satisfied with the experiences already offered, but the industry must not be complacent. Highlighting the region's diverse culinary credentials through destination marketing and events will improve the overall positioning for the State by delivering an iconic hero region for the State's tourism brand.

Perth is visited for a broader range of reasons, and by more people, than other destinations. However, food and wine is still an important element of their holiday experience. Appropriate regulatory settings are required to allow the industry to continually evolve and refresh dining and entertainment options. Industry training will improve customer service standards leading to higher visitor satisfaction.

Australia's Coral Coast shows the greatest potential for development because it has exceptional seaside locations, fresh seafood, and quality produce from the Gascoyne and Mid West regions. Expanding the number and diversity of food and wine tourism products will be critical in developing visitor perceptions of this region as a culinary destination.

The same applies to Australia’s Golden Outback, however, it is less critical because this is an area which visitors are the least likely to visit for a food and wine experience.

Regional Development Commissions

There are nine Regional Development Commissions in Western Australia which are responsible for developing their area for all industry sectors, including tourism. Key tourism related activities include event development; identifying infrastructure services needed to promote economic and social development within the region; and generally taking steps to encourage, facilitate and monitor economic development in the region.

The following four pages highlight key experiences, events and produce for each Regional Development Commission. This will help to align regional and State-wide marketing initiatives and, most importantly, identify areas for future development and diversification of food and wine tourism.
The Regional Flavour {REGIONAL OBJECTIVES}

the many tastes of
WESTERN AUSTRALIA

Key Culinary Tourism Experiences
Fishing, Aboriginal Experiences, Matso’s Broome Brewery, Hoochery Distillery, Broome and Kununurra Restaurants

Culinary Events
• Shinju Matsuri Festival, Broome
• Ord Valley Muster, Kununurra
• Taste of Broome
• Mango Festival Broome
• Bush Poets Breakfast, Derby

‘Must Try’ Products
Barramundi, Tropical fruit (Mangoes), Pearl meat, Mud crabs, Bush tucker and damper, Chia

Development Opportunities
• With impressive backdrops supplied by extraordinary landscapes, the development of more casual outdoor experiences has strong potential in this region.
• Culinary elements have been added to current events to showcase the region’s product in a broader cultural context.
• Bush tucker has the potential to play a significant role in the growing Aboriginal tourism industry.

The Regional Flavour {REGIONAL OBJECTIVES}

Key Culinary Tourism Experiences
Aboriginal Experiences, Fishing

Culinary Events
• West End Markets: Pilbara Food Edition

‘Must Try’ Products
Bush Tucker, Finfish (Bluebone, Threadfin Tuna, Mangrove Jack)

Development Opportunities
• There is significant opportunity to develop unique Aboriginal cultural food experiences set against the spectacular scenic background of the Pilbara.
• Work is continuing to develop regional marketing and key infrastructure required for culinary trails.
• A range of projects are being supported in relation to agricultural diversification, which will support future food and cropping trails. Aquaculture is also recognised as having enormous potential in the Pilbara.

The Regional Flavour {REGIONAL OBJECTIVES}

Key Culinary Tourism Experiences
Gascoyne Food Trail, Farmgate Experiences, Fishing Charters, Gascoyne Growers Markets

Culinary Events
• Gascoyne Food Festival, Carnarvon
• Taste of the Gascoyne, Carnarvon
• GAMEX Fishing Event, Exmouth

‘Must Try’ Products
Prawns, Scallops, Bananas, Mangoes

Development Opportunities
• The region has taken major steps in the past few years developing and promoting the Gascoyne Food brand through events, festivals and food trails.
• With the significance of prawns to the region, and the Gascoyne Prawn Fisheries currently undergoing assessment by the Marine Stewardship Council, there is potential for the development of a ‘Lobster Shack’ style tourism experience that features how prawns are processed in the factory and allows visitors to sample a fresh, local catch.
The Regional Flavour

Key Culinary Tourism Experiences
Farmers Markets, Fishing, Fish and Chips on the Beach, Live Lobster Tours, Abrolhos Island Tours

Culinary Events
- G-Feast Family Fare Day (part of G-Fest), Geraldton
- QUAFF, Geraldton
- Zest Festival, Kalbarri

‘Must Try’ Products
Rock lobster, Finfish (Bald Chin Groper, Dhufish, Spanish Mackerel), Olives and tomatoes, Award winning pies and steak sandwiches, Goats cheese

Development Opportunities
- Promotion of culinary experiences and produce for the region can be increased. There is potential for existing experiences to add value with a culinary element enhance the culinary experiences they do offer.
- Development of a number of iconic events for the region, particularly around food.
- Facilitation of a greater focus on regional produce in hospitality venues.

Key Culinary Tourism Experiences
Lobster Shack, Cambinata Yabbies, Outback pub dining, Community markets, Bakeries (Bindoon, New Norcia)

Culinary Events
- Avon Valley Gourmet Food and Wine Festival, Northam
- Indian Ocean Festival, Jurien Bay
- Cambinata Extravaganza, Kukerin
- Toodyay International Food Festival (during the Avon Descent)
- Dryandra Country Art, Food and Wine Trail (Mother’s Day weekend), Narrogin

‘Must Try’ Products
Rock lobsters, Yabbies, Citrus fruit, olives and olive oil, New Norcia baked goods, Facey Country lamb

Development Opportunities
- The development of a food and wine trail incorporating the heritage, artworks and artists of the region.
- Further development and marketing of Heartlands Hampers showcasing unique food products made in the Wheatbelt.
- The Wheatbelt Development Commission has also identified the following tourism development priorities, which can involve culinary elements: increase accommodation offerings; develop more structured experiential tourism activities; develop trails (walk, cycle and drive); collaborative marketing at enterprise, sub-regional and regional levels; and targeted marketing campaigns to attract international visitors.

Key Culinary Tourism Experiences
Fishing, Waterfront Dining, Crabbing, Wineries

Culinary Events
- Mandurah Crab Fest
- Waroona Show

‘Must Try’ Products
Crabs, Finfish, Wine, Craft Beer, Macadamias

Development Opportunities
- A food and wine map is currently being developed by the Mandurah and Peel Tourism Organisation.
- Develop the Mandurah Crab Fest as the region’s premier culinary event.
- Industry training will bolster customer service standards and encourage the development of new experiences.
- Continue to promote the region as a worthwhile destination that is just 45 minutes south of Perth.
The Regional Flavour {REGIONAL OBJECTIVES}

SOUTH WEST

Key Culinary Tourism Experiences
Winery Experiences, Restaurants, Food and Wine Trails, Events

Culinary Events
• Margaret River Gourmet Escape
• Truffle Kerfuffle – Southern Forest Food Festival, Manjimup
• Geographe Crush Food and Wine Festival
• Manjimup Cherry Harmony Festival

‘Must Try’ Products
Wine, Truffles, Fresh fruit and vegetables, Beef and exotic meats (such as venison, ostrich, goats), Marron, Chocolate, Cheese

Development Opportunities
• Highlighting the region’s diverse culinary credentials through destination marketing and events will improve the overall positioning for the State by delivering an iconic hero region for the State’s tourism brand.
• Developing the Margaret River Gourmet Escape as an event which showcases the whole State’s food and wine offering, incorporating trade show opportunities, is a priority for this region.
• The Development Commission has also identified the following priorities: support infrastructure, events and packaging – including Aboriginal experiences; support the Southern Forests Food initiative; target overseas restaurant and hotel chains in the Asia Pacific region and establish collaborative business networks to support recognition of South West wine and food; develop wine education centres in key emerging markets within South East Asia, China and India; conduct major inbound buyer events to the region focused on wine and food.
• Develop farmers markets that provide tourism and commercial opportunities.

GREAT SOUTHERN

Key Culinary Tourism Experiences
Food and Wine Trail, Farmers/Boatshed Markets, Wineries, Events, Fishing, Waterfront Dining

Culinary Events
• Taste Great Southern (including Porongurup Wine Festival, Mount Barker Graze and Albany Oyster and Sardine Festival).
• Mount Barker Grapes and Gallops
• Katanning Multicultural Festival

‘Must Try’ Products
Oysters, Pork, Lamb, Wine – Riesling and Shiraz, Spirits, Asparagus, Berries

Development Opportunities
• The Great Southern has the capacity to produce an amazing variety of quality food, wine and other beverages, and there are a number of projects earmarked for development to help maximise the region’s food and wine tourism potential. This includes the completion, branding and marketing of a Great Southern Regional Wine Trail incorporating Albany, Porongurup, Mount Barker, Frankland River and Denmark. The project will connect wineries with other boutique food and beverage producers across the region.
• Develop iconic regional festivals and events through an annual calendar of coordinated, sustainable events which will complement the region’s natural and man-made attractions.
• Develop and expand Taste Great Southern as the region’s premier culinary event.
• There is potential for growth in commercial fisheries, including unique opportunities in abalone, finfish and oysters.
• There is a regional focus on connecting with emerging Asian markets.

GOLDFIELDS – ESPERANCE

Key Culinary Tourism Experiences
Esperance Local Growers Market, Outback pub dining, Seafood by the beach, Bush tucker under the stars

Culinary Events
• Leonora’s Golden Gift
• Kalgoorlie Race Round
• Festival of the Wind, Esperance

‘Must Try’ Products
Southern wild abalone, Southern rock lobster, Patroni olives, Esperance finfish, Esperance scallops

Development Opportunities
• A local, national and international fresh food collaborative branding campaign is being developed for the region.
• Another priority project is the development of a seafood hub in Esperance.

SOUTH WEST

Key Culinary Tourism Experiences
Winery Experiences, Restaurants, Food and Wine Trails, Events

Culinary Events
• Margaret River Gourmet Escape
• Truffle Kerfuffle – Southern Forest Food Festival, Manjimup
• Geographe Crush Food and Wine Festival
• Manjimup Cherry Harmony Festival

‘Must Try’ Products
Wine, Truffles, Fresh fruit and vegetables, Beef and exotic meats (such as venison, ostrich, goats), Marron, Chocolate, Cheese

Development Opportunities
• Highlighting the region’s diverse culinary credentials through destination marketing and events will improve the overall positioning for the State by delivering an iconic hero region for the State’s tourism brand.
• Developing the Margaret River Gourmet Escape as an event which showcases the whole State’s food and wine offering, incorporating trade show opportunities, is a priority for this region.
• The Development Commission has also identified the following priorities: support infrastructure, events and packaging – including Aboriginal experiences; support the Southern Forests Food initiative; target overseas restaurant and hotel chains in the Asia Pacific region and establish collaborative business networks to support recognition of South West wine and food; develop wine education centres in key emerging markets within South East Asia, China and India; conduct major inbound buyer events to the region focused on wine and food.
• Develop farmers markets that provide tourism and commercial opportunities.

GREAT SOUTHERN

Key Culinary Tourism Experiences
Food and Wine Trail, Farmers/Boatshed Markets, Wineries, Events, Fishing, Waterfront Dining

Culinary Events
• Taste Great Southern (including Porongurup Wine Festival, Mount Barker Graze and Albany Oyster and Sardine Festival).
• Mount Barker Grapes and Gallops
• Katanning Multicultural Festival

‘Must Try’ Products
Oysters, Pork, Lamb, Wine – Riesling and Shiraz, Spirits, Asparagus, Berries

Development Opportunities
• The Great Southern has the capacity to produce an amazing variety of quality food, wine and other beverages, and there are a number of projects earmarked for development to help maximise the region’s food and wine tourism potential. This includes the completion, branding and marketing of a Great Southern Regional Wine Trail incorporating Albany, Porongurup, Mount Barker, Frankland River and Denmark. The project will connect wineries with other boutique food and beverage producers across the region.
• Develop iconic regional festivals and events through an annual calendar of coordinated, sustainable events which will complement the region’s natural and man-made attractions.
• Develop and expand Taste Great Southern as the region’s premier culinary event.
• There is potential for growth in commercial fisheries, including unique opportunities in abalone, finfish and oysters.
• There is a regional focus on connecting with emerging Asian markets.

GOLDFIELDS – ESPERANCE

Key Culinary Tourism Experiences
Esperance Local Growers Market, Outback pub dining, Seafood by the beach, Bush tucker under the stars

Culinary Events
• Leonora’s Golden Gift
• Kalgoorlie Race Round
• Festival of the Wind, Esperance

‘Must Try’ Products
Southern wild abalone, Southern rock lobster, Patroni olives, Esperance finfish, Esperance scallops

Development Opportunities
• A local, national and international fresh food collaborative branding campaign is being developed for the region.
• Another priority project is the development of a seafood hub in Esperance.
PERTH AND URBAN DISTRICTS

Overview
Perth city’s food scene continues to explode with new bars, cafés and restaurants opening on a regular basis. It is home to award-winning restaurants and top chefs with personalities such as Jamie Oliver and Matt Stone opening establishments that have placed Western Australia’s food and drink scene on the international radar. Urban hotspots such as Northbridge, Mount Lawley, Subiaco, Leederville and Victoria Park continue to grow as culinary destinations in their own right. The city link project offers greater synergy between Perth City and Northbridge, and the Elizabeth Quay development will provide more dining options overlooking the Swan River. Marketing this appropriately will highlight the diversity of venues and experiences on offer for visitors.

Culinary Events
- WA’s Signature Dish
- Taste of Perth
- Eat Drink Perth
- Good Food and Wine Show
- UnWined and City Wine
- Street Festivals (Beaufort, William, Angove Street, Leederville Carnival etc)
- Twilight Hawkers Market
- The Butchers’ Picnic

‘Must Try’ Experiences
- Buy fresh produce at a food market.
- Enjoy a degustation experience at one of the city’s top restaurants.
- Attend one of the many culinary events or street festivals.
- Sample some quality street food at the Twilight Hawkers Market.
- Relax at a café, rooftop bar or the locals’ favourite pub.

SWAN VALLEY AND PERTH HILLS

Overview
Swan Valley continues to build on its range of culinary products on offer and is home to more than 150 attractions including wineries, restaurants and cafés, breweries and distilleries, and roadside stalls and markets selling just-picked local produce. In 2014 it was crowned the first Humane Food Region in Australia. Perth Hills is renowned for its national parks and some of the State’s top walk and cycle trails. These natural assets are complemented by a range of wineries; organic produce from the orchards; and many country inns, tearooms and cafés.

As areas that meet many of the demands of a food and wine tourist, building on the awareness of these destinations will be the key to their continued success. There is opportunity to develop more farm gate experiences, and packaged wholesale product would assist in the marketing of the region internationally.

A major food and wine event, with a trade element, would assist in the promotion of the Swan Valley Region in particular and build on the region’s prestige as the State’s oldest wine region.

Culinary Events
- Entwined in the Valley
- Swan Valley Wine Show
- Throwing of the Grape, Swan Valley
- A Vintage Weekend in the Swan Valley
- Perth Hills Wine Show
- Bickley Carmel Harvest Festival

‘Must Try’ Experiences
- Drive, cycle or cruise to one of the many culinary destinations.
- Visit a winery, brewery, or cidery for lunch, and try out a tour experience.
- Sample local produce, such as gourmet nuts, chocolate, honey, coffee, spirits, wine and beer.
- Join a masterclass – options include winemaker for the day, asparagus masterclass, cheese maker for the day, chocolate and wine masterclass, and barista courses.
- Have a gourmet picnic at a national park with produce bought from a local market.
- Afternoon tea at one of the State’s oldest inns/pubs.
- Follow the Bickley Carmel Wine Trail.

FREMANTLE AND WATERFRONT DESTINATIONS

Overview
Waterfront destinations such as Hillarys Boat Harbour, Scarborough, Mindarie Marina, City Beach, Rockingham and Cottesloe offer seaside dining experiences that appeal to the majority of tourists. These precincts should continue to develop and offer venues that will provide visitors with the opportunity to sample local seafood with impressive views of a major attraction – the sun setting over Western Australia’s pristine beaches. As well as offering this, Fremantle has al fresco dining along its Cappuccino Strip, South Terrace and Wray Avenue. It is regarded as the birthplace of craft brewing in WA, and is home to a number of pubs and breweries.

Culinary Events
- LiveLighter Araluen’s Fremantle Chilli Festival
- Fremantle Seafood Festival
- Sunset Wine, Scarborough
- Fremantle BeerFest
- Cider Festival

‘Must Try’ Experiences
- Eat fresh, local seafood at a restaurant overlooking the sea.
- Crowd watch at an al fresco dining venue on Fremantle’s Cappuccino Strip or trendy Wray Avenue and South Terrace.
- Sample boutique beer at one of the great micro-breweries or local pubs.
- Tuck in to fish and chips on the beach.
- Visit the re-developed Scarborough Esplanade.
To achieve the strategic priority initiatives and facilitate the development of regional food and wine opportunities and objectives, a partnership model that fosters collaboration between industry and government is critical.

This will enable initiatives to be progressed within existing and identified programs providing a comprehensive approach to food and wine tourism in Western Australia.

State Government

Government is responsible for creating a favourable environment for tourism infrastructure investment through policy creation. Regulatory bodies are to consider the tourism implications of government policy and regulations for which they are responsible (e.g. Department of Health, Department of Fisheries, Department of Racing, Gaming and Liquor).

Following the launch of Taste 2020, Tourism WA will chair an inter-government working group, which will meet on a six-monthly basis to drive the implementation of the strategy. The working group will:

• Confirm the relevant areas of involvement for each stakeholder
• Develop a specific and measurable action plan based on the strategic priorities
• Set detailed performance measures linked to these actions
• Use each agency’s respective governance structure to monitor progress against these reporting requirements.

Tourism WA

Tourism WA already undertakes the following to support the development of food and wine tourism:

• Destination marketing
• Provides financial support to five regional tourism organisations that focus on regional marketing
• Sponsors food and wine tourism events that generate tourism benefit and media coverage for the State
• Contributes to policy discussions on matters impacting food and wine tourism development in the State
• Supports tourism industry bodies to undertake capacity building initiatives.

To deliver this strategy, Tourism WA will continue to do all of the above, and chair the Inter-Government Working Group. It will also:

• Collaborate with relevant State Government agencies and industry associations on strategic priority initiatives to ensure alignment
• Provide information and input to other State Government agencies involved in industry development
• Link businesses looking to diversify into tourism with tourism industry bodies capable of assisting in these areas
Department of Agriculture and Food

The Department of Agriculture and Food drives the economic development of Western Australia’s agriculture and food sector, with a focus on export-led growth. It will continue to play a pivotal role in helping to protect and enhance the State’s precious natural resources and valuable biosecurity status.

The Department will continue to foster the ability for WA food producers to jointly market their product, through the WA food branding program Buy West Eat Best and using innovative community engagement activities such as the WA’s Signature Dish competition.

The Department will work with Tourism WA on including tourism initiatives in ‘Seizing the Opportunity’ programs. The Seizing the Opportunity funding is a $300 million commitment from State Government, through Royalties for Regions, to support the development of the Western Australian agriculture sector. In the business cases for this funding, the Department of Agriculture and Food is to consider tourism outcomes where appropriate.

Department of Regional Development

The Department of Regional Development manages the Royalties for Regions funding and invests in events such as the Margaret River Gourmet Escape, Taste Great Southern and Taste of Broome through the Regional Events Scheme and Regional Events Program. It also supports agribusiness development and other initiatives relating to food and wine tourism as part of its remit to develop thriving towns, industries and communities in regional Western Australia (eg. the Southern Forest’s Food Council and projects as part of the Manjimup Supertown’s initiative).

The Department of Regional Development supports the underlying objective and intent of the Strategy. The identification of regional objectives and development opportunities will contribute to regional growth, capacity and sustainability, and provide a basis to inform future business cases and applications for Royalties for Regions funding to support their implementation.

Regional Development Commissions

Regional Development Commissions have a key role in identifying economic development opportunities in their regions and working with Local Government and other partners on creating iconic attractions, enabling infrastructure, industry capacity building, and festivals and events.

This supports the implementation of Taste 2020, which identifies regional objectives and opportunities for food and wine tourism in each of the nine regions. Culinary tourism is also to be considered as part of the respective Regional Blueprints, highlighting areas of synergy between agriculture, fisheries and tourism and opportunities for growth.

Tourism Industry

Achievement of the strategic priorities and regional objectives as part of this strategy requires that the tourism industry in WA supports and participates in the overall food and wine tourism vision for the State.

Industry’s role is to:

- Deliver on the food and wine tourism destination marketing promise through product development and service delivery
- Integrate food and wine tourism objectives into ongoing strategic, tactical and operational decisions and initiatives.

In addition to the Inter-Government Working Group, Tourism WA will convene an industry advisory panel which will include the regional food councils; Tourism Council Western Australia; Australian Hotels Association WA; Restaurant and Catering WA; and key food and wine tourism stakeholders. Annual meetings will take place to update industry on key strategies and action plan items arising from the Inter-Government Working Group, and provide an opportunity for industry to represent the market perspective and feed into critical decisions.
Black truffle hunting in the South West
The Stakeholder Reference Group comprises:

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>REBECCA BALL</td>
<td>State Director - WA/SA/NT</td>
<td>Austrade</td>
</tr>
<tr>
<td>GRANT BRINKLOW</td>
<td>Chief Executive Officer</td>
<td>Sandalford Wines</td>
</tr>
<tr>
<td>ALLEN BURTENSHAW</td>
<td>Executive Officer</td>
<td>Southern Forests Food Council</td>
</tr>
<tr>
<td>RICHARD CAMPBELL</td>
<td>Director</td>
<td>CMS Events</td>
</tr>
<tr>
<td>STUART CLARKE</td>
<td>Director - Food and Agribusiness Development Branch</td>
<td>Department of Agriculture and Food</td>
</tr>
<tr>
<td>MICHAEL CRADDOCK</td>
<td>Project Manager – Food and Wine Tourism Strategy</td>
<td>Tourism WA</td>
</tr>
<tr>
<td>EVAN HALL</td>
<td>Chief Executive Officer</td>
<td>Tourism Council WA</td>
</tr>
<tr>
<td>DON HANCEY</td>
<td>WA Food Ambassador</td>
<td></td>
</tr>
<tr>
<td>JOHN HART</td>
<td>Chief Executive Officer</td>
<td>Restaurant and Catering Australia</td>
</tr>
<tr>
<td>LARRY JORGENSEN</td>
<td>Chief Executive Officer</td>
<td>Wines of Western Australia</td>
</tr>
<tr>
<td>JIM PAPARO</td>
<td>Trade &amp; International Relations Manager</td>
<td>Department of Fisheries</td>
</tr>
<tr>
<td>NICOLA PERRY</td>
<td>Director Liquor Regulation</td>
<td>Department of Racing Gaming and Liquor</td>
</tr>
<tr>
<td>NICK POWER</td>
<td>Chief Executive Officer</td>
<td>Margaret River Wine Industry Association</td>
</tr>
<tr>
<td>MARIE REDMAN</td>
<td>Business Development Manager</td>
<td>Curtin University</td>
</tr>
<tr>
<td>CLAIRE SAVAGE</td>
<td>Managing Director</td>
<td>SavagelyCreative</td>
</tr>
<tr>
<td>JAY SHOESMITH</td>
<td>Resource Access Officer</td>
<td>Western Australian Fishing Industry Council</td>
</tr>
<tr>
<td>DIANE SMITH-GANDER</td>
<td>Board Member</td>
<td>Tourism WA</td>
</tr>
<tr>
<td>PETER STUBBS</td>
<td>Director – Ord-East Kimberley Expansion Project</td>
<td>Department of Regional Development</td>
</tr>
<tr>
<td>CHRIS TAYLOR</td>
<td>Executive Chef</td>
<td>Fraser’s Group</td>
</tr>
<tr>
<td>NIKKI THOMPSON</td>
<td>Manager</td>
<td>Lobster Shack</td>
</tr>
<tr>
<td>JUSTIN VAUGHAN</td>
<td>Director Executive and Strategic Services</td>
<td>Tourism WA</td>
</tr>
<tr>
<td>BRADLEY WOODS</td>
<td>Chief Executive Officer and Executive Director</td>
<td>Australian Hotels Association WA</td>
</tr>
</tbody>
</table>
METHODOLOGY

Research

A number of key research projects have informed this Strategy, including:

Desktop Research
Global market research company, TNS, analysed existing research, as well as food and wine tourism trends locally, nationally and internationally.

Tourism Australia
The Consumer Demand Project – Conducted across 15 of Australia’s key tourism markets. This major international tourism research project looked into how consumers view Australia as a food and wine destination and what most motivates them to visit.

TNS Domesticate
Developed to provide a rich understanding of the motivations and behaviour of travellers both domestically and overseas. The 2013 research included a deep dive into food and wine experiences. The research process involved focus groups and bulletin boards in a mix of states around Australia, and an online survey conducted by a large sample of domestic and international Australian travellers.

TNS Destination Visitor Survey
An online survey with Australian and Singaporean residents who have holidayed in Western Australia in the last two years with a focus was on food and wine. Those who showed no interest in culinary tourism experiences beyond the basic necessities of eating and drinking were screened from the survey.

Stakeholder Consultation
Consultations and workshops with food and wine industry stakeholders took place from October to November 2013 in the following locations: Perth, Fremantle, Swan Valley, Margaret River, Bunbury, Nannup, Albany, Denmark, Esperance, Narrogin, Geraldton, Carnarvon, Kalgoorlie, Kununurra and Broome. Participants were asked to identify strengths, weaknesses, opportunities and threats (SWOT) for their region. Key ideas from this initial SWOT analysis were then brainstormed and discussed by the groups and regional opportunities were identified.

Reference Group
Chaired by Tourism WA Board Member Diane Smith-Gander, a Stakeholder Reference Group was established to provide strategic input and advice to guide the development of the Strategy. It comprises representatives from key Government agencies, industry bodies, food and wine industry professionals, and tourism industry stakeholders.

As well as informing the key outcomes of the Strategy, the group will continue as advocates for food and wine tourism after its release. Meetings will be scheduled following the launch of the strategy to encourage cooperation between all stakeholders and facilitate completion of the goals identified in the Strategy.

Images
Thanks to the following for assisting with the imagery in this document:
- Ultimate Winery Experiences (pp 2-3, 27, 32-33, 36, 48)
- Southern Forest Food Council and Craig Kinder of I22 Photography (pp 4, 12, 25,57)
- Cape Mentelle (p 37)
- Regional Development Commissions (pp 50-53)