

Tourism Attraction Facilitation

Tourism Western Australia's Tourism Attraction Facilitation function helps proponents of new tourism products, attractions and infrastructure navigate the relevant governance approval processes. The aim is to provide support to the tourism sector in the development of new tourism attractions, activities, infrastructure and services, and assisting to ensure proponents get an outcome in a reasonable timeframe.

The level of support provided by Tourism WA will vary depending on the strategic importance, level of investment and tourism value of the proposal. Tourism WA may also provide advice, data and statistics, and introductions to regulatory agencies and other government agencies as required.

When you approach Tourism WA for help, we will ask you questions across four main areas – all of which would be covered in your business plan if already developed.

These are:

1. Description of the project and support being sought from Tourism WA/Government.
2. Location of the project, tenure of the land (freehold, lease, Crown Land etc.) and suitability of zoning for development.
3. Estimated cost of the project, including staging, and financial capacity of organisation to undertake the project.
4. Estimated visitor numbers, target markets and jobs (construction and operation).



Tourism WA invites you to **contact us** at destination.development@westernaustralia.com with a summary of the above information and your contact details. We will then call you to discuss and/or to arrange a meeting.

The Role of Tourism WA

Tourism WA will undertake an assessment of the proposal to determine the level of assistance that can be provided.

This can include:

- Meeting with proponents to understand the scope of the project up-front, before applications are lodged
- Providing tourism advice on the project including available information, data sources and research

- Identifying what approval agencies need to be met with, to scope the range of issues that need to be addressed, what approvals will be required including timelines, and providing introductions to key stakeholders
- Where assistance cannot be provided at an officer level, referring this to a more senior level for resolution

Tourism Attraction Facilitation explicitly acknowledges that some proposals may be complex and require both primary and secondary approvals. As such, it is important that proponents receive accurate information about relevant legislative and administrative requirements to assist in scoping the range of approvals necessary for the project.

Tourism WA will provide this information and assistance to the best of our ability, however we cannot guarantee approvals or the success of the project.

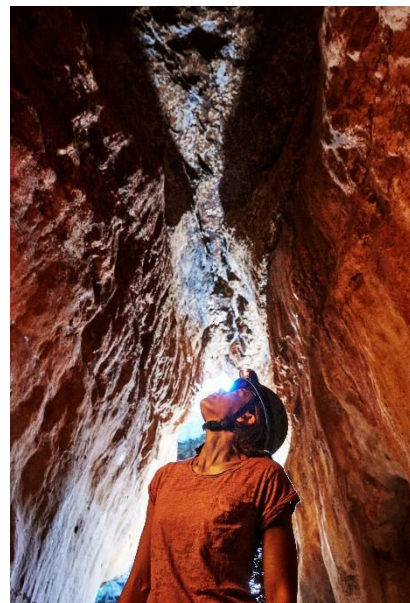
Responsibilities of Proponents

When considering a tourism concept, proponents should be aware of some of the following challenges:

- There is always a long lead time before you see a return.
- Tourism operates 24/7.
- You are selling a dream or an intangible product which creates for marketing challenges.
- Often requires major capital investment, and a long term commitment from the investor.
- Requires major human resource investment.
- Tourism has its own unique distribution system made up of third party intermediaries.
- Requires strong partnerships with many stakeholders who are often perceived as competitors in other industries.
- The economic environment in which a local tourism industry operates is often changing.
- Tourism often relies on other industries to work.
- Changing consumer demands.
- Tourism investment even in a simple tour operation will be confronted with many State and Commonwealth Regulations.
- On an international level, fluctuations on exchange basis can turn a market on or off.
- Often tourism investment is done for other reasons (e.g. employment, protecting and promoting a culture) that makes it difficult to secure traditional forms of investment.



A proponent who submits quality information with their application, which is responsive to these matters, is more likely to experience a timely and predictable approval. Tourism WA has a role in assisting proponents to meet approvals requirements. Within this context, approval agencies have produced guidelines and checklists that set out statutory requirements.



Proponents have a responsibility to:

- ensure they consider all relevant guidance statements and information;
- work with Tourism WA and approval agencies to scope their project and the approvals process;
- ensure that their proposal is supported by quality information submitted within agreed timelines;
- respond to reasonable requests for more information within agreed timelines; and
- undertake quality community and stakeholder consultation.

Tourism WA will, in turn, assist proponents to meet the above criteria.

“State Significant Tourism Projects”

Some tourism products, developments and infrastructure will be identified as having State Significance. This means that the proposed project has been recognised as having the potential to significantly contribute to WA’s economy through increased visitors and creation of jobs but also adds value to WA’s reputation as a tourism destination.

State significant projects will be case-managed and allocated a project manager from the Department of Jobs, Tourism, Science and Innovation (JTSI), who is responsible for working with the proponent on early stage scoping of the approvals required, and establishing agreed timelines. The appointment of a project manager means that a proponent can work with a single contact through every stage of the project. Proponents also benefit from the improved coordination of approvals and are better informed on all government related development considerations.

This process will be administered within the Case Management team within the Strategic Projects division of JTSI who manage all State Significant projects.

Case management assistance does not imply that the Government guarantees the commercial success or acceptability of the project. It also does not absolve the proponent from meeting the full statutory and other requisite criteria of relevant approval processes.

FOR FURTHER INFORMATION

Regarding State Significant Tourism Projects, please proceed through the following link:

[State Significant Tourism](#)