TOURISM FUTURES
SOUTH WEST

TOURISM ACTION PLAN
Infrastructure ∙ Events ∙ Packaging
New tourism focus

Message from the South West Development Commission

Tourism is an important sector for the South West region; however it has largely been reliant on the domestic market.

At the same time, the international market’s high growth rate and awareness of the Margaret River Region, provide good opportunities to increase visitor numbers into the South West.

Tourism Futures South West, developed by the South West Development Commission’s Tourism Subcommittee, seeks to address these trends and explore opportunities that will deliver meaningful tourism outcomes for the region. This will include leveraging off the strength of the Margaret River brand to provide flow on benefits to the rest of the South West.

Importantly, this plan will be used as a guiding document for the Commission’s tourism priorities and activities, and focuses on three core objectives:

• Increasing visitor numbers,
• Increasing length of stay, and
• Increasing visitor expenditure.

I would like to thank those who contributed to the development of the tourism plan, and am confident that by working together, in partnership with both government and the private sector, we can maximise the benefits of tourism for everyone.

Stuart Hicks AO
Chairman, South West Development Commission

Message from Tourism Western Australia

Congratulations to the South West Development Commission for producing this important strategic plan.

For the tourism industry in the South West region to fulfil its undeniable potential it is vital that there is a long term vision, with clear goals and a realistic plan to achieve those goals.

The South West attracts more visitors than any other West Australian tourism region outside Perth, and importantly leads the regions in terms of intrastate and international visitors.

That equates to a significant number of jobs and a major contribution to visitor spend in Western Australia, which last financial year topped $6 billion.

In addressing marketing, investment and infrastructure, and events Tourism Futures South West aligns well with Tourism Western Australia’s State Government Strategy for Tourism in Western Australia 2020.

I encourage all stakeholders in South West tourism, both government and private sector, to collaboratively embrace this plan and to use it as a resource when tackling the critical issues and developing the opportunities this incredible region faces.

Peter Prendiville
Chairman, Tourism WA Board of Commissioners
This report has been produced to provide background information on tourism in the South West region, as well as highlighting the South West Development Commission’s current activities and priorities in relation to tourism.

It considers opportunities for developing tourism-related infrastructure, events and packaging of product for the domestic and international markets. Marketing-related activities are not included as these are already covered by the regional tourism organisation Australia’s South West Inc. and other tourism associations.
Industry consultation

In October 2010, three tourism focus groups were held in the region. Some excellent feedback was provided by regional stakeholders with the following issues identified:

• Improve road and air access.
• Improve directional signs for routes such as wine trails and scenic drives.
• Explore online opportunities such as Google, Smartphone.
• Improve level of customer service and training.
• Improve level of interpretation for tourist attractions.
• Increase tourism investment, especially attractions that are unique and different.
• Improve packaging of tourism product, including events.
• Continue to support events, and consider prioritising those that occur outside peak times.
• Improve qualitative research on the visitor experience and what can be improved.
• Visitor centres – consider future roles and opportunities to improve financial sustainability and delivery of visitor services.

Following this feedback, the Board of the South West Development Commission adopted a more structured approach to tourism within the region. This included:

• Establishing a Board subcommittee for tourism.
• Increasing assistance for regional events.

• Signing a Memorandum of Understanding with Tourism Western Australia.
• Supporting the Bunbury Cruise Ship Committee.
• Using existing trade relations and developing opportunities for wine, food and tourism for the growing China market.
• Developing this action plan with a focus on infrastructure, events and packaging.

The focus on infrastructure, events and wholesale/packaging were determined as the priority as other organisations were already seen to have responsibility for issues such as customer service training, which can be undertaken by local tourism associations and private training providers.

It should be noted that other opportunities could arise that are not identified in this plan and may still be considered.

Tourism subcommittee

The tourism subcommittee members were appointed in March 2011, with the first meeting held in April 2011. One of the first roles of the tourism subcommittee was to provide input and guide the development of this tourism plan for the region. A list of committee members can be found in Appendix Two.
Market analysis

The tourism industry in the South West region provides significant benefits, with visitor expenditure by more than 1.4 million overnight visitors estimated at $597m per annum (Tourism Research Australia / Tourism WA, 2011).

Importantly, the tourism sector is considered labour intensive, and provides excellent employment opportunities for young people, migrants and those seeking casual or part-time work.

Using state-based indicators, the number of people directly employed in tourism is estimated at 5,600. This figure does not include the flow on effect to other sectors, for example, transport and hospitality.

However, feedback from stakeholders is that tourism numbers are falling in some areas, with accommodation supply having outstripped demand. As a result, the industry is now underperforming in some areas of the region, and some businesses, especially accommodation, are experiencing financial stress.

All research referred to in this document is based on overnight visitors, and excludes day trippers. For definitions of the terms used please refer to the research definitions page in the appendices.

Visitor arrival trends

![Visitor Arrival Trends Graph]

- 2005
- 2006
- 2007
- 2008
- 2009
- 2010

Million visitors

South West Region
Total visitors

[Graph showing visitor trends from 2005 to 2010]
The number of overall visitors to the South West region has declined in recent years, though 2011 saw a slight increase in the length of stay in the region. This increase was primarily due to the longer length of stay by international visitors.

Impact of Perth’s hotel room shortage

Perth hotels are currently experiencing very high occupancy (in excess of 90% for many CBD properties). This is partly as a result of demand from the resource sector, as well as growth in other areas such as conferencing.

As a result, many travel agents and visitors are finding it difficult to book a room in Perth with some agents now redirecting bookings to other states. Anecdotally, this has meant that some visitors that may have travelled to Perth, then continued into the South West, are no longer arriving.

However, this has also encouraged new business into the South West. Some inbound travel agents have changed their clients’ itineraries to include the South West region as rooms are available at more competitive rates.

Interstate visitation

The majority of interstate visitors to the region are from the states with the highest populations, for example Victoria and New South Wales. Due to Western Australia’s distance from the eastern states, air travel is the most popular form of transport (90%), with the remaining 10% being rail, coach and motor vehicle.

The drop in domestic visitation is primarily due to the strength of the Australian dollar coupled with low cost international airfares making overseas destinations highly competitive.

The graph below shows the increasing number of Western Australians travelling overseas, which has a negative impact on the number of intrastate visitors to the South West.
International markets

The growing international market provides an opportunity to increase tourism into the region.

![Graphs showing international visitors, visitor nights, visitor expenditure, and international visitors by origin for the South West Region.](image)

China is not reflected in the above chart International visitors by origin as Western Australia still receives a relatively small number of visitors from this market. However, direct flights from Guangzhou to Perth with China Southern Airlines commenced in November 2011 and as a result, it is expected that visitation to WA will increase significantly in the coming years.

With the development of the China Market Development Plan, the South West Development Commission will be undertaking a more detailed assessment during 2014 of opportunities presented by the China market.

Nationally, China is Australia’s largest international market for total expenditure ($3.8b) and visitor nights (25.9m). In 2011 it surpassed the US to become Australia’s third largest inbound market for total number of visitors after New Zealand and the UK.¹

The South West region has three sister city relationships with China: City of Bunbury with Jiaxing, Shire of Manjimup with Jiashan County, and Shire of Augusta-Margaret River with Haining. Part of the Tourism Futures plan is to use these relationships to create new business.

India is another emerging market that is being targeted as it has shown increased interest in trade relations in regard to wine exports from the region.

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1. Source: Tourism Research Australia NVS and IVS Data, 2011
2. Tourism Research Australia, China Market Profile, 2011
Leisure activities

The most popular leisure activities for visitors to the region are:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Intrastate visitors</th>
<th>Interstate visitors</th>
<th>International visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dine at a restaurant / cafe</td>
<td>54%</td>
<td>58%</td>
<td>93%</td>
</tr>
<tr>
<td>Visit friends and relatives</td>
<td>41%</td>
<td>30%</td>
<td>N/A</td>
</tr>
<tr>
<td>Go to the beach (including swimming, surfing, diving)</td>
<td>38%</td>
<td>34%</td>
<td>N/A</td>
</tr>
<tr>
<td>General sight-seeing</td>
<td>34%</td>
<td>52%</td>
<td>90%</td>
</tr>
<tr>
<td>Go shopping for pleasure</td>
<td>24%</td>
<td>N/A</td>
<td>84%</td>
</tr>
<tr>
<td>Visit wineries</td>
<td>N/A</td>
<td>46%</td>
<td>N/A</td>
</tr>
<tr>
<td>Visit national / state parks</td>
<td>N/A</td>
<td>N/A</td>
<td>76%</td>
</tr>
</tbody>
</table>

Source: Tourism Research Australia NVS and IVS Data, 2009-2011
Note: Leisure activities is a multiple response question therefore totals do not add up to 100%. Base for percentage is from total estimated visitor numbers to Australia’s South West. N/A - Not available due to low response rate.

Target markets

The region’s over reliance on the intrastate market (65% of visitor nights) highlights an opportunity to diversify the tourism sector’s products and services to cater for the higher yielding interstate and international markets (35%). Importantly, since 2007 tourism growth for the region has come almost solely from the international market.

However, by comparison to the state (48%) and national (42%) benchmarks, the South West region (21%) has less than average visitation from the international market.

In line with Tourism Western Australia’s State Strategy 2020, this data supports the conclusion that there is scope for considerable improvement to international visitation to the South West.
Regional dispersal

The majority of West Australian tourists coming to the region visit the City of Busselton, while interstate and international visitors prefer the Shire of Augusta-Margaret River. The coastal areas of the South West receive approximately 65% of visitors, while inland South West receives approximately 35%. This is primarily due to the large number of tourism businesses in the City of Busselton and the Shire of Augusta Margaret River. Approximately 70% of the region’s tourism businesses are located within the two coastal shires and generate significant marketing dollars compared to the inland areas of the region².

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1. Source: Tourism WA, Australia’s South West – Average annual visitors 2009/2011
Opportunities

SWOT analysis

When analysing the region in terms of its strengths, weaknesses, opportunities and threats (SWOT) – we can see that the region is well placed to compete for both domestic and international tourists. As a result of the SWOT analysis, consideration in this document is given to the key outcome areas identified for each opportunity below.

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Opportunities</th>
<th>Threats</th>
<th>Key Outcome Area (refer section 10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Close to a capital city (Perth).</td>
<td>Due to distances involved a hire car or own transport is needed to get around the region.</td>
<td>Packaging of new tourism product as part of wholesale and inbound tour operators itineraries for the region.</td>
<td>Strength of the Australian dollar (making overseas holidays cheaper/more competitive).</td>
<td>• Packaging and investment</td>
</tr>
<tr>
<td>Good road network with public transport to key towns.</td>
<td>No direct air services from the Eastern States into the region.</td>
<td>Upgrade Busselton Airport to allow direct air services into the region from interstate.</td>
<td>Low cost airlines (making overseas holidays cheaper).</td>
<td>• Infrastructure and product development</td>
</tr>
<tr>
<td>Diverse range of attractions – natural and man-made</td>
<td>Minimal investment in new activity-based attractions for the region, especially to high quality international standard.</td>
<td>Upgrade existing and develop new activity-based tourism attractions to an international standard. For example, iconic attractions such as the Tree Top Walk. Include the South West as part of Tourism Australia’s National Landscapes Program.</td>
<td>Other tourism regions continue to evolve and provide competition both domestically and internationally.</td>
<td>• Infrastructure and product development</td>
</tr>
<tr>
<td>Good range of activities and events</td>
<td>Many events are volunteer based and need support to improve their financial sustainability. This also impacts on the ability to increase visitor numbers.</td>
<td>Support existing events and new events with the potential to attract more international and interstate visitors.</td>
<td>Event sponsorship and increasing compliance costs are making event development more difficult.</td>
<td>• Event Development</td>
</tr>
<tr>
<td>Strengths</td>
<td>Weaknesses</td>
<td>Opportunities</td>
<td>Threats</td>
<td>Key Outcome Area</td>
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<tr>
<td>Good range of accommodation (from camping to resorts).</td>
<td>Accommodation standards vary, with some in need of capital works expenditure to bring them up to standard. There are no large 5 star international standard properties in the Margaret River area. Pemberton lacks quality 4 to 5 star accommodation with a restaurant and meeting facility on site to accommodate small groups.</td>
<td>Seek investment in new or upgrade existing tourism accommodation to deliver a high quality tourism experience. Promote the region for longer stays and as an alternative to Perth, as hotels in the capital city are running at total capacity (over 90% average annual occupancy).</td>
<td>Other destinations are offering high quality accommodation with on site facilities such as spas, restaurants and meeting facilities.</td>
<td>Packaging and investment</td>
</tr>
<tr>
<td>Margaret River is a well-known brand domestically and internationally.</td>
<td>Other areas in the South West have a lower level of destination awareness both domestically and internationally.</td>
<td>Use digital technology to increase awareness of what the region has to offer. For example, attractions, events and accommodation. Build relationships with stakeholders in key international markets in Asia. Leverage international opportunities to promote the region’s wine and food through Austrade.</td>
<td>Other destinations are already using digital technologies to raise awareness of what they have to offer.</td>
<td>Packaging and investment (technology)</td>
</tr>
</tbody>
</table>

Note: Responsibility for marketing the region is contracted by Tourism WA to the regional tourism association Australia’s South West Inc.
<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Opportunities</th>
<th>Threats</th>
<th>Key Outcome Area (refer section 10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facilities for cruise ships are already available in Bunbury Port. A tender facility is being developed at Augusta and Busselton Jetty is investigating super-yacht facilities.</td>
<td>Bunbury’s close proximity to Fremantle reduces its attractiveness as a cruise ship destination. The tender facility at Augusta will have a limit to the size of ship that can berth.</td>
<td>Raise awareness of the region as a cruise ship destination and the attractions and activities that can be offered. Ensure the South West region is included in initiatives offered by the WA Cruise Shipping Committee and Tourism WA.</td>
<td>Although this is a growth sector worldwide, it is also highly volatile, with cruise companies regularly changing both their ships and itineraries.</td>
<td>• Packaging and investment</td>
</tr>
<tr>
<td>There is a large amount of tourism research available for Western Australia and the region which assists in making decisions on the best way to develop and support the industry.</td>
<td>Some of the research is not published on websites and there is a general lack of awareness of the available research.</td>
<td>Provide a central point for tourism research for the region and communicate updated and recently released data on a regular basis.</td>
<td>Nil</td>
<td>• Packaging and investment</td>
</tr>
</tbody>
</table>
Tourism worldwide is in a state of flux, and this impacts directly on Australia and the South West region.

Airlines are facing stiff competition with alliances being developed by many airlines. The eurozone debt has created a decline in business and consumer travel out of Europe. At the same time, the economies of India and China have seen significant increases in outbound travel, including to Australia.

The high levels of outbound travel by Australians is expected to continue, especially while the Australian dollar remains high and low cost airlines are providing relatively cheap outbound airfares.

Tourism Research Australia’ forecasts that international markets, rather than the domestic market, will provide the largest growth for Australian tourism in both the short and long term.

The forecasts are:

- With strong growth in domestic day travel and resilience in overnight travel, total domestic tourism expenditure (which captures expenditure from each of these segments) is forecast to increase by 1.8 per cent to $70 billion in 2012-13, and by a further 1.2 per cent to $71 billion in 2013-14.
- Total inbound tourism expenditure is expected to increase 2.8 per cent to $28 billion in 2012-13, and then by 4.0 per cent to $29 billion in 2013-14.
- In the longer term, domestic expenditure is now expected to record average annual growth of 0.7 per cent to reach $74 billion by 2021-22. Inbound expenditure is forecast to grow at the faster average annual rate of 3.8 per cent, to reach $39 billion in 2021-22.

Strong growth from Asia, especially China, is expected to result in an increase in Asia’s share of inbound travel to Australia from 42% to 45% by 2021-22.

In order to take advantage of the growth that will come from international markets, WA will need to increase its share of international visitors to Australia compared to other States.

State Government Strategy for Tourism in Western Australia

Core experiences

There is a diverse range of experiences that make the region attractive to the visitor\(^1\). These core experiences are recognised as being key drivers for people coming to the region. They are also the key motivators for international visitors as identified by Tourism Australia\(^2\), including world class nature, aquatic and wildlife experiences, and wine and food.

**Wine and food**

The region is well recognised for the production of world class wine and quality food and dining experiences. The Margaret River Wine Region has a high level of awareness, and there are now emerging wines areas such as Geographe and Manjimup/Pemberton.

**Biodiversity**

One of the strengths of the region is its biodiversity. There is a range of flora and fauna that is found nowhere else in the world. For instance, the Tuart Forest at Capel, which is the last remaining stand of tuart trees in the world. Our native forests feature magnificent tall timbers, including jarrah, karri and marri trees. The Wonnerup Wetlands at Busselton are internationally recognised under the RAMSAR Convention due to the migratory birds that fly from overseas to Busselton. The South West has the longest whale watching season in Australia (six months) as there are two migration patterns East–West in June to August, and North–South in September to November. The region also has an excellent network of trails from which to experience the biodiversity and natural landscape, including the Munda Biddi off-road cycle trail and the Bibbulmun Track walk trail.

**Landscapes**

The South West is part of Tourism Australia’s National Landscapes program. This program recognises the importance of the landscape when promoting to the international visitor. In addition to biodiversity, it also recognises the landscape experiences we have.

Examples include the limestone caves between Yallingup and Augusta, the spectacular coastline with granite headlands, the Yeagarup inland sand dunes in Pemberton, and white sandy beaches.

**Art and culture**

The region has a strong arts and culture community. There are performing arts facilities around the region, with the Bunbury Regional Entertainment Centre staging national and international events. Community events occur in almost every town and many towns also host events that are of national or international standing. The South West also has a strong pioneering heritage and the Manjimup Timber Park provides an excellent insight into the region’s timber industry.

It should be noted that the region does not have a strong Indigenous tourism component. This is an area that could be improved and developed through collaborative partnerships between the travel industry, government and Indigenous tourism groups. Current Indigenous tourism activities are centred on Roelands Village (near Bunbury), the Wardan Aboriginal Centre and Ngilgi Cave (both near Yallingup).

**Events**

The South West region has the highest number of events in regional Western Australia. In recognising the important role that events play, both socially and economically, this plan highlights activities that can support this important area.

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1. For a list of tourism highlights for the region please see Appendix One
This document focuses on planning, development and infrastructure. Other elements of tourism such as marketing and training are already the responsibility of various stakeholders. The table below summarises the common key roles of each organisation involved in tourism. It should be noted that the roles of some organisations may overlap. For example, Tourism WA may be involved in infrastructure that is deemed to be of State significance.

<table>
<thead>
<tr>
<th></th>
<th>Infrastructure</th>
<th>Event development</th>
<th>Packaging</th>
<th>Investment</th>
<th>Marketing (inc. events)</th>
<th>General business advice &amp; training</th>
<th>Visitor servicing</th>
<th>Industry standards/ accreditation</th>
<th>Research</th>
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<tr>
<td>SWDC</td>
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<td>Eventscorp (part of Tourism WA)</td>
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<td>Local Government</td>
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<td>Tourism Council WA</td>
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<td>Australia’s South West</td>
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<td>Local Tourism Associations</td>
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<td>Small Business Centres</td>
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<tr>
<td>Dept Resources, Energy and Tourism (inc. Tourism Australia)</td>
<td>✔</td>
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</tbody>
</table>

It is recognised that all organisations need to work together to maximise the opportunities to increase tourism.
Strategic linkages: Tourism WA

Linkages to State Government Strategy for Tourism in Western Australia 2020

In December 2012, Tourism Western Australia released the State Government Strategy for Tourism in Western Australia 2020. The Strategy aims to create a partnership between Tourism WA, other government agencies and the tourism sector, with the goal being to double the value of tourism in Western Australia – from $6 billion in 2010 to $12 billion in 2020.

To achieve this, seven strategic pillars for growth have been identified. These pillars cover both the demand (primarily marketing) as well as supply side (primarily infrastructure, packaging and event development) issues.

The seven pillars are:
1. Brand – with the Experience Extraordinary brand
2. Indigenous Tourism – supporting Aboriginal tourism experiences
3. Infrastructure – with a focus on hotels, aviation and workforce development
4. Asia – targeting high yield Asian markets
5. Business Travel – increasing overall yield
6. Regional Travel – increasing travel to regional WA
7. Events – supporting events for locals and visitors

As Tourism Futures relates to infrastructure, packaging and events – it will directly support Tourism WA’s pillars for growth. The matrix below highlights the linkages between State Government Strategy for Tourism 2020 and Tourism Futures South West 2013-2018.

<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>Pillars for growth</strong></td>
<td><strong>Key outcome areas</strong></td>
</tr>
<tr>
<td>Brand – Experience Extraordinary</td>
<td>Not applicable – marketing of the region is the role of Australia’s South West Inc. and Tourism Western Australia</td>
</tr>
<tr>
<td>Indigenous Tourism</td>
<td>Infrastructure, Packaging and Events</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>Infrastructure</td>
</tr>
<tr>
<td>Asia</td>
<td>Packaging</td>
</tr>
<tr>
<td>Business Travel</td>
<td>Packaging and Events</td>
</tr>
<tr>
<td>Regional Travel</td>
<td>Infrastructure, Packaging and Events</td>
</tr>
<tr>
<td>Events</td>
<td>Events</td>
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</tbody>
</table>
The strategic objective of the South West Development Commission is to support growth and market resilience in the tourism sector by:

- Increasing the number of visitors to the region
- Increasing length of stay
- Increasing visitor spending

**PRIORITY OUTCOME AREAS**

Based on industry feedback and Tourism WA’s Strategic Plan, the areas that the South West Development Commission can make a significant difference are:

**Infrastructure**

- **Access** – improve road, rail, air and sea access, for example, Busselton Regional Airport and Margaret River Perimeter Road.

- **Attraction development** – seeking investment in new attractions for the region and upgrading existing attractions, for example, Jewel Cave redevelopment and new Dolphinarium attraction in Bunbury.

**Packaging and investment**

- **International visitors** – implementing programs to increase international visitation, for example, leveraging off the Sister City relationships of Bunbury, Manjimup and Augusta-Margaret River with China.

- **Development of itineraries** – for the China market (leisure and business).

- **Consumer marketing and packaging** – supporting tourism marketing efforts that will drive more business into the region, including the National Landscapes Program and technology initiatives such as Google Maps.

**Wine and food tourism**

- Funding and facilitating wine and tourism associations to increase awareness of the South West as a wine and food destination.

**Tourism technology**

- Improved distribution of tourism information through investment in digital technologies.

**Cruise ship tourism**

- Liaising with State and national bodies to increase number of visits.

**Investment**

- Facilitating new investment into the region.

**Event development:**

Events play an important role in developing and sustaining vibrant communities. Recognised benefits of supporting regional events include:

- Increased expenditure leading to increased employment and job creation.
- Diversification of traditional industry sectors.
- Spreading the benefits region-wide as visitors travel through the region to attend events.
- Highlighting local product (eg truffles, wine and art).
- Providing local communities and volunteers with the opportunity to be involved with activities and events.
- Bringing new visitors who would not have otherwise come.
- Increasing the profile and awareness of the destination especially through increased marketing and media.
- Enhancing community pride.
- Improving the profitability of local businesses.
- Attracting new investment through event infrastructure and community facilities.

The Commission is already working with communities and event organisers through:

- Funding from the South West Events Program.
- Direct grant support for specific event projects.
- Our relationship with Eventscorp, which helps to maximise the benefit of major events to the region.
- Access to research and survey pro-formas.
- Advice by SWDC staff on opportunities from other funding sources.
Asia ready tourism products

It is also recommended that during the planning stages of any relevant project or activity, consideration is given as to how it will meet the needs of visitors from Asian markets. This could include staff training on cultural issues, brochures in other languages, making contact with key inbound travel agents, and cooperative marketing with local, regional and state tourism organisations that target the Asian market.
All projects identified in this document are on public land and do not include projects on private freehold land. The Commission’s role with these projects is to support funding applications, as well as provide assistance and advice to the proponent.

Priority ratings (low, medium, high) are based on feedback from the tourism subcommittee members evaluating the potential to:

- Increase visitor numbers
- Increase visitor expenditure
- Increase length of stay
- Attract international visitors

Projects have been categorised as being of:

1. State significance, with an impact that goes beyond the South West region
2. Regional/local significance, with an impact primarily within the region
3. Providing important supporting infrastructure, such as airports, roads, etc

Within categories one and two, projects are identified as being either: business case/construction ready, or at concept stage. Projects which are business case/construction ready have undergone significant planning and consultation. These projects are either ready to develop a business case to support funding applications, or ready to proceed to construction (subject to funding). Projects at concept stage still require additional consultation and/or planning before they can proceed.

All projects are in alphabetical order by proponent.

TBC – to be confirmed.
### Augusta Margaret River Tourism Association

<table>
<thead>
<tr>
<th>Project name</th>
<th>Australian Mega Fauna Centre, Margaret River</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>Build a new mega fauna centre at Mammoth Cave highlighting the biodiversity of the region, Indigenous interpretation, climate change and including exhibits of the extinct mega fauna that used to roam the area 40,000 years ago</td>
</tr>
<tr>
<td>Current status</td>
<td>Feasibility and business plan has not been completed.</td>
</tr>
<tr>
<td>Estimated cost (total project)</td>
<td>Stage 1 Concept Plan (completed), Stage 2 Feasibility Study and design costing (completed), Stage 3 approximately $15m</td>
</tr>
<tr>
<td>Outcomes</td>
<td>Improve environmental protection of Mammoth Cave system, Improve interpretive experience for visitors, Provide new product for coach market</td>
</tr>
</tbody>
</table>

### City of Busselton

<table>
<thead>
<tr>
<th>Project name</th>
<th>Busselton Foreshore redevelopment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>Redevelopment of the Busselton Foreshore in accordance with the Busselton Foreshore Master Plan</td>
</tr>
<tr>
<td>Current status</td>
<td>It is proposed that development will be funded over a two year period for works to be completed by 2016. Stage 3 comprises of distinct precincts for accommodation, active play, events, interpretive centre, environmental coastal defences and significant landscaping works to aesthetically integrate the foreshore precincts</td>
</tr>
<tr>
<td>Estimated cost (total project)</td>
<td>$44.8m</td>
</tr>
<tr>
<td>Outcomes</td>
<td>The Busselton Foreshore Master Plan adopted by Council outlines proposed land uses for conservation; active and passive communal recreation; sports ovals, tennis club and grounds, club room facilities; “Railway House” interpretive centre for the Busselton Jetty and the historic Ballarat Steam engine, and developments to service the tourism industry including hotel/short stay accommodation, restaurants, cafés and public amenities. The plan recognises that an improved foreshore experience is required to elevate Busselton as a major regional tourism destination, supporting the vision of Busselton Foreshore as a playground for all</td>
</tr>
</tbody>
</table>

### Dolphin Discovery Trust

<table>
<thead>
<tr>
<th>Project name</th>
<th>Dolphin Discovery Centre upgrade, Bunbury</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>Create world class dolphin interpretive experience through improved building extensions and renovations (Stage 3)</td>
</tr>
<tr>
<td>Current status</td>
<td>Completed: Audio visual experience for Centre, Next stage is to construct new building extension</td>
</tr>
<tr>
<td>Estimated cost (total project)</td>
<td>Stage 1 – Complete 2010 ($173,000), Stage 2 – Complete 2011 ($1.2m), Stage 2a – Headworks, marine study and other design and planning activities for approvals 2012/13 ($350,000), Stage 3 – Estimated 2013/14 ($6.6m), Stage 4 – Estimated 2014 ($1.5m) Total $10.02m</td>
</tr>
<tr>
<td>Outcomes</td>
<td>Create leading dolphin experience for Australia, especially for international market, Improved interpretation, facilities for coach market and improved cafe</td>
</tr>
</tbody>
</table>

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### Business case/construction ready projects – State significance

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<thead>
<tr>
<th>Augusta Margaret River Tourism Association</th>
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<tbody>
<tr>
<td><strong>Concept Planning Estimated commence Estimated completion Overall priority</strong></td>
</tr>
<tr>
<td>Completed Completed 2013 TBC High</td>
</tr>
</tbody>
</table>

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<tbody>
<tr>
<td><strong>Concept Planning Estimated commence Estimated completion Overall priority</strong></td>
</tr>
<tr>
<td>Completed In progress 2013 2014 High</td>
</tr>
</tbody>
</table>
### Geographe Bay Tourism Association

**Project name**
Ngilgi Cave Adventure Park, Yallingup

**Description**
Develop adventure-based activity park with high rope courses, flying foxes etc at Ngilgi Cave. Improve overall quality of the attraction with new visitor entry, cafe and interpretive signs. Upgrade lighting and pathways.

**Current status**
Concept – flora and fauna survey completed
Business case being developed for grants

**Estimated cost (total project)**
$3.8m

**Outcomes**
Adventure based tourism product aimed at the active visitor
Target self drive and team building markets
Improve the quality of the visitor experience to the cave

**Core experience**
Landscapes

<table>
<thead>
<tr>
<th>Concept</th>
<th>Planning</th>
<th>Estimated commence</th>
<th>Estimated completion</th>
<th>Overall priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completed</td>
<td>In progress</td>
<td>2013</td>
<td>2014</td>
<td>Medium</td>
</tr>
</tbody>
</table>

### National Landscapes Program

**Project name**
Implementation of the Great South West Edge National Landscapes strategy

**Description**
Twelve destinations around Australia have been identified by Tourism Australia and Parks Australia for inclusion in the National Landscapes program. The program aims to develop product and infrastructure based on our natural landscapes that will deliver high quality experiences to the international visitor. The South West region is included in the Great South West Edge (GSWE) National Landscapes region that extends from Bunbury around to Esperance via Albany. The GSWE Experience Development Strategy has identified important opportunities to improve regional product and infrastructure

**Current status**
The strategy now requires implementation funding to improve the range and quality of tourism infrastructure identified as a high priority for the region

**Estimated cost (total project)**
Costs will be project specific

**Outcomes**
Increased tourism for both international and domestic markets that will be promoted by Tourism Australia, Parks Australia, Tourism Western Australia and Department of Conservation

**Core experience**
Landscapes

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<th>Estimated completion</th>
<th>Overall priority</th>
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</thead>
<tbody>
<tr>
<td>Completed</td>
<td>Completed</td>
<td>2014</td>
<td>2017</td>
<td>High</td>
</tr>
</tbody>
</table>

### Shire of Bridgetown-Greenbushes

**Project name**
Bridgetown Heritage Railway Precinct

**Description**
To protect historical assets and return the precinct to a key, social, recreational and interactive tourist experience. This includes refurbishing the only Class 2 rail station on the line (designed by CY O’Connor) as a new visitor centre and developing the old goods shed as a local facility for the display of regional artisans skills and works through ‘art experience tourism’ including art workshops, exhibitions, artists in residence

**Current status**
Planning completed – awaiting funding

**Estimated cost (total project)**
$2m

**Outcomes**
Preservation of historical assets to create a new heritage tourism attraction

**Core experience**
Arts and culture

<table>
<thead>
<tr>
<th>Concept</th>
<th>Planning</th>
<th>Estimated commence</th>
<th>Estimated completion</th>
<th>Overall priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completed</td>
<td>Completed</td>
<td>TBC</td>
<td>TBC</td>
<td>High</td>
</tr>
</tbody>
</table>
### Shire of Manjimup

**Project name**: Upgrade State Timber Park Museum, Manjimup  
**Description**: Redevelopment of Manjimup Timber and Heritage Park includes new entry point, cafe, exhibit upgrades, creating links to the South Western Highway, meeting facilities and landscaping improvements  
**Current status**: Concept design and costing completed – awaiting funding  
**Estimated cost (total project)**: $10m  
**Outcomes**: Create a unique heritage attraction that attracts visitors to the area. The attraction will build upon existing displays plus create new interactive displays and improved interpretation  
**Core experience**: Arts and culture  
<table>
<thead>
<tr>
<th>Concept</th>
<th>Planning</th>
<th>Estimated commence</th>
<th>Estimated completion</th>
<th>Overall priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completed</td>
<td>Completed</td>
<td>2013</td>
<td>2014</td>
<td>High</td>
</tr>
</tbody>
</table>

### Shire of Collie and Motoring South West

**Project name**: Collie Motorplex upgrade  
**Description**: Upgrade drag strip facilities at Collie Motorplex:  
Stage 1 – Build Drag Strip and associated facilities ($7m)  
Stage 2 – Upgrade existing race track, parking, power, water ($7m)  
Stage 3 – Central Facility, fencing, track extension ($10m)  
**Current status**: Planning completed, funding being sought  
**Estimated cost (total project)**: $27m  
**Outcomes**: Improved facilities for motor sports in Western Australia. New facility to attract new events to the State  
**Core experience**: Events  
<table>
<thead>
<tr>
<th>Concept</th>
<th>Planning</th>
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<th>Estimated completion</th>
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<tbody>
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<td>Completed</td>
<td>Completed</td>
<td>2013</td>
<td>2014</td>
<td>High</td>
</tr>
</tbody>
</table>

### South West Development Commission and the Department of Environment and Conservation

**Project name**: Lake Kepwari, Collie  
**Description**: Redevelop a mine void into a recreational lake with boat ramp, picnic facilities, etc  
**Current status**: Wesfarmers own the land. Land transfer in progress  
**Estimated cost (total project)**: $2.7m (recreational facilities)  
**Outcomes**: Improved recreational and sporting opportunities  
**Core experience**: Landscapes  
<table>
<thead>
<tr>
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<th>Overall priority</th>
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</thead>
<tbody>
<tr>
<td>Completed</td>
<td>Completed</td>
<td>In progress</td>
<td>June 2013</td>
<td>Medium</td>
</tr>
</tbody>
</table>
## Business case/construction ready projects – regional or local significance

### City of Bunbury

<table>
<thead>
<tr>
<th>Project name</th>
<th>Lighting up Bunbury</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>Innovative visual lighting displays located at various locations around Bunbury</td>
</tr>
<tr>
<td>Current status</td>
<td>Consider sites within Bunbury CBD for lighting displays</td>
</tr>
<tr>
<td>Estimated cost (total project)</td>
<td>TBC</td>
</tr>
<tr>
<td>Outcomes</td>
<td>Promote Bunbury to visitors by creating a light show using the outside of local buildings such as the Bunbury Regional Art Galleries. Aim is to make Bunbury an interesting and vibrant tourism destination for visitors</td>
</tr>
<tr>
<td>Core experience</td>
<td>Arts and culture</td>
</tr>
</tbody>
</table>

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<thead>
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<td>Medium</td>
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</table>

### City of Busselton

<table>
<thead>
<tr>
<th>Project name</th>
<th>New River Demonstration Wetlands Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>The site will showcase a functioning wetlands system that has been restored from a degraded area near the Busselton Visitor Centre. The site will contain a circular path and boardwalk, bench seating, a shelter and interpretative information.</td>
</tr>
<tr>
<td>Current status</td>
<td>Proposal to be submitted to the City of Busselton Council by November 2012 to consider the project for 2013/14 budget. Seek funding opportunities for completion of project</td>
</tr>
<tr>
<td>Estimated cost (total project)</td>
<td>$300,000</td>
</tr>
<tr>
<td>Outcomes</td>
<td>Creation of a wetlands demonstration site that emphasises conservation and education with tourism potential</td>
</tr>
<tr>
<td>Core experience</td>
<td>Biodiversity</td>
</tr>
</tbody>
</table>

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<th>Estimated completion</th>
<th>Overall priority</th>
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<tbody>
<tr>
<td>In progress</td>
<td>In progress</td>
<td>TBC</td>
<td>TBC</td>
<td>Medium</td>
</tr>
</tbody>
</table>

### Shire of Augusta Margaret River and Department of Transport

<table>
<thead>
<tr>
<th>Project name</th>
<th>Cruise Ship facilities – Augusta Small Boat Harbour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>As part of the Augusta Small Boat Harbour project, develop land based facilities designed to meet the needs of cruise ship passengers as well as recreational and whale watch boats. This will include signage, seating, landscaping, pathways, etc.</td>
</tr>
<tr>
<td>Current status</td>
<td>The Augusta Small Boat Harbour is due to open in 2014 and cruise ship facilities should be in place by June 2014 – subject to funding</td>
</tr>
<tr>
<td>Estimated cost (total project)</td>
<td>$200,000</td>
</tr>
<tr>
<td>Outcomes</td>
<td>Increase interpretation of the marine environment and whale education</td>
</tr>
<tr>
<td>Core experience</td>
<td>Wine and food</td>
</tr>
</tbody>
</table>

<table>
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<td>2013</td>
<td>2014</td>
<td>High</td>
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</tbody>
</table>
### Shire of Nannup

**Project name**: Ellis Creek Trail, Nannup  
**Description**: Links the Bibbulmun Track to Nannup townsite and the Munda Biddi Trail  
**Current status**: Route planning complete, risk assessments complete, quotes received. Memorandum of Understanding to be completed with the Department of Environment and Conservation, and management issues to be resolved  
**Estimated cost (total project)**: $200,000  
**Outcomes**: Increased promotional opportunities with the Bibbulmun Track Foundation. Improved access for recreational walkers. Heritage interpretation at Ellis Creek mill site. Increased trails tourism in the shire and the region – forms part of the Trails Tourism Hub project. Increased use of accommodation, food and other businesses associated with trails  
**Core experience**: Landscapes  

<table>
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</tr>
</thead>
<tbody>
<tr>
<td>Completed</td>
<td>Completed (stages 1 &amp; 2), In Progress (stage 3)</td>
<td>2013</td>
<td>2016</td>
<td>Medium</td>
</tr>
</tbody>
</table>

### Shire of Nannup

**Project name**: Brockman Street and Riversbend caravan parks re-development, Nannup (two sites)  
**Description**: Undertake capital works in Brockman Street and Riversbend caravan parks; including electrical, drainage, cabins, campers kitchen upgrade, ablution block upgrade, fire safety, paths and driveway  
**Current status**: Concept designs completed. Funding applications lodged for capital works  
**Estimated cost (total project)**: $1m  
**Outcomes**: To ensure that the Brockman Street and Riversbend caravan parks meet legislative requirements and are recognised as top quality accommodation in the South West  
**Core experience**: N/A  

<table>
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## Concept/planning projects – State significance

### Augusta Margaret River Tourism Association

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<tr>
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<th>Description</th>
<th>Current status</th>
<th>Estimated cost (total project)</th>
<th>Outcomes</th>
<th>Core experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Whale Interpretation Centre</td>
<td>Incorporates interpretation centre, educational facilities, visitor information, research facility</td>
<td>Planning (business plan, due diligence, feasibility)</td>
<td>Total cost: $6m Stage 1 Planning: $60,000</td>
<td>Provide a niche educational and research facility of international importance, Increase visitation associated with whale watching and other marine based experiences</td>
<td>Biodiversity</td>
</tr>
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</table>

### Local Mountain Bike Clubs (supported by Department of Conservation and Department of Sport and Recreation)

<table>
<thead>
<tr>
<th>Project name</th>
<th>Description</th>
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<th>Estimated cost (total project)</th>
<th>Outcomes</th>
<th>Core experience</th>
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</thead>
</table>
| Implementation of South West Mountain Bike Plan Master 2012-2017 | The South West Mountain Bike Master Plan (currently being developed) is a detailed assessment of all existing, desired and proposed mountain bike trails in the South West. The plan provides scope for the inclusion of improvements required to particular trails or trail heads as being developed by the State Trail Hubs Project. The project will identify opportunities to develop the Top Five Mountain Bike Trails in the region | The Plan is currently being developed (October 2012) at the same time as the State Mountain Bike Master Plan by Westcycle. The aim is to create a high quality MTB trail network in the South West. It is also expected to provide the platform for the development of the South West as an innovative, sustainable, high quality and exciting riding and off-road cycle tourism destination that also protects environmental values | $5m – implementation of the South West Mountain Bike Master Plan elements | Create a world-class South West mountain bike network:  
- Identify the attributes for the different disciplines of mountain biking and potentially suitable locations  
- Outline an aspirational network of local, regional and national standard MTB trails in the region  
- Establish a prioritisation criteria, and applies criteria to prioritise MTB trail development works in the region  
- Outline the roles and responsibilities of the key stakeholders in the areas of governance, maintenance, marketing, promotion and events in relation to trails and trail networks  
A staged development of mountain bike trails in the South West over five years:  
- The state benefits from a substantial increase in interstate and international tourist expenditure; stronger promotion of mountain biking and better access to quality recreational infrastructure  
- The local community enjoys the increase in business and work opportunities; better recreation and hospitality services, as well access to high quality recreational trails facilities | Events |
### Pemberton Chamber of Commerce and Industry

**Project name**: Outdoor concert facility

**Description**: Located at the Pemberton Pool and Forest Park, the facility will incorporate an interpretation centre, educational facilities, outdoor concert facility, visitor information, research facility, cable car lift to tower and lookout and Forest cafe. The facility will be strategically located to link into and service the Trails Hub project and Pemberton Mountain Bike Park to create a complete international standard forest interpretation, educational, and adventure experience. The Park will be a key element of, and integrated into, the proposed Pemberton Trails Hub project infrastructure, which already includes existing infrastructure such as the Mountain Bike Park, Bibbulmun Track and Munda Biddi Trail.

A key component of the project is an outdoor concert facility.

For each of the three components there are four stages:
- Stage 1: Concept
- Stage 2: Pre-feasibility
- Stage 3: Planning
- Stage 4: Funding

**Current status**: Community and Shire are supportive. Location to be at Pemberton Pool – awaiting funding.

**Estimated cost (total project)**: Outdoor concert facility $400,000

**Outcomes**: New facility for holding local as well as state and national events

### Pemberton Visitor Centre

**Project name**: Pemberton Trail Hub, Pemberton

**Description**: The development of a Southern Forests world class tourism hub situated around high quality mountain bike trails systems and supported by a complete package of hospitality and visitor services.

**Current status**: This is one of two state level trail hubs being developed in the state (the other being at Dwellingup). An implementation plan has been developed including infrastructure requirements and timeframes. Project partners will include South West Development Commission, Tourism WA, Department of Environment and Conservation, Department Sport and Recreation, Munda Biddi Trail Foundation, Trails WA (or Top Trails), Western Australian Mountain Bike Association and local mountain bike clubs.

**Estimated cost (total project)**: $300,000

**Outcomes**: Facility to assist the growing cycle tourism market. Project will position Pemberton as a major destination for off road cycle tourism experiences in a forest setting.

**Core experience**: Landscapes

### Concept Planning Estimated commence Estimated completion Overall priority

<table>
<thead>
<tr>
<th>Completed</th>
<th>Completed</th>
<th>TBC</th>
<th>TBC</th>
<th>Medium</th>
</tr>
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![Image of a building]
Shire of Boyup Brook

Project name: Country Music and Arts Centre for Excellence

Description: The construction of a multi purpose building which will service creative industries in the South West, Peel and Great Southern regions of Western Australia.

Current status: Planning and development

Estimated cost (total project): TBC

Outcomes: This project will be the catalyst for the re-invigoration of Boyup Brook. Following the Tamworth model, Boyup Brook will build its reputation as a mecca for country music. This new facility will attract musicians, artists and the general public to the South West, which will directly stimulate the region’s economy, increase the region’s diversification and build resilience and sustainability. This facility will provide the Boyup Brook Country Music Club with the space and facilities needed to expand and build its capacity, ensuring the long term sustainability of the annual Country Music Festival and State Country Music Awards, and support the development and growth of creative industries.

Core experience:

<table>
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</tr>
</thead>
<tbody>
<tr>
<td>Completed</td>
<td>In progress</td>
<td>January 2012</td>
<td>January 2016</td>
<td>High</td>
</tr>
</tbody>
</table>

Shire of Bridgetown-Greenbushes

Project name: Bridle Trail from Boyup Brook to the south coast

Description: The Warren Blackwood Strategic Alliance undertook a project to develop a Trails Masterplan. During the community consultation process, the most significant project identified was a Bridle Trail from Boyup Brook to the south coast. The Department of Conservation has previously identified this as a desirable project. The Bridgetown-Greenbushes Shire has taken the lead on the project through its Trails Development Committee.

Current status: Conceptual

Estimated cost (total project): $3m (estimated)

Outcomes: The construction of a Bridle Trail from Boyup Brook to the south coast, enabling horse riders to have a dedicated trail following historic routes that were used by settlers in the early days to take their stock to the coast. An annual stock route trail event will also be developed and promoted nationally and internationally. This trail is also expected to provide an opportunity to create a new event such as the ‘South West Stock Route Trail Ride’.

Core experience:

<table>
<thead>
<tr>
<th>Concept</th>
<th>Planning</th>
<th>Estimated commence</th>
<th>Estimated completion</th>
<th>Overall priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>In progress</td>
<td>TBC</td>
<td>TBC</td>
<td>TBC</td>
<td>High</td>
</tr>
</tbody>
</table>
Concept/planning projects – regional or local significance

### Northcliffe Pioneer Museum

<table>
<thead>
<tr>
<th>Project name</th>
<th>Pemberton Pool Artwalk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>Construct a replica of the Windy Harbour Lighthouse that was in place from 1960-1989. The Museum has the original lens that was lit by acetylene gas and is historically significant</td>
</tr>
<tr>
<td>Current status</td>
<td>Concept being discussed with local community, shire and other stakeholders</td>
</tr>
<tr>
<td>Estimated cost (total project)</td>
<td>TBC</td>
</tr>
<tr>
<td>Outcomes</td>
<td>Create a new historical attraction for the Southern Forests area that will encourage new visitors as well as increase length of stay</td>
</tr>
<tr>
<td>Core experience</td>
<td>Arts and culture</td>
</tr>
<tr>
<td>Concept Planning</td>
<td>Estimated commence</td>
</tr>
<tr>
<td>In progress</td>
<td>TBC</td>
</tr>
</tbody>
</table>

### Pemberton Arts Group

<table>
<thead>
<tr>
<th>Project name</th>
<th>Pemberton Pool Artwalk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>Artwalk linking Pemberton’s main street to the swimming pool. Reflect Pemberton’s cultural heritage and environment. Project in conjunction with the Shire of Manjimup</td>
</tr>
<tr>
<td>Current status</td>
<td>Conceptual at this stage</td>
</tr>
<tr>
<td>Estimated cost (total project)</td>
<td>$500,000 (estimate)</td>
</tr>
<tr>
<td>Outcomes</td>
<td>Increase visitor length of stay by linking the main street and the swimming pool area with an artwalk</td>
</tr>
<tr>
<td>Core experience</td>
<td>Arts and culture</td>
</tr>
<tr>
<td>Concept Planning</td>
<td>Estimated commence</td>
</tr>
<tr>
<td>In progress</td>
<td>TBC</td>
</tr>
</tbody>
</table>

### Shire of Capel

<table>
<thead>
<tr>
<th>Project name</th>
<th>Tuart Forest National Park Master Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>Tuart Forest National Park – two trails planned with interpretation. Develop walk trails with interpretation through the Ludlow Tuart Forest. The forest is the last stand of Tuart forest left in the world. Additional discussion with the Department of Environment and Conservation still to be undertaken. Interpretation to include QR codes for Smartphone use.</td>
</tr>
<tr>
<td>Current status</td>
<td>In planning</td>
</tr>
<tr>
<td>Estimated cost (total project)</td>
<td>$200,000</td>
</tr>
<tr>
<td>Outcomes</td>
<td>Increased opportunity for recreational trails and promotion of a unique forest attraction.</td>
</tr>
<tr>
<td>Core experience</td>
<td>Biodiversity</td>
</tr>
<tr>
<td>Concept Planning</td>
<td>Estimated commence</td>
</tr>
<tr>
<td>Completed</td>
<td>In progress</td>
</tr>
</tbody>
</table>
## Shire of Nannup

<table>
<thead>
<tr>
<th>Project name</th>
<th>Tourism Trails Hub, Nannup</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>Extend the Trails Hub program in the region to Nannup by the development of existing and new Nannup trails and associated services. Trail types include walking, cycling, canoeing and bridle trails through State forests and National Parks, as well as the Munda Biddi and Bibbulmun trails. Links to other adjoining shires in region</td>
</tr>
<tr>
<td>Current status</td>
<td>Discussions with the Department of Conservation and other stakeholders underway</td>
</tr>
<tr>
<td>Estimated cost (total project)</td>
<td>$110,000</td>
</tr>
<tr>
<td>Outcomes</td>
<td>Increased trails tourism in the shire and the region. Increased use of accommodation, food and other businesses associated with trails. Health and recreation benefits to locals as well as visitors</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Core experience</th>
<th>Events</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Concept</th>
<th>Planning</th>
<th>Estimated commence</th>
<th>Estimated completion</th>
<th>Overall priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>In progress</td>
<td>In progress</td>
<td>2013</td>
<td>2014</td>
<td>Medium</td>
</tr>
</tbody>
</table>

## Yarragadee Interpretive Centre, Nannup

<table>
<thead>
<tr>
<th>Project name</th>
<th>Yarragadee Interpretive Centre, Nannup</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>Construction of an Interpretation Centre for the Yarragadee Aquifer and associated family water park</td>
</tr>
<tr>
<td>Current status</td>
<td>Discussions with the Water Corporation and other stakeholders underway</td>
</tr>
<tr>
<td>Estimated cost (total project)</td>
<td>$2m</td>
</tr>
<tr>
<td>Outcomes</td>
<td>Tourism icon, education asset and water park will attract a broad range of tourists to visit Nannup and the region. The water park will attract families from adjoining shires, complementing and adding to the success of Apple FunPark in Donnybrook by creating a series of child friendly attractions across the region</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Core experience</th>
<th>Biodiversity</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Concept</th>
<th>Planning</th>
<th>Estimated commence</th>
<th>Estimated completion</th>
<th>Overall priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>In progress</td>
<td>In progress</td>
<td>2013</td>
<td>2014</td>
<td>Medium</td>
</tr>
</tbody>
</table>

## Walpole Nornalup Tourism Association

<table>
<thead>
<tr>
<th>Project name</th>
<th>Legends of Walpole – Natural and Cultural Interpretation Centre, Walpole</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>Create an environmental education facility based on the Walpole Wilderness area and the Walpole/Nornalup Inlets Marine Park</td>
</tr>
<tr>
<td>Current status</td>
<td>Discussion within community on potential for the project</td>
</tr>
<tr>
<td>Estimated cost (total project)</td>
<td>TBC</td>
</tr>
<tr>
<td>Outcomes</td>
<td>Create a new educational attraction for the area that will encourage new visitors as well as increase length of stay</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Core experience</th>
<th>Biodiversity</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Concept</th>
<th>Planning</th>
<th>Estimated commence</th>
<th>Estimated completion</th>
<th>Overall priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completed</td>
<td>TBC</td>
<td>TBC</td>
<td>TBC</td>
<td>TBC</td>
</tr>
</tbody>
</table>
Supporting infrastructure

City of Busselton

<table>
<thead>
<tr>
<th>Project name</th>
<th>Description</th>
<th>Current status</th>
<th>Estimated cost (total project)</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>South West Regional Airport (Busselton Regional Airport), Busselton</td>
<td>Upgrade and expand the runway and terminal facilities to allow direct flights into the region from the Eastern States and overseas</td>
<td>Reports currently being prepared include: 1. Passenger Demand &amp; Route Viability Assessment - BRA 2. The Economic and Social Impact Assessment - BRA 3. Completion of an Aboriginal Heritage Due Diligence study</td>
<td>Total estimated cost is $85m to improve runway, taxiway, terminal facilities for domestic use (stage 1) and then internal flights (stage 2)</td>
<td>Expand and grow the inbound tourist market. This could directly benefit the South West tourism industry i.e. Accommodation and dining venues, transport operators and visitor attractions. Provide the South West regional population with direct airport access to facilitate and support outbound tourism to interstate and international destinations. Attract permanent residents to the South West region due to the availability of air travel for the purpose of FIFO and business purpose travel. Create air freight access for regional product/food manufacturers. Create opportunities for South West regional service exports. For example, education and training institutions could offer prospective students direct air travel access</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Concept</th>
<th>Planning</th>
<th>Estimated commence</th>
<th>Estimated completion</th>
<th>Overall priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completed</td>
<td>In progress</td>
<td>TBC</td>
<td>TBC</td>
<td>High</td>
</tr>
</tbody>
</table>

Main Roads WA and Shire of Augusta-Margaret River

<table>
<thead>
<tr>
<th>Project name</th>
<th>Description</th>
<th>Current status</th>
<th>Estimated cost (total project)</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Margaret River Perimeter Road</td>
<td>Build road around Margaret River town site</td>
<td>Planning: Route negotiation by Main Roads underway</td>
<td>$60m (including land acquisition, construction, environmental reports etc)</td>
<td>Reduce traffic through Margaret River town site to improve visitor and community amenity. Improve pedestrian safety in town centre</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Concept</th>
<th>Planning</th>
<th>Estimated commence</th>
<th>Estimated completion</th>
<th>Overall priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completed</td>
<td>In progress</td>
<td>TBC</td>
<td>TBC</td>
<td>Medium</td>
</tr>
</tbody>
</table>
### Shire of Manjimup

**Project name**: Upgrade Chesapeake Road, Pemberton  
**Description**: Upgrade Chesapeake Road between Northcliffe and Broke Inlet to improve visitor access to the Broke Inlet area for recreational camping and fishing  
**Current status**: Awaiting funding  
**Estimated cost (total project)**: $2m ($1.5m for bridge reconstruction and $500,000 for road resurfacing). This project will also assist emergency services vehicle access  
**Outcomes**: Improved visitor access to the Broke Inlet area for camping and fishing

<table>
<thead>
<tr>
<th>Concept</th>
<th>Planning</th>
<th>Estimated commence</th>
<th>Estimated completion</th>
<th>Overall priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completed</td>
<td>Completed</td>
<td>Immediate</td>
<td>12 months from commencement</td>
<td>Low</td>
</tr>
</tbody>
</table>

### Shires of Donnybrook-Balingup, Collie, Dardanup

**Project name**: Seal Pile Road – Mungalup Road (Collie – Dardanup route)  
**Description**: Complete the sealing of Pile – Mungalup roads to provide sealed access for the towns of Collie, Dardanup and Donnybrook  
**Current status**: Planning  
**Estimated cost (total project)**: $1.7m  
**Outcomes**: A small section is to be sealed which will provide a loop road from Collie to Donnybrook and Dardanup for locals and tourists

<table>
<thead>
<tr>
<th>Concept</th>
<th>Planning</th>
<th>Estimated commence</th>
<th>Estimated completion</th>
<th>Overall priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completed</td>
<td>In progress</td>
<td>TBC</td>
<td>TBC</td>
<td>Medium</td>
</tr>
</tbody>
</table>

### Main Roads WA

**Project name**: Bunbury Outer Ring Road – Stage 2  
**Description**: The Bunbury Outer Ring Road will be constructed as a four lane dual carriageway to provide a transport link between the four major roads leading into Bunbury; South Western Highway (North and South), Perth Bunbury Highway, Boyanup Picton Rd and Bussell Highway. The Bunbury Outer Ring Road is likely to be constructed in three stages:  
Stage 1 – Access road to Bunbury Port  
Stage 2 – BORR Southern Stage South Western Highway to Bussell Highway  
Stage 3 – BORR Northern Stage, Picton to Perth Bunbury Highway  
**Current status**: Initial planning completed. Detailed planning in progress to determine final route. Awaiting funding before project can proceed to construction phase  
**Estimated cost (total project)**: TBC  
**Outcomes**: Improved flow of vehicles through region

<table>
<thead>
<tr>
<th>Concept</th>
<th>Planning</th>
<th>Estimated commence</th>
<th>Estimated completion</th>
<th>Overall priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completed</td>
<td>In progress</td>
<td>TBC</td>
<td>TBC</td>
<td>Medium</td>
</tr>
</tbody>
</table>
### Shire of Manjimup

<table>
<thead>
<tr>
<th>Project name</th>
<th>Sealing of Old Vasse Road, Pemberton</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>Realign and seal Old Vasse Road linking the Vasse Highway with the Pemberton Northcliffe Rd and Warren National Park</td>
</tr>
<tr>
<td>Current status</td>
<td>Awaiting funding</td>
</tr>
<tr>
<td>Estimated cost (total project)</td>
<td>$5m</td>
</tr>
<tr>
<td>Outcomes</td>
<td>Improved visitor access to business along the Old Vasse Road and to the entrance of the Warren National Park</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Concept</th>
<th>Planning</th>
<th>Estimated commence</th>
<th>Estimated completion</th>
<th>Overall priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completed</td>
<td>Completed</td>
<td>Immediate</td>
<td>12 months from commencement</td>
<td>Medium</td>
</tr>
</tbody>
</table>

### Shire of Nannup

<table>
<thead>
<tr>
<th>Project name</th>
<th>‘Heart of Nannup’ main street project, Nannup</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>Enhance the town’s visual amenity, economic and community potential and to provide safe movement of traffic and pedestrians in the town centre. The project has two construction phases:</td>
</tr>
<tr>
<td></td>
<td>Stage 1: Drainage, footpaths North Traffic Bridge to Adam Street</td>
</tr>
<tr>
<td></td>
<td>Stage 2: Drainage, footpaths Adam Street to Kearney Street</td>
</tr>
<tr>
<td>Current status</td>
<td>Final documentation is being completed by consultant</td>
</tr>
<tr>
<td>Estimated cost (total project)</td>
<td>$1.9m</td>
</tr>
<tr>
<td>Outcomes</td>
<td>Creation of a streetscape that enhances the local and visitor experience and use of the township. Increased economic prospects for existing and new business. Community pride through development of unique characteristics of Nannup</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Concept</th>
<th>Planning</th>
<th>Estimated commence</th>
<th>Estimated completion</th>
<th>Overall priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completed</td>
<td>In progress</td>
<td>2014</td>
<td>2016</td>
<td>High</td>
</tr>
</tbody>
</table>

### Shire of Nannup

<table>
<thead>
<tr>
<th>Project name</th>
<th>Mowen Road Entry Program, Nannup</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>Provide new directional and welcome signs for visitors arriving/departing by new road. Will include new information bays with maps of area, etc</td>
</tr>
<tr>
<td>Current status</td>
<td>Signage, information bays to be designed and installed</td>
</tr>
<tr>
<td>Estimated cost (total project)</td>
<td>$15,000 (design and install signs and info bays other than Main Roads signs)</td>
</tr>
<tr>
<td>Outcomes</td>
<td>Increased tourism to inland regions of South West. Improved access for leisure and business visitors</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Concept</th>
<th>Planning</th>
<th>Estimated commence</th>
<th>Estimated completion</th>
<th>Overall priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completed</td>
<td>Completed</td>
<td>Commenced</td>
<td>2014 or earlier</td>
<td>High</td>
</tr>
</tbody>
</table>
### Various local government areas

<table>
<thead>
<tr>
<th>Project name</th>
<th>Regional telecommunications infrastructure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>Improve access to telecommunication facilities in region including internet and mobile phone coverage</td>
</tr>
<tr>
<td>Current status</td>
<td>Some areas of the region still do not have access to mobile phone or high speed internet. For example, the Ferguson Valley near Bunbury has poor mobile phone coverage</td>
</tr>
<tr>
<td>Estimated cost (total project)</td>
<td>Costs will be location specific</td>
</tr>
<tr>
<td>Outcomes</td>
<td>Increased visitor satisfaction and safety while touring the region</td>
</tr>
<tr>
<td>Concept</td>
<td>Planning</td>
</tr>
<tr>
<td>TBC</td>
<td>TBC</td>
</tr>
</tbody>
</table>

### Various local governments and Main Roads WA

<table>
<thead>
<tr>
<th>Project name</th>
<th>Tourism signage in South West region</th>
</tr>
</thead>
</table>
| Description  | 1. Improve directional road side signs for visitors to the region  
2. Improve the quality of interpretive information signs at tourism attractions in region. This includes both natural and built attractions |
| Current status | Generally the provision of directional signs is adequate, however interpretive information can be improved at many locations |
| Estimated cost (total project) | Costs will be location specific |
| Outcomes | Increased visitor satisfaction with touring the region |
| Concept | Planning | Estimated commence | Estimated completion | Overall priority |
| TBC | TBC | TBC | TBC | TBC |
Packaging and investment

The following are projects and activities that the Commission is either managing or taking a lead role in, with support from industry partners.

### Indigenous Tourism

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Develop collaborative partnerships, between Indigenous tourism groups, the travel industry and government</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outcomes</td>
<td>Improve the viability and range of Indigenous tourism experiences in the region</td>
</tr>
</tbody>
</table>
| Status | Encourage venues to host Indigenous events  
Support the development of the Outback Academy (chef Mark Olive) in the region  
Work with the Department of Environment and Conservation to increase Indigenous involvement on Crown Land  
Promote the region’s Indigenous experiences as part of the overall tourism plan for the region |
| Partners | Indigenous tourism groups, Department of Environment and Conservation, Tourism WA |
| Priority | Timeframe |
| Priority Timeframe | High Ongoing |

### Tourism investment portfolio

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Develop a suite of tourism investment opportunities for use by the Minister and other agencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outcomes</td>
<td>Increase the level of investment into the region</td>
</tr>
<tr>
<td>Status</td>
<td>Prospectus has been produced with ongoing updates required</td>
</tr>
<tr>
<td>Partners</td>
<td>Austrade, Tourism Western Australia</td>
</tr>
<tr>
<td>Priority</td>
<td>Timeframe</td>
</tr>
<tr>
<td>Priority Timeframe</td>
<td>High Ongoing</td>
</tr>
</tbody>
</table>

### International relationships – China, South East Asia and India

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Build relationships that can be leveraged to improve investment and/or visitation to the region</th>
</tr>
</thead>
</table>
| Outcomes | Increase the level of investment into the region  
Increase in number of visitors and their expenditure in regional communities |
| Status | Develop model itineraries for China market (business and leisure visitors) – completed  
Leverage off the Bunbury-Jiaxing Business Office in Bunbury  
Product recommendations to wholesalers doing business with Singapore  
Link with Austrade activities in major markets including India  
Build relationships with airlines such as China Southern  
Develop business relationships with government in China |
| Partners | Austrade, Tourism Western Australia, Australia’s South West, Bunbury-Jiaxing Business Office |
| Priority | Timeframe |
| Priority Timeframe | High Ongoing |
### National Landscapes Program

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Support the National Landscapes Program to create a Bunbury-Esperance Journey of Discovery for the self-drive market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outcomes</td>
<td>Increase the awareness of the National Landscapes region (includes all of South West)</td>
</tr>
<tr>
<td></td>
<td>Increase the number of package options for international and domestic visitors into the region</td>
</tr>
<tr>
<td>Status</td>
<td>National Landscapes program is supported by SWDC, including committee support</td>
</tr>
<tr>
<td>Partners</td>
<td>Tourism Australia, Tourism Western Australia, Department of Environment and Conservation</td>
</tr>
<tr>
<td>Priority</td>
<td>Timeframe</td>
</tr>
<tr>
<td>High</td>
<td>December 2014</td>
</tr>
</tbody>
</table>

### Tourism product packaging

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Support local businesses to develop relationships with other businesses that will result in packaging of tourism product for the international market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outcomes</td>
<td>Increase the financial viability of local businesses</td>
</tr>
<tr>
<td></td>
<td>Increase the range of experiences offered to visitors</td>
</tr>
<tr>
<td>Status</td>
<td>Working with inbound tourism businesses on increasing South West content</td>
</tr>
<tr>
<td></td>
<td>Assist Curtin University on wellness tourism packaging</td>
</tr>
<tr>
<td></td>
<td>Input into wine packaging for international visitors</td>
</tr>
<tr>
<td>Partners</td>
<td>Inbound tour operators, Australia's South West</td>
</tr>
<tr>
<td>Priority</td>
<td>Timeframe</td>
</tr>
<tr>
<td>Medium</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

### Cruise shipping

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Support activities that increase the economic impact of cruise ships to Bunbury and Augusta</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outcomes</td>
<td>Increased awareness of the region as a cruise destination</td>
</tr>
<tr>
<td>Status</td>
<td>Produced promotional brochure of Bunbury and surrounding areas</td>
</tr>
<tr>
<td></td>
<td>Display stand at Cruising Asia (Nov 2011) promoting Bunbury and the region</td>
</tr>
<tr>
<td></td>
<td>Produced display banner for trade show</td>
</tr>
<tr>
<td></td>
<td>Develop cruise ship strategy for the Augusta Small Boat Harbour</td>
</tr>
<tr>
<td>Partners</td>
<td>Bunbury Cruise Ship Committee, Western Australia Cruise Ship Committee, Shire of Augusta-Margaret River</td>
</tr>
<tr>
<td>Priority</td>
<td>Timeframe</td>
</tr>
<tr>
<td>Medium</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

### Tourism technology

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Improve the distribution of tourism information on the region via Smartphone and web-based applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outcomes</td>
<td>Increase the quality, quantity and diversity of information available to visitors</td>
</tr>
<tr>
<td>Status</td>
<td>Under investigation by local tourism associations</td>
</tr>
<tr>
<td>Partners</td>
<td>Local and regional tourism associations, event organisers</td>
</tr>
<tr>
<td>Priority</td>
<td>Timeframe</td>
</tr>
<tr>
<td>Medium</td>
<td>December 2014</td>
</tr>
</tbody>
</table>
### Research

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Improve decision-making through improved information about customer demographics and opportunities available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outcomes</td>
<td>Improve access to research information</td>
</tr>
<tr>
<td>Status</td>
<td>Improved tourism information on SWDC website and ongoing updates</td>
</tr>
<tr>
<td>Partners</td>
<td>Tourism Research Australia, Tourism Western Australia</td>
</tr>
<tr>
<td>Priority</td>
<td>Timeframe</td>
</tr>
<tr>
<td>Medium</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

### Austrade

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Support Austrade South West office and leverage international opportunities for investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outcomes</td>
<td>Increased investment in the region’s wine and food tourism sector</td>
</tr>
<tr>
<td></td>
<td>India and China are growth markets for the wine and food tourism sectors</td>
</tr>
<tr>
<td></td>
<td>Grow the connection between international trade agencies with a focus on the wine and food tourism sectors</td>
</tr>
<tr>
<td></td>
<td>Encourage greater collaboration with stakeholders</td>
</tr>
<tr>
<td></td>
<td>Increased communication across agencies to link tourism, wine and food</td>
</tr>
<tr>
<td></td>
<td>Support the traditional as well as emerging wine areas of Geographe and Manjimup/Pemberton</td>
</tr>
<tr>
<td>Status</td>
<td>Support for wine buyers visiting the region</td>
</tr>
<tr>
<td></td>
<td>Premium wine and food events in Greater Asia</td>
</tr>
<tr>
<td></td>
<td>Up-skilling tourism operators for export and signed to Austrade programs for coaching</td>
</tr>
<tr>
<td></td>
<td>Inbound media familiarisation visits to be linked into the overall message of the region</td>
</tr>
<tr>
<td></td>
<td>Cooperative marketing support for operators across wine food and tourism</td>
</tr>
<tr>
<td></td>
<td>Link with regional wine and food events to strengthen program</td>
</tr>
<tr>
<td></td>
<td>International travel wholesaler linkages</td>
</tr>
<tr>
<td></td>
<td>Meetings, incentives, conventions, exhibitions and business tourism support</td>
</tr>
<tr>
<td></td>
<td>Build relationships with airlines such as China Southern</td>
</tr>
<tr>
<td></td>
<td>Develop business relationships with government in China</td>
</tr>
<tr>
<td>Partners</td>
<td>Private sector seeking to develop international markets</td>
</tr>
<tr>
<td>Priority</td>
<td>Timeframe</td>
</tr>
<tr>
<td>High</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>
Event development

The following are projects and activities that the Commission is either managing or taking a lead role in, with support from industry partners.

<table>
<thead>
<tr>
<th>South West Events Program</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strategy</strong></td>
</tr>
<tr>
<td><strong>Outcomes</strong></td>
</tr>
<tr>
<td><strong>Status</strong></td>
</tr>
<tr>
<td><strong>Partners</strong></td>
</tr>
<tr>
<td><strong>Priority</strong></td>
</tr>
<tr>
<td><strong>High</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Education</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strategy</strong></td>
</tr>
<tr>
<td><strong>Outcomes</strong></td>
</tr>
<tr>
<td><strong>Status</strong></td>
</tr>
<tr>
<td><strong>Partners</strong></td>
</tr>
<tr>
<td><strong>Priority</strong></td>
</tr>
<tr>
<td><strong>Medium</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Event evaluation, risk management and research</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strategy</strong></td>
</tr>
<tr>
<td><strong>Outcomes</strong></td>
</tr>
<tr>
<td><strong>Status</strong></td>
</tr>
<tr>
<td><strong>Partners</strong></td>
</tr>
<tr>
<td><strong>Priority</strong></td>
</tr>
<tr>
<td><strong>High</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Building relationships</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strategy</strong></td>
</tr>
<tr>
<td><strong>Outcomes</strong></td>
</tr>
<tr>
<td><strong>Status</strong></td>
</tr>
<tr>
<td><strong>Partners</strong></td>
</tr>
<tr>
<td><strong>Priority</strong></td>
</tr>
<tr>
<td><strong>High</strong></td>
</tr>
</tbody>
</table>
Where to from here

Tourism Futures sets out a road map for the SWDC to follow as it works to grow the tourism sector in the South West region.

Our objectives of increasing visitation, increasing length of stay and increasing visitor expenditure are measurable outcomes which directly affect the viability of tourism businesses.

Our strategies of improving infrastructure, supporting wholesaling and packaging and events development are all directly linked to our objectives and provide a rationale for the proposed actions.

The Commission will work with the tourism sector, as well as local, state and federal governments to implement the directions set out in this plan. Not all of the actions may be achieved and some may change over time. What we do have though is a coherent direction that should result in improving industry outcomes.

The Tourism sub-committee will have an important role in advising how we will undertake this work and ensure the Tourism Futures plan remains relevant to South West industry needs.

The SWDC will provide a six monthly summary report on progress for each of our objectives and underpinning strategies and will review the overall outcomes and future direction in June 2015.

The Commission would like to thank our industry partners, Tourism WA, Australia’s South West and members of our Tourism Sub Committee for their work in developing Tourism Futures and we look forward to the challenge of continuing to build our tourism industry.
Appendix one – Tourism highlights unique to the South West region

- The Lonely Planet’s Best in Travel publication listed the South West of WA as one of the world’s top 10 regions to visit in 2010.
- Experience walking amongst the tree tops on the Tree Top Walk near Walpole – the world’s only tingle forest canopy walk platform.
- Three fire lookouts in the Pemberton, Manjmup area have been converted to climbing trees – the Dave Evans Bicentennial Tree (75m) is the world’s tallest fire lookout tree. The two tonne platform is reached by climbing 130 metal spikes hammered into the trunk.
- The Leeuwin-Naturaliste Ridge is located between Cape Naturaliste and Cape Leeuwin. This geological limestone feature is about 80 kilometres long and 7 kilometres wide and contains more than 300 caves. These caves are the youngest caves in the world as they are continually forming.
- The Tuart Forest National Park protects the largest remaining pure forest of tuarts in the world. The park also protects WA’s largest remaining wild population of endangered western ringtail possum.
- The Bibbulmun Track is renowned as one of the great long distance walk trails, stretching nearly 1000 kilometres from Kalamunda (Perth Hills) to Albany.
- The Munda Biddi Mountain Bike Trail when complete in 2013, will complement the Bibbulmun Track with a 1000 kilometre off-road adventure bike trail.
- One of six such regions in the world, the area has a wet winter, dry summer Mediterranean climate. This idyllic climate provides for extensive summer conditions and mild winters offering perfect holiday weather to enjoy the attractions and activities of the region. It is also the reason that this region can sustain its unique flora and fauna and provides for ideal wine growing.
- Bunbury is home to the southernmost white mangroves in the Southern Hemisphere and more than 90 bottlenose dolphins in Koombana Bay.
- The Yeagarup Dunes near Pemberton is the largest land-locked dune in the Southern Hemisphere and is slowly moving inland as a result of prevailing winds.

Appendix two – SWDC Board Tourism Subcommittee

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>SWDC</td>
<td>Don Punch, South West Development Commission</td>
</tr>
<tr>
<td>Tourism sector representative</td>
<td>Simon Taylor, Geographe Bay Tourism Association</td>
</tr>
<tr>
<td>Tourism sector representative</td>
<td>John Suckling, Pemberton tourism businesses</td>
</tr>
<tr>
<td>Tourism sector representative</td>
<td>Simon Ambrose, Augusta Margaret River Tourism Association</td>
</tr>
<tr>
<td>Tourism sector representative</td>
<td>Robyn Fenech, tourism consultant</td>
</tr>
<tr>
<td>Community representative</td>
<td>David Kerr, Dolphin Discovery Centre</td>
</tr>
<tr>
<td>Community representative</td>
<td>Ray Philp, Bunbury Chamber of Commerce and Industries</td>
</tr>
<tr>
<td>Community representative</td>
<td>Doug Green, Bunbury Mail</td>
</tr>
<tr>
<td>Regional Tourism Association</td>
<td>Jasmine Meagher, Australia’s South West</td>
</tr>
</tbody>
</table>
Appendix three – Plans and documents

There are a number of State and Federal Government plans and documents that impact on tourism. These include:

South West Development Commission – Strategic Plan 2010-2025

The SWDC’s Strategic Plan outlines the vision, mission and key themes of activities undertaken by the Commission.

Vision
By 2025 the South West of Western Australia is recognised internationally as a region of excellence.

Mission
To develop the region’s economy and enhance those qualities which make the South West the best place in which to live, work and invest.

Strategic Themes
The following three themes have been identified to guide South West Development Commission activities:
• Investing in People and Place
• Investing in Infrastructure and Environment
• Investing in Knowledge, Enterprise and Innovation

These three themes include specific outcomes that will benefit the tourism sector and complement a vibrant tourism industry.

SWDC also works with neighbouring development commissions on projects that have mutual benefits.

Tourism WA – State Tourism Strategy and Priorities

In 2010 Tourism WA reduced its role in product and infrastructure development. As a result it decided to limit its involvement to assisting with projects considered strategic at a state level.

Of the 10 statewide projects, those located in the South West include:
• Busselton Regional Airport
• Cruise shipping (Bunbury and Augusta)

It should be noted that Tourism WA did not consider projects that produce significant benefits at a regional level, with a flow-on to the rest of the state. The Tourism Futures South West plan will assist in addressing this gap by identifying regionally significant tourism projects that have potential beyond the region.

In December 2012 Tourism WA released the State Government Strategy for Tourism in Western Australia. This strategy highlights Tourism WA’s key tourism functions as:
• Marketing Western Australia as a tourism destination.
• Sponsoring major international and home-grown events that attract visitation to and around Western Australia.
• Facilitating major tourism infrastructure and investment.

The strategy also identifies the following seven strategic pillars for growth:
• Brand – with the Experience Extraordinary brand
• Indigenous Tourism – supporting Aboriginal tourism experiences
• Infrastructure – with a focus on hotels, aviation and workforce development
• Asia – targeting high yield Asian markets
• Business Travel – increasing overall yield
• Regional Travel – increasing travel to regional WA
• Events – supporting events for locals and visitors

All of these will complement the tourism activities being undertaken in the South West region.
Tourism WA – Tourism Development Priorities Australia’s South West 2010-2015

In 2009, Tourism WA released its regional development priorities. Any tourism plan for the region will need to consider projects identified in this document. There were a considerable number of projects identified in the South West region, and these were considered in the development of this plan.

The focus on infrastructure, events and wholesale/packaging were determined as the priority. Other organisations already have responsibility for issues such as customer service training, which can be undertaken by local tourism associations and private training providers.

If other opportunities should arise that are not identified in this plan, the South West Development Commission may still be able to assist.

National Long Term Tourism Strategy and Tourism 2020

Following the 2009 release of the National Long Term Tourism Strategy, the Australian Government then released Tourism 2020. Produced in 2011, it is an implementation plan that provides tourism priorities and projects at a broad national level.

The plan identifies six strategic areas:
1. Grow demand from Asia
2. Build competitive digital capability
3. Encourage investment and implement the regulatory reform agenda
4. Ensure tourism transport infrastructure supports growth
5. Increase supply of labour, skills and Indigenous participation
6. Build industry resilience, productivity and quality

The South West Development Commission’s activities, as detailed in this report, will complement the key areas identified in Tourism 2020.

SuperTowns

In July 2011, the Regional Centres Development Plan (SuperTowns) was announced by the WA State Government.

The plan identified nine towns in regional Western Australia where additional planning for growth would take place to make regional towns even more desirable places to live and work in the future, as well as attracting new investment into the towns.

Of the nine SuperTowns, three are in the South West – Collie, Manjimup and Margaret River. Tourism has been identified as an important growth area for all three towns.
Appendix four – Research definitions used in this document

Domestic overnight visitors
People aged 15 years and over who undertake an overnight trip of one night or more and at least 40 kilometres away from home are referred to as overnight visitors. Only those trips where the respondent is away from home for less than 12 months are in scope of the NVS.

Domestic travel
Domestic travel is travel by Australians in Australia (including to Australian external territories such as Christmas Island).

Domestic visitor nights
Visitor nights refer to the number of nights spent away from home in association with individual visits.

Domestic day trip visitors
Those who travel for a round trip distance of at least 50 kilometres, are away from home for at least 4 hours, and who do not spend a night away from home as part of their travel. Same day travel as part of overnight travel is excluded.

Interstate tourism
A person is an interstate visitor when they visit a state or territory other than that in which they reside. An interstate visitor night is any night spent in a state or territory other than that in which the visitor resides.

Intrastate tourism
A person is an intrastate visitor when they visit a location in the State or Territory in which they reside. An intrastate visitor night is any night spent in the same State or Territory as that in which the traveller resides.

International visitor
A person is defined as an international visitor to Australia if they are currently a resident overseas, have been in Australia for less than one year and are aged 15 years or over.

International nights
International visitor nights refer to the number of nights spent away from home, in association with individual visits by an international visitor.

Expenditure
Expenditure amounts reported by survey respondents include expenditure by, and on behalf of, travellers during a trip, airfares and other transport costs such as bus and train fares, amounts spent on trip-related items before and after the trip.
The South West Development Commission would like to thank Australia’s South West and Tourism Western Australia for images used in this report.