



TOURISM PLAN DRAFT

2019-2024



FORWARD



Mayor Tracey Roberts JP
City of Wanneroo

The City of Wanneroo's Tourism Plan 2019-2024 has been developed to identify how best to further develop the City as a unique tourism destination for visitors from near and far to enjoy.

Our aim is to position the City as a vibrant destination with exciting events and attractions, whilst highlighting nature at its very best.

With an area of 684 square kilometres that includes market gardens, bushlands, wetlands, rural/urban developments and 32 kilometres of pristine coastline, there are many wonderful natural and built attractions to capture the hearts and minds of visitors.

This Tourism Plan guides the City's actions to support and promote our local tourism industry over the next five years. The Plan identifies a number of transformation projects and presents several opportunities for the City to focus on, including:

- Activation of the coastline
- Focus on nature based experiences
- Building a wide range of events
- Clarification of the brand and targeted marketing
- Attraction of new tourism products and experiences
- Increased awareness of cultural tourism

There is no doubt that there is more potential for tourism to be a major economic driver for the City of Wanneroo. Through delivering this Plan, the City is committed to ensuring we maximise the many valuable tourism opportunities available to our City, the community and our committed local tourism industry operators.

Objective:

The City of Wanneroo will be recognised as a vibrant destination with a lifestyle worth experiencing, activated by exciting events, connected communities and nature at its best.

CONTENTS

Forward	1
Introduction	2
Current Situation	7
Visitor Economy	13
Strategic Direction and Positioning	18
Experience Based Approach	21
Governance and Performance	28
Action Plan	30
Appendix A – Existing Plans and Strategies	39

Acknowledgements

The City of Wanneroo Tourism Plan 2019-2024 was prepared by TRC Tourism for the City of Wanneroo.

Images used in this report have been provided by the City of Wanneroo or have been sourced from www.discoverwanneroo.com.au and TRC Tourism.

Disclaimer

Any representation, statement, opinion or advice, expressed or implied in this document is made in good faith but on the basis that TRC Tourism is not liable to any person for any damage or loss whatsoever which has occurred or may occur in relation to that person taking or not taking action in respect of any representation, statement or advice referred to in this document.

INTRODUCTION

The Plan

The City of Wanneroo (the City) Tourism Plan (the Plan) has been developed in collaboration with a broad and diverse group of stakeholders representing industry, government and the broader community. A Situational Analysis¹ has been prepared to help inform this Plan (a separate document sitting behind this Plan) and contains much of the research, and product information within the City. Through strong consultation and collaborative workshops, we have developed a shared vision for the City to grow tourism over the 5 year period from 2019 to 2024.

The Plan aims to:

- Set a direction for tourism in Wanneroo aligned to the City’s strengths and opportunities

- Provide strategic direction on markets that are to be pursued

- Specify the Actions the City and other partners can take to achieve the objectives and vision of the plan.



See page 16 for an explanation of how this fits within the City’s Strategic Community Plan.

A roadmap has been developed for this plan and is shown in the Figure 1.

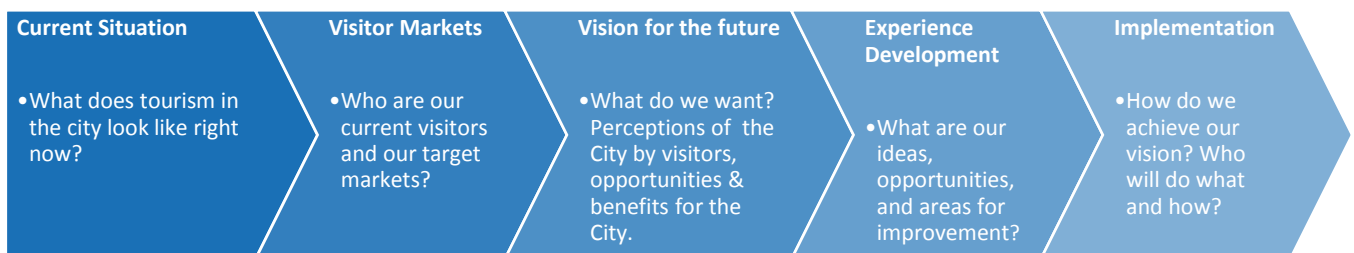


FIGURE 1. ROADMAP FOR THE CITY OF WANNEROO TOURISM PLAN

Informing this plan is a thorough analysis of the current situation, and a review of implementation of the current Tourism Strategy. This plan addresses the likely future markets, the experiences that can be created and developed further, and the activities and actions required that will help deliver the Objective.

The Plan provides a range of actions aligned to a visitor centric model, used as a way to highlight the various elements of the experiences on offer, missing, and to be developed. All actions proposed have an accountable lead agent. The success of this plan will very much depend on collaboration and partnerships with other organisations. Overall guidance and monitoring of the plan remains with the City, and a range of actions proposed to help drive a coordinated approach to implementation.

¹ 2018 City of Wanneroo Tourism Situational Analysis. TRC Tourism for the City of Wanneroo as a part of the development of this plan.



City of Wanneroo's stunning coastline near Two Rocks.

The City of Wanneroo

The City is a thriving growth region stretching from Girrawheen and Koondoola in the south, north to Two Rocks and has 32 kilometres of coastline with 53% of the area classed as regional reserve². Covering 685 square kilometres, the City area offers residents and visitors a diverse landscape of coastline, bushland, wetlands, urban and rural landscapes

The region benefits from being within close proximity to Western Australia's capital city - an established drawcard for both international and domestic tourists. It is only a short 20-30 minute drive from the Perth CBD and has new and expanding public transport options. Figure 2 below shows a close up of the region (lightly shaded) in relation to the wider areas of Perth and Western Australia.



FIGURE 2. CITY OF WANNEROO LOCATION

The City of Wanneroo Annual Report 2016/17 identifies the residential population at 195,253 with 41% of residents born overseas. The Census³ showed the usual resident population in the City in 2016 was 188,212 living in 70,348 dwellings with an average household size of 2.83 people. Further, the Australian Bureau of Statistics now estimate the population to be at 199,882 at the end of 2017.

One of the fastest growing local governments in Australia, each year the City welcomes around 8,000 new residents annually.⁴

The City has a Gross Regional Product of \$6.88 billion, which represents just under 3% of the Western Australian Gross State Product. The following table shows the variety of industries and number of businesses in each.

² www.discoverwanneroo.com.au

³ www.profile.id.com.au/wanneroo/population

⁴ www.wanneroo.wa.gov.au

TABLE 1. CITY OF WANNEROO INDUSTRIES AND BUSINESSES (SOURCE: ID COMMUNITY DEMOGRAPHIC RESOURCES)

Industry	% of People Employed in this sector	Number of Businesses	Percentage of Businesses
Construction	19.9%	4,211	33%
Retail Trade	12.8%	635	5%
Education and Training	11%	124	1%
Manufacturing	9.8%	646	5.1%
Health Care and Social Assistance	8.5%	395	3.1%
Accommodation and Food Services	7.3%	349	2.7%

The City is well serviced by main roads heading north from Perth CBD, including the Mitchell Freeway (Route 2) and Wanneroo Road (Route 60). Marmion Road (Route 71) is also a popular route that follows the coast and where many of the new coastal residential developments in the northern part of the City are located. To facilitate the Mitchell Freeway extension (which was completed in 2017), local road upgrades were also completed to better connect local communities. The City is approximately 25 kilometres from the Perth CBD.

There are over 30 international and domestic airlines currently servicing Perth.⁵ The City is approximately 35 kilometres from Perth Airport, a 35-40 minute drive. Perth Airport is the fourth busiest airport in Australia in terms of passenger traffic, and operates 24 hours a day, seven days a week throughout the year. Almost 14 million passengers travelled through Perth Airport during the 2015/2016 financial year.⁶

Visitors can currently access the City via the Transperth Joondalup Line which travels north from Elizabeth Quay to Butler. Travel time from Perth Underground station to Butler station is approximately 43 minutes by train. (Clarkson and Butler are currently the stations located within the City).

The Yanchep Rail Extension is a 14.5 kilometre project that will deliver the last proposed section of the Joondalup rail line from Butler to Yanchep, helping to support ongoing growth in the area, as well as reducing road congestion. Stations are planned at Alkimos, Eglinton and Yanchep. Construction is expected to begin in 2019.

The Marina, Mindarie is approximately 37 kilometres, or a 40 minute drive from Perth CBD and provides a safe haven for visitor vessels, offering both long term and casual berth rentals. The facility has been rated 4.5 Gold Anchors. Berths available are 10m, 12m, 15m, 20m and for catamarans. The Marina also has a vibrant restaurant scene, regular events and a micro-brewery, as well as marine chandlers.

Two Rocks Marina is located approximately 63 kilometres north of Perth CBD and is mostly used for commercial fishing activity, including the rock lobster industry. Planning is being undertaken for upgrades of the facilities at the marina and priority repairs. Stakeholder and community engagement is underway at present, with a view to what the future options for the site may present. The Department of Transport operate the marina.

⁵ www.perthairport.com.au

⁶ www.perthairport.com.au



The Marina, Mindarie.

CURRENT SITUATION

The Current Tourism Industry

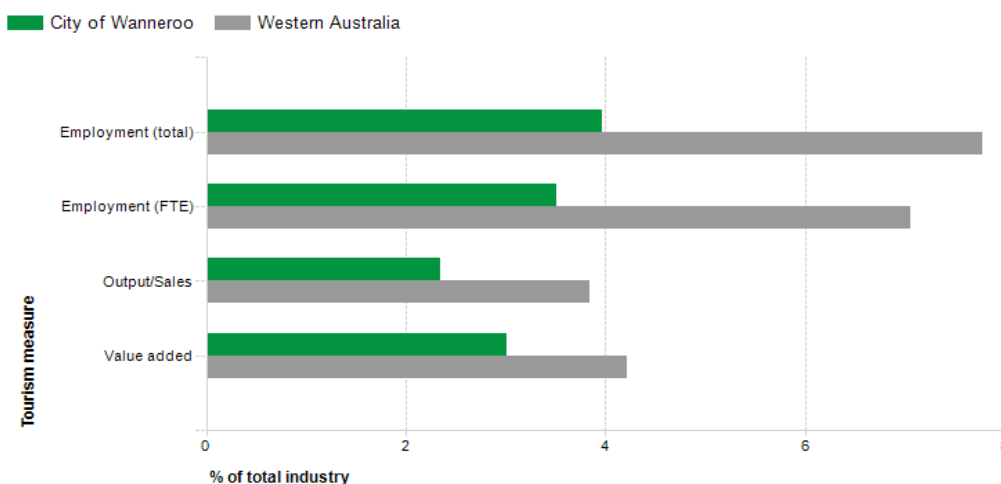
Tourism is a critical economic driver for Western Australia, generating \$13 billion in expenditure, \$10 billion in gross state product and \$1 billion in net taxes.

In 2016/17, the total tourism and hospitality sales in City of Wanneroo was \$286.5m, the total value added was \$152.0m.

There were 2,136 people employed within the tourism industry in 2016/2017, which is approx. 4% of total industry in Wanneroo.

The following graphic indicates that the City of Wanneroo is underperforming in the visitor economy as compared to the WA averages for employment and value add.

Value of tourism and hospitality 2016/17



Source: National Institute of Economic and Industry Research (NIEIR) ©2016
Compiled and presented in economy.id by .id the population experts

FIGURE 3. VALUE OF TOURISM AND HOSPITALITY 2016/17

There was an average of 745,959 domestic day trip visitors, representing 6.5% of the Greater Perth market⁷.

The summary for the City shows that there are 2,136 people employed in tourism related business who reside in the City⁸

There are 1,360 businesses in tourism related industry sectors in the City of Wanneroo (11.7% of all businesses in the City)⁹. These are businesses which are reliant on tourism patronage or where a significant proportion of their products are consumed by visitors. This is an important base line given the objective expressed in the brief and throughout this project of growing employment in the City from the tourism industry and other allied sectors.

⁷ Tourism WA – Visitation to WA overview. Year ending September 2018.

⁸ 2016 Census Data – ABS

⁹ WA Tourism Atlas – Tourism Council of Western Australia

Summary of the Current Visitors

WHAT DO WE KNOW ABOUT THE VISITORS TO THE CITY OF WANNEROO?



FIGURE 4. A SUMMARY OF THE CURRENT VISITORS AND OFFER IN THE CITY OF WANNEROO

Note – Destination Perth is the Regional Tourism Organisation that includes :

- Perth City
- Fremantle and Rottnest Island
- Sunset Coast
- Peel and Rockingham
- Swan Valley and Darling Range
- Avon Valley

Tourism Industry Trends

Tourism trends at the global, national and state level also shape the growth and opportunities for tourism within the City. The following table highlights a range of trends and how they may apply/opportunities arising for the City of Wanneroo.

TABLE 2. MACRO TOURISM TRENDS AND CITY OF WANNEROO INSIGHTS

Trend	Insights for the City of Wanneroo
The tourism sector is growing internationally, with Australia forecast to benefit from significant growth in emerging Asian economies, and strong growth forecast for Australian domestic tourism.	There is an opportunity to grow tourism in the City – in line with broader trends, but it must align with Tourism WA and Destination Perth directions to increase the overall market as well as the share of the existing market
Nature based tourism is growing more rapidly than other sectors, forecast to grow from \$20.6 billion (2016 global value) to \$101 billion in 2030.	Opportunity to develop nature-based products and opportunities in many parts of the City, including Yanchep National Park, Yellagonga Regional Park and the pristine coastline and beaches
Consumer focus on experiences – they are seeking authentic, local and personalised experiences that are out of the ordinary and offer personal connections.	The City’s tourism industry will benefit from experience development that creates compelling and immersive experiences based on the City’s unique features. City of Wanneroo destinations can offer busy Perth residents an easy escape from their every-day.
Technology: Consumers increasingly rely on mobile devices for information and bookings. This increases the importance of Wi-Fi and internet connectivity.	It is vital to ensure the region’s online presence is mobile-friendly – from information to booking capability. Growing mobile connectivity within the destination is also important.
Online reviews and reputation are the greatest influence on bookings.	The City’s tourism industry will benefit from actively engaging with TripAdvisor and other online review-sites.
Growth of short breaks – seeking personal fulfilment through escape and immersive experiences.	The City is well located to offer easy short breaks for the large population base of Perth. Developing suitable niche accommodation is an opportunity for the City of Wanneroo.
Growing Chinese and Indian visitors, including VFR and repeat visitors.	Meeting the needs of these visitors may open up new markets with great potential for growth. Increased air traffic to Perth airport provides close access for new visitor markets.
Sustainability – consumers want to ensure the environment and communities visited are protected.	The City’s commitment to sustainability will benefit the environment, community and economy via the tourism industry.
Share economy growth: Airbnb, Uber, etc. in addition to accommodation and transport these brands are expanding to offer experiences and services.	Opportunity to work with share economy providers and grow capacity to complement the tourism offer. Need to work with share economy providers to encourage high quality contributions to the City’s experience.
Events are Important for emerging destinations to grow their presence and help consumers understand a region’s strengths	The City of Wanneroo has many excellent events and strong venues for outdoor family and specialty events. There is an opportunity to grow the event calendar.

Current Drivers of Change for the City of Wanneroo

There are a number of broad drivers shaping the City that will continue to do so into the foreseeable future.

TABLE 3. CURRENT DRIVERS OF CHANGE FOR THE CITY OF WANNEROO.

1. Urban Growth



The City of Wanneroo is one of Australia's fastest growing municipal areas, with the population expected to grow by at least 8,000 residents per year during the life of this strategy. Improved transport linkages south to Perth, and planned improvements eastward to the Swan Valley and northward linking the Indian Ocean Drive will help connect the City. Also aligned to an increased population are new service industries including retail and health.

2. Adjustments in Agriculture



The eastern areas of the City have traditionally been used for agricultural production. While the demand for high quality and high value agriculture will continue to grow, so will the demand for land for new services. The high quality intensive agriculture of the City will likely need to adapt and focus on farm gate experiences and other services to maintain the implied value of the land as pressure mounts for further urban expansion.

3. Coastal Living



As the climate warms and the population generally becomes more urban focused, the coastal areas of the City with their world class beaches will be more and more sought after, especially given their proximity to Perth and the improved transport linkages. Being able to access the coast and its lifestyle is fundamentally important for residents and visitors alike.

4. Industry Adaptation



The current employment in the City is more heavily focussed on service and construction sectors as the growth in the urban corridor northwards continues. Over time as construction slows down, and populations have risen, increased employment opportunities in other sectors will be critical for the City. Tourism can play an important role as a service industry sector that has a high job rate per dollar of income received.

5. Changing Markets



With the advent of non-stop London to Perth flights, and more direct flights from Europe and Asia into the western seaboard of Australia, Perth and surrounds are likely to experience a high rate of growth of inbound International tourism. This will be beyond the traditional visiting friends and relatives' market that is predominant among the international visitors to the City. The main attractions that the City of Wanneroo has, including wildlife, coasts and food will be attractive to those inbound markets and if packaged well with the Swan Valley, and other coastal locations, will present a strong offering in the market place.

Tourism Lands Needs Assessment

As an important lead in to this plan the City of Wanneroo commissioned consultants Farlane and Shape Urban to undertake a tourism lands needs assessment.¹⁰

The vast majority of the directions and commentary in the report have provided a strong background and input to this plan. A number of areas from the report are specifically brought forward into this plan and are discussed below.

The Importance of the Tourism Sector

The tourism sector in Wanneroo acts to support a number of other important economic outcomes including:

- » Providing support infrastructure for other export activities through the provision of accommodation and hospitality services;
- » Providing opportunities for entrepreneurs to develop new business opportunities (tourism is a key sector for micro and small businesses);
- » Support the creation of a wide range of jobs, a significant proportion of which require a lower skill base;
- » Developing amenity and offerings that are highly valued by the local communities; and
- » Minimising resident and visitor expenditure leakage out of the local economy.

Factors Influencing Tourism Performance

The performance of the City's tourism sector is dependent upon a range of areas that interrelate. These include:

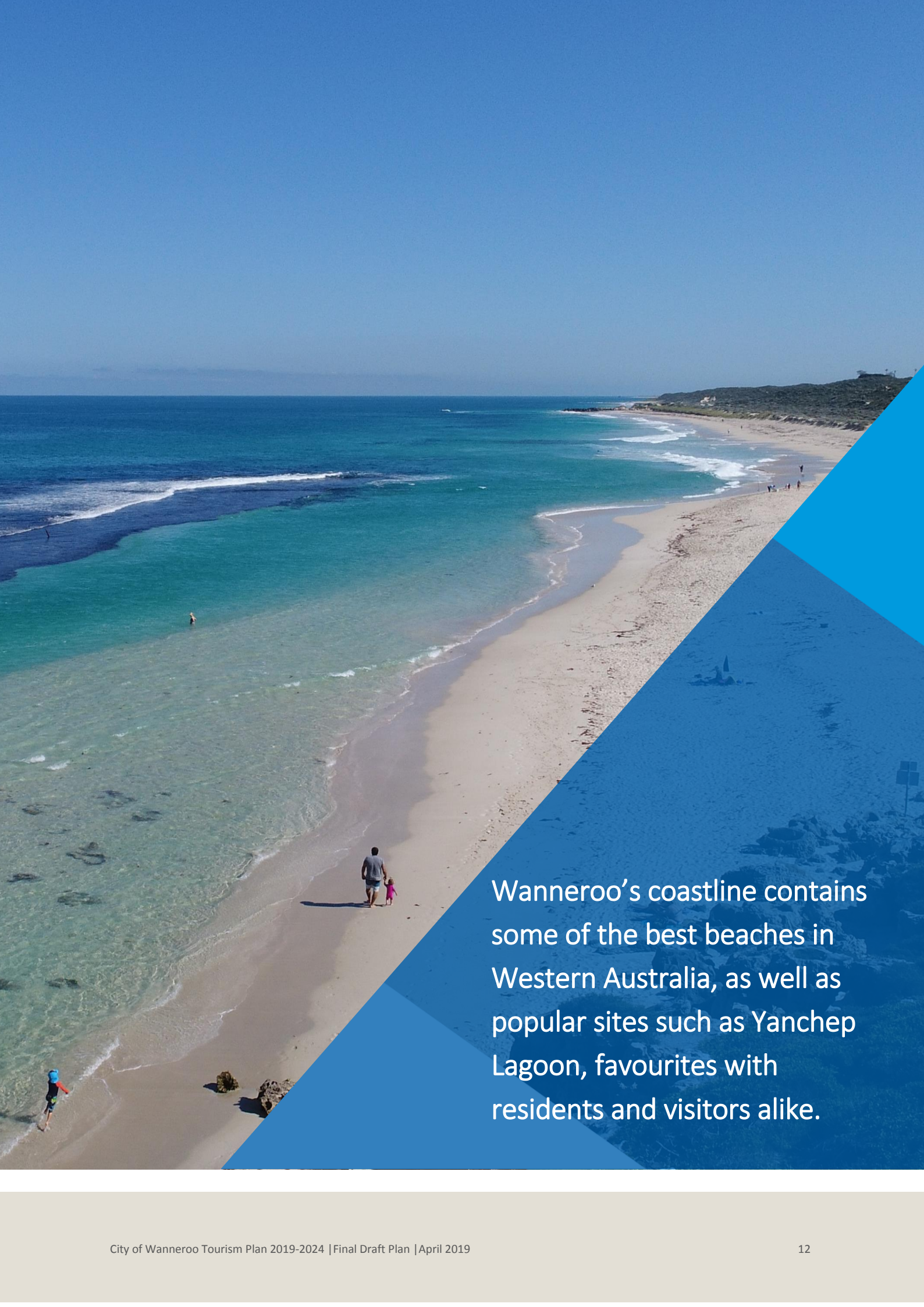
- » Attraction of visitation and expenditure from new and existing markets;
- » Attraction of investment for new and existing initiatives;
- » Realisation of the full potential of existing activities;
- » Sustainability of existing activities; and
- » Collaboration between industry stakeholders.

The report also acknowledges, and confirms the sector based research that the visiting friends and relatives market, and the day trip market are strengths of the City of Wanneroo visitor profile.

Finally, the report provides an assessment of the need to realise the potential of the City's tourism assets, products and experiences. Full realisation will be more likely to occur if the following are focus areas for the City:

- » Prioritising relevant planning and/or readiness of City assets;
- » Deconstraining activities of others (investors and operators); and
- » Facilitating industry action (working together, coordinated signage, marketing and packages).

¹⁰ Tourism Lands Needs Assessment. City of Wanneroo. August 2018. Far lane and Shape Urban Consultants.



Wanneroo's coastline contains some of the best beaches in Western Australia, as well as popular sites such as Yanchep Lagoon, favourites with residents and visitors alike.

VISITOR ECONOMY

Current Snapshot

There is limited specific tourism industry data for the City. Accordingly, a number of assumptions will be drawn from the existing data. Local industry consultation by TRC Tourism in the preparation of this plan, as well as expert guidance from the Economic Development Team within the City, have also been used to draw a picture from which to build strategic directions and actions.

The following infographic provides a snapshot of the current visitor data for the City.



FIGURE 5. SUMMARY OF VISITORS TO THE CITY OF WANNEROO (DATA SOURCED FROM TRA VISITOR SURVEY AND ECONOMY.ID.COM.AU)

Existing Tourism Product

The City has a number of product strength categories and areas that are emerging in terms of their maturity. The following table provides a summary of the products and their main attributes, together with an assessment of their maturity.

TABLE 4. SUMMARY OF CITY OF WANNEROO PRODUCTS, MAIN ATTRIBUTES AND MATURITY.

<p>Natural Attractions</p> <ul style="list-style-type: none"> •Yanchep National Park is one of the closest natural protected areas to Perth with a well-developed set of experiences including wildlife watching (koalas and kangaroos) and a new campground. Some of the infrastructure is tired and not contemporary and the Yanchep Inn offers 'old world' charm. Additional opportunities exist in Koodoola Regional Bushland and within the Yellagonga Regional Park. <p>•MATURE</p>
<p>Festivals and Events</p> <ul style="list-style-type: none"> •The City has a strong range of festivals and events spread across several primary event spaces including Barbagallo Raceway, The Marina Mindarie, and the parks and gardens of the City. Other centres within the City also host festivals and events, often aimed at residents more than attracting visitors. <p>•EMERGING</p>
<p>Coastal Living</p> <ul style="list-style-type: none"> •The City has a strong coastal offering that is at times difficult to access and has some offerings in terms of activations, shops, restaurants and cafes. Access to the coastal areas is generally harder to find than ideal. <p>•EMERGING</p>
<p>Arts and Culture</p> <ul style="list-style-type: none"> •The oldest remaining residence in the City, Cockman House was built in the 1860s and offers a strong link to the past. The Wanneroo Regional Museum is a strong offering within the City. Well curated collections celebrating art, culture and history attract many people annually. <p>•EMERGING</p>
<p>Food and Wine</p> <ul style="list-style-type: none"> •Several strong offerings in the region and the City include The Marina, Mindarie with its collection of waterside restaurants and micro-brewery, and other coastal accessible cafes and restaurants such as Portofino's. Market gardening is an important part of the City's history and during season, people still can find fresh produce whether it be strawberries, mangos or other farm gate produce in stalls on the roadside. <p>•EMERGING</p>
<p>Adventure</p> <ul style="list-style-type: none"> •Some small adventure tourism operations within the City including the ability to drive on the Barbagallo Raceway during events and for special occasions. Limited opportunity on the coast, but with some diving and off shore fishing charter options available. <p>•EMERGING</p>
<p>Sports</p> <ul style="list-style-type: none"> •While the City of Wanneroo and nearby City of Joondalup have some outstanding sports facilities, they currently predominantly cater for local and nearby residents. Review the Carramar and Marangaroo Golf Clubs, and other existing sports facilities (including Kingsway) with a view to attract greater intrastate and interstate visitation. <p>•EMERGING</p>
<p>Indigenous</p> <ul style="list-style-type: none"> •A small business operates within Yanchep National Park but is not operational full time and has capacity constraints despite the high quality of the operation. <p>•LIMITED</p>

Strengths, Weaknesses, Opportunities and Threats

The City’s current strengths, weaknesses, opportunities and threats (SWOT analysis). It is not a complete list but highlights the important elements that will be used in the consideration of a Vision, the objectives and an Action Plan.

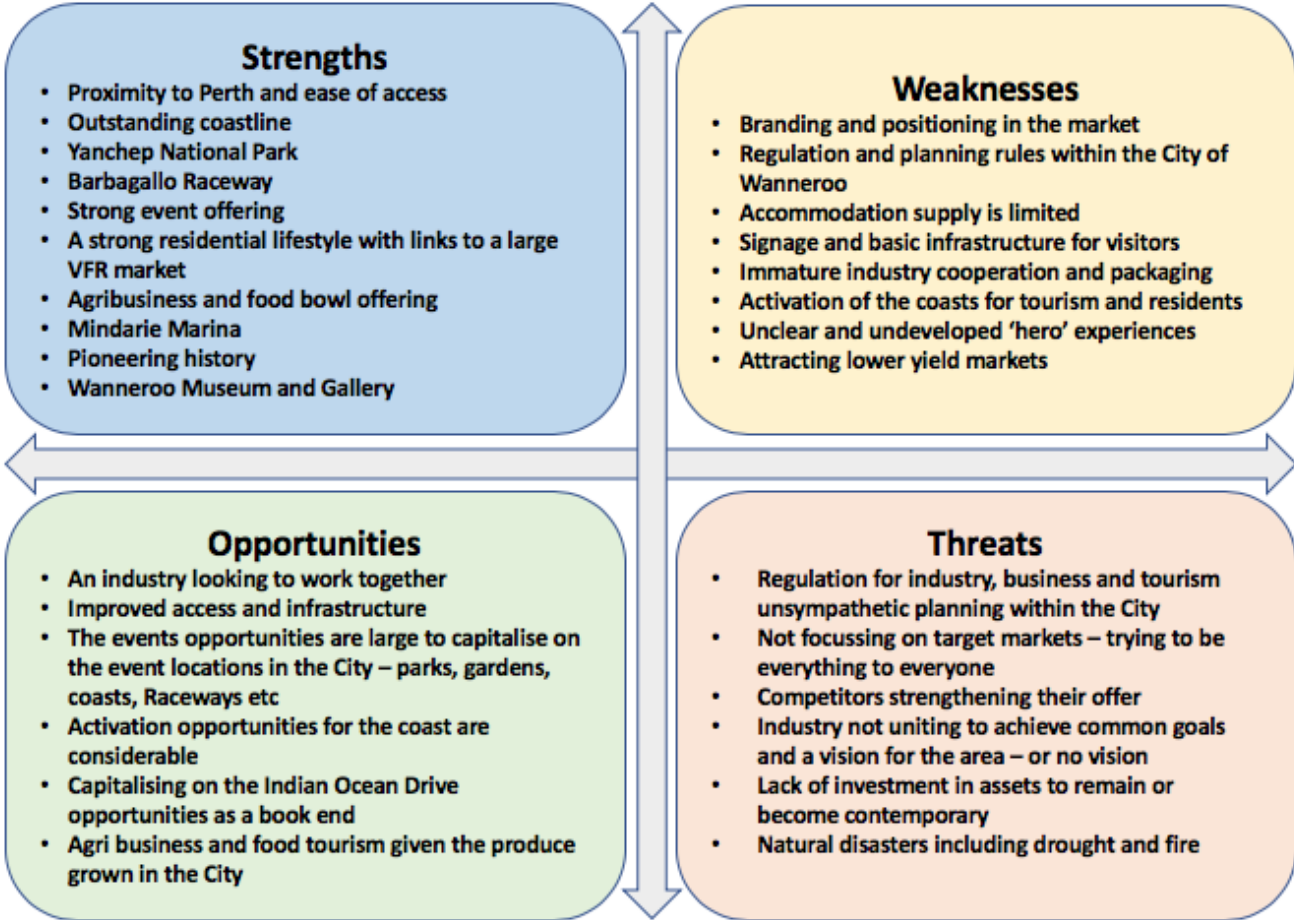


FIGURE 6. SWOT ANALYSIS FOR THE CITY OF WANNEROO BASED ON RESEARCH AND AN INDUSTRY WORKSHOP.

Existing Plans and Direction

This plan and action plan fits within a context and organisational hierarchy for the City. Figure 7 below provides the diagrammatic view for the relationship of the plans. Appendix A also provides a comprehensive overview of the directions and contents for the most relevant plans that help inform and underpin this plan.

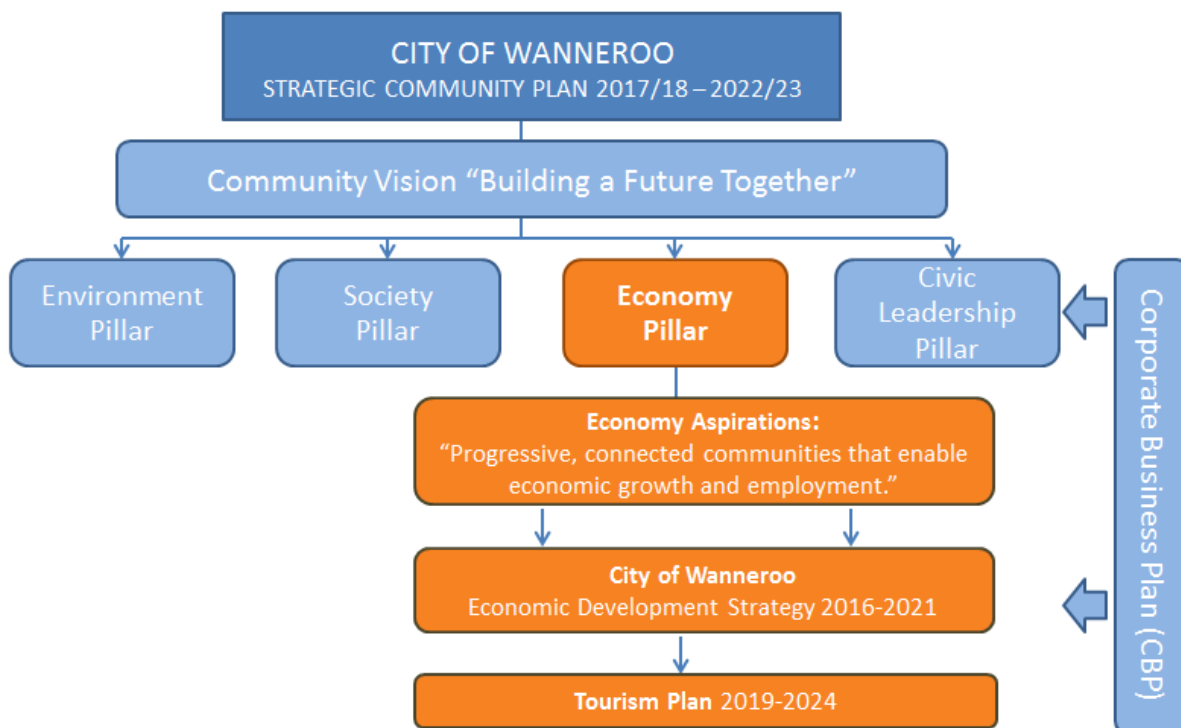


FIGURE 7. THE PLANNING HIERARCHY WITHIN THE CITY OF WANNEROO



The City of Wanneroo and industry hold many events in the City that help showcase the experiences and products on offer. These include food and drink, sporting and music and cultural events.

STRATEGIC DIRECTION AND POSITIONING

Our Guiding Principles



Our Target Markets

In 2017/2018, **Tourism WA** developed a new and bespoke target segmentation model for the domestic visitor market which divided the Australian travelling population into six segments:

Escape &
Connect

Bright Lights

Off the Beaten
Track

Family Fun

Relax &
Unwind

Culture
Vultures



All six markets are important for intrastate travel. The data available clearly shows the importance of the VFR (visiting friends and relatives) market for international and interstate visitation and day trips for intrastate visitation for the City.

Using Tourism WA's domestic market segmentation, we intend to target the following markets to the City.

Family Fun

“My life revolves around finding the best solutions for my family. I want to create awesome memories for us all to remember for a long time to come.”



Market personality

- Live a traditional, busy family life.
- Like conveniences and routine to maximise family time.
- Are bargain hunters and budget conscious.
- Enjoy shopping, days out with their family, sports and cooking.

Why choose this market for the City of Wanneroo?

This market is aligned with the key themes of nature and wildlife, aquatic and ocean and food wine, all product strengths of the City.

In the main, this will be Visiting Friends and Relatives, and families on day trips from Perth.

Relax & Unwind

“Life is all about keeping it simple and easy for ourselves. We’re at a time in our lives when we want to take it nice and slow.”



Market personality

- Take life slowly and enjoy the simple pleasures.
- Seek peace and comfort in their lives.
- Keep active with light exercise like walking, golf and Pilates.
- Are conscientious, assertive, risk-averse and resistant to change.
- Have a lot of spare time and enjoy home-time with pets and partner.

Why choose this market for the City of Wanneroo?

This market also aligns with the City’s main strengths including nature and wildlife, aquatic and coastal, and food and wine.

This market segment includes people on the Indian Ocean Drive, visitors to national parks such as Yanchep National Park, and retired people enjoying the coastal lifestyle.

Bright Lights

“I live life at 100 miles an hour, I want to have as many experiences as possible.”



Market personality

- Are success, status and achievement driven.
- Enjoy their fast-paced life.
- Careers are a big part of their life.
- Like going out regularly for dining and events.
- Are very social with friends and popular.
- Like to be noticed and keep up with trends.

Why choose this market for the City of Wanneroo?

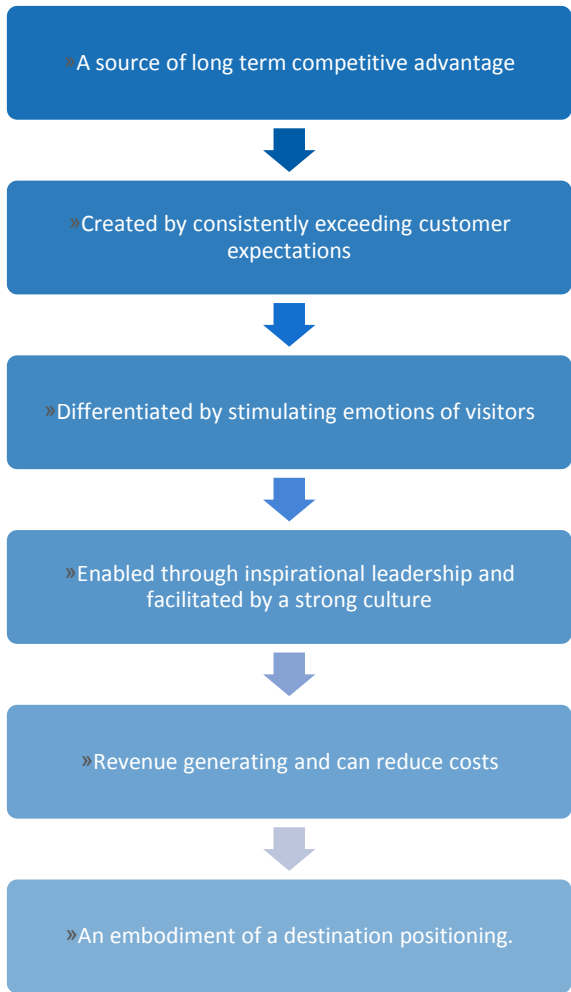
While this segment may often chase city based experiences, a thriving event program in the region will attract people from Perth on visits for experiences that the City of Wanneroo can offer.

The majority of this segment will stay in Perth but travel to the City for the day, and even staying overnight, dependent upon the event.

EXPERIENCE BASED APPROACH

This plan continues to seek to help the City grow its tourism outcomes for the community. To achieve that, an experience based framework is used.

Experiences are vital to success in a market place.



Tourism Australia segments tourism activities into six broad themes:

1. **Aquatic and Coastal – current CoW strength**
2. **Food and Drink - current CoW strength**
3. City
4. Sport and Adventure – emerging CoW strength
5. History and Culture – emerging CoW strength
6. **Nature and Wildlife – current CoW strength**

The City has strengths in at least 3 of these categories, and these align with the target markets identified for the City in the previous section.

The following experience framework provides guidance to how we will seek to understand and create new experiences, while enhancing existing ones.

The model provides a framework for considering the action plan, by focussing attention on all the elements required to create outstanding experiences, and by ensuring all elements work together. Each action is categorised into one of the following elements in order to see its contribution to the broader vision throughout the life of this plan.

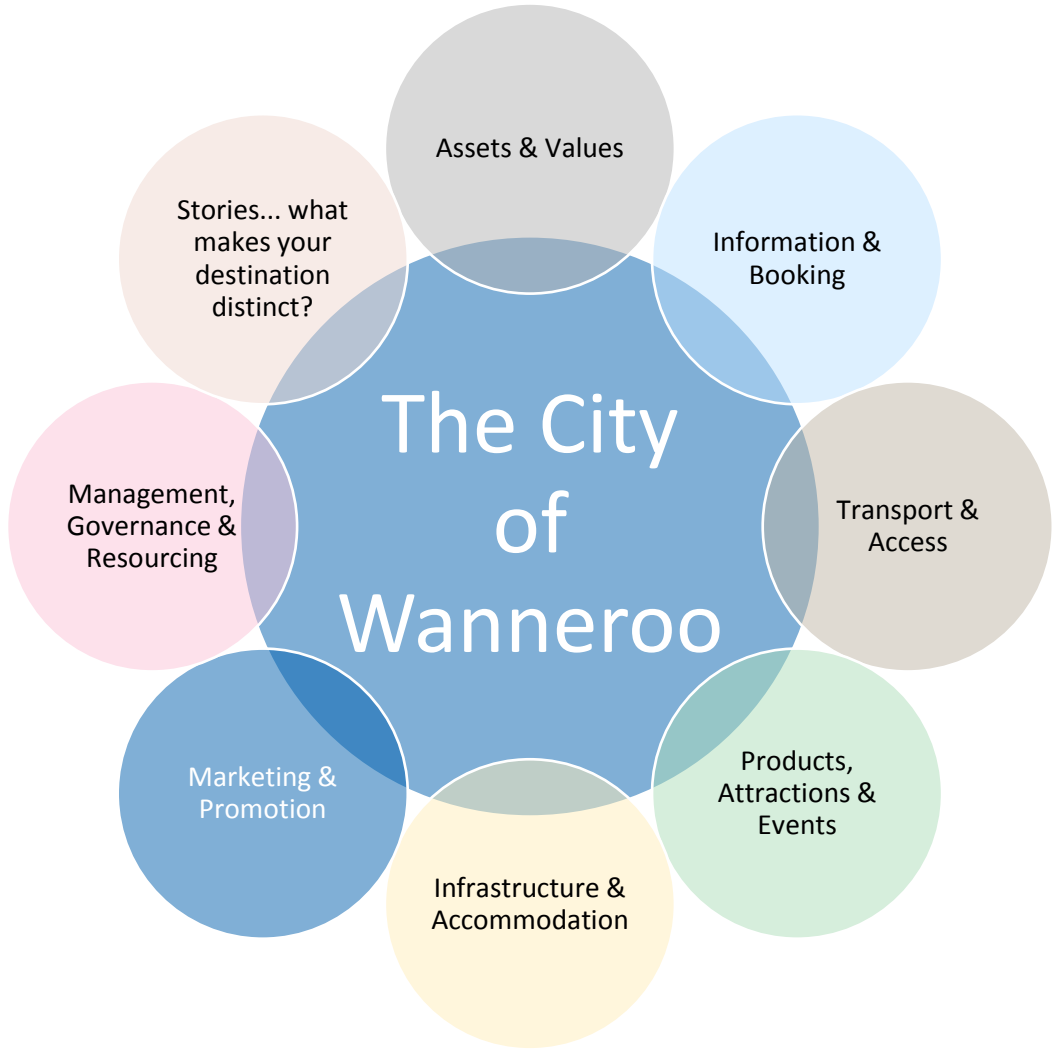


FIGURE 8. EXPERIENCE BASED PLANNING FRAMEWORK – CITY OF WANNEROO

Elements Working Together to Create an Experience

The main elements that need to be aligned and work together to achieve the Objective through the creation of outstanding experiences are:

Information and Booking

- the way in which many visitors would first experience your destination, the ease of booking and the information that generates excitement and a desire to book

Transport and Access

- how easy it is to access the site, or if not easy, how much does it add to or form part of the experience on offer

Products, Attractions and Events

- what type of products are available, how well are they received, are they contemporary, and how do the events activate and bring to life the destination and its positioning

Infrastructure and Accommodation

- is the accommodation appropriate for the destination's key markets, and does the infrastructure support the experiences

Marketing and Promotion

- is the marketing appropriate for the segments being marketed to, and does it generate a sense of excitement and anticipation

Management, Governance and Resourcing

- this element brings together the destination leadership and is about how well government, industry and the community are aligned on strategy, resourcing and execution

Stories... what makes your destination distinct?

- social media scan and how much word of mouth is contributing to visitors and yield, or detracting from it

Assets and Values

- how well are the natural and cultural values respected and valued within the destination and community.



The greater the depth and quality of an experience the visitor has, the better their impression of the destination. They will be more likely to return and recommend the destination to others.

Strategic Opportunities for the City of Wanneroo



Note – Alongside the above strategic opportunities, ongoing focus will be on improving tourism industry leadership within the City and bringing together a formal structure for industry, government, community leadership and other relevant partners to improve coordination, implementation and leadership of tourism.

Game Changer Transformational Projects

The following projects have been identified as those that the City has a high degree of influence or control over, and that will make a significant change in the positioning and experiences on offer in Wanneroo. Accordingly they will have a large impact on achieving growth in economic outcome from tourism in the City.

Yanchep Lagoon

- The City wishes to develop the Lagoon precinct and promote high quality social activation, to create an attractive destination for residents and visitors alike. As the area is considered to have significant development and social activation potential, this project seeks to explore the opportunities for this area through a Master Planning process.

Barbagallo Raceway

- The objective is to develop a plan for the site which provides for separate, but interconnecting, racing circuits for car and motorcycle racing, with integrated and connected pit, administrative and ancillary facilities. The plan will support the proposed infrastructure development with an integrated governance model (management of the track) and a funding model which supports a 10 year implementation horizon

Quinns Rock Caravan Park Site

- The City is undertaking extensive community consultation and environmental studies, leading to development of a business case which seeks to determine suitability of the former caravan park for the purpose of a future modern tourist site. The business case will inform decision-making about the future of the site.

Golf Courses

- The objective of this project is to formulate strategies for each civic golf course to guide the development and operation of facilities for a proposed period of up to 20 years. The project will devise a clear vision and concept for each golf course, which reflects local demographics, delivers services suitable for the location and attracts new visitors to the area.

Yanchep National Park

- Collaborate with Parks and Wildlife Service to facilitate development of the Park and capitalise on the outstanding opportunities for nature based tourism.

Other Projects Capable of Transformational Outcomes:

- Two Rocks Marina Development
- Carabooda/Nowergup food precinct evaluation
- Wanneroo Regional Museum
- Development of future Regional Open Spaces

H PERTH



Barbagallo Raceway is Perth's premier car racing venue and currently hosts a round of the V8 races as well as many events each year.

GOVERNANCE AND PERFORMANCE

Strong outcomes are achieved through excellent governance.

The City has governance policies in place that are appropriate for its normal operations. Building a collaborative governance program will help Local Government, Industry, and State Government work with the community to implement the strategic directions within this plan, achieve the Action Plan, and realise opportunities for the City and its tourism industry.

Central to good governance is transparency and reporting. The Action Plan lists a number of opportunities to improve collaborative governance while ensuring accountabilities remain clear and in line with various Acts and policies. The Action Plan also makes a number of recommendations on reporting to the industry and community on the actions completed, and importantly, the outcomes achieved from those actions.

KPIs

Key Performance Indicators (KPIs) are performance measures that we will measure throughout the life of the Plan. Achieving our goals and aspirations will require;

- Organic growth from existing businesses due to employment growth and business development
- Increased experiences and products through the opportunities and strategic directions
- Implementing the Action Plan, including those projects that are likely to ‘change the game’.

Aspirations

- Increase the number of people employed by tourism in the City from a base of 2,136 (2016 Census).
- Increase share of Greater Perth overnight domestic visitor market
- Increase day trip market share of Greater Perth market.
- Attract 6 new events within the City.



Yanchep National Park is visited by over 325,000 people annually many of whom come to view Australia's wildlife including koalas and kangaroos, or relax in one of the closest national parks to Perth.

ACTION PLAN

Basis for Action Plan

The actions that follow are specifically targeted to:

- Achieve the Vision for the City of Wanneroo’s tourism industry
- Deliver the Goals for the Plan over a 5 year period from 2019 to 2024
- Help achieve the strategic opportunities described in the Plan
- Target the items that will deliver the highest value returns to the City, and the longer term success the City seeks.

The actions described seek to achieve the Goals and develop a stronger and more vibrant community where great lifestyles for residents and great tourism experiences work hand in hand.

Introduction of Action Themes

The actions have been designed to ensure that all elements of the experience framework are considered.

THEME 1: Product Development (supports Goal 1 & 2)

THEME 2: Marketing, Promotion & Events (supports Goal 3)

THEME 3: Business Development & Governance (supports Goal 1 & 4)

THEME 4: Other (supports all goals)

Priority Setting

Priorities have been determined for each of the activities and actions based on the following:

- The ability of the action to enable further outcomes
- The direct outcome of the action and its contributing progress towards achieving the Goals
- The ability of the action to improve governance, transparency, and future funding opportunities
- The ability of the action to provide for joint tourism economy and community lifestyle benefits
- The ability of the action to drive partnerships with industry, community, government and potential investors to help drive the outcomes of the Plan.

Priorities are described as:

Ongoing	High	Medium	Low
•Actions that will be undertaken continually throughout the plan.	•Actions that will generally deliver more than one of the above principles and that will be undertaken or started in years 1 and 2 of the Strategy.	•Actions that will generally deliver on one or two of the principles above and will be undertaken or started in years 2 to 4 of the strategy.	•Actions that will generally deliver one of the above principles and will be undertaken or started in years 4 and 5 of the strategy.

Note: Priorities are re-assessed annually through the corporate planning process, as opportunities and risks emerge and are considered.

THEME 1: Product Development

Actions within this theme seek to build product within the City include new product, industry development, master planning and reinvigoration/renovation of existing product to be more contemporary.

Action No.	Action	Experience Element	Accountability	Priority	Partners
1.1	<p><u>INVESTMENT ATTRACTION</u></p> <p>Develop a tourism investment attraction framework that aligns to the Plan and Council's Economic Development Strategy and Action Plan 2016-2021.</p>	Products, Attractions and Events	Mgr Advocacy and Economic Development	Medium	Corporate Governance, Tourism Council of WA
1.2	<p><u>BUSINESS SUPPORT</u></p> <p>Implement a support program for current and new business to further develop and become market ready including assisting businesses in aiming to achieve requirements for their products to be considered 'export ready'.</p> <p>Utilise existing industry support services wherever possible and ensure industry is kept aware of these opportunities.</p>	Products, Attractions and Events	Mgr Advocacy and Economic Development	High	Tourism Council of WA, Destination Perth, Business Station, Small Business Development Corporation, Wanneroo Business Association.
1.3	<p><u>SIGNAGE</u></p> <p>Developing and implement a comprehensive tourism product signage plan with industry to better promote available product.</p>	Transport and Access	Mgr Advocacy and Economic Development	Ongoing	City's Planning Directorate, Industry and visitor feedback
1.4	<p><u>REGIONAL COLLABORATION</u></p> <p>Collaborate with the City of Swan, City of Joondalup, City of Stirling, Destination Perth and other relevant neighbours to package products and collaborate on cross boundary opportunities to build a stronger northern Perth proposition.</p>	Management, Governance and Resourcing	Mgr Advocacy and Economic Development	Ongoing	City of Joondalup, City of Swan, City of Stirling, Destination Perth
1.5	<p><u>YANCHEP NATIONAL PARK</u></p> <p>Partner with the Parks and Wildlife Service within the Department of Biodiversity, Conservation and Attractions (DBCA) to identify collaboration opportunities to promote Yanchep National Park and the associated leaseholder businesses within the Park..</p>	Infrastructure and Accommodation Products, Attractions and Events	Mgr Advocacy and Economic Development	High	DBCA, Parks and Wildlife Service

Action No.	Action	Experience Element	Accountability	Priority	Partners
1.6	<u>QUINNS CARAVAN PARK</u> Develop a business case which seeks to determine suitability of the former caravan park for the purpose of a future modern tourist site. The business case will inform decision-making about the future of the site.	Infrastructure and Accommodation	Director Corporate Strategy & Performance	High	
1.7	<u>COASTAL TRAIL</u> Work with developers and Department of Biodiversity, Conservation and Attractions (DBCA) and City of Joondalup to develop a 'hero experience' coastal cycle and walking trail from Hillary's Boat Harbour north to Two Rocks, activating the coast to residents and visitors alike.	Infrastructure and Accommodation	Mgr. Advocacy and Economic Development & Director Assets	Low	Developers, DBCA Department of Planning, Lands and Heritage City of Joondalup
1.8	<u>YANCHEP LAGOON</u> Develop and implement a master plan for Yanchep Lagoon that aims to provide easy coastal access to the outstanding site features, and that provides for opportunities to activate the coast to a range of activities, events, businesses, pop ups and other activation elements.	Products, Attractions and Events	Director Corporate Strategy & Performance. Implementation : Director Community & Place	High	All City Directorates
1.9	<u>SPORTS EVENTS</u> Seek to capitalise on the City's sporting infrastructure and golf courses through the development of sports events and packages to attract intrastate and interstate competitors, supporters and build associated visitation.	Products, Attractions and Events	Mgr. Advocacy and Economic Development	Medium	Sporting Associations, Tourism WA and Destination Perth
1.10	<u>BARBAGALLO RACEWAY</u> Work with the Sporting Car Club of Western Australia (SCCWA) to develop a master plan with the WASCC that seeks to position the tracks and associated land as a premier general events location, which includes attracting national and international racing events.	Products, Attractions and Events	Community Facilities &, Mgr. Advocacy and Economic Development	High	SCCWA, Tourism WA
1.11	<u>NATURE BASED TOURISM</u> Investigate ways to grow nature based experiences, utilising natural assets of the rural hinterland. Ensure participation in review of planning strategies that impact on Carabooda and Nowergup ensuring optimum tourism outcomes.	Products, Attractions and Events	Mgr. Advocacy and Economic Development	Medium	DBCA, FACET (Forum Advocating Cultural & Eco-tourism)

Action No.	Action	Experience Element	Accountability	Priority	Partners
1.12	<u>GEOPARKS</u> Research potential opportunities related to GeoParks and the steps involved to achieve GeoRegion or GeoPark status.	Management, Governance and Resourcing	ECU, GeoParks WA	Low	Mgr. Advocacy and Economic Development
1.13	<u>FILM WANNEROO</u> Investigate feasibility and impact of proactively supporting the film industry opportunities in Wanneroo.	Marketing and Promotion, Stories	Mgr. Advocacy and Economic Development	Low	Screen West WA
1.14	<u>COASTAL EXPERIENCES</u> Support initiatives to activate coastal experiences, products and attractions to highlight the beaches, Marina, Lagoon and Harbour.	Products, Attractions and Events	Mgr. Advocacy and Economic Development	Medium	Industry
1.15	<u>REGULATION AND CONTROL</u> The Tourism Lands Needs Assessment (2018) articulates a number of areas where regulation, planning and other controls are actively inhibiting industry and product development. Using this report, undertake a strategic review of the options available to Council and Government to reduce the real or perceived burden of regulation and controls to development of businesses, sites and products within the City.	Assets and Values Infrastructure and Accommodation Products, Attractions and Events	Mgr` Advocacy and Economic Development & Director Planning & Sustainability	High	DBCA, Tourism Council of WA, Department of Planning, Lands and Heritage
1.16	<u>CITY – INFLUENCE & OPPORTUNITIES</u> The Tourism Lands Needs Assessment (2018) provided an evaluation of current City tourism products and experiences, with consideration given to the potential to influence the asset and the impact of the asset for future industry growth. Use the assessment to identify priority public and private assets, for the City to consider opportunities, investment and projects.	Assets and Values Infrastructure and Accommodation Products, Attractions and Events	Mgr Advocacy and Economic Development	Medium	

THEME 2: Marketing, Promotion & Events

Actions within this theme are aligned to develop a clear proposition for the City that is aligned, shared and used to target specific markets.

Action No.	Action	Experience Element	Accountability	Priority	Partners
2.1	<p><u>BRANDING</u></p> <p>Undertake a review of the City's tourism 'Discover Wanneroo' branding, positioning and awareness. Ensure consistent use, promotion and alignment of the brand throughout the City's promotions, advertisements, brochures, maps and other collateral. Seek further opportunities to promote the brand throughout the industry, as well as to the target market segments.</p>	Marketing and Promotion	Mgr Communication, Marketing & Events	High	Destination Perth
2.2	<p><u>COLLABORATION</u></p> <p>Continue to partner with Destination Perth, the neighbouring cities of Stirling, Joondalup and Swan and Tourism WA to align marketing and advertisement while positioning northern Perth as a destination of choice, noting that if successful, everyone wins.</p>	Marketing and Promotion	Mgr Advocacy and Economic Development	Ongoing	Destination Perth, Cities of Stirling, Joondalup, and Swan.
2.3	<p><u>SOCIAL MEDIA</u></p> <p>Adopt an active social media approach as part of the marketing review and plan (2.1). The objective is to be active, positive, deal with criticisms, present a unified industry face on digital platforms while showcasing imagery and stories of the City's strengths. Provide the ability for tourism to have its own social media channels not aligned to the Council formal site to enable tourism story telling in a more responsive and organic way.</p>	Marketing and Promotion Stories	Mgr Advocacy and Economic Development	Ongoing	Mgr Communication Marketing & Events Destination Perth, Cities of Stirling, Joondalup, and Swan.
2.4	<p><u>IMAGE LIBRARY</u></p> <p>Continue to build an image library of a contemporary and changing City of Wanneroo, using a number of different methods.</p>	Marketing and Promotion	Mgr Advocacy and Economic Development	Ongoing	Mgr Communication , Marketing & Events Community

Action No.	Action	Experience Element	Accountability	Priority	Partners
2.5	<p><u>FOOD AND AGRICULTURE</u></p> <p>Showcase the City's food and agribusiness potential through dedicated events and marketing. This might include food festivals, seeking to get on national television and encouraging pop up or permanent farm gate and other 'provedore' opportunities which need to be expressed in a marketing plan.</p>	<p>Marketing and Promotion</p> <p>Products, Attractions and Events</p> <p>Stories</p>	<p>Mgr Advocacy and Economic Development</p>	<p>Medium</p>	<p>Mgr Communication Marketing & Events</p> <p>Industry</p>
2.6	<p><u>EVENTS</u></p> <p>Investigate options and develop relationships to establish the City as a satellite location for larger WA/Perth based events. Capitalising on new and established events by encouraging new visitors to the region.</p>	<p>Products Attractions and Events</p>	<p>Mgr Communication, Marketing & Events</p>	<p>Medium</p>	<p>Destination Perth, Tourism WA</p>
2.7	<p><u>INDIAN OCEAN DRIVE</u></p> <p>Position the City as the southern book end of the Indian Ocean drive and package experiences for travellers on the route.</p>	<p>Marketing and Promotion</p>	<p>Mgr Advocacy and Economic Development</p>	<p>Medium</p>	<p>Industry, and Destination Perth</p>
2.8	<p><u>VFR MARKET</u></p> <p>Evaluate different methodologies to understand, communicate and grow the VFR market.</p>	<p>Stories</p> <p>Marketing and Promotion</p>	<p>Mgr Advocacy and Economic Development</p>	<p>High</p>	<p>Destination Perth, Industry</p>
2.9	<p><u>WEBSITE</u></p> <p>Review the 'Discover Wanneroo' portal in the context of the marketing strategy development (2.1) and determine its prime focus, branding and how it interacts with other booking portals.</p> <p>Support quality initiatives to ensure directory listings are accurate and attractive and relevant to the target markets.</p>	<p>Information and Booking</p>	<p>Mgr Advocacy and Economic Development</p>	<p>Medium</p>	<p>Mgr Communication Marketing & Events</p> <p>Industry and Partners</p>
2.10	<p><u>DIGITAL</u></p> <p>Continue to develop digital platforms for visitor information including the</p>	<p>Marketing and Promotion</p>	<p>Mgr Advocacy and Economic Development</p>	<p>Ongoing</p>	<p>Industry, Mgr Communication</p>

Action No.	Action	Experience Element	Accountability	Priority	Partners
	new Trails App and ensure the product on the ground is aligned with the App. This includes the provision of signage and other facilities.				Marketing & Events
2.11	<u>ARTS AND CULTURE</u> Grow the Arts and Culture appeal of the City of Wanneroo to visitors and residents through stronger linkages between tourism and the Wanneroo Gallery and other cultural products in the City. Seek opportunities to promote and support Arts and Culture events.	Product	Manager Cultural Development	Medium	Industry
2.12	<u>INTERNATIONAL GROWTH MARKETS</u> Identify opportunities to cater for target markets as identified by Tourism WA. This includes India, China, Japan and the UK (and other direct flight markets that may emerge) as well as investigating business tourism events markets.	Marketing and Promotion	Mgr. Advocacy and Economic Development	Ongoing	Tourism WA, Destination Perth.

THEME 3: Business Development and Governance

The actions within this theme are specifically targeting improvements to business operations, coordination of industry, Council, Government and the community and the most appropriate forms of governance to help deliver and report on the Plan.

Action No.	Action	Experience Element	Accountability	Priority	Partners
3.1	<u>NETWORKS</u> Implement industry networking and development functions and opportunities. These could feature some external industry speakers and encourage product packaging, cooperative marketing campaigns and generally raise the knowledge of the Industry on the products and strengths of the City of Wanneroo.	Management, Governance and Resourcing	Mgr Advocacy and Economic Development	High	Wanneroo Business Association, Industry

Action No.	Action	Experience Element	Accountability	Priority	Partners
3.2	<p><u>SKILLS DEVELOPMENT</u></p> <p>Facilitate and promote experience development workshops with Industry. These would, among other things, look into market segments and needs, emerging markets, product gaps etc and help build experiences and facilitate product development.</p>	<p>Products, Attractions and Events</p> <p>Management, Governance and Resourcing</p>	Mgr Advocacy and Economic Development	High	Tourism Council WA, Industry, WBA, Destination Perth
3.3	<p><u>INDIGENOUS TOURISM</u></p> <p>Support the development of Indigenous tourism businesses including the opportunity to grow the Yanchep National Park program. Work with WA Indigenous Tourism Operators Council (WAITOC) to support and grow the number of operators in the City.</p>	<p>Stories</p> <p>Management, Governance and Resourcing</p>	Mgr Advocacy and Economic Development	High	WAITOC, Destination Perth, Tourism WA, Tourism Council of WA, Parks and Wildlife Service
3.4	<p><u>GRANTS</u></p> <p>Identify opportunities and projects which can be 'grant ready' for funding rounds and election commitments at a State and Federal level.</p>	Management, Governance and Resourcing	Mgr. Advocacy & Economic Development	Ongoing	
3.5	<p><u>ACCREDITATION</u></p> <p>Continue to support and promote industry accreditation for tourism industry members in the City using established Tourism WA and Tourism Australia accreditation programs. Consider support for smaller new enterprises to become accredited through small business grant programs.</p>	Management, Governance and Resourcing	Mgr Advocacy and Economic Development	High	Tourism Council of WA, Tourism WA
3.6	<p><u>TOURISM WA ACTION PLAN</u></p> <p>Ensure alignment to actions and aspirations of Tourism WA and seek opportunities to develop programs or projects that take advantage of these goals at State level.</p>	Products and Attractions, and Events	Mgr. Advocacy and Economic Development	Ongoing	Tourism WA, Destination Perth

THEME 4: Other

This theme brings together actions that contribute more broadly to the achievement of the Goals or that do not fit firmly within one specific thematic.

Action No.	Action	Experience Element	Accountability	Priority	Partners
4.1	<p><u>TOURISM AWARDS</u></p> <p>Support and promote the Wanneroo Business Association Awards, Tourism Category. Consider growing an awards category developed around themes such as Visitor Servicing Excellence, Marketing Excellence, Product Development and Events.</p>	Management, Governance and Resourcing Stories	Mgr. Advocacy & Economic Development	High	Wanneroo Business Association (WBA) Tourism Council of WA Destination Perth Industry
4.2	<p><u>DEPARTMENT BIODIVERSITY & ATTRACTIONS (DBCA)</u></p> <p>Investigate further initiatives in collaboration with DBCA and the Management Team at Yanchep National Park, to promote visitation, attraction investment and upgrade of facilities.</p> <p>This includes promotion of Park Pass programs, access to grant applications. and other potential funding streams.</p>	Management, Governance and Resourcing Stories	Mgr. Advocacy & Economic Development	High	Department Biodiversity & Attractions (DBCA) Tourism Council of WA Destination Perth
4.3	<p><u>INVESTMENT ATTRACTION</u></p> <p>Investigate ways to proactively support and attract businesses interested in operating a tourism business in the City – endeavour to test the market and see businesses that may be willing to invest.</p> <p>Consider use of City owned or managed land to support strategically appropriate business investment and opportunities.</p>	ALL	Mgr Advocacy and Economic Development	High	Tourism WA, Wanneroo Business Association (WBA)
4.4	<p><u>ACCOMMODATION</u></p> <p>Support opportunities with industry and developers to increase accommodation stock in the City. Accommodation stock may be increased by working with existing operators and seeking to attract new and innovative boutique properties.</p>	Accommodation and Infrastructure	Mgr Advocacy and Economic Development	High	Industry

Appendix A – Existing Plans and Strategies

The following table provides a summary of the existing plans and strategies relevant to the visitor economy in the City of Wanneroo.

PLAN - Relevant priorities, actions and progress
City of Wanneroo Corporate Business Plan 2016/17-2019/20
<p>The City of Wanneroo Corporate Business Plan through to 2019/20 states the Vision of ‘Building a Future Together’. The business plan identifies the following strategic themes and objectives, which the updated Tourism Strategy and Action Plan 2019-2023 will also contribute to achieving:</p> <ul style="list-style-type: none"> • Environment – a healthy and sustainable natural and built environment <ul style="list-style-type: none"> – Environmentally friendly, balancing development and conservation – Conserving water – Reduce, reuse and recycle • Society – healthy, safe, vibrant and active communities <ul style="list-style-type: none"> – Great places and quality lifestyle, multicultural, quality facilities and services – Healthy and active people – Safe communities • Economy – progressive, connected communities that enable economic growth and employment <ul style="list-style-type: none"> – Local jobs – Growing business – Easy to get around, connected and integrated – Smart communities, information, education and technology • Civic Leadership – working with others to ensure the best use of our resources <ul style="list-style-type: none"> – Listening and leading: community participation – Working with others, partnerships – Strong and progressive organisation
Tourism Strategy Background Document May 2011
<p>Plan objectives were to:</p> <ul style="list-style-type: none"> • refine marketing to maximise impact on target markets • join with others to raise awareness of the importance of tourism to the regional economy • be proactive in assisting industry in playing their role in tourism in the City, encourage and maintain high level of visitor servicing • maximise opportunities which enhance tourism product in the region. <p>Strategies were developed to:</p> <ul style="list-style-type: none"> • maximise tourism opportunities by ensuring tourism receives adequate planning consideration • develop coordinated and supportive approach to holding events • review internal processes to ensure they support tourism outcomes • support an integrated approach to tourism signage • maximise visitation through effective promotion, and • facilitate tourism opportunities and encourage stakeholder participation. <p>Other observations and issues include;</p> <ul style="list-style-type: none"> • Strong growth in population in the City of Wanneroo • Day visitation is the primary market – from surrounding regions • A lack of attractions to keep people overnight • Competition for land for residential purposes and lack of short term accommodation noted • Lack of resourcing (human & financial) resulted in low implementation of 2004 Tourism Strategy • Lack of awareness of City of Wanneroo location and attractions • Planning processes need to facilitate tourism • Concerns noted in relation to environmental impacts (groundwater ecosystem changes) affecting tourism sites – in particular Yanchep National Park.

PLAN - Relevant priorities, actions and progress

Tourism Strategy and Supporting Actions 2011 - 2017

Plan objectives were to:

- grow the tourism product,
- promote partnership opportunities between City of Wanneroo and its stakeholders
- raise awareness of the importance of tourism to the local economy
- raise awareness of the City's product in the target markets.

Strategies were developed to:

- maximise tourism opportunities by ensuring tourism received adequate planning consideration
- develop coordinated and supportive approach to holding events in the City of Wanneroo
- review internal processes to ensure that they support tourism outcomes, support integrated approach to tourism signage across the city
- maximise visitation through effective promotional activities
- facilitate tourism opportunities and encourage stakeholder participation.

6 key areas of action identified:

- Planning and infrastructure
- Events
- Promotion
- Internal City of Wanneroo processes
- Signage
- Facilitation of tourism opportunities.

The Strategy AIM was:

'To motivate those involved in tourism to support initiatives which will boost the local economy through increased visitor numbers and spend for the benefit of all Wanneroo residents and businesses.'

The Strategy Vision was:

'To provide a visitor experience that reflects the unique mix of culture, heritage and environment that makes Wanneroo a top 'beach to bush' destination.'

The Strategy Mission Statement was:

'To work closely with other organisations and industry to maximise the economic impact of tourism while at the same time increasing the visitor's individual awareness of the Wanneroo region.'

Tourism Lands Needs Assessment 2018

The Tourism Lands Needs Assessment was prepared to provide a number of recommendations to the City of Wanneroo relating to the future of tourism.

Plan objectives were to:

identify specific assets which have the potential to support a step-change in sector performance, with a recommendation to focus specifically on these as a priority. These assets include:

- Yanchep Lagoon
- Two Rocks Marina
- Barbagallo Raceway
- Yanchep National Park
- Carabooda/Nowergup Food Precinct
- Wanneroo Regional Museum
- Wanneroo Botanic Gardens, and
- Food Trucks, pop ups and provedore markets.

Each of the above assets have been identified as having unique attributes to make them suitable for investment or attention. Realising the potential of these assets will require a focussed attention on:

- Prioritising and readiness of city planning
- DE constraining activities of others, and
- Facilitating industry action.

PLAN - Relevant priorities, actions and progress

There are a range of sector-wide recommendations including:

- Greater focus on industry coordination and collaboration
- Consolidated signage strategy and approach
- More flexible and adaptive planning provisions and policy frameworks
- Improved core linkage infrastructure

The assessment will play a role in informing the development of the Tourism Strategy. A range of measures and approaches are contained in the report.

City of Wanneroo Economic Development Strategy 2016-2021

Sets out a direction for local economic development from 2016-2021. The aim is to solidify support for local business and enhance the City's focus on transformational initiatives to stimulate major investment, drive economic growth and diversify the economic base.

Tourism is identified as a specialised industry and a number of the programs include a tourism action component.

Including:

- Building capacity of existing tourism business and encouraging investment of new attractions and experiences
- Improved signage
- Linkages between tourism & agribusiness
- Development of iconic businesses and events
- Tourism marketing and promotional activities
- Regional collaboration

Tourism 2020

A whole-of-government and industry long-term strategy to build the resilience and competitiveness of Australia's tourism industry and grow its economic contribution. The goal is to achieve more than \$115 billion in overnight spend by 2020 (up from \$70 billion in 2009). Tourism Australia shares this goal with the Australian tourism industry and federal, state and territory governments in an effort to maximise tourism's economic contribution to the Australian people.

The six strategic areas are:

- grow demand from Asia
- build competitive digital capability
- encourage investment and implement the regulatory reform agenda
- ensure tourism transport environment supports growth
- increase supply of labour, skills and Indigenous participation
- build industry resilience, productivity and quality.

Two Year Action Plan for Tourism Western Australia – 2018 and 2019

This plan is prepared by Tourism WA and sets the objectives for the industry.

Vision: To make Western Australia the most desirable leisure and business events destination in Australia.

Objective: Drive increased share of leisure and business events markets for Western Australia. This will be achieved through Tourism WA's focus in four key areas:

- positioning Western Australia as the western gateway to Australia
- changing perceptions for Perth and reigniting the East Coast market
- attracting more people, more often to regional Western Australia; and
- intensifying focus on converting core target audiences.

Experience Perth Destination Development Strategy ‘An Action Plan Approach’ 2007-2017

The objective was to focus regional development resources on enhancing tourism product in iconic experience areas and partnering with key stakeholders to formulate and implement strategies that would develop Western Australia’s destinations, with specific goals – identify and prioritise iconic attractions and experiences; develop strategies to address gaps in infrastructure, attractions, accommodation and other tourism facilities; develop strategies to disperse visitors so that all parts of a region benefit from tourism activity associated with iconic attractions and experiences; and provide the leadership which focuses on the development of tourism product and investment within iconic experience areas.

As this strategy has now expired and with the recent appointment of a new CEO, newly rebranded Destination Perth have expressed a desire to develop a new strategy in the near future to guide future tourism development across their region.

Taste 2020 – A strategy for food and wine tourism in Western Australia for the next five years and beyond

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

5 strategic themes were identified from an analysis of Western Australia’s current offering against consumer demands:

- regulatory settings
- improving standards and quality
- developing new tourism experiences
- festivals and events
- promotion and marketing.

WA Motorsport Strategy (In Progress)

The strategy’s aim is to identify the infrastructure needs of track-based motorsport activities around the State, develop a hierarchy of motorsport facilities, and provide a plan that supports future investment and opportunities to increase participation in track-based motorsport infrastructure.

The strategy will also examine a legislative approach to the licencing and sanctioning of track-based motorsport venues, which have been implemented in other States.

Western Australian Cycle Tourism Strategy

The aim of the strategy released in January 2018 is to outline a strategic approach to cycle tourism, which markets provide the greatest opportunity and what is required to deliver extraordinary cycle tourism experiences. The strategy identifies four priority areas that required consideration and development to support the growth of cycle tourism in Western Australia:

- investing in the industry
- marketing
- events
- delivering a great riding experience.



City of Wanneroo

23 Dundebur Road, Wanneroo, WA 6065

Locked Bag 1, Wanneroo, WA 6946

T (08) 9405 5000

After Hours 1300 13 83 93

E enquiries@wanneroo.wa.gov.au

wanneroo.wa.gov.au

