



# History and progress so far

- **South West Corridor Tourism Forum held September 2007**
- **Speakers included**
  - Tourism Rockingham (Stacey Graham)
  - Experience Perth (Noelene Pearson)
  - City of Rockingham (Mayor Barry Sammels)
- **Facilitated Session**
  - Group work
  - Identification of key themes and outcomes



# Key Themes & Outcomes

## Themes

- Marketing and promotion
- Access and transport
- Product development
- Guiding and coordination

## Outcomes

1. A coordinated approach to tourism supported
2. The concept of a tourist drive from Leighton Beach to Mandurah should be progressed
3. Another tourism forum should be held



# Activities since 2007

- **Further development of tourist drive concept** based on the escape of Irish convicts from Fremantle Prison on the **Catalpa** whaling boat
- **Support** from Local Governments (Fremantle, Cockburn, Kwinana, Rockingham, Mandurah) and Visitor Centres
- Preparation of a **business plan** for tourist drive
- Partnership with **Peel Development Commission**
- **Royalties for Regions** funding application 2011 - unsuccessful



# Proposed Directions

- **Further development** of tourist drive concept
- **Attraction of funding** to undertake feasibility study
- **Active engagement** with key tourism industry stakeholders
- **Adoption of tourist drive** as a key coastal attraction and visitor experience in the region
- Development of **complementary events** to establish **profile and promote** the Catalpa Coast Tourist Drive
- **LEARN FROM OTHERS THAT HAVE DONE IT!!!**



# Open Forum

- **Ideas from the floor**
- **Critical success factors**
- **Key strategies to explore further in workshop**
- **Ways for collaboration**