SOUTH WEST GROUP

The South West Group of Councils
and
The Peel Development Commission
Present a
Regional Tourism Forum

To be held at "The Gary Holland Community Centre"
19 Kent Street Rockingham
Friday 2 December 2011

Timetable

8-30am	***Registration and Welcome***
8-50am	Opening the Forum – South West Group Chair/representative
9-00am	Regional Tourism Issues/Challenges - Colleen Yates - Peel Development Commission
9-10am	Economic Overview / Review of Current Tourism Situation - Tourism WA
9-25am	Local initiatives and successes - City of Mandurah/Visitor Centre - 10 min - City of Rockingham/Visitor Centre - 10 min - City of Fremantle/Visitor Centre - 10 min - Private Sector and Tourism Operators - 20 min
10-20am	***Morning Tea***
10-40am	Tourist Drive Case Studies - Highway 20 - 10 min - Golden Outback Discovery Trail - 10 min
11-00am	Catalpa Coast Tourist Drive Proposal - History and progress so far - Proposed Directions - Open Forum on developing the Catalpa Coast
11-30am	Tourism Drives – Key strategies to establish and make them successful
12-30pm	Report of Groups. Summary of Findings and Actions from the Forum.
1-00pm	***Lunch***

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PEEL DEVELOPMENT COMMISSION