

## **REGIONAL TOURISM**

In January 2007 the South West Corridor Development Foundation (SWCDeF) requested an investigation of the current status and the use of the Fun Coast brand. The Fun Coast concept had been initially developed and supported by SWCDeF.

The subsequent investigation determined that the group involved with the Fun Coast concept, the South West Metropolitan Marketing Association Inc, still existed even though it had not met for years. Discussion with stakeholders on options for regional promotion led to an undertaking by SWCDeF and the South West Group to convene a Tourism Forum and to issue invitations through tourism bodies and chambers of commerce.

A small working group was established consisting of Stacey Graham (Tourism Rockingham) Kevin Dorotich (City of Rockingham and SWCDEF), Peter Schifferli (Town of Kwinana and SWCDEF) and Chris Fitzhardinge (South West group and SWCDEF).

The approach to be taken was discussed with John Longley (Fremantle Chamber of Commerce and Experience Perth), Lesleigh Clarke (WA Tourism Commission) and Noeleen Pearson (Experience Perth).

Sue Pickering from Challenger TAFE offered to assist with background information and operating the event. Scott Hewitt from the Rockingham Visitor Centre also offered to assist with registrations and operating the event.

The event was publicised through the Melville Cockburn Chamber of Commerce, the Fremantle Chamber of Commerce, the South Coast Regional Chambers of Commerce, Tourism Rockingham and the Combined Small Business Association of WA.

A Tourism Forum was held at the Cruising Yacht Club at Rockingham on Thursday September 20, 2007 facilitated by Gerry Gannon.

The event was attended by over 40 representatives of the tourism industry, small business, tourism training, government bodies and industry associations.

A further Forum will be convened in 2009 at the City of Cockburn.

**SOUTH WEST CORRIDOR TOURISM FORUM**

**ROCKINGHAM**

**SEPTEMBER 20, 2007**



**REPORT**

## **Introduction**

In January 2007 the South West Corridor Development and Employment Foundation (SWCDEF) requested that Chris Fitzhardinge and Kevin Dorotich investigate the current status and the use of the Fun Coast brand. The Fun Coast concept had been initially developed and supported by SWCDEF.

The subsequent investigation determined that the group involved with the Fun Coast concept, the South West Metropolitan Marketing Association Inc, still existed even though it had not met for years. Discussion with stakeholders on options for regional promotion led to an undertaking by SWCDEF and the South West Group to convene a Tourism Forum and to issue invitations through tourism bodies and chambers of commerce.

A small working group was established consisting of Stacey Graham (Tourism Rockingham) Kevin Dorotich (City of Rockingham and SWCDEF), Peter Schifferli (Town of Kwinana and SWCDEF) and Chris Fitzhardinge (South West group and SWCDEF).

The approach to be taken was discussed with John Longley (Fremantle Chamber of Commerce and Experience Perth), Lesleigh Clarke (WA Tourism Commission) and Noeleen Pearson (Experience Perth).

Sue Pickering from Challenger TAFE offered to assist with background information and operating the event. Scott Hewitt from the Rockingham Visitor Centre also offered to assist with registrations and operating the event.

The event was publicised through the Melville Cockburn Chamber of Commerce, the Fremantle Chamber of Commerce, the South Coast Regional Chambers of Commerce, Tourism Rockingham and the Combined Small Business Association of WA.

## **Event Details and Program**

The event was held at the Cruising Yacht Club at Rockingham on Thursday September 20, 2007.

The program was as follows:

3:30pm onwards *Registration*

4:00pm *Opening* Facilitator Gerry Gannon

4:05pm *Welcome and introduction to Strengthening the Region*  
Stacey Graham, Chairperson Tourism Rockingham

4:15pm *Issues and Trends in Tourism*  
Noeleen Pearson, CEO Experience Perth

4:40pm *Tourism Industry Development in the South West Corridor*  
Mayor Barry Sammels, Chair South West Group

5:05pm *Directions for South West Corridor Tourism* Facilitator Gerry Gannon

5:15pm Break into Workshop Groups

6:30pm Rapporteurs coordinated by Facilitator Gerry Gannon

6:55pm Close

7:00pm to 8:00pm Networking Drinks

The event was attended by over 40 representatives of the tourism industry, small business, tourism training, government bodies and industry associations.

Information on tourism and tourism attractions was provided to each participant. A copy of the support material is at Appendices 1 to 3.

## **Presentation: “Strengthening the Region” Stacey Graham**

Stacey welcomed participants to the forum and explained that the purpose of the Forum was to increase market awareness of our localities, to increase business for industry stakeholders and to strengthen the region as a marketable destination through a united and viable structure.

Stacey briefly touched on the role of the Rockingham Visitor Centre which operates under Scott Hewitt as manager and with one permanent staff member and four permanent part time members. The Visitor Centre operates with a mixture of State and Local Government Grants and commission from bookings. Bookings made include BOCS, accommodation, tours, train tickets and bus tickets.

The Visitor Centre produces publications such as the Holiday Planner and Local Maps and Guides. The Visitor’s Centre advertises in publications throughout Australia, and is the first point of call for visitors looking for “things to do” in Rockingham and the region.

There are two Tourism Council of Western Australia’s - Level 1 Accredited Visitor’s Centres in the South West Metropolitan Corridor....Rockingham and Fremantle.

It promotes attractions outside of Rockingham such as the Quit Motorplex; the Spectacles; Adventure World and Rottnest Island ferries. It also does many regional based promotions.

The Visitor’s Centre has an average of 155 visitors through its door, 364 days per year (closed Christmas Day), which equates to 56,420 visitors per annum. These figures do not include emails and phone enquiries made to the Centre.

The Visitor’s Centre will relocate to the Rockingham Waterfront Village Complex which will be a wonderful venue that can boost the region through generating displays and exhibits, corporate conferences and functions, social functions, as well as complement major / minor events, and be utilised by community groups for individual needs and social functions.

Now is the ideal time to develop a regional tourism organization addressing regional branding and presenting a united front to promoting tourism in the South West Metropolitan Corridor. This approach can only enhance what we already have and take advantage of the exciting changes ahead. If we are to promote our region to local, interstate and international visitors we need to have a united approach.

## **Presentation: “Issues and Trends in Tourism” Noeleen Pearson**

Noeleen commenced by explaining that tourism figures can be quite volatile and that they can be influenced by many factors.

### **Intrastate and Interstate Trends**

- After strong growth in the last half of 2006, growth in both the intrastate and interstate markets has slowed in the first half of 2007 (in line with national forecasts).
- That said, expenditure by domestic visitors within WA continues to grow with both the intrastate and interstate markets.
- Qantas have recently announced that they will be moving to a wide-body, twin-aisle aircraft on all of its services from Perth to Sydney and Melbourne within the next two years. This will add an extra 11,700 seats on these services.
- Qantas have also announced an additional 5,000 additional intrastate seats coming on line by June 2008.
- However, concerns about high occupancy rates in some areas, coupled with the loss of many of WA's caravan parks (to residential development) is making the supply of accommodation in some regional areas (along with the CBD) a major issue.

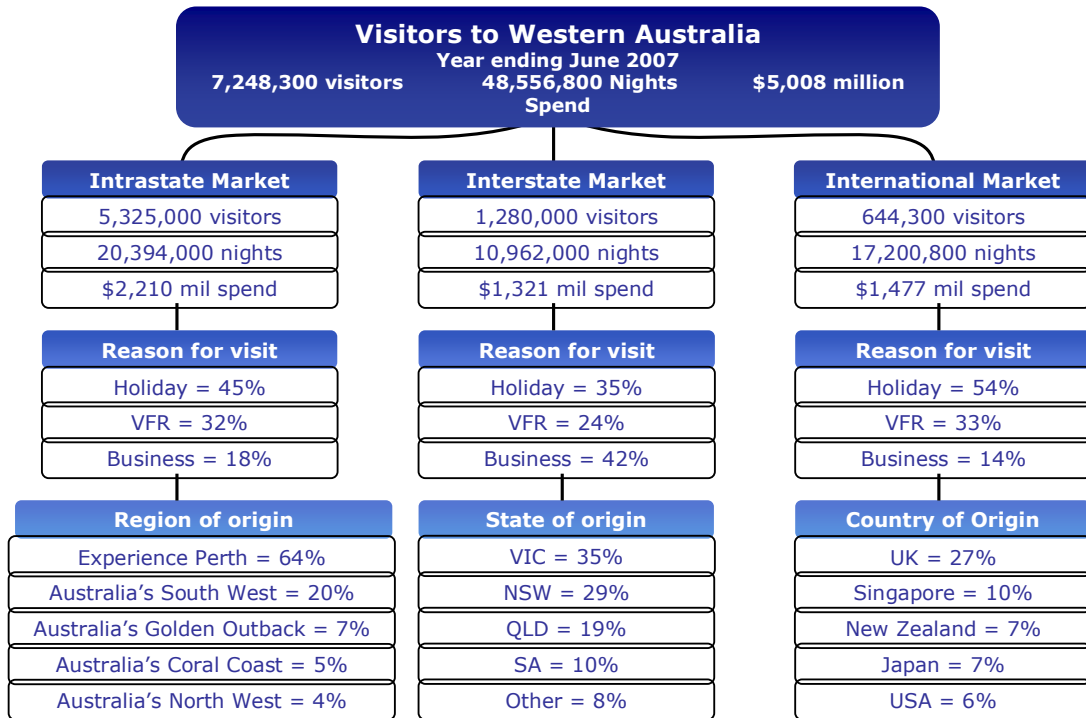
### **International Trends**

- The International market in WA experienced a strong year with growth in numbers, nights and expenditure all above the national average. This strong growth has resulted in:
  - An all time high for International numbers, nights and expenditure to WA.
- Most of WA's key markets have grown above the national average in the past year.
- Strong growth out of Singapore can be contributed to the commencement of Tiger Air services between Perth and Singapore in March 2007. This service has added an extra 1,260 seats a week on this route.

The Intrastate Tourism Market is the largest market in Western Australia and the intrastate visitor spend is at an all time high. Intrastate visitor numbers and visitor nights have been flat.

The Interstate Tourism Market has experienced massive growth over the past year with strong growth in visitor nights and visitor spend.

International visitor numbers, nights, and expenditure are the highest on record with strong growth out of Singapore



### Top 10 International Markets for Western Australia

	Country	Visitors	Nights	Spend	Average Length of Stay	WA's market share of visitors*
1	United Kingdom	171,200	3,533,700	\$272,000,000	20.6	25.0%
2	Singapore	61,900	1,236,600	\$172,000,000	20.0	27.0%
3	New Zealand	46,300	1,347,100	\$84,000,000	29.1	4.6%
4	Japan	45,000	1,237,200	\$97,000,000	27.5	8.0%
5	USA	39,700	954,700	\$84,000,000	24.0	9.3%
6	Malaysia	37,200	1,044,900	\$135,000,000	28.1	26.3%
7	Germany	27,200	712,000	\$60,000,000	26.2	18.9%
8	South Africa	22,200	388,100	\$35,000,000	17.5	33.1%
9	Indonesia	18,900	624,200	\$66,000,000	33.0	24.6%
10	Ireland	15,300	706,900	\$51,000,000	46.2	20.3%

## **Overview of Regional Tourism**

### **Rockingham**

- 70% Intrastate – 67,000 visitors, staying a total of 158,000 nights, average stay 2.4 nights
- 18% Interstate – 17,500 visitors staying a total of 138,500 nights, average stay 7.9 nights
- 12% International – 11,200 visitors staying a total of 206,900 nights, average stay 18.5 nights

### **Fremantle**

- 34% Intrastate – 44,000 visitors staying a total 106,500 nights, average stay 2.4 nights
- 39% Interstate – 50,500 visitors staying a total of 197,500 nights, average stay 3.9 nights
- 27% International – 34,900 visitors staying a total of 397,900 nights, average stay 11.4 nights

### **Domestic Visitors Reasons to Visit**

- Outdoor/nature – 55%
- Sports/active outdoor – 18%
- Arts/heritage/festival – 4%
- Local attractions/tourist activities – 8%
- Social/others – 83%

### **International Visitors Reasons to Visit**

- Outdoor/nature – 93%
- Active outdoor/sport – 50%
- Arts/heritage – 52%
- Local attractions/tourist activity – 80%
- Social/other – 89%

### **Rockingham International Market Breakdown**

UK – 6,700 visitors, 55%

NZ – 1,200 visitors, 10%

### **Fremantle International Market Breakdown**

UK – 10,900 visitors, 31%

NZ – 3,000 visitors, 9%

Singapore – 2,700 visitors, 8%

Germany – 2,300 visitors, 7%

USA – 2,100 visitors, 6% - does not include the navy

## Trends and issues

The tourism industry and all businesses involved today are in a tough and very competitive environment. In fact never before has Australian tourism been confronted at the same time with:

- Extensive, professional and well resourced competitive marketing by a multitude of destinations from within Australia and overseas
- A wide use of e-marketing
- Rapidly changing market forces

The introduction of low cost airlines on many routes has meant many Australians are able to travel to overseas destinations at the expense of short haul destinations. The growth of airline capacity on international airlines out of Australia has led to more competition for domestic tourism.

Qantas Holidays, Virgin Blue Holidays and Jetstar Holidays are all now promoting overseas holidays as well as domestic holidays as all three carriers are operating both domestic and overseas routes. A major shift in support for domestic tourism occurred when Qantas and other airlines virtually cut out travel agent commissions for domestic bookings. To survive, agents are now strongly supporting overseas travel, cruising and long distance coach and rail tours.

There has been a dramatic change with consumer booking patterns. When the airlines introduced new low fares, they were based on customers using instant online booking systems. This has proved very popular with the public and has since flowed beyond just airline bookings.

Accommodation booking systems using the same technology have revolutionised customer demand patterns. Wotif, Lastminute, Quickbeds etc are now actively offering accommodation choices at a growing number of destinations at the expense of many regional destinations – these systems are competing with regionally based booking services.

Major travel agencies have now established online booking facilities for travel and holiday bookings. Much of the advertising directing consumers to these websites promotes overseas destinations.

Websites are now a vital marketing tool for all destinations and tourism businesses - a successful website should have a focus on generating business not just supply information.

There is a widespread belief that advertising and promotional activities are all that is necessary to attract visitors to a destination. However, destinations using integrated, targeted, cooperative marketing campaigns with measurable outcomes for industry stakeholders are experiencing far better results. Marketing campaigns by savvy overseas competitors offering quality products and ease of purchase are impacting heavily on Australia “awareness” style campaigns which are simply not competitive anymore.

There is continuing growth in travel by Australians to overseas destinations and on cruises that is being stimulated by extensive and exciting marketing.

Most domestic destinations are missing out as they are not commercial enough and lack the kind of marketing approach that will excite customers as it is far too product driven and not market driven. Hence, destinations need to become well informed about their target markets and what type of experiences they are looking for.

In order to compete in today's marketplace, destinations need to produce innovative marketing campaigns that have "ease of booking" attached to them – they need to be underpinned with tourism products such as packages, special offers that are easily purchased by customers and can be sold by the travel industry.

Regional destinations are "off the radar screen" with many customers in key markets both within Australia and overseas. If customers don't have "top of mind" association with your destination and if easily purchased products eg packages, value add-ons or modern booking systems are not available, your location is unlikely to be competitive.

Global issues have now come to the forefront of the tourism industry and climate change is now considered a very major issue that will have serious ramifications on the tourism industry. Of great concern is the growing "anti travel" movement in the UK and Europe which is attempting to discourage people from flying long haul as a way of reducing carbon emissions. This is of great concern to WA as the UK is our largest international market.

The increasing value of the Australian dollar is also severely impacting on the affordability of an Australian holiday out of many markets.

Another issue impacting on tourism in WA is the current mining boom. As a result of the boom, the very high occupancy rates in Perth and parts of WA is having a negative impact on tourism. The mining boom is also responsible for the shortage of quality staff for tourism businesses. This is having a negative impact on service levels which is of major concern for today's modern traveller who expects high levels of service.

Holidays are now competing for the household spend with other items such as – home theatre systems, home improvements, luxury cars and other designer label items. Increased fuel prices is also another factor impacting on travel.

### **Great Expectations – increased consumerism is changing consumer expectations**

Compared to five to ten years ago, consumers are generally more aware of the rest of the world. They are aware of quality products, high levels of service and information about far away places in much more detail than ever before. The new customer walking through your door is likely to be more discerning and have a better understanding of value for money – and they are also much more aware of your competitors both in and outside of Australia.

Global travel has nearly doubled in the last fifteen years ( more than double for overseas trips by Australians ), so a larger proportion of the population has

physically experience another country. Compared to 1988, when the first jumbo jet first flew, travelling is so much easier now. Airlines today fly to many more destinations than before, plus there is the explosion of the no frills carriers.

As a result of experiencing global destinations, today's consumer expects high quality products, experiences and services – particularly if they have travelled to Asian destinations where the standard of hotels, resorts and service is in most cases of a very high level.

### **What can be done to take advantage of current trends?**

Check that your product offer really matches your product – does your promotional information match the experience your product offers and does your product really deliver compared to other products our customers may have experienced.

Check how your well travelled customers rate you. Review your product assets – look around at what you have to see if there are ways to boost the experience your product can offer. Are there any value adds you could be including to increase the value for money a customer can get from experiencing your product. Most importantly, does your product have the right stuff to turn first trial customers into valuable repeat customers?

## **Presentation: “Tourism Industry Development in the South West Corridor” Mayor Barry Sammels**

The attractiveness of the South West Corridor as a tourism destination is to be dramatically improved over the next decade through better access, improved facilities, landmark developments and tourism product.

The region is also experiencing rapid growth which will result in enhanced shopping, restaurant, café and entertainment experiences.

The Southern Suburbs Railway will have a huge impact by connecting the region to the rest of Metropolitan Perth and to Mandurah with modern high speed transport.

The transformation on the area between Fremantle and Coogee will also be a magnet to increase visitors to the region. The development of Port Coogee will include a 300 pen marina, 60 marine frontage lots and 600 other lots as part of the development of an iconic coastal node.

The adjoining Coogee Beach has extensive redevelopment planned including a new kiosk and a \$5 million surf club.

Transit Orientated Developments are planned at Canning Bridge, Murdoch, Cockburn Central and Rockingham to provide vibrant gateways to the South West Corridor.

Stockland and LandCorp have successfully redeveloped South Beach and the Cockburn Coast project will see previous industrial land emerge as a mixed residential and commercial precinct linking South Beach to Port Coogee.

The Town of Kwinana has launched an ambitious “Looking Forward” campaign to capitalise on the inward \$11.5 billion investment expected over the next 15 years. \$320 million is being spent on revitalising the Kwinana Town Centre to double the commercial space and to build a new alfresco tavern and licensed restaurant

Fremantle Ports are in the process of completing environmental assessment on concepts for a new \$1.3 billion outer harbour adjacent to Mount Brown. The development of the outer harbour will be a strong stimulus to the Latitude 32 Project. New marinas such as the Cape Peron Tourist Precinct with a \$0.5 billion economic impact will also shape a new tourism future for the region.

The Fremantle Rockingham coast also serves the hinterland and the strong population growth from Gosnells to Serpentine - Jarrahdale will also drive development of the South West Corridor.

Over the next 14 years an extra 40,000 people are expected to live in the South East Corridor taking that region’s population to 290,000. In the same period the South West Corridor is expected to grow by 100,000 people.

One of the strong growth areas in tourism is the MICE business – Meetings, Incentive Travel, Conferences and Events. This region has been constrained by the under supply of quality hotel accommodation. The development of

premium accommodation at both Port Coogee and the Cape Peron Tourist precinct will help the region attract more MICE business.

There are small steps being taken to improve visitor experience to the region with the progressive addition of quality product ranging from the remodelled Raffles Hotel, through the new Bluewater Café at Heathcote, the Spectacles Aboriginal Cultural experience in the Town of Kwinana, the West Coast Dive Park off Cape Peron and the streetscape improvements in the George Street Precinct at East Fremantle.

A huge step forward will be the opening of the Southern Suburbs Rail this year which will dramatically improve access to the region for visitors and tourists.

The Southern Suburbs Rail will also stimulate attendance at regional events such as the Channel 9 Rockingham Mussel festival which now attracts over 45,000 people.

Land development and promotion will attract visitors to areas that were unattractive and constrained use of the coastline. South Beach has been a stunning success and soon completion of Port Coogee will see massive promotion of new businesses and facilities.

The Transit Orientated Development Zones at Canning Bridge, Murdoch, Cockburn Central and Rockingham will add a new buzz to the region with their boutiques, shops, restaurants and cafes.

Beeliar Regional Park is a huge asset for the region as more and more land is developed it will become an escape to the tranquillity of nature and provide an environment to recreate, observe or just relax.

Rockingham is also changing with the development of its waterfront and the infilling of commercial areas. The development of the Waterfront Community Village is an example of the exciting development.

The South West Corridor has a challenge to change its image to match the dramatic changes that are taking place and to lift its tourism economy. The South West Corridor has, or will soon have, the facilities the environment and the activities but needs coordinated promotion to attract more visitors.

The South West Corridor faces an exciting future with growth opportunities in many sectors.

Tourism can play a part in diversifying our economy and making our region a more exciting place in which to live and where there are a wide range of job opportunities.

We need to accept the challenge to be forward looking, to have a better understanding of the changing needs aspirations and demands of visitors, be better organised and to coordinate promotion of the region to the world.

## Workshop Groups

### Discussion Group 1: Marketing and Promotion (Rapporteur Noeleen Pearson)

- What is working well in both product and marketing?
- Which markets should the region target?
- How best can we promote the region?
- Should we have a brand for the region?
- Which brand would fit in with “Rockingham your aquatic playground, Fremantle the working port and the Fun Coast”?

### Discussion Group 2: Access and Transport (Rapporteur Chris Fitzhardinge)

- Fremantle has benefited from passenger rail – how can these lessons be extended to the Southern Suburbs Rail?
- Should the region pursue Local Scenic Drives or push for more State Tourist Drives?
- Where should the emphasis be on signage, landscaping and interpretation on routes through the region?
- Are cycleways, scenic walks and historic walks well documented and promoted?

### Discussion Group 3: Product Development (Rapporteur Lee Lawrence)

- What new packages, promotions and events are needed to grow the tourism sector and take advantage of improved access and local development
- How does the industry need to change to better match the expectations of the targeted tourist

### Discussion Group 4: Guiding and Coordinating (Rapporteur Stacey Graham)

- How does the tourist industry need to be organised to promote growth, coordinate marketing, support on line booking and quality experience?
- How should the region be structured to have an effective voice in decisions by governments and to have input into decisions on marketing and promotion?

## Discussion Group 1. Marketing and Promotion

- **What is working well in both product and marketing?**

### Product

- Reputation / Past history of being a popular destination
- Word of mouth
- Rockingham Visitor Centre
  - Book easy
  - Experienced and enthusiastic staff
  - One of the few Visitor Centres that makes a profit
- Repeat business
- Proximity to Perth for day trips
- Great diversity of product
- Great beaches
- Waterways, Natural Environment, Marine Experiences
- Unique combination – Dolphins, Seals, Penguins
- World class golf
- Diving & fishing

### Marketing

- Not much current marketing actually being done
- Can piggy back on Experience Perth activities
- Visiting journalist program with Tourism Western Australia & Tourism Australia is creating awareness of the destination
- Local operators own marketing – “Wild Encounters”

- **Which markets should the region target?**

- United Kingdom
  - Especially for Rockingham
  - Visiting Friends and Relatives is a huge market
  - Good for accommodation – The families here want them to visit but stay in other accommodation
- Target our own backyard
  - Day tripper market
  - Should build on the day tripper - harness what what's going down south
- New Zealand-lots of Kiwis recruited out here
- Singapore
- Interstate – Melbourne/Sydney

A suggestion would be to conduct a survey and to obtain feedback on current visitors to analyse the target markets and to discover the reasons/preferences and attractions that draws people for repeated visits. This would define the target market. A suggestion was made that we should have surveys completed during airport transfers.

### **How best can we promote the region?**

To improve and have a creative and catchy entry statement to entice people. This can harness onto the drive by traffic volume and will create awareness to the Perth market.

- Create a family program to the local tourism industry to better educate locals as to what's available.
- Piggy backing on what the Rockingham Tourism Office is doing locally, nationally and internationally

To achieve cost effective marketing by forming a regional tourism cluster.

- Create a market cooperative to raise funds
- In order to be effective there is going to have to be a central coordinator to pull the promotion together

### **• Should we have a brand for the region?**

Yes, the region needs to have an identity. Ideas can be leveraged off current brands and further improved on for the creation of branding for the region. We also need to determine if this region would be agreeable to be part of the brand.

### **• Which brand would fit in with “Rockingham your aquatic playground, Fremantle the working port and the Fun Coast”?**

- Focus on the natural environment?
- Focus on marine?
- What is the drawcard?
  - Possibility the diversity ie “So Much, So Close!”  
Currently Hunter Valley slogan.

## Discussion Group 2. Access and Transport

- **Fremantle has benefited from passenger rail – how can these lessons be extended to the Southern Suburbs Rail?**

The South West Corridor needs to have interesting active transit orientated development at Canning Bridge, Murdoch, Cockburn Central and Rockingham. There need to be good bus transport links from the train stations both to the east and to the west

- **Should the region pursue Local Scenic Drives or push for more State Tourist Drives?**

An early priority should be to develop an Ocean Highway from Rockingham to Yanchep with a range of public jetties and moorings allowing for safe overnight mooring. Shore facilities and related services and attractions such as shopping and cafes also need to be accessible from the moorings. Another priority is to develop air access including options for helicopter landing near tourism attractions.

A clearly marked State Tourist Drive “Southern Coast Drive” should run from Leighton linking to the existing State Tourist Drive 204, run through Fremantle along Beach Street and Marine Terrace down Cockburn Road to Rockingham Road and incorporate the State Tourist Drive 202 continue down Warnbro Sound Avenue to Mandurah Road deviating at Mandurah Terrace and conclude at the Mandurah Bridge.

- **Where should the emphasis be on signage, landscaping and interpretation on routes through the region?**

The emphasis should be on directing visitors from the spine provided by the Southern Coast Drive. Banner Poles should be at the major entry points to the region at Fremantle, Melville, Thomas Road and the new Mundijong Road Link that promote events and activities throughout the region.

The region should seek to influence the content on Navman/Tom Tom GPS devices and Google Earth.

The region should use the international pictorial protocol for regional assets.

There should be regular interpretation through “you are here” roadside mapping illustrating regional attractions

- **Are cycle ways, scenic walks and historic walks well documented and promoted?**

The region needs more marked trails and interpretation as well as promotion of these trails on the internet.

### **Discussion Group 3. Product Development**

- **What new packages, promotions and events are needed to grow the tourism sector and take advantage of improved access and local development**

A peak body is needed to coordinate new packages, promotions and events. This coordinating person or group with good financial funding is necessary for success in the product development for our region.

Creative ideas are required for the development of new packages targeting at different traveller categories such as historical tours, aquatic experience packages, day tours, helicopter day tours, industrial tourism and wildlife tours.

International links to tourism websites, embassies, conference companies etc may be used as a form of promotion.

Events may be promoted through the channel of regional tourism expo/MICE conference market and the like.

Key emphasis should be placed on transport & accommodation, besides attractive new & exciting packages and promotion & events.

- **How does the industry need to change to better match the expectations of the targeted tourist?**

A lobby group to government to remove obstacles to tourism development and to cut the red tape and assist compliance issues and facilitate communications between government and individual operators.

We need better statistics that reflect the role of SMEs. Most tourism business are SME's 95% of business income in Australia are generated by SMEs.

#### **Discussion Group 4. Guiding and Coordinating**

- **How does the tourist industry need to be organised to promote growth, coordinate marketing, support on line booking and quality experience?**

A Regional Tourism Body needs to be formalised. A Tourism General Manager should be employed with support staff. Within the structure, there should be Marketing Coordination, Research & Development, Regional Liaison, Marketing and Development of Tourism/Hospitality Training.

Liaison need to be established in the areas of Heritage, Environment, Arts, Indigenous and Historical and with Experience Perth.

Target marketing approach may be adopted to attract specific age/culture groups with spending capabilities. Target 18-35 year olds who have spending capabilities and a good link to region attractions and activities.

Tourism Kiosk/Stalls may be set up at popular and convenient locations with a central hub with links to regional tourism websites which provides information with interaction and feedback facilities catered for IT savvy tourist or manned by volunteers, students or paid personnel for customer service with a personal touch.

Membership / Incentive Conference and Events (MICE) Programmes may be established to entice visitors to the region.

- **How should the region be structured to have an effective voice in decisions by governments and to have input into decisions on marketing and promotion?**

Develop a Regional Tourism Body to conduct regular meetings/forum/discussion groups with relevant Stakeholders, Industry and Government bodies.

## **Forum Conclusion and Future Action**

The coordinated approach to Tourism Development in the South West Corridor was strongly supported.

The concept of a State Tourist Drive from Leighton Beach to Mandurah should be progressed immediately.

Another Tourism Forum should be arranged for November 2007 at Cockburn and involvement of the Fremantle Tourism industry encouraged.

## Appendix 1

### Traveller Categories

Category	Explanation	Relevance to Region	Promotion
Group Inclusive Travellers	Itinerary fixed before travel. First time or low risk travellers	Need to have packages for inbound tour operators and local operators	Has long lead times. Typically through inbound travel events and travel fairs
Fully Independent Travellers	Free itinerary. More experienced travellers	Need to have good information on the region	Can be spontaneous
Partially Packaged Travellers	Some itinerary freedom	Region is accessible for day travel	Can be spontaneous
Visiting Friends and Relatives			Local promotion communicated directly to traveller
Backpackers	Extended travel duration with costs offset by work	Iconic attractions Part time work Part time partying Clean basic secure accommodation	Lonely Planet, blogs word of mouth, brochures
Flashpackers	Extended travel duration but self funded	Higher quality accommodation more interested in packages	Lonely Planet, blogs word of mouth, brochures
Education Travellers		High demand short courses with predictable quality	University and other education providers
Business Travellers		Convenience and access to services	Through companies, airlines, business papers
Special Interest Travellers		High quality facilitation and interpretation	Specialist publications, web sites and interest groups
MICE	Incentive travellers	Recreation and Conference Facilities	Convention Centres WATC
Grey Nomads/Empty Nesters	Retired extended travellers. May use caravan accommodation	Gentle challenges unique experiences	Word of mouth Conventional advertising, brochures
Adultescents	Under 35 single and may be living at home	Preference to travel overseas	Networks
DINKS	Working Couple without children	Short simple self indulgent holidays	Glossy magazines
Families		Activity based holidays	RAC?

### POSSIBLE DEVELOPMENT OVER THE NEXT TEN YEARS

- Precinct between South Beach and Port Coogee fully developed under the Cockburn Coast Concept
- The South Fremantle Power Station redeveloped as a live music venue
- Port Coogee fully developed for cafes, restaurants, boutique shopping precinct, boat charters and with a major hotel
- Coogee Beach transformed with Coogee Surf Club and new Kiosk constructed
- Australian Marine Complex a thriving hub of shipbuilding, super yacht construction, defence maintenance and technology park
- Latitude 32 developed as a state of the art business support precinct
- Kwinana regarded as a world class model for sustainable industry with clean coal technology and synergistic use of energy and waste streams
- A cutting edge interpretive facility for industry and the environment established at Kwinana
- Greenways connecting from the coast to the Kwinana Freeway along routes such as Thomas Road and Rowley Road
- Kwinana with a lively thriving town centre
- Transit orientated development at Canning Bridge, Murdoch, Cockburn Central and Rockingham
- Rockingham and Fremantle regarded as premium locations for short courses for international visitors
- Cape Peron Tourist Precinct first stage completed
- Garden Island Causeway relocated and waterway doubled
- Three new dive wrecks in the West Coast Dive Park
- Regular charters to Garden Island
- A new local scenic drives signed each year
- Underground power along all tourist routes
- Night walks in Beeliar Regional Park become a major attraction due to vermin fencing, reintroduction of endangered species and remediation
- Visitors faced with a dazzling choice of surfing at Secret Harbour, diving off Cape Peron, cycling along a stunning coastal landscape, kayaking, water skiing, banana boating, game fishing, trail riding, bungee jumping, drag racing, swimming with dolphins, snorkelling, paragliding, gliding through the caverns under Fremantle Prison, helicopter flights, flight training, ice skating or simply having a coffee and watching a spectacular sunset
- Wine tourism development with cottage industries promoted to establish with a strong viticulture industry.
- Lark Hill recognised as the state's premier sporting and recreational facility to also include equine activity.
- Mediterranean lifestyle at Rockingham waterfront with diverse cuisine and brand name cafes and shops.
- World class festivals and events between Fremantle and Mandurah highlighting the Culture, Tastes and Lifestyle of the region incorporating music, wine and art.
- World class Yacht racing events in Cockburn Sound
- Development of the regions historical, eco and environmental assets

**Appendix 3**  
**SOUTH WEST CORRIDOR TOURISM ATTRACTIONS**  
**CITY OF MELVILLE**

Attraction	Natural	Interpretation	Built Heritage	Commercial	Recreation	Eating Out	Landscape
Piney Lakes Reserve	Woodland remnants	Environment Centre and Nightwalk		Conference Facilities			
Point Walter	Limestone Cliffs and River Edge			Recreation Camp	Swimming and jetty	Café	River and park views
Heathcote	Limestone Cliffs and River Edge		1929 Hospital Buildings		Children's Playground	Bluewater Café	River views
Wireless Hill	Banksia Woodland	Communications Museum	1912 Buildings		Wildflower Walk		River views
Atwell House			1933 Homestead		Art gallery		
Deepwater Point					Boat launching ramp and ski area	Café	River and park views
RAAFA Aviation Museum		Air museum with world class collection of 30 aircraft and 165 displays					
Miller Bakehouse Museum		Bakery Museum	National Trust Classified 1935 Residential Bakery				
Melville Discovery Centre		Social and Natural History interactive displays					
Raffles Hotel		Remnants of 1896 Building	1937 Art Deco building			Bars and restaurants	River views
Applecross Foreshore					Swimming, windsurfing and jetty		River and park views
South Perth Yacht Club				Conference facilities	Sailing		River views
Alfred Cove Marine Park	Habitat for 140 bird species						River edge
Ken Hurst Park	Grand Spider Orchids						Banksia Woodland
Point Walter Golf Course	Banksia Woodland				18 hole golf course		River and park views
Melville Glades Golf Course	Kangaroos				18 hole golf course		
Fremantle Cemetery		Bon Scott's Memorial, Porcelli Sculptures and genealogical resource	From 1899				

## SOUTH WEST CORRIDOR TOURISM ATTRACTIONS TOWN OF EAST FREMANTLE

Attraction	Natural	Interpretation	Built Heritage	Commercial	Recreation	Eating Out	Landscape
George Street Precinct			Late Victorian era street scape	Boutique shopping precinct		Restaurants , Liquor Store and Cafes	
Riverside Road	Limestone Cliffs and River Edge				Swimming Boat launching ramp and jetty	Cafés and hotels	River and park views
Royal George Art & Community Centre		Art Gallery	1900 Federation Style Hotel Building				
Fremantle Town Hall			1899 Gold Rush Style Building				
Victorian Italianate Houses Such as Penshurst			Numerous fine examples of Victorian residences				
Federation Houses such as Knocknagow and Woodlawn			1899				
Plympton Precinct			Workers cottages 1890 to 1910				
East Fremantle Yacht Club					Yacht Club		

## SOUTH WEST CORRIDOR TOURISM ATTRACTIONS CITY OF FREMANTLE

Attraction	Natural	Interpretation	Built Heritage	Commercial	Recreation	Eating Out	Landscap e
WA Maritime Museum		World class exhibits including Oberon Submarine and Australia II	Iconic Building next to heritage slipway	Function Facilities			
Fremantle Arts Centre and History Museum		Social History of Fremantle	Victorian Limestone and Shingle from 1861		Arts Centre		
Shipwreck Gallery		Finest Maritime Archaeology in Australia					
Fremantle Markets			Federation Romanesque From 1898	150 Arts, Crafts, Gifts and Food Stalls			
Fremantle Port (Victoria Quay)		Migration wall	Substantially intact late 19 <sup>th</sup> C Port	E Shed Markets		Markets and Cafes	
Roundhouse and Arthur Head Precinct		Earliest Colonial Building and first prison in WA 1830	12 sided limestone building designed by H Reveley				Views over Bathers Beach and Port
Fremantle Fishing Boat Harbour				Home to commercial fishing fleet		Restaurants Brewery Cafes	
Fremantle Sailing Club				Conference Facilities	Yacht Club		
Leighton Beach					Swimming	Surf Club Restaurant	Ocean Foreshore
Fremantle Prison		Interactive Visitor Centre	1851 to 1859 Convict Built Limestone Prison	Functions and Conference Facilities	Tunnel tours by boat		
Fremantle Golf Club					18 hole golf course		
Esplanade Hotel			Remodelled Victorian Buildings from 1875	Conference Facilities and accommodation		Restaurant	
Artillery Barracks and Signal Station		Military Museum	Military buildings from 1911 to 1956 Federation Free Classical				
Monument Hill and War Memorials		War memorials dating from 1929			11 acre A Class Reserve		Ocean Views over working port
West End Precinct			Range of Federation Styles				
Great Southern Roller Mills		Iconic Dingo Flour Logo	Interwar industrial buildings from 1922				

## SOUTH WEST CORRIDOR TOURISM ATTRACTIONS CITY OF FREMANTLE (Continued)

Attraction	Natural	Interpretation	Built Heritage	Commercial	Recreation	Eating Out	Landscape
Cappuccino (Café) Strip			Victorian and Federation			Restaurants Cafes and Hotels with Alfresco Dining	
Little Creatures Brewery				Micro Brewery		Bar and Restaurant	
Sail and Anchor Hotel			1901 Federation Filigree Hotel	Micro Brewery		Bar and Restaurant	
Notre Dame University		Free Tours	Victorian and Federation	University located in a large number of heritage buildings			
Fremantle Chocolate Factory				Hand made chocolates and fudges			
Fly By Night Club			1896 Drill Hall	500 Capacity Performance Space for emerging and established musicians			
Kulcha				200 Capacity Performance Space for Multicultural Arts		Licensed Bar	
Fremantle Village Art Markets				Art market operating from October to April			
Spare Parts Puppet Theatre				Leading producer of theatre for children and families			
The Knowle			Victorian Style from 1853 now part of Hospital				
Kidogo Arthouse		Former studio of Joan Campbell	1884 Colonial Kerosene Store	Art Gallery and Function Centre	Art Holidays		
Moore's Building			1869 to 1899 Victorian Georgian and Free Gothic	Contemporary Art Gallery with six exhibition spaces			
South Mole			Breakwater		Fishing		
Fremantle Motor Museum		Motor Museum	B Shed at Victoria Quay				

## SOUTH WEST CORRIDOR TOURISM ATTRACTIONS CITY OF COCKBURN

Attraction	Natural	Interpretation	Built Heritage	Commercial	Recreation	Eating Out	Landscape
Beeliar Regional Park	Wetland Chain	Wetland Education Centre			Walk Trails		Banksia Scrub Wetlands
Woodman Point Regional Park	Coastal Heath			Holiday Park and Recreation Camp			Ocean Foreshore
Jandakot Caravan Park							
Adventure World					Amusement Park		
Bungee West					Bungee Tower		
Azelia Ley Museum	Coastal lookouts	Cultural and historical heritage	1866 Victorian Regency Building				Ocean Foreshore
Coogee Beach	Sand Dunes			Caravan Park	Swimming Fishing	Kiosk	Ocean Foreshore
South Beach	Sand Dunes	First Horse race in WA in 1833			Swimming		Ocean Foreshore
Port Coogee	Limestone Coast			Being developed	Marina		Ocean Foreshore
Murdoch Pines Golf and Recreation Park					Golf Course		
Glen Iris Country Club					Golf Course		
Cockburn Ice Arena					60m by 30m ice rink	Cafeteria	
Jervoise Bay Sailing Club					Yacht Club		
Cockburn International Raceway					Go Kart Racing Track 1070 metres long		
Harry Waring Marsupial Reserve							

## SOUTH WEST CORRIDOR TOURISM ATTRACTIONS TOWN OF KWINANA

Attraction	Natural	Interpretation	Built Heritage	Commercial	Recreation	Eating Out	Landscape
The Spectacles Wetland	Wetland with bird hide	Aboriginal culture					Banksia scrub and wetland
Sloan Cottage			1911 Stone residence				
Smirk Cottage			Farmlet built 1905				
Wells Park and Kwinana Beach		Near wreck of the Kwinana			Swimming Boat Launching Ramp		Ocean Foreshore and park
Kwinana Motorplex				Driver Training	Drag Racing and Speedway		
Kwinana Golf Course				Function Centre			
Marri Park Golf Course							

## SOUTH WEST CORRIDOR TOURISM ATTRACTIONS CITY OF ROCKINGHAM

Attraction	Natural	Interpretation	Built Heritage	Commercial	Recreation	Eating Out	Landscape
Penguin Islands	Fairy Penguin Colony	Island Discovery Centre					Limestone Coast
Cape Peron	Coastal Heath	Snorkel Trail with underwater plinths	Defence emplacements		Lookout Swimming Dive Sites		Ocean Foreshore and Fringing Reefs
Shoalwater Islands Marine Park	Seal Island		Purpose sunk dive wreck		Diving in West Coast Dive Park		Ocean Foreshore and Fringing Reefs
Garden Island	Coastal Heath		HMAS Stirling		Swimming Diving Boating		Ocean Foreshore and Fringing Reefs
Palm Beach			Palm Beach Jetty				
Warnbro Beach	Coastal Dunes				Fishing Swimming		Ocean Foreshore
Port Kennedy Beach					Fishing Swimming		Ocean Foreshore
Secret Harbour Beach					Surfing Swimming		Ocean Foreshore
Golden Bay Beach					Surfing		Ocean Foreshore
Singleton Beach							
Rockingham Museum		Z Force Display					
Peel Estate Winery						Winery established 1973 with picnic grounds	Tuart parkland
Baldivis Estate Winery						Winery	
Tuart Ridge Winery						Winery	
Amariilo Wines						Winery	
Stakehill Estate Winery						Winery	
Woody Pear Organic wines						Wine tasting platter meals	
Bell Park and Churchill Park					Swimming Scuba Diving		
Town Beach					Swimming		
Cruising Yacht Club				Conference Facilities	Yacht Club		
Safety Bay Beach					Swimming Boating Water Sports		
Dolphin Watch Cruises	Interact with the dolphins in the ocean						

**SOUTH WEST CORRIDOR TOURISM ATTRACTIONS  
CITY OF ROCKINGHAM (Continued)**

Attraction	Natural	Interpretation	Built Heritage	Commercial	Recreation	Eating Out	Landscape
Naragebup Environmental Centre	Coastal Heath	Marine and Thrombolite interpretive Centre			Walk Trail		Adjacent Freshwater Lake
Rockingham Golf Driving Range						Dining Bar Facilities	Natural bushland
Rockingham Golf Course					Golf Club		
Kennedy Bay Golf Club				Kennedy Bay Resort	Golf Club		
Secret Harbour Links				Corporate Packages		Bistro	
Lark Hill Sports Complex							
Marapana Wildlife World		In house wildlife education shows			Animal petting	Cafeteria BBQ area	
Baldivis Children's Forest	Native Flora and Fauna	Cultural History of Nyoongar People					Natural Bush
Bell Scuba					Dive Tours		
Golden Ponds Fish and Marron Park				Function Centre		Restaurant Kiosk	
Munja Gardens Function Centre	Limestone Formations			Function centre			Rainforest
Macnuts WA		Processing and Production tours		Commercial Factory		Coffee Shop Product Tasting	
Bonney's Water Ski Park					Water Skiing Tube Rides	BBQ area Cafeteria	Man made lakes
Rockingham Cruises	Carnac Island Seals				Boating Snorkelling		
Sound Charters				Speciality Functions	River cruise Ocean Cruise Whalewatch		
West Oz Kiteboarding					Kiteboard Hire and lessons		
WA Surf					Windsurfing and Kiteboarding Lessons		
Gone Surfin'					Surf Board Hire and Surf School		

## **SOUTH WEST CORRIDOR TOURISM ATTRACTIONS TOURIST ROUTES**

Rockingham Coastal Drive 202 is the only State Tourist Drive within the region

Tourist Drive 202 commences at Kwinana Beach Road past Wells Park and Kwinana Beach into Rockingham Beach Road through Rockingham to Safety Bay Road and concludes at Ennis Avenue.

Other tourist routes may be designated as local scenic drives using the generic brown and white signage.

## SOUTH WEST CORRIDOR TOURISM ATTRACTIONS TRAILS

Trail Name	Trail Type	Distance	Comments
Fremantle Discovery Trail	Built heritage in West End of Fremantle	3 kilometres	
Maritime Heritage Trail	Marine Infrastructure in the West End of Fremantle	2 kilometres	
C Y O'Connor Trail	Built Heritage and Social History in Victoria Quay and Central Fremantle	4 kilometres	
Convict Trail	Built Heritage and Social History in Fremantle	8 kilometres	
Old Rockingham Heritage Trail	Built Heritage	30 kilometres	
Anne Mueller Environmental Walk	Dune Ecology Trail near Lake Richmond		
Karnup Nature Trail	Environmental Trail in Banksia-Jarrah Woodland		
Yangebup Lake Walk Trail	Environmental Trail around wetland		
Little Rush Lake Walk Trail	Environmental Trail around wetland		
Davilak Trail			
Wireless Hill Wildflower Walk	Environmental Trail in Banksia-Jarrah Woodland		
Piney Lakes Nightwalk	Environmental Trail around wetland		
Bibra Lake Walk Trail	Environmental Trail around wetland		
Woodman Point to South Beach Cycle Trail	Ocean Foreshore Trail through Coastal heath		

## SOUTH WEST CORRIDOR TOURISM ATTRACTIONS REGIONAL ATTRACTIONS

<b>Attraction</b>	<b>Natural</b>	<b>Recreation</b>	<b>Landscape</b>
Cockburn Sound	Sheltered bays	Fishing Boating Water Ski Area	Ocean foreshore with island backdrop
Swan River	Estuary	Sailing Windsurfing Kayaking Fishing	Mixture of riverside parks limestone cliffs and paperbarks
Canning River	Estuary	Rowing Water Ski Area	Mixture of riverside parks and paperbarks
Warnbro Sound	Sheltered bay	Diving Water Ski Area	Ocean foreshore
Beeliar Regional Park	19 Lakes in two main chains. Thompson Lake supporting up to 10,000 waterbirds is Ramsar Listed. Other wetlands under agreements with Japan and China on migratory birds.	Walk and Cycle trails	Limestone Cliffs, Coastal Heath, Banksia Woodland and Wetlands

## SOUTH WEST CORRIDOR TOURISM ATTRACTIONS EVENTS

<b>Event</b>	<b>Location</b>	<b>Date</b>	<b>Comment</b>
K-Town Blues and Roots Festival	Kwinana	February	
Summersun Festival	Rockingham	February	
Channel 9 Musselfest	Rockingham	March - April	
Fremantle Street Arts Festival	Fremantle	Easter	Busking Festival
Fremantle Children's Festival	Fremantle	April	
Heritage Festival	Fremantle	May - June	
Blessing of the Fleet	Fremantle Fishing Boat Harbour	October	
Festival of Melville	Across Melville	March	Includes International Film Festival
Kwinana Festival	Kwinana	October	
Cockburn Community Spring Fair	Cockburn	October	
Fremantle Festival	Fremantle	November	
Wardarnji	Fremantle	November	Indigenous festival
George Street Festival	East Fremantle	December	