

WA Tourism - Federal Policy Priorities

Western Australia attracts more than 10.4 million overnight visitors per annum. The spending of these visitors generates 103,000 FTE jobs and \$11.8 billion GSP. To generate tourism and jobs across WA, Tourism Council WA advocates the following federal priorities:

1. Grow our Gateways

The next Australian Government should prioritise developing new direct international and interstate aviation routes including:

- Gateway WA - \$15 million for airline marketing partnerships to attract direct flights to Perth from Tokyo, Shanghai, India, Frankfurt and Paris.
- Regional WA - \$5 million for airline marketing partnerships to establish direct flights Singapore-Broome, Kununurra-Melbourne and Sydney–Margaret River.

2. No new or increased taxes on WA Tourism

The Backpacker Tax has had a heavy impost on WA with visitors on working holiday maker visas decreasing by 31% (22,000) in the first year of the tax. The increased Passenger Movement Charge is now 20% of the cost of Singapore-Perth. These taxes cost visitors, tourism dollars and WA jobs.

The next Australian Government should commit to no new or increased taxes on tourism including visa fees, PMC, backpacker tax or other taxes on visitors and our tourism exports.

3. Encourage Australians to Holiday at home

Domestic tourism accounts for more than 90% of WA tourism, however federal tourism funding is currently limited to international marketing.

The next Australian Government should enable Tourism Australia to invest in domestic marketing campaigns to encourage Australians to holiday in WA. Campaigns should be focused on caravan and camping, grey nomads, self-drive and other road trip tourism to regional WA.

4. Develop Quality Tourism Businesses

The next Australian Government should invest \$6 million over 4 years to develop and promote 2,000 SME tourism businesses across Australia through the industry's Quality Tourism Framework. This would result in 200 tourism businesses in WA being developed from start-up through to export markets.

5. Invest in the next generation of iconic WA attractions

Previous Australian Governments have funded major tourism facilities in states such as TAS and QLD but not in WA. The next Australian Government should invest in facilities that attract visitors to Perth and disperse visitors to WA. Proposed WA major attractions include:

- National Aboriginal Cultural Centre (\$235 million)
- Rottnest Island Upgrade (\$25 million)
- Australian Underwater Discovery Centre (\$30 million)
- Kimberley Cultural, Entertainment and Conference Centre (\$20 million)
- Shark Bay World Heritage Site (\$15 million)

Please see detail descriptions below of each iconic WA attractions project.

Iconic WA Attractions

National Aboriginal Cultural Centre (Perth)

The National Aboriginal Cultural Centre would be an iconic experience featuring Aboriginal art, culture, music, history and performance. The Centre would present Aboriginal culture and life from the distant past through early settlement to today.

The NACC would be located beside the Swan River in a purpose-built facility. The unique design of the facility would embrace the Swan River and its cultural meaning to Aboriginal people in the past, present and future.



It is expected to attract more than 400,000 patrons per annum including 160,000 international and 80,000 interstate visitors. From concept and design to building, governance and operation - the NACC would be a collaborative effort engaging the Aboriginal community, the broader Australian community and our international guests.

The NACC would house the State Government's significant collection of Aboriginal art and cultural material. The NACC will also host the University of Western Australia's famous Berndt collection of Aboriginal and Torres Strait Islander cultural objects, art, archives, manuscripts, film and sound and photographic collections. Significant private collections could also be presented and preserved at the NACC including those of Kerry Stokes and Janet Holmes à Court.

More than an art gallery, the NACC would provide a focal point for Aboriginal performances, experiences, tours, food and creative industries. An engaging place where visitors from around the world can meet Aboriginal people and experience Aboriginal culture. The centre could serve as a starting point for Aboriginal cultural journeys across Perth, WA and Australia.

International visitors to Australia, particularly from UK and Europe, are very interested in Aboriginal cultural. However, many international and Australian visitors find it difficult to access Aboriginal cultural experiences and many return home disappointed. The NACC would provide our visitors with a highly engaging and accessible Aboriginal cultural experience and a real opportunity to meet Aboriginal people.

Industry and Local Support

The project is strongly supported by the Western Australia Indigenous Tourism Operators Council; Tourism Council WA; Western Australia Government; and a range of Aboriginal, cultural, artistic, community and corporate institutions.

Australian Government Support

Funding of \$235 million is sought from the Australian Government to develop the NACC. This funding will be matched by the WA State Government. Additional funding, contributions and cultural collections would be provided by a range of institutions.

Rottnest Island Revamp (Perth)

Rottnest Island a beloved Perth tourism attraction, visited by more than 600,000 locals, interstate and international visitors each year and is world famous as the home of the "Quokka Selfie".

Rottnest Island offers an array of public and private ferries, tours, attractions and accommodation. The Island is now attracting significant private investment in a variety of new experiences and world class accommodation and hospitality options.



Rottnest Island is becoming the "must do" experience for international visitors coming to Australia through the Western Gateway. The Island offers the classic Aussie beach holiday, together with unique Aboriginal, cultural, heritage and nature-based tourism experiences.

Essential infrastructure, power, water, sewerage, amenities and public attractions on an island are a challenge to maintain and evolve. Public investment is needed to enhance the Rottnest Island's capacity to attract and sustain increased visitation for locals and tourists alike. Key projects include:

- Upgrading the Island's jetties, transport and essential visitor infrastructure.
- Renewal of attractions including walking trails and the lighthouse and railway.
- Enhancing interpretation of Rottnest's outstanding military heritage.
- Developing the Island museum and collection, including exhibition and performance space.
- Establishing a terrestrial & marine research centre which embraces volunteer tourism.
- Enhancing the visitor experience of the historical significance of the former Aboriginal prison precinct, including the Wadjemup Aboriginal Burial Ground and former prison building, the Quod.

Industry and Local Support

The investment in public infrastructure would be in accordance with the 5 Year Rottnest Island Management Plan. This master plan goes through extensive consultation and engagement to secure the support of key stakeholders including the Aboriginal community, local chamber of commerce State Government and Tourism Council WA.

Australian Government Support

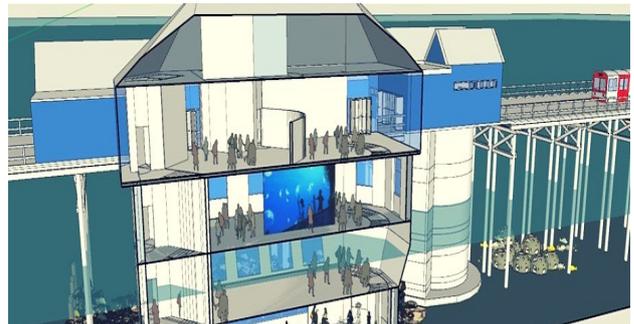
Funding of \$25 million is sought from the Australian Government to invest in agreed key projects under the masterplan.

The Australian Underwater Discovery Centre (Busselton)

The Australian Underwater Discovery Centre (AUDC) will be the world's largest natural Underwater Observatory at the end of the heritage-listed longest jetty in the southern hemisphere, the Busselton Jetty.

There are only five other natural observatories in the world – Guam, Israel, Japan and New Zealand (2) however Busselton's is the biggest and in the deepest water.

Currently, Busselton Jetty attracts just over 500,000 visitors per year. The jetty is a uniquely successful and sustainable tourist attraction showcasing the natural marine life 1.841km out to sea, down to 8m of water, which is hugely popular with Asian tourists, especially those who do not swim and have never seen the ocean floor.



Based on current visitor numbers increasing, the existing Busselton Jetty Underwater Observatory will exceed capacity restrictions by 2022. The new AUDC facility would be used in the daytime for tours and at night as an Underwater Dining facility, as well as Night Tours and/or Private Dining for high-value customers. At peak, the new AUDC is expected to generate in excess of 400,000 additional visitors each year to the Jetty.

The new AUDC will fit 180 people per hour and return \$12m in revenue each year, creating 40 jobs directly and 340 jobs indirectly.

Industry and Local Support

Busselton Jetty is managed by a community run not for profit organisation, Busselton Jetty Inc (BJI). The AUDC project is proposed by this community organisation and supported by Local Government, State Government, the Margaret River Busselton Tourism Association, Australia's South West regional tourism organisation and Tourism Council WA.

Australian Government Support

Funding up to \$30 million is sought from the Australian Government to invest in the AUDC. The project is costed at approximately \$40 million. Funding of \$7 million has already been committed by BJI and further funds are expected to be raised from community donations through BJIs Deductible Gift Recipient Charitable Status.

Kimberley Cultural, Entertainment and Conference Centre (Broome)

The proposed Kimberley Cultural, Entertainment and Conference Centre (KCECC) will host a permanent cultural exhibition and provide facilities for conferences, temporary exhibitions, entertainment and performance space. The exhibition space would feature permanent exhibits of Aboriginal and other cultural heritage from across the Kimberley.

The KCECC would serve as a key destination in Aboriginal cultural journeys across WA and Australia. The conference facilities would cater to conventions and conferences of up to 1,000 delegates. The multipurpose space would be able to host conference exhibitions, temporary cultural exhibitions, performances and entertainment for up to 2,000 visitors.

It is expected that the KCECC will attract an additional 20,000 visitors to Broome per annum. A potential for the site for the KCECC is vacant land adjacent to the iconic Cable Beach Club and Resort owned and operated by Hawaiian property group.



This would provide the KCECC with immediate access to accommodation for delegates and the appeal of Cable Beach. The property is also one of the few sites for development in Broome for which native title and planning issues are resolved. The KCECC will attract additional visitation to Broome and the Kimberley by hosting conferences which attract delegates and exhibitions and entertainment that attracts additional leisure visitors. Importantly, the KCECC can be programmed with conferences and events that attract visitation during shoulder season outside the peak winter leisure season.

Industry and Local Support

The project is strongly supported by the Western Australia Government; Local Government; Australia's North West regional tourism organisation; and Tourism Council WA.

Australian Government Support

An Australian Government contribution of \$20 million is sought to develop the KCECC. This funding will be matched by the WA Government. Additional funding, contributions and cultural collections would be provided by a range of institutions.

Shark Bay World Heritage Area

Shark Bay is a World Heritage Area of extraordinary global significance with spectacular coastal landforms and remarkable wildlife from dolphins to dugongs, fishing and wildflowers, within a huge National Park. Critical tourism infrastructure projects include:

- Monkey Mia jetty, viewing platform, interpretation and foreshore redevelopment.
- Peron Homestead precinct geothermal 'hot springs', native fauna experience and café.
- Shell Beach core visitor infrastructure upgrades and new 'subterranean' experience.
- Hamelin Pool rejuvenated 'stromatolite' experience and visitor facilities.
- Shark Bay World Heritage Drive 'entry statements'.
- Dirk Hartog Island visitor management planning for future tourism use and to maintain the island's integrity.



Industry and Local Support

The project is strongly supported by the WA Department of Biodiversity Conservation and Attractions, the Gascoyne Regional Development Commission; Local Government; local industry; Australia's Coral Coast regional tourism organisation; and Tourism Council WA.

Australian Government Support

An Australian Government contribution of \$15 million is sought to rejuvenate Shark Bay.