



GASCOYNE
REGIONAL TOURISM
DEVELOPMENT STRATEGY
2023-2033

ACKNOWLEDGEMENT OF COUNTRY

We acknowledge Aboriginal people as the traditional custodians of Western Australia and pay our respects to Elders past and present. We celebrate the diversity of Aboriginal West Australians and honour their continuing connection to Country, culture and community. We recognise and appreciate the invaluable contributions made by First Nations peoples across many generations in shaping Western Australia as a premier destination.



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INTRODUCTION

The Gascoyne Regional Tourism Development Strategy (RTDS) together with the overarching Australia's Golden Outback (AGO) and Australia's Coral Coast (ACC) Tourism Destination Management Plans (TDMP), will guide decision-making, investment and capacity development for tourism over the next 10 years.

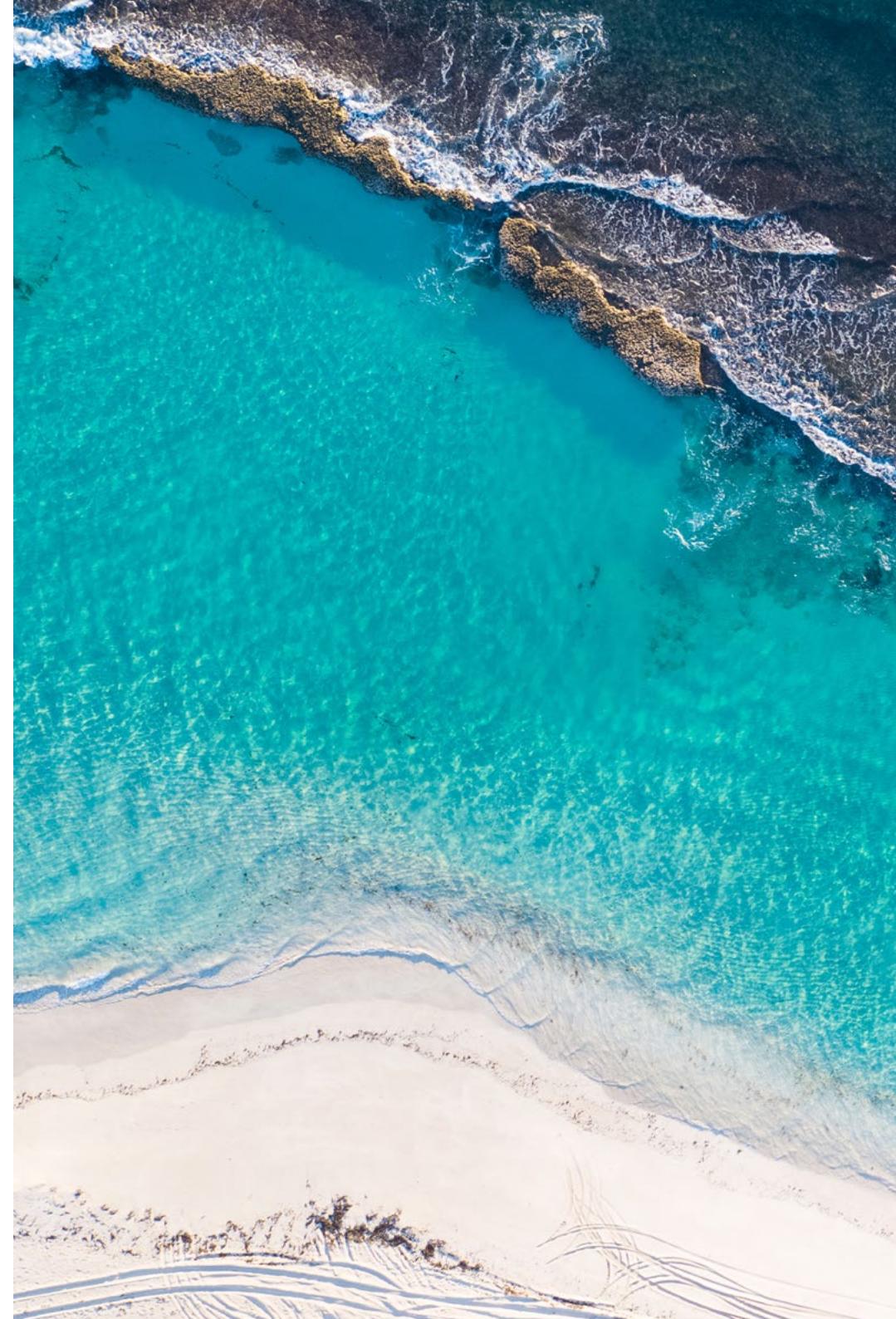
The RTDS has been informed through comprehensive engagement with industry and stakeholders across the region to understand opportunities and priority projects. These projects have been assessed at a regional and subregional level through an analysis of the region's tourism offering, to prioritise initiatives that will have the most impact on growing the visitor economy sustainably.

Both documents make recommendations on actions and priorities to support the management and growth of the destination in the following areas:

- Supply** including attractions, events, accommodation, access and connectivity and other visitor-related infrastructure.
- Demand** including the region's positioning, markets and destination marketing.
- Capability** including workforce and skills development, funding and partnerships.

This abridged RTDS outlines the key priorities and actions for tourism development in the Gascoyne region, in alignment with the AGO and ACC TDMPs.

It is important to note that many of the priorities identified in the document are aspirational and unfunded. Their inclusion will provide industry and government with the strategic direction to seek resourcing, if required, to deliver initiatives within their areas of responsibility.



The background image is an aerial photograph of a coastal region. On the left, there are large, dark red sand dunes with a distinct wavy pattern. To the right, a strip of light-colored sandy beach meets the ocean. The ocean water is a deep, dark green. In the top right corner, there is a small, dark green forested area. The overall scene is a mix of natural textures and colors.

PART 1: RTDS VISION, GOALS & PRIORITIES



10-YEAR VISION

ACC

The ACC region is a world-class destination that captivates visitors with its unique coast, outback beauty, magnificent natural landscapes and cultural richness.

Access Travel into and within the region is facilitated by improved air, road and water access. Visitors can travel diverse landscapes with ease. From the outback to the ocean, travel is well-connected and reliable.

Visitors The visitor experience is smooth, there is convenient access to information for booking accommodation, experiences and services. Visitors find the region diverse and compelling and want to return.

Industry Tourism is well-established and sustainable. It is foundational to the economy and is supported by connected communities that enable collaboration and the development of diverse and products and experiences.

Administration Government at all levels works together with industry to contribute to a thriving visitor economy. Government entities support, advise and facilitate investment in tourism-related activities.

AGO

The AGO region is a truly unique destination where visitors can traverse remarkable open landscapes, engage with connected communities and witness unrivalled natural beauty.

Access Visitors can easily and safely navigate to and within the vast open spaces of the region. Traversing unrivalled natural beauty with ease and comfort. The region is rugged, diverse and accessible. Travellers are encouraged to look for otherworldly experiences and immerse themselves in the region's natural beauty.

Attitudes AGO will be recognised for its authenticity, diversity and inclusion. Boasting connected communities, culture and heritage. Stakeholders understand the tangible benefits that tourism brings to the region. Travellers want to return because they are genuinely welcomed and celebrated..

Administration Government enables the tourism industry to thrive. Development is encouraged, and small businesses are supported. The economy thrives through coordinated decision-making, appropriate planning and intelligent investment strategy.

Attractions There is a breadth of offerings across all subregions. Visitors have a choice as to where they stay, what they do and how they do it. Whether they seek adventure, solitude, or simply a chance to disconnect from the modern world, AGO has it all.





10-YEAR TOURISM GOALS & PRIORITIES

1. Prioritise increased aviation, self-drive and cruise sector connections by growing capacity and infrastructure.

- Continue to support and grow one-way car hire options and aligned one-way itineraries, to encourage more flexible travel options throughout the region.
- Investigate the viability of additional interstate and intrastate aviation connections throughout the region.
- Identify opportunities to develop appropriate cruise and vessel berthing infrastructure in Exmouth.

2. Grow and diversify accommodation offerings in the region.

- Attract investment in branded accommodation properties supporting nature-based experiences throughout the region.
- Enhance the station stay experience across the region to encourage stations to provide their unique point of difference. Work collaboratively to ensure a similar level of service across providers.

- Encourage larger accommodation projects to include on-site staff accommodation to combat the broader lack of regional residential housing.
- Seek the development of accommodation offerings in and around national parks.

3. Rejuvenate existing and develop new tourism products that drive visitor demand.

- Seek investment from private and public sectors to develop premium nature-based experiences and a greater range of drive tourism attractions to encourage dispersal of visitors.
- Create self-drive itineraries that encourage subregional stopovers, including hot springs, dark sky activities, agritourism and heritage.
- Work with industry to develop further product and package offerings to disperse travellers throughout the Gascoyne region.

- Diversify the visitor offer across the subregions focusing on the region's product pillars of agritourism, dark sky, adventure, food, beverage and produce and marine experiences.
- Address the coach infrastructure requirements needed to service cruise passengers and support a growing portfolio of unique experiences in Exmouth and its surroundings that appeal to cruise passengers.

4. Create and utilise unique events to increase visitation and promote cross-regional travel.

- Develop a portfolio of events annually to encourage inter-regional and intrastate travel, focusing on adventure, multi-sports events, and community events.
- Leverage existing events to invigorate regional travel capitalising on opportunities in the off-season and shoulder seasons.

5. Develop and showcase Aboriginal tourism.

- Continue integrating Aboriginal culture into existing offerings and develop new and unique experiences championed by Traditional Custodians.
- Develop initiatives and programs that encourage Aboriginal people to consider participation and careers in tourism and hospitality throughout the region.

6. Strengthen industry capacity to support the sustainability of tourism across the region.

- Increase the pool of tourism and hospitality workers through targeted strategies.
- Provide training and mentoring opportunities for operators to improve visitor experience, develop new products, and retain and upskill workers.
- Encourage operators to adopt sustainable/accessible practices and gain accreditation.



PART 2: UNDERSTANDING THE REGION

© MOUNT AUGUSTUS NATIONAL PARK



GASCOYNE REGIONAL OVERVIEW

The Gascoyne region encompasses the westernmost point of Western Australia and includes over 600 kilometres of coastline and a geographic area of over 135,000 square kilometres. The Gascoyne region crosses the boundaries of the ACC and AGO tourism regions, with the coastal shires of Exmouth, Carnarvon and Shark Bay falling in the ACC tourism region and the inland Shire of Upper Gascoyne forming part of the AGO region.

There are three distinct and diverse tourism subregions in the Gascoyne region:

- Upper Gascoyne (forming part of the Gascoyne Murchison subregion)
- Shark Bay
- Ningaloo and Surrounds

One of the region's most important tourism assets is the UNESCO World Heritage-listed Ningaloo Reef, Australia's largest and most accessible fringing reef. The reef alone is estimated to add \$110 million in value to the Western Australian economy per year (pre-COVID). The Ningaloo Reef is bordered by Carnarvon as its southern gateway, and Exmouth to the north. The Ningaloo Reef's popularity, strongly contributes to the visitation received at Exmouth and Coral Bay.

Swimming with whale sharks on Ningaloo Reef is a cornerstone attraction for the Gascoyne region, with most tours operating out of Exmouth. This activity reinforces Exmouth as a hero destination for the state, featuring strongly in international and national tourism marketing campaigns.

Carnarvon is the regional centre and has a thriving horticultural district that supplies much of Perth's fruit and vegetables in the winter months. The prominence of the agricultural industry provides a unique selling point for the area, through agritourism opportunities. There is also potential to expand on the region's historical, water-based and food and beverage attractions encouraging visitors to stay longer and spend more.

Coral Bay, south of Exmouth, is a relaxed coastal town and a popular base for exploring the Ningaloo Reef. It is a marine lover's paradise and a popular family holiday destination.

At the southern section of the Gascoyne region lies Denham, the main population centre of Shark Bay, which offers safe swimming beaches, restaurants, a golf course and the Monkey Mia Airport. The Shark Bay World Heritage Area was the first location in Western Australia to receive UNESCO World Heritage status in 1991. It is one of the few World Heritage areas listed under all four

outstanding universal natural values; natural beauty, biological diversity, ecological processes and earth's history.

Monkey Mia is located on the eastern shore of the Peron Peninsula, 23 kilometres from the town of Denham. It is best known as the home of a resident pod of Dolphins, famous for their almost daily ritual of swimming to shore to interact with humans, an activity that attracts thousands of visitors to Australia's Shark Bay region each year.

Dirk Hartog Island, located northwest of the Shark Bay UNESCO World Heritage Area, is Western Australia's largest island and one of Australia's emerging nature-based tourism destinations. Visitors can stay in lodge accommodation or camp in one of the nine campsites dotted around the island.

Francois Peron National Park is a drawcard for visitors to the Shark Bay area but access around the park requires a four-wheel drive vehicle. There is an opportunity for investment in activities and accommodation in the park.

Hamelin Pool is a place of great scientific and geological interest for visitors and one of just two locations in the world where living stromatolites exist.

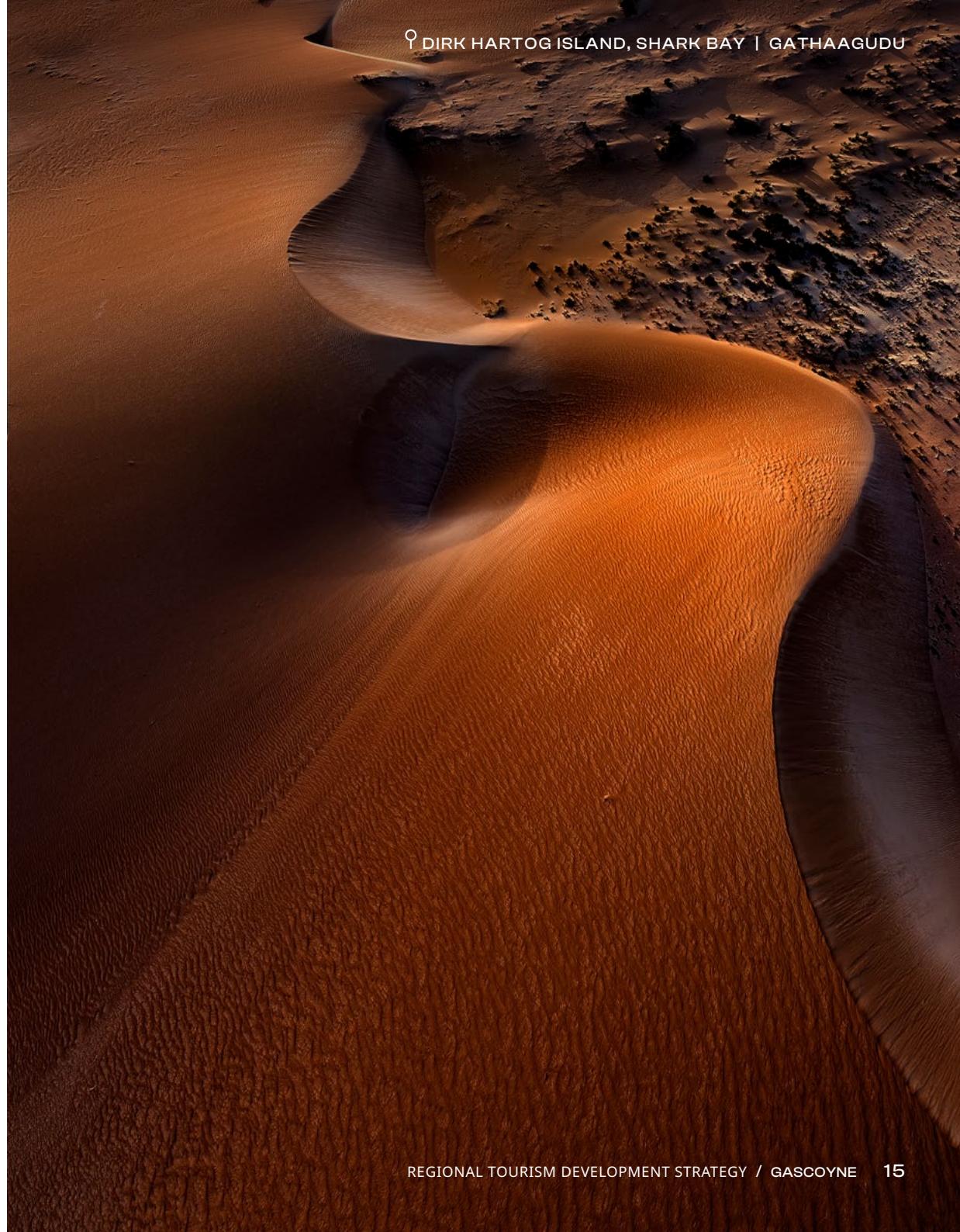
Gascoyne Junction, situated two hours east of Carnarvon, is the gateway to the Mount Augustus and Kennedy Range national parks.

Mount Augustus National Park features a 715-metre-high monocline, dwarfing the surrounding landscape. It is twice the height of Uluru and is visible from a distance of more than 160 kilometres. The majority rock type of sandstone is estimated to be 1.6 billion years old — about three times older than the sandstone of Uluru. The local Wajarri people know Mount Augustus as Burringurrah.

Kennedy Range National Park is known by its Aboriginal name as Mundatharrda, it offers scenic gorges and a vast plateau some 75 kilometres long and 25 kilometres wide, providing a real outback wilderness experience.

Visitors can experience spectacular wildflower displays throughout the region during the cooler months and after winter rains.

Infrastructure investment stimulus is necessary to enable the Gascoyne region to develop its tourism industry. Whilst touring and road access is, and will continue to be, the cornerstone of the tourism industry in regional Western Australia, there is the opportunity to build Ningaloo Reef as a standalone world-class destination. Direct flights from eastern Australia will further help to achieve this.



A wide-angle, aerial photograph of a rugged, arid landscape. The foreground is filled with rolling hills and mountains, their slopes covered in sparse, dry vegetation and rocky terrain. The colors are a mix of earthy tones—browns, yellows, and greens. In the distance, a flat horizon line meets a sky filled with scattered, wispy clouds. The lighting suggests either sunrise or sunset, casting a warm glow over the entire scene.

PART 3: STRATEGY & IMPLEMENTATION



GASCOYNE ACTION PLAN

The Gascoyne RTDS has been informed by the subregional priorities developed through industry consultation. The following tables outline actions and projects and the partner agencies/stakeholders responsible.

KEY AGENCIES AND PARTNERS FOUND WITHIN THE ACTION PLAN

These agencies/organisations have been identified as having a role to play in leading and/or coordinating the implementation of the project within the confines of their remit but may not be solely responsible for delivery. The recommendations are aligned with the core functions of the individual agencies. The expectation is that these agencies will work together to ensure the recommendations are implemented and pursued to a measurable conclusion.

ACs – Aboriginal Corporations	SBTA – Shark Bay Business and Tourism Association
ACMA – Australian Communications and Media Authority	SOs – Station Owners
ACC – Australia's Coral Coast Regional Tourism Organisation	SoC – Shire of Carnarvon
AGO – Australia's Golden Outback Regional Tourism Organisation	SoE – Shire of Exmouth
BEP – Business Events Perth	SoSB – Shire of Shark Bay
DBCA – Department of Biodiversity, Conservation and Attractions	SoUG – Shire of Upper Gascoyne
DoT – Department of Transport	TCWA – Tourism Council Western Australia
DPIRD – Department of Primary Industries and Regional Development	TWA – Tourism Western Australia
DPLH – Department of Planning Lands and Heritage	TOs – Traditional Owners
EPs – Education Providers	WAITOC – Western Australian Indigenous Tourism Operators Council
GDC – Gascoyne Development Commission	WAM – Western Australian Museum
LGAs – Local Government Authorities	WAPC – Western Australian Planning Commission
PS – Private Sector	YAC – Yingarrda Aboriginal Corporation
RDCs – Regional Development Commissions	

1. PRIORITISE INCREASED AVIATION, SELF-DRIVE AND CRUISE SECTOR CONNECTIONS BY GROWING CAPACITY AND INFRASTRUCTURE

INITIATIVE	PARTNERS	ACTION	SUBREGION
ADDRESSING SUPPLY ISSUES			
Actively engage in supporting access to the region for cruise activities.	SoE, GDC, TWA, DoT	Identify opportunities to better facilitate cruise and vessel berthing in Exmouth.	Ningaloo and Surrounds
Build capacity and infrastructure for aviation.	TWA, Airlines	Grow capacity on the Perth to Monkey Mia/Shark Bay route through assessment of visitor projections and infrastructure needs to accommodate larger aircraft.	Shark Bay
		Investigate the viability of new intrastate connections.	
	TWA, SoE, ACC, GDC, DoT, Airlines	Investigate the future potential for direct air access from the East Coast of Australia to Learmonth Airport/Exmouth.	Ningaloo and Surrounds
Support self-drive visitor dispersal throughout the region.	DBCA, TWA	Seek the allocation of designated four-wheel drive nature trails through Francois Peron National Park that maintain the natural integrity of the area.	Shark Bay
		Build a further range of drive tourism attractions to encourage the dispersal of existing traffic to more inland areas.	
	RDCs, ACC, PS	Continue one-way hire car incentives from Perth to Exmouth and explore potential in other locations within the subregion to encourage open-jaw travel and combat time constraints.	Throughout region
Improve wayfinding and amenity of roadside services across the region.	DBCA, MRWA, LGAs, PS	Seek funding to increase the availability and quality of fuel, public toilets, rest areas, camping areas, showers, potable water and picnic areas to deliver a higher quality experience.	Throughout region
		Facilitate an overhaul of wayfinding signage in the region to encourage ease of travel.	
	MRWA, ACC, AGO, LGAs	Conduct a directional signage audit for all off-road tourism businesses and attractions and install new signage where required.	
Pursue improvements in WIFI and mobile connections to overcome inconsistent service across the region.	ACMA, GDC	Advocate for improved digital connectivity/mobile communications for visitors to enable easier use of digital visitor services and tourism applications.	Throughout region

INITIATIVE	PARTNERS	ACTION	SUBREGION
ADDRESSING DEMAND ISSUES			
Increase demand and encourage visitor dispersal.	AGO, ACC	Create and promote new/enhanced drive itineraries, including stops across the subregions and outback to reef itineraries that encourage inland dispersal.	Throughout region
Increase demand and encourage visitor dispersal.	TWA, ACC, AGO	Establish seasonal, short-term incentivisation programs to boost domestic leisure travel into the region.	Throughout region
	TWA, AGO	Build greater awareness and recognition of the attractions of the Upper Gascoyne, including marketing Burrinjuk/Mount Augustus to drive tourism audiences.	Upper Gascoyne
	TWA, ACC	Amplify the importance of the UNESCO World Heritage Areas to build on the region's competitive advantage and attract new visitation.	Ningaloo and Surrounds and Shark Bay
	TWA, ACC, Airlines	Leverage coastal/aquatic tourism visitation into the Shark Bay subregion by focusing marketing on unique marine life and locations.	Shark Bay
	TWA, ACC	Generate awareness for the Monkey Mia/Shark Bay airport as a gateway for the region and explore partnership opportunities to promote the route particularly in shoulder seasons.	
	TWA, ACC	Focus marketing efforts on increasing capacity of visitors in shoulder season, to extend the tourism season and increase economic yield.	Ningaloo and Surrounds and Shark Bay
Develop and deliver drive itineraries tailored to relevant audiences.	TWA, AGO	Build on the region's competitive advantage by amplifying the importance of geotourism locations and storytelling (focusing on Aboriginal and heritage).	Throughout region
		Create cross-regional itineraries that link attractions in the Upper Gascoyne, Exmouth, Carnarvon and Shark Bay.	
		Leverage adventure tourism visitation into the Upper Gascoyne by focusing marketing communications on the adventurous four-wheel drive offering.	
ADDRESSING CAPABILITY ISSUES			
Work with stakeholders to understand their priorities for the delivery of new tourism assets.	GDC, TWA, ACC, AGO	Establish an ongoing cross-regional working group of key stakeholders to identify and prioritise for increased activity, awareness, communication and knowledge sharing.	Throughout region

2. GROW AND DIVERSIFY ACCOMMODATION OFFERINGS IN THE REGION

INITIATIVE	PARTNERS	ACTION	SUBREGION
ADDRESSING SUPPLY ISSUES			
Increase accommodation options for visitors.	TWA, SoE, GDC	Deliver an Exmouth Accommodation Study to identify gaps in the market and seek to attract private investment to address short-stay accommodation shortages.	Ningaloo and Surrounds
	DBCA, LGAs, ACs, PS	Grow camping accommodation in Coral Bay to ease pressure on existing campgrounds.	Ningaloo and Surrounds
		Encourage the refurbishment of existing accommodation in Coral Bay to meet visitor needs and enhance destination competitiveness.	
	ACC, AGO, TWA	Support capacity building/mentoring programs for station stay operators to highlight their unique offering, encourage the development of new bookable experiences (e.g., agritourism, dark sky) and enhance market presence.	Throughout region
	DBCA, TWA, MRWA, SoSB, PS	Investigate and facilitate the development of an eco-camping facility and associated services at Francois Peron Homestead precinct.	Shark Bay
		Explore the opportunity to develop semi-permanent eco structures to reduce the reliance on camping on Dirk Hartog Island.	
		Provide quality overnight camping and day-use ablution facilities at the Gateway to Shark Bay, including Overlander Roadhouse.	
	LGAs, PS, ACC, AGO, TWA	Encourage investment into new and existing accommodation operations to increase yield and length of stay.	Throughout region
		Assess the feasibility of adding studio and chalet style accommodation in LGA-managed caravan parks to meet the needs of self-drive leisure and short-term workforce.	
		Work with existing accommodation operators to investigate improvements in their offering in key areas of demand, including: <ul style="list-style-type: none"> • High-end and luxury • Experiential rooms • Family-style facilities • Self-contained accommodation and serviced apartments 	
	DBCA	Develop additional campgrounds in national parks to cater for the self-drive market.	
	AGO, SoUG, TWA, GDC, DBCA, SOs	Seek the development of new self-contained station stay accommodation in the Upper Gascoyne to cater for self-drive consumers and link to the broader network of station stay locations across the region.	Upper Gascoyne

INITIATIVE	PARTNERS	ACTION	SUBREGION
Facilitate the development of tourism workers accommodation.	SoC, PS, TWA	<p>Grow the range and quality of accommodation in Carnarvon, focusing on the identified opportunities at:</p> <ul style="list-style-type: none"> • Babbage Island; • Pelican Point Retreat; and • Carnarvon Waterfront precinct. 	Ningaloo and Surrounds
	LGAs, GDC, DPLH, PS	Investigate the viability of redeveloping heritage assets into unique accommodation offerings.	Throughout region
Facilitate the development of tourism workers accommodation.	GDC, TWA, LGAs, ACC, AGO	Advocate for new tourism developments to incorporate workers accommodation requirements.	Throughout region
		Review planning requirements for tourism workers accommodation, and address barriers to development.	
ADDRESSING DEMAND ISSUES			
Promote development opportunities to private investors.	TWA, DBCA AGO, ACC, GDC, TOS, ACs, PS	Undertake investment attraction activities to connect potential accommodation providers with regional development opportunities, including in partnership with Native Title groups.	Throughout region
ADDRESSING CAPABILITY ISSUES			
Build the capability and capacity of tourism accommodation providers.	TWA, GDC, LGAs, ACC	Work with operators to overcome barriers to delivering new accommodation offerings or expanding existing offerings where appropriate.	Throughout region
	ACC, AGO, SOS	Include station stay operators in capacity and capability-building opportunities to support expansion of experience offerings.	
Advocate for tourism focused land use planning.	TWA, LGAs, WAPC, DPLH	Advocate for greater consideration of tourism in local and regional planning strategies.	Throughout region

3. REJUVENATE EXISTING AND DEVELOP NEW TOURISM PRODUCTS THAT DRIVE VISITOR DEMAND

INITIATIVE	PARTNERS	ACTION	SUBREGION
ADDRESSING SUPPLY ISSUES			
Enhance tourism experiences and infrastructure in national parks.	TWA, DBCA AGO, ACC	Identify product gaps and market opportunities in which to encourage new experience development in and around national parks	Throughout region
	DBCA, TOS TWA, LGAs, PS, AGO	<p>Enhance the visitor experience in Mount Augustus and Kennedy Range national parks by:</p> <ul style="list-style-type: none"> Considering upgrades to trails within Mount Augustus national park, including additional wayfinding and information signage to improve visitor experience. Working with LGAs to initiate an audit of classified heritage areas and buildings to evaluate their current use and identify any that may find an alternative use for tourism purposes, aiming to seek private investment. 	Upper Gascoyne
		Develop a hero tourism experience at Mount Augustus, championed by Traditional Owners, highlighting the area's unique spiritual and historical significance.	
Develop supporting and hero experiences in the Ningaloo region, leveraging on planned infrastructure where appropriate.	DBCA, LGAs, GDC, TWA, PS, TOS, ACC	Advocate for regional research entities to enable and promote visitor participation in wildlife conservation.	Ningaloo and Surrounds
	DBCA, TWA, TOS	Progress investigation into geothermal spas in the Carnarvon area to provide a density of activity that can be aligned with other wellness activities and destinations in the Gascoyne region.	
		Engage with the Ningaloo Research Centre, and investigate its interest in expanding further into tourism.	
		Conduct a feasibility study for the development of adventure tourism experiences in Cape Range National Park. Subject to the outcome of the feasibility study, and in consultation with Traditional Owners, develop a master plan that identifies the most suitable locations for adventure tourism experiences, and seek expressions of interest from prospective operators.	
	DBCA, TWA, SoE, ACC	Seek to develop a viewing platform at Charles Knife Canyon to improve the visitor experience and safety.	
	DoT	Support restoration of the heritage-listed One Mile Jetty in Carnarvon.	
	LGAs, TWA, DBCA, ACC	Leverage the development of the Tantabiddi Boat Ramp to expand water-based tourism activities and commercial operations.	
		Leverage the implementation of the Ningaloo Trails Master Plan in Cape Range National Park by investigating product development concepts for adventure sports and tour experiences.	
		Activate Carnarvon Waterfront development with additional tourism activities.	
	LGAs, ACC, AGO, PS, Astrotourism WA	Develop dark sky tourism experiences throughout the region, capitalising on the subregion's potential as an astrotourism destination.	

INITIATIVE	PARTNERS	ACTION	SUBREGION
Develop visitor infrastructure and experiences in Shark Bay to improve the visitor experience.	LGAs, DBCA, GDC, PS, ACC TWA	<p>Progress Destination Shark Bay Working Group recommendations. Prioritise projects which enable a superior viewing and interpretation experience at the Hamelin Pool Stromatolites, Shell Beach and the dolphin interaction at Monkey Mia.</p> <p>Engage with the Shark Bay Research Centre, and investigate its interest in expanding further into tourism.</p> <p>Initiate activations to support a night-time economy in Knights Street, Denham. Utilise the World Heritage Discovery Centre as a venue for night-time projections during peak season.</p> <p>Initiate a collaboration between localised research programmes and tour operators to promote participation in wildlife observations and regenerative projects. e.g. replenishing seagrasses.</p>	Shark Bay
ADDRESSING DEMAND ISSUES			
Align marketing messaging to promote the unique assets of the subregions.	AGO, TWA	Package and promote the Upper Gascoyne subregion's geotourism assets, outback experiences, and adventure four-wheel drive trails.	Upper Gascoyne
	ACC, TWA	Refocus attention on the Shark Bay subregion beyond the dolphins in international markets, such as Dirk Hartog Island and on its natural spring wellness and rejuvenation experiences.	Shark Bay
	ACC, AGO	Utilise Tourism WA's Walking On A Dream brand strategy and toolkits to align marketing and brand communications.	Throughout region
Identify target markets for the region to assist in consumer-led product development.	ACC, AGO	Using the Tourism WA Domestic Segmentation Model, identify subregional target markets for existing and proposed tourism product offerings.	Throughout region
	TWA, ACC, AGO	Focus marketing activity on high-yield audiences to encourage increased length of stay and yield in Gascoyne subregions.	
	TWA, ACC, LGA	<p>Adjust new marketing collateral to target these segments and align desirable products to the most appropriate segments.</p> <p>Investigate the benefits and implications of obtaining destination eco-tourism accreditation for Ningaloo, using the Margaret River Region's certification as a guide.</p>	Ningaloo and Surrounds

INITIATIVE	PARTNERS	ACTION	SUBREGION
ADDRESSING CAPABILITY ISSUES			
Work with industry providers and key tourism bodies to develop local products and raise operational standards.	SBTA, TWA, ACC, DBCA	<p>Work with tour operators to ensure tour departures occur seven days a week in/to Shark Bay.</p> <p>Develop digital capacity to enable sharing of wildlife interactions in real-time. Assess current capability and plan to meet the service expectations of international visitors.</p>	Shark Bay
Elevate the importance of key tourism operations.	DBCA, TWA PS	<p>Grow the reputation of Shark Bay's World Heritage status and the knowledge of local tour operators by proactively engaging major coach and tour series operators as local experts.</p> <p>Work with DBCA to increase the provision of visitor services in high-demand national parks.</p> <p>Seek increased investment in visitor facilities and amenities to manage demand and improve the safety for visitors including access, camping and day-use facilities, signage, trails etc.</p> <p>Explore private sector partnerships to develop new tourism assets and services.</p>	Throughout region

4. CREATE AND UTILISE UNIQUE EVENTS TO INCREASE VISITATION AND PROMOTE CROSS-REGIONAL TRAVEL

INITIATIVE	PARTNERS	ACTION	SUBREGION
ADDRESSING SUPPLY ISSUES			
Develop an events strategy.	TWA ACC, AGO, LGAs BEP	<p>Develop a year-round events strategy that encourages greater visitation, with a focus on shoulder season and off-peak where feasible, including brand-aligned events, business events, regional sports events and a major ocean sports event.</p>	Throughout region
	LGAs, ACC TWA, BEP	<p>Conduct a baseline review of local capacities, available accommodation, and industry suppliers to service business event enquiries.</p>	
	TWA, ACC, LGAs	<p>Actively assess local business event opportunities through relevant sources, taking advantage of opportunities to access business event calendars.</p>	
	TWA, ACC, LGAs	<p>Establish a program of regional produce events, hosting well-known chefs cooking regional produce.</p>	
	TWA, ACC, LGAs	<p>Leverage and elevate existing adventure events in the region to establish Ningaloo and Surrounds as an adventure events destination.</p>	Ningaloo and Surrounds
	TWA, ACC	<p>Support the growth of Aboriginal cultural events to create time-certain reasons for visitation and seek to showcase culture, song lines and stories.</p>	

INITIATIVE	PARTNERS	ACTION	SUBREGION
Examine operating models to best deliver on event opportunities to meet strategic priorities.	TWA, GDC, LGAs	<p>Utilise existing product development focus modelling to direct event funding in the areas of:</p> <ul style="list-style-type: none"> • Food and produce — including expansion of trade opportunities to meet wider government aims • Aboriginal cultural festival — growth of existing events or creation of a new concept • Dark sky festival/events • Adventure activities • Adventure/mass-participation events 	Throughout region
Consult with TWA and local industry stakeholders to lead, develop and implement a regional events program focused on key regional priorities.	TWA, AGO, ACC, WAITOC, TOs, LGAs	<p>Seek to grow the range of events across the year, focusing on activities such as fishing, skydiving and multi-sports.</p>	Throughout region
ADDRESSING DEMAND ISSUES			
Strengthen and grow the region's events offer as a demand driver.	TWA, AGO, ACC, GDC, LGAs	<p>Improve funding and positioning of events assessed as a core visitation driver for the region, with capacity for growth.</p> <p>Work with event holders and industry operators to develop event-based packages that include accommodation and experiences.</p>	Throughout region
Assess event marketing communications to maximise awareness and visitation.	TWA, Industry	Optimise event branding to align with Tourism WA initiatives, whenever feasible.	Throughout region
ADDRESSING CAPABILITY ISSUES			
Promote formal communication opportunities in the region with key stakeholders.	TWA, LGAs, GDC, AGO, ACC	Formalise forums with relevant key stakeholders to identify and prioritise increased activity, awareness, communication and knowledge sharing.	Throughout region

5. DEVELOP AND SHOWCASE ABORIGINAL TOURISM

PRIORITY	PARTNERS	ACTION	SUBREGION
ADDRESSING SUPPLY ISSUES			
Facilitate the development of the Aboriginal tourism sector	WAITOC, TWA, AGO, ACC, LGAs, GDC, TOS, ACs	<p>Identify gaps in the Aboriginal tourism product offer and facilitate a strategic response.</p> <p>Leverage relevant regional opportunities of the Jina Plan to provide support to existing and new businesses.</p> <p>Support the representation of Aboriginal-owned tourism businesses in events planning and programming.</p> <p>Support the delivery of suitable directional signage of key cultural sites across the region to raise awareness and understanding of cultural experiences.</p>	Throughout region
	WAITOC, TOS, SoSB	<p>Support Aboriginal art projects to activate Shark Bay township and foreshore.</p> <p>Facilitate collaborations between Shark Bay's tour operators and Traditional Owners to grow offerings in dark sky tours and events.</p>	Shark Bay
ADDRESSING DEMAND ISSUES			
Address key audience interests to target marketing for Aboriginal tourism experiences.	WAITOC, ACs, AGO, ACC	<p>Target awareness-raising of existing Aboriginal-owned tourism operators and products in a relevant manner through AGO and ACC communication channels.</p> <p>Elevate Aboriginal culture and tourism representation in regional marketing activity, and integrate these experiences as central pillars of the destination offer.</p> <p>Create alignment with campaigns promoting Aboriginal tourism and ensure every visitor is informed of the opportunities available throughout the region to have an Aboriginal tourism experience.</p>	Throughout region
ADDRESSING CAPABILITY ISSUES			
Grow capacity and capability within the Aboriginal tourism sector.	WAM, YAC, WAITOC, SoC, GDC, DPIRD	<p>Support the sustainability of the Gwoonwardu Mia Gascoyne Heritage and Culture Centre, through:</p> <ul style="list-style-type: none"> Progressing the centre's Business Plan, which seeks to create a meeting place where Aboriginal culture is recognised, practiced and shared. Supporting the Centre's Training Strategy, which aims to provide hospitality and tourism training and mentoring for Aboriginal people and opportunities for employment. 	Ningaloo and Surrounds
Increase opportunities to enable Aboriginal people to enter the tourism sector.	TWA, WAITOC, TOS, AGO, ACs	<p>Build capacity for increased Aboriginal employment in tourism.</p> <p>Support Traditional Owners in educating the tourism sector on respecting Country and culture to strive for more culturally sustainable protocols.</p> <p>Encourage mainstream tourism operators to engage existing Aboriginal tourism business owners to deliver cultural experiences.</p> <p>Support Aboriginal people with an aspiration to start their own tourism business.</p> <p>Support the delivery of employment opportunities through activities such as the Aboriginal Ranger or Gwoonwardu Mia Gascoyne Aboriginal Heritage and Cultural Centre programs.</p>	Throughout region

6. STRENGTHEN INDUSTRY CAPACITY TO SUPPORT THE SUSTAINABILITY OF TOURISM ACROSS THE REGION

INITIATIVE	PARTNERS	ACTION	SUBREGION
ADDRESSING SUPPLY ISSUES			
Elevate operator capacity to enhance the visitor experience.	TWA, AGO, ACC, LGAs, TCWA	Undertake workshops with the tourism industry and LGAs to demonstrate ways that operators can enhance the visitor experience, develop new products and cater to new markets.	Throughout region
ADDRESSING DEMAND ISSUES			
Maximise awareness of tourism and hospitality as employment options.	TWA, AGO, ACC	Raise awareness of the WA Jobs website as the primary portal for tourism and hospitality jobs. Develop targeted campaigns for backpackers/travellers towards seasonal work opportunities.	Throughout region
ADDRESSING CAPABILITY ISSUES			
Undertake capability building to support industry skills development.	TWA, GDC DBCA, ACC, LGAs, EPs	Invest in hospitality and marine tourism internships to address labour and skills shortages and create a pipeline of skilled tourism employees. Build industry capacity through delivering experience development workshops and mentoring programs across the region to assist operators to develop new and improve existing products to deliver hero tourism experiences. Engage best-in-class industry operators to conduct knowledge sharing to upskill the capability levels of regional providers. Identify industry training and development programs with regional groups, such as through online industry development programs Work with tourism suppliers in capability building to enhance tourism experiences, marketability and trade distribution. Build capability of on ground services to assist in the growth of the cruise industry.	Throughout region
Engage tourism providers to encourage participation in eco and sustainable practices.	TCWA, ACC, AGO, TWA	Increase the number of eco-certified businesses in the Gascoyne region to improve its environmental sustainability, including: <ul style="list-style-type: none"> • Educating the industry on the increasing importance that consumers place on a destinations approach to the sustainability of their tourism offer • Encouraging operators already engaging in sustainable practice to promote this as a key message in their communications and marketing. • Creating awareness of the National Sustainability Framework and support operators to consider engaging with an ecotourism accreditation program. 	Throughout region
Implement Tourism WA workforce development strategies.	TWA	Support and facilitate training and development opportunities across the region to increase the pool of tourism workers: <ul style="list-style-type: none"> • Seek a closer connection to the regional workforce through tourism and hospitality job portals, programs, incentives and campaigns. • Support industry involvement in raising the profile of career opportunities in tourism. • Develop recognised pathways to support career opportunities in tourism. • Position Aboriginal tourism as a significant employment avenue. 	Throughout region

