



MID WEST
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 Mid West 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 ten years.

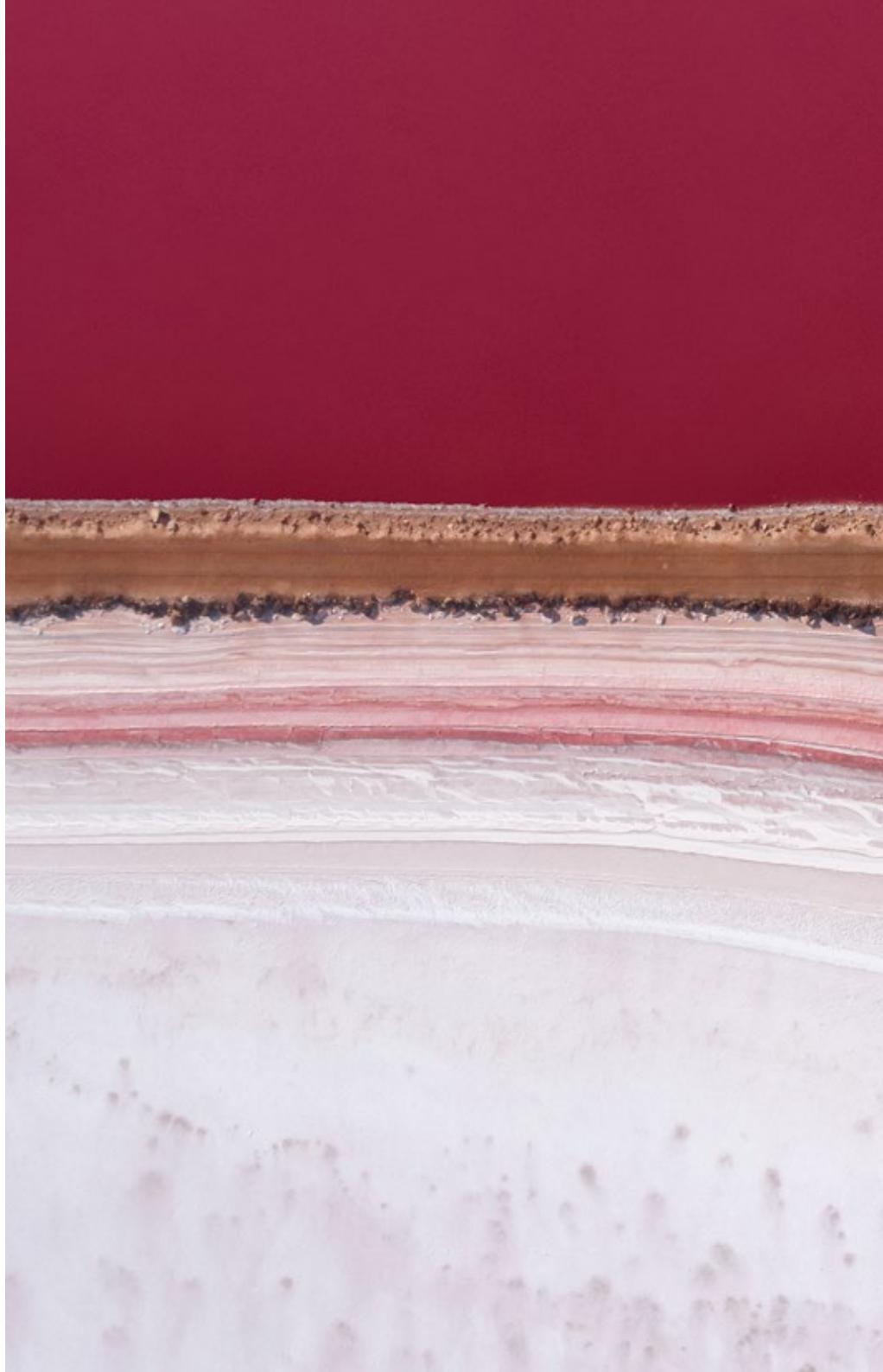
The RTDS has been informed through comprehensive engagement with industry and stakeholders across the region to understand opportunities and priority projects. These projects have been assessed at a regional and subregional level through an analysis of the region's tourism offering, to prioritise initiatives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

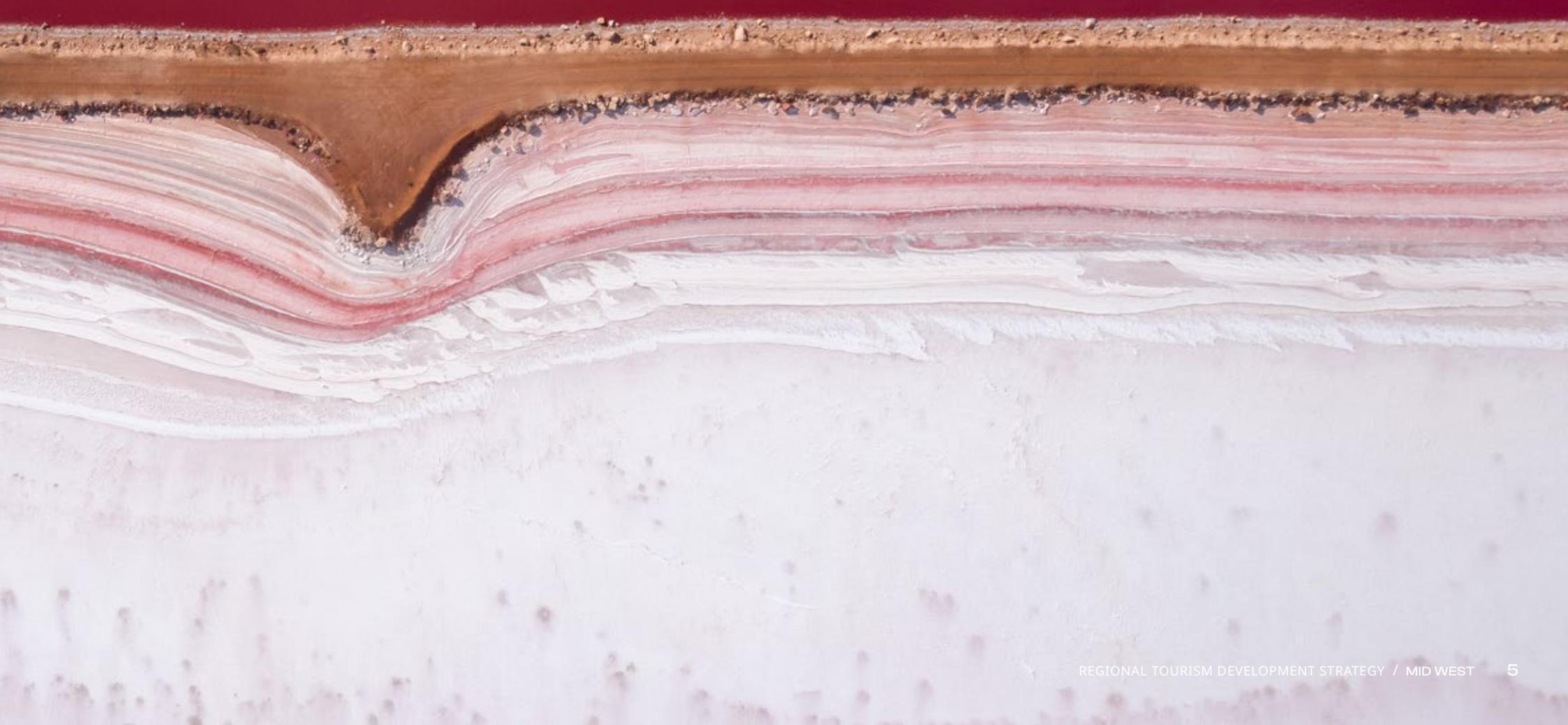
Both documents make recommendations on actions and priorities to support the management and growth of the destination in the following areas:

- 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 Mid West 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.





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. Grow and diversify the accommodation offerings in the region.

- Grow the accommodation inventory throughout the region, including investment in new or refurbishment of existing station stays, caravan parks, glamping, resorts, tiny houses, and eco-style accommodation.
- Explore opportunities for the development of high-yield, eco-sensitive offerings in and around national parks.
- Encourage station stays across the Mid West region to deliver quality amenities and unique experiences.
- Investigate opportunities for marine-based accommodation at the Houtman Abrolhos Islands.
- Encourage and, where possible, incentivise new tourism developments to include onsite accommodation for staff.

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

- Investigate opportunities for new aviation connections to/within the region.
- Build the Coral Coast fly/drive signature experience through attractive one-way hire options.

- Develop additional drive tourism attractions to encourage the dispersal of visitor traffic to more inland areas.
- Drive the sustainable growth in cruise tourism to the region through building destination capability and land-based marine infrastructure at Geraldton.

3. Leverage and build unique events to drive cross-regional visitation.

- Grow events by developing and supporting an annual portfolio, focusing on adventure, multi-sports, and community events.
- Leverage existing events to showcase unique strengths and encourage subregional travel.
- Seek opportunities for off-season travel to extend visitor interest across the seasons.

4. Create and utilise unique attractions and experiences that drive visitor demand.

- Building on the success of the Kalbarri Skywalk, explore opportunities to create new hero inclusive/accessible attractions, and/or trails within national and conservation parks.
- Complete the redevelopment of the Kalbarri Foreshore in line with the Revitalisation Masterplan.

- Attract new tourism experiences for the Houtman Abrolhos Islands to cater for day-trippers, overnight and cruise visitors.
- Create an anchor Vast Sky Experience centre sharing the Square Kilometre Array (SKA) Observatory story and the region's dark sky experiences.
- Diversify the product offer across the subregions through the development of agritourism, dark sky, adventure, food, beverage & produce and wildflower experiences.

5. Develop and showcase Aboriginal tourism.

- Leverage planned Yamatji Nation investment to support creation of viewing infrastructure and cultural tourism experiences at the Pink Lake and Lucky Bay.
- Support the establishment of an Aboriginal experience at Walga Rock in collaboration with the Wajarri Yamaji Aboriginal Corporation.
- Continue integrating Aboriginal culture into existing tourism offerings and develop new and unique cultural experiences supported and delivered by Traditional Owners.
- Implement priority actions from the Jina: WA Aboriginal Tourism Action Plan 2021-2025 (or future editions) related to the ACC region, including the Camping with Custodians Program.

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

- Increase the pool of tourism and hospitality workers through targeted strategies, and position hospitality and tourism as a 'top career choice.'
- Develop initiatives that encourage Aboriginal people to consider participation and careers in tourism and hospitality throughout the region.
- Develop targeted initiatives and information for local communities and stakeholders to increase visibility and understanding of tourism's value and impact.
- Support operators in embracing sustainable/accessible practices and gaining relevant certification.

PART 2: UNDERSTANDING THE REGION





MID WEST REGIONAL OVERVIEW

The Mid West region in Western Australia is a vast and diverse area that spans around 295,000 square kilometres. The region begins less than 250 kilometres north of Perth and stretches along the coastline from Green Head to Kalbarri in the north and east as far as Meekatharra and Sandstone.

There are four distinct and diverse tourism subregions of the Mid West:

- Indian Ocean Drive and Surrounds
- Geraldton and Surrounds
- Kalbarri and Surrounds
- Murchison

The region is known for its stunning natural landscapes, including the rugged coastline, vast sand dunes, ancient gorges, and expansive wildflower fields. The region's economy is primarily based on mining, agriculture/fishing and construction, and it is home to a number of small towns and communities.

Tourism is a growing industry in the Mid West region, with visitors drawn to the area to indulge in its natural beauty and outdoor recreation opportunities, such as Kalbarri. Opportunity exists to encourage visitors to stay in the Mid West region for longer, on their way to the Shark Bay World Heritage Area, the Ningaloo Marine Park or further north to the Pilbara and Kimberley.

The Mid West region has a diverse range of tourism offerings with rich cultural, historical, and natural heritage. The region offers some of the world's most beautiful beaches, pristine coral reefs, incredible marine life, and seasonal wildflowers. Some popular attractions along the Coral Coast include Dongara, Port Denison, Geraldton, Horrocks Beach, Kalbarri and Kalbarri National Park and nearby Pink Lake.

The Houtman Abrolhos Islands are a group of 122 coral islands located off the coast of the Mid West region. These islands are known for their natural beauty, clear waters, and abundant marine life, making them a popular destination for diving and snorkelling.

The Mid West region is also known for its spectacular wildflowers, which bloom yearly from autumn to spring. Visitors can see fields of colourful blooms, including everlasting, wattles, and orchids, along the many wildflower trails throughout the region.

The region is rich in history, with several historical sites and landmarks that provide insight into the area's past. Some popular historical sites include; Greenough Historic Settlement, Mount Magnet's gold mining history, the Old Geraldton Gaol, the HMAS Sydney II Memorial, St Francis Xavier Cathedral, and the heritage listed town of Northampton. Aboriginal heritage is also well represented in the region.

The Mid West region offers visitors a range of outdoor activities, including hiking, fishing, surfing, and whale watching. The area is home to many beautiful protected areas including the Kalbarri National Park and Houtman Abrolhos Islands National Park, and Walga Rock, which offer breathtaking views and excellent hiking opportunities. Geraldton provides consistently strong winds, making it an ideal destination for activities like wing foiling, windsurfing, and kite surfing. The wind conditions in Geraldton attract enthusiasts from around the world who seek out optimal conditions for these sports.





PART 3: STRATEGY & IMPLEMENTATION

An aerial photograph capturing a boat moving from the bottom left towards the top right across a body of water. The water is a vibrant turquoise color, with a distinct white wake trailing behind the boat. The boat itself is a small, white vessel with a blue canopy. The background is a vast expanse of the same turquoise water, with some darker, shadowed areas in the upper left.

© MURCHISON RIVER, KALBARRI

MID WEST ACTION PLAN

The Mid West 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 partner agencies/organisations have been identified as having a role to play in leading 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 to ensure the recommendations are implemented and pursued to a measurable conclusion.

ACs – Aboriginal Corporations
ACMA – Australian Communications and Media Authority
ACC – Australia's Coral Coast
AGO – Australia's Golden Outback
BEP – Business Events Perth
CoGG – City of Greater Geraldton
DBCA – Department of Biodiversity, Conservation and Attractions
DLGSC – Department of Local Government, Sport and Cultural Industries
DoT – Department of Transport
DPIRD – Department of Primary Industries and Regional Development
DPLH – Department of Planning, Lands and Heritage
DTWD – Department of Training and Workforce Development
LGAs – Local Government Authorities
LTO – Local Tourism Organisation

MRWA – Main Roads WA
MWDC – Mid West Development Commission
MWPA – Mid West Port Authority
RDA – Regional Development Australia
SoN – Shire of Northampton
TA – Tourism Australia
TCWA – Tourism Council WA
TOs – Traditional Owners
TWA – Tourism Western Australia
WAITOC – Western Australian Indigenous Tourism Operators Council
WAPC – Western Australian Planning Commission
WYAC – Wajarri Yamatji Aboriginal Corporation
YSRC – Yamatji Southern Regional Corporation

1. GROW AND DIVERSIFY THE ACCOMMODATION OFFERINGS IN THE REGION

INITIATIVE	PARTNERS	ACTION	SUBREGION
ADDRESSING SUPPLY ISSUES			
Increase and diversify the range of accommodation for visitors.	MWDC, Private sector, ACC, AGO, TWA, LGAs	<p>Grow and diversify accommodation offerings by encouraging investment in:</p> <ul style="list-style-type: none"> • High-end and luxury • Experiential • Station stays • Family-style facilities • Self-contained accommodation, such as serviced apartments • Self-drive facilities (caravan and camping grounds) 	Throughout region
	TWA, MWDC, SoN, CoGG	Progress a Geraldton and Kalbarri Accommodation Study to determine supply and demand for short-stay accommodation in these tourism hubs.	Geraldton & Surrounds, Kalbarri & Surrounds
	TWA, DBCA, MWDC	Through a cross-government, targeted approach, investigate the opportunity and viability of accommodation in and around national parks/reserves.	Throughout region
		Encourage investment in offerings that have minimal environmental impact and seek to enhance visitor knowledge and appreciation of the natural area.	
	TOs, TWA, AGO	Work with local Traditional Owner groups to identify and pursue potential tourism accommodation opportunities.	
	MWDC, LGAs, ACC, TWA, Private sector	Investigate the viability of new short-stay accommodation at Port Denison.	Indian Ocean Drive & Surrounds
Encourage investment in existing accommodation.	ACC, LGAs, TWA, Private sector	Work with operators/owners to encourage investment in existing and new accommodation.	Throughout region
Facilitate development of tourism worker accommodation.	LGAs, Private sector	Advocate for new tourism developments to consider workers accommodation requirements.	Throughout region
ADDRESSING DEMAND ISSUES			
Explore partnership opportunities to target private investors with development opportunities.	MWDC, TWA, AGO, ACC, TOs, WAITOC	Undertake investment attraction activities to connect potential accommodation providers with regional development opportunities, including developments by/with Traditional Owner groups.	Throughout region
Increase demand to stay in the Mid West through targeted marketing of unique selling points.	AGO, ACC, TWA	Develop a brand and asset strategy for the station and farm stay network, which captures the region's essence, defines a unique offering, and drives visitation.	Throughout region

INITIATIVE	PARTNERS	ACTION	SUBREGION
Target appropriate markets for proposed accommodation developments.	TWA, MWDC	<p>Using the TWA Domestic Segmentation Model, identify target markets for existing and proposed accommodation.</p> <p>Segment the developments to appeal to appropriate visitor markets for the Mid West.</p>	Throughout region
ADDRESSING CAPABILITY ISSUES			
Work with stakeholders to align priorities in delivering new accommodation products.	MWDC, TWA, ACC, AGO	Establish an ongoing cross-regional working group of key stakeholders to identify and prioritise projects and initiatives for increased activity, awareness, communication and knowledge sharing. Assist in removing potential barriers where possible.	Throughout region
Advocate for tourism focused land use planning.	TWA, LGAs, WAPC, DPLH	Advocate for greater consideration of tourism in local planning strategies and policy frameworks.	Throughout region

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

INITIATIVE	PARTNERS	ACTION	SUBREGION
ADDRESSING SUPPLY ISSUES			
Grow aviation connections and capacity.	TWA, Airlines, DoT	Work across government to highlight the importance of Geraldton airport for regional and interregional connections.	Geraldton & Surrounds
	TWA, MWDC, Airlines	Investigate the feasibility of other interregional connections, for example, between Kalbarri and Shark Bay, to grow visitation.	Throughout region
Support the increase in road and signage improvements to encourage visitor dispersal.	LGAs, MRWA, ACC, DBCA, MWDC, TWA, TOs	<p>Work with key State and private sector bodies on developing Electric Highway charging station plans on main regional routes.</p> <p>Install wayfinding and tourism signage on routes encompassing main subregional access points and tourism itineraries.</p> <p>Encourage the use of Traditional Place names in signage and wayfinding.</p>	Throughout region
	LGAs, MWDC, MRWA, ACC	Positively influence potential visitor day traffic to Green Head and Leeman with an attractive entry statement and visitor information signage, including wayfinding to the foreshore.	Indian Ocean Drive & Surrounds
Pursue improvements in mobile connections in key tourism locations.	MWDC, LGAs, RDA, ACMA, Mobile providers	Advocate for improved digital connectivity/mobile communication services across the region on a priority basis, to rectify gaps across the area and along major intrastate routes to improve traveller safety.	Throughout region

INITIATIVE	PARTNERS	ACTION	SUBREGION
Increase the amenity of roadside services in the region.	LGA, Private sector, DBCA, MRWA, LGA	Seek funding to improve services and facilities such as fuel, public toilets, rest areas, camping areas, showers, potable water and picnic areas.	Throughout region
Improve access and infrastructure at the Houtman Abrolhos Islands to enable growth in visitation and a world-class sustainable tourism destination.	MWDC, DPIRD, DBCA, TWA	Develop a new public jetty at Rat Island, allowing access to the airstrip. Seek the development of tourism staff accommodation and storage for equipment for commercial tour operators at the Abrolhos Islands. Research infrastructure requirements of the Geraldton Tourism Jetty.	Geraldton & Surrounds
	DBCA, DPIRD	Establish an effective booking system for moorings at the Houtman Abrolhos Islands that allows for live-aboard and expedition cruise vessels.	
Grow cruise ship arrivals to Geraldton.	TWA, DPIRD, MWDC, CoGG, ACC	Develop cruise-friendly infrastructure to make Geraldton more attractive to cruise lines/operators. Liaise with key cruise partners to increase services. Develop a range of unique and authentic experiences for cruise passengers, such as cultural tours, nature walks, and adventure activities.	Geraldton & Surrounds
ADDRESSING DEMAND ISSUES			
Build the profile for road trips to encourage visitation and dispersal.	TWA, ACC, AGO	Continue to promote key self-drive itineraries that leverage unique assets including dark sky tourism, geotourism and Aboriginal tourism. Consider inclusion of unique/experiential accommodation including station stays.	Throughout region
	LGAs, AGO, TWA	Build on the region's competitive advantage to amplify the importance of geotourism locations through refreshed regional itineraries. Incorporate subregional assets including the Murchison Vast Sky Experience, Walga Rock and the Murchison GeoRegion assets to encourage visitor dispersal.	Murchison region
Increase the profile of the Coral Coast Highway as one of Australia's iconic drive journeys.	TWA, TA, ACC	Encourage closer collaboration between state and regional marketing to elevate visitor knowledge of the region and increase representation in state and national campaigns.	Indian Ocean Drive & Surrounds
		Work across relevant marketing bodies to promote the Indian Ocean Drive within the Coral Coast Highway as an iconic tourist drive.	
	ACC, TWA	Position the Indian Ocean Drive from Cervantes to Dongara – Port Denison as the southern adventure hub of the broader Coral Coast Highway route.	
ADDRESSING CAPABILITY ISSUES			
Increase industry capacity to maximise cruise visitation benefits.	TWA, Private sector, CoGG, MWPA	Work with private industry to increase the availability and times of coach services to encourage visitor dispersal into other subregions.	Geraldton & Surrounds
	ACC, CoGG, MWPA, Private sector	Work with local businesses to manage increased demand on cruise arrival days. Create an annual cruise calendar, enabling business owners to plan appropriate resources and staffing levels to cater for increased demand during high visitation periods.	
		Provide resources to SMEs to assist with business operations and optimise the visitor experience.	

3. LEVERAGE AND BUILD UNIQUE EVENTS TO DRIVE CROSS-REGIONAL VISITATION

INITIATIVE	PARTNERS	ACTION	SUBREGION
ADDRESSING SUPPLY ISSUES			
Grow and enhance the event offering across the Mid West.	TWA, ACC, AGO, LGAs, TOs, MWDC	<p>Engage with Traditional Owners on event development opportunities.</p> <p>Establish relevant criteria for event assessment, e.g. strategic alignment, time of year, low occupancy periods, low or shoulder tourist or business seasons, location, cost, operational history, brand enhancement, community support and tourism trade engagement.</p> <p>Ensure new events align, and not compete, with the existing regional events calendar.</p> <p>Identify and assess existing major event growth opportunities for the region and support event organisers to grow existing events.</p> <p>Leverage existing events to invigorate subregional travel, capitalising on opportunities to increase shoulder and off-seasonal travel.</p> <p>Identify potential growth events and funding sources, including the Regional Event Scheme.</p> <p>Assist in identifying constraints in the event sector and advocating improvements, e.g., knowledge transfer and operations.</p>	Throughout region
Strengthen and grow low/shoulder season event offer.	TWA, ACC, AGO, LGAs	<p>Pursue funding for event support/coordination to grow events across the year, focusing on activities such as fishing, skydiving and multi-sports.</p> <p>Work with event organisers and local government authorities to encourage visitor dispersal after major events by creating pre and post-activities/itineraries, i.e. the Shore Leave festival.</p>	Geraldton & Surrounds
ADDRESSING DEMAND ISSUES			
Develop an events strategy.	ACC, AGO, BEP, LGAs, DLGSC	<p>Develop an 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> <p>Establish an events program hosting well-known chefs cooking regional produce.</p>	Throughout region

INITIATIVE	PARTNERS	ACTION	SUBREGION
Increase the Mid West region's profile as an attractive destination for business events.	TWA, BEP	<p>Conduct a baseline review of local capacities; appropriate accommodation; and industry suppliers to service business event enquiries.</p> <p>Actively prospect local business event opportunities through relevant sources, taking advantage of opportunities to access business event calendars.</p> <p>Build relationships with event operators through a multi-faceted approach to stakeholder engagement.</p> <p>Identify appropriate target audiences to tailor marketing efforts.</p>	Throughout region
Strengthen and grow the subregional events offer as a demand driver.	TWA, ACC, MWDC, LGAs, BEP	<p>Improve funding and positioning of events assessed as a core visitation driver for the region, with capacity for growth.</p> <p>Partner with event organisers to identify, develop and implement suitable product packaging models.</p>	Throughout region
	TWA, MWDC, LGAs	<p>Align event development/funding to focus areas:</p> <ul style="list-style-type: none"> • Aboriginal cultural festival – growth of existing events or new concept creation. • Dark Sky events/festivals, i.e. Mount Magnet Astro Rocks Festival • Adventure/ mass-participation events. 	
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			
Develop industry capability to maximise event opportunities.	MWDC, AGO, TWA	Formalise ongoing cross-regional roundtable meetings with event operation stakeholders to identify and prioritise increased activity, awareness, communication and knowledge sharing.	
	ACC, AGO, TWA, LGAs	Work with event holders and industry operators to develop event-based packages that offer visitors accommodation and attractions opportunities.	

4. CREATE AND UTILISE UNIQUE ATTRACTIONS AND EXPERIENCES THAT DRIVE VISITOR DEMAND

INITIATIVE	PARTNERS	ACTION	SUBREGION
ADDRESSING SUPPLY ISSUES			
Investigate and deliver new and enhanced tourism assets for the region.	MWDC, ACC, AGO, TWA, LGAs, DBCA, Private sector, Station owners	<p>Investigate and deliver new tourism assets that encourage increased length of stay and regional dispersal and align with consumer demand and product pillars, including:</p> <ul style="list-style-type: none"> • Moresby Range Conservation Park visitor infrastructure and experience development • Wine and food provenance experiences • Seasonal manmade wildflower attractions 	Throughout region
		Facilitate additional high-quality food and beverage offerings in the region, and support successful cafés, restaurants, and breweries to expand their product offerings.	
		Progress itineraries for food and art trails that bundle key experiences and drive awareness of existing products.	
		Work with station stay operators to integrate bookable agritourism and dark sky experiences into their offerings.	
		Working with relevant regulatory bodies and government agencies, explore opportunity to activate the artesian thermal resources.	
	TWA, MWDC, LGAs	Advocate for the development and potential future expansion of the coastal path network to realise the tourism benefits it would bring to the region.	
	ACC, LGAs	Invest in main street activations and beautification with seasonal endemic wildflower planting displays from June to October to encourage visitors to base in towns.	Indian Ocean Drive & Surrounds
	LGA, MWDC	<p>Support the implementation of the Port Denison Foreshore Masterplan, creating walkable places with strong connections to the foreshore, beach and natural environment.</p> <p>Initiate foreshore activations to support the night-time economy in Dongara-Port Denison with night-time activities during peak and shoulder seasons, including food vans, retail and local produce markets.</p>	
	AGO	Undertake agritourism experience development as part of the implementation of AGO's Agritourism Development Strategy.	Murchison
	MWDC, AGO, LGA	<p>Support the creation of the Murchison Vast Sky Experience and encourage private industry to develop associated supporting experiences to encourage visitor dispersal and bookable product.</p> <p>Develop dedicated infrastructure and content at the Murchison Settlement that showcases the SKA and its learnings as a priority for the region.</p>	
	MWDC, ACC, AGO, TWA	Support the development of a further range of tourist attractions and services to encourage traffic dispersal to inland areas, such as Walga Rock and the Murchison Vast Sky Experience.	
	LGAs, MWDC, TWA	Support the implementation of the Kalbarri Foreshore Revitalisation Master Plan. Facilitate the successful redevelopment of Kalbarri, increasing the visitor experience and offering riverfront hospitality and new visitor venues.	Kalbarri & Surrounds

INITIATIVE	PARTNERS	ACTION	SUBREGION
Enhance infrastructure and tourism experience provision in national parks/reserves.	Private sector, MWDC, LGA, ACC, TWA	Investigate opportunities for new tourism experience development at Murchison House Station.	Kalbarri & Surrounds
	YSRC, DBCA	Continue to work with YSRC and relevant authorities to ensure sustainable management of Lucky Bay.	
	YSRC, MWDC, SoN	Design and develop visitor facilities, cultural tourism experiences and infrastructure at Pink Lake and Lucky Bay.	
	WA Museum, MWDC, CoGG	Enhance the visitor experience at the Museum of Geraldton by creating a tourism gateway that encourages dispersal to regional attractions across the Mid West. Incorporate immersive digital experiences and storytelling, as well as visitor information/servicing capacity, to encourage new and repeat visitation.	Geraldton & Surrounds
	DBCA, TWA, WAITOC, Private sector	Pursue ongoing investment in supporting experiences associated with Kalbarri National Park, including walking tracks, unique accommodation and Aboriginal tourism experiences to create a vibrant, multi-faceted natural and cultural destination.	Kalbarri & Surrounds
	TWA, DPIRD, DBCA	Investigate viability of overnight experiences on the Houtman Abrolhos Islands. Establish an agreed process of co-operative approvals between DPIRD and DBCA, and the corporate bodies to enable overnight experiences on the Abrolhos Islands that might include: <ul style="list-style-type: none"> • Marine based/eco-accommodation • Conservation and historical experiences 	
		Develop an expression of interest process for eco accommodation and experiences to be offered on the Abrolhos Islands consistent with management plans.	
	DBCA, LGAs, MWDC, DLGSC	Support the development of walking trails close to Geraldton, in alignment with the Moresby Range Conservation Park Visitor Concept Plan.	Geraldton & Surrounds
ADDRESSING DEMAND ISSUES			
Target priority markets for new attractions and experiences.	AGO, ACC, TWA, MWDC	Using the TWA Domestic Segmentation Model, identify target markets for existing and proposed tourism product offerings.	Throughout region
Support visitor dispersal initiatives.	ACC, AGO, TWA, Industry	Encourage experience packaging throughout the Mid West for various visitor markets, including cruise visitation (e.g. guided wildflower tours, heritage tours, geotourism and coastal explorer tours).	Throughout region
		Create and promote a range of drive itineraries, including stops at unique locations and accommodation throughout the region.	
	TWA, AGO, ACC	Promote messaging of wide-open spaces, outback experiences, prospecting and heritage through TWA and RTO channels to encourage subregional dispersal.	
	AGO, TWA	Support a range of drive itineraries incorporating the Murchison Vast Sky Experience and Murchison GeoRegion assets to encourage visitor dispersal to/throughout the subregion.	Murchison region

INITIATIVE	PARTNERS	ACTION	SUBREGION
Promote Geraldton as a hub for multi-day experiences.	ACC, CoGG, TWA	<p>Promote Geraldton as a hub for multi-day experiences, water sports, golf and sports tourism, and cruise ship visits and encourage the development of longer visitor itineraries.</p> <p>Strengthen awareness of the many heritage sites and stories surrounding Geraldton, including Hawes Heritage Trail, the Batavia and other shipwrecks.</p>	Geraldton & Surrounds
ADDRESSING CAPABILITY ISSUES			
Build capacity within the hospitality and tourism sector.	TWA, MWDC, ACC, AGO	Utilise Tourism WA's working holiday maker campaign to disperse workers to the region and facilitate the proposed growth in bookable products.	Throughout region
	TWA, ACC, AGO, LGAs, Industry, BEP	<p>Deliver tourism experience workshops that engage best-in-class industry operators to conduct knowledge sharing aimed at upskilling regional providers.</p> <p>Continue to explore new methods of providing this knowledge.</p>	
		Identify industry training and development programs with regional groups or through online industry development programs.	
		Grow capability and capacity within the Mid West tourism industry in line with identified product development opportunity areas.	
		Investigate opportunities to deliver product and experience offerings to increase MICE and business-related activities.	

5. DEVELOP AND SHOWCASE ABORIGINAL TOURISM

INITIATIVE	PARTNERS	ACTION	SUBREGION
ADDRESSING SUPPLY ISSUES			
Develop Aboriginal tourism products and experiences across the region.	WYAC, MWDC, AGO, DBCA, WAITOC	In partnership with Wajarri Yamatji Aboriginal Corporation, develop an Aboriginal tourism experience at Walga Rock.	Murchison
	WAITOC, TWA, ACC, AGO, LGAs, MWDC, TOs, ACs, DBCA	Leverage relevant regional opportunities of the Jina Plan, including the Custodians program, to support existing and new Aboriginal tourism businesses.	Throughout region
		Support the representation of Aboriginal-owned tourism businesses in events planning and programming.	
		Facilitate collaborations between Mid West tour operators and Traditional Owners to grow participation in dark sky tours and events.	
	YSRC, WAITOC, TWA, MWDC	Implement priority actions from the Yamatji Southern Regional Corporation Tourism Strategy.	Kalbarri & Surrounds

INITIATIVE	PARTNERS	ACTION	SUBREGION
ADDRESSING DEMAND ISSUES			
Address key audience interests to target marketing of Aboriginal tourism experiences.	AGO, ACC, WAITOC, TWA	<p>Target awareness-raising of existing Aboriginal-owned tourism operators and products through RTO channels.</p> <p>Elevate Aboriginal tourism in regional marketing and promotion as a central pillar 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 in the Mid West.</p>	Throughout region
ADDRESSING CAPABILITY ISSUES			
Increase opportunities for Aboriginal people to enter the tourism sector.	WAITOC, TOs, TWA, AGO, ACC, ACs DBCA, TOs	<p>Support Aboriginal people with an aspiration to start their own tourism business, and build capacity for increased Aboriginal employment in tourism and hospitality industry.</p> <p>Establish business support programs encouraging Aboriginal businesses and Aboriginal interpretation alliances within the region.</p> <p>Support Traditional Owners in educating the tourism sector on respecting Country and culture to strive for more culturally sustainable protocols in the tourism industry.</p> <p>Encourage mainstream tourism operators to collaborate with Aboriginal tourism operators to deliver cultural experiences.</p> <p>Support the delivery of employment opportunities through activities such as Aboriginal Ranger Programs or subregional-level programs.</p>	Throughout region
Support Aboriginal tourism development.	WAITOC, TWA, YSRC	Support the Yamatji Southern Regional Corporation in developing and promoting its tourism development and business enterprises, creative endeavours and new concepts.	Geraldton & Surrounds, Kalbarri & Surrounds

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

INITIATIVE	PARTNERS	ACTION	SUBREGION
ADDRESSING SUPPLY ISSUES			
Maximise awareness of tourism and hospitality as employment options.	TWA, ACC, AGO, MWDC, LGAs	<p>Raise awareness of the WA Jobs website as the primary portal for tourism and hospitality jobs.</p> <p>Develop targeted campaigns for backpackers/ travellers promoting seasonal work opportunities.</p>	Throughout region
ADDRESSING CAPABILITY ISSUES			
Implement Tourism WA workforce development strategies.	TWA, DTWD	<p>Support and facilitate training and development opportunities across the region to increase the pool of tourism workers:</p> <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
Build industry capacity to improve the visitor experience.	ACC, AGO, TWA, TCWA, MWDC, LTOs, LGAs	<p>Build industry capacity through experience development and mentoring programs to assist current and emerging operators improve products and deliver new hero experiences. Prioritise niche tourism trends and focuses including (but not limited to): agritourism, dark sky tourism, sustainable/ecotourism and accessible/inclusive tourism best practices.</p> <p>Build workforce capacity to enhance standard and consistency of customer service in tourism offerings.</p> <p>Upskill tourism stakeholders in experience development, operations and distribution channels.</p>	Throughout region
Improve awareness of tourism's value as an economic driver.	MWDC, AGO, ACC, LGAs	Elevate the value of tourism to local economies through the establishment of a Tourism Advisory Group consisting of LGAs and key stakeholders representing tourism in the region.	Throughout region

