Great South West Edge National Landscape
Experience Development Strategy

January 2013
The Great South West Edge National Landscape is a new collaboration between tourism, community and conservation which aims to attract high-yielding international experience seekers to the south-west of WA. This Experience Development Strategy identifies the iconic tourism experiences that appeal to experience seekers in order to drive visitation to the Great South West Edge. These ‘Iconic Experiences’ provide the destination with a point of difference against its competitors and are presented as a uniting journey linking destinations and precincts across the landscape from Bunbury to Esperance (and vice versa).

Western Australia’s Great South West Edge (GSWE) stretches 750 kilometres between Bunbury and Esperance, dotted with untouched beaches, coastal vistas, ancient geology and swaths of natural bush.

Map of Australia’s 15 National Landscapes

The Experience Development Strategy identifies the current and needed products, infrastructure and experiences that will meet and exceed the expectations of Tourism Australia’s ‘Experience Seeker’, Australia’s highest yielding international market segment. As these travellers are more likely to increase their length of stay and average spend in comparison to others, the ‘Experience Seeker’ market has the potential to provide lucrative opportunities for the Great South West Edge region.

‘Experience Seekers’ are looking for natural encounters, adventurous journeys, local flavours and life changing moments, this segment is a perfect match for the products, activities, experiences and brand values of the Great South West Edge.

The Great South West Edge Experiences Development Strategy has been developed under the direction of a Steering Committee, including representatives from Tourism Western Australia, Regional and Local Tourism Organisations, Regional Development Commissions, Local Government and the Department of Environment and Conservation.

The region encompasses a vast and unique landscape of international standard attractions and activities, which provide learning experiences, exploration, adventure, achievement and escapism and which leaves visitors with lasting memories of their Australian holiday.
Journey through undeveloped nature on two feet or two wheels  
Journey up and into the treetops  
Journey along the coast and the beaches  
Journeys of discovery and learning about an ancient land and culture  
Journeys brought to life by the locals and their passion for nature  
Journeys that end with the best local food and wine

The following ‘Iconic Experiences’ have been identified which stand the GSWE apart as a tourism experience. In the GSWE visitors will:

- Experience the power of the meeting of two great oceans  
- Travel through the largest number and most diverse national parks in any landscape in Australia  
- Experience the highest number of plant and animal species of any landscape in Australia  
- Experience some of the oldest geological formations in the world
EXECUTIVE SUMMARY

STRATEGIC GOALS

For the Great South West Edge to achieve its vision that ‘Every visitor will be inspired by an extraordinary journey along Australia’s Great South West Edge’, four strategic goals need to be achieved. These are supported by a range of recommendations and detailed in the action plans. These Strategic Goals are vital to managing the journey as a whole to maximise the tourism potential of the GSWE, and include:

<table>
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<tr>
<th>STRATEGIC GOALS</th>
<th>OBJECTIVE</th>
<th>ACTION AREAS</th>
<th>KEY ENABLERS</th>
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| BUILD A TRULY ICONIC DESTINATION (MARKETING GOAL) | Raise international and domestic awareness of the destination’s truly iconic experiences | ● Create an extraordinary story  
● Engage consumers as advocates  
● Enhance co-operative marketing partnerships  
● Engage distribution partners | ● Marketing and Communication Plan |
| CREATE EXTRAORDINARY EXPERIENCES (PRODUCT DEVELOPMENT GOAL) | Build on the destination’s positioning statement (Biodiverse Showcase) to develop iconic experiences and infrastructure that are consistent with the NL’s guiding principles and iconic experiences | ● Support existing experiences  
● Support new and emerging products  
● Create new or upgrade existing infrastructure | ● Mentoring Program  
● Infrastructure Improvements |
| DELIVER THE PROMISE (CUSTOMER SERVICE GOAL) | Create a network of internationally ready tourism products that can meet and exceed the expectations of the Global “Experience Seeker” | ● Make the journey easier  
● Improve visitor information & servicing | ● Touring Route |
| FOSTER CONSERVATION (SUSTAINABILITY GOAL) | Establish strong partnerships between conservation, land managers and the tourism industry | ● Develop conservation partnerships  
● Enable visitors to become involved in conservation  
● Conserve the story of Aboriginal custodianship | ● Mentoring Program |
KEY ENABLERS

The Key Enablers needed to successfully deliver the recommendations in these Strategic Goals are:

• **Touring Routes** – Develop trade and consumer-targeted touring routes that make the journey easier for the international experience seeker

• **Mentoring Program** - Develop a Mentoring Program to support new, existing and emerging tourism and related businesses to deliver key experiences and get into distribution networks (domestically and internationally)

• **Marketing and Communications Plan** – Develop a Marketing and Communications Plan to distribute to key stakeholders in order to encourage a more consistent message around iconic experiences

• **Infrastructure improvements** - Encourage the development of new infrastructure and improvements to existing infrastructure in order to better deliver the experiences
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Acknowledgements
On behalf of the EC3 Global team, including Resolve Global and Parker Travel Collection, we would like to thank you for the opportunity to work with you to prepare the Great South West Edge Tourism Experience Development Strategy.

Images of the Great South West Edge region used throughout this Discussion Paper are courtesy of Tourism Western Australia, Australia’s South West and Dolphin Discovery Centre, Bunbury.

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PART A

BACKGROUND

Presents strategy background and provides an overview of visitor markets and demand for tourism experiences in the Great South West Edge.
1. **The Great South West Edge**

1.1 **A National Landscape**

Western Australia’s Great South West Edge (GSWE) stretches 750 kilometres between Bunbury and Esperance, dotted with untouched beaches, coastal vistas, ancient geology and swaths of natural bush.

Recently named one of Australia’s prestigious National Landscapes (Figure 1), the region encompasses a vast and unique landscape of international standard attractions and activities, which provide learning experiences, adventure, achievement, exploration and escapism and which leaves visitors with lasting memories of their Australian holiday.

*Figure 1: Map of Australia’s 15 National Landscapes*

1.2 **Tourism Profile**

**Domestic Visitation**

In the year ending December 2011, approximately 90% (1.6 million) of all domestic visitors to the South West were from the intrastate market, specifically from Perth, (1.2 million visitors). There has been an overall decline of around -8% in domestic visitation to the region since 2007. The GSWE hosted 5.9 million domestic visitor nights in 2011, a decrease of -13% since 2007. Approximately 84% of domestic visitor nights in the region were by intrastate visitors (5 million in total).

**International Visitation**

Despite 5% growth in international visitation to Australia and 13% growth in total international visitation to Western Australia between 2007 and 2011, international visitation to Australia’s South West declined by -3%.

The United Kingdom market still accounts for 24% of international visitors to the South West region, (30,000 visitors in 2011). This is despite a 24% decrease in United Kingdom visitors to the region since 2007.

The GSWE hosted 1.7 million international visitor nights in 2011, an increase of 43% since 2007. Aligned with its increase in international visitor nights in the region was an increase in the average length of stay of international visitors, up 4.5 nights since 2007, to 13.8 nights.

A full Tourism Profile can be found in Appendix 7.1.
2. **Experience Development Strategy**

This Experience Development Strategy (EDS) aims to identify the iconic tourism experiences that provide the edge needed for the GSWE to become an iconic, internationally reputable travel destination, which is clearly differentiated it from its competitors (see Appendix 7.2, 7.3).

The key GSWE visitor experiences, competitive strengths, gaps and opportunities have been considered through the document and strategies have been developed which align the visitor expectations of Tourism Australia’s ‘Experience Seeker’ psychographic visitor segmentation with the key experiences on offer in the region.

## 2.1 Developing an Experience Development Strategy

Developing an experience approach requires a shift away from traditional tourism marketing and development to focus on visitor experiences and the emotional benefits that visitors take away from their trips.

Identifying the GSWE’s 'Iconic Experiences' (the region’s ‘must-do world class experiences’) and aligning these experiences with the wants and needs of the ‘Experience Seeker’ target market is the first major step in developing an EDS.

These ‘Iconic Experiences’ are then aligned with the key consumer messages and marketing focus based on attracting ‘Experience Seeker’ visitors to the region.

To ensure the region is able to deliver on these marketing messages, current gaps in the experience offering are identified and guidance is provided on future infrastructure and product development priorities for the GSWE region.

In undertaking this assessment of the GSWE National Landscape, the Project Team:
- Held nine workshops in the region, hearing the views and ideas of around 80 stakeholders)
- Inspected over 20 individual sites within the National Landscape area
- Reviewed over 40 strategies and plans relating to the GSWE region to ensure that this work matches with the current strategies for the region
- Interviewed over 20 regional stakeholders to gauge their views on the unique selling points of the region

**Emu Point, Albany**
GUIDING PRINCIPLES AND VISION

Provides an overview of the key considerations identified in determining a vision for the region and in developing the key Iconic Experiences amongst the abundance of unique experiences to be had within the landscape.
3. **Guiding Principles**

The success of initiatives outlined in the GSWE EDS are dependent on the ability of the National Landscape to adhere to a number guiding principles, outlined in Figure 3 below (See role in Appendix7.4). This adherence is further dissected in the next section which outlines how each guiding principle must be addressed by the GSWE in order to deliver its promise.

**Appeal to the Target Market**

The 'Experience Seeker's desire greater access to nature, emersion in local culture; things that offer a contrast to everyday life; accessible yet remote Australian coastal lifestyle; opportunities for personal development and learning; a sense of freedom; delivering experiences they can 'brag' about.

**Be Supported by the Community**

Be sensitive, low impact and complementary to the local natural environment; including interpretation and promotion of conservation values to maintain the sense of place and ensure that the natural features remain the focus of the experience; and support local businesses and communities.

**Recognize the Connection**

The GSWE recognizes the spiritual relationship between Aboriginal people and country and the stewardship role played by both Noongar and residents to protect this unique and ancient place.

**Be Truly Iconic**

Facilitate experiences of the rivers, estuaries, lakes, forests and rugged coastal lookouts; opportunities to drive or cycle through tall forests; stay in coastal settlements, experience local characters and hear the stories of locals; walk along the beach for miles; fly over the coast and visit unique places; purchase local produce from local growers and experience wildlife and birdlife in their habitat, including a conservation experience sets GSWE apart.

**Support the Existing Brands**

While a National Landscape name has been developed, the key will be getting behind the existing brands with strong messages and in supporting new products and packaging to occur that deliver the experiences that embody a sense of freedom, connection and discovery.
3.1 APPEALING TO THE TARGET MARKET

This report creates strategies to strengthen and grow the GSWE’s international market share and, in particular, its share of what Tourism Australia (TA) has defined as the 'Experience Seeker'. The 'Experience Seeker' is a psychograph segment of visitors who are globe trotters looking for authentic interactions and brag-able locations. They are also visitors looking to get off the beaten track and to immerse themselves in local culture.

The 'Experience Seeker' target market seeks learning experiences and authentic interactions with locals, nature and destinations. They want fun, relaxing and care-free experiences and to escape the crowds. Food and wine and Aboriginal experiences are also more likely to be demanded by this international visitor segment.

'Experience Seekers' are Australia’s highest yielding international market and are more likely to increase their length of stay and average spend in comparison to others.

Research has shown that the 'Experience Seeker' has a number of key 'wants' to satisfy their travel experience, these include:

- Authentic personal experiences
- Social interactions, including meeting and interacting with the locals
- Experiencing something different from their normal day-to-day life
- Understanding and learning about different lifestyles and cultures
- Participating in the lifestyle and experiencing it, rather than observing it
- Challenging themselves – physically, emotionally and/or mentally
- Visiting authentic destinations that are not necessarily part of the tourist route
- Exposure to unique and compelling experiences

To promote the vast array of unique Australian adventures to the 'Experience Seeker' target market, seven key Australian Experience Themes have been identified:

1. Nature in Australia
2. Aboriginal Australia
3. Journeys
4. Outback Australia
5. Australian Coastal Lifestyle
6. Australian Major Cities
7. Food and Wine

Tourism Australia’s research on what our key international markets are looking for (see below) shows that a combination of nature, journeys and coastal experiences has the broadest appeal (although cities and Aboriginal Australia also rated well in some markets). While it has not been done specifically for each National Landscape, it is possible to highlight key experiences from the markets we most attract.

The GSWE attracts primarily English speaking markets - UK (38%), New Zealand (15%), German (13%) with emerging Asian markets including Singapore (10%). The top five markets (84%) look for:

- Nature (1st preference for all five);
- Journeys (2nd preference for all five); and
- Coastal lifestyle, Cities OR Aboriginal experiences.

The GSWE needs to play to its strengths with natural coastal journeys, wilderness encounters and Aboriginal experiences.

For a Market Breakdown of ‘Experience Seekers’, see Appendix 7.5.
3.2 SUPPORTING THE EXISTING BRANDS

The true essence of the GSWE can be captured and showcased through three distinct themes. Each of which contribute to provide the region with its own, truly unique character.

The People
Inspired by the nature around them, the GSWE is home to a number of creative and artistic locals who are passionate about their region. Residents of the GSWE get the balance right between work and play.

The Place
The stunning beaches and coastal scenery of the GSWE is complemented with awe inspiring ancient geology and an abundance of serene wilderness scapes, complete with ancient trees and more national parks than any other National Landscape in Australia. The stunning scenery of the GSWE is matched by the quality food, wine, cafes, restaurants, and accommodation offerings to be found across the touring region.

The Promise
Touring the GSWE is a journey that will help visitors to reconnect with nature and, in turn, to unwind, relax and rediscover life’s simple pleasures.

With an abundance of natural geological wonders, a journey along the GSWE can also reigne visitor’s passion for learning. With a wide variety of quality food and accommodation options along the route, visitors are rewarded for their efforts at the end of each Day.

The diagram over the page shows how our unique story can be told through the existing channels.

A challenge for all National Landscapes is to find the balance between the established tourism brands and the emerging stories and messages of the landscape. For some it is an opportunity to adopt a new brand positioning, for the Great South West Edge it is recommended that the messages become foundations upon which the existing brands are presented and delivered.

The most unique aspect of the Great South West Edge is its natural diversity.

Engaging visitors in this story relies on the individual experiences delivered through that diversity (natural encounters, forest escapes, uncrowded beaches, etc).

This story is not just one of scientific significance it is reflected in the community attitudes towards nature and conservation starting with the traditional owners. The key to success in managing the brand of the Great South West Edge is not trying to create a new consumer brand, but to support the existing brands and local identity with experience delivery.

Figure 4 on the over page shows how the Great South West Edge brand pillars can be incorporated into the existing brand messages both at a tourism, conservation and local community level. The vision is to be known for inspiration through an extraordinary journey. This is underpinned by our iconic experiences, and these can only be delivered if we hold true to our brand truths.
Figure 3: Managing the Brand

**Vision:** Deliver Australia’s Most Extraordinary Journeys

**Iconic Experiences:**
- Experience the power of the meeting of two great oceans
- Travel through the largest number and most diverse national parks in any landscape in Australia
- Experience the highest number of plant and animal species of any landscape in Australia
- Experience some of the oldest geological formations in the world

**Brand Truths:**
Conservation, Vibrant Community, Strong culture, Unique Biodiversity

- **SOUTH WEST**
  - Albany
  - Augusta - Margaret River
  - Boyup Brook
  - Bridgetown – Greenbushes
  - Bunbury
  - Busselton
  - Capel

- **GREAT SOUTHERN**
  - Collie
  - Cranbrook
  - Dardanup
  - Denmark
  - Donnybrook – Balingup
  - Esperance
  - Gnowangerup
  - Harvey

- **GOLDFIELDS - ESPERANCE**
  - Jerramungup
  - Kojonup
  - Manjimup
  - Nannup
  - Plantagenet
  - Ravensthorpe

 Provide guidance to projects through the Planning Scheme
3.3 CREATING ICONIC EXPERIENCES

The opportunity exists to package and promote the GSWE not as a stand-alone consumer brand but as a themed route or touring route for international promotion that builds on the previous Leeuwin Way (1970’s).

Directly competing with the Great Ocean Road, the South West Edge Drive (suggested name only) links Perth and Esperance following the coast and the Leeuwin current which provides a unifying theme, story and link for the route which could be interpreted on the journey as a key reason for many of the regions unique assets (Figure 4).

Previously promoted as the Leeuwin Way, this touring loop was named after the Leeuwin Current which dictates the weather and climate of the GSWE. The Leeuwin Current is a warm, south flowing ocean boundary current off the west and south coasts of Australia, driven by a large-scale north-south pressure gradient.

It is the longest continuous coastal current in the world and the only eastern boundary current that flows pole ward. Because of the Leeuwin Current, the continental shelf waters of Western Australia are warmer in winter and cooler in summer than the corresponding regions of other continents (including Peru, West Africa).

The Leeuwin Current drives the marine diversity, it raises winter water temperatures, and it produces a climate that encourages the growth of a diversity of plants including the towering Karris, the abundant local food and wine, and the colourful and diverse range of wildflowers.

The South West Edge Drive is rich in diversity, product range and stunning scenery making it ‘the most extraordinary journey in Australia’.

Figure 4: Proposed South West Edge Drive Touring Route
Along the South West Edge Drive exists a range of experiences that match the needs of our target market. Table 1, below highlights the GSWE’s key experience offerings with the experience themes promoted to the international market (See Appendix 7.6).

### GSWE Experience Development Strategy

The aim is to link the **personal natural and cultural encounters** available along the journey to the themes promoted by the key marketing partners (TA, TWA, RTOs) to ensure the GSWE is well represented and well positioned to grow its international market share.

**Table 1: Australia’s Experience Themes matched the GSWE's delivery potential**

<table>
<thead>
<tr>
<th>Experience themes</th>
<th>What 'Experience Seekers' are looking for...</th>
<th>Does the GSWE Deliver?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nature in Australia</td>
<td>Ethos of conservation and protection, uniquely Australian, includes education, interpretation, local people sharing story, in World Heritage Areas or National Parks, personal interaction, accredited, nature related special events (e.g. whales), immersed in nature.</td>
<td>HIGH QUALITY DELIVERY Strong conservation ethos, uniquely Australian landscapes and wildlife, emerging education and interpretation products</td>
</tr>
<tr>
<td>Australian Journeys</td>
<td>Adequate infrastructure, safe, supported by marketing, insights into Aussie lifestyle (not a tourists point of view), active participation of travellers, ‘ brag-able’ journey, education component.</td>
<td>NEEDS WORK A memorable journey with limited interpretation, signage and infrastructure gaps (e.g. lookouts, signage)</td>
</tr>
<tr>
<td>Aussie Coastal Lifestyle</td>
<td>Located on the coast, includes education, learning to (dive, cruise, sail, snorkel), venues for socialising, a combination of natural features, world recognition, organised beach events, buy local produce, hinterland, special architecture, access to marine life.</td>
<td>EMERGING STRENGTH Strong coastal product mix, socialising venues and the food and wine mix is strong, opportunities in 'learn to', education and local produce.</td>
</tr>
<tr>
<td>Aboriginal Australia</td>
<td>Aspects of Aboriginal culture, includes education, interpretation, Aboriginal people sharing story (guided), Aboriginal owned and operated, in World Heritage areas or National Parks, Personal interaction, on Aboriginal Land and sustainably managed and operated.</td>
<td>NEEDS WORK The strong Noongar culture is evident at points along the route but product availability and reach is limited. Opportunities exist with some guidance.</td>
</tr>
<tr>
<td>Food and Wine</td>
<td>Educational, personalised interpretation, Local people sharing story, personal interaction with locals, events, outdoor dining, wine regions, buy local produce.</td>
<td>DOMESTIC STRENGTH The food and wine of the region is a key part of the Coastal lifestyle.</td>
</tr>
<tr>
<td>Australian Major Cities</td>
<td>Insights into city life, educational, history, cultural insights, nature, active participation, special architecture, beyond the icons, interacting with icons.</td>
<td>PART OF THE JOURNEY The city of Perth remains a key feature of itineraries and the total journey.</td>
</tr>
</tbody>
</table>
3.4 GAINING COMMUNITY SUPPORT

The GSWE brings together a diverse range of communities, organisations, landscapes and tourism regions under one banner, each uniquely contributing to the vibrancy that makes this region special (refer to Section 8 for a full regional breakdown).

The region shares a number of common values, which become our brand truths, these include:

- Conservation
- Vibrant Community
- Strong Culture
- Unique Biodiversity

With tourism currently playing a significant economic role for both the GSWE and Western Australia ($7.3 billion in 20101), finding a common purpose to unite these values is vital for the State’s future sustainability and success.

Collaboration amongst the various groups that make up the fabric of the GSWE region will also be an essential component in unifying values and identifying opportunities for the region’s development.

The tourism industry is an important part of the overall health and well being of many different industries in Western Australia”

Sustainable Tourism Cooperative Research Centre, 2008

The region has a diverse economy of which tourism is a part, and strengthening the linkages between sectors is a key goal of the numerous economic development plans and strategies.

As a National Landscape the GSWE has more National Parks than any of the other landscape in Australia, this comes as a result of a community with strong support for conservation.
4. VISION

‘Every visitor will be inspired by an extraordinary journey along Australia’s Great South West Edge’

4.1 VISION FOR GSWE

- Journey through undeveloped nature on two feet or two wheels
- Journey up and into the treetops
- Journey along the coast and the beaches
- Journeys of discovery and learning about an ancient land and culture
- Journeys brought to life by the locals and their passion for nature
- Journeys that end with the best local food and wine

4.2 OUR ‘ICONIC EXPERIENCES’

The following ‘Iconic Experiences’ have been identified which stand the GSWE apart as a tourism experience. In the GSWE visitors will:

- Experience the power of the meeting of two great oceans
- Travel through the largest number and most diverse national parks in any landscape in Australia
- Experience the highest number of plant and animal species of any landscape in Australia
- Experience some of the oldest geological formations in the world
4.1 IMPLICATIONS FOR THE GSWE EDS

Defining the Challenge
Throughout this Strategy four key aspects will be examined to guide the Experience Development process, they are:
1. Product Opportunities
2. Infrastructure Gaps
3. Packaging Opportunities
4. Supporting the Journey

Product Opportunities
Based on the identified needs of the top five Experience Seeker markets for GSWE our product opportunities need to centre around Nature, the Journey, Coastal Lifestyle, and Aboriginal Australia. Key product opportunities immediately identified include:
• A unifying and iconic ‘journey’
• Education and interpretation experiences
• More personal natural encounters with wildlife
• New Aboriginal experiences
• Deliver local flavours / ‘locavor’

Infrastructure Gaps
The key to the GSWE is access, while it boasts a timeless landscape of hidden beauty, with distances ranging between 2 and 12 hours from Perth by car.
• Regular passenger transport air services link Perth to Busselton, Albany and Esperance. Perth is the only airport offering direct international / interstate services.
• Road infrastructure and key access routes to the majority of the region are suitable, however some local roads need investment to handle higher volumes and to cater for larger vehicles.
• Difficulty of access to some of the more remote locations, means some areas remain relatively undiscovered. International visitation drops significantly between Margaret River and Manjimup.

Packaging Opportunities
Attracting a greater share of the ‘Experience Seeker’ market requires a number of challenges to be overcome. These include:
• Improved packages linking more remote locations with fly-drive and one-way rentals
• Package new journeys and wildlife encounters to address the limited awareness of the experiences offered outside the beach break and wildflowers
• Need more international-ready products

Supporting the Journey
There is an identified need to bring the journey together to make the experience more accessible, including:
• A unified approach to telling the GSWE story
• More itineraries luring the international ‘Experience Seeker’ to the GSWE
• Ensuring Perth is part of the itinerary

2. Australia’s South West Tourism Development Priorities 2010-2015, Tourism WA
* No statistically reliable data from the coastal part of Australia’s Golden Outback Tourism Development Priorities 2010-2015.
4.2 UNIQUE SELLING POINTS

The Experience Development Strategy builds on the positioning work of Leap Agency for the National Landscape. This extensive body of work came from extensive community and industry consultation and develop a clear positioning for the Great South West Edge as shown in Figure 2 below.

The positioning work also identified a positioning statement which draws out the unique selling points of the landscape.

The essence of the Great South West Edge is a ‘Biodiverse Showcase’

The key aspects that make the landscape unique were also identified, they include:

- **Endemic Flora:** with more than 70 species of plants found nowhere else on the planet in Fitzgerald National Park alone.
- **Climate:** the Mediterranean and Temperate climates (dry summers, mild wet winters) is one of the key reasons the landscape’s unique flora and fauna remains – driven by the Leeuwin sea current.
- **Colours:** the whitest beaches, the bluest water, the wildflowers and all the birdlife.
- **National Parks:** more National Parks in number than any other landscape with over 100,000 square kilometres protected
- **Shifting Sands:** the Yeagerup Dunes is largest land-locked system in the Southern Hemisphere.
- **Isolation:** this remote part of the world gets less visitors helping to conserve its uniqueness.
- **Two oceans:** meeting at one river is unique in the world
- **Ramsar Wetlands:** recognised globally as an important habitat
- The region is home to some of the **oldest geological formations on earth** (Porongurups) and is one of the few places in Australia where you can see evidence of the continent’s split from Antarctica.

An environment concealed and protected by Nature’s whim for millions of years, this globally diverse landscape lays waiting to provide an extraordinary natural, enriching sensory experience.
PART C

TOURISM OPPORTUNITIES

Identifies the Strategic Goals needed to strengthen the vision developed for the GSWE. These Strategic Goals are supported by a range of recommendations and priority projects.
5. Game Changing Priorities

The Vision and Iconic Experiences can only become a reality if further investment is made in the region. This investment needs to be cognisant of a number of common challenges that are being faced across the region that may affect commercial viability including:

- Declining domestic visitor numbers
- High seasonal tourism that is based around the region’s key offerings (including whales, wildflowers)
- High operating costs in remote areas
- Mining and resource pressure
- Access and awareness of more remote locations
- Low occupancy rates (30 – 35% in some places)

A full list of challenges and opportunities in the region is identified in Appendix 8.7, 8.8.

For the Great South West Edge to achieve its vision that ‘Every visitor will be inspired by an extraordinary journey along Australia’s Great South West Edge’, four Strategic Goals need to be achieved. Achieving success in these areas hinges on a number of important future projects (enablers) that will focus on reducing the challenges and building our competitive strengths. These are supported by a range of action strategies (outlined in Part D). These Strategic Goals are vital to managing the journey as a whole to maximise the tourism potential of the GSWE, and include:

**Table 2: Strategic Goals for the GSWE**

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<td>CREATE EXTRAORDINARY EXPERIENCES (PRODUCT DEVELOPMENT GOAL)</td>
<td>Build on the destination’s positioning statement (Biodiverse Showcase) to develop iconic experiences and infrastructure that are consistent with the NL’s guiding principles and iconic experiences</td>
<td>• Support existing experiences&lt;br&gt;• Support new and emerging products&lt;br&gt;• Create new or upgrade existing infrastructure</td>
<td>• Mentoring Program&lt;br&gt;Infrastructure Improvements</td>
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<td>DELIVER THE PROMISE (CUSTOMER SERVICE GOAL)</td>
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<td>FOSTER CONSERVATION (SUSTAINABILITY GOAL)</td>
<td>Establish strong partnerships between conservation, land managers and the tourism industry</td>
<td>• Develop conservation partnerships&lt;br&gt;• Enable visitors to become involved in conservation&lt;br&gt;• Conserve the story of Aboriginal custodianship</td>
<td>• Mentoring Program</td>
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THE SOUTH WEST EDGE DRIVE

The creation of the South West Edge Drive, linking Perth and Esperance, with a USP of Australia’s most extraordinary journeys is a key priority. This route has the potential to rival the Great Ocean Road, the Savannah Way and the Pacific Coast Touring Route as a route of national significance and a key message for Tourism Australia and Tourism Western Australia to promote.

The Great South West Edge National Landscape stretches over 750 km and covers a diversity of landscapes and experiences. The opportunity exists to package and promote the GSWE not as a stand-alone consumer brand but as a themed route or touring route for international promotion that builds on the previous Leeuwin Way.

Directly competing with nationally significant drives such as the Nullarbor, the Great Ocean Road, and the Savannah Way the concept of a South West Edge Drive requires an agreed name and a unifying theme, story and link for the route. Once developed the route could be packaged and interpreted as a journey linking many of the regions unique assets and using a number of side loops to bring in the experiences in the hinterland.

As seen in projects such as the Pacific Coast Touring Route and the Great Southern Touring Route (Great Ocean Road loop), the concept does not have to be limited to a collection of road signs, rather it can be a powerful trade packaging tool and can drive media and famil programs with a unifying story.

The key to success of the South West Edge Drive will be the partnerships with the State and Regional Tourism Agencies, bringing internationally ready product into the program and creating a channel for trade promotion without creating an administrative and cost burden.

A South West Edge Drive Touring Route Strategy is required to bring together the itineraries outlined in the EDS with the existing product and begin to design product packages under the key themes. Discussion is needed with Tourism WA and the RTOs about how a product and itineraries could be packaged and presented at trade events (such as ATE) and a basic business model (e.g. contribution per operator) needs to be established.

Both the Great Southern Touring Route and the Pacific Coast Touring Route have existing business models that could be adapted to deliver the outcome. Supporting this initiative should be a mentoring program such as the one outlined in Iconic Project #2.

CASE STUDY

Savannah Way: more than just a road

The Savannah Way started in 1998 as the Great Top Road linking Cairns and Darwin along a rough unsealed road through the Gulf of Carpentaria. Through the formation of a cross agency Steering Committee, and the extension of the road to Broome the highway began to gain some traction. The first action was a basic (5 page) Strategic Plan which identified the way forward.

A key to its success was undertaking a schools competition to have a logo and name for the route with the winning school getting a prize. This level of engagement embedded the route in the community. Successive grant programs were secured and the route established a brochure (starting with road safety), signage, interpretation, a national conference, training program, marketing program and trade engagement.

The Savannah Way is now one of Australia’s most identifiable and aspirational touring experiences. It now employs a part-time coordinator and receives funds from members, Local Government and its educational activities.
Welcome to an undiscovered paradise...

Choose your own adventure on the journey of a lifetime, from cosmopolitan Perth in the Indian Ocean, follow the Southern Ocean coastline past some of Australia’s best beaches, explore ancient caves, walk through the trees of towering forests, set up camp with seals, dolphins, penguins, whales and colourful birds, be immersed in the scents of wildflowers en joy fresh local food and wine. All of this is accessible by road, air, sea, on foot or on two wheels. That’s the beauty of Australia’s most extraordinary journeys.

Make the most of your journey... We’ve put together a range of products designed to help modern travellers make the most of the journey. You can plan, book and share your trip online.

Looking for a more rewarding holiday? Why not take a break and do something for the planet and be a volunteer? Our 2 week volunteer packages are full of fun and exciting things to do, like having an up close natural experience or even working on an archaeological dig site. Packages are inclusive of accommodation and offer a selection of day tours throughout the region, see our website for details.

South West Edge Drive

Australia’s Most Extraordinary Journeys

South West Edge Drive

Geographic Bay and Margaret River
5 night Boutique Beaches
Retreat from the everyday and relax with a boutique beach break. Now your choice of beachfront cottage or luxury ocean vista from a selection of picturesque locations including Smiths, Indi, and Cove House.

Geo Tours
Unleash your inner geologist and explore some of the most spectacular rocks on earth. Try your hand at geo-coaching with the help of our Geo-Tour App and discover the region’s stunning coastline or some of the youngest caves in the world.

Caps to Cape Walk
Find your sense of adventure as you walk a section of the L15km track that runs between the Cape Naturaliste and Cape Leeuwin lighthouses. Camp out under the stars or stay in five star luxury and enjoy the regional fare on the beach or dine in style.

Blackwood River Valley / Southern Forests
Walking & Cycle Adventures
Discover why Honing people are so connected to this country on the world’s longest (300km) bike journey, or one of the oldest long distance walks. Accommodated walking & cycle packages are available at the option of pick-up and drop-off and a range of accommodation choice.

Treetop Adventures
Step through an ancient forest as you walk through the Valley of the Giants. Get a bird’s eye view from the treetops or be daring and try the new Skywalks. Zipline adventure packages start from just $135pp.

Paddle your own canoe
Take a journey through the heart of the region on one of the great river expeditions. Expert guides with a selection of accommodation and transport options available from camping to luxury B&Bs.

Albany, Denmark & Stirling Ranges
Uncover the Secrets of the Landscape - day tour
Beginning at the Albany Centre of Excellence, journey with this ancient landscape with an ancient guide or Southern Ocean Guide to find how and why this landscape is so special. Take a full day’s guided tour.

Step back in time Self Drive
Immerse yourself in colonial history as you step back in time and explore convict pits, old towns, settler’s cottages and the site of the last operating whaling station in Australia on a self drive journey trip from Albany.

Wreck Dive Trail
Follow the interpretive dive trail of the HMS Pumph - a 15m submarine wreck destroyed - and see how its remains have become an artificial reef for some spectacular marine life. Tours depart twice daily from the Visitor Centre.

Hopetoun, Esperance & Cape LeBarnd

Island Cruise
Sip on a glass of champagne as you cruise around the Recherche Archipelago with over 150 islands to view and discover the local wildlife.

Whole Tours - Day tour
Visit one of the only two places along the Australian coast were Southern Right Whales come to calf during their winter migration.

Fishing Adventures
Day and overnight packages available for fishing enthusiasts. Catch huge red snapper and salmon fish with all baits and tackle provided with island accommodation.

Packaged Journeys on the South West Edge Drive

By Car
Take a 7-12 day road trip to remember and discover some of the best of all SW edge experiences.
Explore ancient caves, relax on unspoiled beaches, enjoy award-winning local food and wine, walk in the trees or sit back in the sand of one of the whitest beaches in Australia.

By Motorbike
For the more adventurous take a 7-10 day motorbike tour of the region. By day you can see stunning scenery, hug the coastline and explore the wonders of nature. By night sit back with a local bottle of the region’s many award-winning wines or upgrade local fresh seafood from the ocean.

By Air
If time is precious a 3-5 day charter is an ideal option to make the experience in the least possible time. Charter flights regularly from Perth, with stops in all the region’s attractions with stops in Bunbury, Albany, Ravensthorpe and Esperance.

Download our Southern Ocean Drive App, pickup geocache points, follow our blog, or check out suggested itineraries. To save time and money buy a Southern Parks Pass and easily access all the National Parks.
South West Edge Drive Experience Map

- **Main Touring Route**
- **Return Loops**
- **Additional/Alternate Routes**
  - Bibbulmun Track
  - Munda Biddi Trail

- **Bibbulmun Track**
- **Munda Biddi Trail**

- **Feel the thrill of discovery as you soar the bush come alive with colour from some of the world’s most spectacular wildflowers.**
- **Stop and feed the kookaburras as you drive on the whitest beach in Australia.**
- **Feel a connection to the country as you explore ancient sand dunes in the AWOS.**
- **Be inspired by nature’s awesome power as you explore the youngest coast in the world.**
- **Walk through the Valley of the Giants and marvel at the trees of giant karri.**
- **Stand on the edge and marvel at the power of the ocean and its influence on the changing landscape.**
- **Go on an extraordinary journey as you follow the world’s largest cycling and walking trails (Bibbulmun Track/Munda Biddi Trail).**
- **Be inspired to create something special by the colours of the wildflowers and sheer beauty of nature.**
- **Enjoy life’s simple pleasures as you indulge in a glass of award winning wine.**
- **Learn to surf on Australia’s best beaches.**

- **Cross the imposing landscape with over 150 islands to view and discover the local wildlife.**
For the Great South West Edge to become a more international-ready tourism destination greater support is required to ensure that industry can engage in the distribution network.

A key method of increasing operator engagement within the distribution network is the development of a Mentoring Program, where businesses that represent the key aspects of the GSWE National Landscape are mentored by an expert to increase their representation in the market and to build a stronger brand awareness of the Landscape’s unique selling points.

The Mentoring Program would provide operators with:

- Expert assistance into online distribution and social media
- Expert assistance in reviewing pricing, business delivery
- Expert assistance in identifying factors inhibiting business growth, particularly from international markets
- Expert assistance in formalising product packages (both within and between businesses)
- Specific mentoring for Aboriginal businesses

Currently organisations within the region are not adequately resourced to either review their distribution methods or to employ experts to undertake these reviews. With this in mind, funding sources must be identified.

The region needs to support development around the seven ‘must-do’ Australian Experiences to provide consumers with a reason to explore and return to the GSWE.
PRIORITY PROJECT #3

MARKETING AND COMMUNICATIONS PLAN

Raising awareness of the iconic experiences amongst the region’s target markets is essential for differentiating the Great South West Edge experiences from the those of its competitors.

The Marketing and Communications Plan would be distributed to all stakeholders to ensure that there is more consistent messaging around the iconic experiences.

CASE STUDY
The Great Barrier Reef National Landscape Experience Development Workbook

As part of the Australia’s National Landscape Program, a project is underway to harness the strengths of the Great Barrier Reef’s operators to take them to the next level and assist them in delivering and embracing Australia’s ‘Signature Experiences’.

A key step in achieving this is the preparation of a high quality Positioning Tool Box which will allow stakeholders to develop experiences under the new Great Barrier Reef Experience Development Strategy that is in line with the needs and wants of Australia’s ‘Experience Seekers’ and Western Australia’s domestic market segments.

The development of a Signature Experience Tool Box bring global best practice experience development approaches to the National Landscape and builds the capacity of the tourism industry by shifting from the delivery of products to experiences to make the Great Barrier Reef a more compelling place to visit in the eyes of a global audience.

The Marketing and Communications Plan would bring together a number of the current priority actions related to marketing and promotions into one project. This plan will not only be for marketing agencies promoting the landscape but will also be a tool for operators to embrace and deliver on the key iconic experiences and brand themes through their business operations.

The Marketing and Communications Plan would cluster together a number of priority actions to support promotion of the region.

These priority action clusters would support:
• The creation of an Extraordinary Story
• The engage of consumers as advocates for the landscape
• The enhancement of cooperative marketing partnerships
• The engage of distribution partners

As the key to effective marketing integration is the cohesiveness between various marketing messages, the Marketing and Communications Plan would also align with the strategic marketing directions identified and developed by Tourism Western Australia (including the Experience Extraordinary brand) and by Australia’s South West and Australia’s Golden Outback.
The competitiveness of the Great South West Edge National Landscape hinges on investment, with a number of major infrastructure priorities having been identified.

While the region is already well developed, the Infrastructure Development Project will identify key infrastructure projects that will enable the region to deliver the iconic moments that will set the Great South West Edge National Landscape apart from its competitors and which will be of appeal to modern consumers, including the international experience seeker market.

It is envisaged that this project will identify infrastructure gaps and project proposals that the Steering Committee can then assist with and champion. The project will assess market needs, rather than simply outlining ‘good ideas’ and will present business cases around the key infrastructure investments.

Collaboration is a key factor in identifying and attracting the right sort of investment, particularly from the private sector. With this in mind, state and local governments can use this assessment to set spending priorities, inform planning and zoning processes, and attract further investment in tourism infrastructure.

These audits will assess the experiences that visitors are looking for, and which opportunities bring the most revenue and employment compared with their cost.

CASE STUDY
GREAT OCEAN ROAD
WORLD CLASS TOURISM INVESTMENT STUDY: A PRODUCT AUDIT GAP

In 2011, the Investment and Regulatory Reform Working Group funded by the Tourism Ministers’ Council and local industry and commissioned under the auspices of the National Long Term Tourism Strategy, produced the Great Ocean Road World Class Tourism Investment Study: A Product Audit Gap.

The purpose of the study was to identify world class tourism infrastructure and tourism development projects which both enable further private sector investment in the tourism industry and attract a greater proportion of higher yielding and experience seekers segment to the Great Ocean Road region.

The investment study for the Great Ocean Road goes beyond simply identifying the product gaps, but also builds a business case for the each of the infrastructure priorities, including an assessment of their market demand.

The eight infrastructure projects identified are assessed based on their abilities to meet long term visitor needs and forecasts the potential economic value of the projects in terms of additional visitor spend and employment.
Outlines a range of actions to support the development of the Great South West Edge as an internationally recognisable National Landscape. Each action is assessed on its level of priority as an immediate term (1-2 years), medium term (3 – 5 years) or long term (6+ years) action.
### 6. Action Plan

#### 6.1 Marketing Goal – Build a Truly Iconic Destination

<table>
<thead>
<tr>
<th>Action Area</th>
<th>Action</th>
<th>Priority</th>
<th>Timeframe</th>
<th>Lead Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Priority Project #3</td>
<td>Marketing and Communication Plan</td>
<td>High</td>
<td>Immediate</td>
<td>GSWE SC</td>
</tr>
<tr>
<td>Create an Extraordinary Story</td>
<td>1.1 Expand the range of images available that support the hero experiences of the region including the development of a centralised area for operators and consumers to post high quality collateral</td>
<td>High</td>
<td>Immediate</td>
<td>TWA</td>
</tr>
<tr>
<td></td>
<td>1.2 Develop a list of conservation volunteering opportunities and distribute it to key partners for marketing and promotion in order to encourage more visitors to actively participate in making the GSWE a leader in conservation tourism in Australia. This may include links with existing programs such as Working Holiday Makers visa scheme and the WWOOF (Willing Workers on Organic Farms) program</td>
<td>Medium</td>
<td>Immediate</td>
<td>DEC, AGO, ASW</td>
</tr>
<tr>
<td></td>
<td>1.3 Celebrate local gourmet food and wine as a part of every experience through the development of a 100 Mile Menu recognition style program (Locavore) or similar ‘Foodies Trail’</td>
<td>Medium</td>
<td>Long term</td>
<td>LTA</td>
</tr>
<tr>
<td>Engage consumers as advocates</td>
<td>1.4 Development of a Geotourism cache – a place for geo-savvy visitors to share stories, videos, and images</td>
<td>High</td>
<td>Medium</td>
<td>DEC</td>
</tr>
<tr>
<td></td>
<td>1.5 Encourage consumers and professional bloggers to become landscape ambassadors and to share their stories and hero experiences via social media</td>
<td>Medium</td>
<td>Medium</td>
<td>DEC, AGO, ASW</td>
</tr>
<tr>
<td>Enhance Cooperative Marketing Partnerships</td>
<td>1.6 Link internationally ready products from across the Landscape into one marketing collective through the Great South West Edge Touring Route</td>
<td>High</td>
<td>Medium</td>
<td>AGO, ASW</td>
</tr>
<tr>
<td></td>
<td>1.7 Appoint a number of globally recognised ambassadors, including a ‘GSWE Spokesperson’</td>
<td>Medium</td>
<td>Immediate</td>
<td>GSWE SC</td>
</tr>
<tr>
<td>Engage Distribution Partners</td>
<td>1.8 Work with a range of niche product and marketing channels to encourage greater awareness of the GSWE as a destination that offers the best of Australia’s adventure experiences (bike trails, climbing trees, surf breaks), gourmet (food, wine, locavore), and geotourism (geology, archaeology and biodiversity), birdwatching, wildflowers, whales and dolphins</td>
<td>High</td>
<td>Medium</td>
<td>AGO, ASW</td>
</tr>
<tr>
<td></td>
<td>1.9 Britz/Maui partnership to push existing itineraries in their in-car magazine</td>
<td>Medium</td>
<td>Long term</td>
<td>AGO, ASW</td>
</tr>
<tr>
<td></td>
<td>1.10 Implement a Cruise Strategy with itineraries and port development requirements for larger vessels</td>
<td>High</td>
<td>Medium</td>
<td>TWA, LGA, LTA</td>
</tr>
<tr>
<td></td>
<td>1.11 Increase effort in cruise coordination to maximise the value and work with ground operators to increase product ranges</td>
<td>High</td>
<td>Immediate</td>
<td>TWA, LGA, LTA</td>
</tr>
</tbody>
</table>
### 6.2 PRODUCT DEVELOPMENT GOALS – CREATE EXTRAORDINARY EXPERIENCES

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<thead>
<tr>
<th>ACTION AREA</th>
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<tr>
<td>Priority Project #2</td>
<td>Mentoring Program</td>
<td>High</td>
<td></td>
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<tr>
<td>Support Existing Experiences</td>
<td>2.1 As part of the GSWE Mentoring Program, employ an expert in distribution and channel management to increase the representation of GSWE operators in niche and mainstream channels</td>
<td>High</td>
<td>Medium</td>
<td>AGO, ASW</td>
</tr>
<tr>
<td>Support New and Emerging Products</td>
<td>2.2 Encourage greater participation by smaller operators through conducting regular networking sessions and showcasing new experiences. This could take the form of ATE style product presentations forum for operators.</td>
<td>High</td>
<td>Immediate</td>
<td>AGO, ASW</td>
</tr>
<tr>
<td></td>
<td>2.3 Work with industry experts to ensure voluntourism programs are internationally ready in terms of marketing, packaging and distribution</td>
<td>Medium</td>
<td>Immediate</td>
<td>AGO, ASW, DEC</td>
</tr>
<tr>
<td></td>
<td>2.4 Encourage new Aboriginal experiences through mentoring (by WAITOC) and exposure to interstate products and experiences (e.g. Northern Territory)</td>
<td>Medium</td>
<td>Medium</td>
<td>WAITOC</td>
</tr>
<tr>
<td></td>
<td>2.5 Promote greater interpretation of the landscape through an Education Tourism Package and Program Coordinators Kit linking existing education experiences in the region</td>
<td>Medium</td>
<td>Long term</td>
<td>AGO, ASW</td>
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</table>
### 6.2 PRODUCT DEVELOPMENT GOALS – CREATE EXTRAORDINARY EXPERIENCES

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<th>LEAD AGENCY</th>
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<tbody>
<tr>
<td><strong>Priority Project #4</strong></td>
<td>Infrastructure Development</td>
<td></td>
<td></td>
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<tr>
<td>Create new or upgrade existing infrastructure</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>2.6</td>
<td>Review and make recommendations for greater supporting signage for tourist drives (reassurance signage), attractions, and services</td>
<td>High</td>
<td>Medium term</td>
<td>Local governments</td>
</tr>
<tr>
<td>2.7</td>
<td>Lobby for mobile phone coverage upgrades supported by a touring Smartphone App to fill gaps</td>
<td>High</td>
<td>Immediate</td>
<td>RDCs</td>
</tr>
<tr>
<td>2.8</td>
<td>Busselton Airport development and Route Development Strategy (including gap analysis)</td>
<td>High</td>
<td>Long term</td>
<td>LGA, RDC</td>
</tr>
<tr>
<td>2.9</td>
<td>Seal Mowen Road linking Margaret River and Nannup and the Blackwood River Valley</td>
<td>Medium</td>
<td>Long term</td>
<td>LGAs</td>
</tr>
<tr>
<td>2.10</td>
<td>Seal Parmango Road, Balladonia to Esperance</td>
<td>Medium</td>
<td>Long term</td>
<td>LGAs</td>
</tr>
</tbody>
</table>

Prepare a feasibility and site selection process for the development of:

| | | | | |
| 2.11 | Prepare a feasibility and site selection process for the development of a forest zipline at Wharncliffe | Medium | Long term | DEC |
| 2.12 | Approvals process for Cape Le Grande Nature bank site to be completed and prospectus for potential developers and investors to be advertised | Medium | Immediate | DEC |
| 2.13 | Prepare a feasibility and site selection process for the development of a Tourism facilities in the Fitzgerald River National Park | High | Long term | DEC |
| 2.14 | Implement a Masterplan for the development of the new Dolphin Discovery Centre | High | Immediate | DDC |
| 2.15 | Develop the Megafauna Centre at Mammoth Cave near Margaret River to interpret the Megafauna that used to roam the area thousands of years ago | High | Immediate | AMRTA |
| 2.16 | Lighthouse redevelopments at Cape Leeuwin and Cape Naturaliste - upgrade facilities including interpretative signs, boardwalks, cafes | High | Immediate | AMRTA, GBTA |
| 2.17 | Ngilgi Cave – upgrade facilities and develop a Nature Park at Ngilgi Cave near Yallingup. New visitor facilities, cafe, interpretation and adventure activities such as rope courses and zipline | High | Immediate | GBTA |
| 2.18 | Biodiversity Discovery Centre – investigate the potential for a Discovery Centre to interpret the biodiversity of the GSWE landscape | Medium | Medium | Out of Sight Tours Pty Ltd |
| 2.19 | Develop Drive Trails at Ravensthorpe linking to the Fitzgerald River National Park | Low | Long term | DEC |
| 2.20 | Develop the ANZAC Interpretation Centre in Albany | High | Immediate | City of Albany |
### 6.2 PRODUCT DEVELOPMENT GOALS – CREATE EXTRAORDINARY EXPERIENCES

<table>
<thead>
<tr>
<th>ACTION AREA</th>
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<th>TIMEFRAME</th>
<th>LEAD AGENCY</th>
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<tbody>
<tr>
<td>Priority Project #4</td>
<td>Infrastructure Development</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Create new or upgrade existing infrastructure</td>
<td>2.21 Develop the Wild Over Walpole (WOW) Walking Trail near Walpole</td>
<td>Low</td>
<td>Medium</td>
<td>LGA</td>
</tr>
<tr>
<td></td>
<td>2.22 Heritage Trail/MBTF Loop in Denmark to create a 5 day bike touring loop using Munda Biddi Trail and Denmark-Nornalup Heritage Rail Trail</td>
<td>Medium</td>
<td>Long term</td>
<td>LGA</td>
</tr>
<tr>
<td></td>
<td>2.23 Develop mountain bike trail hubs in Pemberton and Collie</td>
<td>High</td>
<td>Medium</td>
<td>DSR</td>
</tr>
<tr>
<td></td>
<td>2.24 Investigate the potential for the GSWE Bike Ride Event</td>
<td>High</td>
<td>Immediate</td>
<td>GSWE SC</td>
</tr>
<tr>
<td></td>
<td>2.25 Prepare a feasibility study and site selection for the potential development of the Kepa Kurl discovery centre interpreting the rich aboriginal culture and potential training centre for guides and rangers</td>
<td>Medium</td>
<td>Medium</td>
<td>Kepa Kurl Pty Ltd</td>
</tr>
</tbody>
</table>
6.3 CUSTOMER SERVICE GOALS – DELIVER THE PROMISE

<table>
<thead>
<tr>
<th>ACTION AREA</th>
<th>ACTION</th>
<th>PRIORITY</th>
<th>TIMEFRAME</th>
<th>LEAD AGENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Priority Project #1</td>
<td>Develop a Touring Route and Signage Strategy including a marketing and PR plan for the South West Edge Drive as an iconic experience and themed route of national significance.</td>
<td>High</td>
<td>Immediate</td>
<td>GSWE NL</td>
</tr>
<tr>
<td>Make the Journey Easier</td>
<td>3.1 Build local support for the Landscape by running a competition to name a regional touring loop and then produce a touring map with interpretation of the geological, botanic, and cultural significance of key places and theme itineraries (supported by advertising).</td>
<td>Medium</td>
<td>Medium</td>
<td>AGO/ ASW</td>
</tr>
<tr>
<td></td>
<td>3.2 Create an ‘App’ for the National Landscape which includes touring information about each town and each iconic location. This ‘App’ could be made available for downloading at the visitor information centres through the landscape. This App would include touring information about each town and the iconic locations linked to GPS coordinates on Google Maps that work online and offline to create more seamless engagement for touring visitors, including pre-trip planning, en-route information and post-trip bragging.</td>
<td>High</td>
<td>Long term</td>
<td>TWA</td>
</tr>
<tr>
<td></td>
<td>3.3 Create a gourmet app (aligned with the existing tourism apps for the region) with vineyards, food and in nature experiences that let you ‘tick them off’ and send it to others</td>
<td>Medium</td>
<td>Medium</td>
<td>TWA</td>
</tr>
<tr>
<td></td>
<td>3.4 Develop a 4WD touring loop and routes to promote through the clubs.</td>
<td>Medium</td>
<td>Medium</td>
<td>AGO/ASW</td>
</tr>
<tr>
<td></td>
<td>3.5 Implement a Wild Events Calendar – wildflower guide, best wildlife spotting times</td>
<td>Low</td>
<td>Immediate</td>
<td>AGO/ASW</td>
</tr>
<tr>
<td></td>
<td>3.6 Add dive tourism information to websites with video footage of the key dive sites at their best</td>
<td>Medium</td>
<td>Medium</td>
<td>ASW, TEA, AGO</td>
</tr>
<tr>
<td></td>
<td>3.7 Create a wildflower circuit (and events calendar) to include the planned wildflower attractions</td>
<td>Medium</td>
<td>Immediate</td>
<td>AGO/ASW</td>
</tr>
<tr>
<td>Improve visitor information and servicing</td>
<td>3.8 Encourage greater cooperation amongst the visitor centres in the Landscape</td>
<td>Low</td>
<td>Medium</td>
<td>AGO, ASW</td>
</tr>
</tbody>
</table>
### 6.4 SUSTAINABILITY GOALS – FOSTER CONSERVATION

<table>
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<tr>
<th>ACTION AREA</th>
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<th>PRIORITY</th>
<th>TIMEFRAME</th>
<th>LEAD AGENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop Conservation partnerships</td>
<td>3.9 Embrace local conservation, geo-tourism, and community organisations to identify and interpret local features</td>
<td>High</td>
<td>Medium</td>
<td>DEC, LTAs</td>
</tr>
<tr>
<td></td>
<td>3.10 Create stronger working relationships with clubs (car, mountain bike, motorbike)</td>
<td>Low</td>
<td>Medium</td>
<td>AGO, ASW, LTAs</td>
</tr>
<tr>
<td></td>
<td>3.11 Identify potential conservation and resource management speakers to present on local topics (incorporating ‘calls to action’)</td>
<td>Low</td>
<td>Medium</td>
<td>DEC, LTAs</td>
</tr>
<tr>
<td>Enable visitors to become involved in conservation</td>
<td>3.12 Expand the range of wildlife encounters available in the domestic and international market including rare mammals in partnership with education and conservation groups to be a part of the species conservation (including Voluntourism opportunities)</td>
<td>Medium</td>
<td>Medium</td>
<td>DEC, ASW, AGO</td>
</tr>
<tr>
<td>Conserve the story of Aboriginal custodianship</td>
<td>3.13 Through the established networks and relationships of WAITOC create a story development and agreement protocol that allows Aboriginal people to determine what information is shared by others and what remains their intellectual property. This may require an agreed training and induction program for tour guides both those accessing National Parks and those outside National Parks.</td>
<td>Medium</td>
<td>Medium</td>
<td>WAITOC, Local Aboriginal groups</td>
</tr>
</tbody>
</table>
### 6.5 PRODUCT DEVELOPMENT IDEAS BANK – SUGGESTED PRODUCTS AND PACKAGES FOR FUTURE DEVELOPMENT

<table>
<thead>
<tr>
<th>PRIORITY ACTION</th>
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<tbody>
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<td>4.1</td>
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<td>4.21</td>
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</tbody>
</table>
### 6.5 PRODUCT DEVELOPMENT IDEAS BANK – SUGGESTED PRODUCTS AND PACKAGES FOR FUTURE DEVELOPMENT

<table>
<thead>
<tr>
<th>PRIORITY ACTION</th>
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<tbody>
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<td>4.23</td>
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<td>4.28</td>
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<td>4.29</td>
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<td>4.30</td>
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<tr>
<td>4.31</td>
</tr>
</tbody>
</table>
7. BACKGROUND RESEARCH

7.1 GSWE TOURISM PROFILE

**Domestic Visitation**

The GSWE region does not align with the statistical regions in the Tourism Research Australia National and International Visitor Survey. While data for the South-West tourism region is provided, the portion of the GSWE that extends into the Golden Outback region is not large enough to have statistically reliable data at a local level. As such the data for the South-West is examined here as an indicator of the trends in the broader region.

In the year ending December 2011, approximately 90% (1.6 million) of all domestic visitors to the South West were from the intrastate market, specifically from Perth (1.2 million visitors). There has been an overall decline of -8% in domestic visitation to the region since 2007.

The GSWE hosted 5.9 million domestic visitor nights in 2011, a decrease of -13% since 2007. Approximately 84% of domestic visitor nights in the region were by intrastate visitors (5 million in total).

Domestic overnight visitor spend in the South West has declined by -5% since 2008, to $841 million in 2011. Reduced consumer confidence and discretionary spend, accompanied by increased tourism competition are key factors in this decline.

The region also experiences a lower than average length of stay for domestic visitors (3.4 nights, compared to 4.4 nights on average for Western Australia).

Domestic visitation was dominated by the Holiday market (61%) and the Visiting Friends and Relatives market (26%).

**International Visitation**

Despite 5% growth in international visitation to Australia and 13% growth in total international visitation to Western Australia between 2007 and 2011, international visitation to Australia's South West declined by -3%.

The United Kingdom market still accounts for 24% of international visitors to the South West region, (30,000 visitors in 2011). This is despite a 24% decline in United Kingdom visitors to the region since 2007. The difficult recent economic conditions in the United Kingdom is somewhat accountable for this decline in visitation.

The GSWE hosted 1.7 million international visitor nights in 2011, an increase of 43% since 2007. Aligned with his increase in international visitor nights in the region was an increase in the average length of stay of international visitors, up 4.5 nights since 2007, to 13.8 nights.

International visitor spend in the South West has declined by -3% since 2008, to $95 million in 2011. The strength of the Australian Dollar against the currencies of many major source markets, along with reduced global discretionary spend, have mitigated international visitor expenditure growth in the region.
7.1 TOURISM PROFILE - EMERGING NICHE MARKETS

The key consumer messages outlined to attract the ‘Experience Seeker’ market will also be of appeal to a number of other medium to long-term emerging markets that could be targeted for tourism growth in the region. The GSWE boosts a variety of products and experiences that are of appeal to specific niche markets of experience travellers including geo tourists, nature based tourists, outdoor adventure tourists, food and wine tourists and cultural and heritage tourists.

Geotourists

Geotourism is a segment of the tourism industry that is marketed towards environmentally aware travellers with an interest in geology. Australian Academic, E. B. Joyce describes Geo-tourists as a broad-range of colourists, including:

- Ordinary tourists with a further interest in one or more aspects of geology
- Dedicated amateur (and professional) geologists and geomorphologists
- School and university students on field trips
- Academic and teacher conference field trip groups
- Adult Education classes, and commercial ecotour and geotour participants
- Landscape photographers, artists, historians

The identified target markets for geotourism for the GSWE include:

- Extended-drive market
- Study groups (i.e. education)
- Science groups (i.e. geological societies)

Geo-savvy Travellers

The Travel Industry Association of America coined the term ‘Geo-Savvy's’ in a geotourism segmentation study. The group was described as young, well educated and environmentally aware travellers. They are a niche segment that represents approximately 5% of the population.

There is currently no quantifiable information on the geotourism market in Australia, however, if we apply the statistics of the TIAA Segmentation Study as a guide, approximately 5% of the travel market can be considered ‘geo-savvy’ travellers. Applying this to the current TRA visitation data to the GSWE would suggest that over 200,000 visitors to the region could be qualified as geo-savvy (215,000 domestic and 6,500 international).

Nature Based Tourists

With its access to some of Australia’s best, and least known, nature based activities, the GSWE is very well positioned to capture a market share of the nature-based adventure tourism market. The experiences that come along with riding the longest continuous bike trail in the world, hiking one of the amazing overnight walks, or getting out on the water in a kayak, surfboard or paddleboard provide the region with unique appeal amongst the international 'Experience Seeker' market.
7.1 TOURISM PROFILE - EMERGING NICHE MARKETS

For international visitors nature is a key attraction for visiting Western Australia. In 2011, 62% of international visitors to Western Australia visited the beach, while 47% visited a national or state park during the course of their trip.

In 2001, Tourism New South Wales commissioned qualitative research to understand the experiences that nature-based visitors were seeking. The ideal ‘nature holiday vision’ of the nature-based visitor coincides with the tourism product offerings available along the GSWE. Of particular note, nature based visitors are seeking:

- A place with bushland and water (preferably a beach)
- Relatively unspoilt and not overdeveloped locations
- A location with enough people around for security, but not overcrowded
- Quiet with fresh air. Nature is shorthand for relaxing and becoming revitalised and escaping the stresses of the city
- A location with some comforts within easy reach
- A location with a town nearby with provisions
- Cafes, restaurant, crafts/antique shops
- A place with lots of things to do whether sedentary and observational (such as enjoying the view) or more active (such as bushwalking, fishing, swimming)

Outdoor Adventure Tourists

A segment of the nature based tourism market; adventure tourism visitors are those who experienced scuba diving, snorkelling, surfing, fishing, windsurfing, kayaking, bushwalking or rainforest walks, or other outdoor activities while on their trip.

In 2011, 57% of international visitors to Western Australia participated in adventure tourism activities. Bushwalking and snorkelling were the most common types of nature based activities consumed by international visitors to Western Australia, accounting for 22% and 12% of international visitors respectively.

Food & Wine Tourists

According to Tourism Research Australia’s ‘Food and Wine Tourism Snapshot 2009’, wine and food tourism is an increasingly important element of the visitor experience. In 2009, 660,000 international visitors to Australia visited a winery. Between 2000 and 2009, international winery visitors increased at a faster rate than total international visitors (average annual rate of 5% compared to 1%). International visitors have a greater propensity to visit wineries than domestic visitors.

Almost one third of international winery visitors were aged between 20 and 29 years, with the top three countries of origin for winery visitors to Australia in 2009 being the United Kingdom (21%), the USA (10%) and New Zealand (8%).
7.1 TOURISM PROFILE - EMERGING NICHE MARKETS

Culture and Heritage Visitors

Tourism Research Australia defines culture and heritage visitors as those who undertake any of the following activities on their trip: visit heritage buildings, attend theatre or concerts, visit museums or art galleries, visit art and craft workshops, attend festivals, experience aboriginal art/culture or visit an aboriginal site.

International and cultural heritage visitors accounted for half (50%) of international visitors to Western Australia in 2011, comprising a total of 371,000 international visitors.

Over half (60%) of international ‘culture and heritage’ visitors to Western Australia visited a museum or art gallery during the course of their trip. In addition, 56% of international ‘culture and heritage’ visitors visited heritage buildings while 28% experienced aboriginal art, craft or cultural displays.
7.2 OUR COMPETITORS

The GSWE’s primary competitors are destinations that either offer the same level of accessibility or offer similar products that appeal to the 'Experience Seeker' market.

*Table 3: Outline of Competitor Destinations and Experiences to the Great South West Edge*

<table>
<thead>
<tr>
<th>ALTERNATIVE DESTINATIONS</th>
<th>SUBSTITUTE DESTINATIONS</th>
<th>SUBSTITUTE EXPERIENCES</th>
</tr>
</thead>
<tbody>
<tr>
<td>WA:</td>
<td>Nature in Australia:</td>
<td>• Beaches</td>
</tr>
<tr>
<td>• Ningaloo</td>
<td>• Coral Coast</td>
<td>• Reef / Diving</td>
</tr>
<tr>
<td>• Broome</td>
<td>• Kimberley</td>
<td>• Wildlife</td>
</tr>
<tr>
<td>AUST</td>
<td>Australian Journeys</td>
<td>• Wildlife Cruises (Qld)</td>
</tr>
<tr>
<td>• Other National Landscapes</td>
<td>• Great Ocean Road</td>
<td>• Rainforest (Wet Tropics)</td>
</tr>
<tr>
<td>• Great Ocean Road</td>
<td>• Red Centre</td>
<td>• Beaches (Qld)</td>
</tr>
<tr>
<td>• Great Barrier Reef / Wet Tropics</td>
<td>• Australia’s Coastal Wilderness</td>
<td>• Touring (Tas, GOR)</td>
</tr>
<tr>
<td>• Gold Coast / Hinterland</td>
<td></td>
<td>• Reef / Diving (GBR)</td>
</tr>
<tr>
<td>• Kangaroo Island</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Tasmania</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food and Wine</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Clare Valley SA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Barossa Valley SA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Hunter Valley NSW</td>
<td></td>
<td></td>
</tr>
<tr>
<td>International:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• New Zealand NZ</td>
<td>• South Island NZ</td>
<td>• Voluntourism</td>
</tr>
<tr>
<td>• Canada</td>
<td>• Naper Valley / Pacific Coast Highway</td>
<td>• Wildlife Tourism</td>
</tr>
<tr>
<td>• South Africa</td>
<td>• Kenya</td>
<td>• Wineries</td>
</tr>
<tr>
<td>• South America</td>
<td></td>
<td>• Beaches</td>
</tr>
<tr>
<td>• USA</td>
<td></td>
<td>• Tall Forest</td>
</tr>
</tbody>
</table>
In analysing the opportunities and challenges of the GSWE region, a competitor analysis was undertaken matching the region’s tourism experience offerings against a major competitor, Victoria’s Great Ocean Road, over a five day itinerary.

The Great Ocean Road stretches 243 kilometres along the rocky coastline of Victoria and is considered one of Australia’s greatest road-trip destinations, boasting coastal and regional landscapes which possess significant scenic amenity and which play host to a number of key visitor experiences.

Strengths of GSWE Touring Itinerary:
- The Margaret River is an iconic visitor attraction
- Quality food and wine experiences across the route
- Unique, world class dive and snorkel experiences

Weaknesses of GSWE Touring Itinerary:
- The 12 Apostles is a nationally and internationally recognised attraction
- The GSWE touring loop covers a greater distance, with a six hour drive on the final day from Albany to Perth

Based on this assessment of the experiences to be found across both touring itineraries (see Table on over page) the following strengths and weakness of the GSWE touring itinerary have been identified.
### 7.3 COMPETITOR ANALYSIS – GREAT OCEAN ROAD

<table>
<thead>
<tr>
<th>EXPERIENCE THEMES</th>
<th>THE GREAT SOUTH WEST EDGE (5 DAY ITINERARY)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Dive and snorkel into the spectacular underwater observatory under the Busselton Jetty</td>
</tr>
<tr>
<td></td>
<td>• Take a bird’s eye view of the towering forest from the Valley of the Giants Tree Top Walk</td>
</tr>
<tr>
<td></td>
<td>• See the ancient Stirling Ranges and enjoy the unique flora and fauna</td>
</tr>
<tr>
<td></td>
<td>• Take in the natural beauty of the Grampians National Park</td>
</tr>
<tr>
<td></td>
<td>• Take in the amazing panorama of natural monuments that are a part of the Port Campbell National Park —</td>
</tr>
<tr>
<td></td>
<td>including the iconic Twelve Apostles</td>
</tr>
</tbody>
</table>

|                         | • Have a world class, off road cycle experience at the Munda Biddi Trail                                  |
|                         | • Take in the natural surrounds along the Bibbulmun Track.                                                |
|                         | • Dive the wrecks in Albany                                                                               |
|                         | • Adventure along one of the numerous bushwalking tracks in the area                                      |
|                         | • Trace limestone cliffs along the "Shipwreck Coast"                                                     |
|                         | • Adventure along one of the numerous bushwalking tracks in the area                                      |

|                         | • Learn to surf on Yallingup Beach                                                                         |
|                         | • Visit the majestic Tuart Forest                                                                        |
|                         | • Paddle a canoe around Pemberton’s river, lake and estuary waters                                      |
|                         | • Visit the largest inland dune system in the Southern Hemisphere                                       |
|                         | • Taking in panoramic views of the Lerderderg Gorge State Park                                           |

|                         | • Have an up close and personal encounter with a dolphin                                                 |
|                         | • See a whale up close and feel its breath (June to October)                                            |
|                         | • See Southern Right Whales (May to September)                                                          |

|                         | • Stop at the cellar door of a local winery for a bottle of chardonnay en route to a picnic at Beedelup Falls|
|                         | • Sample the finest Australian wines throughout the Margaret River                                     |
|                         | • Check out the view from Australia’s smallest lighthouse at Windy Harbour                              |
|                         | • Learn about the history and heritage of the Kojonup region at the Kodja Place Visitor Interpretive Centre|
|                         | • Learn about the region’s Aboriginal history, art and culture through the expansive collection of Aboriginal cave paintings |
|                         | • Go back in time and experience the setting and atmosphere of the goldfields at Sovereign Hill, a living outdoor museum. |
7.4 ROLES WITHIN THE LANDSCAPE

Tourism Western Australia
Tourism Western Australia is a statutory authority under the portfolio of the Minister for Tourism and is governed by a Board of Commissioners. Responsible for promoting Western Australia as an attractive holiday, event, convention and incentive travel destination, nationally and overseas, Tourism Western Australia enhances the tourism industry, infrastructure and product base.

Tourism WA focuses on three key operational areas which aim to increase visitor numbers and the tourism industry’s contribution to the State economy:

• Marketing the State as a competitive tourism destination
• Developing, attracting and marketing major events
• Supporting significant tourism infrastructure and development projects

Department of Environment and Conservation
The Department of Environment and Conservation’s key responsibilities include broad roles in conserving biodiversity, and protecting, managing, regulating and assessing many aspects of the use of the State’s natural resources. The Department contributes to the development of environmental protection policies, managing the environmental impact assessment process and carrying out regulatory functions to achieve improved environmental outcomes.

The Department contributes to national and international programs through national Ministerial Councils, the Natural Heritage Trust and other national programs, the work of organizations such as the ICUN (the World Conservation Union), and to the implementation of international environmental and conservation treaties in WA.

Parks Australia and Tourism Australia
In October 2005, Tourism Australia and Parks Australia formed a unique partnership to create Australia’s National Landscapes. This partnership was inspired by the need to make Australia’s wealth of over 9000 national parks, protected areas, and reserves “digestible” for our domestic and international visitors. This national strategic approach to nature-based tourism seeks to differentiate Australia’s iconic natural and cultural destinations, and improve the delivery of quality visitor experiences throughout the protected areas and surrounding regions. By highlighting our tourism assets, the program aims to promote and support the conservation of some of the world’s most distinct and rich environments.

Regional Development Commissions – South West, Great Southern, Goldfields – Esperance
There are three Development Commissions that cover the Great South West Edge. All are statutory authorities of the Western Australian government, with a board of management selected from the community, local governments and ministerial appointments.

Key functions include:
• Promoting the region;
• Facilitating coordination between relevant statutory bodies and State government agencies;
• Working with representatives of industry, commerce, government and other sections of the community within the region;
• Identifying opportunities for investment in the region and encourage that investment;
• Identifying the infrastructure needs of the region, and encourage the provision of that infrastructure in the region
7.4 ROLES WITHIN THE LANDSCAPE

Regional Tourism Organisations (RTOs)
The role of both Australia’s South West and Australia’s Golden Outback is to establish and promote quality tourism experiences in their respective regions. These organisations achieve this through implementing strategies to ensure their region maximises its tourism potential.

These organisations are the recognised marketing organisations for their regions under the umbrella of Tourism Western Australia (TWA) and have the specific task of marketing and undertaking promotional activities that will establish the region as a highly desirable tourism destination for intrastate, interstate and international visitors.

It is the intentions of these organisations to provide regional stakeholders with a clear understanding of the promotional direction and key marketing activities of their regions, that they can work cooperatively with when considering marketing opportunities for their own tourism businesses.

Visitor Information Centres (VICs)
A Visitor Information Centre’s key role is to promote the area and help orientate visitors to local attractions and businesses.

They can also provide a site for promoting locally produced goods (like art and craft or produce such as cheese and wine), and a venue for local events. Centre staff can directly recommend specific retailers and restaurants to visitors, thus promoting additional businesses in the area.

Liaising directly with tourists, Visitor Information Centre staff can perform an additional public relations function, acting to improve the region’s image and create positive word of mouth amongst travellers.

Leeuwin Naturaliste NP
7.5 WHAT MOTIVATES ‘EXPERIENCE SEEKERS’?

In addition to researching what experiences key markets are seeking from their trip to Australia, Tourism Australia also conducted research on what experiences most motivate our key international markets to travel (see Table 3).

This research shows that nature and journeys are consistently in the top two most popular experiences with coastal lifestyle consistently ranked in the top three. The UK, France and Germany where exceptions to this as the Outback ranked in the top three.

Table 3: Ranking of Experience Motivators for the International Market to Australia

<table>
<thead>
<tr>
<th>Concept</th>
<th>Australia</th>
<th>New Zealand</th>
<th>United States</th>
<th>United Kingdom</th>
<th>France</th>
<th>Germany</th>
<th>China</th>
<th>Singapore</th>
<th>India</th>
<th>Japan</th>
<th>Korea</th>
<th>Malaysia</th>
</tr>
</thead>
<tbody>
<tr>
<td>NATURE IN AUSTRALIA</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>AUSTRALIAN JOURNEYS</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>AUSSIE COASTAL LIFESTYLE</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>3</td>
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<td>3</td>
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<td>3</td>
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<tr>
<td>OUTBACK AUSTRALIA</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
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<td>4</td>
</tr>
<tr>
<td>ABORIGINAL AUSTRALIA</td>
<td>6</td>
<td>7</td>
<td>7</td>
<td>5</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>AUSTRALIAN MAJOR CITIES</td>
<td>7</td>
<td>5</td>
<td>6</td>
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<td>7</td>
<td>7</td>
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<td>7</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>FOOD AND WINE</td>
<td>5</td>
<td>6</td>
<td>5</td>
<td>7</td>
<td>7</td>
<td>6</td>
<td>5</td>
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<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>
7.5 MATCHING THE NEEDS OF THE ‘EXPERIENCE SEEKER’

In Table 4, below, the needs of international ‘Experience Seekers’ are matched with the unique selling points of the GSWE.

Matching these needs with the region’s tourism offerings make it possible to identify the “Iconic Experiences” of the region.

Table 4: ‘Experience Seeker’ needs against GSWE tourism offerings

<table>
<thead>
<tr>
<th>‘Experience Seekers’ to the Great South West Edge Want:</th>
<th>The Great South West Edge Offers Experiences Including:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Authentic personal experiences</td>
<td>Meet one of the many characters who’s passion for the region overflows into their presentation of the place. Be that a surfer, a tour guide, a park ranger, or just a passionate local.</td>
</tr>
<tr>
<td>Social interaction – making friends and developing personal relationships, especially opportunities to meet with the locals</td>
<td>Attend one of the many local events or grab a seat next to a local in one of the many great cafes, restaurants or cellar doors to enjoy some of the local produce.</td>
</tr>
<tr>
<td>Experiences that are different to their normal day-to-day life</td>
<td>Swim with a dolphin, feel the spray of a whale, take a journey in the treetops, or drive on a beach dotted with kangaroos.</td>
</tr>
<tr>
<td>Understanding the learning about different lifestyles and cultures, preferring to participate rather than simply observe</td>
<td>Pick grapes for a season, stay in beachfront accommodation, learn to surf, or go fishing with a local.</td>
</tr>
<tr>
<td>Challenge themselves – physically, emotionally and/or mentally</td>
<td>Ride the longest continuous bike trail in the world, hike one of the amazing overnight walks, climb the trees, or get out of the water in a kayak, surfboard or paddleboard.</td>
</tr>
<tr>
<td>Genuine destinations that are not necessarily part of the tourist route</td>
<td>Visit some of the most remote and pristine beaches in Australia, be of the only people in an ancient forest or hike from the forest to the beach.</td>
</tr>
<tr>
<td>Exposure to unique and personally compelling experiences</td>
<td>Hear the haunting sound of a didgeridoo in an ancient cave, see the remains of the ancient Gondwana continent, get up close to nature, stand quietly in forest or be the only footsteps on the whitest beach in Australia. Discover colourful wildflowers, find rare fauna, and explore this ancient land with its rich culture and community.</td>
</tr>
</tbody>
</table>
7.5 MATCHING THE NEEDS OF THE ‘EXPERIENCE SEEKER’

In Table 5, below, the opportunities and challenges to developing the GSWE into an internationally recognised National Landscape are identified.

Addressing these opportunities and identified challenges is key to strengthening the vision of the GSWE as a region inspired by extraordinary journeys.

Table 5: Opportunities and challenges to developing the GSWE as an internationally recognised National Landscape

<table>
<thead>
<tr>
<th>OPPORTUNITIES</th>
<th>CHALLENGES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finding a way to communicate and deliver tourism experiences that <strong>draw on the regions rich biodiversity through a strong conservation story</strong> and opportunities for involvement</td>
<td>The region lacks a <strong>unifying theme</strong> and some areas lack an iconic stand-alone attraction to differentiate them</td>
</tr>
<tr>
<td>Stronger <strong>local and cross-regional partnerships</strong>, packaging and promotion through more formal arrangements being established between tourism organizations and networking for operators</td>
<td>Inconsistent <strong>service and product quality</strong> across the region</td>
</tr>
<tr>
<td>Recreating a <strong>touring loop</strong> with a variety of itineraries (like the Leeuwin Way of the 1970’s used to link the region)</td>
<td>The well known <strong>icon of Margaret River</strong> tends to overshadow emerging regions</td>
</tr>
<tr>
<td>Better utilization of <strong>Apps and social media</strong> linked to improved signage, en-route and pre trip touring information and a review of role and function of visitor centres</td>
<td>Lack of <strong>accommodation in Perth</strong> (also an opportunity)</td>
</tr>
<tr>
<td><strong>Targeted niche marketing</strong> (geotourists, nature based, outdoor adventure, food and wine and cultural tourists)</td>
<td><strong>Limited affordable air access</strong> and <strong>one-way hire</strong> car arrangements</td>
</tr>
<tr>
<td>Leveraging <strong>new journeys and features with events</strong> (Fitzgerald NP reopening, Munda Biddi Trail)</td>
<td><strong>Seasonality</strong>, dealing with peak demand and limited opening hours outside peak times</td>
</tr>
<tr>
<td>More <strong>hands on learning</strong> and nature experiences</td>
<td><strong>Lack of product development and packaging support</strong> and mentoring</td>
</tr>
<tr>
<td><strong>Link local food and wine</strong> to nature experiences</td>
<td><strong>Limited marketing funds</strong>, the ability to find quirky stories that get cut through with awesome imagery</td>
</tr>
<tr>
<td><strong>Utilising DEC information</strong> (i.e. website, brochures, access routes, etc.) that links with and meets the needs of tourism operators and visitors</td>
<td><strong>Dealing with a lack of mobile coverage</strong> and long drives with clever downloadable information and interpretation</td>
</tr>
<tr>
<td><strong>Ability of the eastern sub regions</strong> to capitalise on the power of the Margaret River brand</td>
<td><strong>Changing the cost/travel perception of visitors of the more remote locations</strong> like Albany, Esperance, Bremer Bay and Hopetoun</td>
</tr>
<tr>
<td>Delivering the conservation benefits of the <strong>National Landscapes program</strong> in the GSWE</td>
<td><strong>Lack of accommodation</strong> in Perth</td>
</tr>
</tbody>
</table>
7.6 GSWE EXPERIENCE OFFERING

Nature In Australia
- Find the best beaches, with the least people on them, in all of Australia
- Be inspired by nature’s awesome power (caves, coastline, cliffs, shifting sands) brought to life by an expert or traditional custodian
- Seeing the rugged coastline and unbroken forest canopy stretching as far as the eye can see from a lookout, the air, the water or your accommodation
- The sounds of trees the size of skyscrapers swaying gently in the sea breeze as far as the eye can see
- Up close but safe experiences with wildlife - swim with a dolphin, get soaked by a whale, have birds all around you, kangaroos on the beach, a seal on the beach, quokkas, or even spot something rare

Journeys
- Be rewarded by Australia’s best journeys including the, great Ocean Drive, Cape to Cape and the Caves Road.
- Share the road in a 4WD on a squeaky white beach dotted with kangaroos,
- Getting on the water to feel the peace and quiet, see the huge trees, and really start to unwind
- Ride on the world’s longest continuous trail or walk from the mountains to the beach and through the ancient forest on the Bibbulmun Track
- Uncover an ancient secret, discover an ancient land as you escape the crowds to camp, hike or explore the pristine coastline
- Choose to dive the wreck, reefs or Australia’s deepest man-made lakes.

Coastal Lifestyle
- Experience serenity on the water, in the forest, watching the night sky, or learning to surf at the famous Margaret River
- Feel the thrill of discovery and the potential of seeing something few people have ever seen as the bush comes alive with colour during wildflower season
- Unwind in the serenity of our spectacular nature
- Enjoy food and wine from the region, fresh, organic, sustainable, rejuvenating
- Be inspired to create something special by the artists of the region, the colours, the sheer beauty of nature
- Dive the longest jetty, a wreck or a rare south west coast reef system with an experienced local

Food & Wine
- Take a picnic hamper of local produce to a spectacular spot
- Enjoy fishing on a pristine, remote beach, catch your dinner and cook it fresh
- Enjoy life’s simple pleasures again, sunset without smog or signs of development, the sounds and smells of nature while you enjoy some of the best local food and wine you’ve ever had or wander through the farmers market

Aboriginal Australia
- Hear the haunting sound of the didgeridoo in an ancient cave
- Walk with an aboriginal guide and learn about the Noongar culture and caring for country
- Follow an Aboriginal trail or ancient pathway
- Standing on the edge of a vast landscape with a Noongar guide, appreciating your place in the universe and feeling small but part of something timeless, and knowing you can (even in a small way) make a difference to care for this country
7.6 GSWE EXPERIENCE OFFERING

Securing future market share in an increasingly competitive global tourism market place will depend on the uniqueness, strength and market appeal of the GSWE in comparison to other products and experiences globally.

A detailed desk-based product audit was undertaken as part of this report - identifying 178 accommodation operators, 57 tour operators and 53 attractions throughout the region. Outlined below, is a overview of the range of tourism products in the region:

<table>
<thead>
<tr>
<th>GSWE Experience Development Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Aboriginal cultural tourism</td>
</tr>
<tr>
<td>• Abseiling</td>
</tr>
<tr>
<td>• Accommodation</td>
</tr>
<tr>
<td>• Art and culture attractions</td>
</tr>
<tr>
<td>• Attractions e.g. Whale World</td>
</tr>
<tr>
<td>• Backpackers</td>
</tr>
<tr>
<td>• Beaches</td>
</tr>
<tr>
<td>• Bird watching</td>
</tr>
<tr>
<td>• Bike hire</td>
</tr>
<tr>
<td>• Bushwalking</td>
</tr>
<tr>
<td>• Bird watching</td>
</tr>
<tr>
<td>• Canoeing</td>
</tr>
<tr>
<td>• Caravanning and camping</td>
</tr>
<tr>
<td>• Catamaran trips</td>
</tr>
<tr>
<td>• Caving</td>
</tr>
<tr>
<td>• Cinema</td>
</tr>
<tr>
<td>• Coach tours</td>
</tr>
<tr>
<td>• Coastal and inland walking trails</td>
</tr>
<tr>
<td>• Cycling</td>
</tr>
<tr>
<td>• Diving/snorkelling</td>
</tr>
<tr>
<td>• Farm-stays</td>
</tr>
<tr>
<td>• Fishing</td>
</tr>
<tr>
<td>• Fishing charters</td>
</tr>
<tr>
<td>• Food and wine tours</td>
</tr>
<tr>
<td>• Forest tours and elevated walkways</td>
</tr>
<tr>
<td>• Four wheel driving</td>
</tr>
<tr>
<td>• Gastronomic delights</td>
</tr>
<tr>
<td>• Golf Courses</td>
</tr>
<tr>
<td>• Gourmet restaurants</td>
</tr>
<tr>
<td>• Guided tours</td>
</tr>
<tr>
<td>• Hire services (house boats, kayaks)</td>
</tr>
<tr>
<td>• Historic towns</td>
</tr>
<tr>
<td>• Jet skis</td>
</tr>
<tr>
<td>• Kayaking</td>
</tr>
<tr>
<td>• Lavender Farm</td>
</tr>
<tr>
<td>• Local produce</td>
</tr>
<tr>
<td>• Luxury coach tour with expert commentary</td>
</tr>
<tr>
<td>• Luxury resorts</td>
</tr>
<tr>
<td>• Mountain bike riding</td>
</tr>
<tr>
<td>• Natural attractions (15 National Parks)</td>
</tr>
<tr>
<td>• Parasailing</td>
</tr>
<tr>
<td>• Photography</td>
</tr>
<tr>
<td>• Restaurants in scenic locations</td>
</tr>
<tr>
<td>• Retreats</td>
</tr>
<tr>
<td>• River cruise</td>
</tr>
<tr>
<td>• Rock climbing</td>
</tr>
<tr>
<td>• Sailing cruises</td>
</tr>
<tr>
<td>• Scenic aerial tours</td>
</tr>
<tr>
<td>• Sea kayaking</td>
</tr>
<tr>
<td>• Self drive touring routes</td>
</tr>
<tr>
<td>• Six official wine regions (over 200 vineyards)</td>
</tr>
<tr>
<td>• Sky Diving</td>
</tr>
<tr>
<td>• Surfing</td>
</tr>
<tr>
<td>• Tennis</td>
</tr>
<tr>
<td>• View coral 8 metres below sea level</td>
</tr>
<tr>
<td>• Water-based activities</td>
</tr>
<tr>
<td>• Whale watching</td>
</tr>
<tr>
<td>• Wildflower viewing</td>
</tr>
<tr>
<td>• Wine tasting</td>
</tr>
<tr>
<td>• Wind Surfing</td>
</tr>
</tbody>
</table>
7.7 SEASONALITY OF EXPERIENCES

- **Spring (Sept-Nov)**
  - Major Events and Festivals
  - Whales
  - Wildflowers

- **Summer (Dec-Feb)**
  - Major Events & Festivals
  - Swimming with dolphins
  - Sea lions on beach
  - RAMSAR birdlife arrivals
  - Wildflowers
  - Grape Picking

- **Winter (Jun-Aug)**
  - Celebration of wine vintage
  - Truffle harvest
  - Whales

- **Autumn (Mar-May)**
  - Major Events & Festivals
  - Salmon running
8. Whole of Landscape Opportunities

8.1 Whole of Landscape Opportunities

To imbue the iconic projects identified, in order to maximise community and tourism stakeholder support, a number of Priority Actions have been developed. These actions have been outlined in the tables in Part D of this report.

While the majority of these Priority Actions are identified by the region that they will take place in (see section 9), a number of the actions sit across the whole of the landscape and have been clustered under each of the Priority Projects below:

Priority Project #1: The South West Edge Drive: Develop a Touring Route and Signage Strategy including a marketing and PR plan for the South West Edge Drive as an iconic experience and themed route of national significance
- Build local support for the Landscape by running a competition to name a regional touring loop and then produce a touring map with interpretation of the geological, botanic, and cultural significance of key places and theme itineraries (supported by advertising). (Action 3.1)
- Create an ‘App’ for the National Landscape which includes touring information about each town and each iconic location. This ‘App’ could be made available for downloading at the visitor information centres through the landscape. This App would include touring information about each town and the iconic locations linked to GPS coordinates on Google Maps that work online and offline to create more seamless engagement for touring visitors, including pre-trip planning, en-route information and post-trip bragging. (Action 3.2)
- Add dive tourism information to websites with video footage of the key dive sites at their best. (Action 3.6)
- Encourage greater cooperation amongst the visitor centres in the Landscape. (Action 3.8)
- Embrace local conservation, geo-tourism, and community organisations to identify and interpret local features. (Action 3.9)
- Create stronger working relationships with clubs (car, mountain bike, motorbike). (Action 3.10)
- Identify potential conservation and resource management speakers to present on local topics (incorporating ‘calls to action’). (Action 3.11)
- Develop a 10 day motorcycle tour around the region including bike hire. (Action 3.11)

Priority Project #2: GSWE Mentoring Program: Increasing operator engagement within the distribution network through the development of a Mentoring Program, where businesses that represent the key aspects of the GSWE National Landscape are mentored by an expert to increase their representation in the market and to build a stronger brand awareness of the Landscape’s unique selling points:
- Employ an expert in distribution and channel management to increase the representation of GSWE operators in niche and mainstream channels. (Action 2.1)
- Encourage greater participation by smaller operators through conducting regular networking sessions and showcasing new experiences. This could take the form of ATE style product presentations forum for operators. (Action 2.2)
- Encourage new Aboriginal experiences through mentoring (by WAITOC) and exposure to interstate products and experiences (e.g. Northern Territory) (Action 2.4)
8. Whole of Landscape Opportunities

8.1 Whole of Landscape Opportunities

Priority Project #3: Marketing and Communications Plan: Bringing together a number of the current priority actions related to marketing and promotions into one project. This plan will not only be for marketing agencies promoting the landscape but will also be a tool for operators to embrace and deliver on the key iconic experiences and brand themes through their business operations.

- Expand the range of images available that support the hero experiences of the region including the development of a centralised area for operators and consumers to post high quality collateral (Action 1.1)
- Develop a list of conservation volunteering opportunities and distribute it to key partners for marketing and promotion in order to encourage more visitors to actively participate in making the GSWE a leader in conservation tourism in Australia. This may include links with existing programs such as Working Holiday Makers visa scheme and the WWOOF (Willing Workers on Organic Farms) program. (Action 1.2)
- Celebrate local gourmet food and wine as a part of every experience through the development of a 100 Mile Menu recognition style program (Locavore) or similar ‘Foodies Trail’ (Action 1.3)
- Development of a Geotourism cache – a place for geo-savvy visitors to share stories, videos, and images. (Action 1.4)
- Encourage consumers and professional bloggers to become landscape ambassadors and to share their stories and hero experiences via social media. (Action 1.5)

- Appoint a number of globally recognised ambassadors, including a ‘GSWE Spokesperson’. (Action 1.7)
- Work with a range of niche product and marketing channels to encourage greater awareness of the GSWE as a destination that offers the best of Australia’s adventure experiences (bike trails, climbing trees, surf breaks), gourmet (food, wine, locavore), and geotourism (geology, archaeology and biodiversity), birdwatching, wildflowers, whales and dolphins (Action 1.8)
- Implement a Cruise Strategy with itineraries and port development requirements for larger vessels (Action 1.10)

Priority Project #4: Infrastructure Development: Identifying key infrastructure projects that will enable the region to deliver the iconic moments that will set the Great South West Edge National Landscape apart from its competitors and which will be of appeal to modern consumers, including the international experience seeker market.

- Lobby for mobile phone coverage upgrades supported by a touring Smartphone App to fill gaps. (Action 2.7)
9. EXPERIENCES BY REGION

9.1 CELEBRATING REGIONAL DIFFERENCES

When considering the GSWE as a series of destinations linked within a journey, the following ‘regionally iconic’ products and experiences have been identified. These experiences have been linked to the product and package gaps in each region (outlined on the following pages).

<table>
<thead>
<tr>
<th>Geographe Bay and Margaret River Region</th>
<th>Blackwood River Valley / Southern Forests Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Sample the finest Australian wines</td>
<td>• Experience life in the canopy</td>
</tr>
<tr>
<td>• Dive one of the longest jetties</td>
<td>• The best Mountain bike track in Australia</td>
</tr>
<tr>
<td>• Learn to surf on a famous beach</td>
<td>• Australia’s smallest lighthouse (Windy Harbour)</td>
</tr>
<tr>
<td>• Get up close with a dolphin and stingray</td>
<td>• Climb one of the tallest trees in Australia</td>
</tr>
<tr>
<td>• Explore the youngest caves in the world</td>
<td>• Canoeing the quiet rivers</td>
</tr>
<tr>
<td>• Dive the wrecks, reefs and Australia’s deepest man-made lakes</td>
<td>• See an ancient sand dune moving from sea to forest</td>
</tr>
<tr>
<td>• Enjoy spectacular wildflowers (Aug – Oct)</td>
<td>• Follow the world’s longest cycling and walking trails (Bibbulmun Track or Munda Biddi Trail)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Great Southern Region</th>
<th>Hopetoun, Esperance, and Cape LeGrand Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>• See a whale up close and feel its breath</td>
<td>• See the kangaroos as you walk or drive on whitest beach in Australia</td>
</tr>
<tr>
<td>• Dive the wrecks in Albany</td>
<td>• Dive the Recherché Archipelago</td>
</tr>
<tr>
<td>• See the ancient Stirling Ranges and enjoy the unique flora and fauna,</td>
<td>• Meet a sea lion</td>
</tr>
<tr>
<td>• Find the oldest fossils of complex life on earth in the one of the oldest forests in the world</td>
<td>• Enjoy spectacular wildflowers (Aug – Oct)</td>
</tr>
<tr>
<td>• Follow the world’s longest cycling and walking trails (Bibbulmun Track or Munda Biddi Trail)</td>
<td>• Camp out under the stars</td>
</tr>
<tr>
<td>• Enjoy spectacular wildflowers (Aug – Oct)</td>
<td>• Visit the Fitzgerald River National Park</td>
</tr>
<tr>
<td>• Sample the finest Australian wines</td>
<td></td>
</tr>
</tbody>
</table>
9.2 UNDERSTANDING WHAT WE HAVE TO OFFER

To explore the regional product, packaging and infrastructure needs, the maps on the following pages to showcase the range of products already available to consumers in the GSWE through a selection of trade and consumer brochures (Figure 9). Although not an exhaustive product list or range of brochures for each region, it endeavours to include products that are currently available in mainstream packages as a guide.

**Figure 9: Sample region map**

These products have been sourced from a variety of print and online product guides and brochures, (including Sunlover Holidays and Travelpoint Holidays) and provides an example of the product available within the region.

In addition to these product listings, suggested product and infrastructure gaps which have been drawn from the EDS have been overlayed. A detailed legend description of the various map components is listed below.

<table>
<thead>
<tr>
<th>Icon</th>
<th>Item</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>●</td>
<td>Natural Experiences</td>
<td>Any product that involves a natural encounter/experience (e.g. wildlife, caves) or takes place in a natural setting (e.g. National Park).</td>
</tr>
<tr>
<td>●</td>
<td>Attractions</td>
<td>Purpose built visitor attractions with an entry fee (e.g. museums, etc.).</td>
</tr>
<tr>
<td>●</td>
<td>Accommodation</td>
<td>Those accommodation providers in a wholesale / retail program (incl. lodge, motel).</td>
</tr>
<tr>
<td>●</td>
<td>Transport/Tours</td>
<td>A pre-organised offering that allows visitors to visit various places of interest in one viewing session and/or includes a way to get around (e.g. Scooter Hire, Dive Tour).</td>
</tr>
<tr>
<td>●</td>
<td>Product Gaps</td>
<td>Products that are in-demand but currently not offered or need to be expanded to meet the demand standards.</td>
</tr>
<tr>
<td>●</td>
<td>Infrastructure Gaps</td>
<td>Essential infrastructure required to maximise product delivery (i.e. sealing of roads).</td>
</tr>
<tr>
<td>N</td>
<td>Products</td>
<td>Non-commissionable products.</td>
</tr>
</tbody>
</table>
**9.3 GEOGRAPHE BAY MARGARET RIVER REGION**

The Geographe Bay Margaret River region is one of Australia’s premier wine regions and includes the areas of Bunbury, Busselton Yallingup and Augusta. This Mediterranean maritime climate boasts spectacular seasonal scenery, beautiful vineyards and a must-see coastline that holds some of Western Australia’s best surf and beaches.

**Iconic Experiences**

- Experience the best the region has to offer with a guided winery, gallery and brewery tour
- Enjoy a gourmet lunch and an informative talk by a local wine guide
- Challenge yourself as you follow one of the great distance walking trails
- Dive one of the longest jetties in Australia full of vibrant coral and fish
- Climb Augusta’s famous Lighthouse and see where the Indian and Southern Oceans meet
- Go on a guided sunset canoe tour and have canapés and drink as the sun descends over the water
- Take an awe-inspiring tour through a cave
- Swim with a dolphin
- Get up close with a stingray at Hamelin Bay
- Swim with the wild dolphins in Koombana Bay in Bunbury

**Iconic Products**

- Cape to Cape walk
- 100+ wineries
- River tours
- Wardan Centre
- Yallingup / Margaret River surfing
- Lake, Jewel, Mammoth caves
- Wildlife Sunset Tours
- Tuart Forest Park (Western Ringtail Possum)
- Lake Kepwari (one of the deepest recreational lakes in the South West)
- Bunbury Dolphin Discovery Centre
Sunlover / Travel point:
• **2 day** Margaret River - Accommodation, Mammoth Cave tour, and Wine Tasting Tour and visits to Leeuwin Lighthouse, Busselton Jetty.
• **3 day** Margaret River and Tree Top - Accommodation, Mammoth Cave tour, Wilderness Cruise, Tree Tops Walk and guided tour to the Gloucester tree, Beedalup Falls, Cape Leeuwin Lighthouse, Busselton Jetty, wineries and Yallingup Shearing Shed.
• **10 day** South West Explorer – in this region explore Jewel Cave and the Cape Leeuwin Lighthouse.

RAC:
• **8 Day** Margaret River, Esperance, Goldfields & Wave Rock self drive.

Kuoni (UK):
• **5 Nights** South West self drive – Car hire, Dolphin EcoCruise & Discovery Centre, 2 nights Margaret River (caves, beaches, wineries).

Travelbag:
• **7 day** Margaret River & South West Self Drive – Car hire, accommodation, Dolphin Discovery Centre, Busselton Jetty, vineyards, beaches, caves, Cape Leeuwin lighthouse, Karri Valley Resort, Whale World, whale watching, and Stirling Range NP.

Skywest:
• **2, 4 or 7 night** Busselton-Margaret River – flights and accommodation packages for Dunsborough, Margaret River, Geographe Bay, Yallingup, Busselton and Bunbury

Tourism Western Australia:
• **2 day** Perth to Dunsborough – Cape Naturaliste Lighthouse tour, Cape to Cape walk lookout, Bunker Bay, dolphins at Sugarloaf Rock, swimming at Eagle Bay, shopping in Dunsborough and overnight. Ngilgi Cave, Canal Rocks, wineries.
• **2 day** Swim with Dolphins – swim with Rockingham Dolphins, Mandurah overnight, Dolphin Discovery Centre, Checkerboard lighthouse, historic railway station, waterside cafes.
• **5 day** Perth to Margaret River – food, wine, boutique accommodation,
• **8 day** Perth to Margaret River surfing tour

Geographe Bay Tourism Association:
• **3 day** Get Back to Nature (Cape Naturaliste, Yallingup, Margaret River)
• **3 day** Family Fun (Koombana Bay, Busselton, Farm tour)
• **3 day** Gourmet getaway (Margaret River, Dunsborough)
• **3 day** On a Budget (Busselton biking, town markets, Tuart Forest)
• **3 day** Romantic Escape (Busselton, Dunsborough, Yallingup)

Plus Summer, Autumn, Winter and Spring breaks and Capes Self Drive (Busselton to Augusta loop road)
9.3 GEOGRAPHE BAY MARGARET RIVER REGION – SAMPLE LIST OF PRODUCTS AND EXPERIENCES

Natural Experience
1. Cycle Around the Bay (N)
2. Tuart Forest
3. Golden Valley Tree Park
4. Lake Kepwari (N)
5. Bibbulmun Track (N)

Attraction
6. Busselton Jetty
7. Amberland Inflatable Park
8. Busselton Drive-In Outdoor Cinema (N)
9. Dolphin Discovery Centre
10. Balingup Lavender Farm (N)

Accommodation
11. Mandalay Holiday Resort & Tourist Park
12. Amalfi Resort
13. Hope Gardens House
14. Gale Street Motel and Villas
15. Grand Mercure Busselton Apartments
16. Abbey Beach Resort
17. Forte Cape View Apartments
18. Martin Fields Beach Retreat
19. Quest Bunbury Serviced Apartments
20. Lighthouse Beach Resort
21. Quality Hotel Lord Forest
22. Mantra Bunbury Hotel
23. All Seasons Sanctuary Golf Resort

Tours or Transport
24. Segway West
25. Cellar d’Or Tours
26. South Western Charter Vehicles
27. Legend Charters
28. Southern Skydivers
29. Sea Life Charters – Karma IV
30. South West Coach Lines

Specific Product Opportunities
1. Busselton Wetlands Observatory
2. Artificial Reef Experience

Infrastructure Gaps
3. Busselton Airport Development and Route Development Strategy
4. Masterplan and Development of the New Dolphin Discovery Centre

Listed are products which pay a commission and participate in a domestic or international marketing program with a wholesaler. This is not an exhaustive list of tourism product in the region.
9.3 GEOGRAPHE BAY MARGARET RIVER REGION – SAMPLE LIST OF PRODUCTS AND EXPERIENCES

Natural Experience
1. Ngilgi Cave
2. Cape Naturaliste Lighthouse
3. Swimming at Eagle Rock (N)
4. Dolphins at Sugar Loaf Rock (N)
5. Boranup Forest
6. Lake Caves (N)
7. Cape Leeuwin Lighthouse (N)

Attraction
8. Yallingup Surf School
9. Wonky Windmill Farm and Eco Park
10. Country Life Farm
11. Yallingup Shearing Sheds (N)
12. Wise Winery
13. Wardan Aboriginal Cultural Centre (N)
14. Fonti Farm Cheese Factory (N)
15. The Margaret River Chocolate Company (N)
16. Casse Felix Wines (N)
17. Sandalford Wines (N)
18. Bootleg Brewery (N)
19. Margaret River Providores (N)
20. Margaret River Fudge Factory (N)
21. A’Maze’N (N)
22. Cape Lavender (N)
23. Australis Margaret River (N)
24. Leeuwin Estate (N)
25. CaveWorks Eco Interpretative Centre (N)
26. Lake Cave Tearooms (N)

Accommodation
27. Bay Village Resort
28. Dunsborough Cottages
29. Dunsborough Central Motel
30. Wyndham Resort and Spa
31. Quay West Resort Bunker Bay
32. Bayshore Beachside Resort
33. Chandeliers on Abbey
34. Seashells Resort Yallingup
35. Windmills Break
36. Smiths Beach Resort
37. Yallingup Forest Resort
38. Cape Lodge
39. Merrribrook Retreat
40. Craythorne Country House
41. Margaret’s Forest Apartments
42. Rosewood Guesthouse
43. Darby Park Serviced Apartments
44. Forte Leeuwin Apartments
45. Margarets Beach Resort
46. Australia Margaret River
47. Comfort Inn Grange on Farrelly

Tours or Transport
48. Cape Dive, Our Shop
49. The Vroom Room Scooter Hire
50. HeliSpects Margaret River
51. Voyager Estate Tours
52. Bushtucker River & Wine Tours
53. Az U Like It Tours
54. The Chauffer Bus

Specific Product Opportunities
1. Great Wine/Gourmet Area
2. Hydrophone Installation

Infrastructure Gaps
3. Sealing of Mowen Road Linking Margaret River, Nannup and the Blackwood River Valley

Listed are products which pay a commission and participate in a domestic or international marketing program with a wholesaler. This is not an exhaustive list of tourism product in the region.
9.3 Geographe Bay Margaret River Region – Package and Infrastructure Gaps

Package Opportunities

- **5 day** boutique beach break with options of 2 locations e.g. Smiths, Indijup, Caves House, or beach cottages with a view of the beach (Action 4.22).
- **5 day** wildlife adventures Dolphin Discovery, Wildlife Park, Guided Bird Walk, Whale lookout (Actions 4.4).
- **7 day** Geo tour – caving, rock climbing, bike tour through coastal sites, supported by microsite / App (Action 4.6).
- **2 week** Voluntourism itinerary with Dolphin Discovery packaged accommodation and day tours and work on an archaeological dig site (Action 4.5).

Supporting the Journey

- Create a **Gourmet App** with vineyards, food and in nature experiences that let you ‘tick them off’ and send it to others (Actions 3.3, 4.18).
- **Wild Events Calendar** – wildflower guide, best wildlife spotting times (Actions 3,7).
- Create a Regional Produce and Geotourism Centre of Excellence / Education Centre supported by an education and Voluntourism coordinator (Action 4.20).
- Work with **Cruise itinerary planners** to explore options for cruise itineraries incorporating the regions product (esp. wildlife) (Action 1.11).
- Investigate opportunities to develop new cooking schools / cheese making workshops (Action 4.21)

Product Opportunities

- Prepare a Masterplan for the expansion of the **Dolphin Discovery Centre** as a key attraction (Action 2.14).
- Undertake a site review to find a suitable site for a hydrophone for listening to the whales (Action 4.13).
- Develop the Megafauna Centre at Mammoth Cave near Margaret River to interpret the Megafauna that used to roam the area thousands of years ago. (Action 2.15)
- Lighthouse reddevelopments at Cape Leeuwin and Cape Naturaliste - upgrade facilities including interpretative signs, boardwalks, cafes (Action 2.16)
- Undertake a review of planning guidelines in a **coastal camping and accommodation strategy** to encourage new on water accommodation options to support a ‘Best Beaches’ campaign (Action 4.22).
- Encourage the development of **new adventure experiences** in nature including events, caving, rock climbing / abseiling, surf schools, etc.
- Develop spur routes off the Munda Biddi track for **downhill mountain bike adventures** (Action 4.30).
- Encourage **new Aboriginal experiences** through mentoring (by WAITOC) and exposure to interstate products and experiences (e.g. NT) (Action 3.13).
- Ngilgi Cave – upgrade facilities and develop a Nature Park at Ngilgi Cave near Yallingup. New visitor facilities, cafe, interpretation and adventure activities such as rope courses and zipline (Action 2.17).
- Develop a mountain bike trail hub (and investigate the potential for a ride event) in Collie (Action 2.23, 2.24).
- Develop major **event opportunities around mountain bikes, climbing trees and canoeing** (Action 4.1)

Infrastructure Gaps

- **Busseton Airport development** and Route Development Strategy (including gap analysis) (Action 2.8).
- Upgrade the infrastructure at the **Busseton Wetlands** to include a bird hide and boardwalk (Action 4.16).
- **Signage Review and Recommendations** needed including the need for more supporting signage for tourist drives (reassurance signage), attractions, and services and a possible tourist drive (Action 2.6).
- Develop a marked (signed) **Great Wine / Gourmet tourist drive** around the Margaret River Region taking in the main precincts and key natural sites (Actions 2.6, 4.18, 2.9).
- Continued development of **passing lanes on key roads** (e.g. Manjimup) (Action 2.9).
- **Sealing of the Mowen Road** linking Margaret River and Nannup and the Blackwood River Valley (Action 2.9).
- Create an **artificial dive experience** in Geographe Bay to encourage novice dive and snorkelling experiences, this requires an initial site survey and market demand assessment (Action 4.15).
- Development of dive packages for the wrecks and Lake Kepwari (Action 4.31)
The Southern Forests region is a rich, clean landscape that includes the areas of Manjimup, Pemberton and Walpole. The region offers spectacular forests that date back 300 years, over 1,500 species of flowering native plants and a variety of impressive local produce.

**Iconic Experiences**
- Be adventurous and try some local bush tucker
- Cycle through an undeveloped natural corridor as you discover one of National Geographic’s top ten tracks
- Stroll in a canopy of ancient trees 40m above the forest floor
- Climb one of the tallest trees in Australia
- Take some time to stop and smell the wildflowers
- Indulge yourself with a range of local produce
- Learn some of the skills of art glass and how sheets of glass are transformed into art
- Wander through the shade of ancient forests, discover fossils underfoot, see a rainbow of famous wildflowers
- Visit the largest land-locked sand dune system in the Southern Hemisphere
- Get up close to a red-tailed black cockatoo or Western Ground Parrot
- Canoeing the longest river in the region

**Iconic Products**
- Munda Biddi Trail (under construction)
- Wildflowers
- Ballingup Glass Workshops
- Karri, Marri, Tingle trees
- Land-based whale watching
- Yeagarup Dunes
- RAMSAR wetlands
- D’Entrecasteaux NP
- Bibbulmun Track
- Mt Frankland Boardwalk
- Blackwood River

**Existing Packages/Tours/Itineraries**

**Sunlover Holidays:**
- **10 day** South West Explorer – in this region explore Valley of the Giants

**Kuoni (UK):**
- **5 Nights** South West Self drive – Car hire, 2 nights Margaret River, Pemberton overnight, Surfers Point, Tree Tops, Albany two nights, the Gap, whale watching.

**Travelbag:**
- **7 day** Margaret River & South West Self Drive – Car hire, accommodation, beaches, caves, Cape Leeuwin lighthouse, and Karri Valley Resort.

**Tourism Western Australia:**
- **5 day** Perth to Albany Self Drive – Pinjarra, Bridgetown, Blackwood River, overnight Bridgetown, Pemberton, Gloucester Tree, stargazing overnight Pemberton, Walpole, Denmark, Valley of the Giants, William Bay, Greens Pool, overnight Denmark
9.4 BLACKWOOD VALLEY SOUTHERN FORESTS REGION – SAMPLE LIST OF PRODUCTS AND EXPERIENCES

**Natural Experience**
1. Beedalup Falls
2. Gloucester National Park
3. Frankland Rivers

**Attraction**
4. Valley of the Giants

**Accommodation**
5. Karri Valley Resort
6. Forest Lodge Resort
7. Gloucester Motel Walpole
8. Stonebarn
8. Tree Top Walk Motel
9. Walpole Lodge
10. Walpole Bayside Villas
11. Wilderness Resort

**Specific Product Opportunities**
1. Forest Zipline at Wharncliff

**Infrastructure Gaps**
2. Point D’Entrecasteaux Education Camp Opportunity
3. Continued Development of Passing Lanes on Key Roads (e.g. Manjimup)

**Attraction**
4. Valley of the Giants

**Accommodation**
5. Karri Valley Resort
6. Forest Lodge Resort
7. Gloucester Motel Walpole
8. Stonebarn
8. Tree Top Walk Motel
9. Walpole Lodge
10. Walpole Bayside Villas
11. Wilderness Resort

**Tours and Transport**
13. Guided Tour of Gloucester Tree
14. Pemberton Discovery Tours
15. Donnelly River Cruise
16. WOW Wilderness Cruise

Listed are products which pay a commission and participate in a domestic or international marketing program with a wholesaler. This is not an exhaustive list of tourism product in the region.
9.4 BLACKWOOD VALLEY SOUTHERN FORESTS REGION – PACKAGE AND INFRASTRUCTURE GAPS

**Package Opportunities**

- **5 day** eco-education tours for Perth-based study tourism visitors via Margaret River caves (Action 4.3)
- **2 week** Voluntourism itinerary with Parks and WOW Cruises (Action 4.5).

**Infrastructure Gaps**

- Continued development of **passing lanes on key roads** (e.g. Manjimup) (Action 2.9).
- Secure a site and develop an investment prospectus for a **Point D’Etrecasteaux education camp** (Action 4.25).
- Install **free WiFi at Visitor Centres** and attractions to support a digital visitor services strategy (Action 4.29).

**Product Opportunities**

- Support a feasibility study and site selection study for a new **Forest Zipline** at Wharncliffe (Action 2.11).
- Prepare a business case and cost model for a **new upper viewing platform or forest elevator** for the Tree Top Walk (Action 4.14).
- Work with **Cruise Itinerary planners** to create new tour product packaging and selling program for the region e.g. a Meet the Quokkas dinner at the Tree Top Walk (Action 4.12)
- Identify suitable sites for **sand and dune boarding** in partnership with tourism enterprises to deliver sustainable adventure experiences that have a strong educational component (Action 4.26)

- Create an **Education tourism package and program coordinators kit** linking existing education experiences in the region (Action 2.5).
- Develop the **Wild Over Walpole (WOW) Walking Trail** near Walpole (Action 2.21)
- Develop a **mountain bike trail hub** (and investigate the potential for a bike ride event) in Pemberton (Action 2.23, 2.24)

**Supporting the Journey**

- Encourage the establishment of **Air cruising product** to see the forest and the coast from the air, initially linked to major events with a view to creating a year round experience (Action 4.24).
9.5 GREAT SOUTHERN REGION

The Albany region is seeping in history and is composed of Albany, Denmark, Bremer Bay areas and the ancient Stirling Range. An iconic ANZAC location, spectacular deep water harbour and bay of islands, azure water, whale watching fleet and a significant regional service hub supporting a range of attractions, events, restaurants and accommodation styles.

Iconic Experiences
• Stand on the southern-most point of WA at West Cape Howe National Park
• Climb the tallest peak in the south west and experience the only alpine flora in WA (Bluff Knoll in Stirling Range)
• Hang over the edge of Castle Rock looking out over the plains to the southern ocean (Granite Skywalk, Porongurups)
• Cycle through the heart of the wilderness on the Munda Biddi Trail
• Experience the only coastal sections of the Bibbulmun Track, WA’s longest hiking trail

Iconic Products
• National Trust homes
• Ancient Empire Walk
• Valley of the Giants / Tree Top Walk
• The Gap (Torndirrup NP), Natural Bridge

• Mt Clarence War Memorial and Fortress on Mt Adelaide
• Dive sites
• Whaleworld
• Castle Rock suspended walkway and climbing platform
• Wildflower tours
• Greens Pool and Elephant Rocks
• Bluff Knoll
• West Cape Howe

Existing Packages/Tours/Itineraries

Sunlover Holidays:
• 10 day South West Explorer – in this region visit Whale World, Torndirrup NP and accommodation (Albany)

Kuoni (UK):
• 5 Nights South West Self drive – Car hire, 2 nights Margaret River, Pemberton overnight, Albany two nights, the Gap, whale watching.

Travelbag:
• 7 day Margaret River & South West Self Drive – Car hire, accommodation, Whale World, whale watching, and Stirling Range NP.

Trailfinders:
• 7 day Margaret River & Albany Self Drive – Car hire, accommodation, Dolphin Discovery, caves, wineries, Nannup for canoeing or trout fishing, Gloucester Tree, Valley of the Giants, Bibbulmun Track, Stirling Ranges National Park and Kodja Place in Kojonup Aboriginal experience.

Skywest:
• 2, 3, 7 nights Albany – flights and accommodation packages for Albany, Denmark and Walpole
9.5 GREAT SOUTHERN REGION – SAMPLE LIST OF PRODUCTS AND EXPERIENCES

**Natural Experience**
1. William Bay National Park
2. Greens Pool (N)
3. West Cape Howe National Park
4. Stirling Range National Park
5. Porongurup Ranges
6. Princess Royal Harbour (N)
7. King George Sound (N)
8. Torndirrup National Park
9. Bibbulmun Track
10. Munda Biddi Trail

**Attraction**
11. Whale World
12. HMAS Perth Dive Wreck
13. Valley of Giants Tree Top Walk
14. Taste Great Southern Food and Wine Festival

**Accommodation**
15. William Bay Country Cottages
16. Denmark Waterfront
17. Denmark Rivermouth Caravan Park
18. Pelicans at Denmark
19. Aiyana Retreat
20. The Koorabup Motel
21. All Seasons Albany
22. Beach House at Bayside
23. Emu Point Motel
24. Ace Motor Inn
25. Amity Motor Inn
26. Albany Havana Villas
27. The Rocks Albany
28. Torbay Sea View Holiday Apartments
29. Balneaire Seaside Resort
30. Flinders Park Lodge
31. Albany View St Lodge B&B Art Studio
32. Comfort Inn Albany
33. Dolphin Lodge
34. Maitraya Luxury Private Retreat
35. Karribank Country Retreat
36. Nutkin Lodge
37. Che Sara Sara
38. Karma Chalet and Karisma Spa
39. Stirling Range Retreat

**Tours and Transport**
40. Out of Sight Tours
41. Wilderness Getaways
42. Equine Discovery Tours
43. Albany Whale Tours
44. Albany Ocean Adventures
45. Kalgan Queen Cruise
46. Skywest
47. TransWA Coaches

**Specific Product Opportunities**
1. Hydrophone at Point Ann

**Infrastructure Gaps**
2. Stage One – Kinjarling Trail Albany
3. New Upper Viewing Platform or Forest Elevator for the Tree Top Walk

Listed are products which pay a commission and participate in a domestic or international marketing program with a wholesaler. This is not an exhaustive list of tourism product in the region.
9.5 GREAT SOUTHERN REGION – PACKAGE AND INFRASTRUCTURE GAPS

Package Opportunities

- **3 and 5 day** Albany and Esperance Air Charters using local airstrips and a partner (SkyTrans, Bill Peach, etc.) to offer seasonal touring (Action 4.11).
- **Anzac Day 2015** packages – that could then become an annual pilgrimage to Albany (Action 4.2).
- **2,3 and 5 night Fishing Tour Packages** around special events e.g. running of the salmon with accommodation and fishing charter / boat hire (Action 4.10).
- **Britz/Maui partnership** to push existing itineraries in their in-car magazine (Action 1.9)
- **Value-added cruise passenger experiences** at Tree Top Walk – guided walks, dine with a Quokka, gourmet experiences and potentially use of the new viewing platform or forest elevator (Action 4.12).

Product Opportunities

- Develop the **ANZAC Interpretation Centre** in Albany (Action 2.20)
- Undertake a **site suitability and feasibility study into installing a hydrophone at Point Ann** to listen to the whales and their calves (Action 4.13).
- Following the development of a coastal camping and accommodation strategy, prepare an **investment prospectus** for a range of remote coastal accommodation experiences in natural settings and parks in this region (Action 4.23).
- Creation of a **GeoPark in Albany** in partnership with local conservation groups (Action 4.17)

- **Fitzgerald River NP tours** (Action 2.13)
- Heritage Trail/MBTF Loop in Denmark to create a 5 day bike touring loop using Munda Biddi Trail and Denmark-Nornalup Heritage Rail Trail. (Action 2.22).
9.6 HOPETOUN, ESPERANCE & CAPE LE GRAND REGION

The Esperance and Cape Arid region is a place to get away and relax. It includes the areas of Esperance, Hopetoun and Ravensthorpe and is rich in Aboriginal culture, with the Noongar people as its first known inhabitants. This region is famous for having the whitest beaches in the country and are stunning and pristine.

**Iconic Experiences**

- Explore a timeless land as local guides share their knowledge and experiences
- Look out in awe at the stars in the night sky from the comfort of your campsite
- Immerse yourself in culture as you explore *Kepa Kurl* with an Aboriginal guide
- Be adventurous and get lost in the wilderness in a 4WD or drive on a squeaky white beach
- Enjoy a swim at ‘Australia’s Whitest Beach’
- Hang out with a group of kangaroos on the beach while watching dolphins and whales play offshore
- Climb aboard a cruise boat and see wildlife up-close
- Cruise around the Recherche Archipelago with over 105 islands to view and discover the local wildlife
- Pack a fishing rod and try your hand at some of the best fishing in Australia
- Visit one of the only two places along the Australian coast where Southern Right Whales come to calve during their winter migration
- Take in the biodiversity of the Fitzgerald River National Park along a number of day and overnight wilderness walking trails.

**Iconic Products**

- Dive the Recherche Archipelago
- Whitest Beaches in Australia
- Woody Island Eco Stay Accommodation
- 4WD on the beach
- Hamersley Dunes
- Great Ocean Drive
- Fishing tours
- Cape Arid NP
- Cape Le Grand NP (Lucky Bay)
- Fitzgerald River National Park
- Stonehenge
9.6 HOPETOUN, ESPERANCE & CAPE LE GRAND REGION

Existing Packages / Tours /Itineraries

• Cape Le Grand Adventure Tour (inc. sandboarding, swimming and in-vehicle rock climb)
• Madoowernup (Cape Le Grand) Tour (inc. boomerand throwing, Aboriginal guide)
• Half Day Bay of Isles Cruise (inc. wildlife spotting, visit to Woody Island, snorkel and fish)
• Great Ocean Drive 2 hour tour

Sunlover Holidays:

• **10 day** South West Explorer – in this region explore Twilight Bay and Pink Lake, wildflower guide of Stirling Ranges, Bluff Knoll and accommodation (Albany)

Tourism Western Australia:

• **5 day** Perth to Esperance
• drive to Esperance via Albany or Hyden,
• Great Ocean Drive, Pink Lake, Lake Warden Wetlands, wildflowers Peak Charles NP
• Cape Le Grand, Lucky Bay, Cape Arid
• Recherche Archipelago, Woody Island, dive Sanko Shipwreck
• Return the alternative loop

Skywest:

• **2, 3, 7 nights** Esperance – flights and accommodation packages for Esperance
9.6 HOPETOUN, ESPERANCE & CAPE LE GRAND REGION – SAMPLE LIST OF PRODUCTS AND EXPERIENCES

**Natural Experience**
1. Fitzgerald River National Park – 1,800 Wildflowers
2. Hammersley Dunes (N)
3. Dolphins at Starvation Bay (N)
4. Stokes National Park
5. Recherche Archipelago
6. Peak Charles National Park
7. Tanker Jetty – Sea Lions (N)
8. Sand Boarding
9. 4WD Driving on the Beach (N)
10. Pink Lake (N)
11. Kangaroos on the Beach (N)
12. Woody Island – Bushwalking (N)
13. Cape Le Grand National Park

**Attraction**
14. Southern Discovery Centre (N)

**Accommodation**
15. Comfort Inn Bay of Isles
16. Esperance B&B by the Sea
17. Best Western Hospitality Inn
18. The Jetty Resort & Spa
19. The Doo Drop Inn
20. Woody Island Eco Stay Accommodation

**Tours or Transport**
21. Kepa-Kurl Eco-Cultural Discovery Tours
22. Esperance Island Cruises
23. Avis Car

**Specific Product Opportunities**
1. Cape Le Grand Eco Accommodation

**Infrastructure Gaps**
2. Quad Bike/Off-Road Bike Trail Development (Ravensthorpe and Hopetoun Area)
3. Prepare a feasibility study and site selection for the potential development of the Kepa Kurl discovery centre interpreting the rich aboriginal culture and potential training centre for guides and rangers.

Listed are products which pay a commission and participate in a domestic or international marketing program with a wholesaler. This is not an exhaustive list of tourism product in the region.
9.6 HopeToun, Esperance & Cape le Grand Region – Package and Infrastructure Gaps

Package Opportunities

- **3 and 5 day** Albany and Esperance Air Charters using local airstrips and a partner (SkyTrans, Bill Peach, etc.) to offer seasonal touring (Action 4.11).
- **Adventure packages** with quad bike hire and trails for day and overnight journeys (Action 4.8).
- **4WD touring loops and routes** to promote through the clubs (Action 3.4).
- Voluntourism Opportunities (Actions 1.2, 2.3, 3.12)

Product Opportunities

- Approvals process for **Cape Le Grande Nature bank site** to be completed and prospectus for potential developers and investors to be advertised (Action 2.12).
- Marketing of Esperance as the entry point into WA and the **South West Edge Drive as an alternative route to Perth** (Action 1.6).
- Coastal Camping Strategy (Action 4.22)
- Wildflower Events Calendar (Actions 3.5, 3.7)
- 4wd Loops and Routes (Action 3.4)
- Creation of an Aboriginal Guide School in a manner that fosters the involvement and participation of traditional owners (Action 4.19)
- **Biodiversity Discovery Centre** – investigate the potential for a Discovery Centre to interpret the biodiversity of the GSWE landscape (Action 2.18)
- Implement a **Great Rides program** with new ride from Esperance to Fitzgerald (Action 4.9)

Infrastructure Gaps

- Prepare a feasibility study and site selection for the potential development of the Kepa Kurl discovery centre interpreting the rich aboriginal culture and potential training centre for guides and rangers (Action 2.25, 4.28).
- Signage Review and Recommendations needed including the need for more **supporting signage for tourist drives** (reassurance signage), attractions, and services (Action 2.6).
- Prepare a **Quad bike / off-road bike trail development plan** for the Ravensthorpe, Hopetoun area (Action 4.27).
- Develop **Drive Trails** at Ravensthorpe linking to the Fitzgerald River National Park (Action 2.19)
- Sealing of **Parmango Road**, Balladonia to Esperance (Action 2.10)
- Prepare a route development plan for the further development of the **Great Ocean Drive** (café, lookouts, toilets) in Esperance (Action 1.6).
- Develop tourism facilities at Fitzgerald River National Park (Action 2.13)