

Frequently Asked Questions

What is the purpose of the Tourism Destination Management Plans (TDMPs) and Regional Tourism Development Strategies (RTDS) documents?

The purpose of the TDMPs/RTDS documents is to help guide tourism investment and increase supply, demand and capability for tourism over the next ten years. They identify key strategic actions and projects that will grow the regions' visitor economy and improve the visitor experience.

The TDMPs are aligned with the five Regional Tourism Organisation boundaries, and the RTDSs focus on the nine Regional Development Commission areas, and includes the Perth Metropolitan area.

Why have these documents been developed?

Strategic planning for tourism at a regional level in Western Australia hasn't been undertaken for 15 years. The TDMPs provide the private sector with a reference point to support their project's approvals and/or funding applications while also providing all levels of government with a source document to help inform decision making and investment to grow the visitor economy in a planned and collaborative way

The TDMPs/RTDS documents have been developed by Tourism WA in partnership with the relevant Regional Tourism Organisations and with valuable insights provided by the Regional Development Commissions, to strategically align tourism priorities across government and within the tourism industry.

How were the priorities and actions identified?

Underpinning the five high level TDMPs, are ten Regional Tourism Development Strategies (for each of the Government regions) which include sub-regional actions that are designed to guide tourism outcomes at a local level. While many projects and opportunities were identified during the broader engagement process and are listed in the RTDS, the TDMPs prioritise initiatives that are more likely to drive inbound visitation. These priorities were tested with key stakeholders and measured alongside industry research and tourism trends, ensuring that they align with each region's visions and objectives for the next ten years.

How can the local tourism industry practically use these documents?

The TDMPs/RTDS documents identify the tourism investment, development and capacity building priorities for regional areas. They can be used to:

- Support funding requests from external sources and guide tourism outcomes;
- Identify opportunities for partnerships with stakeholders, to coordinate business capacity/capability, marketing and development opportunities; and
- Help define tourism priorities at local levels to assist Local Governments and Local Tourism Organisations with strategic planning for tourism and economic development.

How were these documents developed?

The TDMP and RTDS documents have been developed through an extensive stakeholder consultation process, and rigorous analysis and assessment of:

- Each region's visitor economies, attractions and experiences;
- Access to and around the region;
- Regional brand/s and destination marketing;
- Current tourism industry research;
- Global and domestic tourism trends; and
- Tourism projects and investments at a regional and sub-regional level, to understand local drivers of consumer demand.

Who has been consulted as part of the project?

The documents were prepared by Tourism WA in partnership with the Regional Tourism Organisations and with valuable input from Regional Development Commissions.

In developing these documents, an extensive stakeholder consultation process was conducted across the public and private sectors. This comprised of 105 face-to-face engagements (which included group workshops and 1:1 meetings), supported by online stakeholder surveys and virtual workshops.

Overall, 655 stakeholders were engaged for their contributions to the project. The process engaged 152 agencies across State and Local Government, 44 tourism organisations, 339 tourism and hospitality enterprises, 16 Aboriginal Corporations and 105 other interested parties, such as local businesses affected by tourism and education providers.

How will the TDMP and RTDS documents be used?

Tourism WA will support and work in partnership with identified stakeholders to progress priorities listed in the documents. However, responsibility for the implementation of these documents is shared between a range of organisations and individuals.

Tourism WA is committed to delivering specific actions within these documents that are aligned with available funding sources and the agency's identified priorities. These include activities around workforce development, Aboriginal tourism, accommodation and attraction development (particularly in/around national parks), business support, destination marketing of the state and event sponsorship.

Will the documents be reviewed?

The documents will be reviewed periodically by Tourism WA to maintain relevance of information and actions. Priorities may be modified during these reviews to adjust to external factors.

In the periodic review process, there may also be the opportunity to add new major tourism projects as required.

Please contact planning@westernaustralia.com if you would like to discuss adding a project to the TDMP and/or RTDS for your region. Suggested projects will be reviewed by Tourism WA to ensure they are providing benefit to the tourism industry (direct or indirect), are deliverable, and align with the established vision and development priorities for the region.



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Is there any funding available to deliver on actions identified in the TDMP and/or RTDS?

Tourism WA is not funded to deliver all the actions in the TDMP and/or RTDS documents.

These documents take a holistic approach in order to encompass a broad range of current projects and tourism aspirations that include a wide range of actions from road sealing to encourage access, to demand-driving communications, to product development and capability building, and many more.

The remit to deliver on projects is not the sole responsibility of one organisation or agency and are often shared among various stakeholders and partners. Steps to their implementation may include activities such as business case development, funding requests, advocacy activity, stakeholder engagement and business support.

However, where an action aligns with available funding sources and Tourism WA's identified priorities (e.g. workforce development, Aboriginal tourism, accommodation and attraction development, business support, destination marketing of the state and event sponsorship), actions will be delivered by Tourism WA under its current initiatives.

Where can I find the strategies and research that are referenced within these documents?

Please use Tourism WA's corporate website (tourism.wa.gov.au) to source strategies and research that is referenced within the TDMP and RTDS documents.

You can also email planning@westernaustralia.com if you are having trouble finding the correct document.

Where can I get more information?

General enquiries can be emailed to planning@westernaustralia.com. The final TDMPs and RTDS documents will be published on Tourism WA's corporate website, tourism.wa.gov.au.

Regional Tourism Organisation contact details:

- Australia's Coral Coast: admin@australiascoralcoast.com
- Australia's Golden Outback: admin@goldenoutback.com
- Australia's North West: admin@australiasnorthwest.com
- Australia's South West: admin@australiassouthwest.com
- Destination Perth: admin@destinationperth.com.au