

MEDIA STATEMENT
March 3rd 2009

Rottnest Island Management Plan

An enriched tourism experience for all

Tourism Council WA has welcomed the release of the draft Rottnest Island Management Plan, saying that the Plan embraces the Western Australian community's expectations of Rottnest Island in a balanced and comprehensive manner.

The Rottnest Island Authority, through the draft Management Plan, will focus for the next 5 years on providing Western Australians and visitors to the State with holiday and recreational services on Rottnest Island including:

- a range of holiday accommodation,
- a variety of nature-based recreational activities, and
- experience of the Island's Aboriginal and other cultural and social heritage,

based on a long-term sustainable approach and in cooperation with the Island's stakeholders.

Tourism Council WA CEO Graham Moss said that "as the gateway to Western Australia Perth needed an iconic tourist attraction to compliment the existing attractions such as Kings Park, the Swan River and Perth's wonderful beaches."

"People love islands and Rottnest Island has the potential to become the iconic tourism attraction that Perth needs as well as continuing to provide for the type of holiday that thousands of West Australians enjoy each year."

He said "the 2009 – 2014 Plan was a natural extension of the previous 5 year plan which has seen major improvements to the facilities and services provided on the Island, including the upgrading of all of the existing accommodation."

"The new plan embraces the whole Rottnest experience including sustainability, aboriginal reconciliation, accommodation, marine recreation and boating facilities, the natural environment and community services."

Development of new accommodation facilities will range from backpackers, camping grounds, eco-style accommodation and hotel with conference facilities.

A Boating Management Strategy will be developed which will see much needed improvement to boating facilities. These include additional mooring sites for larger vessels and a commercial marina in the Army Jetty area, which could include bare boat charter, short term pens, fuel, water and sullage services, and provide the

added bonus of relocating the barge docking area from the already overcrowded main ferry jetty.

The Plan also encompassed the provision of quality visitor experiences based on environmental and heritage values and taking account of visitor needs and sustainable tourism research.

Mr. Moss said that “the plan also focussed heavily on sustainable management in financial, environmental and social areas which was vital in protecting the natural, cultural and social values of Rottnest Island.”

The plan also addressed Aboriginal reconciliation which, given the cultural significance Rottnest Island holds for Aboriginal people, was vitally important in the future management of the Island.

Mr Moss said that “West Australians would benefit from the outcomes proposed in the draft Management Plan and that Rottnest Island would continue to develop as a wonderful holiday experience for all to enjoy.”

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For further information please contact Tourism Council WA CEO Graham Moss on (08) 9416 0700 or 0419 851 140