



tourismcouncil
the voice of tourism western australia

Policy Agenda for Tourism in Western Australia

**Prepared by Tourism Council WA Ltd
in consultation with the tourism industry**

August 2008

INDEX

Background.....	1
Key Issues.....	1
Summary of Policy Recommendations.....	2
Recurrent Industry Funding.....	6
Labour and Skills Shortages	7
Improving Industry Standards	9
Tourism Asset Developments	10
Iconic Tourism Issues	12
Tourism Services	14
Political Issues	17
Tourism Infrastructure	18
Climate Change	20
Conclusion	21

BACKGROUND

Tourism Council Western Australia Ltd is the peak body representing the interests of the tourism industry in WA. In preparing this policy agenda the Council has consulted widely with members, associations and other interested stakeholders.

Tourism Council WA is seeking support for its policy agenda for the WA parliament. The Council has developed a sound working relationship with government and its agencies and intends to continue this process in the future.

The tourism industry contributes to the vibrancy, economic sustainability and growth of Western Australia; is an important export industry; and provides jobs for many thousands of citizens – particularly in remote and regional areas.

This policy agenda is not an exhaustive list of issues confronting the tourism industry. Rather it is the proposed agenda submitted by the tourism industry to best serve the citizens of our state in both metropolitan and non-metropolitan areas for the next several years. The tourism industry is a mature industry facing stiff competition from aggressive global markets and individual businesses are expending considerable resources, in addition to government funding commitments, to improve the competitive position of WA in a global market.

Historically governments have developed sound and successful policy agendas relating to the tourism industry. This paper seeks variously an ongoing commitment to, extension of, or new policy in relation to the critical issues concerning the industry. The paper discusses the relevant and pressing issues confronting the tourism industry in Western Australia and proposes solutions and policy focus to address those issues.

KEY ISSUES

There are several key issues confronting the tourism industry that the Council believes it can receive assistance from the Western Australian state government. These issues are:

1. Recurrent industry funding
2. Labour and skills shortages
3. Improving industry standards
4. Tourism asset development
5. Iconic tourism issues
6. Tourism services
7. Political issues
8. Tourism infrastructure
9. Climate change

A summary of policy recommendations is contained below followed by further detail of the issues.

SUMMARY OF POLICY RECOMMENDATIONS

1. Recurrent industry funding

- i A commitment to ongoing funding of Tourism Western Australia of not less than \$50 million per annum, with additional funding spikes for opportunities of significance.
- ii In order to reinforce the importance of the tourism industry to the state's economy a commitment to appointing a senior Cabinet Minister to the Tourism portfolio.

2. Labour and skills shortages

A Labour Shortage

- i An ongoing government commitment to work with industry to find a new pool of appropriately skilled and motivated employees.
- ii The development of a new policy relaxing restrictions on tourism related working holiday visas, noting that visiting tourists (particularly young people) add to the vibrancy of the industry and are generally located in tourism areas – both in metropolitan and regional areas.
- iii Recognition that there are two streams of labour and skills shortage – career/skilled employees and semi-skilled/transient employees

B Training and Career Path Management

- i A commitment to work with industry to provide innovative solutions to this issue,.
- ii Commitment of government funding to:
 - a Encourage the resolution of specific training issues
 - b Provide more infrastructure to allow the industry to develop relevant programs
 - c Fund research through the appropriate State Training Council.

3. Improving industry standards

- i A long term commitment from government to a partnership approach to improving industry standards by:
 - a Partnering with industry to develop specific projects
 - b Providing in-kind support in web sites and publications
 - c Support for consolidation of Accreditation Programs

4. Tourism asset development

A Tourism Developments

- i The appointment of a "Tourism Development Coordinator", reporting directly to the Premier, similar to the role enjoyed by the resource industry. The Coordinator to facilitate a whole of government approach to tourism developments.
- ii A Review of local government control of development approvals. The Western Australian Planning Commission should be the lead agency for approving tourism "projects of importance".
- iii Leasehold terms of Crown Land for tourism developments to be reflective of commercial return requirements for investors.
- iv A review of government taxation of new developments and strategies to improve attractiveness for developers and investors

- v A real commitment to make Landbank work to achieve original KPI's set by government. For these to be achieved approximately 1 site per month for the next 20 months needs to be released. This should be done to help address the critical shortage of tourism development land.

B Review of Government Land

- i An independent audit and review of government land holdings to determine opportunities to enhance the vibrancy of Western Australia through tourism developments.

C Tourism Development Approvals

- i TWA to motivate, lead and encourage tourism development and developers.
- ii Whole of government assistance to developers to gain approvals in reasonable timeframes for important and key infrastructure developments.
- iii The understanding and appreciation from government that valuable and passionate tourism developers will gradually switch into residential and commercial developments as delays, regulations and restrictions in tourism approvals render the developments unprofitable.
- iv The appointment of a new board member to the TWA board who is currently involved in tourism as a developer and operator.

5. Iconic tourism issues

A. Indigenous Tourism

- i Government support of market readiness activities for indigenous tourism operators.
- ii Government support for training in delivering indigenous experiences
- iii Government focus on resolving native title issues.

B Nature Based Tourism

- i The commitment of all relevant agencies to enhancing nature based tourism opportunities for a wide range of tourists.

C Perth Western Foreshore

- i The commitment from relevant stakeholders to move forward with the implementation of the vision for Perth Western Foreshore.

D Port of Fremantle

- i A review of the commercial operations of the Port of Fremantle with the possibility of relocating those activities and establishing a world class tourism, retail and residential complex in North Fremantle.
- ii A thorough assessment of the North Port Quay proposal

E Events

- i A commitment to delivering a calendar of world class events
- ii Funding set aside for regional events

- F Broome and Exmouth
 - i A commitment to addressing tourism issues in regional development plans
 - ii Fast track of the Northern Task Force agenda
 - iii Improved air connectivity within the state and support for a second international gateway in the northwest at Broome.

6. Tourism services

- A. Accommodation Space
 - i A commitment to improving the development approval process discussed in this paper.
 - ii The establishment of designated sites for caravan parks and affordable holiday opportunities and government rebates to support their ongoing operations.
- B Taxis
 - i Replacement of the current ownership structure for taxi licences by a leasehold structure, with a government buyback of all current issues plates
 - ii Variable and flexible operating lease conditions
 - iii Identification of innovative solutions, such as local government control of taxi licence conditions for local taxi networks
- C Cruise Market
 - i The establishment of a Taskforce to review and recommend a way forward for Western Australia to effectively compete in the cruise sector.
 - ii Investment in additional visits to WA from US Navy battle fleets.
- D Tourism Signage
 - i An audit of all current signage and signage opportunities to enhance their tourism impact
 - ii The adoption of international standards in tourism signage.
- E Retail Trading Hours
 - i The removal of Western Australia's current retail trading hour's laws which are detrimental to the tourism industry by limiting choice, competition and innovation in the retail sector.
 - ii Bipartisan support to overhaul the state's retail trading hours laws at the next election

7. Political issues

- A. Minority Interest Groups
 - i Support from government in seeking an extension of the Trade Practices Act or other relevant legislation to require a greater degree of truth in the activities of minority interest groups

- B Local Government
 - i Support from government in requiring local governments to develop a comprehensive and balanced tourism strategy

8. Tourism infrastructure

- A. Perth Airport
 - i The government taking immediate steps to improve road access to the terminals
 - ii Establishing an improved public transport link between the city and domestic/international terminals
 - iii Improving tourism signage for Perth Airport
 - iv Work with WAC and Qantas to fast track the implementation of the Perth Airport MasterPlan 2004 by:
 - a Committing to a grade separation at Leach and Tonkin Hwy
 - b Committing to a rail network between Perth International Airport and City of Perth
- B Public Transport
 - i Create a circular bus link between major tourism sites
 - ii Improve ferry services on the Swan with development of appropriate infrastructure
- C Regional Air Services
 - i Government commitment to continue regulation of regional turbo prop markets
 - ii Enforcement where possible of state act regulating charter flights over RPT routes.
 - iii Any Review that considers changes to current policy provides at least a 12 month lead time and guarantees no diminution in schedules, aircraft capacity, and global distribution systems.
- D Regional Tourism Roads
 - i Recognition of the importance of the road network to tourism including:
 - a The Brookton Highway to Wave Rock
 - b One Arm Point
 - c Year round access to Esperance
 - d Coastal Roads
 - e National Parks Roads
 - f Indian Ocean Drive from Lancelin to Cervantes

9. Climate change

- i. Support from the Western Australian state government in recommending to the Commonwealth that it continues funding of the Sustainable Tourism CRC.
- ii. Commitment from government to develop actionable plans for tourism operators.

1. RECURRENT INDUSTRY FUNDING

The Tourism Council understands that the ongoing funding commitment through the Tourism Western Australia (TWA) budget is approximately \$47 million. In the 2006, 2007 and 2008 budgets, funding was increased to over \$50 million – a record for tourism in Western Australia.

While the Council applauds this level of funding, and indeed is not seeking a higher commitment from government in the future despite record levels of state income and surplus, there is a strong need to provide a firm commitment to ongoing funding of the industry of not less than \$50 million per budget cycle.

This strong need is evidenced by, inter alia:

- The uncertainty surrounding long term projects and policy directions generated by an inability to commit to funding certainty
- The significant number of TWA employees on short term contracts, resulting in high staff turnover and relative attractiveness of alternative employment offering longer term stability
- Ongoing issues of Regional Tourism Organisation (RTO) funding, and the subsequent uncertainty of regional industry support and interstate/intrastate marketing activities
- The tourism industry is typified by a very small number of large businesses, and a high number of micro to small businesses. These high number of micro and small businesses add considerably to the vibrancy of Western Australia, but in most cases do not have the capability and resources to effectively market their offerings to interstate and international tourists. This market failure is addressed by government through branding, consumer and trade marketing activities critical to the success of these businesses.
- Opportunities to enhance the competitive advantage of Western Australia through innovative services such as *westernaustralia.com*

Tourism Council WA is seeking:

- | |
|---|
| <ol style="list-style-type: none">i. A commitment to ongoing funding of Tourism Western Australia of not less than \$50 million per annum, with additional funding spikes for opportunities of significance.ii. In order to reinforce the importance of the tourism industry to the state's economy a commitment to appointing a senior Cabinet Minister to the Tourism portfolio. |
|---|

2. LABOUR AND SKILLS SHORTAGES

A. Labour Shortage

The shortage of labour and in particular skilled and appropriately motivated employees is the greatest issue facing the industry at this time.

The industry acknowledges that it is not amongst the highest paying employer groups and that the relativity is being skewed, particularly in Western Australia, by the ability of resources based companies to provide huge pay and incentive conditions. The industry also believes that the resource boom will eventually reverse, and that the sustainability of tourism is critical beyond this period. By its nature, the industry is typified by businesses that have seasonal, time of day and day of week peak staffing requirements. The industry notes that providing an adequate return on capital is primary to continuing growth of sustainable tourism and its ability to consistently provide this return is exacerbated by the cheaper tourism opportunities provided by nearby alternative destinations.

Industry is working to find innovative ways to help alleviate this issue, and notes that most industries are being affected, or forecasting to be affected, by a growing gap between employment opportunities and the available pool of employees.

Tourism Council WA is seeking:

- i. An ongoing government commitment to work with industry to find a new pool of appropriately skilled and motivated employees.
- ii. The development of a new policy relaxing restrictions on tourism related working holiday visas, noting that visiting tourists (particularly young people) add to the vibrancy of the industry and are generally located in tourism areas – both in metropolitan and regional areas.
- iii. Recognition that there are two streams of labour and skills shortage – career/skilled employees and semi-skilled/transient employees

B. Training and Career Path Management

It is believed that the tourism industry is thought to lack a career focus among young Australians, and those seeking to move industries. The tourism industry is working to provide career path management and enhancement opportunities, however believes that there is a lack of appropriately targeted skills training support (for example caravan park administration).

Tourism Council WA is seeking:

- i. A commitment to work with industry to provide innovative solutions to this issue.
- ii. Commitment of government funding to:
 - a. Encourage the resolution of specific training issues
 - b. Provide more infrastructure to allow the industry to develop relevant programs
 - c. Fund research through the appropriate State Training Council

3. IMPROVING INDUSTRY STANDARDS

The tourism industry recognizes that it is an industry responsibility to continually improve standards and enhance its globally competitive position.

The industry also recognizes that tourism impacts on government through the government's duty of care to the community, the impact of consumer complaints on government efficiency and the requirements to regulate industry activities.

The Tourism Council notes that it has formed a partnership with the Western Australian State Government to enhance and extend the National Tourism Accreditation Program (WA). The partnership funding, which will expire in mid 2009, has been provided to significantly improve standards within the tourism industry by extending the Program's relevance, improve efficiency of operations, and marketing the benefits of the Program to consumers.

This funding should result in a decreased regulatory burden on government resulting from improved standards.

Tourism Council WA is seeking:

- | |
|---|
| <ul style="list-style-type: none">i. A long term commitment from government to a partnership approach to improving industry standards by:<ul style="list-style-type: none">a. Partnering with industry to develop specific projectsb. Providing in-kind support in web sites and publicationsc. Support for consolidation of Accreditation Programs |
|---|

4. TOURISM ASSET DEVELOPMENT

A. Tourism Developments

The tourism Landbank announced by government in 2005 was a significant policy aimed at improving the efficiency of government in facilitating sustainable tourism development. While conceptually very positive, the industry believes that the policy has not achieved its potential, with significant delays in the implementation of the policy both at a macro and project specific level.

Tourism developments are being tied up in red tape that can take many years to address. Landbank requires key government staff to drive, motivate and support development and developers.

While the key benefit of an improved Landbank process is reduction in transaction costs for new developments, ongoing taxation issues are also a key barrier to new developments proceeding.

Tourism Council WA is seeking:

- i. The appointment of a "Tourism Development Coordinator", reporting directly to the Premier, similar to the role enjoyed by the resource industry. The Coordinator to facilitate a whole of government approach to tourism developments.
- ii. A Review of local government control of development approvals. The Western Australian Planning Commission should be the lead agency for approving tourism "projects of importance".
- iii. Leasehold terms of Crown Land for tourism developments to be reflective of commercial return requirements for investors.
- iv. A review of government taxation of new developments and strategies to improve attractiveness for developers and investors.
- v. A real commitment to make Landbank work to achieve original KPI's set by government. For these to be achieved approximately 1 site per month for the next 20 months needs to be released. This should be done to help address the critical shortage of tourism development land.

B. Review of Government Land

State and Federal governments should from time to time review their land holdings to ensure that prime tourism land is not being inappropriately used. The industry is aware of several instances where WA state government authorities have tenure over premises that would significantly enhance the vibrancy of Western Australia if they were allowed to be developed as tourism venues for the benefit of all Western Australians. Relevant sites may also be released to ease the shortage of reasonable accommodation for tourism staffing requirements.

Tourism Council WA is seeking:

- | |
|--|
| <ul style="list-style-type: none">i. An independent audit and review of government land holdings to determine opportunities to enhance the vibrancy of Western Australia through tourism developments. |
|--|

C. Tourism Development Approvals

Many of WA's tourism infrastructure developers are extremely concerned about: unreasonable delays in approvals, long and difficult complications in rezoning land to tourism, over regulation of approvals from TWA, support of strata titling and restrictions on tourism-residential mix.

Tourism Council WA is seeking

- | |
|--|
| <ul style="list-style-type: none">i. TWA to motivate, lead and encourage tourism development and developers.ii. Whole of government assistance to developers to gain approvals in reasonable timeframes for important and key infrastructure developments.iii. The understanding and appreciation from government that valuable and passionate tourism developers will gradually switch into residential and commercial developments as delays, regulations and restrictions in tourism approvals render the developments unprofitable.iv. The appointment of a new board member to the TWA board who is currently involved in tourism as a developer and operator. |
|--|

5. ICONIC TOURISM ISSUES

A. Indigenous Tourism

The Tourism Council recognises the opportunity to improve our global competitive advantage by the increase in indigenous tourism experiences.

Tourism Council WA is seeking:

- i. Government support of market readiness activities for indigenous tourism operators
- ii. Government support for training in delivering indigenous experiences
- iii. Government focus on resolving native title issues.

B. Nature Based Tourism

The Council acknowledges Tourism Western Australia's commitment to nature based tourism. The Council believes that this commitment is not reflected by other departments within WA.

Tourism Council WA is seeking:

- i. The commitment of all relevant agencies to enhancing nature based tourism opportunities for a wide range of tourists

C. Perth Western Foreshore

The Council endorses the State Government plan to redevelop Perth Western Foreshore, and its positive impact vibrancy for Perth and Western Australia.

Tourism Council WA is seeking:

- i. The commitment from relevant stakeholders to move forward with the implementation of the vision for Perth western Foreshore

D. Port of Fremantle

The Council understands Fremantle is the second most visited destination in the state, and the inherent conflicts between an operating port and tourism activities.

Tourism Council WA is seeking:

- i. A review of the commercial operations of the Port of Fremantle with the possibility of relocating those activities and establishing a world class tourism, retail and residential complex in North Fremantle.
- ii. A thorough assessment of the North Port Quay proposal

E. Events

The Council acknowledges the activities of Eventscorp and the importance of events in enhancing the vibrancy of Western Australia

Tourism Council WA is seeking:

- i. A commitment to delivering a calendar of world class events
- ii. Funding set aside for regional events

F. Broome and Exmouth

The Council recognises Broome and Exmouth as key tourism destinations in Western Australia.

These destinations are coming under pressure from growth of resources based activities, and it is important that the mistakes of other areas such as Karratha are not repeated.

Tourism Council WA is seeking:

- i. A commitment to addressing tourism issues in regional development plans
- ii. Fast track of the Northern Task Force agenda
- iii. Improved air connectivity within the state and support for a second international gateway in the northwest at Broome.

6. TOURISM SERVICES

A. Accommodation Space

The tourism industry is experiencing a lack of accommodation space for tourism purposes. The industry acknowledges the strength of the resources boom, and the subsequent improvement of yields enhancing the sustainability of the accommodation sector. The improvement on returns should ensure that previously marginal development projects are now appealing to developers.

While improving yield is important, it is also critical that all Western Australians are ensured access to affordable holidays and leisure opportunities. The disappearance of many caravan parks to up market developments is a key concern that can be addressed through appropriate regulation.

Tourism Council WA is seeking:

- | |
|--|
| <ul style="list-style-type: none">i. A commitment to improving the development approval process as discussed in this paper.ii. The establishment of designated sites for caravan parks and affordable holiday opportunities and government rebates to support their ongoing operations. |
|--|

B. Taxis

The availability and performance of the taxi industry has a significant impact on the tourism industry and its reputation. The problems with the Perth taxi system are widely publicised and the Council recognises the continuing efforts of the government to find solutions to these problems.

Tourism Council WA is seeking:

- | |
|--|
| <ul style="list-style-type: none">i. Replacement of the current ownership structure for taxi licences by a leasehold structure, with a government buyback of all current issues platesii. Variable and flexible operating lease conditionsiii. Identification of innovative solutions, such as local government control of taxi licence conditions for local taxi networks |
|--|

C. Cruise Market

The Council notes 25 cruise ship visits to the port of Fremantle in 2007. In some instances the cruise ships visited other ports with limited success.

The cruise market is a growing tourism segment with enormous potential for Western Australia; however there are significant infrastructure deficiencies that will limit the growth of this market.

Tourism Council WA is seeking:

- i. The establishment of a Taskforce to review and recommend a way forward for Western Australia to effectively compete in the cruise sector.
- ii. Investment in additional visits to WA from US Navy battle fleets.

D. Tourism Signage

Appropriate signage is important in protecting the brand of tourism products and services and enhancing the experience for tourists. The Council believes that tourism focused signage in Western Australia is inadequate.

Tourism Council WA is seeking:

- i. An audit of all current signage and signage opportunities to enhance their tourism impact
- ii. The adoption of international standards in tourism signage.

E. Retail Trading Hours

The tourism industry embraces the need to overhaul the state's retail trading hours. In recent years, the retail sector has become increasingly important to tourism with "shopping for pleasure" emerging as a key activity for tourists to the state.

Deregulation of retail trading hours would provide retailers the flexibility to better meet the needs of tourists whilst helping to improve the vibrancy and the desirability of Western Australia as a holiday destination.

Since 1998, shopping as an activity by domestic visitors has increased by more than 50 per cent, while among international tourists, shopping has increased by 75 per cent.

However, there is evidence to suggest that tourists to WA leave the state dissatisfied with their shopping experience. According to Tourism WA's 2005-06 Visitor Satisfaction Research, shopping was highlighted as an area where visitors were least satisfied.

Given that tourism is a key contributor to the WA economy, the current restrictive trading hour's regime not only impacts on the growth of the tourism industry, but also the state's overall growth potential.

Tourism represents some 12% of retail turnover in WA and contributes roughly 3.5 per cent to GSP. However, these figures could be substantially higher if the current restrictions on retail trading hours were removed.

Tourism Council WA is seeking:

- | |
|---|
| <ul style="list-style-type: none">i. The removal of Western Australia's current retail trading hours laws which are detrimental to the tourism industry by limiting choice, competition and innovation in the retail sector.ii. Bipartisan support to overhaul the state's retail trading hours laws at the next election. |
|---|

7. POLITICAL ISSUES

A. Minority Interest Groups

The industry acknowledges the government's process of consultation as an important mechanism in ensuring sustainable development of the Western Australian community.

The industry also believes that at times minority interest groups do not represent the interests of the community or are representative of community opinion. The industry also believes in the rights of free speech of citizens, but not in the proliferation of false and misleading conduct and statements often utilized by these groups.

Tourism Council WA is seeking:

- | |
|--|
| <ul style="list-style-type: none">i. Support from government in seeking an extension of the Trade Practices Act or other relevant legislation to require a greater degree of truth in the activities of minority interest groups |
|--|

B. Local Government

Local government is an important stakeholder in the tourism industry, however has varying capability and interest in pursuing a tourism agenda.

The industry notes that tourism is often a major source of employment and economic wellbeing of regional communities and it is critical that the industry receives support from local government.

Tourism Council WA is seeking:

- | |
|--|
| <ul style="list-style-type: none">i. Support from government in requiring local governments to develop a comprehensive and balanced tourism strategy |
|--|

8. TOURISM INFRASTRUCTURE

A. Perth Airport

The Council acknowledges the issues associated with Perth Airport, and announcements by the relevant parties to address these issues with recently announced. The Council will work with the parties to ensure the initiatives are achieved in the shortest term possible

Notwithstanding the initiatives of Westralia Airports Corporation and Qantas, there are immediate issues for government in improving road and public transport access to Perth Airport.

Tourism Council WA is seeking:

- i. The government taking immediate steps to improve road access to the terminals
- ii. Establishing an improved public transport link between the city and domestic/international terminals
- iii. Improving tourism signage for Perth Airport
- iv. Work with WAC and Qantas to fast track the implementation of the Perth Airport MasterPlan 2004 by:
 - a. Committing to a grade separation at Leach Hwy and Tonkin Hwy
 - b. Committing to a rail network between Perth International Airport and City of Perth

B. Public Transport

The Council recognises the success of other global cities in implementing public transport solutions for tourists. Perth has very little activity that allows for easy access to the numerous sites of relevance to tourists, and between major tourism destinations.

Tourism Council WA is seeking:

- i. Create a circular bus link between major tourism sites
- ii. Improve ferry services on the Swan with development of appropriate infrastructure.

C. Regional Air Services

In order to facilitate the regional dispersal of tourists throughout Western Australia, the continuation of a high standard regional air service network is critical to the state. The Council acknowledges the leadership shown by government in regulating certain regional air services and the success of that policy.

The Council acknowledges the regional air services needs of local communities and resource companies may be different on occasion. The Council is aware of legislation available and designed to protect local communities on RPT routes.

Tourism Council WA is seeking:

- | |
|---|
| <ul style="list-style-type: none">i. Government commitment to continue regulation of regional turbo prop marketsii. Enforcement where possible of state act regulating charter flights over RPT routes.iii. Any Review that considers changes to current policy provides at least a 12 month lead time and guarantees no diminution in schedules, aircraft capacity, and global distribution systems. |
|---|

D. Regional Tourism Roads

Western Australia is an important drive market for those tourists and citizens who wish to experience the beautiful destinations and outback of this state. Appropriate road infrastructure is important to allow these opportunities and protect the safety of road users.

DEC's annual budget of \$2m for roads over 95 National Parks is totally inadequate. Substandard roads in National Parks such as Karijini are severely holding back tourism development. Kalbarri National Park "Z" bend-loop Road carries 50,000 cars and 5,000 buses p.a and is a dangerous sand track initially graded through cleared scrub land some 30 years ago.

Tourism Council WA is seeking:

- | |
|---|
| <ul style="list-style-type: none">i. Recognition of the importance of the road network to tourism including:<ul style="list-style-type: none">a. Brookton Highway to Wave Rockb. One Arm Point Roadc. Year round access to Esperanced. Coastal Roadse. National Park Roadsf. Indian Ocean Drive from Lancelin to Cervantes |
|---|

9. CLIMATE CHANGE

The tourism industry recognizes the enormous potential impact of climate change on both its activities and the community in general. The industry believes it is not capable of developing a response and action plans to alleviate climate change, but is very keen to understand more.

Tourism Council WA is seeking:

- | |
|---|
| <ul style="list-style-type: none">i. Support from the Western Australian state government in recommending to the Commonwealth that it continues funding of the Sustainable Tourism CRC.ii. Commitment from government to develop actionable plans for tourism operators. |
|---|

CONCLUSION

As stated previously, this paper is not an exhaustive list of issues facing the tourism industry, but a list of issues for the consideration by the major political parties in Western Australia as we move towards the next election.

Tourism Council WA as the peak industry body will be seeking a formal response from these parties and we look forward to keeping members and stakeholders advised on those responses.

Tourism Council Western Australia thanks the tourism industry for your comments, feedback and input in ensuring this document reflects the opinion of the tourism industry in our state.

Board
Tourism Council Western Australia