



THE KIMBERLEY
REGIONAL TOURISM
DEVELOPMENT STRATEGY
2023-2033

ACKNOWLEDGEMENT OF COUNTRY

We acknowledge Aboriginal people as the traditional custodians of Western Australia and pay our respects to Elders past and present. We celebrate the diversity of Aboriginal West Australians and honour their continuing connection to Country, culture and community. We recognise and appreciate the invaluable contributions made by First Nations peoples across many generations in shaping Western Australia as a premier destination.



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INTRODUCTION

The Kimberley Regional Tourism Development Strategy (RTDS), together with the overarching Australia's North West (ANW) Tourism Destination Management Plan (TDMP), will guide decision-making, investment and capacity development for tourism over the next 10 years.

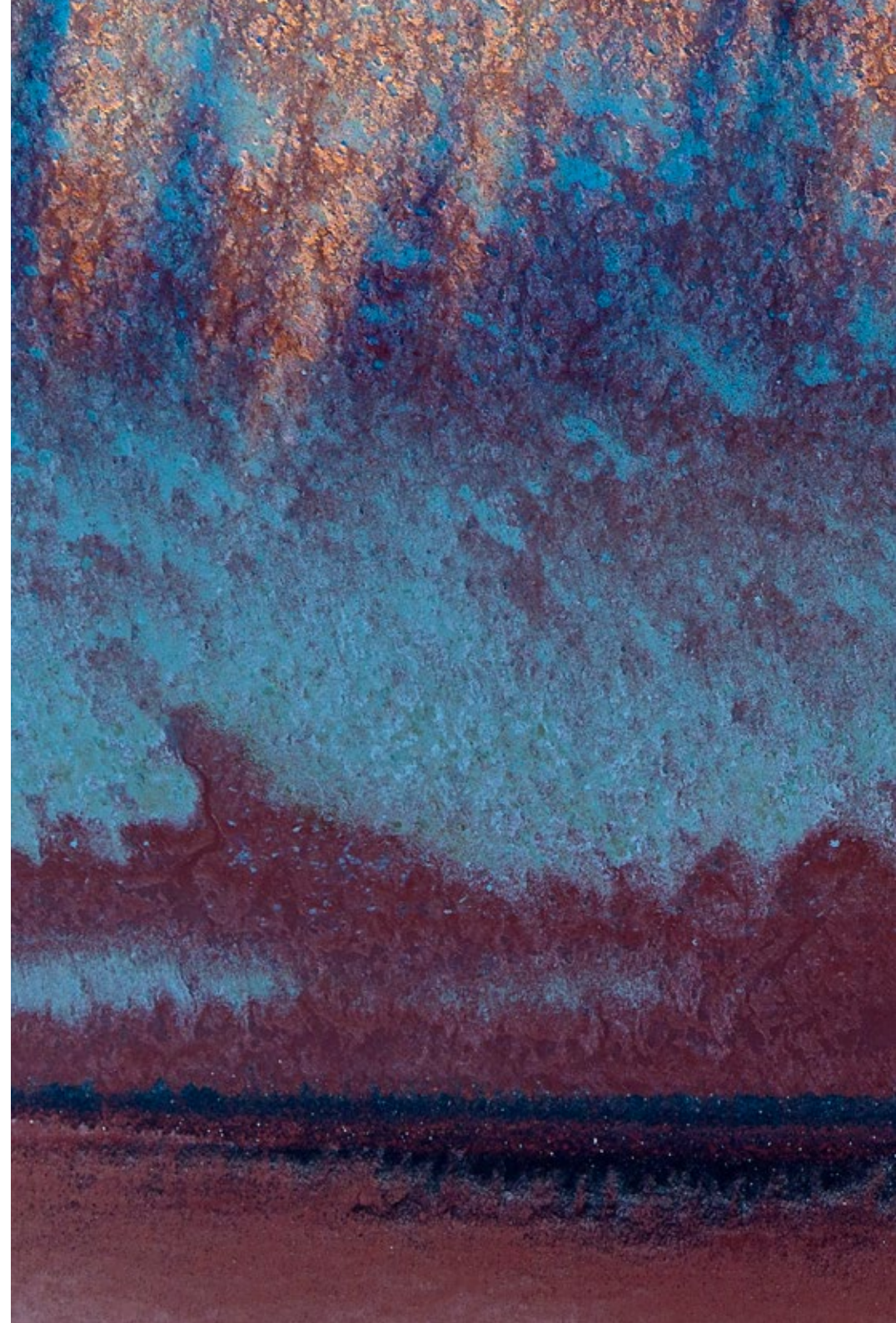
The RTDS has been informed through comprehensive engagement with industry and stakeholders across the region to understand opportunities and priority projects. These projects have been assessed at a regional and subregional level through an analysis of the region's tourism offering, to prioritise initiatives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

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

- Supply** including attractions, events, accommodation, access and connectivity and other visitor-related infrastructure.
- Demand** including the region's positioning, markets and destination marketing.
- Capability** including workforce and skills development, funding and partnerships.

This abridged RTDS outlines the key priorities and actions for tourism development in the Kimberley region, in alignment with the ANW TDMP.

It is important to note that many of the priorities identified in the document are aspirational and unfunded. Their inclusion will provide industry and government with the strategic direction to seek resourcing, if required, to deliver initiatives within their areas of responsibility.





An aerial photograph of a lush, green island surrounded by clear, turquoise water. The island is densely packed with trees, and the water shows some ripples and reflections. The text 'PART 1: RTDS VISION, GOALS & PRIORITIES' is overlaid in white on the left side of the image.

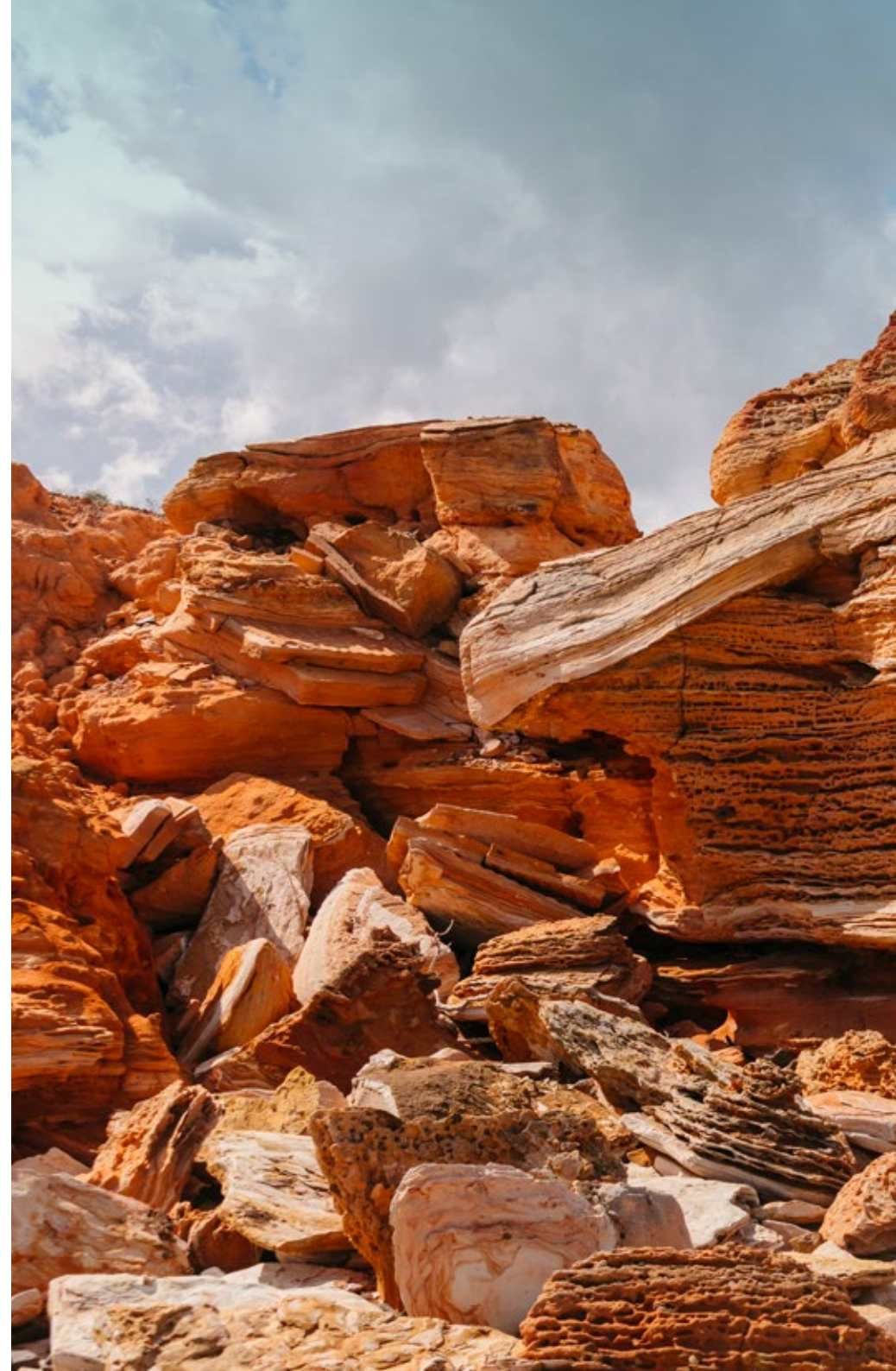
PART 1: RTDS VISION, GOALS & PRIORITIES



10-YEAR VISION

The ANW region is the destination of choice for travellers to Western Australia seeking outstanding natural experiences, Aboriginal culture and outdoor adventure, where:

- Access** Travel into and within the region is facilitated by improved air, road and water access.
- Visitors** The visitor planning experience is made as smooth as possible, with easy access to information for booking accommodation, experiences and services that meet their varied needs.
- Industry** Tourism is established as a sustainable element in the future of the Kimberley and the Pilbara regions and as a foundation for the diversification of the economy. Tourism is central to regional and local social and business communities and is recognised as a viable employment pathway.
- Government** Greater coordination is achieved across all government levels, aiming to ease the path for investment in the visitor economy. Government entities support, advise and facilitate investment in tourism-related activities, helping to create greater project viability.







10-YEAR TOURISM GOALS & PRIORITIES

1. Prioritise increases in aviation, self-drive and cruise sector connections by growing capacity and infrastructure.

- Pursue ongoing, long-term leisure aviation connections to intrastate and major east coast and key international markets (with focus on Broome), supporting airport capacity upgrades where required to grow the inbound visitor market.
- Grow the reputation and value of the Kimberley cruise experience to leverage the significant investment and expansion of marine berthing infrastructure in the region.
- Grow and maintain the self-drive connections throughout the Kimberley, focusing on Dampier Peninsula, Tanami Road, Lake Argyle access points and maintaining Gibb River Road as an iconic four-wheel drive adventure.

2. Broaden the range of accommodation across the region as relevant to market needs.

- In line with consumer demand, grow the inventory and range of short-stay accommodation, focusing on Broome/Dampier Peninsula and Kununurra/Lake Argyle.
- Develop accommodation in/around national parks and wilderness areas in the Kimberley, to provide visitors new opportunities to experience the unique natural settings.

3. Increase the choice, quality and quantity of tourism attractions aligned to fundamental consumer interests.

- Introduce improved tourism facilities at Lake Argyle and Kununurra (Lake Argyle Boat Ramp and road, township amenities, signage).
- Progress the Walmanyjun Cable Beach Foreshore redevelopment and maximise tourism opportunities associated with its upgrade.
- Establish new adventure tourism products focusing on adventure walking trail and four-wheel drive activities.

4. Work with Traditional Owners to increase the Aboriginal tourism offering, positioning ANW as the premier Aboriginal tourism region in Australia.

- Support the development of an Aboriginal cultural centre as an iconic anchor attraction for Broome, with a dispersal role to encourage travel throughout the region.
- Expand the range of Aboriginal-led tourism experiences and accommodation, focusing on Dampier Peninsula and Kununurra.
- Implement priority actions from the Jina: WA Aboriginal Tourism Action Plan 2021-2025 (or future edition) related to the Kimberley, including the Custodians Program.

5. Clarify the regional and subregional brand propositions to maximise awareness and consideration of assets.

- Activate and promote the Savannah Way and Gibb River Road as the significant tourism drive routes for exploring the Kimberley.
- Activate and promote the Dampier Peninsula as a significant tourism destination.

6. Maximise the event program to support dispersal across the region.

- Elevate and grow the calendar of events to support visitation, focusing attention on shoulder/off-season opportunities.
- Grow and expand the major events in the region.

7. Improve the long-term sustainability of the tourism sector.

- Support and facilitate training and development opportunities across the region to increase the pool of tourism workers.
- Encourage the development of tourism worker accommodation.
- Seek to extend the length of the tourism season through focused product and event development, and strategic marketing.
- Increase the social and environmental sustainability of the tourism industry through best-practice approaches.

An aerial photograph of a coastline. The top left shows clear, turquoise water. The middle section shows a sandy beach with some rocks. The bottom right shows a rugged, rocky shore with a prominent stone wall or structure. The text 'PART 2: UNDERSTANDING THE REGION' is overlaid in white on the left side.

PART 2:
UNDERSTANDING THE REGION



THE KIMBERLEY REGIONAL OVERVIEW

The Kimberley is the most northern region of Western Australia, with the Broome coastline closer to South-East Asia than it is to Perth. The Pilbara region borders it to the south and Northern Territory to the east. The 424,517 square kilometre region has fewer people per square kilometre than almost any other place on earth.

Tourism in the Kimberley region supports approximately 1,591 direct jobs (REMPAN 2021). In the 2020/21 period, the region welcomed 321,000 visitors, with the visitor economy valued at \$361 million. Pre-COVID, the annual overnight spend in the region was \$512 million.

Broome is the region's tourism hub, with the largest supply of accommodation options, a large-scale airport and is a gateway location into the Kimberley. It boasts attractions such as Cable Beach, China Town, Gantheaume Point, Willie Creek, and the Dampier Peninsula.

Further into the coastal waters of the Kimberley is where reefs and picturesque locations such as the Horizontal Falls (Garaangaddim) and Montgomery Reef (Yowjab) are located.

On the eastern side of the region lies the World Heritage-listed Purnululu National Park, featuring the famous beehive-shaped Bungle Bungles. In the north is the magnificent Mitchell

River National Park with the Mitchell Falls that cascade spectacularly in the wet season. Further south is the Danggu Geike Gorge National Park — a remnant of a 350-million-year-old reef system.

The vast inland sea of Lake Argyle lies south of Kununurra whilst closer to Hall's Creek is one of the world's largest meteorite craters at Wolfe Creek Crater National Park.

The region offers accommodation options in spectacular locations, including El Questro, Home Valley Station, Bungle Bungle Range, Faraway Bay and Berkeley River Lodge, and self-drive facilities, including Camping with Custodians options.

Heading east from Broome by road, the Savannah Way connects across the Kimberley to the Northern Territory and beyond, offering both the iconic Gibb River Road and the Great Northern Highway as options for travellers. Along the way lies the outback towns of Derby, Fitzroy Crossing, Halls Creek and Wyndham and the ancient cave systems at Dimalurru (Tunnel Creek) National Park and Bandilgan (Windjana Gorge). The Tanami Road connects Halls Creek to the Northern Territory, traversing to the centre of Australia. The sealing of this route is funded, and once complete will become the region's second sealed interstate route and an additional interstate route for the State.

The two main airport access points are Broome and Kununurra, with most traffic coming through Broome International Airport. Broome was amongst the top 10 regional airports for passenger movements in 2021, with 413,000 passengers utilising its facilities. The Perth to Broome route is the 15th busiest in Australia, with over 375,000 passengers carried and an aircraft load factor of over 79 per cent.

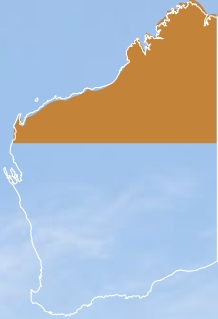
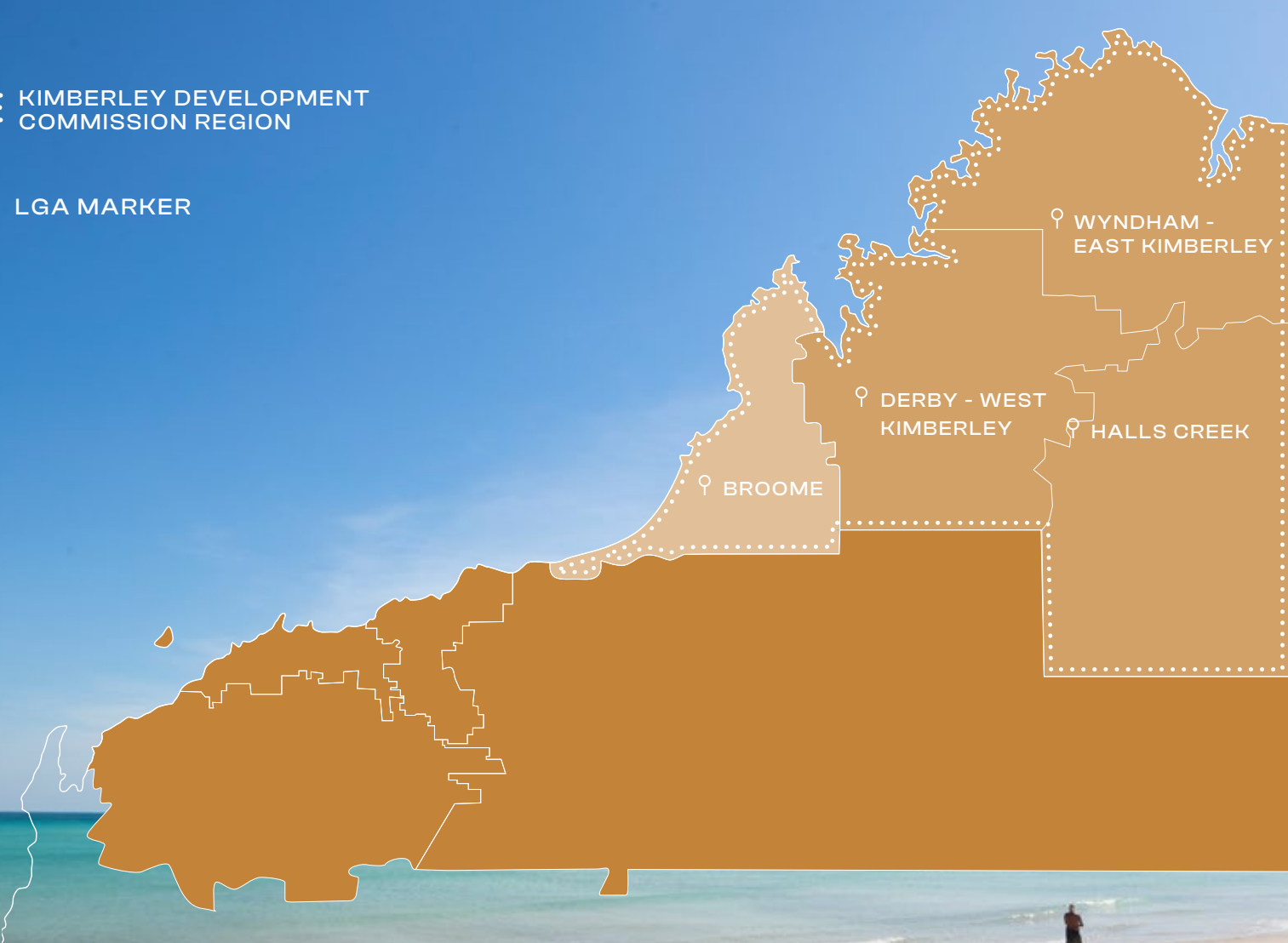
Broome connects the Kimberley to intrastate locations in Perth, Kununurra, Derby, Halls Creek and Fitzroy Crossing, as well as Port Hedland, Karratha and Newman. Domestically there are links to Darwin, Brisbane, Sydney and Melbourne. A direct RPT service from Singapore connects Broome to one of Asia's key transit hubs and its broader global passenger linkages.

Kununurra in the east connects with Perth, Broome, Halls Creek, Balgo and Kalumburu within WA, and has domestic links to Darwin. Ambitions to test charter flights direct from Melbourne were disrupted by COVID-19, but growing the direct interstate connections present significant potential for future visitation growth in the area.

The Inter-Regional Flight Network, connecting locations across the region, also presents a growth opportunity for the dispersal of visitors.

..... KIMBERLEY DEVELOPMENT
..... COMMISSION REGION

📍 LGA MARKER



Self-drive visitors are a crucial market for the region. The Savannah Way continues visitors' journey from the eastern states (or visitors travelling from WA's westerly coast and the Pilbara). The Gibb River Road, linking Derby and Wyndham/Kununurra, is a "bucket list" Australian outback drive, known for its unique rock formations, pristine waterholes and gorges.

A significant range of State Government investment has been committed to areas of the Kimberley, aimed at enhancing the visitor experience:

- \$5.3 million Yawuru Parks in and around Broome, improved access and visitor facility developments (Reddell, Minyirr Gantheaume Point).
- \$1.75 million Danggu (Geikie Gorge) National Park Visitor Hub and improvements.
- \$850,000 Kimberley Wilderness Walk — development of a remote walk trail in Wunaamin Miluwindi Conservation Park.
- \$400,000 Marine Visitor Plan for new Buccaneer Archipelago Marine Parks.
- \$420,000 Lennard Gorge, Miluwindi Conservation Park trail and lookout development.
- \$2 million new Visitor Centre at Purnululu National Heritage Park.

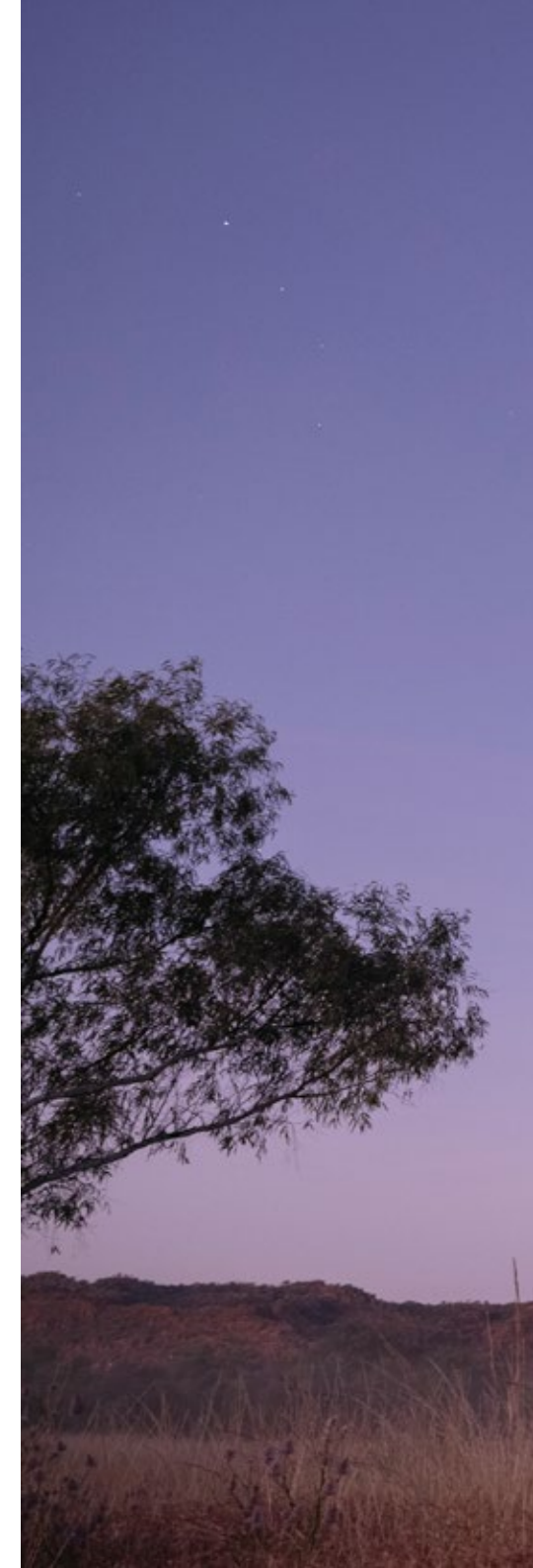
Dampier Peninsula – tourism growth area

The rugged and remote beauty of the Dampier Peninsula is only 200 kilometres from Broome along the now-sealed Cape Leveque Road. Continuing to upgrade key arterial and access roads on the Peninsula will open up further tourism opportunities. The area offers a variety of experiences — the historic church of Beagle Bay, the Camping with Custodians Campground at Djarindjin, accommodation and tour options at Lombadina, the retreats of Gumbanan and Mercedes Cove, numerous nature-based camping options and trochus shell hatchery at Ardyaloon.

Cygnet Bay is Australia's oldest operating pearl farm, where visitors can view the harvesting of pearls. Ocean-based excursions include tours into the Buccaneer Archipelago and viewing stunning tidal changes on Waterfall Reef. It also offers all-year-round accommodation options and is the only licensed restaurant on the Peninsula.

The largest offering on the Peninsula, Kooljaman at Cape Leveque, closed its doors indefinitely in November 2021, and its reopening is unknown at the time of preparing this document. However, the importance of Kooljaman to the growth and sustainability of tourism on the Peninsula must be considered.

The opportunity for the Dampier Peninsula lies heavily in Aboriginal-related experiences. Some of the most authentic and established Aboriginal cultural and tourism opportunities exist on the Dampier Peninsula. Operators provide small group tours that explore the local coastal environments, including storytelling, songs, bush tucker, mud crabbing, pearl shell carving, and the history of the local Bardi Jawi people.





An aerial photograph of a beach. The water in the foreground is a deep, vibrant blue with fine, rhythmic ripples. The beach is visible on the right side, showing a mix of light-colored sand and darker patches of vegetation or rocks. The overall scene is bright and clear, suggesting a sunny day.

**PART 3:
STRATEGY & IMPLEMENTATION**



THE KIMBERLEY ACTION PLAN

The Kimberley RTDS has been informed by the subregional priorities developed through industry consultation. The following tables outline actions, projects and the partner agencies/stakeholders responsible.

KEY AGENCIES AND PARTNERS FOUND WITHIN THE ACTION PLAN

These agencies/organisations have been identified as having a role to play in leading and/or coordinating the implementation of the project within the confines of their remit but may not be solely responsible for delivery. The recommendations are aligned with the core functions of the individual agencies. The expectation is that these agencies will work together to ensure the recommendations are implemented and pursued to a measurable conclusion. A glossary of the agencies is listed in the Legend below.

ACs – Aboriginal Corporations	MRWA – Main Roads WA
ACMA – Australian Communications and Media Authority	NBY – Nyamba Buru Yawuru (Traditional Owner group)
ANW – Australia’s North West Regional Tourism Organisation	RDA – Regional Development Australia
BEP – Business Events Perth	SoB – Shire of Broome
DBCA – Department of Biodiversity, Conservation and Attractions	SHC – Shire of Halls Creek
DLGSC – Department of Local Government, Sport and Cultural Industries	SWEK – Shire of Wyndham-East Kimberley
DPLH – Department of Planning, Lands and Heritage	TOs – Traditional Owners
DoT – Department of Transport	TWA – Tourism Western Australia
DTWD – Department of Training and Workforce Development	WAITOC – Western Australian Indigenous Tourism Operators Council
DevWA – Development WA	WAPC – Western Australian Planning Commission
JTSI – Department of Jobs, Tourism, Science and Innovation	WCorp - Water Corporation
KDC – Kimberley Development Commission	
KPA – Kimberley Port Authority	
LGA – Local Government Authorities	

1. PRIORITISE INCREASES IN AVIATION, SELF-DRIVE AND CRUISE SECTOR CONNECTIONS BY GROWING CAPACITY AND INFRASTRUCTURE

INITIATIVE	PARTNERS	ACTION	SUBREGION
ADDRESSING SUPPLY ISSUES			
Support transport infrastructure upgrades and signage to facilitate visitor dispersal throughout the region and improve the sustainability of leisure drive routes.	MRWA, KDC, LGAs, DoT	Work with key state and private sector bodies on developing electric vehicle infrastructure (e.g. chargers) on main regional routes.	Throughout region
	ANW, MRWA, DBCA, KDC, TWA	Review and apply for relevant signage to improve visitor experience, reinforced through demand-generating activities. <ul style="list-style-type: none"> • Focus on routes that encompass main subregional access points and tourism itineraries. • Work with stakeholders through a process for wider use of Aboriginal roads and place names. 	
	MRWA	Upgrade welcome/entry statements to ensure consistency across all WA border crossings, including at the Victoria Highway entry and Tanami Road (when sealed).	
	LGAs, MRWA, DoT, ANW, KDC, TWA, TOs	Ensure the delivery of consistent signage for Savannah Way, focusing on Broome as its access/endpoint. Identify and address further priority road infrastructure gaps on the Dampier Peninsula (e.g. Kooljaman access road, Middle Lagoon access road)	Broome
	MRWA, KDC, ANW, LGAs, TWA, TOs	Work with road authorities on coordinated future plans for Gibb River Road to balance road useability/safety and retain the challenge of one of Australia's great outback journeys. Increase awareness of Savannah Way and Gibb River Road as an eastern route into and across the region for self-drive visitors, connecting with key destinations and providing a focus for road-trip itineraries. Pursue delivery of the proposed upgrades to the Tanami Road between Alice Springs and Halls Creek to raise awareness of improved access to the region from the southeast.	Kimberley
	DoT, Australian Government, DBCA, KDC	Prioritise funding and advocate for maintenance for remote airstrips near high visitation attractions, including at Mitchell Falls and Purnululu National Park.	



INITIATIVE	PARTNERS	ACTION	SUBREGION	
Grow reputation and value of cruise operations in the Kimberley.	DBCA, TWA, KDC, TOs, RDA, LGAs, TOs, WCorp, DoT	Work with stakeholders on coordinating access by cruise expedition vessels to key visitor locations in a destination-sensitive, managed solution. <ul style="list-style-type: none"> Implement a booking system for iconic locations to ensure appropriate coordination of the number of vessels visiting each destination to ensure visitor experience is maintained. 	Throughout region	
		Ensure ongoing purpose for Wyndham as a small cruise vessel port for Kimberley coast explorations, with passenger access via Kununurra and possible interstate flight connections.	Kimberley	
		Pursue Lake Argyle ramp upgrade to facilitate the development of new products and experiences and expand accommodation and events offering.		
		Pursue delivery of Lake Kununurra boardwalk and boat ramp.		
		Support the development and delivery of high-quality Aboriginal cultural experiences to optimise the attraction of coastal expedition cruising.		
	DBCA, TWA, KDC, KPA, RDA, LGAs, TOs	Maximise tourism opportunities in the development of Kimberley Marine Support Base.	Broome	
		Grow reputation and value of cruise industry in Broome and consolidate expedition cruising between Darwin and Broome to leverage significant investment and expansion of marine berthing infrastructure.		
		Secure First Point of Entry Status for Broome Port.		
	Pursue improvements in mobile phone connection in key tourism locations to overcome inconsistent service across providers in areas of the region.	KDC, RDA, ACMA, Mobile Coverage Providers	Advocate for improved mobile communication services, particularly in high visitation areas.	Throughout region
	Increase aviation services through a coordinated regional plan.	Broome Airport, ANW, TWA	Leverage Broome airport first point of entry status by supporting application for regular Australian border force services.	Broome
DoT, TWA, SWEK, KDC, ANW, RDA, Airlines, Airports		Collaborate with key state government bodies and industry to prove the long-term viability of increased leisure RPT services from domestic east coast markets.	Kimberley	
		Prioritise the attraction of new services from east coast capital cities, directly or via a location such as Alice Springs.		
		Deliver infrastructure upgrades for Kununurra Airport, specifically regarding increased runway length, as outlined in the Shire of Wyndham and East Kimberley Master Plan.		
Coordinate and create priorities around the Inter-Regional Flight Network to align with LGA airport development strategies and connect with other intrastate flight destinations.				

INITIATIVE	PARTNERS	ACTION	SUBREGION
	DoT, TWA, Broome Airport, KDC, ANW, SB, Airlines	<p>Collaborate with key State Government bodies and industry to prove the long-term viability of increased leisure RPT services from domestic east coast markets.</p> <p>Coordinate and create priorities around the Inter-Regional Flight Network to align with LGA airport development strategies and connect with other intrastate flight destinations.</p>	Broome
ADDRESSING DEMAND ISSUES			
Develop and deliver marketing and communications campaigns tailored to relevant markets.	ANW, TWA	Identify a consumer-focused approach that acts upon market insight concerning greater awareness and recognition of the attractions of the regional and subregional areas.	Throughout region
		Focus on the Savannah Way and Gibb River Road as primary visitor access routes for the Kimberley, promoting greater knowledge amongst target markets and encouraging wider regional dispersal.	
		Develop and communicate a variety of cross-regional itineraries out of the key hubs of Kununurra and Broome.	
		Drive awareness of existing knowledge sources for further access to information – i.e. websites, apps, and Visitor Centres.	
Overcome barriers of cost to travel into the region.	DoT, TWA, Airlines, ANW	Establish seasonal, short-term incentivisation programs to boost domestic leisure travel into Broome and Kununurra.	Throughout region
Grow reputation and value of the cruise industry.	TWA, ANW, LGAs	Promote and market the unique cruising opportunities throughout the region, through engagement with industry at conferences, trade events, familiarisation programs and itinerary development.	Throughout region

2. BROADEN THE RANGE OF ACCOMMODATION PRODUCTS ACROSS THE REGION, AS RELEVANT TO MARKET NEEDS

INITIATIVE	PARTNERS	ACTION	SUBREGION
ADDRESSING SUPPLY ISSUES			
Broaden the range of accommodation products across the region as relevant to market needs.	TWA, Industry, ANW, LGAs, KDC	<p>Identify current and future consumer needs in accommodation, considering:</p> <ul style="list-style-type: none"> • High-end and luxury hotels/resorts • Experiential accommodation, such as Aboriginal sites, station stays agritourism and glamping. • Family-style facilities. • Self-contained accommodation, such as self-catering and serviced apartments. • Self-drive facilities (caravan and camping grounds). 	Kimberley
	Increase accommodation options for visitors.	TWA, KDC, DBCA, ANW, LGAs, TOs, WAITOC, ACs	<p>Grow the Kununurra and Lake Argyle accommodation inventory to support growth in visitation to the destination – focusing on eco, Aboriginal-owned, unique and high-end accommodation.</p> <p>Deliver unique accommodation facilities in / around high visitation areas such as national parks, including engaging with interested TOs.</p> <p>Increase accommodation along remote key touring routes (Highway 1) and to align with Tanami Road sealing, respecting the requirements of existing pastoral leases / national parks. This should include consideration of accommodation facilities in / around Wolfe Creek National Park, when Tanami Road is sealed.</p> <p>Work with key stakeholders to pursue the delivery of a diverse range of accommodation options, including increased choices for visitors in Kununurra and Broome, additional sites for self-drive visitors, and further growth of Camping with Custodians offerings.</p> <p>Facilitate the development of tourism workers accommodation in alignment with an expansion in the tourism workforce.</p> <p>Advocate for new tourism developments to incorporate or consider workers accommodation requirements.</p>
	TWA, KDC, NBY, SoB, DevWA, KDC, TOs, WAITOC	<p>Work with key stakeholders to deliver diverse accommodation options to match supply to demand as determined in the Broome Accommodation Study.</p> <p>Achieve best practice standards (operational, environmental, sustainable) for the Camping with Custodians campgrounds, using strategic review and consumer insight-based planning.</p> <p>Work with stakeholders in an ongoing program on aspirational land-use plans, for new accommodation options and tourism product offerings.</p>	Broome

INITIATIVE	PARTNERS	ACTION	SUBREGION
ADDRESSING DEMAND ISSUES			
Explore partnership opportunities to target private investors with development opportunities.	TWA, KDC, WAITOC, TOs, ANW	Develop a prospectus or campaigns targeting potential new accommodation providers to showcase regional development opportunities, including developments by Traditional Owner groups.	Throughout region
ADDRESSING CAPABILITY ISSUES			
Formalise cross-regional forums of relevant key stakeholders prioritise increased activity, awareness, communication and knowledge sharing.	TWA, KDC, ACs, TOs, LGAs, ANW	Work closely with stakeholders to align stakeholder priorities in the delivery of new accommodation products.	Throughout region
		Explore partnership opportunities with native title holders interested in engaging in tourism accommodation throughout the region.	
Promote greater consideration of tourism in formal planning processes.	TWA, LGAs, WAPC, DPLH	Advocate for greater consideration of tourism in local planning strategies and policy frameworks.	Throughout region

3. INCREASE THE CHOICE, QUALITY AND QUANTITY OF TOURISM ATTRACTIONS ALIGNED TO FUNDAMENTAL CONSUMER INTERESTS

INITIATIVE	PARTNERS	ACTION	SUBREGION
ADDRESSING SUPPLY ISSUES			
Support the identification of product and experience gaps and opportunities to maximise the visitor experience in national parks.	TWA, DBCA, ANW, TOs	Identify product gaps and opportunities, focusing on the areas of: <ul style="list-style-type: none"> • Camping in national parks. • Nature tourism • Aboriginal culture/arts trails • Adventure tourism • Agritourism • Dark sky tourism • Geotourism • Industrial tourism • Events and festivals • Water-based tourism 	Throughout region
		Work with industry, TOs and government bodies to address product gaps and encourage new experience development.	
		Seek increased investment in visitor infrastructure, facilities and amenities to manage demand and improve the safety and experience for visitors: access, camping and day-use facilities, signage, trails etc.	
Deliver new tourism assets and experiences for the region.	TWA, KDC, DBCA, SWEK, ANW	Investigate epic new four-wheel drive adventure trail opportunities to ensure the region's longevity of authentic four-wheel drive outback experiences.	Kimberley
		Establish an iconic Kimberley walk trail adventure.	
		Identify and progress, where feasible, opportunities for a signature attraction (e.g. lookout platform, zipline, glass-bottom bridge).	
		Introduce improved tourism infrastructure and facilities in Kununurra and at Lake Argyle.	
	TWA, DBCA, Dambimangari Aboriginal Corporation, TOs, ANW, WAITOC, KMTA, Industry	Through a cross-government and industry working group, and in consultation with key stakeholders, identify, investigate and develop culturally appropriate tourism experiences at Garaan-ngaddim Horizontal Falls.	
TWA, DBCA, Bunuba Dawangarri Aboriginal Corporation, KDC	Prepare a detailed feasibility/business case for a cultural attraction/performance facility at Windjana Gorge.		
SoB, KDC, TWA, NBY, ANW	Progress delivery of the Walmanyjun Cable Beach Foreshore Redevelopment.	Broome	
	Explore geotourism product development opportunities in alignment with the draft Dinosaur Coast Management Plan.		

INITIATIVE	PARTNERS	ACTION	SUBREGION
ADDRESSING DEMAND ISSUES			
Identify priorities for tourism trade initiatives.	TWA, ANW	Identify priorities for tourism trade initiative programs targeted at intrastate, interstate and international markets.	Throughout region
Target high yield markets in marketing communications.	ANW, TWA	Using the Tourism WA Domestic Segmentation model, identify the Kimberley region's target markets and match them to tourism product offerings.	Throughout region
Bundle activities to improve cross regional visitation.	ANW	Progress itineraries development that highlights food and art trails that when bundled with other key experiences will create interest and awareness.	Throughout region
ADDRESSING CAPABILITY ISSUES			
Utilise learnings from the 2023 Solar Eclipse for dark sky activities in the Kimberley.	JTSI, TWA, SWEK, KDC, Gascoyne Development Commission, Shire of Exmouth	Focus on knowledge sharing from Exmouth Total Solar Eclipse event for the scheduled Kimberley solar eclipses in July 2028, to inform tourism experience/event development.	Throughout region
Work with industry providers and tourism bodies to develop local products and raise operational standards within the overall tourism sector.	TCWA, TWA, ANW	Identify industry training and development programs with regional groups such or through online industry development programs.	Throughout region
		Deliver workshops engaging best-in-class industry operators to conduct knowledge sharing to upskill the capability levels of regional providers. New methods of delivering this knowledge should continue to be explored.	
Elevate the importance of tourism operations in protected areas.	TWA, DBCA	Maximise the provision of visitor services in high-demand national parks locations.	Throughout region
	KDC, ANW	Explore private sector partnerships to prioritise introducing new tourism assets and services.	

4. WORK WITH TRADITIONAL OWNERS TO INCREASE THE ABORIGINAL TOURISM OFFERING, POSITIONING ANW AS THE PREMIER ABORIGINAL TOURISM REGION IN AUSTRALIA

INITIATIVE	PARTNERS	ACTION	SUBREGION
ADDRESSING SUPPLY ISSUES			
Grow the Aboriginal tourism product offering.	WAITOC, TWA	Identify gaps in the Aboriginal tourism product offer and facilitate a strategic response.	Throughout region
	ANW, LGAs, TOs, MRWA, KDC, NBY	Increase directional visitor signage to key cultural guided tour sites across the region, raising awareness of existing and planned cultural experiences.	
	WAITOC, TWA, ANW, LGAs, TOs, SWEK, SHC, KDC	Support the wide-ranging initiative from Aboriginal-owned accommodation developments to offer events and activities that help to position the Fitzroy Valley as a focal point for cultural, eco and adventure tourism.	Kimberley
		Leverage relevant regional opportunities of the Jina Plan to support existing and new businesses. <ul style="list-style-type: none"> Encourage best practice standards in the Camping with Custodians program and investigate new offerings through Walking with Custodians and Cruising with Custodians initiatives. Support the representation of Aboriginal-owned tourism businesses in events planning and programming. 	
		Investigate community-led opportunities for the development of Aboriginal cultural centres and visitor assets, including: <ul style="list-style-type: none"> Options in Kununurra (potential location in prime visitor access point) to provide cultural, visitor information and arts offerings. Aboriginal-led visitor accommodation. 	
		Work with Aboriginal Corporations and Traditional Owners to grow the inventory of commercial, cultural experiences available on the remote Kimberley coast for the expedition cruise sector.	
	WAITOC, TWA, NBY, ANW, LGAs, TOs	Leverage Roebuck Plains as a potential accommodation, events and visitation opportunity.	Broome
		Support delivery of Aboriginal cultural centres and visitor assets, including: <ul style="list-style-type: none"> Aboriginal culture centre in Broome. Aboriginal-led visitor accommodation. 	
		Leverage relevant regional opportunities of the Jina Plan to provide support to existing and new businesses: <ul style="list-style-type: none"> Encourage best practice standards in the Camping with Custodians program and investigate new offerings through Walking with Custodians and Cruising with Custodians initiatives. Support the representation of Aboriginal-owned tourism businesses in events planning and programming. 	

INITIATIVE	PARTNERS	ACTION	SUBREGION
ADDRESSING DEMAND ISSUES			
Address key visitor sector interests through targeted marketing for Aboriginal tourism experiences.	TWA, ANW, WAITOC	Target awareness-raising of existing Aboriginal-owned tourism operators and products in a relevant manner through ANW-owned communication channels.	Throughout region
		Collaborate with subregional stakeholders to increase the reach and impact of communications.	
		Integrate and communicate Aboriginal cultural experiences and tourism offerings as central pillars of the destination offer.	
		Create alignment between stakeholders delivering campaigns promoting Aboriginal tourism, and ensure every visitor is informed of the opportunities available throughout the region.	
ADDRESSING CAPABILITY ISSUES			
Build tourism capability within local Aboriginal art centres.	SoB	Implement Broome Arts and Culture Strategy actions to support local art centres to grow their tourism capability.	Broome
Work within the guidelines of the Jina Plan to facilitate the development of Aboriginal tourism experiences.	TWA, WAITOC, ANW, KDC	Build capacity for increased Aboriginal employment in tourism.	Throughout region
		Encourage the engagement of Aboriginal people in the tourism and hospitality industry through their direct employment.	
		Support Traditional Owners as they teach the tourism sector how to understand and respect country and culture, to develop culturally sustainable protocols for the ANW tourism industry.	
		Encourage mainstream tourism operators to engage existing Aboriginal tourism business owners to deliver cultural experiences.	
		Supporting Aboriginal people intending to start their own Aboriginal tourism business.	
Increase Aboriginal employment opportunities.	DBCA, TWA, WAITOC	Support government programs that seek to increase Aboriginal employment opportunities.	Throughout region
		Collaborate with government agencies to support the delivery of employment opportunities through activities such as Aboriginal Ranger Programs or subregional level programs.	

5. CLARIFY THE REGIONAL AND SUBREGIONAL BRAND PROPOSITIONS TO MAXIMISE AWARENESS AND CONSIDERATION OF ASSETS

INITIATIVE	PARTNERS	ACTION	SUBREGION
ADDRESSING DEMAND ISSUES			
Utilise consumer insight testing and TWA's Walking On A Dream brand and toolkits to inform the creation of an aligned brand framework for ANW.	ANW, TWA	Connect with Tourism WA's brand platform, toolkits and the key pillars of: Time, Space, Connection and Freedom.	Throughout region
		Segment markets according to ANW's offer and consumer interests.	
		Clarify ANW's regional and subregional positioning, differentiation, and identity in this context.	
		Create key messaging for the region and subregions.	
		Establish clear direction on brand identity and positioning of the region (aligning with the current Tourism WA brand strategy), reflecting the attributes of natural beauty, open space and Aboriginal culture.	
		Advocate and promote the Savannah Way as a major pathway to explore the Kimberley (Australia's answer to Route 66).	Broome
Reposition ANW RTO's digital presence to better reflect visitor needs.	ANW	Provide easy access to destination information that enables increased visitor experience and engagement, focusing on locations, itineraries and facilities.	Throughout region
		Align with the recommended brand framework and product pillars.	
		Focus on key regional attributes of nature and biodiversity, Aboriginal culture, adventure, heritage and events.	
Work in partnership with regional bodies regarding safety and security issues in some areas.	ANW, TWA, KDC, LGAs	Identify the scale of impact on the tourism sector. Agree on a coordinated approach to address existing social and economic issues and how to mitigate their impact on Kimberley's tourism brand.	Throughout region
ADDRESSING CAPABILITY ISSUES			
Improve internal and external marketing activities through collaborative efforts.	ANW TWA, KDC, LGAs	Improve knowledge sharing through cross-regional marketing activities and tourism industry familiarisation programs.	Throughout region
		Increase visibility of the visitor economy as a key element of the future state business growth.	
		Explore marketing partnership opportunities with key stakeholders to deliver targeted marketing, utilising insights from the consumer research, the Tourism WA domestic segmentation modelling and other relevant data.	



6. MAXIMISE THE EVENT PROGRAM TO SUPPORT DISPERSAL ACROSS THE REGION

INITIATIVE	PARTNERS	ACTION	SUBREGION
ADDRESSING SUPPLY ISSUES			
Strengthen and grow the regions event offer, focusing on driving visitation in low/shoulder season.	TWA, KDC, SoB, ANW	Explore the feasibility of a Kimberley Event Centre in Broome to increase regional capacity and support MICE visitation, particularly outside of peak periods.	Broome
	ANW, TOs, LGAs, Event operators TWA, KDC	Engage with Traditional Owners for input on development or event expansion opportunities.	Throughout region
		Utilise Kimberley product development modelling to focus event development and funding in the areas of: <ul style="list-style-type: none"> • Food and produce — including expansion of trade opportunities to meet wider government aims • Aboriginal cultural festival — growth of existing events or creation of new concept • Adventure activities • Fishing events • Adventure /mass-participation events 	
		Assess existing criteria for assessment and funding of events to determine their strategic alignment with product development modelling and ability to lengthen tourism season.	
		Apply criteria to identify and assess event opportunities from within the existing regional events calendar and identify any gaps in the offer.	
		Support and work with event organisers to grow existing anchor events.	
		Identify and assess existing major event growth opportunities for the regions.	
		Identify a tier of supporting events with growth potential, including an existing range of Regional Event Scheme-funded events such as: <ul style="list-style-type: none"> • Gibb Challenge (cross-regional cycle event, participation-led) • Lake Argyle Swim (participation-led) • Mowanjum Festival (Aboriginal tourism) • Broome Marathon • Rhythm and Ride Broome 	
		Assess other visitation-driving events for elevation in ANW's event program, e.g. Taste of the Kimberley, Kununurra Half Marathon, Country Cups racing, Lake Argyle Adventure race, Derby Boab Festival, Taste of Broome, Cable Beach Polo, Stompem Ground, etc.	
		Assist in identifying constraints in the event sector and advocating for improvements, e.g., knowledge transfer, operations etc.	
Work with stakeholders (such as LGAs) to understand the positive impact on the local economy and the importance of their support of events.			
Examine the possibility of securing other low or shoulder season mass participation events – particularly ones that may appeal to key target groups, e.g. Masters' events, Adventure type events – trail running, ocean or lake swimming, mountain biking, orienteering, fishing, etc.			

INITIATIVE	PARTNERS	ACTION	SUBREGION
ADDRESSING DEMAND ISSUES			
Assess Business Event market opportunities for the region.	ANW TWA, BEP, KDC, LGAs	Identify suitable host locations with infrastructure to support business event requirements.	Throughout region
		Work with Business Events Perth on possible spin-off activities for Perth-based events or pre and post-event familiarisation visits.	
		Work with LGAs to organise regular business event-focused familiarisation programs.	
Strengthen and grow the events offer as a demand driver.	TWA ANW, KDC, LGAs	Improve funding and positioning of events assessed as being a core visitation driver for the region, with capacity for growth.	Throughout region
		Partner with event organisers to identify, develop and implement suitable product packaging models.	
Assess event marketing communications to maximise awareness and visitation.	TWA Industry	Optimise event branding to align with Tourism WA initiatives, whenever feasible.	Throughout region
ADDRESSING CAPABILITY ISSUES			
Develop industry capability to maximise event visitation and economic yield.	ANW, TWA, LGAs Private Sector	Work with event holders and industry operators to develop event-based packages that offer visitors accommodation and attractions opportunities.	Throughout region
		Establish knowledge and skills-sharing program amongst local event operators to enhance industry sustainability.	
		Assess and share (where possible) event priorities and post- event reporting with event funding stakeholders, to ensure growth opportunities are recognised and leveraged by all partners.	
	ANW, TWA, LGAs	Ensure the Kimberley is seen as an easy place to undertake events across each LGA, i.e. one account manager, cutting red tape, easy approvals process, etc.	Throughout region

7. IMPROVE THE LONG-TERM SUSTAINABILITY OF THE TOURISM SECTOR

INITIATIVE	PARTNERS	ACTION	SUBREGION
ADDRESSING SUPPLY ISSUES			
Increase the environmental sustainability of the Kimberley tourism industry.	TCWA, ANW, TWA, KDC, LGAs, Private sector	Increase the number of eco-certified businesses in Kimberley to improve the region's environmental sustainability.	Throughout region
		Create awareness of the National Sustainability Framework and educate the industry on the increasing importance that consumers place on a destination's approach to the sustainability of the tourism offer.	
		Work with industry to pursue increased utilisation of electric vehicles and helicopters to increase access and sustainability.	
Facilitate the development of tourism workers accommodation.	TWA, KDC, LGAs, DPLH	Advocate for new tourism developments to incorporate or consider workers accommodation requirements.	Throughout region
		Work with LGAs on the planning requirements for tourism workers accommodation, and identify where the barriers exist to workers accommodation development.	
ADDRESSING DEMAND ISSUES			
Maximise awareness of tourism and hospitality as employment options.	TWA, ANW, KDC, LGAs	Raise awareness of the WA Jobs website for growing the tourism workforce.	Throughout region
		Continue to develop and implement communications activities that can raise awareness and knowledge of the value of the visitor economy.	
ADDRESSING CAPABILITY ISSUES			
Increase Aboriginal tourism employment.	TWA, WAITOC, KDC, ANW	Implement the Jina: WA Aboriginal Tourism Action Plan 2021- 2025 (and future editions) concerning Aboriginal tourism workforce initiatives and through its workforce development team for mainstream tourism/hospitality issues.	Throughout region
		Position Aboriginal tourism as a significant employment avenue.	
Raise awareness of the impact of social and environmental issues on the tourism industry.	TWA, KDC	Explore cross-government opportunities to raise awareness and seek solutions to the unique social and environmental impacts occurring in ANW (crime, natural disasters) on the tourism industry and visitor economy.	Throughout region
Support Tourism WA workforce development strategies.	TWA, DTWA, KDC, ANW	Support and facilitate training and development opportunities across the region to increase the pool of tourism workers: <ul style="list-style-type: none"> • Seek a closer connection to the regional workforce through tourism and hospitality job portals, programs, incentives and campaigns. • Support industry involvement in raising the profile of career opportunities in tourism. • Develop recognised pathways to support career opportunities in tourism. • Position Aboriginal tourism as a significant employment avenue. 	Throughout region
Formalise ongoing cross-regional forums to identify and prioritise increased awareness, communication and knowledge sharing.	KDC, TWA, ANW, LGAs, All State RDCs	Continue to engage in the Regional Development Commission working group to identify and prioritise tourism activity, awareness, communication and knowledge sharing.	Throughout region

