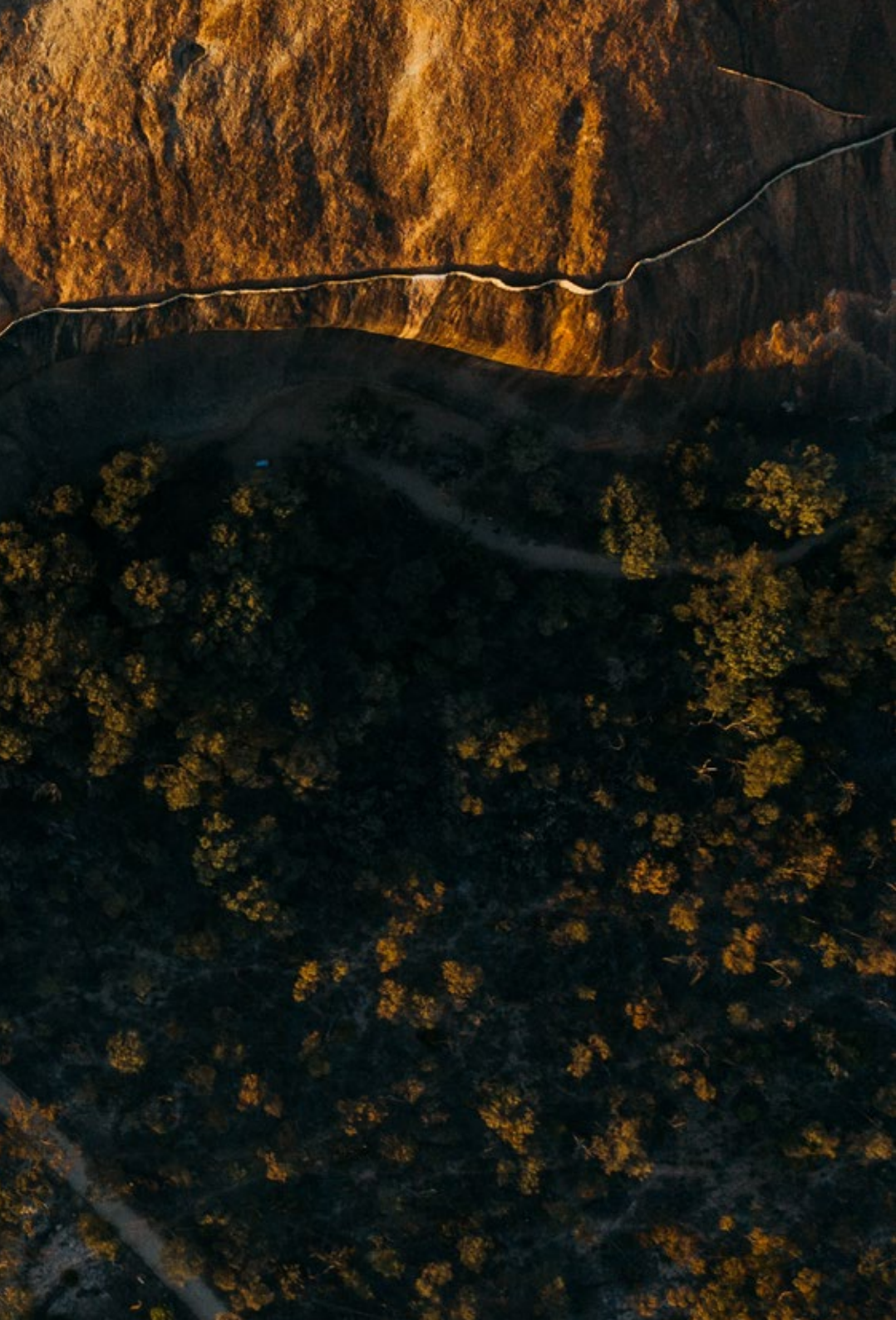


The background of the entire page is an aerial photograph of sand dunes. The lighting is dramatic, with a color gradient from deep blue in the upper left to a warm orange in the lower right. The dunes are characterized by their rhythmic, wavy ridges and valleys, creating a textured, undulating landscape.

WHEATBELT  
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 Wheatbelt Regional Tourism Development Strategy (RTDS), together with the overarching Australia's Golden Outback (AGO), Australia's Coral Coast (ACC), and Destination Perth (DP) Tourism Destination Management Plans (TDMP), will guide decision-making, investment and capacity development for tourism in these regions 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 Wheatbelt region, in alignment with the AGO, ACC and DP TDMPs.

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.





PART 1:  
RTDS VISION, GOALS & PRIORITIES





# 10-YEAR VISION

The Wheatbelt is a truly unique destination offering authentic tourism experiences, where visitors can journey through remarkable open landscapes, engage with connected communities and witness unrivalled natural beauty.

- Access** Visitors can easily navigate to and within the vast open spaces of the region, traversing unrivalled natural beauty with ease and comfort. The region is rugged, diverse and accessible. Travellers are encouraged to look for otherworldly experiences and immerse themselves in the region's natural beauty.
- Collaboration** Industry and government work effectively and collaboratively through informed and dedicated processes that enable the development of infrastructure to support the visitor economy.
- Community** The region will be recognised for its authenticity, diversity and inclusion. Boasting connected communities, culture and heritage. The whole community understands and supports the value and benefits of the visitor economy for its contribution to the way of life that locals enjoy.
- Experiences** There is a breadth of offerings across the region — whether visitors are seeking adventure, solitude, or simply a chance to disconnect from the modern world, the Wheatbelt has it all.







# 10-YEAR TOURISM GOALS & PRIORITIES

## 1. Prioritise increases in connectivity by growing capacity and infrastructure.

- Support the improvement, expansion and promotion of drive tourism routes, including expanding the electric vehicle networks/chargers throughout the region to improve access and enable self-drive visitation in a more sustainable manner.
- Support visitor education and awareness of activities in the Wheatbelt to remove perceived travel barriers (i.e., from Perth) and deliver a connected visitor experience.
- Promote usage of AvonLink, MerredinLink, and Prospector train services to leverage visitation from Perth and other tourism regions and encourage stopovers in the Wheatbelt.

## 2. Grow and diversify accommodation offerings in the region.

- Encourage an increase in the capacity of cabins, chalets, and caravan/campsites in caravan parks to cater for self-drive market. Grow and diversify the accommodation offerings by encouraging investment in development that meets the needs of priority markets (intrastate visitors) with a view to attracting interstate and international visitors as the tourism offering matures.
- Seek private sector investment in unique accommodation in/around national parks and nature and conservation reserves, including Dryandra National Park.

## 3. Refresh existing and develop new unique experiences.

- Enhance the visitor facilities and infrastructure at key attractions, national parks and nature and conservation reserves, to support greater visitation.
- Undertake agritourism experience development as part of the implementation of AGO's Agritourism Development Strategy.
- Develop and promote recreational trails (walk, cycle and drive) throughout the Wheatbelt.
- Expand the range of bookable tour products to elevate the visitor experience, focusing on:
  - Developing dark sky tourism experiences.
  - Enhancing the Barna Mia experience in Dryandra Woodland National Park.
  - Developing cohesive experiences celebrating the regions 'big rocks', including Wave Rock, Elachbutting Rock and Kokerbin Rock.
- Align tourism product development to the region's existing road-trips and key drive routes to build appealing self-drive itineraries.

#### **4. Create and utilise unique events to promote cross-regional travel.**

- Grow events by developing and supporting a regional annual events portfolio.
- Leverage existing events to showcase the regions unique strengths and encourage subregional travel.

#### **5. Improve capacity and capability of the tourism sector to ensure its sustainability.**

- Increase the pool of tourism and hospitality workers through the development of targeted strategies.
- Provide training and mentoring opportunities for operators and regional tourism businesses to improve the visitor experience, develop new products, and retain and upskill workers.

#### **6. Develop and showcase Aboriginal cultural tourism.**

- Continue integrating Aboriginal culture into existing offerings and develop new and unique hero experiences championed by Traditional Owners.
- Implement priority actions from the Jina: WA Aboriginal Tourism Action Plan 2021–2025 (or future editions).



**PART 2:  
UNDERSTANDING THE REGION**





# WHEATBELT REGIONAL OVERVIEW

Covering an area of 154,862 square kilometres, the Wheatbelt region has a diversity of landscapes that stretch from the turquoise coastal waters to inland character towns, rural farms, varied granite rock formations and expansive wheat fields. The Wheatbelt region extends northwards to Jurien Bay and Cervantes, eastwards to the Goldfields, southwards to the Great Southern region and encompasses the gentle hills and streams of the Avon Valley outside of the Perth Metropolitan area.

The Wheatbelt region recognises seven main Traditional Owner groups — Ballardong, Gubrun, Kalamaia, Njaki-Njaki, Whadjuk, Wiilman and Yued.

Visitors can enjoy a coastal experience in Cervantes and Jurien Bay where unique seafood is available at the source and marine life interactions can be experienced. The Pinnacles are a drawcard for the area, providing visitors the opportunity to explore the unique limestone rock formations in Nambung National Park, formed approximately 25,000 to 30,000 years ago.

Moving inland, the region's country charm and rich pioneering history offers visitors a different experience, through character outback pubs, exploring the quaint main streets and meeting the friendly locals of the country towns. Wave Rock, near Hyden, is an amazing rock formation stretching 100 metres wide and standing 15 metres high in the shape of a giant wave about to crash over the surrounding bush.

Beautiful granite rock formations can also be found in the northern Wheatbelt, including Westonia's own giant wave rock — Elachbutting. Other unique rock formations can be found throughout the region, including breakaways and granite outcrops in Chiddarcooping Nature Reserve, Beringbooding Rock near Muckinbudin, Eaglestone Rock near Nungarin, Buckley's Breakaway near Kulin and many more.

The Dryandra Woodland National Park near Narrogin is one of Western Australia's most important areas for unique wildlife preservation, home to numbats, tammar wallabies, brushtail possums, kangaroos and tawny frogmouth owls. Many of these are available to see in the evening at the Barna Mia Nocturnal Wildlife Experience.

From June to October, the Wheatbelt region offers dazzling displays of Western Australian wildflowers, from meadows of everlastings to winter orchids and flowering perennials, trees, and shrubs.

The Wheatbelt Development Commission (WDC) supports a highly diverse region including 42 local government areas with more than 200 communities across the region. Three Regional Tourism Organisations (RTOs) overlap the subregions of the WDC: Australia's Coral Coast (ACC), Australia's Golden Outback (AGO) and Destination Perth (DP). This document has been developed to align with the tourism strategies for all three RTOs and refers to three subregions in the context of these tourism regions. In order to deliver the vision and actions outlined in this plan, it will be crucial for local stakeholders, the AGO, ACC and DP RTOs and neighbouring Development Commissions to work together.



An aerial photograph of a river delta, likely the Nile, showing a wide river branching into smaller channels. The left side is a dense, dark green forested area, while the right side is a lighter, sandy or sparsely vegetated area. A semi-transparent map overlay is visible on the right side, showing the outline of the continent of Africa with a red dot indicating the location of the delta. The text 'PART 3: STRATEGY & IMPLEMENTATION' is overlaid in white, bold, sans-serif font on the left side of the image.

**PART 3:  
STRATEGY & IMPLEMENTATION**







# WHEATBELT ACTION PLAN

The Wheatbelt RTDS has been informed by the regional priorities developed through industry consultation. The following tables outline actions and 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.

ACMA – Australian Communications and Media Authority  
 ACs – Aboriginal Corporations  
 ACC – Australia’s Coral Coast Regional Tourism Organisation  
 AGO – Australia’s Golden Outback Regional Tourism Organisation  
 ATEC – Australian Tourism Export Council  
 CCI – Chamber of Commerce and Industry  
 DBCA – Department of Biodiversity Conservation and Attractions  
 DLGSC – Department of Local Government, Sport and Cultural Industries  
 DoT – Department of Transport  
 DP – Destination Perth Regional Tourism Organisation  
 DPIRD – Department of Primary Industries and Regional Development  
 DPLH – Department of Planning, Lands and Heritage  
 DTWD – Department of Training and Workforce Development  
 LGAs – Local Government Authorities  
 MRWA – Main Roads Western Australia  
 NEWTRAVEL – Collective of nine communities of the northern Wheatbelt  
 PS – Private Sector  
 RDA – Regional Development Australia  
 ROC – Regional Organisations of Councils

RTOs – Regional Tourism Organisations (ACC, AGO and DP)  
 SoBev – Shire of Beverley  
 SoB – Shire of Brookton  
 SoD – Shire of Dandaragan  
 SoG – Shire of Gingin  
 SoGoo – Shire of Goomalling  
 SoK – Shire of Kondinin  
 SoN – Shire of Northam  
 SoT – Shire of Toodyay  
 SoVP – Shire of Victoria Plains  
 TOs – Traditional Owners  
 TCWA – Tourism Council Western Australia  
 TWA – Tourism Western Australia  
 VCs – Visitor Centres  
 WAPC – Western Australian Planning Commission  
 WDC – Wheatbelt Development Commission  
 WAITOC – Western Australian Indigenous Tourism Operators Council  
 4WDL VROC – Voluntary Regional Organisation of Councils comprising the Shires of: Wagin; West Arthur; Williams; Woodanilling; Dumbleyung; and Lake Grace

## 1. PRIORITISE INCREASES IN CONNECTIVITY BY GROWING CAPACITY AND INFRASTRUCTURE

INITIATIVE	PARTNERS	ACTIONS	SUBREGION
<b>ADDRESSING SUPPLY ISSUES</b>			
<b>Improve visitor entry statements and wayfinding.</b>	SoD, MRWA, ACC	Enhance the entry statement and information bay for Cervantes on Indian Ocean Drive to attract further visitation into town, including improved wayfinding to the main retail area and foreshore area.	ACC
	LGAs	Improve wayfinding for the self-drive audience, ensuring tourism attractions and infrastructure are incorporated where feasible, to improve the visitor experience.	Throughout region
<b>Pursue improvements in mobile connections to overcome inconsistent service provided in areas of the region.</b>	WDC, DPIRD, RDA, ACMA	Advocate for improved digital connectivity/mobile communication services across the region along major intrastate routes, to rectify gaps across the area and improve traveller safety.	Throughout region
<b>Improve the visitor experience for cycle tourists.</b>	LGAs, TWA, AGO, TransWA	<p>Improve the visitor experience for cycle tourists seeking to visit the region:</p> <ul style="list-style-type: none"> <li>• Advocate for increased bicycle allowances on passenger rail transport</li> <li>• Seek the development of additional cycle trails and itineraries, focusing on linking key tourism attractions and towns, utilising existing tracks, service roads, and fire breaks to connect destinations.</li> </ul>	Throughout region
<b>Increase provision of roadside services and amenities.</b>	LGAs, PS, DBCA, MRWA	Seek funding to improve services and facilities such as fuel, public toilets, rest areas, camping areas, and picnic areas, focusing on strategic tourism locations.	Throughout region
	LGAs, PS	Support the expansion of electric vehicle networks/chargers to improve access and enable self-drive visitation in a more sustainable manner.	
<b>ADDRESSING DEMAND ISSUES</b>			
<b>Increase awareness of tourism drive routes to encourage safe dispersal of visitors.</b>	RTOs, VCs, WDC, LGAs	Promote and share online information for self-drive visitors on RTO and visitor centre websites regarding relevant lands permits, biosecurity information, travel on mining haul roads, road conditions and types of vehicles required for different road conditions to enable safer travel throughout the region.	Throughout region
	LTOs, RTOs	Support initiatives that coordinate tourism product into compelling day and overnight itineraries that highlight the region's strengths.	
	RTOs	Develop targeted marketing campaigns that improve visitor awareness of the proximity of the Wheatbelt region to Perth.	

## 2. GROW AND DIVERSIFY ACCOMMODATION OFFERINGS IN THE REGION

INITIATIVE	PARTNERS	ACTIONS	SUBREGION
<b>ADDRESSING SUPPLY ISSUES</b>			
<b>Grow the inventory of short-stay tourism accommodation.</b>	RTOs, PS, WDC, LGAs	Identify towns in the region that require an increase in, or diversification of, tourist accommodation and encourage investment in new development that meets the needs of priority markets.	Throughout region
		Identify higher visitation areas where high yield accommodation options can attract investment.	
	SoD, PS, WDC, TWA	Facilitate the development of resort-style accommodation in Jurien Bay to support the group and self-drive markets.	ACC
	PS, SoG, TWA	Support the development of experiential/eco accommodation aligned with astrotourism experiences within the Gingin Gravity Precinct.	DP
	PS, RTOs, WDC, LGAs, TWA, TOs	Grow and diversify experiential accommodation offerings by encouraging investment in: <ul style="list-style-type: none"> <li>• Farm stays, tiny cabins, glamping, and agritourism experiences.</li> <li>• Family style facilities.</li> <li>• Self-contained accommodation such as self-catering and serviced apartments.</li> <li>• Heritage accommodation.</li> <li>• Aboriginal owned/run operations.</li> <li>• In or around high-visitation national parks/nature reserves — such as Dryandra Woodland National Park.</li> </ul>	Throughout region
	LGAs, PS	Seek to increase cabins, chalets, and caravan/campsites in caravan parks (especially Shire owned) to cater for growth in self-drive activity.	
	TWA, DBCA, TOs, LGAs, PS	Engage with Traditional Owners and seek investor interest in the development of accommodation offerings in and around national parks and nature reserves.	
	4WDL VROC, PS, WDC	Implement the 4WDL Voluntary Regional Organisation of Councils Short-Stay Tourism Accommodation Plan.	AGO
	LGAs, RTOs, TWA	Encourage existing accommodation to renovate and refurbish their offering to attract new, higher-yielding visitor markets.	Throughout region
	LGAs, RTOs, PS, WDC, DPLH	Investigate opportunities for heritage assets to be reused or adapted into tourism accommodation.	
<b>Develop tourism worker accommodation.</b>	LGAs, WDC	Encourage larger accommodation projects to include on-site staff accommodation to combat a lack of regional residential housing and shortage of suitable workers accommodation.	Throughout region
<b>ADDRESSING DEMAND ISSUES</b>			
<b>Achieve trade readiness for accommodation products.</b>	TWA, RTOs, ATEC	Work with industry to achieve trade readiness for accommodation products not currently operating in the trade distribution space.	Throughout region
		Work with new accommodation products to achieve trade readiness.	

INITIATIVE	PARTNERS	ACTIONS	SUBREGION
<b>ADDRESSING CAPABILITY ISSUES</b>			
<b>Support operators to enhance their offerings.</b>	CCIs, RTOs	Support existing accommodation operators to elevate the quality of their service offerings to meet target market needs/expectations.	Throughout region
<b>Advocate for tourism focused land use planning.</b>	TWA, LGAs, WAPC, DPLH, WDC	Advocate for greater consideration of tourism in local planning strategies and policy frameworks.	Throughout region

### 3. REFRESH EXISTING AND DEVELOP NEW UNIQUE EXPERIENCES

INITIATIVE	PARTNERS	ACTIONS	SUBREGION
<b>ADDRESSING SUPPLY ISSUES</b>			
<b>Investigate and deliver new tourism assets that encourage increased length of stay and regional dispersal.</b>	AGO, NEWTRAVEL	Support promotion of the recreational cycle, walk and drive trails throughout the Wheatbelt region, and invest in creating new hero routes that encourage visitation from Perth.	AGO
		Explore opportunity for the development of bookable tourism product associated with these routes.	
	DBCA, DLGSC, DoT, LGAs, TWA	Develop a collaborative cycle tourism amenity plan to explore feasibility of building the off-road cycling connections through national parks and reserves in the Wheatbelt and their linkages to other tracks and trails.	Throughout region
	TWA, DLGSC	Advocate for consideration of tourism outcomes in the development of the Draft Avon Central Coast Regional Cycling Strategy e.g., support for commercial tourism opportunities and prioritisation of visitor infrastructure	DP
	DBCA, DLGSC, SoT, TWA	Explore the feasibility of developing a world-class hiking trail and associated visitor infrastructure along the Avon River connecting Walyunga National Park to Avon Valley National Park/Toodyay.	
	AGO, LGAs	Implement the experience development recommendations for the Wheatbelt region from the AGO Agritourism Development Strategy.	AGO
	DBCA, TWA	Facilitate additional ecotourism experiences in Dryandra Woodland National Park. Seek the expansion of the Barna Mia nocturnal experience.	
RTOs, LGAs	Invest in main street activations and beautification with endemic wildflower planting displays to encourage visitors to base in regional towns and explore wildflower trails.	Throughout region	

INITIATIVE	PARTNERS	ACTIONS	SUBREGION
	TWA, DBCA	Explore opportunities for further development of ecotourism and nature-based products in nature and conservation reserves.	Throughout region
	DLGSC, TWA	Develop a Trails Masterplan for the Wheatbelt region and seek commercial experiences to activate them.	
	LGAs, PS	Capitalise on the accessible remoteness of the region to develop dark sky tourism product in the region, which could include unique accommodation options such as clear-roof glamping.	
	LGAs, PS, RTOs, TWA	Explore opportunities for the development of food and beverage provenance experiences, such as repurposing grain receival sites or heritage buildings into breweries, galleries or other unique hospitality offerings.	
	SoD	Support and grow the nighttime economy in Jurien Bay through activations at the foreshore, including night-time projections during peak and shoulder seasons, food vans, retail and local produce markets.	ACC
	SoD, DBCA	Encourage the development of a dark sky tourism/interpretive product at Pinnacles National Park, to support overnight visitation to the area.	
	TWA, SoK, AGO	Undertake and implement a visitor experience improvement program and master plan to reimagine the Wave Rock experience on-site and within the town of Hyden, focusing on the area's outstanding formations and history, including Aboriginal history.	AGO
	PS, TWA, DBCA, SoG, DP	Advocate for delivery of the proposed enhancements to the Gingin Gravity Discovery Centre including upgrades to the gallery and interactive displays.	DP
	LGAs (SoBev, SoB, SoGoo, SoN, SoT, SoVP, SoY), DP	Develop rail based all-inclusive packaged experiences in the Avon Valley combined with other tours and experiences (dining, trails, hot air ballooning, accommodation) to better connect the individual towns and encourage visitor dispersal.  Explore opportunities to package experiences with other destinations such as the Peel, Perth Hills or Swan Valley to encourage visitor dispersal.	
	Shire of Dumbleyung	Advocate for the delivery of initiatives included in the Shire of Dumbleyung Destination Development Plan 2022, including world-class Dumbleyung Lake bike & walk trail, nighttime laser light experience, and Kukerin major skate park and pump truck.	AGO
	RTOs, LGAs, PS	Develop compelling tourism offerings including heritage tours between towns and experiences throughout the Wheatbelt.	Throughout region
	DLGSC, TWA, LGAs	Advocate for the investigation and funding of a northern extension of the Munda Biddi Trail to Bindoon and beyond in the north, and/or long-distance off-road cycling trails including Toodyay and Northam.	DP
	DBCA, TOs	In collaboration with Aboriginal joint management partners, investigate and provide for visitor access and infrastructure in new parks and reserves created under Plan for Our Parks, ensuring that the natural and cultural values and sense of place are conserved in the delivery of a unique visitor experience.	Throughout region
	DBCA	Enhance visitor experiences and understanding of natural and cultural values in national parks through improvements to interpretive information and experiences.	

INITIATIVE	PARTNERS	ACTIONS	SUBREGION
<b>ADDRESSING DEMAND ISSUES</b>			
<b>Support visitor dispersal initiatives.</b>	RTOs, LTOs	Leverage the proximity of the Wheatbelt to Perth through continued promotion of wildflower season, weekend road-trips and a variety of hiking/walking trails to encourage dispersal throughout the region.	Throughout region
	ACC, SoD	Promote Jurien Bay as the southern adventure hub of the Coral Coast Highway that engages visitors with the Indian Ocean from above, on and below the surface. Focus on the proximity to Perth and growing midweek visitation in marketing execution.	ACC
<b>ADDRESSING CAPABILITY ISSUES</b>			
<b>Support industry to build capacity and enhance offerings.</b>	RTOs, LGAs, LTOs	Work with food and beverage suppliers to enhance the dining experience, provide more consistent opening hours and introduce local produce.	Throughout region
		Work with the industry to raise standards in customer and visitor servicing and address limited trading hours in tourism precincts.	
		Deliver targeted capacity building programs that supports the diversification of agricultural operations through the development of agritourism activities.	
	RTOs, TWA, NEWTRAVEL	Deliver niche tourism workshops within the Wheatbelt to foster the creation of new tourism product and expansion of existing businesses (i.e. farm stay and bed and breakfast operators), including incorporating agritourism and dark sky tourism.	
	AGO, LGAs	Invest in developing a community identity throughout the AGO Wheatbelt towns, to develop community led storytelling for the tourism industry and encourage local buy-in.	AGO

#### 4. CREATE AND UTILISE UNIQUE EVENTS TO PROMOTE CROSS-REGIONAL TRAVEL

INITIATIVE	PARTNERS	ACTIONS	SUBREGION
<b>ADDRESSING SUPPLY ISSUES</b>			
<b>Grow and enhance the event offering.</b>	DBCA, SoD, ACC, TWA, PS	Capitalise on the otherworldly natural phenomena of the Pinnacles in the Nambung National Park to create a regular schedule of seasonal events including live music, illuminations, astrophotography, Aboriginal storytelling, and long-table dining.	ACC
	SoN, DP, TWA, PS	Investigate opportunities to expand the Northam Ballooning Championships to become a tourism driving multi-day event and/or festival.	DP
	RTOs, LGAs	Develop a regional events strategy that assesses existing event offerings and identifies gaps.	Throughout region
	LGAs, TWA, WDC, PS	Encourage LGAs to partner in the development and coordination of joint events with a particular focus on shoulder season events and marketing.	
	LGAs, DLGSC, PS	Investigate the feasibility of a unique coastal sports event to activate Turquoise Way Trail between Cervantes and Jurien Bay.	ACC
	LGAs, RTOs, PS	Support the development of new, and continuation of existing events that encourage overnight visitation in Wheatbelt towns.	Throughout region
<b>ADDRESSING DEMAND ISSUES</b>			
<b>Drive awareness of event offerings in the region.</b>	RTOs, LGAs	Establish and promote a calendar of events to grow awareness and promote the product available in the region.	Throughout region
	TWA, PS	Optimise event branding to align with Tourism WA initiatives, whenever feasible.	
<b>ADDRESSING CAPABILITY ISSUES</b>			
<b>Develop industry capability to maximise event opportunities.</b>	PS, LGAs, TWA	Work with event holders and industry operators to develop event-based packages include discounted accommodation and attractions.	Throughout region
		Establish a knowledge and skills-sharing program amongst local event operators to enhance industry sustainability.	



## 5. IMPROVE CAPACITY AND CAPABILITY OF THE TOURISM SECTOR TO ENSURE ITS SUSTAINABILITY

INITIATIVE	PARTNERS	ACTIONS	SUBREGION
<b>ADDRESSING SUPPLY ISSUES</b>			
<b>Maximise awareness of tourism and hospitality as employment options.</b>	TWA, RTOs	Raise awareness of the WA Jobs website as the main portal for tourism and hospitality jobs.	Throughout region
		Develop targeted campaigns towards seasonal work opportunities with backpackers/ travellers.	
<b>ADDRESSING CAPABILITY ISSUES</b>			
<b>Formalise tourism groups to assist in capacity and capability building of the tourism sector.</b>	LGAs, WDC, RDA, CCI, DP	Formalise and strengthen the Avon Valley alliance to facilitate: <ul style="list-style-type: none"> <li>Engagement between LGAs tourism operators and adjoining subregions;</li> <li>Capability and capacity building of the tourism industry; and</li> <li>Formal tourism leadership.</li> </ul>	DP
<b>Elevate workforce capacity to enhance the visitor experience.</b>	AGO, LGAs	Explore the potential to establish a new role within the AGO RTO and based in the Wheatbelt, specifically focusing on driving tourism development, elevating tourism's value in local communities, and facilitating collaboration between key Wheatbelt stakeholders.	Throughout region
	TCWA, TWA	Increase the number of tourism businesses with accessible tourism accreditation by: <ul style="list-style-type: none"> <li>Educating the industry on the increasing importance of accessible and inclusive tourism; and</li> <li>Providing resources to assist industry to meet the needs of accessible markets.</li> </ul>	
	LGAs, CCIs, ROCs, RTOs	Consider a collaborative approach to utilise the existing workforce within LGAs, including sharing resources and rostering opening hours for businesses to ensure tourism services are delivered.	
<b>Implement Tourism WA's workforce development strategies.</b>	TWA, DTWD	Support and facilitate training and development opportunities across the region to increase the pool of tourism workers: <ul style="list-style-type: none"> <li>Seek a closer connection to the regional workforce through tourism and hospitality job portals, programs, incentives and campaigns.</li> <li>Support industry involvement in raising the profile of career opportunities in tourism.</li> <li>Develop recognised pathways to support career opportunities in tourism.</li> <li>Position tourism as a significant employment avenue for Aboriginal people.</li> </ul>	Throughout region
<b>Support regional collaboration.</b>	RTOs, LGAs, WDC, RDA, tourism industry	Host a forum of Wheatbelt LGA CEOs and tourism industry leaders to communicate on how to improve the positioning and development of the sector in the region through collaboration.	Throughout region

## 6. DEVELOP AND SHOWCASE ABORIGINAL CULTURAL TOURISM

INITIATIVE	PARTNERS	ACTIONS	SUBREGION
<b>ADDRESSING SUPPLY ISSUES</b>			
<b>Develop Aboriginal tourism products and experiences across the region.</b>	WAITOC, TOs, TWA, ACC	Facilitate collaborations between Jurien Bay's tour operators and TOs to grow participation in dark sky tours and events.	ACC
	SoD, TOs, PS, WAITOC	Facilitate a collaboration with TOs to activate the Jurien Bay foreshore with sculpture and interpretation.	
	Shire of Dumbleyung, WAITOC, TOs	Investigate and deliver opportunities for authentic Aboriginal tourism experiences and interpretation, to align with the proposed Dumbleyung Lake walk and bike trail identified in the draft Shire of Dumbleyung Destination Development Plan 2022.	AGO
	TWA, WAITOC	Implement priority actions from the Jina: WA Aboriginal Tourism Action Plan 2021–2025 (or future editions).	Throughout region
	WAITOC, TOs, ACs, WDC, TWA	Support Traditional Owners in delivering their aspirations for tourism enterprises.	
<b>ADDRESSING DEMAND ISSUES</b>			
<b>Address key audience interests through targeted marketing for Aboriginal tourism experiences.</b>	WAITOC, RTOs, TWA	Target awareness-raising of existing Aboriginal-owned tourism operators and products in a collaborative manner to increase reach and impact of promotional communications.	Throughout region
		Elevate Aboriginal culture and tourism representation in regional marketing activity by updating the website, social media and digital activities.	
		Create campaigns to ensure visitors are informed of the opportunities throughout the region to have an Aboriginal tourism experience.	
<b>ADDRESSING CAPABILITY ISSUES</b>			
<b>Support existing tourism operators to further enhance their offering.</b>	WAITOC	Undertake business development programs and support existing operators.	Throughout region
<b>Increase Aboriginal tourism training and employment opportunities.</b>	TAFE, TWA, WAITOC	Deliver structured secondary and TAFE training to channel Aboriginal youth into a career in the hospitality and tourism industry.	Throughout region
	AGO, TWA, WAITOC, tourism industry	Develop initiatives and programs to encourage Aboriginal people to consider participation and careers in tourism and hospitality throughout the region.	
		Facilitate collaborations for Aboriginal people to work with mainstream tour operators in a consultative role or direct employment to deliver cultural content.	

