

An aerial photograph of Lake Navarino in Waroona, Australia, during sunset. The lake is a vibrant turquoise color, surrounded by dense green forest. The sun is low on the horizon to the right, casting a warm, golden glow over the scene. The text is overlaid in the center of the image.

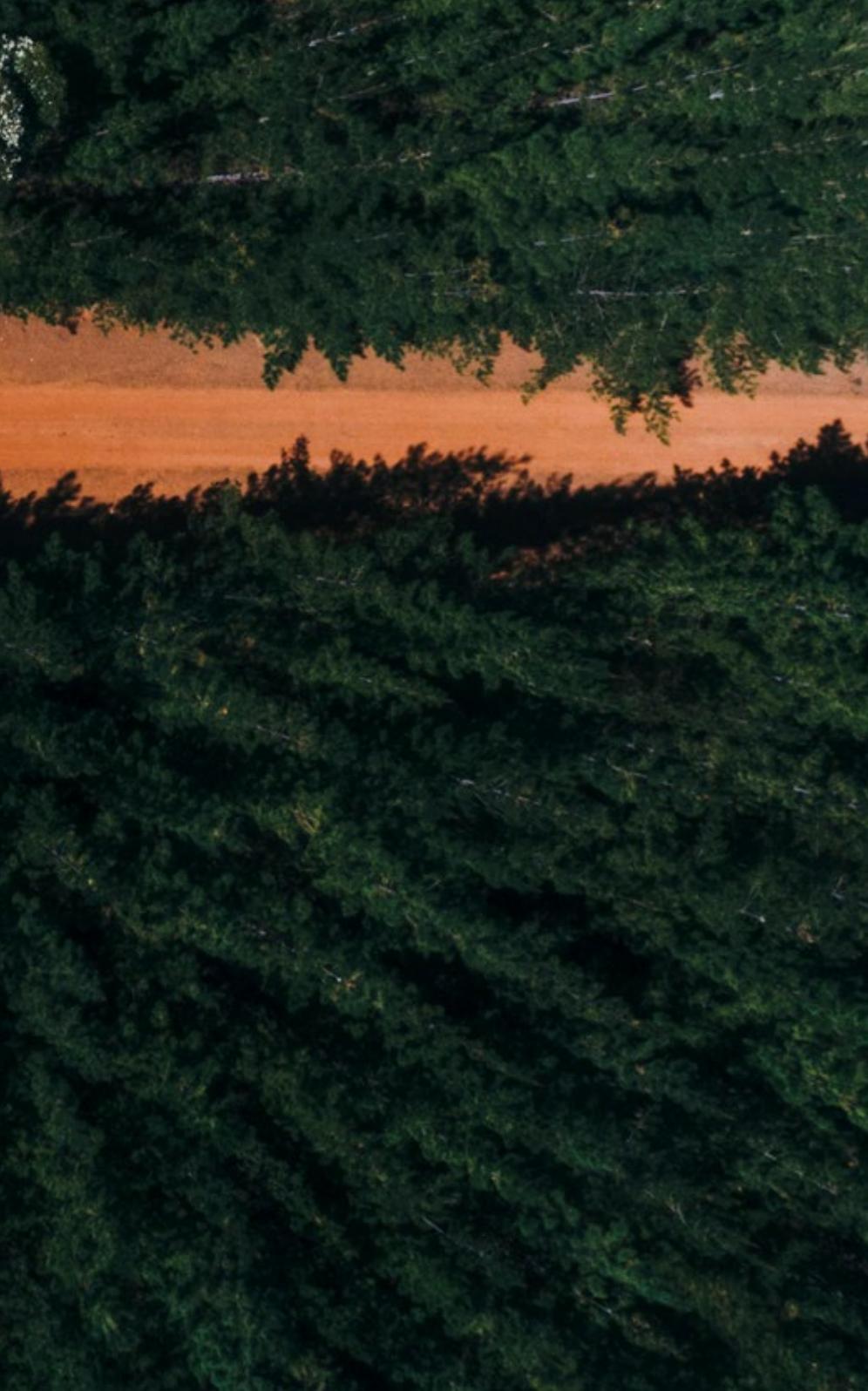
PEEL  
REGIONAL TOURISM  
DEVELOPMENT STRATEGY  
2023-2033

📍 LAKE NAVARINO, WAROONA



# 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 Peel Regional Tourism Development Strategy (RTDS), together with the overarching Destination Perth Tourism Destination Management Plan (TDMP), will help 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 Peel region, in alignment with the Destination Perth 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.

For the purpose of this report, and to reflect the diversity of environments and offerings, the Destination Perth tourism region will be referred to as Perth and Surrounds.





# PART 1: RTDS VISION, GOALS & PRIORITIES





# 10-YEAR VISION

Perth and Surrounds is effortlessly Australian, the most relaxed and naturally adventurous capital city region in the world. By 2033, Perth and Surrounds will be a globally recognised tourism destination, renowned for its diverse offerings, sustainable practices and immersive experiences.

**Experiences** Visitors can access a diverse range of high-quality attractions and experiences in close proximity. These experiences are supported by thematic links and easy connections.

**Industry** Tourism is a key economic driver and is recognised as an appealing career pathway. 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 within the region.

**Collaboration** Industry and government stakeholders work effectively and collaboratively through informed and dedicated processes that enable the development of infrastructure to support the visitor economy.

**Inclusivity** The visitor experience is inclusive, welcoming and safe. The Perth and Surrounds region is a place that feels like home, where lifestyle, character and sense of place remain and are valued by community and visitors.

**Sustainability** Perth and Surrounds is a responsible destination — a place where environment, community and culture play a fundamental role in supporting a sustainable visitor economy.







# 10-YEAR TOURISM GOALS & PRIORITIES

## 1. Deliver a cohesive visitor experience by offering a diverse range of products and attractions.

- Develop new tourism experiences and attractions aligned with the naturally adventurous vision for the region, with a focus on the unique waterways and natural assets of the Peel.
- Diversify the product offering across the region through the development of dark sky, cultural, nature and wildlife, and eco/sustainable tourism experiences.
- Encourage visitor dispersal throughout the Peel region by packaging products to appeal to key market segments.

## 2. Increase capacity and connectivity to support access to and within the region.

- Capitalise on Perth's position as the Western Gateway to Australia by leveraging stopover/short stay opportunities with transiting passengers to encourage dispersal into the Peel region.
- Advocate for improved public and private transport connections between key tourism hubs and attractions across the region.
- Support connections, including transport (hire cars, trains) from Perth Airport into the Peel region.

## 3. Grow and diversify the accommodation offering by addressing gaps and priorities.

- Increase the range of accommodation across the region, focusing on high-quality eco-lodges, glamping and unique simple luxury offerings.
- Seek the development of new short stay accommodation offerings that addresses gaps, including trail-based accommodation in Dwellingup.
- Facilitate the conversion of heritage assets for tourism accommodation.
- Advocate for the development of affordable accommodation to support tourism/hospitality workers and international students to address workforce challenges.

## 4. Establish Perth and Surrounds as a major hub for world-class sporting, cultural, business and arts events.

- Develop and promote events that showcase unique subregional attributes and encourage visitor dispersal.
- Support the development of world-class infrastructure to assist in attracting high-profile events to the region.

- Capitalise on major events held in Perth Metro by developing supporting events to encourage dispersal into the Peel region.
- Leverage Meetings, Incentives, Conferences and Exhibitions (MICE) visitation, including pre/post trip tours for major business events and conferences in Perth.

#### **5. Develop and showcase Aboriginal tourism.**

- Continue to support existing Aboriginal tourism operators throughout the region, and develop new experiences championed by Noongar operators.
- Incorporate Aboriginal culture into all elements of the visitor experience, including dual naming and cultural wayfinding.
- Implement priority actions from the Jina: Aboriginal Tourism Action Plan (or future editions).

#### **6. Foster collaboration across the tourism industry to grow the visitor economy and ensure its sustainability.**

- Identify and promote clear pathways from school and promote local learning opportunities, including the new Tourism and Hospitality campus of Mandurah TAFE.

- Increase the pool of tourism and hospitality workers by developing targeted strategies.
- Increase the capacity and capability of operators through industry workshops, focused on best practice approaches, improving visitor experience, developing new products, and retaining and upskilling workers.
- Grow the number of accessible and ecotourism accredited operators.

PART 2:  
UNDERSTANDING THE REGION





# PEEL REGIONAL OVERVIEW

The Peel region is a natural adventure playground, rich in the stories of the Noongar people, with numerous wetlands and natural areas of international and national significance.

Located 75 kilometres south of Perth, the region is one of the state's fastest growing population centres, presenting opportunities for innovation in workforce skills, industry growth and economic diversification. The Peel region encompasses the City of Mandurah, and the Shires of Serpentine-Jarrahdale, Murray, Waroona and Boddington.

The Peel region's cultural and natural assets of heritage, food, drink, wineries, walking, boating, water sports, skydiving and bike riding, as well as a riviera-style canal system and impressive foreshore urban architecture provide a strong basis from which to evolve its tourism industry.

The entrance to the Peel region from Perth is Serpentine-Jarrahdale, known for its many trails, forests, parks, and rivers, which are key attractions, along with heritage assets and the popular Serpentine Falls and Serpentine National Park.

Mandurah is Western Australia's largest regional city and is traditionally known as Mandjoogoordap — the 'meeting place of the heart'. Mandurah was awarded WA's Top Tourism Town in 2022 and 2023. With 134 kilometres of waterways, the Mandurah Estuary is home to over 100 wild dolphins and international protected wetlands, providing a range of water-based activities including boat cruises along the canals. The foreshore is a visitor drawcard, with cafes, bars, boat and e-bike hire, and a floating estuary pool. Mandurah is also home to internationally acclaimed artist Thomas Dambo's Giants of Mandurah, an outdoor larger-than-life sculpture trail which is an Australian first.

Pinjarra and Dwellingup, situated in the Shire of Murray, offer a range of adventure activities. Resting on the banks of the Murray River, Pinjarra is one of the oldest established towns in Western Australia. The equestrian industry is a key asset, including many high-profile equestrian events.

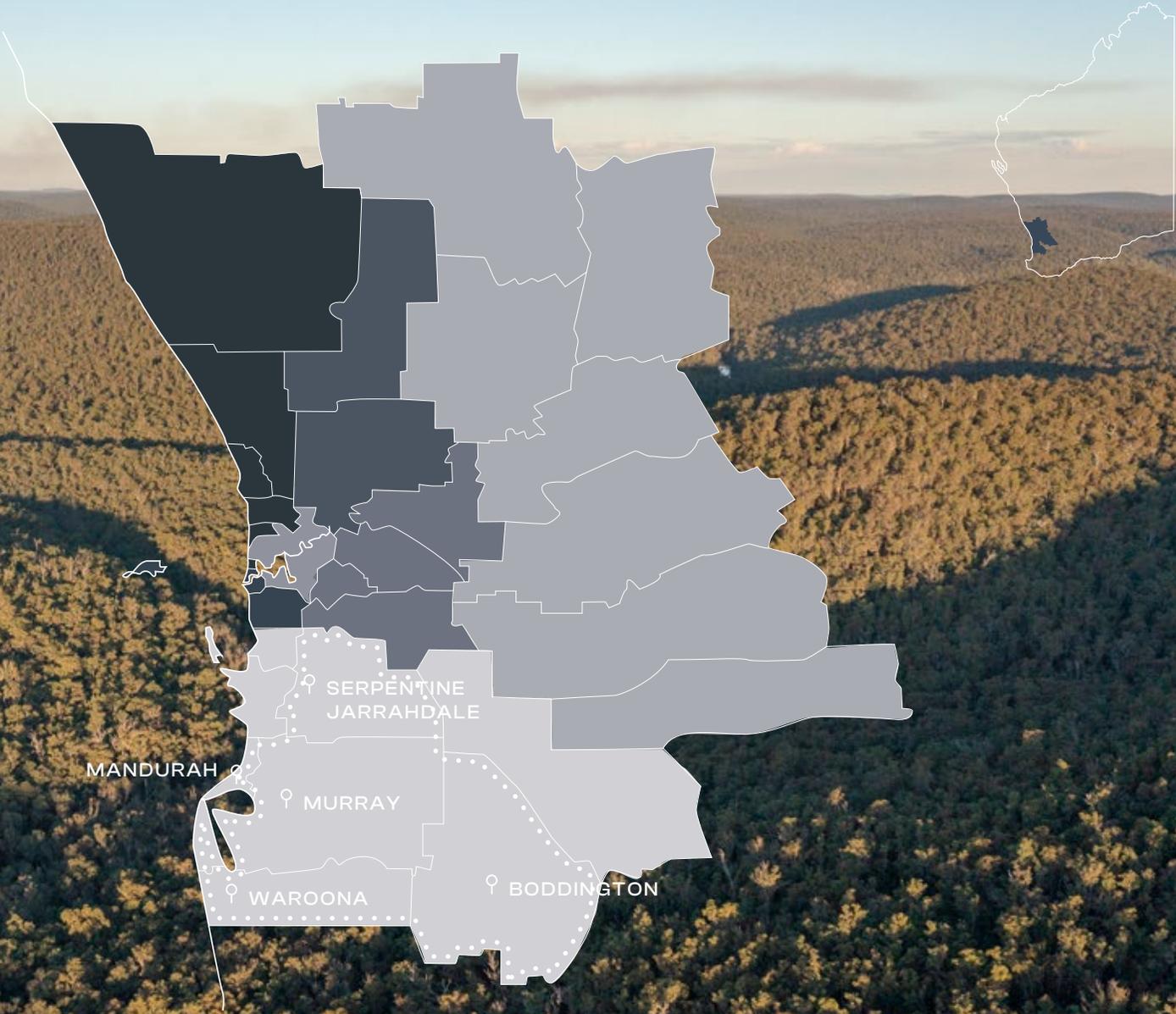
Dwellingup received the title of WA's Top Tiny Tourism Town in 2023 after winning the Small Tourism Town award in 2021. It has incredible natural landscapes, from spectacular national parks to thriving river trails with white-water rapids and towering old growth forests, and heritage rail experiences on the Hotham Valley Railway. Dwellingup is a popular camping destination where visitors can also hike, cycle or horse ride along the area's many trails.

The Shire of Waroona extends from Preston Beach and the Yalgorup National Park to inland farmlands. The character township of Waroona offers colonial architecture, antique shops and art galleries. The Waroona Dam (Lake Navarino) is a popular spot for water-skiing, canoeing, fishing, bushwalking and camping.

The quaint rural town of Boddington is best known for its annual Rodeo in November, and its active gold mine — the largest open cut gold mine in WA.

⋯⋯⋯ PEEL DEVELOPMENT  
COMMISSION REGION

📍 LGA MARKER



# PART 3: STRATEGY & IMPLEMENTATION







## PEEL ACTION PLAN

The Peel 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.

ACMA – Australian Communications and Media Authority

A TEC – Australian Tourism Export Council

BEP – Business Events Perth

CCI – Chamber of Commerce and Industry

DBCA – Department of Biodiversity, Conservation and Attractions

DLGSC – Department of Local Government, Sport and Cultural Industries

DP – Destination Perth Regional Tourism Organisation

DoT – Department of Transport

DPLH – Department of Planning, Lands and Heritage

LGAs – Local Government Authorities

MRWA – Main Roads WA

PDC – Peel Development Commission

PS – Private Sector

RDA – Regional Development Australia

TCWA – Tourism Council Western Australia

TOs – Traditional Owners

TWA – Tourism Western Australia

WAPC – Western Australian Planning Commission

WAITOC – Western Australian Indigenous Tourism Operators Council

VM – Visit Mandurah

## 1. DELIVER A COHESIVE VISITOR EXPERIENCE BY OFFERING A DIVERSE RANGE OF PRODUCTS AND ATTRACTIONS

INITIATIVE	PARTNERS	ACTIONS
<b>ADDRESSING SUPPLY ISSUES</b>		
<b>Investigate and deliver new tourism assets that align with the naturally adventurous vision for the region and capitalise on the unique waterways and natural assets of the Peel.</b>	TWA, DBCA, LGAs	Identify product gaps and market opportunities to encourage new experience development in and around national parks/reserves and within the Peel wetlands.
	LGAs, DBCA	Support investment into community assets that service tourism experiences such as trails, water access points, and heritage experiences.
	LGAs, VM, TWA	Encourage the development of visitor experiences across the entirety of the region, such as dark sky tourism and other nature-based and trail-based interpretive experiences.
	DBCA, LGA, PDC	Deliver a Masterplan for Lake Navarino to identify and progress sustainable tourism outcomes for the Shire of Waroona.
	DBCA, PDC, LGA, VM, TWA	Enable new nature-based/ecotourism opportunities in Yalgorup National Park through the development of visitor infrastructure and trails.
		Advocate for the delivery of upgraded infrastructure at the Lake Clifton Thrombolites as highlighted in the Wagyl's Noorook Thrombolites Concept Study.
	LGA, PS	Support the implementation of the Pinjarra Heritage Railway Precinct Master Plan and associated Pinjarra to Dwellingup Heritage Rail Link Project.
	LGAs, DBCA, TWA, PS	Establish opportunities to interact with the remarkable waterways and wetlands of the area through the development of water-based tour products, such as houseboat hire, overnight and day tours, boat pub crawls, cruise ship tours and exploration journeys, with an emphasis on local seafood, produce, wildlife and connection to Country.
	LGA	Support delivery of the Shire of Serpentine Jarrahdale Tourism Strategy, including branding/wayfinding, trails and niche tourism experience/attraction development, growth of short-stay accommodation and additional events. Progress the Jarrahdale trails town initiative and promote the Shire of Serpentine Jarrahdale as a outdoor trail and adventure destination.
	LGAs, DLGSC DBCA	Continue to integrate trail development with major transport networks, establishing other trail towns (e.g. Jarrahdale) to complement Dwellingup and evolve the visitor focus on nature-based adventure tourism.
DBCA	Invest in national park infrastructure to ensure quality and sustainable visitor experiences, focusing on Serpentine and Yalgorup national parks; Lane Poole Reserve; parks of the Swan Coastal Plain.	
	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.
	PS, LGAs, DBCA	Support the establishment of accessible products i.e. accessible bikes, boats and viewing areas etc. to enable access to tourism attractions/experiences.
<b>ADDRESSING DEMAND ISSUES</b>		
<b>Encourage visitor dispersal throughout the region by packaging product to appeal to key market segments.</b>	LGAs	Improve the online visitor servicing system enabling easy access to visitor information and is supported by appropriate amenities such as toilets and visitor interpretation.

INITIATIVE	PARTNERS	ACTIONS
<b>Utilise insights to understand market needs.</b>	PDC, LGAs, VM, TWA	Facilitate effective data tracking and sharing to enable operators and decision makers to stay informed of the visitor market needs and expectations.
<b>Diversify marketing aimed to attract new visitors to the Peel region.</b>	DP, TWA	Identify the needs of new source markets and develop targeted marketing strategies to attract barefoot luxury, cycling/mountain biking, eco visitors, etc.
<b>ADDRESSING CAPABILITY ISSUES</b>		
<b>Grow capacity and capability within the industry.</b>	TWA, LGAs	Deliver targeted capacity building workshops that support the diversification of agricultural operations through the development of agritourism activities.
	TWA, ATEC, DP	Work with industry to establish new export/trade-ready and commissionable tourism products to grow awareness and demand for the region.
<b>Increase sustainable and eco practices within the tourism industry.</b>	TWA, TCWA, DBCA	Engage with other industries and government at all levels across the region to work towards a sustainability/regenerative ethos that will underpin the region's ecotourism focus.
	TCWA, TWA, DP	Support tourism operators to become more sustainable and consider engaging with an ecotourism accreditation program

## 2. INCREASE CAPACITY AND CONNECTIVITY TO SUPPORT ACCESS AND WITHIN THE REGION

PRIORITY	PARTNERS	ACTIONS
<b>ADDRESSING SUPPLY ISSUES</b>		
<b>Develop stronger connections to and within the Peel.</b>	PS	Advocate for the development of easy access transport to and within the Peel, i.e. airport bus transfers, car hire and coordinated transfers/tours to tourism attractions from public transport hubs.
	LGAs, PS, DBCA	Support expansion of electric vehicle networks/chargers to enable self-drive visitation in a more sustainable manner.
<b>Pursue improvements in mobile connections to overcome inconsistent service provided in areas of the region.</b>	LGAs, VM, PDC, ACMA, Mobile Coverage Providers, DBCA	Advocate for the installation of high-speed internet and mobile connectivity across the region to rectify gaps across the area and improve visitor experience.
<b>ADDRESSING SUPPLY ISSUES</b>		
<b>Leverage accessibility to Perth to encourage visitor dispersal.</b>	VM, DP	Leverage stopover/short-stay traveller opportunities to Perth by developing and marketing exciting short-stay packages to the Peel region.
		Develop and deliver a dedicated visitor awareness program promoting the accessibility of the Peel.

### 3. GROW AND DIVERSIFY THE ACCOMMODATION OFFERING BY ADDRESSING GAPS AND PRIORITIES

PRIORITY	PARTNERS	ACTIONS
<b>ADDRESSING SUPPLY ISSUES</b>		
<b>Develop affordable accommodation.</b>	LGAs, PDC, PS, TWA, VM	Advocate for the development of affordable accommodation to support tourism/hospitality workers and international students.
<b>Encourage investment into accommodation to attract the high yield traveller.</b>	LGAs, PS, TWA, PDC, DBCA	Encourage operators to renovate and renew accommodation offerings throughout the region.
		Diversify the accommodation offering with nature-based resorts, glamping and/or retreats to appeal to high-yield audiences.
	LGAs, PS, PDC, TWA, DBCA	Seek the development of experiential accommodation offerings to support and activate the Dwellingup, Jarrahdale, Bibbulmun and Munda Bididi trail networks.
	TWA, PS, DBCA	Support private sector investment in new accommodation offerings within and around national parks or nature reserves.
	PS, LGAs, PDC, TWA	Advocate for the development of glamping/eco accommodation and supporting agritourism experiences in the Perth Food Bowl Project.
<b>ADDRESSING DEMAND ISSUES</b>		
<b>Achieve trade readiness for accommodation products.</b>	TWA, ATEC	Work with industry to achieve trade readiness for accommodation products not currently operating in the trade distribution space.
<b>ADDRESSING CAPABILITY ISSUES</b>		
<b>Support operators to enhance their offerings.</b>	DP, VM	Develop toolkits and workshops supported by case studies to assist operators and investors in creating quality tourism products, and educate operators on the needs/expectations of the high-yield traveller market.
<b>Promote greater consideration of tourism in formal planning processes.</b>	TWA, LGAs, WAPC, DPLH	Advocate for tourism land use planning through existing strategic planning processes, to promote greater consideration of tourism in local and regional planning strategies.

#### 4. ESTABLISH PERTH AND SURROUNDS AS A MAJOR HUB FOR WORLD-CLASS SPORTING, CULTURAL, BUSINESS AND ARTS EVENTS

PRIORITY	PARTNERS	ACTIONS
<b>ADDRESSING SUPPLY ISSUES</b>		
<b>Grow the calendar of events in the Peel region.</b>	LGA, VM, TWA	Examine the creation of an annual ephemeral sculpture festival, commissioning a new work for the region each year, or attracting major visiting outdoor installation exhibitions in low seasons, such as Dark MOFO in Tasmania.
	VM, LGAs, TWA	Develop a portfolio of events that showcase the attributes of the region and encourage visitor dispersal year-round, further encouraging inter-regional and intrastate travel.
	VM, DP, TWA, DBCA	Establish an event that is authentically aligned with the region that elevates its eco adventure credentials and celebrates connection to Country.
<b>Enhance infrastructure to support growth of events.</b>	VM, LGAs, TWA	Undertake an audit of sports tourism infrastructure, venues and facilities (indoor and outdoor) across the Peel to determine their capacity, capability, location and suitability for the market.
		Identify opportunities to upgrade and/or maximise infrastructure to assist with procurement of sports tourism events and to identify gaps to inform future infrastructure development planning coordinated across the entire region.
<b>ADDRESSING DEMAND ISSUES</b>		
<b>Promote event opportunities that encourage dispersal.</b>	DP, VM, DBCA	Build a wildlife calendar to capture the wildlife engagement prospects and integrate with event opportunities.
	PS, VM, DP, TWA, LGAs, DBCA	Leverage visitation to existing events in the region with promotion of naturally adventurous supporting offerings such as mountain biking showcases, walking tours and cultural experiences.
	DP, VM, BEP	Leverage MICE visitation to Perth, including supply of pre and post trip tours throughout the Peel region to encourage dispersal.
<b>Assess event marketing communications to maximise awareness and visitation.</b>	TWA, PS	Optimise event branding to align with Tourism WA initiatives, whenever feasible.

## 5. DEVELOP AND SHOWCASE ABORIGINAL TOURISM

PRIORITY	PARTNERS	ACTIONS
<b>ADDRESSING SUPPLY ISSUES</b>		
<b>Develop authentic Aboriginal tourism experiences across the region.</b>	WAITOC, DP, PDC, DBCA	Continue to support and further develop Aboriginal tourism experiences that convey the Aboriginal heritage and story interpretation of the Peel region.
	LGAs	Embed Aboriginal cultural elements into all elements of the visitor experience including dual naming and wayfinding.
	TWA, WAITOC	Implement priority actions from the Jina: Aboriginal Tourism Action Plan (or future editions).
	DBCA, LGAs, TOs	Expand interpretive signage across the region and in national parks that recognises culturally significant sites and traditional place names, to create the foundation for education and awareness including connecting places and experiences.
<b>ADDRESSING DEMAND ISSUES</b>		
<b>Deliver targeted marketing and promotions for Aboriginal tourism.</b>	DP, WAITOC, TWA, VM, DBCA	Continue to raise the profile and awareness of existing Aboriginal tourism operators and experiences through marketing and promotion.
<b>ADDRESSING CAPABILITY ISSUES</b>		
<b>Increase hospitality and tourism training and employment opportunities for Aboriginal people.</b>	TWA, WAITOC, DBCA	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.

## 6. FOSTER COLLABORATION ACROSS THE TOURISM INDUSTRY TO GROW THE VISITOR ECONOMY AND ENSURE ITS SUSTAINABILITY

PRIORITY	PARTNERS	ACTIONS
<b>ADDRESSING SUPPLY ISSUES</b>		
<b>Maximise awareness of tourism and hospitality as employment options.</b>	TWA, DP	Raise awareness of the WA Jobs website as the main portal for tourism and hospitality jobs.
		Develop targeted campaigns towards seasonal work opportunities with backpackers/travellers.
	TAFE, Peel Jobs and Skills Centre	Promote study opportunities at the Tourism and Hospitality campus of TAFE in Mandurah, particularly to local school students.
<b>ADDRESSING CAPABILITY ISSUES</b>		
<b>Develop a connected and collaborative tourism industry.</b>	DP, TCWA, LGAs	Conduct regular networking events that unify the industry and LGAs within the region to build collective understanding, linkages and cooperation opportunities.
<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 Aboriginal tourism as a significant employment avenue.</li> </ul>
<b>Elevate industry capacity and capability to enhance the visitor experience.</b>	TCWA, TWA, LGAs, DBCA	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>
	TCWA, TWA, CCIs	Increase the capability and capacity of operators through industry focused best practice workshops, aimed to improve the visitor experience including how to develop new products and how to retain and upskill the workforce.

