

Tourism: Perth and Surrounds

The Gateway to WA



Tourism is an integral part of the Liberals' plans to drive further growth in the Western Australian economy.

The Liberal-led Government's vision for Perth and its surrounding attractions will cement our capital city as a truly world-class destination location and the gateway to Western Australia.

Since 2008, the Liberal-led Government has overseen a one-in-100-year transformation of greater Perth into a modern, vibrant capital city through an unprecedented investment in infrastructure and events and support for local tourism operators.



Fast Facts

- The value of our tourism industry has increased by almost 50 per cent since 2008 to \$9.6 billion, and now employs more than 97,000 people
- In 2016, international visitors to Perth spent on average \$2,233 during their stay.
- The Government will spend \$44.7 million marketing the State through Tourism WA in 2016-17, a 63 per cent increase on 2008-09.

Our Record

An extraordinary investment in infrastructure since 2008, including Elizabeth Quay, Perth City Link and a revitalisation of the Cultural Centre, has created thousands of jobs, injected new life into the CBD and opened myriad tourism opportunities.

The new Perth Stadium will attract bigger, world-class sporting and entertainment events to Western Australia — including an international friendly between Chelsea FC and Perth Glory in 2018 and the 2019 Rugby League State of Origin and Bledisloe Cup — while the new WA Museum will showcase the very best of the State's scientific, cultural and historical attractions.

Outside the CBD, access to and from Perth Airport has been vastly improved through the transformational Gateway WA road project and will be further enhanced with the completion of the Forrestfield-Airport Link rail project.

The \$100 million Scarborough Beach redevelopment, jointly funded with the City of Stirling, is transforming the area into one of Australia's best beachfronts and tourism hotspots.

This Government's sponsorship of major events has ensured a year-round calendar of international arts, sporting and cultural attractions. Among the highlights was this Government's support for the 2015 Perth International Arts Festival Opening Spectacular, The Giants, to WA. The event was the biggest free outdoor arts event in Perth's history, attracting an estimated 1.4 million spectators to the city and generating nearly \$40 million for Perth hospitality, retail and tourism operators.

The Fringe World Festival has grown in popularity each year and was attended by more than 750,000 people in 2017. It is now the third-biggest fringe festival in the world, while on the sporting front, the annual Hopman Cup tennis tournament attracted more than 105,000 fans to Perth Arena in January and showcases the State to millions of television viewers worldwide. The Government has secured the tournament for a further five years to 2022.

This Government has also introduced a suite of regulatory reforms to remove constraints on business and add to Perth's reputation as a truly world-class tourist destination, including deregulating shopping hours to allow weeknight and Sunday trading, and reforming liquor licensing to reduce red tape for



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hospitality operators, enable tourism operators to serve drinks on charters without a separate licence and give restaurant patrons the freedom to enjoy liquor without a meal.

The unprecedented hotel incentives policy, introduced in 2011, has helped ease a severe shortage of hotel rooms in Perth. It was applied to support the redevelopment of the FESA House site in the CBD into a 368-room Westin Hotel and created a positive environment for investment by hotel developers in new builds. Other hotel developments such as Como The Treasury, Crown Towers, the AVANI at Perth City Link and the Ritz-Carlton Hotel at Elizabeth Quay also received support from this Government.

The Government's goal was to achieve 1,900 new hotel rooms in Perth by 2020 and with more than 2,000 hotel rooms and serviced apartments now in the pipeline, that goal will be achieved two years ahead of schedule.

A significant achievement of this Government was the completion of a deal between Perth Airport and Qantas for non-stop flights between Perth and London, from March 2018. The deal, facilitated by a \$14 million commitment from the Liberal-led Government towards immigration, quarantine and border control infrastructure at domestic terminal T3, has the potential to inject more than \$36 million a year into the WA economy. The



Government's role as intermediary was critical in securing this agreement, along with a subsequent \$5.7 million cooperative marketing deal with Qantas to promote Perth as a stop-over point for Australian and international visitors, as well as encourage travel into regional WA.

Our Commitment

A Liberal Government will:

- Work with Perth Airport and Qantas to ensure the successful development of Perth as an Australian airline hub after securing non-stop flights to London.
- Establish an Open Range Zoo at Lower Chittering. In addition to 'future-proofing' WA's Zoological Parks Authority and providing an important base for breeding and conservation programs, the striking landscape will ensure the Open Range Zoo becomes a major tourist attraction. Located on the picturesque Avon River, the zoo will draw tourists into the Avon Valley and promote opportunities for tourism operators in the region.
- Expand river ferry services to destinations such as Perth Stadium and within the Swan Valley by building new jetties at Burswood Peninsula and Guildford, and funding the purchase of a third public transport ferry to cater for a new service to the Perth Stadium and additional patronage at Elizabeth Quay as demand increases.
- Create five new scenic cycle paths that will further highlight Perth's picturesque cityscape and coastline. Projects will include a 30km, world-class Indian Ocean Beach Ride from Hillarys to Fremantle and a 9.5km City to Surf Cycle Route.
- Invest \$2.7 million in new mountain bike trails in national and regional parks around Perth as part of a \$10 million commitment to walking and bike trails across WA.
- Launch a Metropolitan Events Scheme, based on the Government's highly successful Regional Events Scheme, providing \$1 million over four years for grants of up to \$20,000 (to be matched by the event provider and local government) to support the establishment and growth of



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small community events that provide economic, social and cultural benefits to metropolitan communities. The fund would be administered by the Department of Local Government and Communities.

- Promote the Swan Valley as a metropolitan tourism destination. A Liberal Government will promote the Swan Valley and its wineries, walking trails, produce, arts and crafts and local Aboriginal experiences. The Swan Valley experience will complement Perth's existing focal points by being an attractive destination during the cooler winter and spring months in particular, and a Liberal Government will allocate \$2 million over two years to promote the region, including marketing campaigns, the installation of destination signage and landscaping improvements.
- Create new heritage tourism opportunities around some of Perth's historic landmarks, including a \$2.5 million transformation of Fremantle Prison through new technologies such as sound and light shows that bring the story of the prison and its convicts to life, and a virtual heritage trail app that will allow locals and visitors to create their own guided walking tours.
- Work with the City of Joondalup to deliver a world-class waterfront destination at Ocean Reef, including a \$105 million investment into the creation of a new marina to rival the popular Hillarys Marina further to the south.
- Maintain our strong record of supporting and promoting tourism through innovative destination marketing, including the use of targeted, interactive campaigns and social media, and improve Tourism WA's ability to react to market and economic conditions in campaigns. This includes an additional \$8.2 million for tourism marketing.
- Support the growth and development of the cruise industry in WA through the relocation of live exports from Fremantle Port to a new \$110 million purpose-built facility at Kwinana and by working to open up further opportunities for cruise ships at WA coastal towns. We will also work with Fremantle Ports to do minor upgrades to the surrounds of the Fremantle Passenger terminal.
- Employ a Sydney-based Tourism WA representative to drive the promotion of Western Australia on the east coast and increase interstate visitors.
- Undertake a regulatory mapping exercise to ensure innovative tourism proposals are not overburdened by costly and time consuming red tape. The Liberal-led Government has successfully mapped other industry sectors to identify regulatory and remove "pain points", with work to date covering the process of starting a restaurant and developing an aquaculture operation.
- Work with the Commonwealth Government to secure a National Aboriginal Art and Cultural Centre at Elizabeth Quay. The Centre would be the only such venue in Australia, showcasing the very best of Aboriginal art, culture and history, and would be a major cultural tourism drawcard for local, interstate and international visitors. The Liberal-led Government has reserved a site at Elizabeth Quay for this purpose.
- Support a new home for Scitech in Perth's Cultural Centre, with a \$15 million contribution towards a custom-built venue adjacent to the Library of Western Australia. The new venue will consolidate the Perth Cultural Centre as the true home of Perth's arts and cultural scene, and add to its role as a drawcard for WA families and visitors.



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The Gateway to WA



- Further cement Perth's reputation as a global city by moving to immediately extend Sunday trading to allow all retail stores in the metropolitan area to open at 9am.
- Promote Perth as an international education destination. This will build on the Liberal-led Government's work with WA universities to develop the Strategic Plan for Higher Education in Western Australia. In accordance with the Plan the Government has led higher education delegations to China, Vietnam and Indonesia in recent years. The value of WA's international education and training sector has increased by almost 20% since 2013-14 and is now a \$1.4 billion industry. International students deliver a boost to tourism through friends and relatives who visit them while they are here. In 2015, this equated to around 67,000 visitors who injected more than \$220 million into the WA economy.

What's at Risk Under Labor?

A return to Dullsville. Under Labor, Perth lost Rally Australia, an urgent need for new and revitalised venues was ignored and Perth could not shrug off the "Dullsville" tag. Labor opposed the Liberal Government's Elizabeth Quay and the new Perth Stadium and bungled the building of the Perth Arena. Would you risk putting Mark McGowan in charge of one of the most important drivers of the WA economy?



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