



PRECIOUS PLACES IN WA

INVESTING IN TOURISM

CREATING JOBS AND PROTECTING THE ENVIRONMENT

We have a responsibility to provide an ongoing sustainable, economic future for our communities. Investment in tourism can bring jobs and deliver secure livelihoods to Western Australians, whilst protecting our natural places and preserving and enhancing our heritage and cultural diversity.

WA has many unique and precious places. The Greens WA are committed to the protection of our environment: our unique and diverse plants and animals, our stunning coastal and marine ecosystems, wonderful forests and woodlands, dramatic gorges and vast outback areas.

Our precious natural places are iconic, known the world over. They underpin jobs and investment in our tourism sector and are in many cases the lifeblood of our communities. The Greens WA will not let them be destroyed by vested interests, a lack of political courage or a blinkered obsession with the industries of the past.

The Greens WA had fought alongside the community to protect our iconic precious places like the Burrup, Ningaloo Reef, James Price Point and South West old growth forests from short term interests, so that generations of people will be able to enjoy these amazing natural and cultural places.

A commitment to protecting our precious places has never been more important. Developing sustainable tourism is an integral part of the Greens WA plan to transition Western Australia to a new, clean energy economy.

> SUPPORTING TOURISM

WA's clean, green environment is the drawcard for domestic and international tourists alike. Unlike fossil fuel and other extractive industries, sustainable eco-tourism that is community centred is supported by, and supports the protection of, our natural places, Aboriginal heritage,

our cultural diversity, and the heritage of our towns and cities.

Tourism is a key economic driver for WA, in 2014-2015 the value of the WA Tourism Industry was \$10.04 billion,¹ and directly and indirectly accounted for 97,000 Western Australian jobs.²

With targeted support for tourism enterprises and an investment in events and destination marketing to draw domestic and international visitors, we can support regional communities, jobs and the environment.

The Greens WA will work towards:

- An additional \$20 million to boost regional and rural tourism, through grants for local tourism operators, community groups and local governments.

¹ Tourism Research Australia, *Tourism Satellite Account Western Australia 2014-2015 Factsheet*, [http://www.tourism.wa.gov.au/Publications Library/Research and reports/TSA 2014-15 Fact Sheet.pdf](http://www.tourism.wa.gov.au/Publications%20Library/Research%20and%20reports/TSA%202014-15%20Fact%20Sheet.pdf)<http://www.tourism.wa.gov.au/Publications Library/Research and reports/TSA 2014-15 Fact Sheet.pdf>

² Tourism Research Australia, *Tourism Satellite Account Western Australia 2014-2015 Factsheet*, [http://www.tourism.wa.gov.au/Publications Library/Research and reports/TSA 2014-15 Fact Sheet.pdf](http://www.tourism.wa.gov.au/Publications%20Library/Research%20and%20reports/TSA%202014-15%20Fact%20Sheet.pdf)

- An additional \$80 million for events and destination marketing to attract more visitors and generate sustainable economic activity in WA.
- Protect our precious places from harm through strong environmental laws to protect the places that visitors love so future generations can also enjoy them.

> TRANSFORMING REGIONAL ECONOMIES

The Greens WA want to see an additional \$20 million in regional tourism grants for local small to medium tourism businesses, community groups and local governments.

These grants would be targeted towards developing tourism ventures in rural and regional communities, in particular, areas in economic transition post-mining boom, and to assist Aboriginal communities in developing regional tourism enterprises.

The grants would be applied on a matched funding basis, with a funding range up to \$100,000 per grant. These grants would provide funding for infrastructure, marketing and service provision that would contribute towards a long term increase in tourism activity and visitor numbers. Smart investment in tourism infrastructure now will reduce the economic reliance of regional communities on industries like fossil fuels, extraction and native forest logging, and will make the inevitable transition to a sustainable future; cheaper, faster and more equitable.

> ENCOURAGING INTERNATIONAL VISITORS TO WA

WA currently invests the lowest proportion of GSP (Gross State product) in tourism marketing and events of any state government in Australia.³

International tourism, with the right investment, has the potential to be a significant component of the new economy beyond the mining boom, but we need to make sure that potential visitors are hearing about Australia's natural attractions and cultural experiences to ensure a

³ Tourism Council of WA, *Missing Pieces: Marketing and Events*, November 2016. p.7

strong future for our tourism-focused businesses and community enterprises.

The Tourism Council WA has found that an additional \$80 million investment in destination marketing and events over the next four years could mean an additional \$407m in visitor revenue and the creation of more than 4000 jobs across WA.⁴

As part of a longer term integrated vision for the City of Fremantle, the Greens WA support investment to revitalise the Fremantle Port to upgrade the gateway for visiting cruise ships and improve visitor facilities. In the long run transitioning to an Outer Harbour while retaining a capped container port on Fremantle's north quay will enhance the tourism potential of the whole of Fremantle and increase the vibrancy and amenity of the City.

> PROTECTING PRECIOUS PLACES

Only the Greens are taking the threats of climate change seriously. The Greens WA will champion strong protection for Western Australia's precious places and unique cultural heritage. We can and must protect what we love about Western Australia, now and into the future to ensure that future generations can visit and experience our state's beauty and culture, whilst protecting the lifestyle we love in WA.

Nature-based tourism is a big drawcard for visitors to WA, and we need to protect our natural destinations, this includes focus on appropriate natural resource management and strong environmental protections. In 2014, nature-based visitors made up 66% of international visitors, this proportion has been growing since 2011. China is the top market share for international nature-based visitors to Australia.⁵

Western Australia has many nature-based attractions that need our protection and careful development or they will be irreparably damaged; Margaret River and Rottnest Island are key nature-based regions that face threats. The

⁴ Tourism Council of WA, *Missing Pieces: Marketing and Events*, November 2016.

⁵ The Griffith Institute for Tourism, *Nature Based Tourism in Australia: Year ending December 2014*, https://www.griffith.edu.au/_data/assets/pdf_file/0007/7257/58/GIFT-TRA-Nature-Based-Tourism-Fact-SheetQANTASFINAL-1.pdf

Margaret River – Augusta region attracted an estimated 530,600 visitors in 2014-2015⁶ and is an important tourism centre for both international and domestic visitors. Margaret River is at risk of unconventional gas and untold damage being done to the water and land. Unconventional gas is not sustainable, economic, or the socially responsible way forward for WA. The Greens WA will continue to fight for a ban on unconventional onshore gas exploration and development.

Careful management of natural destinations like Rottnest Island is also vital in ensuring that any influx of visitors or change in investment is not to the detriment of the environmental aspects or the family nature that the island holds. The current Rottnest Island Management Plan 2014-19 includes plans to sell off assets to private investors; this will damage the unique and treasured island. The Greens WA have been vocal advocates for retaining Rottnest for affordable family tourism, and the respectful management of the Aboriginal cultural heritage of the island. We have consistently raised the issues around the unacceptable environmental impacts of proposed developments both in parliament and the media.

The Greens have raised concerns around the diminishing workforce of Department of Parks and Wildlife (DPAW) charged with managing precious places. The Greens understand the important role of DPAW and strongly support strengthening DPAW's environmental science and wildlife management resources to ensure that our precious places are well-managed. The Greens have fought to address the threat to one of the last remaining wild numbat populations in Australia through the expansion of nature-based tourism in the Dryandra woodlands.

The Greens WA support investment in nature-based tourism that protects the environment and supports local communities. The Munda Biddi Trail is a 1000km off road nature-based cycling track between Mundaring and

Albany, this unique track has enormous potential as long as it maintained and connected to local communities.

Many tourism destinations can be found on the coast of Western Australia, which is also home to approximately 80 per cent of the state's population. Much of the coast is highly vulnerable to the impacts of climate change.

The Greens WA have a plan for the regulation of planning, development and management in the coastal zone in readiness for the impacts of climate change. After a three-phase consultation with scientists, academic experts, planners and land managers, Greens MLC Lynn MacLaren introduced the: [Climate Change Readiness \(Coastal Planning and Protection\) Bill 2013](#)⁷

The Greens WA oppose the push for canal-based developments in areas like Point Peron and recognise that protecting our precious places, whether on land or sea, underpins any successful tourism strategy. The creation of a Cape Peron Coastal Park, supported by the local community, is a long term initiative that would deliver beneficial outcomes across the region.

⁶ Tourism Western Australia, *Shire of Augusta – Margaret River, Overnight Visitors Fact Sheet*, <http://www.tourism.wa.gov.au/Publications%20Library/Research%20and%20reports/Augusta%20Margaret%20River.pdf>

⁷ <http://www.lynnmaclaren.org.au/parliament/bills/test1>