

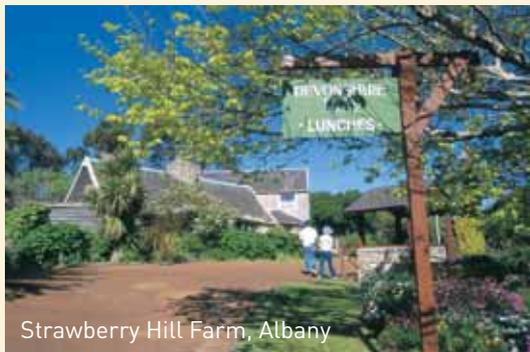
# A Heritage Tourism Strategy for Western Australia



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Cossack Townsite, Roebourne



Strawberry Hill Farm, Albany

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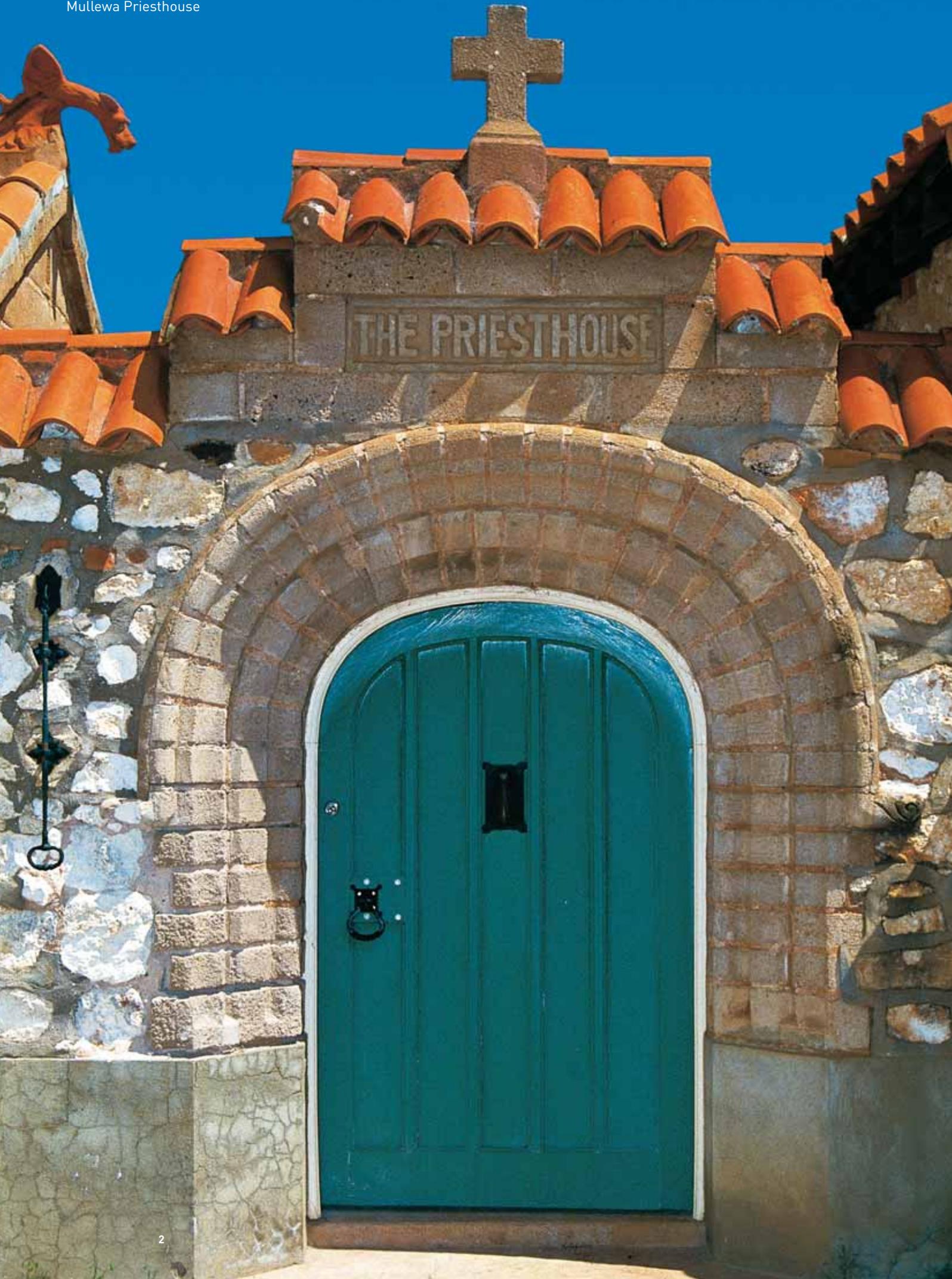
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*Prepared by the Heritage Council of Western Australia  
in partnership with Tourism Western Australia*

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Tourism Western Australia, except where noted.*



## FOREWORD



The Government of Western Australia is pleased to release its Heritage Tourism Strategy. Jointly developed by the Heritage Council and Tourism Western Australia, it identifies the means for turning heritage places and historic themes into sought-after tourist attractions.

Heritage tourism takes advantage of the State's unique history and built heritage by generating local, national and international awareness of key historical sites and themes that have been, or continue to be, important to the State's development and sense of place.

Although heritage tourism already exists in precincts, places, sites and destinations throughout the State, it is clear that a coordinated approach to promoting Western Australia's historical assets will be highly beneficial. Heritage tourism offers increased diversity of visitor experiences and improved sustainability for heritage places through higher public profile and educational awareness.

We hope that more Western Australians and visitors to our State can share the rewarding and enormously varied opportunities for exploring the individual stories, communities, places and ideas that have shaped our social and physical environment.

The Heritage Council and Tourism Western Australia are to be commended for their efforts in developing a Strategy that will have resounding social and economic benefits for the State.

*The Heritage Tourism Strategy* is a first for Western Australia and we commend its vision and objectives.

**The Hon. Michelle Roberts MLA**  
*Minister for Heritage*

**The Hon. Sheila McHale MLA**  
*Minister for Tourism*

August 2006

## EXECUTIVE SUMMARY

The need for a Western Australian Heritage Tourism Strategy as part of Government policy was first referenced in the *Western Australian State Sustainability Strategy*.

The Heritage Council of Western Australia was charged with carriage of the process, which also complemented those elements of Tourism Western Australia's *Pathways Forward – Strategic Plan 2003-2008* that addressed niche tourism product.

An officer with the requisite expertise was appointed by the Heritage Council to coordinate the Strategy processes and relationships, which were pursued in close collaboration with Tourism Western Australia.

International research and key stakeholder consultation was undertaken throughout 2004, leading to the release of a draft *Heritage Tourism Strategy for Western Australia* for public comment in 2005. Responses unreservedly confirmed the need for such a Strategy and broadly endorsed the proposed structure, content and direction outlined in the draft document.

The findings of two separately commissioned studies, received in 2005, have been integrated into the Strategy. One report confirmed the significant direct economic value of heritage tourism to selected destinations in Western Australia, while the other analysed key heritage themes in Western Australia with the greatest tourism potential.

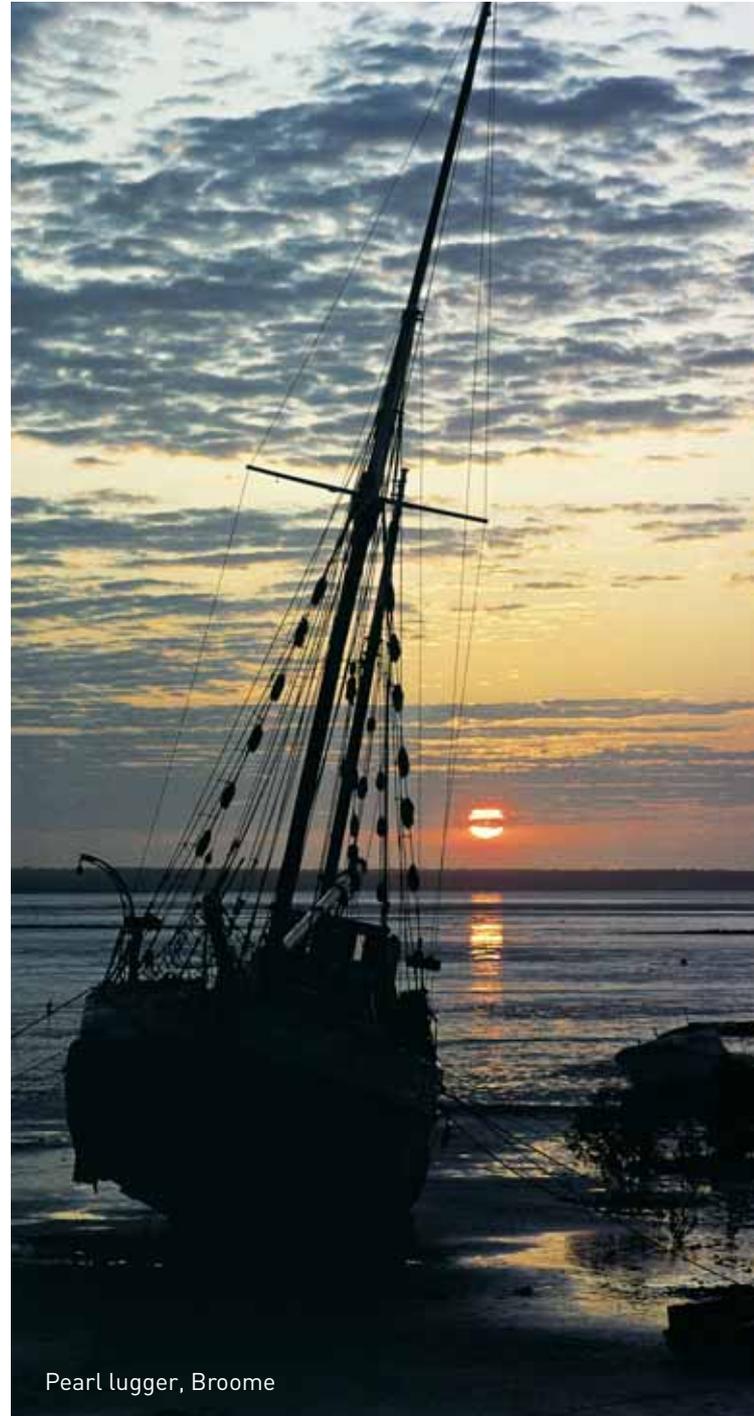
The Heritage Tourism Reference Group representing most key stakeholders was an advisory committee that provided input to the initial draft Strategy and considered comment from public consultation. The Group also considered and endorsed the findings and recommendations of the two studies.

The final wording of the Strategy reflects the views of the lead agency, the Heritage Council of Western Australia, and its partner Tourism Western Australia. It confirms heritage tourism warrants dedicated development as an important contributor to the State's tourism mix; it complements related niche tourism product sectors (Indigenous; arts); and it can be progressed appropriately in line with the recommendations below and as outlined in the Key Objectives section.

## EXECUTIVE SUMMARY

### Recommendations:

1. Government endorse the Strategy as a framework for the advancement of heritage tourism in Western Australia and communicate this endorsement to relevant government agencies.
2. Government support the Strategy through provision of appropriate levels of funding to ensure effective implementation.
3. The Heritage Council of Western Australia maintain responsibility for the Heritage Tourism function and continue to work closely with Tourism Western Australia in regard to Strategy implementation.
4. An officer with primary responsibility for Heritage Tourism be appointed to implement the Strategy in line with its Key Objectives and Recommendations.
5. A Heritage Tourism Advisory Group be established to assist with Strategy development and implementation as a stakeholder forum for heritage tourism.
6. The *Key Heritage Tourism Thematic Assessment* report be acknowledged as a practical format for establishing products, processes and priorities for Strategy implementation.
7. The *Economic Value of Heritage Tourism* report be acknowledged as an appropriate methodology for measuring and assessing the tangible benefits of heritage tourism to Western Australia.



Pearl lugger, Broome

## 1. OVERVIEW

Heritage tourism has the potential to considerably improve the economic vitality of numerous Western Australian communities, broaden Western Australia's tourism base and improve awareness, appreciation and conservation of our physical and intangible heritage.

Globally this category of tourism has been expanding for some time, albeit largely invisibly to government and the tourist industry. However, in more recent times jurisdictions around the world have come to recognise the considerable benefits of heritage tourism and now seek to influence its development and harness its potential.

A primary benefit of heritage tourism is its long-term economic value, representing one of the most profitable tourist market segments, with high sustainable growth rates in part driven by the emergence globally of the "baby boomer" generation. It generates investment in the development of heritage product, complements and engages other tourism product, rejuvenates communities (with both a regional and inner-city focus) and can do so in a low impact, protective and expansionary way.

Importantly it provides considerable non-economic benefits: promoting, protecting and sustaining the heritage base; addressing traditions and values that define nations and communities; recognising multicultural legacies linking nations; engaging local and regional governments; and furthering important educational functions.

While heritage tourism exists in many parts of Western Australia, the potential is considerably under-realised and the profile largely absent. Western Australia has the opportunity to stimulate and nurture heritage tourism and ensure that it is incorporated into relevant government policies and given the attention and support it deserves.

Accordingly, this strategy document is designed to demonstrate the value and importance of heritage tourism, provide leadership and direction, and a framework for decision-makers and practitioners. It seeks to replace fragmented and uncoordinated initiatives with a concerted and systematic approach.

The Strategy is informed by an accompanying *Background Paper*, a document that examines many issues pertinent to heritage tourism, such as concept definitions, global trends and developments, economic indicators, leadership options, key stakeholders and partners, markets and products, and priorities and classifications.

The *Background Paper* should be referenced for all statistics and information sources through its comprehensive bibliography.

It was opportune that the Strategy's commencement in 2004 coincided with greater public awareness of historic and heritage issues as a consequence of government initiatives promoting Western Australia's 175th Anniversary Celebrations and Australia's Year of the Built Environment.

## 1. OVERVIEW



There will be many further opportunities for such popular historical commemorations. The year 2005 represented the 90th anniversary of ANZAC Day, and 2006 represents the 400th anniversary of the first recorded European contact with Australia which is being celebrated as part of the national *Australia on the Map* program. The Canning Stock Route also marks its centenary in 2006.

The need for a Heritage Tourism Strategy has never been more evident; the timing for its implementation has never been more appropriate.



York Hotel, Kalgoorlie





## 2. BACKGROUND

### 2.1 Recognition of Heritage Tourism

Increasing attention is being paid to the potential of heritage tourism from both tourism and heritage bodies. Sustainable tourism in Australia has, in large part, evolved from an interest in the natural environment. Drawing upon international research and initiatives seeking to maximise the benefits of heritage tourism, Australia is beginning to respond in ways similar to those of comparable economies such as Canada, New Zealand, selected US states and European Community regions.

In Western Australia the potential value and benefits of heritage tourism have been voiced by the National Trust of Australia (WA), the Heritage Council of Western Australia (HCWA), the Forum Advocating Cultural and Eco-Tourism (FACET) and other interested parties and community groups.

Its importance as a visitor attraction is regularly highlighted on Tourism Western Australia's website. The "Must See Destinations" link often lists towns such as Albany, Broome, Fremantle, New Norcia and Kalgoorlie-Boulder, and attractions such as Rottneest Island, Busselton Jetty, Kings Park and Mundaring Weir that represent significant heritage experiences.

While nature-based tourism remains its key priority, Tourism Western Australia recognises that cultural heritage - Indigenous, art, historic and built environment - contributes to sustainable tourism and is working with appropriate agencies to jointly develop niche tourism strategies.

Recognition by the Heritage Council that tourism could have positive impacts on heritage conservation and understanding emerged in 2001, paralleling developments elsewhere in Australia. The creation and implementation of a Heritage Tourism Strategy is consequently a joint initiative of HCWA and Tourism Western Australia (Tourism WA) and is supported by an officer employed by the Heritage Council.

## 2. BACKGROUND

### 2.2 Government Policy

Key Government policy commitments to which the Heritage Tourism Strategy most directly relates are:

- **“The Western Australian State Sustainability Strategy”**

(Department of Premier and Cabinet)

4.88: Prepare a Heritage Tourism Strategy. (HCWA; pp211-14)

3.36: Develop niche markets for cultural/heritage tourism. (Tourism WA; 142-44)

3.37: Reinforce “sense of place” through heritage tourism. (Tourism WA; ibid)

3.45: Create partnerships to maximise cultural tourism. (Tourism WA; ibid)

5.10: Support regional community “storytelling”. (Department of Premier and Cabinet; 64-67)

5.42: Support cultural tourism that meets heritage criteria. (Tourism WA; ibid)

5.50: Support local museums to develop “sense of place”. (Department of Culture and the Arts; ibid)

5.55: Extend multicultural policies to economic/social spheres. (Office of Multicultural Interests; 259-62)

- **“Regional Western Australia – A Better Place To Live”**

(Department of Local Government and Regional Development)

Outcome 6: Diversified Regional Economies.

Develop and implement a Cultural Tourism Strategy. (p29)

Outcome 7:

Enhanced Regional Investment.

Investment in regional industries including tourism. (p31)

Outcome 12: Enhanced Quality of Regional Lifestyles.

Support the role of regional culture and history. (p42)

Outcome 16: Conservation and Restoration of Natural and Built Heritage. Improve heritage promotional mechanisms. (p52)

- **“Pathways Forward - Strategic Plan 2003-2008”** (Tourism WA)

Objective 4: Grow Regional Tourism.

4.2: Target market segments with a propensity for dispersal.

4.4: Identify product gaps within priority markets.

4.6: Build regional tourism through a regional events program.

Objective 5: Tourism Investment.

5.4: Develop new tourism (niche) product to meet market needs.

5.5: Extend tourism product into non-traditional industry sectors.

- **“Heritage for the New Millennium”** (HCWA)

1. Nominated heritage sites for support and protection, many having tourism potential (military, maritime, industrial).

2. Improve heritage awareness throughout Western Australia.

The Strategy also reflects and complements Federal Government policies and initiatives within and across heritage and tourism programs and structures, particularly:

- Australian Government - “Tourism White Paper”

- Environmental Protection & Heritage Council - “National Taskforce on Tourism and Heritage”

## 2. BACKGROUND

### 2.3 Heritage Tourism Definitions

The terms “Heritage” and “Culture” have become interchangeable and elastic. In the context of the arts for example, the use of the term “culture” relates to a society’s history, beliefs, values, traditions and icons as manifested in an artistic format. Culture will often embrace Indigenous and natural heritage, depending upon the perspective of the proponent.

For the purposes of this Strategy, the following working definitions are employed:

- *Heritage Tourism:*  
Sustainable\* tourism activity that is, or can be, aligned to physical or intangible heritage.
- *Physical Heritage:*  
Including but not limited to built structures and surrounds; cultural landscapes; historic sites, areas and precincts; ruins, archaeological and maritime sites; sites associated with mining, industrial, scientific and agricultural heritage; sites of important events and commemorations; collections that house or collectively promote objects of heritage significance (eg National Trust attractions, museums, tours, trails and festivals) and created landscapes (eg botanic and public gardens).

- *Intangible Heritage:*  
Including but not limited to oral traditions, languages, rituals and beliefs, social practices, knowledge, human activities, multicultural interactions, events and festivals, and stories and histories that shape the essence and character of Western Australia and Western Australians.

This definition may be somewhat prescriptive and it is acknowledged that heritage tourism is often one part of an indivisible experience sought by the visitor. As part of the “cultural tourism” spectrum it complements Indigenous and arts tourism definitions.

However, the historic dimension influences all tourism product. Even the most pristine land or seascape can only be understood in terms of a history of human contact, exploitation and protection, understanding and promotion. In a sense heritage provides both a common thread for interpretation of our tourism products and a point of uniqueness and differentiation.

\* Sustainable in this context is that adopted in the State Sustainability Strategy 2003: “Meeting the needs of current and future generations through an integration of environmental protection, social advancement, and economic prosperity.”

## 2. BACKGROUND

### 2.4 Tourism in Western Australia

Tourism is a global industry that has enjoyed strong growth. There were nearly 808 million international tourist arrivals throughout the world in 2005. The World Tourism Organisation (WTO) forecasts that the number of international arrivals worldwide will continue to grow at around 4-5 per cent.

However, Australia currently attracts less than one per cent of this international tourism market with around five million international tourists per year. Australia is, for most of the world, a long-haul destination almost totally reliant on air services.

Western Australia attracted 635,200 international visitors in 2005, representing 13 per cent of the total international visitor numbers to Australia that year. By 2015, this number is expected to reach over one million visitors from overseas.

International visitors represent 10 per cent of all tourists to Western Australia, with interstate tourists accounting for 14 per cent (959,000) and intrastate tourists 76 per cent (5,010,000). International visitors spent \$1.23 billion and domestic tourists (inter and intrastate) spent \$2.82 billion, for a total of \$4.05 billion. Expenditure is clearly weighted towards overseas and interstate visitors, in terms of tourist yields.

Tourism represents about 3.5 per cent Gross State Product, direct and indirect employment of 72,000 people or 7.7 per cent of the state's workforce, and is well dispersed within regional WA with 60 per cent of all visitors travelling outside the Perth metropolitan area.

Tourism Western Australia is the lead agency for developing and marketing the State's tourism product. The *Pathways Forward: Strategic Plan 2003-08* lists agency objectives, including growing tourism faster than the national average. *The New Concept for State Tourism: A Zone Strategy* created five new tourism regions in Western Australia which better reflects visitor experiences and increases efforts in intrastate marketing. Tourism Western Australia retains responsibility for interstate and international marketing.

Heritage tourism objectives are aligned in terms of product development and marketing with Tourism Western Australia's priorities as assessed in the *Destination Development Strategies* for each of the five tourism regions.

## 2. BACKGROUND

Tourism WA has identified five clusters of iconic experiences:

### Marine & Coastal

Water-based experiences, including passive and active interaction with marine life, active water sports, passive water sports, coastal attractions and weather.

### Outback & Adventure

Activities that usually involve a degree of excitement and discovery of the untouched/rugged landscapes and vast open spaces.

### Food & Wine

Wine tasting, vineyards, wine education, indulgence and romantic escapes, complemented by fine food produced with local, fresh produce.

### Forest & Wildflowers

Nature-based experiences, including interaction with large forests and nature, bushwalking, camping, viewing wildflowers, flora education, picnicking and walking amongst wildflowers.

### People & Lifestyle

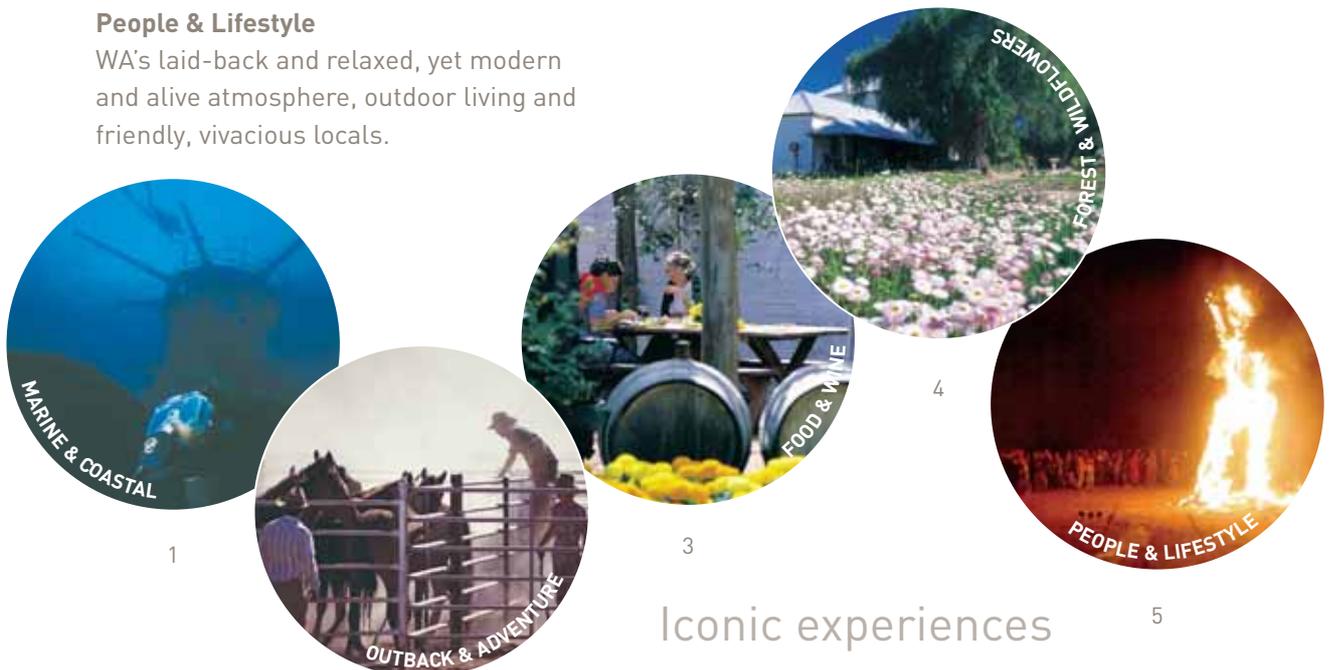
WA's laid-back and relaxed, yet modern and alive atmosphere, outdoor living and friendly, vivacious locals.

A focus on these experiences will boost awareness of Western Australia as a destination, resulting in more visitors to our State.

Heritage tourism is an attractive product sector suited to high yield tourists and has the capacity to add value to existing iconic experiences.

The *Destination Development Strategies* prepared by Tourism Western Australia aims to increase the quality, quantity and diversity of tourism product. Many of the initiatives identified in the *Destination Development Strategies* have a heritage focus. The implementation of the Heritage Tourism Strategy for WA will strongly support the achievement of those initiatives.

1. HMAS Swan, Dunsborough
2. Aboriginal Stockmen, Kimberley
3. Houghton Winery, Swan Valley
4. Greenough Pioneer Museum
5. Q-Fest, Shire of Cue



Iconic experiences

### 3. GLOBAL DEVELOPMENTS IN HERITAGE TOURISM

#### 3.1 Trends and Issues

- Heritage and historic tourism is one of the most rapidly expanding tourism segments in terms of visitor numbers globally.
- Growth is being driven largely, but not exclusively, by the powerful “baby boomer” demographic, an economic force representing considerable time availability, discretionary income and personal interests.
- Visitor attendances, globally and within Australia, are consistently higher at historic places and heritage sites than at art galleries, museums, casinos, arts events and Indigenous cultural activities.
- Regardless of the number or primacy of travel motivations, there is a strong propensity for tourists to attend the historic places or events of the country, state, region or town they are visiting.
- Heritage tourism identifies and presents the places where national or local values were created and continue to reside, and builds community pride and civic vitality.
- Heritage and history education can be nurtured through student participation in, and attendance at, selected places and events, imparting a fuller understanding of the forces that shape our cultural and national values.
- A well-established tourism industry infrastructure allows the opportunity to efficiently integrate heritage and associated values within it.
- Changing travel patterns such as weekends and extended weekends, packaged trips, local itineraries, business side-trips, fewer long breaks and more unplanned vacations, stimulate and complement heritage tourism.
- Access to the Internet and related technologies are important decision-making tools for providing information to this well-informed market.
- The importance of political leadership in the championing of heritage tourism policies at all levels of government cannot be understated, as exemplified by successful programs in North America, Europe and Britain.



South Terrace Cafés,  
Fremantle



Abbey Church,  
New Norcia



Perth's West End

### 3. GLOBAL DEVELOPMENTS IN HERITAGE TOURISM

#### 3.2 Economic Benefits

Governments of all tiers throughout Europe, Britain, the United States, Canada, New Zealand and Australia have identified the economic and social benefits of actively engaging in heritage tourism. Consequently they have developed policies and provided resources to stimulate and expand this market segment, including intervention in the marketplace to redress product, infrastructure and marketing gaps.

The rationale for governments to conceive, develop, resource and implement heritage tourism plans and initiatives is driven by the following economic and social benefits:

- The heritage tourism segment represents one of the highest yield tourism groups, ahead of both traditional mass markets and other niche tourism audiences such as arts. Heritage tourists spend 38% more per day, and stay 34% longer than traditional tourists and spend 20% more and stay 22% longer than arts oriented tourists.
- As a consequence, high yields and increasing numbers generate employment (10 new jobs for every 1000 tourists), stimulate retail sales (44% of heritage travellers shop as a specific activity against 33% for other travellers), increase property values and generate taxes.
- Government investment programs have significantly leveraged additional funding from government, private and philanthropic sources. (e.g. a \$23 return to a state's economy for every dollar the state invests; a return of \$225m from an outlay of \$63m nationally over a ten year period).
- Heritage tourism stimulates both depth and breadth in tourism, creates new markets for local and regional arts and crafts, extends tourism seasons, and encourages adaptation of existing products (ie. accommodation; tours).
- Heritage and historic tourism is globally attractive to governments because it has demonstrated an ability to contribute to the rejuvenation of regional and inner-city urban areas.
- Unlike many tourism products, historic and heritage tourism can spread economic benefits across a greater geographical area through themed trails and driving routes, rather than concentrating in single locations.
- There is a propensity for heritage tourists to stay and spend on accommodation provided within villages, towns and cities, unlike nature-based tourists who travel with greater levels of self-sufficiency.
- Heritage tourism assets are sustainable through restoration or adaptation processes, usually at considerably less expense than required for entirely new facilities (ie. theme parks, galleries, museums), and retain greater authenticity.

Kookynie ruins, Goldfields





## 4. HERITAGE TOURISM POTENTIAL FOR WESTERN AUSTRALIA

The potential for heritage tourism in Western Australia is considerable. There are two contributory reasons for this assessment. Firstly, heritage tourism has to date evolved in an *ad hoc* manner within the State. Secondly, around the world special interest groups have emerged with a fascination for the type of historic themes and products that our State is able offer.

### 4.1 Product Diversity

The *Key Heritage Tourism Thematic Assessment* report nominates the key heritage themes within Western Australia that offer the greatest potential for tourism development. Funded by the Department of Local Government and Regional Development through its Western Australian Regional Initiatives Scheme (WARIS) program, the study was tendered to the Centre for Western Australian History, whose team comprised history, heritage and tourism expertise.

Nine themes, many having international and national parallels, have been nominated in the report:

- Indigenous
- Maritime
- Convict
- Ecclesiastical
- Gold Rush
- Rail
- Military
- Timber
- Kimberley

An important section is devoted to the greater metropolitan region, which is recognised as a heritage tourism fulcrum from which most of the key themes radiate and which provides links in a chain for different specialist interests.

There is an additional section that assesses the importance of historic routes that not only link several of the above themes, but also provide visitor dispersal strategies for other tourism product.

The authors have applied the selected themes to a proposed list of cultural routes, several of which have different itinerary options. These cultural routes link geographically disparate places and destinations across Western Australia and have the capacity to link with similar national heritage tourism themes. Several have the potential to encourage visitors away from coastal destinations and towards rural towns and regions.

The report provides one template for holistic heritage tourism development and marketing that will ensure that current and future projects are not undertaken in isolation. It is valuable in outlining the broad diversity of product within Western Australia. Other themes may be considered as part of the Strategy implementation phase and would also benefit from a similar approach.

The full report is available from the Heritage Council of Western Australia.

## 4. HERITAGE TOURISM POTENTIAL FOR WESTERN AUSTRALIA

### 4.2 Economic Value

The *Economic Value of Heritage Tourism* report provides a means for measuring the contribution that tourists with heritage interests make to chosen destinations within Western Australia. Three locations – Albany, Fremantle and New Norcia – were selected for assessment to determine the direct value of heritage tourism to their respective economies. Also funded through the WARIS program, the study was contracted to the Curtin Sustainable Tourism Centre.

The methodology applied was the same as that developed by Curtin University for the Sustainable Tourism Cooperative Research Centre for a similar project funded by Tourism WA and the then Department of Conservation and Land Management (CALM). That project sought to determine direct tourism expenditure in two Western Australian national parks: the Southern Forest and Ningaloo/ Exmouth Coast. The findings were an important part of CALM's business case for securing increased funding for tourism related programs in national parks.

The findings in the heritage tourism assessment compare favourably to those for national parks. Direct tourist expenditure attributable to heritage is summarised in the following table:

The report emphasises that these figures are conservative. In the case of Fremantle the findings relate only to visitors who stayed overnight in Fremantle and excluded visitors whose accommodation was elsewhere in the metropolitan area, but who considered Fremantle an important travel destination. Certainly the direct expenditure attributable to heritage tourism is a significant proportion of the total visitor spend for the three towns.

It is expected that surveys of other Western Australian locations, from regional centres such as Broome and Kalgoorlie to smaller places like Cue and Pemberton, would demonstrate high attribution to heritage tourism and accordingly significant proportions of visitor expenditure.

The full report is available from the Heritage Council of Western Australia.

	Case study location		
	Albany	Fremantle	New Norcia
Average expenditure per person/ per day	\$69.49	\$124.95	-
Overnight visitors (average last four years)	376,425	107,650	60,000 (est)
Average length of stay (nights)	5.1	2.8	2
<b>Total Direct Visitor Expenditure (\$million)</b>	<b>133.4</b>	<b>37.7</b>	<b>2.12</b>
Attribution factor (%)	62.83%	73.01%	75%
<b>Attribution of Visitor Expenditure (\$million)</b>	<b>81.2</b>	<b>27.5</b>	<b>1.6</b>



## 4. HERITAGE TOURISM POTENTIAL FOR WESTERN AUSTRALIA

### 4.3 Other Attributes

Many other global trends and benefits associated with heritage tourism apply to Western Australian circumstances:

- **Product uniqueness** - The stories, histories, experiences and places that have created and shaped Western Australian identity help accentuate local differences within an increasingly homogenised global environment.
- **Product sustainability** – Heritage places are often protected through official listings (HCWA), community registers (National Trust) and government observance of national (Burra Charter) and international (International Council on Monuments and Sites) protocols.
- **Product diversity** – Numerous historic and heritage themes have shaped WA, many with tourism potential in their own right or linked with other tourism product. See details on heritage tourism themes in 4.1.
- **Product spread** – Most, if not all, of Western Australia’s local governments, Regional Development Commissions and tourism regions have physical and/or intangible heritage with tourism potential. As noted in the *Thematic Assessment* report, metropolitan and regional interests are often closely connected in their ability to attract visitors with special interests and encourage broad geographic dispersal.
- **Product icons** – Tourism WA emphasises marketing iconic tourism product. Heritage icons can augment this focus, especially if linked to places on the National Heritage List. Present State inclusions on the list - Fremantle Prison, Cape Inscription on Dirk Hartog Island and the Batavia sites of the Houtman Abrolhos Islands – all have important tourism components.
- **Product partnerships** – Historic and heritage themes and assets dovetail closely with other Western Australian tourism product - natural, Indigenous, and the arts - and can create critical mass and cluster attraction. Heritage tourism also shapes other tourism product with its “common thread” application.
- **Community value** – The values and traditions associated with Western Australia’s social fabric are woven into numerous communities, regardless of physical location, ethnicity or religion. They contribute to our “sense of place”, reflect our multicultural origins and provide the flavour to heritage tourism product.
- **Economic value** – Heritage tourists represent extremely high value visitor targets. See details on the economic value of heritage tourism to Western Australia in 4.2 above.
- **Attendance value** – In 2003, 27 per cent of international visitors attended historic places in Australia. Down from 32 per cent in 2000, heritage remains the highest placed activity in the “cultural” spectrum. In Western Australia “historic places” attract 31 per cent of international visitors, the only State where heritage ranks second to “museums and galleries” (35 per cent).

## 5. DELIVERING THE HERITAGE TOURISM STRATEGY

### 5.1 Key Stakeholders

Effective heritage tourism policies derive from strong political and administrative leadership. The Heritage Council of WA and Tourism Western Australia will be the primary State government agencies for shaping and implementing the *Heritage Tourism Strategy for Western Australia*.

The Heritage Council can foster support for tourism by leveraging existing links with government, the private sector and communities where heritage and conservation are important. Tourism Western Australia can build heritage into its objectives and structure as an integral component of its tourism mix.

Other key stakeholders are the Department of Local Government and Regional Development that supports economic development across the State and fosters community initiatives, and the National Trust that broadly represents community interests.

Organisations with ongoing interests in the decision-making processes for heritage tourism include tour operators, local governments, Regional Development Commissions, the Department of Culture and the Arts with particular reference to the Museum portfolio, the Office of Multicultural Interests, the WA Indigenous Tourism Operators Committee, the Forum Advocating Cultural and Eco-Tourism, tertiary institutions and peak history and heritage associations.

While specific projects and initiatives will proceed with different partners on a case-by-case basis, a Heritage Tourism Advisory Group will be convened as a forum for representatives from many of the above organisations, several of which provided substantial input to the drafting of the Strategy.



Hotham Valley  
Railway



Avon Terrace,  
York



Busselton Jetty



## 5. DELIVERING THE HERITAGE TOURISM STRATEGY

### 5.2 Action Plan

#### Objective 1: Leadership, partnerships and resources

Objective 1 addresses the key Government agencies charged with implementing the Heritage Tourism Strategy in Western Australia, the consultation mechanisms for engaging with interested parties, the focus and purpose of partnership building and the application of dedicated resources:

- The Heritage Council of Western Australia will maintain responsibility for the Heritage Tourism function and continue to work closely with Tourism Western Australia on implementation of the Strategy.
- The officer(s) tasked with responsibility for Heritage Tourism will implement the Strategy in accordance with this Action Plan and the Recommendations contained within the Executive Summary.
- Dedicated funding will be secured to assist implementation of the Strategy in collaboration with other key stakeholders.
- An advisory body representing key stakeholders will be established to act as a discussion forum and clearing house for issues across the heritage tourism spectrum.
- Heritage tourism projects will complement related strategies on the cultural tourism spectrum (Indigenous; arts) and ensure integration and participation where appropriate.
- Government programs will reflect the importance of heritage tourism as an essential function of government's conservation and community roles.
- Links will be developed with the private sector to encourage support for, and contributions towards, heritage tourism both generically and on a project basis.
- Partnerships will be established with communities, local government, regional bodies, ethnic associations and State and Federal agencies in heritage, culture, tourism and economic development to ensure Western Australia's interests are maximised.
- Research that investigates the sustainable value of heritage tourism to the State will be coordinated and promoted.
- Training, education, communication and networking opportunities to improve knowledge, awareness, understanding and commitment for heritage and tourism practitioners will be encouraged and supported.

## 5. DELIVERING THE HERITAGE TOURISM STRATEGY

### Objective 2: Product and market development

Objective 2 addresses how heritage tourism projects are prioritised, how needs are assessed, what factors are taken into consideration when developing or supporting projects, what stakeholders are engaged and what financial and other assistance is sought:

- Key Western Australian heritage themes identified as possessing tourism potential will be assessed in greater detail to establish development needs and priorities.
- An audit process, modelled on Tourism Western Australia's *Destination Development Strategies*, will complement the above process for each tourism region.
- Heritage tourism will be integrated with complementary products on the cultural spectrum (nature-based, Indigenous, arts) to achieve "critical mass" or "cluster attractions".
- Visitor group characteristics and global product benchmarks will be researched as integral stages in heritage tourism projects.
- Appropriate levels of support will be provided for heritage tourism projects with national, regional or local significance.
- Investment funding sources – private, government and philanthropic – will be targeted for specific projects.
- Heritage tourism projects that receive support as a consequence of this Strategy will be required to adopt management plans that address sustainability and conservation principles.
- Tour operators, agents and other service providers will be consulted at all stages of product and market development initiatives to determine interest levels and identify market gaps.
- Links will be established with international operators and government agencies specialising in heritage tourism, to explore marketing initiatives of global significance.
- Strategies will be developed that enable domestic and international markets to be targeted jointly or concurrently in order to maximise resources.



## 5. DELIVERING THE HERITAGE TOURISM STRATEGY

### Objective 3: Communication and profile raising

Objective 3 addresses how heritage tourism and its various facets are communicated to practitioners, stakeholders, special interest groups, the media and the public, and the tools that will be used for this purpose:

- Appropriate and consistent “branding” of heritage tourism product at both the state and national level will be pursued with the relevant authorities.
- Co-branding and profiling opportunities will be sought with bodies such as the Australian Heritage Council (re: National Heritage List) and the National Trust (re: international network).
- Image and information resources highlighting heritage tourism will be extended for use in print and electronic promotional and collateral materials.
- Case studies of successful and cautionary heritage tourism projects will be released to inform and educate stakeholders and the public on heritage tourism and its diverse products (icons, trails, events, precincts and destinations).
- Relationships will be developed with general media and travel media through the generation of appropriate heritage tourism stories and via familiarisation visits to heritage tourist sites.
- On-line materials will be consolidated through links between the websites of state and national tourism and heritage agencies.
- Industry and consumer awareness of heritage tourism will be raised through relevant channels such as trade shows, publications and direct marketing.
- Local and international tourism media, documentary producers and television interests will be targeted to develop features on the State’s history and heritage with particular links to our multicultural legacies.

No. 1 Pump Station, Mundaring Weir

Photographer: Robert Frith

Photo courtesy National Trust (WA)



**Cover photos:**

**(Main)** Vlamingh Head Lighthouse, via Exmouth

**(Insets, top to bottom)**

Round House, Fremantle

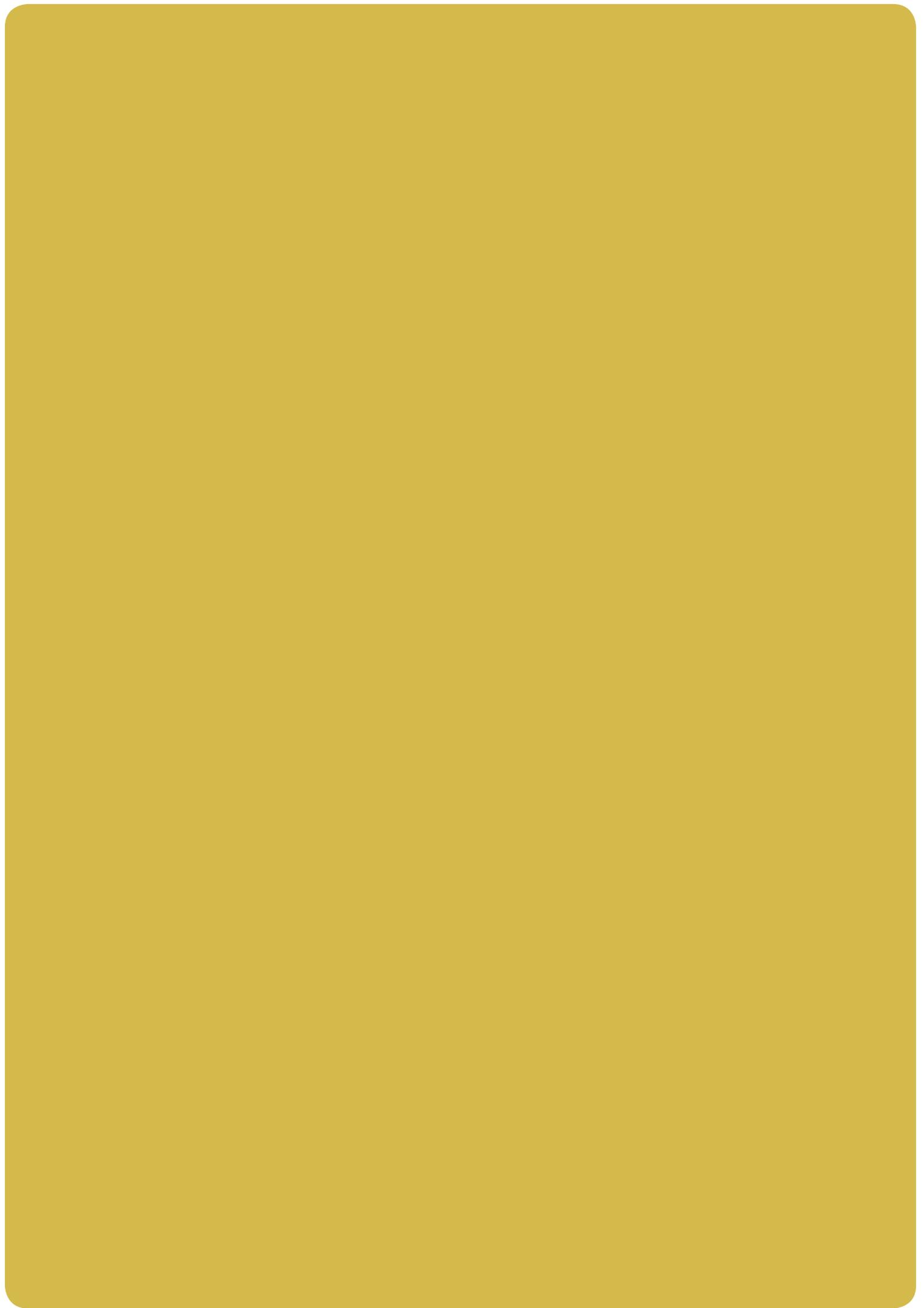
Busselton Jetty

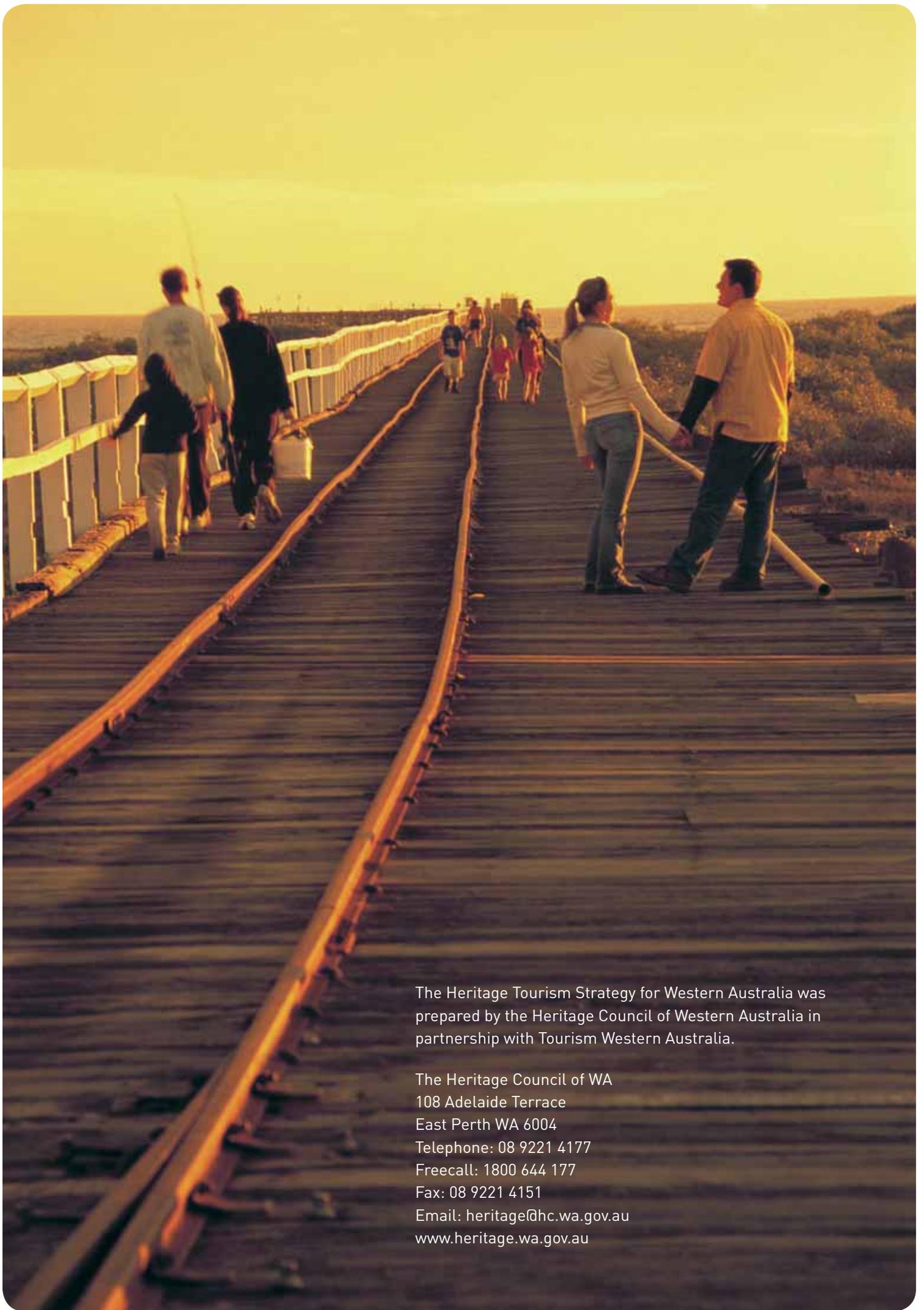
St Gertrudes, New Norcia

No. 1 Pump Station, Mundaring Weir

HMAS Sydney Memorial, Geraldton

**(Back)** One Mile Jetty, Carnarvon





The Heritage Tourism Strategy for Western Australia was prepared by the Heritage Council of Western Australia in partnership with Tourism Western Australia.

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