

“PATHWAYS FORWARD: STRATEGIC PLAN 2003-2008”

Statement by Minister for Tourism

MR R.C. KUCERA (Yokine - Minister for Tourism) [12.03 pm]: This morning I had much pleasure in launching the Western Australian Tourism Commission's "Pathways Forward: Strategic Plan 2003-2008". This document represents a major shift in the way that we market Western Australia to the world, with the aim of making our State "the natural choice" for Australian and international visitors. To achieve this, the Western Australian Tourism Commission has set itself ambitious targets to be reached over the next five years. These include -

growing Western Australian tourism faster than the national average - specifically, a 10 per cent higher growth rate in visitor expenditure than the national average in the next five years, which equates to 1.1 times the national average;

increasing recognition of our iconic tourism experiences. The WATC aims to ensure that at least 20 per cent of potential visitors are aware that WA offers those iconic tourism experiences;

enhancing visitor experiences in Western Australia. A target of at least 80 per cent visitor satisfaction has been set;

growing regional tourism through partnerships and local empowerment, with the new concept for state tourism to be implemented by July 2004;

making Western Australia a natural choice for tourism investment. The WATC's investment attraction services will improve the view of WA as an investment location for at least 80 per cent of target investors; and

achieving recognition for the tourism industry as a leading economic contributor to the State. The WATC will work to ensure that 60 per cent of identified key stakeholders within government and the business community are aware of the value of tourism to the State.

The pathways forward document builds on our decision to streamline the marketing of Western Australia through five distinct tourism regions. Tourism in WA is being developed and promoted around key iconic experiences that will become instantly recognisable to Australian and international travellers. The WATC is also taking steps to focus increasingly on infrastructure development and new investment, thus improving the quality, quantity and diversity of tourism products and services. The WATC will also shift away from mass media destination marketing to identified target segments.

Tourism is an extraordinarily important economic driver - employing 80 000 Western Australians and generating \$3.8 billion in direct tourism expenditure last year alone. It is vital that we do not rest on our laurels but constantly strive to grow the tourism industry. Setting goals and reviewing the way we do things, especially in the wake of factors outside our control, such as severe acute respiratory syndrome and terrorism, are part of that strategy. Underpinning all of this is the clear message that Western Australia is a great place to visit and an even better place in which to live.

I commend "Pathways Forward: Strategic Plan 2003-2008" to the House, and I table the document.

[See paper No 1472.]