

EVENTS AND TOURISM STRATEGY

Statement by Minister for Tourism

MS R. SAFFIOTI (West Swan — Minister for Tourism) [12.10 pm]: I rise to inform the house that last week I had the opportunity to launch Tourism Western Australia's events strategy to the tourism and events industry. The industry event was attended by 220 tourism industry bodies, operators and event holders. Our events strategy outlines an ambitious new vision—for Perth and Western Australia to become the fastest growing events destination in the South-East Asian region. In the 2022–23 financial year, for every \$1 spent by Tourism WA on securing an event through our major events or regional events program funding pools, the state received \$5 back. For mass participation events, another crucial event sector, the state government received an incredible return on investment of 13 to one.

Events are incredibly important to our economy and the tourism industry. Every month and every season, we need to give people a reason to visit Western Australia. For events, the challenge is in two parts. The first is attracting events, whether it be mass participation or blockbuster major events like the Ultimate Fighting Championship and the Coldplay concert. The second is creating and supporting homegrown events, created here in Western Australia, which build support over time. Just last week, our government proudly launched Perth's newest homegrown event, EverNow, which is a free festival that will be held during Kambarang from 4 to 9 October. It will become an annual staple of the state's major events calendar. In the years to come, it will grow into one of the nation's leading tourism events, creating job opportunities for Western Australians and boosting the local economy. I would like to thank the Noongar Advisory Circle, the Perth Festival, and Tourism WA for their work in bringing EverNow to life.

While we will continue to create and attract major events, we can do much more to support the many ready-made events that provide an "always on" baseload of event activity across Perth and Western Australia. Think about being in Perth in January and February. We have the best weather in the world so visitors can check out the best beaches in the world and drink the best wine in the world as they watch the sunset. Then they can head to the Fringe World Festival or the Perth Festival at night. That is a truly world-class experience. Throw on top of that major events like UFC, the Coldplay concert and the FIFA Women's World Cup, and we have something really special. Every month and every season, there is a reason to visit Western Australia. That will be the core of our new, "always on" events strategy and marketing campaign. I am very proud to be the Minister for Tourism, to develop and deliver this exciting and ambitious events agenda.