

SUPPLEMENTARY BRIEFING PAPERS

Council Members' Agenda Briefing

6:00pm Tuesday 10 June 2025
Council Chamber (Level 1), Civic Centre,
23 Dundobar Road, Wanneroo

wanneroo.wa.gov.au



Briefing Papers for Tuesday 10 June 2025

CONTENTS

<u>ITEM 6</u>	<u>LATE REPORTS</u>	<u>1</u>
6.1	DEVELOPMENT OF PUBLIC OPEN SPACE - LOT 2 DRIVER ROAD DARCH - FUNDING ARRANGEMENTS WITH PARCEL DARCH PTY. LTD.	1
6.2	DRAFT DISCOVER WANNEROO VISITOR ECONOMY STRATEGY 2025 - 2030	10
6.3	FINANCIAL ACTIVITY STATEMENT FOR THE PERIOD ENDED 30 APRIL 2025	67

Item 6 Late Reports

6.1 Development of Public Open Space - Lot 2 Driver Road Darch - Funding Arrangements with Parcel Darch Pty. Ltd.

File Ref: SD159221 – 25/159291
Responsible Officer: Director Planning & Sustainability
Attachments: 2

Changes to Report and Additional Information Arising from Agenda Briefing

Notes will be added only if changes are made to this report.

Issue

To consider Parcel Darch Pty. Ltd.'s offer in relation to the development and pre-funding of the Public Open Space development in Lot 2 Driver Road, Darch.

Background

Structure Plan and Subdivision

Lot 2 (26) Driver Road, Darch is located within the East Wanneroo Cell 6 Approved Local Structure Plan No. 8 (**LSP 8**), comprising a total development area of 24.71 Ha, which includes 4.8 Ha for district-level Public Open Space (**POS**) (refer **Attachment 1**).

The site was previously zoned Landfill Precinct in LSP 8 and has previously been a sand quarry and the resultant quarry void was approved for landfill operations in 1997; and between 1997 and 2015 the site was licensed to accept clean fill and building materials from building sites.

On 9 December 2019, the developer Parcel Darch Pty. Ltd. (**Parcel**) requested the City of Wanneroo (the **City**) to consider an amendment to the LSP 8 to rezone Lot 2 from Landfill Precinct to Residential Precinct. Council on 22 September 2020 resolved to recommend support to the Western Australian Planning Commission (**WAPC**) for the amendment, subject to modifications. The amendment was approved by the WAPC on 17 February 2021.

Parcel has subsequently obtained two subdivision approvals for the land (WAPC 159221 and WAPC 159333). WAPC 159221 created the POS site only and WAPC 159333 proposed to create the POS as well as the residential and business zone lots. Although the City recommended in both subdivision referrals a condition for the proponent to develop the POS site, the WAPC did not impose this condition.

As the land is contaminated due to its previous use, conditions have been imposed in the subdivisions for the land to be remediated by the developer. In this regard, Parcel has acknowledged that the City will not clear the conditions of subdivision for the creation of the POS until such time as the site is classified by the Department of Water and Environmental Regulation (**DWER**) as suitable for the POS use and there is no ongoing management plan obligations, such as contamination monitoring or mitigation measures, to the satisfaction of the City. The matter of site reclassification is currently with DWER for assessment.

Parcel has completed the remediation, earthworks and civil works, with the completion of 15 display homes. The development of the POS to a basic standard (i.e. turfed playing field, planting, mulching, furniture, play equipment, nature play, sports facilities and irrigation) is anticipated on or before June 2026 and is subject to funding arrangements between the City and Parcel.

Provision of POS

In areas where there is not a DCP in place, developers are required to provide 10% of their landholding as POS free of cost as well as develop the POS at their cost to satisfy conditions of subdivision approval and comply with the City's *Local Planning Policy 4.3 – Public Open Space*. 10% of Lot 2 Driver Road is 2.471 hectares. In this case there is no condition of subdivision requiring development of the 10% POS and the land for the POS is to be acquired through the Developer Contribution Plan (**DCP**) for East Wanneroo Cell 6.

The DCP (Cell 6) is acquiring approximately 20% (4.8 hectares) of land for POS from Parcel's landholding using DCP funds. The DCP does not fund the POS development, and it would be unreasonable to require the landowner to develop more than 10% of their landholding as POS (i.e. 2.471 Ha of the 24.71 Ha landholding). The cost of the development of the additional area should be covered by the City, to enable the full 4.8 hectares to be developed. The development of the POS in terms of LPP 4.3 is to a minimum standard. As this is a district-level POS, the additional costs associated with the higher standard of sports facilities must also be covered by the City.

The development of the POS is reflected in the draft Long-Term Financial Plan (**LTFP**) for delivery in Year 3, 4 & 5; as the City did not anticipate this land to be developed for many years due to the significant long-standing contamination issues on the site. As the structure plan and relevant subdivisions have now been approved, and the first few stages of residential development have been delivered by Parcel, the City needs to consider the timing of the development of the POS.

The purpose of the report is to seek Council consideration for Parcel's offer (refer **Attachment 2**) to develop the POS which requires an allocation of funds in the 2025/26 Budget to cover the City's contribution towards the development of the Lot 2 POS; and to authorise the CEO to enter into a Deed of Agreement with Parcel to formalise the arrangement.

Detail

Need for District Public Open Space

To consider the timing of the delivery of the POS, a key consideration for the City is to determine whether there is a need for a district-level POS in the area, considering the population growth as well as the current and projected use of existing POS and sporting facilities in the area. In this regard, a preliminary analysis indicates that the provision of sporting spaces within the area, and in Darch and Landsdale demonstrates a high level of usage and that the use of the current facilities is at a premium. This is reflected in the fact that 9 out of 16 ovals within the area have above the recommended 25 hours of usage, with a number of these significantly over, which suggests that additional capacity is required to help manage the capacity of the existing ovals.

As per the *Parks and Leisure WA Guidelines for Community Infrastructure (2020)* (Guidelines), the population catchment for a district POS is 2 km and 1:15,000 – 25:000, with 800m and 1:5,000 for Neighbourhood level facility. With the current Darch and Landsdale population at 29,248, which is projected to grow by 11.65% or 32,303 by 2031; and taking into consideration the current levels of usage at the nearby Kingsway Regional Sporting Complex and Warradale Park facilities, there is a need for an additional sports space. Warradale Park is limited to a single senior AFL playing field, whilst the two other nearby facilities, Ashdale and Fragola Parks (being shared with the Department of Education), are not suitable as sport spaces other than for junior training due to their restrictive oval layouts. Works are also required at a number of other facilities to bring these up to contemporary standards.

Facilities to be provided at 2 Driver Road

As a district-level facility, the estimated cost of delivering the POS is \$7,690,000 which comprises of Stage 1 and 2 works.

The Stage 1 development cost of the POS is estimated to be \$4,004,101 which could include the following:

- turfed playing field;
- planting;
- mulching;
- furniture;
- play equipment;
- nature play;
- sports facilities;
- irrigation; and
- Car parking.

The Stage 2 development cost of the POS is estimated to be \$3,690,000 which would include the following:

- Sports amenity building (\$3,150,000 or \$2,150,000 with CSRFF grants),
- Floodlighting (\$540,000 or \$370,000 with CSRFF grants)

Some of these costs, such as the sports amenities building and floodlighting, would be eligible for funding from the State Government's Community Sport and Recreation Facilities Fund program (**CSRFF**).

Consideration should be given to staging the development of the POS. In this regard, the POS development, car park and floodlighting would need to be completed as a single package, as user groups will require these elements from the beginning; whilst the sports amenities building and passive park infrastructure could potentially be completed later. The \$540,000 identified for floodlighting in Stage 2 should therefore be brought forward in the LTFP and be included in the Stage 1 works. Temporary facilities could also be used for the toilets, change rooms and storage, noting that toilets would need to be connected when the POS is constructed. However, with a staged approach, it should be noted that once the oval and facilities are in place and the community start to use it, there will inevitably be increased demand from the community for the City to provide permanent sports amenities.

The purchase of the POS land will be funded through the East Wanneroo Cell 6 Developer Contribution Plan (DCP), which has sufficient funds available to facilitate this. In this regard and based on the proposed area of POS of 4.8142 Ha, the compensation payable by the DCP equates to \$12,140,452 (current value \$2,521,800 per hectare). It should also be noted that Cell 6 is substantially developed at approximately 90%. The acquisition of the land is supported in relation to the impact of the DCP, as it will assist in the finalisation of significant outstanding infrastructure required to be provided by the DCP and will enable the progression towards the ultimate closure of East Wanneroo Cell 6.

Parcel's Offer

The City received correspondence from Parcel in May 2025 in relation to the development and pre-funding of the POS development in Lot 2 (refer **Attachment 2**). The primary focus of this correspondence was to outline Parcel's proposed contribution and conditions in relation to the development of the POS.

There is no requirement under the WAPC subdivision approvals for Parcel to construct, maintain or contribute cash in lieu to Public Open Space infrastructure. Parcel understands the importance of the provision of the POS and financial impost of the delivery of such infrastructure by the City. As such, they have offered to provide a financial contribution towards its construction. This contribution is not required under the WAPC approvals and is done so outside of the approvals in good faith and for the enjoyment of the community.

The total cost of the Stage 1 POS development is estimated to be \$4,544,101. As outlined in Parcel's Letter of Offer, their contribution amount is \$1,704,101 + GST. This contribution is subject to the following conditions from Parcel:

1. Confirmation from the City that the full extent of works will be constructed as per designs lodged with the City (which excludes changing rooms, carpark and floodlights etc).
2. Evidence of contract award with a suitably qualified contractor.
3. Completion of works on or before June 2026.

Parcel's offer is to project manage the delivery of the POS to the minimum standard. Ideally, they would pre-fund the construction and then invoice the City for its percentage share of costs. The details of any agreed arrangement would be captured in a Deed of Agreement between the City and Parcel.

Deed of Agreement

The general terms within the Deed of Agreement will include operative provisions relating to the Stage 1 development of the POS and will cover matters such as construction standards, costs of the development and payment arrangements, default, expert determination and dispute resolution, GST, notices and general provisions.

Long Term Financial Plan

The City's draft Long Term Financial Plan currently identifies total costs of \$4,004,101 for the Driver Road District POS split across Year 3, 4 and 5 (Table 1).

Table 1: Draft LTFP funding of Lot 2 Driver Road District Public Open Space (Stage 1)

Year	Asset Location	Project Detail	Total Cost	Council (Muni)	Contribution (Parcel)
3	Driver Road POS	Stage 1 – Development of POS2027/28 Detailed Design	\$100,000	\$100,000	
4	Driver Road POS	Stage 1 – Development of POS2027/28 Detailed Design	\$2,000,000	\$1,000,000	\$1,000,000
5	Driver Road POS	Stage 1 – Development of POS2027/28 Detailed Design	\$1,904,101	\$1,200,000	\$704,101
Total			\$4,004,101	\$2,300,000	\$1,704,101

The City's costs in relation to the Stage 1 development of the POS will be approximately \$2,300,000 plus the additional \$540,000 for flood lighting (i.e. a total City cost of \$2,840,000); which would be prefunded by Parcel and then repaid by the City monthly (in line with the monthly construction progress claims within 2025/26 financial year) or in accordance with the terms in the Deed of Agreement.

Consultation

No formal consultation has been undertaken in relation to this report. Administration has had several informal discussions and negotiations with Parcel.

Comment

The provision of additional sports space within Darch and Landsdale areas is an appropriate response to deal with the demand in the area and will accommodate existing utilisation and future growth in the area. The POS will provide a local passive park amenity for residents; and this will assist in managing the load on existing nearby sport spaces such as Kingsway and Warradale Park.

Council has two options to consider:

Option 1 – Refuse the offer from Parcel and fully fund the POS delivery at a higher cost with municipal and grant funding in future years as part of the City's Long-Term Financial Plan.

Option 2 – Accept the offer from Parcel and authorise the Chief Executive Officer to enter into a Deed of Agreement with Parcel Darch Pty. Ltd. to formalise the funding arrangements for the development of the Public Open Space at Lot 2 (26) Driver Road, Darch. List suitable funds towards the development of the Public Open Space as part of the 2025/26 Budget.

The offer provided by Parcel is considered to be a good outcome deal for the City as it will provide a \$1,704,101 saving for the City, which would otherwise have to be funded through the City's own funds and provide a facility to meet the community needs. Parcel will likely finish their development of Lot 2 Driver Road within the next couple of years and there is a possibility that they will withdraw the offer once their subdivision is complete.

It is therefore recommended that Council support Option 2.

Statutory Compliance

The administration of the City's developer contribution arrangements are regulated by the City's DPS 2. In terms of DPS 2, landowners as part of the East Wanneroo Cell 6 DCP must fund the purchasing of POS within Cell 6.

Subdivision and development are governed by the Planning and Development Act 2005 and the Planning and Development (Local Planning Schemes) Regulations 2015.

Financial expenditure by the City is regulated by the Local Government Act 1995 and the Local Government (Financial Management) Regulations 1996.

Strategic Implications

The proposal aligns with the following objective within the Strategic Community Plan 2021 – 2031:

1 ~ An inclusive and accessible City with places and spaces that embrace all

1.2 - Valued public places and spaces

Risk Appetite Statement

In pursuit of strategic objective goal 1, we will accept a Medium level of risk. The recent pandemic has challenged our previous event delivery, place activation and community connection processes, and the City accepts that meeting community expectations in a more restrictive environment needs flexibility and innovation if community connection is to develop and grow in contrast to social and individual isolation.

Risk Management Considerations

Risk Title	Risk Rating
ST-G09 Long Term Financial Plan	Low
Accountability	Action Planning Option
Director Corporate Strategy & Performance	Manage

Risk Title	Risk Rating
ST-S23 Stakeholder Relationships	Low
Accountability	Action Planning Option
Chief Executive Officer	Manage

Risk Title	Risk Rating
CO-017 Financial Management	Low
Accountability	Action Planning Option
Director Corporate Strategy & Performance	Manage

The above risks relating to the issue contained within this report have been identified and considered within the City's Strategic/Corporate risk registers. Action plans have been developed to manage these risks.

Policy Implications

POS within the City is required to be developed in accordance with the requirements of the LPP 4.3; within the context of the State Government's *Liveable Neighbourhoods* policy.

Financial Implications

It is noted that the East Wannon Cell 6 DCP has sufficient funding available that's required to fund the \$12,140,452.50 purchase of the land.

The cost of the Stage 1 development of the POS is estimated to be \$4,544,101. Parcel will contribute \$1,704,101 and the City will be required to fund the balance of \$2,840,000 which will be funded from any remaining Municipal surplus funds from 2025/26 budget. As the project has been brought forward, the deliverable timeline of Stage 2 of the project has not yet been assessed and finalised.

Parcel agrees to pre-fund the works and then the City will be required to repay Parcel monthly (in line with the monthly construction progress claims within 2025/26 financial year) or in accordance with the terms outlined in the proposed Deed of Agreement.

Voting Requirements

Simple Majority

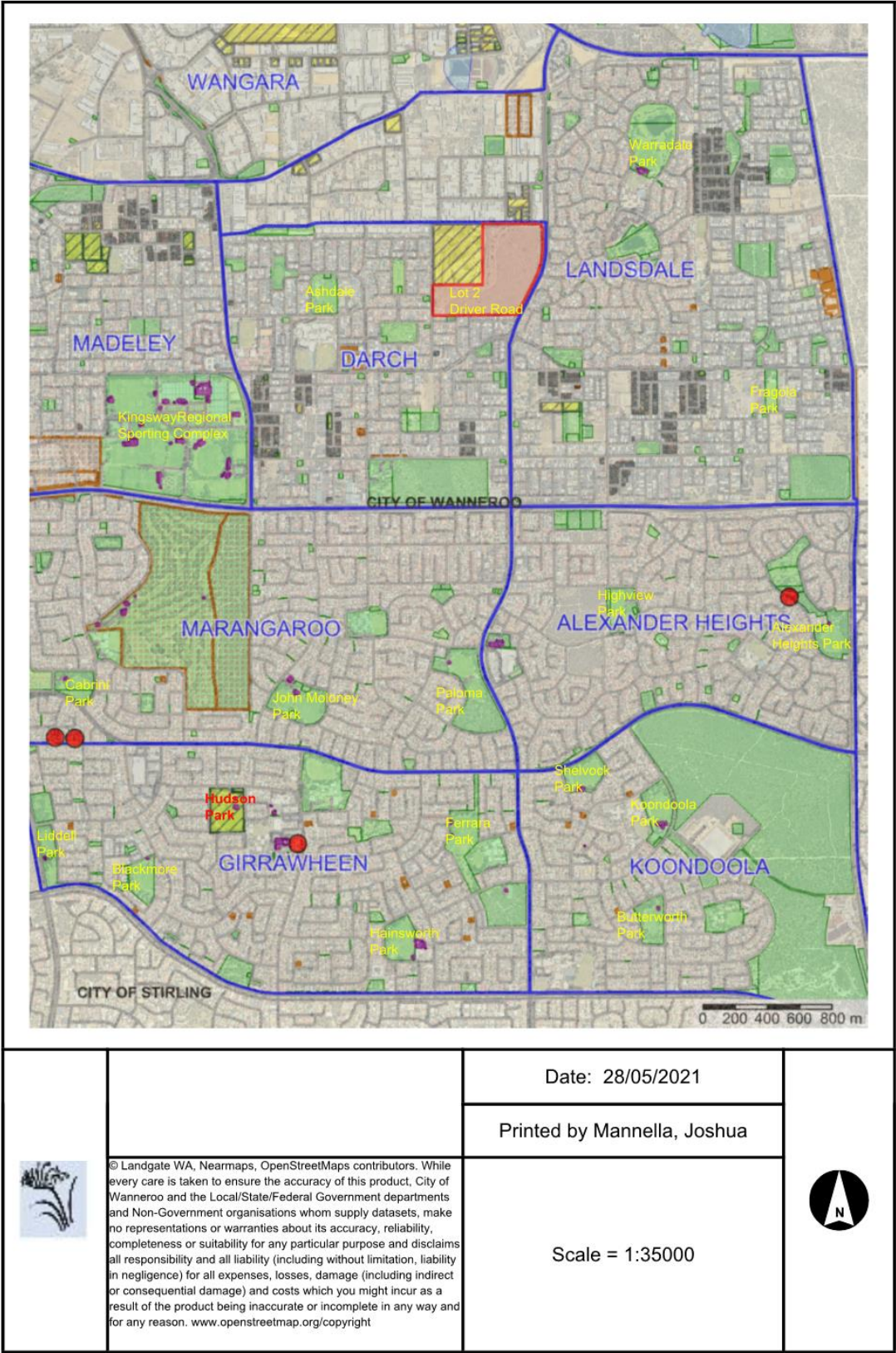
Recommendation

That Council:-

1. **ACCEPTS** Parcel Darch Pty. Ltd.'s offer of \$1,704,101 regarding the funding and development of the Public Open Space at Lot 2 (26) Driver Road, Darch as per Attachment 2;
2. **AUTHORISES** the Chief Executive Officer to enter into a Deed of Agreement with Parcel Darch Pty. Ltd. to formalise the funding arrangements for the development of the Public Open Space at Lot 2 (26) Driver Road, Darch; and
3. **LISTS** the amount of \$2,840,000 in the draft 2025/26 Capital Budget to be funded from Municipal Funds towards the development of the Public Open Space at Lot 2 (26) Driver Road, Darch as part of the 2025/26 Budget.

Attachments:

- | | | |
|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| 1 | Attachment 1 - WAPC 159333 | 21/288243 |
| 2 | Attachment 2 - Letter of Offer - Parcel Offer for Contribution towards Kinmore Green Public Open Space - Stage 1 - Lot 2 Driver Road, Darch - May 2025.docx | 25/194985 |





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22 May 2025

Mark Dickson
Director Planning and Sustainability
Via email: mark.dickson@wanneroo.wa.gov.au

Dear Mark,

CONTRIBUTION TO POS 6M LOT 2 DRIVER ROAD DARCH

Further to our letter dated 28 August 2024, Parcel provide this letter as an update on our formal position towards funding.

Lot 2 Driver Road is currently subject to two Conditional Subdivision Approvals:

- WAPC 159333: Estate as a whole, including lots and POS
- WAPC 159221: POS only and no lots.

Under both Conditional Approvals, Parcel Darch Pty Ltd is required to cede POS 6M, 4.8412Ha. The development is required to provide Developer Contributions applicable to Cell 6 and POS 6M is included within the Cell 6 DCP as infrastructure to be acquired.

There is no requirement under both approvals for Parcel Darch Pty Ltd to construct, maintain or contribute cash in lieu to Public Open Space infrastructure. Parcel Property understand the importance of the provision of the POS area and financial impost of the delivery of such infrastructure by the City. As such have offered to provide a financial contribution towards its construction. This contribution is not required under the WAPC approvals and is done so outside of the approvals in good faith and for the enjoyment of the Community.

As outlined in previous correspondence the contribution amount is \$1,704,101 + GST. These costs were last validated on 28 August 2024 and will be revised through negotiation of the Deed of Agreement.

This contribution is subject to the following conditions;

1. Confirmation from the City that the full extent of works will be constructed as per designs lodged with the City.
2. Evidence of contract award with suitably qualified contractor
3. Completion of works on or before June 2026.

Please feel free to contact me on 0437 399 994 to discuss further.

Yours Sincerely

Jeremy Cordina
GENERAL MANAGER LAND

[parcelproperty.com.au](https://www.parcelproperty.com.au)

6.2 Draft Discover Wanneroo Visitor Economy Strategy 2025 - 2030

File Ref: 5457 – 25/123782
Responsible Officer: Chief Executive Officer
Attachments: 2

Changes to Report and Additional Information Arising from Agenda Briefing

Notes will be added only if changes are made to this report.

Issue

Advocacy and Economic Development have undertaken a comprehensive review of the City's Tourism Plan 2019 – 2024. The draft Discover Wanneroo Visitor Economy Strategy 2025 – 2030 (**draft Strategy**) (refer **Attachment 1 draft Strategy**) has been prepared for Council consideration in close consultation with a range of internal and external stakeholders including a 21-day public consultation.

Background

The City of Wanneroo Tourism Plan 2019 – 2024 was endorsed by Council in June 2019 (CE04-06/19).

The review of the Tourism Plan is a Corporate Business Plan Item for 2024-2025 to be completed by the end of the 2024-25 financial year.

The review process undertaken to develop the draft Strategy has included:

- An evaluation of the Tourism Plan 2019 – 2024 including successes, outstanding items, key learnings;
- External review of key industry strategies and documents;
- Research and analysis of a range of data and information sources;
- Review and alignment to key internal strategies and plans (including Strategic Community Plan, Place Strategy);
- Internal workshop with key service units from across the organisation;
- Business and Tourism Advisory Group (**BTAG**) workshop with industry representatives, Wanneroo Business Association, Executive representatives and Council Members;
- Targeted surveys to local businesses and key stakeholders including industry organisations and associations, state government departments, local governments and partners/collaborators;
- Development of a draft Strategy document including a peer review of the vision;
- A second meeting with the BTAG to present the draft Strategy, receive direct feedback and seek a recommendation for public consultation;
- Internal socialisation of the draft Strategy to key service units and subject matter experts;
- A briefing note to elected members informing them of the review process and the public consultation;
- 21-day public consultation on the Your Say platform; and
- Feedback collated, analysed and used to inform the final draft Strategy.

Detail

Tourism industry support and development is identified in the City's Economic Development Strategy 2022 – 2032 (**EDS**) as one of 6 key focus areas committing to “*support the development of this key niche industry through regional collaboration, partnerships, marketing, product development, branding and leadership.*”

This draft Strategy builds on this commitment by setting an exciting, refreshed vision for the future of tourism, hospitality and the broader visitor economy in the City of Wanneroo. The draft Strategy acknowledges the significant recent growth of the visitor economy which lays a strong foundation for continued progress whilst also highlighting the City's pivotal role in enabling and driving future growth.

Consultation

A consultation summary is provided in **Attachment 2** and consisted of targeted consultation to develop the draft Strategy followed by public consultation.

Targeted consultation

Targeted consultation was undertaken with a range of internal subject matter experts and externally with members of the Business and Tourism Advisory Group, local tourism and hospitality businesses, key stakeholders, partners and collaborators. The targeted consultation phase covered a broad range of topics and was used as a key input into developing a draft Strategy for public consultation. The targeted consultation included:

- Industry trends;
- Major barriers to growth sustainability or success (regulation, red tape, approvals & strategic planning);
- SWOT analysis;
- Priority projects, actions and initiatives – identification of areas of high opportunity and high influence; and
- Identification of strategic opportunities – such as addressing accommodation supply which is limiting overall visitation, visitor nights and visitor spend.

Through detailed consultation with stakeholders, it was important to clearly articulate the role that local government plays in shaping the visitor economy by defining a vision, streamlining regulations, investing in infrastructure, supporting tourism businesses, and promoting destinations, ultimately driving economic growth and enhancing visitor experiences.

The targeted consultation process led to development of the first draft of the new Discover Wanneroo Visitor Economy Strategy 2025-2030. **Figure 1** illustrates the key components of the draft Strategy which incorporates a vision, guiding principles and five core focus areas. Several key actions and projects are provided under each focus area to illustrate how the City will impact each focus areas.

The draft Strategy takes a deliberately more strategic approach, which provides the City with the flexibility to respond proactively to emerging needs, opportunities, and industry trends via existing service unit planning and budgeting processes.

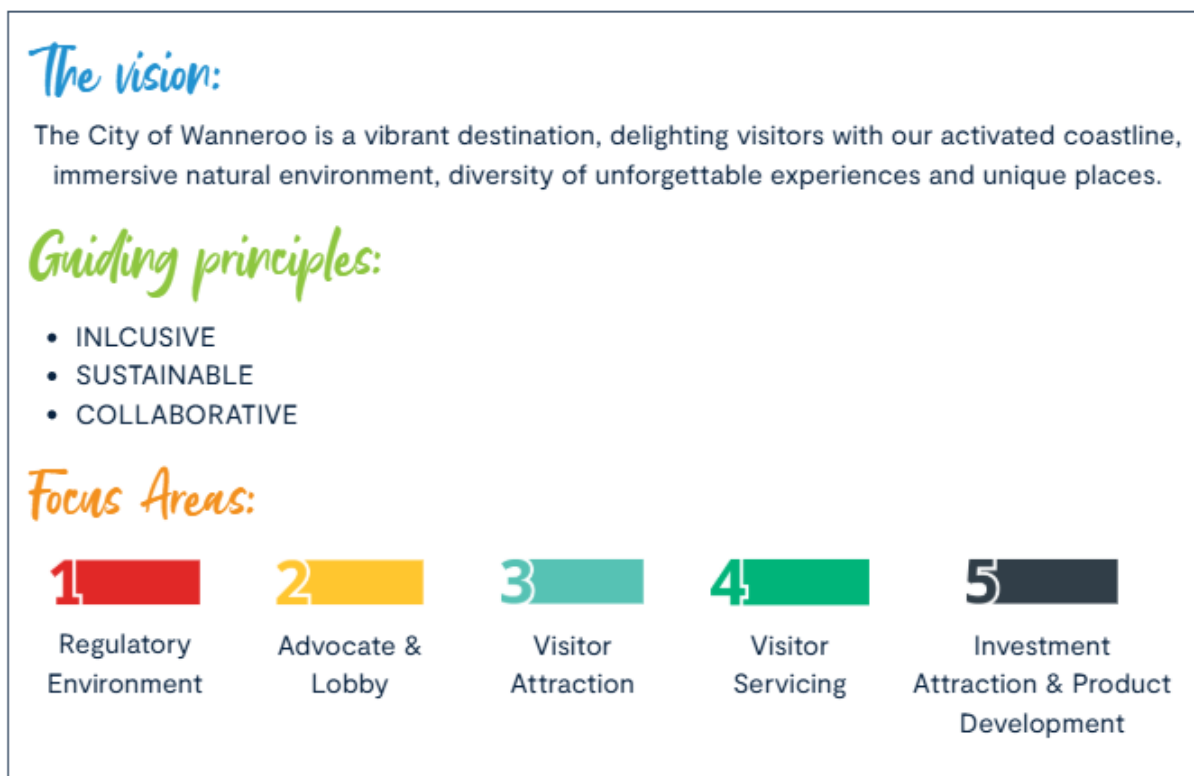


Figure 1: Key components of the draft Discover Wanneroo Visitor Economy Strategy

Public consultation

Following the recommendation from the BTAG the Advocacy & Economic Development team undertook a public consultation of the draft Strategy including additional activities to create awareness and provide opportunities for the wider industry and interested parties to participate. Activities included:

- 21-day public consultation on the Your Say platform, 17 March – 7 April 2025 inclusive;
- A range of options to provide feedback and/or support via a short feedback form, email, phone or virtual/in-person meetings;
- Web news articles on the Business Wanneroo and Discover Wanneroo websites linking to the Your Say consultation webpage;
- Organic post on Business Wanneroo social media channels;
- Direct contact with key stakeholders, partners and collaborators inviting them to participate in the consultation;
- Wanneroo Business Association e-news article and post in private Facebook group;
- Posts on the City of Wanneroo social media channels (Facebook, LinkedIn and Instagram), sponsored social media through the City's Facebook and Instagram.

Comment

The engagement results are provided in **Attachment 2** and include social media and Your Say metrics. The social media campaign received over 100,000 views, the Your Say consultation page received 925 views, and the draft Strategy was downloaded 384 times indicating that a high-level of awareness was created through the online campaign.

Feedback was overwhelmingly supportive from across stakeholder groups and results from the survey along with statements of support are provided in **Attachment 2**.

Feedback was used to refine the draft Strategy and key edits resulting from consultation are also provided in **Attachment 2**.

The review process has been robust and thorough and engagement with stakeholders has been a key component of each stage of the process. As a result, the draft Strategy is comprehensive, setting a bold new vision for the future of tourism and the visitor economy in the City of Wanneroo.

Note graphic design including image selection has not been finalised and minor updates to graphic design are expected.

Statutory Compliance

Nil

Strategic Implications

The proposal aligns with the following objective within the Strategic Community Plan 2021 – 2031:

2 ~ A City that celebrates rich cultural histories, where people can visit and enjoy unique experiences

2.3 - Tourism opportunities and visitor experiences

Risk Appetite Statement

In pursuit of strategic objective goal 2, we will accept a Medium level of risk. The City accepts this is required to protect priority cultural places, create 'unique' experiences and embrace the cultural diversity of our heritage in a way that is inclusive but challenges convention and historical thinking.

Risk Management Considerations

Risk Title	Risk Rating
ST-S12 Economic Growth	Medium
Accountability	Action Planning Option
Chief Executive Officer	Manage

Policy Implications

Nil

Financial Implications

Implementation of the draft Strategy will be resourced through the City's annual service unit and budget planning processes.

Within the Advocacy and Economic Development draft budget for 2025-26 \$240,750 is allocated to the implementation of this draft Strategy supported by 0.6FTE dedicated to tourism and an estimated 0.4FTE of officer support from across the Advocacy and Economic Development team.



Voting Requirements

Simple Majority

Recommendation

That Council ENDORSES the Discover Wanneroo Visitor Economy Strategy 2025 – 2030.

Attachments:

- | | | |
|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|----------------------|
| 1  | <i>Attachment 1: Draft Discover Wanneroo Visitor Economy Strategy 2025 - 2030</i> | <i>25/181281[v2]</i> |
| 2  | <i>Attachment 2 - Draft Discover Wanneroo Visitor Economy Strategy Consultation Summary</i> | <i>25/181284</i> |

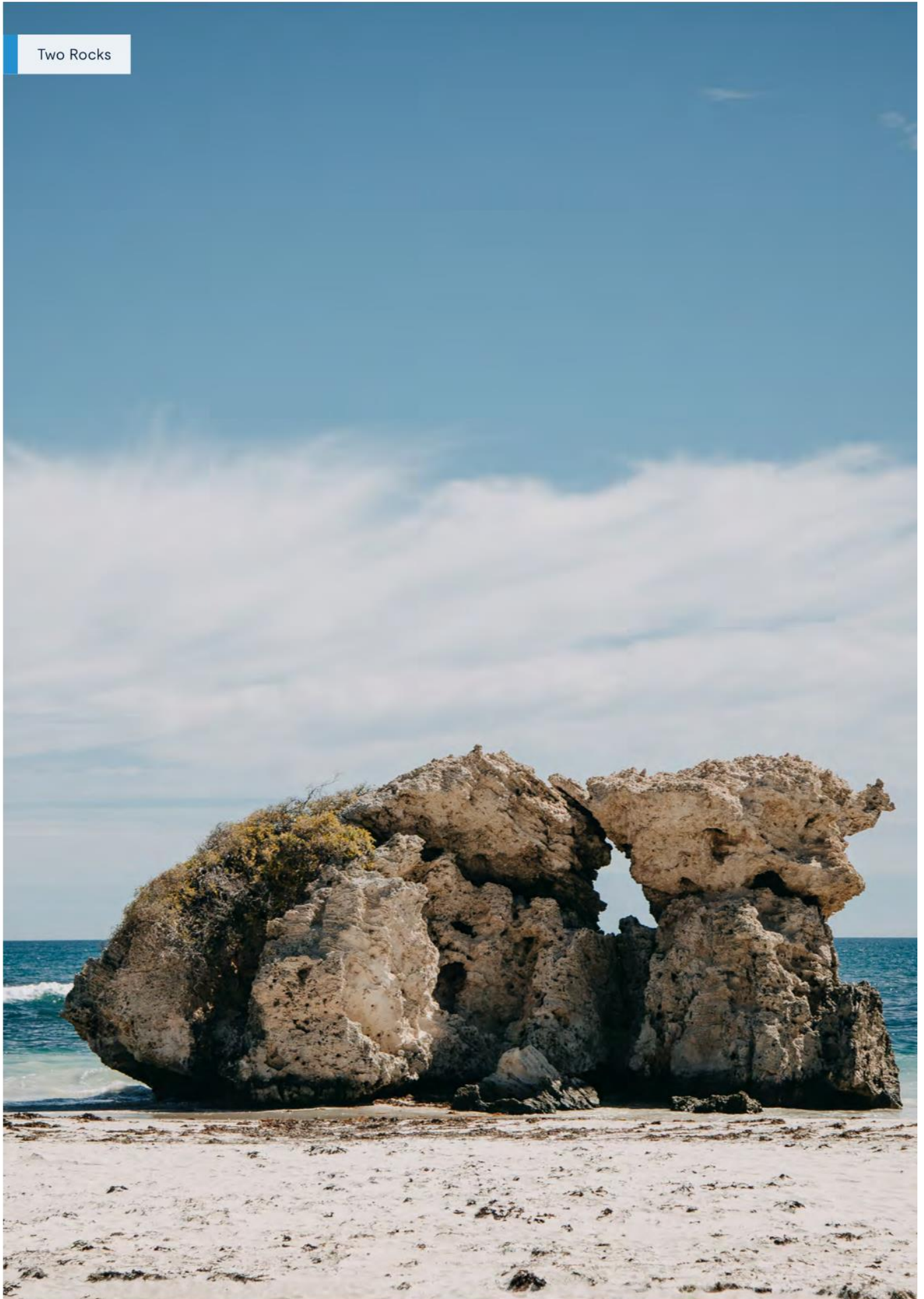
Discover Wanneroo

VISITOR ECONOMY STRATEGY

2025–2030



Two Rocks

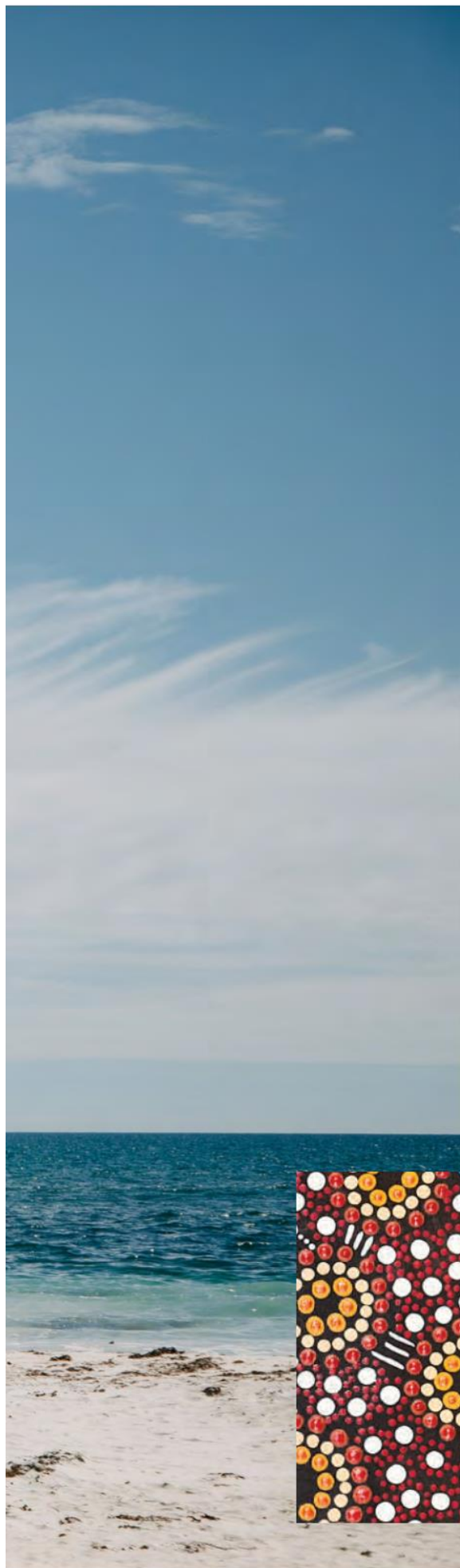


Contents

Message from the Mayor	4
Strategy on a page	5
Discover Wanneroo	7
The visitor economy	10
Our typical visitor	11
Our approach	13
Strategic context	14
Role of local government	15
Our partners	16
Benefits	18
Developing the Strategy	19
Industry trends	20
Major barriers	20
SWOT analysis	23
Priorities	28
Strategic opportunities	29
Looking back	31
Moving forward	35
Vision and guiding principles	35
Focus areas	36
Implementing the Strategy	41

ACKNOWLEDGEMENT OF COUNTRY

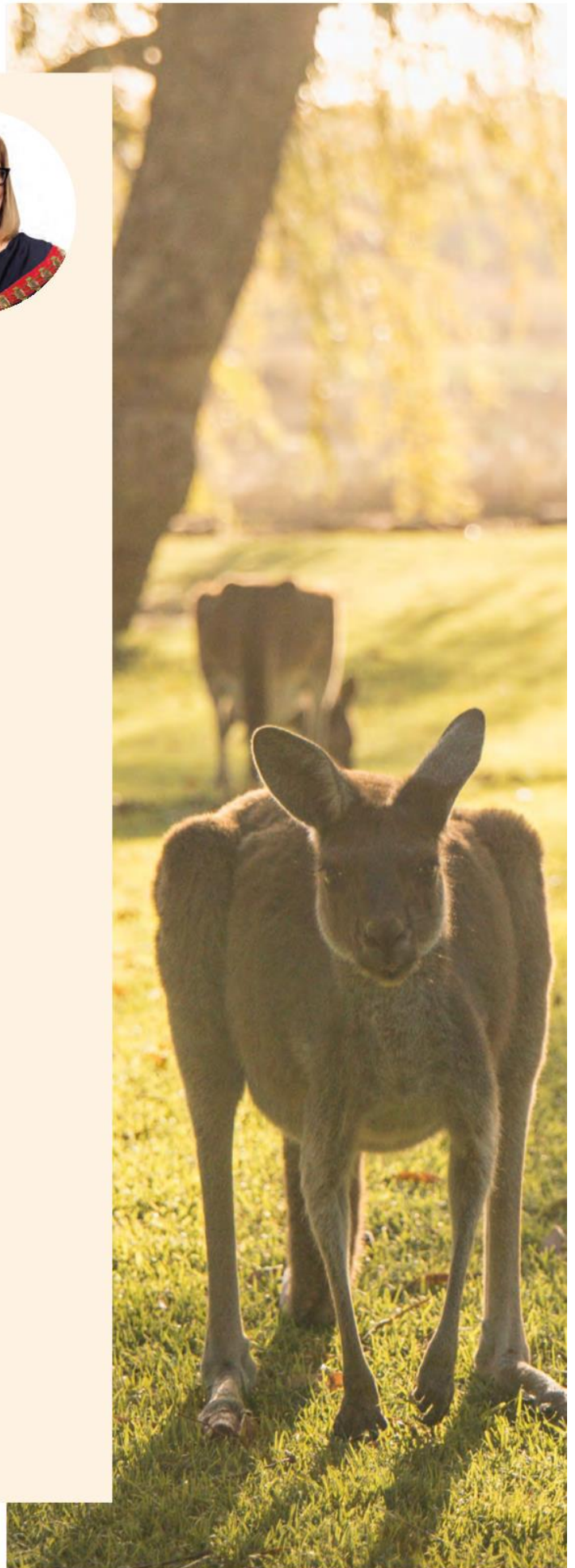
The City of Wanneroo acknowledges the Traditional Custodians of the land we are working on, the Whadjuk people. We would like to pay respect to the Elders of the Noongar nation past, present and future, who have walked and cared for the land and we acknowledge and respect their continuing culture and the contributions made to the life of the City and this region.



MESSAGE FROM THE *Mayor*



TBC





OUR STRATEGY ON A PAGE

The vision

The City of Wanneroo is a vibrant destination, delighting visitors with our activated coastline, immersive natural environment, diversity of unforgettable experiences and unique places.

Guiding principles



INCLUSIVE



SUSTAINABLE



COLLABORATIVE

Focus areas



Regulatory environment



Advocate and lobby



Visitor servicing



Investment attraction and product development



Visitor attraction



DISCOVER Wanneroo



The City offers a unique, nature-based experience within Perth's metropolitan area, boasting 32 kilometers of stunning coastline, and more than half of our 685 square kilometer area classified as regional reserves.

Over the past decade, our visitor economy has grown significantly to become a key component of the local economy. It now employs more than 5,300 people and represents 8.4% of the City's total employment, generating \$895m in sales for 2022/23. This momentum is bolstered by population growth, with the 2024 population of 235,994 forecast to exceed 437,000 by 2046 representing an incredible opportunity to build on this established industry.

In 2012, Council endorsed the City's visitor brand, Discover Wanneroo, developed in partnership with local industry and key stakeholders. Having a dedicated brand has enabled the City to market and promote the Wanneroo region as a standalone visitor destination. Discover Wanneroo has since grown to become an established platform for promoting the City of Wanneroo as a visitor destination of choice in the Perth metropolitan area.

In 2016, the Discover Wanneroo visitor website was launched featuring online guides, directories, visitor information and blogs to help showcase the City's attractions, activities and experiences and position the area as a destination for visitors and residents to discover and enjoy.

In 2021, dedicated social media channels were introduced to increase the promotion and marketing of the region, followed by a brand refresh in 2023 to reflect its maturing identity.

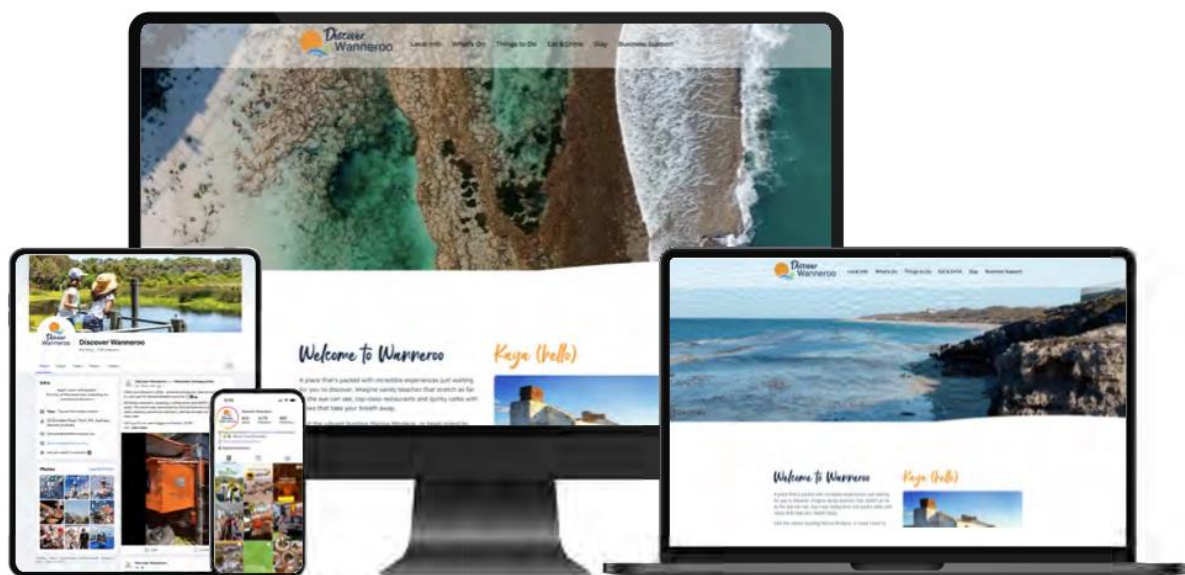


OUR VALUES AND TONE OF VOICE

**AUTHENTIC • FRIENDLY • CONVERSATIONAL • TRUSTWORTHY
RELATABLE • EMOTIVE • FUN AND PLAYFUL**

Our brand values form a cohesive and purposeful brand voice and help establish a genuine connection with our audience. Our brand voice is a harmonious blend of warmth, relatability, and subtle playfulness, fostering connections through and adding joy to our messaging.

OUR WEBSITE AND SOCIAL MEDIA CHANNELS



discoverwanneroo.com.au



@discoverwanneroo



@discoverwanneroo

FAST FACTS AND STATISTICS



32

kilometers
of **pristine**
coastline



534

hectares
of **foreshore**,
endless beaches
and **2 marinas**
to explore!

1,088,094

day trip visitors to the City of Wanneroo
in 2023-24

800

rooms across
an estimated
320 short term
rentals



235,994

City of Wanneroo
residents in 2024



130,000

domestic
overnight
visitors



30,000

international
overnight visitors
staying for
29 nights
on average

437,016

forecasted **population** of the City of
Wanneroo in 2046



5,304

jobs representing **8.2%**
of the City's employment



70%

of overnight visitors are **visiting friends**
and relatives making our residents hosts
and ambassadors for our region



\$895m

output/sales
representing **5.5%** of
the City's GDP





THE VISITOR ECONOMY

Much more than a traditional tourist!

Visitors come to the City of Wanneroo for many reasons, and not always for a classic holiday.

Visitors spend money on accommodation, visit local retail outlets, enjoy local experiences, buy fuel and visit local cafes, bars and restaurants.

This spending all contributes to the visitor economy, which is money being spent by people who do not reside within the community.



Business
travellers



Day-trippers



Experience seekers
(for beaches, nature
or dining out)



Sports and
recreation



Medical
appointments
and treatments



Visiting friends
and relatives



Event
attendees



Temporary
workers

OUR TYPICAL VISITOR

WHO IS VISITING?

FAMILY DAY TRIPPERS

In 2023-24 the City welcomed more than one million domestic day trips with the top life stage being young families.



VISITING FRIENDS AND RELATIVES

70% of overnight visitors to the City of Wanneroo are Visiting Friends and Relatives (VFR).



WHAT ARE THEY SEEKING?*

SIMPLE NATURE

A holiday in nature to relax, escape distraction and reconnect to the simple things.



FAMILY TIME

A family holiday on the coast returning to favourite destinations and relaxing on the beach.



RELAX & RECHARGE

A quick getaway in between longer holidays, focused on relaxing and spending quality time with partner.



PREMIUM NATURE

A high-activity immersion in untouched nature offering unique, premium experiences.



DOMESTIC VISITOR PROFILE**

TOP SEGMENT

Affluent new, young and old families



TOP AGE BAND **35–44**

TOP SOURCE LOCATION

City of Joondalup



ANNUAL SPEND 2024

\$189M

+9.4% on 2023

LARGEST GROWTH CATEGORY

Restaurants +14.1% on 2023



*Aligned to Western Australia's Domestic Day Trip Segmentation profiles.

**Based on domestic transaction data, instore, online, credit/debit, direct debit and BPAY, excludes international, cash, corporate or business cards and gift cards.

Yanchep Lagoon



OUR Approach



STRATEGIC *Context*

The Strategic Community Plan 2021 – 2031 (SCP) is the City's most important planning document providing future direction for a ten-year period. It sets the vision and purpose for the City and directly reflects the needs and priorities of the community.

Figure 1 illustrates how this new Strategy aligns to the SCP and the City's Economic Development Strategy 2022 – 2032 (EDS) which identifies Tourism Industry Support and Development as a key focus area. Additionally, the Visitor Economy Strategy will be supported by an Annual Action Plan to operationalise the actions required to achieve the SCP goals.

The following documents were also reviewed to inform the development of the Visitor Economy Strategy:

- Key national and state-level tourism strategies and plans;
- Neighbouring and competitor local government strategies and plans;
- Peak bodies, key partners and stakeholders strategies and plans; and
- Key internal strategies and plans.

FIGURE 1: STRATEGIC ALIGNMENT TO THE CITY'S STRATEGIC COMMUNITY PLAN 2021-2031.





THE ROLE OF LOCAL GOVERNMENT

Local governments serve and create great places for their communities. They play an important role in driving and supporting a thriving visitor economy. From public parks to investment attraction, we can shape, maintain and develop destinations using:

CRITICAL LEVERS:

- Set the **vision and direction** for the destination, leadership and fostering community pride in visitor assets.
- Provide clarity and certainty through the planning scheme by creating a **positive regulatory environment**. This needs to be supported by internal and external regulations, planning policies and strategies that encourage desirable development to help achieve the vision.

CORE FUNCTIONS:

- Provide and maintain **public infrastructure and facilities**, amenity, accessibility and access between tourism precincts such as boardwalks, cycle paths and local roads.
- **Precinct beautification** through planting trees, public artworks, places for people to rest and enjoy the surrounds, lighting for ambience and safety.

- Visitor **information services** including physical or virtual, wayfinding such as signage, interpretive panels and branded pathways.
- Regional **branding, destination marketing and promotion** providing support for the local ratepaying businesses and driving visitation to them.
- Enable and **support the industry** through a range of activities such as training opportunities, access to grants, event attraction, event coordination and management. We can create a positive environment for tourism businesses to thrive, support small business development and product development.
- **Advocate** for the industry, lobby for investment in tourism infrastructure and resources.
- **Collaborate** with other local governments and work with WA Government to ensure access to tourism precincts, advocate for public transport.

OUR PARTNERS

Partnerships and collaborations are a key part of growing the City's visitor economy.

The City maintains strong relationships with regional stakeholders, neighbouring local governments and state-level tourism organisations to maximise resources and strengthen the region's tourism appeal.

By working with our partners to pool budgets and align marketing efforts, the City can create cross-regional tourism experiences that offer visitors a seamless journey and encourage longer stays – our visitors don't see council boundaries.

Effective partnerships also allow us to leverage shared infrastructure, benefiting the broader community and improving tourist access and amenities.

Other benefits include increased visibility through destination marketing, shared skills and resources and the ability to understand and influence tourism strategies and plans.

The tourism eco-system and many of the City's strategic partnerships are illustrated in *Figure 2*.

Visitors may interact with one or multiple brands and touch points, making strategic partnerships critical to ensuring our destination is represented across the industry.

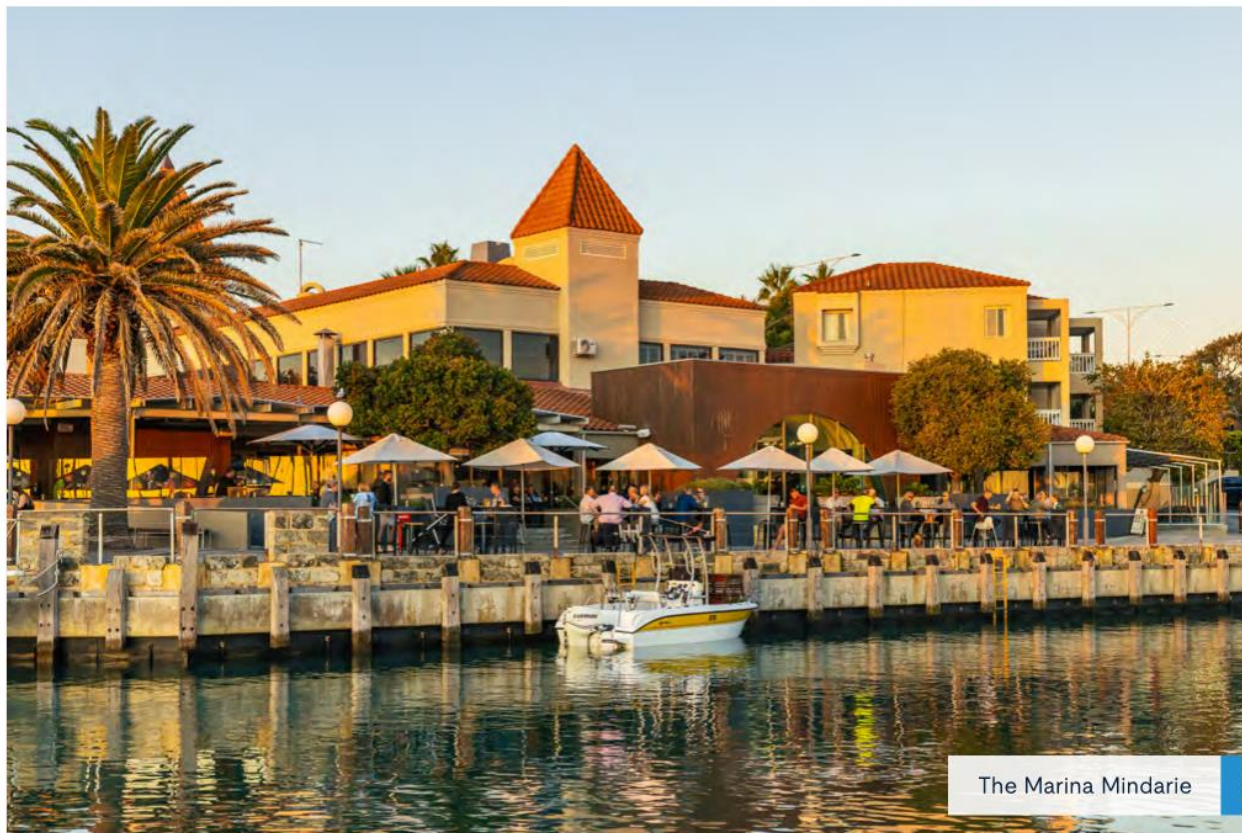




Figure 2: City of Wanneroo Tourism Ecosystem

BENEFITS

There are many benefits to having a thriving visitor economy in our City, which have been summarised into two themes below:

ECONOMIC BENEFITS:

- New businesses and job creation
- Events and attractions
- Diversification of the local economy
- Injects money into the local economy

ENVIRONMENTAL AND CULTURAL BENEFITS:

- Helps to promote, protect and restore our natural environment and local assets
- Promotes and contributes to preserving local cultures
- Plays an important role in educating both residents and visitors through sharing of stories, traditions, art and music

COMMUNITY BENEFITS:

- A strong sense of place within the community, creation of welcoming, vibrant and unique places
- Increased facilities, activities and experiences for residents – **a great place to visit is a great place to live!**



DEVELOPING THE Strategy



Extensive stakeholder consultation, background research and desktop analysis of key strategies and plans informed the development of the City's Visitor Economy Strategy (the Strategy).

Research and analysis were tested with various stakeholder groups to identify relevant industry trends, specific barriers to growth and develop a unique SWOT analysis for the Wanneroo region's visitor economy.

A review of the City's Tourism Plan 2019 - 2024 including achievements, learnings and outstanding actions was conducted alongside stakeholder consultation.

This review aimed to assess the overall success and impact of the previous Plan and identify focus areas, projects or initiatives that are still relevant going forward.

The results are summarised over the following pages and provide the basis for the vision, guiding principles and key focus areas for the new Strategy.



CURRENT INDUSTRY TRENDS

Global, national and state trends can all influence local opportunities for the Wanneroo region’s visitor economy. The following trends were identified through market research and validated by consultation.

Many of these trends align with the region’s identified strengths such as trails and nature-based experiences or represent a significant opportunity for development in the City.

- Images, Insta-inspired, influencer inspired
- Trails and nature-based tourism
- Sustainable tourism and sustainable development
- Authentic aboriginal cultural experiences
- Cultural and heritage experiences
- Inclusive and accessible
- Budget friendly
- Staycations and mini breaks
- Events – music, entertainment and sports
- Iconic draw card attractions
- Packaged, unique, curated experiences
- Artificial intelligence

BARRIERS

The major barriers to growth, sustainability or success identified through consultation helped to prioritise and inform the areas where the City can have the greatest impact.

Regulation, approvals, permits and red tape were strong themes identified across multiple stakeholder groups. This is an area that the City can have significant influence at a local level, while continuing to advocate for change at the State and Federal level.

Others said the lack of event, concert and conference facilities was limiting growth. Provision of key supporting public infrastructure, land, buildings and facilities or enabling infrastructure for local tourism will benefit both residents and businesses.

Visitor numbers are key to the success of any visitor economy. It demonstrates the importance of having a strong local tourism brand to attract visitors to the Wanneroo region and position us as a destination of choice.

- Visitor numbers/impacted by the cost and availability of flights
- Regulation, approvals, permits and red tape
- Land, building or facility ownership and/or availability
- Staffing and employment – shortages, finding and retaining staff
- Cash flow – funding, finance and managing cash flow
- Key supporting public infrastructure

King Neptune, Two Rocks





Koala Boardwalk, Yanchep National Park

Strengths

Natural assets and nature-based experiences remain a clear strength for the Wanneroo region.

Not only do our visitors enjoy a range of activities and experiences, culture heritage and arts but they appreciate the approachable friendly vibe, and the free parking!



NATURAL ASSETS

We offer more than just coastline and beaches with a wide range of natural assets including:

- Yanchep National Park
- Neerabup National Park
- Yellagonga Regional Park
- Rural Hinterland
- State Forest
- Wetlands
- Caves
- Wildflowers



ACTIVITIES AND EXPERIENCES

We have a diverse range of activities and experiences including:

- Wanneroo Raceway
- Treetops Adventure
- Wanneroo Botanic Gardens and Mini-Golf
- WASP Paintball and Laser
- Camping and glamping in Yanchep National Park
- Wanneroo and Kingsway Markets
- Wineries and breweries
- Coastal dining



CULTURE, HERITAGE AND ARTS

Our extensive culture, heritage and arts offering includes:

- Wangi Mia
- Public art
- Wanneroo Library and Cultural Centre including the Wanneroo Regional Museum and Gallery
- Limelight Theatre
- Shipwrecks history and trail
- King Neptune
- Cockman House
- Buckingham House



COASTLINE AND BEACHES

Our stretch of 32kms of pristine coastline includes:

- Mindarie Marina
- Two Rocks Marina
- Yanchep Lagoon
- Quinns Rocks
- Alkimos
- Eglinton
- Surfing, swimming, snorkel, boating and fishing, coastal walk and cycle trails, coastal dining destinations



NATURE-BASED EXPERIENCES

Other local nature-based experiences include:

- Agri-tourism experiences such as fruit picking
- Walking trails – Yaberoo Budjara, Ghost house trail
- Interacting with koalas and kangaroos at Yanchep National Park
- A wide range of public open spaces

Weaknesses

Accommodation supply was identified as the number one weakness, limiting overnight visitors and the resulting visitor spend.



TRANSPORT AND ACCESSIBILITY

- The size of the City including the physical spread of activities and attractions
- Lack of public transport
- Distance from CBD



ACCOMMODATION SUPPLY

- Accommodation supply across the City
- Very limited variety of accommodation mostly short-term rentals
- Limits overnight stays and visitor spend



FACILITIES AND INFRASTRUCTURE

- Lack of tourism infrastructure and facilities such as large venues, conference facilities and event spaces



PERCEPTION AND REPUTATION

- City identity and challenges of overcoming cultural and social stereotypes
- Perception that we're too far north



REGULATION AND POLICY

- Land use challenges
- Multi-level approvals
- Red and green tape
- Compliance and complaints processes
- Public consultation – can amplify small minority opposed to development, silent majority aren't motivated to act

Opportunities

Our City is all about opportunity. With an array of natural assets, an established industry and a rapidly growing population, our visitor economy is gaining momentum.



ACCOMMODATION OFFERING

- Accommodation is a major opportunity.
- Currently, visitors are serviced mostly by short-term rental accommodation with very limited hotel or motel, caravan park or camping facilities available across the Wanneroo region.



ACTIVITIES AND EXPERIENCES

- Packaged and bookable experiences – multiple experiences packaged together working with in-bound tourism operators and cruise ship markets.
- Tours – organised tours may include Aboriginal culture, cuisine and heritage, shipwrecks, wildflowers or public art.
- Trails – walking or cycling trails including mountain biking.
- Further development of agri-tourism experiences



MARKETING AND PROMOTION

- Visitor attraction through destination marketing and promotion of the destination's strengths
- Changing perceptions or misconceptions about the region
- Influencing visitor decision making
- Increasing local resident's awareness of the local offering for the VFR market



EVENTS AND 'DRAW CARDS'

- Major events and festivals
- Large scale attractions such as theme parks, a surf pool or artificial reef
- Facilities such as large conference facility, event space or convention centre
- Major sporting events
- Emerging activity centres opportunity to create visitor destinations for retail, food and beverage and entertainment



TRANSPORT AND ACCESSIBILITY

- Transport – road connections, public transport, parking (and continuing to offer free parking), 4WD beach access
- Ensuring our destinations and experiences are welcoming and inclusive for all

Threats

Industry partners were mainly concerned about cost pressures, while all stakeholders saw regulation and policy and climate change as significant threats to a thriving visitor economy.



CLIMATE CHANGE AND ENVIRONMENT

- Coastal erosion
- Water security
- Environmental degradation



REGULATION AND POLITICS

- Changes or uncertainty of policy and regulation
- Change in governments, unstable or unpredictable political environment



COST PRESSURES AND COMPETITION

- Cost of living
- Community support for tourism
- Highly competitive industry



TECHNOLOGY AND CYBER SECURITY

- Smart tech
- Privacy
- Cyber breaches
- Impact on small businesses



RAPID URBANISATION AND DEVELOPMENT

- Risk of loss of sense of place and/or character
- Potential loss of the destination's nature-based strengths



PRIORITIES

As part of the consultation, stakeholders were asked to help identify and prioritise projects, initiatives and actions with the potential to boost local tourism and visitation.

Each identified project, initiative or action was assessed for its potential opportunity and how influential the City can be to the outcome.

Projects where the City has a high degree of influence and represent a significant opportunity have the potential to have a large impact or make a significant change in the positioning and/or experiences on offer in the Wanneroo region.

FIGURE 3: PRIORITIES IDENTIFIED AS HIGH INFLUENCE AND HIGH OPPORTUNITY

CATEGORY	IDENTIFIED PROJECTS, INITIATIVES OR ACTIONS
ACCOMMODATION	Enabling a variety and larger quantity of Short-Term Rental Accommodation (STRA) across the City, as well as attracting hotels, caravan parks, glamping and camping
EVENT ATTRACTION	Music festivals, major events and festivals, sporting events provide potential visitors with unique and different reasons to visit
'DRAW CARD' EXPERIENCES	Coastal activation, Yanchep Lagoon, Yanchep National Park, Wanneroo Raceway, theme parks
AGRI-TOURISM	Expansion of agri-tourism experiences in North Wanneroo including farm-gate experiences, food and beverage offerings such as microbreweries, distilleries and artisan products
FACILITIES/ENABLING INFRASTRUCTURE	Major event space, conference facilities, Two Rocks Marina, Regional open spaces, coastal facilities
TRAILS AND EDUCATION	Education, cultural or eco centre, geopark, expand trails, hiking and cultural guided experiences – walking, biking bus or boat tours
MUSEUMS, GALLERIES THE ARTS	Regional museum and gallery, public art trails, historic buildings, film friendly local government
TRANSPORT AND ACCESS	Improved coastal access, connections from coast to Yanchep National Park, future airport

STRATEGIC OPPORTUNITIES

Planning instruments are one of the most important levers local governments have available to significantly impact on the visitor economy through improving the regulatory environment, de-risking tourism developments and encouraging private investment.

Throughout consultation, strategic land use planning was identified as the **most significant and high priority opportunity** for the City to influence, shape and encourage the future development of the visitor economy and deliver its vision.

Key strategic opportunities identified throughout the engagement process are outlined below.

STRATEGIC LAND USE PLANNING:

- Address the lack of accommodation through planning – identify the quantity, diversity and locations short-term and holiday accommodation would be supported across the City and communicate this clearly to the market.
- Address unnecessary restrictions and lack of clarity for tourism developments through planning – identify activities and developments that will be supported, in which locations and communicate this clearly to the market.
- Following the WA Government's decision to approve the Carabooda Urban Precinct, strategic planning for the wider area is critical and must include a review of land use and zoning for the North Wanneroo Agri-precinct to expand tourism related land uses as this historically agricultural area transforms and adapts to urbanisation and climate change pressures.
- Investigate the use of innovative planning instruments such as density bonuses, incentives or fast-tracked approval processes to encourage private investment in desired land uses and developments.

- Opportunities for the future use of State Forest 65, supporting WA Government to work with relevant stakeholders to investigate future uses for State Forest 65.

INVESTMENT ATTRACTION:

- Strategic investment attraction and marketing targeting private investment in tourism opportunities, activities and developments. Effective investment attraction relies heavily on the City's local planning strategy, local planning scheme and relevant policies being clear on what activities and land uses are desirable in which locations.
- Working with key partners to lobby for funding to progress transformational projects and implement the master plans of iconic City attractions including:
 - Yanchep Lagoon Master Plan Precinct
 - Implementation of the Wanneroo Raceway Master Plan
 - Assisting DBCA in executing priorities within the Yanchep and Neerabup Recreation Master Plan
 - Regional Open Spaces
 - Two Rocks Marina





Carnaby's Black Cockatoo

LOOKING

Back



A key component of developing the Strategy was to review the key outcomes and successes of the previous Plan, understand what’s in progress or outstanding, as well as best practice or learnings and improvements to be made.

KEY OUTCOMES

Figure 4 summarises the key outcomes from the Tourism Plan 2019 – 2024.

Countless campaigns, collaborations and promotions have been delivered over the five years to position the City of Wanneroo as a destination region within Perth’s metropolitan area.

Highlights included working with Nature Play WA to create digital play trails with the Yanchep play trail reaching record-breaking downloads in the first seven days of going live.

Discover Wanneroo has transformed into an established local tourism brand with a refreshed visual identity and digital presence to take the City’s destination marketing and promotion to the next level.

FIGURE 4: KEY OUTCOMES FROM THE CITY’S TOURISM PLAN 2019 - 2024.

Yanchep National Park Pass discount program for residents
Redesign of the Discover Wanneroo website
Refresh of the Discover Wanneroo logo
Two successful grants for hiking participation

Targeted event attraction and local event sponsorship
Launch of Discover Wanneroo social media channels
WAITOC scholarships for local indigenous businesses
New interactive interpretive signage
Creation of digital play trails with Nature Play WA
Launched ‘excellence in tourism award’ for Wanneroo
First Yanchep and Neerabup Recreation Master Plan ¹
Discover Wanneroo Destination Guide and visitor map
Sunset Coast collaboration and campaigns
COVID response and targeted industry support

¹Contact the City of Wanneroo for more information or to view the Yanchep and Neerabup National Parks Recreation Master Plan.

ACTIONS IN PROGRESS

The Tourism Plan 2019 – 2024 identified strategic opportunities and game changer projects for the City of Wanneroo. Many of the opportunities have become an ongoing focus for the City however, further work is required to realise the full potential of these initiatives.

Figures 5 and 6 demonstrate the progress of each strategic opportunity and transformational project.

FIGURE 5: STRATEGIC OPPORTUNITIES IDENTIFIED IN THE TOURISM PLAN 2019 – 2024







OPPORTUNITY	STATUS	PROGRESS UPDATE
ACTIVATE THE COAST	 In progress	Public consultation completed for the draft Local Planning Strategy
ACTIVATE NATURE-BASED EXPERIENCES	 Achieved and ongoing	Digital play trails, guided hiking programs
BUILD A FOCUS ON EVENTS	 Achieved and ongoing	Sports Marketing Australia agreement and events sponsorship policy
STRONG BRANDING AND TARGETED MARKETING	 Achieved and ongoing	Refreshed brand, logo, website and launch of social media enabling targeted marketing
IMPROVED COUNCIL PROCESSES TO ENCOURAGE AND ATTRACT NEW INVESTMENT	 Achieved and ongoing	Small Business Friendly Approvals, Business Wanneroo website and Business Support Service
DEVELOPMENT OF CULTURAL TOURISM OPPORTUNITIES	 Achieved and ongoing	Partnership with WAITOC to sponsor development of local cultural tourism experiences

FIGURE 6: TRANSFORMATIONAL PROJECTS IDENTIFIED IN THE TOURISM PLAN 2019 – 2024

PROJECT	PROGRESS UPDATE	ACTION
YANCHEP LAGOON	Yanchep Lagoon Master Plan completed, opening of train line to Yanchep in 2024, extension of the freeway to Romeo Road	Support the implementation of the Master Plan and advocate as required
WANNEROO RACEWAY	Wanneroo Raceway Master Plan endorsed by Council in 2024	Support the implementation of the Master Plan and advocate as required
FORMER QUINNS ROCKS CARAVAN PARK SITE	The former Quinns Rocks Caravan Park site now known as the 'Dunes, Mindarie' has received final approval and will feature glamping tents, a restaurant/café, and event spaces	Monitor and support the operator, identify and support complimentary opportunities
GOLF COURSES	New leisure operator assigned for management of two public golf courses. Strategic planning in place and infrastructure upgrades financed	Monitor and support the operator, identify and support appropriate opportunities
YANCHEP NATIONAL PARK	Supported DBCA to develop the Yanchep and Neerabup Recreation Master Plan	Continue to collaborate with DBCA to promote the Park and agreed priorities to implement the Recreation Master Plan

KEY LEARNINGS

VISION	A clear vision is needed for the future of tourism and visitor economy in the Wanneroo region.
COLLABORATION	Collaboration and support with internal and external stakeholders are key to achieving outcomes. An agreed vision will ensure alignment and enable better use of shared resources.
ADVOCACY	Advocacy and lobbying in collaboration with partners to progress transformational projects and strategic opportunities is essential.
RESOURCING	The City can only achieve an impact in-line with the resources allocated to achieving the vision.

Yanchep Lavender Farm



MOVING *Forward*

Our vision

The City of Wanneroo is a vibrant destination, delighting visitors with our activated coastline, immersive natural environment, diversity of unforgettable experiences and unique places.

Beach

Activate the coastline – create vibrant coastal destinations that celebrate our beautiful beaches and incorporate a range of accommodation, dining and nighttime experiences, events worth travelling for and improved access for all.

Bush

Our marine environment, wetlands, national parks and wide-open spaces are what make the Wanneroo region unique. Our visitors are key to preserving these assets for future generations through an innovative mix of eco and sustainable tourism, nature-based educational experiences mixed in with a large dose of fun!

Beyond

Opportunity abounds across the Wanneroo region limited only by your imagination. Think space, think big, think dynamic visitor experiences celebrating our history, culture, traditions and the arts. We are here to support and enable our industry to create something big for all to enjoy.

Guiding principles

Our guiding principles shape everything we do to ensure the best outcomes for our industry, residents and visitors.

INCLUSIVE

We strive to be an inclusive destination, one that is accessible and welcoming to all.

SUSTAINABLE

It is essential that our local tourism industry is sustainable, this includes individual business sustainability, industry sustainability and environmental sustainability to ensure our natural assets are preserved for future generations to enjoy and our businesses enjoy long term success.

COLLABORATIVE

We aim to achieve the vision for our destination in a collaborative manner through strong relationships and partnerships.



FOCUS AREA ONE: REGULATORY ENVIRONMENT

Build on the success of the Small Business Friendly Approvals Project and continue to enhance the regulatory and business operating environment through:

- A new Local Planning Strategy that provides clarity and certainty supported by the Local Planning Scheme, policies, internal and external regulations that encourage and enable desirable development aligned to the City's vision for the visitor economy.
- Find opportunities to streamline the business approvals, compliance and complaints processes through process improvement, reviewing and updating relevant policies, strategies and schemes.
- Continuous systems improvement including implementation of the recommendations contained in the internal systems review
- Provide clear and accessible business approvals information through the City and Business Wanneroo websites
- Provide clear guidance through the approvals process via the City's Business Support Service

KEY ACTIONS AND PROJECTS

- Provide strategic direction and advice on the development of the City's Local Planning Strategy and Local Planning Scheme No. 3 to ensure it provides clarity around areas of visitor opportunity and investment
- Foster a business-friendly environment and ensure the provision of quality and consistent service to business customers through internal education for officers who interact with businesses
- Expand the functionality of the City's self-service customer portal focusing on the user experience
- Improve the user experience of the Business Wanneroo website and self-service tools
- Investigate options to simplify the planning approval process for Short-Term Rental Accommodation (STRA) and holiday accommodation across the City to encourage expansion of the number and diversity of the City's accommodation offering
- Review the City's land use zoning table to ensure it can accommodate desirable visitor related activities, including new or unlisted uses



FOCUS AREA TWO: ADVOCATE AND LOBBY

Develop advocacy tactics for the visitor economy including:

- Advocating for change to simplify and streamline the regulatory environment across all tiers of government.
- Building on strategic partnerships to identify and advocate for the funding for new and upgraded tourism facilities and infrastructure.
- Engaging and consulting with the tourism industry to identify key pain points, blockages and priorities.
- Engaging and consulting with the City's Business and Tourism Advisory Group on key strategic issues and priorities.
- Working with government departments, industry associations and organisations to amplify impact including the departments of Biodiversity Conservation and Attractions, Jobs, Tourism, Science and Innovation, Local Government Sports and Cultural industries, Small Business Development Corporation, Tourism Council, Forum Advocating Cultural and Eco-Tourism, Tourism WA and West Australian Indigenous Tourism Operators Council.

KEY ACTIONS AND PROJECTS

- Work with key stakeholders to identify and establish shared visitor related advocacy priorities for the region.
- Support DBCA to implement the Yanchep and Neerabup Recreation Master Plan including advocating for funding as required and enabling identified commercial opportunities in these national parks.
- Advocate for the State Government to consider future uses and opportunities for State Forest 65.
- Collaborate with internal stakeholders to support internal strategic projects and identify opportunities to progress major projects (funding, blockages, approval or otherwise). Key visitor related projects include:
 - The Dunes, Mindarie (former Quinns Rocks Caravan Park site)
 - Yanchep Lagoon Master Plan
 - Wanneroo Raceway Master Plan
 - City owned golf courses



FOCUS AREA THREE: VISITOR SERVICING

Visitor servicing includes a broad range of activities undertaken across all areas of the City and includes:

- Provision of tourism information services for residents and visitors through the Discover Wanneroo and Sunset Coast brands and wider partnerships
- Provision and maintenance of the Discover Wanneroo website, business listings and events calendar
- Developing and updating visitor and destination guides, brochures and collateral
- Provision and maintenance of tourism-related signage and wayfinding
- Provision and maintenance of tourism-related facilities and infrastructure – parking, transport, public toilets, museums, art galleries and historic buildings
- Provision of access to and maintenance of natural assets such as beaches
- Provision and maintenance of parks, and public open spaces
- Improving accessibility and inclusivity such as the City's beach wheelchair program

KEY ACTIONS AND PROJECTS

- Review of existing and development of new digital trails and interpretation
- Find opportunities to deliver beautification of City assets, particularly in destinations of high visitation
- Review current interpretive signage and identify gaps to deliver additional or improved information in innovative ways
- Review website to ensure copy and images remain fresh and relevant
- Audit and review website business, events and attraction listings
- Update visitor and destination guides, brochures and collateral as required and distribute digitally and in key physical locations
- Continuous improvement of public spaces and facilities through the delivery of the City's capital works program which includes upgrades to existing and provision of new public spaces and facilities
- Upgrades to the children's spaces and offerings at the Wanneroo Regional Museum (2025-26)
- Investigate and support local tourism operators to implement inclusive and accessible initiatives in their business to welcome all visitors



FOCUS AREA FOUR: VISITOR ATTRACTION

Visitor attraction incorporates a range of activities that aim to grow visitation to the City of Wanneroo, increase visitor nights and increase visitor spend and includes:

- Attracting visitors to the Wanneroo region through strong regional branding, online presence, social media and influencer partnerships
- Strategic destination marketing and promotion of the region and/or individual businesses
- Growing the following and engagement with the Discover Wanneroo social media channels
- Activities that influence visitor decision-making and spending
- Ongoing collaboration with the Sunset Coast, Destination Perth, Tourism WA, private opportunities and local businesses
- Curating the narrative to positively change and influence outdated perceptions and the reputation of the Wanneroo region as a visitor destination

KEY ACTIONS AND PROJECTS

- Leverage the City's corporate brand to increase awareness of Discover Wanneroo, local attractions and experiences with residents (with a view to influence the VFR market)
- Grow the Discover Wanneroo social media following and engagement through targeted campaigns and collaborations
- Utilise a range of data, research tools and analysis to understand current market performance and identify areas of opportunity to target
- Collaborate with key partners such as the Sunset Coast (Cities of Stirling and Joondalup) to promote and market the region
- Increase awareness of our destinations offering to Perth metro day-trippers, intrastate and interstate visitors
- Investigate alternative, new or innovative pathways to reach target markets
- Seek opportunities to grow visitor markets beyond leisure including events, festivals, sporting events, cultural opportunities, film, business and education



FOCUS AREA FIVE: INVESTMENT ATTRACTION AND PRODUCT DEVELOPMENT

Investment attraction and product development is critical to enabling growth of the visitor economy and provides new reasons for visitors to return to a destination or visit for the first time.

- Business Support Service including specialised investor liaison and visitor economy services to support new and expanding businesses.
- Programs, sponsorships and scholarships including but not limited to WAITOC, Curtin Ignition, event sponsorship through the City's sponsorship policy and opportunities presented through Sports Marketing Australia
- Progressing strategic opportunities and gamechanger projects
- Communicating visitor economy related opportunities in the City of Wanneroo to the market
- Using planning incentives such as density bonuses in appropriate locations
- Working with partners to attract strategic investment

KEY ACTIONS AND PROJECTS

- Support the DBCA Swan Coastal District and DBCA Nature Based Tourism divisions to explore accommodation and commercial opportunities on DBCA managed estates
- Investigate opportunities for the City to initiate pro-active strategic property acquisition for the visitor economy through the City's existing policy
- Identify and investigate the demand, timing and ideal locations for strategic opportunities and enabling infrastructure such as event space, conference facilities and accommodation to drive strategic property acquisition
- Investigate public-private partnership models to deliver key enabling infrastructure
- Investigate Geopark opportunities for the Wanneroo region
- Investigate planning incentives such as density bonuses and innovative planning instruments to encourage desirable private investment and development
- Build capacity and support the Aboriginal tourism sector including new, existing and emerging operators, experiences and storytelling opportunities

IMPLEMENTING THE *Strategy*

ANNUAL ACTION PLAN

The City is required to have a Corporate Business Plan with detailed actions and projects for one year and forecast actions and projects for four years. The Visitor Economy Action Plan will be updated annually as part of the normal Corporate Business Plan and annual budget development process.

This approach will allow the City to monitor, review and adjust activities as required building flexibility into the delivery of services. The Strategy will be reviewed and updated after five years.

Key actions and projects have been included under each of the five focus areas to illustrate how actions and projects align to and will contribute to the achievement of the vision.

PARTNERSHIPS AND COLLABORATION

The City recognises that strong strategic partnerships, alliances and collaborative projects are essential to working towards a common goal.

The City actively seeks to engage and collaborate with an extensive network including the local industry, the Business and Tourism Advisory Group, relevant State Government departments, the Sunset Coast alliance partners the Cities of Joondalup and Stirling, neighbouring local governments, Destination Perth, Tourism WA, Tourism Council, WAITOC, FACET and Nature Play WA.

This approach enables knowledge and resource sharing to leverage and achieve larger scale outcomes that would not be possible individually.

Visitors do not see council boundaries and to ensure a seamless customer experience the City needs to work closely with stakeholders across all levels.

MONITORING AND EVALUATING

The City has measures in place to monitor and evaluate the success of projects, actions and initiatives from across the City. It continually evaluates the impact these projects have towards achieving the Strategic Community Plan (SCP) goals and priorities, which directly reflect what is important to our community.

One of these measures, the Wanneroo Liveability Survey, undertaken by Place Score consists of two parts; the 'care factor' and the 'place experience'.

The 'care factor' captures what attributes our community values, while 'place experience' allows the community to rate these attributes. Together these two parts help the City to identify what is important to our community, how a place is performing and what the focus of change should be.

The liveability survey data relevant to this Strategy and how it helps to achieve the SCP Goal 2 is summarised in *Figure 7*. This will be used to monitor and evaluate the overall impact of activities from the Strategy but is not suitable for measuring the impact of individual activities.

FIGURE 7: PLACESCORE VALUES FROM THE 2022 LIVEABILITY SURVEY



Mix or diversity of people in this area	7.4	Cultural and/or artistic community	4.7
Sense of character or identity that is different from other neighbourhoods	5.6	Local history, historic buildings or features	4.2
Landmarks, special features or meeting places	5.2	Unusual or unique buildings and/or public design	4.2

Figure 8 taken from the City's Annual Report identifies two Key Performance Indicators (KPIs) for tourism in addition to the Wanneroo Liveability Survey results:

- Discover Wanneroo website visitors
- Discover Wanneroo social media metrics

Measuring and monitoring these KPIs provides the City with valuable insights into the audience reach of the Discover Wanneroo website and the growth and engagement of its social media channels.

FIGURE 8: KEY PERFORMANCE INDICATORS FOR TOURISM

KEY PERFORMANCE INDICATOR	2021/22	2022/23	2023/24 TARGET	2023/24 ACTUAL	PERFORMANCE	SERVICE
Discover Wanneroo website visitors	New measure	9,272	Increase	10,357		Tourism
Social media metrics (total followers on Instagram and Facebook)	New measure	3,329	Increase	4,005		Tourism

Additional key economic indicators of overall industry health and growth have been identified and will be monitored and measured in addition to those identified and reported on in the City's annual report.

Figure 9 outlines the output/sales and employment data and along with domestic transaction data will be used to identify emerging trends, expansion or contraction of the industry and general health of the local economy.

FIGURE 9: KEY ECONOMIC INDICATORS

INDICATOR	2022/23	2021/22	2020/21	2019/2020
Output/sales ³	\$895.42m	\$667.28m	\$589.58	\$763.13
Employment (direct and indirect) ¹	5,304	4,008	3,764	4,713

³ National Institute of Economic and Industry Research (NIEIR) 2024

Two Rocks Marina



Franchep National Park

**CITY OF WANNEROO**

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Locked Bay 1, Wanneroo, WA 6946

T (08) 9405 5000

E enquiries@wanneroo.wa.gov.au

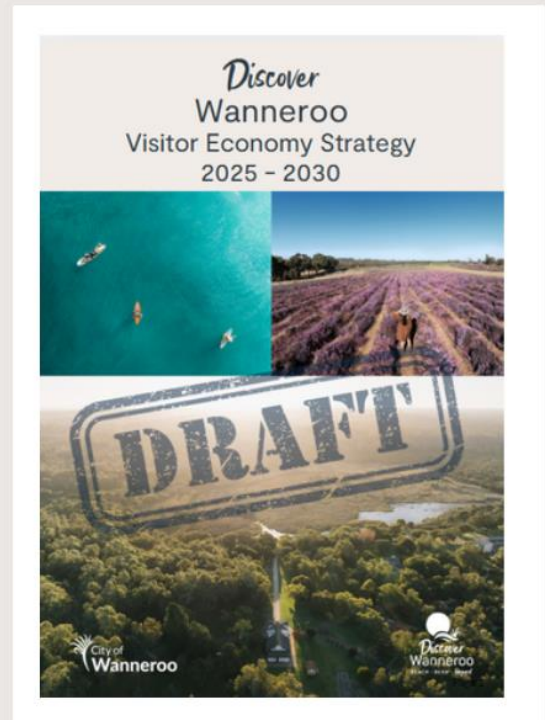
wanneroo.wa.gov.au



Draft Discover Wanneroo Visitor Economy Strategy Consultation Summary

Consultation of the draft document was undertaken both internally and externally and included:

- Circulation to key internal stakeholders involved in the development of the draft
- Circulation to the executive team
- Copy check by Communications and Brand
- Peer review of the draft vision
- Intranet article inviting all staff to view and provide feedback
- Presentation to the City's Business and Tourism Advisory Group (BTAG)
- Briefing note to Council Members outlining the review process, the consultation undertaken to develop the draft document and inviting feedback on the draft
- 21-day public consultation on the Your Say platform 17 March - 7 April 2025



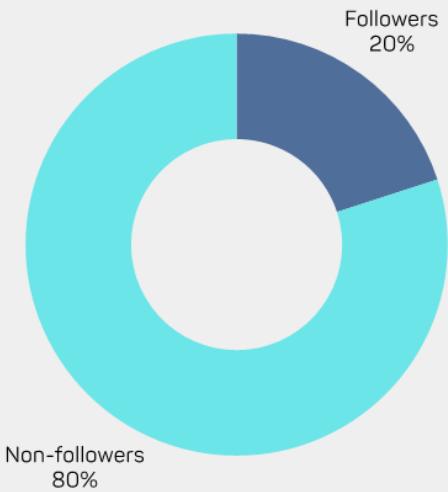
Activities undertaken to create awareness of the public consultation and provide opportunity to stakeholder to provide feedback:

- Your Say webpage including downloadable resources, stakeholders able to provide feedback via short survey, email, phone or in-person meeting
- Business Wanneroo web news article and organic social media posts
- Discover Wanneroo web news article
- City of Wanneroo social media organic and boosted posts
- Personal e-mails to key stakeholders
- Wanneroo Business Association e-news article and social media post

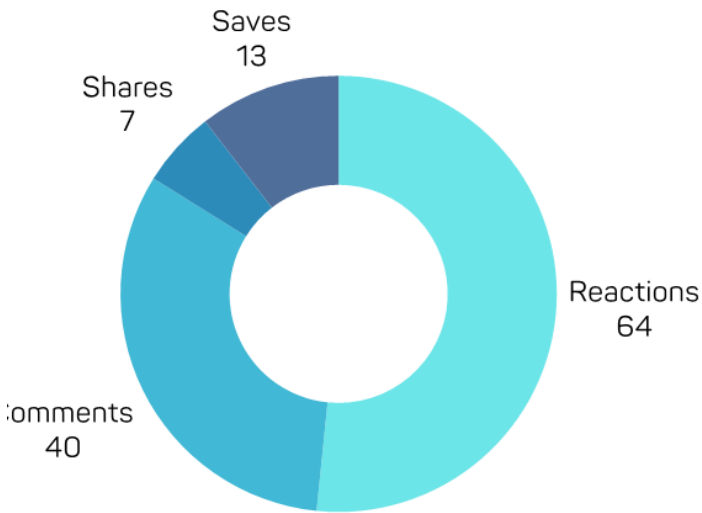
100%
of respondents
were supportive or
strongly supportive
of the Strategy

Social media overall performance (organic + boost)

102,242 Views



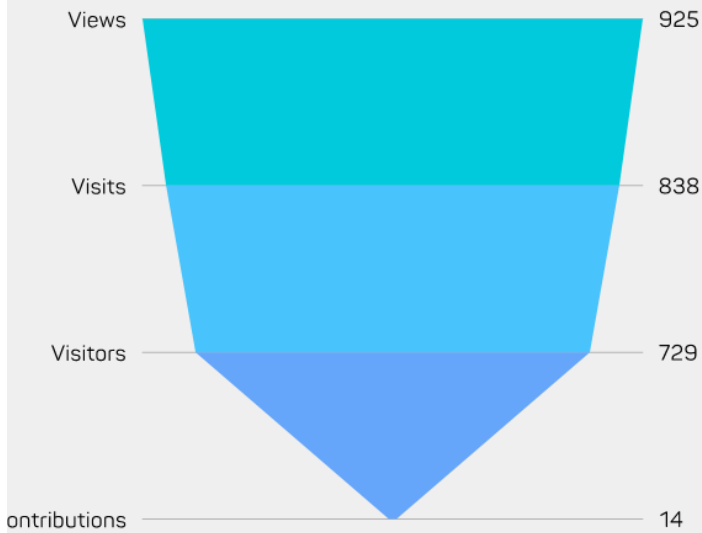
124 Interactions



42,947
Reach

783
Link clicks

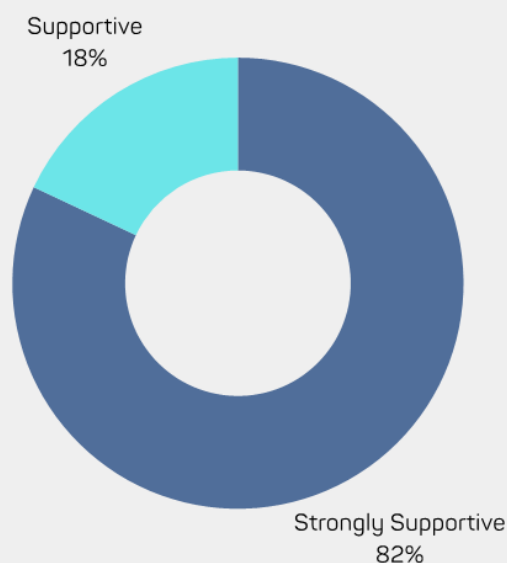
Your Say performance



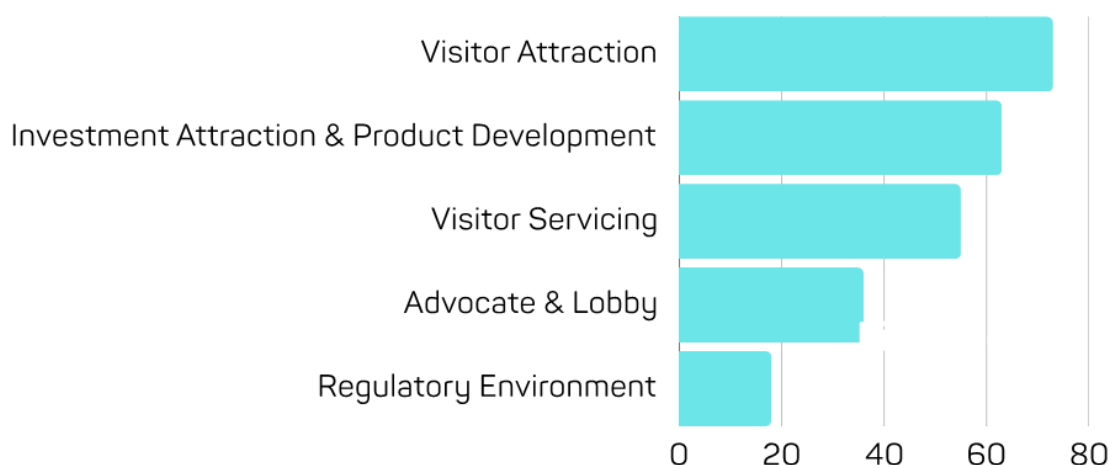
384
Total document downloads

Survey Results

Overall, do you support the draft Strategy?



What elements of the Strategy do you feel most positive about?



Sentiment summary

- Residential stakeholders although supportive of the draft Strategy expressed concern over the time taken to implement or action Council Plans and Strategies some citing the Yanchep Master Plan as an example.
- Industry stakeholders highlighted the importance of collaboration, partnerships and maintaining strong relationships. Sentiment was positive towards the City and supportive of the City's vision and ambitions to support the visitor economy.

Words on paper are irrelevant unless they actually happen by the responsible staff within Council charged to implement them"

Public consultation survey response

Statements of support

A number of stakeholders provided statements of support for the Strategy a selection of these are provided below.

// The Wanneroo Business Association fully supports the Discover Wanneroo Visitor Economy Strategy 2025 - 2030 and the opportunities it brings to our local business community. By driving visitor attraction, investment and supporting a business-friendly environment, this strategy supports the growth of tourism-related businesses while creating new opportunities across various industries. A thriving visitor economy means more customers, stronger local networks, and greater business sustainability for all businesses across Wanneroo. **//**

Wanneroo Business Association

// I fully support the Discover Wanneroo Visitor Economy Strategy 2025 - 2030. It successfully captures the opportunity that lies ahead for developing tourism in the City with its focus on 'Beach, Bush & Beyond'. This captures perfectly the natural and cultural assets of the region placing an emphasis on its diversity of attractions and experiences. As a key partner of Discover Wanneroo, my organisation, Destination Perth will continue to work alongside the City of Wanneroo to ensure that it continues to build its tourism assets, activate new products and experiences and market this first-class destination to potential visitors from outside of the region. **//**

**Professor Ross Dowling AM,
Chair, Destination Perth**

// The Discover Wanneroo Visitor Economy Strategy 2025 - 2030 is representative of the importance of long-term strategic thinking combined with real attainable actions. A collaborative and competitive visitor economy in Western Australia is ultimately the best approach to fostering growth, driving standards and building opportunities across the industry. This Strategy clearly recognises the importance of working with stakeholders including all levels of government to create a lasting impact for West Australians. Crucially it also points to a strong in-destination focus, creating a vision for a multi-disciplinary approach to visitor servicing. **//**

**Philip Osborne
Economic Development Specialist
City of Stirling**

// The City of Joondalup appreciates the opportunity to provide feedback on the Draft Discover Wanneroo Visitor Economy Strategy 2025 - 2030. We commend the City of Wanneroo for its efforts in developing this strategy to enhance the region's visitor economy. We welcome collaboration opportunities with the City of Wanneroo to support delivery of mutually beneficial initiatives in alignment with the City of Joondalup's Destination City Plan 2021 - 2026. We are committed to working together to promote a coordinated approach to destination promotion that maximises benefit to the region. **//**

**Luke Wilcock, Manager Economic Development & Advocacy
City of Joondalup**

Statements of support

// I commend the City's comprehensive approach to growing its visitor economy. In particular the strategy's focus on streamlining approvals processes, updating planning policies, and providing clear business approvals information through dedicated channels will significantly reduce barriers for tourism operators.

The strategy addresses the key pillars necessary for visitor economy development. The Discover Wanneroo and Sunset Coast branding initiatives, supported by digital platforms and physical infrastructure improvements and a focus on visitor servicing, will significantly enhance the region's visibility and appeal to visitors.

The City's commitment to collaboration with key stakeholders reflects an understanding that successful tourism development requires coordinated effort. The emphasis on attracting investment and supporting product development will create conditions for new tourism products and experiences, diversifying the City's offering and creating compelling reasons for visitation. **//**

**Evan Hall, CEO
Tourism Council WA**

// This Visitor Economy Strategy acknowledges the opportunity that visitors bring to Wanneroo through spend, job creation and culture. It captures the key focus areas to be able to sustain and grow the visitor economy. **//**

**Sonja Mitchell,
CEO, Destination Perth**

// I have reviewed the draft Strategy and find it to be very forward thinking and a great strategic document. Now for its implementation. **//**

**Dr Alan Briggs
Geoparks WA**

// Strongly support the plan but the time taken to implement any action needs to be dramatically reduced. **//**

**Rebecca
Yanchep resident**

// I am in general support of the Draft Discover Wanneroo Visitor Economy Strategy 2025-2030. I note with interest this statement. 'Regulation, approvals, permits and red tape were strong themes identified across multiple stakeholder groups and an area that the City can have significant influence at a local level whilst advocating on behalf of industry for change at the state and federal level.' Words on paper are irrelevant unless they actually happen by the responsible staff within Council charged to implement them. **//**

**Robert (Bob) Fawcett,
Past Chairman Wanneroo Goes for Jobs
(led to the formation of the Wanneroo Tourism Association in 1992)**

Key edits in response to consultation

Stakeholder group	Summary of feedback or theme	Edit or Action
All	Minor naming conventions or minor wording edits	Edits Accepted
All	Feedback not related to the draft Strategy or in the control of other stakeholders	Feedback shared with appropriate stakeholder
External	Use of certain images	Seek permission from relevant authority
All	Inclusion of more City attractions & edits to the visitor map	Incorporation into next update of the Discover Wanneroo visitor map
All	Missing items e.g. strengths, weaknesses, threats	Edits Accepted
All	Balance of the City's strength of natural assets and nature-based tourism with development	Added to threats
External	Time taken for the City to implement actions, Plans and/or Strategies - resourcing implementation	Feedback included in consultation summary
BTAG	Expand focus area 1 to include compliance & complaints in addition to approvals	Edits accepted
BTAG	Strengthen stakeholder relationships	Initiate meetings with key stakeholders

Key edits in response to consultation

Stakeholder Group	Feedback or Theme	Edit or Action
BTAG	Service levels can be inconsistent for businesses interacting with the City - a focus on fostering a business friendly environment and internal education is required	Edits accepted
BTAG	Clarify sustainability as a guiding principle	Sustainability defined in the context of the Strategy
BTAG	Remove reference to the Yanchep and Neerabup Recreation Master Plan as this document is not public	Reference remains, stakeholders can contact the City or DBCA to view the Master Plan
BTAG	The compliance and complaints processes and public consultation can amplify the small minority opposed to development	Added to weaknesses under regulation and policy
BTAG	Question the demand for infrastructure such as conference facilities	Reword to add 'investigate demand, timing and ideal locations for enabling infrastructure'
All	Image suggestions	Accommodate where possible, add identified gaps to future photo shoot
Internal	Consideration of new target markets	Incorporated into visitor attraction

Key edits in response to consultation

Stakeholder Group	Feedback or Theme	Edit or Action
Internal / External	Include all City partners and stakeholders	Major industry partners identified
Internal	Suggested actions, projects or initiatives	Incorporated where possible or fed through to action planning
Internal	Internal collaboration	Ensure regular communication between internal teams
Internal	Minor edits to the order that information is presented	Edits accepted
Internal	Strengthen alignment to the City's Place Strategy	Edits accepted

*Note: this is a summary of key feedback received from all stakeholder groups and not an exhaustive list of all feedback.

6.3 Financial Activity Statement for the period ended 30 April 2025

This report will be provided at the Ordinary Council Meeting 24 June 2025