



Community Plan Strategy

**Tourist Destination Strategy
2024 - 2029**

Alternative Formats

This publication is available in alternative formats on request from the City of Rockingham on 9528 0333 or at customer@rockingham.wa.gov.au.

Community Engagement

Admin use only: Please select all special interest groups that may be interested in this strategy. Groups selected will be notified using Rock Port.

- | | |
|--|---|
| <input checked="" type="checkbox"/> Aboriginal and Torres Strait Islanders | <input checked="" type="checkbox"/> New Community Plan Strategies |
| <input type="checkbox"/> Arts and Events | <input checked="" type="checkbox"/> New Infrastructure Projects |
| <input checked="" type="checkbox"/> Coastal and Marine Environment | <input checked="" type="checkbox"/> Planning and Development |
| <input checked="" type="checkbox"/> Community Development | <input type="checkbox"/> Roads and Footpaths |
| <input checked="" type="checkbox"/> Community Safety | <input checked="" type="checkbox"/> Safety Bay / Shoalwater Foreshore Revitalisation Masterplan |
| <input checked="" type="checkbox"/> Disability Access and Inclusion | <input type="checkbox"/> Seniors Facilities and Activities |
| <input type="checkbox"/> Economic Development | <input type="checkbox"/> Sporting Clubs and Facilities |
| <input type="checkbox"/> Emergency Management | <input checked="" type="checkbox"/> Strategic Community Planning |
| <input type="checkbox"/> Environmental Interests | <input type="checkbox"/> Tenders and Quotations |
| <input checked="" type="checkbox"/> Grants | <input checked="" type="checkbox"/> Tourism |
| <input checked="" type="checkbox"/> Heritage | <input type="checkbox"/> Volunteering |
| <input type="checkbox"/> Karnup District Structure Plan | <input type="checkbox"/> Waste and Recycling |
| <input type="checkbox"/> Libraries and Education | <input type="checkbox"/> Youth |
| <input type="checkbox"/> Local Planning Strategy | |

Disability Access and Inclusion

Admin use only: Please consider identify the elements from the City's current Disability and Inclusion Plan (DAIP) and identify those that are relevant to, or will be impacted by this strategy as per the table below. If you would like to discuss the impacts and relevance of the DAIP to your strategy, please contact the Manager Community Capacity Building.

| The Seven Outcome Areas of the DAIP | Will the Key Element be impacted by this strategy? "Y" or "N" | If "Y", please explain how the actions under this element will be impacted by this strategy |
|---|---|---|
| 1. Access to City services and events | N | |
| 2. Access to City buildings and facilities (including outdoor spaces) | N | |
| 3. Access to information | Y | A range of communication tools and channels will be utilised. |
| 4. Access to quality service from City staff | Y | All City staff undergo professional development and awareness raising opportunities to be best placed to provide quality service. |
| 5. Access to equal complaints procedures | N | |
| 6. Access to participation in public consultation | N | |
| 7. Access to City employment opportunities | N | |

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1. Executive Summary

The Tourist Destination Strategy 2024-2029 (the strategy) has been developed to guide the City in achieving Aspiration 4 - Economy: A vibrant economy creating opportunities of the City's Strategic Community Plan (2023-2033). Specifically this Strategy will aim to deliver the strategic objective - A visitor destination – promote the City as a place to visit.

The previous Tourist Destination Strategy 2019 – 2024 paved a pathway for the City to establish itself as a tourist destination by promoting Rockingham as a place to live, visit and invest in. Key achievements of the previous strategy include:

- Establishment of the Rediscover Rockingham destination marketing brand.
- Completing stage one of the Rockingham Foreshore Revitalisation project.
- Working with key stakeholders to position Rockingham as a potential host for mid-tier MICE (Meetings, Incentives, Conferences and Exhibitions) events.
- Actively promoting the City's events calendar and third party iconic events to out of region visitors.
- Completion of a comprehensive review of the City's visitor servicing model resulting in the introduction of a Mobile Visitor Centre as part of this new strategy.

The purpose of this strategy is to identify actions that will be delivered by the City, in partnership with key stakeholders across the tourism sector, to support Rockingham's tourism industry. The outcomes associated with this strategy include:

- Growing the business economy (particularly the hospitality and tourism sector)
- Supporting local employment
- Promoting the City as a place to visit.

To guide the recommendations of the Strategy, engagement with key tourism stakeholders, local businesses, residents and visitors was undertaken by Icon Tourism on behalf of the City.

The findings from the engagement, as well as industry research, have resulted in 29 actions (21 new and eight ongoing) that have been grouped into four key elements:

Key Element 1: Destination and Tourism Product Development

Facilitate the development of new tourism product in Rockingham through advocacy and private investment.

Key Element 2: Destination Marketing

Work in collaboration with local tourism businesses and industry stakeholders to position Rockingham as an ideal location for coastal, adventure and nature experiences.

Key Element 3: Visitor Servicing

Develop a “one voice” approach to visitor servicing that enhances the visitor experience (digitally and face to face), and maximise marketing outcomes for industry stakeholders and local tourism operators.

Key Element 4: Event Attraction and Activation

Attract and support a diverse range of events and activations to expand Rockingham’s events calendar.

Over the next five years, the City will implement the actions identified within this strategy to support the growth and diversification of the local tourism industry, increase local employment opportunities, enhance the visitor experience and improve the overall position of Rockingham as a must visit destination in Western Australia.

2. Strategic Objective

The strategic objective and vision of the Tourist Destination Strategy 2024-2029 is:

To support and develop business and product growth within Rockingham that enhances the overall tourism offering, improves visitor experiences and continues to build Rockingham’s reputation as a place to visit.

The strategy aligns with the City’s economic aspiration in the Strategic Community Plan 2023-2033:

Aspiration 4 - Economic: A vibrant economy creating opportunities.

Underpinning that aspiration are four pillars:

- Actively support and develop local business growth
- Attract and promote new businesses and investment opportunities
- Support existing and new businesses to increase local employment opportunities
- Promote the City as a place to visit.

3. Background

This strategy follows the Tourist Destination Strategy 2019-2024. The Key Elements of the previous strategy included:

1. Destination marketing
2. Visitor servicing
3. Coastal development and activation
4. Events
5. Mid-tier MICE (Meetings, Incentives, Conferences and Exhibitions) attraction.

To address these elements the City has achieved the following outcomes:

- Establishment of the Rediscover Rockingham destination marketing brand.
- Completed stage one of the Rockingham Foreshore Revitalisation project.
- Worked with key stakeholders to position Rockingham as a potential host for mid-tier MICE (Meetings, Incentives, Conferences and Exhibitions) events.
- Actively promoted the City's events calendar and third party iconic events to out of region visitors.
- Completed a comprehensive review of the City's visitor servicing model.

3.1. International Context

At an international, national and state level, international visitation data will be compared to 2019. This is due to the impact of the COVID-19 pandemic still evident in current travel trends, making current data unreliable as a sole source of information.

The United Nations World Tourism Organisation (UNWTO) reports that:

International tourism recovered 88% of pre-pandemic levels in 2023, supported by strong pent-up demand. Following a strong rebound in 2023, international tourism is expected to fully recover to pre-pandemic levels in 2024.

The worldwide recovery of tourism in 2023 is only 12% off the numbers recorded previously in 2019. Of all the regions, however, Asia and the Pacific recorded the highest disruption to tourist arrivals, and the slowest rate of recovery during this period.

| Region | 2019 (million) | 2023 (million) | Percentage change |
|--------------|-------------------|-------------------|----------------------|
| Americas | 123 | 117 | -4% |
| Europe | 440 | 428 | -3% |
| Asia-Pacific | 213 | 149 | -30% |
| Middle East | 29 | 33 | +13% |
| Africa | 49 | 43 | -13% |

The recovery rate of inbound leisure tourism in the Asia Pacific region compared to Europe further details the challenges Australia faces in recovering international visitation to pre-COVID levels and beyond. It can either be surmised that key markets are seeing Europe as a more favourable long-haul destination, or that Europeans are choosing to favour short-haul holidays due to existing economic and industry barriers.

3.2. National Context

Australia's national strategy for the long-term sustainable growth of the visitor economy is the THRIVE 2030 Strategy, which recognises the visitor economy as a significant driver of growth, prosperity and wellbeing for Australia. The vision for THRIVE 2030 is to provide world-leading services while simultaneously delivering benefits to the Australian community, achieved in a sustainable way through a focus

on diversification, modernisation and collaboration. Incorporated into this are three key groups:

- Visitors – visitors experience innovative, high-quality products and exceptional services and experiences.
- Businesses – businesses are globally competitive, are profitable and pursue sustainable growth by diversifying markets and products and embracing modern business practices.
- Communities – communities, including First Nations communities, enjoy the benefits of a sustainable visitor economy through economic opportunity and amenity provided by visitor infrastructure.

In order to deliver the national strategy, a number of stakeholders play a role in tourism at a national, state and local level, summarised below.



International Visitation

Below is an annual snapshot of international tourism to Australia year ending December 2023 compared to December 2019:



Tourism Australia reported 6.6 million visitor trips for the year ending December 2023, a decrease of 24% when compared to the year ending December 2019. International visitor spend, trips, and nights are all sitting within 76%-89% of 2019 figures, confirming that international tourism to Australia is still recovering.

As visitor confidence returns for international travel, the number of visitors travelling for holiday purpose can be expected to increase.

Below is a summary of Tourism Research Australia International Tourism Results top reasons for travel to Australia in the year ending December 2023:

- Holiday travel with 2.6 million trips
 - 65% of December 2019 levels
 - Spend in Australia was \$8.3 billion, 80% of December 2019 levels.
- Visiting friends and relatives with 2.4 million trips
 - 93% of December 2019 levels
 - Spend in Australia was \$4.6 billion, 11% up compared to December 2019 levels.
- Business travel with 716,000 trips
 - 71% of December 2019 levels
 - Spend in Australia was \$2.1 billion, 98% of December 2019 levels.
- Education with 418,000 trips
 - 70% of December 2019 levels
 - Spend in Australia was \$10.4 billion, 84% of December 2019 levels.

The number of trips taken specifically for holiday purposes has dropped from 46% in 2019 down to 39% year ending 2023, which is only 80% of December 2019 levels. A more positive outlook is that the expedited recovery of international VFR visitation will help support Rockingham at a local level, as VFR visitors represent Rockingham's primary visitor profile, accounting for 76% of all of Rockingham's international visitor profiles in 2022.

Below is a summary of the top five international markets for the year ending December 2023 in line with Tourism Research Australia International Tourism Results:

- New Zealand with 1.1 million trips
 - 88% of December 2019 levels
 - Spend in Australia was \$2 billion, 23% up from December 2019 levels.
- United States of America with 617,000 trips
 - 80% of December 2019 levels
 - Spend in Australia was \$2 billion, 2% up from December 2019 levels.
- United Kingdom with 561,000 trips
 - 84% of December 2019 levels
 - Spend in Australia was \$1.9 billion, 7% up from December 2019 levels.
- China with 507,000 trips
 - 38% of December 2019 levels
 - Spend in Australia was \$5.8 billion, 56% of December 2019 levels.
- India with 375,000 trips
 - 99% of December 2019 levels
 - Spend in Australia was \$1.4 billion, 13% up on December 2019 levels.

Whilst spend is up on 2019 levels this should be considered in the context of the inflated cost of consumer goods and services over the last five years. Opportunities exist for Western Australia to attract rebounding and emerging Asian markets that demonstrate high yield and offer a strong value proposition.

The High Yield Traveller (HYT) is Tourism Australia's target audience. HYT are consumers whose purpose of their trip is for a holiday or to visit friends and relatives. They value travel and are motivated by what Australia has to offer. Most importantly, they are more likely to spend more, stay longer and disperse further across Australia during their visit.

3.3. State Context

Rockingham is part of the Perth metropolitan area, and is aligned with Perth Regional Tourism Organisation (RTO) trading as Destination Perth. Tourism areas within the Perth RTO include Perth City, Fremantle and Rottnest Island, Peel and Rockingham, Sunset Coast, Swan Valley and Darling Range, and Avon Valley.

Alongside Destination Perth are four other regions:

- Coral Coast
- Golden Outback
- North West
- South West.

The state tourism strategy in Western Australia is the WA Visitor Economy Strategy 2033 (WAVES). The target outcome of the WAVES is to grow the size of the visitor economy to \$25 billion by 2033. The guiding principles of the WAVES are sustainable, inclusive, collaborative and innovative.

Goal areas include:

- Aviation
- Accommodation and attractions
- Events
- Aboriginal tourism
- Destination brand
- High performing industry.

These goal areas have been considered in the development of this strategy, with particular focus on accommodation and attractions, events, and high performing industry, summarised below:

| Accommodation and attractions | Events | High performing industry |
|--|--|---|
| Attract private sector investment – secure private sector investment in the tourism industry by establishing a more attractive and streamlined environment. | Events infrastructure – Support world-class infrastructure to attract and grow visitation to wondrous events. | Value of the visitor economy – maximise alignment and awareness of tourism and the value of the visitor economy to Western Australia. |
| Accommodation development – increase short-stay visitor accommodation in high-priority destinations. | Leisure, sports and cultural events – secure and deliver diverse events that forge Western Australia’s reputation as an always-on, year-round events destination which secures and hosts exclusive content. | Workforce attraction and retention – Develop and grow a skilled tourism and hospitality workforce delivering service excellence. |
| Experiences in protected areas – support sustainable and unique accommodation offerings, attractions and experiences in and around protected areas. | Regional, destination and community events – showcase the regions and the natural beauty of Western Australia to visitors and community. | Sustainable and inclusive industry – ensure Western Australia’s tourism industry has a strong focus on sustainability and inclusivity. |

| Accommodation and attractions | Events | High performing industry |
|---|---|---|
| Attraction and experience development – Create new attractions and build the density and diversity of tourism experiences to exceed visitor demand. | Business events – grow a sustainable business tourism sector, and develop Perth’s status as an economic powerhouse in the South East Asian region. | Intergovernmental Policy – Optimise policies to facilitate growth in the visitor economy. |
| Cruise tourism – Grow Western Australia’s market share of the Australian cruise tourism sector and be recognised as Australia’s premier sustainable expedition cruise destination. | | Visitor servicing – provide an engaging, welcoming and informative experience for visitors across all touchpoints. |
| Road access – accelerate road trip visitation and optimise tourism outcomes through improved road connectivity. | | |

International Visitation

A breakdown of the key international markets to WA and their relevant change in visitation compared to 2019 has been included in the next page.

WA TOURISM SNAPSHOT

International visitors & spend in year ending December 2023 (2023)

Compared to calendar year 2019 as a benchmark



International visitors continue to rise, though not yet back to 2019 volume

WA welcomed 785,000 international visitors, equivalent to 79% of the 2019 benchmark. Nationally, Australia received 6.6 million international visitors in 2023, 76% of the 2019 benchmark. International visitors spent \$2.3 billion in WA in 2023, only (-) 4% behind 2019.



Note: WA International Borders opened 3 March 2022



WA's market share of international visitor spend in Australia was 8.2% in 2023, up from 7.6% pre-COVID (2019).

In 2023, WA's top 5 international markets ranked by volume of visitors were consistent with 2019: UK, Singapore, New Zealand, China and Malaysia.

This is the first time since 2019 that China has featured in WA's top 5 international visitor markets, now down just (-) 26% compared to 2019 (vs. -62% down nationally).

New Zealand and Italy were the only international markets to exceed 2019 visitor volume in 2023, while India and Singapore are heading towards a full 'recovery'.

Conversely, Malaysia and Hong Kong remain more than 50% behind 2019 volumes. Hong Kong in particular lags the national rate of recovery.

International Visitors to WA
Tourism WA Key Markets Ranked by Size of Market*

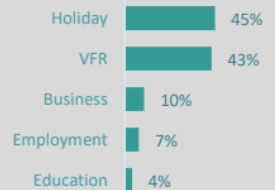
| Rank | Market | Visitors 2023 (000s) | Change vs. 2019 | AUS Change vs. 2019 |
|---------------------|-------------|----------------------|-----------------|---------------------|
| 1 | UK | 111 | -22% | -17% |
| 2 | Singapore | 88 | -18% | -24% |
| 3 | New Zealand | 76 | 1% | -12% |
| 4 | China | 54 | -26% | -62% |
| 5 | Malaysia | 48 | -52% | -53% |
| 6 | USA | 45 | -21% | -20% |
| 7 | Indonesia | 31 | -21% | -8% |
| 8 | India | 29 | -6% | -1% |
| 9 | Japan | 27 | -31% | -41% |
| 10 | Germany | 24 | -29% | -27% |
| 11 | Italy | 11 | 0% | -18% |
| 12 | Switzerland | 11 | -27% | -22% |
| 13 | Hong Kong | 6 | -81% | -41% |
| Rest of World | | 224 | -7% | -7% |
| Total International | | 785 | -21% | -24% |



Vast majority of international visitors to WA visit for a holiday or to Visit Friends and Relatives (VFR). Though a smaller sector, employment visitation has grown strongly.

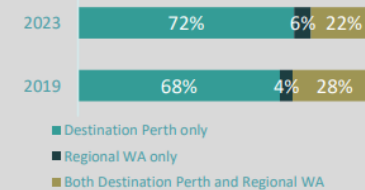
A similar proportion of international visitors to WA were visiting for a holiday (45%) or VFR (43%). Those visiting WA for employment reached 55,000 in 2023. This equates to growth of +96% compared to 2019, well ahead of the national result (+19%).

Purpose of Visit to WA



Adds up to more than 100% as visitors can come to WA for more than one purpose.

Where international visitors stayed



Almost one third (28%) of international visitors to WA spent at least one night in regional WA in 2023. Consistent with 2019, the majority visit Perth only.

Source: Tourism Research Australia, International and National Visitor Surveys. *Only markets where Tourism WA is active are shown. More details can be found in the interactive charts on [Tourism WA Corporate Website](#)

The Singapore and Malaysia markets were identified as key international market segments in the previous strategy due to their strong attraction to Rockingham's unique offering of wildlife encounters such as swimming with wild dolphins and the Penguin Discovery Centre on Penguin Island. With both Singapore and Malaysia within the top five international markets to WA, these will continue to be a target international market.

Whilst the total number of visitors in 2023 is less compared to 2019, the breakdown of visitors to Destination Perth and Regional WA has remained comparable, meaning that although there are less visitors, distribution remains the same and Rockingham has the opportunity to compete for a share of WA's international visitor market that is consistent with previous years.

Domestic Visitation

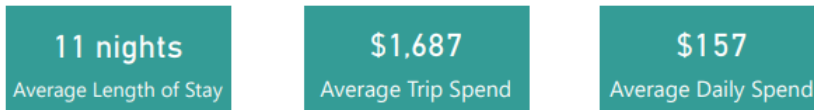
Tourism WA's Domestic Segmentation study (2023) supported the development of six visitor profiles which will be targeted by Tourism WA, including:

| Market | Profile | Persona |
|------------|--------------------|---|
| Interstate | Premium Nature | <i>"Exhilarated... Awestruck. Very connected to nature. Isolated from civilisation in a good way"</i> |
| Interstate | Luxe Culture | <i>"You're doing wine and food tours, having everything brought to you. It's a very relaxing experience, it feels like you're in luxury to have all these things around you"</i> |
| Interstate | City Social | <i>"Have fun with friends, look for all the instagrammable spots, check out the bars and clubs"</i> |
| Intrastate | Relax and Recharge | <i>"You want to relax and unwind, spend some quality time together, you don't want to be rushing around with too much to do"</i> |
| Intrastate | Simple Nature | <i>"Camping in swags and tents... campfires, going on bush walks, hanging out with friends. Being immersed in nature"</i> |
| Intrastate | Family Time | <i>"We go away with my parents every year. Spend time relaxing with everybody on the beach, walking with the kids around the rock pools, playing in the waves. Makes you feel warm and happy"</i> |

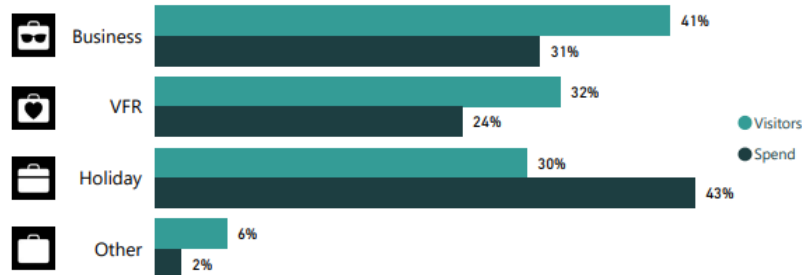
A summary of the interstate market profile and trip behaviour has been included on the following two pages.

INTERSTATE | MARKET PROFILE 2022

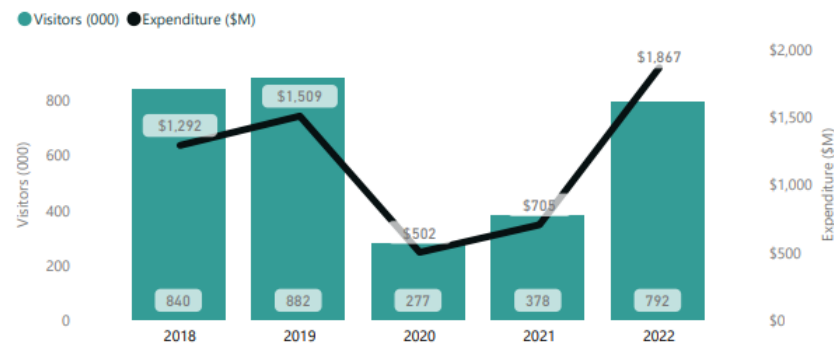
Interstate Leisure Visitation to WA ¹



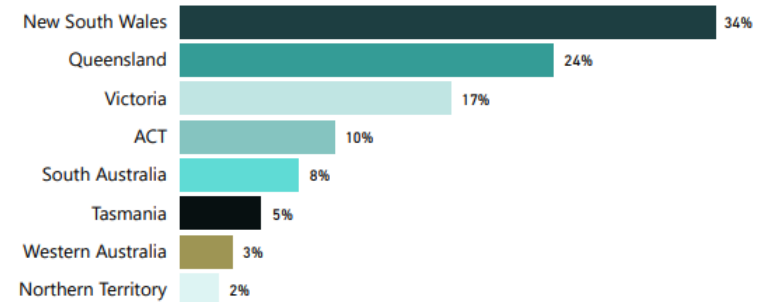
Interstate Visitors and Spend by Purpose ¹



Interstate Leisure Visitation and Spend to WA ²



Market Share of Interstate Leisure Visitors to WA ¹



Market Share of Interstate Leisure Visitor Spend to WA ¹



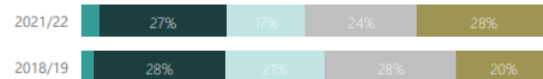
Explanatory note: 31% of all Interstate Leisure Visitor Spend in Australia was spent in Queensland. (Excludes WA residents)

INTERSTATE | MARKET PROFILE 2022

LEISURE VISITOR PROFILE AND TRIP BEHAVIOUR

Age ³

15-19 years 20-34 years 35-49 years 50-64 years 65+ years



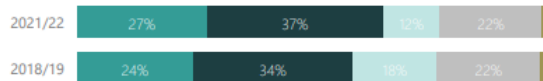
Gender ³

Female Male



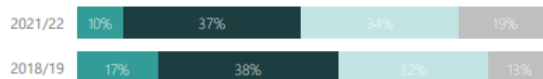
Travel Party ³

Travelling alone Adult couple Family group Friends/relatives Other

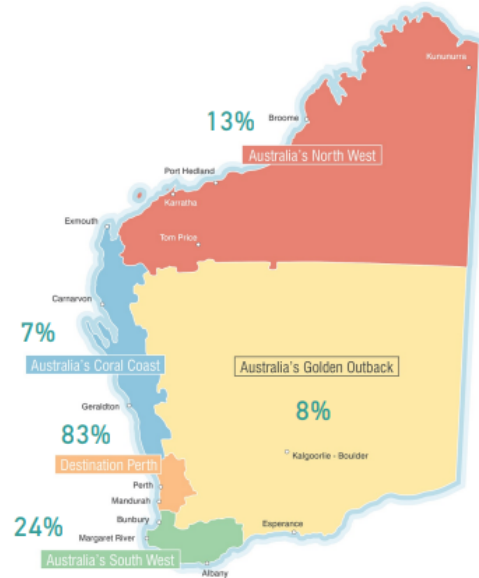


Length of Trip ³

1-3 nights 4-7 nights 8-14 nights 15+ nights

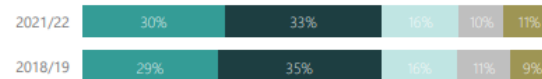


Regional Dispersal ¹



Home State ³

New South Wales Victoria Queensland South Australia Other



Top 5 Leisure Activities ³

2018/19 2021/22

| | | | |
|--|--|-----|-----|
| | Eat out / dine at a restaurant and/or cafe | 86% | 83% |
| | Visit friends & relatives | 62% | 50% |
| | Go to the beach | 56% | 47% |
| | Sightseeing/looking around | 47% | 40% |
| | Go shopping for pleasure | 34% | 35% |

Top 3 Accommodation Choices ³

2018/19 2021/22

| | | | |
|--|-------------------------------------|-----|-----|
| | Friends or relatives property | 50% | 48% |
| | Hotel/resort/motel or motor inn | 37% | 38% |
| | Rented house/apartment/flat or unit | 16% | 13% |

Top LGAs Visited ³

2018/19 2021/22

| | | | |
|--|------------------------|-----|-----|
| | Perth | 47% | 47% |
| | Augusta-Margaret River | 14% | 11% |
| | Broome | 9% | 11% |
| | Fremantle | 9% | 9% |
| | Busselton | 7% | 8% |

3.4. Rockingham Context

Tourism is a major economic driver for Rockingham, generating \$371.1 million in sales during the 2021/22 financial year, however, during the 2019/20 financial year this figure was higher generating \$470.85 million in sales.

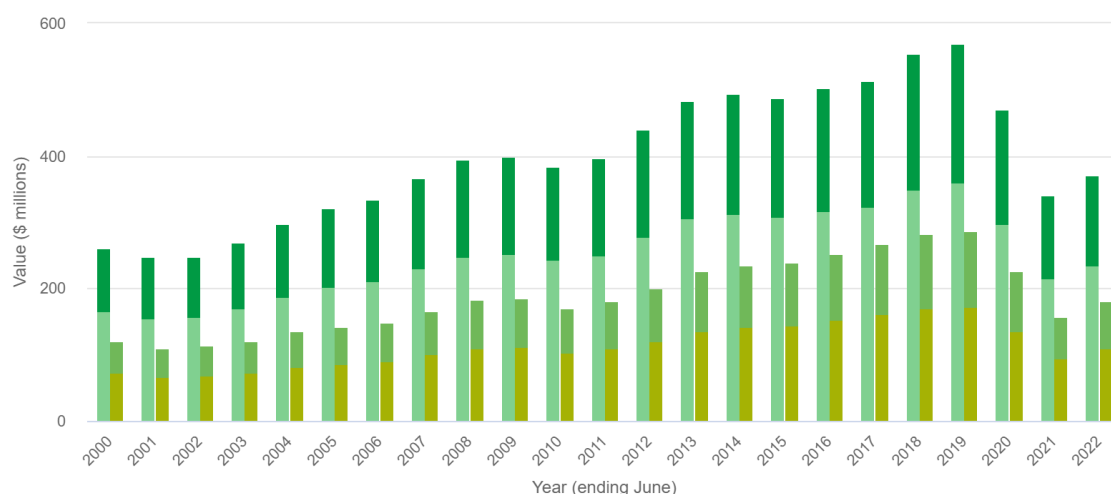
Since 2019, there has been an evident decline in Rockingham's tourism sector, which would otherwise have been expected to increase over time. Since the impacts of the COVID-19 pandemic including business closures, restricted trading, staffing shortages and economic inflation, Rockingham's tourism industry has not yet recovered.

The below graph indicates the trend in tourism sales and value add, noting a decline between 2019 and 2021 which marks the COVID-19 pandemic, with 2022 indicating that the industry is entering a recovery phase.

Value of tourism

City of Rockingham

Output/Sales - Direct Value added - Direct Output/Sales - Indirect Value added - Indirect



Source: National Institute of Economic and Industry Research (NIEIR) ©2021 Compiled and presented in economy.id by .id (informed decisions)

.id informed decisions

Similarly, employment in the tourism industry trends downwards between 2019 and 2021, reflecting the impact of the pandemic. Employment in the tourism industry increases in 2022, indicating growing employment opportunities as the industry recovers.

Rockingham Visitor Economy

Located 45 minutes south of Perth, Rockingham is ideally positioned as a daytrip destination. Prior to the COVID-19 pandemic, Rockingham welcomed 1,027,542 domestic daytrips, a record for the destination which coincided with the launch of the Rockingham Foreshore stage one redevelopment.

The below table summarises Rockingham visitor nights and numbers over the past ten years:

| Year | City of Rockingham | | | Western Australia | | |
|--|------------------------------|-------------------------|-------------------|------------------------------|-------------------------|-------------------|
| | International Visitor Nights | Domestic Visitor Nights | Domestic Daytrips | International Visitor Nights | Domestic Visitor Nights | Domestic Daytrips |
| 2021/22 | -- | 439,286 | 879,949 | -- | 44,326,621 | 19,189,670 |
| 2020/21 | -- | 396,023 | 668,871 | -- | 44,697,774 | 18,693,153 |
| 2019/20 | -- | 407,995 | 1,027,542 | -- | 43,419,356 | 19,983,747 |
| 2018/19 | 507,103 | 615,051 | 774,739 | 23,675,191 | 45,103,440 | 22,402,173 |
| 2017/18 | 618,825 | 392,018 | 852,272 | 26,544,083 | 40,435,061 | 19,206,105 |
| 2016/17 | 579,301 | 686,163 | 750,019 | 28,035,563 | 39,483,503 | 18,743,519 |
| 2015/16 | 611,306 | 468,967 | 947,660 | 27,744,645 | 45,195,280 | 20,104,244 |
| 2014/15 | 517,043 | 490,909 | 878,369 | 29,106,750 | 41,750,268 | 20,227,044 |
| 2013/14 | 459,193 | 453,428 | 826,897 | 27,437,772 | 37,491,038 | 17,546,694 |
| 2012/13 | 393,989 | 557,743 | 642,857 | 28,618,788 | 29,598,118 | 14,717,478 |
| Source: Tourism Research Australia, Unpublished data from the National Visitor Survey and International Visitor Survey 2021/22. Note: "--" represents unavailable data or data that has been suppressed due to a sample size of 40 or less. | | | | | | |

Further information on international and domestic visitation to the City of Rockingham during 2021 and 2022 has been included on the following pages, prepared by Tourism WA Insights and Planning April 2023.

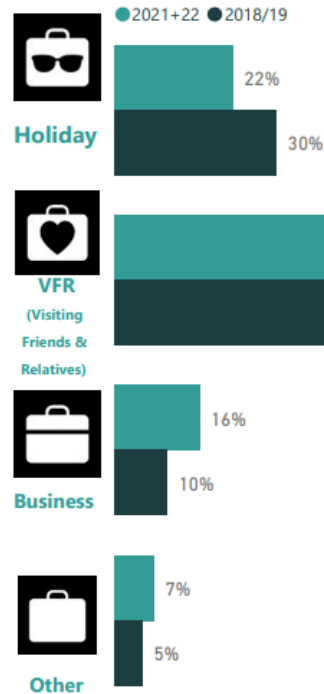
It is important to note that international tourism data is based on the annual average for 2018 and 2019. This is due to the small number of international visitors to WA since 2019.

Domestic Overnight Visitor Details - City of Rockingham

Annual Average - 2021+22 vs. 2018+19

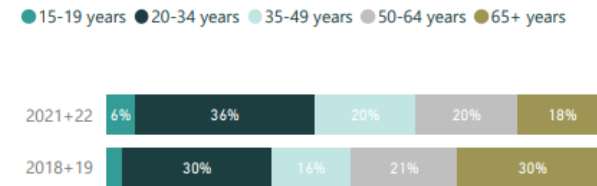
The data in this factsheet refers to visitors who have spent at least one night in the City of Rockingham Local Government Area (LGA).

Purpose of Travel

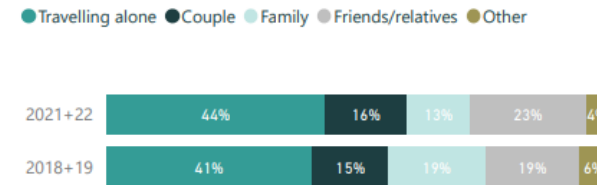


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

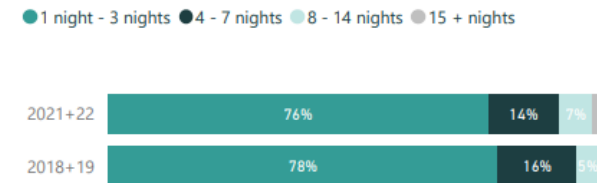
Age



Travel Party



Length of Stay



Domestic Visitors

138,000

Annual average 2021+22

Domestic Nights

466,000

Annual average 2021+22

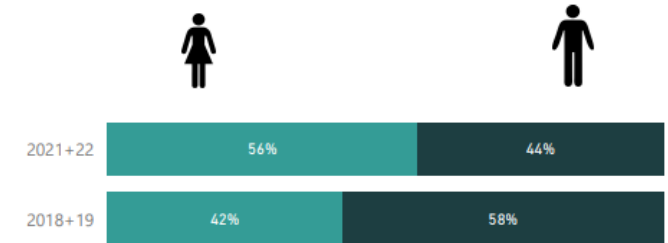
Top 3 accommodation (% of nights)



Accommodation

| | 2018+19 | 2021+22 |
|-------------------------------------|---------|---------|
| Friends or relatives property | 64% | 50% |
| Rented house/apartment/flat or unit | 2% | 20% |
| Hotel/resort/motel or motor Inn | 5% | 15% |

Gender



Definitions

Domestic Visitors (Intrastate and Interstate): Australian residents aged 15 years and over who spent at least one night in the LGA.

International Overnight Visitor Details - City of Rockingham

Annual Average - 2018+19

The data in this factsheet refers to visitors who have spent at least one night in the City of Rockingham Local Government Area (LGA).

Due to the small number of international visitors to WA since 2019, it is not possible to show demographics or trip details past 2019.

International Visitors

26,000

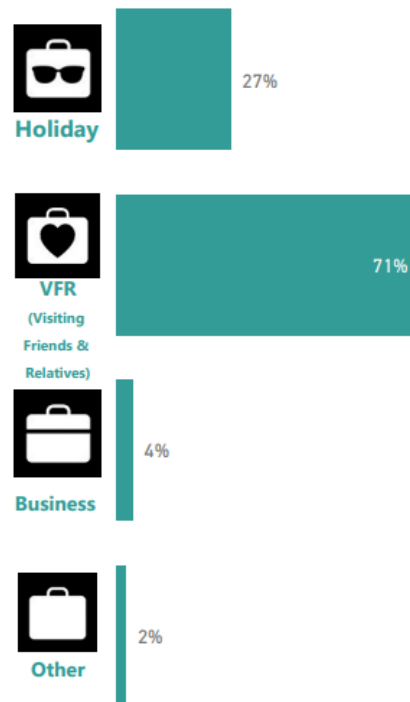
Annual average 2018+19

International Nights

491,000

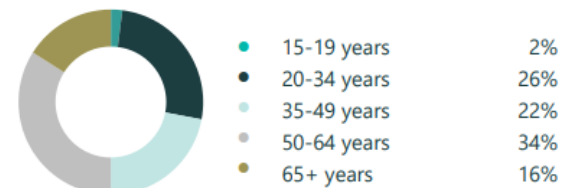
Annual average 2018+19

Purpose of Travel

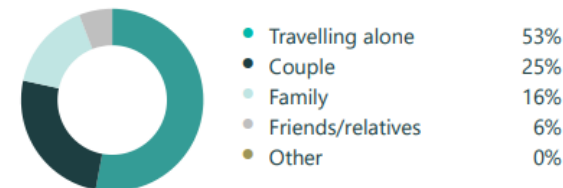


Sum of purpose may add to more than 100% as overnight visitors can visit the LGA for more than one reason.

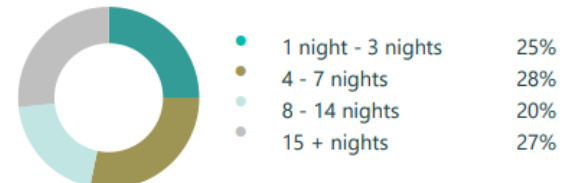
Age



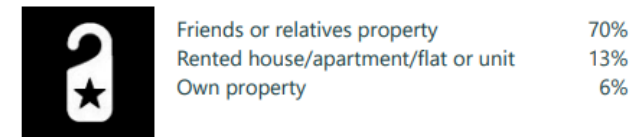
Travel Party



Length of Stay



Top 3 accommodation (% of nights)



Gender



Definitions

International Visitors: aged 15 years and over who spent at least one night in the LGA and are staying in Australia for 12 months or less.

Product and Experience

Rockingham's brand tagline is "where the coast comes to life", and the City promotes the range of nature, wildlife and adventure products and experiences to appeal to visitors and support positive outcomes for both community and business.

These include (but are not limited to):

- Exploring the range of nature trails, e.g. Cape Peron, Lake Richmond, Baldivis Children's Forest, Lake Walyungup, and many more ranging from coastal to inland suburbs such as Baldivis and Karnup.
- Kitesurfing in the Pond, a world renowned kitesurfing location in Safety Bay, in addition to the broader Shoalwater area.
- Kayaking and/or paddle boarding in the Shoalwater Islands Marine Park.
- Skydiving over the spectacular Rockingham Beach.
- Snorkelling with sea lions in the Shoalwater Islands Marine Park.
- Swimming with wild dolphins off the Rockingham coast.
- Wakeboarding at WA's only cable wake park in Baldivis.
- Visiting Penguin Island and exploring the broader Shoalwater Islands Marine Park.

Key tourism precincts within Rockingham are managed by the Department of Biodiversity, Conservation and Attractions (DBCA) including Cape Peron and Shoalwater Islands Marine Park (including Penguin Island). It should be noted that on 6 June 2023, the Penguin Island Discovery Centre, a primary attraction for drawing visitors to Rockingham was permanently closed.

Prior to its closure, a decision was made by DBCA to seek approval to construct a new facility on Penguin Island. A Development Application was subsequently submitted by DBCA to the Western Australian Planning Commission (WAPC), who sought feedback from the City as a key stakeholder. In response, Council resolved the following:

That Council:

1. **NOT SUPPORT** the application seeking Development Approval for the proposed new Penguin Information Centre on Penguin Island, for the following reasons:
 - i. Inadequate information provided to evaluate the full impact on the Little Penguin colony from the construction of the new Penguin Information

- Centre and boardwalks, the demolition of boardwalks and the existing Penguin Information Centre and the island visitation.
- ii. The Assessment of Impacts on Little Penguins of the Proposed Construction of the Penguin Island Discovery Centre and Associated Demolition and Visitation 2022 confirming that the proposal for the new Penguin Information Centre is likely to impact the population of the Little Penguin colony on Penguin Island.
 - iii. Formal public consultation was not undertaken on the proposal by the Department of Biodiversity, Conservation and Attractions.
 - iv. A Coastal Hazard Risk Management and Adaptation Plan assessment was not undertaken in accordance with State Planning Policy 2.6 for the proposed development, including demolition and/or construction works.
2. **DIRECTS** the Chief Executive Officer to advocate that the State Government delay the construction of a new facility until the Department of Biodiversity, Conservation and Attractions conducts a thorough and transparent options analysis, involving all stakeholders and including industry experts, which establishes the optimum location for a new Penguin Information Centre that balances the ongoing sustainability of the Little Penguin colony with the regional tourism value of Penguin Island.

The above resolution then informed the City's response to the WAPC along with direct correspondence to DBCA advocating for the above. Partly due to this feedback, as well as the advice on potential impacts to the Little Penguin population by expert researchers, and community sentiment, DBCA put on hold its plans to build the new Discovery Centre and instead decided to undertake a detailed feasibility assessment of alternative locations on the mainland. The feasibility assessment commenced after the permanent closure of the Discovery Centre on the island in June 2023.

In addition to Penguin Island, Rockingham is home to a number of natural attractions, family friendly experiences, hospitality options and tourism operators. It is a popular destination for VFR travellers, and there is potential to increase visitor nights by leveraging this market.

Short term accommodation will be a key driver for increasing visitor length of stay and expenditure in Rockingham. The current short-term accommodation offering in Rockingham is not equipped to service the growth in visitation that is expected to occur in the next five to ten years, therefore, private investment in short term accommodation is extremely important. An audit of accommodation product across Rockingham conducted in 2022 identified 172 establishments, 632 rooms and 1,752 bed spaces.

Below is a breakdown of Rockingham's accommodation room supply by type:

| Type | No. | % |
|-------------------------------------|------------|-----|
| Self-contained house/apartment/unit | 382 | 60% |
| Serviced apartment | 96 | 15% |
| Hotel | 58 | 9% |
| Caravan, camping and holiday park | 43 | 7% |
| Bed and Breakfast/guesthouse | 29 | 5% |
| Lodge/group accommodation | 14 | 2% |
| Motel | 10 | 2% |
| TOTAL | 632 | |

The priority opportunities for future accommodation provision and development in Rockingham include:

1. High quality branded hotel and conference centre
2. Holiday Park
3. Midscale hotel/apartment hotel
4. Eco-accommodation.

It is important to note that since the Accommodation Audit was conducted, the Federal Government announced AUKUS, a trilateral security partnership for the Indo-Pacific region between Australia, the United Kingdom, and the United States. As home to the largest naval base in WA, the impact of AUKUS is significant for Rockingham, forecasting:

- Increased activity on HMAS Stirling, with an estimated spend of at least \$8 billion over the next ten years.
- Expected influx of construction workers building the critical infrastructure for HMAS Stirling from the second half of 2024 to 2027 as required to meet AUKUS preparation to support Submarines Rotational Force (SRF)-West.
- An additional 500-700 direct jobs for maintenance and support expected to be created to sustain SRF-West over the period of 2027-2032.
- Over 700 incoming US and 100 UK personnel to be based in WA from 2027. This number excludes the increased VFR of these additional personnel relocating to work at HMAS Stirling from 2027 onwards.

The demand for both long-term and short-term worker accommodation is forecast to grow significantly with rising economic activity in the Rockingham Industrial Zone (RIZ), HMAS Stirling and the delivery of several major projects over the next decade which will generate increased demand for meeting, conference and event facilities in addition to accommodation.

Similarly, the provision of more things to do, attractive experiences and activations will support the City's ability to retain visitors in Rockingham for longer, ultimately increasing Rockingham's share of visitor spend.

Events

Events are a significant contributor to the local economy as they attract out of region visitation and generate economic activity. Events add to a destination's product offering through the provision of entertainment and activities, space activation, and increasing foot traffic to nearby local businesses.

The benefits of events include:

- the opportunity to stage activities during shoulder seasons and tourism off season(s)
- attract intrastate, interstate and international visitors
- showcase the destinations facilities and infrastructure
- increase overnight stays.

During the 2022-2023 financial year, Tourism Western Australia funded and delivered 106 events that generated \$181 million into the WA economy, 770,000 bed nights, and over 250,000 visitors to the state. For every one dollar spent on securing a major event, five dollars was invested back into the WA economy.

At a local level, the City has achieved notable results through the likes of the Rockingham Beach Cup, funded through the City's Iconic Event Sponsorship. In 2022, the Rockingham Beach Cup achieved a return on investment of \$8.95 for every one dollar of City funding.

Prior to the 2023/2024 financial year, major State Government funding for events was distributed through the Regional Events Program, making regional locations more attractive to event organisers as they could access more funding. The launch of Tourism Western Australia's Vision for Dream Events increased the Event Tourism budget from \$30.7 million in 2013/2014 to \$58.4 million in 2023/2024. The vision is "for Perth and Western Australia to be the fastest growing events destination in the South East Asian region". The key criteria for Tourism WA's event funding are economic impact, media impact, and social impact. These criteria align with the City's existing Iconic Event Sponsorship, which has the potential to attract more events to Rockingham.

Brand and Marketing

Data from the City of Rockingham Overnight Visitor Factsheet 2022 outlines Rockingham's performance with interstate and international target markets (refer to summaries previously included on page 23 and 24).

Key insights derived from this data include:

- The leading purpose of travel for domestic and international overnight visitors is to visit friends and relatives.
- The age range of overnight visitors is between 20-64, with 36% of domestic overnight visitors aged 20-34, and 34% of international overnight visitors aged 50-64.
- A significant number of overnight visitors travel alone equating to 44% of domestic visitors and 53% of international visitors.
- Most overnight visitors stay at a friends or relatives property.

Based on the Tourism WA market profiles, Rockingham is well positioned to target the intrastate profiles of 'Simple Nature' and 'Family Time'.

The Rediscover Rockingham destination marketing brand was launched in late 2019 coinciding with the redevelopment of the Rockingham Foreshore, and has continued to be used and developed targeting the intrastate day trip visitor market.

The City takes the lead role in destination marketing campaigns targeting the intrastate daytrip visitor, and has leveraged its partnership with Destination Perth to position Rockingham as a key tourist destination within the wider Perth region. Digital marketing and out of home advertising campaigns have supported the City to build intrastate awareness of Rockingham as a tourist destination.



The Rediscover Rockingham brand was developed with the intent to resonate with the intrastate, primarily day trip visitor market as an invitation to come back and rediscover Rockingham, which has grown significantly over the years from the small holiday town it once was. With the call to action being to rediscover, the brand is less likely to appeal to interstate and international markets that have no existing awareness of Rockingham. The Rediscover Rockingham brand is effective for the intrastate visitor market. The flexibility of the brand allows for strong alignment to the Tourism WA intrastate target markets 'Simple Nature' and 'Family Time'.

With consideration to the Rediscover Rockingham brand, the following factors should be considered:

- Current lack of short stay accommodation, impacting Rockingham's ability to retain international visitors in region. This may be addressed in the coming years with major developments, including those at the former Rockingham Hotel and Waikiki Hotel sites.

- Cape Peron Master Plan implementation, and the potential to drive visitation through state government investment in key infrastructure including short stay accommodation.
- The outcome of the Rockingham Discovery Centre Feasibility Study, and the potential for a new Discovery Centre to be built which could significantly impact visitor experience and tourism capability within the region.

Future development within the region has the potential to open up new opportunities to tap into Tourism WA interstate target markets, including 'Premium Nature' and 'City Social'. A review of the brand at the right time would maximise opportunities for Rockingham to not only attract new interstate and international markets, but also generate excitement for more return visitation.

Visitor Servicing

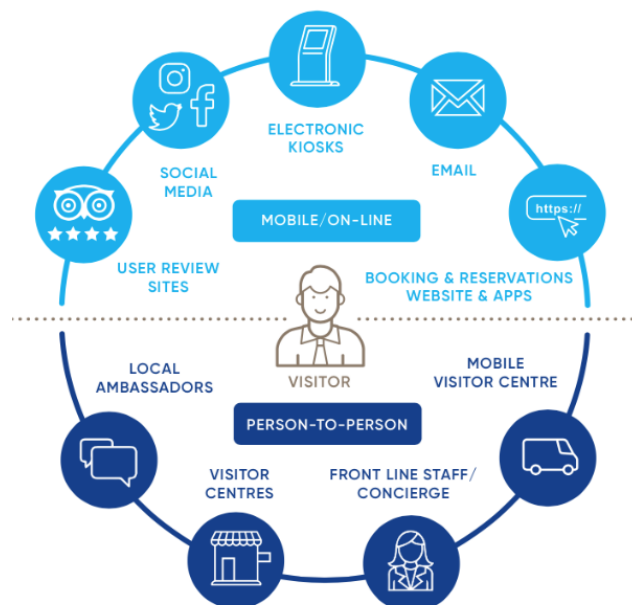
Over the duration of the previous strategy, the City entered into a Fee for Service with two different Visitor Centres. The Rockingham Visitor Centre (operated by Tourism Rockingham Inc.) has historically delivered visitor servicing on behalf of the City up until September 2022. Following that, a new Fee for Service was entered into with Penguin Island Visitor Centre in October 2022 (operated by Perth Wildlife Encounters).

Below is a summary of Visitor Centre walk in visitor data captured over the past ten years:



Visitation to the Rockingham Visitor Centre showed a decline over the years leading into the COVID-19 pandemic, decreasing by more than 50% by 2020. Whilst this decline was expected to eventuate over time due to changing consumer behaviour patterns, it was not forecasted to occur until 2026.

In response to the decline in walk in visitors to the Rockingham Visitor Centre, the City engaged Tilma Group, an independent third-party consultant to conduct a review of the City's Visitor Servicing model and make recommendations to the City on best practice business models for consideration.



The recommended best practice model included a mobile, visitor centric service that allows for a fully flexible approach to delivering information where visitors are, and operating based on seasonal demand. The timing of the review coincided with the end of the Fee for Service Agreement for Visitor Servicing with Tourism Rockingham Inc. (trading as Rockingham Visitor Centre), and prompted Council to consider a way forward for visitor servicing until the end of the previous strategy.

At its Ordinary Council Meeting in March 2022, Council resolved the following in relation to Visitor Servicing:

That Council:

- **DIRECTS** the CEO to undertake a procurement process, with a clear scope of works for a fee for service agreement of visitor servicing in Rockingham of up to \$100,000 per annum, for up to a two-year period ending 30 June 2024.
- **DIRECTS** the CEO to establish a City-owned and operated Mobile Visitor Information Service to be ready for activation in spring 2023 or 2024, before the next Tourism Strategy implementation period.

The outcome of the procurement process was later approved by Council at its August 2022 Council Meeting, resulting in the following resolution:

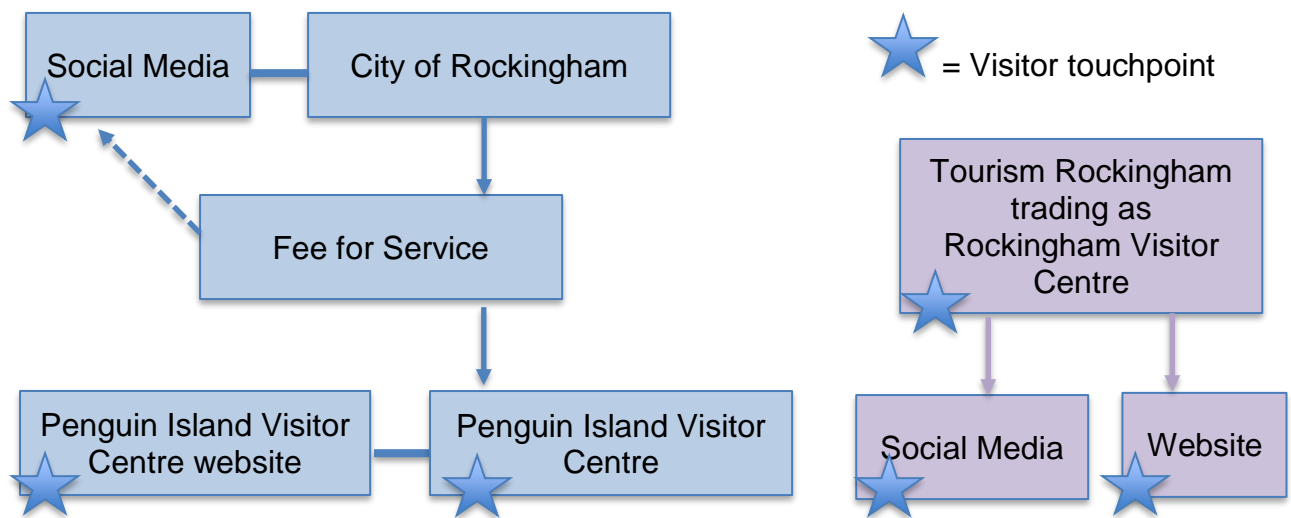
- That Council **ACCEPTS** the quote submitted from Perth Wildlife Encounters Pty Ltd (Penguin Island Visitor Centre), 153 Arcadia Drive, Shoalwater WA 6169 for Quote 21/22-65 in accordance with the quote

documentation submitted being from 1 September 2022 (or as soon as possible thereafter) until 30 June 2024.

The Penguin Island Visitor Centre commenced operation on 1 October 2022, reporting 82,000 walk in visitors in its first 12 months of operating. This outcome aligns with the recommended business model to deliver visitor information where visitors are, which during the time was capturing those visiting to partake in tour activities operated by Perth Wildlife Encounters.

During the time that the Penguin Island Visitor Centre provided visitor servicing through the Fee for Service Agreement, the Rockingham Visitor Centre continued to operate independently resulting in two accredited Visitor Centres operating within Rockingham.

Below is an outline of the current model for visitor servicing in Rockingham:



Unlike other destinations that have one dedicated destination marketing website and social media channel, Rockingham's visitor servicing model has the following complexities:

- Three different domains for Rockingham:
 - Rediscoverrockingham.com.au – owned by the City, and redirecting to Visitor Centre website under the Fee for Service Agreement.
 - Penguinislandvisitorcentre.com.au – owned by Penguin Island Visitor Centre, and managed under the Fee for Service Agreement.
 - Visitrockingham.com.au – owned by Tourism Rockingham, and managed independently.
- Two social media accounts, both dedicated to promoting Rockingham to visitors
 - Rediscover Rockingham – owned by the City, and managed by Penguin Island Visitor Centre under the Fee for Service Agreement.
 - Tourism Rockingham – owned by Tourism Rockingham, and managed independently.

- Confusion for visitors, local businesses and key stakeholders, and a risk of outdated or conflicting information being provided.
- Ineffective use of resources, with two entities maintaining a destination marketing website which share the same overall objective.
- Diluted efforts of all parties to promote the destination, due to local competition decreasing market cut through (i.e. both Visitor Centre websites are competing with each other when a visitor searches via google for information on Rockingham).

The recommended best practice visitor servicing model consists of a number of key elements ranging from in-person to online. A way forward that captures the strengths of key stakeholders and industry will enhance the regions ability to increase market cut through.

3.5. Community and Stakeholder Consultation and Findings

Key stakeholder and community consultation was undertaken during August and September 2023 by Icon Tourism, an independent consulting agency specialising in tourism. The consultation process consisted of online surveys across three different markets including local businesses, local residents and visitors which received a total of 274 responses across the three categories.

Local businesses and residents were asked to identify up to four roles that the City should play in tourism development over the next five years, with the top three responses being consistent across both stakeholder groups:

1. Invest in the development of essential infrastructure to support tourism in Rockingham.
2. Advocate and lobby to State and Federal government for investment in tourism and tourism infrastructure.
3. Showcase Rockingham as a must visit destination within Western Australia.

In addition to online surveys, sixteen one on one interviews were undertaken with key industry stakeholders and local businesses.

Throughout the consultation, the following themes emerged:

- Advocacy for key tourism infrastructure is required to support Rockingham's tourism offering, such as:
 - Supporting the development of an appropriate, planning approved and environmentally sound marina for the City's boating community.
 - A new mainland Discovery Centre to replace the now closed Penguin Island Discovery Centre.

- Critical infrastructure at Cape Peron to enhance the visitor experience.
- Investment in key tourism infrastructure is required to support Rockingham's tourism offering, such as parking, attractions (i.e. playgrounds) and facilities to add to the destinations value proposition to attract visitors.
- Rockingham's unique selling points are based around coastal, beach and marine experiences. As many destinations have a similar offering, it is important that the City differentiates its tourism offering from other destinations.
- Insufficient accommodation is a major shortcoming and the City should be proactive in attracting more investment in short stay accommodation.
- Parking continues to be seen as a barrier, particularly parking of RV's and/or campervans in prime locations.
- There is a lack of tourism product offering in Rockingham, particularly around the Rockingham foreshore to encourage visitors to stay longer or return to the city.
- One consolidated collective marketing effort is required to promote the region so that marketing funds both for industry and the RTO is used efficiently.
- The presence of multiple visitor centres demonstrates a lack of industry unity and ineffective resourcing, and the City needs to take the lead to orchestrate a more effective outcome.

3.6. The City's Role in Tourism

The City has an economic development function and works closely with the Perth RTO, local businesses and industry stakeholders to develop tourism in the region. As the lead organisation and funding body responsible for destination marketing campaigns, the City has a key role to play in establishing a coordinated approach to destination marketing, visitor servicing (face to face and digital) and advocacy that leverages the strengths of key stakeholders to optimise Rockingham's performance as a tourist destination.

The City is also responsible for managing major tourism assets such as foreshores and reserves, sporting facilities, public amenities and the Mobile Visitor Centre which will be introduced as part of this strategy. The City also issues and manages the traders permits (i.e. Beam Scooters, Jet Ski Hire Perth, WA Surf etc.) via the Health Services team, and the approval process for all outdoor events including those delivered by third parties to support a diverse events calendar for Rockingham.

In line with the Cultural Development and the Arts Strategy, the City is responsible for delivering the City's major events program, summer activations, and community pop up events. Supporting the City's major events program is an action of the Economic Development Strategy 2020-2025, to allocate annual dedicated funding for Iconic Events which promote economic development and tourism development

outcomes. Through this dedicated funding, the City encourages third parties to deliver iconic events in Rockingham, including events such as the Rockingham Beach Cup and the Catalpa Adventure Festival.

In order to build on visitation to the region, the City markets the destination primarily to the intrastate visitor market, and a key focus of this strategy will be growing collaboration across industry to establish new tourism products for Rockingham and creating more local employment opportunities. The City facilitates this through advocacy, investment attraction, and supporting local businesses through training, marketing, and events which generate economic activity.

It is important to note that the City does not have jurisdiction for key tourism assets within Rockingham such as the Shoalwater Islands Marine Park (including Penguin Island), Cape Peron, and surrounding attractions within the Rockingham Lakes Regional Park. The State Government is responsible for the management of these locations through DBCA. It is important that the City continues to advocate for key improvements and developments on these sites that look to boost tourism and community outcomes.

4. The Way Forward

In order for the City of Rockingham to drive the tourism potential to build on the City's economic development aspiration as "a vibrant economy creating opportunities", the following Key Elements have been identified:

Key Element 1: Destination and Tourism Product Development

Facilitate the development of new tourism product in Rockingham through advocacy and private investment.

Key Element 2: Destination Marketing

Work in collaboration with local tourism businesses and industry stakeholders to position Rockingham as an ideal location for coastal, adventure and nature experiences.

Key Element 3: Visitor Servicing

Develop a "one voice" approach to visitor servicing that enhances the visitor experience (digitally and face to face) and maximise marketing outcomes for industry stakeholders and local tourism operators.

Key Element 4: Event Attraction and Activation

Attract and support a diverse range of events and activations to expand Rockingham's events calendar.

4.1 Key Element 1: Destination and Tourism Product Development

Attracting new tourism product to Rockingham will diversify the tourism offering and support the City's economic aspiration to be a visitor destination, whilst simultaneously increasing employment opportunities for the local community. In addition to facilitating the development of new product, the City can also play a role

to support existing businesses to grow and thrive in Rockingham in order to build the local visitor economy.

Key tourism assets in Rockingham are managed by DBCA (Shoalwater Islands Marine Park, Cape Peron) and advocacy for a new Rockingham Discovery Centre and key infrastructure at Cape Peron will build on the visitor experience and tourism capability within the region. In addition to new amenities such as toilets, dual use pathways and interpretive signage, the Cape Peron Master Plan also identifies locations for short stay accommodation including caravan parks and eco accommodation. The implementation of this Master Plan has the potential to improve Rockingham's ability to retain visitors in region for longer, and support Rockingham's positioning as an attractive destination for further private investment.

A key role of the City will be to attract and assist the development of new tourism product by leveraging Rockingham's significant natural attractions, and supporting third parties to establish themselves through the relevant approvals process.

In an effort to broaden Rockingham's tourism offering and unlock potential across different precincts, different nodes could be identified throughout the region that play to their inherent strengths. For example:

- **Waterfront Village:** Night-time economy and entertainment (bars and restaurants), Kent Street cultural precinct (Arts Centre, Rockingham Museum) and events.
- **Safety Bay and Shoalwater Foreshore:** Coastal recreation (windsurfing and kitesurfing, kayaking, paddleboarding), foreshore flow trail, Penguin Island.
- **Port Kennedy:** Regional active recreation (Lark Hill equestrian and sporting activities, trails at Lark Hill and Scientific Park, Kennedy Bay Golf Course).
- **Baldivis:** Bushland and nature (Baldivis Nature Reserve, Baldivis Children's Forest), local produce (Whitelakes Brewery, Brother of Mine).
- **East Baldivis:** Aqua packed playground (water ski and aqua parks, Golden Ponds fish and marron park).
- **Karnup:** wine region (Peel Estate Wines).

Encouraging clusters of uses and other supporting businesses has the potential to unlock new tourism opportunities in Rockingham, and support the broader objective to retain visitors in region for longer.

Actions incorporated into this Key Element include:

- Facilitate the development and promotion of more trails in Rockingham – coastal, walking, cycling, heritage and wine/food trails.
- Collaborate with Tourism Council WA for the provision of training to tourism operators and the industry.

- Advocate to the State Government to deliver a mainland Discovery Centre offering a live penguin experience.
- Work with key stakeholders to explore opportunities for short stay accommodation within the southern corridor (south of Safety Bay Road), including the former 'eco-tourism' site within Kennedy Bay.
- Work with the DBCA to maximise outcomes for the Cape Peron Master Plan and advocate to the State Government for its implementation, including opportunities for short stay accommodation such as caravan parks (including a public dump point with potable water) and appropriate facilities.
- Investigate opportunities to review tenure arrangements at strategic locations and work with the Department Planning Lands and Heritage (DPLH) to support short to mid-term commercial activations.
- Investigate opportunities to define and establish tourism activity nodes, and seek to facilitate these opportunities within the City's Planning Framework.
- Establish an internal working group to monitor the implementation of the City's Foreshore Masterplans and make recommendations through the annual business planning process to implement its objectives.
- Enter into a Fee for Service with interested parties to establish visitor experiences that add to Rockingham's tourism offering for a fixed period (i.e. cultural tours, historical walking trails, temporary transport service(s), audio tours).
- Work with key stakeholders to record Rockingham stories to enhance the visitor experience across key locations and trails (i.e. audio, visual, signage).
- Engage with media, influencers and/or talent to partake in experiences to promote Rockingham as a must visit destination.

The City has a number of Community Plan Strategies. Relevant actions from other strategies that support destination and product development include:

- Develop facilities that will enhance the tourism appeal of the Safety Bay and Shoalwater foreshore and adjacent natural environment within the design and construction of the Pond Activity Node (Safety Bay Shoalwater Foreshore Master Plan).
- Commission the Rockingham Foreshore Activity Node including youth activity space and recreational facilities (Community Infrastructure Plan, 2027-2028).

- Safety Bay Shoalwater Foreshore Master Plan, guiding the development of key activity nodes across the Safety Bay and Shoalwater Foreshore precinct.
- Rockingham Beach Foreshore Master Plan, guiding the development of key activity nodes across the Rockingham Foreshore precinct.

4.2 Key Element 2: Destination Marketing

Rockingham's tourism offering is well aligned to coastal, aquatic and nature experiences, which was affirmed through the community and stakeholder consultation. The Rediscover Rockingham brand has been established as the destination brand, and will continue to be relevant for the short to mid-term (two to three years) whilst major developments unfold, including:

- Implementation of the Cape Peron Masterplan.
- Outcome of the Rockingham Discovery Centre Feasibility Study.
- Major private developments, including those at the former Rockingham Hotel and Waikiki Hotel sites.
- The progression of AUKUS, and forecast visitation from 2027 as US and UK personnel relocate to WA.

In order to leverage these opportunities, a review of the destination marketing brand should occur mid-way through the strategy with the aim to appeal to interstate and international travellers. Until that point, the City should encourage the local community and business stakeholders to leverage and use the brand within their own marketing activities. With a strong VFR market that makes up over 50% of both interstate and international visitors, an opportunity for championing Rockingham lies in the local community to showcase Rockingham as a place to visit.

Working with local tourism operators to become trade and/or market ready will further support the destination marketing objective at a national and international level, whilst increasing international capability within the region. This can include a range of initiatives to support local industry such as increasing destination representation at national and international trade shows by leveraging the City's partnership with Destination Perth, supporting operators to target and/or welcome international markets through relevant training and accreditation programs, encouraging accessible tourism through training and accreditation programs, and facilitating collaboration across local operators through the creation of packaged products and itineraries.

Actions incorporated into this Key Element include:

- Market and promote Rockingham as a must visit destination.

- Promote diverse and environmentally friendly ways to experience Rockingham (e.g. public transport itineraries, cycling, scooter etc.).
- Develop a toolkit incorporating useful digital assets for local businesses and industry to leverage the destination marketing brand through their own marketing activities.
- Enter into a Fee for Service with Perth Regional Tourism Organisation (RTO) to deliver collaborative marketing campaigns and activities for Rockingham.
- Support local operators through relevant accreditation programs and skill development to encourage trade ready (i.e. international market) and accessible tourism initiatives through subsidised costs and relevant training programs.
- Undertake a review of the destination marketing brand with the intent to broaden target markets to interstate and international visitors.
- Investigate opportunities for a live feed (i.e. webcam) at the Rockingham Foreshore for destination marketing purposes.

4.3 Key Element 3: Visitor Servicing

Collaboration between key stakeholders in the local tourism industry will provide an opportunity for Rockingham to reach visitors across multiple touch points throughout the region. Identifying clear roles and responsibilities of key stakeholders that leverages the strengths of different entities will optimise the marketing spend across the region and increase marketing cut through.

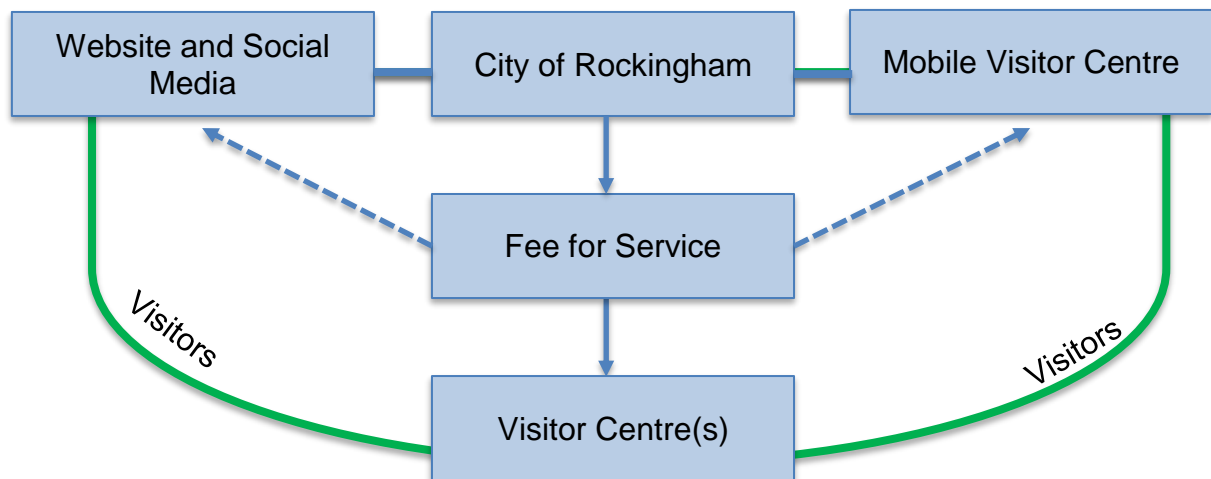
The desired outcome for visitor servicing in Rockingham includes:

- One dedicated destination marketing website.
- One dedicated social media page, promoting the destination and local hospitality and tourism businesses.
- Coordination of a City owned and operated Mobile Visitor Centre at key visitor touch points (i.e. Rockingham Foreshore, Cape Peron, events) that works closely with bricks and mortar and other potential satellite Visitor Centres throughout the region.
- Increased representation at national and international trade events to support increased tourism, facilitated through the development of other local tourism operators to become trade ready.
- A single dedicated RTO partnership for the region that works with industry stakeholders and local hospitality and tourism businesses to effectively optimise marketing spend.

- Maximise opportunities with the WA Visitor Centre and surrounding local government Visitor Centres.

For the purpose of consistency, digital assets such as the destination marketing website and social media pages should be owned by the City, with the capability for Visitor Centre(s) to update relevant information and social media posts. The Fee for Service Agreement should outline relevant destination marketing responsibilities for Visitor Centre(s), and streamline efforts into consistent social media and website platforms in order to maximise outcomes.

The below model summarises a way forward for Visitor Servicing in Rockingham:



This model establishes multiple visitor touch points for in-person visitor servicing, whilst maintaining one single website and social media channel. The benefits of having one digital channel include maximised marketing spend, consistent messaging, and reduced resourcing allocated to individual visitor centre websites. A process should also be developed to provide the capability for eligible tourism operators to add and update their own information to the website in order to maintain updated information, and support local tourism capability.

Actions incorporated into this Key Element include:

- Highlight parking locations in popular visitor precincts to reduce barriers for visitation.
- Maximise awareness and booking conversion opportunities through the WA Visitor Centre and surrounding local government Visitor Centres.
- Deliver the Mobile Visitor Centre.
- Enter into a Fee for Service with local Visitor Centre(s) that defines a clear scope of works reflecting outcomes associated with destination marketing, stakeholder engagement and visitor servicing, reviewed biennially.

- Work with key stakeholders to develop one City owned destination marketing website for Rockingham.
- Undertake an investigation for parking requirements at the Foreshore for caravans and RVs.
- Investigate options to purchase booking software to be integrated at multiple visitor touch-points (in person and digital) in line with the City's ICT Plan.

The City has a number of Community Plan Strategies. Relevant actions from other strategies that support visitor servicing include:

- Manage and maintain the values and condition of the City's coastal foreshore and bushland areas to allow visitors to interact with a healthy and vibrant natural environment (Natural Area Conservation Strategy, 2017).

4.4 Key Element 4: Event Attraction and Activation

As home to high calibre sporting facilities and small to medium business event spaces, the City can position itself as a host for a range of events to fill Rockingham's events calendar and increase overnight visitation, particularly mid-week visitation.

Event categories well positioned to support mid-week visitation include:

- Sport and recreation
- Business – Meetings, Incentives, Conferences and Exhibitions (MICE).

Providing incentives to encourage increased sport, recreation and business events to Rockingham will support visitation and increased visitor spend in the local economy. In addition, the City's destination marketing platforms should promote third party events across a range of categories including arts and culture, culinary, music and entertainment, sport and recreation and special interest and hobbies to add to the local offering and position Rockingham as a place full of vibrancy with something "always on".

The strong alignment between the City's Iconic Event Sponsorship and Tourism WA's Major Event Funding budget has the potential to increase Rockingham's attractiveness as an event destination. The City's Iconic Event Sponsorship funding demonstrates its commitment to being an event friendly destination, and the opportunity to couple that with Tourism WA funding will support the City to attract more events.

Actions incorporated into this Key Element include:

- Encourage and attract third parties to host iconic events.
- Continue to implement a MICE plan that attracts mid-tier conferences and business events in the medium to longer term.

- Work with Tourism Western Australia to attract a new major event to Rockingham.
- Encourage School Sport Australia to host mid-week sporting events in Rockingham.

The City has a number of Community Plan Strategies. Relevant actions from other strategies that support event attraction and activation include:

- Delivery of a City events program (Cultural Development and the Arts Strategy).
- Community Grants – Major Events funding up to \$20,000 (City’s Community Grants Program).
- Iconic Event Sponsorship funding to support events that demonstrate economic impact and destination marketing opportunities (Economic Development Strategy 2020 – 2025).

5. Measuring success

Destination and Tourism Product Development

As detailed in this document, a summary of Rockingham’s Tourism Sector Analysis provides a basis for employment, total sales and value add for tourism in Rockingham, which should be expected to increase year by year throughout the duration of this strategy.

Also accessible via economy.id, an increased number of daytrip and overnight visitors should be expected on a year by year basis.

The average length of stay should be monitored, and is expected to remain consistent or greater than previous years moving forward.

Destination Marketing

The number of website views to the dedicated destination marketing website should be consistent with, or greater than previous years. Similarly, campaign reporting per individual campaign should identify reach, impressions, and click throughs that are consistent with previous campaigns.

Visitor Servicing

The number of walk in visitors to the Visitor Centre(s) should remain consistent with, or greater than the previous year. This is reported on a monthly basis as part of the Fee for Service Agreement.

A visitor satisfaction survey should also form part of the Fee for Service, and year one of this strategy will set the baseline. Moving forward, the visitor satisfaction

should increase year on year, ideally meeting a customer satisfaction rate greater than 85%.

Event Attraction and Activation

An increased number of events on Rockingham's tourism calendar on a year by year basis will support the growth of Rockingham's tourism offering.

Economic impact reporting for major and iconic tourism events with ROI greater than 5:1 and out of region attendance equal or greater than 50%.

Strategy Review

A full review of the strategy should be undertaken during year three to ensure that the strategy remains relevant, as at the time of writing the full potential of key tourism drivers was not yet known. Specifically, AUKUS, private developments (Rockingham Hotel, Waikiki Hotel), Cape Peron Master Plan and the Rockingham Discovery Centre.

6. Risk Management

A risk assessment has been conducted to identify strategic risks associated with the implementation of the strategy. Whilst some risks do not directly impact the City, relevant risks have been included that may impact Rockingham as a tourist destination.

| | | | |
|---------------------------|--|--------------------|-----------|
| Risk | Ongoing inflation in the construction industry causes major investment opportunities to be unviable. | | |
| Overall risk level | Medium | Impact area | Financial |
| Action Required | <p>Whilst not a financial risk to the City, the lack of private investment would prevent growth in Rockingham.</p> <p>Monitor the environment and support potential development opportunities by connecting developers with relevant information, funding opportunities or key stakeholders to support investment and development.</p> | | |

| | | | |
|---------------------------|---|--------------------|------------------|
| Risk | Visitor Centres continue operating independently, continuing disconnect for Rockingham visitor servicing and marketing efforts. | | |
| Overall risk level | Low | Impact area | Customer service |
| Action Required | Engage key stakeholders in the development of a City led business model. | | |

| | | | |
|---------------------------|--|--------------------|-----------|
| Risk | Increased cost of living reduces visitor spend, decreasing the economic output of Rockingham's tourism sector. | | |
| Overall risk level | Low | Impact area | Financial |

| | | | |
|---------------------------|---|--------------------|------------------|
| Action Required | <p>Whilst not a financial risk to the City, local businesses would be impacted financially as a result of decreased visitor spend.</p> <p>Continue to implement destination marketing campaigns to promote Rockingham's tourism offering to out of region visitors including the development of packaged products and itineraries.</p> | | |
| Risk | Increased cost of living reduces visitor spend, decreasing the economic output of Rockingham's tourism sector. | | |
| Overall risk level | Low | Impact area | Customer service |
| Action Required | <p>Whilst not a customer service risk to the City, local residents and visitors experiences could be impacted from reduced opening hours or business closures as a result of declining economic conditions.</p> <p>Continue to implement destination marketing campaigns to promote Rockingham's tourism offering to out of region visitors including the development of packaged products and itineraries.</p> | | |
| Risk | Increased construction and overhead cost hinders private development opportunities in Rockingham. | | |
| Overall risk level | Low | Impact area | Customer service |
| Action Required | <p>Whilst not a customer service risk to the City, local residents and visitors customer experiences could be impacted from delayed or halted development, or business closures as a result of declining economic conditions.</p> <p>Promote investment opportunities and available land for development in Rockingham to attract interested parties.</p> | | |
| Risk | Decline in international visitors to Rockingham following the closure of the Penguin Island Discovery Centre. | | |
| Overall risk level | Low | Impact area | Financial |
| Action Required | <p>Advocate to State Government for a Rockingham Discovery Centre on the mainland following the outcome of the feasibility study led by Tourism WA.</p> <p>Continue to implement destination marketing campaigns to promote Rockingham's tourism offering to out of region visitors including the development of packaged products and itineraries.</p> | | |
| Risk | Impacts of climate change on key tourism attractions, particularly wildlife (i.e. Little Penguins), coastal/marine and bushland areas. | | |
| Overall risk level | Medium | Impact area | Financial |
| Action Required | Monitor and respond to climate change through relevant strategies and plans including Sustainability Strategy, CHRMAP, and Environmental Management Plans. | | |

7. Actions

7.1 Destination and Tourism Product Development

| No | Task | Type | Cost | Team | Commence | Complete |
|----|---|---------|--------------------|--|----------|----------------|
| 1 | Facilitate the development and promotion of more trails in Rockingham – coastal, walking, cycling, heritage and wine/food. | Ongoing | \$10,000 per annum | Economic Development and Tourism | 2024 | 2029 |
| 2 | Collaborate with Tourism Council WA for the provision of training to tourism operators and the industry. | Ongoing | \$10,000 per annum | Economic Development and Tourism | 2024 | 2029 |
| 3 | Advocate to the State Government to deliver a mainland Discovery Centre offering a live penguin experience. | New | Officer time | Economic Development and Tourism | 2024 | Until complete |
| 4 | Work with key stakeholders to explore opportunities for short stay accommodation within the southern corridor (south of Safety Bay Road), including the former 'eco-tourism' site within Kennedy Bay. | New | Officer time | Economic Development and Tourism Planning and Development Services Directorate | 2024 | Until complete |

| | | | | | | |
|---|---|-----|--------------|---|------|----------------|
| 5 | Work with the DBCA to maximise outcomes for the Cape Peron Master Plan and advocate to the State Government for its implementation, including opportunities for short stay accommodation such as caravan parks (including a public dump point with potable water) and appropriate facilities. | New | Officer time | Economic Development and Tourism | 2024 | Until complete |
| 6 | Investigate opportunities to review tenure arrangements at strategic locations and work with DPLH to support short to mid-term commercial activations. | New | Officer time | City Properties Economic Development and Tourism Statutory Planning Health and Building Services | 2024 | 2027 |
| 7 | Investigate opportunities to define and establish tourism activity nodes, and seek to facilitate these opportunities within the City's Planning Framework. | New | Officer time | Planning Services Economic Development and Tourism | 2025 | 2029 |

| | | | | | | |
|----|---|-----|--------------------|---|------|------|
| 8 | Establish an internal working group to monitor the implementation of the City's Foreshore Masterplans and make recommendations through the annual business planning process to implement its objectives. | New | Officer time | Planning and Development Services Directorate Community Infrastructure Planning Economic Development and Tourism Strategic Asset Management | 2024 | 2029 |
| 9 | Enter into a Fee for Service with interested parties to establish visitor experiences that add to Rockingham's tourism offering for a fixed period (i.e. cultural tours, historical walking trails, temporary transport service(s), audio tours). | New | \$20,000 per annum | Economic Development and Tourism | 2026 | 2029 |
| 10 | Work with key stakeholders to record Rockingham stories to promote and enhance the visitor experience across key locations and trails (i.e. audio, visual, signage). | New | \$30,000 | Economic Development and Tourism Community Capacity Building | 2025 | 2026 |
| 11 | Engage with media, influencers and/or talent to partake in experiences to promote Rockingham as a must visit destination. | New | \$20,000 per annum | Economic Development and Tourism | 2026 | 2029 |

7.2 Destination Marketing

| No | Task | Type | Cost | Team | Commence | Complete |
|----|--|---------|---------------------|----------------------------------|----------|----------|
| 1 | Market and promote Rockingham as a must visit destination. Budget: \$165,000 per annum (print and digital) \$15,000 per annum (maintain updated tourism image library). | Ongoing | \$180,000 per annum | Economic Development and Tourism | 2024 | 2029 |
| 2 | Promote diverse and environmentally friendly ways to experience Rockingham (e.g. public transport itineraries, cycling, scooter etc.). | Ongoing | Officer time | Economic Development and Tourism | 2024 | 2029 |
| 3 | Develop a toolkit incorporating useful digital assets for local businesses and industry to leverage the destination marketing brand through their own marketing activities. | New | \$10,000 | Economic Development and Tourism | 2024 | 2025 |
| 4 | Enter into a Fee for Service with Perth RTO to deliver collaborative marketing campaigns and activities for Rockingham. | New | \$40,000 per annum | Economic Development and Tourism | 2025 | 2029 |

| | | | | | | |
|---|--|-----|--------------------|---|------|------|
| 5 | Support local operators through relevant accreditation programs and skill development to encourage trade ready (i.e. international market) and accessible tourism initiatives through subsidised costs and relevant training programs. | New | \$10,000 per annum | Economic Development and Tourism | 2026 | 2028 |
| 6 | Undertake a review of the destination marketing brand with the intent to broaden target markets to interstate and international visitors. | New | \$30,000 | Economic Development and Tourism | 2026 | 2027 |
| 7 | Investigate opportunities for a live feed (i.e. webcam) at the Rockingham Foreshore for destination marketing purposes. | New | Officer time | Economic Development and Tourism Business Systems IT Services | 2026 | 2027 |

7.3 Visitor Servicing

| No | Task | Type | Cost | Team | Commence | Complete |
|----|---|---------|---|----------------------------------|----------|----------|
| 1 | Highlight parking locations in popular visitor precincts to reduce barriers for visitation. | Ongoing | Officer time | Economic Development and Tourism | 2024 | 2029 |
| 2 | Maximise awareness and booking conversion opportunities through the WA Visitor Centre and surrounding local government visitor centres. | Ongoing | Officer time | Economic Development and Tourism | 2024 | 2029 |
| 3 | Deliver the Mobile Visitor Centre. | New | \$30,000 per annum (marketing collateral) Officer time | Economic Development and Tourism | 2024 | 2029 |
| 4 | Enter into a Fee for Service with local Visitor Centre(s) that defines a clear scope of works reflecting outcomes associated with destination marketing, stakeholder engagement and visitor servicing, reviewed biennially. | New | \$150,000 per annum | Economic Development and Tourism | 2025 | 2029 |
| 5 | Work with key stakeholders to develop one City owned destination marketing website for Rockingham. | New | \$75,000 | Economic Development and Tourism | 2025 | 2026 |
| 6 | Undertake an investigation for parking requirements at the Foreshore for caravans and RVs. | New | \$15,000 | Strategic Asset Management | 2025 | 2026 |

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|---|--|-----|--------------------|---|------|------|
| 7 | Investigate options to purchase booking software to be integrated at multiple visitor touch-points (in person and digital) in line with the City's ICT Plan. | New | \$15,000 per annum | Economic Development and Tourism Business Systems IT Services | 2026 | 2029 |
|---|--|-----|--------------------|---|------|------|

7.4 Event Attraction and Activation

| No | Task | Type | Cost | Team | Commence | Complete |
|----|--|---------|--------------|---|----------|----------|
| 1 | Encourage and attract third parties to host iconic events. | Ongoing | Officer time | Economic Development and Tourism | 2024 | 2029 |
| 2 | Continue to implement a MICE plan that attracts mid-tier conferences and business events in the medium to longer term. | Ongoing | \$10,000 | Economic Development and Tourism | 2024 | 2029 |
| 3 | Work with Tourism WA to attract a new major event to Rockingham. | New | Officer time | Economic Development and Tourism | 2024 | 2029 |
| 4 | Encourage School Sport Australia to host mid-week sporting events in Rockingham. | New | Officer time | Economic Development and Tourism Community Capacity Building Community and Leisure Facilities Health Services | 2025 | 2029 |

8 Stakeholder Engagement

| Key Stakeholders invited to participate | Contributed? (Yes/No) | Engagement method used |
|--|-----------------------|------------------------|
| Local businesses | Yes | Survey |
| Local residents | Yes | Survey |
| Visitors | Yes | Survey |
| Azacca Kitchen | No | |
| Business Events Perth | Yes | Interview |
| Caravan Industry Association | Yes | Interview |
| Department of Biodiversity, Conservation and Attractions | Yes | Interview |
| Department of Planning, Lands and Heritage | No | |
| Destination Perth | Yes | Interview |
| Djurandi Dreaming | No | |
| Forum Advocating Cultural and Eco-tourism | Yes | Interview |
| Off the Beaten Track | Yes | Interview |
| Peel Estate Wines | Yes | Interview |
| Penguin Island Visitor Centre | Yes | Interview |
| Perth Wake Park | No | |
| Perth Wildlife Encounters | Yes | Interview |
| Quest Apartment Hotels | Yes | Interview |
| Rockingham Centre | Yes | Interview |
| Surf Mania Surf Shop | Yes | Interview |
| Tourism Council Western Australia | Yes | Interview |
| Tourism Rockingham Inc. t/as Rockingham Visitor Centre | Yes | Interview |
| Tourism Western Australia | Yes | Interview |
| Visit Fremantle | No | |
| Visit Mandurah | Yes | Interview |
| Western Australia Visitor Centre | No | |

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