



10

Next
Generation
**Australian
Icons**

10 Projects to grow the
Australian tourism industry into
the 21st century

ATIC
AUSTRALIAN
TOURISM
INDUSTRY
COUNCIL

CONTENTS

About Us	3
Map & Costings	4
NATIONAL PRIORITY	
National Aboriginal Cultural Centre	5
STATE PRIORITIES	
Phillip Island Summerland Wildlife Experience	6
Realising northern tasmania's events potential	7
Great South Coast Walk	8
Reimagining the Seal Bay Visitor Facilities, Kangaroo Island	9
Completing the kakadu national park master plan	10
Australia's national institutions	11
Queensland First Nations Cultural Centre	12
NORTHERN AUSTRALIA INFRASTRUCTURE PRIORITIES	
Kimberley Cultural, Entertainment & Conference Centre	13
Developing Savannah Way	14

ABOUT US

Did you know...

5% of Australia's workforce is employed in the tourism sector...

...that's around

700,000 people...

...and our sector contributes

\$60 billion to the economy

Tourism is one of the superstars of the Australian economy.

Our industry supports the employment of 5% of Australia's workforce, almost 700,000 people and contributes \$60 billion to the Australian economy each year. Tourism reaches every corner of the country generating growth, investment, jobs and vibrancy in our largest cities through to our most remote communities.

To continue to grow and be competitive as a global destination, we need to continue to identify and invest in the next generation of demand driving visitor infrastructure priorities across the country. The Australian Government can provide leadership in facilitating action on projects that have been identified by the tourism industry as critically important in developing key destinations across the country, along with direct investment in projects with far-reaching economic and tourism outcomes.

The Australian Tourism Industry Council is calling on the next Australian Government to lead the development of a 'next generation' of Australian tourism icons – investments in major visitor infrastructure projects across Australia that will quickly become demand drivers encouraging further visitor growth into regional destinations, stimulate business confidence and private sector investment, and ensure Australia continues to be globally competitive as a high-quality visitor destination.

Alongside priority projects for each state and territory, we have named one national priority; the realisation of the long-held aspiration for a world class national centre showcasing and celebrating Australian Indigenous Art and Culture. Additionally, we have named two priorities to enable the development of needed visitor infrastructure in Northern Australia.

A commitment by the incoming Australian Government to progress these projects as national tourism infrastructure priorities will be very well received by tourism operators across the country.

The Australian Tourism Industry Council (ATIC) is the national representative body of Australia's State and Territory tourism industry councils (TIC). We are a not-for-profit organisation supported by industry and we represent thousands of tourism operators across the nation.

ATIC and its members deliver three major national programs for and on behalf of the Australian tourism industry; the Australian Tourism Accreditation Program, the Australian Tourism Awards and Star Ratings Australia, to support quality Australian tourism businesses in their continued development, to review and to benchmark against industry best practice.

ATIC Members



MAP & COSTINGS

NATIONAL PRIORITIES	
National Aboriginal Cultural Centre (WA)	\$250 million
STATE PRIORITIES	
Phillip Island Summerland Wildlife Experience (VIC)	\$37.8 million
Realising Northern Tasmania's Events Potential (TAS)	\$145 million
Great South Coast Walk (NSW)	\$1.2 million
Seal Bay Visitor Facilities, Kangaroo Island (SA)	\$20 million
Completing the Kakadu National Park Master Plan (NT)	\$276 million
Australia's National Institutions	\$10 million
Queensland First Nations Cultural Centre	\$20 million
Total State Priorities	\$500 million
NORTHERN AUSTRALIA INFRASTRUCTURE PRIORITIES	
Kimberley Cultural, Entertainment & Conference Centre (Northern WA)	\$20 million
Developing Savannah Way (Northern Aus)	\$1 million



NATIONAL ABORIGINAL CULTURAL CENTRE

Western Australia



NATIONAL PRIORITY

A commitment to progress over the next term of government the long-held vision for a National Aboriginal Cultural Centre, an internationally significant indigenous cultural heritage and art collection in the heart of Perth.

The National Aboriginal Cultural Centre (NACC) would be an iconic experience featuring Aboriginal art, culture, music, history and performance. The Centre would present Aboriginal culture and life from the distant past through early settlement to today.

The NACC would be located beside the Swan River in a purpose-built facility. The unique design of the facility would embrace the Swan River and its cultural meaning to Aboriginal people in the past, present and future. It is expected to attract more than 400,000 patrons per annum including 160,000 international and 80,000 interstate visitors. From concept and design to building, governance and operation, the NACC would be a collaborative effort engaging the Aboriginal community, the broader Australian community and our international guests.

The NACC would house the State Government's significant collection of Aboriginal art and cultural material. The NACC will also host the University of Western Australia's famous Berndt collection of Aboriginal and Torres Strait Islander cultural objects, art, archives, manuscripts, film and sound and photographic collections. Significant private collections could also be presented and preserved at the NACC including those of Kerry Stokes and Janet Holmes à Court.

More than an art gallery, the NACC would provide a focal point for Aboriginal performances, experiences, tours, food and creative industries. An engaging place where visitors from around the world can meet Aboriginal people and experience Aboriginal culture. The centre could serve as a starting point for Aboriginal cultural journeys across Perth, WA and Australia.

WHY IS THIS A FUTURE AUSTRALIAN TOURISM ICON?

International visitors to Australia, particularly from UK and Europe, are very interested in Aboriginal culture. However, many international and Australian visitors find it difficult to access Aboriginal cultural experiences and many return home disappointed.

The NACC would provide our visitors with a highly engaging and accessible Aboriginal cultural experience and a real opportunity to meet Aboriginal people. The NACC would provide an iconic "gateway" experience of Aboriginal culture for international visitors flying direct to Perth from Europe and Asia. The NACC would be the start of Aboriginal cultural journeys across Australia. From the Perth International Airport guests could drive or fly direct to Aboriginal cultural destinations such as Broome & the Kimberley, Darwin and Alice Springs & Uluru. Aboriginal cultural centres in these destinations would promote Aboriginal experiences across Australia and continue the cultural journey.

SUPPORT OF LOCAL INDUSTRY AND GOVERNMENT

The project is strongly supported by the Western Australia Indigenous Tourism Operators Council; Tourism Council WA; Western Australia Government; and a range of Aboriginal, cultural, artistic, community and corporate institutions.

COST

Funding of **\$250 million** is sought from the Australian Government to develop the NACC. This funding will be matched by the WA State Government. Additional funding, contributions and cultural collections would be provided by a range of institutions.

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Perth

Walter McGuire from Go Cultural Aboriginal Tours, Gold Winner in the 2018 Australian Tourism Awards

PHILLIP ISLAND SUMMERLAND WILDLIFE EXPERIENCE

Victoria



Complete the Summerland Peninsula Master Plan by recreating the visitor experience at a beloved tourism icon on Australia's southern coast.

The Summerland Peninsula has a strong history of world-leading conservation achievements, from the bold strategies enacted to save Phillip Island's world-famous Little Penguin colony from extinction, through to the creation of a safe haven for the critically endangered Eastern-barred Bandicoot to now thrive in the wild.

Phillip Island is a heavily tourism dependent region in Victoria with the visitor economy comprising 43.9% of economic activity in 2020 and 46.8% of jobs. This region also has a high proportion of international visitors with the Penguin Parade being a well known highlight of any trip.

This project will deliver world class ecotourism experiences to contribute to an exciting and bold future for Victoria. This will be a significant contributor to the region's economic recovery, with the investment estimated to result in the following benefits:

- **Visitors** – an increase of 451,750 interstate visitors and 1.25 million international visitors to Victoria from 2022 to 2041.
- **Tourism growth** - \$43.7 million from interstate and international visitors p/a
- **Tourism jobs** – 148 additional ongoing annual FTE jobs (post construction) from

WHY IS THIS A FUTURE AUSTRALIAN TOURISM ICON?

The world-famous Penguin Parade is Victoria's most popular regional tourism attraction and one of the top five nature-based attractions in Australia. Phillip Island Nature Parks seeks to extend this rich history of outstanding conservation and tourism outcomes, and truly connect all Australians, and visitors from further afield, to this natural wonderland by completing the Summerland Peninsula Master Plan.

The Nature Parks is seeking funding to complete this visionary Master Plan, enabling the reinvigoration of the iconic penguin viewing experiences at the Penguin Parade, and the creation of an 18km network of trails and viewing platforms, to connect visitors to the unique wildlife on the Summerland Peninsula.

This innovative project will provide generations to come with the opportunity to enjoy, protect, and celebrate nature for wildlife on the Summerland Peninsula.

SUPPORT OF LOCAL INDUSTRY AND GOVERNMENT

The Phillip Island Summerland Wildlife Experience is strongly supported by local government, the Phillip Island Regional Tourism Board and the State Government of Victoria.

COMMITMENT FROM THE COMMONWEALTH

The project will cost **\$37.8 million** over three years. A funding commitment of 50% from the Commonwealth Government, matched by 50% from the Victorian State Government, is being sought.

FOR FURTHER INFORMATION

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REALISING NORTHERN TASMANIA'S EVENTS POTENTIAL

Tasmania



Establishing a world class sporting events venue in Launceston via the upgrade of the University of Tasmania's UTAS stadium at York Park.

Upgrading University of Tasmania Stadium (York Park) and establishing a world class indoor sporting events venue in Launceston underpins Northern Tasmania's strategy to emerge as Australia's premier regional events destination.

Launceston is a compact regional Australian city with outstanding tourism infrastructure, high destination appeal and a community heavily invested in the visitor economy. While the region is perfectly placed to grow its share of the lucrative events market, the city's events infrastructure is dated, not contemporary, and holding the region back from realising its potential.

Earlier this year, Launceston City Council launched its masterplan for the refurbishment and expansion of UTAS Stadium. The Master Plan includes capacity upgrades and improved seating of the existing stadium, along with the development of an adjacent indoor multi-purpose venue.

WHY IS THIS A FUTURE AUSTRALIAN TOURISM ICON?

A new multi-purpose indoor sporting and events venue will enable Northern Tasmania to host large participatory events (under-age/masters national sporting championships, dance sport titles, large conferences etc), along with elite level indoor sport (NBL basketball, Super Netball etc). While the Stadium upgrade will ensure the region continues to have one of the premier regional stadiums in Australia able to host major sporting events, and as the eventual home of a Tasmanian AFL team.

An Australian Government funding commitment supporting these projects will establish the pillars of the region's post-COVID tourism recovery as Australia's premier regional events destination, instilling confidence and optimism within the Northern Tasmania visitor economy.

SUPPORT OF LOCAL INDUSTRY AND GOVERNMENT

The upgrade of University of Tasmania's Stadium at York Park has the strong support of state and local governments and the University of Tasmania.

COMMITMENT FROM THE COMMONWEALTH

Federal investment of **\$145 million** to complement \$65 million of state funding.

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GREAT SOUTH COAST WALK

📍 New South Wales



STATE PRIORITY

Developing the Great South Coast Walk – including a commitment to work with State and Local Governments to realise a holistic vision for this new attraction and experience.

The 'Great South Coast Walk' (GSCW) is a concept that connects over 660km of existing and proposed coastal walking tracks on the NSW South Coast, stretching from Bundeeena on the southern fringe of Sydney to Mallacoota in Victoria.

Covering seven NSW local government areas, including Sutherland, Wollongong, Shellharbour, Kiama, Shoalhaven, Eurobodalla and Bega Valley Councils, and encompassing many coastal villages and towns, the walk is currently promoted as an experience that can be completed in 11 sections with each averaging 60km. These walks typically start and are finished in or close by local towns and villages which have the potential to become 'walking hubs' for visitors. All have deserved reputations, but apart from the first 70km of the Heysen Trail and last 200km of the Bibbulmun Track, they are essential inland routes. There is no primarily coastal long-distance walking trail, and the Great South Coast Walk would complement these others.

WHY IS THIS A FUTURE AUSTRALIAN TOURISM ICON?

There has long been an idea for a long-distance walk along the southern coastline of New South Wales, from Bundeeena on the southern fringe of Sydney, to Mallacoota, just over the border in Victoria. The walk is not something that needs to be created from scratch and, for the most part the infrastructure, already exists.

There is no other region in Australia that features the diversity of habitat and landscape of the South Coast of New South Wales. An all-encompassing, long distance walk would provide a greater focus on the south coast region as a whole and finally connect a disparate network of local attractions. It would create a truly iconic destination, a greater challenge and a richer experience of some of the best New South Wales has to offer – and shine a new light on this region both domestically and internationally.

SUPPORT OF LOCAL INDUSTRY AND GOVERNMENT

The Great South Coast Walk has the support of local governments, National parks Association of NSW, local tourism operators and local interest groups.

COMMITMENT FROM THE COMMONWEALTH

Federal investment of **\$1.2 million** is being sought to ensure this project can be completed, along with local and state governments, in a cohesive way.

FOR MORE INFORMATION

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REIMAGINING THE SEAL BAY VISITOR FACILITIES, KANGAROO ISLAND

📍 South Australia



Australia's most spectacular wildlife setting for the ultimate fusion of conservation, research and visitor experience.

With its unspoiled wilderness and abundant wildlife, Kangaroo Island is consistently rated as one of Australia's top ten nature-based tourism destinations. And no trip to Kangaroo Island is complete without a visit to Seal Bay.

Seal Bay has been home to a large breeding colony of Australian sea lions for thousands of years, and offers one of the most exceptional nature-based experiences in the world.

In fact, it's the only place on earth where you can see Australian sea lions at close quarters and walk on a beach where pups play, bulls fight for supremacy and resting mothers suckle their young.

The Australian sea lion is an endangered species with a total population now estimated at just 12,000 individuals. The species is facing further decline due to a complex range of factors.

The opportunity exists to help recover the species and support growth in the visitor economy, by fusing the power of the visitor, conservation action and expert research through a bold, contemporary and coordinated effort.

WHY IS THIS A FUTURE AUSTRALIAN TOURISM ICON?

Tourism currently contributes \$179 million to Kangaroo Island's regional economy, with target growth to \$268 million by 2030.

The current visitor facilities at Seal Bay, built in the 1980s, were only designed to accommodate up to 100,000 visitors per year. However, in 2018–19, visitation to Seal Bay exceeded 120,000 visitors. The combination of outdated facilities and growing visitation is jeopardising the wildlife experience at Seal Bay.

The devastating 2019–2020 bushfires, and more recently the COVID-19 pandemic, has had a significant impact on the Kangaroo Island. In response, over \$60 million of State and Commonwealth funding is being invested into bushfire recovery works.

Seal Bay was unaffected by the bushfires and has missed out on funding for the much needed redevelopment of the Seal Bay experience.

With interstate and international borders expected to open in the near future, there's never been a better time to invest in the world renowned Seal Bay experience.

SUPPORT OF LOCAL INDUSTRY AND GOVERNMENT

The redevelopment of the Seal Bay experience has the strong support of state and local government, conservation and research partners, local tourism operators and the KI community.

COMMITMENT FROM THE COMMONWEALTH

Federal investment of **\$20 million** is being sought to help leverage further investment from state and local governments, conservation and research partners and other potential investors. The state government has committed to a master planning process for Seal Bay in 2022.

FOR MORE INFORMATION

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📍 Seal Bay

COMPLETING THE KAKADU NATIONAL PARK MASTER PLAN

📍 Northern Territory



STATE PRIORITY

A commitment to progress over the next term of government the Kakadu Tourism Master Plan 2020-2030 and re-establish Kakadu as one of Australia's premier visitor destinations.

Kakadu National Park (KNP) is one of only 38 World Heritage sites worldwide to be listed for dual natural and cultural values, and central to tourism in the Top End. The Park encompasses world's oldest living cultural landscape, with the history and presence of the Traditional Owners recognised throughout the remarkable natural environment of Kakadu, and essential for tourism. However, for too long, Kakadu National Park has been in decline and one of Australia's priceless national treasures requires urgent funding to re-establish itself as a premier international destination.

Internationally famous, Kakadu National Park supports well over 1,000 jobs and contributes over \$130 million to the Australian economy. Tourism is a major contributor to the Darwin and Northern Territory economy as a whole. As a major tourist attraction offering one of the world's greatest natural and cultural tourism experiences, more than 100 commercial tour operators and accommodation providers have based their tourism products in Kakadu creating flow on effects to regional businesses and Indigenous communities.

WHY IS THIS A FUTURE AUSTRALIAN TOURISM ICON?

Kakadu National Park is a globally recognised major World Heritage Area in Australia, rich in its cultural history and significance, and greatly valued for its incredible natural assets. It is also a major economic driver for the Northern Territory and communities across the Top End.

Annually, almost 200,000 visitors travel to Kakadu from all over the world to experience a landscape rich in cultural history and significance. However, over the past decade growth in visitation has slumped and the proportion of international visitors has decreased markedly.

To grow tourism in Kakadu, investment in visitor infrastructure and activities is required. Improved visitor infrastructure and activities will attract more visitors to Kakadu, encourage and provide meaningful and diverse experiences, drive growth and contribute to improving social and economic outcomes for Bininj/Mungguy. Importantly, we must grow tourism in a sustainable way, and so a collaborative approach across all levels of government, and with key stakeholders, will allow the implementation of this Master Plan to be a success – and ensure that Kakadu National Park retains its place as one of Australia's natural wonders.

SUPPORT OF LOCAL INDUSTRY AND GOVERNMENT

The Kakadu Tourism Master Plan 2020-2030 has the strong support of the Northern Territory Government, traditional owners, and tourism industry.

AUSTRALIAN GOVERNMENT SUPPORT

\$276 million in capital expenditure on top of the \$2.5 million Tourism Masterplan.

FOR FURTHER INFORMATION

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AUSTRALIA'S NATIONAL INSTITUTIONS

📍 Australian Capital Territory



STATE
PRIORITY



📍 ANZAC Parade

A commitment to establish in the next term of government a vision and transformational business model for Australia's National Institutions to enable them to evolve and prosper as Australia's premier cultural icons.

The 18 national institution members of the National Capital Attractions Association (NCAA) include many of Australia's most significant cultural and historic icons, such as the Australian War Memorial, Questacon – The National Science & Technology Centre, the National Gallery of Australia and Australian Parliament House.

They are some of Australia's major visitor destinations, underpinning the visitor and service economy of Canberra and its region.

The NCAA is seeking a commitment from the Australian Government to reform and reset the long-term business and operating model of Australia's National Institutions.

While some agencies operate under their own Act, some operate as a division of a mainstream Australian Public Service department.

The NCAA seeks to establish a vision and model for the institutions to evolve and prosper with less restraint from Commonwealth structures, and implement some of the successful models and strategies applied around the world, including by the Smithsonian Institution.

This includes closer collaboration and resource sharing among the institutions, a skill-based governance structure, and a financial model that enables management to better pursue revenue opportunities beyond recurrent government appropriations.

As the site of the oldest continuing cultures in the world, Australia owes its own citizens, and people everywhere, the right to the highest possible level of engagement with its stories ancient and modern, in its national capital.

WHY IS THIS A FUTURE AUSTRALIAN TOURISM ICON?

Canberra's national institutions are key nation's assets; attracting visitors domestically and internationally.

These institutions are custodians of collections of art and artefacts, and objects of cultural, democratic, historical and scientific importance.

The national institutions: provide the country with an understanding of its history; propagate ideas, debate or knowledge; and provide a stepping stone into Australia's culture and life, creating intergenerational links and understanding.

They also help the Australian Government deliver educational and social initiatives by reacting to current affairs, providing a context for analysis and promoting Australian ideas and creativity worldwide.

SUPPORT OF LOCAL INDUSTRY AND GOVERNMENT

The long-term growth and development of Australia's National Institutions is a priority concern for the ACT's tourism industry and government, given their importance to the local visitor economy.

The need for reform is widely recognised among stakeholders, but clear leadership and direction from the Australian Government is ultimately required.

COST

A commitment to a reform agenda for the governance, management, and funding of Australia's National Institutions in the order of **\$10 million**.

FOR MORE INFORMATION

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QUEENSLAND FIRST NATIONS CULTURAL CENTRE

📍 Queensland



A commitment to co-fund in the next term of government a First Nations Cultural Centre in Brisbane to fully showcase the cultural highlights of Queensland and its First Nations people.

Indigenous opportunities in tourism have become a strong focus for the industry, governments and, most importantly, for Indigenous stakeholders. This is driven in no small part by a growing interest from consumers, both domestic and international.

Indigenous opportunities in tourism have become a strong focus for the industry, governments and, most importantly, for Indigenous stakeholders. This is driven in no small part by a growing interest from visitors, both domestic and international, to engage with Indigenous peoples and experience Indigenous culture.

WHY IS THIS A FUTURE AUSTRALIAN TOURISM ICON?

In 2019 the Queensland Government invested \$2 million to assess options for a First Nations Cultural Centre in Brisbane. During the Year of Indigenous Tourism (2020 and 2021) in Queensland, the ambition to create such a centre gathered further momentum and a state-focused, Indigenous focal point in Brisbane was identified as 'the missing link' in the cultural offering of the state. This year's confirmation of Brisbane as the host city of the 2032 Olympic and Paralympic Games has added additional weight to the call for such an investment of significance.

The facility is not intended as a static display space but instead serve as a forum for interaction and engagement for visitors, Indigenous peoples, local residents and event participants. Suggested aspects of the Centre include:

- ▶ Truth and Reconciliation space/display
- ▶ Art gallery
- ▶ Gathering space/auditorium
- ▶ 'Bush Tucker' hospitality opportunities
- ▶ Learning and training facilities

The importance of a First Nations Cultural Centre cannot be overstated, not just a key piece of tourism infrastructure but as a symbolic marker along the journey of reconciliation and Indigenous advancement.

SUPPORT OF LOCAL INDUSTRY AND GOVERNMENT

The Queensland First Nations Cultural Centre is broadly and enthusiastically supported by local industry groups and the local community.

COST

The full cost of establishing the Centre in a suitable location in Brisbane is estimated to exceed \$250 million. At this stage, a modest funding commitment from the Commonwealth of **\$20 million** would allow a reasonable prospect of sourcing funding from state government and other sources to progress the project to the next stage. The importance of a First Nations Cultural Centre cannot be overstated, not just a key piece of tourism infrastructure but as a symbolic marker along the journey of reconciliation and Indigenous advancement. This initiative is broadly and enthusiastically supported by industry and community.

FOR MORE INFORMATION

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KIMBERLEY CULTURAL, ENTERTAINMENT & CONFERENCE CENTRE

📍 Western Australia



Investing in Events Infrastructure to open Broome and Far-North Western Australia to new visitor markets and year-round activation.

The proposed Kimberley Cultural, Entertainment and Conference Centre (KCECC) will host a permanent cultural exhibition and provide facilities for conferences, temporary exhibitions, entertainment and performance space.

The exhibition space would feature permanent exhibits of Aboriginal and other cultural heritage from across the Kimberley.

The KCECC would serve as a key destination in Aboriginal cultural journeys across WA and Australia. The conference facilities would cater to conventions and conferences of up to 1,000 delegates. The multipurpose space would be able to host conference exhibitions, temporary cultural exhibitions, performances and entertainment for up to 2,000 visitors.

It is expected that the KCECC will attract an additional 20,000 visitors to Broome per annum. A potential for the site for the KCECC is vacant land adjacent to the iconic Cable Beach Club and Resort owned and operated by Hawaiian property group. This would provide the KCECC with immediate access to accommodation for delegates and the appeal of Cable Beach. The property is also one of the few sites for development in Broome for which native title and planning issues are resolved.

WHY IS THIS A FUTURE AUSTRALIAN TOURISM ICON?

The KCECC will attract additional visitation to Broome and the Kimberley by hosting conferences which attract delegates and exhibitions and entertainment that attracts additional leisure visitors. Importantly, the KCECC can be programmed with conferences and events that attract visitation during shoulder season outside the peak winter leisure season.

This ability to attract visitors, and extend the season is critical to; maintaining and improving regional employment; investment in existing accommodation and experiences; attracting more cruise ship visits; and underpinning investment in direct air routes from Singapore.

SUPPORT OF LOCAL INDUSTRY AND GOVERNMENT

The project is strongly supported by the Western Australia Government; Local Government; Australia's North West regional tourism organisation; and Tourism Council WA.

COST

An Australian Government contribution of **\$20 million** to develop the KCECC. This funding will be matched by the WA Government. Additional funding, contributions and cultural collections would be provided by a range of institutions.

FOR MORE INFORMATION

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DEVELOPING SAVANNAH WAY

📍 Northern Australia



Investing in, and properly managing, one of the greatest self-drive adventure experiences in the world by committing to a master plan for the development of the Savannah Way.

The iconic Savannah Way is a 3,700-kilometre braided route linking the historic pearling town of Broome in Western Australia's Kimberley with Cairns in Tropical North Queensland via the natural wonders of Australia's tropical savannahs and the Northern Territory's Top End. Officially opened in 2004, there are still many parts of this drive experience that require more work to make the drive safer and more accessible.

Highlights include tiny historical townships, cattle stations, gorges, natural springs and waterholes, roadside campsites, fishing hot spots, 5 World heritage Areas and 15 spectacular national parks. It is described as the ultimate, unique self-drive adventure.

While funding for various aspects of the savannah Way have been secured across a range of governments, this unique experience requires a more cohesive and long term visions to truly realise its potential. Running through two states and the Northern Territory, the Savannah Way requires the creation of a management plan to ensure that the separate entities overseeing this experience work cooperatively over the years.

WHY IS THIS A FUTURE AUSTRALIAN TOURISM ICON?

Self-drive tourism is a major draw in the Australian visitor economy. The size and scope of our nation, along with our endless natural beauty has led many tourists to seek their own self-propelled adventure – and there is no greater adventure than the Savannah Way. However, for all of Northern Australia's beauty, there remains critical gaps in the infrastructure of this experience, and while funding has been welcomed, if the savannah Way is to continue to grow, then it must be in an organised way.

Northern Australia remains critically untapped as a broader region for tourism, and yet annually hundreds of thousands of visitors flock to the area. Continuing to promote experiences that can only be found in the north, such as Savannah Way, will ensure that the region continues to develop and reach its true potential.

SUPPORT OF LOCAL INDUSTRY AND GOVERNMENT

Developing Savannah Way has the strong support of state, territory and local governments and has seen recent investments by the Commonwealth Government. It is also strongly supported by local tourism operators and the local population who rely on this infrastructure day to day.

AUSTRALIAN GOVERNMENT SUPPORT

Funding of **\$1.2 million** for long term planning, including: creation of Savannah Way Destination Management Plan; development of a Destination Marketing Strategy; support from Tourism Australia in preparing international markets; continued funding for infrastructure projects identified in the 2020 Big River Destination Management Plan.

FOR FURTHER INFORMATION

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