



Local Tourism Planning Strategy NEWSLETTER No. 2

This is the second newsletter circulated to the Local Tourism Planning Strategy Stakeholder Group for information.

COMPLETED MILESTONES

The Shire of Busselton is close to completion of its draft Local Tourism Planning Strategy (LTPS). The following tasks have now been completed:

- **Accommodation Audit**
- **Issues and Opportunities Paper**
- **Demand Analysis**

The **Accommodation Audit** provides a clear picture of:

- Types of accommodation and number of tourist accommodation beds available.
- Stability of Shire's tourism market in the face of wider market fluctuations across WA.
- The popularity of Busselton, Dunsborough and Yallingup as preferred destinations.
- Differences in demand for tourist accommodation in peak and off peak seasons & occupancy rates.
- Tourist group size and market demand for accommodation.

Over 40 people attended the **Community Focus Group** meeting held in April 2007. This provided valuable feedback on local knowledge for preparation of the **Issues and Opportunities Paper**, and an opportunity to nominate **strategic tourism sites** of State and local significance within the Shire.

Issues and Opportunities Paper

The Issues and Opportunities Paper is presented as an interim element of the Shire of Busselton LTPS. This document provides background to the tourism sector in the Shire and discusses the various issues and opportunities to be considered in determining the tourism directions for the Shire into the future. It outlines draft assessment guidelines to assist with defining tourism sites of local and State significance.

This document was initially circulated in draft format to members of the Tourism Industry Focus Group, Shire of Busselton and a wider stakeholder group comprising 257 tourism service providers, local interest groups, government agency representatives and self-nominated community members. This final

document now incorporates all feedback received and will be used as an input to further analysis in development of the Shire of Busselton LTPS.

Demand Analysis

The Demand Analysis provides:

- A vision for the LTPS;
- An assessment of the tourism market including: market trends, segments, tourism accommodation market, tourism facilities, activities and services, market demand and market forecasts;
- Planned and approved tourism developments;
- Future tourist accommodation scenarios;
- Identification and prioritisation of tourism sites; and
- Assessment of future tourism land use needs.

Copies of the **Accommodation Audit, Issues and Opportunities Paper** and **Demand Analysis** are available for viewing or downloading on this website.



A **Technical Working Group** has been established to provide technical information and respond to the background documents and draft Strategy. It includes representatives from the Shire of Busselton; the Department for Planning and Infrastructure; Tourism WA and the LTPS Consultants, SDF and Landvision.

WHERE TO FROM HERE?

The consultants are expected to complete the **final draft LTPS** by December 2007. The Strategy was hoping to include the findings of the 'Holiday Homes Working Group' report if it became available in the time frame of the Strategy, however we are advised that this is now unlikely. The Strategy will consider the recently expressed concerns of many people in relation to the loss/redevelopment of coastal caravan parks, and the significant social and cultural function these facilities perform for local residents as well as visitors.

The Strategy will be assessed by the Technical Working Group and then considered by Council for approval to advertise to the community for formal consultation early in 2008. The Strategy will then be finalised and forwarded to the Western Australian Planning Commission for endorsement.

If you require further information please contact Mersina Robinson at the Shire of Busselton on 9781 0342.

