

Shire of Waroona

Tourism Statement of Commitment



The Shire of Waroona acknowledges tourism as a cornerstone of our region's economic vitality and community well-being. From pristine coastal lakes and tranquil jarrah forests to our heritage trails and vibrant local experiences, we are committed to growing and nurturing a welcoming and sustainable visitor economy across Waroona, Hamel, Preston Beach, Lake Clifton and Nanga Brook.

Our Role

The Shire of Waroona plays a facilitative and leadership role in growing a sustainable and vibrant visitor economy. Our focus is on enabling and supporting tourism success - rather than duplicating the role of local operators - ensuring both our community and visitors benefit from the sector's growth.

We will:

- Lead strategic direction through delivery of the actions outlined in the Destination Management Action Plan and alignment of Shire initiatives with tourism objectives.
- Support and empower operators through guidance, networking opportunities, and access to practical tools and resources.
- Collect and assess data to inform ourselves and operators on tourism gaps, trends and direction.
- Promote and market the destination through management of the Visit Waroona brand, website, and associated promotional platforms.
- Facilitate collaboration by connecting local businesses, community groups, and neighbouring Shires to encourage joint marketing, events, and partnerships.
- Promote the Shire for tourism investment.
- Advocate and represent the sector by championing tourism priorities at regional, State, and Federal levels to attract investment and policy support.
- Facilitate investment in tourism infrastructure and place activation by securing external funding, partnerships and co-investment to support the planning, delivery, and ongoing maintenance of visitor facilities and amenities, while developing and leading viable tourism initiatives toward long-term, self-sustaining operations.
- Support tourism accommodation development throughout the Shire to enable increased overnight stays and strengthen the visitor economy.
- Build capacity and knowledge through delivery of workshops, forums, and professional development opportunities.
- Monitor and evaluate progress through regular measurement of outcomes under the Destination Management Action Plan.
- Foster sustainable development by encouraging initiatives that protect the environment, celebrate heritage, and strengthen community well-being.

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Our Commitment

Promote Sustainability

We will support tourism that enhances environmental stewardship, celebrates local culture, and respects the natural beauty of our landscapes.

Strengthen Visitor Experience

We will continue to enhance how Waroona is presented and experienced through the Visit Waroona brand and improved access to information.

Collaborate for Solutions

We will work with tourism operators and stakeholders to identify opportunities, reduce barriers, and find practical, mutually beneficial solutions that support growth and success.

Advocate for Tourism Asset Improvement

We will actively represent the interests of our tourism sector by advocating to relevant agencies and partners for the improvement, maintenance, and enhancement of tourism-related assets and facilities within the Shire.

Ensure Value and Continuous Improvement

We will focus on delivering value for money and achieving the greatest benefit for the region. This includes regularly reviewing programs, services, and partnerships to ensure they remain effective, efficient, and aligned with the needs of our community and visitors.

Support Sustainable Growth

We advocate for enabling policies, funding opportunities, and clear pathways to support business growth.

Be Accessible and Responsive

We promise transparent communication, timely support, and ongoing engagement with tourism stakeholders to ensure adaptability and shared progress.

Partnership Statement

We value strong partnerships with our tourism operators and stakeholders, recognising that a thriving visitor economy relies on collaboration, shared responsibility, and open communication.