

DESTINATION MANAGEMENT PLAN – SCHEDULE OF SUBMISSIONS		
Summary of Comments Received	Officer Response	Officer Recommendation
1. Paul Papalia, Minister for Tourism; Racing and Gaming; Small Business; Defence Issues; Citizenship and Multicultural Interests		
1.1 Minister Papalia was pleased to note that the DMP has a focus on initiatives to increase overnight visitation and double visitor spend in Karratha by 2030. He noted that there is an opportunity for Karratha to distinguish itself as a sophisticated destination over that timeframe. The DMP provides direction on how this can be progressed and supports the strong emphasis the McGowan Government has placed on growing tourism to diversify the economy, develop business opportunities and create local jobs.	The feedback received is encouraging for the development of Karratha's tourism industry.	No change.
2. Ross MacCulloch, Planning Manager, Tourism Western Australia		
2.1 Tourism WA congratulated the City for taking action through the development of a DMP and commented that Stafford Strategy have undertaken a thorough analysis of the situation of tourism in the City.	The feedback received is encouraging for the development of Karratha's tourism industry.	No change.
2.2 Tourism Advisory Group (TAG) <ul style="list-style-type: none"> There should be a benefit to tourism industry operators, to them personally or their business for their participation in TAG. These benefits should form part of a 'membership attraction package' and could include insurance discounts, listings on tourism information web-sites, visitor centre membership or access to membership of Tourism Council WA. It is recommended that the TAG have a decision making impact on which tourism training packages are locally offered to industry. A high training focus should be placed on, understanding the commission structures of tourism distribution along with, how to use the various levels of Social Media to highlight unique tourism experiences available. The role of Council in 'Growing demand through development and investment,' should be kept separate from their involvement with the TAG. 	The suggestions provided by Tourism WA are sound should be considered along with other options to incentivise participation as part of the implementation of the DMP	No change but to be considered as part of implementation.
2.3 Cruise Ships - Tourism WA acknowledged that the Agency is currently working with the City, the Pilbara Development Commission and the Karratha Visitor Centre to further explore opportunities to attract cruise ships to the Port.	Noted	No change but to be considered as part of implementation.

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2.4 Night Time Dining Activation - Tourism WA noted that research in 2018 identified that coastal and beach experiences were very popular along with food and drink experiences. Therefore a combination of these activities i.e. food in a coastal location, should also prove to be popular. Stargazing may add value to other night-time activities.	The feedback received is encouraging for this initiative.	No change but to be considered as part of implementation.
2.5 Karratha as a light aircraft hub - Tourism WA agrees with this recommendation however recommends going a step further and developing skydiving, along with other related action activities at the airport such as gliding to support the light aircraft usage.	The suggestions provided by Tourism WA are sound should be considered as part of the implementation of the DMP.	No change but to be considered as part of implementation.
2.6 Cossack Cultural Accommodation Facility - Tourism WA also agrees with the intention of developing a rustic camping and cabin style experience at Cossack to compliment the heritage significance of Cossack, however noted that the isolated nature of Cossack understands that any such accommodation will require high levels of occupancy. Tourism WA is of the view that Cossack could be promoted to local residents of the City, as 'Karratha's playground,' to entice overnight visitation from Karratha residents, with the aim to boost returns for Cossack investors.	The suggestions provided by Tourism WA are sound should be considered as part of the implementation of the DMP.	No change but to be considered as part of implementation.
3. Melissa Price, Minister for the Environment, Member for Durack		
3.1 Melissa Price commented that the DMP is a great initiative and was thankful to be included.	Noted	No change.