



13 April 2016

2016 Premier's Awards
Public Sector Commission
2 Havelock Street
West Perth WA 6005

To the Premier's Awards Selection Panel

The Rottnest Island Chamber of Commerce (RICC) is a group of 25 dedicated businesses that operate on or around Rottnest Island and who work in conjunction with the Rottnest Island Authority (RIA) to enhance the visitor experience, in responsible ways, to sustain the Island reserve for the benefit of all.

We welcome the addition of the 'Wadjemup Walk Trail' as a new and unique recreational experience for visitors.

The Trail encourages the community to get out and explore the Island's immense environmental and cultural attributes. It encourages great connections with outdoor elements - getting in touch with nature, promoting good health and understanding of the natural and cultural significance through interpretative signage.

It will not only enhance the quality of the Island as a tourism destination, but also help cement its reputation as a conservation driven community asset by providing a sustainable nature-based outdoor activity.

The RICC believe the 'Wadjemup Walk Trail' will strike a balance between tourism impacts and the natural environment. This will be achieved through alleviating pressure on priority sites by ensuring beach access structures are implemented strategically to reduce erosion issues, whilst also revegetating and rehabilitating damaged areas as the Walk Trail is implemented. It is also well recognised, that increased appreciation of the natural environment encourages community stewardship and protection of the asset.

The Rottnest Island Authority is working successfully in partnership with a number of community groups to collaboratively deliver a world class recreational showpiece that will benefit the Western Australian community that have an affinity with the Island.

The RICC supports the Rottnest Island Authority in their application for the 2016 Premier's Award, under the 'Managing the Environment' category, for the 'Wadjemup Walk Trail project'.

Yours sincerely

Michael Sier
Chairman