

ROTTNEST ISLAND MANAGEMENT PLAN (RIMP) 2014-19 PROGRESS REPORT JANUARY TO DECEMBER 2016

1. IMPROVED VISITOR EXPERIENCES

POLICY OBJECTIVE

Rottnest Island is a “*must visit tourism destination*” for the local, national and international tourism markets, resulting in increased visitation and visitor yield.

Initiative	Progress/Actions
1. Progressively increasing total visitation numbers each year.	<ul style="list-style-type: none"> • Strong visitation numbers continued with visitation up 7.3% for the first 6 months of the year against the same period last year. • Trade familiarisation numbers are up 10% on the same period previous year.
2. Increasing the level of visitor satisfaction with their Rottnest Island holiday or visiting experience.	<ul style="list-style-type: none"> • Visitor satisfaction retained at 97% • Infrastructure and amenity upgrades have continued including accommodation upgrades. • Social media interaction is increasing.
3. Increasing the range and quality of visitor experiences.	<ul style="list-style-type: none"> • New events successful conducted: <ul style="list-style-type: none"> - Port to Pub Swim and Champs of the Bay - Adventure races – Sufferfest triathlon - New Year Fireworks & Carnivale
4. Reviewing the accommodation business model and booking methodologies to ensure a range of accommodation offerings and support services.	<ul style="list-style-type: none"> • On-going improvements to the booking system were implemented. • Increase in online accommodation bookings from 50% in 2015 to 53% in 2016, confirming a long-term positive trend since the on-line service was first introduced in 2010.
5. Enabling the private sector to increase and improve the accommodation offerings by providing modest to luxury accommodation through various forms, eg building and leasing.	<ul style="list-style-type: none"> • A development application from the proponent for Pinky Beach Eco Resort is being assessed.

Initiative	Progress/Actions
6. Determining the appropriate provision of boating infrastructure and facilities, and the way access to these facilities is managed.	<ul style="list-style-type: none"> • Implementation of the Rottnest Island Boating Management Strategy continued including new sanctuary zone markers installed; improving ease of demarcation and management and regular publishing of Marine News newsletter to registered users.
7. Improving visitor satisfaction by better matching levels of service with what customers want and are willing to pay.	<ul style="list-style-type: none"> • Accommodation and event deals in market continue to be tailored to cater for price conscious visitors.
8. Increasing visitation in the off-peak periods focusing on corporate, international and experiential visitor activities.	<ul style="list-style-type: none"> • Continued focus on increasing visitation in shoulder and off-peak periods, including discounted ferry and accommodation packages, events and weddings improvements continue eg marquee was purchased to cater for larger groups.

2. CONSERVATION AND IMPROVED ACCESS TO CULTURAL HERITAGE

POLICY OBJECTIVE

Rottnest Island is an internationally recognised tourism destination attracting increased local, national and international visitation, based on natural and cultural heritage values.

Initiative	Progress/Actions
1. Develop and implement a Rottnest Island heritage conservation plan that identifies, protects and conserves heritage values and provides heritage tourism strategies to enhance revenue generating commercial operations.	<ul style="list-style-type: none"> • The Cultural Landscape Management Plan continues to guide efforts regarding heritage management. • The Wadjemup Aboriginal Reference Group was established to advise the RIA on the Burial Ground project and the Quod building. • Launch of the <i>2016-2019</i> Reconciliation Action Plan.
2. Identify, protect and maintain heritage values, places and collections through research and due diligence planning in accordance with accepted and recognised heritage industry principles and relevant legislation to the extent that resources allow.	<ul style="list-style-type: none"> • Review of heritage places records now completed and ready to be imported into the designated asset management system. • Return of the 6 inch and 9.2 inch canon shells from the WA Museum, which are now on display at Oliver Hill H1. • Conservation work to 1890s dinghy in the Pilot Boathouse.
3. Identify and provide cultural tourism experiences, products and interaction between visitors and the heritage assets to enhance revenue generating commercial operations.	<ul style="list-style-type: none"> • Development of panel and showcase: 'Early Settlers on Rottnest Island' in the Rottnest Museum. • Salt Store various photographic exhibitions: 'George Lithgo: Life through the Lens – 1930s' and 'Some Things Never Change'.
4. Obtain supplementary funding such as sponsorship, grants and commercial partnerships to facilitate the implementation of these strategies.	<ul style="list-style-type: none"> • Maritime Archaeological Association of WA has received a grant to develop detailed 3D models of 5 shipwrecks around Rottnest which will be uploaded onto the 'Shipwrecks WA' website and made available on mobile apps. • Renovation of the terrestrial shipwreck trail on Rottnest Island. This trail follows and identifies the major shipwrecks around the Island.

3. PROTECTION OF THE UNIQUE ENVIRONMENT

POLICY OBJECTIVE

The Rottnest Island Reserve will be a protected haven for indigenous flora and fauna: a unique place where visitors can enjoy and appreciate diverse nature-based experiences now and in the future.

Initiative	Progress/Actions
1. Develop and maintain an Environmental Management System.	<ul style="list-style-type: none"> • Implemented and accepted by EarthCheck certification.
2. Adopt Conservation Action Planning methodology to manage the natural environment.	<ul style="list-style-type: none"> • Viability surveys of focal flora and fauna undertaken.
3. Progress EarthCheck accreditation to the next level by 2020.	<ul style="list-style-type: none"> • Silver level accreditation maintained.
4. Implement the Wadjemup Walk Trails (WWT) around Rottnest Island.	<p>Substantial progress as listed below:</p> <ul style="list-style-type: none"> • Little Armstrong beach access and site facilities complete and open to the public and connection to Karlinyah Bidi trail. • Armstrong Point beach access completed and open to the public. • Strickland Bay bus stop redevelopment complete, including bus shelter, bike racks and bins. • Major Trail Head sign installed in mall. • Stark Bay site design. Upgrades include re-roofing of toilet and improvements in site design to enable event hosting. • Interpretational signage on Karlinyah Bidi (Northern Beaches) and Wardan Nara Bidi (Salmon Bay).
5. Adopt sustainable practices regarding the supply of utility services.	<ul style="list-style-type: none"> • Recycled water: construction has been completed and the plant continues to produce “on-spec” water as per design and regulatory parameters. • Renewable energy: construction and implementation of all aspects of renewable energy including installation of over 100 solar panels.

4. PROFESSIONAL RELATIONSHIPS WITH STAKEHOLDERS

POLICY OBJECTIVE

Improved quality and increased acceptance of decisions through appropriate stakeholder involvement and engagement in the RIA's decision-making process.

Initiative	Progress/Actions
1. Maintain and develop effective relationships with external stakeholders such as the Rottnest Island business community and relevant government agencies.	<ul style="list-style-type: none"> • RIA has maintained a good working relationship with the Rottnest Island Chamber of Commerce, other Government agencies such as Treasury and various volunteer groups – RVGA; Winnits; Rottnest Society; Conservation Volunteers Australia; Scouts, etc..
2. Maintain and develop effective relationships with the Aboriginal community.	<ul style="list-style-type: none"> • Development of RIA Reconciliation Action Plan 2016-19 completed and published. • Reconciliation activities to build relationships and engender respect for the Island's Aboriginal history and culture include: <ul style="list-style-type: none"> - Sponsorship and hosting of the Wadjemup Cup, an Aboriginal youth football competition coordinated by the Clontarf Foundation. - Over 90% of staff have undertaken Aboriginal culture awareness training. • Establishment of Wadjemup Aboriginal Reference Group.
3. Identify grant funding and sponsorship opportunities from commercial entities and other support organisations.	<ul style="list-style-type: none"> • RIA in discussions with various groups to sponsor specific events such as the New Year's Fireworks. • Significant funding facilitated by the Rottnest Foundation for projects, eg Burial Ground and Wadjemup Walking Trails.

5. FINANCIAL SUSTAINABILITY

POLICY OBJECTIVE

The commercial operations on Rottneest Island generate sufficient revenue streams to allow for prudent re-investment into the revenue generating asset base. The non-commercial operations on Rottneest Island will be funded through a combination of cost recovery, contribution from commercial operations, grants and sponsorships and use of third party providers. The “user pays” principle will be applied wherever practicable.

Actions	Progress/Actions
1. Changes to the RIA’s legislation would assist in the implementation of the 20-year vision.	<ul style="list-style-type: none"> Proposed changes have been identified as an initiative of the RIMP 2014-19.
2. Implement various cost reduction strategies to contain costs.	<ul style="list-style-type: none"> The RIA conducts at least two budget re-forecasts per annum and conducts monthly variance analysis.
3. Increase cost recovery from non-commercial services and infrastructure.	<ul style="list-style-type: none"> Limited progress in regard to this action.
4. Cease loss-making operations and/or commercialise functions.	<ul style="list-style-type: none"> Both the bus and train service is now provided by private firm ADAMS, effective 1 November 2016. The transfer of power and water utilities to an external party is being canvassed with Government.
5. Apply asset life-cycle costing when replacing or upgrading capital assets to achieve least long-term cost.	<ul style="list-style-type: none"> Planning ongoing for asset register and revised Strategic Asset Management Plan.
6. Improve efficiencies in the use of power, gas, fuel and water.	<ul style="list-style-type: none"> Waste Water Treatment Plant completed and licences for waste water use in progress. Installation of solar panels and smart energy control system completed.