



*Together steady, steady –
Linking people to place and place to people*

Rottnest Island Coastal Walk Trail Sponsorship Opportunity





An exciting opportunity exists for organisations to align themselves with the development of the most significant recreational opportunity on Rottneest Island in the foreseeable future.

The spectacular 50 kilometre Coastal Walk Trail will greatly enhance the Rottneest Island experience and become a major environmental, cultural and tourism show piece for Western Australia.

The Coastal Walk Trail will enable visitors to appreciate the cultural significance, multiple histories and environmental complexity of the Island, allowing them to continue to connect with and protect this treasured holiday destination.

The project will also maximise recreational development opportunities for private involvement – particularly in the areas of heritage, Aboriginal and eco-tourism.

The Rottneest Island Authority, together with the Rottneest Conservation Foundation, is seeking to partner with corporations to support the funding and implementation of this benchmark project.

Rottneest Island

Rottneest Island is one of Western Australia's premier holiday destinations. Its abundance of exceptional natural assets, wealth of cultural heritage and relaxed atmosphere draws more than half a million visitors each year.

The Island is a Class 'A' Reserve, meaning that its flora and fauna, natural environment, cultural environment and recreational experiences are protected by law.

Rottneest Island's unique natural environment is a draw card for visitors, nature enthusiasts and scientists alike. On land, its natural woodlands and revegetated areas, boast a variety of reptile, frog and bush bird species. Considered a threatened species on the Western Australian mainland, the quokka population on Rottneest Island flourishes as do the hundreds of species of local and migratory birds that come to the Island's salt lakes.

The Island is surrounded by picturesque sheltered coves and stunning rocky bays and beneath its turquoise waters, there are many world-class snorkelling and dive sites. Lapped by the Leeuwin Current which brings warm tropical waters southward along the coast, tropical fish and corals bask in the mild sea temperatures. Seagrass meadows present important habitats for juvenile marine animals and wrecks of hapless shipping from the 19th and 20th centuries provide underground cities teeming with life.

Rottneest Island is a unique cultural heritage jewel that allows a number of layers of Western Australian history to be appreciated in the one area. Visitors to the Island can experience colonial, Aboriginal, maritime, military, recreational and social history.

Rottneest Island possesses many significant heritage sites. For example, the World War Two Coastal Defences on Rottneest Island are the only intact examples in Australia and one of the few remaining in the world, giving visitors the rare opportunity to learn about this irreplaceable piece of Australia's military and social heritage.

The Islands relaxed atmosphere is enhanced by a ban on all but service motor vehicles. Visitors explore the Island on bikes, on foot or on the hop-on hop-off 'Bayseeker' bus service.

A number of events are based on the Island, the most popular of which is the Rottneest Channel Swim which attracts around 2,000 competitors and many thousands of spectators each year.



Rottnest Island Authority

The Rottnest Island Authority is the statutory body responsible for the management of Rottnest Island.

The Rottnest Island Authority Act 1987 gives the Authority the power to control and manage the Island for the following purposes:

- Provide and operate recreational and holiday facilities on the Island;
- Protect the flora and fauna of the Island;
- Maintain and protect the natural environment and the man-made resources of the Island and,
- Repair its natural environment, to the extent that the Authority's resources allow.



Rottnest Conservation Foundation

The Rottnest Conservation Foundation Incorporated is a voluntary organisation that aims to support the conservation and preservation of Rottnest Island's natural and cultural assets. The Rottnest Conservation Foundation also focuses on pursuing funding to assist the Rottnest Island Authority in meeting its obligations to responsibly manage the Island.

The Rottnest Island Authority and Rottnest Conservation Foundation work together under a Memorandum of Understanding.



The Coastal Walk Trail Project:

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The Coastal Walk Trail development is set to be the most significant recreational opportunity on Rotttnest Island in the foreseeable future. It will create a fresh new approach to visitor experiences on the Island and give a highly desirable boost to Western Australian tourism. The trail will greatly enhance the way in which visitors experience Rotttnest Island's unique values and will promote a range of new natural, historical and cultural experiences in an environmentally sustainable manner.

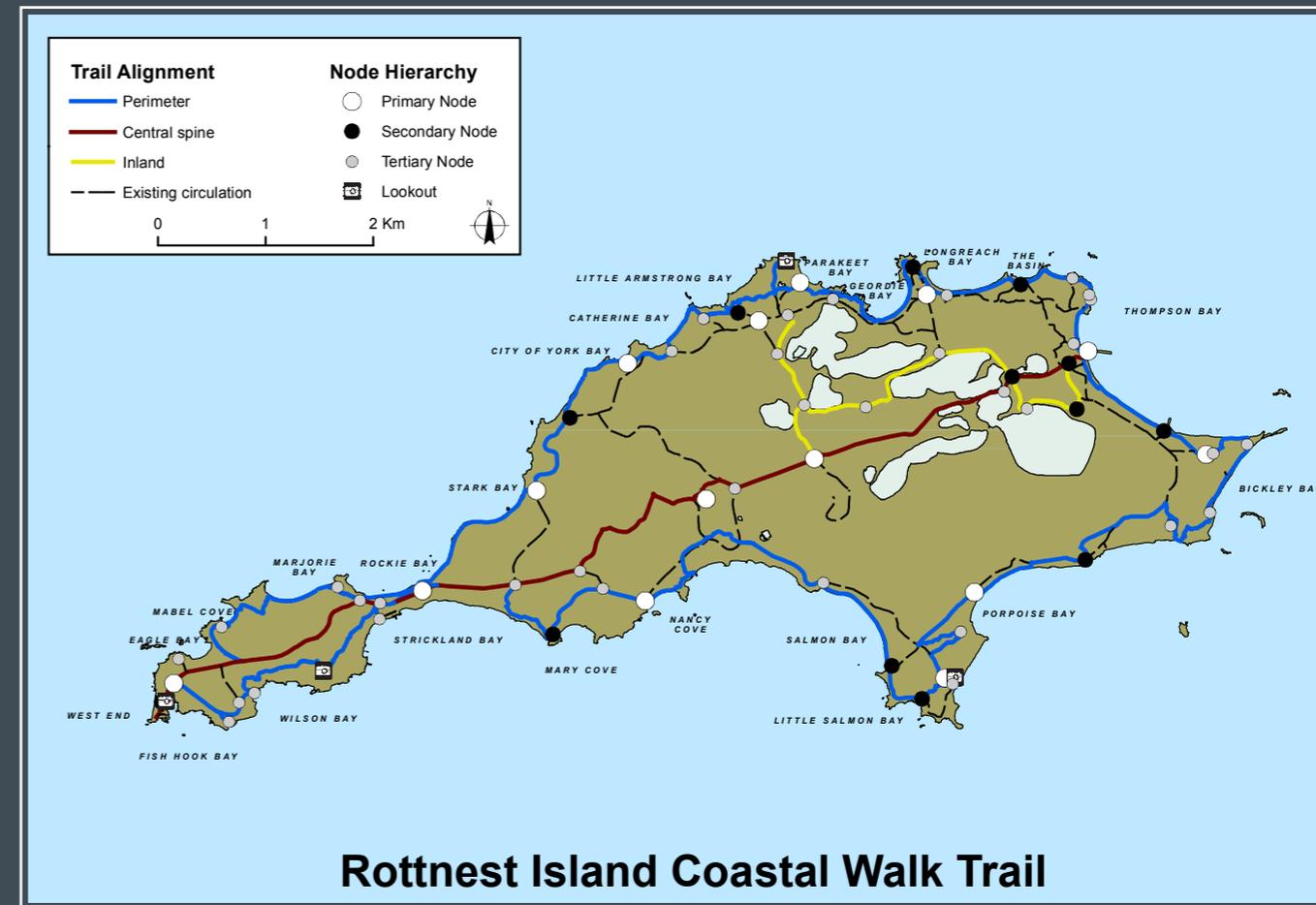
The trail will interweave the landscape, stories and identities to create a meaningful understanding of place. The themes, stories and experiences of the Coastal Walk Trail will celebrate people's connection with Rotttnest Island, its old and new cultural and natural dynamics and its need for conservation and respect.

The 50 kilometre Coastal Walk Trail will allow visitors to walk and view the entire coastline of Rotttnest Island in stages. Stretches of trail will be connected by a hierarchy of activity and information nodes – providing visitors with structured reference points, alternative areas of interest and varied levels of interpretive experiences.

Walkers will weave along sandy bays and across headlands, traversing the coastal dunes and spectacular limestone cliffs. A section of the trail will also cross the centre of the Island, to give visitors the alternative of a shorter Island tour, while taking in the beauty of the inland salt lakes.

The project has been designed to allow for the majority of the trail to be constructed in stages utilising efforts from youth training schemes, volunteers and community groups. However, substantial funding is needed for complex sections which will require contract labour adhering to engineer designs.

Initial funding received for the commencement of the Coastal Walk Trail will focus on key recreational areas associated with the trail network. Rigorous planning for the Coastal Walk Trail has highlighted these areas as needing immediate action to balance the pressures from tourism on the fragility of the natural environment.





Linking Promotional Opportunities

The Coastal Walk Trail will provide greater connection to the marine, terrestrial and cultural environment and as such, opportunities for a range of integrated guided tours and holiday packages that utilise the trail network. These complementary tourism strategies will feed off the trail network and encourage opportunities for corporate promotion – particularly in the areas of heritage, Aboriginal and eco-tourism.

Linking people to your corporation

This is a once in a lifetime opportunity to align your organisation with a Western Australian icon. Half a million visitors each year will link your organisation with the enduring qualities of one of Australia’s most beautiful islands.



Rottnest Island is a holiday favourite for Western Australians. Of the 500,000 people that visit the Island each year, approximately 81 per cent are Perth residents, 12 per cent are from overseas and 7 per cent are interstate visitors^[1].

Visitors come to Rottnest Island to relax and get away from it all. It is often described as “a relaxing getaway, and a unique holiday destination”.^[2] People are also attracted to the Island’s pristine bays and beaches, unspoilt natural environment and water-based activities.^[3]

[1] Rottnest Express post code data analysis.

[2] Rottnest Island’s Visitor Survey.

[3] Rottnest Island’s Visitor Survey.

Sponsorship Opportunity

The Rottnest Island Authority, through its fund-raising partner, the Rottnest Conservation Foundation is seeking sponsors to assist with funding the on-ground implementation of the Coastal Walk Trail.

The naming rights for the Coastal Walk Trail will be reserved for a major sponsor, together with other exposure and promotion of their brand and image as is feasible and allowable within the constraints of the Rottnest Island Authority as a statutory body and its Sponsorship Policy 2010.

The Rottnest Island Authority and the Rottnest Conservation Foundation are keen to establish mutually beneficial partnerships and are receptive to various combinations and options tailored to suit your organisations needs.

Sponsor benefits are many and include:

- Branding recognition and association with one of Western Australia’s premier tourism destinations.
- Potential exposure to the 500,000 annual visitors to Rottnest Island and Island residents.
- Brand recognition and association with community issues, environmental protection, Aboriginal reconciliation, heritage conservation and education.
- Increased organisational profile

Additional sponsorship features may include:

- Inclusion of your organisation’s name and/or logo on all ads, press releases and promotional materials related to the Coastal Walk Trail project.
- Inclusion of your organisation’s logo on interpretive signage along the trail.
- Sponsor logo link on the Rottnest Island Authority web site adjacent to the project announcement and supporters page.
- Distribution or advertising of your organisation’s products at Coastal Walk Trail events.

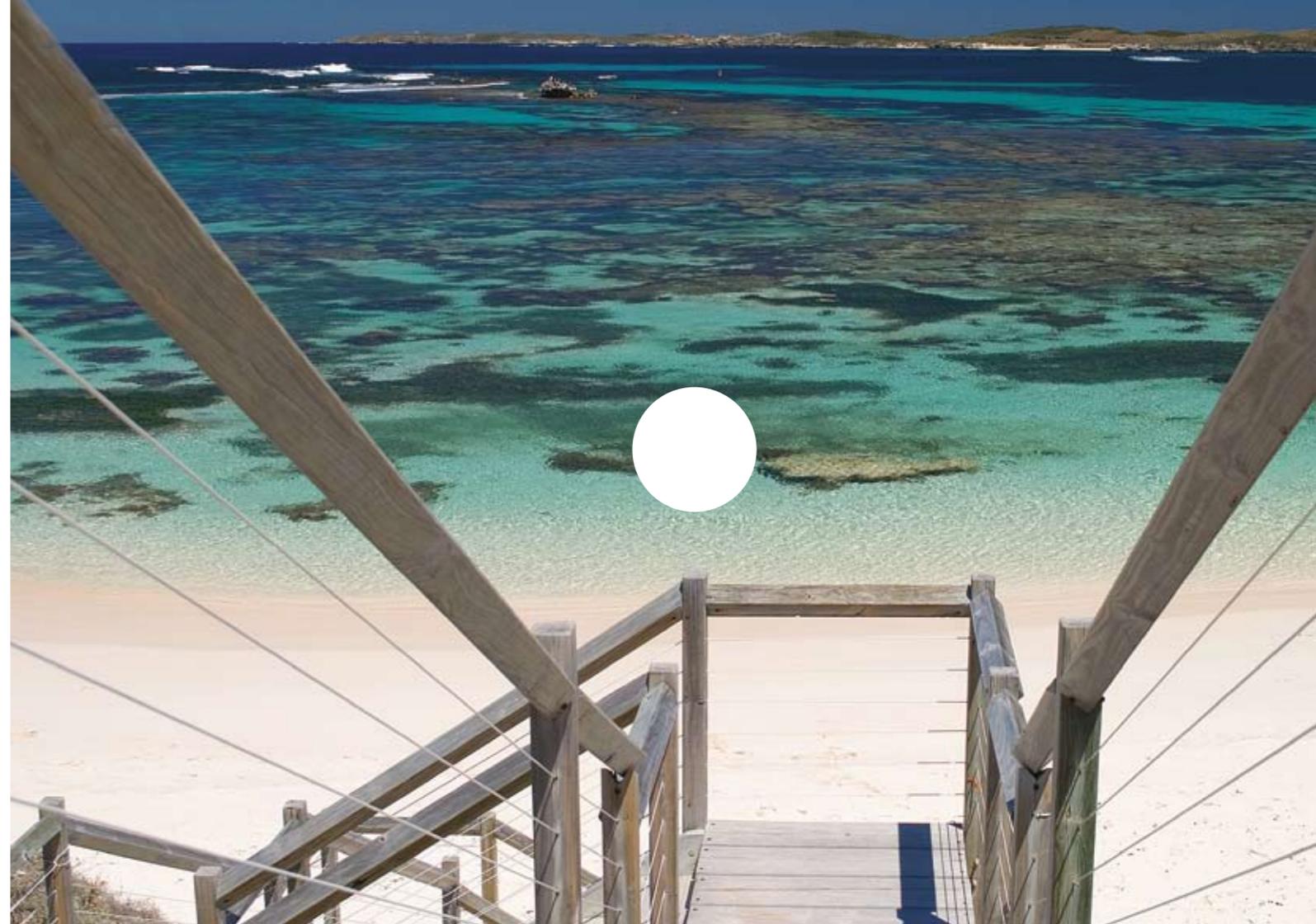


Sponsorship Process

Expressions of interest are being sought by the Rottnest Conservation Foundation.

Expressions of interest will be reviewed by a selection panel comprising representatives of the Rottnest Island Authority and Rottnest Conservation Foundation under the terms of the Memorandum of Understanding.

Agreement on a way forward detailing project stages; detailed scope of works and itemised costings together with agreed timelines will then be developed.



Contact details

If you are interested in being a part of this unique project please contact:

Pauline McMullan

Executive Officer

Rottnest Conservation Foundation

Email: info@rotnnestconservationfoundation.org.au

Web: www.rotnnestconservationfoundation.org.au

Or for specific information on the planning and implementation of the Coastal Walk Trail:

Manager Marine and Terrestrial Reserve

Rottnest Island Authority

Email: enquiries@rotnnestisland.com

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