

Special Electors Meeting 12th August 2019

Motion: *SP34 is at odds with the economic development potential in the Shire of Mundaring in the area of tourism.*

My name is Jeremy Hurst. I am a resident of Hovea. I have lived in the hills for much of my life. We highlight this evening, that SP34, as an urban development, is a threat to Perth Hills tourism, in particular, low impact eco-tourism opportunities and the associated economic development benefits that come from that. Put simply, tourism will be better for the Shire than urbanisation.

WALGA's Local Government & Tourism Discussion paper states: *"As a State, Western Australia is abundant in natural attractions with a climate conducive to tourism activity; there is a lot to celebrate. To make the most of its potential, managing the challenges in the dynamic context in which tourism exists is imperative. This can only happen with true collaboration between all spheres of government, industry, stakeholders and the community – a sentiment mentioned very often and much less often followed through. It takes planning, time and dedication towards a common purpose."*

Tourism has always been in the background in our Shire of Mundaring. Exploring, enjoying nature, following history, engaging in arts culture, fun with the family and trying out different food experiences. But there is more opportunity to be had in the areas of: the conscious consumer, celebrating indigenous culture, nature as a healer to health issues, wellness, rites of passage for young people and many more.

At the recent Mundaring Chamber of Commerce Tourism Forum on the 28th June, the Deputy Chair of Tourism WA, Manny Pappadoulis, stated, *"Tourism is the only industry that, as its output, can protect the natural environment"*. He also stated, *"We need to protect the natural environment"*.

SP34 might provide a sugar hit of economic activity in the Shire, but it would not be as long-lasting and sustainable as tourism. Tourism can provide employment in the Hills. Tourism can generate revenue for local government. Tourism can support and grow our local businesses.

Perth's isolation was once seen as a negative. It now represents fresh air, space and nature. People will travel here to experience that, not urban sprawl. We understand "it is the developer's intention to showcase the stormwater and waste management system as an example of sustainable development." Showcasing this type of thing will be meaningless in the decades ahead - it simply will not compete with the more natural assets of the Shire.

The state government has made it clear that tourism growth is important to the WA economy - yet plans for urbanisation in the Perth Hills conflict with this intent. The Perth Hills are "Perth's Backyard" - people come here to escape city life, not to see more of it. Presently, the Shire allocates \$185K out of its \$50.3M budget to tourism... not even 1% of the budget. There is no dedicated Economic Development officer for our Shire, nor is there a robust economic development plan to leverage the future tourism sustainability. For these reasons we reject the proposal of SP34 for a more economically sustainable future - A future that we all collaborate towards, as highlighted by WALGA.... because, once it's gone, it's gone...

References:

WALGA Local Government & Tourism Discussion paper: <https://walga.asn.au/getattachment/Policy-Advice-and-Advocacy/People-and-Place/Tourism-and-Economic-Development/Local-Government-and-Tourism-Discussion-Paper.pdf?lang=en-AU>

Data on SoM tourism expenditure: <https://www.mundaring.wa.gov.au/ResidentServices/Rates/Documents/Your%20Rates%20Pack.pdf> (Page 2)