



Media Release

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Cockburn's visitors riding a wave of success to sought-after destination

Cockburn's evolution as a destination of choice continues to ride a wave of success with the formation of a tourism advisory group.

The 17-member Cockburn Destination Advisory Group met for the first time in July, appointing Perth Surf Park's Aventura Chairperson and Chief Development Officer, Andrew Ross, as its inaugural chairperson.

The group aims to foster collaboration, leverage partnerships and encourage participation by relevant stakeholders to recruit skills and talent to attract tourism customers and investment to Cockburn.

The independent business group was formed as a result of a well-attended visitor and destination networking event hosted by the City of Cockburn last month.

Advisory group chairperson Andrew Ross, whose company Aventura is establishing the \$100m Perth Surf Park in Jandakot (set to open late 2025), said Cockburn was on the cusp of an exciting period of development as a recognised visitor destination in Perth.

"Cockburn is already a popular destination for Perth residents and visitors who love outdoor, coastal, adventure and family activities," Mr Ross said.

"The advisory group comprises motivated local businesses, attractions and not for profit groups who are keen to work together to sustainably build upon Cockburn's identity as a tourism destination.

"Cockburn is home to unique attractions that deliver memorable experiences, provide local employment opportunities and contribute to the community's economic health."

He said the group would develop integrated strategies around visitor attraction to Cockburn, with a key objective to support connectivity and collaborations between local visitor economy-focused organisations.

City of Cockburn Manager Business and Economic Development Michael Faulkner said Cockburn was already an established destination with a very active visitor and tourism industry where new offerings were establishing regularly.



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“Cockburn is blessed with 17km of coastline where you’ll find a vibrant marina, fishing jetties and pristine beaches, but that’s not all we are,” Mr Faulkner said.

“We have diverse and unique attractions, innovative operators and are popular with diverse visitors from leisure walkers to world standard kite surfers and ice skaters, with a surf park in the not too distant future.

“Our proximity to cruise liners, the Perth CBD and a flourishing resident population illustrates Cockburn’s huge potential as a thriving visitor destination for those in search of adventure and inexpensive family time and nature experiences. It’s not overstating it to say Cockburn has it all.”

The group will meet once a quarter. To find out more about the CDAG, email Economic Development Officer William Barry at business@cockburn.wa.gov.au

ENDS

Caption: Cockburn Destination Advisory Group I-r, Ronald Canty (Kerry Street Pear Tree Pizzeria Proprietor), William Barry (City of Cockburn Economic Development Officer), Andrew Ross via Teams on screen (Aventuur Chairman and Chief Development Officer), Dean Huxley (General Manager WA Wildlife), Tiffany Watson (Trails WA Social Media Officer) and Bart Houwen (The Wetlands Centre Cockburn board member).

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