



Officer Presentation

CD26/70 Adoption of Discover Melville Plan



City of
Melville

Discover Melville Plan Volume 1 – Foundations



Delivers on the Council Plan objective to increase awareness of Melville as a tourism and eco-tourism destination.



Provides a low-risk, volume-based approach focused on better connecting and promoting existing assets.



Positions tourism as a tool to support liveability, local business and community pride not visitor growth for its own sake.



Melville already attracts visitors through recreation, events, education, health and visiting friends and relatives.

The opportunity is to better tell the Melville story and increase local spend from existing visitation.

Foundations Inclusions

Build on existing strengths

Focus on assets residents already value: rivers, parks, culture, events and community destinations.

Community-first tourism

Prioritise low-impact tourism that enhances local amenity and supports businesses.

River-led destination story

The Swan and Canning Rivers provide the unifying narrative connecting nature, culture, recreation and events across Melville.

Staged and evidence led

Start small, measure outcomes, and only progress when there is demonstrated value and community benefit



Recommendation

Endorse the staged Discover Melville Plan model and proceed with Volume 1 – Foundations.

Outcome

Establishes baseline data to inform future decisions.

Does not commit Council to future investment or growth-focused tourism.

What Success Looks Like

Stronger destination identity. Better connected visitor experiences. Increased support for local businesses and community activity. Evidence to inform future volumes.

