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Dear Laurie

COTTESLOE PIER – UNDERWATER OBSERVATORY

I refer to your correspondence dated February 11, 2013 seeking a letter of support to assist in your application to the Town of Cottesloe to establish the Cottesloe Pier restaurant and underwater observatory.

It is understood that the proposal seeks to establish a facility which provides a variety of experiences including pier with fishing alcove, shark look out, for use by the Cottesloe Surf Life Saving Club, restaurant and underwater observatory. The proposed venue has the potential to expand on the experiences currently provided in Cottesloe and therefore is supported in principle by Tourism WA.

As you may be aware, Tourism Western Australia has identified the Cottesloe Beach redevelopment as one of the State's top tourism development priorities and will be working with other government agencies to ensure tourism outcomes are achieved. The Cottesloe Pier and associated facilities could assist in growing the tourism appeal to the Cottesloe Beach Precinct by enhancing the experiences and activities currently available, whilst assisting to create a memorable and positive impression of the iconic beach destination.

Cottesloe is one of Western Australia's most visited iconic beach destinations, attracting some 53,300 day visitors each year. As a major tourism and events destination the development of quality and diverse activities that complement the existing natural amenity of Cottesloe and support its reputation as an iconic tourist destination are key objectives for the future growth of Cottesloe Beach.

I wish you all the best with your project. Should you have any enquiries please do not hesitate to contact Laura Ashcroft A/Project Manager on 9262 1788.

Yours sincerely

A handwritten signature in blue ink that reads "Derryn Belford".

DERRYN BELFORD
A/Executive Director Infrastructure & Development

28 February 2013

