

Acknowledgement of Country Visit Mandurah acknowledges the traditional custodians of Mandjoogoordap, the Noongar People and pays its respects to elders past, present and emerging. LAKE CLIFTON THROMBOLITES

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ABOUT THIS MEDIA KIT

Welcome to the Mandurah Media Kit – your ultimate resource for discovering and sharing the stories of Western Australia's coastal gem. Designed with travel media professionals in mind, this kit equips you with the tools and inspiration to showcase Mandurah's unique charm and appeal.

Inside, you'll find:



Links to high-quality imagery:

Stunning visuals that capture
Mandurah's breathtaking
waterways, diverse wildlife, and
iconic attractions.



Story Ideas:

Fresh angles on Mandurah's top experiences, including its renowned Christmas Lights
Cruises and rich marine life.



Key Highlights:

Essential information about
Mandurah's hidden gems,
signature events, and visitor
favourites.



Contact Information:

Direct access to our marketing team for personalised assistance and media support.

Whether you're exploring Mandurah as Western Australia's Christmas Lights Capital or as a year-round destination full of natural beauty and unique experiences, this kit is here to inspire and support your storytelling. Together, let's share why Mandurah is a destination that truly sparkles.





ABOUT US



Established in 2018, Visit Mandurah is the official tourism organisation proudly supported by the City of Mandurah and dedicated to promoting Mandurah as a premier travel destination. With a focus on highlighting the region's natural beauty, unique experiences, and vibrant culture, Visit Mandurah strives to make Mandurah a top choice for travellers' seeking unforgettable experiences.

MEDIA CONTACT:

marketing@visitmandurah.com

SOCIAL MEDIA HANDLES:

- facebook.com/visitmandurah
- Instagram.com/visitmandurah
- **poutube.com**/@VisitMandurahWA
- tiktok.com/@visitmandurah

WEBSITE:

visitmandurah.com





WELCOME TO MANDURAH:

AUSTRALIA'S TOP TOURISM DESTINATION

Only an hour south of Perth by car or train, Mandurah is set against a stunning backdrop of the Indian Ocean and surrounded by winding waterways. Known as the Dolphin Capital of Western Australia and the Christmas Lights Capital of Western oustralia, Mandurah also boasts the Giants of Mandurah, an Australian-first wooden sculpture trail by internationally renowned Danish artist, Thomas Dambo.

Originally called Mandjoogoordap, meaning 'meeting place of the heart,' it's easy to see why Mandurah was crowned Australia's Top Tourism Town 2023 and third in Wotif's Top Aussie Town of the Year Awards in 2025.

With stunning beaches, an estuary twice the size of Sydney Harbour and unique wildlife, Mandurah offers an abundance of aquatic and nature activities, award-winning waterfront

dining and a vibrant arts and culture scene. Whether you stay for a day, a weekend, or a week, your visit to Mandurah and the Peel region will be a memorable one.





WATCH VIDEO

DESTINATION OVERVIEW







LOCATION & ACCESSIBILITY



75km south of Perth



Less than an hour by train from Perth



About 1 hour by car via the Kwinana Freeway, exiting at Mandjoogoordap Drive

MEDIA ASSETS



HIGH-RESOLUTION IMAGES:

These can be found in our public image library. Register for an account <u>here</u>.



B-ROLL FOOTAGE:

Please contact the marketing team at marketing@visitmandurah.com



LOGOS & BRANDING:

Download the Mandurah destination logo and other branding elements <u>here.</u>



VISIT MANDURAH

WHAT MAKES MANDURAH UNIQUE?



Awarded **Australia's Top Tourism Town 2023**



Home to **Thomas Dambo's 'Giants of Mandurah'**, an Australian-first cultural
tourism project



Home to Western Australia's largest wild Bottlenose dolphin population



134 km² of calm inland waterways - an estuary twice the size of Sydney Harbour



Mandurah is the **Christmas Lights Capital of WA**



A unique nature and wildlife offering, with wetlands of international importance.



A 100-year history as a seafood centre in WA - home to crabs, crayfish and more!



Boasts the **Lake Clifton Thrombolites**, the largest reef of living thrombolites in the Southern Hemisphere.



Eco-friendly tourism experiences, including e-bikes, kayaking and e-boats



Unique experiences like **largest commercial houseboat fleet**, donut
shaped BBQ boats

MANDURAH STATS & FACTS













GEOGRAPHY & POPULATION

Size:

175 km²

(with an estuary twice the size of Sydney Harbour!)

Population:

99,272

Residents

Demographics:

Median Age: **45 years.** Families with Children: **35.3%.**



TOURISM GROWTH



Rising Visitor Numbers:

Independent research by Painted Dog Research and Tourism WA shows visitation to Mandurah has exceeded pre-pandemic levels.

Domestic Day Trips:

2.1M

(+31% in 2023)

Overnight Visitors:

419K

(+10% in 2023)

WILDLIFE HIGHLIGHTS

Dolphins: Home to more than 100 wild bottlenose dolphins, making dolphin spotting almost guaranteed on a visit.

Common Wildlife Visitors Might Encounter:

- **Birdlife:** Fairy Wren, Black Swan, Rainbow Bee-Eater, Carnaby's and Red-Tailed Black Cockatoos, Pelicans, Pink Galahs
- Reptiles & Amphibians: Bobtail Lizard, Oblong Turtle, Western Bearded Dragon
- **Mammals**: Quenda, Ringtail Possum, Phascogale
- Unique Species: Tawny
 Frogmouth Owl, Nankeen Night
 Heron, Osprey

NATURE ATTRACTIONS & NATIONAL PARKS



- Yalgorup National Park
- Creery Wetlands Nature Reserve
- Samphire Cove Nature Reserve, Halls Head
- Len Howard Conservation Park, Erskine
- Serpentine National Park
- Lake Goegrup Nature Reserve
- Lane Poole Reserve,
 Dwellingup
- Island Point Reserve, Herron
- Herron Point, Birchmont

Click **here** for more info.

TOP BEACHES



- Falcon Bay, Falcon
- Town Beach
- Avalon Beach, Wannanup
- Pyramids Beach, Dawesville
- Doddi's Beach, Halls Head
- Silver Sands Beach, Silversands
- Madora Bay Beach, Madora Bay
- Seascapes Beach, Halls Head
- Blue Bay, Halls Head
- Tims Thicket Beach

Click **here** for more info.

BUSINESS & ECONOMY

Local Businesses:

4,931

(across diverse sectors)

Top Industry:

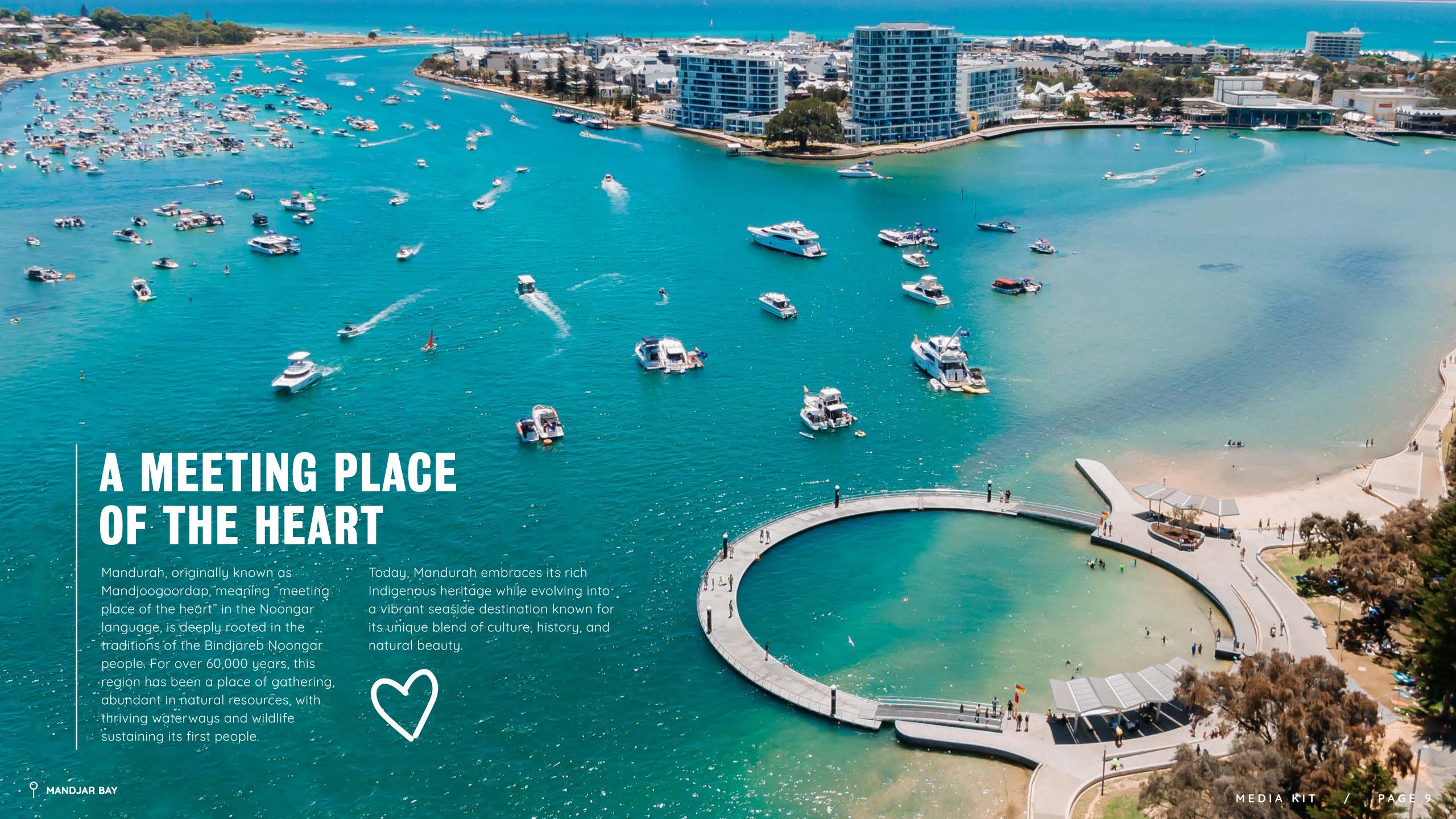


Construction

Top Employment Sector:

Healthcare & social assistance, reflecting Mandurah's growing community focus.





MANDURAH'S EVOLUTION

FROM FISHING VILLAGE TO COASTAL CITY:

What began as a humble fishing village has grown into a bustling hub for tourism and leisure, while retaining its connection to the waterways that define it.

A CELEBRATION OF TRADITIONS:

Local culture is showcased through iconic events like the annual Crab Fest, a celebration of Mandurah's seafood legacy that attracts thousands for fresh food, live entertainment, and family fun.

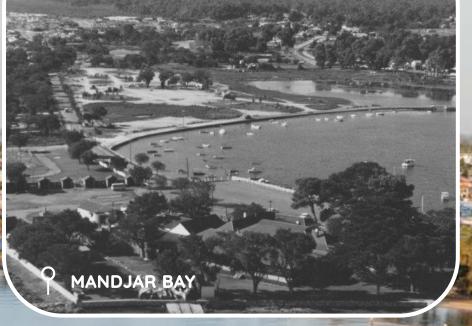
A WATERWAY LEGACY:

With its strong ties to the estuary and the ocean, Mandurah thrives as a destination for boating, fishing, and eco-tourism, creating unforgettable adventures for visitors.

In 2016, Mandurah's blue swimmer crab fishery became the first in the world to receive Marine Stewardship Council (MSC) certification, recognising its sustainable fishing practices. This international accolade highlights

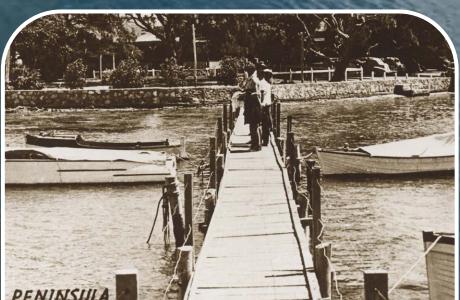
Mandurah's commitment to preserving its marine ecosystem while offering visitors a chance to enjoy responsibly sourced seafood.











A TIMELINE OF TRANSFORMATION

PRE-1828



The First People

The Bindjareb Noongar lived off the land and waterways for over 60,000 years, naming the area Mandjoogoordap—"meeting place of the heart. 1828



European Settlement

Thomas Peel's settlement efforts begin during Swan River Mania.

1895



Brighton Hotel Opens

Mandurah's first modern hotel marks the start of its hospitality industry.

1961-1990



Growth into a City

961: Gazetted as a shire.1987: Declared a town.1990: Achieves city status

1994



Dawesville Cut Completed

A \$76M project restores the estuary, reviving its ecosystem.

1999



Crab Fest Launches

WA's largest free seafood festival begins, drawing thousands annually.

2007



Trainline Opens

Connects Mandurah to Perth, transforming accessibility.

2009



Kwinana Freeway Opens

Completion of Kwinana Freeway extension and Forrest Highway

2022



Giants of Mandurah

Thomas Dambo's larger-thanlife wooden creations captivate visitors on this Australian-first sculpture trail. 2023



National Recognition

Mandurah crowned Australia's Top Tourism Town.

2024



Accessibility Leadership

WA's first all-access kayak launch opens, showcasing Mandurah's inclusive tourism vision.

2025



National Recognition

Named third in Wotif's Top Aussie Town of the year Awards based on visitor satisfaction and reviews.

TOP ATTRACTIONS & UNIQUE EXPERIENCES SEBA'S SONG, GIANTS OF MANDURAH

ATTRACTIONS:

Giants of Mandurah (Free | Year Round):

Discover Australia's only outdoor sculpture trail by Danish artist Thomas Dambo. This art-meets-nature experience celebrates Mandurah's landscapes with five larger-than-life wooden sculptures, creating an unforgettable adventure for families and photographers alike.

<u>Lake Clifton Thrombolites</u> (Free | Year Round):

Witness these ancient living rock formations, one of the largest of their kind in the Southern Hemisphere, dating back over 2,000 years.

Amaze Miniature Park (Year Round):

Delight in intricate miniature buildings, a hedge maze, mini golf and beautiful gardens.

BOAT CRUISES:

- <u>Dolphin Cruises</u>: Glide along Mandurah's waterways and spot playful bottlenose dolphins in their natural habitat.
- The Pirate Ship Mandurah: A swashbuckling cruise that's fun for all ages
- Wild Seafood Experience: Catch and cook your own seafood aboard this interactive, luxury experience. Awarded 'Best Seafood Experience' at the West Australian Seafood Industry Awards.
- Murray River Lunch Cruise: Relax on a tranquil journey through one of WA's most picturesque rivers.

See all Boat Cruises **here**.

BOAT HIRE:

- <u>Eco BBQ Boats</u>: Unique to Mandurah in WA, these electric-powered, donut-shaped boats let you enjoy a BBQ while leisurely cruising the scenic waterways.
- Mandurah Boat Hire & Mandurah
 Houseboats: Explore the Mandurah
 canals aboard a dinghy or pontoon boat
 or make it an overnight adventure with a
 stay on a houseboat.

See all Boat Hire options **here**.

OUTDOOR ADVENTURES:

- The Bike Kiosk: Rent an e-bike or e-scooter and explore Mandurah's scenic 600+ kilometre network of cycleways in an eco-friendly way.
- **Kayaking:** Paddle through tranquil wetlands or along the estuary, immersing yourself in nature and wildlife.
- <u>Surfing</u>: Surf lessons and board hire are available through <u>Star Surf & Skate</u>.

THE GOLF COAST:

Tee off at one of Mandurah's pristine courses, including two ranked in Golfing Australia's Top 100;

- The Cut: An oceanside challenge with spectacular views.
- Meadow Springs Golf Club: A lush, treelined course.

Learn more about Mandurah's Award Winning Golf Courses **here**.

WILDLIFE HOTSPOTS

Surrounded by nature reserves, waterways, and bushland, the region offers countless opportunities to connect with the natural world and experience native wildlife up close.



Dolphins:

Regular sightings along the Mandurah Foreshore, with nearly guaranteed views at Dawesville Cut.



Kangaroos:

Spot them grazing at Melros Beach Reserve or Serpentine Falls National Park.



Water Birds:

Mandurah is a haven for birdwatchers, home to a wide range of graceful waterbirds and coastal species.



Remus:

Emus roam the shores of Lake Clifton, National Park.



FUN FACTS ABOUT MANDURAH'S FAMOUS LOCALS



ROLLY TASKER

Australian sailing legend and

Olympic silver medallist

Rolly Tasker made his mark on Mandurah not just through his sailing achievements, but as a businessman. He founded Tasker Sails, one of the largest sail-making companies in the world, and was an integral part of the local sailing community, inspiring future generations of sailors.



BETTY CUTHBERT
Known as Australia's
"Golden Girl"

Betty Cuthbert was a four-time Olympic gold medallist and one of the country's greatest athletes. She spent her later years in Mandurah, where she passed away in 2017, leaving behind a legacy of sporting excellence and resilience.



The celebrated Australian cricketer and coach

Justin Langer made his dream come true when he bought a house in Mandurah 20 years ago.

"It's my own piece of paradise," said Langer.

"Even though I've been lucky enough to travel extensively, it's, without doubt, my favourite place in the world."



MANDURAH'S DOLPHINS

These local celebrities are just as famous as any human resident!

Mandurah is home to around 100 residential Bottlenose dolphins, allowing researchers and locals to identify them. Many of these dolphins even have names, and some have been spotted in the waters of Mandurah for decades. With such a close-knit community of dolphins, it's no surprise that Mandurah has one of the largest wild Bottlenose dolphin populations in Western Australia! Learn more here.

GULTURAL HIGHLIGHTS

CELEBRATING

ABORIGINAL ART:

Mandurah showcases the richness of
Aboriginal culture, with <u>stunning displays</u>
like the sea wall on the Eastern Foreshore.
Designed to reflect the Rainbow Serpent, a
central figure in Aboriginal mythology, it brings
the area's cultural heritage to life.

INTERACTIVE CULTURAL EXPERIENCES:

Engage in immersive tours that offer a deep dive into the Noongar traditions, providing valuable insights into the local Aboriginal culture and its spiritual connections to the land. Learn more about Aboriginal History and Culture.

AUGMENTED REALITY (AR) ADVENTURES:

Experience Mandurah's vibrant cultural heritage through cutting-edge Augmented Reality (AR). Watch this video to see how AR brings Aboriginal art and stories to life in an innovative way:

WATCH VIDEO

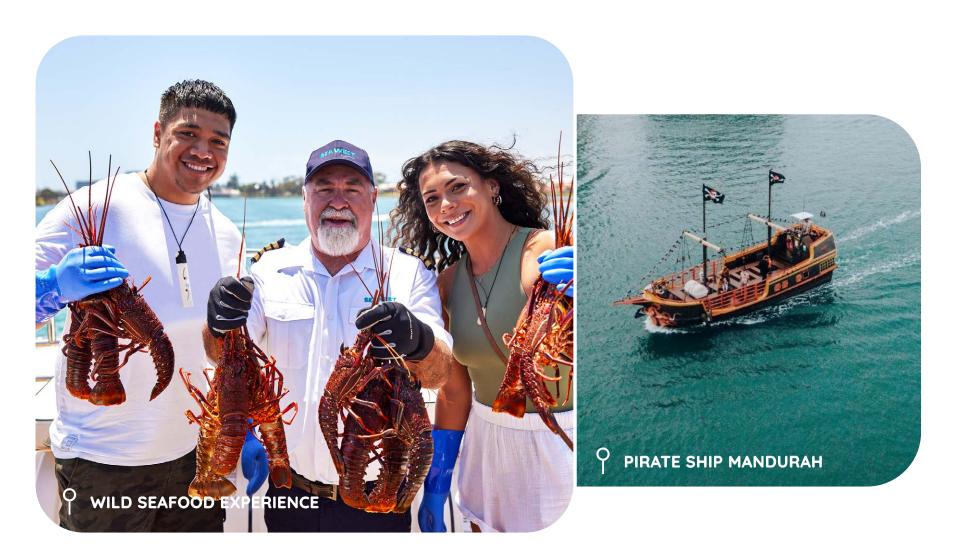




TRAVEL ITINERARIES

DISCOVER MANDURAH THROUGH OUR CURATED ITINERARIES.

From serene coastal escapes to action-packed adventures, there's something for everyone. Whether you're travelling with kids, with friends or even your pet, our itineraries are categorised and tailored to each.



ONE DAY ITINERARIES

TWO DAY ITINERARIES

THREE DAY ITINERARIES

Need a customised itinerary for your story? Contact us for assistance.

SEASONAL HIGHLIGHTS & SIGNATURE EVENTS











CHANNEL 7 MANDURAH CRAB FEST (MARCH)

WA's largest free festival attracts over 100,000 visitors annually. Featuring live music, seafood tastings, cooking demos, and family-friendly entertainment, this celebration of Mandurah's iconic blue swimmer crabs is not to be missed.

WATCH VIDEO

CHRISTMAS LIGHTS CRUISES (DECEMBER - EARLY JANUARY)

Experience Mandurah's very own
little Las Vegas every year from
1st December until early January.
Mandurah's Canal Christmas Lights
are a wonderland on water.

Thanks to the canal residents for lighting up their homes for all to enjoy. As you cruise the canals, keep an eye out for the water wishing well—raising funds for local charities.

WATCH VIDEO

MANDURAH ARTS FESTIVAL (SEPTEMBER)

A month-long celebration of creativity, featuring live demonstrations, workshops, and exhibitions. The festival includes the Plein Air Down Under Outdoor Painting Festival, where artists capture Mandurah's beauty on canvas.

WATCH VIDEO

CRABBING SEASON (DECEMBER - AUGUST)

Try your hand at catching blue swimmer crabs, a beloved local pastime. Crab gauges are available from the Visitor Centre to help ensure your catch meets legal size limits.

The Peel-Harvey Estuary is one of WA's best crabbing spots, especially during summer when the crabs are most active.

WATCH VIDEO

DOLPHIN BABIES (JANUARY - MAY)

The best time to spot dolphins in Mandurah is year-round but if you're hoping to catch a glimpse of playful dolphin calves, visit between January through to April/May. During these months, you're more likely to see dolphin babies swimming alongside their mothers making it a truly special experience.

WATCH VIDEO

WHERE TO STAY

From luxury hotels to family-friendly chalets and camping spots, Mandurah has accommodation for every preference:



LUXURY OPTIONS:

Seashells Mandurah - Oceanfront
apartments, perfect for couples
The Sebel Mandurah - Contemporary
comfort near top attractions.



FAMILY-FRIENDLY STAYS:

Mandurah Ocean Marina Chalets
Waterfront access and BBQ facilities.



UNIQUE EXPERIENCES:

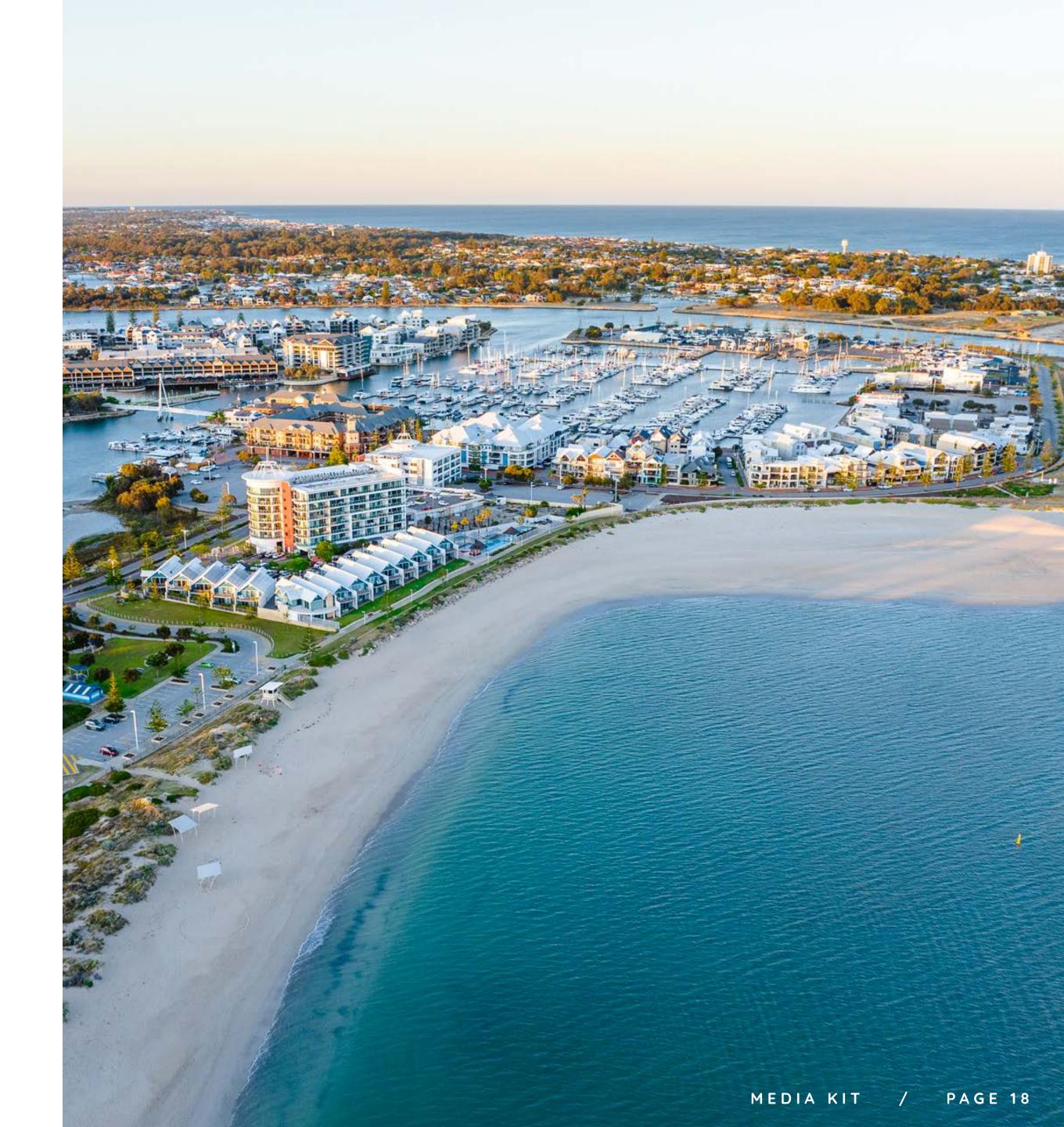
Mandurah Houseboats

Stay on the water with WA's largest houseboat fleet.



CARAVANNING & CAMPING:

Explore our **Caravan & Camping** page.





Mandurah is proud to be an accessible destination, offering inclusive experiences for all visitors.

ACCESSIBLE RESTAURANTS:

- Boundary Island Brewery
- The Peninsula Bar & Restaurant
- Frisky Deer
- Wood and Stone Café
- Dolphin Quay eateries
- Wedgetail Brewing (Erskine)
- Seven Trees Café (Erskine)

For more info, visit:

Accessible Restaurants

ACCESSIBLE ACCOMMODATION:

- Mandurah Houseboats
- Dolphin Quay Apartments
- Seashells Mandurah
- The Sebel Mandurah

For more info, visit:

Accommodation Options

ACCESSIBLE BEACHES:

- Doddi's Beach
- Falcon Bay
- Keith Holmes Reserve
- Madora Bay
- San Remo
- Town Beach

Full beach access details:

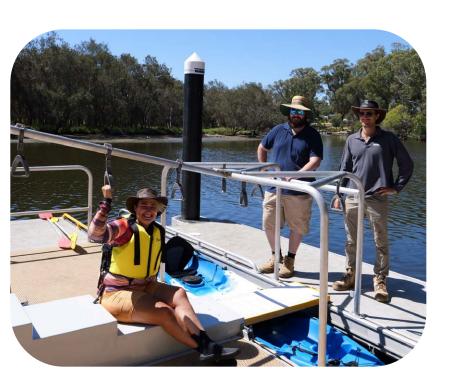
Accessible Beach Guide

CHANGING PLACES:

Facilities with a changing table and hoist are located near the Visitor Centre on the Eastern Foreshore and at the Mandurah Forum (MLAK key required).

ALL ABILITIES PADDLE LAUNCH:

Access the Peel-Harvey Estuary at Riverside Gardens with the All Abilities Paddle Launch, the first of its kind in WA.



WATCH THE INSTRUCTIONAL VIDEO

MANDURAH VISITOR CENTRE:

The first Visitor Centre in WA to join the Hidden Disabilities Sunflower Scheme, supporting those with non-visible disabilities.

Accredited for accessibility.

View the Accessibilty Guide

mily Louise MANDURAH HOUSEBOATS GIANTS OF MANDURAH **BOUNDARY ISLAND BREWERY** KWILLENA GABI ESTUARY POOL

ACCESSIBLE ITINERARIES

Discover Mandurah through our curated itineraries. From serene coastal escapes to action-packed adventures, there's something for everyone. Itineraries include:



ACCESSIBLE DAY ADVENTURES

Relaxing Day on Mandurah's Foreshore

Explore Mandurah Foreshore on an e-bike or e-scooter, with accessible pathways linking key attractions.

- Picnic at the Eastern Foreshore, featuring accessible amenities and picnic areas.
- Swim at Kwillena Gabi Mandurah's Estuary Pool, with ramp and stair access, plus beach wheelchairs.

Scenic Views, Giants and Dolphins

Morning: Visit Thomas Dambo's Yaburgurt Cirkelstone and explore Coodanup Foreshore Reserve.

- Afternoon: Enjoy a Mandurah Cruises Dolphin Cruise to spot wild dolphins.
- Evening: Dine at one of Dolphin Quay's accessible restaurants.



ACCESSIBLE SHORT BREAKS

Houseboat Escape

- Stay on the accessible houseboat Emily Louise, exploring Mandurah's waterways.
- Enjoy fresh seafood at Boundary Island Brewery and relax with a sunset BBQ.

A Fun & Accessible Family Getaway

- Stay at Mandurah Ocean Marina Chalets.
- Explore Dolphin Quay, visit Town Beach, go kayaking, and enjoy a Dolphin Cruise.
- End your day at Amaze Miniature
 Park, with accessible pathways and
 attractions.

EVENT VENUES

Mandurah's venues offer a blend of scenic beauty and functionality, ideal for weddings, conferences, and special events. Highlighted Venues:



MANDURAH PERFORMING ARTS CENTRE (MPAC):

Capacity: Up to **800 guests**.

Overlooks Mandjar Bay with multiple hireable spaces.



BOUNDARY ISLAND BREWERY:

Capacity: **250 guests.**Waterfront venue with craft beers and a relaxed atmosphere.



SEASHELLS MANDURAH:

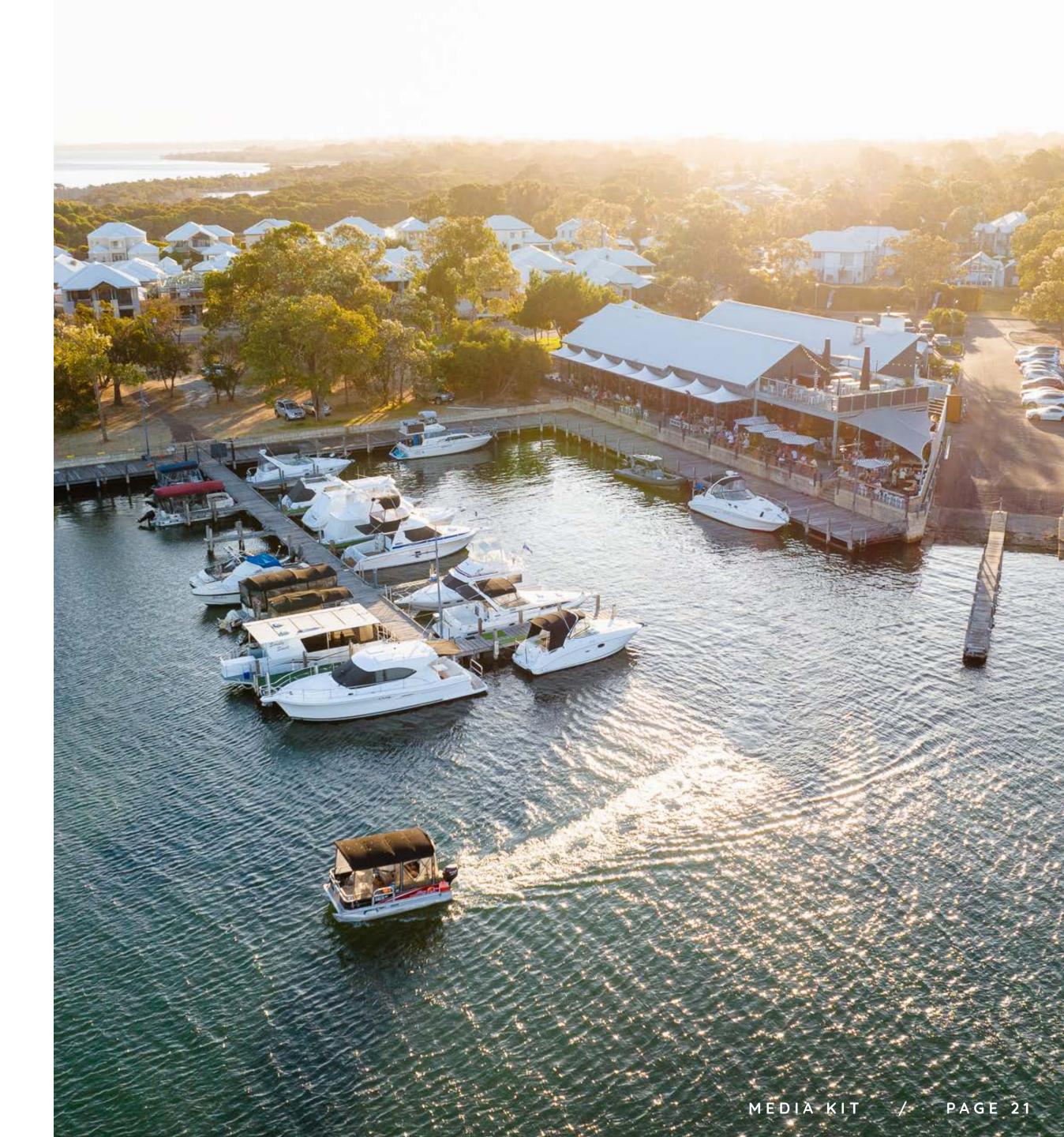
Capacity: **20-100 guests**.

Ideal for conferences, weddings, and private events.



THE PEN (PENINSULA MANDURAH):

Capacity: **150 guests** indoors; outdoor space also available.
Stylish venue with waterfront views.



KEY MESSAGES













MANDURAH - A COASTAL GEM JUST AN HOUR FROM PERTH

Nestled less than an hour south of Perth by car or train, Mandurah is a stunning coastal destination, offering incredible natural beauty with beaches, wildlife, and an estuary that's twice the size of Sydney Harbour.

It's the perfect place for a day trip, a short break, or a peaceful stopover on the way to or from the South-West (Margaret River).

THOMAS DAMBO'S GIANTS - AN AUSTRALIAN FIRST

Mandurah is home to Thomas

Dambo's Giants of Mandurah – a

collection of five colossal, ecofriendly wooden sculptures.

Created by internationally acclaimed
Danish artist Thomas Dambo,
these towering figures celebrate
Mandurah's natural beauty, wildlife,
and environmental importance,
making them an unmissable
attraction in Australia.

MANDURAH'S RESIDENTIAL DOLPHIN POPULATION - THE LARGEST IN WA

With over 100 wild bottlenose dolphins calling it home, Mandurah has WA's largest residential dolphin population.

These playful dolphins are regularly seen frolicking in the waves and can be enjoyed through various cruise experiences year-round.

MANDURAH - WA'S CHRISTMAS LIGHTS CAPITAL

Mandurah is proudly known as WA's Christmas Lights Capital, where the waterways and canals sparkle with dazzling light displays each December.

The Christmas Lights Cruise is a must-do experience that turns the city into a festive wonderland, attracting visitors from all over the country.

A BIODIVERSITY HUB LIKE NO OTHER

Mandurah is a true biodiversity hub, with unspoilt wetlands, thriving marine life, and rich birdlife.

Whether you're exploring by boat, kayak, or walking trail, the region's natural surrounds are teeming with diverse wildlife, making it a paradise for nature lovers.

MANDURAH'S PRISTINE COASTLINE

With 60 km of beautiful coastline, Mandurah offers everything from secluded beaches to bustling waterfront areas.

Enjoy pristine sands, water sports, fishing, and endless ocean views. It's a coastal paradise for relaxation and adventure alike.

KEY MESSAGES













THE HEART OF MANDURAH - MANDJOOGOORDAP

Originally called
Mandjoogoordap, meaning
"meeting place of the heart"
in the Noongar language,
Mandurah is a destination with
deep cultural significance, rich
history, and a warm, welcoming
community that is proud to
share its story.

UNIQUE EXPERIENCES IN MANDURAH

Experience Mandurah like nowhere else: stay in a houseboat, lunch on a donut-shaped BBQ boat, or explore free public art such as the iconic Giants of Mandurah sculptures.

Every corner of Mandurah offers something new to discover, from its waterways to its wetlands, wildlife and beyond.

EXPLORE MANDURAH'S NATURAL BEAUTY

From guided kayak adventures to serene walking tours,
Mandurah's landscape is designed for exploration.

With its breathtaking views, wildlife encounters, and serene bushland, visitors can immerse themselves in the incredible nature that makes Mandurah one of Western Australia's must-visit destinations.

AWARD-WINNING SEAFOOD & FRESH BLUE SWIMMER CRABS

Mandurah is famous for its seafood, particularly the delicious Blue Swimmer crabs.

Whether you're fishing from the shore or enjoying a charter, the bounty of the waters is sure to provide a memorable taste of Mandurah's coastal lifestyle.

WORLD-CLASS GOLF COURSES

Mandurah is home to some of
Australia's top golf courses,
including The Cut Golf Course,
Meadow Springs Golf Club
and Mandurah Country Club,
providing golfers with a
premium experience on courses
that boast stunning views and
challenging layouts.

PERFECT WEATHER & AL FRESCO DINING

With its sunny, temperate climate, Mandurah offers the perfect setting for al fresco dining, where you can enjoy local cuisine and fresh seafood while taking in views of the estuary or ocean.

Take your pick from Mandurah
Ocean Marina, where boats bob
beside your table and seafood
is always on the menu or stroll
along the Eastern Foreshore,
dotted with cafés, bars, and
picnic spots.

VISIT VISITMANDURAH.COM FOR MORE INFORMATION

AWARDS

INTERNATIONAL LEVEL:

2023 - Finalist in the City Nation Place Awards ("Best Communication Strategy: Tourism")

NATIONAL LEVEL:

2025: 3rd in the Wotif Top Aussie Town of the Year Awards

2024: Silver – Visitor Information Services at Australian Tourism Awards

2023: Gold – Australia's Top Tourism Town Awards

2023: Silver – Visitor Information Services at Australian Tourism Awards

2023: Bronze – Tourism Marketing & Campaigns at Australian Tourism Awards

2022: Bronze – Australia's Top Tourism Town Awards

STATE LEVEL:

2023: Gold – Western Australia's Top Tourism Town Awards

2023: Gold – Visitor Information Services at Perth Airport WA Tourism Awards

2023: Gold – Tourism Marketing & Campaigns at Perth Airport WA Tourism Awards

2022: Gold – Visitor Information Services at Perth Airport WA Tourism Awards

2022: Bronze - Tourism Marketing & Campaigns at Perth Airport WA Tourism Awards

2021: Bronze - Tourism Marketing & Campaigns at Perth Airport WA Tourism Awards























SOME STORY IDEAS



THE TRANSFORMATION OF MANDURAH - MANDURAH'S RISE TO THE TOP OF TOURISM

Once a quiet coastal retreat, Mandurah has become one of Australia's top tourism destinations. Strategic investments and initiatives have revitalized the region, highlighted by **Thomas Dambo's Giants of Mandurah**, Australia's first installation of its kind.

With pristine waterways, thriving wildlife, vibrant events, and the iconic Christmas
Lights Trail, Mandurah's rise was crowned with the title of Australia's Top Tourism Town 2023. This story celebrates Mandurah's journey of innovation, community spirit, and its emergence as a must-visit destination.

MANDURAH: WA'S CHRISTMAS LIGHTS CAPITAL

Just an hour south of Perth, Mandurah becomes WA's Christmas Lights Capital, offering one of Australia's most spectacular festive experiences. From December to early January, over 200 homes along the canals come alive with dazzling displays, while locals decorate their boats, turning the waterways into a magical wonderland. Some residents spend 80+ hours on their elaborate setups, creating a sense of community pride and friendly competition.

The Christmas Lights Cruises attract over 40,000 visitors each year, offering the best view of these stunning displays from the water, serenaded by Christmas carols.



Behind-the-scenes insights from local organizers and residents reveal the passion and creativity driving this iconic event.

The Christmas Lights Trail features 30 light installations and family-friendly entertainment, starting with the vibrant Mandurah Christmas Pageant. This festive celebration draws visitors from across the country to experience Mandurah's unique holiday magic.

WILD AND FREE: MANDURAH'S DOLPHINS AND THEIR GUARDIANS

Discover the magic of Mandurah's wild dolphins, from spotting newborn calves in the estuary to learning about their lives through Murdoch University's dolphin fin guide and citizen science program. Meet the Estuary Guardians and rescue teams working tirelessly to protect these iconic creatures and explore ethical dolphinwatching experiences.

MANDURAH - A KAYAKER'S PARADISE

Mandurah is emerging as a top kayaking destination, offering over 66 km of peaceful paddling trails through its stunning Peel-Harvey Estuary. With trails like the Pelican and Heron Trails, paddlers can explore calm waters teeming with dolphins and native birds, all while surrounded by lush, protected wetlands.

The city has invested in purpose-built launch sites, making it easier for visitors to access its waterways and enjoy Mandurah's natural beauty. Whether you're a beginner or an experienced kayaker, Mandurah offers an unforgettable way to reconnect with nature in one of Western Australia's most scenic regions.



Contact us if you need help with a story idea.

Visit Mandurah Marketing Team

Ph: (08) 9534 7515

marketing@visitmandurah.com

MEDIA SPOKESPEOPLE & EXPERT COMMENTARY

If you're looking for up to date information and media releases, contact us via email at marketing@visitmandurah.com

MEDIA TALENT, SPOKESPEOPLE AND COMMENTARY

TOPICS	SPOKESPERSON / ORGANISATION
Mandurah tourism statistics, attractions, travel trends, general Mandurah tourism	Anita Kane General Manager, Visit Mandurah
Living in Mandurah, development, infrastructure	City of Mandurah media@mandurah.wa.gov.au
Western Australian visitors, Western Australia in general	Tourism Western Australia media@westernaustralia.com

LOCAL TOURIST OPERATORS WHO ARE GOOD MEDIA TALENT

SPOKESPERSON	ORGANISATION
Natalee Fuhrmann	The Bike Kiosk, owner (see video)
Myrianthe Riddy	Sea West / Mandurah Cruises, owner
Natalie Goddard	Sea West Employee and member of Estuary Guardians Volunteer Group
Cynthia Graham	Boundary Island Brewery, co-owner
Josh McMahen	Wood and Stone Café, co-owner (<u>see video</u>)





MEDA & INFLUENCER VISIT GUIDELINES IN MANDURAH



Mandurah is committed to providing a seamless and enriching experience for media and influencers interested in covering our beautiful destination. To ensure a smooth and productive visit, please follow these guidelines for organising and requesting your media visit.

REQUEST PROCESS

Step 1: Submission of Request

- Timing: Please submit your request at least 4 weeks prior to your visit.
- Information Required: Provide your full name, contact details, media outlet or social media handle, proposed dates, and content focus. Send your request to marketing@visitmandurah.com.

Step 2: Review & Approval

- Evaluation: We will review your request based on your audience reach, relevance to Mandurah's promotional goals, and content focus.
- Response Time: You'll receive a response within 10 business days.
- Confirmation & Itinerary

Step 3: Tailored Itinerary

Once approved, we'll work with you
to create a personalised itinerary
highlighting Mandurah's key attractions
and experiences.

Step 4: Confirmation

 A detailed itinerary and confirmation will be sent to you two weeks before your visit.

DURING YOUR VISIT

- Content Creation: We encourage you to share content through social media, blogs, and articles, tagging @VisitMandurah and using hashtags #VisitMandurah #RelaxedByNature #MandurahlsTop.
- On-the-Ground Support: A media liaison will be available to assist with any questions and ensure your visit goes smoothly.

POST-VISIT

- Content Sharing: Please share your content (articles, blog posts, social media) with us within 4-6 weeks.
- Feedback & Future Collaborations:
 We value your feedback and hope to
 continue collaborating with you on future
 visits or content.

MEDIA VISIT GUIDELINES

- Travel Arrangements: Visit Mandurah covers your transportation, accommodation (if applicable) and activities.
- Social Media: Use our tags and hashtags to ensure proper attribution and track engagement.

APPENDIX

FURTHER INFORMATION ...



MANDURAH VISITOR GUIDE

DOWNLOAD



GIANTS OF MANDURAH TRAVELLORS COMPANION

DOWNLOAD



WEBSITES

VISIT MANDURAH

TRANSFORM MANDURAH

CONTACT LIST

Visit Mandurah Marketing Team

(08) 9534 7515

marketing@visitmandurah.com

Mandurah Visitor Centre

(08) 9550 3999

visitor@visitmandurah.com

Opening hours:

Seven days a week* (reduced hours may apply on Public Holidays)

