



Department of
**Creative Industries,
Tourism and Sport**

Strategic Plan 2026-2029

CITS is dedicated to championing, supporting and growing the sectors and communities of Creative Industries, Tourism, Sport and Recreation, and Multicultural Interests.

Our vision

Western Australia is an extraordinary place to live, work, play, create and explore – where imagination shapes our future.

Our purpose

To deliver exceptional experiences and services that make Western Australia vibrant, healthy, connected and prosperous.



Our values

Accountable

We deliver on our commitments, act resourcefully and strive for continuous improvement.

Inclusive

We embrace diversity, engage with respect and value authentic connections.

Collaborative

We work together and leverage our strengths, talent and perspectives.

Innovative

We are bold and reimagine possibilities through curiosity, creativity and adaptability.



Our priorities

Activate communities

We create vibrant places and support communities to be welcoming, inclusive and safe.

Amplify investment

We drive innovation, deliver infrastructure and attract industry investment to grow a diverse economy.

Advance sectors

We lead and empower sectors and communities to thrive and grow sustainably.

Achieve together

We unite ideas, expertise and resources to deliver long-term impact.



Priority initiatives

Activate communities

We create vibrant places and support communities to be welcoming, inclusive and safe.

- 1.1** Deliver, fund and promote programs and services that inspire engagement in sport, recreation, culture and creativity.
- 1.2** Fund infrastructure that creates vibrant and inclusive places.
- 1.3** Deliver and leverage events to build community identity, boost visitation and participation, and deliver social and economic benefits.
- 1.4** Create opportunities that strengthen social connections, build trust and encourage creativity and cultural engagement.
- 1.5** Increase opportunities to connect with Aboriginal and Torres Strait Islander cultures, histories and languages, supporting participation, understanding, reconciliation and authentic cultural experiences.

Amplify investment

We drive innovation, deliver infrastructure and attract industry investment to grow a diverse economy.

- 2.1** Fund, attract and support investment in priorities that deliver sustained economic and social benefits.
- 2.2** Influence and deliver major infrastructure projects that drive activity, celebrate WA's uniqueness and elevate global recognition.
- 2.3** Develop and lead strategic policies that drive investment and advance transformative projects.
- 2.4** Collaborate on initiatives and programs to strengthen investment and identify future opportunities



Priority initiatives

Advance sectors

We lead and empower sectors and communities to thrive and grow sustainably.

- 3.1** Invest in our sectors and communities to build capability and capacity for long-term sustainability.
- 3.2** Provide leadership and strategic direction that empowers sectors and communities to innovate, adapt and thrive in a future-focused environment.
- 3.3** Partner with sectors and communities to co-design and deliver economic and social outcomes.

Achieve together

We unite ideas, expertise and resources to deliver long-term impact.

- 4.1** Build a workforce culture that supports and promotes the demonstration of our values.
- 4.2** Create systems and processes that encourage people to work together, innovate and share knowledge.
- 4.3** Leverage connections, resources and expertise to create opportunities and achieve collective goals.

