

Our Vision: The Busselton Jetty is the most visited and enjoyed attraction in Western Australia.

Our Mission: To ensure the community and visitors enjoy the Busselton Jetty for many years into the future.

BJECA Purpose: To act as the custodians of the Busselton Jetty, preserving it for future generations.

We are committed to:

Respect: Valuing visitors, colleagues, members, volunteers and stakeholders.

Excellence: Every visitor will feel the passion we have for the Busselton Jetty.

Innovation: Sharing the story of the Busselton Jetty in an engaging and interactive manner.

Heritage: Enhancing the Busselton Jetty experience, whilst maintaining its historic sense of place.

Conservation: Protecting the unique and diverse marine environment.

Making people's day: We aim to provide a world class experience, inspiring and educating visitors and creating lifelong memories.

Being Professional: To be transparent and accountable in all aspects of our operations.

Our strategies are the key to being a world class attraction

1. Maintain community engagement, developing relationships (especially with a new generation of Busselton Jetty supporters) ensuring community participation and passion in all Busselton Jetty activities;
2. Create relationships with other International, National and State likeminded attractions, to strive for best practice, learn and engage with new partners;
3. Deliver engaging visitor experiences that maximise revenue, while responsibly managing costs;
4. Deliver excellent corporate governance to ensure the preservation of the heritage listed Busselton Jetty;
5. Foster closer ties with major visitor and stakeholder groups to develop appropriate activities that will provide a long term income stream;
6. To be recognised as a marine research facilitator in a world class environment. Be ethical in our environmental management of the unique and diverse marine life beneath and around the Busselton Jetty.

We will know we are successful when:

- The Busselton Jetty is the most visited attraction in Western Australia;
- We have achieved capital investment returning new long term income streams;
- We have at least 5000 BJECA members from all around the world of many ages and backgrounds;
- A new generation of Busselton Jetty supporters is engaged and committed;
- We are widely recognised as having a world class marine environment ;
- International and national attractions come to us for guidance;
- We inspire people.