

Great Southern Treasures

MARKETING & STRATEGIC PLAN



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Located in the Upper Great Southern, eight local governments of Broomehill-Tambellup, Cranbrook, Gnowangerup, Katanning, Kent, Kojonup, Plantagenet and Woodanilling, form the Great Southern Treasures.

Established in 2004, the Great Southern Treasures (GST) is a Local Tourism Organisation (LTO) representing eight shires in the Upper Great Southern region and is delivered by Australia's South West (ASW).

Steeped in the heritage of our early settlers, harbouring pink salt lakes, breath-taking mountain ranges, the Great Southern Treasures has everything from grand old homesteads to premium hotels, award winning wineries to mouth-watering local produce. This region is a top tourism destination featuring spectacular scenic views from some of Australia's highest heights as well as many of the world's rarest wildflowers.





PURPOSE

To build brand awareness of the tourism assets within Great Southern Treasures locally, nationally and worldwide.

VISION

The communities of Great Southern Treasures are the most visited and known in Australia's South West

MISSION

Collectively plan and promote the tourism assets, experiences and events across member local governments.

INTERNAL

Staff

Marketing & Industry
Liaison Co-ordinator

Member Shires

Broomehill-Tambellup,
Plantagenet, Cranbrook,
Gnowangerup, Kent, Katanning,
Kojonup, Woodanilling

Delivery Partner

Australia's South West

CONNECTED

Industry Bodies

Outdoors Great Southern
Tourism Western Australia

Visitor Centres & Community Resource Centres

Yongergnow VC, Kodja Place, Mt Barker VC,
Mt Barker Tourism, Katanning Hub & CRC,
Pingrup CRC, Gnowangerup CRC, Tambellup
CRC, Frankland River CRC, Borden Group

Government

GSDC, RDAGS

Business

Accommodation providers, restaurants,
travel agents, tour guides, transport
providers, wineries. producers, Katanning
Regional Business Association, Albany
Business Centre

Tourists

International, interstate, intrastate, local

EXTERNAL

Tourism Bodies

Australia's Golden Outback,
Tourism Australia, Tourism Council
WA, ATDW, ATEC , Australian Hotels
Association, WA Indigenous
Tourism Operators Council, Caravan
Industry Association WA

Visitor Centre

Denmark Visitor Centre, Albany
Visitor Centre, WA Visitor Centre

OUR MARKET

Day Trippers

Caravan & Camping Overnight Visitors

Driving tourists who plan a loop trip

Visitor types more likely to travel to regional areas:

Our main market is drive tourists. The drive market can be defined as “visitors who use some form of vehicular transport as a mode of transport to reach their destination, where the main purpose of visit is leisure (i.e. where their main purpose is for a holiday or to visit friends or relatives). This includes day trips & overnight trips to one or more destinations.

Residents of the Great Southern and surrounding regions travelling up to 150kms round trip. Looking for easy-intermediate grade trail activities; quality facilities and amenities; spending time with family and friends; dog and child friendly; relaxed lifestyle.

Intrastate and interstate travellers looking for a ‘sense of freedom’ and ‘independence’; low-cost camping; a range of things to see and do; easy-intermediate grade trail activities.

There are two broad segments of caravanners – Travellers’ on a longer road trip including young families, ‘gray nomads’, and ‘holiday makers’ on a short stay holiday.

Developing and promoting ready-made road trip itineraries. Itineraries provide a set of activities and sights for different lengths of stay for intrastate, interstate and international markets.

- Intrastate (leisure and visiting friends and relatives)
- Interstate (leisure and visiting friends and relatives)
- International visitors (when conditions allow)

PILLAR

ACTIONS

MEASUREMENTS

BRANDING,
MARKETING &
COMMUNICATION

- Review & implement GST marketing plan
- Manage, refresh & update social media platforms & website
- Build collateral for GST partners
- Partner with ASW for increased reach of marketing budget
- Deliver consistent marketing & messaging through LGA's, VC's, & CRC's
- Develop marketing plan for GSTYT in partnership with OGS & MOU
- Leverage & promote events in the region

1. Locals and businesses are promoters of GST & the tourism assets
2. Marketing collateral produced
3. Marketing key metrics eg. social media following & engagement
4. Key messages are adopted by partners

BLOOM FESTIVAL

- Support Event contractor to hold signature event

1. Onboarding of event contractor
2. Festival patronage increases annually
3. GST signature event with a positive financial return

FESTIVALS

- Taste Great Southern events to be held throughout GST
- Encourage all member shires to participate & cross promote events

1. All participating member LG's promoted in Taste Great Southern marketing

OPERATIONS

- Financial management
- Arrange & attend bi monthly meetings
- Industry & stakeholder liaison

1. Financial management is reflective of the GST governance
2. Annual GST Financial Report delivered by ASW

GOVERNANCE

- MoU is appropriate to our purpose & goals
- Annual Report
- Forward plan delivers upon our vision and mission
- SLA delivered by ASW

1. Strategic Plan & Activity Plan adopted, & initiatives completed
2. MoU signed by all member local governments
3. Appropriate governance & organisational structure
4. Signed SLA with ASW

OUR FUND SOURCES AND BUDGET ALLOCATION

Item	Budget	Item	Budget
Income from Shires	+\$93,000	GST Grants	\$ 0
GST Coordinator	\$ 60,000	Bloom Contribution	\$ 5,000
Marketing & Advertising, paid sm, web, collateral, trade shows, printing, distribution	\$14,700	ASW Admin & Governance & Chair	\$ 13,300
		Total:	\$ 93,000



1

Intrastate visitation and spend
Target: Increased visitation and spend
YOY

2

Marketing Outcomes
Target: Marketing and brand awareness
that deliver outcomes in key metrics

3

Industry and Stakeholder Survey Target:
Increase satisfaction results YOY

4

Independent Financial Contribution
Target: Achieve growth YOY

ACRONYMS

GST..... Great Southern Treasures

ASW..... Australia's South West

LGA..... Local Government Agency

RTO..... Regional Tourism Organisation

LTO..... Local Tourism Organisation

VC..... Visitor Centre

CRC..... Community Resource Centre

OGS..... Outdoors Great Southern

GSTYT..... Great Southern Treasures Yoon (Bobtail) Trail

GSDC..... Great Southern Development Commission

RDAGS..... Regional Development Australia Great Southern

SLA..... Service Level Agreement

MOU..... Memorandum of Understanding

LG..... Local Government

ATEC..... Australian Tourism Export Council

ATDW..... Australian Tourism Data Warehouse