

An aerial photograph of a coastal road at dusk. The road is paved and curves through a lush green forest. To the left of the road is a rocky coastline with waves crashing against the shore. The sky is a mix of dark blues and greens, with some clouds. The overall mood is serene and scenic.

AUSTRALIA'S
South West

STRATEGIC PLAN **2021-2024**

CONTENTS

WHO WE ARE	2
ASW TEAM AND CORPORATE GOVERNANCE	3-5
AUSTRALIA'S SOUTH WEST VISION	6
STRATEGIC PRIORITIES	7
KEY INITIATIVES	8-11
KEY PERFORMANCE INDICATORS	12
MEMBERSHIP BENEFITS	13
PRE-COVID-19 STATISTICS	14
POST-COVID-19 STATISTICS	15

WHO WE ARE

Australia's South West (ASW) is the peak tourism body for the South West region of Western Australia, including the regions of Margaret River, the Great Southern, Bunbury Geopraphe, and the Southern Forests and Valleys.

Funded by and partnering with Tourism Western Australia and our member base of operators. Our role is to enable visitor economy development at local level by engaging people culturally, emotionally through domestic and international marketing strategies and by supporting and driving Australia's South West region's tourism industry through industry engagement and development, product development, training and education.

We aim to provide the consumer with information on how to spend more and stay longer while in the region – to ultimately deliver increased visitor numbers and expenditure for our members, the regional tourism businesses.

We facilitate relations between the tourism industry and the operators in the South West and draw upon the wealth of experience from our members and board.



MANAGEMENT TEAM



CATRIN ALLSOP

CHIEF EXECUTIVE OFFICER

Catrin leads the team and manages the organisation's operational activities and industry relationships. Catrin steers the organisation's direction, develops strategies and represents the region at trade and industry events. Catrin ensures that industry leaders and stakeholders have the opportunity to collaborate with and are informed on key upcoming ASW activities and projects. Catrin engages with both local, State and Federal tourism bodies to ensure ASW is advised on tourism related issues and developments.



GLEN THOMPSON

GREAT SOUTHERN TOURISM AND TRADE MANAGER

Glen drives engagement and destination development in the Great Southern region in partnership with the Great Southern Development Commission. Glen delivers event development, destination management, tourism industry and stakeholder engagement and is the TradeStart manager for the Great Southern. Glen liaises with State Government and private enterprise particularly in the produce, wine and trails sectors which compliments his trade responsibilities to create opportunities for members and tourism stakeholders.



CLAIRE SAVAGE

BUNBURY GEOGRAPHE TOURISM MANAGER

Claire is the Bunbury Geographe Tourism Manager on behalf of ASW. Often on the road meeting with operators, Claire is focused on providing marketing outcomes and support to tourism stakeholders to meet the strategic objectives of the Bunbury Geographe Tourism Partnership. Claire represents BunGeo at consumer and industry events, and runs BunGeo's social media channels, website, communications and is responsible for the production of the Found magazine.



JANICE PLATT

DESTINATION MARKETING COORDINATOR

Janice delivers marketing and communications support to our members and consumers to tell the story of Australia's South West and all that it has to offer. Janice develops content for ASW's channels including the website and collateral. Janice is responsible for actioning the communications of ASW to members, media and stakeholders. Janice represents ASW at consumer and industry events. Janice manages and delivers the social media for The South West Edge.

MANAGEMENT TEAM



EMMA BROWN

TOURISM INDUSTRY
ENGAGEMENT OFFICER

Emma is responsible for coordinating new members and assisting existing ones. As the first point of contact for all ASW members and the wider tourism industry, Emma assists members to select the relevant marketing activities for their business and coordinates their representation at various trade and consumer shows. Emma travels throughout the South West meeting with members to gain a thorough insight into their business.



CARLY WATTS

GREAT SOUTHERN TREASURES
MARKETING AND INDUSTRY
LIAISON COORDINATOR

Based in the Great Southern region, Carly's role is focused on providing marketing outcomes and industry liaison support to tourism stakeholders to meet the strategic objectives of the Great Southern Treasures Tourism Partnership. Carly runs the Great Southern Treasures social media channels, website, and communications. Carly provides support to relevant initiatives such as trails that drive visitation to the region.



FIONA DUYVESTEIN

ADMINISTRATION AND
FINANCE SUPPORT

Fiona is our administration and finance support, working hard behind the scenes to keep the wheels of the organisation turning. Fiona's previous experience is in the banking sector and running her own administration services business.

CORPORATE GOVERNANCE

AUSTRALIA'S SOUTH WEST IS THE PEAK TOURISM BODY OF THE SOUTH WEST OF WESTERN AUSTRALIA. THE BOARD OF DIRECTORS COMPRISES FOUR ELECTED INDUSTRY REPRESENTATIVES AND FOUR SKILLS BASED POSITIONS AND AN INDEPENDENT CHAIR. NOMINATIONS ARE CALLED IN AUGUST EACH YEAR FOR POSITIONS ON THE BOARD. TERMS ARE USUALLY FOR TWO YEARS; BOARD POSITIONS ARE VOTED ON BY INDIVIDUAL SUB REGIONAL MEMBERS AND THE SKILLS BASED POSITIONS BY THE BOARD MEMBERS.

BOARD DIRECTORS

CHAIRPERSON

LIANNE CRETNEY-BARNES

Independent Chair

DEPUTY CHAIRPERSON

LENORE LYONS

Skills Based Position

TREASURER

RHYS PEARCE

Skills Based Position

STEVE MILLHOUSE

Great Southern

GAIL IPSEN CUTTS

Southern Forests and Valleys

JULIE HILLIER

Bunbury Geographe

LISA SPENCER

Skills Based Position

KYM FRANCESCONI

Tourism Western Australia (ex-officio)

AUSTRALIA'S SOUTH WEST VISION

DESTINATION VISION

OUR VISION IS FOR AUSTRALIA'S SOUTH WEST TO BE A LEADING, PROSPEROUS AND SUSTAINABLE TOURISM DESTINATION.

OUR PURPOSE

WE ARE AN INSPIRATIONAL DESTINATION MANAGEMENT LEADER THAT SUPPORTS AND FACILITATES A DYNAMIC AND COLLABORATIVE TOURISM DESTINATION.



CORE VALUES



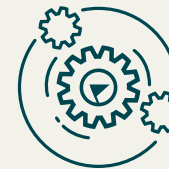
LEADERSHIP



CREATIVITY



GROWTH



COLLABORATION

STRATEGIC PRIORITIES



EFFICIENT AND EFFECTIVE MARKETING AND PROMOTION

We will promote and drive desire for our region with a relevant marketing strategy and competent use of our marketing spend.



ACCESS TO THE REGION AND REGIONAL DISPERSAL

We will support and work with Tourism WA to grow accessibility into our region and develop strategies and initiatives to encourage dispersal around our region.



DESTINATION DEVELOPMENT

We will be the catalyst to support stakeholders achieve the region's development priorities to drive visitation and spend in our region. We will also support growth in capacity and capability of regional tourism operators.



DRIVING INDUSTRY ENGAGEMENT

We will work collaboratively with our stakeholders to build a resilient tourism industry and a cohesive region, and perform a conduit role between Tourism WA and industry.

KEY INITIATIVES

TO MAKE AUSTRALIA'S SOUTH WEST A STRONG AND FUTURE-READY ORGANISATION, WE WILL PROMOTE OUR REGION THROUGH THE FOLLOWING INITIATIVES



STRATEGIC THEME 1: EFFICIENT AND EFFECTIVE MARKETING AND PROMOTION

WE WILL PROMOTE AND DRIVE DESIRE FOR OUR REGION WITH A RELEVANT MARKETING STRATEGY AND COMPETENT USE OF OUR MARKETING SPEND.

- 1.1. Experience led tactical campaigns that are thematic with member buy-ins that generate leads and drive conversion
- 1.2. Resource provision for efficient and effective marketing
- 1.3. Assist in the development, diversification and marketing of niche markets
- 1.4. Review and implement trade engagement strategy

WHAT DOES IT MEAN?

As a Regional Tourism Organisation (RTO) our role is to paint a picture of our region to entice visitors to dream about and book our destination. Marketing can seem like some strange and ethereal thing but in essence we get imagery created, purchase ads and try and connect directly with the visitor to tell them what an amazing experience they could have in the South West. Marketing is most effective with a greater pool of funds so often we seek to collaboratively market with our partners and member operators.



STRATEGIC THEME 2: ACCESS TO THE REGION AND REGIONAL DISPERSAL

WE WILL SUPPORT AND WORK WITH TOURISM WA TO GROW ACCESSIBILITY INTO OUR REGION AND DEVELOP STRATEGIES AND INITIATIVES TO ENCOURAGE DISPERSAL AROUND OUR REGION.

- 2.1. Facilitate access via flights from intrastate, interstate and international direct to the region
- 2.2. Drive dispersal within the region via promotion of a self drive hero route and supporting itineraries
- 2.3. Utilise the trails network as a driver of dispersal

WHAT DOES IT MEAN?

With direct flights straight into the South West we now have the opportunity to get visitors to stay longer and spend more with our operators. Our goal is to get more direct flights into the region and importantly, to get them to disperse once they get here. There is so much to be discovered across our region, we hope that through strategic marketing like the South West Edge we can get visitors to discover the unexpected corners of our region.



STRATEGIC THEME 3: DESTINATION DEVELOPMENT

WE WILL BE THE CATALYST TO SUPPORT STAKEHOLDERS ACHIEVE THE REGION'S DEVELOPMENT PRIORITIES TO DRIVE VISITATION AND SPEND IN OUR REGION. WE WILL ALSO SUPPORT GROWTH IN CAPACITY AND CAPABILITY OF REGIONAL TOURISM OPERATORS.

3.1 Develop and implement the destination management plan in partnership with Tourism WA and regional stakeholders

WHAT DOES IT MEAN?

As an organisation, we do so much more than just marketing and some times we have to plan for the future. In developing a Destination Management Plan (DMP) we are essentially creating a wish list of realistic opportunities for our region, all nestled together in a 10 year plan. This could be anything from identifying what new infrastructure we need to what new markets we will want to work with in the future or identifying opportunities for growth in the region.



STRATEGIC THEME 4: DRIVING INDUSTRY ENGAGEMENT

WE WILL WORK COLLABORATIVELY WITH OUR STAKEHOLDERS TO BUILD A RESILIENT TOURISM INDUSTRY AND A COHESIVE REGION AND PERFORM A CONDUIT ROLE BETWEEN TOURISM WA AND INDUSTRY.

- 4.1. Develop and implement initiatives to build member conversion, value, retention and growth
- 4.2. Grow use and effectiveness of the Generator Network to deliver increased member opportunities and build a cohesive region
- 4.3. Alignment planning with strategic partners and grow new partnerships
- 4.4. Deliver strong stakeholder communication to further build our reputation and identify ways to influence relevant decision makers

WHAT DOES IT MEAN?

Our region is only as strong as the tourism businesses, the local governments, the development commissions and the other organisations that make it up. All owned, operated and managed by locals who have a passion for sharing their home with visitors. We strive to be an anchor point for all those people to come together and connect.

KEY PERFORMANCE INDICATORS



DIRECT LEADS TO OPERATORS

2026 Target: Increased leads to operators YOY



INDUSTRY FINANCIAL CONTRIBUTION

2026 Target: Achieve grow YOY



INTRASTATE VISITATION AND SPEND

2026 Target: Increased visitation and spend YOY



INDUSTRY SURVEY

2026 Target: Increase satisfaction results YOY



MARKETING OUTCOMES

2026 Target: Marketing campaigns that deliver outcomes in key metrics

MEMBERSHIP BENEFITS

AUSTRALIA'S SOUTH WEST'S ROLE IS TO ENABLE VISITOR ECONOMY DEVELOPMENT AT A LOCAL LEVEL BY ENGAGING PEOPLE CULTURALLY AND EMOTIONALLY THROUGH DOMESTIC AND INTERNATIONAL MARKETING STRATEGIES. WE SUPPORT AND DRIVE OUR REGION'S TOURISM INDUSTRY WITH ENGAGEMENT, DEVELOPMENT, TRAINING, EDUCATION AND PRODUCT DEVELOPMENT.



Showcase your business via the ASW website
Over 350K hits annually



Promote your business in our annual holiday planner
90,000 distributed annually



List your business on our South West Map & Guide
70k distributed annually



Take advantage of subsidised advertising rates in our marketing campaigns



Meet with our marketing team to discuss business opportunities



Connect with other members to cross promote and package your product



Participate in cooperative marketing opportunities developed for our members



Present your product directly to Tourism WA as part of our regular product updates



Stay informed of industry growth and opportunities



Be exposed to a growing social media following of 129,000 on Instagram, 59,000 on Facebook



Ongoing communication with a comprehensive database of over 12,000 subscribers made up of consumers, trade, media & industry stakeholders

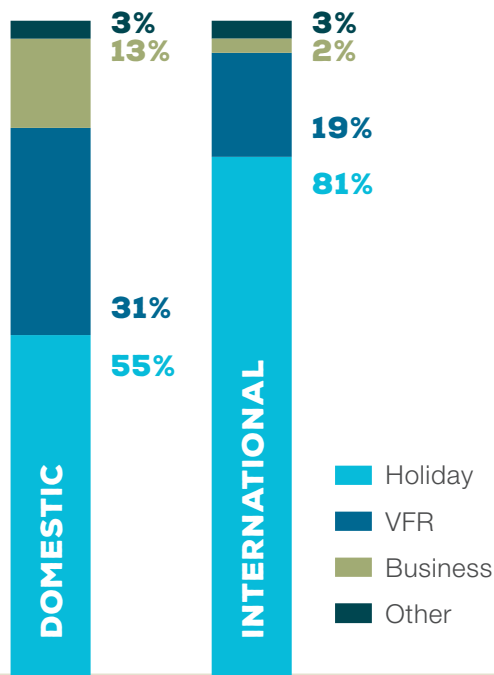
PRE-COVID-19 STATISTICS

VISITOR AGE GROUPS

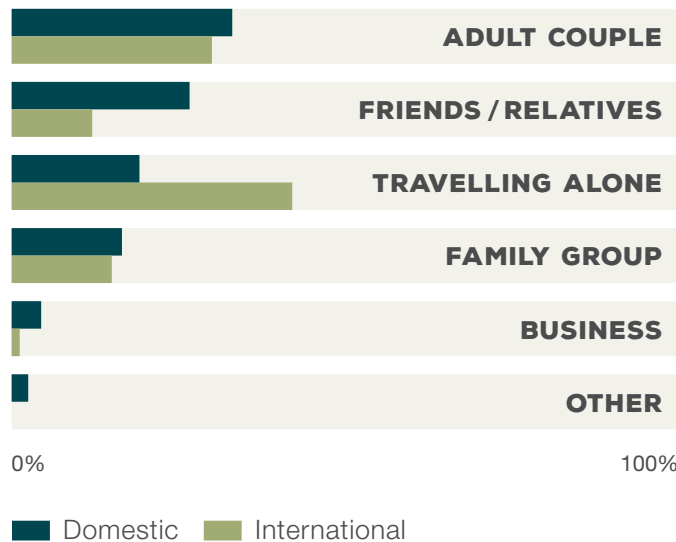
- 15-19 yrs
- 20-34 yrs
- 35-49 yrs
- 50-64 yrs
- 65+ yrs



PURPOSE OF VISIT



TRAVEL PARTY



TOP 7 LEISURE ACTIVITIES FOR VISITORS DURING THEIR TRIP

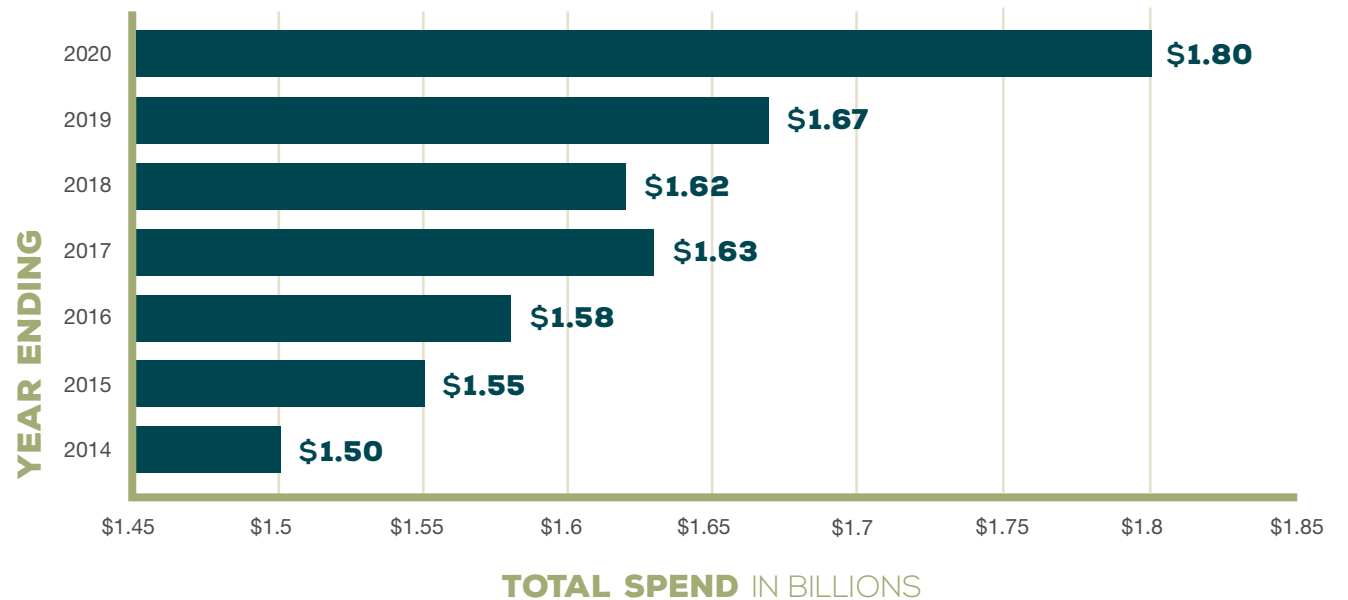
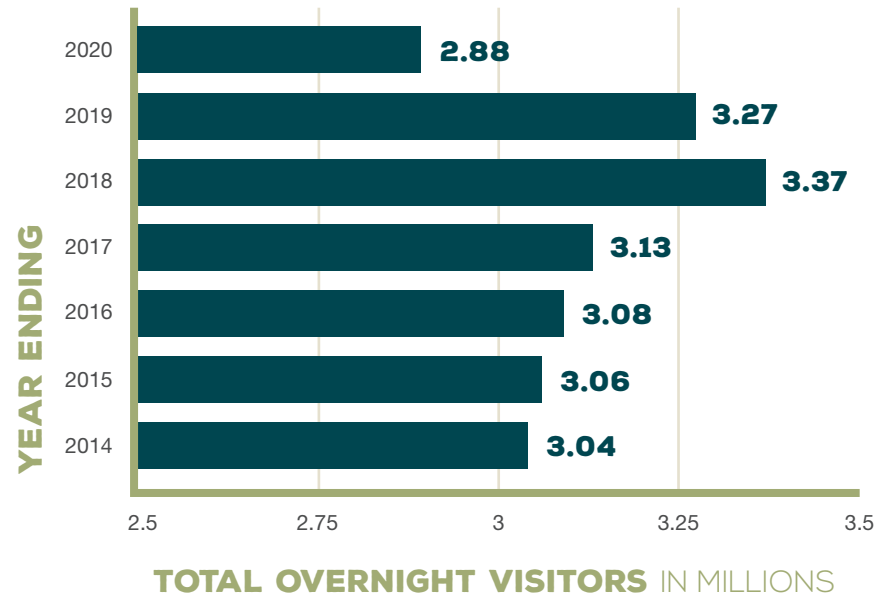
- 1 EAT OUT / DINING
- 2 GO TO THE BEACH
- 3 VISIT FRIENDS & RELATIVES
- 4 SIGHTSEEING / LOOKING AROUND
- 5 VISIT WINERIES
- 6 VISIT NATIONAL PARKS/STATE PARKS
- 7 GO SHOPPING

POST-COVID-19 STATISTICS

VISITATION STATISTICS

ANALYSIS OF THE VISITATION STATISTICS INTO THE AUSTRALIA'S SOUTH WEST REGION SHOWS A THREE YEAR AVERAGE ANNUAL GROWTH RATE OF 4.5%.

SOURCE: Tourism Research Australia - International and National Visitor Surveys



AUSTRALIA'S
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