

FY18 ACTIVITY (CONTINUING - GRANT)

Regional Entry Signs

Opportunity Description

Every year around 167,000 tourists drive into the region through the three regional entry points or gateways of the Pilbara region without a proper 'Welcome' or clear indication that they have crossed the border due to a lack of signage.

In 2017, the Pilbara Regional Council was successful in securing funds to develop entry signage and seeks to warmly welcome visitors at those key entry points.

This project is complimentary to Warlu Way signage re-invigoration which will enhance visitors' experience by guiding them through the region and its natural attractions.



Proposed Outcomes

- Provide a sense of arrival in the region by welcoming visitors at key regional entry points.
- Increase awareness of the Pilbara as a tourist destination and strengthening of the Pilbara tourism brand.



DELIVERABLE 1

- » 3 entry signs at the 3 entry points to the region

KEY RESULTS & TARGETS

- » Designed entry statements endorsed by key stakeholders
- » Items delivered on time and on budget according to the executed Funding Agreement
- » Maximised the use of competitive local businesses where it represents value for money

EXPECTED BENEFITS

- » Provide a sense of arrival in the region via a consistent and coordinated regional approach to entry statements and visitor information at key regional entry points

DELIVERABLE 2

- » Project and funding acquittal

KEY RESULTS & TARGETS

- » Final acquittal accepted by the funding body (Pilbara Development Commission)

EXPECTED BENEFITS

- » Assure funder that grant funds have been deployed for the specified purpose and have achieved proposed benefits for the community

DELIVERABLE 3

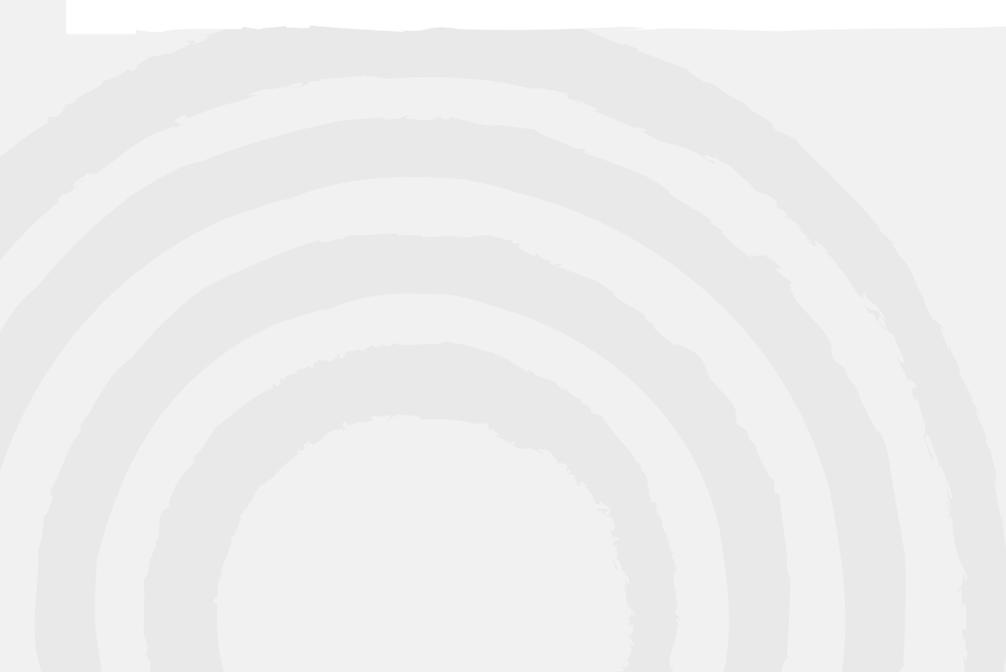
- » Celebrate the completion of works

KEY RESULTS & TARGETS

- » Combination of traditional and social media ensured that the project received broad and wide coverage within the Pilbara and visitor source communities

EXPECTED BENEFITS

- » Visitors enjoy greater levels of engagement, encouraging longer stays and greater spending in local economies



Policy and Strategic Alignments

Alignment with PRC's Strategic Community Plan

Key Focus Area: A voice for the Pilbara.

Strategic outcome: We are a relevant, innovative organisation responsive to stakeholders.

Strategy: We will work with other organisations and agencies to promote the Pilbara region.

Relevance to members' Strategic Community Plan

The project aligns with the following areas of the members' Strategic Community Plans:

City of Karratha: Our Community	2.a.2 Business opportunities are highlighted and promoted
Shire of Ashburton: Economic Prosperity	Continue to plan for, invest in and advocate for the development of key tourist infrastructure included increased accommodation options; tourism attractions and signage
Shire of East Pilbara: ECONOMIC	3.1 – Business diversification and promotion
Town of Port Hedland: Supporting a diverse economy	2.2 A nationally significant gateway city and destination » Develop our tourism industry, facilities increased accommodation offerings and position Port Hedland as a unique destination.

Alignment with Pilbara Regional Investment Blueprint

The project aligns to the Pilbara Regional Investment Blueprint. DIVERSIFYING is one of the approaches outlined in the document and represents a key theme for the entire document.

Tourism is highlighted as one of the nine key pillars under this approach. The PRC project aligns with the following 'Nature based tourism' and 'heritage and aboriginal tourism' Transformational opportunity, which include the following objectives being achieved by 2020:

- » The Pilbara's natural and man-made environment is invested in and leveraged to offer a larger and more diverse range of tourism products, including national parks, trails, adventure, museums, industrial tourism, ocean-based tourism, cultural and old town sites.
- » The Pilbara is fully incorporated into Western Australia and national tourism branding and promotions and is achieving national and international market recognition.

Alignment with White Paper on Developing Northern Australia

This project aligns with the 'our business trade and investment gateway policy direction' which aims to grow the economy with diverse industries.

The white paper is an essential part of the Commonwealth Government's plan to unlock the North's full potential and build a strong, prosperous economy and a safe, secure Australia. The white paper details how it aims to take advantage of the North's strengths and natural advantages through six key policy directions.

Policy and Strategic Alignments

Other Framework linkages

The project is consistent with the following documents and strategic objectives:

Policy / Strategic document	Authority
Pilbara Tourism Product Development Plan	Pilbara Development Commission
Regional Signage Strategy	Pilbara Regional Council

Those linkages help position our activities within a much broader context ensuring current and emerging needs are considered while also identifying key stakeholders and interdependencies which may affect the delivery of appropriate activities to our members over time.