



FY18 ACTIVITY

Regional Tourism Officer

Opportunity Description

Tourism offerings in the Pilbara are vast, spectacular and unique; yet largely underdeveloped. In recent years, there has been a renewed focus on the developing this industry as a major economic pillar for the region.

Each individual LGA has made significant investments into developing tourism through a range of initiatives including developing tourism groups, investigating marketing opportunities, and investing in infrastructure. Outside the LGA's, new businesses have been establishing tourism products and services, and the region has seen new tourism training and support opportunities never before offered in the Pilbara.

Despite the range of positive initiatives, the development of the tourism industry is still largely focused on local areas only. Cross regional initiatives are occurring, but without a leading body to coordinate discussions they can often be difficult to develop and execute effectively.

A range of initiatives could be communicated and coordinated from one centralised Tourism Officer, providing valuable cross pollination between Local Governments and other tourism bodies.

Suggested activities including coordinating communication around marketing and advertising, industry capacity building, infrastructure development and Visitor Information exchange.



Proposed Outcomes

- Offer a dedicated regional tourism resource to the members to improve communication between local governments and other regional tourism stakeholder.
- Create efficiencies and effectiveness in tourism initiatives.



DELIVERABLE 1

- » Visitor Information Centre Exchange

KEY RESULTS & TARGETS

- » Desire to establish Visitor Centre Network confirmed.
- » Terms of Reference endorsed (depending on outcome above).
- » Bi-Monthly Meetings held (depending on outcome above).

EXPECTED BENEFITS

- » Establish communication network between Visitors Centres to allow information sharing and produce familiarisation across the Pilbara

DELIVERABLE 2

- » Pilbara Social Media Platforms

KEY RESULTS & TARGETS

- » Agreed list of required social media platforms developed.
- » Lead agency agreed and endorsed by member LGAs and key stakeholders.
- » Activities executed (depending on outcome of above).

EXPECTED BENEFITS

- » Increase quantity and quality of positive messages about the Pilbara
- » Increase awareness for Pilbara Tourism operators and attractions
- » Immediate conversation and engagement for potential and current tourists
- » Low cost, high return initiative that is targeted at specific users

DELIVERABLE 3

- » Pilbara Tourism Operator Guide to social media

KEY RESULTS & TARGETS

- » Engagement with Tourism Operators to determine need for guide.
- » Delivery of guide.
- » Continued engagement with Tourism Operators.

EXPECTED BENEFITS

- » Increase quality and quantity of positive messages about the Pilbara

Proposed Action Plan

DELIVERABLE 4

- » Pilbara Destination Marketing plan

KEY RESULTS & TARGETS

- » Lead agency agreed and endorsed by member LGAs.
- » Regional Marketing Plan for all initiatives identifying frequency, target audience and messages for each initiative endorsed.
- » Funding investigated.
- » Activities executed (dependant on outcome of above).

EXPECTED BENEFITS

- » Regional, consistent voice in promoting the Pilbara
- » Cost savings in regional collaboration

DELIVERABLE 5

- » Actively promote existing tourism attractions/initiatives

KEY RESULTS & TARGETS

- » Publish 10 press releases, 10 posts on a range of forums and 6 promotional articles.
- » Print run of Warlu Way Brochure (funding dependant).

EXPECTED BENEFITS

- » Raise awareness and providing information that was previously unavailable

DELIVERABLE 6

- » Advocate for continued tourism operator and business training

KEY RESULTS & TARGETS

- » Tourism Council WA Training delivered in the Pilbara.
- » Opportunities for hosting other training bodies in the region investigated.

EXPECTED BENEFITS

- » Skills development in local workforce
- » Improved service delivery

DELIVERABLE 7

- » Regional Events Support

KEY RESULTS & TARGETS

- » Event providers actively engaged with to offer support through Welcome Wi-Fi (landing pages, survey capabilities).
- » Minimum of 3 events per LGA promoted on social media and Welcome Wi-Fi.

EXPECTED BENEFITS

- » Increase awareness of regional events
- » Ability to identify opportunities for LGAs and Operators/Businesses to be involved in events
- » Increase likelihood of attracting additional attendees to an event

DELIVERABLE 8

- » Investigation into intrastate, interstate and international marketing packages

KEY RESULTS & TARGETS

- » Understanding of marketing package principle gained.
- » Report on feasibility of establishing marketing packages in the Pilbara published and reviewed by Reference Group.
- » Activities executed (depending on outcome of above)

EXPECTED BENEFITS

- » Packages targeted at specific visitors
- » Mature approach to attracting visitors
- » Economic benefit from attracting a variety of visitors according to their tourism needs

DELIVERABLE 9

- » Tourism Newsletter

KEY RESULTS & TARGETS

- » Bi-monthly newsletter sent including:
 - Achievements
 - Current Initiatives
 - Opportunities to engage

EXPECTED BENEFITS

- » Targeted information to LGAs and Tourism operators
- » Increase awareness of Tourism Office
- » Increase opportunities to reach out and collaborate

DELIVERABLE 10

- » Tourism Data Report

KEY RESULTS & TARGETS

- » Monthly Welcome Wi-Fi Tourism Data Report delivered

EXPECTED BENEFITS

- » Understand of current tourists in the region
- » Identify areas that are working well and focus areas for improvement

DELIVERABLE 11

- » Grant funding investigated

KEY RESULTS & TARGETS

- » Minimum of 4 suitable funding applications submitted.
- » Opportunity for regional applications investigated, and where qualified, submitted.

EXPECTED BENEFITS

- » Scope expanded and/or services delivered at a higher standard

Policy and Strategic Alignments

Alignment with PRC's Strategic Community Plan

The project aligns with the following Strategic Outcome of the 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 Economy	2.a – Diverse industry
Shire of Ashburton: Economic Prosperity	Engage with industry to manage the interface with tourism to optimise opportunities and minimise competing interests.
Shire of East Pilbara: Economic	1.1 - Efficient and Effective Local Government
Town of Port Hedland: Leading our community	3.1 Business diversification and promotion

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 'heritage and aboriginal tourism development' and 'nature based 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
- » There is an increase in regional, national and international leisure visitor numbers

Alignment with White Paper on Developing Northern Australia

This project aligns with the following '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
WA Caravan and Camping Action Plan	Tourism WA
State Government Strategy for Tourism in Western Australia 2020	Tourism WA
Pilbara Tourism Product Development Plan	Pilbara Development Commission

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.