



FY18 ACTIVITY (FORMS PART OF THE REGIONAL TOURISM OFFICER ACTIVITY)

Tourism iBeacon Deployment

Opportunity Description

The use of iBeacon technology is rapidly increasing in tourism sectors all over the world. This inexpensive technology allows information to be sent to a mobile device based on their proximity to the beacon. It can be as specific as walking from one stand in a Visitors Centre to another and receiving product information (small radius), to broader information about a particular rest stop or attraction (larger radius). Because the technology doesn't rely on telecommunications connection, it works anywhere and everywhere.

The Pilbara has an opportunity to purchase this technology at an opportune stage in its development.



Proposed Outcomes

- Use cutting edge technology to serve area-specific information to tourists at a wide variety of locations spread throughout the Pilbara



Proposed Action Plan

DELIVERABLE 1

- » Proposal

KEY RESULTS & TARGETS

- » Needs and benefits investigated and demonstrated.
- » Costed model and implementation plan developed
- » Proposal socialised with key stakeholders.
- » Stakeholders participation confirmed.
- » Next steps subject to Reference Group discussions and endorsement.

EXPECTED BENEFITS

- » Uniform, consistent approach to serving tourism information to visitors at key locations
- » New technologies advances are considered to connect communities and enhance services.

This activity provides clear linkages to the FY18 Digitisation of Historical Collections projects as a unique opportunity to investigate and implement new technology that could provide rich interpretative and interactive digital content to both visitors and the community.



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: Efficiency and Effectiveness.

Strategic outcome: We promote good governance and meet all compliance requirements.

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	1f - Connected Communities (new technologies are employed to connect communities)
Shire of Ashburton: Our Community	2.3 Well-managed tourism - Facilitate the effective implementation and support of a Tourism Strategy
Shire of East Pilbara: Our Community	3.1.3 Encourage tourism
Town of Port Hedland: Our Community	2.2 Develop our tourism industry, facilitate 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. ENABLING is one of the approaches outlined in the document and represents a key theme for the entire document.

Diversification initiatives - tourism - nature based tourism, heritage and Aboriginal tourism development

Value-Adding initiatives - innovation and advanced technology - business digital connectivity

Alignment with White Paper on Developing Northern Australia

This project aligns with the following 'A northern workforce for growth' policy direction, which aims to have more Australians working in the north.

Infrastructure to support growth - more infrastructure in the north - increased public and private investment in infrastructure in the north

Proposed Action Plan

Alignment with Pilbara Tourism Product Development Plan

Regional/Destination marketing - digital/mobile engagement - web/digital and mobile interfaces for a with consumers, apps used do not require an active mobile signal given low mobile coverage in the Pilbara

Alignment with State Government Tourism 2020 vision

Tourism is a vital industry for regional areas as it delivers significant economic benefits. Increasing visitors to regional WA is an important component of our strategy

Alignment with 2030 Vision for Developing Northern Australia

Growing the tourist economy in the north to two million international tourists annually

Alignment with Northern Australia Infrastructure Audit Report of 2015

Infrastructure connects to either a major Northern Australia population centre (population of 3,000 or more at the 2011 Census), or to a current or prospective area of significant economic activity in the resources, agricultural or tourism sectors

Alignment with Tourism Australia 2020 Plan

Building competitive digital capability, building industry resilience, productivity and quality

Alignment with Regional Development Australia Pilbara Regional Plan 2013 - 2016

Support priority sector investment projects that meet the aspirations of longevity and sustainability (health; education; social services; cultural tourism and economic development; sport and recreation, and the (natural) environment)

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.