INTRODUCTION AND OVERVIEW

Gwyn Dolphin
Executive Director Events, Tourism WA

SOUTH WEST TOURISM FORUM
26 August 2015
WHO IS HERE?

- Jasmine Meagher – CEO, Australia’s South West
- Gwyn Dolphin – Executive Director Events, Tourism WA
- Louise Rowe – Director Corporate Communications, Tourism WA
- Daisy Bannerman – Senior Manager Event Development, Tourism WA
- Claire Werkmeister – Director Aviation, Tourism WA
- Kate Gibb – Strategy Evaluation and Research Manager, Tourism WA
- Toni O’Donnell – Director Marketing Manager, Tourism WA
- Quie Ying Morrison – Digital Marketing Manager, Tourism WA
- Ivana Deng – Stakeholder Engagement Coordinator, Tourism WA
- Emma Page – Industry Development Manager, Tourism Council WA
• Tourism WA contracts with Regional Tourism Organisation (RTO) coming to the end of the term
• Review conducted before new contracts developed
• Research conducted as part of that review
• Found Tourism WA could be doing more to explain
  ▪ who does what in regional tourism space
  ▪ our relationships with RTOs,
  ▪ our domestic marketing program
  ▪ what we are doing to help meet tourism infrastructure needs
  ▪ how we conduct our research
  ▪ how we decide what events we sponsor
• You also told us that you wanted more opportunities to meet our staff
• Which brings us to today
• Today’s forum is structured around RTO research and survey you completed a few months ago about what you’d like us to address today

Following my short presentation –
  • Jasmine will explain the role of Australia’s South West
  • Daisy – event development
• Kate – Research insights
• After morning tea
• Claire – Busselton Airport
• Quie – Digital marketing update
• Toni – the Domestic market
• Jasmine – will follow Toni with a ASW marketing update
• And Emma – how to work Tourism Council WA

• All the presenters will then participate in a Q&A session which will be followed by a working lunch
• We want to keep the dialogue going after today
• Want you to walk away with a better understanding of what we do and how you can work with us
Tourism significant contributor to WA’s economy and growing
$8.9 billion in visitor spend (in year to March 31, 2015) and more than 94,000 jobs

Exciting time for tourism

Identified by Deloitte as one of five growth industries in Australia which are expected to grow faster than global Gross Domestic Product over the next few decades

Five industries - tourism, agribusiness, gas, international education and wealth management.

To maximise potential developed – in partnership with private sector and a range of government departments - the State Government Strategy for Tourism in Western Australia 2020.

Goal is to increase the value of tourism in the State to $12 billion by 2020.

When we started working on strategy back in 2010, value of tourism in was around $6.3 billion. Now its $8.9 billion.

At a high level - we are on track to achieve goal
Who is supporting this critical industry?
There are several organisations working together to support tourism in Western Australia.

**National level**
- Tourism Australia - Australian Government agency responsible for attracting international visitors to Australia, both for leisure and business events. Active in around 17 key markets. Activities include advertising, PR and media programs, trade shows and industry programs, consumer promotions, online communications and consumer research.
- Austrade - Australian Government agency responsible for tourism policy, projects, programs and research to strengthen Australia’s tourism industry and grow Australia’s tourism market share.
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State level
- Tourism WA - State Government agency responsible for promoting Western Australia as extraordinary holiday and business event destination. Three core functions - marketing the State; developing, attracting and promoting major sports, arts, cultural and culinary events; and promoting the development of significant tourism infrastructure.
- First and foremost an economic development agency responsible for getting the conditions right so the tourism industry in WA can thrive. To do this, we work closely with other Government agencies (local, state and federal) to achieve good outcomes for tourism. We also provide funding to other organisations to carry out work on the State’s behalf.
- Perth Convention Bureau - receives funding from Tourism WA to attract business events for Perth and Western Australia and to market the State as a business event destination.
- Western Australian Aboriginal Tourism Operators Council (WAITOC) is funded through Tourism WA and Royalties for Regions to promote Aboriginal tourism and provide a supportive network for Aboriginal tourism operators within Western Australia. We also recently signed a contract for WAITOC to deliver the Aboriginal Tourism Development Program - $4.6 million tow pronged program to market Aboriginal tourism and provide business development support to Aboriginal businesses
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Regional level

• Jasmine will cover in detail – just wanted to give outline
• Western Australia is divided into five tourism regions.
• Each region has own regional tourism organisation - peak tourism marketing body for that region
• Tourism WA provides around $700,000 funding a year to each RTO to market respective region. The majority of this activity is in the intrastate market with and some interstate.
• Tourism WA and the RTOs are in constant communication and work together on marketing and other strategies.
• In fact RTO represents Tourism WA in your region.
• WA has nine Regional Development Commissions - promote economic and social development of a particular part of the State
• Given the importance of tourism to regional economies, many development commissions work with stakeholders to develop a tourism strategy for their region.
• Local Tourism Associations (LTAs) - Jasmine will outline ones in South West but generally speaking usually private sector, membership-based bodies which promote local area and members and driving or participating in local tourism development initiatives.

• Local government – through economic development function and many councils provide funding to Visitor Centres.

• Visitor Centres (VCs) - information for visitors to encourage them to stay longer, spend more money, experience more attractions and revisit a region.
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**Industry bodies**

- Several industry bodies and groups providing resources and opportunities to help tourism industry operators with day-to-day business activities.
- Tourism Council WA (TCWA) - peak body representing tourism businesses, industries and regions in Western Australia. Emma cover what TCWA does and how you can get involved this them to further your business
- Just wanted to mention TCWA offers range of training courses, many of which are funded by Tourism WA, targeted at tourism businesses.

Other key industry bodies include –

- Australian Tourism Export Council
- Australian Hotels Association WA
- Visitor Centre Association of Western Australia
- Caravan Industry Association WA

These are just a few. You can find a more comprehensive list under the About Us section on the Tourism WA corporate website. Also lists all the Government agencies involved in tourism.

As mentioned previously, TWA is first and foremost economic development agency
Our role - get conditions right so tourism industry can succeed
Work on both demand and supply side of industry.
Demand side – we promote travel to and within WA through marketing campaigns in partnership with the tourism industry and airlines.
Also develop, attract and promote major sporting and cultural events as well as promote business events through a marketing services contract with the Perth Convention Bureau.
On the supply side – we work closely with other Government agencies to attract investment from the private sector and bring about the development of tourism infrastructure – hotels, airline routes, caravan parks and attractions.
Also focused on making sure that our State’s policies and regulations encourage private investment.
Specifically - what we are doing in Australia’s South West

**Events**

- South West prime region for events
- Great region of events which generate great exposure for the region and the State
- In 2015-16 TWA sponsoring 31 events including Margaret River Gourmet Escape, Drug Aware Margaret River Pro, Cinefest Oz, SunSmart Ironman Western Australia Triathlon and IGA Taste Great Southern, plus a range of smaller events including Manjimup Cherry Harmony Festival, Nannup Music Festival, and Truffle Kerfuffle
- Majority funded through Regional Events Program or Regional Events Scheme which is funded by Royalties for Regions ($80 million over eight years)
- Supported by $1.65 million events marketing campaign which included TV, print and digital advertising.
- Achieved a 124:1 ROI
Specifically - what we are doing in Australia’s South West

**Infrastructure**

- Have worked on successful business case for Busselton Airport expansion
- Real game changer for tourism
- Will be working to attract interstate flights – Claire will update after Jasmine
- Also heavily involved in cruise shipping in the region through the Western Australian Shipping Strategic Plan
- Promote key ports – Albany, Bunbury, Busselton and Augusta
- Conduct series of cruise education workshops
- Helped Busselton secure Federal Government funding for landing platform at Busselton Jetty making it easier for passengers to disembark and explore region
- Improved infrastructure for caravan and camping through WA Caravan and Camping Action Plan 2013-2018
Specifically - what we are doing in Australia’s South West

**Marketing**

- Brand film dedicated to the region
- Ads have been well received
- For example – in 2014-15 $3.655 million was spent placing the Experience Extraordinary brand ads on TV and in cinemas in Brisbane, Sydney, Melbourne, Adelaide and Perth.
- Almost 55,000 people booked trips to WA off that advertising
- And those people spent almost $42 million
- Ads launched two years ago
- Have another year to run
- Working with our partners on the next phase of Experience Extraordinary – watch this space
- Recent $200,000 tourism recovery campaign following Northcliffe fires early this year – featured a campaign
- Provide around $700,000 to Australia’s South West for marketing the region – Jasmine will talk about this next
Final Remarks

- Very exciting times for tourism – especially here in the South West
- Establishing a great events calendar to drive visitation and exposure
- Airport expansion by 2018
- More cruise ships including the Queen Mary 2 in February 2017
- All supported by comprehensive marketing activities
- Handover to Jasmine to talk about ASW’s role