

Project Brief

Project Title

Secrets of the Sunset Coast - tentative

Background and Market Overview

The Sunset Coast stretches for approximately 60 km from north to south and includes the very popular locations of Cottesloe, Scarborough, Trigg, Hillarys Boat Harbour, Mullaloo, Mindarie and the many other beaches in between. These locations are amongst the most recognisable destinations of Western Australia and dominate the Tourism Western Australia publicity. Each year the region has attracted significant numbers of intrastate, interstate and international visitors, including Visiting Friends and Relatives (VFR), holiday makers, students and backpackers.

The region satisfies the complete beach and coastal expectations, including family and child friendly beaches, surfing, kite surfing, diving, sailing, fishing, restaurants and bars.

However, the current travel restrictions prevent all international visitors coming to Western Australia. Accordingly, the tourism and visitor market is made up solely of interstate and intrastate visitors. Operators are facing significant challenges with competition from alternative destinations. There is a structural change occurring across the sector and the Sunset Coast needs to reposition itself to achieve stronger engagement from domestic visitors.

Across the region away from the coastal strip there are many unique activities and attractions which have always catered specifically for the local market, for Australians. There are excellent walks in Bold Park, there are interesting artist workshops, there are makers collectives, indigenous tours, micro breweries, local musicians. However, the dominance of the coastal operators and imagery has overshadowed these hidden gems that exist in close proximity to the coast. There is an opportunity to engage many of these operators, activities and sights to present a new side, a more creative, genuine, relatable destination which will immediately resonate with domestic visitors.

Through an awareness of current trends and supported by widespread research, trails have the ability to enhance and extend a visitor experience. Trails appeal to domestic visitors who are primarily self drive, confident travellers and trails provide the visitor the capacity and freedom to determine the pace, the cost, the time and energy that they expend.

Trails amplify the diversity of attractions within a precinct and have an added merit for the Sunset Coast in assisting to overcome the fragmented nature of the tourism product. A well written and presented trail will tell a story or create connections across the region and build a sense of adventure and exploring and counter a perception of distance to the time available for a visit. Effective trails articulate a richness of activities and inspire visitors to spend longer in a location and encourage repeat visitations. Trails can counter the one-dimension perception of the region as a coastal only experience and appeal to a wider spread of visitor types.

Scope of Requirement

This is a collaborative project between the three principal Sunset Coast LGA partners - City of Stirling, City of Joondalup, City of Wanneroo and Destination Perth and the Towns of Cambridge and Cottesloe.

The consultant is required to research across the region for artists' studios, makers yards, owner-operated retail outlets for artisans, interesting walks in parks and reserves, hidden historical locations, open gardens, good photo opportunity locations, special coffee shops, book shops, tattooists and individual and unique services where passionate people can be found.

This project seeks to establish up to three trails with a view to developing further trails based on the success of these initial trails. The trails must be across the Sunset Coast Region. The trails should include Local Government areas of the Towns of Cambridge and Cottesloe and the Cities of Stirling, Wanneroo and Joondalup. The trails can include links back to the Perth City.

Writing Style and Presentation

Content is king, and the writing style and the content must be enticing enough to warrant a consumer downloading the itineraries/trails. The trails should be graphically presented to demonstrate the diverse attractions and activities to the highest artistic standard. The trail should describe hidden features and facts from a local's point of view and those that call it home and position the region rich with uniqueness, unaffected and with authentic appeal. The trails should be written on a personal level and scale which appeal to locals.

The trails should be linked through a theme, examples being:

- *Green leaves, Blue Ocean and Deep Skies*
Gardens, parks, reserves, Garden centres, West Perth observatory, Coastal path
- *Stories from our past*
Cultural sites, indigenous history, European history, maritime history
- *Art, Fashion, Design and Architecture*
Art galleries, artists residences, public art, contemporary, tattooists, clothing stores
- *Children*
Nature walks, play zones, pet friendly cafes, story interpretations

The variety of themes will be established around the business types, attractions etc which participate. These may target the demographics or the interests of the visitor, eg cycling, using public transport, young children, active retirees, 30somethings. There should however, be consistency between the trails and some common elements which appeal to all visitors, eg good coffee providers, culture and history, photography opportunities etc.

Promotion

The management, launch and promotion of these trails is separate to this contract. This information is provided as background information and assist in more in depth understanding of the requirements of the project.

Target Markets

Four audience personas have been identified to fit this product (Tourism WA Domestic Market Segmentation)

- Off the Beaten Track
 - Family Fun
 - Relax and Rewind
 - Culture Vulture
-
- *Campaign values*
Multiple experiences.

- *Campaign personality*
Inviting, informative, connective, educational, family friendly, drive friendly, cultural, natural, quirky, energetic. We are creating a list of cool spots and interesting places which will lead people away from the typical through to the unusual. The impression given for the visitor is they are getting “local” knowledge.

The promotion will be coordinated through Destination Perth utilising its current database and leverage the audiences of TWA. It shall be hosted by Destination Perth and the local governments involved. It is anticipated that a dedicated landing page will be developed on the existing experienceperth.com linking back to existing product and destination information.

Publicity for these trails will occur through Facebook and Instagram by all participating venues, the local government authorities and regional tourism organisation. Consideration will be given to identifying local social influencers to elevate the awareness of the Trails.

Project Objectives and Deliverables

Objectives	Deliverables	Benefits
Conversion and drive visitation	Online engagement	<ul style="list-style-type: none"> • Increased customer numbers and customer dispersal
Education and information to highlight the undiscovered hidden gems of the Sunset Coast region,	Increased awareness of the breadth of attractions available on the sunset coast.	<ul style="list-style-type: none"> • Higher level of collaboration between operators • Encourages more operators to get involved • More operators seek tourism accreditation and upskilling
Perception change of the Sunset Coast To add another dimension to the Sunset Coast in cultural, environmental, “local” attractions	Website Traffic and higher Click through Rate	<ul style="list-style-type: none"> • Increased customer numbers and customer dispersal
Attract independent social media support and customer recommendations	Organic marketing action	<ul style="list-style-type: none"> • Increased customer numbers and customer dispersal
To bring the northern suburbs closer to Perth	Major tourism hot spots are seamlessly integrated with less well known locations	<ul style="list-style-type: none"> • The region is presented as a more cohesive destination.

Please Note:

1. The trails should be illustrated /identified on a digital interactive mapping feature which can be embedded into websites and be fully responsive to facilitate viewing and downloading on mobile, tablets or laptop.

2. The consultant can offer recommendations from their experience to achieve the maximum engagement from the target market.
3. The items (attractions, businesses, activities) on the trails should be on an established central database (such as Destination Perth) and not require businesses to individually create a listing
4. There should be the ability to block other non-relevant listings from being included in the map
5. The trails should be available to print (ie when a visitor requests it at a Visitor centre)
6. There should be an option to create a printed version of the trail if required.

Contract Term

This contract will be for a term of approximately 3 months.

Key Stakeholders/Project Team

Project Management

Tracey Cinavas-Prosser – Destination Perth
ceo@experienceperth.com

Contributing Partners

Tanya Vallelonga City of Stirling
tanya.vallelonga@stirling.wa.gov.au

William Barry City of Joondalup
William.Barry@joondalup.wa.gov.au

Caroline Buck City of Wanneroo
Caroline.Buck@wanneroo.wa.gov.au



PERTH REGION TOURISM ORGANISATION INC. 2020-21 MARKETING ACTIVITIES

Note: These are the planned marketing activities for the 20/21 financial year. Due to Covid-19 some interstate and international activities have been suspended indefinitely and will be reviewed as appropriate. Some of the activities below may also change as a result. Any changes or updates will be communicated with members.

ACTIVITY	DATE	MARKET			AUDIENCE	COOPERATIVE MEMBER OPPORTUNITIES	COST TO MEMBERS (INC GST)
		Intrastate	Interstate	International			
ADVERTISING, PROMOTIONS AND CAMPAIGNS							
RE campaign	May - Aug	X			Consumers	Product advertising	Funded by LGAs and DP
TWA intrastate campaign (WOY)	June - Sept	X			Consumers	Product advertising	
Spring Campaign	Oct - Nov	X			Consumers	Product advertising	From \$200 per feature / unit
Summer campaign	Dec - Feb	X			Consumers	Product advertising	From \$200 per feature / unit
Autumn campaign	Mar - May	X			Consumers	Product advertising	From \$200 per feature / unit
Banner advertising on experienceperth.com	Ongoing	X	X	X	Consumers	Product advertising	From \$275/month
<i>See Perth and Offer Me Perth Advertising</i>	Monthly	X			Consumers	Product advertising	From \$350 per feature / unit
MEDIA AND TRADE PR							
Assist TA and TWA in facilitating media familiarisations in the region	Ongoing upon request	X	X	X	Media / Industry	Hosting opportunities	Inclusion upon DP's request
Assist TA and TWA in facilitating trade familiarisations in the region	Ongoing upon request	X	X	X	Trade / Industry	Hosting opportunities	Inclusion upon DP's request
TRADE AND CONSUMER EVENTS							
SYD, MEL, BNE, Caravan and Camping Show	TBC		X		Consumers	Promotion via the Perth holiday planner distribution	
TA Australian Tourism Exchange	TBC		X	X	Trade	Trade USB product profiles plus product features and mentions	From \$275 per profile
ATEC Meeting Place	TBC		X		Trade		
Show me the Way Roadshow	TBC		X	X	Trade and Media		



ACTIVITY	DATE	MARKET			AUDIENCE	COOPERATIVE MEMBER OPPORTUNITIES	COST TO MEMBERS (INC GST)
		Intrastate	Interstate	International			
COLLATERAL							
Electronic Destination Perth Holiday Planner 2021		X	X	X	Trade and Consumers	Product advertising	TBA
Trade and Media Guide			X	X	Trade	Product advertising	TBA
Trade USB and Product Profiles			X	X	Trade	Product advertising	From \$275 per profile
Online Activities							
Social Media – promotions across channels	Ongoing	X	X	X	Consumers	Product features and mentions, events and destination related content	On Request at DP's discretion
Event promotion on the experienceperth.com website	Ongoing	X	X	X	Consumers	Event upload via webform on website	
Consumer newsletters promoting deals and offers, seasonal promotions	Monthly	X	TBD	TBD	Consumers	Product features and mentions	On Request at DP's discretion
MEMBERSHIP							
Gold Membership	Annually						\$150 until end of March 2021
Silver Membership	Annually						FREE until end of March 2021