

AUSTRALIA'S
South West

REGIONAL TOURISM
ORGANISATION

2022/2023 ANNUAL REPORT

ANNUAL REPORT 2022/2023

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ABOUT AUSTRALIA'S SOUTH WEST

Australia's South West (ASW) is the peak tourism body for the South West region of Western Australia, representing the regions of Margaret River, Great Southern, Bunbury Geographe, and Southern Forests and Valleys.

Funded by and partnering with Tourism Western Australia (Tourism WA) and our member base of operators, our role is to enable visitor economy development at a local level by engaging people culturally, and emotionally through domestic and international marketing strategies and by supporting and driving Australia's South West region's tourism industry through industry engagement and development, product development, training and education.

Our destination marketing promotes the region and all its tourism assets and products to our target markets to encourage them to book a holiday to our wonderful part of the world. Our target markets are intrastate (WA based people), interstate (anyone travelling to WA from other Australian States) and international (anyone coming to WA from overseas).

We market directly to consumers and build strong relationships with domestic and international travel trade and media. We aim to provide the consumer with information on how to spend more and stay longer while in the region – to ultimately deliver increased visitor numbers and expenditure for our members, the regional tourism businesses.



MESSAGE FROM THE CHAIR



As I embark on my final year as Chairperson of Australia's South West (ASW), I find myself reflecting on our vision for the region to be a leading, prosperous and sustainable tourism destination.

Our journey towards this goal has been marked by concerted efforts to engage both domestic and international audiences through innovative marketing and trade distribution strategies and emphasising the rich tapestry of experiences our region has to offer—ranging from exquisite cuisine and fine wines to nature-based adventures, world-class accommodation and breathtaking scenery.

Our commitment to a research-driven approach to marketing and destination development has provided us with a robust foundation to fulfill our promises to you.

We remain dedicated to your needs, whether through industry engagement and development, product enhancement, or training and education initiatives.

It is gratifying to see the continued positive feedback we receive through our annual Member Satisfaction Survey, solidifying our position as leaders within the Regional Tourism Organisation (RTO) network across all core metrics.

Throughout 2023 our efforts to revive regional tourism through the Recovery for Regional Tourism Funding projects have reached successful conclusions. Flights connecting Melbourne and Busselton continue to funnel visitors into our wonderful region and our strong campaigns continue to deliver results.

However, our journey has not been without challenges. The bushfires across the region this year were extremely concerning. Our team promptly executed our well-prepared crisis communications plan, aimed at ensuring the safety of our visitors and supporting our affected members.

The ASW team has been tirelessly traversing the region, engaging with you on current issues and reflecting upon the profound changes our industry has faced in recent years.

In response to your valuable input, we are pleased to report significant progress in the Tourism Destination Management Plan. This plan, developed in collaboration with Tourism WA, has been shaped by a wide array of stakeholder perspectives and is now in its final stages of refinement. A primary focus is to align our region's future with the shared visions and aspirations of all stakeholders, ensuring a sustainable and well-managed destination.

I extend my heartfelt gratitude to each one of you for your steadfast support of ASW and your dedication to the South West's tourism sector throughout this year.

Our team remains ardent advocates for this remarkable region, and together, we continue to foster high-yield visitation, bolster the local economy, and create indelible memories for all who venture here.

In closing, on behalf of the Board, I would like to acknowledge Julie Hillier and wish her well in her endeavours.

I would also like to personally thank the past and present members of the ASW Board I have served with. They are all dedicated to the best interests of the region and have proven to be professional and trustworthy colleagues.

I also extend my ongoing gratitude to the dedicated ASW team, led by Catrin Allsop, whose unwavering dedication to the region and its members has remained steadfast in the face of numerous trials and tribulations.

A handwritten signature in black ink, reading "L. P. Cretney-Barnes". The signature is written in a cursive style with a horizontal line at the end.

DR LIANNE CRETNEY-BARNES
AUSTRALIA'S SOUTH WEST CHAIRPERSON

2022/2023 BOARD OF DIRECTORS

Dr Lianne Cretney-Barnes

Independent Chair

CHAIRPERSON

(Jul 2018 - Jun 2024)

Lianne Cretney-Barnes has held senior positions in both private and public sector organisations for over 20 years and has considerable experience in governance, leadership and strategy development. Lianne has a strong blend of business experience and business qualifications, along with the ability to mentor and facilitate personal development. She has an impressive client portfolio across business, government and the community sector. Lianne has a professional doctorate in Business Administration and is a Fellow of the Australian Institute of Company Directors and the Australian Institute of Management.

Meetings Eligible: 5 Meetings Attended: 4

Dr Steve Crawford

Skills Based Position

DEPUTY CHAIRPERSON (Mar 2023 - Present)

(Mar 2023 - Mar 2025)

Steve has enjoyed a long and passionate engagement with WA's tourism development in senior management roles within government. The diversity of his experience extends to tourism destination planning, research and management, trade marketing, tourism education, and business development. Steve has represented Western Australia on numerous national bodies and is recognised as a leader in his field with accolades including National and State Tourism Awards. Steve's formal qualifications include a Doctor of Business Administration.

Meetings Eligible: 3 Meetings Attended: 3

David Kerr

Bunbury Geographe Representative

(May 2023 - Oct 2023)

David has managed a business consultancy for over 30 years with a diverse client base nationally across a range of industry sectors, including tourism. For the last twelve years he has overseen the redesign, redevelopment and operation of the Bunbury Dolphin Discovery Centre, a not-for-profit social enterprise focused on conservation, education and research. It is the major tourism attraction in the Bunbury Geographe region and an important part of the State's nature-based tourism profile. He is particularly interested in the social value and provision of nature-based experiences in urban environments and the catalytic impact tourism can have on regional economies.

Meetings Eligible: 2 Meetings Attended: 2

Dr Lenore Lyons

Skills Based Position

DEPUTY CHAIRPERSON (Dec 2018 - Feb 2023)

(Oct 2017 - Feb 2024)

Lenore has had a successful career as a senior manager in the not-for-profit, private and education sectors, specialising in strategic planning and business and product development. She has worked in the tourism industry for over 15 years, co-founding an ecotourism business that was inducted into the Western Australian Tourism Hall of Fame in 2015. She currently works as a consultant helping tourism businesses and destination marketing organisations to build capacity and grow the nature-based, trails and adventure tourism market.

Meetings Eligible: 5 Meetings Attended: 4

Rhys Pearce

Skills Based Position

TREASURER

(Oct 2019 - Feb 2024)

Rhys has a focus on providing advice and guidance to WA tourism businesses and NFP boards around proactively managing risks, in collaboration with insurers and engagement with Tourism operators across Australia. Rhys has executed strategies to deliver innovative risk programs, drive long term financial resilience and successfully navigate emerging economic risks. Rhys also serves as chair of the ASW Finance and Risk sub-committee.

Meetings Eligible: 5 Meetings Attended: 5

Gail Ipsen-Cutts

Southern Forests & Valleys Representative

(Oct 2021 - Oct 2023)

Gail has spent over 30 years committed to community development with a strong focus in rural and regional WA. In 2001 Gail commenced work at the Shire of Manjimup as the Manager of Human Services and Community Development and in 2005, was appointed to the new position of Director Community Services. Gail is a passionate advocate of revitalising rural and regional communities and exploring opportunities and partnerships to grow the visitor economy and showcase the remarkable Southern Forests and Valleys Region.

Meetings Eligible: 5 Meetings Attended: 4

2022/2023 BOARD OF DIRECTORS

Steve Millhouse

Great Southern Representative
(May 2022 - Oct 2024)

Steve is a widely experienced hospitality manager that has dedicated over 25 years to the industry, with 23 of those within the Hilton Worldwide Group. Gaining experience throughout Australia & overseas. He has a wealth of knowledge of the hospitality and tourism industry within an international chain. Steve's operational knowledge has been developed through large projects assisting with refurbishments, managing teams throughout multiple locations and most recently opening the first Hilton Garden Inn within the region, located in Albany.

Meetings Eligible: 5 Meetings Attended: 5

Tim Greay

Margaret River Region Representative
(Oct 2022 - Oct 2024)

Tim is an authentic mindful leader with a diverse background across the energy and mining sectors. Over the last 20 years Tim has developed key strengths in lean process and system design, organisational risk management and governance. In addition, Tim has built and now operates a successful luxury brand of accommodation in the Margret River Region.

Meetings Eligible: 4 Meetings Attended: 3

Lisa Spencer

Skills Based Position
(Feb 2021 - Feb 2025)

Lisa Spencer has a diverse background in local, interstate and international roles in marketing, commercial and tourism. Lisa's former tourism roles include Director of Events at Tourism WA and Head of Marketing, Brand and Tourism at Optus Stadium. Lisa is a passionate advocate for Western Australia tourism and is now consulting at the cross section of the tourism and wellness industries, helping destinations and businesses attract the ever-growing population of travellers seeking wellness, eco and cultural experiences.

Meetings Eligible: 5 Meetings Attended: 4

Christine Ross-Davies

Ex Officio

Christine is the Senior Manager WA Partnerships and Industry with Tourism WA. Previously, she owned an award winning travel agency for 14 years and has held Sales and Marketing Management positions for international airlines and in travel wholesale. Christine brings a broad commercial understanding to support the stakeholder engagement and destination marketing activities at Tourism WA.

MESSAGE FROM THE CHIEF EXECUTIVE OFFICER



Australia's South West is a proud membership based organisation that delivers, day in day out, destination marketing and industry support initiatives to drive important visitation to the region and spend to your businesses.

Our members remain extremely positive about their interactions with their RTO, 4 out of 5 members believe that we deliver effective destination marketing, and we continue to perform strongly on all core operations metrics.

ASW continues to reach for the stars when forming new partnerships, seeking additional funding and delivering on our strategic plan.

All of our work is informed by data and research, on the ground conversations with our tourism business members and key stakeholder interactions. We continually refer to the objectives in our operational plan in every decision we make, ensuring we are delivering efficient and effective marketing, drive industry engagement, have strategic involvement in destination development and develop new access and dispersal across the region.

We are proud of the work we delivered through the Recovery For Regional tourism funding program with the 'Queens on the Edge' campaign being announced as a finalist in the Western Australian Tourism Awards to hopefully join our Mumbrella marketing Award for Bravery.

The initiatives we delivered to assist in the destination awareness and tactical conversion success of the Melbourne to Busselton Margaret River Airport flights and the route development support will put us in a strong position to hopefully welcome Sydney flights in the coming year. Other marketing success include a trails awareness campaign, the South West Wanderer Pass and of course our Winter campaign. The delivery of the Accelerating Tourism Resilience program in conjunction with MRBTA and our regional mentors provided extensive support to our members as they looked to grow and diversify their tourism offering.

19 new resources were developed for members to assist them to be the best version of themselves in their marketing and distribution, and how to leverage ASW and Tourism WA marketing initiatives.

Our collaborations continue to grow, we have seen wonderful outcomes through our Great Southern Tourism and Trade partnership with the Great Southern Development Commission, Bunbury Geographe Tourism marketing and destination development, and Great Southern Treasures marketing and Bloom event delivery.

The ASW team continues to expand, and has welcomed more committed and passionate experts in their field and who share our values of leadership, creativity, growth and collaboration. We have commenced work to deepen our work in Aboriginal cultural and accessibility awareness to guide the consumers that are engaged in the region.

The ASW Board has provided the executive team exceptional strategic direction and continues to strive to deliver destination management innovation whilst meeting the expectations of the members and the community where we live, work and promote. The impending launch of the Australia's South West Tourism Destination Management Plan will seek to solidify this and provide us with the blueprint to manage our region over the next ten years.

A handwritten signature in black ink that reads "Catrin Allsop".

CATRIN ALLSOP
CHIEF EXECUTIVE OFFICER

STRATEGIC PLAN 2021 - 2026

DESTINATION VISION

Our vision is for Australia's South West to be a leading, prosperous and sustainable tourism destination.

PURPOSE

We are an inspirational destination management leader that supports and facilitates a dynamic and collaborative tourism destination.

CORE VALUES



Leadership



Creativity



Growth



Collaboration

STRATEGIC PILLARS



EFFICIENT AND EFFECTIVE MARKETING AND PROMOTION



ACCESS AND DISPERSAL



DESTINATION DEVELOPMENT



DRIVING INDUSTRY ENGAGEMENT

THE TEAM



KEY PERFORMANCE INDICATORS

ASW FINISHED FY 2022-2023 WITH THE HIGHEST LEVEL OF DELIVERABLES – EVER



NET
PROMOTER
SCORE: 86

ASW members remain extremely positive about their interactions with their RTO.



\$2.06 MIL

ASW has enhanced its impact by leveraging our funds this year and grew our available spend by an additional \$2.06 million.



MARKETING
CAMPAIGNS

ASW marketing initiatives performed strongly, with all campaigns delivering positive results including our second iteration of the successful character 'Winter' in our Winter Down South campaign.



AWARD
NOMINATION

Our Queens on the Edge campaign received a Mumbrella award for Bravery, and is a finalist for the 2023 Tourism WA Awards!

INDUSTRY FINANCIAL CONTRIBUTION

\$2,870,423

ASW's total income

\$934,796

Local funding/
sponsorship

\$1,087,467

Marketing
income

\$54,594

Membership
Fees

DIRECT LEADS TO OPERATORS

6,331 direct clicks to member business websites

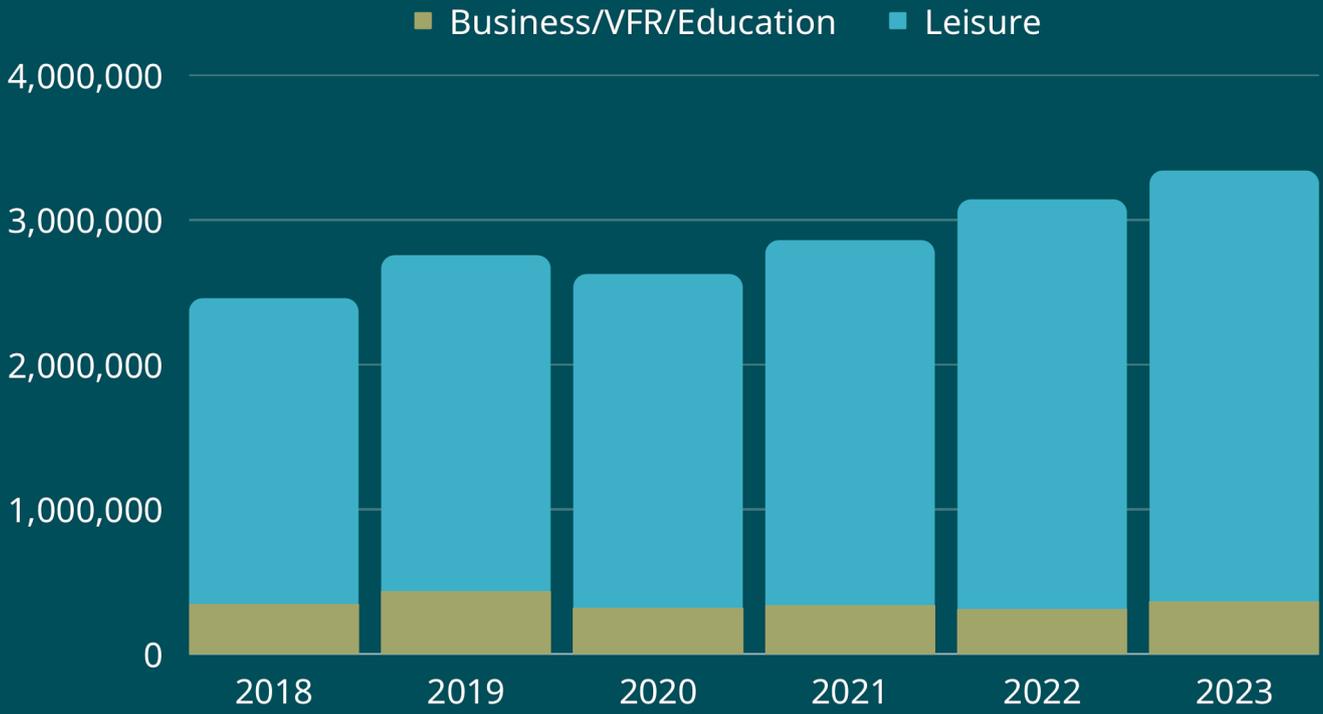
328,053

Links clicked from Digital Holiday Planner to Member businesses

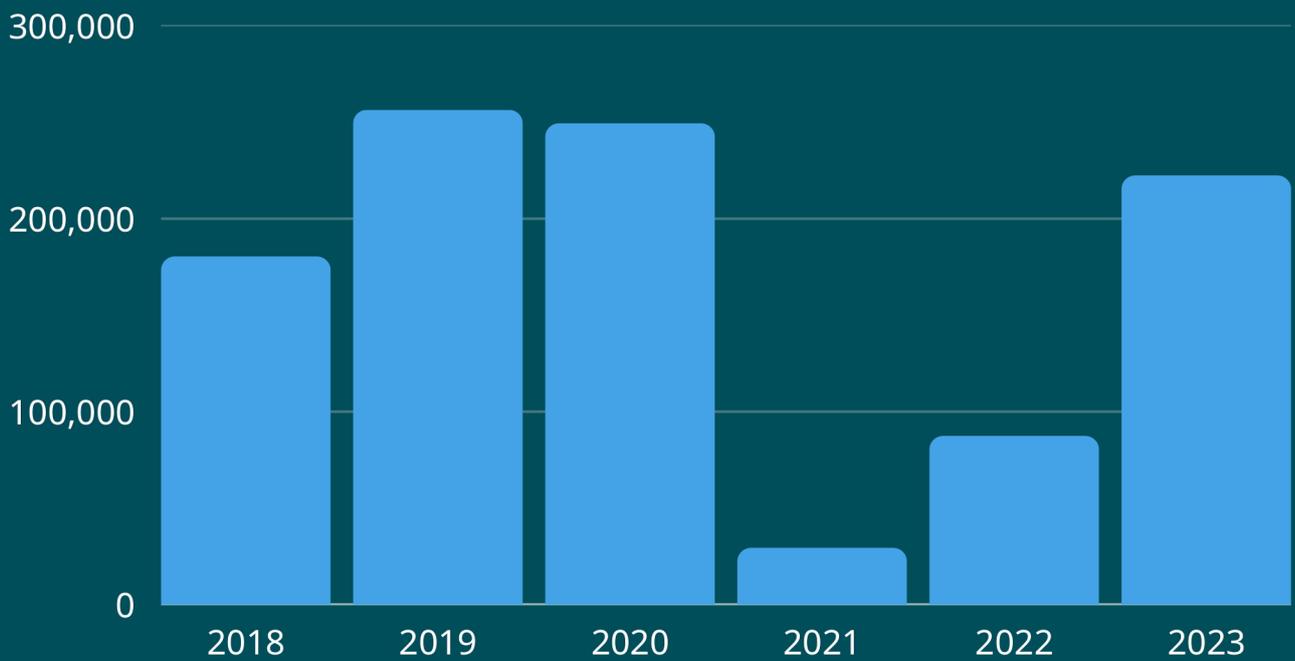
53.6K

Member Listing Referrals

TOTAL PURPOSE OF TRIP INTRASTATE VISITATION
VS LEISURE INTRASTATE VISITATION*

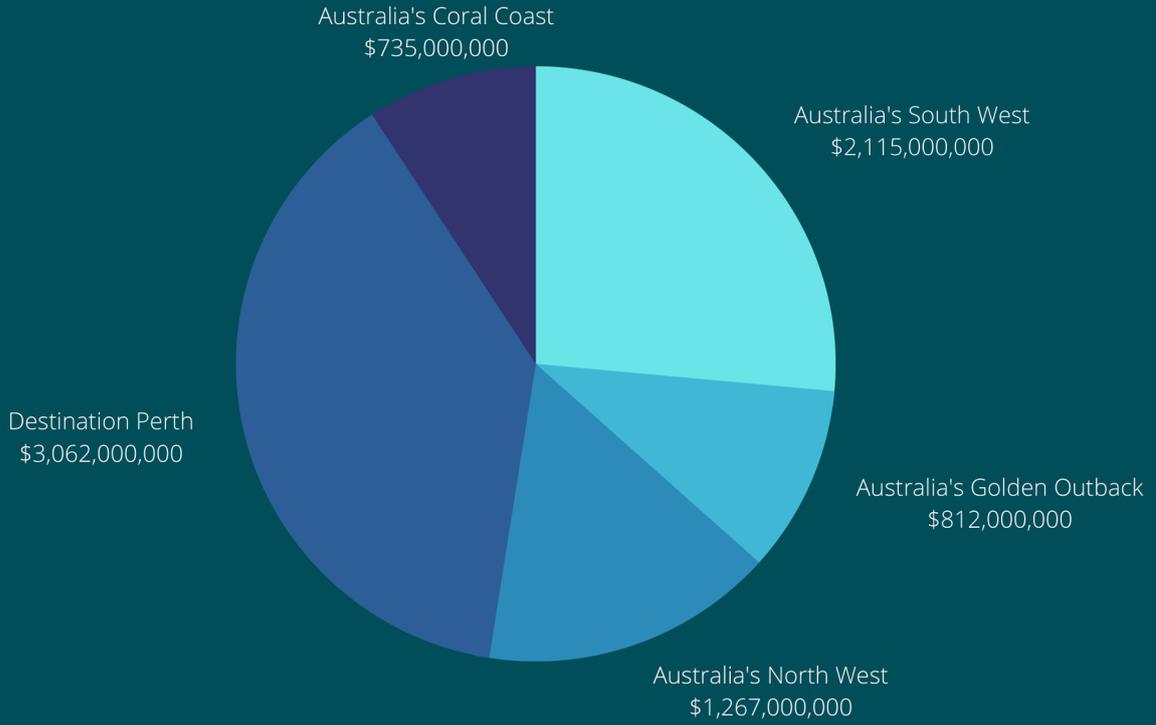


TOTAL INTERSTATE VISITATION

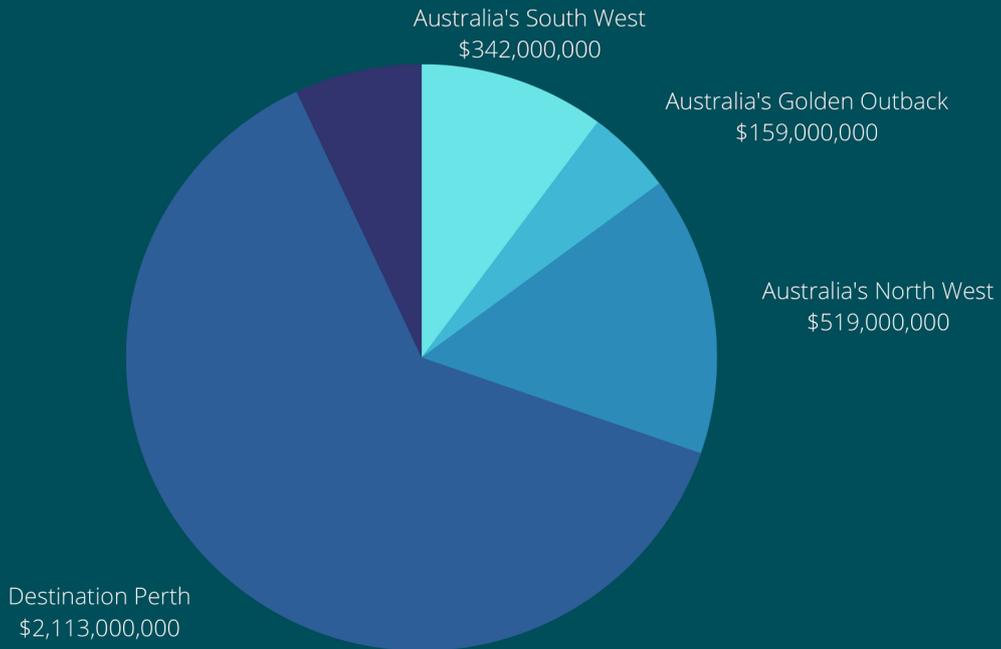


*Source: Tourism Research Australia - International and National Visitor Surveys

**TOTAL SPEND BY TOURISM
REGION INTRASTATE***



**TOTAL SPEND BY TOURISM
REGION INTERSTATE**



*Source: Tourism Research Australia - International and National Visitor Surveys



EFFICIENT AND
EFFECTIVE
MARKETING AND
PROMOTION

OVERVIEW OF PRINT & DIGITAL HIGHLIGHTS



322K

ASW Website Sessions

53.6K

Member Listing Referrals

528K

ASW Website Page Views



4.6M

Facebook Reach

352K

Engagements

68.1K

Followers



5.5M

Instagram Reach

0.8%

Engagement Rate

137K

Followers

We printed five different front covers of the Holiday Planner in a strategic effort to increase visibility of the planner across the whole of Australia's South West and represent more of our incredible region. These planners were distributed intrastate, interstate and internationally to assist planning trips to the region. The covers feature Wellington Dam Mural in Bunbury Geographe, Misery Beach in Great Southern, Bluff Knoll in Great Southern Treasures, Karri Trees in Southern Forests and Valleys and Cape to Cape Track in Margaret River Region. Every effort was made to ensure Visitor Centres and businesses received planners with their respective front cover.

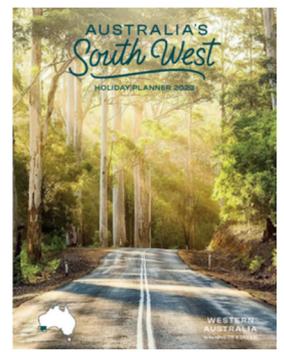
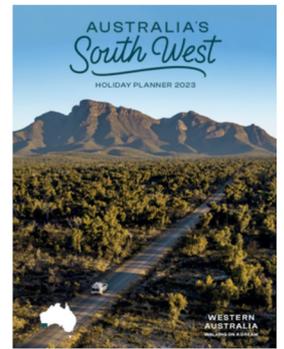
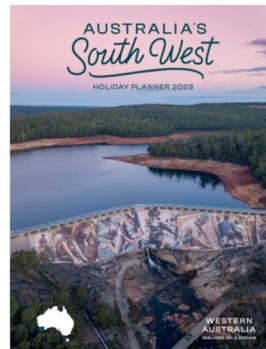
HOLIDAY PLANNER

80,000

Copies
printed

169K

Digital sessions and 328k
links clicked since
December launch

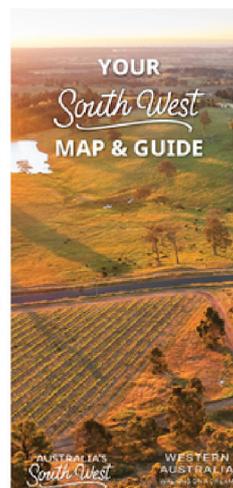


VISITOR CENTRES

Looking for expert advice on the best things to see and do in Australia's South West? Look no further than the region's visitor centres, which are marked on our map with a yellow or white 'V'. Visitor centres are great resources for maps, accommodation, tour bookings and local insider knowledge.

BUNBURY GEOGRAPHE REGION		MARGARET RIVER REGION	
Bunbury Visitor Centre	09	Bunbury Visitor Centre	84
www.visitbunbury.com.au		www.margaret.com.au	
Cape River Valley Visitor Centre	83	Margaret River Visitor Centre	811
www.visitcaperiver.com.au		www.margaret.com.au	
Dorset Valley Visitor Centre	913	SOUTHERN FORESTS & VALLEYS	
www.visitdorset.com.au		Buller Visitor Centre	012
Ferguson Valley Visitor Centre	91	www.visitbuller.com.au	
www.visitferguson.com.au		Bungah Visitor Centre	012
GOAST COAST REGION		www.visitbungah.com.au	
Albany Visitor Centre	A18	Brigden - Greenbushes	813
www.visitalbany.com.au		www.visitbrigden.com.au	
Brown Bay Community Resource Centre and Visitor Centre	801	Widford Centre	814
www.visitbrownbay.com.au		www.visitwidford.com.au	
Cranbrook Visitor Centre	215	Woolridge Visitor Centre	815
www.visitcranbrook.com.au		www.visitwoolridge.com.au	
Dorset Valley Visitor Centre	118	Yallingup Visitor Centre	817
www.visitdorset.com.au		www.visitallingup.com.au	
Geelong Visitor Centre	811	Yallingup Visitor Centre	817
www.visitgeelong.com.au		www.visitallingup.com.au	
Greenough Visitor Centre	A113	Yallingup Visitor Centre	817
www.visitgreenough.com.au		www.visitallingup.com.au	
Katanning Hub Community Resource Centre	218	Yallingup Visitor Centre	817
www.visitkatanning.com.au		www.visitallingup.com.au	
Kidja Place and Kijung Visitor Centre	W12	Yallingup Visitor Centre	817
www.visitkidja.com.au		www.visitallingup.com.au	
Menzies Visitor Centre	216	Yallingup Visitor Centre	817
www.visitmenzies.com.au		www.visitallingup.com.au	

Water information available at the local Community Resource Centre in the areas of Portland Head, Manning, Spring and Porphy.



YOUR SOUTH WEST MAP & GUIDE

70,000
Copies Printed

Your South West Map & guide is carefully curated to assist visitors plan their visit to the region. Members are also represented on the map to assist in visitor dispersal.

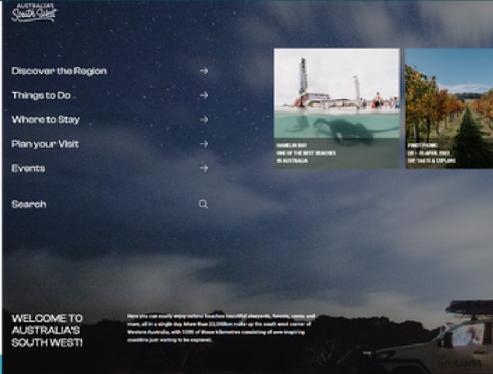


EFFICIENT AND
EFFECTIVE
MARKETING AND
PROMOTION

MARKETING & CAMPAIGN HIGHLIGHTS

MEMBER ADD ON PACKAGES

SOCIAL MEDIA PACKS
DIGITAL PROMO PACKS
BLOG POST MENTIONS
EVENT SUPPORT PACKS
24
INSTAGRAM STORY SERIES
CONSUMER NEWSLETTER MENTIONS
INDUSTRY NEWSLETTER MENTION



NEW WEBSITE

Friday 28 April 2023 Member Launch

Working with local creative agency, thebox, ASW launched a brand new consumer website that showcases our region with fantastic imagery and boasts an improved customer experience.

Exciting new features include: an interactive map of the region, in-depth destination information with links to surrounding things to do and places to stay, a bucketlist feature and improved aesthetics!

With this new consumer site also comes a new corporate site offering significant improvement in the member experience, allowing businesses to login to the Member Hub, view or renew your membership, purchase Marketing packages, access Members only resources, and update your consumer site listing all in one place .

WEBSITE LAUNCH CAMPAIGN



137K

Impressions



1.5K

Link Clicks



WINTER DOWN SOUTH

May - August 2023

Our winter campaign, Winter Down South was targeted at the Perth market. The campaign was highly successful, with overwhelming positive feedback about 'Winter', who showed consumers the real winter in the South West.

The campaign ran from 1 May to 31 July 2023, and the video received overwhelmingly positive feedback and comments on the video and other social media adverts, encouraged the Perth target market to book a holiday during Winter Down South.

OWNED CHANNELS



5.9M

Impressions



72K

Link Clicks



772K

Reach

MEDIA PARTNERS



6

Articles



11

Social Media Posts



5

EDM Solus

SOUTH WEST WANDERER PASS

SW WANDERER PASS

April - December 2022

The program supports tour, attraction and experience businesses in Australia's South West that were negatively affected by the pandemic. Funded by the State Government, through Tourism WA, the program was being delivered by Australia's South West in partnership with Margaret River Busselton Tourism Association.



34.9K

Impressions



\$250K

vouchers



SUMMER CAMPAIGN

Dec 2022 - Jan 2023

To promote the 2023 Holiday Planner, we ran a campaign on our owned social media channels with paid activity to push a series of ads. As part of these ads, a competition also ran alongside the ads, encouraging travellers to the region to use the hashtag #SummerintheSouthWest, with the winner receiving a 'Summer Experience' prize.

2.6M

Impressions

25K

Clicks

3.8K

Page Views

4K

Submissions



EFFICIENT AND
EFFECTIVE
MARKETING AND
PROMOTION

THE SOUTH WEST EDGE

EN-ROUTE ALONG THE EDGE



56.2K
Website Sessions

83K
Unique Page Views

1.18 MIN
Average Time on Page



558K
Facebook Reach

3.5K
Followers



500K
Instagram Reach

1.6 %
Engagement Rate

8.0K
Followers



QUEENS ON THE EDGE

The objective of the 'Queens On The Edge' campaign was to raise the brand awareness of The South West Edge road trip in the interstate market. The campaign used 5 senior female talent, functions of humour and joy as well as a punk 80s style tone to tell the story of the journey along the Edge. The 'Queens of the Edge' campaign is one of the most successful campaigns that we have ever launched. For every \$1 spent The South West Edge received \$1.49 in media value. The Queens on The Edge campaign won the **Award for Bravery** and the **Award for Best Use of Native or Content Marketing** at the Mumbrella Travel Awards, and is a **finalist for the 2023 Tourism WA Awards for Marketing**.

8.2M	517K	2.08M	36K	6.5K
Location Targeted Impressions	Digital Impressions	Digital Reach	Clicks to website (Paid Media)	Clicks (Nova)

SEAN SCOTT

We engaged **Sean Scott**, a photographer and influencer with over 500K followers to capture imagery and content and to promote The South West Edge to his followers. Co-ops who participated in this campaign include: Bunbury Geographe, Shire of Manjimup and City of Albany. He was in the region from the 21st of May 2023 - 20th of June and went above and beyond! His deliverables include:

- 21 posts tagging @thesouthwestedge (410K reach, 453 impressions)
- Over 100 stories featuring The South West Edge
- 1 x 3 min video, 3 x 1 minute video, 73 vertical videos for reels and 30 high res images





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EFFECTIVE
MARKETING AND
PROMOTION

ALWAYS-ON SOCIAL MEDIA SNAPSHOT

ASW's always-on social media strategy aims to grow brand awareness of the region and the locations, products and bookable experiences within it, build intention (and action) to visit the region, and grow out reach in chosen segments. These snapshots demonstrate success in these areas, particularly intent to book and proof of conversion.

Lyn Gell
This would be a fantastic holiday.
Like Reply Hide 13 w

Dianne Bateman
This would be bliss!
Like Reply Hide 2 w

Stephen Van Doorn
Looks good to me
Like Reply Hide 7 w

Gabby D'Annunzio
What an awesome offer 🙌 have entered, thanks for an opportunity
Like Reply Hide 14 w

Kathleen Tanner
What a fantastic offer to explore the area
Like Reply Hide 13 w

1 reply

Jeff Dunkerton I did that Stirling Range Drive in my camper van. Beautiful, so took the wife second time well worth it
Like Reply Message 5w

Ian Wright I climbed that when I was about 14 or fifteen. I had more energy then!
Like Reply Message 7w

John Fletcher Yep, climbed first in 1988, we came upon a fella that day who was constructing the wooden parts of steps. He carried them up on his back and he appeared to enjoy the work very much. Can't blame him it's a fantsttic experience climbing to the top 🙌
Like Reply Message 2w

Carol Ward Can't get enough of the South west. Be back again end September.
Like Reply Message 2w

Maggie Juniper I miss the south West.
Like Reply Message 5w

Write a comment...

Pip Sawyer
An amazing place. Well worth a long visit
Like Reply Hide 2 w

Lyn Chaplin
Brilliant place to visit to see and hear the history of the history of the Anzacs. Well worth a visit
Like Reply Hide 10 w

Elaine Kay
This is a great place to visit
Like Reply Hide 4 w

Write a comment...

Marion Sutherland
Great effort and I will definitely visit 🙌 😊
Like Reply Hide 13 w

Marg Sparkman
Looks amazing, must pay another visit & explore it all. Well done Manjimup Community 🙌 🙌
Like Reply Hide 6 w

Doug Simpson Love this area a few hours south of us---
Like Reply Message 12w

Nina Gotiangco Been there and its so relaxing and cool 🙌 🍹
Like Reply Message 9w

Bev Gilligan We did it walk all the way . Itwas so nice with the dolphins Jumping up as we walked both ways
Like Reply Message 6w

Ellice Gadd Lovely photo
Like Reply Message 13w

An Ya I wish I can go there
Like Reply Message 7w

Evelyn Whitehurst Must do this
Like Reply Message 6w

Write a comment...

Vanessa Bayliss Ashley Bayliss this school holidays
Like Reply Message 7w

Suzie Polce Wait there's camping at ollio bello? Sami McEntee 🙄
Like Reply Message 7w

2 replies

Nicky Nolan Paddy Nolan check this out
Like Reply Message 10w

1 reply



EFFICIENT AND
EFFECTIVE
MARKETING AND
PROMOTION

EVENT & TRADE HIGHLIGHTS



19

Member
Resources
Created

8

Trade
Itineraries
Created

2

Trade and
Media Kits
Created

Trade Shows

The **Tourism Australia (virtual) Open Day** with 12 trade ready operators

2 Tourism Australia Aussie Specialist Webinars for Singapore and Malaysia

MEET in WA Showcase + AIME23 with Business Events Perth (February 2023)

Australian Tourism Exchange (ATE23)

ATEC Meeting Place (November 2022)

UK, India and Cruise Famils in the Margaret River Region

Welcome Back China Presentation

TWA Product Updates & Global Markets Updates

Consumer Shows

Great Southern Tourism and Trade Showcase in Singapore (November 2022)

Perth Caravan and Camping Show (Mar 2023)

Melbourne Good Food and Wine Show (Apr 2023)

140 Face to Face meetings were held with ASW members this year

MEMBER EVENTS

- ASW Member Roadshow – Great Southern 4 – 8 July 2022
- ASW & WBAC Stakeholder Lunch – Southern Forests & Valleys - 1 August 2022
- ASW & WITH Regional Event – Margaret River – 13 September 2022
- Bloom Festival Launch Event – Great Southern – 17 September 2022
- AGM and Networking Event – Great Southern – 18 October 2022
- ASW & BunGeo Christmas Event – Bunbury Geographe – 8 December 2022
- ASW & MRBTA Christmas Event – Margaret River – 14 December 2022
- Minister Roundtable with Minister Cook and Minister Punch – Bunbury Geographe - 16 December 2022
- Rezdy Full Day Workshop for Bunbury Geographe Operators (8 March 2023)
- 3 Tourism Connect co-hosted events with Tourism Council Western Australia in:
 - Busselton (31 May 2023)
 - Albany (14 June 2023)
 - Pemberton (15 June 2023)





DRIVING
INDUSTRY
ENGAGEMENT

MEMBERSHIP SURVEY

86

net score



ASW Members indicated they feel extremely positively about their interactions with their RTO



ASW is a standout performer across all core operations metrics.

#1

Ranked in annual tourism WA survey benchmarked against all RTOs

Members of ASW are highly satisfied with their relationship with us particularly regarding open lines of communication and availability



number of members joining for membership benefits only

More than **7 IN 10** ASW Members are satisfied with all aspects of our performance in building awareness of the region



4 OUT OF 5 members believe that ASW's destination marketing is effective



MEMBER DELIVERY

24

MARKETING
ADD-ON
PACKS

12

ASW MEMBER
NETWORKING
EVENTS

19

MEMBER RESOURCE
FACT SHEETS
DEVELOPED



RESOURCES

\$ 2,060,000

Funding secured to support members and drive visitation.

11

Increased team numbers from 9 to 11 through grants and collaborative partnerships.



ACCESS AND DISPERSAL



DESTINATION DEVELOPMENT



ACCESS AND DISPERSAL

MEL-BQB route:

- Qantas Hotels & Holidays campaign resulted in 276 room nights with an average booking value of \$747 and a lead time of 47 days.
- Helloworld campaign delivered a total of 558 room nights and 392 passengers. Both targets were surpassed. The average lead in time for travel was 104 days and the average length of stay was 4.5 days for each booking.
- RRT program over two years leveraged \$801,155 in kind and cash contributions from our partners making the total \$2,051,155 spend on our region
- 25,000 passengers carried on the MEL-BQB route

The South West Edge:

- Through the Federal Recovery for Regional Tourism funding received, ASW delivered a major interstate 'The South West Edge' campaign, and then utilised the assets to launch an intrastate campaign. In addition, ASW delivered a content creator project.
- The South West Edge platforms
- Queens on the Edge
- Sean Scott content creator project

Trails Network:

Through the Recovery for Regional Tourism funding ASW delivered research, marketing strategy development and two campaigns to raise awareness of Australia's South West as a hiking and cycling trail destination while providing training for tourism operators to develop new trail-related products and experiences .

DESTINATION DEVELOPMENT

ASW's Accelerating Resilience Program:

- 87 Product Packaging Training
- 29 New Product Development Training
- 9 Marketing/Branding Training
- 21 Digital/Social Media Training
- 49 Trade-ready/Interstate Readiness Training
- 37 Business Development
- 11 Welcoming Travel (LGBTQI+) training
- 5 New Drive Trails
- 26 New Bookable Product
- 21 New Trade-ready Product

Tourism Destination Management Plan (TDMP)

- We worked closely with Tourism WA and the relevant stakeholders to develop the Tourism Destination Management Plan (TDMP). We leveraged the findings in the TDMP to elevate priority projects and secure funding to deliver.
- We also secured an additional \$30K for industry engagement consultation

Australia's South West Sustainable Tourism Observatory

Australia's South West Sustainable Tourism Observatory supports WA's second largest tourism region in its sustainable tourism development by providing relevant and up-to-date data. The South West Observatory has officially been recognised and incorporated into the prestigious group of the UN World Tourism Organization's International Network of Sustainable Tourism Observatories (INSTO) as the first of its kind in Australia. The Observatory operates in close partnership with government and industry, including partners ASW, Tourism WA, DBCA, SWDC, MRBTA, RAC Parks and Resorts and Expedia



INDUSTRY AND STAKEHOLDER INITIATIVES

RECOVERY FOR REGIONAL TOURISM DELIVERY 1 FEB 2021 - 30 NOV 2022

\$1,250,000 in funding, and we leveraged this to over \$2,000,000 to support the region with 5 major projects

WHAT IS RRT?

On 27 September 2020, the Australian Government announced a \$50 million Recovery for Regional Tourism Fund. This funding was created to support nine tourism regions which are heavily reliant on international tourism like the South West.

CHOSEN PROJECTS

ASW developed projects in consultation with members, local tourism organisations, industry bodies, state government agencies, local government, chambers of commerce, and industry councils who were invited to submit proposals for consideration to the Project Control Group (PCG). The PCG carried the responsibility for reviewing and evaluating all proposals which were evaluated against five assessment criteria.

WHO IS INVOLVED

Australia's South West is proud to work with Austrade and our partners to deliver five strategic initiatives with the purpose of increasing interstate visitation and developing capacity within the region.

ACCELERATING TOURISM RESILIENCE

\$275,000

A destination-wide innovation and entrepreneurship mentoring program to support new and established businesses in product and service development.

- Incubator Program – aimed to initiate new business & product development for the region
- Member Mentoring – 1:1 assistance for businesses to improve their business operations/marketing
- Experience Clusters – develop mature product into drive trails to position as a packaged experience with appeal to interstate markets

Outcomes:

- 9 Marketing/Branding Techniques
- 11 inclusive travel training sessions
- 21 social media training sessions
- 29 new products
- Development Trainings
- 37 Business Development & Customer Experience Training sessions
- 49 Trade Ready Training Sessions
- 87 Product Packaging Sessions
- 5 new drive trails
- 21 new trade-ready products
- 26 new bookable products

GENERATOR NETWORK

\$50,000

An initiative to create a peer leaning community space where business owners, managers and staff can share knowledge. We produced a suite of resources to support operators.

Outcomes:

- 19 Tourism Industry Resources (factsheets)
- 8 Trade Itineraries
- ASW Mentoring Webinar Series
- Online community forum



INDUSTRY AND STAKEHOLDER INITIATIVES

RECOVERY FOR REGIONAL TOURISM DELIVERY 1 FEB 2021 - 30 NOV 2022

FLY DIRECT TO THE SOUTH WEST

\$200,000

Explore and promote new direct routes to Busselton from the East Coast. Created interstate marketing campaigns to promote the new Melbourne to Busselton flights.

Outcomes:

- Jetstar EDMs & Holiday Planner
- 25k users reached through SoMedia Group
- Urban List & Well Traveller (21,957 page views)
- HelloWorld:
 - Matched \$50k contribution, 22% above target results
 - Average stay of 4.5 nights
 - 50% bookings coming from Victoria (target)
- Qantas Hotels & Holidays
 - Matched our \$150K contribution
 - Promoted the region nationally
 - 70% booking were from interstate
 - 276 room nights generated, average value of \$747



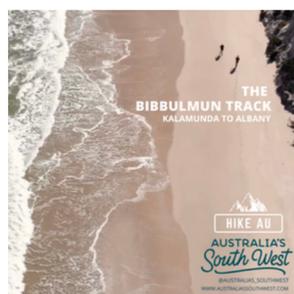
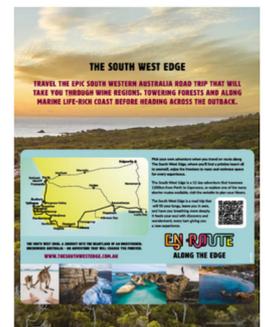
THE SOUTH WEST EDGE

\$600,000

A large East Coast creative campaign that raised awareness of The South West Edge drive route. We designed campaign content to promote TSWE

Outcomes:

- Website upgrades
- Creative Strategy
- Holiday planner ads
- Trails
- Fly Direct
- Queens on the Edge Campaign (won at Mumbrella Travel Marketing Awards)
- Australian Traveller



ADVENTURE TRAILS

\$125,000

Developed and delivered a new interstate marketing campaign to raise awareness of the South West hiking and mountain biking adventure trails. We collaborated with Tourism WA to deliver a two-staged trails campaign.

Outcomes:

- 8.6M Impressions
- 48,471 TrailWA website clicks
- 1.39M video views
- 2,677 competition entries

INDUSTRY AND STAKEHOLDER INITIATIVES

BUNBURY GEOGRAPHE

ASW proudly delivers the BunGeo local tourism brand, marketing and industry engagement on behalf of the Bunbury Geographe Group of Councils comprising of the City of Bunbury and the Shires of Harvey, Dardanup, Donnybrook- Balingup and Capel. Delivery include industry eDMs, marketing and business development workshops, Found Magazine, social media engagement, website management and marketing campaigns.

KEY OUTCOMES

- Strong input to the TDMP for the South West and particularly for the Bunbury Geographe content
- Delivery of the Bunbury Geographe Tourism Strategy
- Delivery of the Regional Economic Development Scheme grant delivering training and capacity building to over 25 businesses
- Industry engagement in tourism skills, knowledge and experiences and the creation of bookable product across the region



102K
Website Users



308K
Daily reach



267K
Daily Reach

8.6K
Followers

8.2K
Followers

INDUSTRY DEVELOPMENT

- Reinvigorated Industry EDM with regular newsletters
- Event guide developed for industry in partnership with South West Development Commission
- 5 marketing and business development workshops delivered with Tourism Council WA

MARKETING

- Development, delivery and distribution of FOUND magazine
- Collaboration with ASW in industry development and marketing activities such as the Winter Campaign, Holiday Planner and Map, Sean Scott Influencer, Caravan and Camping Show and Perth Good Food and Wine Show.
- Development of 14 itineraries across the region with associated in-depth blogs.



INDUSTRY AND STAKEHOLDER INITIATIVES



GREAT SOUTHERN TOURISM AND TRADE PARTNERSHIP

The Great Southern Development Commission, Austrade and ASW have partnered to progress and prioritise efforts within the Great Southern to promote tourism and trade initiatives and opportunities such as Tourism and Trade Export development mentoring, support for the Great Southern Treasures Bloom Festival, support for the Great Southern Trails masterplan development and execution, premium food and wine export events and buyer missions and event development.

KEY OUTCOMES

- 3 in-bound international food and wine trade and tourism missions with buyers from 13 countries.
- “Discover Great Southern”, a food, wine and tourism event series in Singapore showcasing the premium quality of our produce and highlighting the beauty of our region
- Exposure via a Singaporean media delegation from the Straits Times and Esquire magazine detailing the amazing tourism features of our region
- A high-end media delegation from Thailand and Singapore, including Vogue Thailand, Prestige Singapore, CNA Luxury Singapore and a Michelin star chef from Thailand visiting the region.
- Supported 5 Aboriginal owned tourism business at the World Indigenous Tourism conference.
- Secured the 2026 World Trails Conference for Albany.
- Secured funding for the development of a “Great Southern” premium tourism magazine.
- Strong input into the Great Southern Tourism Destination Marketing Plan prepared by TWA.

GREAT SOUTHERN TREASURES

On behalf of the Great Southern Treasures member councils of the Shires of Katanning, Kojonup, Plantagenet, Broomehill-Tambellup, Woodanilling, Jerramungup, Kent, Cranbrook and Gnowangerup, Australia’s South West proudly delivers the strategic marketing initiatives of the partnership including the Bloom Festival and Yoorn (Bobtail) Trail as part of the Great Southern Adventure Trails.

KEY OUTCOMES

- New MOU and SLA signed for another 3 years with the inclusion of new council Shire of Jerramungup.
- Bloom Festival – significant increase in attendance (2022: 11,480 2021: 4,937), events (2022:53 2021: 25), sponsorship and ticket sales.
- The festival also saw an increase in media exposure and increased social media presence and engagement.
- Horsepower Hwy winning several gold awards in [Australian Street Art Award](#), named by Australian Street Art Awards officially “THE BEST Landmark Sculpture in Australia and the very BEST of the BEST when it comes to street art experiences across the nation!”
- Relationship created with Botanica World Discoveries who now bring multiple tours through the GST during Bloom and the wildflower season to specially arranged open gardens and tours.



STRATEGIC PARTNERSHIPS

Australia's South West appreciates and thanks our key strategic partners, who have assisted in expanding our appeal and reach by creating opportunities for increased engagement with our target markets.



TOURISM AUSTRALIA



Australian Government

Australian Trade and Investment Commission

DESTINATION **Perth**

AUSTRALIA'S **Golden Outback**
Road Trip Country

GREAT SOUTHERN
Development Commission



SOUTH WEST
DEVELOPMENT COMMISSION

Regional
Development
Australia

ATEC
Australian Tourism Export Council



BUNBURY
GEOGRAPHE

MARGARET RIVER
BUSSELTON
TOURISM
ASSOCIATION

SOUTHERN
FORESTS
VALLEYS



MARGARET
RIVER
WINE

City of Busselton
Geographe Bay

EN-ROUTE
ALONG THE EDGE

RAC
Parks & Resorts
For the better

Tourism
Council
Western Australia

Women in
Tourism & Hospitality
Western Australia

BUSINESS
EVENTS
PERTH

Curtin University

MEMBER TESTIMONIALS



Forage Safaris has been a member of Australia's South West since the inception three years ago in November 2020. From the start I received incredible support with the new farm tour concept and plans, along with one-on-one meetings, emails and phone calls of encouragement. This level of support has only grown over the years and helped solidify Forage Safaris and our operations. As the business has grown so have the opportunities with Australia's South Wests' guidance and representation at trade shows, and assisting with connections into the wholesale market. The continued presence of ASW staff at business and tourism events continually supporting their members, is reassuring and gives members the opportunity often to network and engage. I could not imagine that Forage Safaris would be where it is today without this beneficial membership and dedicated staff.

JAN STEWART
FORAGE SAFARIS



THANK YOU so very much for attending Marketplace! It's truly invaluable meeting with our trade partners in person and having a "real person" to contact!

TAMMY LINDSAY
ESSENTIAL DOWN UNDER



The Bunbury Geographe Tourism Partnership is being delivered in collaboration with Australia's South West. This innovative partnership has meant that this emerging region can take advantage of the ASW expertise and activities and has led to the region achieving significant visitor growth and industry development in recent years.

CLAIRE SAVAGE
BUNBURY GEOGRAPHE



ASW activities and campaigns enable our participation in cost effective marketing initiatives, which would otherwise be uneconomical and unachievable. Participation in these initiatives has delivered additional sales, increasing our occupancy in low and shoulder seasons.

SASCHA PAPALIA
EVEDON LAKESIDE RETREAT

