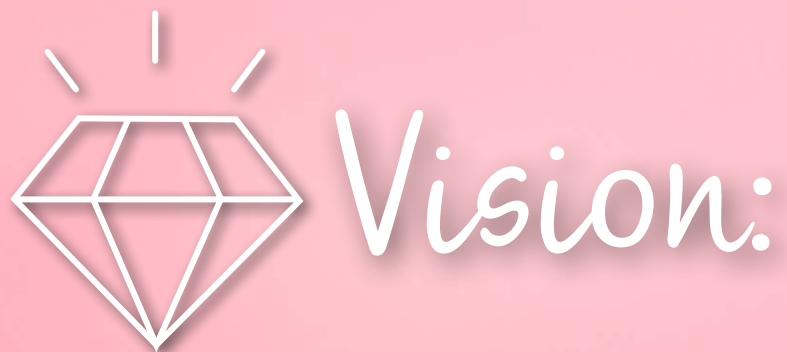


Australia's
GOLDEN OUTBACK
Strategic Plan 2021-26





BY 2026, WA'S GOLDEN OUTBACK REGION WILL BE RECOGNISED AS AUSTRALIA'S ROAD TRIP CAPITAL, OFFERING ENHANCED VISITOR EXPERIENCES, WHICH ATTRACTS NEW AND REPEAT VISITORS AND GROWS THE VISITOR ECONOMY OF ITS COMMUNITIES.



Objective:



TO INCREASE OVERNIGHT LEISURE VISITORS, AVERAGE LENGTH OF STAY & VISITOR SPEND TO THE GOLDEN OUTBACK

This will be achieved through four key strategic areas - driving desire for the Golden Outback with a targeted marketing strategy; increasing accessibility into the region and encouraging regional dispersal; facilitating destination and visitor experience development and capability building; and driving industry and stakeholder engagement to build a resilient, sustainable and cohesive tourism industry. We will optimise our efforts by collaborating with key regional stakeholders and Tourism WA and building our own capabilities.

The strategic plan intends to facilitate a more holistic and collaborative approach to destination management across the region to drive the visitor economy. Australia's Golden Outback aims to be the key interface and connection to bring the stakeholders in the destination management process together.

Strategic FOCUS areas:



WE WILL CONTINUE TO PROMOTE AND DRIVE DESIRE FOR THE GOLDEN OUTBACK WITH A TARGETED MARKETING STRATEGY BY:

Evolving our content marketing and social media strategy to optimise the development and distribution of relevant content during the customer journey through owned, earned and paid channels.

Developing and building co-operative destination marketing campaigns with LGA's, LTO's and operators to increase the effectiveness of stakeholder destination marketing efforts.

Reviewing our website and implementing changes to optimise performance, aligned to AGO's brand positioning, digital, content marketing and social media strategies.

Improving operator's business and marketing capabilities to increase their ability to attract and convert prospective business via tailored AGO initiatives and other service providers.

Strengthening trade partnerships and promotion of the Golden Outback through trade channels.

Identifying and implementing cross-regional marketing and development initiatives with other RTO's and key stakeholders, such as the South West Edge touring route.

Supporting Tourism WA by participating in the development, roll out and leveraging of state-wide marketing campaigns to benefit the Golden Outback region and its operators e.g. Spirit of Adventure.



WE WILL SUPPORT AND WORK WITH TOURISM WA TO GROW ACCESSIBILITY INTO THE GOLDEN OUTBACK REGION AND DEVELOP STRATEGIES AND INITIATIVES TO ENCOURAGE DISPERSAL AROUND OUR REGION BY:

Leveraging our Road Trip Country positioning and trails

to drive dispersal and length of stay through the AGO region, including group tours.

Developing a collaborative plan with Transwa and other

partners to increase the use of free Transwa travel passes into the Golden Outback region.

Exploring opportunities to drive dispersal into the AGO region from WA gateways, including Exmouth.

Exploring aviation initiatives with Tourism WA, the City of Kalgoorlie-Boulder and Shire of Esperance to increase capacity and affordability.

Developing an action plan to activate cruise tourism in Esperance as part of the WA Cruise Strategy.



WE WILL BE THE CATALYST TO HELP STAKEHOLDERS ACHIEVE THE REGION'S DEVELOPMENT PRIORITIES TO DRIVE VISITATION AND SPEND IN THE GOLDEN OUTBACK BY:

Developing a tourism destination management plan for the Golden Outback region in partnership with Tourism WA and regional stakeholders.

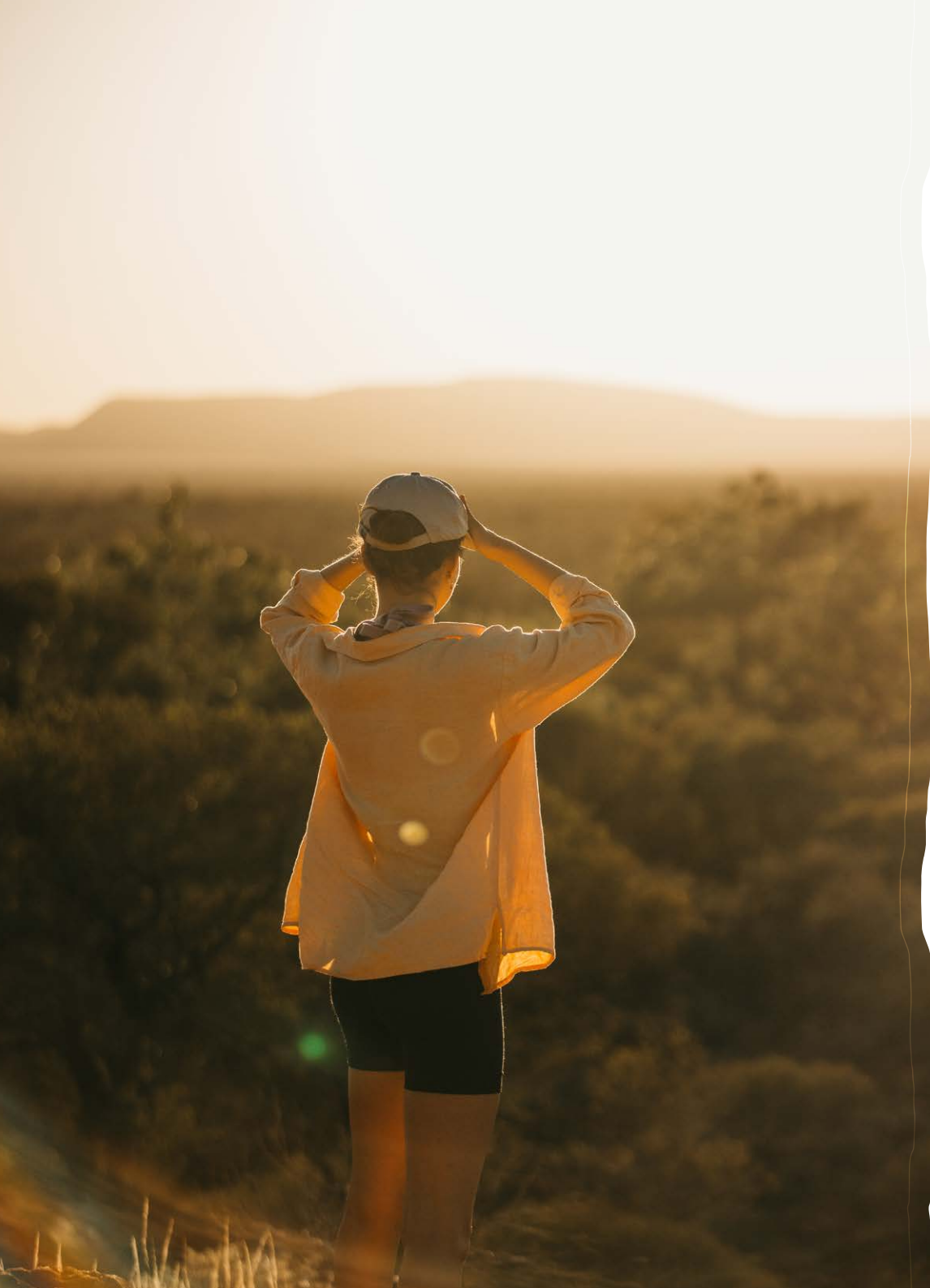
Facilitating product and experience development within the Golden Outback e.g. agri-tourism, station stays, heritage tourism, dark sky tourism, aboriginal, wellness, unique accommodation.

Developing operator business and marketing capability within the region.

Supporting Local Government Authorities in the development and implementation of sustainable destination tourism strategies.

Facilitating the development of new rooms and room upgrades in the region.

Supporting and promoting the development of world class attractions, experiences and events and the sustainability of existing tourism assets.



WE WILL WORK COLLABORATIVELY WITH OUR STAKEHOLDERS TO BUILD A RESILIENT, SUSTAINABLE TOURISM INDUSTRY AND A COHESIVE TOURISM REGION BY:

Identifying and establishing effective collaborative partnerships.

Developing and implement a stakeholder engagement and communication plan on our new strategy and its implementation.

Developing operator business and marketing capability within the region.



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