



Shire of  
**Katanning**  
Heart of the Great Southern

TOURISM  
**STRATEGY 2020-2025**



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## **Acknowledgement of Country**

The Shire of Katanning acknowledges the Noongar Boojarah People as the traditional custodians of Katanning. We pay our respects to Elders past, present and emerging and recognise their continued spiritual relationship and responsibilities for Country.

This strategy was prepared by FAR Lane and The KP Collective on behalf of the Shire of Katanning.

# ABOUT THE STRATEGY

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“

**GROWING.  
OPPORTUNITY.  
EXCITED.  
ENTHUSIASTIC.**

”

*These are words used by  
Katanning locals to describe  
how they feel about tourism  
in Katanning.*

## INTRODUCTION

Building on the momentum of a period of significant infrastructure investment and development in Katanning, there is an opportunity to identify a new community-led vision for tourism in and around the Town, and a strong plan that will help guide us to achieve it.

The Katanning Tourism Strategy is built on the aspirations of our people, and their desire to be able to confidently answer the question “What should I do in Katanning?”.

While building capacity within the tourism sector is of key importance, the strategy is also about having the industry and community unite in understanding and communicating the stories and experiences of Katanning and the surrounding region.

The energy, passion and welcoming spirit of the Katanning community will be the driving force for a thriving tourism industry that attracts visitors to this beautiful part of the world and shows them an absolutely amazing time while they’re here.

Having our businesses, industry and community “love the place we live” is important for the growth and prosperity of Katanning.



## OUR STORY


### HEART OF THE GREAT SOUTHERN

Katanning is situated in the South West Boojarah region of Noongar Country and is a significant place in Noongar Dreaming through the story of *Mulka*, an ancient spirit and ten-foot giant who arrived in the Katanning district and took the meat and women from the local community. Eventually the community came together and decided to kill the giant, and later celebrated their success at Eticup/ Yeeticup.

Europeans first came to Katanning in 1835 as they explored from Perth down to Albany. Settlement occurred in 1889 following the arrival of the Great Southern Railway and brought with it people with commercial and agricultural interests.

Katanning is located in predominantly wheat and sheep farming country approximately 280 kilometres south east of Perth, Western Australia. Due to its central location in the South West, Katanning is a regional servicing centre for these industries. We have a population of about 4,200 and are proud to be the home of a thriving multi-cultural community that boasts approximately 50 different language groups. Katanning is home to the southern hemisphere's largest undercover sheep sale yards and the garage that houses Western Australia's first orbital engine, which was invented by local engineers.





*A sense of anticipation and pride surrounds the iconic Premier Mill Hotel and Dome Café, community events, agricultural experiences, and the unveiling of the new and improved All Ages Playground – a well-loved recreation space for local families and a popular rest (or play!) stop for visitors to the Great Southern region.*



## 2020-2025 OVERVIEW

### OUR VISION

Katanning is a must-visit destination, showcasing diverse, authentic and memorable experiences and stories, that makes everyone feel like a local.

### OUR GOALS

- World-class visitor information and services are encouraging people to stay longer
- Everyone is working together to build Katanning's tourism industry
- Unique experiences are attracting visitors to town
- A known destination, with an authentic identity that resonates with residents and visitors alike



# STRATEGIC SUMMARY

	ELEVATE VISITOR SERVICES	EMPOWER INDUSTRY	INNOVATIVE PRODUCT AND EXPERIENCES	ENGAGING MARKETING
Why?	Stakeholders have observed that many visitors are not able to access the right information and services when they need them - to the detriment of the tourism sector.	Information about events, support and services is currently disjointed and hard to find, resulting in many tourism providers and businesses being unaware of what is on offer in Katanning or missing out on opportunities.	Katanning has a wide variety of attractions for visitors to enjoy, but there is a recognition that they're currently not part of broader 'experiences' that could make them more attractive and accessible.	Katanning has a lot to offer, but the visibility and awareness of the destination and its attractions and experiences is low.
Focus areas	Enhance visitor experience	Facilitate clear and strong tourism leadership, coordination and collaboration	Create products that are targeted at priority markets	Centralise and coordinate destination marketing efforts
		Improve training and support for local business and tourism providers	Encourage collaboration between LGAs, LTOs and RTOs to create regional experiences	Increase awareness and visibility of the destination
	Provide a contemporary visitor centre and services	Encourage investment and innovation in tourism related goods and services	Maximise existing assets and attractions	Improve planning and communication
		Build a culture of evidence-based decision making		
	Help visitors find their way	Enhance goods and services availability and for weekend visitors	Support a diverse calendar of events	Focus on our digital footprint
Enhance availability of goods and services	Create connections	Capitalise on events		
Impact	Visitors have access to high quality services, information and amenities 7 days a week, contributing to great experience in Katanning and encouraging people to both stay longer and also return.	The Katanning community, business and tourism operators feel confident about the future of tourism, feel supported and empowered to innovate and are working together to develop a thriving tourism industry.	Visitors are coming to Katanning for amazing and distinct experiences they can't get anywhere else.	Influential content promoted in a unified and consistent approach inspiring visitors to make Katanning their next adventure.

## TOURISM SNAPSHOT

### AUSTRALIA'S SOUTH WEST

Katanning is situated in Australia's South West, one of WA's five incredibly diverse and unique tourism regions. Australia's South West includes the subregions of Bunbury Geographe, Margaret River, Southern Forest and Valleys and the Great Southern (where Katanning lies).

Like many remote and regional destinations in WA, Katanning faces the challenge of encouraging visitors to invest in going beyond the state's capital Perth, especially those visitors who have already travelled from interstate or overseas.

The information below helps us to understand who is visiting Australia's South West, how long they're staying and how they are investing their time and money.

#### Australia's South West in the year ending March 2019<sup>1</sup>

**3.2**  
MILLION  
domestic and  
international visitors

**23%**  
of visitors to WA went  
to Australia's South West

**\$1.6**  
MILLION  
AUD spent

**87%**  
of visits to Australia's  
South West go to Augusta-  
Margaret River, Busselton, Albany,  
Bunbury and Manjimup

#### Who are they?<sup>2</sup>

**88%**  
of visitors to WA  
are from WA

#### Why are they visiting?<sup>3</sup>

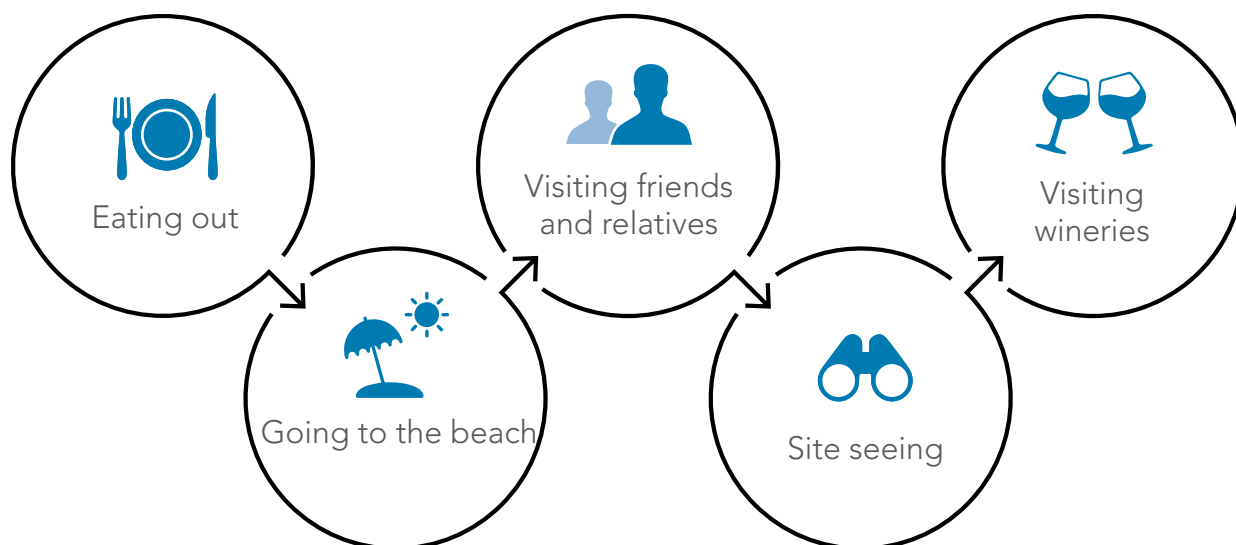
Most visitors are here for a holiday.

**OR**

Visitors from WA and interstate are also here to visit family and friends or for business purposes.



## What do they enjoy doing?<sup>4</sup>



## Visitation Trends March 2018-March 2019<sup>5</sup>

	INTRASTATE	INTERSTATE	INTERNATIONAL
<b>Spend (\$m)</b>	\$1.441		\$168
<b>Visitors</b>	2,751,000	256,000	194,700
<b>Nights</b>	8,595,000	1,195,000	1,883,500
<b>Ave. length of stay (nights)</b>	3.12	4.67	9.67
<b>Spend per visit</b>	\$480		\$865

<sup>1</sup> Tourism WA, Visitation to Western Australia: Overview ending March 2019

<sup>2</sup> Tourism WA, Australia's South West Fact Sheet 2018 (released May 2019)

<sup>3</sup> Tourism WA, Australia's South West Fact Sheet 2018 (released May 2019)

<sup>4</sup> Tourism WA, Australia's South West Fact Sheet 2018 (released May 2019)

<sup>5</sup> Tourism WA, Visitation to Western Australia: Overview ending March 2019



## KATANNING

Consultation with community, local businesses, local tourism providers, local government and key stakeholders contributed to a strong evidence base for the priorities and actions presented in this strategy. There is a shared understanding of the challenges and opportunities that exist in meeting Katanning's tourism potential, and with this comes a shared vision of what success will look like.

The following themes emerged from one-on-one consultations, community workshops and an online survey.

### What success looks like

- Visitors know where to go for information, and can access it at all times
- Visitors know how to find their way around town, and can easily find attractions
- Visitors are staying longer in Katanning
- Katanning is a green, welcoming, safe, beautiful place to visit
- Business and community are confident advocates for tourism in Katanning - they know 'what's on offer'
- Visitors are coming to Katanning for unique experiences (Aboriginal, Nature based, Agricultural, Food, History and Heritage, Family)
- New businesses are opening and the main street(s) are active
- Katanning is highly visible online and it's easy for potential visitors to find information
- Katanning is a popular 'place to stop' for families.





## Strengths and opportunities

- Unique tourism assets (All Ages Playground, Premier Mill Hotel & Dome, Sheep Saleyards and Kobeelya House)
- Site of cultural and historical significance for the Noongar nation through the Mulka dreamtime story.
- Wide variety of attractions that can be packaged into new tourism products and experiences
- Strong calendar of cultural and community events, (Harmony Festival, Bloom Festival & WAMMCO Agricultural Society Show)
- Middle point for the Silo Art Trail, including local murals by featuring international and local artists
- Strong enthusiasm and pride from the local community
- Relatively strong accommodation offering compared to other areas in the region, from camping through to motels, BnBs and boutique offerings.

## Barriers to success

- Not enough businesses open on weekends
- Lack of information for visitors about what there is to do in Katanning (online and physically in the town)
- Lack of signage on Albany highway and around the town
- Perceived security issues and crime rates in the town
- Volunteer succession planning
- Flow of traffic not bringing people into the town centre
- Lack of walking tours
- Not leveraging local and regional tourism organisations well enough to assist with destination marketing
- Unclear tourism management structures - organisations working in silos
- Capacity of accommodation to meet growth in demand, particularly during the week.





## OUR MARKETS

TIER 1 INTRASTATE	TIER 2 INTERSTATE	TIER3 INTERNATIONAL
<p><b>Most likely audience to visit Katanning and surrounding region</b></p> <p>Intrastate visitors will continue to be the priority market for the Shire of Katanning, with the objective to convert daytrippers into overnight visitors. Attracting both daytrip and overnight visitors from metropolitan Perth and other regional centres is a key opportunity for the Shire, in particular identifying the opportunity to promote the region as an escape from city life. Attracting increased daytrip and overnight visitors from the Great Southern and South West is also an opportunity.</p>	<p><b>Potential to visit Katanning and the Australia's South West region</b></p> <p>There is an opportunity to increase interstate visitation to the Shire, targeting visitors interested in the Australia's South West region – including visitors transferring from Perth and east coast visitors heading to Busselton airport on non-stop flights.</p>	<p><b>Potential to visit Katanning via Perth and the Australia's South West</b></p> <p>Whilst international visitors are not currently a priority market for Katanning, there is potential for this market to develop with the right product offering. International experience seekers are growing in numbers and will become a key market, particularly the Asian markets with motivations including interaction with nature, wildlife, heritage and culture. Experience Seekers are less affected by the traditional barriers to travel of distance, time and cost. They are more informed, interested and curious about potential travel destinations.</p>



## WHO ARE OUR VISITORS?

With clear audience segmentation we are better able to understand and prioritise our audiences to ensure marketing programs and activities reach the right people. Our destination marketing targets four key audience profiles<sup>1</sup>:

	OFF THE BEATEN TRACK	FAMILY FUN	CULTURE CULTURES	RELAX AND UNWIND
	"I enjoy the simple pleasures in life, getting away from crowds and back to nature"	"My life revolves around finding the best solutions for my family. I want to create awesome memories for us all to remember for a long time to come."	"I am loving having a bit more time back in my life, time to explore, time to learn again"	"Life is all about keeping it simple and easy for ourselves. We're at a time in our lives when we want to take it nice and slow."
<b>Predominant age</b>	50+	35-49 with children 16 and under	50+	50+
<b>Interests</b>	Avoiding the crowd Nature and wildlife Holidays within Australia Value for money Hiking and camping	Having fun as a family Re-visiting the same places Ease and convenience Coastal and self-drive holidays Value for money	Discover and learning Other cultures Sightseeing History Heritage	Relaxing Unwinding Break from responsibilities Rest Sightseeing Food and wine experiences
<b>Accommodation</b>	Standard hotel/motels Caravan parks Camping Family & Friends	Standard hotel Self-contained apartments	Standard hotel 4 star + accommodation Friends and family	Standard hotel/motels Caravan parks Camping Family & Friends
<b>Booking actions</b>	57% research and book online	67% research and book online	57% research and book online	57% research and book online
<b>Planning enablers</b>	Internet search Online travel sites Family and friends TV programs Travel magazines	Internet search Family and friends Online travel sites TV programs Travel agents	Internet search Online travel sites Family and friends Travel magazines TV programs	Internet search Family and friends Online travel sites TV programs Travel magazines
<b>What to highlight</b>	Unique and undiscovered nature and wildlife experiences on offer should be highlighted while raising affordability	Affordability and family friendly attractions and experiences	Historical and culture experiences – new and different	RV and camping facilities Natural assets Places to grab a cup of coffee and some good morning tea

# THE KATANNING EXPERIENCE

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Tourism is more competitive than ever. As a result, it is vital that Katanning continues to develop and promote its authentic tourism experiences and products, including the following hero experiences:



**AGRICULTURE  
AND NATURE**



**FOOD  
AND WINE**



**HISTORY  
AND CULTURE**



**EVENTS AND  
FESTIVALS**

'Hero Experiences' are considered to be the 'essence' of a destination and:

- have high brand awareness
- provide a real competitive advantage over other destinations
- focus on what is truly unique or memorable or engaging about a destination
- meet the needs of our target markets.
- attract visitors and provide them with outstanding and unforgettable experiences that keep them coming back.







**Experience Seekers look for:**

- authentic personal experiences
- social interactions
- meeting and interacting with the locals
- experiencing something different from their normal day-to-day life
- understanding and learning about different lifestyles and cultures
- participating in the lifestyle and experiencing it, rather than observing it
- challenging themselves — physically, emotionally and/or mentally
- visiting authentic destinations that are not necessarily part of the tourist route
- exposure to unique and compelling experiences



AGRICULTURE AND NATURE	FOOD AND WINE	HISTORY AND CULTURE	EVENTS AND FESTIVALS
 <p>Saleyards – Dinner, tours, sales.</p> <p>Porongurup’s (Castle Rock, Bluff Knoll) – bushwalking, bird watching, camping, photography.</p> <p>Working farms/ farm stay – Sheering, herding sheep, farm tours, camping, harvesting, bonfires.</p> <p>Lakes (Dumbleyung, Ewlyamartup, Pink Lakes, Police Pools) – Kayaking, water skiing, boating, bird watching, camping, bird watching.</p> <p>Wildflowers &amp; Canola Fields</p> <p>Myrtle Benn Sanctuary</p> <p>Steep and hilly topography</p>	 <p>Taste Great Southern</p> <p>Katanning Harmony Festival – Colour, culture, food, entertainment.</p> <p>Cordial Bar – Wine and tapas bar, history and heritage.</p> <p>Daily Grind Café</p> <p>Katanning Saleyards Canteen -Tuesday – Dinner, tours, sales.</p> <p>Wineries – (Alkoomi, Lange Estate, Frankland Estate etc.)</p> <p>Maleeyas Thai</p> <p>Katanning Farmers Market</p> <p>Restored Pubs – classic country charm, food and wine.</p>	 <p>The Premier Mill Hotel – Accommodation, history and heritage, wine and tapas bar, food.</p> <p>Kodja Place, Kojonup – Interactive history tours.</p> <p>Katanning Harmony Festival – Colour, culture, food, entertainment.</p> <p>Public Silo Trail – ‘See the big picture’ - drive tours.</p> <p>Historical Society – history tours.</p> <p>Chester Smith Museum</p> <p>Katanning Art Gallery</p> <p>Katanning Machinery Restoration Group – Restoration Shed</p> <p>Katanning Mosque</p> <p>Katanning Miniature Railway</p> <p>Kobeelya House</p> <p>Restored Pubs – classic country charm, food and wine.</p>	 <p>Concert in the Park – February</p> <p>Katanning Harmony Festival – March</p> <p>Bloom Festival – September - October</p> <p>Katanning Show – October</p> <p>Christmas on Clive – December</p> <p>Track Mac – September</p> <p>Speedway – November, February, March, April</p> <p><b>REGIONAL</b></p> <p>Pingrup Races – March</p> <p>Grapes &amp; Gallops – March</p> <p>Taste Great Southern – April</p> <p>Southern Art &amp; Craft Trail – September</p>

# OUR PRIORITIES

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The following four priorities and their actions have been recognised as the key strategies in achieving the vision and goals for 2025.



## Elevate Visitor Services

Visitor experience and information services are reflective of contemporary demands.

As a regional tourism destination, it is especially important that Katanning provides high quality information, services and amenities to visitors. Visitors who have everything they need, from delicious coffee and food to easily accessible information about local experiences, are likely to stay and relax in Katanning longer.

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## Empower Industry

Deliver effective collaboration and leadership for the tourism industry.

Tourism development requires ongoing collaboration between local government, business and community to succeed. In addition, local business and tourism providers need to feel supported and empowered to create new products and experiences for visitors. Strong leadership and a clear vision will ensure that decision making going forward supports an environment where tourism can flourish.





### **Innovative product and experiences**

Foster and encourage the development and introduction of new tourism products and experiences.

As a place of significance for the Noongar nation, and with a strong history of farming and agriculture a nationally recognised vibrant multicultural community, Katanning can offer visitors experiences they can't get anywhere else. Ensuring that Katanning's tourism assets and attractions are busy and transformed into unique experiences will be critical for attracting visitors to the town.

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### **Engaging Marketing**

Build a memorable destination with authentic, targeted and engaging marketing.

The Shire will continue to accommodate changing visitor patterns, with a renewed focus on digital media, accessible physical information touchpoints and a knowledgeable industry. We will continue to develop popular digital platforms and formats including search, social, video, mobile, user generated content and travel sites to promote the destination.





## **ELEVATE VISITOR SERVICES**

**Visitor experience and information services are reflective of contemporary demands.**

Visitor information services are increasingly important for both visitors and industry alike – providing a means for visitors to obtain information about tourist experiences in the region and for industry to showcase its offerings.

As a destination in a competitive regional tourism market, the importance of offering high quality visitor experiences through accessible information, customer service, ambassadorship and amenities has never been more important. Visitors who have everything they need - from delicious coffee and food, to easily accessible information about local experiences - are likely to stay and relax in Katanning longer and become important champions in marketing Katanning to others.

<b>WHAT WE WILL DO</b>	<b>HOW WE WILL DO IT*</b>	<b>HOW WE WILL MEASURE</b>
<b>Enhance visitor experience</b>	Improve visibility and accessibility to destination information.	<ul style="list-style-type: none"> <li>• Number of businesses embracing destination information</li> <li>• Feedback from visitors</li> <li>• Visitor Centre visitation</li> <li>• Website analytics</li> </ul>
	Map destination, accommodation, attractions and experiences.	<ul style="list-style-type: none"> <li>• Print and distribution of map</li> <li>• Digital downloads</li> </ul>
	Capture data.	<ul style="list-style-type: none"> <li>• Website analytics</li> <li>• Social media insights</li> <li>• Print and distribution numbers of promotional materials</li> <li>• Visitor profile counter for Visitor Centre and information hubs</li> </ul>
	Develop family-friendly initiatives that are aimed at attracting multi-generational audiences and strengthen appeal to families.	<ul style="list-style-type: none"> <li>• All-Ages Playground visitation</li> <li>• Number of family-friendly itineraries</li> <li>• Social media insights</li> </ul>

WHAT WE WILL DO	HOW WE WILL DO IT*	HOW WE WILL MEASURE
<p><b>Provide a contemporary visitor centre and services</b></p>	<p>Embrace a flexible approach to visitor services and creation of information hubs.</p>	<ul style="list-style-type: none"> <li>• Number of information distribution points</li> </ul>
	<p>Improve the quality of local tourist information and visitor services.</p>	<ul style="list-style-type: none"> <li>• Website analytics</li> <li>• Improvements noted by individual businesses via an annual survey</li> <li>• Visitor Centre data</li> </ul>
	<p>Ensure the visitor centre is well located and resourced to service the needs and consumption of identified target markets.</p>	<ul style="list-style-type: none"> <li>• Increase in number of visitors accessing information at the Visitors Centre</li> <li>• Increase in hours/times that the Visitors Centre is open (with a priority focus on the weekend)</li> </ul>
	<p>Embrace visual and digital information delivery and focus on providing uncluttered, streamlined and visitor friendly spaces.</p>	<ul style="list-style-type: none"> <li>• Website analytics</li> <li>• Creative assets developed – image library, videos maps, screen information points</li> <li>• Improvements noted by individual businesses via an annual survey</li> </ul>
	<p>Partner with neighbouring regions, Great Southern Treasures and Australia’s South West to ensure delivery of consistent visitor information.</p>	<ul style="list-style-type: none"> <li>• Website analytics</li> <li>• Improvements noted by individual businesses via an annual survey</li> </ul>
<p><b>Help visitors find their way</b></p>	<p>Improve physical signage to increase Katanning’s visibility on regional highways and roads.</p>	<ul style="list-style-type: none"> <li>• Number of additional road signs for Katanning</li> </ul>
	<p>Improve town accessibility, walkability, cyclability and wayfinding.</p>	<ul style="list-style-type: none"> <li>• Number of additional signs and wayfinding materials</li> <li>• Print and distribution of maps and wayfinding materials</li> </ul>
	<p>Improve physical and digital connectivity, guiding visitors to information, experiences and services through strategic signage, placement of assets and provision of online and physical directions and information.</p>	<ul style="list-style-type: none"> <li>• Website analytics</li> <li>• Increase in number of visitors accessing information at the Visitors Centre</li> <li>• Uptake of printed wayfinding materials</li> <li>• Number of itineraries developed</li> </ul>
<p><b>Enhance goods and services availability</b></p>	<p>Support, encourage and incentivise more local businesses to open their doors on weekends</p>	<ul style="list-style-type: none"> <li>• Number of businesses open on weekends</li> <li>• Open for business during major events</li> <li>• Customer perceptions, e.g. TripAdvisor ratings</li> </ul>

\* See Delivering the Strategy - pages 28-30



## **EMPOWER INDUSTRY**

**Deliver effective collaboration and leadership for the tourism industry.**

Tourism development requires ongoing collaboration between local government, business and community to succeed. In addition, local business and tourism providers need to feel supported and empowered to experiment and innovate to create new products and experiences for visitors.

Building relationships through strong leadership and collaboration will ensure that future decision making supports an environment where tourism can flourish.





WHAT WE WILL DO	HOW WE WILL DO IT*	HOW WE WILL MEASURE
<b>Facilitate clear and strong tourism leadership and coordination</b>	Create a focal point for tourism management and development in Katanning that links community, business and local government.	<ul style="list-style-type: none"> <li>• Number and regularity of meetings of willing and enthusiastic community members to discuss tourism development</li> <li>• Number of new collaborations/ products developed</li> </ul>
	Create space and time for local business and tourism operators to connect and identify opportunities to collaborate.	
<b>Improve training and support for local business and tourism providers</b>	Provide opportunities for local business and tourism operators to engage in industry training and support activities.	<ul style="list-style-type: none"> <li>• Number of training and industry development opportunities for Katanning businesses and tourism operators</li> <li>• Number of local businesses and tourism operators having access to training and industry development opportunities</li> </ul>
	Empower business associations to be actively involved in tourism.	
<b>Encourage investment and innovation in tourism related goods and services</b>	Make it easy for local businesses to get started, grow and innovate.	<ul style="list-style-type: none"> <li>• Number of new tourism operators or businesses in town</li> <li>• Number of new tourism products</li> <li>• Number of new collaborations between tourism operators</li> <li>• Number of businesses open on weekends</li> </ul>
	Work with business associations to support the implementation of the tourism strategy actions.	
<b>Build a culture of evidence-based decision making</b>	Collect, provide and showcase the use of data to inform ongoing investment and operational decisions.	<ul style="list-style-type: none"> <li>• Number of tourism-related enterprises and agencies actively accessing and utilising data</li> <li>• Number of businesses engaged in the visitor economy (measured via database growth)</li> <li>• Engagement by businesses in annual industry survey</li> </ul>
	Annual satisfaction benchmark derived from a stakeholder satisfaction survey.	
<b>Create connections</b>	Create partnerships and collaborations that will act as key enablers to help connect a diverse industry.	<ul style="list-style-type: none"> <li>• Number of new collaborations between tourism operators</li> <li>• Number of famils</li> <li>• Number of tourism businesses utilising user generated content (UGC) services</li> </ul>
	Work with local, regional, state and national tourism organisations to support the growth of tourism.	
	Build digital capacity and capabilities within tourism sector.	

\* See Delivering the Strategy - pages 32-33



## INNOVATIVE PRODUCT AND EXPERIENCES

Foster and encourage the development and introduction of new tourism products and experiences.

There has been a significant shift in visitor behaviour, with visitors increasingly seeking out tourism products and experiences that are perceived to be ‘authentic’, ‘off the beaten track’ and ‘offer value for money’.

By developing and promoting new, high quality experiences, and allowing visitors to enjoy memorable experiences, Katanning can attract increased visitor numbers, average length of stay, encourage word of mouth promotion and drive increased visitation.

As a place of significance for the Noongar nation, and with a strong history of farming and agriculture and a nationally recognised vibrant multicultural community, Katanning can offer visitors experiences they can’t get anywhere else. Development of innovative product and experiences not only motivates visitors to become ambassadors for Katanning, but also gives them the tools to help them relive experience and promote the destination.

WHAT WE WILL DO	HOW WE WILL DO IT*	HOW WE WILL MEASURE
<b>Create products that are targeted at priority markets</b>	Work with industry, community groups and tourism stakeholders to identify and facilitate the development of new tourism products.	<ul style="list-style-type: none"> <li>• Number of new tourism products in market</li> <li>• Level of investment attraction in new tourism products</li> <li>• Level of investment attraction in upgrading or enhancing existing tourism products</li> </ul>
	Encourage investment and innovation in the creation of new targeted tourism products, and actively identify and build upon products that impact on target markets in comparable locations.	
	Providing opportunities for local business and tourism operators to connect, network and collaborate on creating new tourism products.	

“ Experience development is about supporting tourism operators to deliver more engaging and memorable experiences by better understanding the needs and preferences of potential visitors.

Product development looks at identifying new tourism products or enhancing existing ones. (Tourism Australia Export Toolkit)



WHAT WE WILL DO	HOW WE WILL DO IT*	HOW WE WILL MEASURE
<b>Encourage collaboration between Local Government Authorities to create regional experiences</b>	Work with Great Southern Treasures to build collaborative relationships with nearby LGAs, facilitating the creation of new experiences (for example, regional travel itineraries).	<ul style="list-style-type: none"> <li>• Number of regional itineraries and products that feature Katanning</li> </ul>
<b>Maximise existing assets and attractions</b>	<p>Create new visitor experiences that address identified gaps and capitalise on hero experiences, assets, events and attractions.</p> <p>Embrace existing attractions, assets, diversity and character as a hallmark of Katanning’s tourism development potential</p> <p>Facilitate packaging with tourism businesses (e.g. dinner, bed and breakfast) and events (e.g. VIP experience) to create new experiences.</p> <p>Develop themed packaging for special interest groups such as cycling/ bushwalking, families, speedway, car clubs.</p>	<ul style="list-style-type: none"> <li>• Number of itineraries and promotional materials.</li> <li>• Number of experience packages Number of products registered on the Australian Tourism Data Warehouse</li> </ul>
<b>Support a diverse calendar of events</b>	<p>Create a centralised events calendar to showcase existing hallmark events.</p> <p>Facilitate and support the continued development of events to drive repeat visitation.</p> <p>Converting event day-trippers with event passes, accommodation and tour packages to encourage overnight stays.</p> <p>Improve participation, particularly by youth, with volunteer opportunities at events, including training, networking and intern opportunities.</p>	<ul style="list-style-type: none"> <li>• Creation of centralised events calendar and its analytics.</li> <li>• Number of new events</li> <li>• Number of event attendees</li> <li>• Number of volunteers at events</li> </ul>
<b>Create connections</b>	<p>Create partnerships and collaborations that will act as key enablers to help connect a diverse industry.</p> <p>Work with local, regional, state and national tourism organisations to support the growth of tourism.</p> <p>Build digital capacity and capabilities within tourism sector.</p>	<ul style="list-style-type: none"> <li>• Number of new collaborations between tourism operators</li> <li>• Number of famils</li> <li>• Number of tourism businesses utilising user generated content (UGC) services</li> </ul>

\* See Delivering the Strategy - pages 34-35



## ENGAGING MARKETING

**Build a memorable destination with authentic, targeted and engaging marketing.**

Destinations are defined by the stories that visitors see, hear, experience, take with them, and share.

Our focus will be on developing effective and engaging marketing to build authentic and positive stories that create well informed visitors.

The Shire will continue to accommodate changing visitor patterns, with a renewed focus on digital media, accessible physical information touchpoints and a knowledgeable industry. We will continue to develop popular digital platforms and formats including search, social, video, mobile, user generated content and travel sites to promote the destination.

The community are ambassadors for Katanning and play an important role in messaging and positioning, as well as communicating the stories and tourism strategy outcomes which is vital to the success of destination marketing.

WHAT WE WILL DO	HOW WE WILL DO IT*	HOW WE WILL MEASURE
<p><b>Centralise destination marketing efforts</b></p>	<p>Create centralised online information channels for tourism providers and visitors.</p>	<ul style="list-style-type: none"> <li>• Volume of businesses with online presence.</li> <li>• Web analytics</li> <li>• Listings on destination sites – Great Southern Treasures, Australia’s South West, WA.com, etc</li> </ul>
	<p>Leverage strategic marketing relationships with neighbouring and ‘feeder’ destinations and organisations.</p>	
	<p>Collaboration in marketing and media profiling, industry networking and packaging with neighbouring destinations.</p>	
	<p>Creative, development and collateral design and assets will be carried across all information hubs, marketing, digital and social platforms.</p>	



WHAT WE WILL DO	HOW WE WILL DO IT*	HOW WE WILL MEASURE
<p><b>Increase awareness and visibility of the destination</b></p>	Develop awareness of Katanning as a destination to visit to target markets.	<ul style="list-style-type: none"> <li>• Web analytics</li> <li>• Social media insights</li> <li>• Production of new creative assets (number of images in library)</li> <li>• Visitation numbers</li> </ul>
	Promote Katanning’s hero experiences and emerging products.	
	Create quality marketing collateral and creative assets.	
	Use the latest data insights to inform all our activity, particularly in creating engaging content for distribution both through owned and third party digital platforms.	
	Leverage events to enhance visibility	
	Build a compelling and memorable visual brand and narrative.	
	Celebrate who we are.	
<p><b>Improve planning and communication</b></p>	Develop an annual marketing action plan, with event promotion and campaign ideas.	<ul style="list-style-type: none"> <li>• Number of new communications to public</li> <li>• Improved community sentiment</li> <li>• Number of famils</li> <li>• Number of articles/media releases about Katanning increases</li> <li>• Production of creative assets (number of images in library)</li> <li>• Visitation numbers</li> </ul>
	Develop and deliver a communications and public relations program for operators, industry and potential visitors.	
	Improve community awareness of tourism.	
	Maintain a network of owned digital assets for promotion and industry use.	
<p><b>Focus on our digital footprint</b></p>	Strengthen Katanning’s digital presence by prioritising channels for effectiveness, efficiency, and measurability.	<ul style="list-style-type: none"> <li>• Year-by-year increase in online following</li> <li>• Web analytics</li> <li>• Social media insights (e.g. # use, tags, engagement)</li> <li>• Number of ATDW listings and other platforms, e.g. Trip Sdvisor</li> <li>• Volume of content on ASW, WA.com and Tourism Australia social media channels</li> </ul>
	Create opportunities for better user generated content.	
	Deliver quality and consistent content, creating greater information flows and compelling storytelling.	
	Digitally assist the industry and businesses to identify and manage platforms that further strengthen and enhance the region’s overall reach.	
<p><b>Capitalise on events</b></p>	Integrating events into tourism marketing to create a compelling call to action to visit Katanning.	<ul style="list-style-type: none"> <li>• Increase in occupancy during events.</li> <li>• Increase in online engagement of events.</li> </ul>

\* See Delivering the Strategy - pages 36-39









## DELIVERING THE STRATEGY

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Through strong leadership and commitment across all four priority areas, the key goals of this Strategy will be achieved for the benefit of Katanning's visitors, tourism operators and stakeholders.

### ***We are all in this together***

*At the heart of the tourism industry is the quality of the products and experiences on offer. This provides the key motivators for visitors to a destination. The Shire of Katanning acknowledges a sustainable tourism industry is built by many, not a few, and sees its role as harnessing the collective energy of all in achieving its tourism vision.*

## ELEVATE VISITOR SERVICES

WHAT WE WILL DO	ACTIONS	TIMING	WHO'S INVOLVED
<b>Enhance visitor experience</b>	1.1 Modern, designed tourist map of Katanning that: <ul style="list-style-type: none"> <li>• Suggests experience-based itineraries for visitors to Katanning (i.e. nature, culture, Aboriginal history, art, agriculture)</li> <li>• Can be easily updated as new products, attractions and businesses come online</li> <li>• Is available online in PDF form</li> <li>• Can be scaled to be printed in large format.</li> </ul>	Short	The Shire Visitor Centre  Provide to: ASW GST Visitor Centre Local businesses
	1.2A Identify alternative locations and businesses that are important visitor information access points, including: <ul style="list-style-type: none"> <li>• Caravan park</li> <li>• Newsagency</li> <li>• Post office</li> <li>• CRC</li> <li>• Library</li> </ul> 1.2B Create list / database of identified locations and what collateral, information and assets they have, to manage print collateral and updates to information (ensuring version control across locations).	Quick win	The Shire
	1.3 Establish regular meetings / engage with neighbouring regions, Great Southern Treasures and Australia's South West to ensure delivery of consistent visitor information across the region (providing them with the latest collateral and 'what's happening in tourism' updates.	Short	The Shire ASW GST Regional councils
	1.4 Investigate opportunities for interpretative and digital signage /information platforms/ screens located in strategic locations in the town centre for times when the Visitors Centre is not open or	Quick win	The Shire
	1.5 Develop a robust template and train VC staff to input visitor information data (where visitors are from, enquiries) while other data capture methods are being investigated.	Short	The Shire Visitor Centre
	1.6 Add Google analytics to the Shire's website to measure destination page insights.	Quick win	The Shire
	1.7 Use a social scheduler (e.g. Later, Loomly, Hootsuite etc) to collate better insights and understanding of social media engagement.	Quick win	The Shire
	1.8 Develop information/collateral specific for families (both visitors and locals alike), focusing on new attractions (All ages playground opening hours, Icecreamery, etc).	Short	The Shire GSCORE GST



WHAT WE WILL DO	ACTIONS	TIMING	WHO'S INVOLVED
<b>Provide a contemporary visitor centre and services</b>	1.9 Optimise the Visitors Centre's location and resources to best provide the required standard and accessibility of service. Consideration to be given to locations on Austral Terrace, an emerging site of key visitor amenities and services.	Quick win	The Shire Visitors Centre
	1.10 Invest in upgrades to technology, empowering the Visitors Centre to better capture and store long term data on visitation trends.	Quick win	The Shire Visitors Centre
	1.11 Explore best practices and new locations to improve the services provided by the Visitor Centre, including visitor information hubs.	Short	The Shire Visitors Centre
	1.12 Create visitor information hubs, providing them a package to promote to visitors – key attractions, selling points, yearly events calendar, printed collateral.	Short	The Shire Locations identified in 1.2A
	1.13 Embrace visual and digital information delivery options to complement the Visitors Centre, such as displaying maps in windows or interactive TVs, tablets for bookings etc.	Short	The Shire Local Business And Tourism Operators
<b>Help visitors find their way</b>	1.14 Draft a way-finding strategy integrating Shire Signage Guide and industry standards to improve and enhance the visitor experience and dispersal. A wayfinding system may incorporate: <ul style="list-style-type: none"> <li>• Maps.</li> <li>• Interpretation kiosks.</li> <li>• Video screens.</li> <li>• QR codes.</li> <li>• GPS navigational devices.</li> <li>• Printed collateral, including brochures.</li> <li>• Branding, Signage, Websites.</li> <li>• Smartphone messaging and chat.</li> <li>• Mobile apps.</li> <li>• Virtual reality.</li> <li>• Regional information hubs.</li> </ul>	Short	The Shire
	1.15 Invest in Tourism Marketing Signage built to increase visibility of Katanning as directed by outcomes in 1.14.	Medium	The Shire
	1.16 Engage with Main Roads and neighbouring Councils to introduce destination signs at regional information hubs or highway stops, to encourage more travellers take the inland to Katanning.	Long	The Shire
	1.17 Increase and clarify signage in and around town centre, directing visitors to key attractions as directed in 1.14.	Medium	The Shire
	1.18 Design walking tour maps with key attractions, historical landmarks, business information and amenities of the town centre. Option to add QR codes to online information.	Short	The Shire

WHAT WE WILL DO	ACTIONS	TIMING	WHO'S INVOLVED
<b>Enhance goods and services availability</b>	1.19 Promote local enterprises trading on weekends to locals to support the commercial viability of extended trading hours.	Quick win / ongoing	The Shire
	1.20 Investigate and amend local government policies which may present barriers for local businesses to: <ul style="list-style-type: none"> <li>• increasing trading hours</li> <li>• experimenting with alternative service delivery models (food trucks, alfresco dining etc).</li> </ul>	Short	The Shire
	1.21 Actively encourage experimentation and increased business hours from local businesses who are servicing visitors through information sessions about 'what's possible'.	Medium	The Shire







## EMPOWER INDUSTRY

WHAT WE WILL DO	ACTIONS	TIMING	WHO'S INVOLVED
<b>Facilitate clear and strong tourism leadership and coordination</b>	2.1 Establish bi-monthly sundowner event for local tourism operators and related businesses	Quick win	The Shire
	2.2 Identify and empower/celebrate local public, private and community sector champions passionate about the development of tourism in Katanning who are willing to establish a Working Group/Reference Group	Short	The Shire Local business, local tourism providers, community
	2.3 Provide office and meeting space for collaboration and networking	Ongoing	The Shire
	2.4 Encourage active participation in regional tourism awards to promote and reward excellence in the industry	Medium	The Shire
<b>Improve training and support for local business and tourism providers</b>	2.5 Up to date calendar/ list of training and industry development opportunities available locally and regionally, highlighting those that are free or where there are grants/funding available to attend.	Medium	The Shire
	2.6 Develop an annual industry capacity building/tourism training program which targets opportunities such as digital marketing, ATDW, international market-readiness, experience development and business mentoring	Long	The Shire GST KRBA
<b>Encourage investment and innovation in tourism related goods and services</b>	2.7 Identify and profile high impact projects that will require multi-party investment in \$, time, intellectual property and political will.	Ongoing	The Shire
	2.8 For each high impact project, prepare professionally desktop published 1-page project pitch for each identified product and shortlisted project for utilisation in investment engagement.	Ongoing	The Shire
	2.9 Identify and build consensus amongst local contributors as to roles/contributions that can be made to de-risk external investment	Short	The Shire
	2.10 Actively scan for public funding opportunities to pitch projects	Ongoing	The Shire
	2.11 Actively scan for private/community funding opportunities to pitch projects	Ongoing	The Shire
	2.12 Refine policies and procedures to make application for tourism operators or attractions easy, and responses from the Shire quick.	Medium	The Shire
	2.13 Create a 'guide /checklist' for new tourism businesses to understand what is required to get operational in Katanning.	Medium	The Shire KRBA



WHAT WE WILL DO	ACTIONS	TIMING	WHO'S INVOLVED
<b>Build a culture of evidence-based decision making</b>	2.14 Development an industry data strategy that identifies and develops a plan for collection, collation and communication of key industry data	Medium	The Shire
	2.15 Provide data showcase workshops that demonstrate to tourism stakeholders how available data can be utilised to make more informed decisions	Medium	The Shire
<b>Create connections</b>	2.16 Collaborate with other LTOs and regional councils to identify and develop cross-regional tourism experiences and networks.	Short	The Shire GST ASW
	2.17 Establish collaborative promotional partnerships and use of existing marketing channels.	Short	The Shire GST ASW
	2.18 Engage with regional based tour operators to create awareness of available visitor experiences and promote inclusion in tour itineraries.	Short	The Shire KRBA
	2.19 Encourage more products to engage in digital activity to improve visitor experience by making more products available online.	Short	The Shire Tourism providers
	2.20 Connect the industry and businesses with digital tools and resources to enhance collaboration and foster growth.	Short	The Shire Tourism providers
	2.21 Design a business checklist to assist operators to build their digital capacity (e.g. printable postcard to distribute to businesses).	Quick win	The Shire KRBA
	2.22 Reach out to local providers, such as SBDC, WAITOC, GSCORE, WA Tourism Council, to provide special tourism training courses for businesses.	Medium	The Shire KRBA
	2.23 Create ambassadors within the region by educating local leaders of the importance of tourism.	Long	The Shire GST ASW
	2.24 Leverage opportunities highlighted through local, regional and state tourism organisations to support the growth of the industry (for e.g. attendance at famils, trade shows, etc)	Long	The Shire GST ASW

## INNOVATIVE PRODUCT AND EXPERIENCES

WHAT WE WILL DO	ACTIONS	TIMING	WHO'S INVOLVED
<b>Create products that are targeted at priority markets</b>	3.1 Design experience and product-based itineraries targeted each of the key visitor profiles (both print and digital).	Quick win	The Shire
	3.2 Identify gaps and required products that celebrate our character and authenticity. Audit of existing products against key areas to identify gaps and focus of product creation: <ul style="list-style-type: none"> <li>• Nature and adventure</li> <li>• Rural and agriculture</li> <li>• Family friendly</li> <li>• History and heritage</li> <li>• Recreation and adventure</li> <li>• Multicultural community</li> <li>• Aboriginal culture</li> </ul>	Short	The Shire GST
	3.3 Support and facilitate development of new products (and if required pitch document outlined in 2.7).	Medium	The Shire
	3.4 Identify any common infrastructure required to support/ unlock targeted product development and build the case for multi-stakeholder investment.	Medium	The Shire
	3.5 Work with Traditional Owners and WAITOC to scope authentic Indigenous experiences throughout the region, raise cultural awareness and share Indigenous stories to key target markets.	Long	The Shire Traditional Owners WAITOC
	3.6 Develop strategy to attract new operators in destination food and drink tourism and investment in existing businesses to develop offering, with an emphasis on agri-innovation.	Long	The Shire GSDC
	3.7 Work with stakeholders to develop trail infrastructure (walking / 4WD and mountain biking).	Medium	The Shire GSCORE DBCA (Parks and Wildlife) Trails WA
	3.8 Support the strategic enhancement and provision of key nature based facilities on council land to improve and increase sustainable activation.	Long	The Shire

WHAT WE WILL DO	ACTIONS	TIMING	WHO'S INVOLVED
<b>Encourage collaboration between Local Government Authorities to create regional experiences</b>	3.9 Work with GST to identify LGAs for collaboration on itineraries which: <ul style="list-style-type: none"> <li>• Feature Katanning</li> <li>• Celebrate Great Southern region</li> <li>• Can leverage existing events</li> </ul>	Short	The Shire GST GST Delegate Other LGAs
	3.10 Work with identified LGAs to create media familiarisation programs and itineraries	Medium	The Shire GST GST Delegate Other LGAs
<b>Maximise existing assets and attractions</b>	3.11 Develop self-drive itineraries and loop drives to expose diversity of food/beverage, nature, adventure, culture and rural experiences.	Short	The Shire GST
	3.12 Facilitate regional product packaging opportunities for half and full day itineraries that leverage existing experiences (potential to work with local operators to run as tour or / self-drive).	Medium	The Shire KRBA Tourism providers
	3.13 Facilitate packaging and develop itineraries and self-guided tours for special interest groups (cycling, bushwalking, families, etc).	Medium	The Shire GST KRBA Tourism providers
	3.14 Development and launch of a Historic Trail highlighting the heritage of Katanning and landmarks.	Short	The Shire Historic Society
	3.15 Work with businesses to package experiences and attractions together with accommodation and dining options to help promote and showcase what Katanning has to offer, with packages created to specifically cater for the target visitor profiles and annual events.	Short	The Shire GST KRBA Tourism providers
<b>Support a diverse calendar of events</b>	3.16 Align annual events calendar to the Aboriginal seasons, including creation of new events and design/presentation of calendar of existing events.	Quick win	The Shire
	3.17 Design events calendar poster, highlighting annual calendar of major events and distribute to information hubs and add to online channels.	Quick win	The Shire
	3.18 Review the Shire's event policies and sponsorship program to support, create and enable locally grown events which deliver community, cultural, visitation, economic and positioning outcomes.	Short	The Shire
	3.19 Create an events toolkit, which can be accessed by the wider tourism and events industry and local businesses to ensure promotion of events is consistent (e.g. hashtags, use of images, event wrap videos).	Medium	The Shire
	3.20 Work with existing event operators in the region to facilitate opportunities for satellite events and activities during larger events – e.g. Taste Great Southern	Short	The Shire GST GSDC

## ENGAGING MARKETING

WHAT WE WILL DO	ACTIONS	TIMING	WHO'S INVOLVED
<b>Centralise destination marketing efforts</b>	4.1A Create a destination Facebook page (in line with Experience Katanning Instagram page) and combine with attraction pages (All Ages Playground page, etc). 4.1B Add all events to this page and event operators as co-hosts (e.g. this page would be co-host to Harmony Event)	Quick win	The Shire
	4.2 Create a destination landing page linking to all existing tourism related pages on Shire's website, as well as other stakeholder pages and relevant information.	Short	The Shire
	4.3 Develop and grow existing channels by leveraging data insights and promotion of hero experiences.	Ongoing	The Shire
	4.4 Test and explore industry and destination hashtags and location tags to broaden reach.	Short	The Shire
	4.5A Create a social media calendar based that can be shared with stakeholders (either through hashtags, tagging or a scheduler). 4.5B Create a list of all operator's online platforms (central database websites, handles, common use hashtags). 4.5C Curate and share business and event content – get them all to use #experiencekatanning	Quick win	The Shire GST
	4.6 Market and promote products and experiences developed (as outlined in priority 3) across existing owned channels, earned media and paid advertising.	Ongoing	The Shire GST ASW GSDC
	4.7 Continue to promote the region's iconic hero experiences.	Ongoing	The Shire GST
	4.8 Create a single point of contact that can build relationships with local businesses, ASW, GST, GSCORE etc and deliver priority four actions.	Short	The Shire
	4.9 Create a compelling brand story (using the Destination Brand Development and Content Plan) and leverage across RTO and tourism channels.	Short	The Shire GST ASW
	4.10 Create a database of visual assets that showcases the region's attractions (and can be accessed and used by stakeholders and industry).	Short	The Shire
	4.11 Tap into the community and local ambassadors to create content – guest writers, stories, Q&As, recommendations and tips from locals for online and offline use.	Ongoing	The Shire KRBA GST Tourism providers Community



WHAT WE WILL DO	ACTIONS	TIMING	WHO'S INVOLVED
<b>Increase awareness and visibility of the destination</b>	4.12 Develop an annual marketing action plan, identifying priority actions, campaign theme and funding strategy.	Short / Annually	The Shire
	4.13 Delivery of rich, motivating experience-led content, stories, images and video.	Ongoing	The Shire Tourism providers
	4.14 Create a road time guide to showcase Katanning's proximity to attractions and other regional tourism destinations.	Quick win	The Shire
	4.15 Develop visitor information and promotional materials associated with itineraries, packages and bundling of products and experiences from priority 3.	Short -Medium	The Shire
	4.16 Update itineraries, information, images and visual content on Great Southern Treasures and Australia's South West website.	Quick win	The Shire GST
	4.17 Create a database to update/notify of events and new products (e.g. KRBA, community groups, local media, Trip Advisor, Tourism WA, ASW, GST, Trails WA, and aggregator sites such as Urban List, Broadsheet, So Perth etc)	Quick win	The Shire
	4.18 Develop and promote a clear and unique positioning statement for Katanning, reflecting its many narratives (as per the Destination Brand Development and Content Plan), which industry and other stakeholders can rally behind.	Short	The Shire
	4.19 Develop a template using data and insights to regularly evaluate marketing activities and report to Council.	Short / Ongoing	The Shire
	4.20 Start a podcast with operators and industry highlighting unique experiences – heritage stories, agriculture, timeless stories.	Long	The Shire KRBA
	4.21 Design and deliver a community awareness campaign to grow the desire 'to love the place we live' and become ambassadors for Katanning as a destination.	Short	The Shire KRBA Community groups
	4.22 Create a collaborative brand identity to assist with the unified promotion of Katanning as a destination.	Long	The Shire GST KRBA Tourism providers Community

WHAT WE WILL DO	ACTIONS	TIMING	WHO'S INVOLVED
<b>Improve planning and communication</b>	4.23 Maintain active participation and partnership with RTOs and STO, while ensuring Katanning identity is maintained.	Ongoing	The Shire GST ASW
	4.24 Invest in resources for ongoing management of destination marketing, including updating calendar of events, marketing content, promotion of local tourism products, experiences, services and amenities and feeding information to LTOs and RTOs.	Ongoing	The Shire
	4.25 Provide regular newsletter information service to tourism businesses and interested stakeholders that provides information about past, current and future tourism events, training opportunities and tell stories about tourism activities.	Ongoing	The Shire KRBA
	4.26 Develop destination guidelines for local operators on how to use the brand story and positioning to promote their businesses.	Short	The Shire KRBA
	4.27 Work with GST and ASW to explore campaign funding opportunities and familiarisations.	Medium	The Shire GST ASW
<b>Focus on our digital footprint</b>	4.28 Encourage user generated content by simplifying use to a Katanning location tag and #experiencekatanning across all Instagram posts.	Quick win	The Shire
	4.29 Engage visitors through storytelling approach via social media including Instagram, Facebook and Trip Advisor to showcase hero experiences.	Short	The Shire
	4.30 Grow and nurture local industry pride by showcasing operators (and their products) and other community leaders that demonstrate the 'love the place we live' approach on existing channels.	Short	The Shire KRBA Tourism providers
	4.31 Promote the merits of, and ensure businesses have the capacity to take advantage of TripAdvisor and other user generated content portals.	Short	The Shire KRBA
	4.32 Register content in ATDW once creative assets are produced.	Quick win	The Shire GST
	4.33 Establish a proactive social media engagement program in partnership with local businesses, GST and ASW.	Short	The Shire GST ASW
	4.34 Digitally assist the industry and businesses to identify and manage platforms that further strengthen and enhance the region's overall reach. Operators need to increase their digital distribution on tourism booking engines and websites such as TripAdvisor and the ATDW.	Ongoing	The Shire

WHAT WE WILL DO	ACTIONS	TIMING	WHO'S INVOLVED
<b>Capitalise on events</b>	4.35 Maximise Katanning exposure at events e.g. signage placement, provision of destination images and footage to event organisers for social media and television broadcasts, PR stunts on location and incorporating Shire branding on signage, staging, and merchandise.	Short / Ongoing	The Shire Event operators
	4.36 Integrate destination images into event marketing and linking the social media channels to event/festival websites.	Short	The Shire
	4.37 Design destination campaigns around key annual event to encourage longer stays.	Short	The Shire GST GSDC
	4.38 Subject to privacy laws, developing a data base of visitors from event online ticketing systems to provide targeted advertising audiences.	Medium	The Shire Event operators





# BACKGROUND





## **A SPECIAL THANK YOU**

to the people who gave time, input and advice into the making of this strategy.

## **75 SURVEY RESPONSES**

## **26 WORKSHOP ATTENDEES**

The Katanning Tourism Strategy is a community-led strategy. It has benefitted from the voices and contributions from a broad array of stakeholders, from engaged residents, local business and tourism providers, regional and state tourism and planning stakeholders and local government. We sincerely appreciate these contributions and would like to particularly acknowledge the following people and groups who have been actively engaged throughout the whole process.

Arts Collective	Kartanup Tours
Australia's South West	Katanning Ag Society
Badgebup Aboriginal Corporation	Katanning Caravan Park
Community Resource Centre	Katanning Historical Society
Creative Albany/ Fathomco	Katanning Icecreamery
David (or rep) - Katanning Country Club	Katanning Landcare
Edwards Holden	Katanning Regional Business Association
Emu Lane, Saleyards Canteen	Katanning Regional Retailers
Experience Katanning	Katanning Visitors Centre
FORM	Kobeelya
Great Southern Centre for Outdoor	Premier Mill Hotel
Recreation Excellence	RDA Great Southern
Great Southern Development Commission	The Saleyards
Great Southern Treasures	

And anyone who took the time to complete the survey.

## KATANNING DESTINATION BRAND DEVELOPMENT AND CONTENT PLAN

The Shire of Katanning engaged Marketforce to better understand Katanning and how to start positioning the town as destination brand. The Destination Brand and Content Plan was finalised in April, 2019 and positioned Katanning as:

### KATANNING, TIMELESS STORIES

Classic country charm built from their agricultural entrepreneur traits and the blood, sweat and tears from pioneering the area in and around Katanning. A quest to pass on tales of wisdom, that makes everyone feel like local.

ESSENCE	DESTINATION ATTRIBUTES	DESTINATION PRODUCT
Pioneer	<p>Slow down and enjoy the wise old tales of Katanning, we have a long history.</p> <p>3rd, 4th and even 5th generation tough and rugged pastoralists. We are built to last, we respect our heritage and restore everything by hand.</p> <p>Ancient tradition of sharing stories and connecting cultures. Unrefined and dramatic beauty you can't take your eyes off.</p> <p>No bullshit with us...what you see is what you get! Natural born storytellers and seekers of hidden treasures.</p>	<ul style="list-style-type: none"> <li>&gt; Agriculture and nature</li> <li>&gt; Food and wine</li> <li>&gt; History and culture</li> <li>&gt; Events and festivals</li> </ul>

*Katanning has a proud history that lays claim to many firsts. Including the Flour Mill/ Premier Mill Hotel, the largest undercover sheep saleyards in the southern hemisphere and the first location in WA to have electric street lights. This demonstrates a high level of unique traits that other destinations can't compete with and equates to an element of timeless throughout Katanning's DNA.*

*A majority of the core attractions within Katanning have the ability to transport people back in time so they are able to experience what Katanning was like when the colonial entrepreneurs were first exploring the destination e.g. restoration of the Flour Mill, Kodja Place...even the uninterrupted views from Bluff Knoll's summit.*

*Time slows down in Katanning, to truly experience the historical importance and charm of the destination you must slow down with it, otherwise you can't truly soak it all up. Timeless pays a large nod to the high level of historical and cultural importance that the area played in WA's history.*



*At the heart of Katanning is this idea of classic country charm, which is country folk's ability to greet people with warmth and share with them classic tales of Katanning. This makes people feel like a local. Whether you're a 4th generation pastoralist, tour-guide at Kodja Place, Cordial bar tender....you will entertain people with stories of Katanning.*

## APPENDIX

### APPENDIX 1: DELIVERING THE STRATEGY – QUICK WINS

	WHAT WE WILL DO	ACTIONS	WHO'S INVOLVED
VISITOR SERVICES	Enhance visitor experience	1.2A Identify alternative locations and businesses that are important visitor information access points, including: <ul style="list-style-type: none"> <li>• Caravan park</li> <li>• Newsagency</li> <li>• Post office</li> <li>• CRC</li> <li>• Library</li> </ul> 1.2B Create list / database of identified locations and what collateral, information and assets they have, to manage print collateral and updates to information (ensuring version control across locations).	The Shire
		1.4 Investigate opportunities for interpretative and digital signage / information platforms/ screens located in strategic locations in the town centre for times when the Visitors Centre is not open or	The Shire
		1.6 Add Google analytics to the Shire's website to measure destination page insights.	The Shire Visitor Centre
		1.7 Use a social scheduler (e.g. Later, Loomly, Hootsuite etc) to collate better insights and understanding of social media engagement.	The Shire
	Provide a contemporary visitor centre and services	1.9 Optimise the Visitors Centre's location and resources to best provide the required standard and accessibility of service. Consideration to be given to locations on Austral Terrace, an emerging site of key visitor amenities and services.	The Shire
		1.10 Invest in upgrades to technology, empowering the Visitors Centre to better capture and store long term data on visitation trends. For example, tablet or laptop computer.	The Shire Visitors Centre
	Enhance goods and services availability	1.21 Promote local enterprises trading on weekends to locals to support the commercial viability of extended trading hours.	The Shire
EMPOWER INDUSTRY	Facilitate clear and strong tourism leadership and coordination	2.1 Establish bi-monthly sundowner event for local tourism operators and related businesses	The Shire
	Create connections	2.21 Design a business checklist to assist operators to build their digital capacity (e.g. printable postcard to distribute to businesses).	The Shire KRBA



	WHAT WE WILL DO	ACTIONS	WHO'S INVOLVED
INNOVATE PRODUCT AND EXPERIENCES	<b>Create products that are targeted at priority markets</b>	3.1 Design experience and product-based itineraries targeted each of the key visitor profiles (both print and digital).	The Shire
	<b>Support a diverse calendar of events</b>	3.16 Align annual events calendar to the Aboriginal seasons, including creation of new events and design/presentation of calendar of existing events.	The Shire
		3.17 Design events calendar poster, highlighting annual calendar of major events and distribute to information hubs and add to online channels.	The Shire
ENGAGING MARKETING	<b>Centralise destination marketing efforts</b>	4.1A Create a destination Facebook page (in line with Experience Katanning Instagram page) and combine with attraction pages (All Ages Playground page, etc).	The Shire
		4.1B Add all events to this page and event operators as co-hosts (e.g. this page would be co-host to Harmony Event)	
	<b>Increase awareness and visibility of the destination</b>	4.5A Create a social media calendar based that can be shared with stakeholders (either through hashtags, tagging or a scheduler).	The Shire GST
		4.5B Create a list of all operator's online platforms (central database websites, handles, common use hashtags).	
		4.5C Curate and share business and event content – get them all to use #experiencekatanning	
	<b>Focus on our digital footprint</b>	4.14 Create a road time guide to showcase Katanning's proximity to attractions and other regional tourism destinations.	The Shire
		4.16 Update itineraries, information, images and visual content on Great Southern Treasures and Australia's South West website.	The Shire GST
		4.17 Create a database to update/notify of events and new products (e.g. KRBA, community groups, local media, Trip Advisor, Tourism WA, ASW, GST, Trails WA, and aggregator sites such as Urban List, Broadsheet, So Perth etc)	The Shire
<b>Focus on our digital footprint</b>	4.28 Encourage user generated content by simplifying use to a Katanning location tag and #experiencekatanning across all Instagram posts.	The Shire	
	4.32 Register content in ATDW once creative assets are produced.	The Shire GST	

## APPENDIX 2: ACRONYMS

<b>ASW</b>	Australia's South West (Regional Tourism Organisation)
<b>ATDW</b>	Australian Tourism Data Warehouse
<b>DBCA</b>	Department of Biodiversity, Conservation and Attractions
<b>GSCORE</b>	Great Southern Centre for Outdoor Recreation Excellence
<b>GSDC</b>	Great Southern Development Commission
<b>GST</b>	Great Southern Treasures (Local Tourism Organisation)
<b>KRBA</b>	Katanning Regional Business Association
<b>LGA</b>	Local Government Authority
<b>LTO</b>	Local Tourism Organisation
<b>RTO</b>	Regional Tourism Organisation
<b>STO</b>	State Tourism Organisation
<b>WAITOC</b>	Western Australian Indigenous Tourism Operators Council



