



FIVE YEAR DEVELOPMENT PLAN



2012 - 2017

A plan to guide the direction of Wildflower Country tourism

CONTENTS

1.0 EXECUTIVE SUMMARY	4
STRATEGIC PLAN INTENT	5
METHODOLOGY & PROJECT BACKGROUND	6
STRATEGIC DIRECTIONS	6
2.0 OUR VISION	8
3.0 TOURISM IN WILDFLOWER COUNTRY	9
3.1 INTRODUCTION	10
3.2 TOURISM ASSETS.....	10
3.3 TRANSPORT	12
3.4 MANAGEMENT OF TOURISM.....	13
3.4 STAKEHOLDERS.....	13
3.5 VISITORS TO WILDFLOWER COUNTRY	13
3.5.1 INLAND TOWNS	13
3.5.2 COASTAL TOWNS	13
3.5.3 CITY OF GREATER GERALDTON	14
3.5.4 LEISURE VISITORS	14
3.5.5 WORK RELATED VISITORS	15
3.5.6 PROFILE OF DOMESTIC OVERNIGHT VISITORS TO WILDFLOWER COUNTRY	15
3.5.7 TOURISM FORECASTS 2010/11 – 2013/14.....	15
4.0 CHALLENGES FOR TOURISM IN WILDFLOWER COUNTRY	16
4.1 STRUCTURAL REFORM	16
4.2 EMERGING INDUSTRY.....	16
4.3 CLIMATE CHANGE	16
4.4 CHANGING CONSUMPTION PATTERNS	16
4.5 EMERGENCE OF LOW COST CARRIERS	16
4.6 COMPETITION FROM OTHER LOCATIONS	16
4.7 NEW TECHNOLOGIES.....	17
4.8 ACCRUAL OF LEAVE.....	17
4.9 RESPONDING TO THE DEMAND FOR SUSTAINABLE TOURISM	17
4.10 RESPONDING TO THE NEEDS OF BABY BOOMERS	17
4.11 LIMITED FINANCIAL RESOURCES OF STAKEHOLDERS TO DEVELOP TOURISM	17
4.12 INCREASING VISITOR YIELD.....	17
5.0 KEY FOCUS AREA	18
5.1 DEVELOPMENT OF TOURISM PRODUCTS AND SERVICES.....	18
5.2 CUSTOMER SERVICE.....	20
5.3 MARKETING AND PROMOTION	20
5.4 PARTNERSHIPS.....	22
5.5 INDUSTRY SUPPORT	23
5.6 RESEARCH	24

6.0 POSSIBLE FUNDING SOURCES.....	25
6.1 EXPLORING WILDFLOWER COUNTRY BROCHURE AND WEBSITE ADVERTISING	25
6.2 CORPORATE SPONSORS	25
6.3 EXTERNAL FUNDING OPPORTUNITIES	25
7.0 EVALUATING PERFORMANCE.....	29
8.0 APPENDICES.....	30
8.1 NOTES FROM THE WILDFLOWER COUNTRY STRATEGIC WORKSHOP INCLUDING SWOTAC (8/11/11).....	30
8.2 COMMUNITY SURVEY SUMMARY RESULTS	32
8.3 TOURISM INDUSTRY SURVEY SUMMARY RESULTS	58
8.4 LITERATURE REVIEW	71



1.0 EXECUTIVE SUMMARY

The consortium that makes up Wildflower Country between the Shires of Carnamah, Coorow, Dalwallinu, Mingenew, Moora, Morawa, Mullewa, Perenjori and Three Springs in the Wheatbelt and Mid West regions of Western Australia exists to collectively promote and develop tourism in the region.

Each year visitors to the Mid West and Wheatbelt regions come to explore the many natural wonders of the Wildflower Season, but there is so much more to discover.

Apart from Wildflowers, other tourism strengths of the region are:

- “Nature based” – including bushwalking, bird watching, photography, camping, wind surfing etc.
- Culture and heritage – including historic towns, Aboriginal heritage sites, museums,
- Festivals and events – including Agricultural Expos, Country Race Days, Wind Surfing Carnivals, Arts and Crafts Expos, Individual iconic town events
- Diverse range of industry in the area
- A unique rural way of life.

Each Council in Wildflower Country consortium supports tourism growth and development by:

- Employing staff to promote and market tourism initiatives in the region;
- Operating a Visitor Information Centre;
- Operating local discovery Tours; and
- Providing a range of hard copy and electronic resources.

WILDFLOWER WAY

With the recent development of the Wildflower Way, a joint initiative between the Shires of Dalwallinu, Morawa, Mullewa, Perenjori and the City of Greater Geraldton, progress is being made to promote and highlight the many other attractions in Wildflower Country not purely Wildflower related.

In the first stage of what is expected to be a growing project, a series of 21 interpretive sites have been developed along the WILDFLOWER WAY (“Eastern Route”) through Wildflower Country. Stretching across 390 km from Dalwallinu in the south to Geraldton in the north, these sites highlight a diverse and fascinating range of themes and issues.

The sites feature artistic steel “sculptures” representing some of the people and creatures that have made this region their home. Interpretive panels add detail and depth to the stories being told, and many sites have picnic tables to enable you to pause a while and enjoy being in Wildflower Country.

As a result of the successful implementation of the Wildflower Way, the other shires in the Wildflower Country consortium have seen the merit of this approach and have identified the need to further develop the other existing routes along the same lines and moves are being made to undertake applications for funding in the near future.

In order to continue to grow tourism in the region sustainably and to ensure that resources are maximised, there are a number of challenges that the Shires and the local tourism sector needs to address or be aware of, namely:

- Structural Reform
- Emerging Industry
- Climate change
- Changing consumption patterns
- Emergence of low cost carriers
- Competition from other locations
- New technologies
- Fluctuating exchange rates
- Accrual of leave (people not taking their annual leave)
- Responding to the demand for sustainable tourism
- Responding to the needs of the ‘Baby Boomer Market’
- Limited financial resources of stakeholders to develop tourism products
- Increasing visitor yield

Of particular importance to Wildflower Country is the need to encourage more visitors to come to the regions, to stay longer and to spend more money (i.e. increase visitor yield). This, however, can only be achieved if there are suitable products and services available and if the products and services are suitably marketed to the target audience. However, the development of products and services will only be achieved if it is considered profitable to do so.

STRATEGIC PLAN INTENT

The Wildflower Country consortium established the five-year Intent Statement for the group at its Strategic Planning Workshop held on November 8 2011.

PURPOSE

To promote and develop Wildflower Country's iconic tourism experiences.

VISION

To make the Wildflower Country the preferred tourist destination in Western Australia.

MISSION

To develop strategies to increase tourism for the overall benefit of Wildflower Country.

BRANDING

- Wildflower Country – affordable, accessible, memorable – The place to be
- Share the secrets of WFC
- Experience the WFC Lifestyle and its people
- Discover how unique and diverse we are

STRATEGIC OBJECTIVES

In the development of this plan it was intended that the final product would be a five year tourism development plan that will identify methods for the consortium to:

- Further develop the Wildflower Country brand
- Successfully market and promote the Wildflower Country region as a top tourism destination;
- Initiate innovative tourism products;
- Incorporate a series of signature tourism routes to link regional destinations and support industry growth and prosperity;
- Stimulate economic growth through tourism during the off-peak Wildflower months between November to July.

KEY PERFORMANCE INDICATORS

- Total visitation numbers/visitor spend to Wildflower Country during off-peak Wildflower months (November to July)
- Awareness of Wildflower Country brand
- New tourism infrastructure investment
- Integrated tourism product



METHODOLOGY & PROJECT BACKGROUND

The methodology in developing the strategic plan included:

1. Strategic Planning workshop with Wildflower Country Committee including SWOTAC
(Appendix 8.1 – Notes of the Meeting)
2. Community Consultation Workshop held in Morawa
3. Community Survey
(Appendix 8.2 - Survey Summary Results)
4. Tourism Industry Survey
(Appendix 8.3 – Survey Summary Results)
5. Desktop literature review
(Appendix 8.4 – Summary of Literature Review)
6. Review of Strategic Directions, and
7. Presentation of the Strategic Tourism Plan

This Strategic Tourism Plan project was initiated by the Wildflower Committee to develop a strategic vision for the future of tourism in the shires of the Mid West Region.

This document is expected to impact on the direction and shape of tourism activities of all Shires involved in the Wildflower Committee and will provide a framework for each Shire's tourism plans to align with.

There existed a Co-operative Tourism Plan prepared in 2002 developed by the seven shires involved of that time. A review of the document determined that a thorough overhaul of the document was required to bring it up to date. It was agreed by the Wildflower Country Committee that a brand new plan be developed and adopted.

Some of the themes within the 2002-2008 plan remain relevant and have been revisited in the development of this plan however, through a new round of consultation with and input from the current members of the committee the new plan provides recommended actions that are to be implemented in stages over the next five years.

The project was undertaken by Left of Centre Concepts and Events in October 2011 and was due on February 29 2012.

STRATEGIC DIRECTIONS

The Key Focus Areas of this plan were identified and agreed to by the Wildflower Country Group providing the basis for the development of the Strategic Directions for this Strategic Plan. These Strategic Directions will provide a framework for each Shire's tourism plans to align with.

KEY FOCUS	STRATEGIC DIRECTION
Further Development of Tourism Products and Services	To further develop quality tourism products and services to encourage greater visitor yield and high levels of visitor satisfaction during off Wildflower Season period
Customer Service	To provide high levels of customer service to visitors to the region.
Marketing and Promotion	To effectively market WFC tourism products and services to the target market utilising a range of different tools
Partnerships	To maximise resources by developing cooperative alliances with federal, state and regional tourism bodies
Industry Support	To provide support and encouragement to local tourism initiatives to improve the standard of products, services, research and development
Research	To undertake regular research and evaluation in order to increase knowledge of the target market's needs and demands and to ensure that resources are allocated to achieve maximum impact.

In order to address the priorities of this plan, some major decisions need to be made in terms of:

- How to increase visitor numbers
- Identifying what the target markets are
- Identifying appropriate marketing techniques to reach the target market
- How to encourage development of new products and services demanded by visitors
- How to value-add to existing products and services
- How Wildflower Country should invest its tourism development dollar to achieve maximum impact
- How the tourism industry and emerging industry can assist in growing and developing tourism
- Strategic alliances and partnerships

This Strategic Plan has addressed these questions and has identified key areas for the direction of tourism development in Wildflower Country over the next five years.

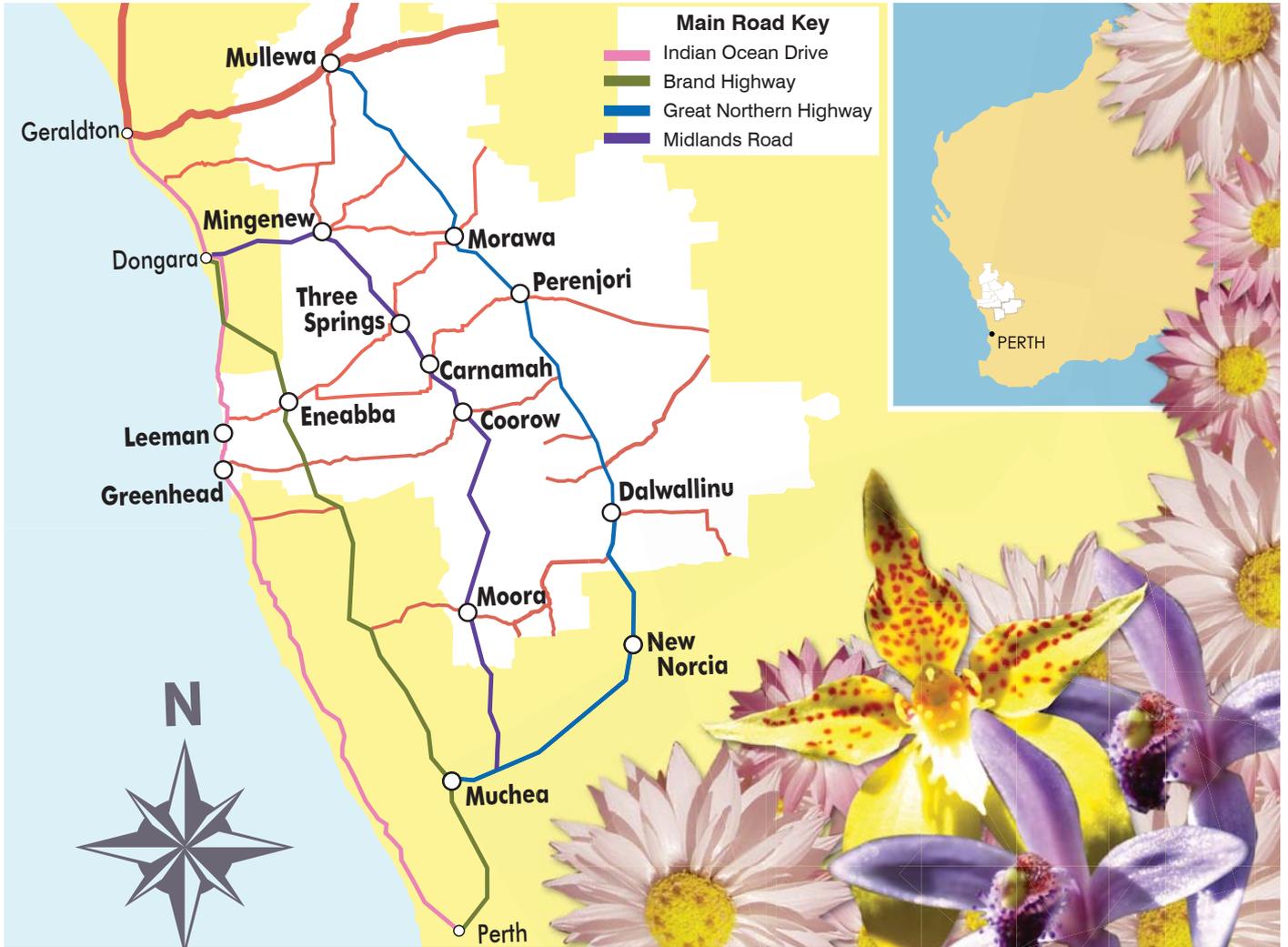


2.0 OUR VISION

To make the Wildflower Country the preferred tourist destination in Western Australia.



3.0 TOURISM IN WILDFLOWER COUNTRY



	Carnamah	Coorow	Dalwallinu	Dongara	Geraldton	Green Head	Leeman	Mingenew	Moora	Morawa	Mullewa	Perenjori	Perth	Three Springs
Carnamah		28	127	130	180	137	123	76	119	116	159	76	318	23
Coorow	28		110	157	207	119	127	102	92	127	225	87	291	50
Dalwallinu	127	110		260	309	228	236	206	106	145	243	105	261	150
Dongara	130	157	260		66	102	86	53	214	113	155	154	366	106
Geraldton	180	207	309	66		167	152	118	279	163	93	204	431	171
Green Head	137	119	228	102	167		16	140	146	171	256	207	256	115
Leeman	123	127	236	86	152	16		126	151	156	242	199	269	101
Mingenew	76	102	206	53	118	140	126		195	61	84	101	404	53
Moora	119	92	106	214	279	146	151	195		218	278	191	174	141
Morawa	116	127	145	113	163	171	156	61	218		100	41	406	56
Mullewa	159	225	243	155	93	256	242	84	278	100		138	521	137
Perenjori	76	87	105	154	204	207	199	101	191	41	138		365	79
Perth	318	291	261	366	431	256	269	404	174	406	521	365		348
Three Springs	23	50	150	106	171	115	101	53	141	56	137	79	348	

3.1 INTRODUCTION

Nine shires of the Wheatbelt North Midlands region in Western Australia's Mid West including Coorow, Carnamah, Dalwallinu, Mingenew, Moora, Morawa, Mullewa and Three Springs have identified tourism to help stimulate economic growth and create employment in the region.

Wildflower Country runs from Moora in the south to Dalwallinu in the east and Mullewa in the north and Greenhead and Geraldton to the West.

Heading out from Perth, there are four main ways to explore Wildflower Country; Wildflower Way is the most Eastern Route or avoiding the main highways in favour of the quieter Midlands Road. Both Brand Highway and the newly opened Indian Ocean Drive will also will lead you through to the heart of Wildflower Country and offer access to all the area has to offer.

The towns in wildflower country enjoy a lifestyle that can only be found in rural Australia, with the added benefits of being within easy reach of beautiful unspoilt coastal areas and the cities of Perth and Geraldton.

The primary industries of the Wildflower Country are Aquaculture, People, Sheep and Wool, Grain Farming, Mining, Beef Cattle, Horticulture and Fishing.

In 2011, Morawa was named one of nine SuperTowns in Western Australia.

3.2 TOURISM ASSETS

In addition to laid back, welcoming and friendly people, Wildflower Country boasts the following assets

ATTRACTIONS - CARNAMAH	SEASON
Carnamah Museum	Year-round
Wildflowers	July-Oct.
Murals	Year-round
Monsignor Hawes Historic Church	Year-round
Coolimba Coast (boating, swimming)	Dec-Apr
MacPherson Homestead (c.1869)	Year-round
Yarra Yarra lake (119sq.km)	Year-round
Tathra National Park	Year-round
North Midlands Agricultural Show	Mid-Sept.

ATTRACTIONS - GREENHEAD	SEASON
Dynamite Bay	Year-round
South Bay	Year-round
Fisherman's Island Sea Lions	Year-round
Mount Lesueur National Park	Year-round
Little Anchorage Bay	Year-round
Little Three Springs Reserve	Year-round
Windsurfing Carnival	Year-round
Walk Trails	Year-round
North Midlands Agricultural Show	Mid-Sept.

ATTRACTIONS - COOROW	SEASON
Alexander Morrison National Park	Year-round
Waddi Well	Year-round
Long Homestead	Year-round
Attractions - Dalwallinu	
Season	
Buntine Rock	Year-round
Calibro School	Year-round
Xantippe Tank	Year-round
Wubin Wheatbin Museum	Year-round
Wubin Rocks	Year-round
Petrudor Rock	Year-round
Mia Moon	Year-round
Boundary Riders Waterhole	Year-round
Goodlands Road/Wreath Lechenaultia	Year-round

ATTRACTIONS - ENEABBA	SEASON
Lake Indoon (boating, picnic, swim.)	Year-round
Western Flora Caravan Park	July – Oct.
Iluka Mine	Year-round
Stockyard Gully Caves	Year-round

ATTRACTIONS - MINGENEW	SEASON
Museum	Year-round
Midlands Railway	June – Oct.
Depot Hill (flora reserve, picnic area)	Year-round
The Common Walk Trail	Year-round
Cecil Newton Park	Year-round
Yandanooka Valley	June – Oct.
Murals	Year-round
Coalseam Conservation Park	Year-round
Mingenew Hill	Year-round
Giant Wheat Stalk	Year-round
Mingenew Hill/Drovers Rest	Year-round
Moblas 5 – Tracking Station	Year-round

ATTRACTIONS – MOORA	SEASON
Army campsites	Year-round
Moora Public Art Walk	Year-round
Moora Town Walk	Year-round
Koojan Salmon Gums Reserve Walk Trail	Year-round
Stack Cooper Reserve	Year-round
Western Wildflower Farm	Year-round
Watheroo National Park & Jingamia Cave	Year-round

ATTRACTIONS - LEEMAN	SEASON
Stockyard Gully Cave	Year-round
Beagle Island Sea Lions	Year-round

ATTRACTIONS - MORAWA	SEASON
Wildflower trail	July-Sept.
Church (historic)	Year-round
Visitor Information Centre	June-Oct.
Bilya Rock	Year-round
War Rock, Gnamma Hole and Pintharuka Dam	Year-round
Mallee-Fowl Preservation Area	Year-round
Historic Canna Store	Year-round
Morawa Museum (historic)	Fridays
Koolanooka Springs (bar-b-q, scenic)	Year round
Koolanooka Mine	

ATTRACTIONS - MULLEWA	SEASON
Scenic Drives (heritage, wildflowers)	Year-round
De Grey Stock Route	Year-round
Tallering Peak & Gorge	Year-round
Monsignor Hawes Church of Our Lady of Mount Carmel	Year-round
Zoo – wildlife sanctuary	June-Oct.
Agricultural Show	31st August
Wildflower Show	August
Butterabby Graves (Historic c.1865)	Year-round
Tenindewa Pioneer Well (historic)	Year-round
Kembla Bird & Animal Sanctuary	June – Oct.

ATTRACTIONS - PERENJORI	SEASON
VIC & Pioneer Museum	Year-round
Agricultural Show	7th Sept.
St Joseph's Church (historic)	Year-round
The Salmon's Walk Trail	Year-round
Rothsay Heritage Trail	Year-round
Rothsay Ghost Town	Year-round
Camel Soak	Year-round
Vermin Proof Fence	Year-round
Monsignor Hawes Heritage Trail	Year-round

ATTRACTIONS – THREE SPRINGS	SEASON
Cockatoo Canyon (scenic, fauna)	Sept.-Oct.
Heritage Walk / Trail	Year-round
Talc Mine	
Mica Mine Thicket	Year-round
Eucalyptus Rose Mallee	
Yarra Yarra Lakes	

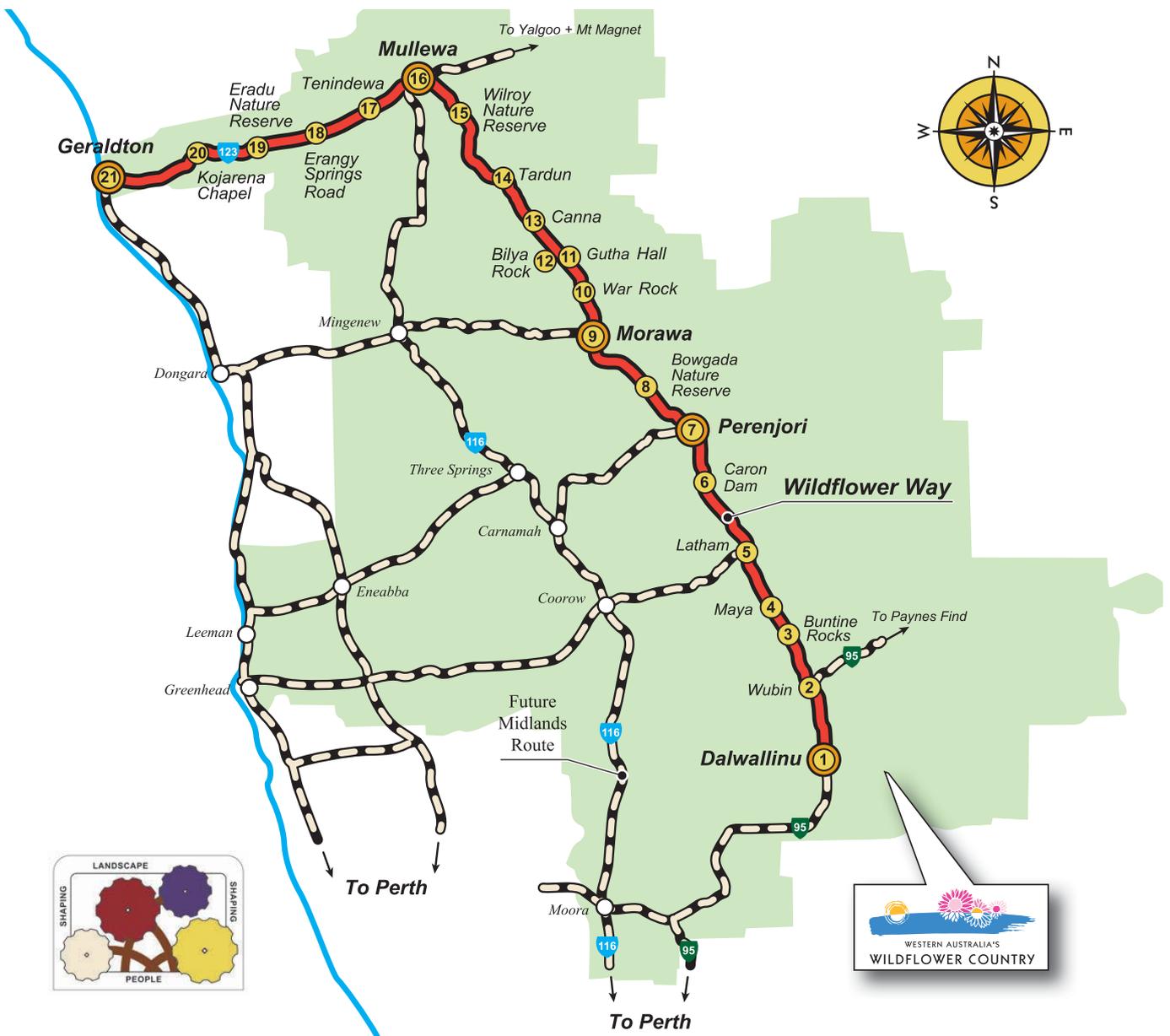
3.3 TRANSPORT

Travel to Wildflower Country is essentially conducted through the self-drive market.

There are four main ways to explore Wildflower Country all of which lead through to the heart of Wildflower Country and offer access to all the region has to offer:

1. The Wildflower Way is the most Eastern Route
2. Midlands Route the most Central Route
3. Brand Highway; and
4. The newly opened Indian Ocean Drive.

There is no passenger train travel to the area and the closest domestic airport with regular scheduled flights is the City of Greater Geraldton Airport in Geraldton.



3.4 MANAGEMENT OF TOURISM

The nine Shires that make up Wildflower Country support tourism by funding the operation of Visitor Information Centres in some towns (Dalwallinu, Mingenew, Moora, Mullewa, Morawa, Geraldton and Community Resource Centres that act as Tourism Information providers (Perenjori, Carnamah, Three Springs and Coorow).

The Wildflower Country Consortium has in the past, and is now doing so through this plan, undertaken strategic planning for tourism. The Wildflower Country Website and Exploring Wildflower Country Brochure provides information for visitors to Wildflower Country.

3.4 STAKEHOLDERS

In order to maximise the limited resources to achieve the best outcomes for tourism in Wildflower Country, the Wildflower consortium understands the importance of forming partnerships or relationships with a range of different organisations.

Some key stakeholders who contribute to tourism development and promotion in Wildflower Country include:

- Each of the nine local government authorities
- Tourism Western Australia
- Regional Tourism Authorities
- Mid West Development Commission
- Relevant State Government Departments (Department of Environment and Conservation; Department of Lands)
- Local tourism operators
- Local businesses
- Training/tertiary organisations
- Community planning groups
- Tourism consortiums

3.5 VISITORS TO WILDFLOWER COUNTRY

Data and local feedback (following) has been obtained from caravan park managers, visitor information centre staff/ volunteers, local government personnel and, where available, from published Tourism Research Australia statistics (for the City of Geraldton-Greenough only). The following observations are made;

3.5.1 INLAND TOWNS

Visitation by leisure tourists is highly seasonal – clustered around the wildflower season July to September (and this being highly impacted by timely rains and seasonal conditions for wildflowers).

Dalwallinu estimates around 30% of overnight stay visitors are wildflower / leisure visitors, the remainder are work related. For other inland Shires the proportion of work related visitors is substantial but lower.

The region experiences high levels of repeat visitation due to;

- the ongoing appeal of wildflowers, particularly to those 55+ years
- the propensity to return to the region for the wildflower display in a 'good' year
- relative affordability of inland destinations (warmer than Perth/South West without the higher per night cost of more northerly coastal caravan parks)
- friendliness of staff and quality of facilities at caravan parks, and
- convenience as part of a regular extended caravanning trip to destinations such as Carnarvon, Exmouth, Broome – mostly on the way north, and way south to a lesser extent.
- Word of mouth recommendation is extremely powerful in determining visitation.

3.5.2 COASTAL TOWNS

According to Tourism WA's Quarterly Tourism snapshot September 2011, Australia's Coral Coast has seen an overall growth in the number of visitors due to increases in both the intrastate and international markets.

Positively, the largest source market for Australia's Coral Coast is the intrastate market, which is showing growth in visitor numbers (+ 24.6%) and nights (+ 8.8%).

The 3 Year Average Annual Growth rate (AAGR) is considered a more reliable indicator of trend. It is showing an upward trend in visitors in total.

3.5.3 CITY OF GREATER GERALDTON

The following visitor profile data is based on the City of Geraldton local government area 'Tourism Profile of Local Government' published by Tourism Research Australia. It provides an annual average for the 3 to 4 year period to June 2007. As such it is out-dated and should be seen as providing indicative trend information only, overlaid with an understanding that the dominant domestic market to the regions has been in decline in WA and throughout most of regional Australia for the past 2 years.

A summary of Geraldton's visitor profile follows;

- Geraldton had 209,000 domestic overnight visitors per annum (179,000 from WA and 30,000 from interstate) and 26,000 international visitors per annum.
- Geraldton had 756,000 visitor nights per annum.
- The average length of stay is 3.9 nights for domestic visitors and 28.6 nights for international visitors.
- Two-thirds of visitors stayed in commercial accommodation, the remainder with friends or relatives
- Around 20% of domestic visitors and 35% of international visitors stayed at caravan parks / camping grounds.
- Around 40% of visitors were in Geraldton for holiday/leisure. Around 30% were visiting friends and relatives.
- For almost 40% of domestic visitors, their trip to Geraldton included multiple stopovers – i.e. Geraldton was part of a wider trip itinerary.
- Around one-third of domestic visitors were travelling with children and 40% were older working or retired couples.
- The July – September quarter (coinciding with wildflower season) was the highest Visitation quarter with 31% of annual overnight stays.

3.5.4 LEISURE VISITORS

Communities along the Dalwallinu – Mullewa Wildflower Way have strong wildflower visitation in spring but visitation is variable and dependant on the quantity / quality of the wildflower display according to rainfall received. For example, Mullewa Caravan Park has between 2,000 and 2,500 visitor nights during and average to good wildflower season year, compared to poor wildflower season years (e.g. 2006 and 2007) of 870 to 960 visitor nights (source: Shire of Mullewa caravan park revenue).

The vast majority of leisure visitors coming to Wildflower Country are attracted by seasonal wildflowers. These leisure market segments currently include;

- Retiree intrastate caravan travellers – travelling either specifically to see wildflowers, or as part of a longer trip incorporating northern coastal destinations e.g. Kalbarri, Shark Bay, Carnarvon, Broome. Likely to be passing through Wildflower Country either on their way to or from Midwest / northwest WA.
- Interstate extended trip caravan travellers – travelling generally in an anti-clockwise direction originating from the east coast on extended trips of 2 to 12 months. Likely to be passing through Wildflower Country later in the wildflower season after visiting the north of the state.
- International self-drive visitors – Wildflowers have high appeal to international markets. Numbers of international visitors reported by various caravan park operators varies but it appears the area is receiving more of these visitors albeit from a lower base. Availability of on site, hotel and motel accommodation is very limited so the majority of these visitors are travelling in camper vans, by necessity if not by choice. It is thought these too are on a circuitous route taking in coastal attractions further north.

Another infrequent leisure market traveling to and through Wildflower Country is;

Special event visitors – those visiting for annual, biannual or 'one-off' special events e.g. agricultural shows, wildflower festivals, civic occasions, school reunions etc. Many of these visitors are staying with friends/relatives. Understandably, commercial accommodation is not able to cope with these spikes in demand.

3.5.5 WORK RELATED VISITORS

Work related visitors include;

- Mining related stays - The recent growth in mining activity throughout the Wildflower Country region is placing year-round high levels of demand on available accommodation. This is particularly evident for self-contained, on-site and hotel/motel accommodation and has extended to caravan park powered sites as pressure is placed on local accommodation supply. This is an important new industry and provides welcomed diversification for the farming communities of the Wildflower Country region.
- Commercial travellers – people staying typically 1 to 2 nights in the larger communities (e.g. Dalwallinu, Morawa, Mullewa) on business i.e. local government related business, salespeople, etc.
- Contractors – groups of workers staying up to six weeks undertaking short term contract work i.e. road crews, government utilities agencies, building construction crews etc.
- Large numbers of diverse work related stays in Geraldton. Around 30% of visitors to Geraldton were there on business or for another purpose (e.g. passing through).

3.5.6 PROFILE OF DOMESTIC OVERNIGHT VISITORS TO WILDFLOWER COUNTRY

MAIN...	DOMESTIC	INTERNATIONAL
Reason for visit	En route heading north or south	En route heading north or south
Type of accommodation	Caravan or self-catering	Caravan or self-catering
Transport to region	Drive	Drive
Experience in region	Wildflowers	Wildflowers
Information Source	Internet/Brochures	Internet/Brochures
Visitor origin	Intra and Interstate	New Zealand and UK
Average Stay	1 to 2 nights	0 to 1 night

3.5.7 TOURISM FORECASTS 2010/11 – 2013/14

According to the Tourism Research Australia, Tourism Forecasting Committee June 2010 release, International visitors and nights to Australia are predicted to grow in the coming years, with higher economic growth in selected inbound source markets and expanding aviation capacity drivers.

After falling to an 11 year low in the calendar year 2009, domestic visitor night nationwide were forecast to improve by almost 8% in 2010 and 4% in 2011 boosted by interstate nights. Leisure travel (holiday and visiting friends and family) is forecast to contribute most to the growth in night, supported by an expected increase in domestic aviation capacity.

Outbound travel nationally is forecast to slow in the next five years, driven by a gradual depreciation of the Australian dollar to USD\$0.81 in the period to 2015.



4.0 CHALLENGES FOR TOURISM IN WILDFLOWER COUNTRY

4.1 STRUCTURAL REFORM

With the amalgamation of the Shire of Mullewa and the City of Geraldton-Greenough, there has been much talk about the possible amalgamation of a number of other shires within the Wildflower Country region. From the perspective of the group, structural reform could impact on its progress with some of the traction it has gained being lost through the process of amalgamation between shires.

4.2 EMERGING INDUSTRY

As major mining projects come online in the Mid West region, the small hinterland communities are experiencing a resurgence providing shires in the Wildflower Country the opportunity to capture and localise the fly-in-fly-out market.

The populations of many of the small towns in Wildflower Country have been declining for many decades, putting their future existence at risk. Now, the region's expanding resources sector is providing these communities with new hope.

The opportunity exists for Shires to target a drive-in-drive-out market; abandon the fly-in-fly-out lifestyle and have better family time by promoting the safe community environment, good schools and medical facilities.

With more mines due to open in the Mid West, the population boom is likely to continue and put more pressure on local governments to improve facilities to sustain the growth. With increased infrastructure, this can only benefit the appeal of the towns in Wildflower Country.

4.3 CLIMATE CHANGE

Climate change has had a major impact on areas within Wildflower Country, which rely on its natural environment as a drawcard. During the 2006/2007 drought conditions experienced in the area meant water resources were significantly diminished affecting the Wildflower Season.

Without water, the landscape throughout Wildflower Country, was less appealing to many visitors, and may have had an impact on people who would normally visit the region. Drought conditions also caused considerable financial and personal hardship in the towns that make up Wildflower Country. Such an environment is generally not conducive to the development of new or improved tourism products.

In recent years, increased rainfalls experienced in Wildflower Country has seen increased availability of Wildflowers throughout the region and provided longer seasons.

4.4 CHANGING CONSUMPTION PATTERNS

Consumer spending has changed in recent years with more people spending money on renovations, home entertainment systems and backyard swimming pools, at the expense of holidays. With the average Australian family mortgage in the vicinity of \$300,000 and interest rates increasing, mortgage stress, along with credit card debt, is also limiting the number of holidays people are able to afford. This target audience is an opportunity for Wildflower Country.

4.5 EMERGENCE OF LOW COST CARRIERS

The emergence of budget airlines, many of whom offer short stay packages, has made air travel more affordable for many people³. Instead of driving between destinations and visiting local destinations, these tourists will fly interstate and overseas. This type of travel has had a negative impact on areas such as Wildflower Country. In addition, with the opening up of flights to Bali and Melbourne from Geraldton-Greenough Airport, many locals are opting for air travel holidays.

4.6 COMPETITION FROM OTHER LOCATIONS

Wildflower Country is required to compete with many other Australian and international destinations to attract tourists. Some of these locations have significantly higher budgets and more sophisticated marketing mechanisms and have successfully attracted high numbers of tourists.

Some destinations in south east Asia are able to offer more inexpensive holidays, even with flights included, than the equivalent type of holiday in Australia.

4.7 NEW TECHNOLOGIES

In the past, many tourists used the services of travel agencies to book transport and accommodation and to obtain information on places of interest at a specific destination, or used one of the small number of guidebooks on the market. Whilst travel agencies and guidebooks are still used by many travellers, the use of the internet as a research and booking tool has increased significantly in recent years. Many visitors compare the cost of accommodation and transport across several sites in order to get the best deal; use specific travel sites or blogs to research and obtain information on the quality and cost of tourism products; and purchase tourism products online. There is a growing expectation that accommodation and tours can be booked on-line instantly.

4.8 ACCRUAL OF LEAVE

Another issue which has had an impact on tourism numbers is the fact that many Australians are accruing, rather than taking their annual leave. According to Tourism Australia's research⁵, there are 123 million days of accrued annual leave by full-time employees in Australia. Leave accrual has grown by 11% from 2006 to 2008 and is endemic across all sizes of businesses and industries. Tourism Australia has identified leave accrual as a major impediment to growing the domestic tourism sector and consequently introduced a program called No Leave, No Life.

4.9 RESPONDING TO THE DEMAND FOR SUSTAINABLE TOURISM

One of the major growth markets impacting on tourism at present is the increasing demand by tourists for sustainable and eco-friendly tourism initiatives. Sustainable tourism is defined by the United Nations World Tourism Organisation as 'tourism that delivers positive economic, social and environmental outcomes with consideration to the needs of the visitor, industry, community and environment'⁶. Visitors want to know that destinations are minimising their carbon footprint, minimising resource use, minimising waste and operating in a sustainable manner. Destinations which cannot accommodate this demand are likely to see tourist numbers decrease.

4.10 RESPONDING TO THE NEEDS OF BABY BOOMERS

According to the Australian Demographic Statistics 3101.0, Australian Bureau of Statistics (25 March 2010):

Baby Boomers are defined as those who were born after World War Two, between the years of 1946 and 1964. Already there are approximately 5.5 million Baby Boomers aged between

46 and 64 years of age in Australia who will reach retirement age (i.e. 65 years of age - the current qualifying age for the Age Pension) in the next 19 years. This group of people is actively seeking tourism experiences and is a very important market from a tourism income perspective.

Cruise ships are increasingly becoming popular with this demographic, as are adventure and eco-tourism products; the high end market; packages and personally tailored holidays; bus trips which focus on a small region to allow quality exploration of tourism offerings; and more passive activities and cultural pursuits such as bird watching, walking, fishing, caravanning and golf⁸.

4.11 LIMITED FINANCIAL RESOURCES OF STAKEHOLDERS TO DEVELOP TOURISM

Wildflower Country has limited finances to develop, manage and promote tourism. It needs to use these limited resources as efficiently as possible to gain the maximum benefit. Other providers of tourism experiences, individual Local Governments also have limited funds to undertake tasks such as maintenance of roads, shared trails, toilets and picnic facilities. Further, the potential likelihood of low returns on tourism investments is a major inhibitor in the growth and expansion of tourism in Wildflower Country.

4.12 INCREASING VISITOR YIELD

In order to maximise the investment by Wildflower Country and private operators in tourism products and services, it is imperative that there is a reasonable financial return from visitors. Opportunities must therefore be created and promoted that enable visitors to stay longer and spend more money locally.

5.0 KEY FOCUS AREA

Six key focus areas have been identified that will assist Wildflower Country to enhance the experience of visitors to the area and also increase visitor yield. These six focus areas are:



A series of actions have been developed around each of these key focus areas. Ideas generated from the local tourism industry and local community at a tourism workshop (held as part of the development of the tourism strategy) have been incorporated into these actions.

5.1 DEVELOPMENT OF TOURISM PRODUCTS AND SERVICES

A tourism product can be defined as “a visitor service, activity or attraction or an experience (in itself, a collection of services, activities and attractions)”¹. Therefore a tourism product could be a state park, a bottle of wine, a museum, a bus tour, a bed and breakfast venue, a canoeing trip or a short break.

In order to attract more tourists, encourage tourists to stay longer and extract additional revenue from visitors, it is important for Wildflower Country to enhance existing tourism products and services, and to develop additional quality, sustainable and viable products and services. Some specific areas of focus include:

- development of Farm Stays and Bed and Breakfast accommodation
- increasing the number of self-contained / motel or hotel accommodation throughout the region
- further development of nature-based tourism opportunities, e.g. bushwalking, mountain bike riding, canoeing, bird watching, fishing
- development/attraction and promotion of events to Wildflower Country
- packaging of products



AIM

To develop quality tourism products and services to encourage greater visitor yield and high levels of visitor satisfaction

STRATEGY	PARTNERS/RESOURCES	MILESTONE
Undertake research into the supply and demand for accommodation in the caravan parks and hotels/motels throughout Wildflower Country	All Shires and Caravan park and accommodation providers	Jun-12
Survey Farm Owners in the region to identify unoccupied farm houses that could be converted into Farm Stays or bed and Breakfast Accommodation, and provide training by relevant bodies	All Shires Tourism WA Hosted Accommodation Australia Ltd (formerly Bed & Breakfast Farmstay and Accommodation Australia Ltd)	Jul-12
Support the development of the Midlands Road route/trail along the lines of the Wildflower Way Project	All Shires Mid West Development Commission	Mar-12
Encourage the development of new tourism initiatives related to mining/heritage, prospecting, wildflowers, cultural heritage, Aboriginal culture and nature based tourism	All Shires Private Sector	Ongoing
Identify or create one specific event that complements the Wildflower Country brand that is likely to generate incremental revenue and possible repeat visitation by participants	All Shires Eventscorp WA Other relevant organisations	Ongoing
Identify gaps in the infrastructure and product of Wildflower Country that inhibit events from being held in the region	All Shires Tourism Operators	Jul-12
Work with existing tourism industry to provide advice on value adding to existing products and services	Work with existing tourism industry to provide advice on value-adding to existing products and services	Ongoing
Develop the Wildflower Country website to include fauna related tourism such as specific bird watching and other recreational activities where visitors and locals can participate in nature based tourism activities	All Shires Bird Watching Australia Tourism Operators	Jul-13
Work with the City of Greater Geraldton's Creative Communities Department to further develop Indigenous Heritage products	All Shires City of Greater Geraldton Creative Communities Dept Mid West Development Commission Department of Indigenous Affairs; Yamatji MarIpa Aboriginal Corporation; Yamatji Land and Sea Council Bundiyarra Aboriginal Community	Ongoing
Work with Cruising Geraldton to explore the extension of Cruise ship visits to include tours of Wildflower Country	All Shires City of Greater Geraldton Geraldton Visitors Centre Cruising Geraldton	Ongoing
Work with the Mining Industry in the region to develop Mine Tour opportunities, providing another unique offer to the tourism market.	All Shires Mining Companies in the region	Ongoing

1 Tourism Business Toolkit, North East England Online Tourism Resource:

<http://www.tourismnortheast.co.uk/site/business-toolkit/product-development/developing-a-tourismproduct-or-service/what-is-tourism-product-development>

5.2 CUSTOMER SERVICE

High standard customer service is a key factor that contributes to visitor satisfaction levels and encourages repeat visits to an area. Whilst there are a number of businesses that directly deal with visitors throughout Wildflower Country such as accommodation venues, wineries and certain attractions, visitors also tend to purchase other products or services whilst in the region, which may not be directly attributed to tourism, e.g. drink from a cafe, groceries from the supermarket, fuel from the petrol station. Therefore all businesses need to be made aware of the benefits of tourism to the region and to practice high levels of customer service at all times.

AIM

To provide high levels of customer service to visitors to the region.

STRATEGY	PARTNERS/RESOURCES	MILESTONE
Continue to encourage customer service training to all indirectly involved in tourism through the nine Shires in Wildflower Country	All Shires	Ongoing
Provide information to local operators about the value of tourism to the region and the need to maintain quality customer service in every business through the Wildflower Country	All Shires Tourism WA	Ongoing
Encourage local tourism operators through their Shires to nominate for Mid West Business Awards of Excellence and WA Tourism Awards, to recognise high level of customer service	All Shires Tourism Operators Tourism Council of WA Mid West Chamber of Commerce and Industry	Ongoing
Work with tourism related businesses to encourage opening hours conducive to the needs of tourists where feasible.	All Shires Tourism operators	Ongoing

5.3 MARKETING AND PROMOTION

Marketing is “the process by which a company creates customer interest in goods or services”. Further, marketing “is used to identify the customer, to satisfy the customer and to keep the customer”. Without a marketing campaign which identifies the specific needs of visitors to the area, potential visitors to the Wildflower Country region will be unaware of the opportunities that exist and consequently choose to holiday elsewhere.

A marketing strategy should provide an assessment of the industry and Wildflower Country Tourism in general and should provide a profile of the identified target market and their specific needs.

The strategy should consider:

- Branding
- Signage/maps
- Visitor Information Centre’s/outlets
- Written materials, e.g. Wildflower Country Visitor Guides, township brochures, advertisements/
- Supplements/media articles in selected publications
- Electronic tools, e.g. websites, podcasts, blogs, links to other websites
- Attendance at travel, camping, 4WD, fishing, cycling, shows/events
- Calendar of events
- Social Media
- Up to date Image Library
- Community radio, television programs
- Visiting journalists program

AIM

To effectively market Wildflower Country tourism products and services to the target market utilising a range of different tools.

STRATEGY	PARTNERS/RESOURCES	MILESTONE
Develop a Wildflower Country Marketing Strategy to include opportunities for the group to promote itself and also opportunities for tourism operators to leverage	All Shires	December 2012
Develop a Wildflower Country Policy and procedure to utilise SOCIAL MEDIA such as Facebook, blogs (such as Trip Advisor) and Twitter to promote Wildflower Country	All Shires	December 2012
Continue to produce and develop the Exploring Wildflower Country Brochure and Website with the aim of making both products sustainable through the inclusion of advertising by tourism operators throughout Wildflower Country	All Shires Tourism Operators	Ongoing
Leverage any existing marketing and promotional opportunities through various partnerships and tourism operators	All Shires Tourism Operators Tourism WA Geraldton Visitor Centre Coral Coast Golden Outback	Ongoing



5.4 PARTNERSHIPS

In order to maximise resources and leverage from other opportunities, it is important for Wildflower Country to develop and maintain partnerships with other tourism based organisations. At a state and national level, organisations such as Tourism Western Australia and other Regional Tourism Authorities can assist through marketing, advocacy, lobbying, and research and policy development. At the more local level it is possible to develop shared marketing strategies and to link in or leverage from events facilitated by organisations using Geraldton as a destination.

AIM

To maximise resources by developing cooperative alliances with federal, state and regional tourism bodies.

STRATEGY	PARTNERS/RESOURCES	MILESTONE
Continue to liaise with the relevant tourism related organisations and bodies in the development and promotion of tourism opportunities throughout the region.	All Shires Tourism WA Tourism Council of WA Mid West Development Commission Coral Coast Australia's Golden Outback Australian Tourism Commission	Ongoing
Continue to liaise with and leverage any promotional and funding opportunities through the various mining organisation operating within the Wildflower Country region.	All Shires All Mining Operations in the region	Ongoing
Continue to liaise with and leverage any promotional and funding opportunities through the various Local Governments operating within the Wildflower Country region	All Shires	Ongoing
Encourage the cross promotion between the Visitor and Tourism Centres throughout Wildflower Country	All Shires All Visitor and Tourism Centres through Wildflower Country Geraldton Visitor Centre	Ongoing
Develop partnerships with relevant caravan and motoring clubs to assist with promotion of Wildflower Country	All Shires All relevant motoring and caravan associations	Ongoing
Develop partnerships with tour and bus companies to include Wildflower Country in their promotional schedules	All Shires Relevant Bus and Coach companies	Ongoing
Develop partnerships with tour and bus companies to include Wildflower Country in their promotional schedules	All Shires Relevant Bus and Coach companies	Ongoing
Develop stronger links with the Geraldton Visitor Centre as the gateway to the region	All Shires Geraldton Visitor Centre	Ongoing
Develop relationships with environmental based organisations to include Wildflower Country in any eco and bush heritage promotional/or product development and funding opportunities	All Shires Mining Operators in the region Department of Environment and Conversation Charles Darwin Reserve WA Conservation Commission	Ongoing



5.5 INDUSTRY SUPPORT

Wildflower Country has a role in facilitating the provision of industry support to locally based tourism operators through information provision, marketing, research, training, etc. By providing this support, it can contribute to the quality of the tourism products on offer and ensure that a cohesive approach to tourism development is achieved.

AIM

To provide support and encouragement to local tourism initiatives to improve the standard of products, services, research and development.

STRATEGY	PARTNERS/RESOURCES	MILESTONE
Coordinate and offer a series of training seminars to the local tourism operators to improve knowledge in areas such as marketing, tourism regulations, customer service, business planning, insurance and risk management	All Shires Small Business Centre Mid West Chamber of Commerce and Industry Outbackbiz (through Regional Development Australia)	
Seek grants from government and philanthropic sources to help further develop tourism initiatives and experiences in Wildflower Country		
Develop a stronger relationship with Tourism WA to encourage accurate information sharing and gain inclusion in the body's travel familiarisation program	All Shires Tourism WA	



5.6 RESEARCH

In order to enhance the tourism experience and to attract higher yielding visitors to the Wildflower Country it is important to undertake regular research into topics such as:

- Origin of visitors to the region
- Demographics of visitors to the region
- Purpose of the visit
- Expenditure amounts by visitors to the region
- How visitors heard about the region
- Quality of visitor experience whilst in the region
- Activities undertaken by visitors in the region
- Form of transport used to get to the region
- How bookings were made
- Type of accommodation used in the region
- Suggested improvements for tourism in the region

This type of information will allow Wildflower Country and the local tourism industry to gain a greater understanding of visitor profiles, activities, motivations and expectations.

Consequently, products and services can be modified or added to ensure that visitors have access to the type of products that they demand. Similarly, a detailed profile of tourists will also allow Wildflower Country to develop business cases or apply for external funding to improve tourism in the region.

The time and cost to undertake research can be prohibitive; therefore innovative, cost effective mechanisms need to be developed, potentially including a prize for participants. It may also be possible to link in with tertiary institutes to assist with some research.

AIM

To undertake regular research and evaluation in order to increase knowledge of the target market's needs and demands and to ensure that resources are allocated to achieve maximum impact.

STRATEGY	PARTNERS/RESOURCES	MILESTONE
Develop a Memorandum of Understanding with Geraldton Universities to undertake joint tourism research.		Ongoing
Collect basic tourist information through the Visitor Information centre and report back into the Wildflower Country Group	All Visitor Information Centres	Ongoing
Develop an online system to collect more detailed feedback from visitors to the region on specific topics periodically, with prizes offered for participation through the Wildflower Country website		Ongoing
Encourage local tourism operators to evaluate their tourism products on a regular basis.	All Shires	Ongoing



6.0 POSSIBLE FUNDING SOURCES

One of the key considerations in the implementation of recommendations made in any Strategic Plan is the funding of the initiatives. Whilst the proponents of the Wildflower Country consortium already contribute funds into the Wildflower Country consortium budget; it is understood that the contributions by proponents have remained at the same level for a number of years.

Whilst the most direct method of fund raising for proposed future activities is to increase the contribution by each proponent into the annual budget for the group; the need to obtain funding from additional sources must be explored.

6.1 EXPLORING WILDFLOWER COUNTRY BROCHURE AND WEBSITE ADVERTISING

In the past, it is understood that the group has resisted the notion of seeking to generate income via advertising revenue through its major project – the Exploring Wildflower Country Brochure. In moving forward, an attempt to make the brochure a sustainable project is a necessity for the group's and the product's growth.

The opportunity to generate revenue through the sale of space in the brochure is made further attractive through the synergies and value-add opportunities that can be developed with the Wildflower Country website

6.2 CORPORATE SPONSORS

Corporate sponsorship—also known as cause marketing (in the case of sponsorship of non-profit or charitable events)—is a relatively new form of advertising in which companies pay to be associated with certain events or initiatives.

In addition to the advertising and promotion aspects of corporate sponsorship, it also provides benefits in the realm of community relations. A comprehensive, ongoing community relations program—including event sponsorship—can help virtually any organisation achieve visibility as a good community citizen – a vital component of any company's corporate communications plan.

Wildflower Country could consider incorporating corporate sponsorship into the building and funding of key innovative initiatives and strategies.

6.3 EXTERNAL FUNDING OPPORTUNITIES

In addition to the generation of incremental revenue through the increase of each proponents annual contribution and the opportunity to sell advertising space both via the Exploring Wildflower Brochure and website (and in future its Facebook page), a number of external funding opportunities exist for funding.

Below is a list of the opportunities that presently exist, bearing in mind that grant programs are always changing. This list is intended to provide some initial information for any short term action items.

COMMONWEALTH GOVERNMENT TQUAL (FORMERLY KNOWN AS THE AUSTRALIAN TOURISM DEVELOPMENT PROGRAM)

This Strategic Plan was funded through the TQUAL Grants program. This grant is a competitive merit-based funding program aimed at stimulating sustainable growth in the Australian tourism industry. It supports innovative, high-quality tourism products that contribute to the long-term economic development of Australia.

There are three categories of funding, each with separate eligibility requirements, evaluation criteria and funding requirements ranging from:

Category 1 - \$5,000 - \$100,000 for Innovative Tourism Projects to stimulate the development of innovative tourism product, service(s) or system(s).

Category 2: \$100,000 - \$500,000 for Integrated Tourism Development Projects that aim to enhance the overall tourism appeal of a large area by encouraging inter-regional collaboration to achieve greater tourism benefits.

Category 3: \$25,000 - \$500,000 for National or Sectoral Tourism Initiatives.

TQUAL Grants are currently delivered by AusIndustry in the Department of Innovation, Industry, Science and Research on behalf of the Department of Resources, Energy and Tourism.

For more information:

www.ret.gov.au/tourism or at www.ausindustry.gov.au/tourism- links to TQUAL Grants.
Alternatively, contact the AusIndustry Hotline on 13 28 46

BETTER REGIONS PROGRAM

During the 2007 election, the Australian Government made a significant commitment of \$176 million to fund projects that had been identified by local communities across Regional Australia as priority investments for their region.

These projects are now being implemented under the Better Regions Program and will provide important community infrastructure which will significantly enhance the live ability of regions and regional towns.

The Better Regions Program has been developed to ensure that the implementation of these election commitment projects is consistent with all relevant requirements of the Financial Management and Accountability (FMA) Regulations 1997, the ANAO Better Practice guide and the recommendations from the ANAO Audit of the Regional Partnerships program.

The level of detail sought from proponents will depend on the potential risk of the project which is based on the level of funding:

- Up to \$50,000;
- \$50,001 to \$250,000; and
- Over \$250,000.

For more information RegionalGrants@infrastructure.gov.au

INDIGENOUS HERITAGE PROGRAM

Australian Government support will help identify, protect and share Australia's Indigenous heritage.

The Indigenous Heritage Programme provides Indigenous organisations or not-for-profit bodies with grants for projects up to \$100,000 (GST inclusive). Individual Indigenous applicants are generally eligible for funding up to \$5,000 (GST inclusive).

For more information www.environment.gov.au/heritage/programs/ihp

Free call: 1800 982 280 Email: ihp_grants@environment.gov.au

FOUNDATION FOR RURAL AND REGIONAL RENEWAL (FRRR)

The Foundation for Rural and Regional Renewal (FRRR) is Australia's only national foundation dedicated to the needs of rural and regional Australia.

The FRRR is a philanthropic foundation, with an independent board, to help provide a viable social and economic future for Australia rural and regional communities. It aims to encourage innovative collaboration between business, community and government in philanthropic endeavours that will boost the economic and social well-being of regional Australia.

For more information <http://www.frrr.org.au/>

STATE GOVERNMENT ROYALTIES FOR REGIONS

Royalties for Regions is a Western Australian Government initiative that will see the equivalent of 25 per cent of the State's annual mining and resources royalties revenue reinvested in regional communities every year.

The money is being distributed through a range of separate funds:

- The Country Local Government Fund
- Regional Community Services Fund
- Regional Infrastructure and Head works Fund; and
- Regional Grants Scheme.



MID WEST REGIONAL GRANTS SCHEME

The primary objective of this Scheme is to improve economic and community infrastructure and services in the Mid West region through funding projects that will assist in attracting investment and increasing jobs or help to improve the quality of life in the region.

Funding is available to assist the development of infrastructure, services and community projects including the provision of headworks, and to assist in the broad development of the community, including the establishment of services and programs. Funding is intended to support the development of resilient communities and contribute to regional areas being vibrant and interesting places in which to live.

The Scheme is administered by the Mid-West Development Commission as part of the Royalties for Regions Program.

Royalties for Regions is a State Government program designed to promote long-term development in Western Australia's regions. It aims to help local communities grow and prosper through the promotion of local decision-making and is specifically designed to help regions attract the resources needed to support development.

For more information:

Mid West Development Commission
PO Box 238
GERALDTON WA 6531
Ph: 99210702
Fax: 99210707
Email: royaltiesforregions@mwdc.wa.gov.au

WHEATBELT REGIONAL GRANTS SCHEME

The Wheatbelt Development Commission also offers funding through the Royalties for Regions Wheatbelt Regional Grants Scheme.

For more information:

Wheatbelt Development Commission
14 Wellington Street
(PO Box 250)
Northam WA 6401
Phone Number: (08) 9622 7222
Fax Number: (08) 9622 7406
royaltiesforregions@wheatbelt.wa.gov.au

LOTTERYWEST

Lotterywest offers multiple grants in different areas. The grants on offer, and the various grant opportunities within each area can be found through the Lotterywest grants finder.

Examples of grant areas include:

- Aboriginal services
- Community health services
- Aboriginal community development projects
- Conservation of cultural heritage
- Community facilities
- Cultural groups

For more information:

Lotterywest
74 Walters Drive
Osborne Park WA 6017
Ph: (08) 9340 5270 Fax: (08) 9340 5274
Email: grants@lotterywest.wa.gov.au

ARTS WA

Arts WA runs several grant programs, including an Indigenous Arts Program.

The Indigenous Arts program aims to promote a greater understanding of Indigenous culture amongst both Aboriginal peoples and the wider community. Support for traditional and contemporary Aboriginal and Torres Strait Islander arts and culture is a priority for the State of Western Australia.

For more information:

Arts WA
PO Box 8349
Perth Business Centre
PERTH WA 6849
Tel: 08 9224 7310 or Freecall 1800 199 090
Web: <http://www.artswa.wa.gov.au/ArtsWAGrants.asp>

COUNTRY ARTS WA

Country Arts WA is one of a number of organisations providing funding for a wide range of arts projects and programs in regional Western Australia.

Country CAPS is designed to assist community organisations and groups in country areas to take an active role in the development of arts activity in their own community. Projects that offer opportunities for creative expression, skills development and broad community participation are encouraged. All art forms are eligible, including visual arts, theatre, dance, creative writing, music, multimedia and film. Funding is to a maximum of \$2000. Country CAPS cannot fund the entire cost of the project. Applicants are required to contribute at least 25% in-kind or cash.

For more information

Regional Arts Development Manager
PO Box 7012
Cloisters Square
PERTH WA 6850

Or

Level 1, King Street Arts Centre
357 Murray Street
PERTH WA 6000
Tel: (08) 92006200
Fax: (08) 92006201
Free call: 1800 811 883
Email: info@countryartswa.asn.au
Website: www.countryartswa.asn.au



7.0 EVALUATING PERFORMANCE

Performance measurement is essential to drive our decision making and monitor the effectiveness of various strategies. Tourism organisations have tended to base success on total visitor numbers. However, this is not a true reflection on performance as business travellers are likely to travel regardless of a destination's marketing activity.

Additionally, a focus purely on volume is unlikely to be sustainable in the long-term as it will place increasing pressure on our natural attractions. Instead, it is important we attract tourists that stay longer, spend more, travel widely and visit outside of the traditional peak seasons. This will help create an environment where businesses can improve and employment is generated.

Tourism in the region can have a central role to the continued growth, development and sustainability of the region's economy.

Economic growth, through tourism, can be achieved by one or more of the following:

- Attracting visitors that stay longer and spend more.
- Encouraging those that come to come back for repeat visits.
- Increased tourism infrastructure
- Increasing brand awareness of Wildflower Country

To monitor the overall effectiveness of the strategies outlined in this Plan, Wildflower Country will develop a set of broad indicators for the performance of the group that incorporates a mix of key statistics, leading indicators from visitor surveys, industry investment and benchmarking.

In summary, the four key performance groups to be incorporated are:

- Tourism product: The character, attractiveness and satisfaction with the Wildflower Country experience will be measured through regular visitor surveys.
- Tourism investment: The development of infrastructure and facilities will be measured against targets and visitor use. Tourism operator surveys will measure business confidence, performance and investment expectations.
- Tourism demand: Key statistics such as numbers of visitors, average spends; length of stay will continue to be measured through each Visitor Centre.
- Tourism in context: Benchmarking against the overall performance of the other regions in Western Australia is important to account for impacts that are beyond the control of Wildflower Country.

Wildflower Country will report annually on progress made in implementing this Plan.

Implementing the strategies in this Plan will not, in most part, require an increase in resources but rather a prioritisation and realignment of existing resources. Any additional resources required for individual proposals developed under the auspices of this Plan will be subject to Budget processes and accompanied by a robust cost-benefits analysis.



8.0 APPENDICES

8.1 NOTES FROM THE WILDFLOWER COUNTRY STRATEGIC WORKSHOP INCLUDING SWOTAC (8/11/11)

VISION

To make the Wildflower Country the preferred tourist destination in Western Australia.

MISSION

To develop strategies to increase tourism for the overall benefit of Wildflower Country

BRANDING

- Wildflower Country – affordable, accessible, memorable – The place to be
- Share the secrets of WFC
- Experience the WFC Lifestyle and its people
- Discover how unique and diverse we are

STRENGTHS	WEAKNESSES	OPPORTUNITIES
Enthusiasm	Lack of Accom/eateries	Strengthen tourism product
Great canvas	Limited choice	R4R funding with business plans
Unique wildflowers/attractions	Volunteer Based	Incorporation status
Friendliness/people	Unreasonable city expectations	Investment in future
Brochure	Reliance on wildflowers	Advertising
Brand	Not enough promotion internally	Social media/Facebook
Project Officers' Succession/transient Committee		Television Programs
		Public Relations
		Technology
		Products other than wildflowers

THREATS	ASSUMPTIONS	CONSTRAINTS
Financial sustainability	Always somewhere to go	Funding
Shire Funding	Shire contribution	Seasonal Wildflowers
	Media attention on the region	

FORCES DRIVING CHANGE

- Emerging Industry
- Resource/Mining Sector/SKA – lack of accommodation
- Overseas travel – cheap overseas holidays
- Climate
- Attraction of population
- Structural reform
- Social Trends
- Commodity Prices/Fuel
- Relevance – purpose/future plans
- Technology & innovation
- Ageing Population

TOURISM INITIATIVES

DALWALLINU

Good roads but GNHWY needs work
Excellent tourist resources
Purpose built- Discovery Centre is manned 7 days
Established motel (privately owned)
Manned caravan Park with possible expansion
Excellent Shire support
Variety of retail services/food outlets
Lack of accommodation
Small volunteer base

MORAWA

Good rapport with neighbours
Visiting servicing 7 days – larger volunteer base
Operate volunteer bus touring service during season
Tourist attractions including windmill and museum –
manned during the season
Themed signage
Manned caravan park – not big enough often filled with
industry workers and not available to tourists
Lack of dining options
G college offers group accommodation during holidays
Excellent tourist resources – brochures signage
Good roads and access signage
Well serviced – retail/commercial

MOORA

Business sector buy ins
Good historical sites – need to develop good
Need more accommodation
Good information
Consistency in meal quality at service outlets
Good shire support
Unmanned caravan park – excellent reputation
Visitor servicing not 7 days
Lack volunteers
Proximity to Perth – NN – Coast
Discovering Golden Opportunities
Morawa Beacon Project

PERENJORI

Accommodation gap
Caravan Park
Lack of volunteers
Visitor Centre
Exploring WFC Project
Mo/PJ Trails Project unfunded
Monsignor Hawes
Ag Show
Museums
Station Country

MULLEWA

Five walk trails
Monsignor Hawes
Caravan park
Visitor Centre
Wildflower Show
Exploring WFC Project
Accommodation gap
Arts Centre
Museum Monsignor Hawes
Station Country
Wreath Flowers
Gateway to destination
Brochure and mud maps

MINGENEW

Great Volunteer Base
Good natural attractions
Coalseam
Depot Hill
Expo
Townscape Plan
T&P Community Run Committee
Races
Rodeo
Tidy Towns
Partnership DEC
Caravan park

CARNAMAH

Shire managed units
Historical Society/attractions
Tractor Museum
Townscape enhancement
Aymkarna
Central Point (within WFC)
Lake Indoon
Coast
Good Access
Road maintenance improving

STRATEGIES

- Secure finance to establish additional sort-term accommodation in each town
- Consider paid volunteers
- Mo/PJ Trails secure funding
- Secure funding Morawa Beacon
- Optimise existing mining accommodation for tourism use
- Market Morawa windmill restoration project
- Steal Dally's hotel
- Wubin/Mullewa Road upgrade
- Art belt Project

Wildflower Country- Community Survey



1. Before participating in this survey were you aware of the existence of the Wildflower Country Inc organisation?

		Response Percent	Response Count
Yes		64.3%	81
No		35.7%	45
answered question			126
skipped question			1

2. If yes, were you aware of why the organisation exists?

		Response Percent	Response Count
Yes		68.8%	64
No		31.2%	29
answered question			93
skipped question			34

3. How would you rate the Wildflower Country region as a tourism destination?

		Response Percent	Response Count
Very low		0.0%	0
Low		1.6%	2
Average		32.3%	40
High		46.0%	57
Top Tourism Destination		20.2%	25
answered question			124
skipped question			3

4. How would you rate the standard of the range and quality of local tourism attractions in your town/area?

		Response Percent	Response Count
Well below expected standards		0.8%	1
Below expected standards		10.5%	13
Average		59.7%	74
Above Average		25.8%	32
Well above average - excellent		3.2%	4
answered question			124
skipped question			3

5. How would you rate the hospitality options in your town/area?

		Response Percent	Response Count
Very poor		9.8%	12
Poor		22.8%	28
Reasonable/Acceptable		37.4%	46
Good		25.2%	31
Excellent		4.9%	6
answered question			123
skipped question			4

6. Would you recommend Wildflower Country as a holiday destination to your friends and family?

		Response Percent	Response Count
Yes		84.6%	104
No		5.7%	7
Undecided		9.8%	12
answered question			123
skipped question			4

7. If you answered no, why not?

	Response Count
	11
answered question	11
skipped question	116

8. Do you ever holiday within the Wildflower Country region? Would you consider it as a holiday destination when planning your holidays or weekends away?

		Response Percent	Response Count
Yes		56.5%	70
No		31.5%	39
Undecided		12.1%	15
answered question			124
skipped question			3

9. If you answered no, why not?

	Response Count
	34
answered question	34
skipped question	93

10. What existing attributes do you think that visitors would find most attractive/useful in your local town/area?

		Response Percent	Response Count
Local people		66.9%	81
Accommodation Options		33.1%	40
Dining and Eating Out Options		28.9%	35
Services and Facilities (e.g. Roadhouses, public conveniences, shops etc)		43.0%	52
Unique landscape (e.g. wildflowers, local scenery etc)		89.3%	108
Heritage and History (e.g. museums, churches etc)		68.6%	83
	Other (please specify)		8
	answered question		121
	skipped question		6

11. What existing attributes do you think that visitors would find most off-putting in your local town/area?

		Response Percent	Response Count
Local people		11.1%	12
Accommodation Options		64.8%	70
Dining and Eating Out Options		70.4%	76
Services and Facilities (e.g. Roadhouses, public conveniences, shops etc)		38.0%	41
Unique landscape (e.g. wildflowers, local scenery etc)		2.8%	3
Heritage and History (e.g. museums, churches etc)		3.7%	4
	Other (please specify)		19
		answered question	108
		skipped question	19

12. Generally, what style of holiday/s and/or short break/s would you take in the average year?

		Response Percent	Response Count
Weekends away/ Long weekends away		53.3%	64
One or more One-two week long holidays per year		49.2%	59
One extended holiday of more than three weeks		25.8%	31
Multiple extended holidays of more than three weeks		5.0%	6
Do not travel away for holidays or breaks		4.2%	5
	Other (please specify)		3
		answered question	120
		skipped question	7

13. Where do you take your holidays and short breaks?

		Response Percent	Response Count
Within the Wildflower Country region		26.7%	32
Within the Mid West region		45.0%	54
Perth and immediate surrounds		48.3%	58
South of Perth WA		36.7%	44
North of Perth WA		25.0%	30
Interstate		26.7%	32
International destinations		33.3%	40
		answered question	120
		skipped question	7

14. Rate these factors in order of importance when planning your holiday

	1 - very low importance/not considered	2	3	4	5	6	7	8	
Cost	2.5% (3)	2.5% (3)	3.3% (4)	1.6% (2)	10.7% (13)	9.0% (11)	11.5% (14)	18.9% (23)	9. (1)
Climate	2.5% (3)	1.7% (2)	1.7% (2)	0.8% (1)	13.3% (16)	10.8% (13)	11.7% (14)	20.8% (25)	15 (1)
Family friendly activities	14.3% (17)	6.7% (8)	5.0% (6)	5.0% (6)	8.4% (10)	11.8% (14)	8.4% (10)	13.4% (16)	10 (1)
Shopping and Services	1.7% (2)	4.2% (5)	8.4% (10)	5.9% (7)	14.3% (17)	16.0% (19)	15.1% (18)	15.1% (18)	9. (1)
Standard of Accommodation and Dining Facilities	0.8% (1)	2.5% (3)	2.5% (3)	2.5% (3)	10.7% (13)	6.6% (8)	13.2% (16)	20.7% (25)	22. (2)
Culture, History and Heritage	3.3% (4)	3.3% (4)	2.5% (3)	2.5% (3)	15.7% (19)	16.5% (20)	19.0% (23)	11.6% (14)	15 (1)
Range of Tourist attractions	1.7% (2)	0.8% (1)	1.7% (2)	1.7% (2)	9.9% (12)	14.0% (17)	14.0% (17)	20.7% (25)	15 (1)
Landscape (e.g. beach, mountains etc)	0.0% (0)	0.8% (1)	0.8% (1)	0.8% (1)	5.0% (6)	6.7% (8)	13.4% (16)	21.8% (26)	24 (2)
Travel times and distaces	3.4% (4)	3.4% (4)	5.9% (7)	4.2% (5)	11.0% (13)	13.6% (16)	13.6% (16)	18.6% (22)	14 (1)
Specific recreational activities	6.7% (8)	10.9% (13)	10.1% (12)	9.2% (11)	16.8% (20)	7.6% (9)	11.8% (14)	10.1% (12)	10 (1)

15. Do you think that local tourism products and services need to be improved?

		Response Percent	Response Count
Yes		71.1%	86
No		5.8%	7
Undecided		23.1%	28
answered question			121
skipped question			6

16. If you answered yes to the above question, why?

	Response Count
	74
answered question	74
skipped question	53

17. Would you ever consider holidaying within the Wildflower Country region?

		Response Percent	Response Count
Yes		69.2%	83
No		5.8%	7
Maybe		25.0%	30
answered question			120
skipped question			7

18. If yes, what improvements would you like to see before making Wildflower Country your holiday destination of choice?

		Response Percent	Response Count
Improvements to local services (e.g more shops, longer opening hours etc)		44.4%	44
Improvements to accommodation options		69.7%	69
Improvements to dining or take away meal options		68.7%	68
More family orientated tourism attractions		33.3%	33
More dedicated tourism activities		33.3%	33
Better ways to explore the areas history, landscapes and culture		55.6%	55
More recreational activities		19.2%	19
	Other (please specify)		7
answered question			99
skipped question			28

19. Do you think Wildflower Country Inc, as an organisation, should assist with:

	Yes	No	Maybe	Response Count
Liaising with outlet managers and owners to improve services to facilities	79.2% (95)	2.5% (3)	18.3% (22)	120
Working with local government to improve town visitor facilities	90.0% (108)	1.7% (2)	8.3% (10)	120
Promoting Wildflower Country as the place to holiday in WA	95.1% (116)	1.6% (2)	3.3% (4)	122
Offer training to tourism operators and service providers to help improve their products and services	75.8% (91)	2.5% (3)	21.7% (26)	120
Keeping the local community informed of local tourism initiatives and programs	90.2% (110)	1.6% (2)	8.2% (10)	122
			answered question	123
			skipped question	4

20. Do you have any suggestions on how to best improve the tourism industry in the Wildflower Country region? if so, please describe:

	Response Count
	54
	answered question
	54
	skipped question
	73

21. General Comments:

	Response Count
	39
answered question	39
skipped question	88

Page 3, Q5. If you answered no, why not?

1	My family is not interested in this and would not travel between 5 to 9 hrs to see it unless they were already travelling then I would recommend them to see it but on its own it is not a trip you would drive that far for.	Dec 20, 2011 3:45 PM
2	there's nowhere for them to stay or to eat out.	Dec 13, 2011 4:16 PM
3	Lacking in good accommodation. Tradesmen/contractors have priority, sometimes pre booking is not always viable.	Dec 10, 2011 11:46 PM
4	There is NO decent accommodation in Morawa not sure about the other areas	Dec 5, 2011 11:02 PM
5	There is no where to stay local attractions are poorly sign posted and are hard to find lack of a good local map with attractions highlighted The shire website is out of date	Dec 5, 2011 8:08 PM
6	it is more a holiday destination for old people. the accommodation and hospitality services are limited. There is nothing to attract young people to the region.	Dec 5, 2011 5:19 PM
7	Very little, if anything, is open on the weekends, there is very little to see in Moora. It is too dead on the weekends and fairly unattractive.	Dec 4, 2011 8:29 PM
8	There is limited decent accommodation	Dec 4, 2011 7:06 PM
9	Im not sure there is enough to keep the younger generation interested	Nov 30, 2011 9:32 PM
10	Only certain times of the year and probably only recommend to older age group	Nov 30, 2011 6:14 PM
11	not enough quality holiday accommodation available	Nov 27, 2011 7:05 PM

Page 3, Q7. If you answered no, why not?

1	I live in Wildflower Country and encourage friends to visit me	Dec 30, 2011 9:51 PM
2	Not enough other tourism things.	Dec 22, 2011 1:20 AM
3	We head to the coast for a dip in the ocean and cool sea breezes.	Dec 19, 2011 11:36 PM
4	I live within that area	Dec 19, 2011 12:15 AM
5	I live in it already.	Dec 15, 2011 5:53 PM
6	Mainly because I already live here. Most advertising in this area promotes wildflowers but not the experience people could enjoy. People are always attracted to what experiences others seem to be enjoying. Maybe thats the next step for the businesses who are providing meals and accomodation, to start offering/advertising packages of wildflower country experiences.	Dec 14, 2011 6:40 PM
7	Too close to home and too hot in the summer when we would take holidays	Dec 13, 2011 8:22 PM
8	WE DONT HAVE TO, GO ON MANY TOURS FROM HOME	Dec 13, 2011 5:23 PM
9	Usually go South for holidays	Dec 13, 2011 4:16 PM
10	We live here, like to go down south to cooler area	Dec 13, 2011 12:57 AM
11	Llive here	Dec 8, 2011 7:17 PM
12	Live there so no desire to holiday there. Lack of accommodation.	Dec 7, 2011 5:13 AM
13	Live in the region	Dec 7, 2011 1:33 AM
14	We live here, like to go somewhere different	Dec 5, 2011 11:20 PM
15	un sure of attractions and places to eat and stay	Dec 5, 2011 8:08 PM
16	I live within the area, and can take a day trip at any time to visit the various destinations.	Dec 5, 2011 7:03 PM
17	i live here permanently	Dec 5, 2011 5:19 PM
18	Not intersted in seeing flowers when on holidays usually holiday on the coast.	Dec 5, 2011 5:13 PM
19	Perth has more to offer	Dec 4, 2011 8:29 PM
20	I live in Moora and travel around the area, so I get to see a lot of the attraction.	Dec 4, 2011 7:40 PM
21	Keep syaing that we would but never get around to it. The desire to do overseas or instate travel wins everytime.	Dec 4, 2011 7:37 PM
22	Prefer to get away from it completely when holidaying	Dec 4, 2011 7:19 PM
23	Don't go away. If I did it would be to somewhere down south where it's cooler and prettier or overseas where I can get spoilt cheaply	Dec 4, 2011 7:15 PM
24	i live here and often enjoy day trips to see things	Dec 3, 2011 2:50 PM
25	Because I live in the center of it, get away for a holiday.	Dec 3, 2011 2:19 AM

Page 3, Q7. If you answered no, why not?

26	Because I prefer to escape to the coast, and think that the wild flower tourism is more attractive to the 65+. There is nothing much around for kids. You can tell that tourists already just stop beside the roads to look at the wild flowers. With all traffic from mines etc it makes it dangerous. There are no exiting trails as far as I know of.	Dec 1, 2011 9:45 PM
27	we live in the wildflower area	Dec 1, 2011 4:54 PM
28	Like a change, but do enjoy the wildflower season within this region.	Dec 1, 2011 2:51 AM
29	We are lucky enough to live in it	Nov 30, 2011 10:05 PM
30	As I live in the area, would rather go further away or to the coast for holidays	Nov 30, 2011 9:32 PM
31	As a young family that lives in this region we would rather go somewhere with different attractions like the beach.	Nov 30, 2011 6:38 PM
32	We tend to go to the coast	Nov 30, 2011 5:27 AM
33	I only travel within my shire and sometimes to Morawa to see wildflowers - coz that's where the best displays are without having to travel distances.	Nov 28, 2011 5:16 PM
34	I feel there are better equipped places that suit the needs of families that are accessible and cost effective.	Nov 27, 2011 7:05 PM

Page 3, Q8. What existing attributes do you think that visitors would find most attractive/useful in your local town/area?

1	Local art and craft, local culture and entertainment - music, theatre, dance,	Dec 28, 2011 3:13 AM
2	Beaches	Dec 26, 2011 10:24 PM
3	all of the above	Dec 20, 2011 3:45 PM
4	The Mingenew Tourist Information Centre is always very busy during wildflower season	Dec 14, 2011 4:52 PM
5	PERHAPS AREA THEY CAN PULL UP HAVE LUNCH ETC, TABLES, TOILETS, GUMS BY CARAVAN PARK MADE TO A PARK, GARDEN BY SPRING????	Dec 13, 2011 5:23 PM
6	Our public toilets are good! Our pool in the summer period is great.	Dec 10, 2011 11:46 PM
7	desperate need of suitable accommodation /	Dec 5, 2011 6:30 PM
8	Accommodation good but not enough.	Dec 1, 2011 1:04 AM

Page 3, Q9. What existing attributes do you think that visitors would find most off-putting in your local town/area?

1	lack of after hour food outlets .eg coffee light snacks resturant not licenced premises	Dec 29, 2011 7:54 PM
2	all of the above	Dec 20, 2011 3:45 PM
3	not much to see but long travel distances	Dec 19, 2011 12:15 AM
4	i can't find anything that will deter tourists	Dec 16, 2011 7:02 PM
5	Accomodation & public facilities need to be maintained to a high standard. Lack of things to keep people occupied.	Dec 14, 2011 6:40 PM
6	AS ABOVE	Dec 13, 2011 5:23 PM
7	Early closure of Bakery and Roadhouse	Dec 13, 2011 4:09 PM
8	The town is not exciting; there are no coffee shops (for example) where one can meet and chat with locals; the town shuts down at sunset.	Dec 12, 2011 11:18 PM
9	Just the lack of existing attributes	Dec 11, 2011 7:26 PM
10	NONE	Dec 9, 2011 4:03 PM
11	We don't have much in the way of history and heritage, in Dally, do in Wubin	Dec 8, 2011 10:59 PM
12	Dining and Eating places could offer a Higher standard of food	Dec 7, 2011 6:22 PM
13	Accommodation options need to be increased.	Dec 5, 2011 7:03 PM
14	No Art to look at, no coffee shops, restaurants or cafes or decent eateries available, especially at the weekend!	Dec 4, 2011 8:29 PM
15	Some of the food outlets are quite good, but there is room for improvement	Dec 4, 2011 7:40 PM
16	heat and flies	Dec 3, 2011 2:50 PM
17	Roads	Dec 1, 2011 2:51 AM
18	Services good just need more to offer at local shop!	Dec 1, 2011 1:04 AM
19	Lack of facilities on the weekends eg bakery closed when we have many tourists during wildflower season wishing to stop and have morning tea etc.	Nov 29, 2011 6:21 PM

Page 4, Q1. Generally, what style of holiday/s and/or short break/s would you take in the average year?

1	Rarely go away,maybe a odd weekend in perth	Dec 13, 2011 12:59 AM
2	Several short breaks during the year	Dec 12, 2011 11:20 PM
3	short day trips and occasionally a trip east or overseas	Dec 3, 2011 2:54 PM

Page 5, Q2. If you answered yes to the above question, why?

1	Mingenew Tourist Info needs a website	Dec 29, 2011 4:19 AM
2	People expect a higher standard, particularly when it comes to accommodation.	Dec 28, 2011 3:16 AM
3	More accomodation and signage more visable to wildflower spots	Dec 27, 2011 3:44 AM
4	not enough local tour operators, especially indigenous experiences	Dec 26, 2011 10:28 PM
5	Better coordination of information services. Let regional centres north and south of your town know what is available on a weekly basis. Better mapping of local hot spots.	Dec 22, 2011 10:27 PM
6	Services are fragmented and signage is woeful- both for on road use and local directions	Dec 22, 2011 1:37 AM
7	More tours and places to go, more water sports etc, could mirror south of Perth.	Dec 22, 2011 1:23 AM
8	more info about what is available	Dec 21, 2011 10:13 PM
9	better service	Dec 21, 2011 9:38 PM
10	need more public facilities	Dec 21, 2011 5:00 PM
11	The midwest is a fantastic place to visit. I don't believe it's advertised enough, especially around wildflower season.	Dec 20, 2011 10:35 PM
12	more interaction with towns and shires	Dec 20, 2011 4:33 PM
13	More fundign for promotion is the key then strategic education for town groups to build their attraction and advertising campaign	Dec 20, 2011 3:49 PM
14	maybe more information incl signs or walks with signs	Dec 19, 2011 12:19 AM
15	There is always room to improve on anything.	Dec 15, 2011 5:56 PM
16	Service can always be improved.	Dec 14, 2011 6:49 PM
17	Accommodation options in Mingeneu are below par as are dining out/shopping options.	Dec 14, 2011 4:55 PM
18	more attractive	Dec 14, 2011 2:43 AM
19	Maybe to appeal to younger people more	Dec 13, 2011 8:29 PM
20	Many of our tourists are on the road permanently and are not looking to gather clutter, others are looking for high quality gifts - presentation is everything.	Dec 13, 2011 4:33 PM
21	More backpacker units needed in Moora or outer towns	Dec 13, 2011 1:01 AM
22	We need to keep it fresh and exciting, otherwise it becomes more of the same and boring	Dec 12, 2011 11:32 PM
23	to attract more people to the town, and so the town can accommodate for these people.	Dec 12, 2011 5:42 PM

Page 5, Q2. If you answered yes to the above question, why?

24	My town needs a museum and probably an icon sign just before entering the town.	Dec 11, 2011 7:45 PM
25	Always room for improvement	Dec 11, 2011 3:02 AM
26	The caravan park needs to be for tourists in peak periods only.	Dec 11, 2011 12:04 AM
27	Always room for improvement & some business owners need to watch prices & services	Dec 8, 2011 11:06 PM
28	Focus is on main highways	Dec 8, 2011 7:20 PM
29	Attracting more tourists to the region through improved hospitality facilities will provide jobs in small towns and help in keeping people in the towns (and ultimately prevent the towns from dying)	Dec 8, 2011 3:40 PM
30	Accommodation, dining facilities need improvement. Shops need to be open longer during tourist season. More promotion of actual attractions. regular bus services for visitors to get around to see the attractions	Dec 8, 2011 3:22 AM
31	Everything can always be improved....meals etc available longer in the evening and on week-ends during peak time...	Dec 8, 2011 2:46 AM
32	There is always need for improvement	Dec 7, 2011 9:52 PM
33	Better accommodation, Farm Stays, more nice bakeries and cafes needed	Dec 7, 2011 6:34 PM
34	Less 'disjointed'. More recreational activities - bushwalks, mountain biking, bridle trails, 4wding.	Dec 7, 2011 5:36 PM
35	accommodation eating facilities	Dec 6, 2011 5:10 AM
36	To attract more visitors to the area and for them to stay longer rather than just passing thru	Dec 5, 2011 11:24 PM
37	Available products are great but accommodation and food are a real issue if you are serious about bring more people into the area.	Dec 5, 2011 11:05 PM
38	take away meals sub standard	Dec 5, 2011 10:31 PM
39	more caravan site at park	Dec 5, 2011 8:28 PM
40	Morawa has some beautiful things to see but it is hard to know and explain to people how to get there. Information on accomodation and services is hard to access	Dec 5, 2011 8:19 PM
41	accomodation places are drab and uninviting, poorly advertised, Towns close down on weekends - nothing to keep tourists and holiday makers around	Dec 5, 2011 7:37 PM
42	accomodation	Dec 5, 2011 6:46 PM
43	Hospitality and accomodation	Dec 5, 2011 5:22 PM
44	generate more money and people to the town put Morawa on the map	Dec 5, 2011 5:17 PM
45	Tourists will not stay in a town if there is inadequate accommodation and dining facilities	Dec 5, 2011 5:09 PM

Page 5, Q2. If you answered yes to the above question, why?

46	lacking in accommodation	Dec 5, 2011 5:06 PM
47	lack of accommodation and facilities	Dec 5, 2011 2:03 AM
48	There is always room for improvement.	Dec 5, 2011 1:45 AM
49	Cant answer at the moment	Dec 5, 2011 12:24 AM
50	Tourists often ask for souvenirs from Moora and when we tell them we don't have any (or they are very limited) they make the comment 'this is the only town that doesn't.	Dec 4, 2011 10:46 PM
51	Much more needs to be done on improving diversity and number of these	Dec 4, 2011 9:16 PM
52	This town is a service town to outer lying communities, there is very little to see, to eat or to do as a visitor in Moora. When guests come to visit it is embarrassingly dead!!!! Not everyone wants to go to a PUB or a fastfood grunge shop, people want to see interesting things, arts, crafts, antiques, anything of interest!!! They also want to eat at nice eateries, at least when there was Magpie Cafe open in weekends in the past I could take people to eat there...we need something to make our town special and OPEN AT WEEKENDS!!!!!!	Dec 4, 2011 8:51 PM
53	I think co-ordination with tour companies is lacking and tourists have passed destinations without stopping as they were not aware of the attraction	Dec 4, 2011 8:20 PM
54	Very little open in Moora after 12 o'clock on a Saturday by the way of cafes. Tourism information centre not open on weekends at all.	Dec 4, 2011 8:09 PM
55	There is always something that can be improved. Perhaps more training in interaction with the travelling public	Dec 4, 2011 7:46 PM
56	There is always room for improvement, especailly for the availability of visitor servicing	Dec 4, 2011 7:41 PM
57	Does not have enough to attract the tourists away from the more attractive options - for example The Coast.	Dec 4, 2011 7:21 PM
58	I live in Moora and I think that if the town wanted to have more tourists , then they need to look at the facilities in town. There is only the 2 pubs to eat at night, and the level of accomadation isnt that good, with the only good accomadation being the chalets at the caravan park, but they are always booked out on the weekends. Also nearly everything is closed from lunchtime saturay and nothing is open on sunday..so why would anyone stop in this town on weekend and this is the case with alot of small towns in the wildflower country region.	Dec 4, 2011 7:02 PM
59	needs more work done in the bush	Dec 3, 2011 2:56 PM
60	The mining crews are taking up all or most of the local accommodations. Also, the prices of food and room has jumped due to the mining industry.	Dec 3, 2011 2:26 AM
61	If we like to Improve the local tourism industry, The accommodation need to be more attractive. The fact that people do desite to visit de bush is fantastic, Perenjori is fully booked out with workers for mines, railway people, and other workers. We are not focused on Tourism. I would not like to spend time on a caravan park with only workers. We have a lot of trucks on the roads and I think we are not so Child frendly. Options for a nice dinner is a smal	Dec 1, 2011 10:15 PM

Page 5, Q2. If you answered yes to the above question, why?

	window between 18.00 and 20.00... nowhere else to go. If you what a bit more than cooking your self during your holyday.	
62	Lack of accomodation, range of products and time available that shops are open to purchase them	Dec 1, 2011 5:10 PM
63	More guided tours	Dec 1, 2011 5:26 AM
64	There is no were to eat out in a cafe or go out for lunch when your passing through other then some of the hotels. Not everyone wants to go to the Hotel for a meal.	Dec 1, 2011 4:26 AM
65	cafe, bakery	Dec 1, 2011 3:00 AM
66	More staff/volunteers to keep tourist bureau open for longer. More local crafts/produce for sale. Maybe B & B's on farms!	Dec 1, 2011 1:12 AM
67	The presentation of the town, empty blocks etc kepted tidy, front yards	Nov 30, 2011 10:09 PM
68	More accommodation options. More shopping and dining facilities.	Nov 30, 2011 9:39 PM
69	Services yes, shops need to improve	Nov 30, 2011 9:38 PM
70	TO gain tourists	Nov 30, 2011 8:20 PM
71	Services attract people to the area and they remember the towns where they a can access services to make their stay enjoyable and comfortable. Even if its a place they stop to go to the toilet on the way somewhere they will remember the best places to stop especially with small children.	Nov 30, 2011 6:27 PM
72	Our public toilets need better signage and are somewhat dark and dingy	Nov 30, 2011 5:29 AM
73	The accommodation and eatery options are limited. There isn't enough streamlining or collaboration on information / resources - i.e. information booklets, maps	Nov 28, 2011 5:21 PM
74	not enough quality products and services in the area to meet the needs of tourists.	Nov 27, 2011 7:09 PM

Page 5, Q4. If yes, what improvements would you like to see before making Wildflower Country your holiday destination of choice?

1	happy to go with what ever is on offer	Dec 29, 2011 7:58 PM
2	Maybe a bus tour once aweek during season to certain wildflower places	Dec 27, 2011 3:44 AM
3	Upgrade the old and historic pubs and make them a circuit (special deals for staying at more than 2 places)	Dec 22, 2011 10:27 PM
4	not sure	Dec 21, 2011 5:00 PM
5	it would be a new experience, so everything will be fine initially	Dec 16, 2011 7:08 PM
6	These can always be improved	Dec 9, 2011 4:08 PM
7	Happy Smiling faces in all the places that we vist	Dec 7, 2011 6:30 PM

Page 5, Q6. Do you have any suggestions on how to best improve the tourism industry in the Wildflower Country region? if so, please describe:

1	Have a note on your website to advise visitors of the best time to see the wildflowers. eg in 2011 many people missed the early peak of the season as they assumed the best time is September (early Spring), when the peak was the last two weeks of August.	Dec 30, 2011 10:02 PM
2	Advertising. I have worked in my local tourist info centre and was amazed at how many people didn't know Mingenew and the Coalseam existed. Entry statements in towns with signage and info on what to see, where to stay etc would be a great start	Dec 29, 2011 4:19 AM
3	Become RV friendly and encourage visitors to stay in local caravan parks. Discourage "free camping" in the bush and dumping of effluent and rubbish (Health Hazard) Liase more effectively with regional centres to assist in directing visitors into the area. Weekly wildflower reports emailed to local and regional VC's. Encourage operators to upgrade old hotels and maintain accomodation. (some only seem interested in profits from alcohol sales) Maybe the pubs could be promoted as a circuit or path to the best wildflower places (The Beautiful Pub Crawl). After hours petrol supplies may be required (credit card bowzers NOT fuel company cards)	Dec 22, 2011 10:27 PM
4	give every visitor to the Geraldton Tourist Centre a Geraldton wax seedling-	Dec 22, 2011 1:37 AM
5	better promotion	Dec 21, 2011 9:38 PM
6	There should be packages on tours & accommodation, I've never seen it advertised very much, unless I go hunting for tours. Who's knows some local people might like to join in, a lot of them may not of ever thought of exploring their own home towns. Would be a lot of fun in a group.	Dec 20, 2011 10:35 PM
7	more communication between communities	Dec 20, 2011 4:37 PM
8	Better advertising leading up tot eh wildflower season in media and newspapers	Dec 20, 2011 4:33 PM
9	promotion and communication local knowledge	Dec 20, 2011 4:29 PM
10	Tourism focused facilities	Dec 20, 2011 4:26 PM
11	encourage local participation	Dec 20, 2011 4:06 PM
12	Day tours from Geraldton from the Cruise ships that come in.	Dec 20, 2011 3:55 PM
13	Differetn promotions to reach a different genre of people is what is required to start.	Dec 20, 2011 3:49 PM
14	Create a data base of locals who would be prepared to provide a bed for visitors (at a cost) when all accommodation options are full rather than send people away disappointed and miss out on their tourist dollar	Dec 17, 2011 1:11 AM
15	mobile drink and snack caravans at the more remote sites such as Coalseam national park during the wildflower season and near Mullewa where the wreath flower can be found. Nothing substantial just coffee, tea, icecreams softdrinks and maybe sandwiches. Maybe local charities could organise them.	Dec 16, 2011 9:57 PM
16	costing is quite prohibitive for most seniors	Dec 16, 2011 7:08 PM

Page 5, Q6. Do you have any suggestions on how to best improve the tourism industry in the Wildflower Country region? if so, please describe:

17	See above comments	Dec 14, 2011 6:49 PM
18	The wattle week in Dally always seems quite popular - perhaps other towns might do something along those lines so there are things going on all through wildflower season	Dec 13, 2011 8:29 PM
19	PERHAPS MORE 24 HR CAMP STOPS BECAUSE PEOPLE CANNOT AFFORD TO STOP IN CARAVAN PARKS EVERY NIGHT, PLUS LIKE TO STAY IN BUSH ECT	Dec 13, 2011 5:41 PM
20	Towns could offer a local guided tour of out of the way places to see special wildflowers/interests. Many people are in hire cars which are supposed to stay on the bitumen and therefore miss out on special sites. Maybe just once a week, of course it could be hit and miss with the weather, but then again could be a mystery type tour to make the most of the conditions on the day.	Dec 13, 2011 4:33 PM
21	Accommodation & food services have to be as good as any down South if the Mid West is going to truly compete.	Dec 13, 2011 4:21 PM
22	More eating places open on Sundays during the season. Better signage to Coalseam Park	Dec 13, 2011 5:21 AM
23	Training and information sessions.	Dec 13, 2011 3:53 AM
24	Be innovative, dont depend only on wildflowers, leave a bit of mystery for tourists to get involved in and able to explore, let them get lost (safely) while exploring. Provide good "creature comforts" eg comfortable facilities, evening destinations other than the local pub.	Dec 12, 2011 11:32 PM
25	I like the idea of local artists depicting their works be it murals or banners in the town centre and also promoting wildflower walktrails.	Dec 11, 2011 7:45 PM
26	Improve accomodation and dinning options. Offer grants to local business who participate in tourism like improvements?	Dec 11, 2011 12:04 AM
27	Put Moora on the destination choices not as a by pass	Dec 9, 2011 4:08 PM
28	We are trying hard to attract younger members on to the Tourism Committee to get new ideas	Dec 8, 2011 11:06 PM
29	Promotion of actual attractions, and have a service to get visitors to these places. ie Carrarawidgee reserve absolutely brilliant for bird watching(Not my thing) it is also lovely for wildflowers and a walk. Day trip to the coalseam, camp out at Koolanooka Springs/ Bilya Rock/Kadji. Sunset tours to mine lookout/Lakes. Tour of Karara Mine etc etc	Dec 8, 2011 3:22 AM
30	as above--longer hours etc as answered in5-2	Dec 8, 2011 2:46 AM
31	We are trying to develop an art trail around the district, between Kalannie and Dalwallinu & potentially rent a house from the local shire to have as a B&B place to rent for visitors to the area.	Dec 7, 2011 6:34 PM
32	Can not think if any think at this moment	Dec 7, 2011 6:30 PM
33	liase with the health care system and other organisations within the areas.	Dec 6, 2011 5:10 AM
34	up to date information on local websites. Maybe more websites on local	Dec 5, 2011 8:19 PM

Page 5, Q6. Do you have any suggestions on how to best improve the tourism industry in the Wildflower Country region? if so, please describe:

	business ans services. More comunity events and activities to attract neighbouring towns.	
35	Encouragement and advertising of local presentations.exhibitions of arts, crafts, produce, products. Some focus weekends for like Toodyays folk, Yorks jazz, Bridgetowns Blues, Port Hedlands Spinifex Spree, etc for example	Dec 5, 2011 7:37 PM
36	Signage at the rest points describing the type of wildflower growing in that particular area and providing a small walk trail so a larger variety of wildflowers can be viewed around the area of the rest stop to see the smaller flowers which are difficult to see from the road verge... Community organisations in all towns within the area could run wildflower exhibitions at agreed times during the season which I understand is the practice in some areas. King's Park attracts a huge crowd each year for their display, so why can't we. It would need to be marketed through the appropriate advertising channels.	Dec 5, 2011 7:27 PM
37	More information available after hours for tourists on available accomodation in surrounding areas like a number for after hours to ring	Dec 5, 2011 6:46 PM
38	better accomodation and eateries	Dec 5, 2011 5:17 PM
39	Input of money, education of towns and shires as to promotion of areas. Provide caravan parks, lay over bays, photo op signs and advertising to attract caravaners	Dec 5, 2011 2:03 AM
40	Basically they are listed in No. 5.	Dec 4, 2011 10:46 PM
41	1. Give local business owners incentive to open weekends and ones who are already open, help them make their businesses better..NOONE KNOWS THEY ARE OPEN!!! (Moora Hotel for example, signage, cafe boardwalks, paving that goes and showcases them, not stops past the bus station) 2.Set up a regular event like a thriving art and craft, homebakes, handicrafts, market or something similar (committed people), or a music scene where every weekend there is jam sessions or competitions, showcasing our talented youth, a big BBQ, a waterpark, or Art in the Park, movies on the grass, a nice area like Northbridge where there are bean bag lounges...we are only 2 hours away from Perth, make them want to come!!!! 3. More Art or Sculpture that people really want to visit and see (further North they have a quilt festival on fences), Margs had the ART COWS etc etc 4. A really good eatery with something special to it...New Norcia has the bakery & great pub lunches, GinGin has cafes and second hand stores, Swan Valley has it all..encourage them to come that little bit further!!! Bindoon has a great second hand shop that people TRAVEL TO FOR A DAY and then they enjoy The Bindoon Bakhaus. New Norcia has history and a museum and an art gallery, and a lovely craft shop and a nice eatery... 4 Make Moora the GATEWAY TO THE WILDFLOWER REGION...Have a train that runs weekends, day tripper...from Perth in the am and returning on the pm...make the old railway building an open tourist place and pay people so as to stay open weekends. Make the "gateway" open, airy, informative, attractive, fun and perhaps just a destination in itself!!!! WE NEED SOMETHING THAT MAKES MOORA A PLACE TO COME TO AND ENJOY NOT SIMPLY A PLACE TO PASS THROUGH!!!!	Dec 4, 2011 8:51 PM
42	Promote the region as having many and varied attractions, rather than a few high profile ones.	Dec 4, 2011 7:46 PM

Page 5, Q6. Do you have any suggestions on how to best improve the tourism industry in the Wildflower Country region? if so, please describe:

43	Promotion prior to wildflower season commencing.	Dec 4, 2011 7:25 PM
44	Wildflower Bus Tours	Dec 4, 2011 4:16 PM
45	Probably impossible, but somehow route all the trucks to bypass main streets of our towns. Been alot of close calls with tourists and trucks.	Dec 3, 2011 2:26 AM
46	Being realistic for small towns like in the wild flower region, we are doing a good job. And divicult is that it is only seasonal. I realy like the Perenjori Touris office, They do a great job but might need a bit more support. I do think we can make things safer in the way of more space next to roads for peolpe to stop and take photo's. I do think it would be a good idea to work togheter with the local government. Personal I think it would be great to get more family's visiting the bush and make things more attractive for them.	Dec 1, 2011 10:15 PM
47	Maybe work closely with the CRC's (formerly Telecentres) in the wildflower region. i.e last year CRC's mainly from the wildflower region had a tent at the Mingenew expo, maybe work together at such events?	Dec 1, 2011 5:10 PM
48	More advertising	Dec 1, 2011 5:26 AM
49	Funding for staffing a tourist shop during the season for gifts, foods, day trips to wildflower areas	Dec 1, 2011 3:00 AM
50	Promote what we have and encourage all community members to be a part of it as we are what sells the town and make visitors tell their friends and want to come and visit.	Dec 1, 2011 1:12 AM
51	We need to attract families to the area maybe to go out and camp in wildflower area and experience what the region has to offer. The coast has the beach the wildflower country has the ????	Nov 30, 2011 6:27 PM
52	More interaction between visitor centres within the region and supplying information applicable to their area regarding places of interest/wildflowers etc.	Nov 29, 2011 6:25 PM
53	Have a more holistic view on products/services/attractions within region and promote as such	Nov 28, 2011 5:21 PM
54	Get tourism operators on board to improve their products and services as well as engaging the community to assist in showcasing the unique attributes of the region.	Nov 27, 2011 7:09 PM

Page 5, Q7. General Comments:

1	The free "Wildflower Country" book is a very popular and useful publication. We ran short in 2011 and many visitors were disappointed. Keep up the good work!	Dec 30, 2011 10:02 PM
2	happy to enjoy the wildflowers mostly	Dec 29, 2011 7:58 PM
3	Need more volunteers to help run our visitors centre	Dec 27, 2011 3:44 AM
4	We have an incredible industry and need to maintain it. Encourage operators to work cooperatively and not in isolation and encourage referrals to the next place. A meeting of operators twice yearly to network for the busy season and debrief after the season and talk to each other. thank you for the opportunity to comment.	Dec 22, 2011 10:27 PM
5	education is the answer	Dec 21, 2011 9:38 PM
6	general roadside stops need to be more assesable	Dec 21, 2011 5:00 PM
7	Thanks for the opportunity to comment	Dec 20, 2011 10:35 PM
8	Wildflowers are unique need to be distributed	Dec 20, 2011 4:37 PM
9	more specific definition of wildflower areas	Dec 20, 2011 4:33 PM
10	Wildflower Group should be in a single tourism region (Coral Coast)	Dec 20, 2011 4:26 PM
11	continue to look outside the aquare	Dec 20, 2011 3:55 PM
12	What about having an ambassador card for locals who would get free entry into tourst attractions with a paying guest (works well in Bendigo Victoria) and what about a once a year open day of all local attractions free to locals so that they can see what is on offer and it may encourage them to take paying visitors	Dec 17, 2011 1:11 AM
13	Organisations such as CWA or Scouts or P&C groups from the local schools could manage them during the season or just the high season.	Dec 16, 2011 9:57 PM
14	There are opportunities for wildflower tours, star gazing and good country experiences that could be value added to existing businesses or perhaps linked with existing businesses that would encourage visitors to our town. There are some good examples elsewhere that could be repeated here in Mingeneu to offer an alternative option for visitors to the Midwest.	Dec 14, 2011 6:49 PM
15	FIND MOST TOWN HAVE GOOD TOURING INFO AND FACILITYYS	Dec 13, 2011 5:41 PM
16	The key to out local Tourist Shops is the volunteers and their local knowledge. Volunteers need to be aware that if they do not show for their turn or arrange a swap a great many people miss out on hearing something of interest. Many of our visitors are also just looking for someone different to talk to for a while. This can be beneficial both ways and no doubt the travellers talk to each other and should they have a bad experience in a town it could be very damaging.	Dec 13, 2011 4:33 PM
17	Mullewa Shire Council has done as much as they can to make Mullewa attractive to tourists and it's been very successful. It's now private businesses which need support to cater for & appeal to visitors.	Dec 13, 2011 4:21 PM
18	A geat survey,asking people what they think, well done	Dec 13, 2011 1:01 AM

Page 5, Q7. General Comments:

19	I believe there is a great foundation out there to work on; the brand is established now just to build up the infrastructure.	Dec 12, 2011 11:32 PM
20	I love taking photos of wildflowers and promoting wildflowers in our region for tourism is a very good idea.	Dec 11, 2011 7:45 PM
21	Fantastic climate, beautiful people, great attractions and a long history. Love Morawa!	Dec 11, 2011 12:04 AM
22	Our committee is ageing & would help to get fresh ideas particularly for our Wattle Week	Dec 8, 2011 11:06 PM
23	Instead of visitors just cruising into the visitors centre, have definite things on every few days so people stay for a while instead of just passing through. Bus tours, evening and overnight tours. i think it would be popular with overseas visitors to camp out under the stars etc The visitors centre is brilliantly run by a great number of volunteers but there is only so much they can do.	Dec 8, 2011 3:22 AM
24	Wildflowers are available for short time and varies from year to year. Dalwallinu is a credit to the Shire there is adequate facilities etc but unfortunately the extended hours of service provided by business in town is limited. Many tourist want to do things after a long drive and evening walks when many shops are closed. Many then leave town early to get to their destination...again shops are closed. Once a tourist is in your town they want to know what is in next town.....information needs to be in other towns about Dalwallinu and visa versa--for this reason alone The Wildflower Country Inc is a wonderful concept --Good Luck	Dec 8, 2011 2:46 AM
25	Great initiative, love the new signage in Dally, all very positive! HOpe I can help to support the idea!	Dec 7, 2011 6:34 PM
26	Keep up the good work love what has been done so far	Dec 7, 2011 6:30 PM
27	Some business in Morawa have an unwelcoming attitude to "non- Locals" maybe they could benefit from some education and training in hospitality.	Dec 5, 2011 8:19 PM
28	This is a great area to live in, but lacks serious drawcards (apart from the Wildflower season) and the Horse and pony field days which cater for a particular audience. The rail network could possibly be brought into play for special weekend shows.	Dec 5, 2011 7:37 PM
29	I was recently made aware of what you miss if you stop at the road verge, when recently on the Brand Highway I ventured about 20 metres into the scrub and the display of the smaller flowers under the larger shrubs were abundant and very beautiful. A photographers paradise,	Dec 5, 2011 7:27 PM
30	There has been a big improvement in the signage and of road vacilities for the tourist and locals would like to see it continued	Dec 5, 2011 6:46 PM
31	Good Luck we have a beautiful region which is much under exposed....	Dec 5, 2011 2:03 AM
32	It's a beautiful part of the world and I'm glad I get to experience it and show it off each year.	Dec 4, 2011 10:46 PM
33	I'm a little passionate about this place and can see it's potential but the shire etc dont make it happen!	Dec 4, 2011 8:51 PM

Page 5, Q7. General Comments:

34	The wildflower country is a beautiful region, but if they wnt more tourists then they have to think about improving the area for people to want to stay and not just do day visits.	Dec 4, 2011 7:02 PM
35	We do live in beautiful country, people would appreciate the peace and beauty it has to offer.	Dec 3, 2011 2:26 AM
36	On a good year, the midwest has the best wildflowers in the world, it should be shown off to everyone.	Dec 1, 2011 5:26 AM
37	We need to get up to date and attract people to our area and all ages of people. Lets first get the young people (18 - 25) back to our towns and encourage businesses to take on apprenticeship. Incentives for other industries to come to our town (Perenjori) create employment and businesses and this will in turn increase people which will have a flow on effect and attract people to our town. Cheers Jude	Nov 30, 2011 6:27 PM
38	All good	Nov 27, 2011 7:52 PM
39	Tourism in the region seems to play second fiddle to the agriculture and mining industries. We need to diversify if the local communities are to survive and tourism is a viable product we should be looking at exploring and developing.	Nov 27, 2011 7:09 PM



Wildflower Country- Tourism Industry Survey



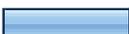
1. What is Your Business Name?:

	Response Count
	30
answered question	30
skipped question	1

2. What is the Address of Your Business? (Town location only)

	Response Count
	30
answered question	30
skipped question	1

3. What Shire are you in?

		Response Percent	Response Count
Morawa		10.0%	3
Mingenew		3.3%	1
Moora		16.7%	5
Dalwallinu		16.7%	5
Three Springs		6.7%	2
Perenjori		10.0%	3
Carnamah		10.0%	3
Coorow		20.0%	6
City of Greater Geraldton (Mullewa District)		6.7%	2
answered question			30
skipped question			1

4. Do you mind if the Wildflower Country project Managers contact you at a later date in regards to the answers you have provided in this survey?

		Response Percent	Response Count
Yes		3.4%	1
No		96.6%	28
answered question			29
skipped question			2

5. If not, who is the best person to speak with, what is their contact phone number and what time would it be best for them to be contacted?

	Response Count
	28
answered question	28
skipped question	3

6. How long have you been running your current business?

		Response Percent	Response Count
Under 1 year		3.3%	1
1-3 years		23.3%	7
3-5 years		26.7%	8
5-10 years		26.7%	8
More than 10 years		20.0%	6
	answered question		30
	skipped question		1

7. What area of the tourism industry would you categorise your business within?

		Response Percent	Response Count
Accommodation provider		83.3%	25
Food & Beverage Service		53.3%	16
Tour/Charter Operator		6.7%	2
Visitor/Information Centre		6.7%	2
Tourist Attraction		3.3%	1
	Other (please specify)		4
		answered question	30
		skipped question	1

8. As a business who provides a service to tourists what are the main challenges you face?

		Response Percent	Response Count
Seasonal tourist activity		59.3%	16
Lack of visitors		33.3%	9
Lack of support from local council		25.9%	7
Lack of support from community		11.1%	3
Climate		14.8%	4
Lack of support from Tourism Associations/Industry partners		14.8%	4
Difficulty in attracting and retaining good staff		40.7%	11
High staff wages		33.3%	9
High business running costs		59.3%	16
Economic downturn (local, regional, statewide, national or international)		33.3%	9
Mining and Resource companies		14.8%	4
	Other (please specify)		10
answered question			27
skipped question			4

9. Who is your main market?

		Response Percent	Response Count
Locals		37.0%	10
Retirees - self drive holiday makers		22.2%	6
Young families		11.1%	3
Drive through tourists (on their way to another destination)		74.1%	20
Destination tourists (those who travel specifically to your region for holidays)		48.1%	13
Coach/Bus tours		7.4%	2
	Other (please specify)		13
answered question			27
skipped question			4

10. What do you think attracts visitors to the Wildflower Country region? Rate these from 1-5 in order of importance in attracting visitors.

	1 - Not at all important	2 - Not really important	3 - Somewhat Important	4 - Important	5- Very Important	Rating Average	Response Count
Accommodation quality and choice	0.0% (0)	3.3% (1)	10.0% (3)	36.7% (11)	50.0% (15)	4.33	
Dining and Eating Out options	0.0% (0)	26.7% (8)	16.7% (5)	26.7% (8)	30.0% (9)	3.60	
Range and Availability of Tourism Attractions	0.0% (0)	3.3% (1)	6.7% (2)	43.3% (13)	46.7% (14)	4.33	
Affordability/Cost	3.3% (1)	0.0% (0)	16.7% (5)	50.0% (15)	30.0% (9)	4.03	
Distance from Perth and Geraldton	13.3% (4)	23.3% (7)	26.7% (8)	23.3% (7)	13.3% (4)	3.00	
Local services (e.g. shops)	0.0% (0)	10.0% (3)	10.0% (3)	40.0% (12)	40.0% (12)	4.10	
Natural Landscape	3.3% (1)	6.7% (2)	6.7% (2)	40.0% (12)	43.3% (13)	4.13	
Friendly locals	0.0% (0)	3.3% (1)	6.7% (2)	16.7% (5)	73.3% (22)	4.60	
Flora and Fauna	0.0% (0)	3.3% (1)	0.0% (0)	13.3% (4)	83.3% (25)	4.77	
answered question							
skipped question							

11. What do you think detracts visitors from coming to the Wildflower Country region?

		Response Percent	Response Count
Range and quality of accommodation options		55.6%	15
Range and quality of dining out/eatery options		44.4%	12
Natural Attributes and Landscape		11.1%	3
Flora and Fauna		0.0%	0
Climate		29.6%	8
Distance		14.8%	4
Affordability/cost		25.9%	7
Locals		7.4%	2
Lack of Tourist attractions		48.1%	13
	Other (please specify)		9
answered question			27
skipped question			4

12. Before participating in this survey were you aware of the existence of the Wildflower Country Inc organisation?

		Response Percent	Response Count
Yes		40.0%	12
No		60.0%	18
answered question			30
skipped question			1

13. If yes, were you aware of why the organisation exists?

		Response Percent	Response Count
Yes		91.7%	11
No		8.3%	1
answered question			12
skipped question			19

14. Do you think the Wildflower Country group should be working with tourism operators and providers in the region to develop the local tourism industry?

		Response Percent	Response Count
Yes		86.7%	26
No		3.3%	1
Maybe		10.0%	3
answered question			30
skipped question			1

15. Would you be interested in receiving assistance from the Wildflower Country group to improve your tourism business?

		Response Percent	Response Count
Yes		66.7%	20
No		26.7%	8
Maybe		6.7%	2
answered question			30
skipped question			1

16. If yes, what areas would you be interested in receiving assistance in?

		Response Percent	Response Count
Customer service training for staff		22.7%	5
Business and Financial planning workshops		18.2%	4
Promotional opportunities		90.9%	20
Visitor feedback service		90.9%	20
Building industry partnerships		40.9%	9
Information on financial assistance available		63.6%	14
Networking opportunities		63.6%	14
Canvassing local government on behalf of local tourism businesses		72.7%	16
	Other (please specify)		3
answered question			22
skipped question			9

17. If the Wildflower Country group was to host customer service training would you be interested in attending or sending some of your staff?

		Response Percent	Response Count
Yes		40.0%	12
No		53.3%	16
Maybe		6.7%	2
answered question			30
skipped question			1

18. If the Wildflower Country group was to hold a business planning and information session would you be interested in attending?

		Response Percent	Response Count
Yes		33.3%	10
No		46.7%	14
Maybe		20.0%	6
answered question			30
skipped question			1

19. If the Wildflower Country group was to initiate a Visitor Feedback system would you be supportive of this? This would be a survey or feedback form that would allow visitors to make constructive comments about the tourism services in the region. Any constructive feedback relating to individual businesses would be passed on to those businesses with the intent of the business being able to monitor their customer satisfaction performance.

		Response Percent	Response Count
Yes		96.7%	29
No		3.3%	1
Maybe		0.0%	0
answered question			30
skipped question			1

20. If the Wildflower Country group was to initiate a system to collect visitor statistics and data (to be used by the group to assist in monitoring tourism activity in the region) would you support this?

		Response Percent	Response Count
Yes		93.3%	28
No		6.7%	2
Maybe		0.0%	0
answered question			30
skipped question			1

21. Do you think Wildflower Country Inc, as an organisation, should assist with:

	Yes	No	Maybe	Response Count
Liaising with outlet managers and owners to improve services to facilities	73.3% (22)	0.0% (0)	26.7% (8)	30
Working with local government to improve town visitor facilities	86.7% (26)	3.3% (1)	10.0% (3)	30
Promoting Wildflower Country as the place to holiday in WA	100.0% (30)	0.0% (0)	0.0% (0)	30
Offer training to tourism operators and service providers to help improve their products and services	76.7% (23)	6.7% (2)	16.7% (5)	30
Keeping the local community informed of local tourism initiatives and programs	100.0% (30)	0.0% (0)	0.0% (0)	30
answered question				30
skipped question				1

22. Do you have any suggestions or recommendations that the Wildflower Country group may be able to implement to assist you and other tourism providers with developing your business and the tourism industry in the region?

**Response
Count**

27

answered question

27

skipped question

4



8.4 LITERATURE REVIEW

- Cooperative Tourism Plan for the shires of Morawa, Mingenew, Mullewa, Perenjori, Three Springs, Carnamah and Coorow (2002)
- Tourism WA Strategic Plan 2010/11
- Keeping it Real – a Nature based Tourism Strategy for Western Australia
- Exploring Wildflower Country “Eastern Route” Marketing Plan
- The Making a Difference: Aboriginal Tourism Strategy for Western Australia, 2011-2015
- GERALDTON-GREENOUGH TOURISM STRATEGY CONSULTANT’S REPORT (Commissioned by Mid West Development Commission 2008)
- A Heritage Tourism Strategy for Western Australia
- Tourism Australia - Tourism Research Australia

Key points identified from the Literature Review of relevance to Wildflower Country Tourism:

- Globally nature based tourism is growing at around 20%, compared with 7% for tourism overall
- Weaknesses of regional Western Australian tourism include lack of destination awareness; suitable products and packages; new or innovative experiences; public transport; information services and qualified/skilled staff
- there is a need to improve the quality and supply of tourism experiences in regional areas, increase consumer demand, improve regional industry structure, address skills and standards and improve environmental sustainability
- Wildflower Country has significant natural, heritage, agriculture and cultural assets that have potential to attract visitors

SOURCE	PURPOSE	KEY POINTS RELEVANCE
Cooperative Tourism Plan for the shires of Morawa, Mingenew, Mullewa, Perenjori, Three Springs, Carnamah and Coorow December 2002	To develop alliances and co-operative initiatives to help guide the development of Tourism.	This report provided the foundation for the activities of the Wildflower Country Group to date. Many of the strategies were explored and some developed by the group.
Tourism WA Strategic Plan 2010/11	To double the tourism industry’s contribution to Western Australia’s Gross State Product by 2020.	Tourism Outlook and Forecasts for 2010/11-2013/14
Keeping it Real – a Nature based Tourism Strategy for Western Australia	The Nature Based Tourism Advisory Committee was appointed by the Board of the Western Australian Tourism Commission to review its Nature Based Tourism Strategy (1997) and make recommendations for change.	Six-Point Action Plan for Nature Based Tourism 1. Promote innovative product development 2. Support for Aboriginal tourism product development 3. Support accreditation schemes 4. Foster strategic research 5. Facilitate education and training 6. Pursue industry marketing opportunities
Exploring Wildflower Country “Eastern Route” Marketing Plan	To provide a marketing plan for Wildflower Way for a three year period with the major target markets for the Wildflower Country.	<ul style="list-style-type: none"> • Current Visitor Profiles • Summary of the key target markets • Visitor Information • Product gaps and opportunities • Plan summary of activities

SOURCE	PURPOSE	KEY POINTS RELEVANCE
The Making a Difference: Aboriginal Tourism Strategy for Western Australia, 2011-2015	The purpose of this strategy is to facilitate a collaborative and integrated approach to the ongoing development of a sustainable, credible and visible Aboriginal tourism industry. This will enable the continued development of a robust tourism industry in Western Australia.	The importance of ensuring that Aboriginal tourism is an integral part of the Western Australian tourism industry and has the widest appeal and the best chance of sustainability. The unique contribution of Aboriginal tourism will benefit the whole Western Australian tourism industry.
GERALDTON-GREENOUGH TOURISM STRATEGY CONSULTANT'S REPORT Commissioned by Mid West Development Commission 2008	The strategy aims to address the following significant objective: To determine a realistic vision for Geraldton-Greenough for the foreseeable future including the key experiences to be offered.	Many of the strategies in this document worked on the notion of developing PARTNERSHIPS for various initiatives.
A Heritage Tourism Strategy for Western Australia	It confirms heritage tourism warrants dedicated development as an important contributor to the State's tourism mix; it complements related niche tourism product sectors (Indigenous; arts).	Heritage tourism has the potential to considerably improve the economic vitality of numerous Western Australian communities, broaden Western Australia's tourism base and improve awareness, appreciation and conservation of our physical and intangible heritage. A primary benefit of heritage tourism is its long-term economic value, representing one of the most profitable tourist market segments, with high sustainable growth rates in part driven by the emergence globally of the "baby boomer" generation. Importantly it provides considerable non-economic benefits : promoting, protecting and sustaining the heritage base; addressing traditions and values that define nations and communities; recognising multicultural legacies linking nations; engaging local and regional governments; and furthering important educational functions.



SOURCE	PURPOSE	KEY POINTS RELEVANCE
Tourism Australia Tourism Research Australia	Tourism Profiles for Local Government Areas in Western Australia	SUMMARY OF INTERNATIONAL AND DOMESTIC TRAVEL TO LOCAL GOVERNMENT AREA Four year average to June 2007 Shire of Moora Shire of Coorow City of Greater Geraldton
Tourism Business Toolkit, North East England Online Tourism Resource	Definitions for Tourism product	Definitions
Australian Bureau of Statistics	Overseas Arrivals and Departures, Australia, Sep 2010 3401.0,	Statistics
No Leave, No Life, Australian Tourism Commission	Tourism Australia commissioned Jones Donald Strategy Partners, a Sydney based research company, to conduct a study on annual leave accrual in Australia. The study incorporated a mix of qualitative and quantitative research methods including focus groups and self-completion online surveys and was in field in February and March 2009.	Annual leave accrual is endemic across all sizes of business and industries. No business is too big or small to feel the impact of accrued leave. Annual leave stockpiling has become entrenched workplace behaviour potentially affecting every business regardless of size or type.

