



WARATAH-WYNYARD
DESTINATION STRATEGY

PRESENTATION

commercial in confidence

1st September 2017

- 1. INTRODUCTION**
- 2. RECAP OF BRAND STRATEGY**
- 3. TARGET MARKET OVERVIEW**
- 4. CREATIVE STRATEGY**

1. INTRODUCTION

2. RECAP OF BRAND STRATEGY

3. TARGET MARKET OVERVIEW

4. CREATIVE STRATEGY

5. NEXT STEPS

1. INTRODUCTION

The overarching objective is to increase tourism to drive business and create employment, resulting a in a lively and sustainable way of life

BUSINESS:

- Support existing business, and attract new businesses, by ensuring there are ample customers to be served.



TOURISM:

- Provide more reasons to visit the area by better communicating our strengths and improving the experience whilst here, thus increasing visitor numbers, length of stay and spend in the area.

RESIDENTS:

- Increase necessary and recreational services, boosting employment, improving liveability, reducing migration and attracting new or returning families.

1. INTRODUCTION

The focus of this presentation

The Waratah-Wynyard Council have been working to reinvent the council brand. With a new positioning strategy and brand identity in place, this presentation is about bringing the strategy to life through our destination marketing.



1. INTRODUCTION

By creating a strong and relevant destination strategy we will aim to:

1. Revitalise the Waratah-Wynyard destination brand, generating excitement for our area both internally and externally.
2. Celebrate the key strengths of our area as a unified whole.
3. Have a real point of difference from other areas in Tasmania, Australia and the world.
4. Attract new visitors by putting the area on the map and giving tourists more reasons to visit, stay longer and spend more.

1. INTRODUCTION

The overarching strategy will link the Waratah-Wynyard brand to grass roots activities through a cohesive campaign idea



1. INTRODUCTION

2. RECAP OF BRAND STRATEGY

3. TARGET MARKET OVERVIEW

4. CREATIVE STRATEGY

5. NEXT STEPS

Brand positioning

THE AREA WITH DIVERSITY IN ABUNDANCE

The brand positioning focuses on Waratah-Wynyard's unique differentiator. Unlike areas that are famous for one thing, the municipal area has many striking, but contrasting features.

In the past, this was perceived as a challenge as it made it difficult to unify and define the area. In fact this is a strength. From the geological formations, to the kaleidoscopic land, to the distinct towns, small villages and unique communities, no two features are alike.

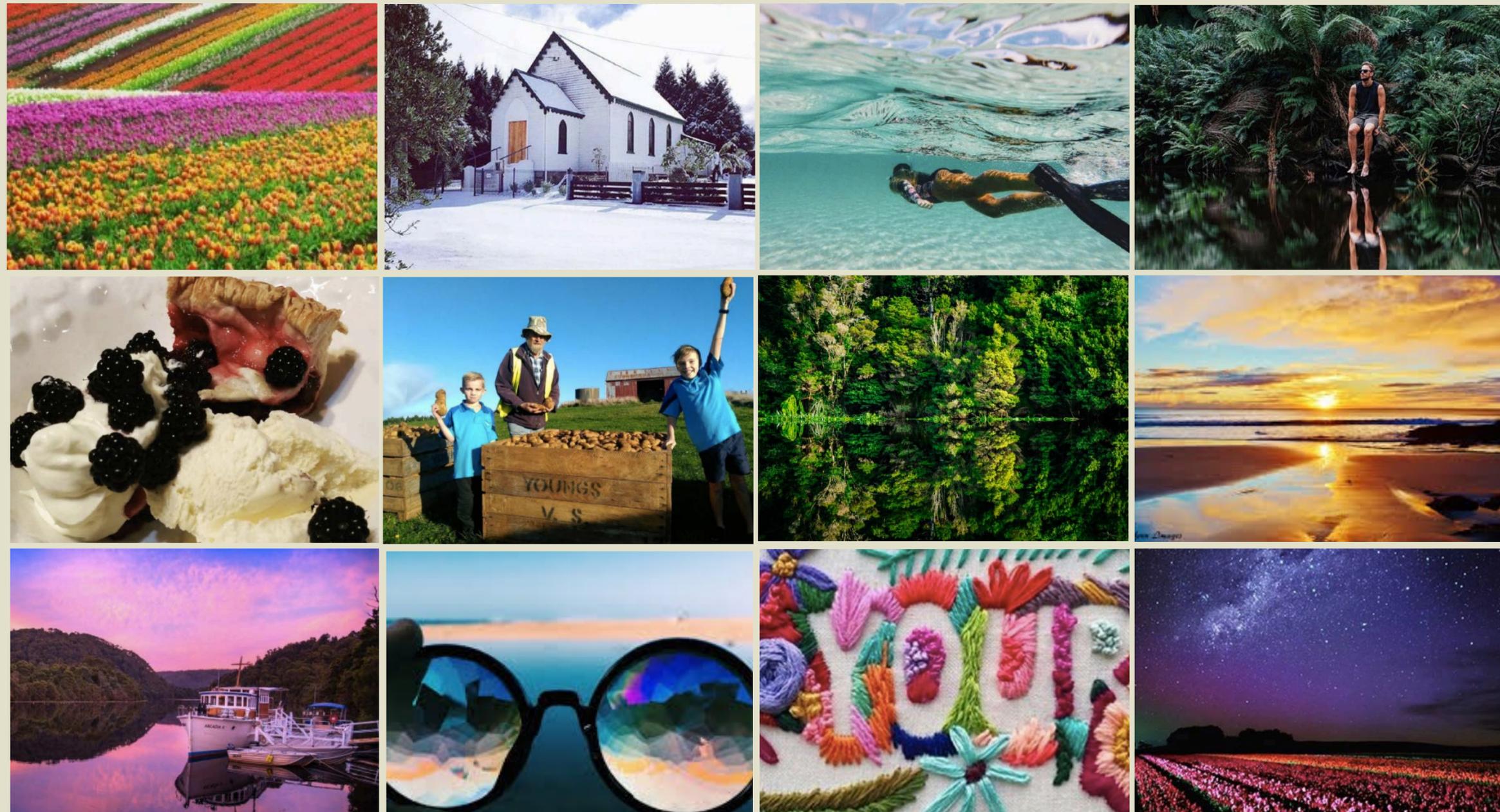
The unique experiences the area offers the community, tourist and businesses is outstanding. As a result, there is an abundance of possibilities and opportunities for businesses, locals and tourists to craft their own unique story.

2. RECAP OF BRAND STRATEGY

DIVERSITY IN ABUNDANCE

With a myriad of experiences and opportunities

WELCOMING . GENUINE . RESOURCEFUL . SPIRITED . CREATIVE



Images taken from Instagram photos taken in Wynyard, Waratah, Boat Harbour, Corinna, Yolla, Sisters Beach and Somerset

2. RECAP OF BRAND STRATEGY

Visual identity

Master landmark



Colour palette



Typography

Pluto bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

NEUTRAFACE
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Montserrat
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Example of brand in practice



1. INTRODUCTION

2. RECAP OF BRAND STRATEGY

3. TARGET MARKET OVERVIEW

4. CREATIVE STRATEGY

5. NEXT STEPS

3. TARGET MARKET OVERVIEW

Primary target: Existing tourists including middle-aged to older couples who may stay locally for one or two nights, or simply pass through

GREY NOMADS

55+ from interstate (VIC, QLD) who are travelling around Tasmania. As they are price sensitive, they self cater and tend to stay elsewhere because of the freedom camping regulations. They usually pass through on their way somewhere else.

MIDDLE AGED COUPLES

They come here for leisure holidays or to visit family and friends and have usually been to Tassie before. They have money to spend and like quality and unique experiences. As we have limited accommodation options to suit their needs, they may stay one night – or more typically spend the day exploring and then move on.

PERCEPTIONS, MOTIVATIONS AND EXPERIENCES

All visitors seek local produce and authentic experiences. They're impressed with the wilderness, walking tracks, the lighthouse, tulips, events and the foreshore market. They like that the towns are beautiful and tidy, often commenting on flowers, parks, beaches, water, and streetscape. We want them to see the diversity of the area, not one thing like Table Cape or Tulips but the area as a whole. They should feel welcomed, surprised and connected.

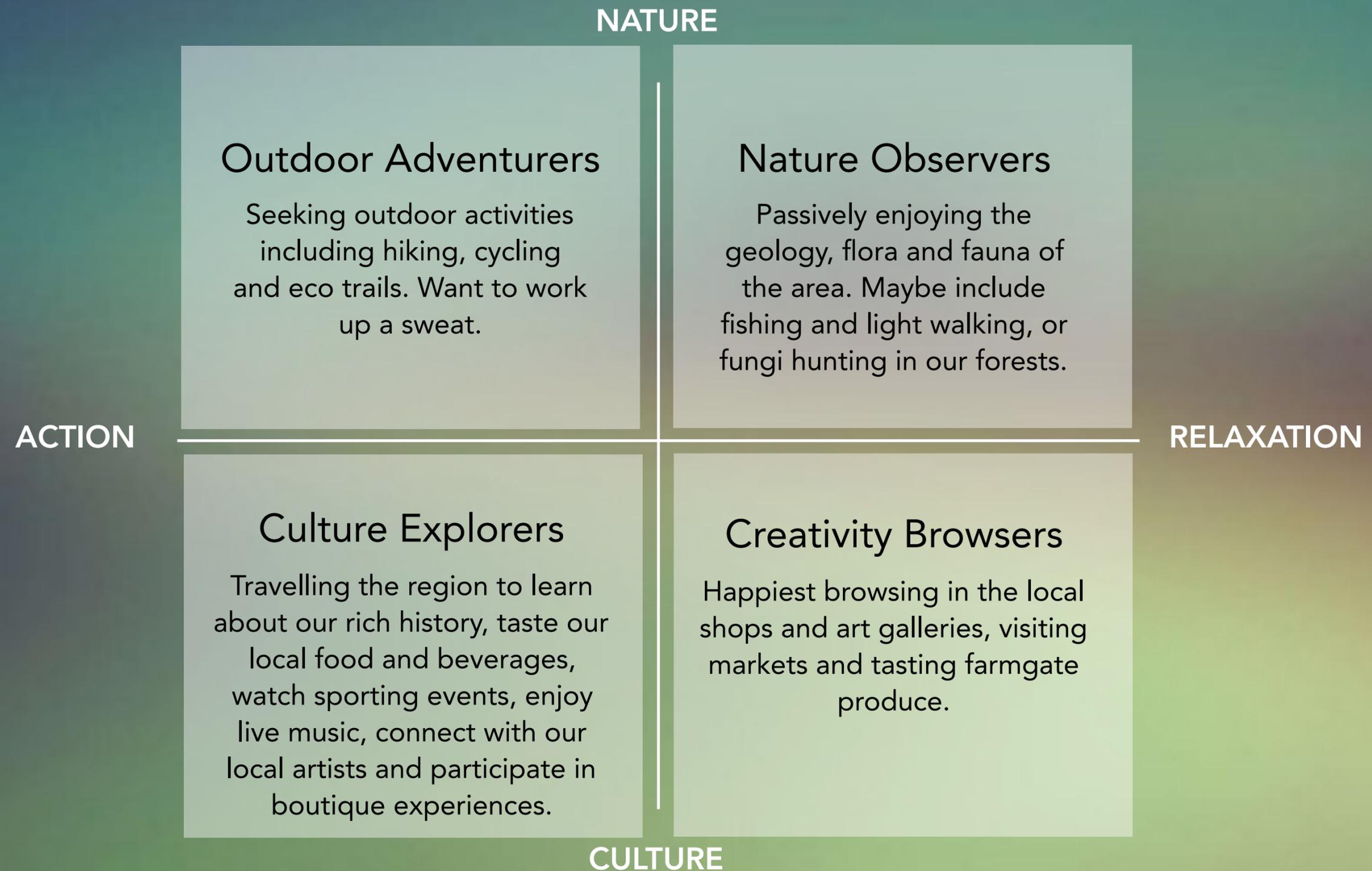
OBJECTIVES

GIVE THEM REASONS TO VISIT MORE OFTEN, DO MORE WHILE HERE AND STAY LONGER

3. TARGET MARKET OVERVIEW

These targets can be further segmented based on interests

The objective is to own the 'whole of customer' and plan experiences around preferences



3. TARGET MARKET OVERVIEW

In future, we'll aim to attract a new demographic by targeting subcultures and building services and products with them in mind

Adventurers

- Attract adventurers, e.g. cycling, golfers, rock climbing, canyoning, mountain bikers and BMX riders, promoting the quick and easy flight from Melbourne to Wynyard.
- Communicate numerous access options available.
- Portray the stunning routes and scenery
- Promise hassle free untouched landscapes
- Build services around their needs



Ecotourism

- Target walking groups interested in flora and fauna
- Promote the Tarkine and walking/driving routes
- Portray the wilderness
- Promise discovery and freshness
- Build accomodation services around their needs



Creative Relaxation

- Target stressed office workers in Melbourne needing a relaxing weekend away
- Plan weekends around a range of creativity focused mindfulness
- Portray the beautiful peaceful way of life
- Promise rejuvenation
- Build accomodation services around their needs



1. INTRODUCTION

2. RECAP OF BRAND STRATEGY

3. TARGET MARKET OVERVIEW

4. CREATIVE STRATEGY

5. NEXT STEPS

Objective

CURRENTLY, TOURISTS MAY VISIT ONE OR TWO OF OUR ATTRACTIONS AND ARE IMPRESSED, BUT WE WANT THEM TO VIEW THE AREA IN ITS ENTIRETY, SPENDING MORE TIME IN THE AREA BY PROMOTING THE AREA AS A WHOLE.

Campaign idea

CRAFT YOUR OWN STORY

Premise: In Waratah-Wynyard, there are an abundance of diverse and contrasting experiences. Winter or summer, beach or bush, beef or fish, art or sport. They'll even offer you sweet or savoury on the plane. So many, in fact, it can be overwhelming working out where to start and what to see.

Solution: The secret to experiencing the best of Waratah-Wynyard is choosing a path suited to your interests. Whether you're interested in exploring the wild outdoors, learning about natural and manmade history or feasting your eyes on beautifully artistic features, we've crafted a journey just for you. This is a place of options and possibilities, where you can suit yourself and experience all that delights you.

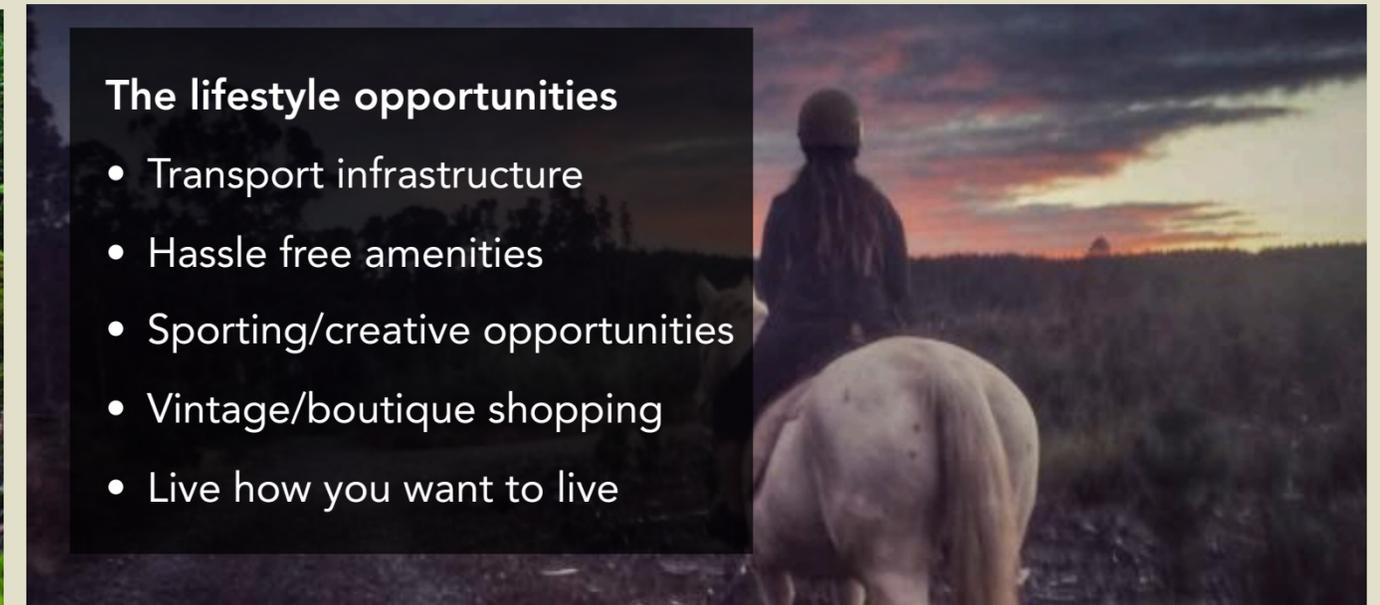
5. CREATIVE STRATEGY

With a creative direction inspired by the story telling threads of a tapestry, we'll create threads of experience aligned to the interests of our segments



5. CREATIVE STRATEGY

This will involve curating proof points to create specific experiences aligned to tourist segments



The four themes will appeal to different segments based on their interests

ECO ADVENTURE

Overview: Seeking outdoor activities including hiking, cycling and eco trails.

Objective: Work up a sweat whilst experiencing the beauty of the region

ARTIST FOOTPATH

Overview: Browsing in the local shops, seeing art galleries, visiting markets and tasting local produce.

Objective: Relax and browse the region at your own pace

CULTURE DIVE

Overview: Travelling the region to learn about our rich history, taste our food, watch our sports teams, see live music, and get involved with our local artists.

Objective: Get a hands on experience with the locals in our area.

SECRET NATURE

Overview: Passively enjoying the hidden gems of our geology, flora and fauna of the area. Maybe include fishing and light walking.

Objective: See nature without getting your feet dirty.

5. CREATIVE STRATEGY

Consideration should be given to the seasons and the towns, ensuring each region has a time to shine, although not ignoring events in other areas

Spring: Hero Flora

- Tulip Festival
- The Gardens
- Cherry blossom
- Ten Days on the Island
- Burnie Ten foot race
- Burnie Shines
- Masters Games
- Melbourne to Stanly Yacht race
- Kayaking

Summer: Hero beach life

- Swimming
- Boating
- Fishing
- Surf life saving events
- Gone Nuts Adventure Run
- Summer Solstice
- Outdoor music festivals
- Artistic life of sheds
- Somerset Foreshore Fiesta
- Waratah Woodchopping carnival

Autumn: Hero The Tarkine

- Funghi foraging
- Tarkine
- Rainforest
- Harvest full moon festival
- Food & wine festival
- Comedy festival
- Rhododendrons

Winter: Hero Gatherings

- Waratah pub
- Yolla pub
- Winter Solstice Swim
- Whiskey tasting
- Craft festival
- Film festival
- Mulled wine at the foreshore market
- Xmas in July Bischoff Hotel

5. CREATIVE STRATEGY

Eco-Adventure: targeting those who seek action in the great outdoors

WARATAH WYNARD: DIVERSITY IN ABUNDANCE

CRAFT YOUR OWN ECO ADVENTURE STORY

*Spring:
Hero Flora*

*Summer:
Hero Beach towns*

*Autumn:
Hero The Tarkine*

*Winter:
Hero Gatherings*

ONGOING ATTRACTIONS

TARKINE TRAILS. HIKING. CYCLING. LOCAL FOOD AND BEVERAGES.

Coastal
walks

Cycling around
Table Cape

Gone Nuts
Adventure Run

Water-based
events

Tarkine
Hikes/4WD

Kayaking
through the
Tarkine

Winter Solstice
Swim

Corinna
Winter Walks

Business Activity															
-------------------	-------------------	-------------------	-------------------	-------------------	-------------------	-------------------	-------------------	-------------------	-------------------	-------------------	-------------------	-------------------	-------------------	-------------------	-------------------

5. CREATIVE STRATEGY

Artist Footpath: targeting those who want to browse along the beaten track

WARATAH WYNARD: DIVERSITY IN ABUNDANCE

CRAFT YOUR OWN ARTIST FOOTPATH STORY

*Spring:
Hero Flora*

*Summer:
Hero Beach towns*

*Autumn:
Hero The Tarkine*

*Winter:
Hero Gatherings*

ONGOING ATTRACTIONS

FORESHORE MARKETS, CAFES AND SHOPS, LOCAL FOOD, ART GALLERIES

Tulip festival
and garden
visits

Somerset Arts
Festival

Artistic life of
sheds

Somerset
Foreshore
Fiesta

Photography
tours

Food
Festival

Ten Days on
the Island

Film
Festival

Business Activity															
-------------------	-------------------	-------------------	-------------------	-------------------	-------------------	-------------------	-------------------	-------------------	-------------------	-------------------	-------------------	-------------------	-------------------	-------------------	-------------------

5. CREATIVE STRATEGY

Culture Dive: targeting those who want to immersion in local activities

WARATAH WYNYARD: DIVERSITY IN ABUNDANCE															
CRAFT YOUR OWN CULTURE DIVE STORY															
<i>Spring: Hero Flora</i>				<i>Summer: Hero Beach towns</i>				<i>Autumn: Hero The Tarkine</i>				<i>Winter: Hero Gatherings</i>			
ONGOING ATTRACTIONS HISTORY TOURS. ART CLASSES. LOCAL MUSIC GIGS, LIGHTHOUSE TOURS															
Ten Days on the Island		Fossil Bluff History Tour		Artist workshops		Artistic life of sheds		Tunes in the Tulips and Bushdance		Wynyard Rodeo and Wynyard Tractor Pull		Chrome and Rust Fest		Whiskey festival at Waratah Pub	
Business Activity	Business Activity	Business Activity	Business Activity	Business Activity	Business Activity	Business Activity	Business Activity	Business Activity	Business Activity	Business Activity	Business Activity	Business Activity	Business Activity	Business Activity	Business Activity

5. CREATIVE STRATEGY

Secret Nature: targeting those who want to see nature without exertion

WARATAH WYNYARD: DIVERSITY IN ABUNDANCE

CRAFT YOUR OWN SECRET NATURE STORY

*Spring:
Hero Flora*

*Summer:
Hero Beach towns*

*Autumn:
Hero The Tarkine*

*Winter:
Hero Gatherings*

ONGOING ATTRACTIONS

FLORA TOURS, GEOLOGY TOURS, PENGUIN TOURS, 4WD TOURS, GIANT FRESHWATER LOBSTER TOURS

Open Gardens

Geology
Festival

Penguin
Festival

Walking
Wynyard

Low impact
Funghi
Tours

Fishing
Competitions

4WD Tarkine
Tours

Honey tours
and tasting

Business Activity Business Activity



**PLEASED TO BE STANDING
IN YOUR CORNER**

THANK YOU

www.thecontenders.co