



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.



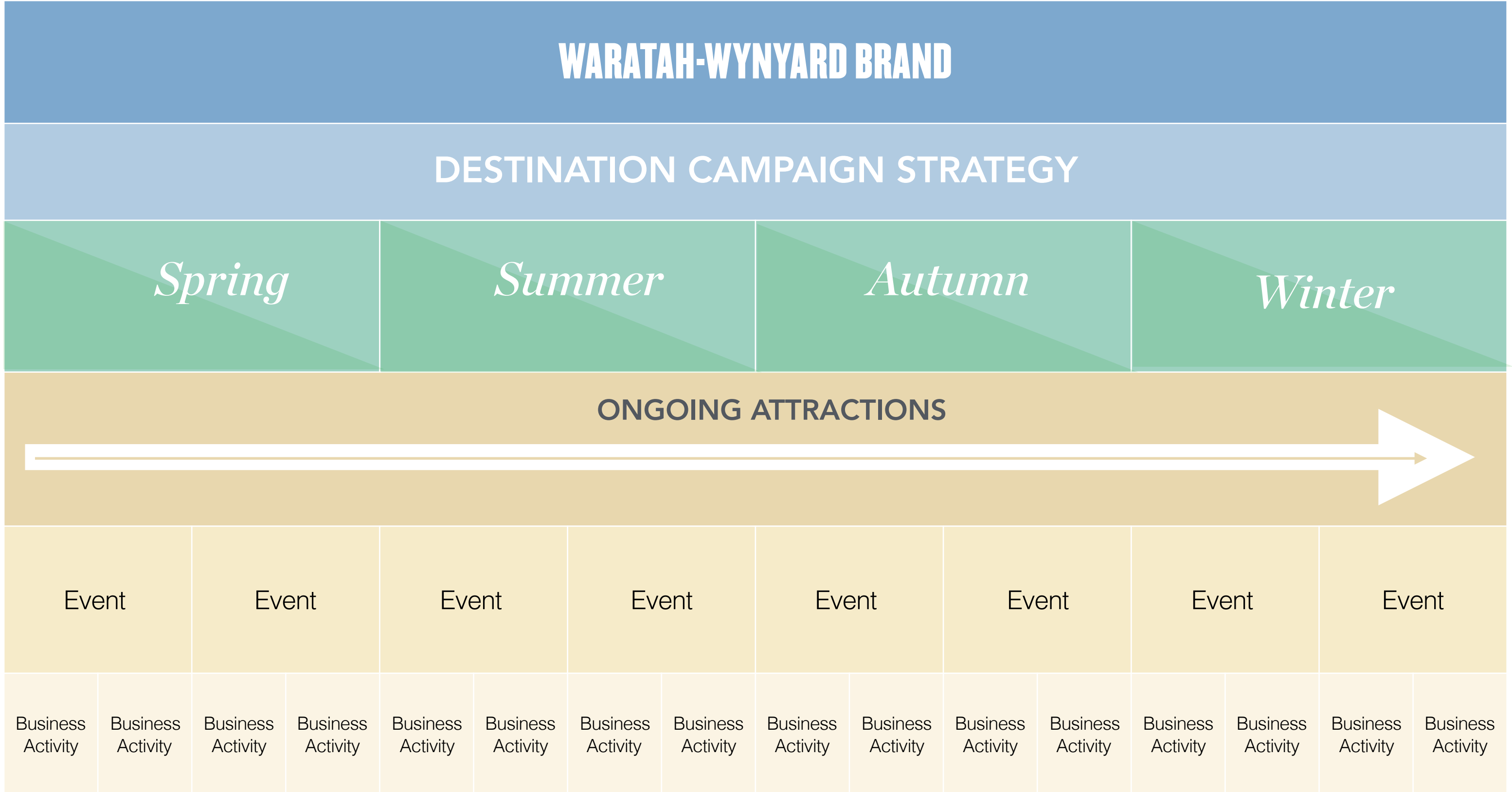
1. INTRODUCTION

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



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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.

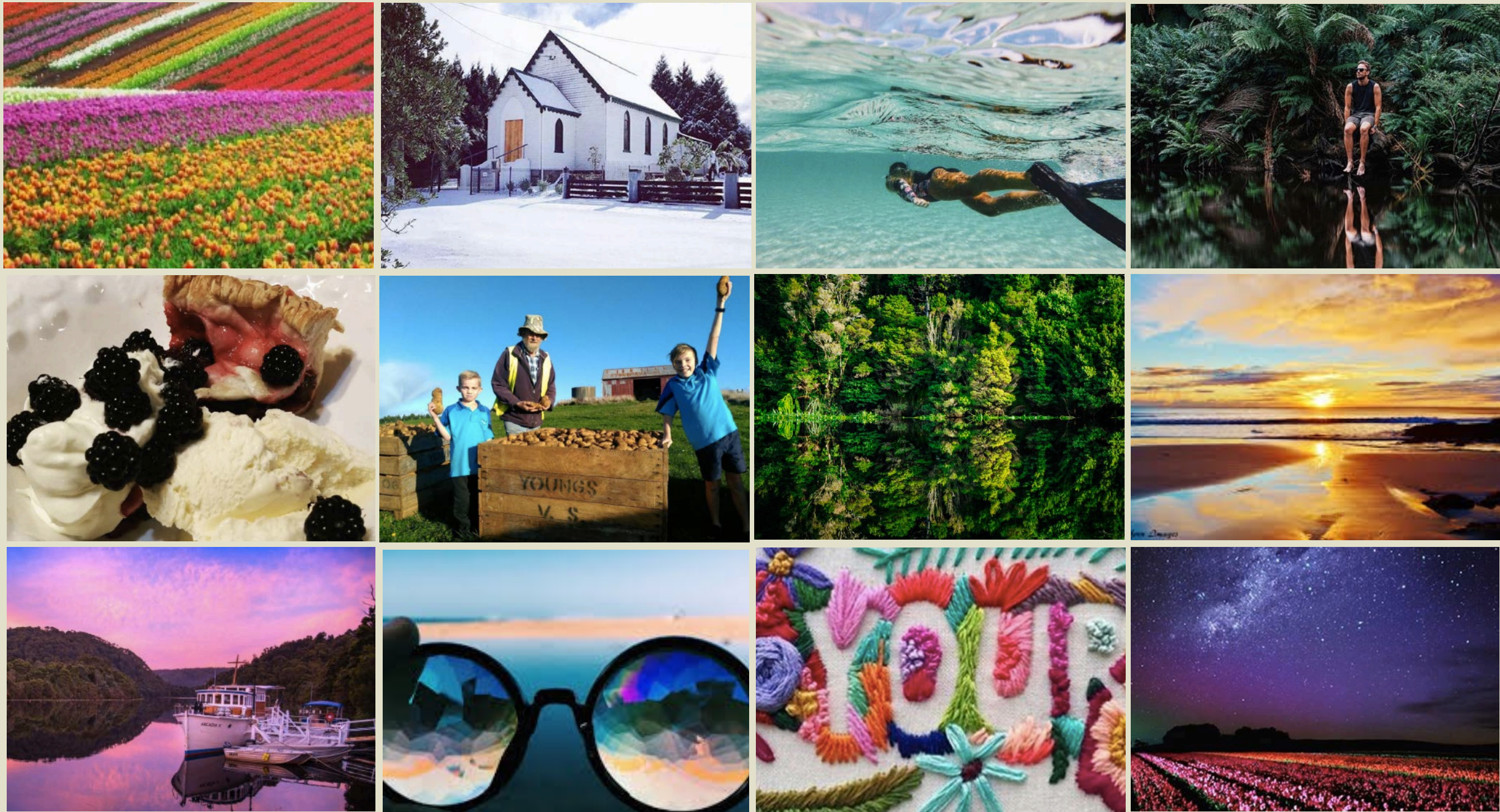
In the past, this was perceived as a challenge as it made it difficult to unify and define the area. In fact this is a strength. From the geological formations, to the kaleidoscopic land, to the distinct towns, small villages and unique communities, no two features are alike.

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.

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

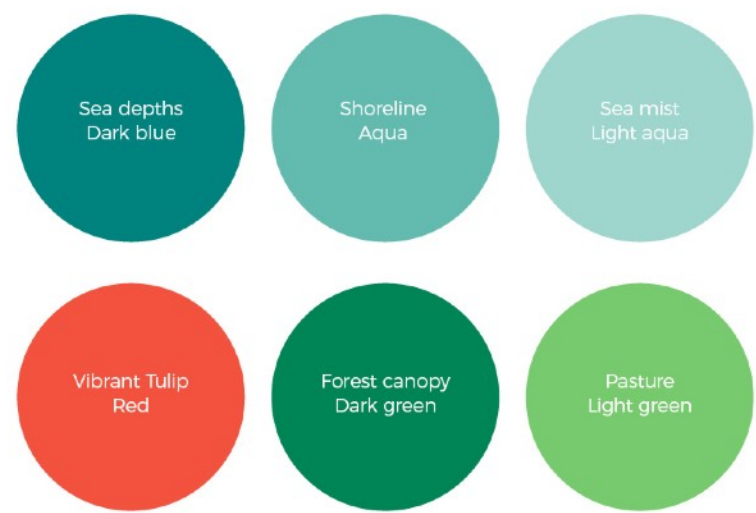
2. RECAP OF BRAND STRATEGY

Visual identity

Master brandmark



Colour palette



Typography

Pluto bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

NEUTRAFACE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Montserrat
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Example of brand in practice



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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.

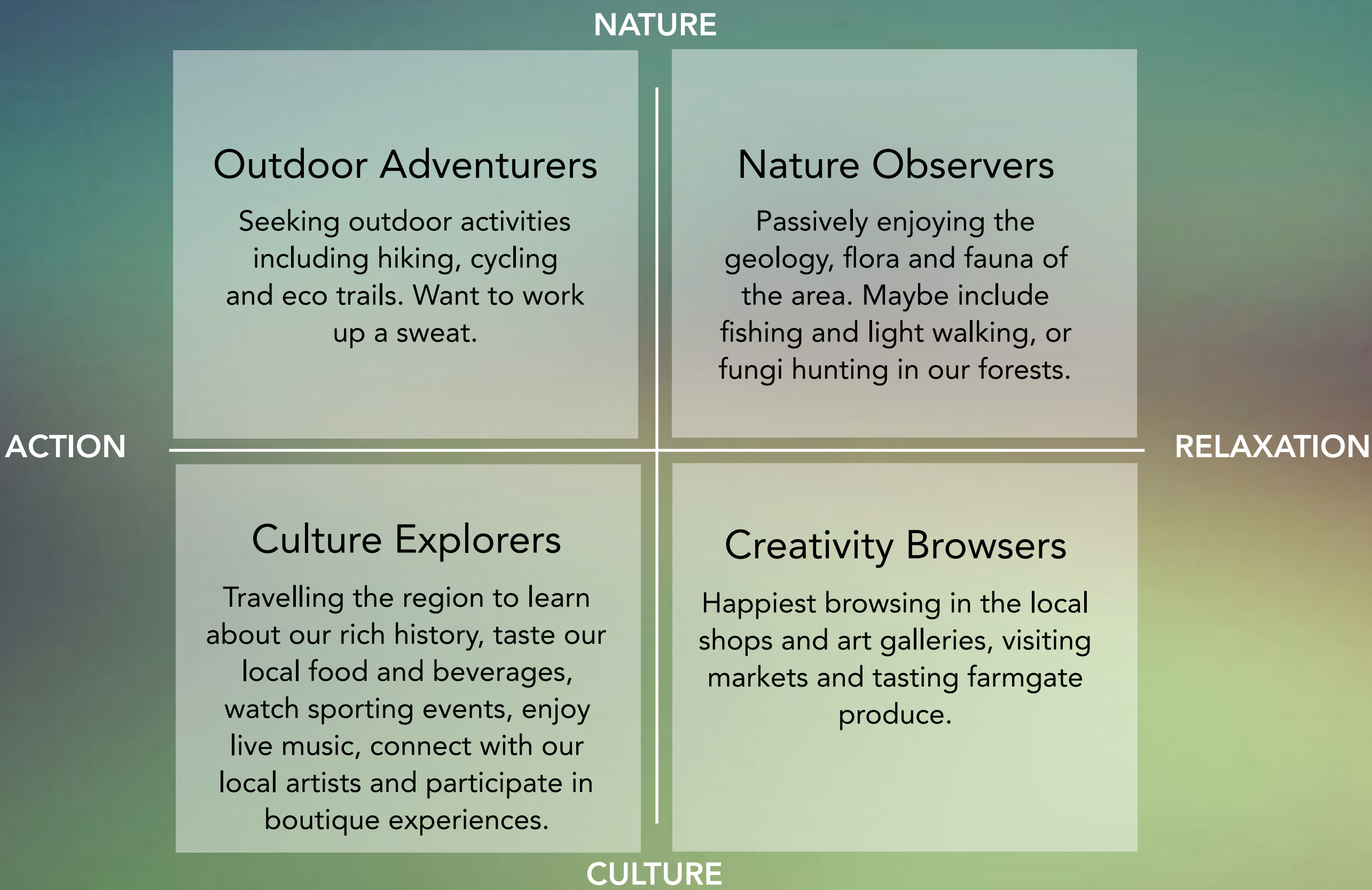
OBJECTIVES

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



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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.

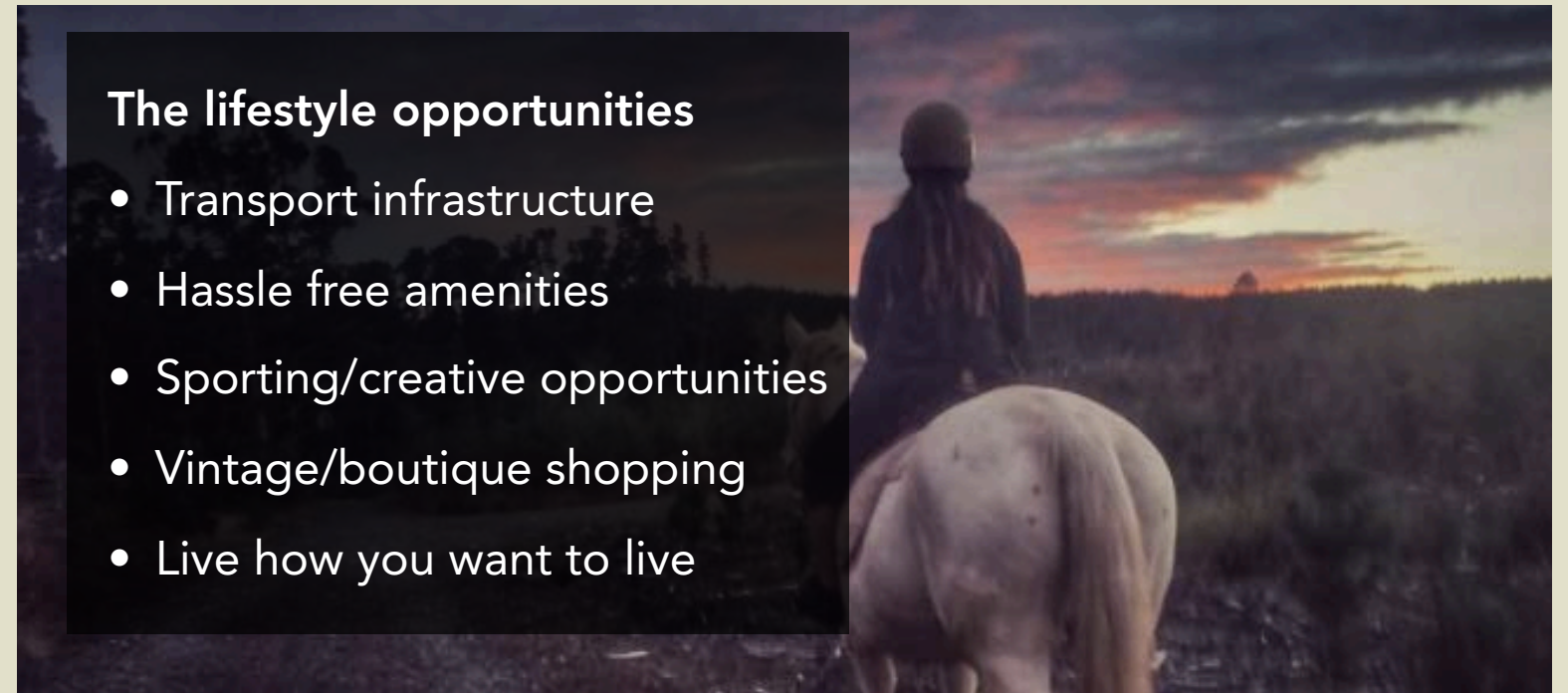
5. CREATIVE STRATEGY

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

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

WARATAH WYNYARD: 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	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

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

WARATAH WYNYARD: DIVERSITY IN ABUNDANCE															
CRAFT YOUR OWN ARTIST FOOTPATH 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															
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	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

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

WARATAH WYNYARD: DIVERSITY IN ABUNDANCE															
CRAFT YOUR OWN CULTURE DIVE STORY															
Spring: Hero Flora				Summer: Hero Beach towns				Autumn: Hero The Tarkine				Winter: Hero Gatherings			
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

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	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



**PLEASED TO BE STANDING
IN YOUR CORNER**

THANK YOU

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