

GREAT SOUTHERN TREASURES
STRATEGIC PLAN and FORWARD DIRECTIONS 2020 - 2023

PURPOSE To build the brand and awareness of the tourism assets within Great Southern Treasures locally, nationally and worldwide.		MISSION Collectively plan and promote the tourism assets, experiences and events across member local governments.	VISION The communities of Great Southern Treasures are the most visited and known in Australia's South West	ABOUT US Great Southern Treasures is a collective of member local governments working under an MoU with a resourced Executive Officer. Established in 2004
OUR BOLD STEPS (1-3yrs)	ACTIONS TO ACHIEVE BOLD STEPS	MEASUREMENTS		LONG TERM GOALS (3yrs plus)
1. Branding and Communications	a. Annual GST marketing plan is developed and linked to the Treasures Trail marketing plan	Marketing Plan strategies implemented Visitation increases (data) Awareness of tourism assets increases (data) GSCORE		1. Locals and businesses are promoters of Great Southern Treasures and the tourism assets 2. Appropriate governance structure adopted by members
	b. Build marketing collateral for GST and partners to use	Marketing collateral builds each year (images, GST brochure, website, stories etc) Marketing collateral is current and reflective of members tourism assets Marketing material is shared amongst members and GST		
	c. Partner with Australia's South West and other tourism stakeholders to increase the reach of our marketing expenditure	ASW financial contribution towards GST marketing (\$)		
	d. Work with LGs, Visitor Centres and CRCs in the communities to deliver consistent marketing and messages	Regular contact with LGs, Visitor Centres and CRCs to implement the GST purpose, mission and marketing strategies GST brand is used by LGs, Visitor Centres, businesses and CRCs Key messages are adopted by members and partners		
2. BLOOM Festival	a. Resourced BLOOM Festival Coordinator	Employment of a BLOOM Festival Coordinator BLOOM festival patronage increases annually GST signature event held during BLOOM and a positive financial return		
3. Festivals	a. Taste Great Southern features member events and tourism activities	All member LG's promoted in Taste Great Southern guides Increasing participation by local businesses, groups and members in the Taste Great Southern festival		
	b. Other Festivals	Increasing participation by local businesses, groups and members		
4. Operations	a. Streamline financial management of the group	Annual budget adopted and adhered to Financial management is reflective of the GST governance Pros and cons of various trading structures presented for decision Annual GST audit		
	b. Annual allocation to reserves to leverage external investment / funding	Successful external funding every two years outside of BLOOM		
5. Governance	a. Forward Plan delivers upon our vision and mission	Strategic Plan and Activity Plan adopted and initiatives completed		
	b. Governance structure – MoU is appropriate to our purpose and goals	MoU signed by all member local governments Organisational structure and position descriptions endorsed		
	c. Collect data throughout the year and also during BLOOM to inform LGs, stakeholders and RTO so that they understand our needs and tourism trends	GST Annual report and finances in each member Council Annual Report Data Plan developed and population begins		

HOW DO WE ASSESS WHAT WE DO AND DON'T DO

To achieve our purpose and strategic goals, we use the following values to guide our mission. The values of the Great Southern Treasures members are:

1. Working together to be a preferred regional destination
2. Shared benefits
3. Championing each other's tourism assets

<p>Challenges</p> <ul style="list-style-type: none"> • Financial sustainability of the group may be impacted by Shire budgets • Education regarding the value of tourism to the local economy – Councils and stakeholders • Additional governance may impact group’s existing collaboration and goodwill • Implementing systems and processes • Host Shire and financial record keeping • Lack of forward direction and plan • Delegate responsibilities • Data collection and analysis of tourism / visitor stats • Feedback loop 	<p>Opportunities</p> <ul style="list-style-type: none"> • Positive financial position • Group’s collaboration and wide network • Resourced Executive Officer • Good track record of grant execution • Forward plan to drive the organisation forward • Group Event during BLOOM • Social media profile • Close partnership with Australia’s South West, joint marketing • Leveraging % of reserves to attract external funding • Increasing marketing collateral / resources for members • Tourism linked to economic development • Data collection • Caravan and Camping show presence
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12 MONTH ACTIVITY PLAN

BOLD STEPS (1-3yrs)	ACTIONS TO ACHIEVE BOLD STEPS	DETAILS	12 MONTH ACTIVITIES	OWNER
Branding and Communications	Annual GST marketing plan is developed and linked to the Treasures Trail marketing plan	Marketing Plan	Marketing Plan written	EO
		Social Media	Manage Facebook & Instagram and update the website as required.	EO
	Build marketing collateral for GST and partners to use	Tour Guide	Continue to manage through Vanguard	EO
Bloom Festival	Resourced BLOOM Festival Coordinator	Find funding for the coordinator or alternative arrangement	Funding applications made Feb 2021	EO
		Employ coordinator	Advertise Jan 2021. Support coordinator when contract begins	EO & Committee
		Create signature event	Work with committee to plan signature GST event for Bloom for 2022	EO & Committee
Festivals	Taste Great Southern features member events and tourism activities	Taste Great Southern 2021	Help Shire of Katanning with Opera in the Park event	EO & KA
			Promote all events taking place during Taste Great Southern	EO
	Other Festivals		Promote all events taking place in the Great Southern via social media channels	EO
Operations	Streamline financial management of the group	Arrange bi monthly committee meetings	Agendas, minutes, finances	EO & Chair & Shire BHT
	Grants	REDs acquittal	Final Report due November 2020	EO
		FRRR acquittal	Complete Toolkit and business planning . Final report due November 2020	EO
		REDS Round 3 – Shire of Katanning 2021	Support implementation of Noongar Pilot Tour as well as training support	EO
Governance	Governance structure – MoU is appropriate to our purpose and goals	Finalise MOU	Get MOU signed by December 2020. Advise of financial requirements for 2021/22 in March	EO & Committee
	Forward Plan delivers upon our vision and mission	Annual report prepared	May 2021 TBC	EO & Chair
Other		GSCORE & Bobtail Trail	Support GSCORE will Bobtail Trail implementation Implement Bobtail Trail marketing plan	EO & LGA & GSCORE