

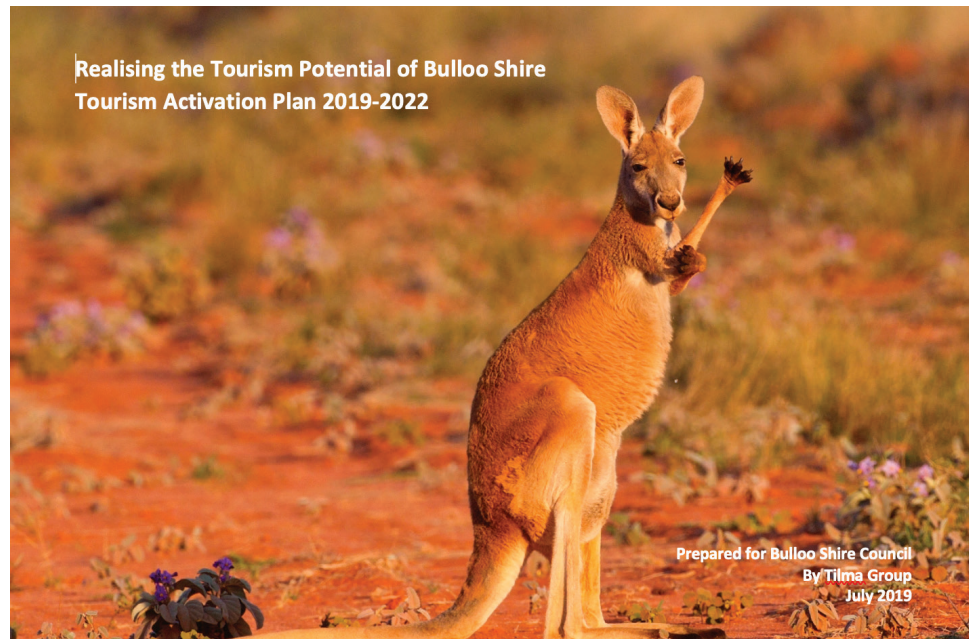
TOURISM ACTIVATION PLAN + STRATEGIC MENTORING

Bulloo in southwest Queensland has a population of just 350 spread across one of Queensland's biggest Shires. Tourism plays an important role in the region's economy, though most visitation is concentrated between Easter and October.

Council's tourism team has some big wins on the board, including decreasing the percentage of visitors to the visitor information centre who pass through without staying overnight from 60% to just 6% within two years.

PROJECT PURPOSE

Council wanted to increase the economic benefits the Shire received from tourists to support local businesses.



"Linda and her team painstakingly poked, prodded, interviewed and researched every corner of our region, leaving no stone unturned. Their efforts were rewarded with the epiphany of the 'Explorers' brand for our shire. They stripped down all the information presented to them and recognised a common denominator between our visitors and the famous Burke and Wills story.

This brand then became the focal point behind an insightful, detailed and honest approach to a practical and achievable tourism activation plan.

The plan includes a fresh approach to the development and marketing of existing assets, plus based on research conducted by visitor information centre staff, new asset development.

Linda has managed to problem solve long standing issues in staff structure, workloads and has broken down barriers of perceived risk by submitting valued research and case studies to Council on new product development.

Tourism is now a priority for Council with strong administrative structure and financial support. The path to achieve our goals of an increase in economic benefits to the Shire, to support local businesses and the local community is laid out clearly in the tourism activation plan and each step can be measured for success."

- GILLIAN STRONG, TOURISM COORDINATOR, BULLOO SHIRE COUNCIL

PROJECT OVERVIEW

Tilma developed a tourism activation plan which identified priority projects to achieve the Shire's tourism goals, supported by strategic mentoring support for 12 months to ensure that Council's team had the capability to achieve results.

Tilma Group undertook desktop research and phone consultations to gain a comprehensive view of the current tourism situation in the Shire. From this, a discussion paper was developed which outlined tourism trends and suitable opportunities, opportunity markets, and a review of the region's brand story and marketing focused on how visitors perceive Bulloo. The paper provided insights and context into the current situation and high level opportunities for Council's consideration.

Tilma Group visited the region to facilitate a tourism workshop with Councillors and Council's tourism staff to discuss the gaps and opportunities outlined in the paper. Site visits provided additional insight into the tourism offering.

A tourism activation plan was developed based on their feedback which included

- The destination's story and unique selling points
- Priority opportunities to develop
- An activation roadmap to support implementation

Twelve months of mentoring is supporting the implementation of the activation plan.

To date, mentoring has included help with restructuring Council's tourism department to enhance efficiencies, and with allocating the annual tourism budget. Tilma Group is working with local operators on projects and sourcing funding for a revitalization of the visitor information centre into an anchor tourism product that reflects the region's brand identity.

OUTCOMES

The project has invigorated Council, community and industry to realize their tourism potential. Council immediately embarked on a restructure of the team, highlighting its commitment to growth. Funding applications are currently submitted for two major product development projects and funding has been secured to grow their annual flagship festival. This is one small but powerful Council - watch this space!

REFEREE

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