

GREAT SOUTHERN TREASURES STRATEGIC PLAN 2024-2026

<p>Great Southern Treasures is the purpose-led organisation that collectively promotes tourism experiences.</p>		<p><i>‘Great Southern Treasures is a welcoming destination of choice. Visitors stay longer in the region thereby supporting the sustainable growth of local businesses’</i></p>	
STRATEGIC PILLAR	OBJECTIVE	STRATEGIES	KEY PERFORMANCE INDICATORS
1. Marketing & Promotion	To provide an effective marketing strategy that is understood and used by GST, local government partners and tourism operators.	<p>1.1 Develop and deliver a regional marketing plan</p> <p>1.2 Establish a regional digital asset library</p> <p>1.3 Develop and deliver a regional communication plan to include roles and responsibilities and point of contact to support implementation of marketing plan</p>	<ul style="list-style-type: none"> • Increased visitation, length of stay and spend year on year • Great Southern Treasures Website – visits and time spent • GST Instagram & Facebook Page – followers and engagement/impressions • GST Email Database – subscribers and open rate of last email sent
2. Bloom Festival	To deliver a unique regional event that drives visitation and length of stay.	<p>2.1 Improve event planning to ensure greater engagement with Shires and community organisations</p> <p>2.2 Prepare a business plan to secure funding and ongoing event development</p>	<ul style="list-style-type: none"> • Festival attendance increases year on year • Industry financial contribution increases year on year • Industry/stakeholder survey
3. Yoorn (Bobtail) Trail	To encourage regional dispersal and length of stay by promoting the region’s nature-based trails and experiences.	<p>3.1 Integrate Yoorn (Bobtail) Trail into regional marketing activities</p> <p>3.2 Facilitate improved communication between GST members and Outdoors Great Southern</p>	<ul style="list-style-type: none"> • Inclusion of approved Yoorn (Bobtail) Trails on the GST website

<p>4. Regional Events and Festivals</p>	<p>To increase regional brand and destination awareness by leveraging promotional opportunities associated with regional events.</p>	<p>4.1 Promote regional events and festivals 4.2 Ensure that Great Southern Treasures is promoted in regional events</p>	<ul style="list-style-type: none"> • GST promoted in regional events marketing
<p>5. Governance, Communication and Advocacy</p>	<p>To strengthen GST's role as the region's leading tourism advocacy and marketing partnership.</p>	<p>5.1 Re-draft MOU to support GST purpose 5.2 Establish new governance structure that supports a stronger role for elected local government representatives 5.3 Re-engage with the Shire of Plantagenet in order to strengthen regional collaboration 5.4 Utilise project working groups to deliver key events</p>	<ul style="list-style-type: none"> • Updated MoU agreed on by all member local governments • New committee structure implemented