



Shire of Goomalling

Destination Management Strategic Plan

November 2004

TOU303 Tourism Management

Coordinator Jim Macbeth

Michael Batt
Magda Bandurski
Stanley Chung
Jenna Glasenberg
Roko Skender



MURDOCH
UNIVERSITY
PERTH, WESTERN AUSTRALIA

This project was undertaken as part of the unit of study TOU303 Tourism Management under the coordination of Jim Macbeth. He may be contacted for further information about this project:

Jim Macbeth
Tourism, School of Social Sciences and Humanities
Murdoch University
South Street, MURDOCH, Western Australia, 6150
Phone (08) 9360 2185
Email j.macbeth@murdoch.edu.au
Website tourism.murdoch.edu.au

Created by:

Michael Batt

Mob: 0418953254
30176401@student.murdoch.edu.au

Jenna Glasenberg

Mob: 0402768283
30176081@student.murdoch.edu.au

Magda Bandurski

mag_17@msn.com

Stanley Chung

30107122@student.murdoch.edu.au

Roko Skender

rokoskender@hotmail.com

Acknowledgements

Clem Kerp

Andrea Hardingam

Goomalling Tourist Committee

Mike Jose

Jim Macbeth

EXECUTIVE SUMMARY

This report contains possible strategies to assist the Shire of Goomalling towards more tourism oriented community benefits. A wide selection of places within the Goomalling area have been considered as potential tourism products to be worked on and promoted with appropriate marketing procedures. In doing so, the recommended target areas have been backed-up by the recommended target markets, discussing the possible ideas and methods that can help Goomalling become a successful tourism destination. The recommended marketing strategies have been argued and researched to alleviate any problems and to ensure success for the future of Goomalling.

CONTENTS

Vision	1
Mission	1
Guiding Principles	1
Current Situation	1
Issue Analysis	2
Goals and Objectives	4
Strategies	4
Recommended Target Areas	6
Recommended Target Markets	8
Recommended Marketing Strategies	11
Appendix	15
References	16

Vision

To provide sustainable tourism that creates positive outcomes for the Shire of Goomalling including the local businesses, the community and tourists.

Mission

In providing sustainable tourism, the Goomalling Shire will ensure that the benefits of tourism are passed on to the community. While making sure that the heritage and natural landscapes are maintained, the tourism products will be managed effectively to provide a high level of tourist satisfaction.

Guiding Principles

The Shire of Goomalling's tourism strategy will be guided by the following principles:

- Tourism development must enhance existing residents' experience/life
- Tourism must bring positive benefits to the Shire
- Tourism development should result in tangible benefits to the community
- The Shires infrastructure and tourism product development should be planned in such a way as to accommodate tourists and enhance the tourist experience
- Tourism development should be undertaken in such a way as to preserve the environment and respect heritage
- Any tourism strategy or plan should focus on investing in what the Shire has first, before building new product development
- Tourism activities should ensure buy-in of the community and community partners

Current Situation

Goomalling is located some 132km northeast of Perth in the central wheatbelt area and rounds out the top of the Avon Valley. It has been one of the more proactive shires in the Avon Valley when it comes to encouraging the growth of tourism in the area. With grants put into the Wheatbelt Regional Development Scheme to open up the Pioneers Pathway, and the grant provided to reconstruct the Slater Homestead, Goomalling has shown it has a keen interest in diversifying its business opportunities and not solely relying on agriculture.

The recent creation of the Goomalling tourism community shows real initiative to create community involvement. This is essential in the process of attracting tourists as the community plays a major role in the tourism experience. With a few projects underway, they will prove to be a vital part of tourism planning and review in the shire. The BEC of Northam has also set up a project in the Avon

Valley which looks at forming associations between local businesses in an effort to encourage their working together rather than competing. This is a vital way of letting local businesses voice their concerns and may create uniformity in the local community, which is vital for the success of tourism.

The Shire is working closely with a number of organisations, the major one being Avon tourism, which recently had a tourism forum held in Goomalling.

Issue Analysis

The issue analysis is the culmination of the SWOT analysis and planning initiatives discussed by the Goomalling research group.

The key issues facing the Goomalling shire are as follows:

- **Limited co-operation amongst other shires for tourism:**

While Avon Valley Tourism is working to promote tourism as a whole, some shires do not see tourism as a viable option. By itself, Goomalling will have limited success as a tourist destination. With co-operation and insight from other shires the Avon Valley as a whole could grow as a major tourist destination.

- **The Goomalling Shire including Goomalling is virtually unknown as a tourism destination:**

As the town is located off the main road to Kalgoorlie, and there has been limited marketing done on the area, the town remains virtually unknown as a tourist destination.

- **No real unique tourism experience in Goomalling:**

While Goomalling has many assets and activities that contribute to an attractive lifestyle for its residents, it does not yet have significant concentrations of tourism attractions and activities that can compete with other day trip options (for example Northam) for significant numbers of visitors. For residents of Northam and visitors to Northam, day trip options include an Archery Park, Alpaca and Emu farms, 18 hole International Golf Course, vineyards and cellars, Arts & Crafts outlets, and many others. The Goomalling region must provide an experience compelling enough and unique enough for potential visitors to invest precious leisure time there. While increased tourism may be an attractive means to contribute to increase economic growth for the region, the competition for visitors is stiff. Significant development of attractions and activities would be required, perhaps over the long term, before significant numbers of visitors can be achieved.

- **Too much inward focus on tourism:**

In the long term, the Goomalling region needs to encourage the development of high profile attractions or events that are unique, compelling, and consistent with its focused tourism vision, to be successful in attracting significant numbers of visitors (such as the development of heritage sites). Globally, there may be greater potential in tourism destinations that are seen as unique with a perceived single focus. For example, Costa Rica is seen as 'The' eco-tourism destination and Stratford, Ontario is known for its Shakespearean festival. While these two destinations provide excellent tourism experiences, the measure of their success is not because they offer better eco-tourism or better theatre experience than other destinations but because they are perceived as such. Both of these destinations offer much more than eco-tourism or theatre but they focus on these attributes because they are unique and compelling. While it is not anticipated that the Goomalling region will become a stand alone tourism destination competing on the world stage, these still needs to be a compelling reason for travelers to make the effort to visit the Goomalling region. A clear focus as to the type of tourism experience offered will help to distinguish it from the many other options available to visitors to the Avon Valley.

- **No plan for marketing:**

Every destination needs to continually win new customers to sustain existing volumes and achieve market growth (White, 2004). The main aim is to win customers, secure bookings to the area, deliver the product and provide infrastructure and development to the community. Goomalling should start to plan its marketing strategy for both short and long term situations. It should also build in evaluation tools for its marketing activities, wherever possible. These evaluation tools help to judge whether an activity should be continued, expanded, contracted, or eliminated as part of the annual planning process.

- **Major benefits of tourism unknown in Goomalling:**

Tourism is already providing positive outcomes for a number of regional towns by improving the local economy and improving the lives of the local community. Tourism can also help to protect ecologically significant land and to preserve historic sites as they could become more valuable as a tourist draw than they would be for other purposes. Depending on the tourism potential of these natural areas and historic sites and the proximity of tourism infrastructure, ecologically significant land and historic sites could become tourist draws and generate more revenue for the region than if they were redeveloped for other purposes.

Goals and Objectives

- To ensure that tourism results in a positive monetary gain to both the local businesses and community by attracting tourism dollars from outside the community. The focus is economic development activity as an outcome.
- To generate community pride and reflect positively on the Shire's image.
- To create an experience and activities for which visitors will return.
- To build a network of partnerships and stakeholders, internal and external.

To achieve the above goals and objectives a few tools should be used. There should be an assessment of the quality of tourism products, the completion of a tourism publication that combines a consistent marketing message, realistic and measurable milestones and research tools that will gauge supply and demand.

Strategies

Overview

Smaller regional centers can benefit from tourism. Tourism is making a significant contribution to the local economy and lifestyle of many regional communities. These towns have realized some key facts about tourism and how it relates to country towns, such as:

- Tourism is a commercial industry and not a community service
- Decisions which deliver growth are related to foresight into distant markets rather than an inward focus on local operations.
- Realising that potential customers must:
 - know about the destination and where it is located
 - why they should visit, what there is to do and enjoy, and what experiences are available
 - know how to get more info and make bookings

With these problems solved they can start to look at which markets they can attract. By being active in promoting their destination they may start to see immediate results in tourism numbers. Neglecting markets is one sure fire way to jeopardise future visitor numbers (White, 2004). Word of mouth promotion is no longer effective in today's market environment. Although there is a great potential for heritage tourism resources and products in Goomalling, the market may not be ready to support these endeavours. Most tourism products, attractions, and businesses need improvements in terms of their physical product and/ or how they are positioned to attract markets. The initial strategy should focus on the attractions/businesses that are highly motivated and create market interest to support their growth.

“A high standard of visitor servicing is important BUT if customers are choosing to go elsewhere they will not need visitor servicing” (White, 2004, p1)

This statement is critical in the tourism system. Getting local support and co-operation may be difficult, but the main problem is attracting the tourists in the first place. Councils need to stop the inward focus on tourism. Seeing their tourism industry located just within their Local Government Area boundary and waiting for customers to come to them is not a viable option anymore. A global focus is required to produce the tourism numbers that will create positive outcomes for the Shire. For an overview of how regional towns can gain from tourism, refer to Appendix 1.

The following are some recommendations specific to Goomalling designed to give the Shire a start as a more successful tourism destination.

A) Recommended Target Areas

- **Shires in the Avon:**

A major problem with regional towns is their lack of budget for large marketing campaigns. Goomalling will have limited success as a tourist destination by itself. With co-operation and insight from other shires the Avon Valley as a whole could grow as a major tourist destination. This ‘cluster’ approach has seen a number of small centers making progress. A classic case example is in the New England North West region of New South Wales. The towns of Nundle, Manilla and Quirindi have joined with the larger town of Tamworth to work together. These towns are pooling their resources to create a greater impact in their leading markets. The smaller towns benefit with close links with Tamworth and Tamworth in turn is enhanced by association with the smaller towns’ attractions (White, 2004). This could be related to the Avon Valley as Northam would act as the larger center working together with the smaller surrounding towns of Goomalling, Toodyay, York, Beverly, etc. Discussing strategies with the Shires in a way that brings them all working together is paramount to the success of the region as a whole.

- **The Pioneers Pathway:**

The “Pioneers Pathway” is the route the prospectors took on their way to the gold fields. Goomalling is well positioned on the “Pioneers Pathway” to attract interest in heritage tourism. The route is a good starting point for developing initial tourism as the heritage resources are in place and can begin accommodating visitors immediately. As this promotion of this project is already underway and with the help of the grant from the Wheat Belt Regional Development Scheme consisting of \$20,000 to acquire and preserve the Slater homestead, Goomalling shire should attempt to promote itself as one of the ideal places to stop at and admire its abundance of heritage sites.

There are a number of factors, which make it feasible for Goomalling to promote itself in the “Pioneers Pathway”:

- The location of the town on the route receiving visitors from Toodyay and Northam
- Interest in good caravan facilities can be used to attract the accommodation market

- The abundance of existing tourism products and opportunities, that if developed further can grow to make Goomalling one of the more interesting and enjoyable tourism destinations

The beneficiaries of this tourism activity include:

- Community groups: A percentage of sales could be passed on to community groups who participate in the running of tours
- Local businesses: tours can include an invitation to shop or dine at local businesses. The caravan park can work on promoting itself as the place to stay along the route, therefore keeping the visitors in the town longer.

Requirements/ Recommendations:

- Appropriate signage of the main attractions should be first task in this project
- Consult community groups to run tours
- Review Strategy annually
- Produce surveys that one can get feed back from the tourists experiences

- **Caravan Park and Accommodation:**

Goomalling has five distinct places of accommodation:

Caravan Park - 4 ensuite rooms

Goonine Springs – Luxury Day Spa

Mystique Maison Boarding House – Quality Accommodation

Jenna Tavern – Ensuite Rooms

The Caravan Park was granted \$210,000 for updates by council funding to increase spending in the town. The caravan park charges \$12.50 per day and has caravan club discounts for \$6.50 per day. The ensuite rooms are charged \$60.00 per night, with 24/7 caretakers on the caravan site. Major target areas are baby boomers travelling the outback, using Goomalling as their stay-over place. Toodyay has three caravan parks, charging higher prices causing many travellers to come to Goomalling instead. Although, many travellers are unaware of the prices and types of accommodation in Goomalling, this can be solved through increased marketing methods. Such methods may involve, advertising in caravan magazines or high promotion on discounts and deals.

There are problems with lack of accommodation for large events such as tournaments held within Goomalling or surrounding shires, causing visitors to move to other areas. Considering a larger area for caravan parks, even moving towards the outer areas of Goomalling ‘outback’ may help compensate for such future problems, in turn increasing tourism in the community

- **Country life style:**

Goomalling offers a place where people can find clean fresh country air, a close-knit community and it offers as an escape from the city. Goomalling is not too far from Perth city, only approximately between one and a half to two hour drive away, so it makes it very accessible for family and friends to come and visit from the city. The proximity of larger towns such as York, Northam and Toodyay also act as country attractions that could help promote the Goomalling shire.

- **Attractions of Goomalling:**

When it comes to attractions in Goomalling, there are many hidden historical sites and places to visit, which have not yet been exposed and presented in appropriate ways for tourists to recognise. With correct marketing techniques such attractions as the ones listed below may be of benefit to attracting tourists to the area, either through educational tourism, group tours or using such places for other purposes:

Educational, group tours, health, accommodation, other purposes:

- CBH Grain Domes – Landmark in Goomalling as the four grain domes are the first of their kind in the Southern Hemisphere, they may be used for attracting children from schools for fieldtrips or camps. May also be place to list on designated tours around the area.
- Slater Homestead may serve for such purposes as craft fairs, ball functions, mystery nights, country lifestyle functions or camps. With renovations and refurbishments to clear areas, making the area more attractive and spacious to hold such events, as well as appropriate signage and a safer entrance.
- Goonine Springs – a romantic rural retreat and day spas, specializing in fine dining, this may be included on particular tours, such as ‘health’ or ‘stress relief’ retreats or tours. Could also be used for corporate functions and weddings.
- Mystique Mansion – a newly refurbished place to stay over night and fine dining, also can be included on tours, as either a place to spend the night or dine.
- Jenna Tavern- a place where you can sit and enjoy the pub atmosphere in the middle of nowhere and experience the ‘true’ outback. This may also be included in tours as a place where tourists can relax over a drink at the end of their day’s visits.

Historic places to see:

- Goomalling museum
- Historic Well
- Jennacubbine Catholic Church
- Mumberkine Hall
- Oak Park & Gnamma Holes
- Stone Teamsters Well
- The Sheperds Grave
- Slater Homestead

The above historical listed sites may also be of educational places to learn about the ‘old country lifestyle’ more for longer stay tours or camps where tourists get a feel of the town.

- **Goomalling in events calendar**

An event calendar is an important marketing and advertising tool for a particular country town. It highlights and marks up coming event and festival to the residents and tourists. A town, which opts out an event calendar, would be disadvantage to attracting potential tourists. In the Avon Valley regional calendar of events, Goomalling is limited to only two events, which are the Jennacubbine Rodeo in April and the Christmas street party in December. All other towns such York, Northam, Toodyay and Beverley actively participated; therefore they are more attractive and appealing. Goomalling would need to work in the calendar of events department to bring up its name and promote the town like all the others in the Avon Valley. Some generated ideas are-

- Flora and Fauna festival
- Wildflower exhibition
- Red orchard display
- Spring Autumn fair
- Art exhibition
- Historical exhibitions
- B&S Ball
- Railway trek

The Flora and fauna reserve of Oak Park comprising of 1130 acres, lies 15 km north of Goomalling. It is an attractive picnic area during spring when the wild flowers are found in abundance. This could be an ideal event listed in the event calendar. Goomalling also have the unique Red orchids that could also be included. Having these events would make the town more happening, generate more people and improve the economy as well as facilities. Goomalling already have its Flyer festival in April, which is a vintage “Round the Houses” event and craft fair, all rolled into one. If Goomalling could hold an event, which is unique, where no other towns hold, it would certainly bring out the unique character of Goomalling.

B) Recommended Target Markets

- **Baby Boomers:**

Baby Boomers represent a large target market that Goomalling should endeavor to attract. In 2001, Western Australia's 557,700 baby boomers were aged 36 to 55 years and made up 29% of the population. Older baby boomers (born 1946-1955) are beginning their transition into retirement and how they will live their lives post-retirement is an important question for planners, policy makers and researchers (ABS, 2003). Some other relevant facts on baby boomers are:

- Nearly three-quarters (74%) of Western Australia's 557,700 baby boomers were living in the Perth metropolitan area in 2001, while a further 10% lived in the South West region. (ABS, 2003, p1)
- Almost a quarter (23%) of Western Australians will be aged 60 years and over by the year 2021, compared with 15% in 2001 (ABS, 2003, p1)

- 78% of baby boomers were employed in 2001, and were most commonly employed in the higher skilled occupations. Baby boomers were more likely to be working part-time than persons of the same age in previous decades. (ABS, 2003, p1)
- Older baby boomer households had the highest median weekly income of all age groups (\$1,003 per week) in 1999-2000. (ABS, 2003, p1)
- Baby boomers were more likely to be a volunteer than any other age group in 2000, with older baby boomers contributing the largest number of hours to volunteering activities. (ABS, 2003, p1)

These facts from the Australian Bureau of Statistics show a number of trends that could be used the effectively market this area of tourists. With this age group advancing to retirement, there will be more elderly people looking to travel. With the number of retirees growing, it would prove very beneficial to attract these types of tourists as they have a large proportion of their income to spend on travel.

- **Caravan Travelers:**

It was during the 70s and early 80s that the notion of the “Great Australian Journey”, now a vital component of Australian domestic tourism, was forged. Thousands of Australians visited Caravan Parks either for a short holiday or as part of more extensive travels as they explored Australia’s great outdoors. It was also an era during which Australians enjoyed the convenience and comfort of on-site Caravan accommodation. In Goomalling the major target areas for the caravan park are baby boomers traveling through the outback, using Goomalling as their stay over destination. This target group is basically looking for a cheap place to park their caravans for either over-night stays or a couple of days.

Over the past 7 years, registrations of new Caravans have increased at an average rate of 14% a year with predications for this steep upward trend to continue in the near future. (CIA, 2004) This continuing increase in caravans may help caravan parks, such as the one in Goomalling, if appropriate marketing techniques are used to promote the cheap fees.

- **Backpackers and day trippers:**

Backpackers are a small but significant section of the overall tourism market. They take longer trips on average, than other tourists, and international backpackers spend considerably more money and travel to more regions of Australia than other visitors. Backpacker tourism has been identified as a key growth area within inbound tourism and Tourism Australia as it has increased its focus on this market segment in recent years. Some interesting figures found on international backpackers were:

- 95% of backpackers polled would recommend Australia as a 'must see' backpacking destination to friends and family.
- 6% say they'll definitely return to Australia in the next five years.
- 6 in 10 planned to stay in Australia between 6-12 months

- 4 in 10 will spend \$10 000 or more during their trip to Australia.
(Tourism Australia, 2003)

Goomalling has several opportunities for backpackers as potential tourism visitors to the area, with such places as the Jenna Tavern, Caravan Park, Mystique Mansion Boarding House suitable for budget accommodation, or for a more memorable and relaxing place Goonine Springs day spas.

- **School fieldtrips/camps**

Educational fieldtrips and camps may be organised to assist schools in understanding the educational benefit of visit Goomalling and encouraging more to take the opportunity to visit for the first time. Although, there are factors to be considered and guidelines to be met in order to eliminate any problems. Appropriate marketing techniques must be used to help promote camps and fieldtrips to Goomalling for schools. This in turn could help the children from the schools to return with family and friends to show what they experienced while on camp or tour, increasing visitors to Goomalling.

Factors to consider:

- There may be concerns raised by teachers and education departments regarding public liability insurance and occupational health and safety issues in relation to school excursions. To assist this concern, promoting Goomalling as a safe destination for schools groups and any required information.
- Current learning syllables at schools must also be considered and worked around to make sure if camp is for educational purposes it has met the correct criteria's and if for adventure camps correct facilities meeting teacher requirement must be provided. For example, subjects such as geography, science or history may be looked at concerning the Wheat belt, waterways, salinity, flora and fauna.
- Engaging students in purposeful activities and experiences in their local and other less familiar environments is challenging for teachers. To assist in any problems providing support for teachers to undertake fieldwork with students in primary and secondary schools is necessary. For example, fieldwork notes for teachers and worksheets for students can be provided, Professional Development for teachers can be in the field if possible, for schools and networks and through Subject Association Conferences. The fieldwork may explore the complex mix of land management and sustainability issues, sediment and nutrient management, arising from the varied land uses.
- Schools may also have large concerns in 'funds' arising from transport, accommodation and especially requirement of teacher supervision and growing concerns of parents. Such factors must be considered and dealt with to eliminate any troubles. This can be done through:
 - large group discounts
 - free tours of the town

- provide extra supervision
 - facilities for any activities
- **Adventure/Health camps, Tours**

A wide variety of camps may be put together to suit individual interests. For example, the Avon Valley has been designated as a perfect spot for aviation activities; skydiving, ballooning, gliding, aero club, paragliding, hang gliding, micro lighting, due to its clear grounds for perfect landing. Goomalling may be used for some of these activities or even promoted as a place to spend nights when on aviation adventure camps. Discounts and deals may be held for tour organisers to help them choose Goomalling as their nights stay.

Goonine Springs may also be used for a different style of retreat promotion, by advertising health or outback retreats targeting couples or baby boomers to experience a taste of the outback or just to relax away from the hustle and bustle of city life. All attractions of Goomalling may be include into 'already' existing tours or newly formed tours segmenting the particular attractions to suit different interests, such as historical, health or educational.

C) Recommended Marketing Strategies

- **Internet sites:**

Backpackers are a small but significant section of the overall tourism market. They take longer trips on average than other tourists, and international backpackers spend considerably more and travel to more regions of Australia than other visitors.

The United Kingdom by far delivered the most international visitors to Western Australia in 2003 (158,000 visitors or 28% of the international market to WA). From that 158 000, 41 500 visited the Golden Outback, an area of the state encompassing Goomalling. In 2003, 78% of the international visitors to the region enjoyed nature and outdoor activities such as going to the beach, visiting national parks, and bush walking etc. 47% of the international visitors chose caravans or camping as their preferred method of stay while 10% stayed with a friend or relative(WATC, 2004). VFR is such an important area, and will only grow as more people move to Goomalling and surrounding towns.

The number of international tourists visiting WA, their length of stay, and the amount they spend, has all increased in the 2003 / 2004 financial year. New statistics released indicate that Western Australia had 585,500 international visitors - an increase of five percent on the previous financial year. International visitors spent \$1.3 billion in the year to June 2004, which is \$120 million more than the year before, and they stayed an additional 1.9 million nights in WA. Due to the extensive growth, the Golden Outback has experienced a flow on effect as tourism has grown within this specific area too. (WATC, 2004).

Growth was achieved in several of Western Australia's key tourism markets:

- 159,600 United Kingdom visitors – up 6.4%
- 44,100 Malaysian visitors – up 30%
- 48,800 Japanese visitors – up 8%
- 40,500 New Zealand visitors – up 9%
- 25,200 German visitors – up 24%, and
- 27,400 South African visitors – up 52%.

(WATC, 2004, p2)

What this all indicates is that the majority of backpacker tourism is internationally driven therefore marketing Goomalling as a tourist destination would be viable for the following reason.

- Goomalling's attractions are more likely to attract tourists seeking Australian history or "cultural tourism".
- The majority of these visitors seeking cultural tourism would be international visitors not domestic.

Western Australia's international visitor numbers surpassed half a million in the last financial year, which is a good reason to target overseas visitors especially since Goomalling has many of the attributes needed to succeed as a cultural tourism destination.

Goomalling's profile, as a tourism destination would benefit a great deal if it was advertised on the following but not limited to web sites such as

- Discoverwest.com.au
- Breakloose.com.au
- Walkabout.com.au
- Thegreatoutdoors.com.au
- Webtravel.com.au
- Westernaustralia.com.au
- Backpackertours.com.au

Across the four websites, there was an average of 30,000 hits this year thus far, attracting both domestic and international visitors. If we take these hits as an indication of backpacker tourism in Western Australia then Goomalling would stand a strong chance of generating new interest by advertising on sites such as these.

- **Magazines:**

Campervan and Motor Home trader- This magazine compare various caravans and motor homes. It also features some get away places where travelers might travel to try out their new campervan in Goomalling. To park the caravan it cost \$12.50 a day.

Australia Farm Journal- This magazine is for potential farmers to purchase farm in the outback. It compares the prices between renting and owning. Advertising Goomalling in this magazine would enhance potential buyers, as the price is relatively inexpensive.

Scoop Travelers- Scoop Travelers introduces various getaways both international and interstate. Potential buyers for this type of magazine are mainly baby boomers as their income is more stable than generation X. (RRP \$9.95)

Caravan World- This magazine compares different types of caravans for each individual buyer. Potential buyers look through the magazine it would be an excellent marketing campaign to promote Goomalling town. For Caravan owner they will certainly need a destination to go to. The magazine also has a free life out for caravan travelers. (RRP \$9.95)

Go Camping Australia.- This magazine highlights different places for campers in Australia. Placing advertisement in this magazine would certainly attract baby boomers, because they are highly adventurous and like to seek new getaway places.

4 WD days out of Perth.- 4 Wheel drive is not a requirement to travel to Goomalling, but this can also be a good place to target the baby boomers and a good destination for 4 wheel drives enthusiasts away from the city life-style.

- **Brochures:**

Goomalling has produced an exciting new professional looking brochure, which includes all its attractions, activities, facilities and its location. This brochure should be distributed to all the surrounding shires and towns as well as giving them to tour operators and tourism business in the city to display them. Such places include the West Australian Tourism..., backpackers accommodations and This will increase the awareness of people particularly in our target groups and others, of Goomalling and the Shire as they come across the advertising.

- **Local Tours:**

An appropriate starting point for increasing tourism in the Goomalling Shire, in keeping with a balanced and gradual approach to tourism is to promote day trips and include Goomalling in the itinerary of other tours operating in the same area. It should first be directed towards residents of the Avon Valley like Northam, York, Toodyay and then moving towards Perth. Targeting residents of the Avon Valley first means that the Goomalling region can immediately start promoting existing tourism product while it works to develop new significant tourism product. Visitors from close-by markets are generally more interested in exploring nearby places in greater depth than visitors from further away (who tend to limit the places they visit to 'famous' attractions). As visitation from close-by markets grows, it will encourage entrepreneurs and businesses to invest in tourism development, leading to even greater tourism growth as there will be more tourism product for visitors to experience.

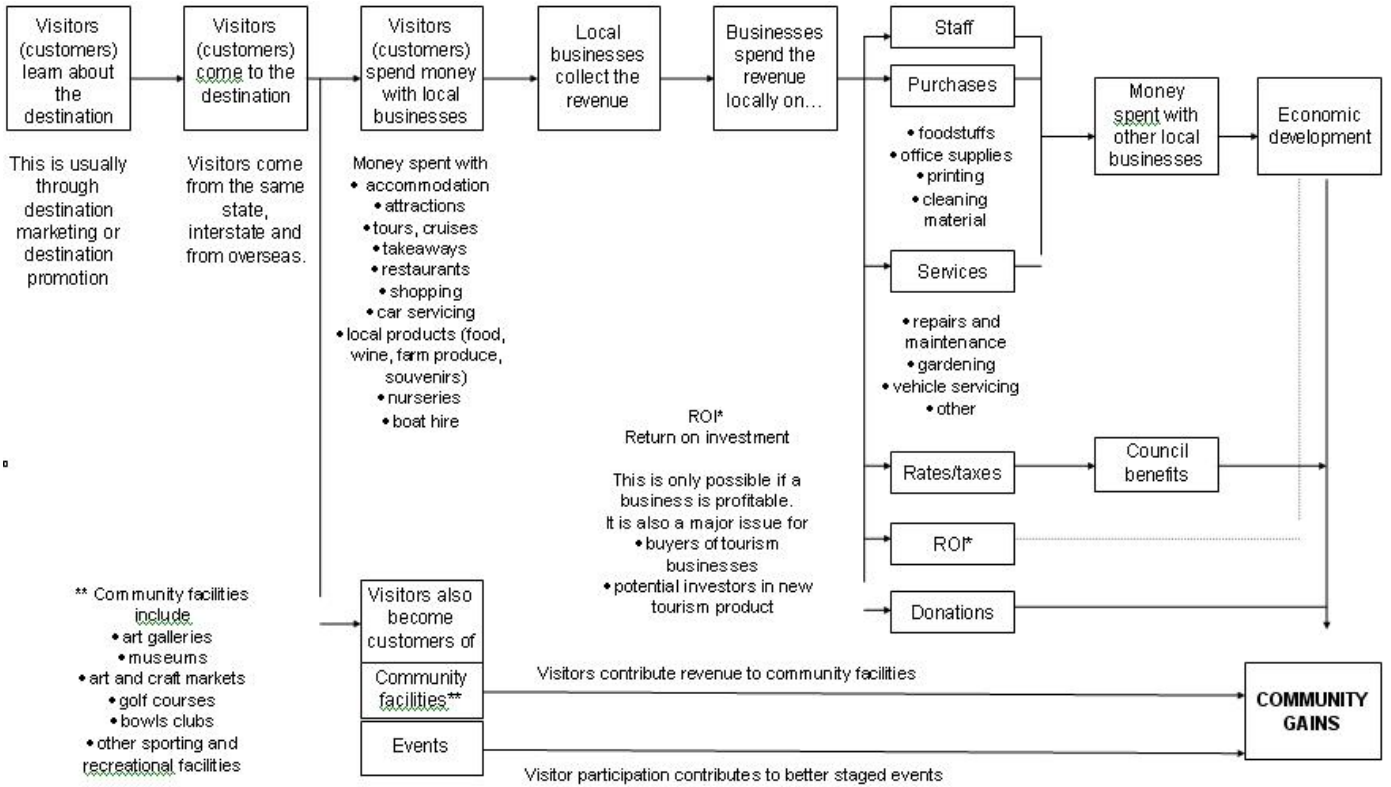
- **Educational promotion :**

Promotion to schools could prove to be beneficial in attracting tourism, as the students who come to study the area may wish to return with their families. The major problem is incorporating it into the schools curriculum. A few suggested approaches to this problem are:

- Mail out Goomalling /Avon Valley promotion and information collateral to all schools throughout Australia annually
- Produce an Excursion Planner with the assistance from the Avon Valley associations
- Assign representatives to attend teacher conferences and trade shows to provide up to date information to teachers regarding school excursions and camps to Goomalling. They could include adventure camps, learning camps, peer support camps or health camps.
- Conduct a number of teacher seminars that involve Goomalling historic and other attractions, representatives presenting to teachers in different areas.
- Provide a teachers pass for teachers traveling to Goomalling on weekends and on holidays that provide discount accommodation, free tours of attractions and other value added offers to have a look at town before taking up any camps/excursions

Appendix

1. How regional towns can benefit from tourism



(White, 2004, p8)

References

Industry Background 2004. Caravan Industry Australia
<http://www.caravanaustralia.com.au/aboutback.asp> (Accessed 2-10-04)

Latest International Findings 2004. Western Australian Tourism Commission
<http://www.westernaustralia.com/en/Industry/Latest+Research/Latest+International+Findings.htm> (Accessed 15-10-04)

National Capital Educational Tourism Project 2004. National Capital Authority
<http://edtourism.nationalcapital.gov.au/> (Accessed 8-10-04)

Tourism Uncovered – January 2003 2003. Tourism Australia

White, N. 2004. Smaller Regional Centers can Benefit from Tourism *Advance Tourism Mt Waverly*.

Other sources reviewed:

Australian tourism trends: an overview 1985 *Department of Sport, Recreation and Tourism*, Canberra: A.G.P.S.

Backpacking in Australia, 2000. Backpacker Tours Australia
<http://www.backpakertours.com.au/> (Accessed 18-10-04)

Building for backpackers: guidelines for backpacker accommodation 1995
Canberra: Commonwealth Department of Tourism

Cooper, C, Fletcher, J, Gilbert, D and Wanhill, S. (1993) *Tourism Principles and Practices*. London: Pitman Publishing. Chapter Eight: The Tourist Destination.

Jackson, I. 1989 *An introduction to tourism* Melbourne: Hospitality Press

LandLearn Fieldwork. 2003 Department of Primary Industries
<http://landlearn.netc.net.au/fieldwork/index.htm> (Accessed 13-10-04)

Mason, P. 2003 *Tourism Impacts, Planning and Management* Burlington: Elsevier Butterworth-Heinemann

National Capital Educational Tourism Project 2004. National Capital Authority
<http://edtourism.nationalcapital.gov.au/> (Accessed 8-10-04)

Sold on Seniors: Sales and Marketing Consulting 2004 Sold on Seniors Inc.
<http://www.soldonseniors.com/> (Accessed 15-10-04)

The Great Outdoors. 2004 Seven Network <http://www.thegreatoutdoors.com.au/>
(Accessed 15-10-04)

Web Travel Australia 2004. Australian Travel Service <http://www.webtravel.com.au/>
(Accessed 16-10-04)

Welcome to Western Australia 2004. Australian Travel Service
<http://www.westernaustralia.com.au/> (Accessed 2-10-04)