

WA Tourism Recovery Fund Information Session

19 May 2020



GSCORE
Great Southern Centre for
Outdoor Recreation Excellence

Overview

1. What is the WA Tourism Recovery Fund?
2. Who is eligible?
3. What can you use the funds for?
4. How do you apply?
5. Where can you get assistance?

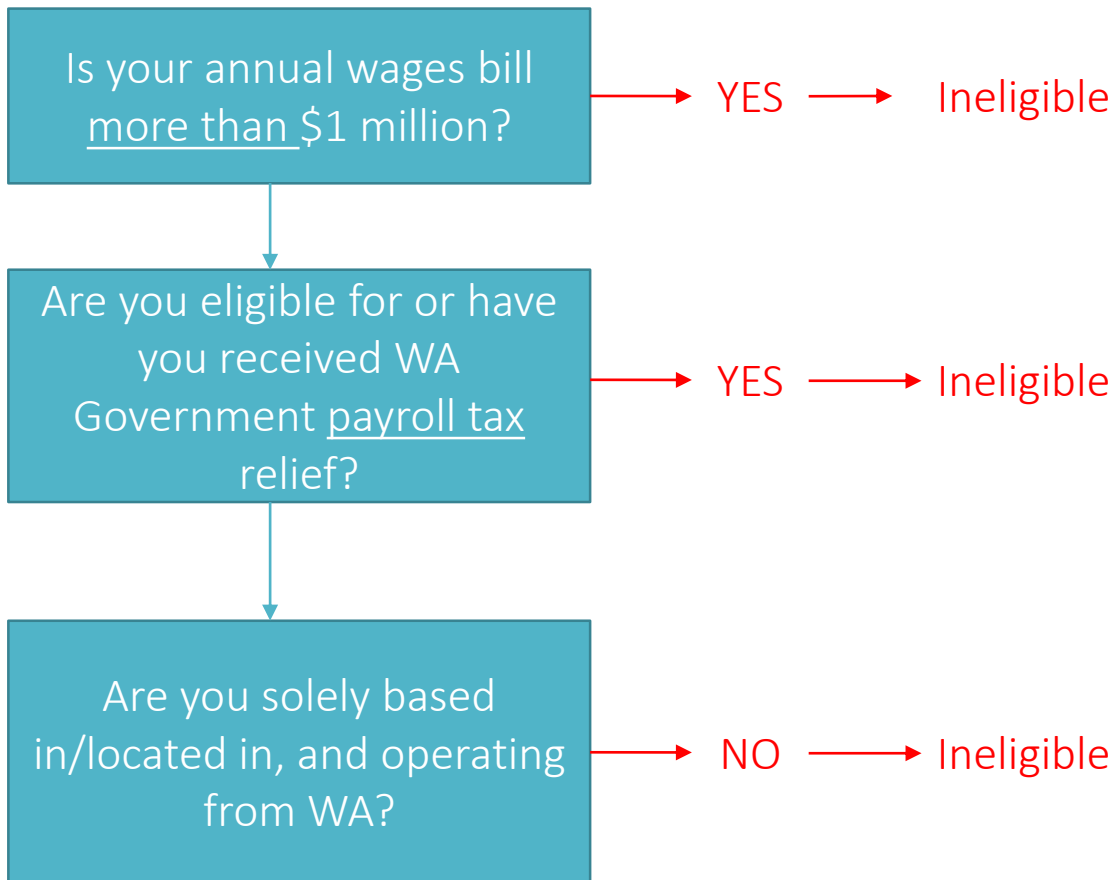
Overview: What is the Tourism Recovery Fund?

WA Government has committed \$10.4 million to help tourism small and micro tourism businesses

Aim:

“Adapt to changing market dynamics and build a pathway for recovery”

Eligibility: Wages & Payroll tax relief



Eligibility: Are you a member of....

Regional Tourism Organisation
(Australia's South West,
Australia's Golden Outback,
Destination Perth, Australia's
Coral Coast, Australia's North
West)

OR

Western Australian Indigenous
Tourism Operators Council
(WAITOC)

OR

Accredited via:

- Tourism Council WA (TCWA)
 - STAR Rating Australia
 - Ecotourism Australia
 - Caravan/Holiday Park Accreditation

NO → Ineligible

Eligibility: Business status

Do you have a valid and active ABN?

NO → Ineligible

↓
YES
↓

Do you operate one of the following businesses?

YES → Ineligible

Note: if you own multiple businesses with separate ABNs, you can apply more than once

- Privately-owned residence used for short-stay accommodation
- Government-owned and operated attractions/accommodation
- Local Government Authority
- Visitor Centre
- Member Association
- Booking Agent
- Event management company and/or event
- Consultant/advisor
- Publication and promotions agent
- Retail precinct

Eligibility: Tourism Categories

Accommodation

Apartment hotel, hotel, motel, resort, backpackers, B&Bs, house boats, caravan parks, farm stays, station stays, cabins, chalets, villas, glamping, eco-accommodation

Attraction/Experience

Amusement and theme parks, galleries, museums, cultural experiences, food or beverage tourism experiences, observatories, planetariums, zoos, sanctuaries, aquariums, wildlife and animal parks.

Tour

Day or extended touring: walking, bike, adventure, segway, coach, 4WD, aerial, marine, cruises, sailing, water, snorkelling, food or beverage tours.

Transport (Travel and Transfer Services)

Transfer services and air, coach, ferry or rail point to point services, small charters, motor home hire

Use of funds

Help businesses become operational in intra-regional and/or intrastate markets.

Types of activities include:

- Staff and equipment deployment/activation
- Staff recruitment and training
- Business/product adaptability (reinstate operations and licensing systems)
- Reinstating supply-chain requirements
- Marketing activities

Need to demonstrate how you will mobilise and adapt to the new market environment (i.e. intra-regional and intrastate markets) via a **RECOVERY PLAN**

How to apply

Must use the SmartyGrants website:
<https://tourismwa.smartygrants.com.au/>

Register and receive an email with your WATRF#

Save as you go!


- Use the WATRF# to log back in to complete the application at an other time
- Applications close **6pm AWST Friday 12 June**



Not logged in. [Log in](#)

[Current Rounds](#)

WA Tourism Recovery Fund 2020

 [Start a submission](#)

 [Preview the form](#)

 [Download preview form](#)

Submissions are now being accepted. Submissions close at 6:00PM 12 June 2020 (AWST).

BEFORE YOU BEGIN

Welcome to the **WA Tourism Recovery Fund** online application.

To complete an application you will need to:

1. Download and read Tourism WA's, [WA Tourism Recovery Fund Guidelines which includes General Terms and Conditions and FAQ's](#) to make sure you are eligible and aware of all requirements to successfully lodge an application.
2. Download and read Tourism WA's, [WA Tourism Business Recovery Plan 2020/21](#) to make sure you are eligible and aware of all requirements to successfully lodge an application.
3. Have the necessary documents saved and ready for upload (see section 'How to apply' of the Guidelines about this)
4. Register to complete an application by clicking on 'Start a Submission' above, completing the registration fields. Once registered you will receive an email to activate your account.
5. Complete all the mandatory fields in the online application form (there are also voluntary fields).
6. Submit before the due date of **6pm AWST Friday 12 June 2020**.

If you need more help using this form, download the SmartyGrants [Help Guide for Applicants](#) or check out SmartyGrants [Applicant Frequently Asked Questions \(FAQ's\)](#).

Business Recovery Plan

Template is provided – save and upload with your application.

You don't have to use the template if you have an existing document that covers the following five topics:

- **Target Market** – which market segments are you targeting in the short and medium term?
- **Product/Experience** – what are you doing to adapt your experience to suit these markets?
- **Price** – what are you doing to adapt pricing structure?
- **Distribution** – how has your distribution strategy adapted?
- **Marketing** – how are you working with your RTO's campaigns? How are you leveraging and incorporating “Our Story: Spirit of Adventure”?

What market segments are you targeting?

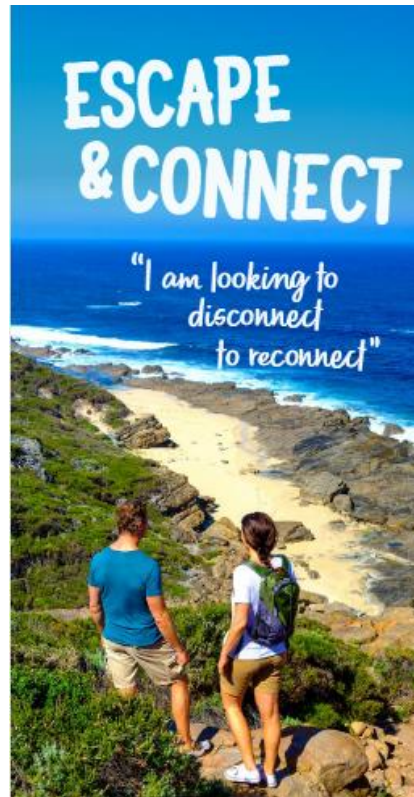
Market **source** (i.e. intrastate) vs market **segment** (psychographic profile)

Tourism WA uses six domestic market audience profiles (SEGMENTS) to target its domestic marketing strategies:

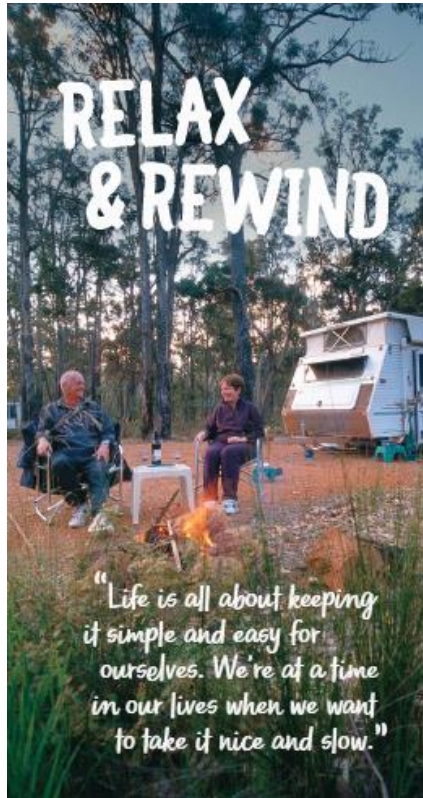
- ❖ Bright Lights
- ❖ Culture Vultures
- ❖ Escape and Connect
- ❖ Family Fun
- ❖ Off the Beaten Track
- ❖ Relax and Rewind

<https://www.tourism.wa.gov.au/marketing/Domestic-and-international-marketing/Pages/Domestic-market-profiles.aspx#/>

Priority Inter & Intrastate Segments



Other Intrastate Segments

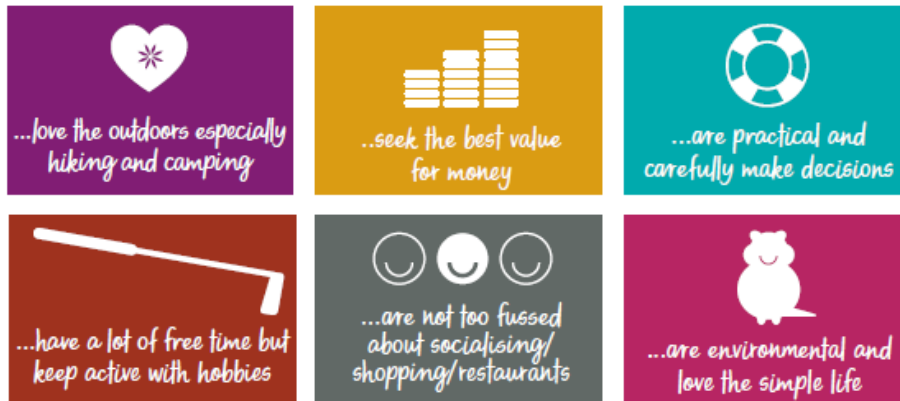


Off the Beaten Track

“I enjoy the simple pleasures in life, getting away from the crowds and back to nature”

PERSONALITY

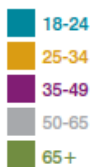
Off the Beaten Track travellers...



DEMOGRAPHICS

Off the Beaten Track skew towards an older demographic, and are most likely to be empty nesters or have grown-up children (16 years or older) at home.

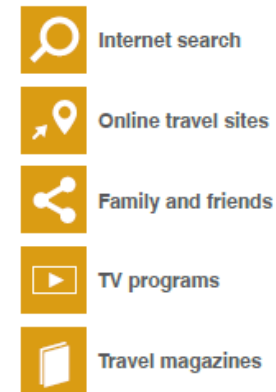
Age distribution



Have a mid to high socio-economic status, but are careful with their spending and limit their discretionary expenditure.

PLANNING AND BOOKING

Planning enablers



Booking actions



Note: Only top 5 planning enablers and top 2 booking actions shown

ALIGNMENT WITH KEY THEMES

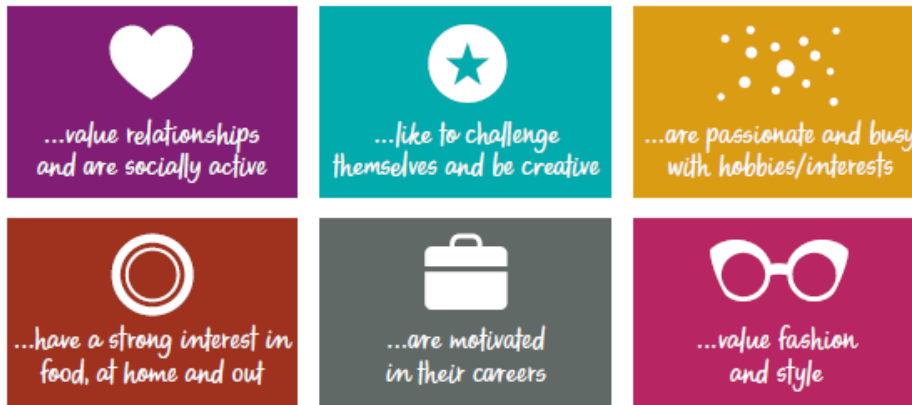
Theme	How to talk about it
 Nature and Wildlife	Vastness, nobody around, exploration
 Aquatic and Coastal	Unique marine wildlife
 Food and Wine	A means to learn about the destination (e.g. Aboriginal experience)

Escape & Connect

“I am looking to disconnect and reconnect”

PERSONALITY

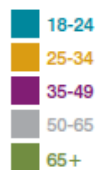
Escape & Connect travellers...



DEMOGRAPHICS

Escape & Connect travellers cover a spread of ages, with a 50/50 split over and under the age of 50.

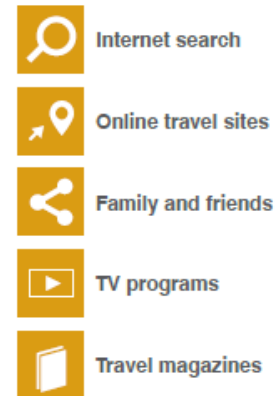
Age distribution



They skew towards a higher socio-economic status.

PLANNING AND BOOKING

Planning enablers



Booking actions



Note: Only top 5 planning enablers and top 2 booking actions shown

ALIGNMENT WITH KEY THEMES

Theme

How to talk about it



Off the Beaten Track

Escape & Connect

HOLIDAY NEEDS AND BEHAVIOUR

Travel for this segment is about **avoiding crowds and 'touristy' destinations**, and discovering what's *off the beaten track*.

Holidays are all about **nature and wildlife experiences**, particularly those that are unique, and balancing active, outdoor adventures with peace and relaxation.

Compared to other travellers, they are **more likely to holiday within Australia** and less likely to travel overseas, and have a preference for regional destinations (rather than cities).

They are most likely to **stay in standard hotel/motels or resorts**, with friends and family, or in caravanning and camping accommodation.

This segment **thinks through their travel decisions carefully**, and wants to know they are getting the best value for money, without wasting money on extras.

BARRIERS TO VISITING WA

Interstate

Relative to other travellers, Off the Beaten Track travellers have greater knowledge of WA holiday experiences, and almost half have previously visited. However, the biggest barrier preventing Off the Beaten Track travellers from visiting (or revisiting) is the perceived affordability of travelling to and around WA. The accessibility of WA in terms of the time it takes to travel there is also a barrier. To overcome these barriers and convince the segment that a trip to WA is 'worth it', there's opportunity to further build on the segment's current knowledge of WA.



1. Knowledge of WA



2. Time (accessibility)



3. Cost (affordability)

Intrastate

To encourage intrastate visitation, the unique and 'undiscovered' nature and wildlife experiences on offer in WA should be highlighted, while raising the perceived affordability and accessibility of travelling within the State.

HOLIDAY NEEDS AND BEHAVIOUR

Escape & Connect travellers are looking to disconnect and have a complete break from all their responsibilities and worries when travelling.

For this segment, **holidays are a chance to reconnect with their partner** and spend quality time with them.

While on holiday, this segment **enjoys food and wine experiences, sightseeing**, and experiences that allow them to completely relax and unwind.

The absolute price is less of a concern for this segment when travelling – they are willing to pay more for a quality experience.

Compared to other travellers, **they are more likely to choose higher end accommodation** (4 or 5 star hotels) and have a higher average spend per trip.

BARRIERS TO VISITING WA

Interstate

Escape & Connect travel more often than the other travellers do, both overseas and within Australia, and enjoy travelling to new places. While this is an opportunity for WA, it is also a threat – Escape & Connect travellers are open to visiting WA, but many other destinations are also on their bucket list. To effectively compete against other destinations, raising knowledge of WA experiences that meet their travel needs and desires is critical.



1. Knowledge of WA



2. Cost (affordability)



3. Time (accessibility)

Intrastate

To encourage intrastate visitation, destinations and experiences that foster the opportunity to escape the hustle and bustle, disconnect, and reconnect with loved ones should be highlighted.

Adapting your product or experience

How will you adapt to

- meet the unique characteristics of social distancing?
- address consumer concerns about health and hygiene?
- respond to potential outbreaks of COVID?
- leverage STO and RTO marketing messages? (Our Story: Spirit of Adventure)
- engage local advocates?
- respond to consumer sentiment (e.g. connect/reconnect; personal transformation; environmental awareness?)

Adapting the Price

Don't be tempted to “race to the bottom” on prices

BUT

Be sensitive to the financial challenges facing large numbers of consumers

- Demonstrate value-add (rather than slashing prices)
- Upsell add-ons
- Review rates – weekends/weekdays; holidays
- Explore packaging options with other businesses

Adapting Distribution

Ensure your online booking system is accurate and functioning well

Review distribution partnerships

- What's working?
- What's not?
- Where is your ideal customer "hanging out" online? (Facebook, Instagram)
- Package with others

Adapting Marketing

Review Tourism WA's new marketing brand assets: "Our Story: Spirit of Adventure"

- How can you use this messaging in your own brand narrative?

Work with your RTO

- Join ASW now – membership offer extended to June 2021
- Prepare an offer as part of the ASW Recovery Campaign
<https://www.australiassouthwest.com/plan-your-visit/your-south-west-holiday>

Work with your LTO

- Supply content to the ASC or GST social media campaigns

Where can I get assistance?

Tourism WA

<https://www.tourism.wa.gov.au/Industry-support/Industry-resources/Coronavirus/Pages/WA-Tourism-Recovery-Program.aspx#/>

For enquiries about the guidelines, or about completing the application form:

recovery.program@westernaustralia.com

Albany Visitor Centre

Steve Williams (Coordinator)

steve.williams@amazingalbany.com.au

6820 3726

GSCORE

Marketing Support Program – Accelerate

Wendy Triplett (Training Coordinator)

training@gscore.com.au

Recovery Marketing Package

1. Tourism Health Check Diagnostic (one-on-one interview session)
2. Preparing your Local Marketing Plan (one-on-one mentoring sessions)
3. Reviewing your Tourism Recovery Fund application (written feedback)
4. Adapting your product/experience (3 x 1 hour workshop sessions):
 - Understanding the intrastate market*
 - Developing customer personas for VFR market*
 - Creating your unique value proposition*

\$350+GST per business

Payable on successful receipt of Tourism Recovery Fund (“no win no fee”)

Sponsorship opportunities for Accelerate Mentoring Program

Contact Wendy Triplett (training@gscore.com.au) for more information

QuickBytes: Social Media Skills

Quick, tasty bytes of marketing know-how delivered to your desk in a 45 minute interactive online webinar over lunch. You bring the snacks and we'll bring you no-nonsense marketing advice.

Join us each fortnight as we explore a myriad of marketing topics with guest speakers.

What's on the menu?

11 June – Tagging, Hashtags & Stories on Social Media

25 June – Imagery in Tourism Marketing

9 July – Video in Online Promotions

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