



SHIRE OF
HARVEY

**HARVEY
REGION**



Harvey Region

Tourism Road Map 2031

Implementation Plan **Executive Summary**

Message from the Shire President and CEO

In the pursuit of maximising the economic, social and cultural growth of our visitor economy, we have developed a strategic and comprehensive 10+ year road map for sustainable tourism development within the Harvey Region.

The **Harvey Region Tourism Road Map 2031** Implementation Plan (Tourism Road Map 2031) and Executive Summary documents follow the Harvey Region Tourism Strategic Report 2021 (Strategic Report) completed by leading place-maker's We Are Best and many conversations with community and sporting representatives, and stakeholders.

In addition to implementing the majority of the Strategic Report's larger, more structural narrative shifts that seek to deliver the most change, the Tourism Road Map 2031 has drilled down to the detail, including supporting infrastructure and feasibility requirements for success.

The scope of what needs to be achieved is massive. In direct response, we are gearing up and our new Destination Harvey Region business unit will be responsible for driving change in our approach to tourism within the Shire.

However, this is not a journey we can take on our own. The ability to collaborate with like-minded businesses and organisations is critical to developing the region into the future. As such, the Tourism Road Map 2031 presents many exciting opportunities for businesses, investors, tourism operators, and State and Federal Government. It also includes overarching goals aimed at growing and empowering our tourism industry through the provision of opportunities to participate, contribute and thrive.

The Tourism Road Map 2031 will be reviewed on regularly so that it remains flexible and responsive to change, new ideas and investment opportunities. Each year, we will also identify core priorities for implementation.

There is great confidence in the Harvey Region's untapped tourism potential and we are committed to a prosperous future. We look forward to working with you as we amplify the Harvey Region as a key visitor destination and move together, towards an even better lifestyle.

Shire President and CEO

"Together, we can create a globally respected talking point; a vibe, an energy, a heartbeat and amplify experiences where people meet with the unexpected and one where memories are made."

Harvey Region Tourism
Strategic Report 2021
We Are Best



Cr Paul Gillett
SHIRE PRESIDENT

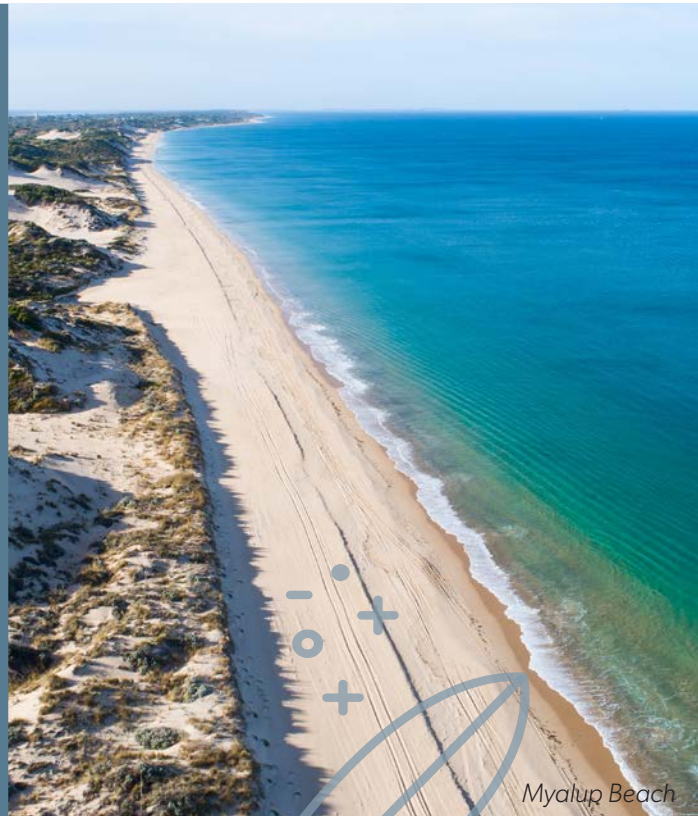


Annie Riordan
CHIEF EXECUTIVE OFFICER

The Ambition

The Tourism Road Map 2031 has the following ambition:

By 2031, the visitor economy will be a key driver of the social, cultural and economic life of the Harvey Region, and significantly contribute to an even better lifestyle for our community.



Our Guiding Principle and Signature Experiences

The future of the Harvey Region's visitor economy will be centred around the beautiful symphony of connecting more people with the food bowl of Australia's South West – combining enviable beaches, rich coastal plains and the rugged undulating forest of the Darling Scarp.

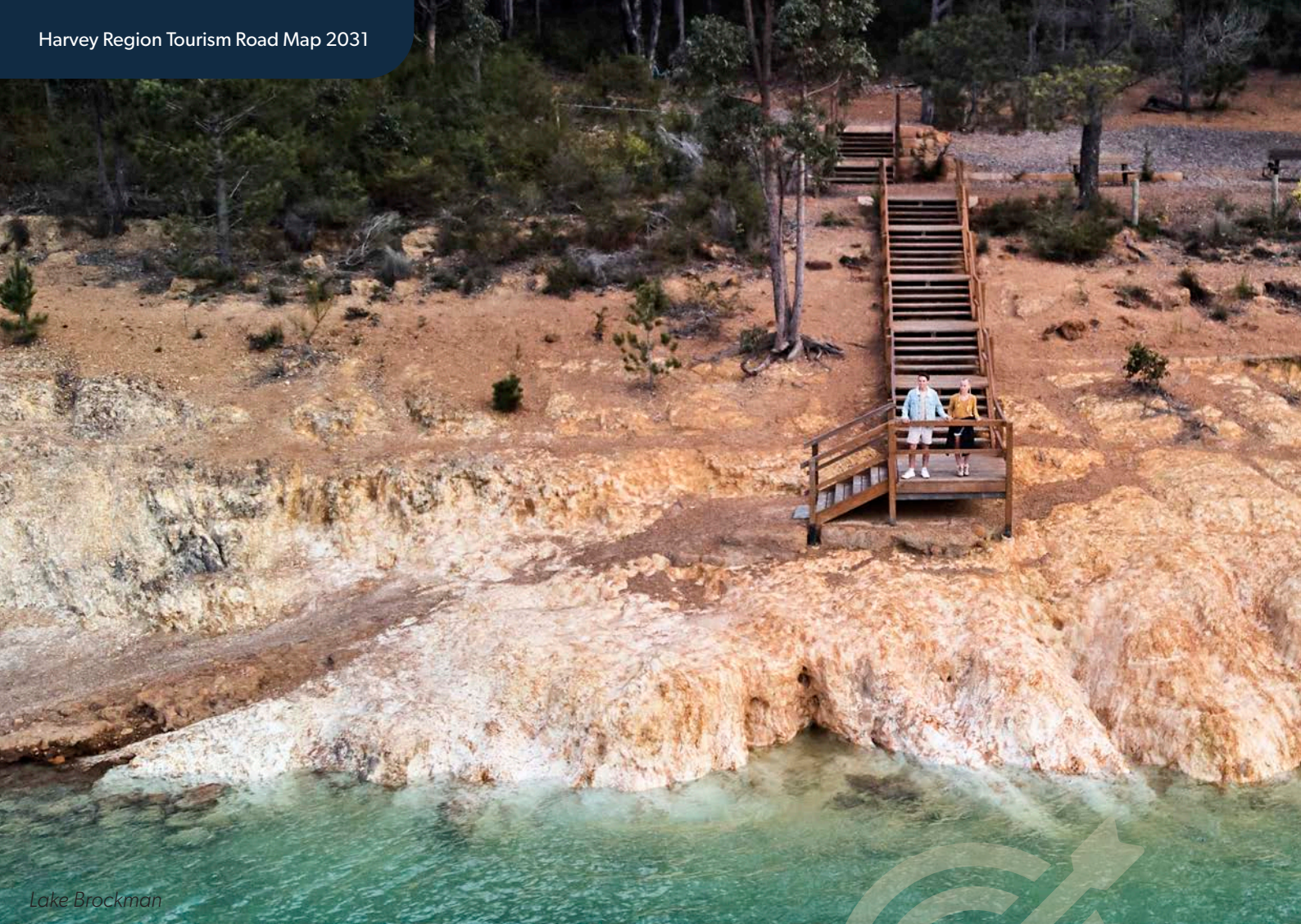
We will be simple and distinctive, creating emotional connections and memorable experiences.

We will celebrate our:

- Agri-tourism, and food and beverage (F+B),
- Eco, nature-based and soft adventure tourism,
- Destination and niche events,
- Aboriginal and European heritage tourism; and
- Art and culture.

Acknowledgement of Country

The Shire of Harvey acknowledges the traditional custodians of the land and their continuing connection to land, waters and community. We pay our respects to all members of our Aboriginal communities and their cultures; and to Elders both past, present and emerging.



Lake Brockman



Strategic Goals

Our goals will be achieved by a holistic, six-pronged approach to growing the visitor economy within the Harvey Region.

We will achieve this by being Brave, Proud, Open, Active, Simple and Connected. Over the next decade, we (Shire Council, Executive Team and Business Units) will work with stakeholders, Government, land owners, investors, community groups and businesses to encourage the implementation of the initiatives outlined in this document.

The Tourism Road Map 2031 will be embedded into the Shire's integrated planning and reporting framework to ensure that what is planned is

delivered through robust financial and resource allocations. The actions of the Shire's Economic Development Strategy 2020 – 2025, Strategic Community Plan 2021 – 2031, and Corporate Business Plan 2021 – 2025 govern this framework.

Outcomes of the Tourism Road Map 2031 will be captured through the measurement of key performance indicators and reported to Council and community in annual reports. An annual action plan, together with a major five yearly review, will also ensure it is up-to-date and relevant with the changing environment in the Shire, broader region and the tourism industry.



Binningup Beach

STRATEGIC GOAL 1 - Destination Governance

Goal

To establish Tourism as front-of-mind within the Shire of Harvey and Harvey Region.

Objective

Integrated strategic planning, sound governance, collaboration and reporting to drive continuous improvement.

Priority Initiatives

- Create a Destination Harvey Region Business Unit.
- Create a Harvey Region Tourism Advisory Working Group (TAG).
- Build robust partnerships with community groups, businesses and other levels of government to achieve and amplify outcomes.
- Advocate and lobby for support on all aspects of tourism in the region.
- Embed a tourism-focus across all Shire directorates and within relevant strategies and policies.
- Create Place Plans for all townsites and Master Plans for key tourism precincts.

STRATEGIC GOAL 2 - Destination Development

Goal

To foster investment to improve the Harvey Region's product offering and visitor appeal.

Objective

Attract and develop appropriate, sustainable and appealing visitor infrastructure and services, and create authentic hero (flagship and iconic) experiences.

Priority Initiatives

- Encourage iconic tourism attractions and F+B, agri-tourism, and heritage chatter creating magnets.
- Implement nature and eco-tourism initiatives, including the Harvey Region Trails and Adventure Master Plan and the WA Department of Biodiversity, Conservation and Attractions (DBCA) 8 Stage Trail Development Process.
- Attract national boutique, on-brand accommodation investors at strategic locations, including Australind, Binningup and Harvey.
- Work with Main Roads WA to gazette strategic roads and create cross-axis connections, scenic drives and circuits.
- Create a Shire Tourism Development Application Package and embed tourism principles in Shire and State planning framework.
- Create a Harvey Region Tourism Investment Prospectus.
- Consider tourism outcomes in the Shire's Land Optimisation Strategy.
- Lobby for, and develop, essential and appealing tourism infrastructure at key tourism precincts and points of interest (POI), including Binningup Beach, Harvey Dam and Leschenault Estuary.

STRATEGIC GOAL 3 - Industry Support

Goal

To lead, support and maximise the capacity for sustainable growth.

Objective

Remove barriers to industry development, build local capacity, create strategic partnerships and support tourism business growth.

Priority Initiatives

- Create a Tourism Development and Industry Support Officer position and establish the Harvey Region Tourism Advisory Group (TAG).
- Deliver bi-annual industry events to encourage capacity building, brainstorming and collaboration.
- Lobby for, and deliver, the infrastructure and services business and industry need to grow, including digital communications.
- Encourage training providers, tourism industry bodies and education institutions to provide opportunities for local businesses and residents, including one-on-one mentoring and creative and digital industries development.
- Support talent attraction.
- Lobby for, and support, the removal of business growth barriers, including labour and worker accommodation shortages.
- Communicate the value of tourism to the community and stakeholders.



Halls Family Dairy





Chalbury Park B&B



STRATEGIC GOAL 4 - Visitor Servicing

Goal

To provide an exceptional, effective and accessible visitor servicing experience.

Objective

Understand the visitor journey and engage visitors at the right time, in the right place, and with the right method.

Priority Initiatives

- Create a Harvey Region Signage and Wayfinding Strategy, Style Guide and Policy.
- Implement a staged and comprehensive signage, entry statement, information bay, interpretation and wayfinding program.
- Implement a robust and targeted collateral distribution system locally and throughout Western Australia (WA).
- Support local tourism ambassadors and create community pride and cross promotion.
- Regularly brief the WA tourism industry so they share the Harvey Region experience.
- Provide informing and engaging information through digital channels.



STRATEGIC GOAL 5 - Destination Marketing

Goal

To position the Harvey Region as a visitor destination of choice.

Objective

Re-energise the brand with a focus on agri-tourism, F+B, eco, nature and adventure tourism, heritage, arts and culture, and events, while building recognition through the promotion of tourism magnets and chatter-worthy activities.

Priority Initiatives

- Create a Destination Marketing Officer position.
- Develop a communications strategy and annual action plan targeting Perth, Peel and the South West.
- Redevelop Harvey Region brand messaging and implement the brand on all tourism initiatives.
- Increase awareness and appeal through the creation of positive PR chatter with tourism magnets, on-brand experiences and market achievers.
- Implement digital communications, including a Destination Harvey Region website and social media channels.
- Promote accessibility, including 90-minutes from Perth, 90-minutes from Margaret River.

STRATEGIC GOAL 6 - Destination Events

Goal

To create destination events focused on our brand values and core experiences to deliver economic benefit and add vibrancy to our communities.

Objective

Attract, support and develop leading agri-tourism, F+B, eco-tourism, sports tourism, arts and culture, and heritage events.

Priority Initiatives

- Create a Destination Event Officer position.
- Support the development of a major agri-tourism and food event in Harvey with Tourism WA appeal.
- Develop a productive partnership with a sports tourism facilitator and encourage events along our coast, through our hills and within Shire facilities.
- Support capacity building for smaller, niche tourism events, such as the Harvey Italian Sausage Sagra.
- Support the development of a heritage activation event in and around Brunswick.
- Further activate Shire and Government facilities and areas with events, functions and weddings.
- Continue to grow our cultural event offering.
- Implement effective destination event marketing.
- Revise the Shire Event Application Package.

Special Thanks

We would like to thank the following organisations, volunteers and participants without whose help the Tourism Road Map 2031 would not have been possible:

- Shire of Harvey Tourism Strategies Working Group
- Harvey Districts Tourist Bureau Inc.
- We Are Best
- Australia's South West
- Community and Sporting representatives
- Survey respondents
- Shire Staff.

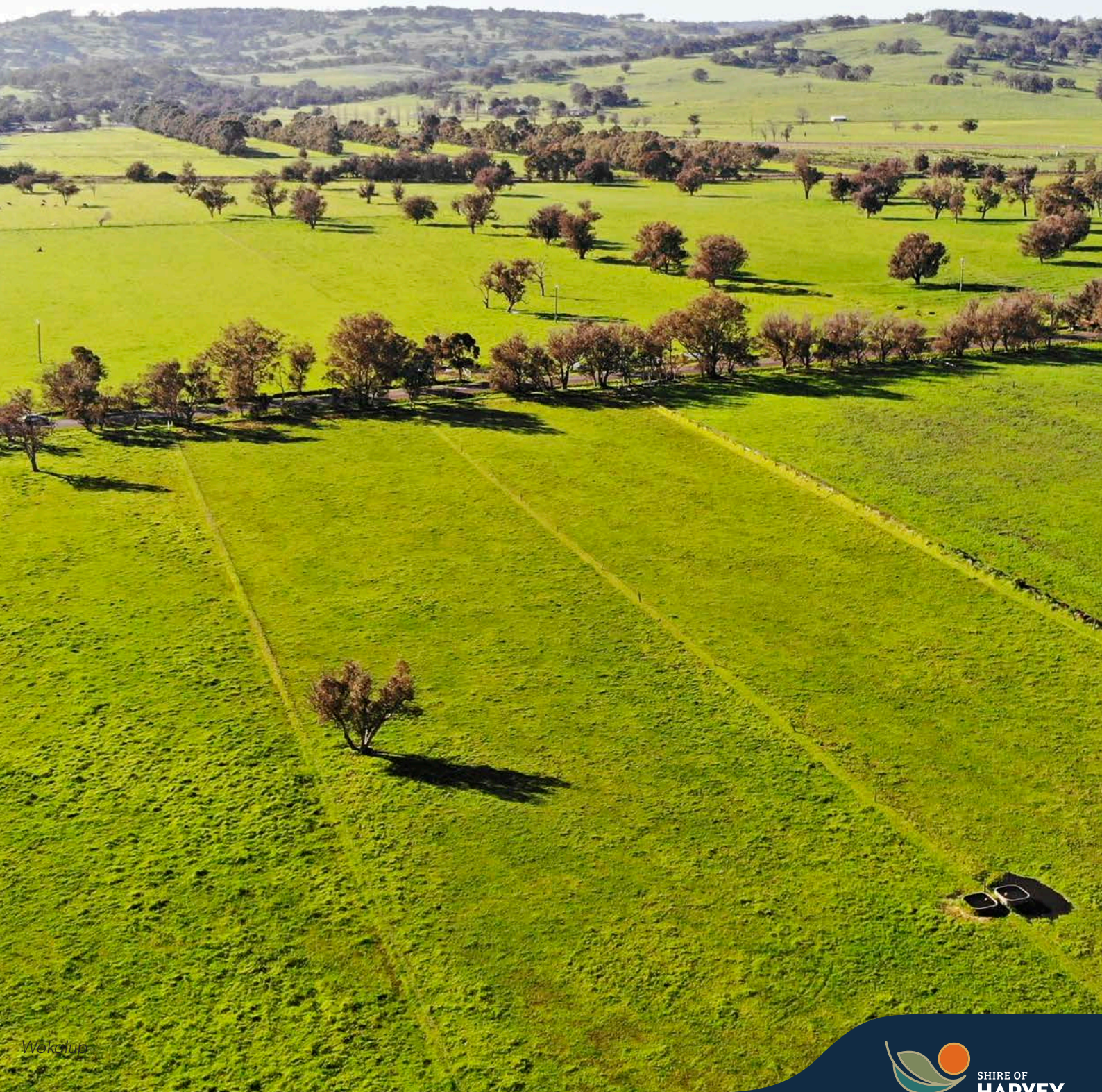


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Cover Image: The Big Orange, Harvey

Disclaimer

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