

WIMMERA MALLEE TOURISM TOOLKIT

**A WORKBOOK FOR LOCAL BUSINESSES, FEATURING
TIPS AND EXPERT ADVICE FROM INDUSTRY LEADERS**



INTRODUCTION	2
---------------------	----------

TOURISM TOOLKIT TALKS

1. HOW TO LEVERAGE OFF THE SILO ART TRAIL	3
2. VISUAL MERCHANDISING AND MAKING THE MOST OF RETAIL	6
3. DESTINATION MARKETING & THE IMPORTANCE OF STORYTELLING	13
4. HOW TO DEVELOP AND GROW REGIONAL AND RURAL TOURISM	15
5. HOW TO HOST A SUCCESSFUL EVENT IN REGIONAL VICTORIA	29
6. HOW TO GROW YOUR BUSINESS ALONGSIDE THE LOCAL COMMUNITY	31
7. THE IMPORTANCE OF ACCESSIBLE TOURISM	33
8. USING SOCIAL MEDIA FOR DESTINATION MARKETING	38

INTRODUCTION

Hello and welcome to the Wimmera Mallee Tourism Toolkit!

Our videos and booklet are designed to support you in developing and growing your business and capturing a greater number of visitors to our region. We cover topics such as: Visual merchandising & making the most of retail; How to succeed as a small business in the tourism industry; How to develop digital content and grow your online audience and How to leverage off the Silo Art Trail.

Created as a practical degree in business management, Industry Experts across the world have come together to share knowledge and provide digital resources encouraging you to reflect on your business and how it can grow into the future.

The information provided in the booklet and videos on our website www.wimmeramalleetourism.com.au/toolkit is applicable both now, for covid -19 tourism recovery, and well into the future. Reflecting on the materials annually will enable you to track your growth and progress, and re-evaluate any areas of the business as needed. As our industries evolve, and local communities adapt to new environments, it is crucial to align your business strategies to the changing visitor markets and economies. We hope you find this booklet beneficial, and feel educated and empowered to succeed as a small business in the Wimmera Mallee!

Best wishes,
Lauren McBriarty
Executive Officer
Wimmera Mallee Regional Tourism Organisation

Lauren McBriarty



7. HOW TO LEVERAGE OFF THE SILO ART TRAIL

WITH TRC TOURISM

SILO ART TRAIL

The Silo Art Trail is a great asset for tourism operators in the Wimmera Mallee. Attractions at this scale in regional areas can be the catalyst for people to discover (or rediscover) a region and introduce them to other experiences and activities the region has to offer.

About half a million of the 50 million people travelling the Melbourne Adelaide Western Highway annually divert off the highway into the Wimmera Mallee region, to do the Silo Art trail, visit friends and relatives or visit the lakes for recreational water sports.

The Silo Art Trail provides excellent exposure for the region through social media: the Facebook page has over 32,000 followers and the Instagram page has 10,000.

One of the wonderful things about these artworks is that they are really telling the stories of the place, of the people and the pastoral activity and the wildlife. And that is what visitors want: to connect with a place by understanding its people and their stories.

NOTES

7. HOW TO LEVERAGE OFF THE SILO ART TRAIL

WITH TRC TOURISM

HOW TO LEVERAGE OFF THE SILO ART TRAIL

KNOW YOUR MARKET AND CATER TO THEIR NEEDS

Some of the art trail visitors are “grey nomads” and this has historically been the largest market visiting the region. The average grey nomad visitor is a white Anglo-Australian in their 60s in a heterosexual relationship.

Some of the visitors will be “arts and culture visitors” and the average visitor of this type is a woman aged over 45, who is travelling on a holiday.

And a lot of the visitors that will be attracted to the art trail will be visitors from the city, and tourism Wimmera Mallee is reporting an increase in younger visitors to the region coming for the weekend. These younger visitors are from the city and have different needs to the grey nomad market.

The other thing we know about visitors who incorporate cultural activities in their trip is that they spend more and stay longer than the average visitor.

To meet the needs of the markets visiting the trail you could:

- think local and use local produce and products in your business
- work with other operators to coordinate opening hours
- work with other operators to package product together
- be creative about new product to attract the target markets
- ensure easy access to your business for larger vehicles

NOTES

7. HOW TO LEVERAGE OFF THE SILO ART TRAIL

WITH TRC TOURISM

USE THE EXISTING PROFILE OF THE TRAIL TO CONNECT WITH CUSTOMERS

- Work with Wimmera Mallee Tourism so that you're included in the list of businesses hashtagged on Instagram and included in the additional trails associated with the Art Trail
- Make sure that your search engine optimisation uses the keywords Silo Art Trail
- Optimise your website for mobile phones
- Promote suggested itineraries on your own website, and include "insider tips"
- Include images of the art in your marketing
- Link to the Silo Art Trail website and social media from your website
- Reshare good content such videos, links, posts or articles so that your digital audience is seeing them.
- Use relevant tags and hashtags engage on social media
- Offer special deals or discounts if you can
- Replicate any campaign messages that are being used to promote the silos, so that you're aligning with the broader marketing for the silos
- Use Google Maps and make sure your details are up to date on the Google My Business page

NOTES

2. VISUAL MERCHANDISING AND MAKING THE MOST OF RETAIL

WITH SHOP SMITH CREATIVE

SHOPFRONT & ENTRANCE

Answer the following questions with a yes or no. Where you write no, or if you add solution in for this area to the notes.

1. Can I fit a window display?
2. If I can fit a window display, is my window engaging and inspiring?
3. If I can't fit a window display, is my shopfront as strong as it can be to catch the eye of the customer?
4. Is the window display relevant to my brand message?
5. Is the window display simple and executed well?
6. Is the window clean and in good condition?
7. Is my retail name prominent and in good condition?
8. Can double prams, wheelchairs & disabled people easily access your store?

NOTES

2. VISUAL MERCHANDISING AND MAKING THE MOST OF RETAIL

WITH SHOP SMITH CREATIVE

KEY CALLOUTS

Answer the following questions with a yes or no. Where you write no, add a solution in for this area to the notes.

1. Starting at the Shopfront & Entrance, do you have any informational callouts visible?
2. If you have visible signage, is it clear & simple to understand?
3. Is all the informational signage in your shopfront necessary?
4. As you enter your store space, do you have any further informational signage displayed in your store?
5. Is this signage in good condition & is it necessary? If so, is it placed in the most appropriate location?
6. Does your store space require navigational signage? If so, what zones do you require signage for?
7. If you already have navigational signage in store, is it in good condition and does it speak true to your retail message?
8. Do you have any campaign callouts in the store? If so, does the campaign callout create a cohesive story in your retail space?
9. Do you feel you have the appropriate amount of signage for your retail environment?

NOTES

2. VISUAL MERCHANDISING AND MAKING THE MOST OF RETAIL

WITH SHOP SMITH CREATIVE

KEY CALLOUTS

Answer the following questions with a yes or no. Where you write no, add a solution in for this area to the notes.

1. Starting at the Shopfront & Entrance, do you have any informational callouts visible?
2. If you have visible signage, is it clear & simple to understand?
3. Is all the informational signage in your shopfront necessary?
4. As you enter your store space, do you have any further informational signage displayed in your store?
5. Is this signage in good condition & is it necessary? If so, is it placed in the most appropriate location?
6. Does your store space require navigational signage? If so, what zones do you require signage for?
7. If you already have navigational signage in store, is it in good condition and does it speak true to your retail message?
8. Do you have any campaign callouts in the store? If so, does the campaign callout create a cohesive story in your retail space?
9. Do you feel you have the appropriate amount of signage for your retail environment?

NOTES

2. VISUAL MERCHANDISING AND MAKING THE MOST OF RETAIL

WITH SHOP SMITH CREATIVE

THE BUYLINE & THE EYELINE

Look at the division of areas within your store space. Answer the following questions and write down ideas or solutions in the notes section below.

1. Is your retail space clearly divided between the Buyline & the Eyeline?
2. Does the buyline feel cluttered?
3. Does the buyline expand out of the reach of the average customer?
4. Are there any barriers to purchasing in the buyline?
5. Is the customer experience relaxed and easy in the buyline space?
6. Does the eyeline have any key product displays? if there are product displays are they balanced?
7. If you have Key Callouts in the eyeline, is it relevant to the product below it?
8. Is there clear negative space in the eyeline? If so, does the eyeline feel balanced and clutter free?

NOTES

2. VISUAL MERCHANDISING AND MAKING THE MOST OF RETAIL

WITH SHOP SMITH CREATIVE

PRODUCT DISPLAYS

Answer the following questions with a yes or no. Where you write no, add a solution in for this area to the notes.

1. Do you have product displays in your store space?
2. If you have product display, do they achieve colour balance? (1 dark colour, 1 light colour, 1 pop colour & 1 print, balanced throughout the display)
3. Are your product displays symmetrical and balanced?
4. Does each of the product displays have a clear focus and a cohesive story?
5. As you walk through your space, do all the product displays link together and make the store feel in unison? If not, what feels different to each other?

NOTES

2. VISUAL MERCHANDISING AND MAKING THE MOST OF RETAIL

WITH SHOP SMITH CREATIVE

INTERIOR FEATURES

Let's look at creating an Instagrammable moment in your store space. Answer the following questions and write ideas in the notes section.

1. Do you have an interior feature in your space as part of your retail design?
2. If you don't have a feature in your outlet, do you have space for one?
3. Is there any area in your retail outlet that you can create an 'Instagrammable moment'?
4. Does your retail space stay true to your business identity or does it need a refresh? If so, what needs to be refreshed?
5. Are there areas in your business that create the 'why' people will come back to you, time and time again?

NOTES

2. VISUAL MERCHANDISING AND MAKING THE MOST OF RETAIL

WITH SHOP SMITH CREATIVE

ZONING

It's time to walk your floor space and look at the layout. Each area in your store requires different elements to make the customer experience as great as possible.

Write down what these things are before answering the following questions.

1. Are there clearly defined zones within your store space?
2. Does each zone serve a purpose to the customer?
3. If you don't have clearly defined zones, do your fixtures & fittings need to be adjusted to help create them?
4. To make each zone enticing and to increase customer engagement, what does the zone need?

NOTES

3. DESTINATION MARKETING & THE IMPORTANCE OF STORYTELLING

WITH STORYTOWNS

WHAT IS DESTINATION MARKETING?

Ultimately, the purpose of destination marketing is to make your location or destination seem more attractive by highlighting the things that make it unique, or the things that make it a desirable place to travel to; therefore boosting the number of people who travel there. Successful destination marketing can then be of huge benefit to the local tourism industry.

IMPORTANCE OF STORYTELLING?

Storytelling is a strategy that helps their target audience not only learn about their products and services, but form an emotional connection that will lead them to remain loyal to the company for years to come. Storytelling helps the business owners or marketing team to focus on one overarching theme, and craft all of the messaging (text and imagery) around that topic.

NOTES

3. DESTINATION MARKETING & THE IMPORTANCE OF STORYTELLING

WITH STORYTOWNS

NOTES

- Define the Unique Selling Points
- Define Target Audience & Market
- Utilise Data for Analytics
- Brand Your Destination
- Involve All Stakeholders
- Create An Amazing Destination
- Website Search Engine Optimisation
- Experience Marketing Video and Virtual Reality
- Marketing Social Media Strategies
- Work With Influencers
- Promote Your Destination On Travel Website
- Online Advertising Strategies

4. HOW TO DEVELOP AND GROW REGIONAL AND RURAL TOURISM

WITH TILMA GROUP

TOURISM OPPORTUNITIES FOR REGIONAL AND RURAL TOWNS

We know you probably don't need convincing, but here are some key points that highlight the opportunity that tourism presents for regional and rural towns.

- We can no longer ignore tourism as a vital sector of our economies! Tourism is one of five super-growth industry sectors for Australia according to Deloitte Australia
- Regional destinations often have great history, stories, people, wildlife, landscapes and hidden gems, and local leadership and organisations. The things that many mainstream destinations don't have is the simple things (and the people) that make regional and rural towns so appealing
- Even if you feel you don't have an iconic attraction in your town, remember many travelling in regional areas are on a journey through a region that your town is a part of - you can promote your broader region and the journeys that lead travellers to and through your town (Remember to use the back of the doors in your public toilets to share reasons to stay longer in your town with passersby!)
- The mainstay of rural tourism is grey nomads, who not only make an economic but also a social contribution to regional communities (Of all age groups, it's Baby Boomers who have time and money for travel)

NOTES

4. HOW TO DEVELOP AND GROW REGIONAL AND RURAL TOURISM

WITH TILMA GROUP

TOURISM CHALLENGES FOR REGIONAL AND RURAL DESTINATIONS

If there isn't a challenge involved, we wouldn't do it, right?! We are Aussies after all.

Being able to understand what challenges exist in our towns can help identify the opportunities and future growth potential. Here are some of the typical challenges that Tilma Group come across when working with regional and rural communities.

- Many kinds of businesses don't see themselves as involved in tourism and many regional business owners value their work-life balance, so they are not proactive in growing their businesses
- There are often few activities for visitors to experience in rural towns, such as a static museum, Main Street shops, and a cafe
- Infrastructure and facilities might be lacking
- It's difficult to attract investment
- It's difficult to compete on cost, especially flights
- Tourism development projects need to happen in parallel - e.g. infrastructure, food, activities and accommodation
- Diversification from grey nomads - how will the next generations travel?

NOTES

4. HOW TO DEVELOP AND GROW REGIONAL AND RURAL TOURISM

WITH TILMA GROUP

7 TIPS ON HOW TO GROW THE VISITOR ECONOMY IN REGIONAL AND RURAL COMMUNITIES

1. You need to know what you want to gain from being a VE destination

Firstly, what is a destination? Or perhaps, what are you if you aren't a destination?

I think all towns are destinations - a leisure destination, an events destination, a business destination, a rural destination, a lifestyle destination....let's not get hung up on this...there are many factors that determine the type of destination you are and the type you have the potential to become!

I think the more important question to start with is...
What do you want to gain from becoming a destination?

Why?

Every council needs to have the discussion around WHY!

Why do we want to become a destination?

Why do we want to attract visitors to our towns?

NOTES

4. HOW TO DEVELOP AND GROW REGIONAL AND RURAL TOURISM

WITH TILMA GROUP

Without knowing the answer to this you will waste time, energy and endless resources trying to be and do something that will never work for you. I see this all the time...

Becoming a destination can actually be a distraction from what the real opportunity is...what does council, industry and community want to achieve?

...and this conversation needs to look at your 'destination' holistically and consider it as a place to live, do business, invest, visit, enjoy....back to that whole Live, Invest, Visit theme that many may recall

And one other thing I will say...PLEASE...Don't be influenced by others...grass is not always greener on the other side...

I want you to think about your place, think about your community, think about what is special and what is needed...that is going to answer your question around WHY.

NOTES

4. HOW TO DEVELOP AND GROW REGIONAL AND RURAL TOURISM

WITH TILMA GROUP

Now, as you are considering your why, there's a few other factors to consider in developing a destination:

- Work inside the box, what are your perimeters?
- Take into consideration where you are located and the impact of that
- Sustainability and community licence - impacts
- Define what success looks like for you.
- Know your story and your audience - know them intimately
- be mindful of your resources & capability - without people we have no industry!

So, what I want you all to do is have the discussion around WHY and then undertake an **Audit and gaps analysis** of your destination to gain a clear understanding of your position and opportunity as a destination!

2. Understand the pillars of a successful VE and get clear on who is playing what role

The four pillars of the visitor economy each need to be activated successfully to ensure a robust and sustainable visitor economy.



4. HOW TO DEVELOP AND GROW REGIONAL AND RURAL TOURISM

WITH TILMA GROUP

Governance, Industry & Community Development

In regional and rural destinations, staff development within local government is as critical as industry capacity-building as everyone plays a role in providing quality visitor experiences. This development ensures that council teams are driving change and that the tourism industry and the community are equipped to meet the needs of modern visitors when they are in the region. This includes training and coaching in identified needs (for example, customer service, entrepreneurship and innovation, experience development, digital marketing, event marketing, packaging and bundling, and tourism trends and insights).

Taking a holistic view of the industry and understanding how to ensure efficiencies and best outcomes amongst Council staff, local businesses, community groups and community members allows a destination to successfully represent its brand and deliver a compelling experience. If a destination is marketed and promoted successfully, but fails to deliver when visitors arrive, the full tourism potential of the destination will never be realised.

NOTES

4. HOW TO DEVELOP AND GROW REGIONAL AND RURAL TOURISM

WITH TILMA GROUP

Destination Brand and Marketing

A destination brand is the sum of the experiences a place offers plus the stories that people tell about those experiences, from the initial internet search to the end of their stay. It is the value visitors get from the destination, functionally, emotionally and socially. Collaboration and industry buy-in are critical to the success of a destination brand.

Destination marketing is the activity that activates the brand, but it does not refer only to paid promotional campaigns. Marketing includes planning, partnerships, packaging, service delivery, the physical evidence of services, distribution, the characteristics of products offered, and price strategies.

Product and Experience Development and Events

To increase visitor spend, a region must have attractive, quality, authentically-local products and experiences that visitors can spend money on. It is important to ensure that the product and experience offering in a region is satisfying the needs and wants of the visitors (or potential visitors). Without this, destination marketing will be ineffective.

NOTES

4. HOW TO DEVELOP AND GROW REGIONAL AND RURAL TOURISM

WITH TILMA GROUP

Visitor Servicing and Infrastructure

Visitor servicing refers to ensuring visitors have a quality experience during every point of contact with the destination, from researching their holiday through to post visit. The aim of delivering successful visitor services is to increase visitors' length of stay or spend in a region. It requires understanding what visitors want and need and providing appropriate information and resources that encourage and support their experience.

On their travel journey, travellers consume information in a number of ways. Visitor information centres are only one of many information touchpoints. Travellers access social media, peer review sites, online travel agents, destination websites, and mobile apps for information when they want it. Visitors research different topics and types of information at the different stages of their journey. Information should be filtered and provided when needed rather than all at once.

NOTES

4. HOW TO DEVELOP AND GROW REGIONAL AND RURAL TOURISM

WITH TILMA GROUP

Beyond the bricks and mortar of a visitor information centre (VIC), everyone in the region has a role to play in providing quality visitor services, including businesses such as petrol stations and supermarkets. Further information on visitor servicing is contained in the [A National Perspective on Visitor Information Servicing report](#).

If you want to develop your tourism industry and grow the benefits your region receives from tourists, you need to assess and address all of these.

For example, you can't jump into a marketing campaign to a desired market if you don't have the right product to appeal to them or plan a festival to attract a lot of visitors if the community doesn't have skills to run a quality event.

3. Focus on your people!

Training for the sake of training - I think everyone is done to death with digital and trade ready workshops at the moment. Take a customised and personable approach to learning and development and focus on building a solid structure and culture....

After all, we work in an experience-based industry. Our people are key to success!

NOTES

4. HOW TO DEVELOP AND GROW REGIONAL AND RURAL TOURISM

WITH TILMA GROUP

4. Identify the Product & Experience gaps and continually evolve

- Identify your destination's ideal visitor/s and audit all the experiences those tourists could have in your town along with food, accommodation and services like internet access and rest stops. Are there any gaps? Such an audit will show you what needs to be developed
- Develop loops and itineraries that bundle together experiences for your ideal visitor, such as a two days' worth of things to do for a family with kids aged 6-11
- Become RV friendly if you can (and if it suits your market/s)
- Leverage key attractions such as by creating other experiences for their visitors - for example, developing a bush walking track to give visitors to a destination cafe a reason to stay longer
- Ensure sites and facilities are accessible, and promote this fact
- Find ways for indigenous and non-indigenous interests to collaborate

NOTES

4. HOW TO DEVELOP AND GROW REGIONAL AND RURAL TOURISM

WITH TILMA GROUP

Attracting Investment

- Do feasibility studies for major investments - seek grant funding for the feasibility study if necessary - be shovel ready with projects
- A major attraction like a Hall of Fame is not necessarily the best development for your community - they are expensive to build and expensive to maintain, and static museums are out of fashion. Consider alternative attractions such as Coolamon's seasonal calendar of events

As a way to further increase visitor numbers and improve the benefits local businesses received from visitors, Coolamon began an ongoing marketing campaign of a seasonal calendar of events.

NOTES

4. HOW TO DEVELOP AND GROW REGIONAL AND RURAL TOURISM

WITH TILMA GROUP

A system of collecting details on upcoming events was set up that is activated every three months. Each season the events are promoted via a radio ad, brochure distribution, Council and school newsletters, and social media, all with the same branding by a graphic designer. Locals are encouraged to invite family and friends to visit for events. These small events have had an impressive impact on visitation to Coolamon, as well as for awareness of Coolamon as a destination.

Another great Regional Victoria example is the silo art...
What's next for this project? Activations? Events?

5. Collaboration - forget about borders

Think like a traveller and remove your blinkers. Enough said!

NOTES

4. HOW TO DEVELOP AND GROW REGIONAL AND RURAL TOURISM

WITH TILMA GROUP

6. Be Consumer-Led

Understand your visitors, and we aren't just talking about those who are coming now. It's more important to know who isn't coming but should be!

Be relevant to your current and future visitor needs and priorities – be adaptable or be prepared to decline!

A lack of data on consumer behaviour inhibits initiatives – your state or regional tourism organisation can help you access relevant data – and consider gathering your own, such as anonymous free local accommodation data with [STR Global](#)

7. Develop a visitor economy activation plan

A co designed plan with industry, community and Government it is essential for regional and rural communities to develop a pragmatic activation plan that provides a roadmap for the communities VE development.

NOTES

4. HOW TO DEVELOP AND GROW REGIONAL AND RURAL TOURISM

WITH TILMA GROUP

GIVE US A YELL IF YOU WOULD LIKE SOME EXPERT HELP

If you want expert support to grow tourism in your rural community, don't hesitate to reach out to us.

We develop tourism activation plans that are straightforward to implement - no more strategies sitting dusty on a shelf!

We also support professionals across the tourism industry with strategic mentoring.

Find out what it was like to work with us from our client's perspective, and what outcomes have already been achieved in this case study from last year when we developed a Tourism Activation Plan for Bulloo Shire Council in the Queensland Outback, and supported its implementation with twelve months of mentoring for Council's tourism staff.

Then give us a call if you are looking for support at 0439 192 193

NOTES

5. HOW TO HOST A SUCCESSFUL EVENT IN REGIONAL VICTORIA

WITH RETRO EVENTS & MARKETING

PLANNING YOUR FIRST SUCCESSFUL EVENT

- Think big, but start with something easy
- Brainstorm your event concept
- Find other businesses or organizations to collaborate with
- Make sure your public liability insurance covers your event.
- Create a budget and make sure you can easily cover the costs
- Contact the city council - re event permit and planning
- Get a risk assessment checklist template - fill in and add to it as you go
- Make sure you have enough helpers for your event - staff, family, friends of event contractors.
- Define your goals for the event - they should be realistic, achievable and measurable
- Plan ways to measure your event goals- through surveys, video/audio interviews, ticket sales, etc.
- Organize contact lists, information and documents in Airtable
- Organize, keep track of and assign tasks using Asana, Clickup or Trello.
- Carefully craft your event description before you start promoting

NOTES

5. HOW TO HOST A SUCCESSFUL EVENT IN REGIONAL VICTORIA

WITH RETRO EVENTS & MARKETING

PROMOTING & EVENT DAY

- List your event on Facebook
- Advertise on Facebook/Instagram
- Watch "How to develop digital content and grow your online audience" By Oh the Places You'll Go
- List your event on "what's on" websites and magazines.
- Reach out to influencers to see if they can promote your event on their social media channels
- Ask organizations to include your event in their regular newsletter or email.
- Setup for your event a day or two before
- Brief your event staff on their roles, and evacuation procedure
- Print out contact, running lists
- Do a walkthrough/rehearsal to make sure the visitor journey is perfect - make minor tweaks if necessary.
- Take photos and video of the setup and the event
- Take a Live Facebook video of the event
- Debrief and write down ideas for your next event

NOTES

6. HOW TO GROW YOUR BUSINESS ALONGSIDE THE LOCAL COMMUNITY

WITH MARKETING ENTOURAGE

HOW CAN YOUR LOCAL COMMUNITY COLLABORATE TO HELP EACH OTHER GROW?

Consider who are the key stakeholders within the community. Map out who are essential, important and passive.

What is the brand and culture that you can develop for your community (For example town or local region)?

What is the personality you want to create?

How can you position the community to differentiate and stand out from the crowd?

How can you work together to support the overall business community, for example cross promotion and communications?

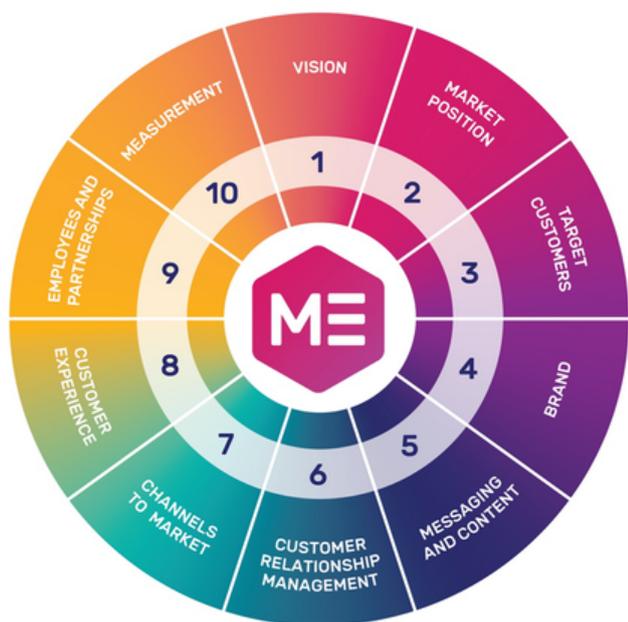
NOTES

6. HOW TO GROW YOUR BUSINESS ALONGSIDE THE LOCAL COMMUNITY

WITH MARKETING ENTOURAGE

HOW DO YOU DEVELOP YOUR STRATEGIC MARKETING APPROACH TO BUILD A STRONG FOUNDATION FOR YOUR BUSINESS MOVING FORWARD?

Use the 10 steps framework to build clarity on your strategy and ensure you maximise your time, money and resources.



NOTES

7. THE IMPORTANCE OF ACCESSIBLE TOURISM

WITH SPARROWLY GROUP

This checklist has been designed to help you review the accessibility of your business and identify changes you can make to improve access for existing and new customers with disability and mobility issues.

This checklist should act as a guide. We recommend using this checklist in conjunction with gaining feedback from your customers to enable continual small, but impactful improvements.

HOW ACCESSIBLE IS YOUR BUSINESS?

BUILDING SURROUNDINGS

- Are there accessible routes and crossing points which are well lit to access your business?
- Are there any permanent infrastructure elements that constrict access to your business?
- Are there any non-permanent infrastructure elements or signage which are currently blocking the footway that could be moved?
- Are there designated accessible parking spaces which are clearly marked for customers close by to your business?
- If there are no designated accessible parking spots close by to your business, is there a safe drop-off point with dropped kerbs close to your entrance?
- Are there clear, easy to read signage to identify your business from the street? (Minimum size font height when viewing from a distance of 50metres is 150mm - for more information see here).
- Are the footways reasonably level, of adequate width and in good condition outside of your business?

NOTES

7. THE IMPORTANCE OF ACCESSIBLE TOURISM

WITH SPARROWLY GROUP

BUILDING ACCESS

- If you have steps do they have:
 - A good surface - i.e. non slip and in good condition.
 - Contrasting step edges.
 - Adequate lighting.
 - Good height difference between each step.
 - Handrails on both sides which are easily gripped.
- If you have steps, do you also have step-free access? For example, a portable ramp which sits over the ramp which you can put out and bring in. To note, this must not be left in place at all times.
- If you have a ramp is it:
 - Not too steep.
 - Safe to use with a non-slip surface.
- Do you have wide self-opening or easy to open doors?

BUILDING INTERIOR

- Is there clear space between furniture and stands for a person to manoeuvre around (aisles 1.2metre wide as per Australian Standard - AS1428)?
- Is the flooring slip-resistant or low pile carpet?
- If you have more than one level, is there ramp or lift access to each level?
- Are the wall colours neutral (where possible) with colour contrasting door frames, window trims and skirting boards?
- Is the lighting consistent throughout with effective glare-free lighting?

NOTES

7. THE IMPORTANCE OF ACCESSIBLE TOURISM

WITH SPARROWLY GROUP

BUILDING INTERIOR (CONTINUED)

- Are the door handles at an accessible height (between 900 mm and 1100 mm above the floor level)?
- Are there adequate seating and rest areas?
- Are there low height and clutter free service counters and display areas (750 - 800mm high)?
- Are display areas with brochures, products, printed information at a low height?

BUILDING AMENITIES AND PROCEDURES

- Are there accessible bathroom facilities in your building?
- Are there accessible baby change areas in your building?
- If you don't have bathroom facilities in your premise for customers, do you know where the nearest accessible bathroom is?
- Are there responsive evacuation procedures in place to identify accessible emergency exits and an operating visible and audible fire alarm?

NOTES

7. THE IMPORTANCE OF ACCESSIBLE TOURISM

WITH SPARROWLY GROUP

HOW ACCESSIBLE IS YOUR EXPERIENCE?

STAFFING

- Does your staff receive customer service training, including disability awareness training?
- Is there a member of staff who can act as an Access and Inclusion Champion?
- Are staff available to assist in servicing and attending to customers needs to read or write information, interpret gestures, expressions and messages, and speak clearly and directly?

CUSTOMER EXPERIENCE

- Are there ways in which customers can provide feedback on a feedback form?
- Do you have alternative ways to obtain feedback via email, online, phone or in person?

HOW ACCESSIBLE IS YOUR COMMUNICATION?

MARKETING AND COMMUNICATIONS

- Does your website conform with the World Wide Web Consortium (W3C) Web Content Accessibility Guidelines?
- Is the information on your website clear and easy to understand? E.g. clear language and easy to read text (text size to be at least 14 point and use plain fonts), images with description text, and good colour contrast between text and its background.

NOTES

7. THE IMPORTANCE OF ACCESSIBLE TOURISM

WITH SPARROWLY GROUP

MARKETING AND COMMUNICATIONS

- Do you provide all useful and accurate information about your business and facilities on your website (including designated accessible parking, notice of steps, stairs, ramp and lift access, accessible bathroom facilities, and additional assistance available for customers)?
- Are there simple directions to your business on your website?
- Are there alternative ways you can communicate to your customers visibly or audibly?
- Does your social media accounts have clear business information provided (address, phone number, opening hours)?
- Does your main phone number have a taped phone message with clear information about services and facilities?

Now that you have completed the Self-assessment Checklist, you will have identified a number of areas where you are providing good access and areas that require access improvement.

Take these areas that require improvement and group them into the following areas:

- Action you can take now for little or no cost.
- Action you can take in the medium term that doesn't require renovation to your building.
- Action you will need to take during a refurbishment or redevelopment for significant improvements. To note that, under the Building Code of Australia, you are required to provide access for people with disabilities in any renovation or redevelopment project.

NOTES

8.

USING SOCIAL MEDIA FOR DESTINATION MARKETING

WITH OH, THE PLACES YOU'LL GO!

CREATING CONTENT AND GROWING ONLINE AUDIENCES - REFLECT YOUR BUSINESS AND YOUR REGION

- Destination First thinking should be central to your visitor economy business social strategy.
- Success of regional destination marketing depends on the differentiation of the region and the collective regional approach to communications.
- Visitor economy social media should activate and involve the whole community.

Locals / the local audience are your springboard to higher engagement and follower numbers.

- Think of the region as its own influencer - with the combined power of the regional social media accounts (when working together) it is its own social media heavyweight with genuine pulling power.
- Add attributes of the region (its personality), content about the region and other local businesses to your own social media strategy to cultivate relevant followers who are more likely to convert to travellers.
- Regionally co-ordinate your social media content each day as much as is practicable.
- Run promotions, individually and collectively as a region.

NOTES

8.

USING SOCIAL MEDIA FOR DESTINATION MARKETING

WITH OH, THE PLACES YOU'LL GO!

CREATING CONTENT AND GROWING ONLINE AUDIENCES - TONAL AND CONTENT APPROACH TO SOCIAL

- Remember the business came to social sites after the initial intended audience: people. Your business is still a 'guest' on these sites so bear this in mind with your tone and content.
- Provide insights into your region via your social strategy, don't just sell your business.
- Be consistent with your content volume and follower interactions. Always respond back to messages and comments.
- Make sure your content is valuable and engaging to your followers. Ask: would it attract you?
- Moving pictures and videos are the types of content that get most interaction and engagement so use animations, gifs and film / video based content as much as you can.
- Refer to your social media data insights to refine your content strategy and target better.
- Think how you can inspire a conversation with each post.
- Integrate the personality of the region into your social personality and showcase its strengths in your content.
- Design content and tone for the platform; Instagram has a tone, Linked In has a tone etc.
- Transition from Ads to Value Adds. Provide real value to your current audience and then grow your audience numbers in this way.
- Crowdsource content from your customers. How can your customers help create your content?
- Share your content with other visitor economy businesses in your region.
- Collaborate to create 'packages' with others in your region and promote these collectively via your social accounts.

NOTES

8. USING SOCIAL MEDIA FOR DESTINATION MARKETING

WITH OH, THE PLACES YOU'LL GO!

CREATING CONTENT AND GROWING ONLINE AUDIENCES - MAKE SPECIFIC CONTENT FOR SPECIFIC AUDIENCES

- Target profiles and types identified in the regional tourism strategy and the local council plan as well as communicating to your own external databases (phone / email etc) with incentives to turn them into your social followers.
- Notwithstanding any temporary internal border closures, domestic travel by road will be a trend that continues into the foreseeable future and as such is a key insight to your social strategy and audience profile targeting...more road-trippers.
- You must use paid social media (promoted posts etc) to effectively target your audiences and specific profiles and to grow your follower numbers.
- For historically and comparably low cost (against other media), you can target highly specific types of people in highly specific locations and at precise times via paid social promotion.

NOTES

8.

USING SOCIAL MEDIA FOR DESTINATION MARKETING

WITH OH, THE PLACES YOU'LL GO!

CREATING CONTENT AND GROWING ONLINE AUDIENCES - CONTENT CREATION TIPS, TOOLS AND PLATFORMS

- You do not need to be a designer or creative to make excellent content for social you just need to be aware of and learn to use the creative tools that are available within social sites and as standalone platforms.
- It is not in your interest to simply give away the job of social media manager to a 'young person'. It's too important to your business growth and health.
- Learn to use social media like you learned to drive a vehicle.
- [Canva.com](https://www.canva.com) is an excellent tool for those with no design skills and those who are professional designers. It helps you create not only social media content but all kinds of business marketing material.
- An introduction to Instagram and Facebook stories and why they are valuable to you.
- Making the best use of the video camera in your pocket with iMovie and simple film and video tips.
- Professionalise your writing with Grammarly.

NOTES



Australian Government

BUILDING OUR FUTURE



