

Perceptions of Greater Geraldton



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Job No: 263104037
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Background to the research

The need for research...

LandCorp is currently working with the Regional Development Council, the Department of Regional Development and various Regional Development Commissions and Local Authorities to deliver the "Regional Centres Development Plan, Phase Two". As a part of the 2013 Western Australian State Planning Strategy, the RCDP2 aims to support the long term economic and population growth of a number of WA Regional Centres. The Greater Geraldton Region is one of the first four Regional Centres for which a Growth Plan is to be prepared and tourism has been identified as a core element to be addressed in that plan.

Tourism is a growing industry in the Greater Geraldton Region and continued growth in this sector can provide ongoing social and economic benefits to the region. Geraldton's tourism offering has already undergone development in the area of its foreshore and it has several key attractions, particularly in the areas of history (e.g. Batavia, HMAS Sydney II memorial) and nature (e.g. wildflowers, Abrolhos Islands). In order to further develop its tourism offer, local stakeholders within the Greater Geraldton Region, the Lead Consultant at Localise and stakeholders at LandCorp have a need to understand the full extent of tourism product/assets in the region, the kinds of marketing and branding activities that exist with the region and what consumers views of the tourism offer are. As a result, LandCorp is now seeking to appoint a Consultant to undertake a Tourism Assets Review, Tourism Brand Audit and Visitor Perceptions Research for the Greater Geraldton Region.

This research will aim to address the underlying business issue of:

What is the current state of tourism product, marketing and consumer perceptions in the Greater Geraldton Region and how can we optimise these to maximise future visitation to the area?

This research will be inform the RCDP2 Growth Plan, be used as a key input into a Greater Geraldton Tourism Destination Plan and will also be used to develop a marketing and brand awareness campaign for the region.



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BUSINESS OBJECTIVE:

What is the current state of tourism product, marketing and consumer perceptions in the Greater Geraldton Region and how can we optimise these to maximise future visitation to the area?

**1.
Tourism
destination
framework**



**2.
10 key insights
from the research**



**3.
Recommendations
& strategic
priorities**



Methodology for this research

Stakeholder consultation



28 Industry in-depth interviews

- Including representatives of local government, tourism bodies and industry
- Interviews took place between 17th and 27th of May, 2016

Desktop research



An extensive Desktop Research and document review process was carried out, utilising information from sources including (but not limited to):

- Department of Regional Development
- Tourism WA
- Australia's Coral Coast
- Mid West Development Commission
- Tourism Research Australia

Quantitative research



Online survey

- N=401 respondents from Western Australia
- N=201 visitors to Geraldton, n=200 non-visitors
- Sample aged 18+
- Quantitative fieldwork took place between 31st of May to the 5th of June, 2016

Carried out in accordance with ISO 20252



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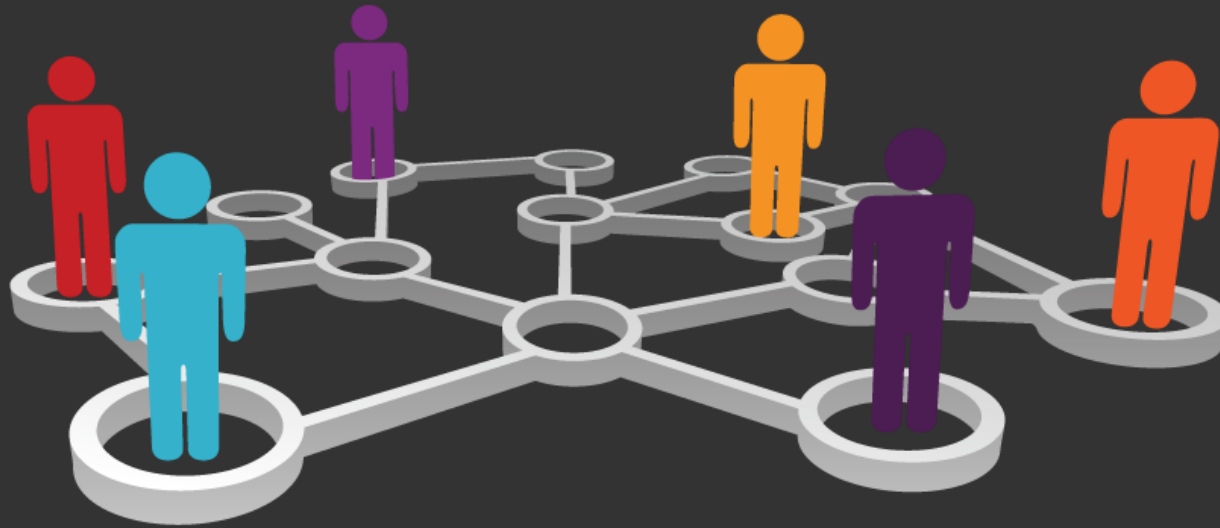
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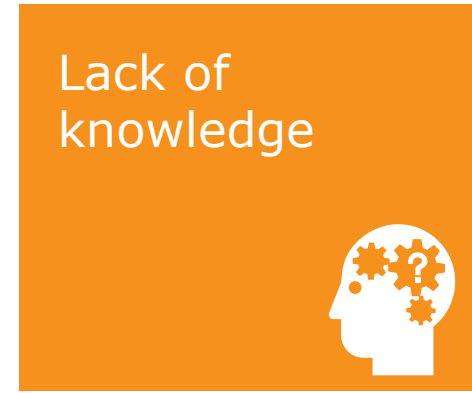
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A framework for understanding WA destinations



There are three primary **barriers** for WA destinations



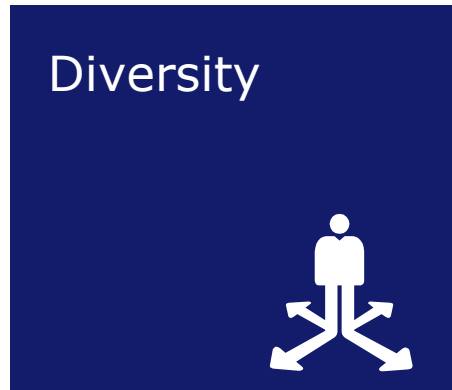
Which exacerbate the impact of ...



Three main factors are required to overcome these barriers ...



A **sufficient number** of experiences



Different **types** of experiences



3 levels:
Contextual
Singular
Iconic

These factors map onto a framework in which degrees of strength/ weakness in each area predict the **dominant motivations** for visitation

External



Density

= time in-region/ repeat visitation



Diversity

= broadens the audience



Uniqueness

= the "hook" for visiting

Intrinsic



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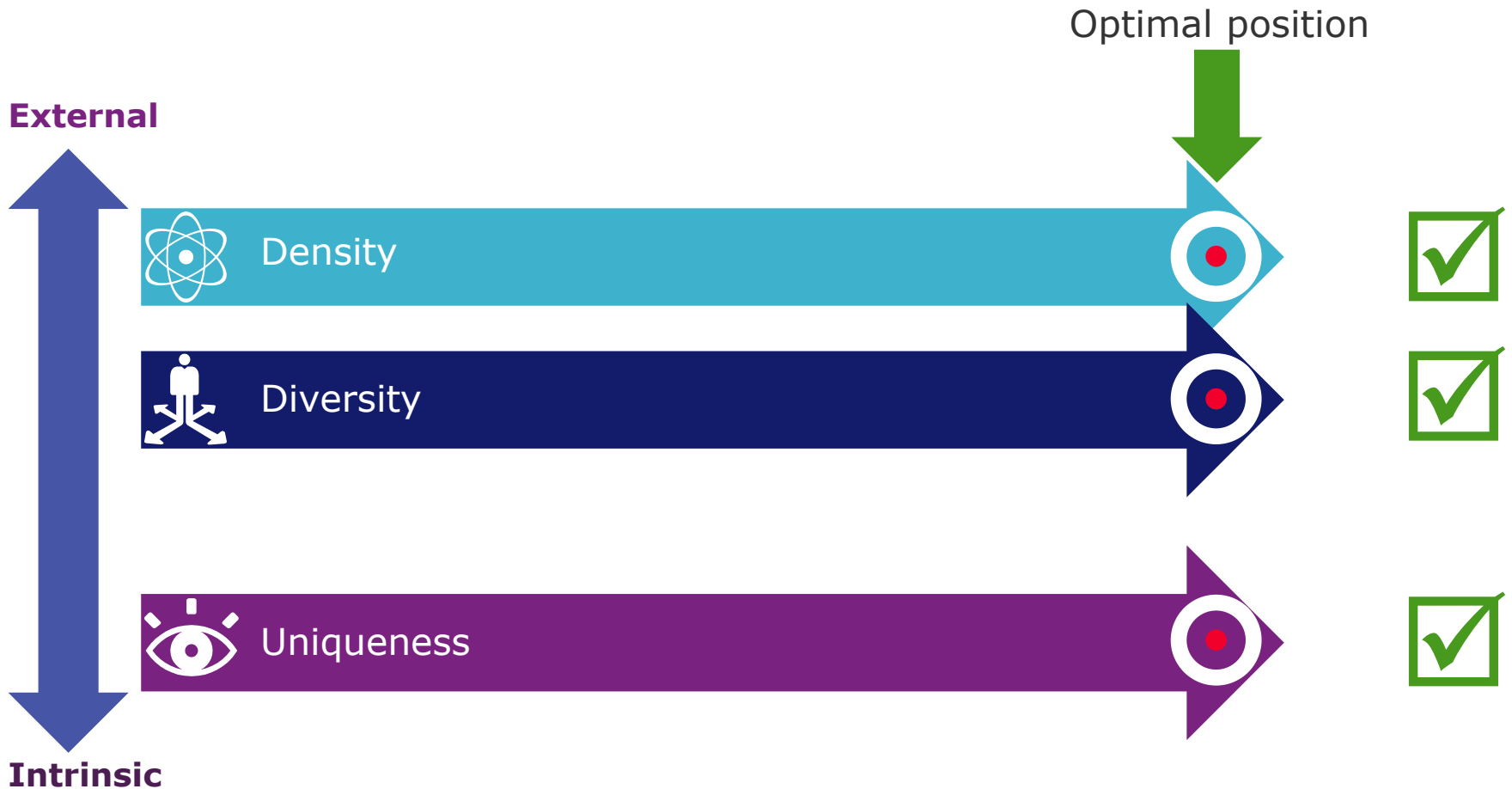
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Ideally, a destination will have all three characteristics and be **optimally positioned** to drive and support tourism



A weakness in any of the areas results in a destination that is not optimally positioned for tourism but being able to diagnose the area(s) of weakness provides guidance for destination **development strategies**



The 'weekender'

A range of options, but few in number – best suited to a long weekend and therefore has a confined radius from which to draw visitors



One-note / one among many

e.g. SE Asia resort/beach



Undifferentiated

A good range and number of things to do, but lacking in a unique 'hook' to trigger visitation



Specialist

A strong 'hook', but only to a certain group of people with matching specialised interests to the destination's 'theme'



Density



Diversity



Uniqueness



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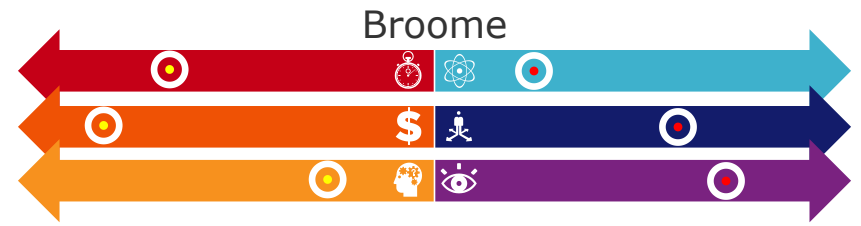
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So far, we have mapped 6 destinations in WA ...



Time



Cost



Knowledge



Density



Diversity



Uniqueness



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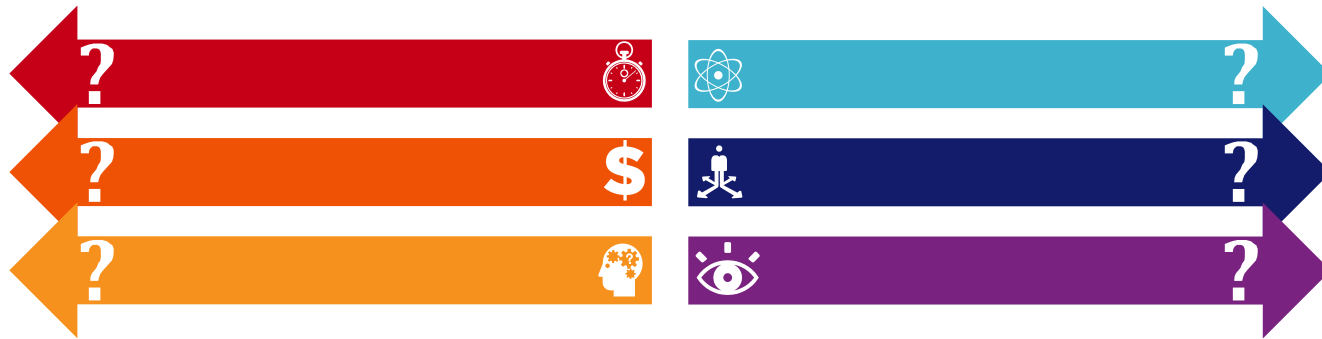


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... and the current research aims to uncover where Geraldton sits ...

Geraldton



Time



Cost



Knowledge



Density



Diversity



Uniqueness



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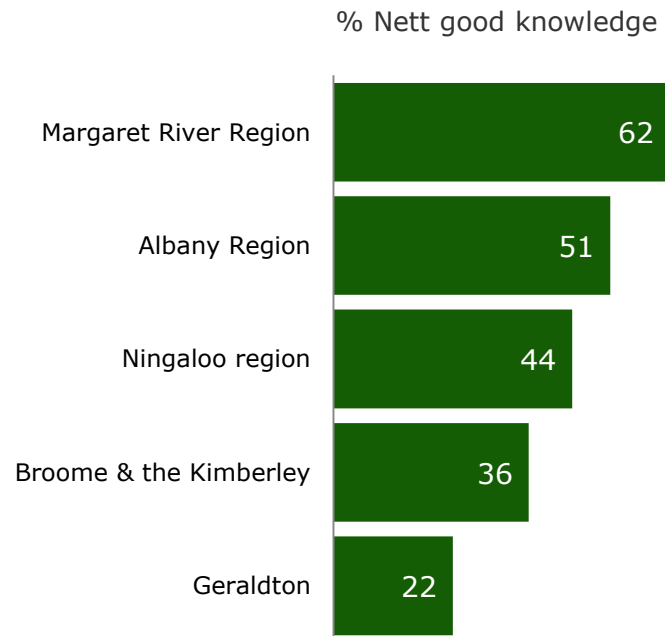
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1.
Geraldton is not currently
perceived as a standalone
tourism destination



Perceived knowledge of Geraldton is very low ... this is not atypical for regional destinations, but knowledge of Geraldton is weak, even compared to other places in WA



Source: A7. How much do you know about Geraldton in terms of what they offer for a holiday or short break?

Base: Geraldton all respondents n=401; Margaret River Perth respondents, n=191; Albany Perth respondents, n=200; Ningaloo Region Perth respondents, n=200; Broome & Kimberley Perth respondents, n=253



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When prompted to think of Geraldton specifically in a tourism context, visitors actually mention **few specific experiences** - only fishing and sightseeing make the top 10

**First thing that comes to mind ...
Top 10 responses**



Source: A4. And what is the first thing that comes to mind when you think of Geraldton as a holiday destination?
Base: Visitors n=201 Non-visitors n=200



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Non visitors are even more of a concern, with the single biggest association with Geraldton as a holiday destination is that **"it isn't one"** ... the only other associations with any traction are *beaches* and *warm weather*, hardly **differentiating** from the rest of the Coral Coast or even most holiday destinations north of Perth

**First thing that comes to mind ...
Top 10 responses**



Source: A4. And what is the first thing that comes to mind when you think of Geraldton as a holiday destination?
Base: Visitors n=201 Non-visitors n=200



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2.
Most people are visiting
Geraldton on their way to
somewhere else



Among visitors, most of the biggest motivations for visiting Geraldton are **not specifically related to Geraldton itself**; almost all are at least somewhat external to it: *Stop over to somewhere else, Part of a larger trip, VFR, Exploring the region*

**Motivations to visit Geraldton ...
Top 10 responses**



Source: B5a. Still thinking about your most recent visit for a holiday, why did you decide to visit Geraldton at that time? B5b. Please tick just the one or two reasons that led to you deciding to go to Geraldton at that particular time? Base: Visited Geraldton n= 201,



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Of the tourism asset categories, *History* is the most likely to be a trigger for visitation, but even this is far behind the dominant “stopover” trigger ... It should be noted that while beaches is in the top 5 ‘general’ motivations, it is a **very weak trigger** ... this is consistent with past research, that indicates beaches are often a hygiene attribute for WA destinations – they are appealing, but in themselves are **not a compelling driver for visitation**

**Motivations to visit Geraldton ...
Top 10 responses**



Source: B5a. Still thinking about your most recent visit for a holiday, why did you decide to visit Geraldton at that time? B5b. Please tick just the one or two reasons that led to you deciding to go to Geraldton at that particular time? Base: Visited Geraldton n= 201,



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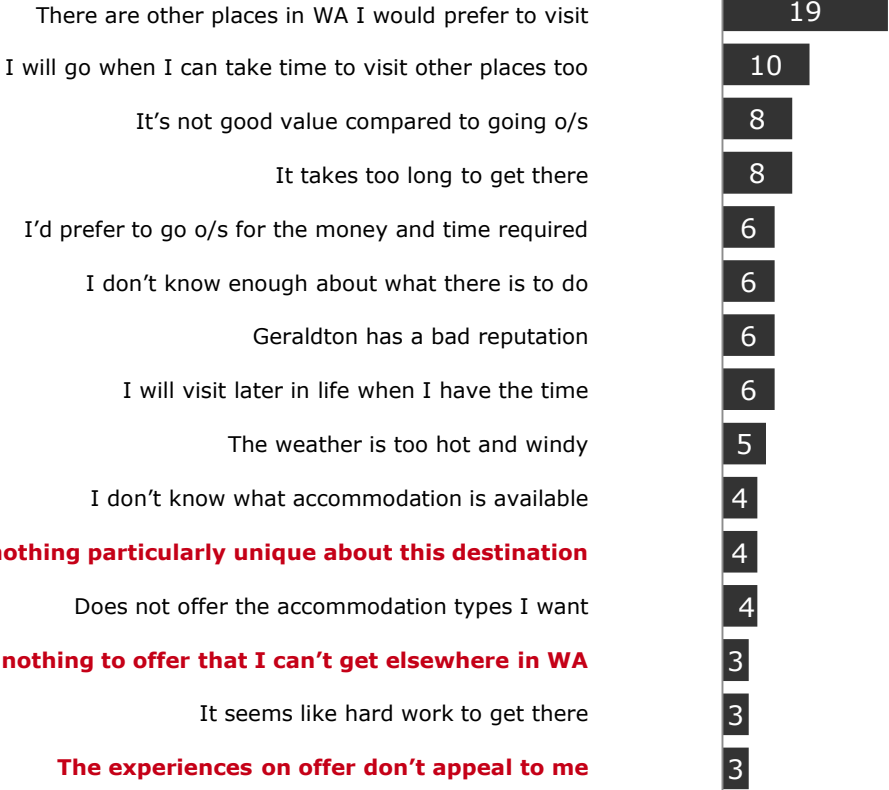
3.
Geraldton is not considered
unique, nor is its offer
particularly appealing ... so
most people would simply
prefer to holiday elsewhere



In terms of straightforward agreement, the biggest barrier to visitation to Geraldton is that people would simply *prefer to go elsewhere* – Geraldton **does not stack up** against competing destinations in WA, let alone interstate and international destinations

Barriers to visit Geraldton ...

% Strongest agreement



Source: D1. Here are a number of reasons why other people haven't visited Geraldton or have only been to Geraldton occasionally. How much do you agree with them?
 Base: All Respondents n=401

D1b And which one of these statements do you most strongly agree with? Base: Shown Q and agree with at least one n=345



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Driver analysis, however, reveals the underlying reason why other destinations are preferred – because Geraldton is not considered *unique*, nor is its offer particularly *appealing*

Barriers to visit Geraldton ...

% Strongest agreement

% Visitation drivers

- There are other places in WA I would prefer to visit
- I will go when I can take time to visit other places too
- It's not good value compared to going o/s
- It takes too long to get there
- I'd prefer to go o/s for the money and time required
- I don't know enough about what there is to do
- Geraldton has a bad reputation
- I will visit later in life when I have the time
- The weather is too hot and windy
- I don't know what accommodation is available

19

10

8

8

6

6

6

6

5

4

4

3

3

3

8

1

3

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4

1

1

0

4

1

17

11

3

14

There is nothing particularly unique about this destination

Does not offer the accommodation types I want

Geraldton has nothing to offer that I can't get elsewhere in WA

It seems like hard work to get there

The experiences on offer don't appeal to me

Source: D1. Here are a number of reasons why other people haven't visited Geraldton or have only been to Geraldton occasionally. How much do you agree with them?
 Base: All Respondents n=401

D1b And which one of these statements do you most strongly agree with? Base: Shown Q and agree with at least one n=345



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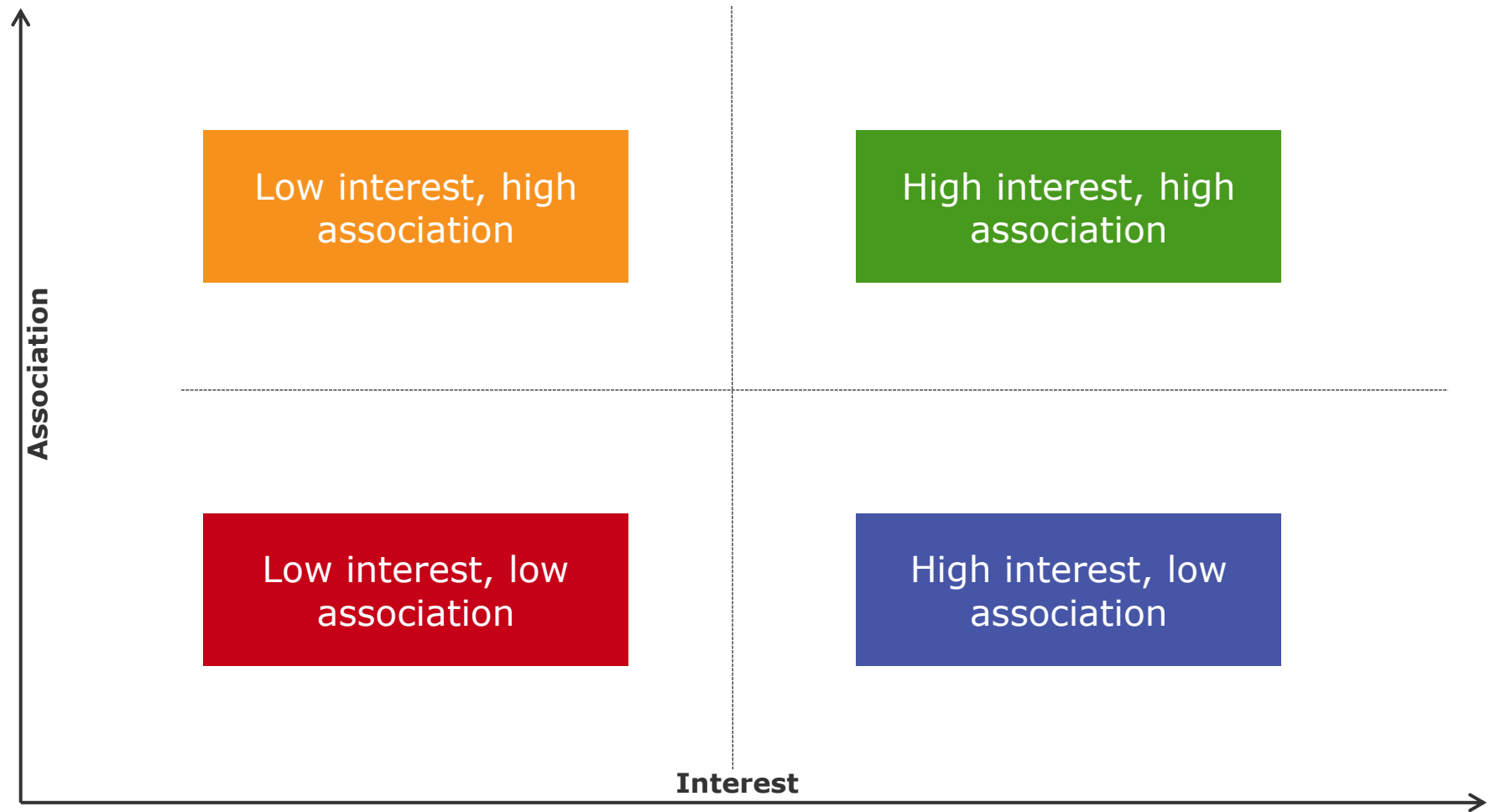
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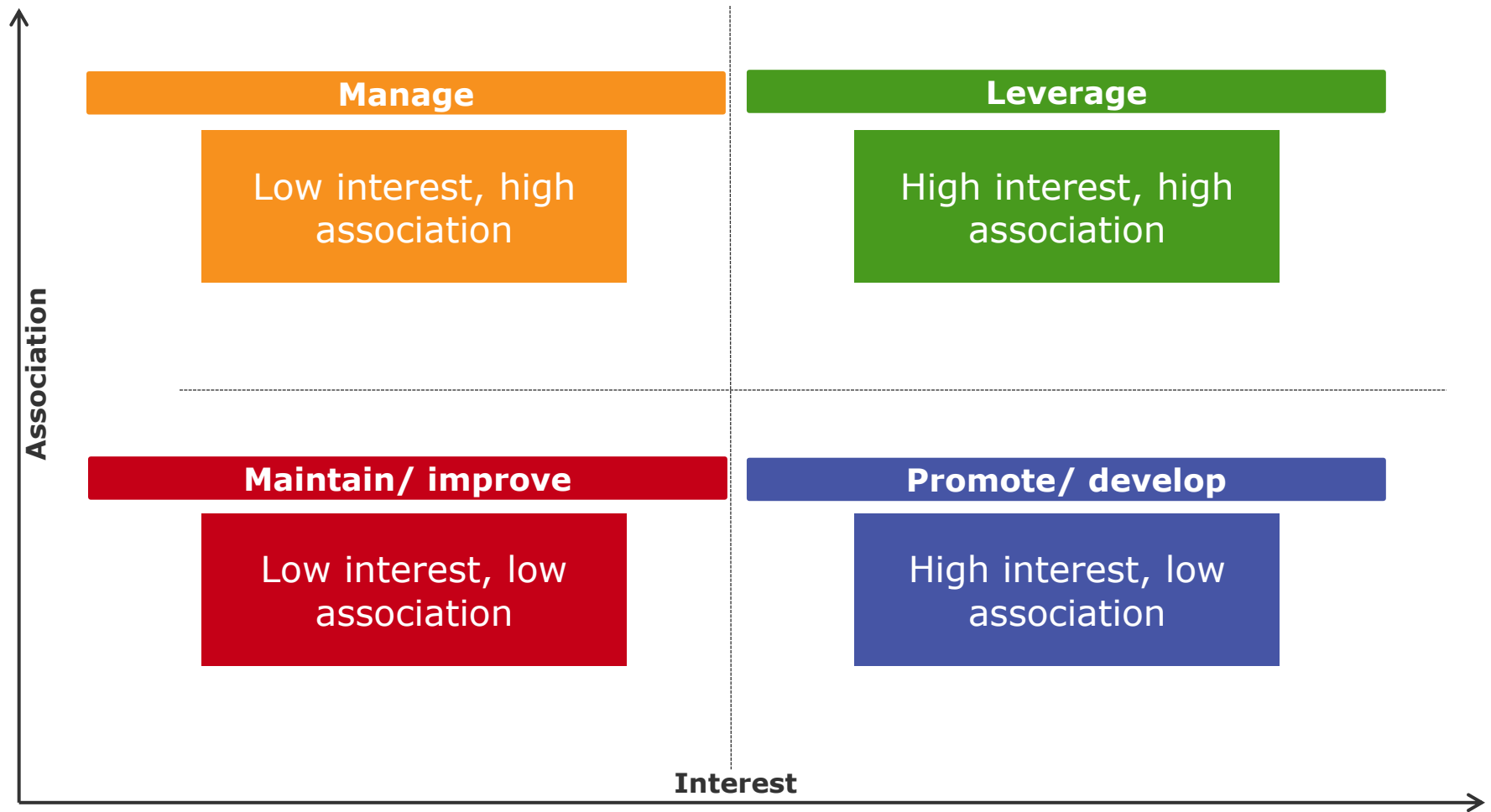
4.
Geraldton has **no experiences**
that are currently in a
position to be **leveraged** for
both visitors and non visitors



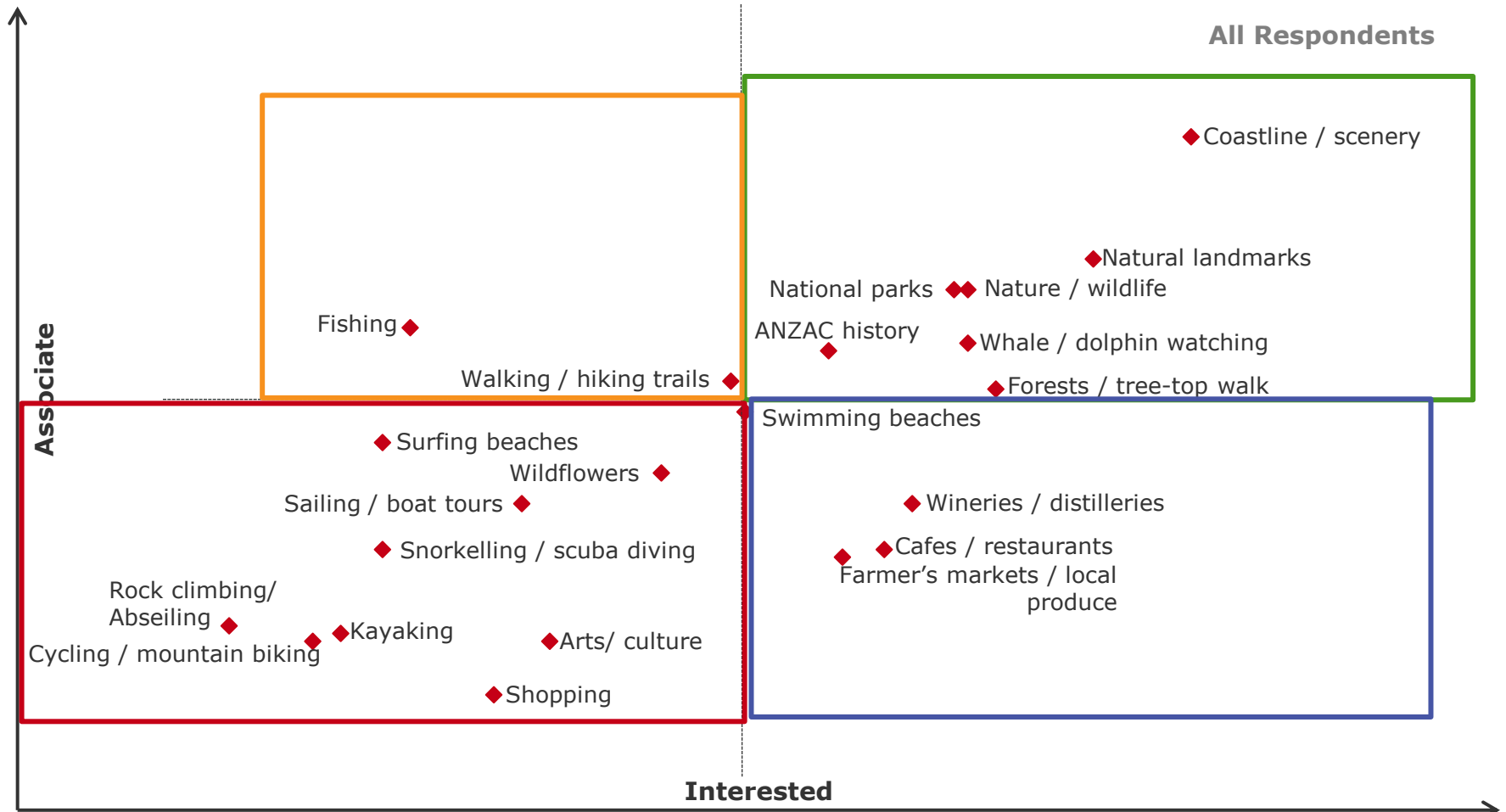
The intersections of association and interest suggest different promotional strategies for different experiences



The intersections of association and interest suggest different promotional strategies for different experiences



Albany experiences



Source: C3. How interested would you be experiencing the following if you were on a holiday or short break in the Albany Region?
 Base: All respondents n=601



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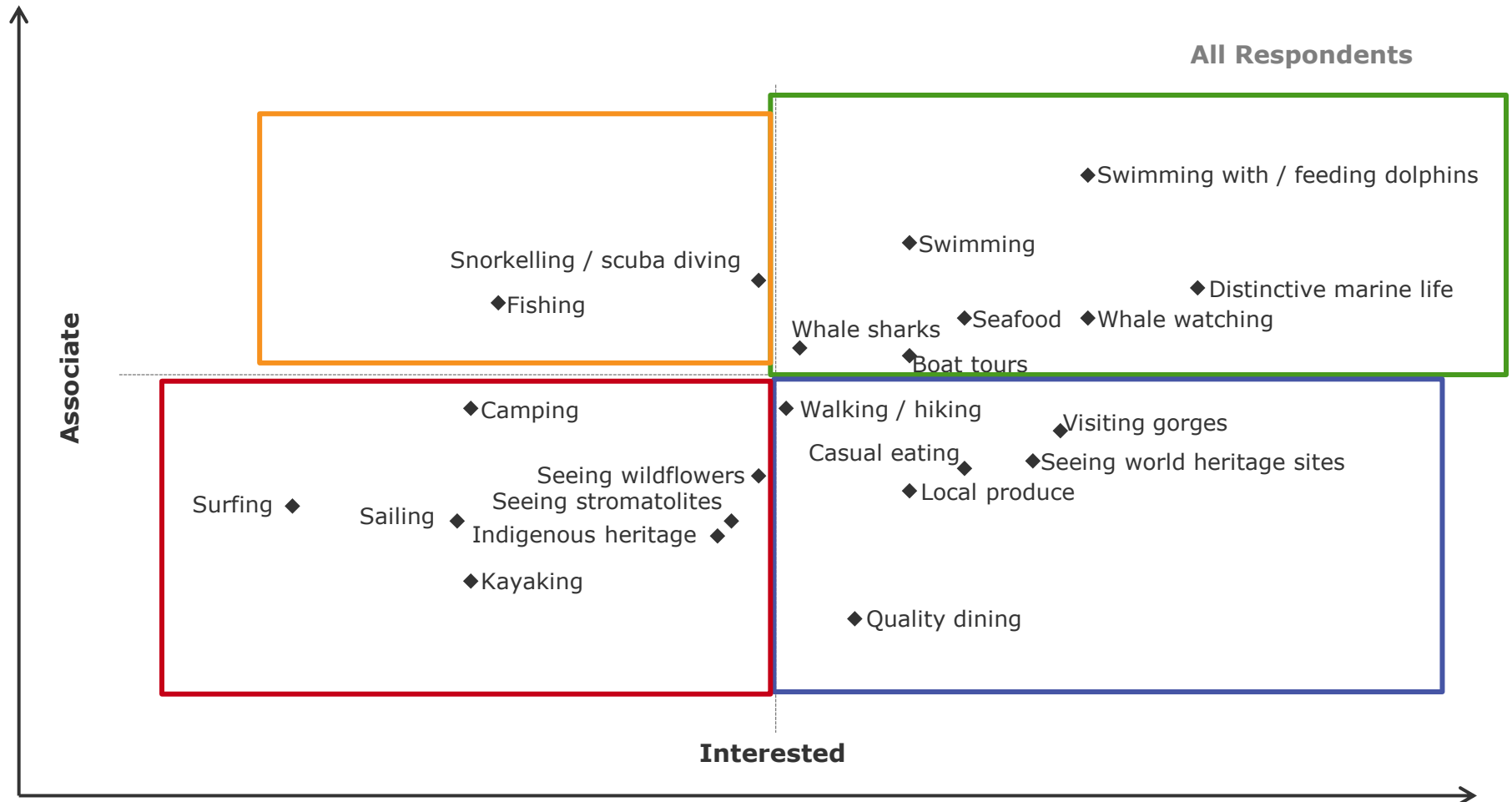
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Ningaloo experiences



Source: B6. To what extent do you associate the following experiences and attractions with the Ningaloo Region? C3. How interested would you be experiencing the following if you were on a holiday or short break in the Ningaloo Region?
 Base: All respondents n=600



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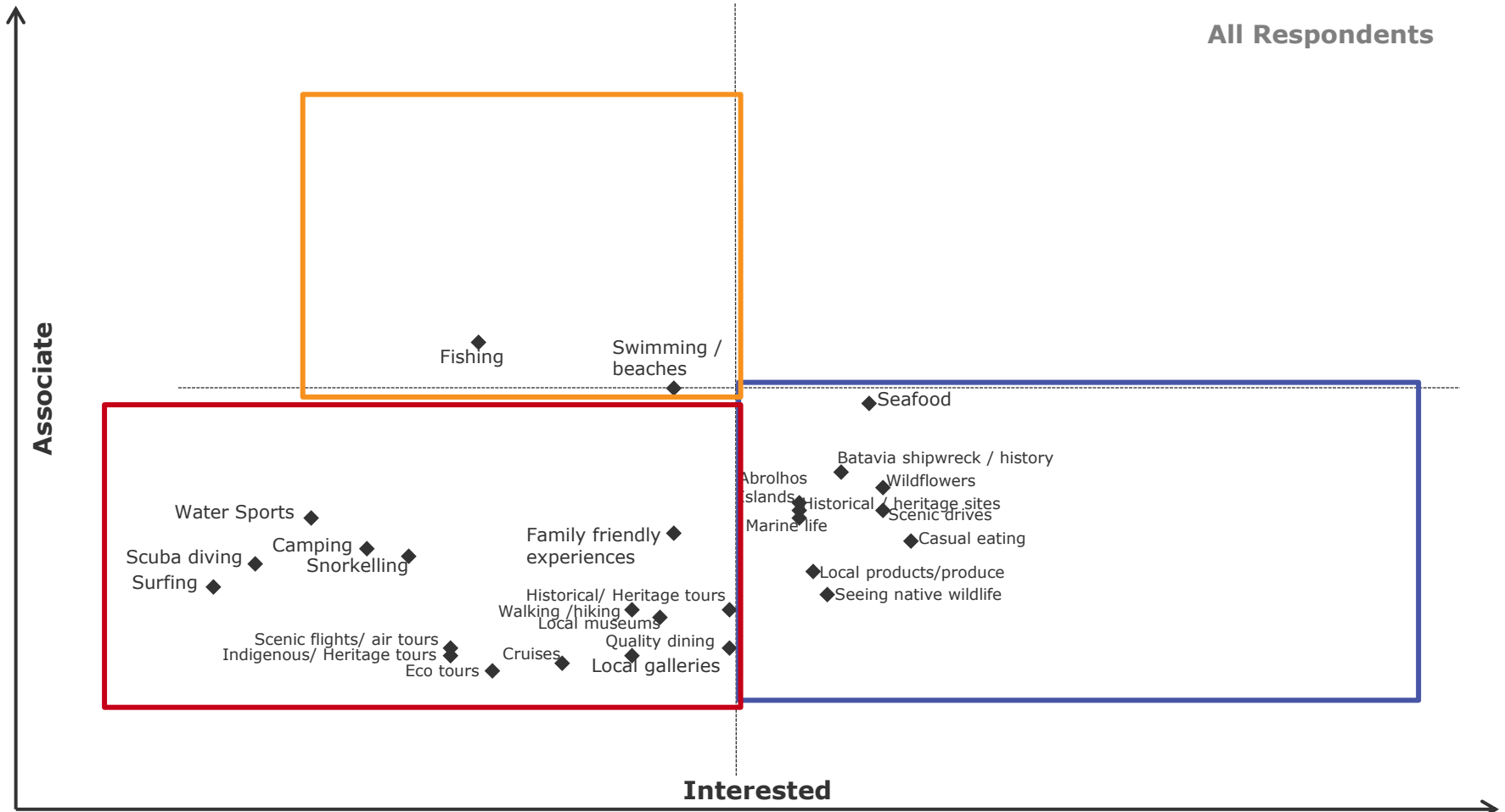


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Geraldton experiences ...

As it currently stands, Geraldton has no experiences that can be leveraged for both visitors and non visitors



Source: A8. To what extent do you associate the following experiences and attractions with Geraldton? C3a. How interested would you be experiencing the following if you were on a holiday or short break in Geraldton? Base: All respondents n=401



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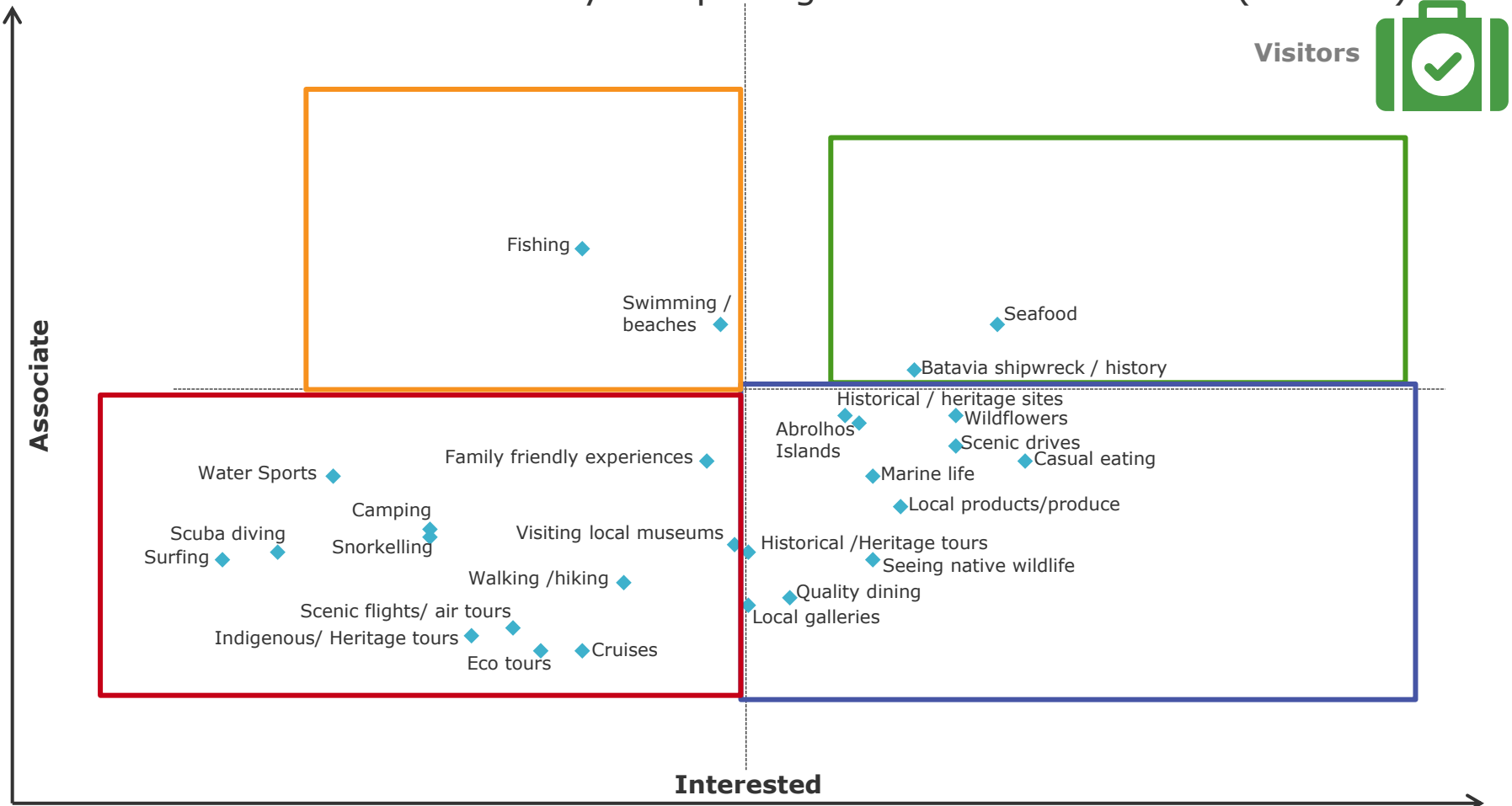
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For **past visitors**, the Batavia and history experiences and seafood are both in a position to be leveraged (though they could both also be stronger) ... however, from the Stakeholder consultations we know that there are issues around the availability and pricing of some local seafood (lobsters)



Source: A8. To what extent do you associate the following experiences and attractions with Geraldton? C3a. How interested would you be experiencing the following if you were on a holiday or short break in Geraldton? Base: Visitors n=201



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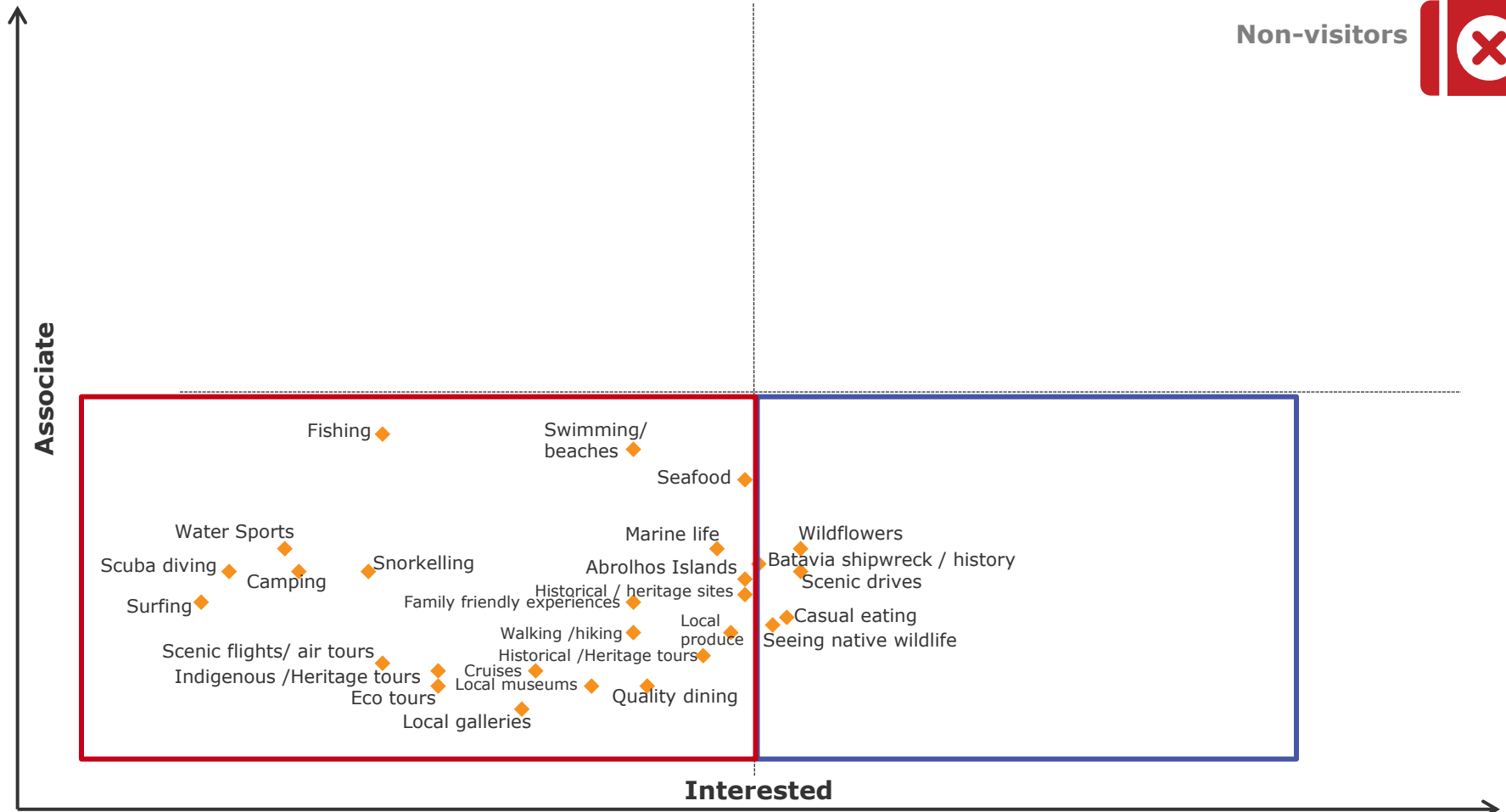
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For **non visitors**, Geraldton position is even weaker, with all experiences needing much greater awareness and most needing substantial improvement before they would be in a position to be leveraged



Source: A8. To what extent do you associate the following experiences and attractions with Geraldton? C3a. How interested would you be experiencing the following if you were on a holiday or short break in Geraldton? Base: Non-visitors n=200



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5.
Geraldton needs to address a number of **functional issues** that are significantly impeding further development of tourism



Stakeholder views of functional barriers ...

Signage



- Signage needs improvement (to town and within town) in terms of placement, visibility, comprehensiveness and attractiveness
- Lack of “welcoming”/ pretty entrance

Opening hours & service

- Restaurants and retail consistently criticised for limited and inflexible opening hours
- Lack of community engagement with/ understanding of flow on effects of tourism
- Poor quality service

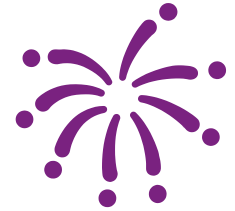


“We are an inhospitable town”

“Once we get them here, we need to look after them – that’s where local businesses need to step up and play their part ...with good customer service and customer experience.”

Lack of vibrancy

- Lack of optimism in community – lack of enthusiasm of people translates to lack of vibrancy in the town
- Town not activated or vibrant (particularly at night)
- Town largely faces inwards, not looking out to the coast



Reputation



- Perceived first and foremost as a working town/ service town, not a tourism town
- Reputation for crime/ social issues

Under-developed culinary product

- Number & location of casual dining options
- Opening hours & location of existing offers
- Access to local produce, especially local seafood (e.g. availability/ price of lobster)



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While two thirds of visitors to Geraldton do not name anything specific that they would suggest as needing improvement, of those who do identify gaps in the tourism offer, these tend to reflect the areas highlighted by Stakeholders



Source: D3. On your past visit(s) to Geraldton, was there anything you felt was missing from it as a holiday destination and what was on offer there?
Base: Visitors n=201



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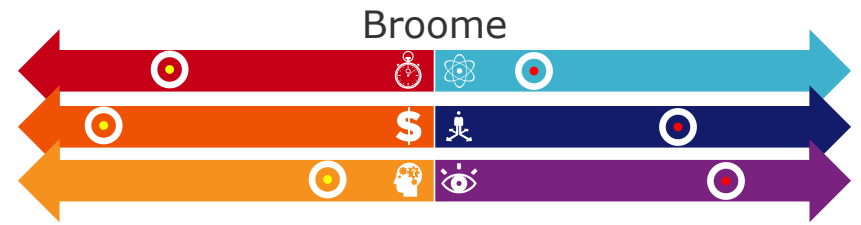
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Current position of Geraldton on the framework



To recap, 6 destinations in WA have been mapped onto the framework ...



Time



Cost



Knowledge



Density



Diversity



Uniqueness



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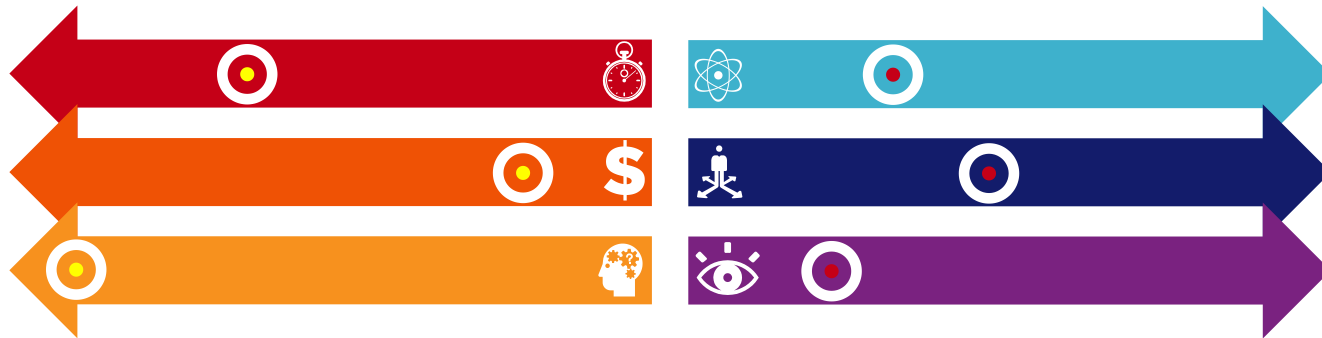


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... with Geraldton also now (largely, in the absence of qualitative insight) established

Geraldton



Time



Cost



Knowledge



Density



Diversity



Uniqueness



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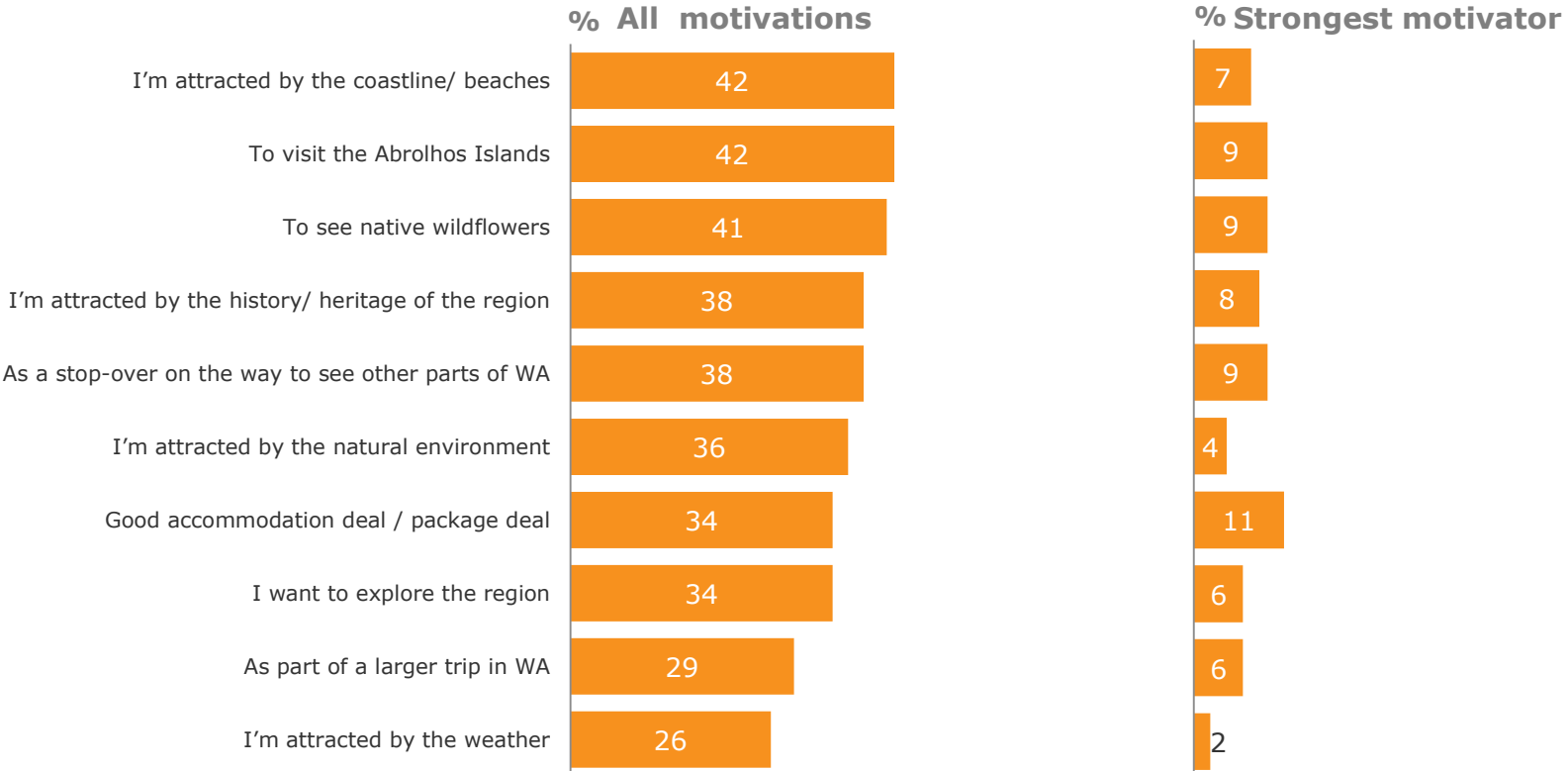
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6.
Geraldton would likely benefit
by becoming an integrated
part of a wider and more
cohesive “tourism region”



For non visitors, many of the biggest likely triggers to visit Geraldton are **outside of Geraldton proper** and more related to the area around it: the Abrolhos Islands, Wildflowers, the Natural Environment



Source: C7a. What reasons would be likely to make you want to visit Geraldton in the future? C7b. And which one reason would be most likely to make you want to visit Geraldton in the future? Base: Non-visitors n= 200



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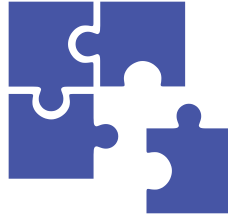
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Connecting destinations

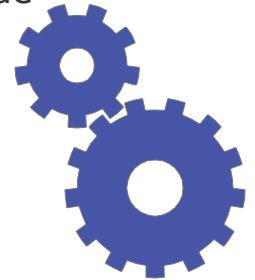
Lack of regional cohesion

- There is a sense that other towns in local area are seen as **competition**, rather than potential **partners** (particularly Kalbarri)
- Stakeholders largely saw this view to be **mainly in Geraldton's part**
 - Stakeholders from outlying areas were keen to work more cohesively
- Both Stakeholders from Geraldton and in the broader area were keen for Geraldton to be better utilised as an **access point** for regional attractions
- It was consistently felt that there is an opportunity for individual destinations to work more closely together for **mutual benefit**



Potential benefits of cooperation

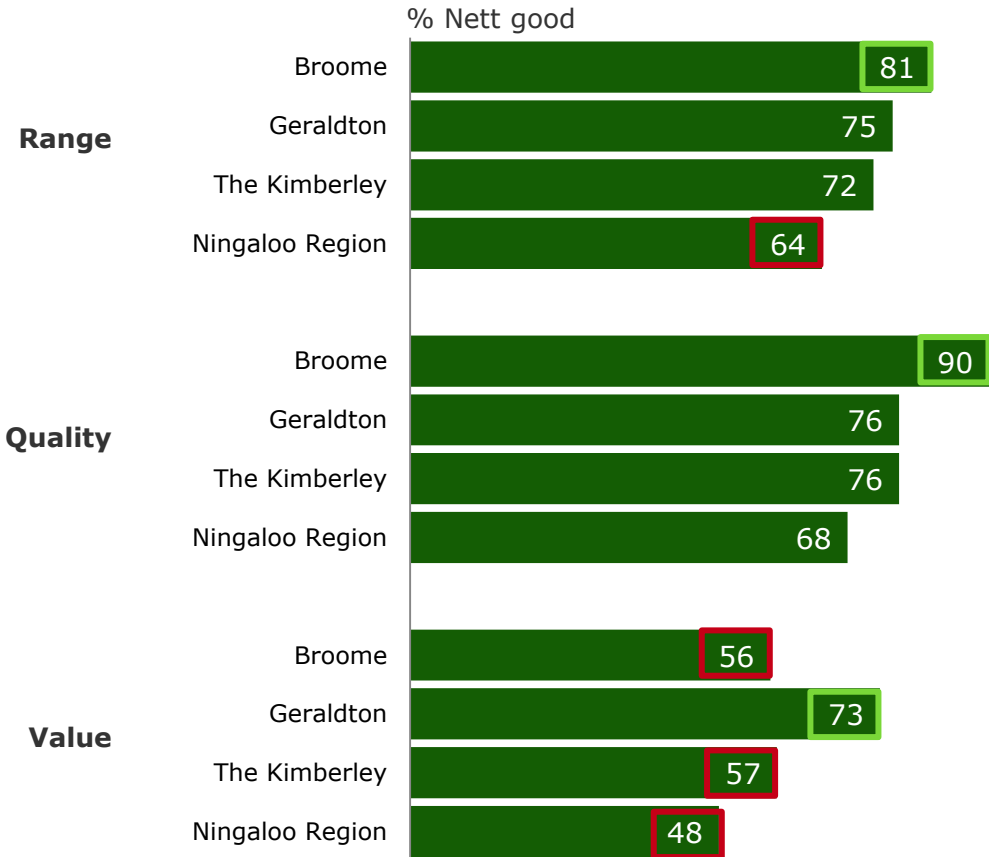
- Geraldton should seek to **leverage outlying experiences** e.g. Kalbarri NP (and future skywalk) and encourage visitors to use Geraldton as a base from which to access the broader region
- Geraldton can **provide facilities and services** less available in neighbouring areas – **particularly accommodation**
- This allows other destinations in the area to **increase their potential visitor base** – not being solely reliant only on the accommodation they can provide themselves



7.
Geraldton has the potential to be a **regional hub**, particularly as a **provider of accommodation** – a home base from which visitors can explore more widely



Relative to other destinations in WA, accommodation in Geraldton performs very well in terms of perceived Value ... and is behind only Broome in terms of Range and Quality



Source: E6a. How would you rate the following aspects of the accommodation options available in Geraldton?
 Base: Previous Geraldton visitors n=201; Previous Broome visitors, n=233; Previous Kimberley visitors, n=174; , Previous Ningaloo visitors, n=211



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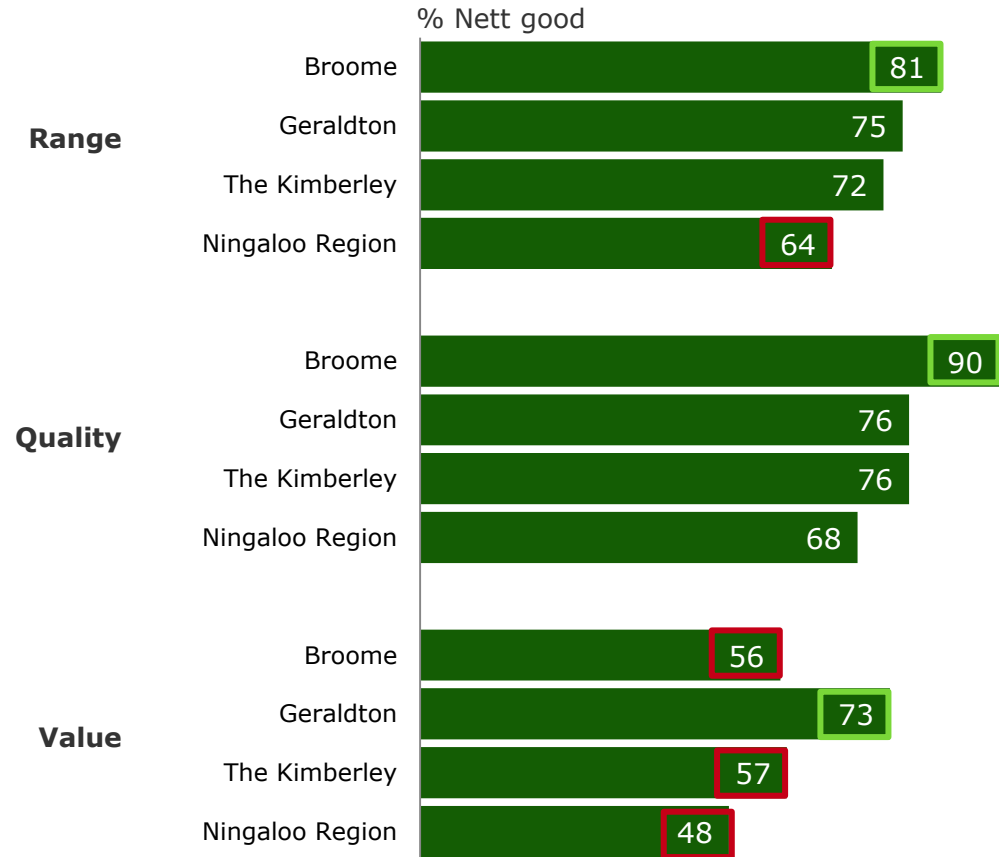
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It is particularly notable that Geraldton outperforms the “northern” part of the Coral Coast Region (Monkey Mia to Exmouth, the “Ningaloo Region”) on all accommodation measures, reinforcing its potential to be positioned as an **accommodation hub** within the Coral Coast



Source: E6a. How would you rate the following aspects of the accommodation options available in Geraldton?
 Base: Previous Geraldton visitors n=201; Previous Broome visitors, n=233; Previous Kimberley visitors, n=174; , Previous Ningaloo visitors, n=211



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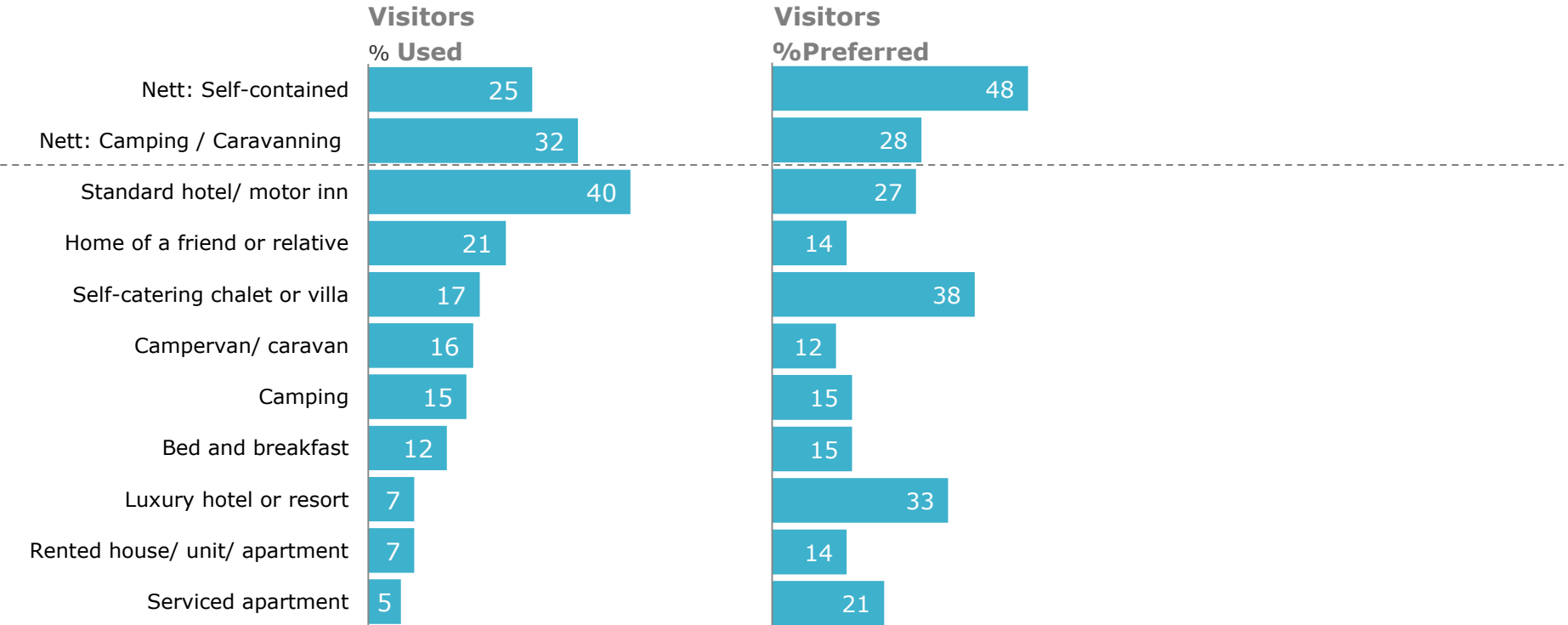


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40% of visitors stay in a standard hotel option in Geraldton and a third camp or caravan

... However, their **future preferences** are strongly skewed towards self-contained accommodation options (48% preference vs. 25% current use), likely indicating a current under-supply of this accommodation type



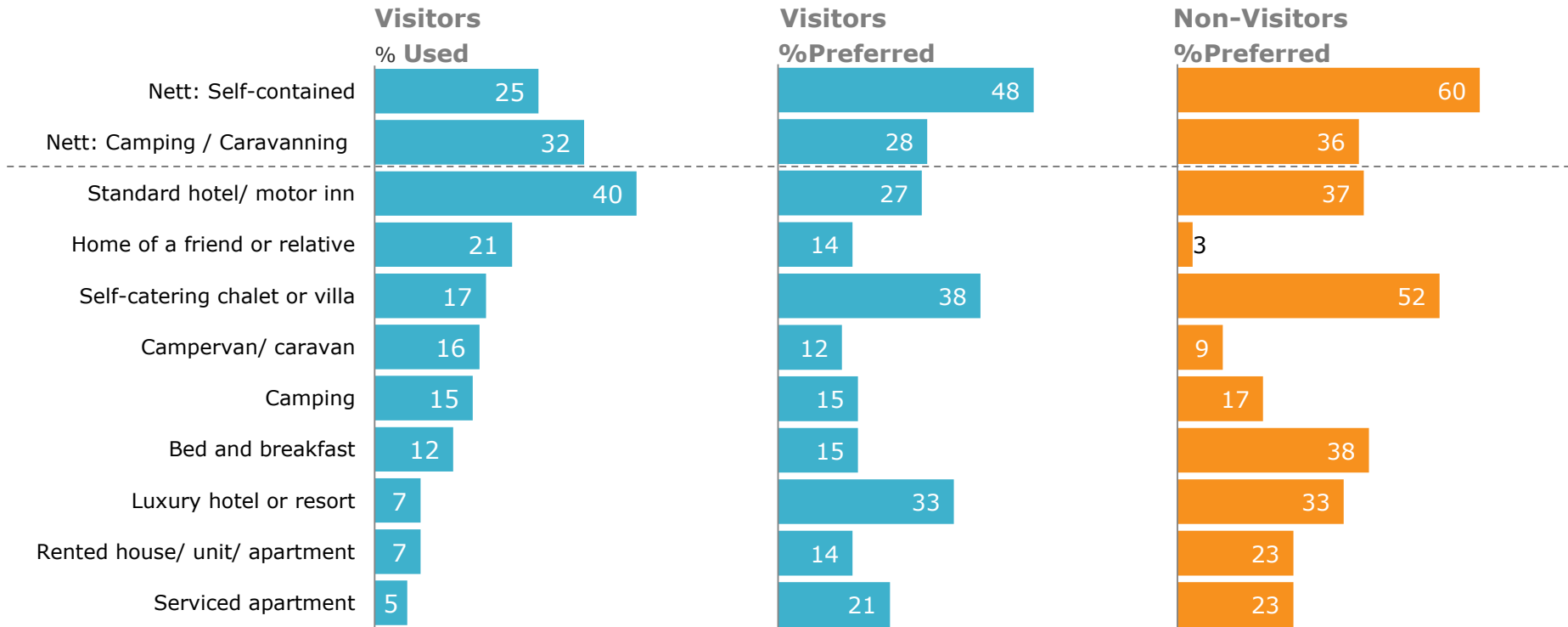
Source: E5a. When you have visited Geraldton in the past, what type(s) of accommodation have you used in the area?, E5b. If you were to visit Geraldton in the future, what type(s) of accommodation would you prefer to use in the area?
 Base: Visited Geraldton n=201 Likely to visit Geraldton: Visitors n=137, Non-visitors n=87



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Non visitors show similar preferences; for self-contained accommodation in particular, as well as for Bed & Breakfast and Resort options
 ... The desire for a resort-type option among a third of respondents overall highlights a current **gap** in Geraldton's current accommodation offer



Source: E5a. When you have visited Geraldton in the past, what type(s) of accommodation have you used in the area?, E5b. If you were to visit Geraldton in the future, what type(s) of accommodation would you prefer to use in the area?
 Base: Visited Geraldton n=201 Likely to visit Geraldton: Visitors n=137, Non-visitors n=87



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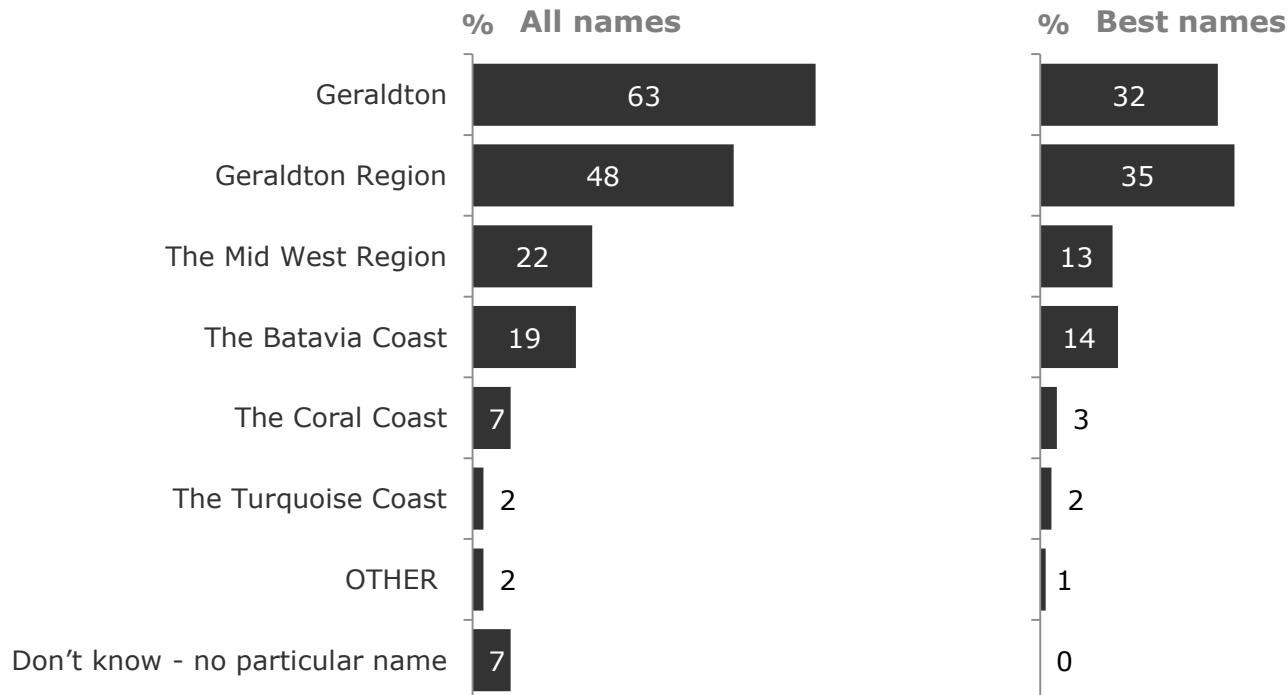


8.
There is **no clear** current
tourism **brand** for Geraldton,
nor for a wider region around
Geraldton



The only names for a broader area beyond the City boundary of Geraldton that have any real traction among consumers currently are the simple and straightforward "Geraldton" and "Geraldton Region"

... Of the existing and historical tourism 'brands', only "The Batavia Coast" has any real recognition or relevance ... and even this name only resonated for fewer than 1 in 5 respondents



Source: A2a. Which of the following might you refer to this area as? A2b. And which of these do you think is the best name for this area?
 Base: A2a. All respondents n=401 A2b. More than once answer at A2a n=155



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Brand Audit Summary: There have been a number of branding exercises for Geraldton over the years, but a lack of clear ownership and consistency has led to fragmentation of brands over time and a lack of a cohesive long-term brand strategy

At the local level, “Geraldton: Take a fresh look” has the most current presence and buy-in ...



- Particularly in terms of tourism, as the Geraldton Visitor Centre appears to be the current custodian of the brand.
- However, the Stakeholder Consultations research indicated that no one party is clearly taking responsibility for the strategic direction of the brand and stakeholders feel that the brand has lost direction.

Regionally, “The Batavia Coast” still has some presence...

- However, it has only a small connection with consumers and Stakeholders largely consider it “old” and “too specific” to represent Geraldton more broadly and certainly a wider ‘region’ beyond Geraldton

The other primary regional brand in play is Australia’s Coral Coast...

- This has the benefits of being active in marketing, supported by the State Government and working in association with TWA.
- But ACC is more used to define areas of responsibility for the RTO’s, than as a consumer brand.
- Closer ties to ACC are recommended to be able to leverage marketing and promotional activities, however, it is also recommended that Geraldton (or a “Geraldton Region”) also represent itself with a more specific destination proposition, nested under ACC

At the state level, WA's current tourism brand, owned and employed in market by TWA is "Experience Extraordinary". The latest (and very recent) incarnation of Experience Extraordinary is the new campaign "Just Another Day in WA", launched in June of this year.

The launch of JADIWA is promising for Geraldton...

- The strategy of the campaign is suitable to be leveraged by specific destinations and the executional style of the campaign puts the creation of similar executions in-reach of destinations with smaller marketing budgets.

There is no reason Geraldton could not identify a good local tourism "story" and tell it to potential consumers in a similar fashion to the broader JADIWA campaign...

- The media strategy of JADIWA is also more in-reach of destinations with smaller marketing budgets, like Geraldton, being heavily weighted to online.



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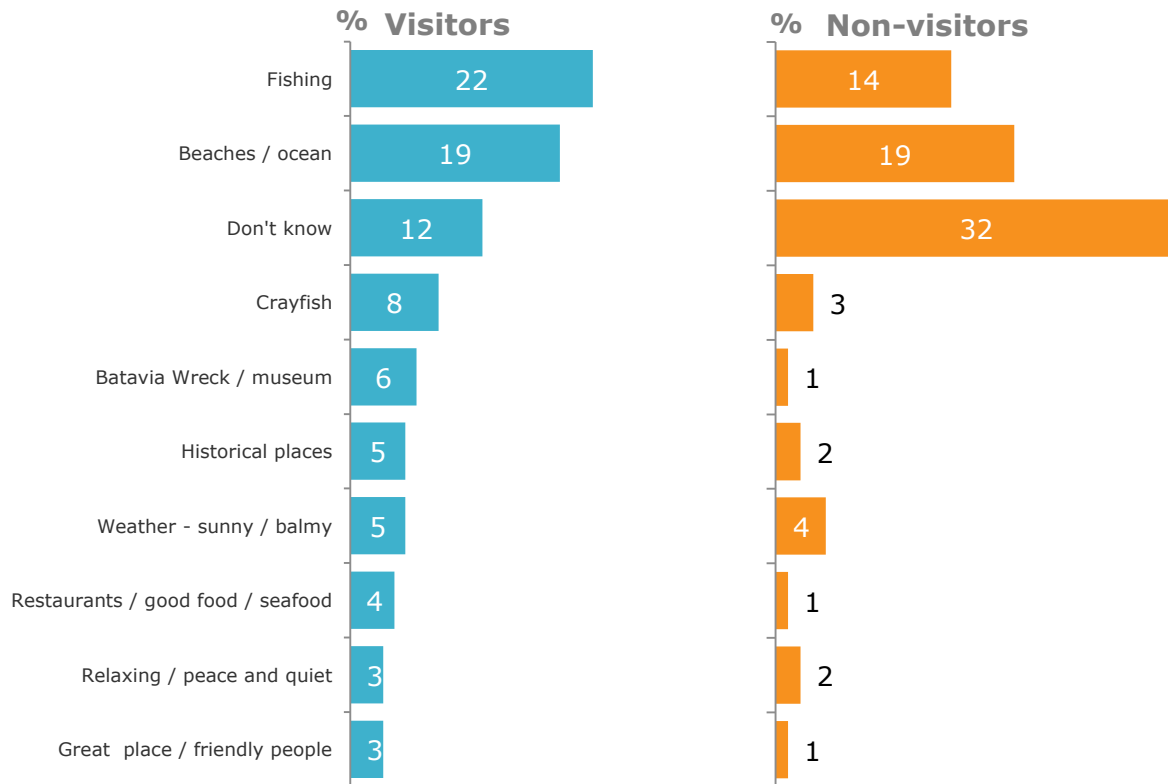
9.
Geraldton is not (yet) in a position to create a tourism brand ... we must first focus on developing an **identity**



It is illustrative that among non visitors, **fully a third cannot name even one thing** that Geraldton is “known for” – the most frequent single response

... Beyond this, fishing and beaches come most readily to mind for both visitors and non visitors ... neither of which are **unique**, particularly in the Coral Coast (or even WA)

**Best known for ...
Top 10 responses**



Source: A6. Thinking about Geraldton as a holiday destination, what would you say it is best known for?
Base: Visitors n=201 Non-visitors n=200



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In essence, neither consumers nor stakeholders perceive a clear tourism brand for Geraldton ... and it is not clear to them what it could or should be

***"We don't know
who we are"***
... Stakeholder, Geraldton



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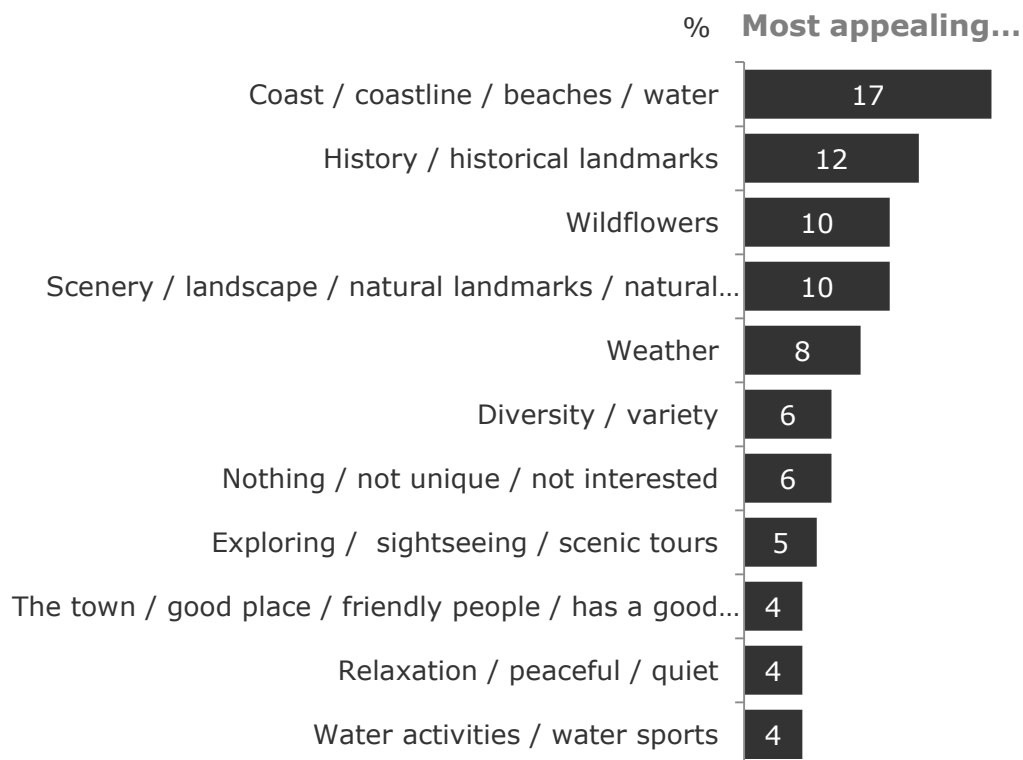


10.

Geraldton's *History* offer has the most potential as an anchor for **tourism positioning and identity**



In terms of what is found most appealing about Geraldton, all respondents mention *beaches/coast*, followed by *history* ... Beaches is not a differentiating characteristic, particularly in the Coral Coast region, therefore *History* is the better candidate for an experience category for Geraldton to centre its identity on



Source: C2. What one thing do you find most appealing about Geraldton?
Base: All respondents n=401

Mentions 4% or more



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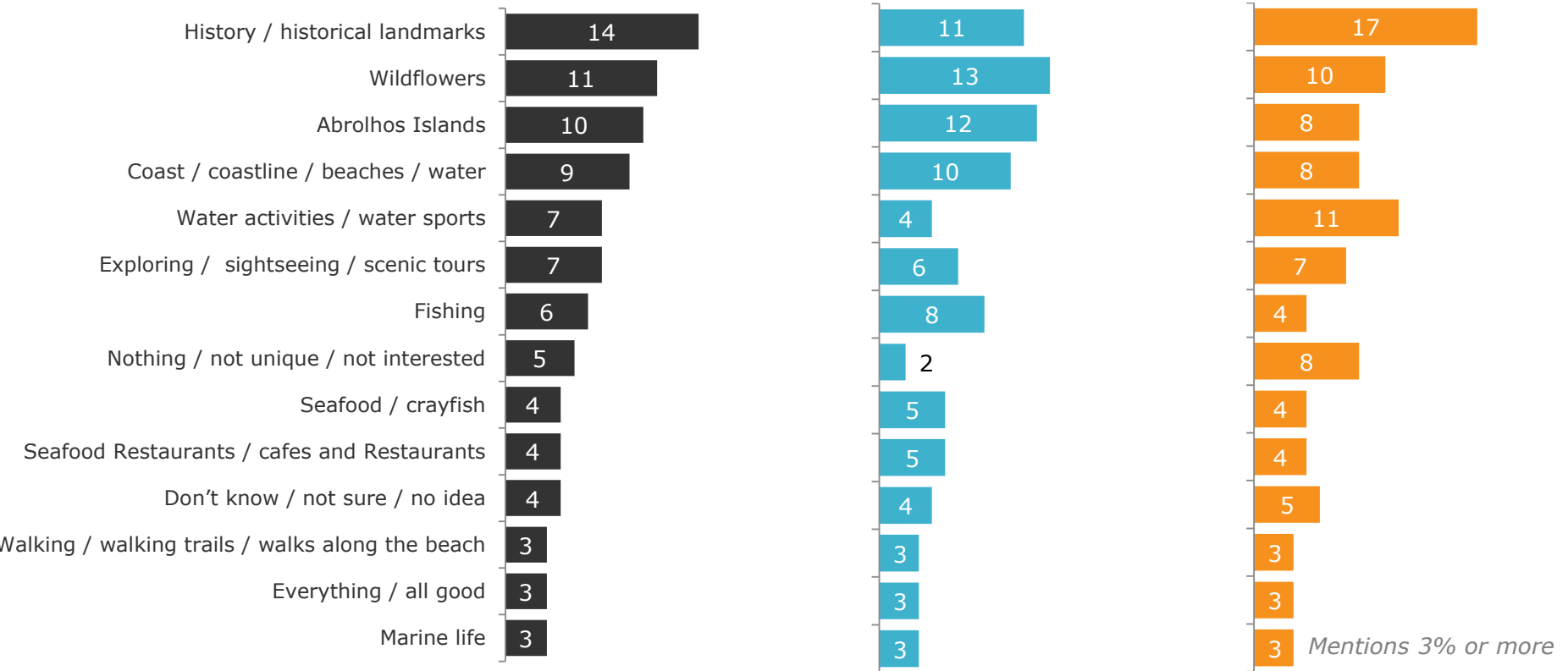
History also ranks highly in terms of what both visitors and non visited are most interested in experiencing in Geraldton

Most interested in...

% All respondents

Visitors

Non-visitors



Source: C2. What one thing would you be most interested in experiencing in Geraldton? Base: All respondents n=401 Visitors n=201 Non-visitors n=200



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History as an identity anchor

In addition to being of genuine interest to potential visitors, history as an anchor category for Geraldton's tourism identity also has the benefit of being deliverable – the tourism asset review shows there is sufficient product of sufficient quality to be able to be delivered to expectations.

The tourism asset review identified 40 historical experiences, including Memorials/ Museums, Historical/ Heritage Sites/Landmarks and Interpretive signage tours

This is not to say improvements can't be made in the category, but history on the whole has more and better products already established in Geraldton than most of the other asset categories.

Feedback from Stakeholders suggests areas for improvement in the history category would be to make some of the current experiences more immersive and involving for visitors (e.g. going beyond interpretive signs by incorporating technology/ better storytelling) or by introducing other elements such as culinary)

It is also the only category that is 1. (relatively) unique, or at least specific; and 2. genuinely available within Geraldton itself (i.e. not just accessed via Geraldton, but present within the City)

The category of *nature and natural heritage* is suggested as a supporting factor to *history* – this links Geraldton to the wider region and its experiences (Wildflowers, Kalbarri NP) and also 'future-proofs' the identity to a degree, to be able to take advantage of future development of the Abrolhos Islands.



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Recommendations



Regional strategy

Understand what consumers want from a “Geraldton Region”

- While a “regional approach” to developing Geraldton’s tourism is recommended at this stage, it will require further research to fully understand how this can best work from a consumer’s point of view
- Qualitative research is strongly recommended to answer key questions around what and where this region can and should be, as well as how it would be best positioned

Establish stronger regional cooperation

- Stronger ties, greater communication and a cohesive approach to tourism communications is recommended between Geraldton and neighbouring destinations
- One example of this would be for each destination to promote the same/similar regional itineraries for how to visit the broader area, with Geraldton as the accommodation centre
- The most important thing about this is for all of the individual destinations to speak with one voice to create a sense of cohesion, avoid confusion and to create mutual benefit

Establish clear Leadership

- The formation of a representative body to lead and take ownership of tourism strategy is recommended
- If a “regional approach” to tourism in Geraldton is adopted, then this body should include members from outlying destinations, as well as representation from both the tourism industry and government (Australia’s Coral Coast)

Improving Geraldton's tourism offer

Focus on promoting and improving history offer

- Highlight strong experiences – emphasising uniqueness and specificity wherever possible
- Develop weaker experiences through elaboration (e.g. technology to engage/ recreate, better storytelling) or by adding elements (e.g. culinary)

Improve tourism product density and quality

- **Events**
 - With relatively low uniqueness, Geraldton needs to employ an effective events strategy to draw visitors
 - Look to both events that are authentic to the region (e.g. seafood, history, wind sports), as well continuing to “import” events with a built-in audience (One Night Stand, Fringe Festival)
- **Arts and culture** - Currently under-represented & could tie-in to events
- **Culinary** – felt to be under-developed and can be improved in a number of ways:
 - Future culinary products should be authentic to the local area – product, produce, culture and location
 - Potential for more to be made of local produce (particularly seafood, particularly crayfish)
 - Location is key! Connection to the natural environment is a high priority, with views of the water highly prized.
- **Vibrancy**
 - There is a real sense that Geraldton is not a vibrant place – evident from both Stakeholder and Consumer points of view
 - Vibrancy can be improved through:
 - Township activation & development – turning out to the ocean
 - Nightlife – entertainment, night markets

Improving Geraldton's tourism offer

Work with local industry and the local community to address functional gaps

- **Opening hours**
 - Consistently identified as a significant issue by stakeholders
 - Explore options to educate/work with industry to identify options for more flexible hours or targeted opportunities for businesses to take advantage of - e.g. cruise ships, events
- **Access/ Signage/ Infrastructure**
 - Improve the location, visibility, attractiveness and overall strategy of signage to and within Geraldton
 - Improve tourism infrastructure and access, particularly in terms of facilities for RV's and caravans (e.g. parking, access to key location)

Address consumers' accommodation preferences

- Where new/ revitalised accommodation is being considered, self-catering chalet-type options should be considered a priority, as they appear to be under-supplied relative to demand
- There is also a gap in the market for a high-end option (5 star luxury resort)
 - This could be an opportunity for the Abrolhos Islands (planning and permissions notwithstanding), since accessing these is already relatively costly

Branding, marketing & communications

Develop and communicate a clear tourism identity

- Lack of knowledge or perception of Geraldton as a tourism destination at all (let alone the specifics of its tourism offer) is the biggest barrier to visitation
- Information needs to be provided to potential visitors, but this needs to be clear, consistent and informed by an underlying understanding and agreement about “who Geraldton is” as a holiday destination

Leverage JADIWA

- TWA’s new campaign is fortuitous for Geraldton – both its creative and media strategies are ones that Geraldton can replicate and employ to its advantage
- JADIWA provides an opportunity for Geraldton to leverage a much larger campaign to its own benefit
 - It also presents a consistent image for WA as a whole – which will be of benefit to tourism throughout the state, including Geraldton
- It is perfectly feasible for Geraldton to produce its own JADIWA “story” (with a theme relevant to an agreed Geraldton identity) and use TWA’s existing marketing structure (website, hashtag) to gather a larger audience for it than would be likely independently
 - Community involvement in this activity may be one means of getting some greater engagement among local residents/ businesses in tourism for their City (e.g. suggestions for stories, competitions to be involved in production etc.)

Branding, marketing & communications

Target market - retain and build upon the existing visitor base to Geraldton

- This is predominantly older travellers who are stopping over in Geraldton on the way to other destinations
- The near-term goal should be to get these travellers to visit more often, stay longer, and do and spend more while visiting – converting “stop-overs” into “short stays”
- A secondary aspect to this will be to attract travellers who are current non visitors because they would normally by-pass Geraldton in favour of other stops - converting “passers-by” into “stop-overs”

Use a targeted marketing strategy for niche/specialist experience types

- Geraldton has several experience types that have appeal, but only to a relatively constrained group of potential visitors (e.g. fishing, wind/water sports and even the Abrolhos Islands and wildflowers)
- These all have the ability to draw visitors, but can also be off-putting to those without an inherent interest in them (i.e. I am not interested in fishing, therefore Geraldton is not for me)
- As such, these experiences are best promoted in a targeted way, to directly impact on the desired audience, without creating a false impression on a broader audience that those niche experiences are all Geraldton has on offer
 - Print, online and event-based marketing can all work for these types of experiences (e.g. fishing publications, online surf-related sites, caravan and camping shows/ tour operators, getting the Abrolhos into “top 10 dives” lists etc.)

Thank you

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Swan River Research Presentation

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Appendix Section A: Consumer Perceptions Research



Visitation



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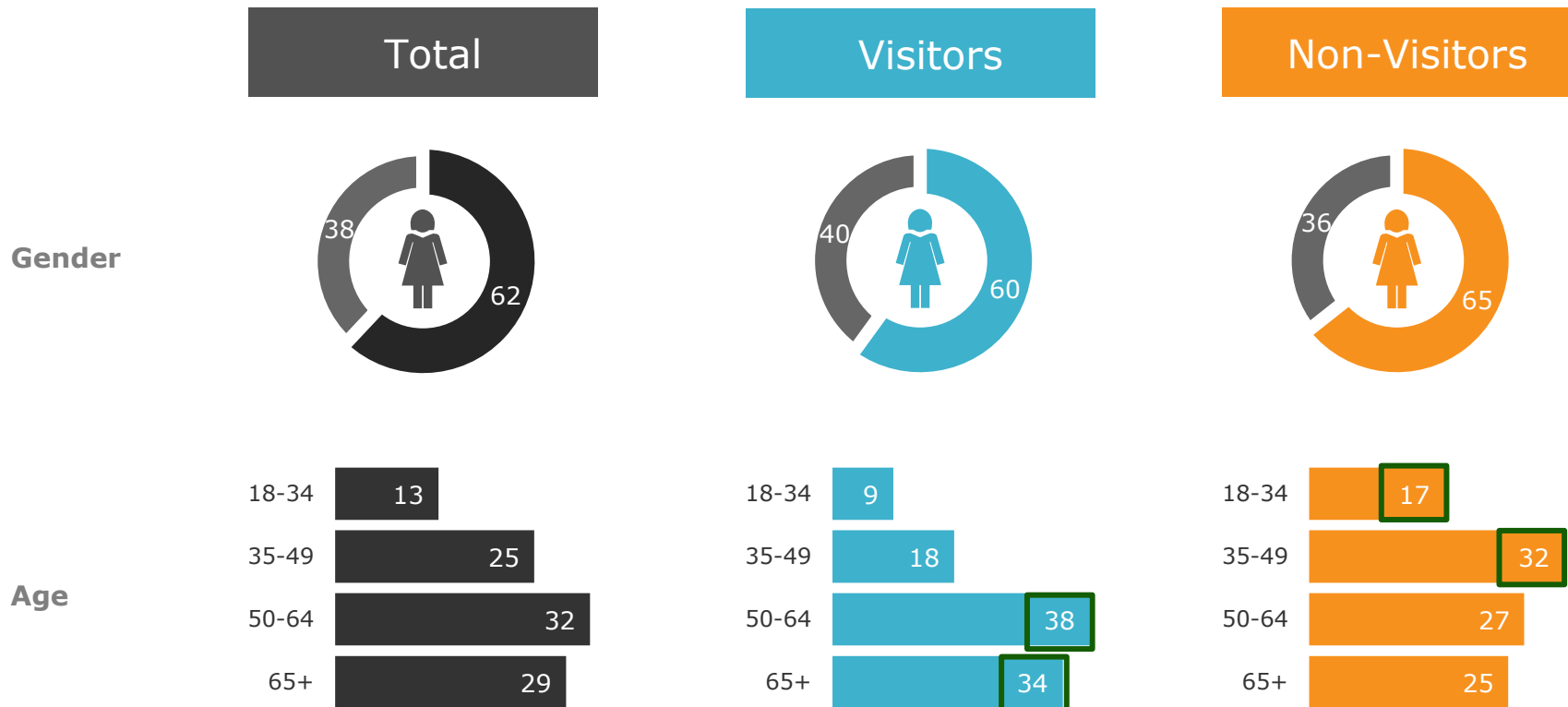


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Visitors to Geraldton skew significantly older than non-visitors (50+ years old)

... This is an older demographic skew than is found in the 2013/14 visitor statistics published by Tourism WA (49% over 45 years old), however, the latter includes visitors travelling for business only (who skew younger), which the research sample deliberately excludes



Source: Gender S2. Are you... Age S3. Please select which age group you are in? All respondents n=401 Visitors n=201 Non-visitors n=200



Greater Geraldton Perceptions

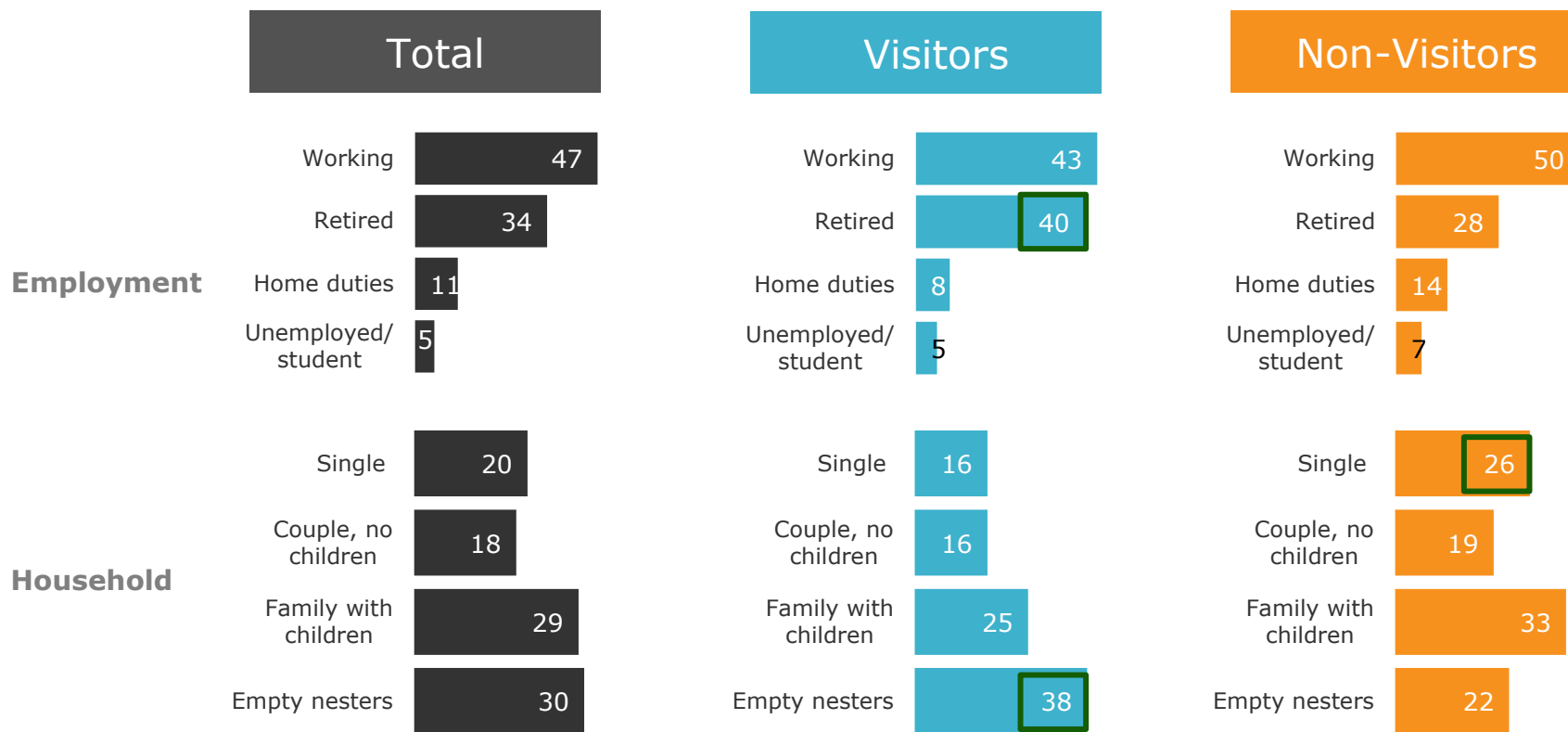
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Not surprisingly, given the older age skew, visitors to Geraldton also skew towards Retirees and Empty Nesters



Source: Income S6. What is your annual household income? Household F2. Which of the following best describes your household structure?

All respondents n=401 Visitors n=201 Non-visitors n=200



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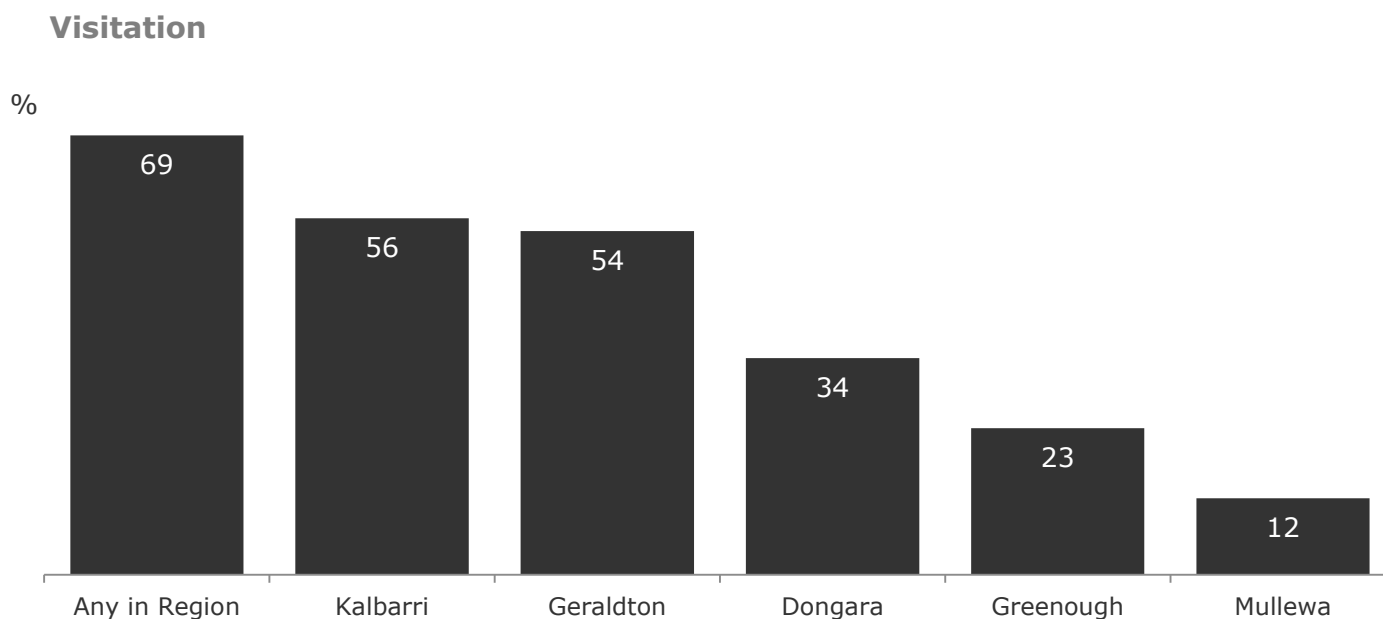
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Just over half of the research sample has visited Geraldton within the last 20 years

... Visitation to Kalbarri is at a similar level, but notably there is a degree of independence between the towns in the region, indicating not everyone who visits this area visits all of the places within it

... This supports the idea that this region could act more cooperatively and holistically to increase visitation for all of its individual destinations



Source: S8. Which of the following places have you ever visited as part of a holiday or short break?
All respondents n=401



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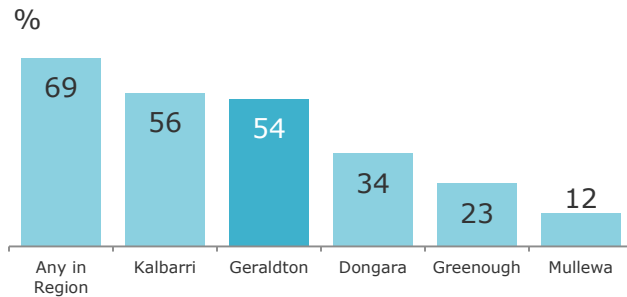


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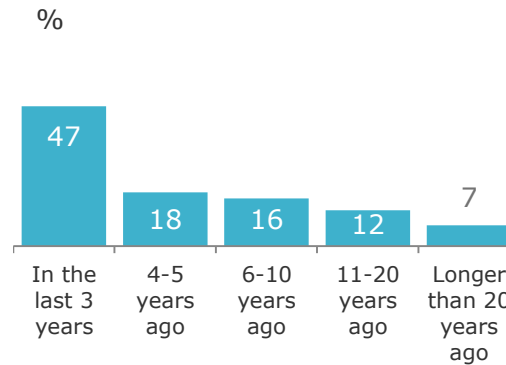


Most visitors to Geraldton have visited recently (in the last 3 years) and have visited more than once, though few visit frequently

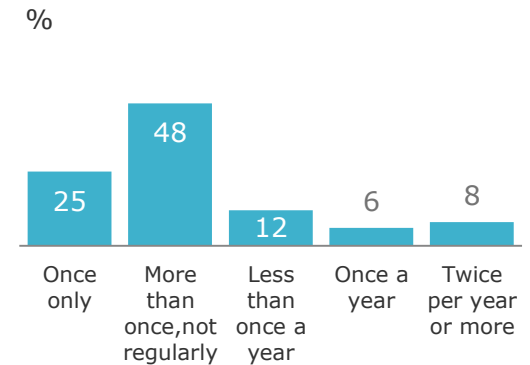
Places visited



Recency of visit



Frequency of visits



Source: S8. Which of the following places have you ever visited as part of a holiday or short break? S9. When was your most recent visit to Geraldton on a holiday or short break? B1. How often have you or do you visit Geraldton in Western Australia for a holiday or short break? B2. And how long, on average, would you spend on a holiday or short break in Geraldton? B3. Which of the following best describes the people you travelled with on your most recent visit to Geraldton?

Base: S8 All respondents n=401; S9 Ever visited Geraldton n=216 B1)2)3) Visitors n=201



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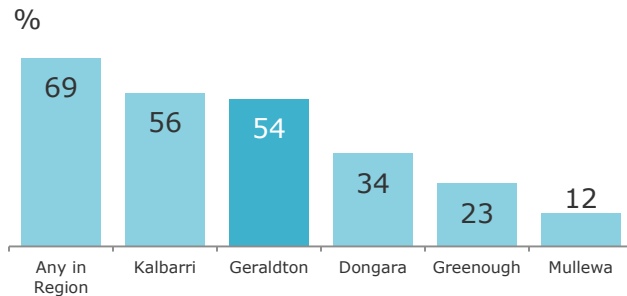


Three quarters of visitors stay 3 nights or less and most commonly travel as part of an adult couple

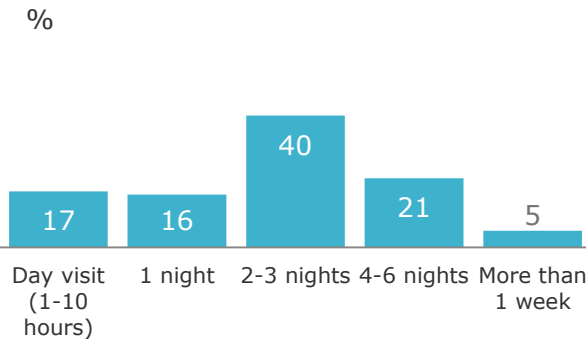
... The proportion of visitors travelling alone is lower in the research sample than in Tourism WA's visitor statistics, again due to the exclusion of business-only travellers from the research sample

... Notably, however, the proportion of visitors travelling with their family (23%) and with friends or other relatives (16%) in the research sample is remarkably similar to the TWA stats (23% and 15%, respectively)

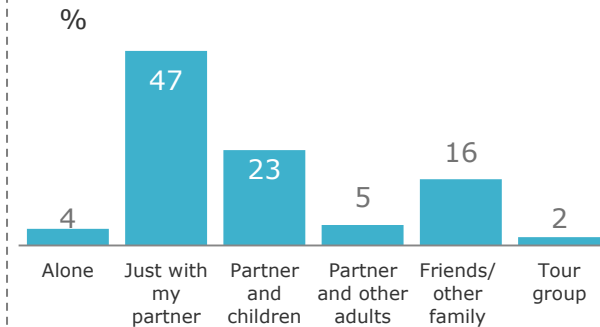
Places visited



Length of stay



Travel party



Source: S8. Which of the following places have you ever visited as part of a holiday or short break? S9. When was your most recent visit to Geraldton on a holiday or short break? B1. How often have you or do you visit Geraldton in Western Australia for a holiday or short break? B2. And how long, on average, would you spend on a holiday or short break in Geraldton? B3. Which of the following best describes the people you travelled with on your most recent visit to Geraldton?

Base: S8 All respondents n=401; S9 Ever visited Geraldton n=216 B1)2)3) Visitors n=201



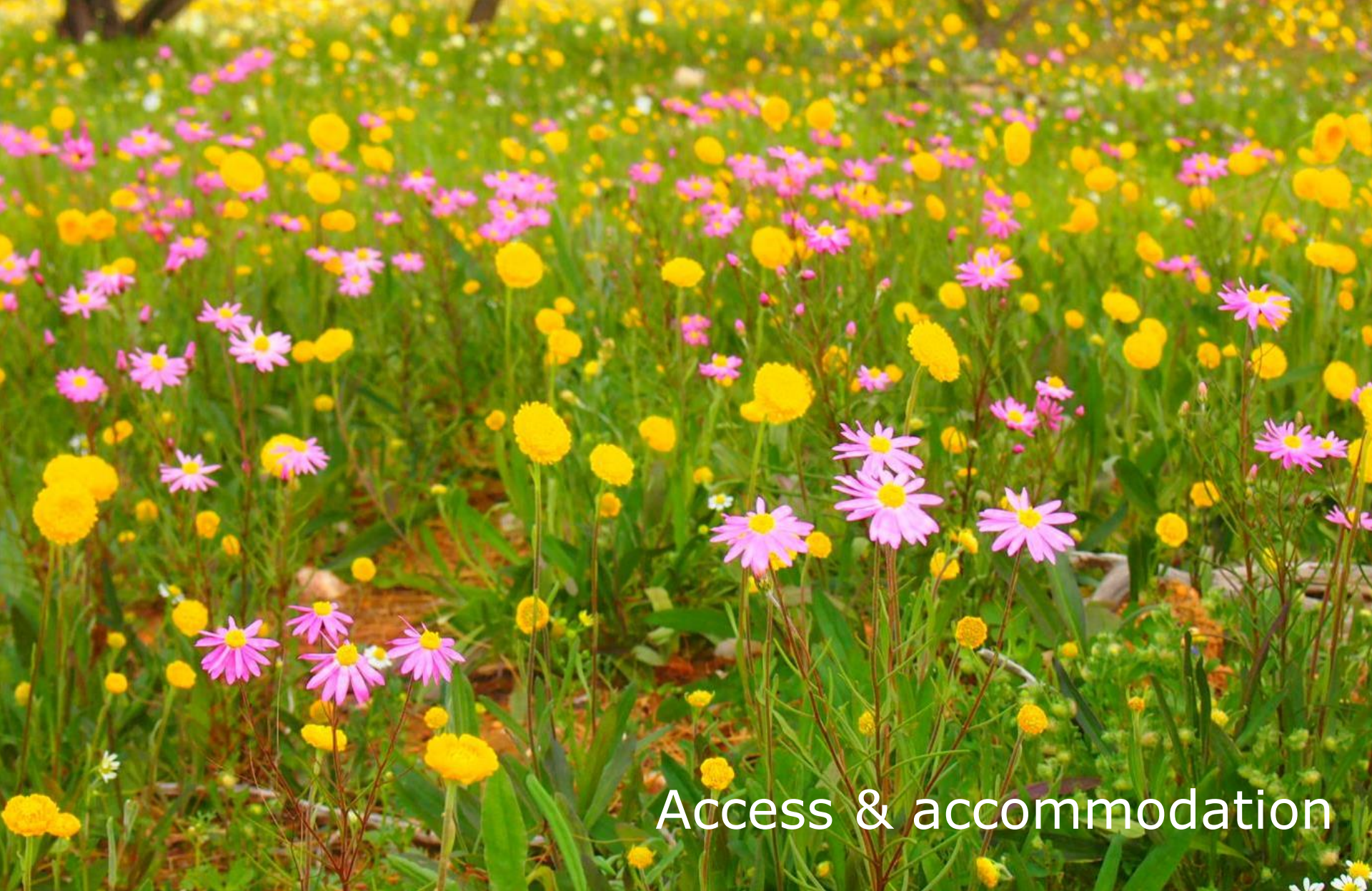
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Access & accommodation



Greater Geraldton Perceptions

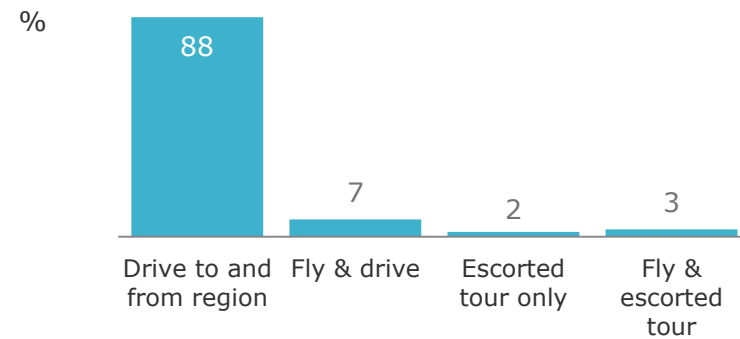
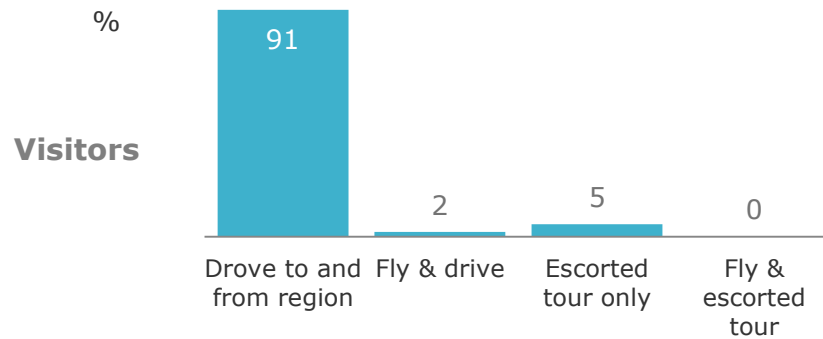
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The vast majority of visitors accessed Geraldton by car (both coming and going) ... however, there is a stronger (though still small) preference among future visitors to fly to Geraldton and hire a car locally



Past behaviour

Future preference

Source: E1a. When you have visited Geraldton in the past, how did you get to and around the region?, E1b. If you were to visit Geraldton in the future, how would you prefer to get to and around the region? Base: Visited Geraldton: n=201, Base: Visited Geraldton and likely to visit in future n=137, Base: Not visited Geraldton and likely to visit in future n=87



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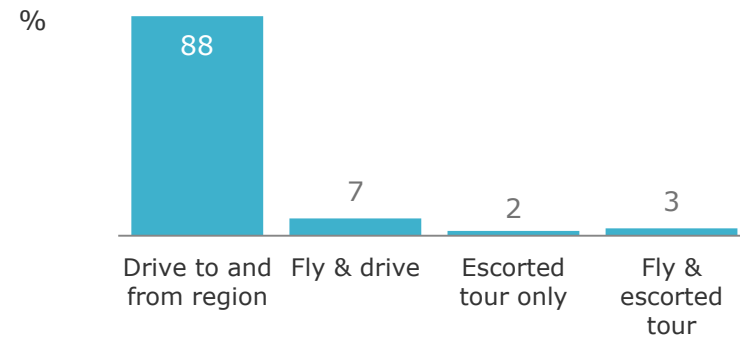
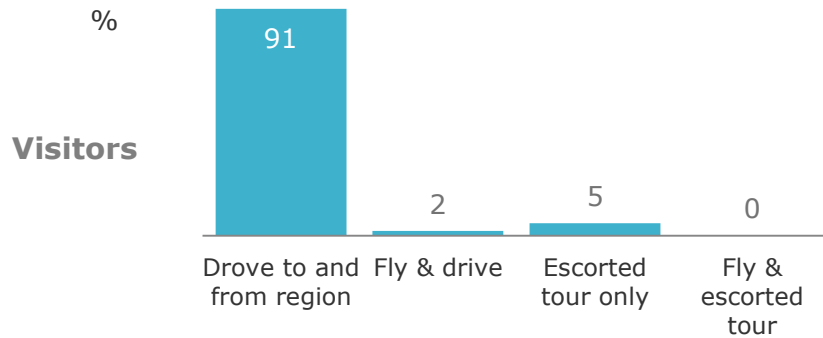
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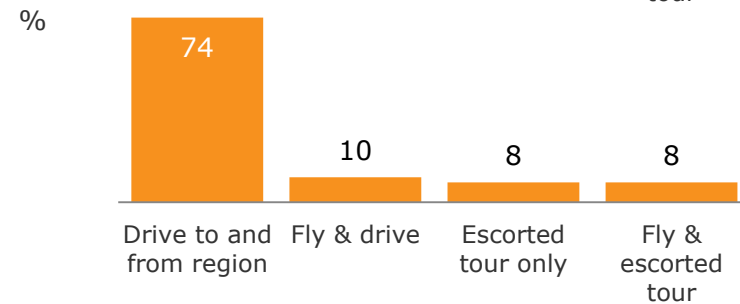
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Non-visitors show less preference overall for driving and a stronger preference for alternate options



Non-visitors



Past behaviour

Future preference

Source: E1a. When you have visited Geraldton in the past, how did you get to and around the region?, E1b. If you were to visit Geraldton in the future, how would you prefer to get to and around the region? Base: Visited Geraldton: n=201, Base: Visited Geraldton and likely to visit in future n=137, Base: Not visited Geraldton and likely to visit in future n=87



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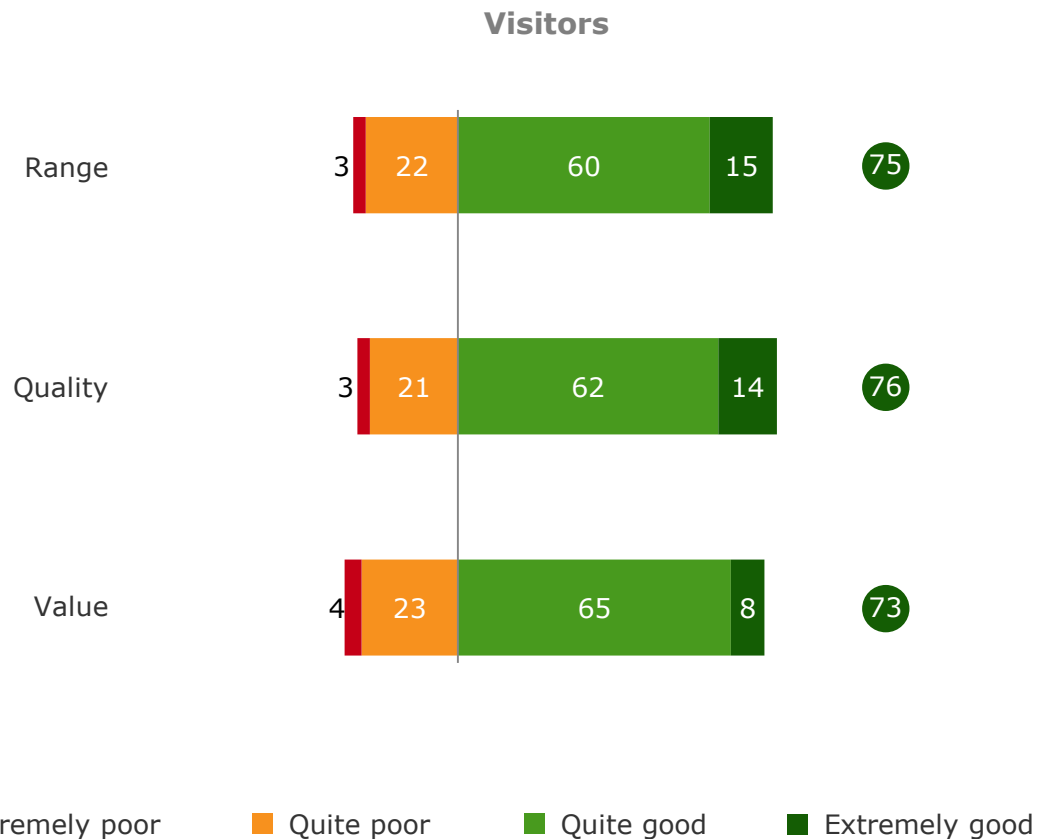
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Around three quarters of visitors rate the Range, Quality and Value of accommodation options in Geraldton as 'quite or extremely good'



Source: E6a. How would you rate the following aspects of the accommodation options available in Geraldton?
 Base: Previous Geraldton visitors n=201



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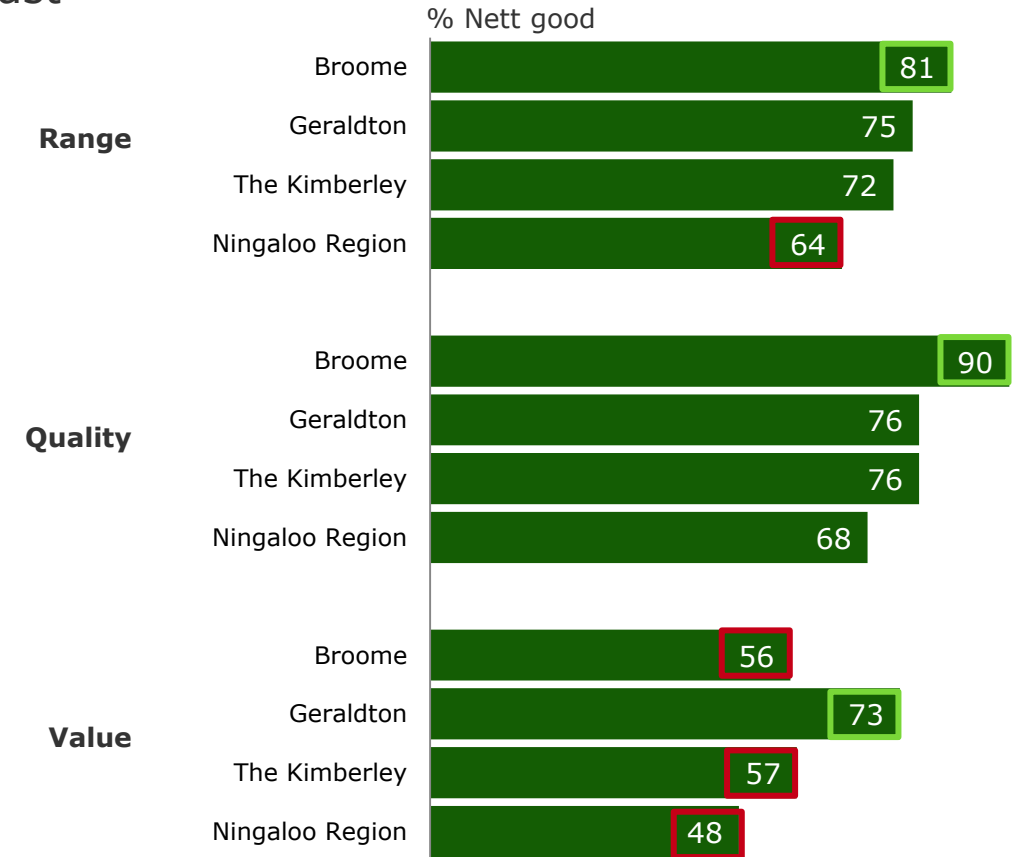
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Relative to other destinations in WA, Geraldton performs very well in terms of perceived Value ... and is behind only Broome in terms of Range and Quality ... It is particularly notable that Geraldton outperforms the "northern" part of the Coral Coast Region (Monkey Mia to Exmouth, the "Ningaloo Region) on all accommodation measures, reinforcing its potential to be positioned as an accommodation hub within the Coral Coast



Source: E6a. How would you rate the following aspects of the accommodation options available in Geraldton?
 Base: Previous Geraldton visitors n=201; Previous Broome visitors, n=233; Previous Kimberley visitors, n=174; , Previous Ningaloo visitors, n=211



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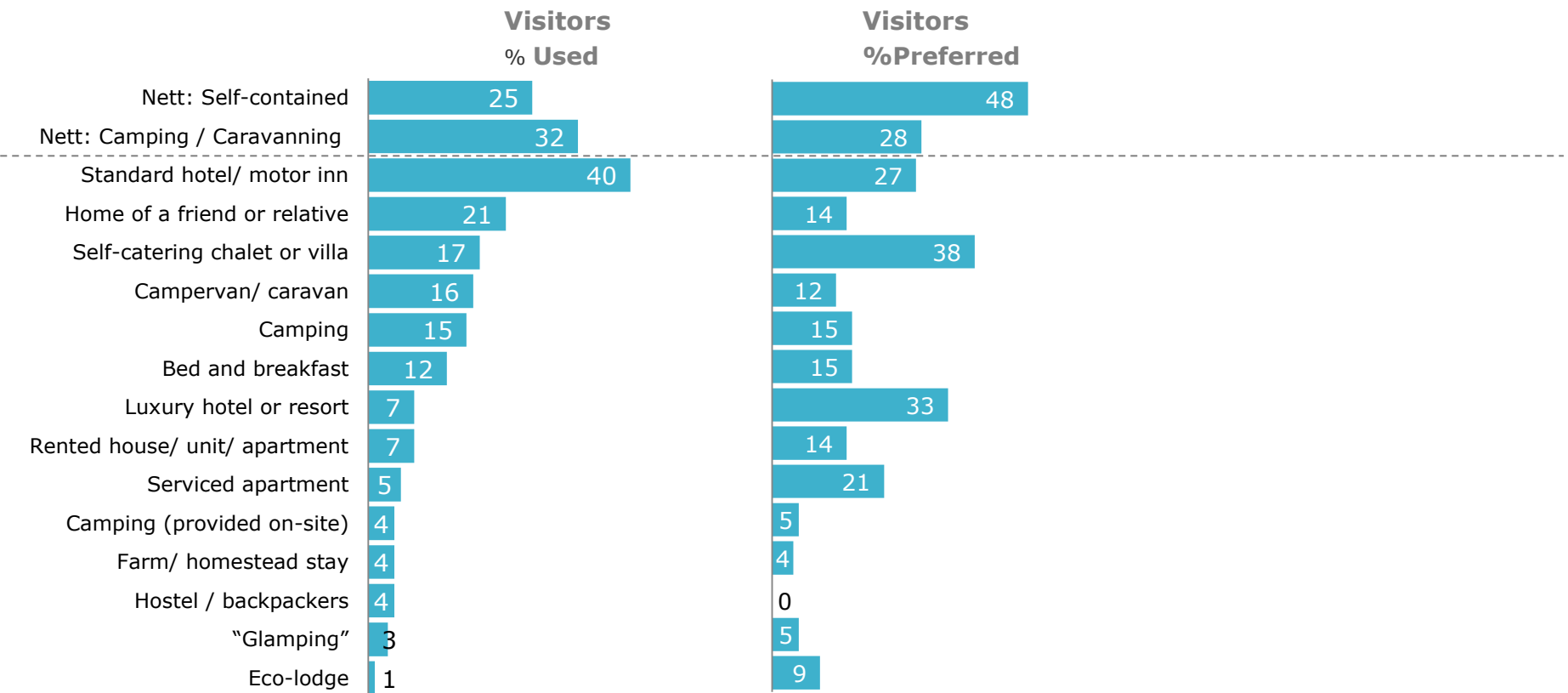


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40% of visitors stay in a standard hotel option in Geraldton and a third camp or caravan

... However, their future preferences are strongly skewed towards self-contained accommodation options (48% preference vs. 25% current use), likely indicating a current under-supply of this accommodation type



Source: E5a. When you have visited Geraldton in the past, what type(s) of accommodation have you used in the area?, E5b. If you were to visit Geraldton in the future, what type(s) of accommodation would you prefer to use in the area?
 Base: Visited Geraldton n=201 Likely to visit Geraldton: Visitors n=137, Non-visitors n=87



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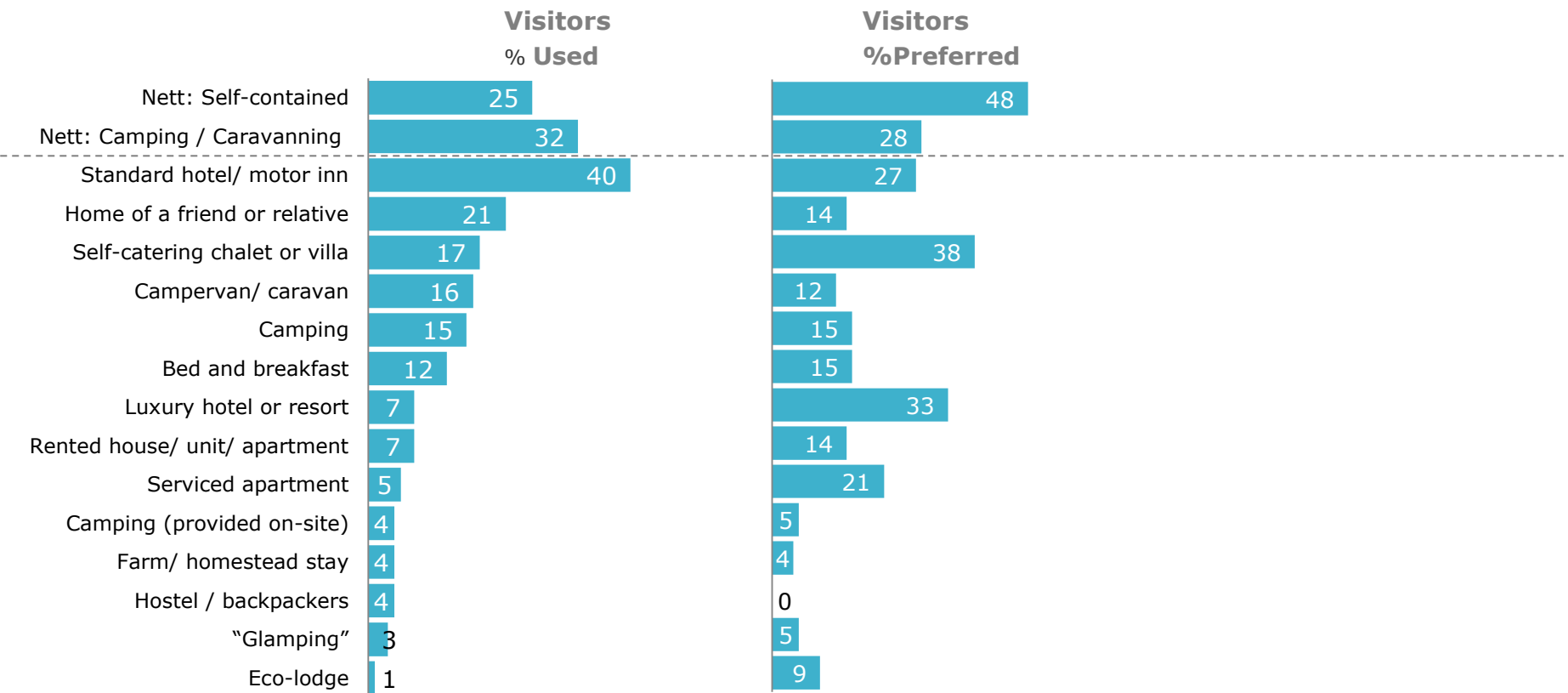


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... This under-supply is reflected in the Tourism Asset Review, in which relatively few providers of private rentals or apartments were found ... AirBnB provides some additional capacity, but investment in this type of accommodation seems warranted to better meet consumer needs

... There is also a desire for a more upscale option such as a luxury resort/hotel, currently not provided in Geraldton, according to the Asset Review



Source: E5a. When you have visited Geraldton in the past, what type(s) of accommodation have you used in the area?, E5b. If you were to visit Geraldton in the future, what type(s) of accommodation would you prefer to use in the area?
 Base: Visited Geraldton n=201 Likely to visit Geraldton: Visitors n=137, Non-visitors n=87



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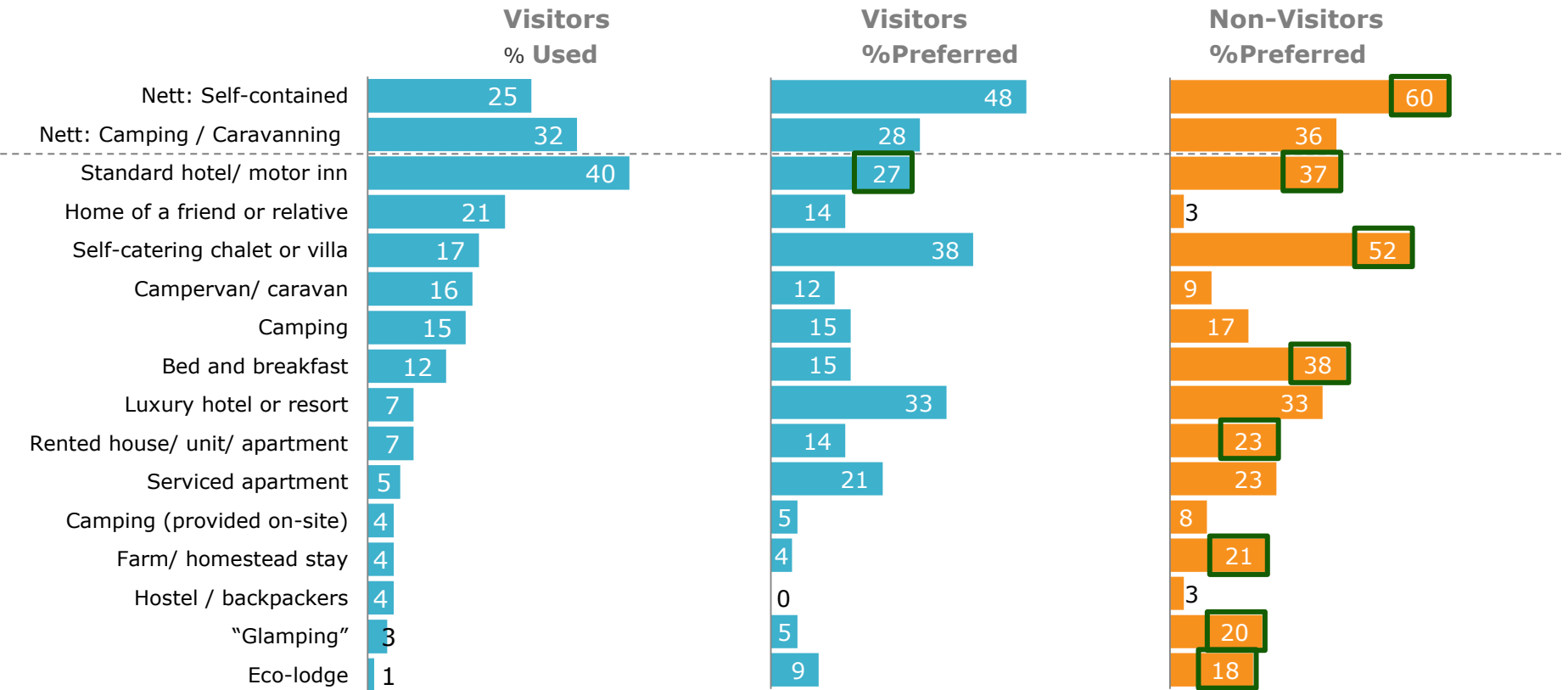


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Non visitors show similar preferences; for self-contained accommodation in particular, as well as for Bed & Breakfast and Resort options

... The desire for a resort-type option among a third of respondents overall highlights a current gap in Geraldton's current accommodation offer – this may be something worth exploring as part of the development of the Abrolhos Islands



Source: E5a. When you have visited Geraldton in the past, what type(s) of accommodation have you used in the area?, E5b. If you were to visit Geraldton in the future, what type(s) of accommodation would you prefer to use in the area?

Base: Visited Geraldton n=201 Likely to visit Geraldton: Visitors n=137, Non-visitors n=87



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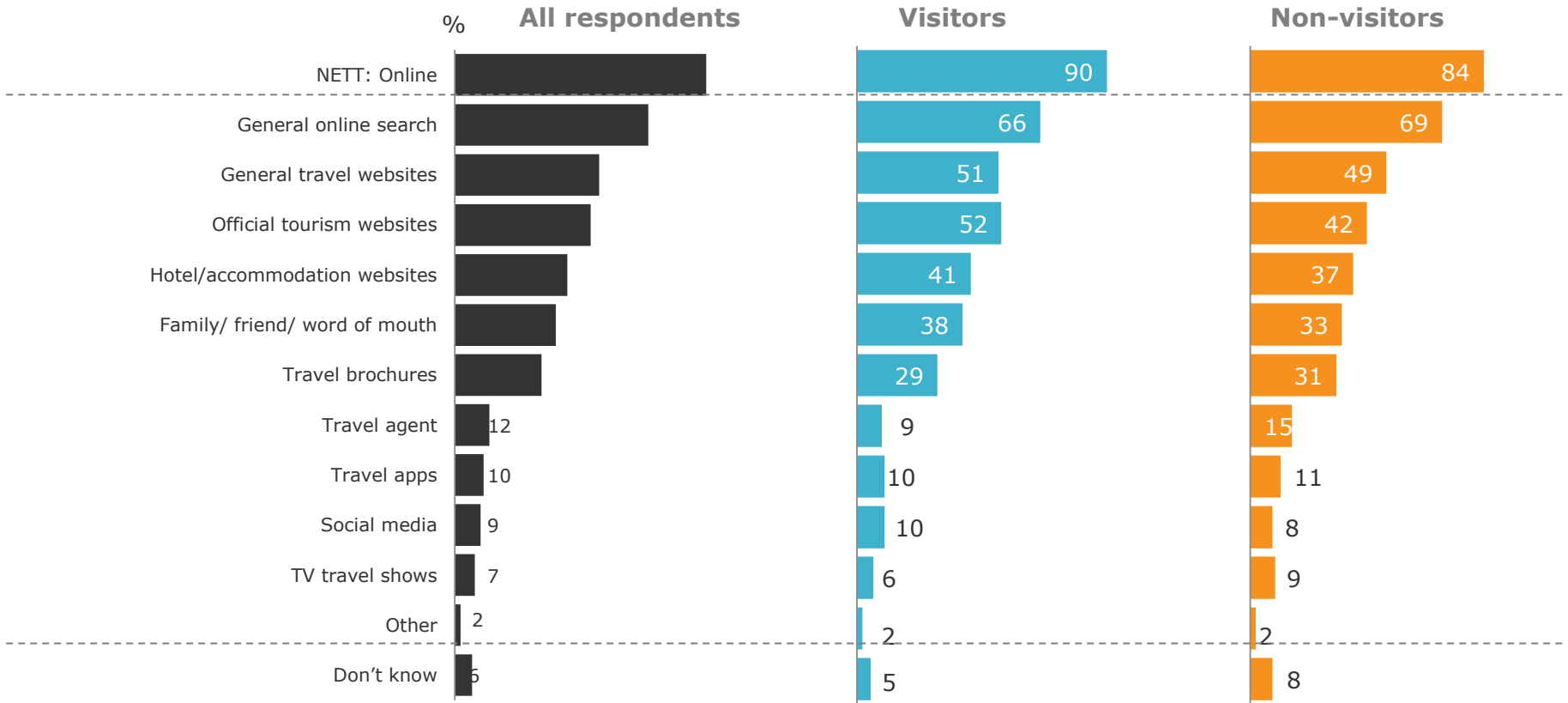


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Online sources of information are preferentially used by both visitors and non visitors, highlighting the need for an impactful online presence and cohesive online strategy for the broader region

... Of the non online sources, WOM is the most important, emphasising the need to ensure current visitors are leaving with a favourable impression



Source: E7. Which of the following sources would you use if you wanted to find out more information about Geraldton?
 Base: All respondents n=401, Visitors n=201; Non-visitors n=200



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Knowledge & perceptions



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Awareness of Geraldton is on-par with that of Broome ... and is significantly higher among Geraldton visitors than non-visitors



Source: S7. Which of the following places in Western Australia have you heard of before today?
 Base: All respondents including screen outs n=1111 Visitors n=550 Non-visitors n=552



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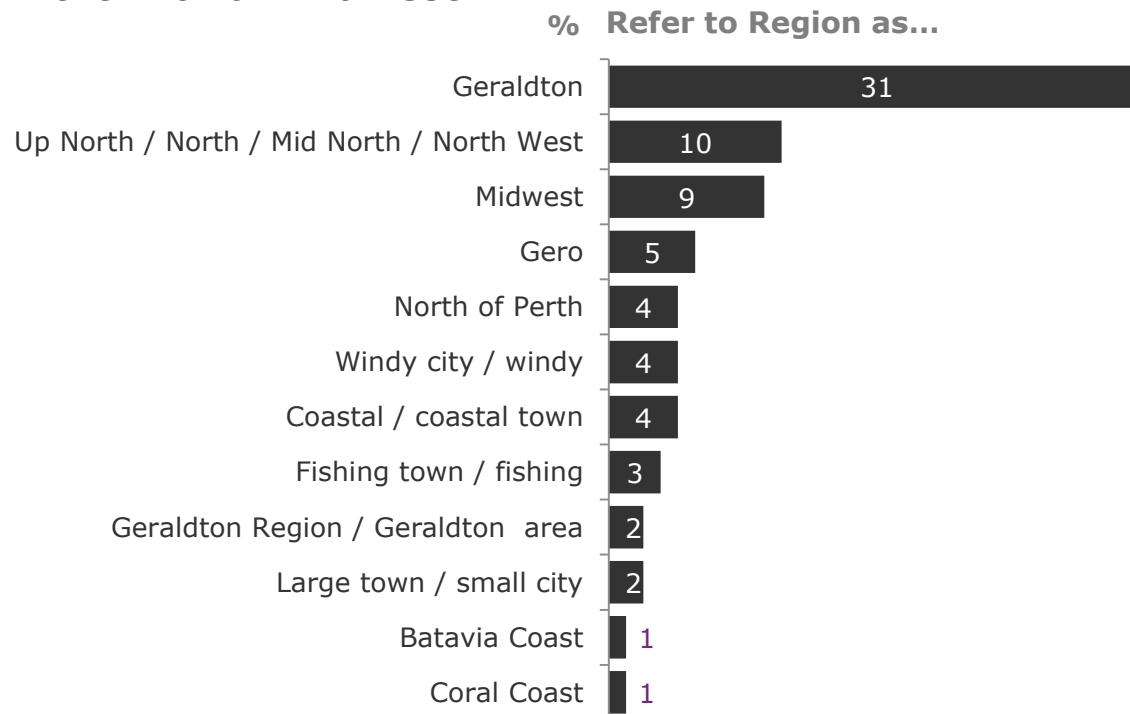
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In terms of how consumers think about Geraldton and its surrounds, the name that was most frequently generated for this area was the simple and straightforward 'Geraldton'

... This may be an indication that Geraldton is not thought to strongly interact with its surrounds in the way a broader 'natural region' would (as is the case, for example, in the Margaret River Region)

... Beyond 'Geraldton', the other names generated for this area are largely non-specific – "Up North" and "Midwest"



Source: A1. When thinking about this area in Western Australia, what do you typically refer to it as?
 Base: All respondents n=401



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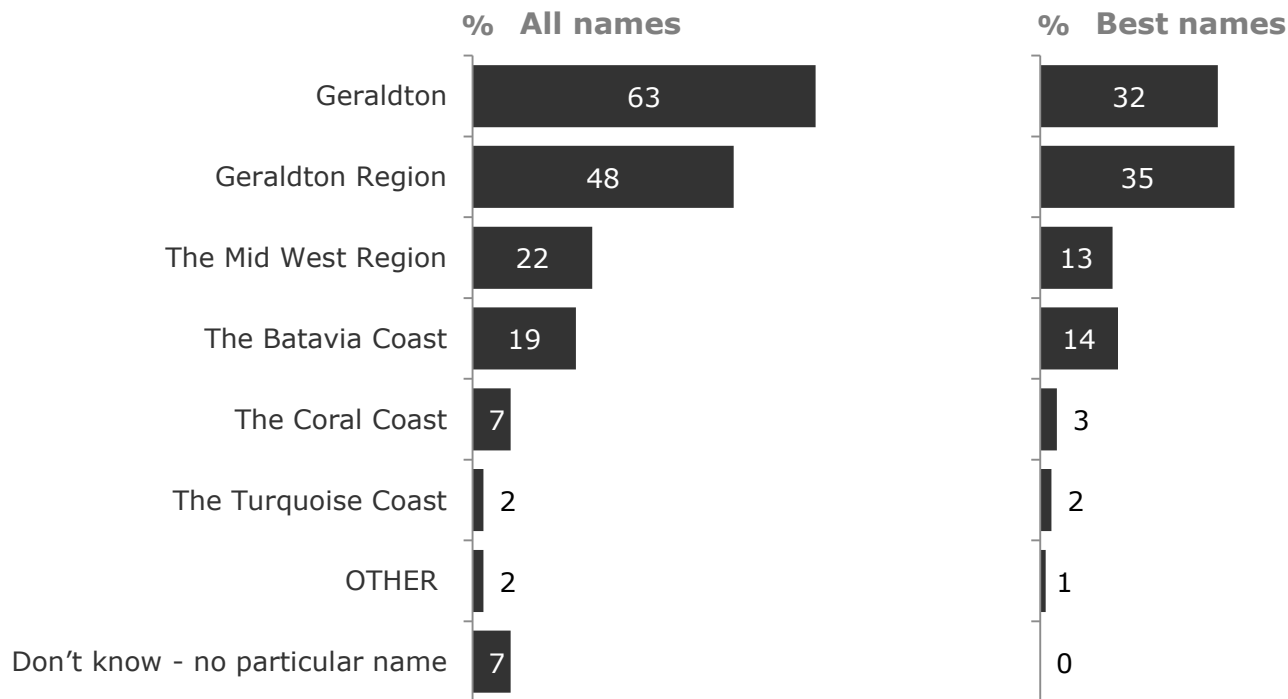


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The only names for a broader area beyond the City boundary of Geraldton that have any real traction currently are the simple and straightforward “Geraldton” and “Geraldton Region”

... Of the existing and historical tourism ‘brands’, only “The Batavia Coast” has any real recognition or relevance ... and even this name only resonated for fewer than 1 in 5 respondents



Source: A2a. Which of the following might you refer to this area as? A2b. And which of these do you think is the best name for this area?
 Base: A2a. All respondents n=401 A2b. More than once answer at A2a n=155



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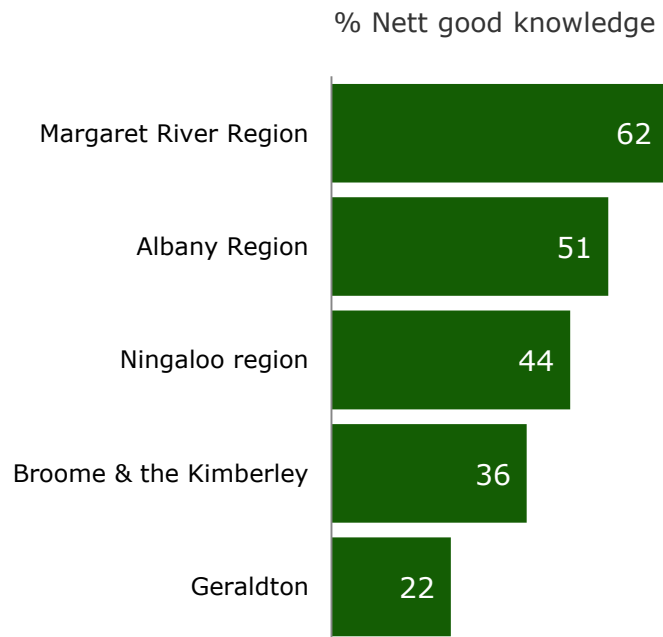
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Despite straightforward awareness being high, perceived knowledge of Geraldton is very low ... this is not atypical for regional destinations, but knowledge of Geraldton is weak, even compared to other places in WA ... Compared to four other similarly assessed destinations in WA, perceived knowledge of Geraldton is the lowest



Source: A7. How much do you know about Geraldton in terms of what they offer for a holiday or short break?

Base: Geraldton all respondents n=401; Margaret River Perth respondents, n=191; Albany Perth respondents, n=200; Ningaloo Region Perth respondents, n=200; Broome & Kimberley Perth respondents, n=253



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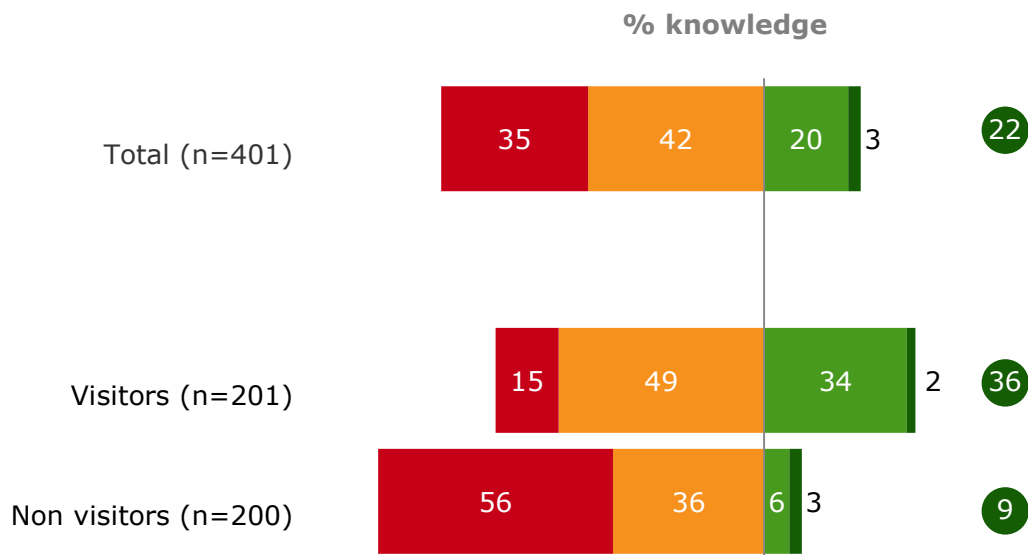


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Knowledge among non visitors is even weaker, a finding that is in line with Stakeholders' comments that few people have a good understanding of what Geraldton has to offer

Knowledge of Geraldton



■ Nothing
 ■ Not much – 1 or 2 things only
 ■ Quite a lot – I have a reasonable idea
 ■ A lot

Source: A7. How much do you know about Geraldton in terms of what they offer for a holiday or short break?
 Base: All respondents n=401 Visitors n=201 Non-visitors n=200



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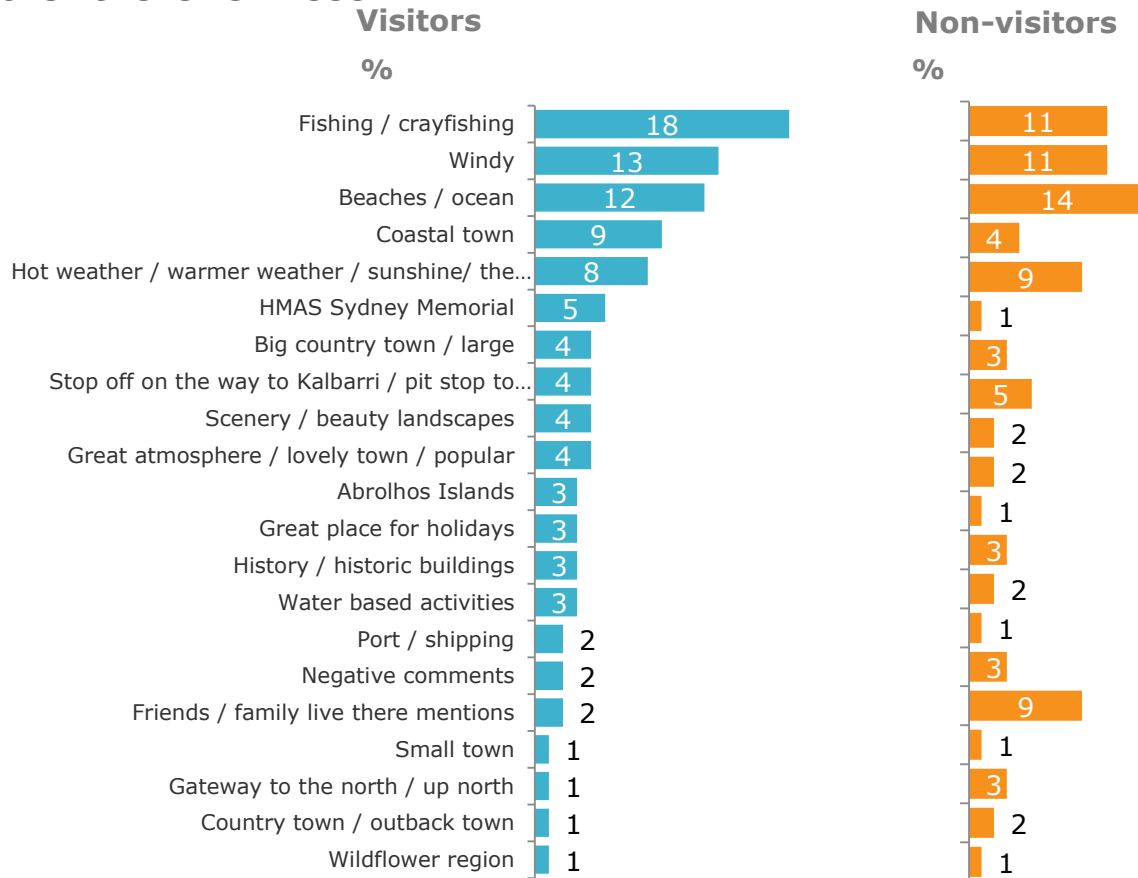


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When it comes to perceptions of Geraldton generally, both visitors and non visitors most frequently cite fishing/crayfishing, beaches/coast and wind

... Less than 5% of visitors name something specifically related to tourism & among non visitors it is even less



Source: A3. What is the first thing that comes to mind when you think of Geraldton, Western Australia?
 Base: Visitors n=201 Non-visitors n=200



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When specifically prompted to think of Geraldton in a tourism context, visitors again mention very little that is particular to tourism – the specific experiences that are mentioned in the top 20 responses are fishing, swimming, sightseeing and wildflowers

... Only the latter is at all differentiating and its mentions are relatively infrequent (2%)



Source: A4. And what is the first thing that comes to mind when you think of Geraldton as a holiday destination?
 Base: Visitors n=201 Non-visitors n=200



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Non visitors are even more of a concern, with the single biggest association with Geraldton as a holiday destination is that “it isn’t one” ... the only other associations with any traction are beaches and warm weather – again, hardly differentiating from the rest of the Coral Coast or even most holiday destinations north of Perth



Source: A4. And what is the first thing that comes to mind when you think of Geraldton as a holiday destination?
 Base: Visitors n=201 Non-visitors n=200



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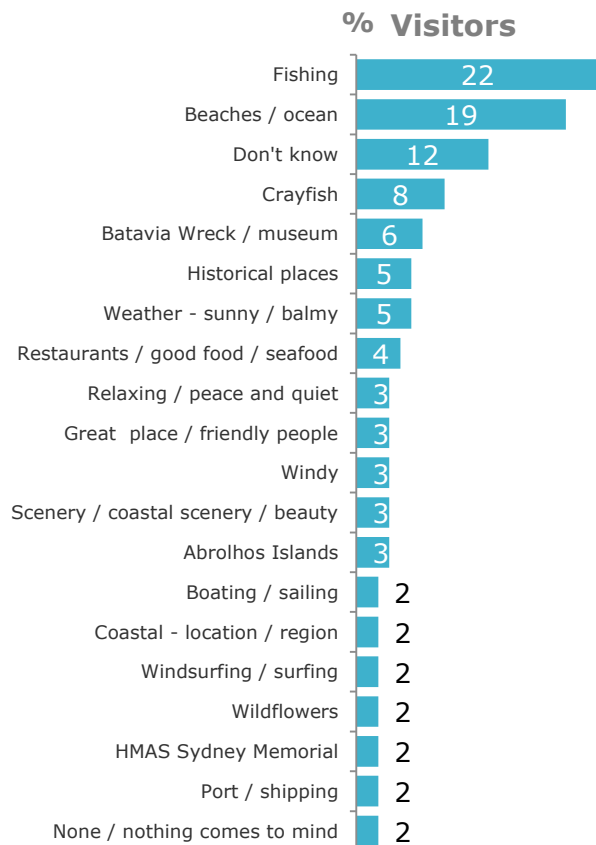


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Among visitors, Geraldton is best known for 'fishing' – as likely as not to refer to industry as tourism, followed by the relatively generic 'beaches/ coast'

...Of the experiences on offer in Geraldton, the category of history and specifically the Batavia are most frequently mentioned



Source: A6. Thinking about Geraldton as a holiday destination, what would you say it is best known for?
 Base: Visitors n=201 Non-visitors n=200



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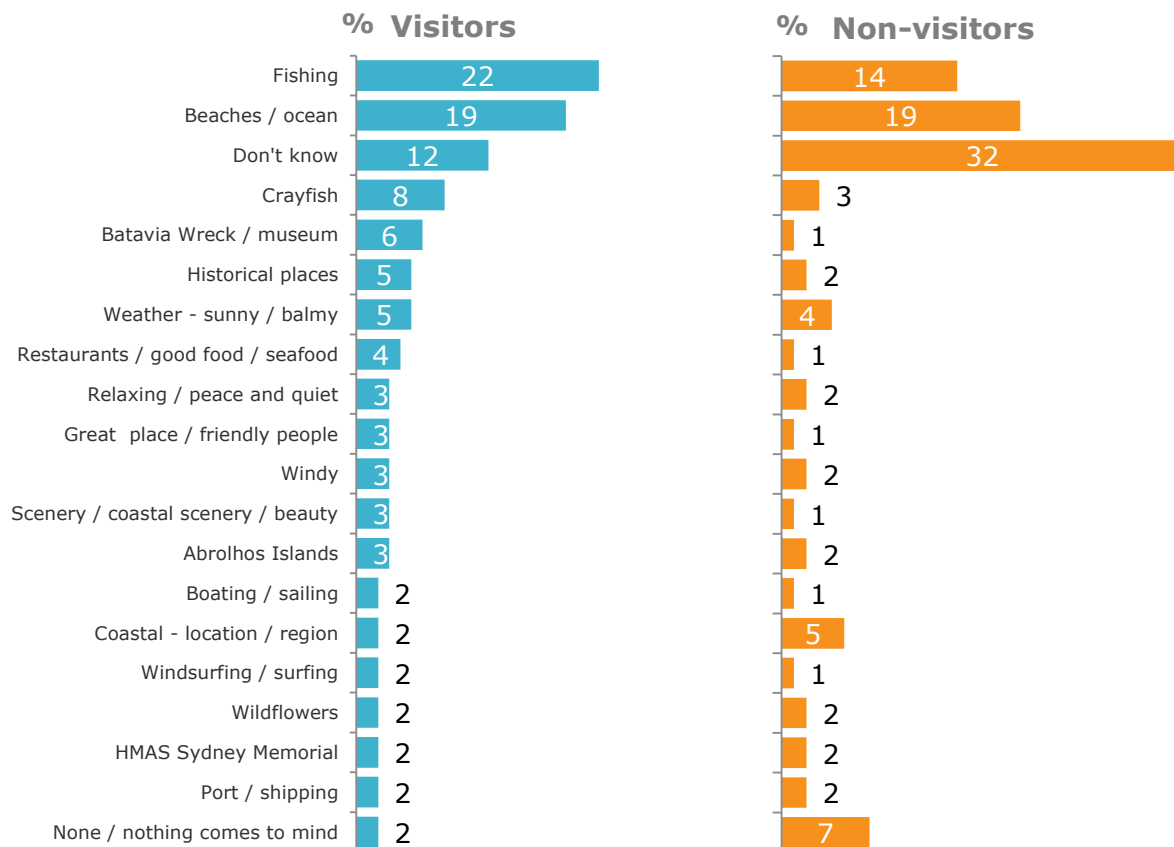


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It is illustrative that among non visitors, fully a third cannot name even one thing that Geraldton is "known for" – the most frequent single response

... Beyond this, again it is fishing and beaches that come most readily to mind... these are neither unique nor compelling and not indicative of any real tourism identity



Source: A6. Thinking about Geraldton as a holiday destination, what would you say it is best known for?
Base: Visitors n=201 Non-visitors n=200



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Motivations & Barriers



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Geraldton is located 419 kilometres north of Perth, an approximate 5 hour drive or 1 hour direct flight from Perth.

Geraldton has a rich cultural and historical heritage to explore, including the magnificent HMAS Sydney II memorial, which commemorates 645 crew members lost during World War II, the St Francis Xavier Cathedral built by famed architect Monsignor Hawes, and the ancient Yamaji culture. In the Western Australian Museum – Geraldton, visitors can learn about the tragic stories revealed by relics of shipwrecks, including the famous Batavia mutiny story.

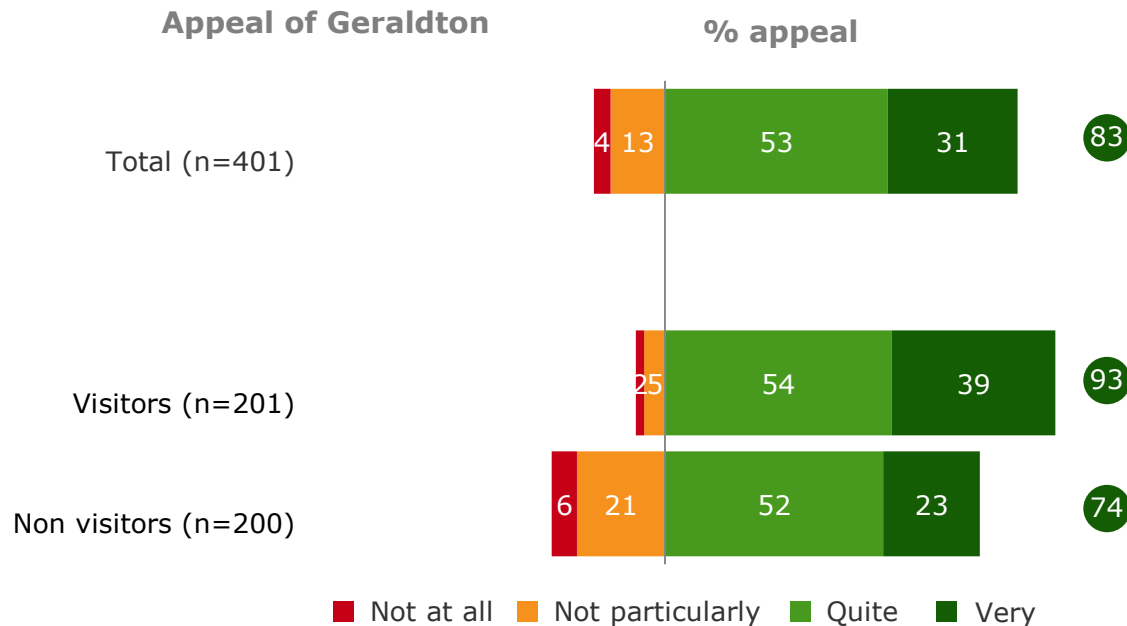
From July to October, Geraldton becomes the gateway to wildflower country, where visitors can see everlastings and hundreds of other native varieties stretch as far as the eye can see.

Geraldton also offers a variety of water sports and activities, including surfing, kite surfing, windsurfing, diving, snorkelling, boating and fishing. Just 60 kilometres from the shoreline, are the coral-fringed Abrolhos Islands where you can join a fishing, diving or snorkelling charter, or take it all in from the air on a scenic flight.

Below are some images of Geraldton.



After being given a description and imagery of Geraldton, its appeal is relatively high among past visitors, but a quarter of non visitors remain unconvinced



Source: C1. Based on what you know about Geraldton and what you've just read and seen, how appealing do you personally find it as a destination for a holiday or short break? Base: All respondents n=401



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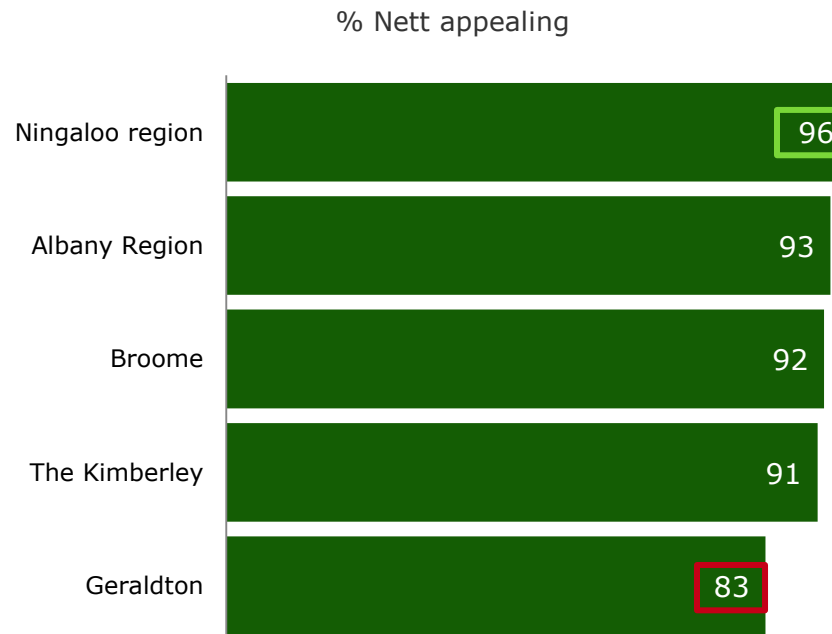
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While 8 out of 10 respondents find the Geraldton offer appealing, relative to other destinations in WA, this is somewhat low
... Most notably, the northern part of the Coral Coast is found significantly more appealing than Geraldton



Source: C1. Based on what you know about Geraldton and what you've just read and seen, how appealing do you personally find it as a destination for a holiday or short break? Base: All respondents n=401; Albany Perth respondents, n=200; Ningaloo Region Perth respondents, n=200; Broome & Kimberley Perth respondents, n=253



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In terms of what is found most appealing about Geraldton, all respondents mention *beaches/coast* most frequently, followed by *history*

... As beaches is less differentiating and specific than history, the latter is the better candidate for an experience category for Geraldton to centre its identity on



Source: C2. What one thing do you find most appealing about Geraldton?
Base: All respondents n=401

Mentions 4% or more



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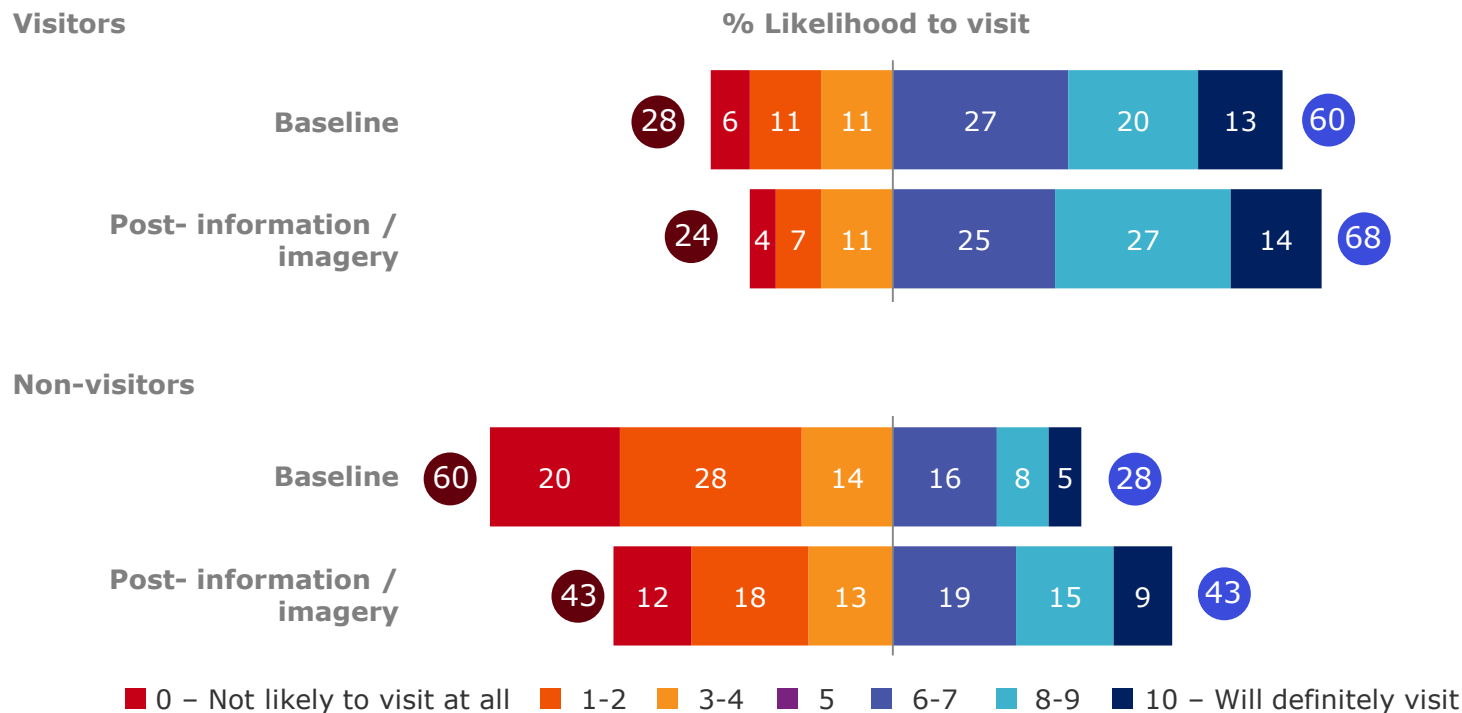


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Both visitors and non visitors show a positive shift in intention to visit Geraldton after seeing the description and imagery ... however, more than half of non visitors remain unconvinced and unlikely to visit in the next 2 years

... Understanding why non visitors are reluctant - what is convincing and not convincing in influencing visitation - will require qualitative research to fully unpack ... However, the motivations and barriers data provides some insight



Source: B6. On a scale of 0 to 10, how likely are you to travel to Geraldton for a holiday or short break (including visiting friends and relatives) in the next 2 years? C6. Now you've heard a bit more about Geraldton and its holiday offering, how likely would you be to travel there in the next 2 years? Base: All respondents n=401 Visitors n=201 Non-visitors n=200



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Among visitors, most of the biggest motivations for visiting Geraldton are not specifically related to Geraldton itself; they are at least somewhat external to it: *Stop over to somewhere else, Part of a larger trip, VFR, Exploring the region*



Source: B5a. Still thinking about your most recent visit for a holiday, why did you decide to visit Geraldton at that time? B5b. Please tick just the one or two reasons that led to you deciding to go to Geraldton at that particular time? Base: Visited Geraldton n= 201,



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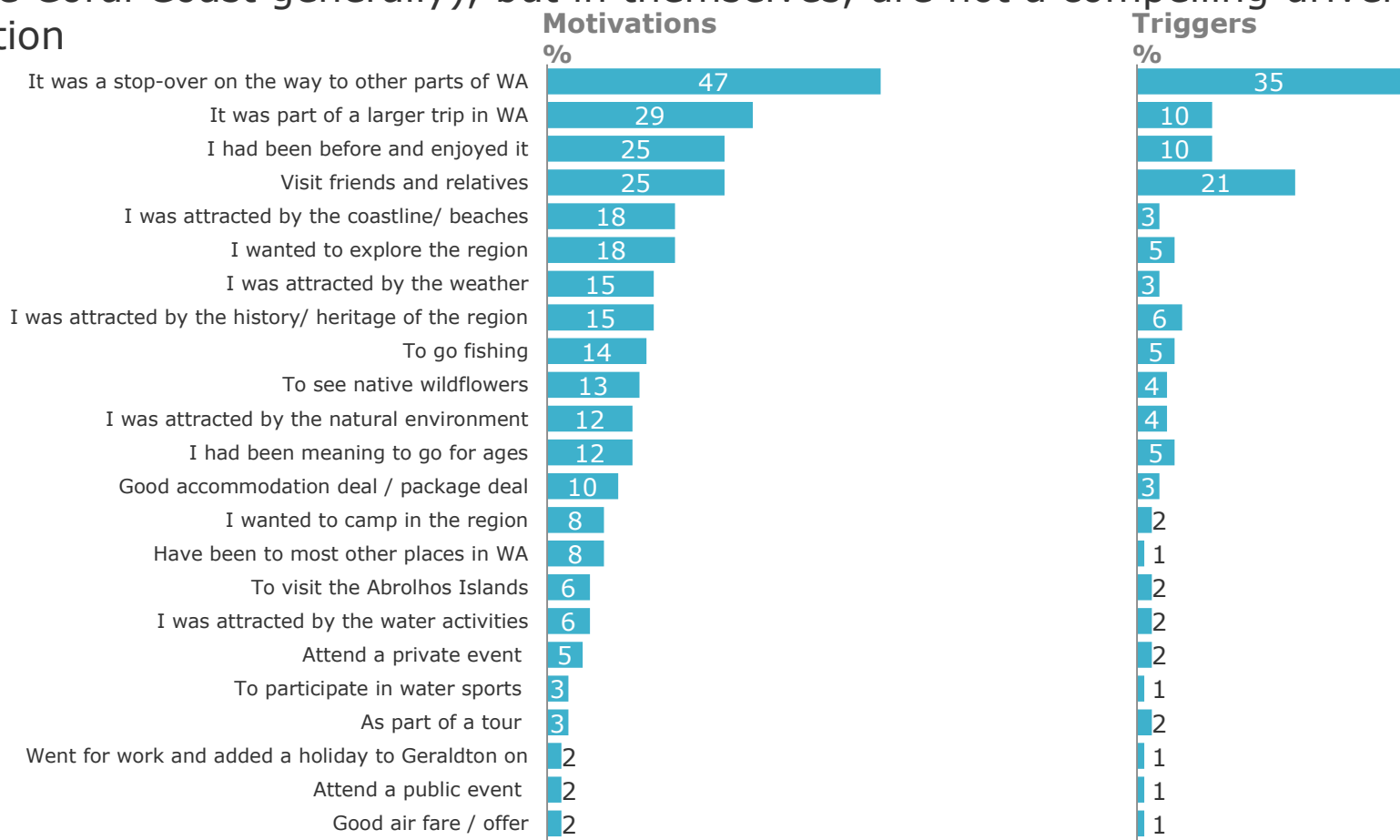


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Of the specific experience categories, only *History* ranks as even close to being a meaningful trigger for visitation

... it is worth noting that while beaches is in the top 5 'general' motivations, it is a very weak trigger – beaches can be considered a hygiene attribute (a 'must have' for the Coral Coast generally), but in themselves, are not a compelling driver for visitation



Source: B5a. Still thinking about your most recent visit for a holiday, why did you decide to visit Geraldton at that time? B5b. Please tick just the one or two reasons that led to you deciding to go to Geraldton at that particular time? Base: Visited Geraldton n= 201,



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ROYALTIES
FOR REGIONS



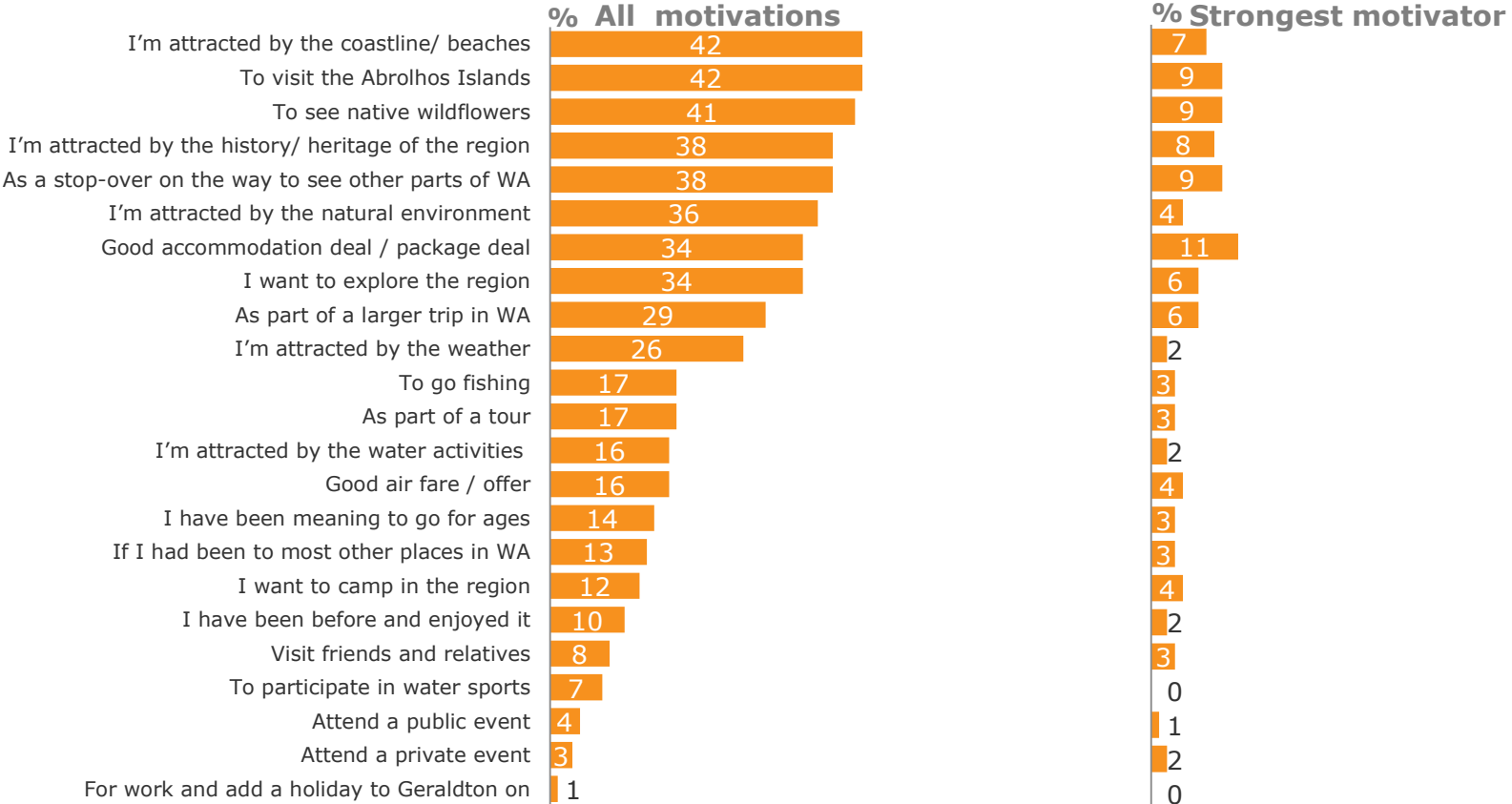
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a vibrant future



Non visitors are more distributed in their (theoretical) motivations, with the biggest likely trigger a 'good deal'

... The remaining triggers are largely outside of Geraldton proper and more related to the area around it: Abrolhos Islands, Wildflowers, other parts of WA

... History again stands out as the one experience type that Geraldton itself offers that holds interest for potential visitors



Source: C7a. What reasons would be likely to make you want to visit Geraldton in the future? C7b. And which one reason would be most likely to make you want to visit Geraldton in the future? Base: Non-visitors n= 200



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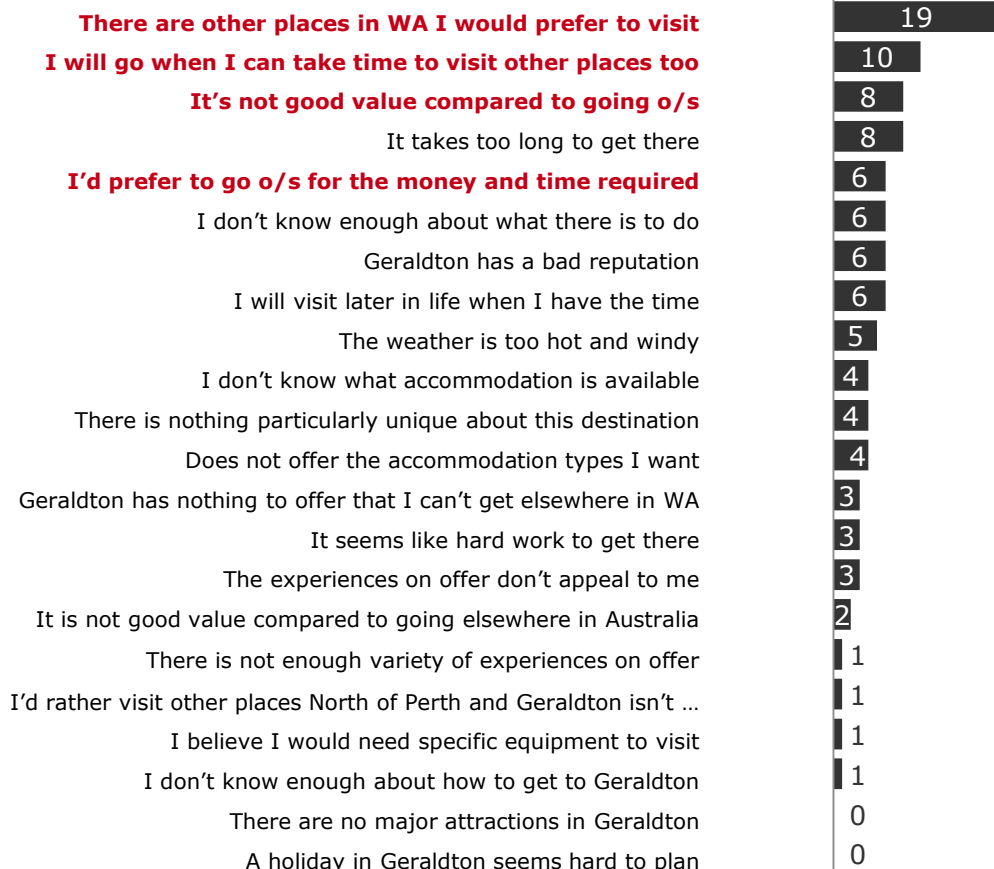


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In terms of straightforward agreement, the biggest barrier to visitation to Geraldton is that people would simply prefer to go elsewhere – Geraldton does not stack up against competing destinations in WA, let alone interstate and international destinations

% Strongest agreement



Source: D1. Here are a number of reasons why other people haven't visited Geraldton or have only been to Geraldton occasionally. How much do you agree with them?

Base: All Respondents n=401

D1b And which one of these statements do you most strongly agree with? Base: Shown Q and agree with at least one n=345



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Driver analysis, however, reveals the underlying reason why other destinations are preferred – because Geraldton is not considered *unique*, nor is its offer particularly *appealing*



Source: D1. Here are a number of reasons why other people haven't visited Geraldton or have only been to Geraldton occasionally. How much do you agree with them?
 Base: All Respondents n=401

D1b And which one of these statements do you most strongly agree with? Base: Shown Q and agree with at least one n=345



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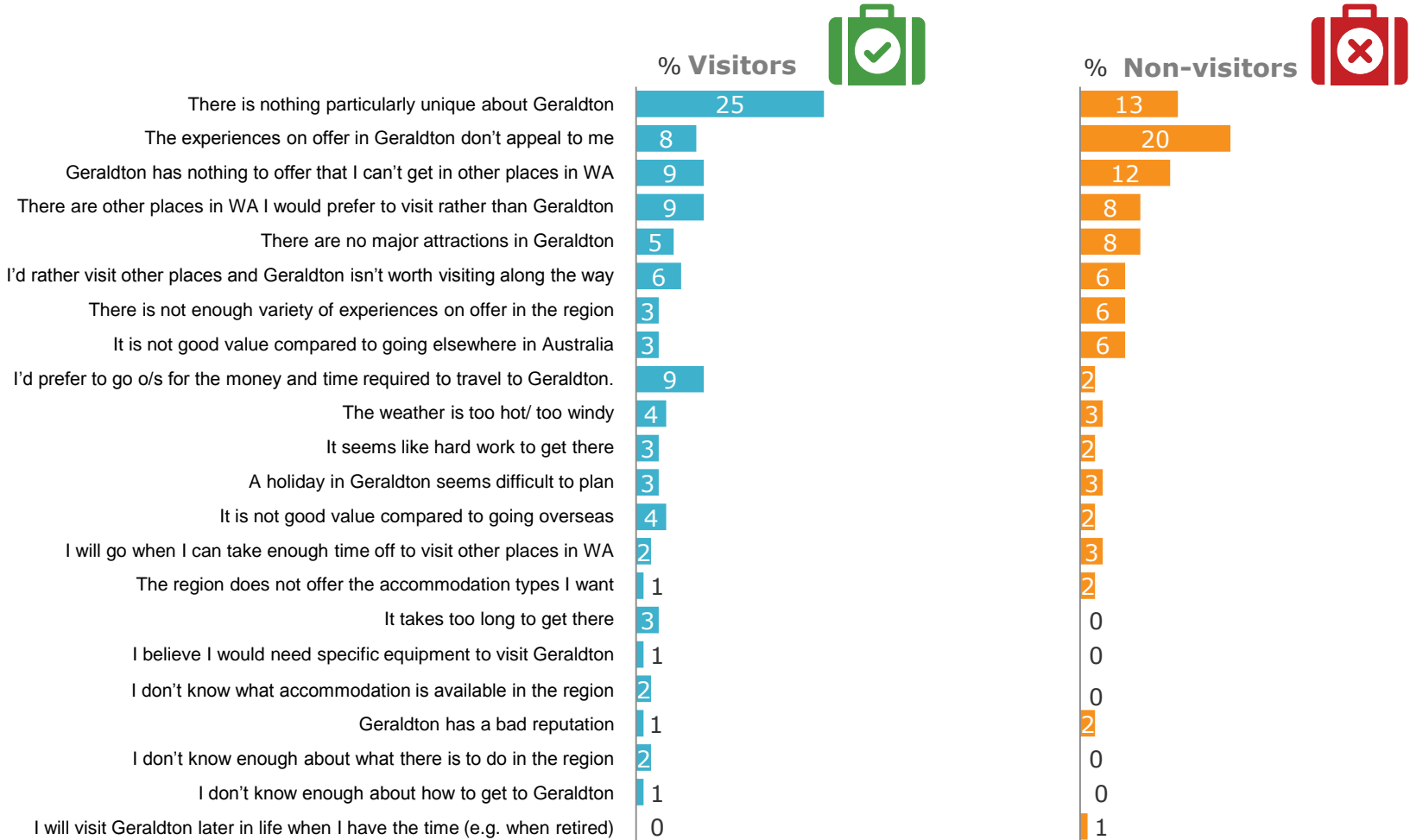
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Previous visitors to Geraldton are particularly put-off by its lack of uniqueness, compared to non visitors who are simply not interested in what Geraldton has to offer (that they know of!)



Source: D2. And which one of these statements do you most strongly agree with? Base: Shown D1 and agree/strongly agree with at least one
 Base Visitors n=164; non-visitors n=175



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ROYALTIES FOR REGIONS



On a positive note, two thirds of visitors to Geraldton cannot name anything specific that they would suggest as needing improvement ... of those who do identify gaps in the tourism offer, these tend to be in the areas of: *More uniqueness, Culinary experiences, Accommodation and Retail*



Source: D3. On your past visit(s) to Geraldton, was there anything you felt was missing from it as a holiday destination and what was on offer there?
Base: Visitors n=201



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ROYALTIES
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Experiences



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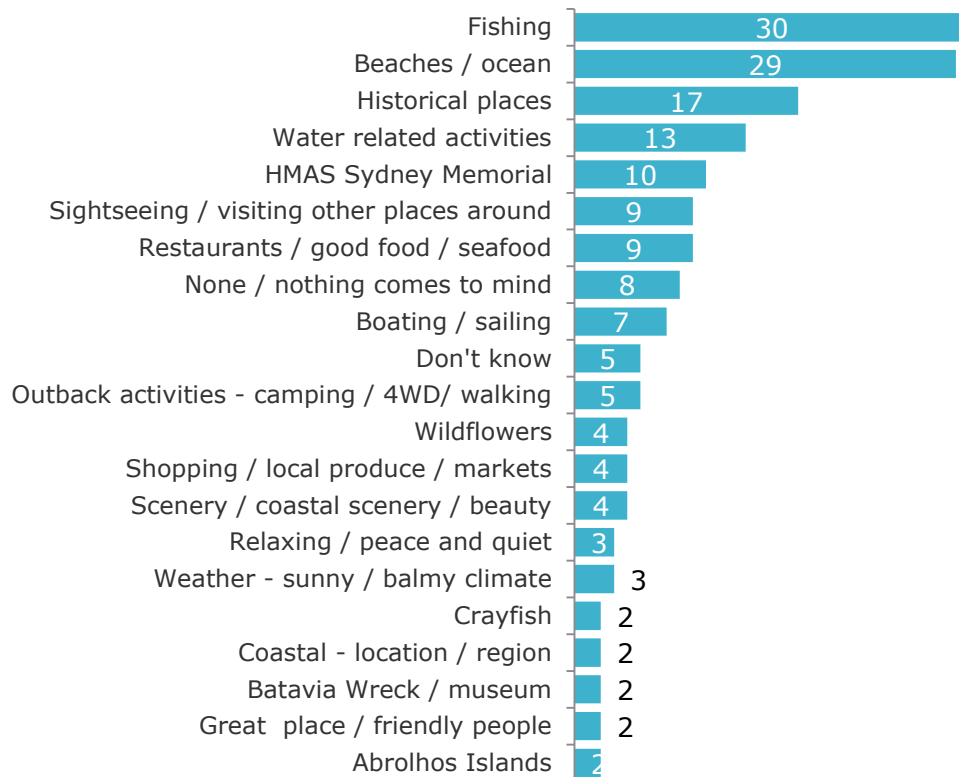
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When asked to spontaneously name experiences in Geraldton, most mentions go to the fairly generic 'fishing' and 'beaches', though there are also mentions among visitors of the historical assets Geraldton has ... Water activities, culinary options and wildflowers also make the top 10

Visitors

%



Source: A5. What kinds of experiences or attractions come to mind when you think of Geraldton as a holiday destination?
 Base: Visitors n=201 Non-visitors n=200



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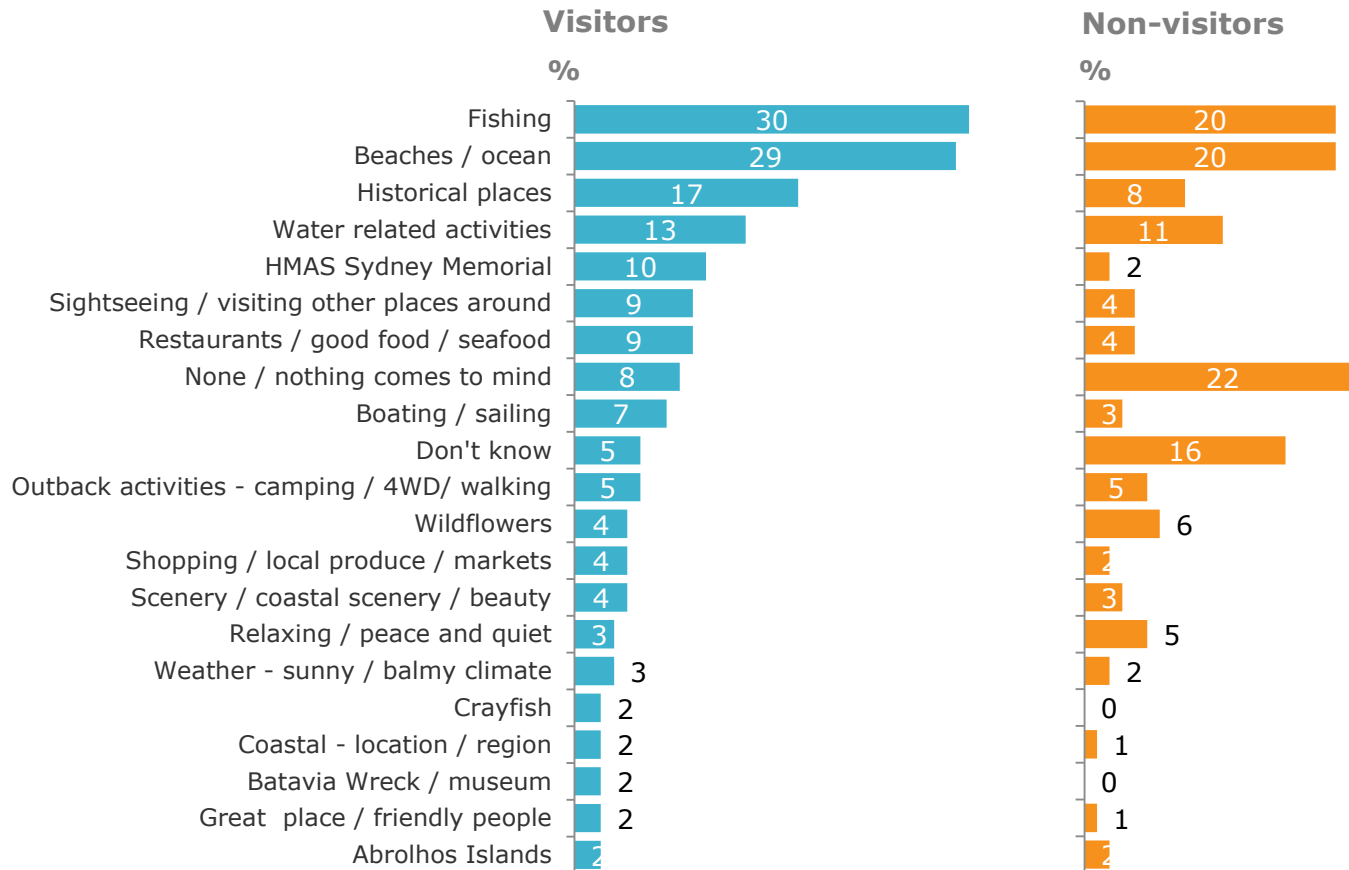
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Non visitors are once again more of a concern, with two of the top 5 responses being “nothing” and “don’t know”
 ... the only differentiating experience category mentioned with any frequency is again that of ‘history’



Source: A5. What kinds of experiences or attractions come to mind when you think of Geraldton as a holiday destination?
 Base: Visitors n=201 Non-visitors n=200



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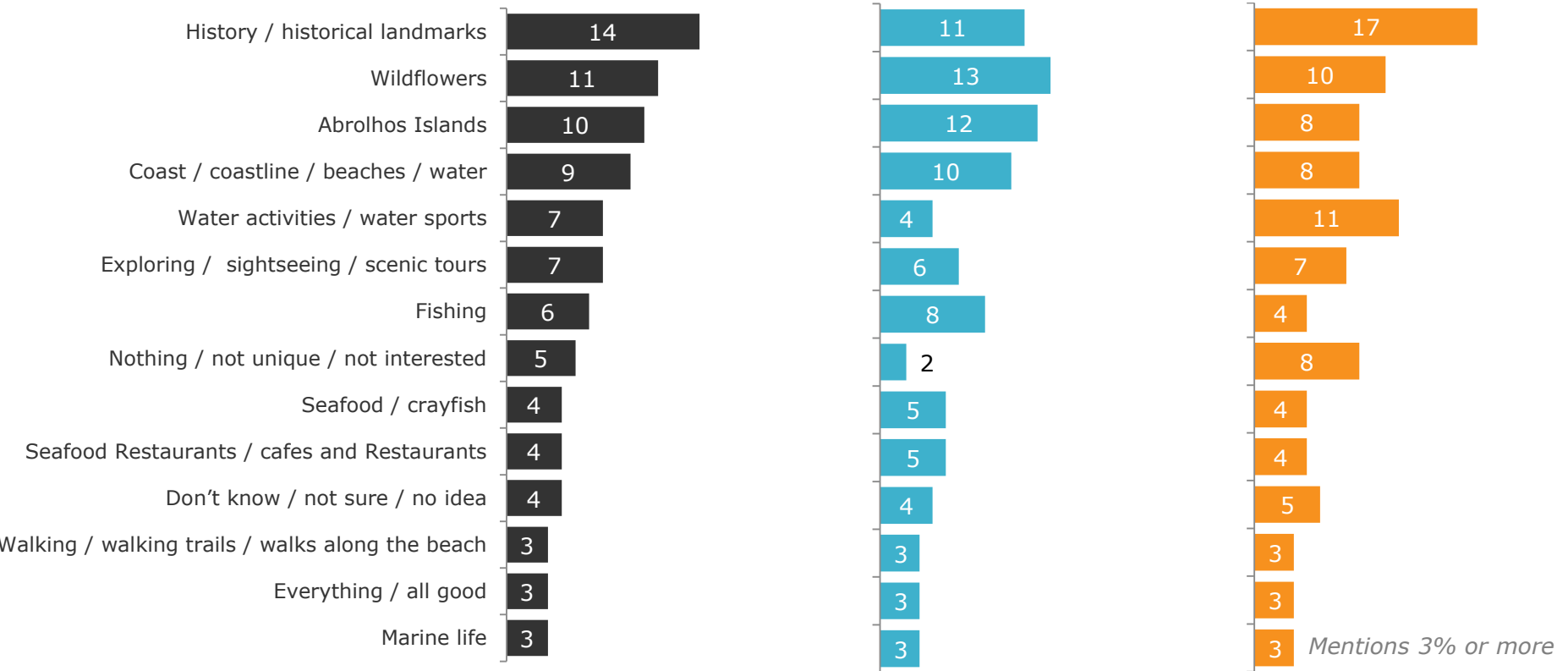
In terms of what people are most interested in experiencing in Geraldton, history has the most consistent appeal, particularly among non visitors ... Visitors strongest interest is in natural heritage (wildflowers and Abrolhos islands in particular), but history is also high on their list

Most interested in...

% All respondents

Visitors

Non-visitors



Source: C2. What one thing would you be most interested in experiencing in Geraldton? Base: All respondents n=401 Visitors n=201 Non-visitors n=200



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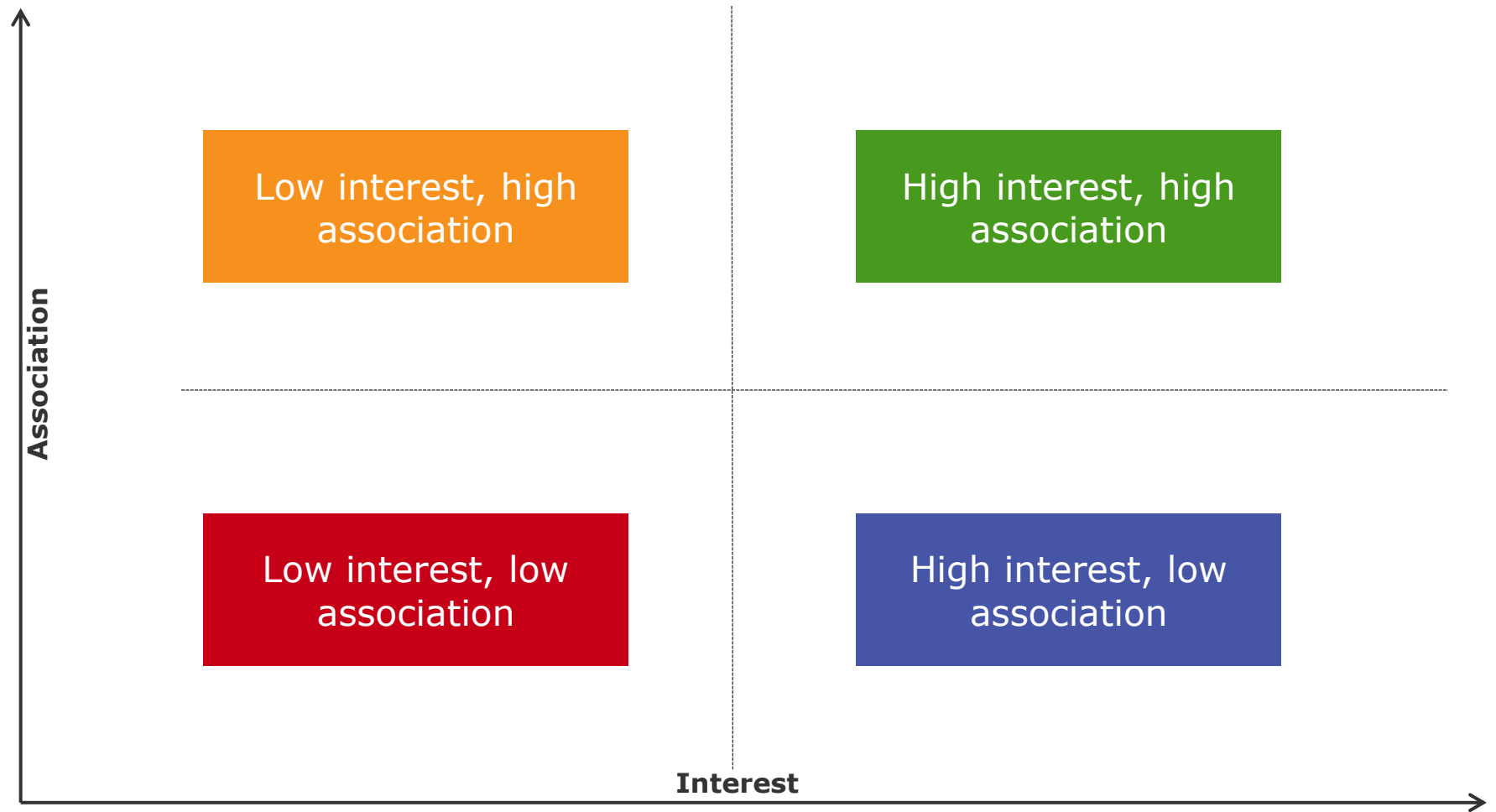
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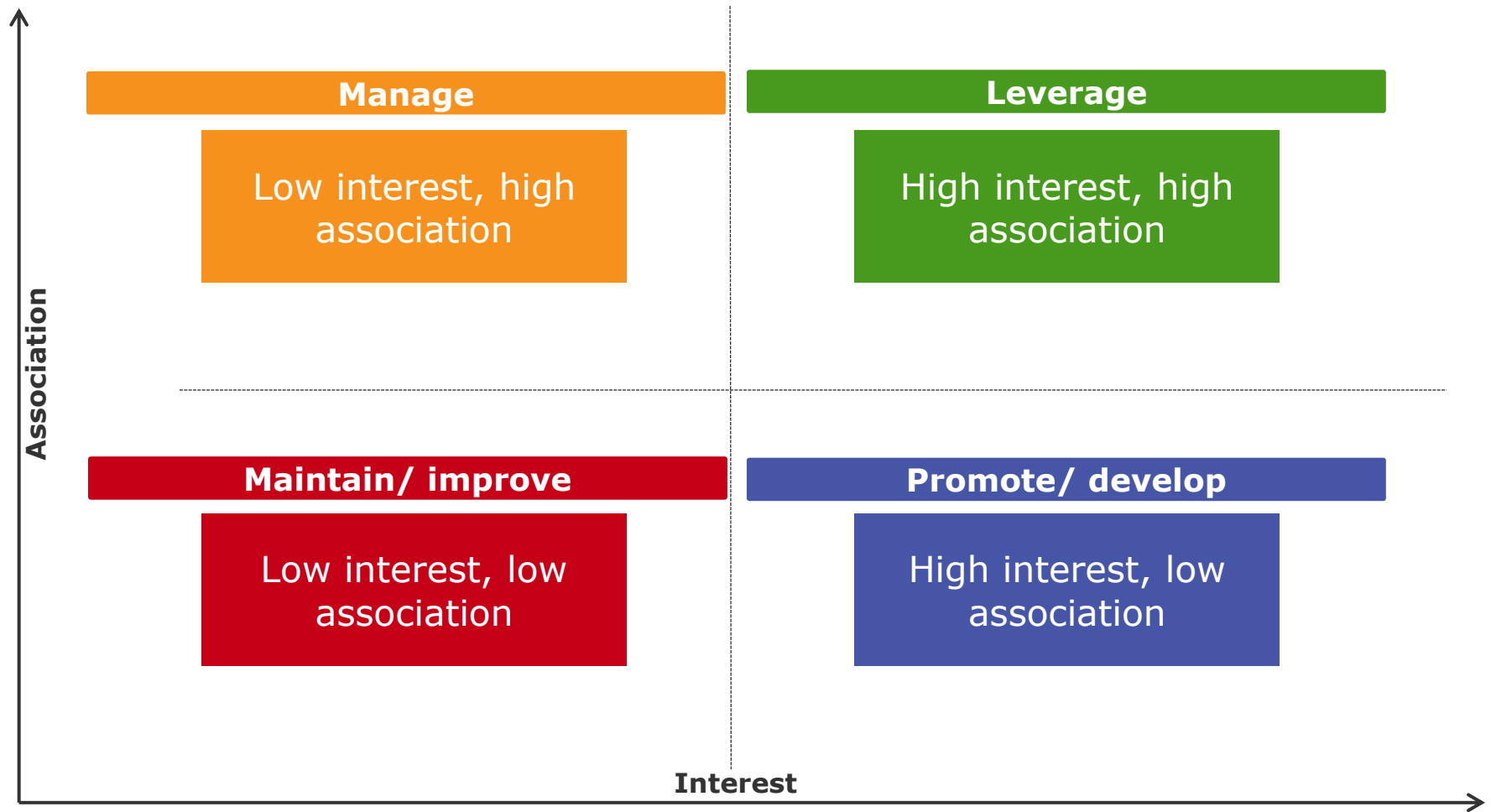
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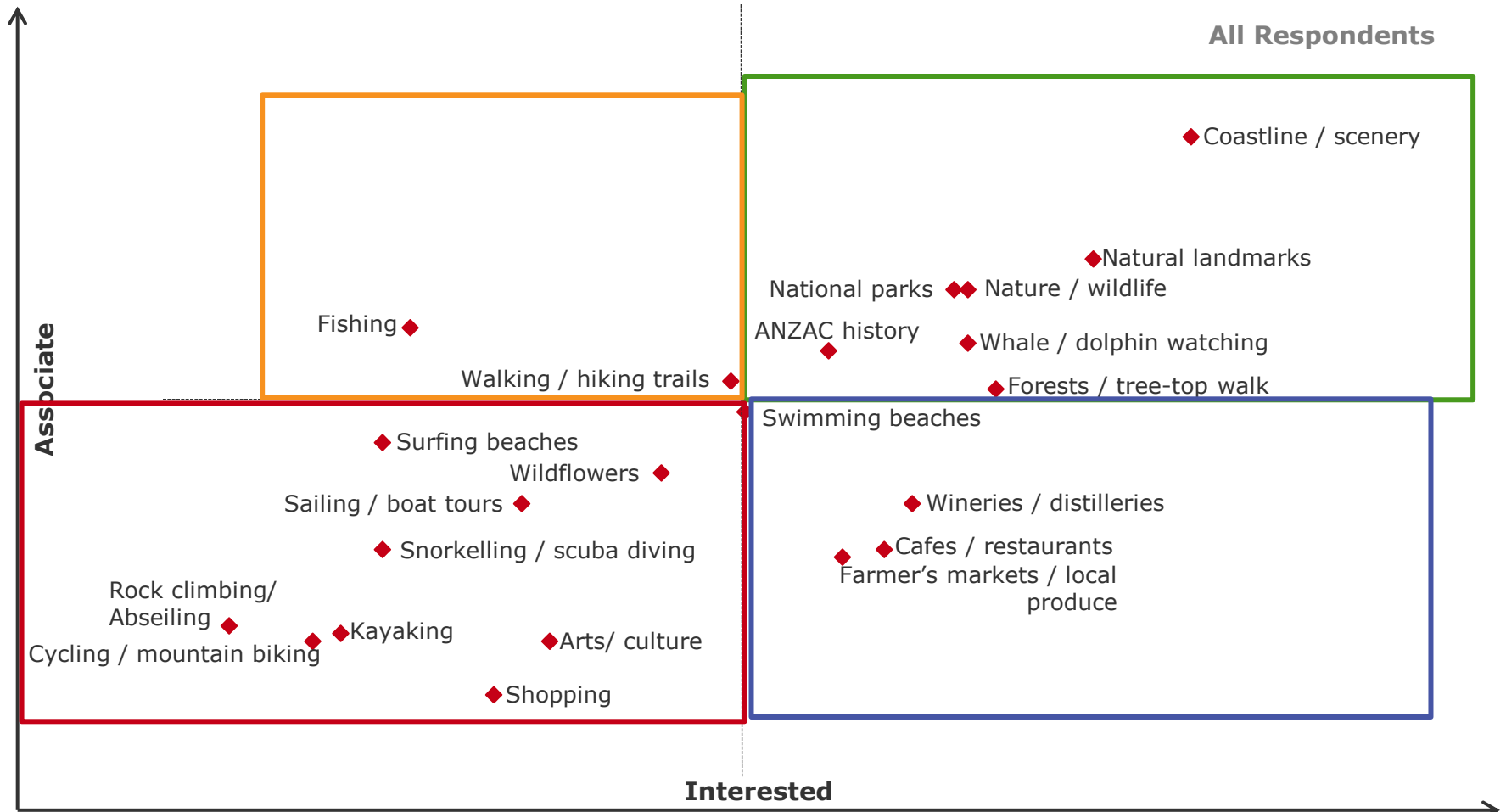
The intersections of association and interest suggest different promotional strategies for different experiences



The intersections of association and interest suggest different promotional strategies for different experiences



Albany experiences



Source: C3. How interested would you be experiencing the following if you were on a holiday or short break in the Albany Region?
 Base: All respondents n=601



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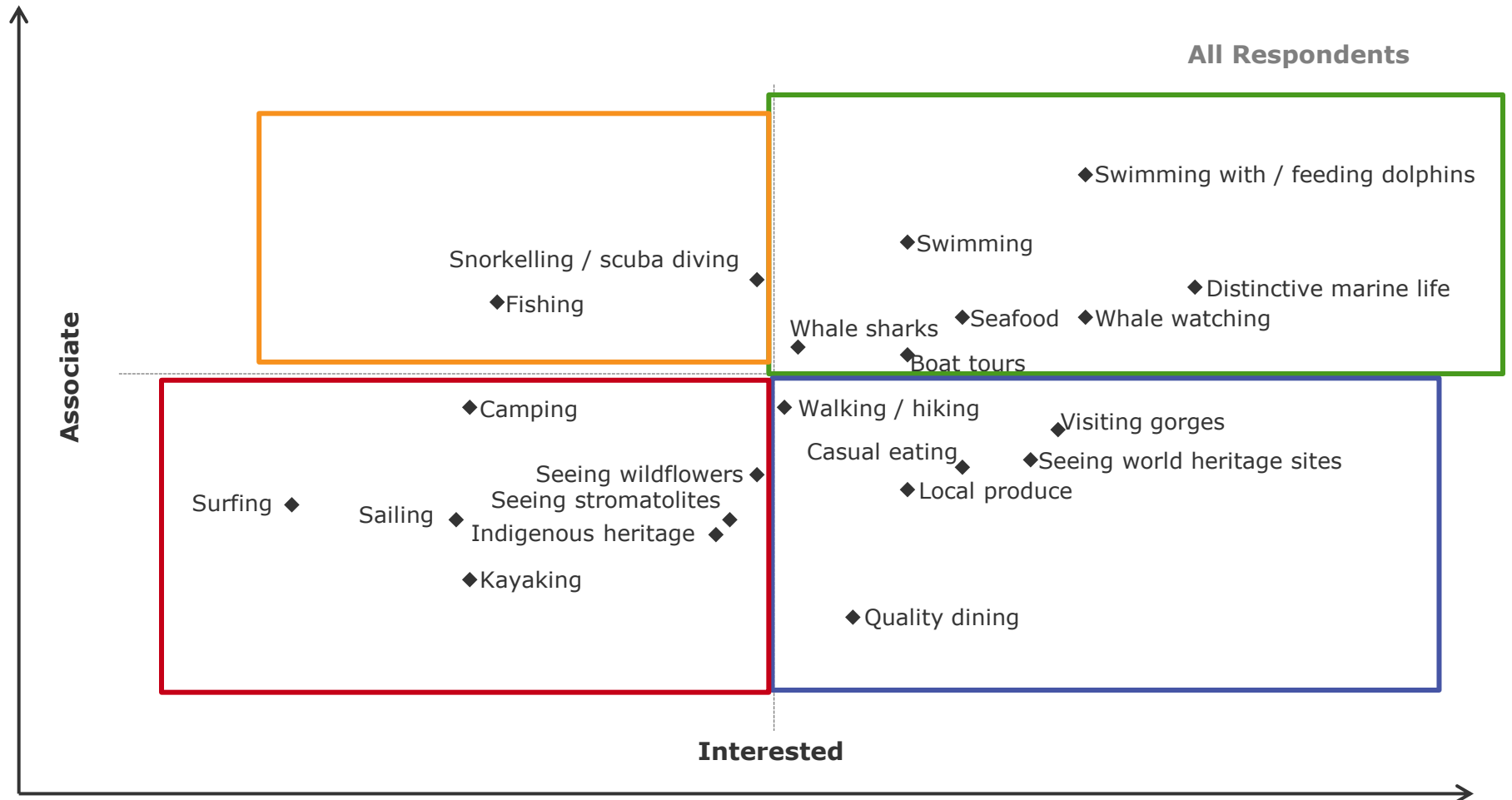
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Ningaloo experiences



Source: B6. To what extent do you associate the following experiences and attractions with the Ningaloo Region? C3. How interested would you be experiencing the following if you were on a holiday or short break in the Ningaloo Region?
 Base: All respondents n=600



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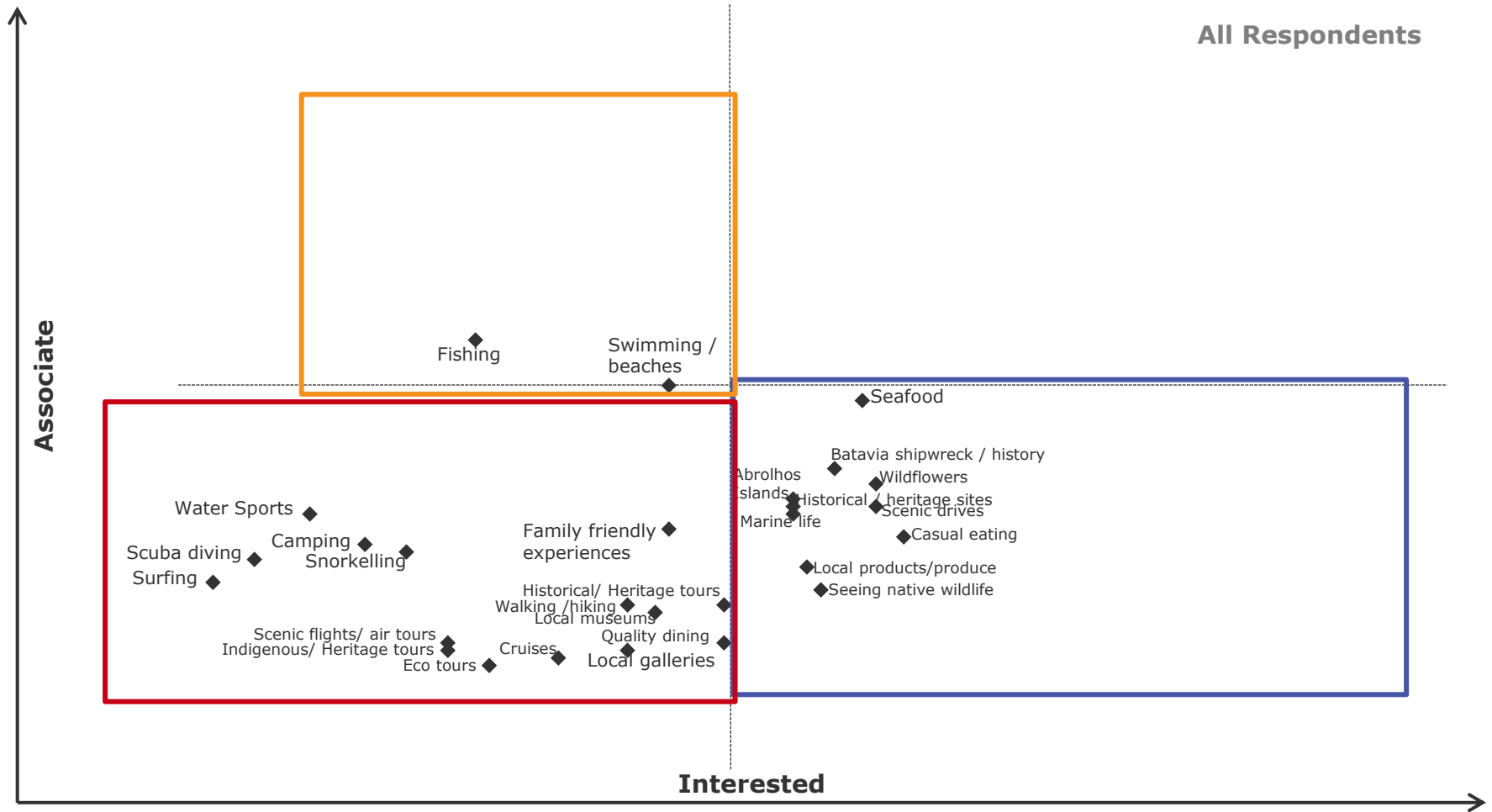
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As it currently stands, Geraldton has no experiences that can be leveraged for both visitors and non visitors



Source: A8. To what extent do you associate the following experiences and attractions with Geraldton? C3a. How interested would you be experiencing the following if you were on a holiday or short break in Geraldton? Base: All respondents n=401



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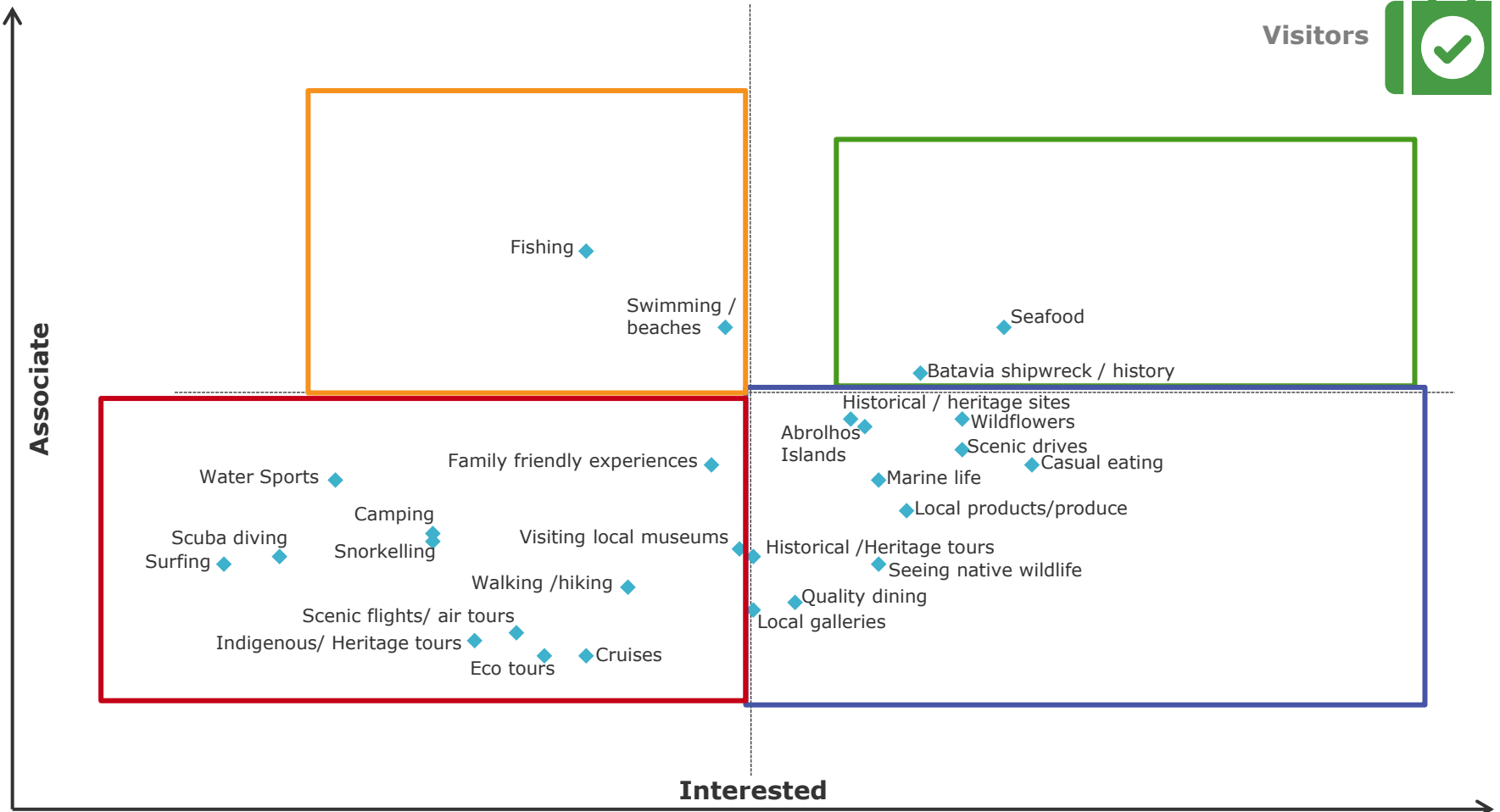
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For past visitors, the Batavia and seafood are both in a position to be leveraged (though they could both also be stronger)
 ... however, from the Stakeholder consultations we know that there are issues around the availability and pricing of some local seafood (lobsters)



Source: A8. To what extent do you associate the following experiences and attractions with Geraldton? C3a. How interested would you be experiencing the following if you were on a holiday or short break in Geraldton? Base: Visitors n=201



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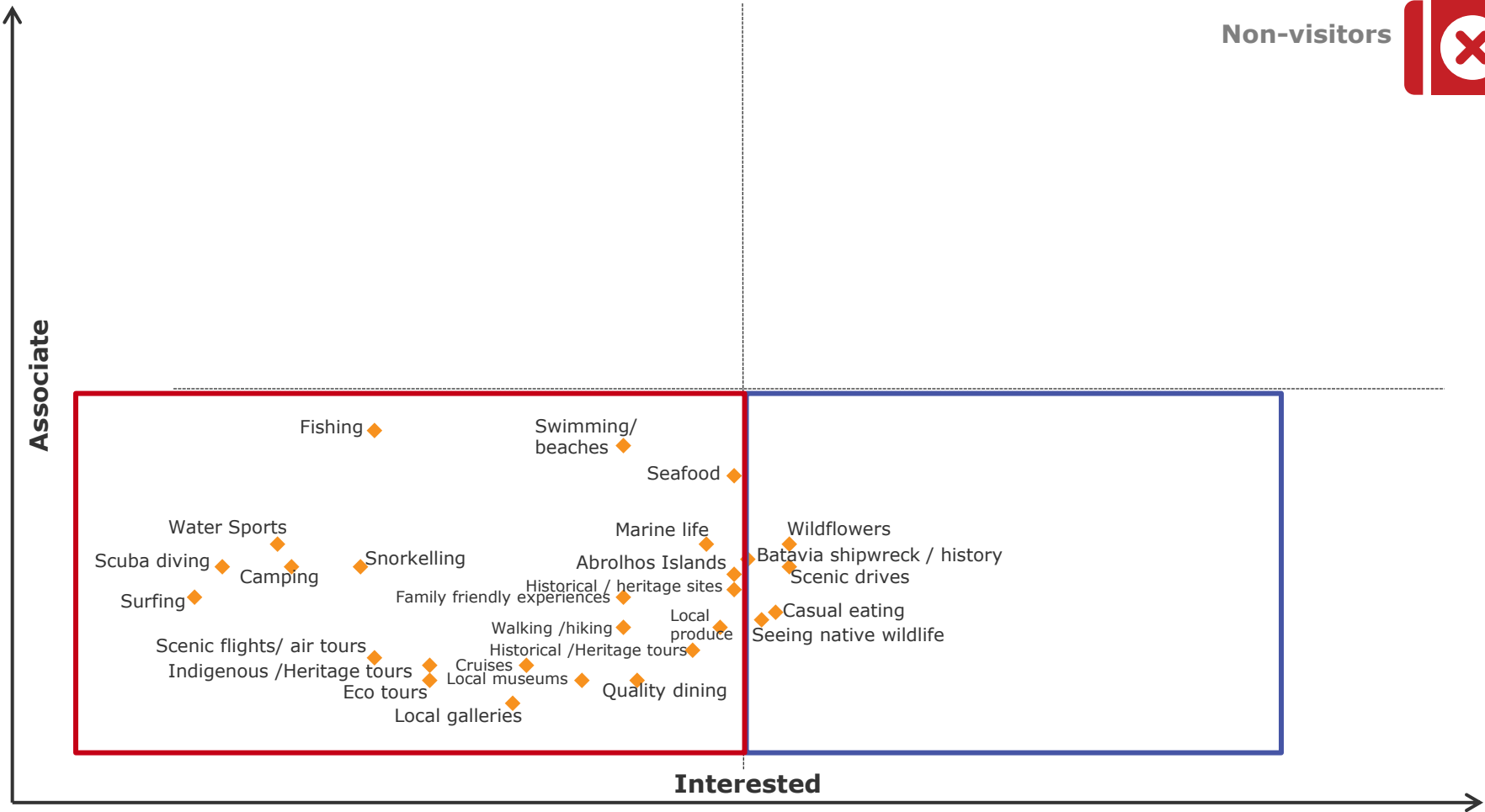
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For non visitors, Geraldton position is even weaker, with all experiences needing much greater awareness and most needing substantial improvement before they would be in a position to be leveraged



Source: A8. To what extent do you associate the following experiences and attractions with Geraldton? C3a. How interested would you be experiencing the following if you were on a holiday or short break in Geraldton? Base: Non-visitors n=200



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Cluster Analysis reveals several natural "groups" of experiences that tend to appeal to the same people (e.g. those who are interested in wildflowers are also likely to be interested in seeing wildlife or scenic drives

.... This information can be useful in guiding industry in the best ways to cross-promote

Scenic flights/ air tours
Cruises
Resort stay

Seeing wildflowers
Seeing native wildlife
Scenic drives
Viewing marine life

Family-friendly experiences
Camping
Walking/ hiking





Quality dining
Casual eating
Seafood
Local produce/ products

Local museums
Historical/ heritage sites
Historical/ heritage tours
Local galleries
The Batavia




Scuba diving
Water sports
Surfing
Snorkelling




Indigenous heritage/ tours


Abrolhos Islands



Eco tours



Swimming/ beaches




Fishing



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Appendix Section B: Stakeholder Consultations Summary



Stakeholder consultation summary



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Stakeholder consultation summary

Visitation

Current market

- Heavily skewed towards Grey Explorers
 - Could be better supported e.g. access & infrastructure in terms of carparks for caravans, RV-friendly
- Tour markets
 - Cruise ship day-visitors
 - Bus tours
- Small proportion of Chinese tourists
 - Air charters - Abrolhos Islands, pink lake
- VFR
- Younger market – limited
 - Families
 - Watersport specialists
 - Backpackers

Visitation (cont.)

Visitation pattern

- Dominated by “Passers-through”
 - Most are en-route to elsewhere
 - Stopping in Geraldton is functional, rather than pleasurable – supplies, breaking up a long trip
- Opportunity to convert “passers-by”?
 - Signage deemed sub-par and entrance to town not welcoming
- Few stay long – generally 1-2 nights and no more
 - Opportunity to convert 1-2 nights to 2-3 (up to 4?) if leverage regional assets

Stakeholder consultation summary

Motivators/ drivers

Functional

- Service centre – for tourists and regional locals
- Access point for regional attractions (under-utilised)
- Accommodation
- Corporate/ business

History

- Batavia
- HMAS Sydney II Memorial
- WA Museum Geraldton
- St Francis Xavier Cathedral
- Regional towns

Natural heritage

- Abrolhos Islands – has potential, but development essential
- Access to wildflowers
- Kalbarri NP (daytrip)

Motivators/ drivers (cont.)

Aquatic & activities

- Foreshore/ beach – coastal, but “civilised”
- Sports – surfing/ wind/ kite/ paddle boarding

Stakeholder consultation summary

Barriers

Perception/ reputation

- Perceived first and foremost as a working town/ service town, not a tourism town
- Even tourism terms, seen as a stop-over, not a destination
- Reputation for crime/ social issues

Knowledge

- Awareness of tourism assets perceived to be low
- Perception of a lack of promotion/ marketing (e.g. by Coral Coast)

Presentation

- Signage
- Lack of “welcoming”/ pretty entrance
- Town not activated or vibrant (particularly at night)
- Lack of optimism in community

Barriers (cont)

Functional

- Access
 - Distance is a barrier to weekend travel
 - Uninspiring drive
 - Road bypass
 - Not RV friendly
 - Signage needs improvement (to town and within town)
- Quality of industry/ businesses
 - Opening hours
 - Poor quality service

“We are an inhospitable town”

“Once we get them here, we need to look after them – that’s where local businesses need to step up and play their part ...with good customer service and customer experience.”

- Lack of community engagement with/ understanding of flow on effects of tourism
- Lack of industry cooperation
 - In Geraldton (e.g. opening hours, lack of availability of crayfish)
 - In region – between towns and Geraldton, between Geraldton & Coral Coast

Stakeholder consultation summary

Product Barriers/ weaknesses

Product offer

- Not enough (number) experiences/ attractions
- Somewhat limited diversity of experiences
- Little uniqueness
- Lack of a “star” experience
- Some experiences lack ‘depth’/ elaboration

Accessibility & development of Abrolhos Islands & associated experiences

- Long travel time
- Rough seas
- Costly air charter
- Currently no accommodation

Under-developed culinary product

- Number & location of casual dining options
- Opening hours & location of existing offers
- Access to local produce, especially local seafood (e.g. availability/ price of lobster)

Events

- Local events lack strong draw for tourists
- ‘Imported’ events somewhat more successful (e.g. One Night Stand) – as have in-built audience

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Stakeholder consultation summary

Opportunities

Development of the Abrolhos

- Accommodation and improved access
- Important, but not a silver bullet

Batavia movie

- Uncertain, but would raise awareness

Greater opportunities to hire gear in-region

- e.g. kite and wind surfing

Nightlife

- Evening entertainment
- Activation of the town
- Night markets

Cruise ship services

- Berthing
- Opening hours & servicing of visitors

Arts/ Culture/ Indigenous experiences

Improved events calendar

Opportunities (cont)

Scientific/ educational tourism

- Conferences
- Astronomy
- Museum expansion
- Geotourism

Culinary

- Range of options
- Location
- Local produce
- Particularly seafood, particularly crayfish

Improve positioning as a regional hub

- Not just a service centre
- Leverage outlying experiences e.g. Kalbarri NP (and future skywalk)

Stakeholder consultation summary

Branding

General consensus that there currently is no Geraldton brand – and a lack of certainty around what it should/ could be

"We don't know who we are"

"We have a little bit of everything, but not a lot of one thing"

Little affiliation in any stakeholders with existing brands in market

- Coral Coast
 - Too broad for Geraldton alone, or even extended local area
 - An industry brand, not really meant for consumers
- Batavia Coast
 - Too specific and may lack recognition
- Turquoise Coast
 - Not differentiating – confusion with Esperance?
- Take a fresh look
 - Relatively unknown, a logo rather than a brand

Connections Beyond Geraldton

Lack of regional cohesion

- Other towns in local area seen as competition
- Large opportunity to work together for mutual benefit
- Reluctance appears mainly to be in Geraldton's part – stakeholders from outlying areas were keen to work more cohesively and utilise Geraldton as an access point for their own attractions

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Appendix Section C: Tourism Asset Review



Asset Review Summary



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Tourism Asset Review Analysis: Asset overview

Geraldton (and its surrounds) house 7 broad categories of tourism asset:

Note: These categories are not mutually exclusive and many interact with multiple other categories

• **History and Heritage**

- Including memorials/Museums, Historical/ Heritage Sites/Landmarks and Interpretive signage tours
- This area is quite well-supplied, both within Geraldton itself and in the surrounding areas
- The Batavia Shipwreck is the stand-out experience(s) in this category
- Consumer data indicates this category holds high interest for visitors and potential visitors and as it is at least somewhat differentiating, is a good candidate to use as a an experience category to “define” Geraldton’s tourism offer (with support from natural heritage)
- Feedback from Stakeholders suggests one area for improvement in the history category would be to make some of the current experiences more immersive and involving for visitors (e.g. going beyond interpretive signs by incorporating technology, better storytelling, introducing other elements such as culinary)

• **Nature**

- Including Walks & Trails, Marine/Coastal, Beaches, Wildflowers, Wildlife and Parks
- This category crosses-over heavily with the *Active* and *History* categories
- Wildflowers and the Abrolhos Islands are the stand-out experiences in this category
- The Nature category is not as well served by Geraldton as in other parts of the Coral Coast – simply due to the fact that Geraldton is a Regional City, compared to smaller regional towns
- As such, the better (more unique and appealing) parts of Geraldton’s nature offer are outside of Geraldton itself (inland to wildflowers and offshore to the Abrolhos)
- One way of strengthening Geraldton’s nature offering would be to establish closer ties to Kalbarri (and Kalbarri National Park), more firmly positioning Geraldton as an access point for these experiences

Tourism Asset Review Analysis: Asset overview

Geraldton (and its surrounds) house 7 broad categories of tourism asset:

Note: These categories are not mutually exclusive and many interact with multiple other categories

• **Active**

- Including Walks & Trails, Water Sports, Fishing and Adventure Tours
- This category crosses-over heavily with the *Nature* category
- Water sports are well-represented, though feedback from Stakeholders indicates there is a lack of options for hiring the gear required for some of these activities in-region
- Marine water sports (e.g. snorkelling & scuba diving) may suffer by comparison to the rest of the Coral Coast, due to their lack of easy accessibility
 - i.e. such activities are largely associated with the Abrolhos Islands and therefore require some time, effort and cost to access
 - This compares to many places in the northern part of the Coral Coast, where snorkelling etc. spots are accessible straight off the beach

• **Arts & Culture**

- Including Galleries, Public Art, Arts & Crafts, Theatre, Libraries and Events
- The arts are not currently well-represented in Geraldton's tourism offer and feedback from some Stakeholders indicates these could be much better served than they currently are
- Events that incorporate cultural elements would be a good option to pursue – particularly if they bring along an already-invested audience (as in the case of "One Night Stand")
- A history-themed event might also be worth pursuing, to match with the asset category that holds best interest for consumers
 - A consistent history 'theme' to promotions and development of events will help define Geraldton for potential visitors

Tourism Asset Review Analysis: Asset overview

Geraldton (and its surrounds) house 7 broad categories of tourism asset:

Note: These categories are not mutually exclusive and many interact with multiple other categories

• **Culinary**

- Including Local Produce, Wineries, Fine Dining, Casual Dining, Fast Food and Take Out, and Speciality Café/Restaurant
- Geraldton's culinary offering is strong, relative to the northern Coral Coast area, however, feedback from stakeholders indicates it requires further development, particularly in terms of:
 - Location of venues (to incorporate more coastline locations and locations with views)
 - Opening hours – felt to be limited and/or inflexible
 - Availability of local produce (particularly lobster)
 - Fine dining options – currently limited in number

• **Accommodation**

- Including Bed and Breakfast, Hotels, Motels, Caravan Parks, Camping Sites, Private Rentals, Apartments and Backpackers
- Geraldton's accommodation offering is one of its strengths, particularly relative to the wider Coral Coast region
 - Accommodation in the northern Coral Coast is not rated well among consumers, particularly in the area of value, while Geraldton's rating of value are very strong, relative to other regional WA destinations
 - However, consumer accommodation use and preference data indicates self-catering options (particularly chalets/villas) may be undersupplied, relative to consumer demand
 - Consumer preferences also indicate a gap in the market for a higher-end, luxury hotel or resort – this may be worth considering in conjunction with the development of the Abrolhos, given that access to the islands is already relatively costly

Tourism Asset Review Analysis: Asset overview

Geraldton (and its surrounds) house 7 broad categories of tourism asset:

Note: These categories are not mutually exclusive and many interact with multiple other categories

• **Retail**

- Including Local Markets, Shopping Centres, Shopping Strips, and Speciality Shops
- Visitors mention “better shopping”/ “more shops” as one of the potential gaps in Geraldton’s tourism offer
- Opening hours were not commented on favourably by stakeholders and were also mentioned by past visitors as an area that needs addressing
- Any developments in the area of retail should focus on local produce/ products to increase uniqueness
- Research from TNS’ syndicated study Domesticate shows that the type of retail offer that is of most interest to travellers is local markets



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Tourism Asset Review Analysis: Relative to other WA destinations/ regions

Coral Coast

Compared to the broader Coral Coast Region, Geraldton has relative strengths in the amount, range and quality of product in the categories of

- History & heritage
- Retail
- Culinary
- Accommodation

However, the wider region has much stronger (and more appealing and accessible) offerings in the areas of

- Active – particularly swimming, snorkelling and scuba diving
- Nature –in terms of coastal and marine environments and in particular, marine wildlife

Australia's South West

More broadly, Geraldton obviously lags significantly behind the South West Region of WA in terms of culinary assets

- It also lags behind this region in Arts & Culture, Accommodation, Retail and in some aspects of Active and Nature (e.g. walks, cycle tracks, wildlife)

Australia's North West

Relative to the North West, Geraldton is largely on-par with Broome in terms of its History & Heritage offer, but substantially trails the Kimberley in the category of Nature



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Tourism Asset Review Analysis: Regional position

Being a city, Geraldton has services and a density of facilities that other places in the Coral Coast lack

- In particular, the Coral Coast is substantially lacking in the areas of culinary experiences (everything from groceries to fine dining)
- Also in the area of accommodation (where value for money self-catering options are felt to be lacking)

Geraldton is more able to meet these needs for consumers than many other places in the Coral Coast (and certainly more so than other towns in the “Southern Part” of the Coral Coast)

- However, this is not to say that Geraldton’s current culinary and accommodation offerings are of high quality – culinary experiences, in particular, need vast improvement to reach the standard of an objectively good offering
- Self-catering accommodation options also appear to be under-supplied

Geraldton should be well-placed to position itself as an accommodation hub – a ‘comfortable’ and ‘civilised’ base from which consumers can explore into the region more widely, however, its inherent lack of appeal and perception as a working town, rather than a tourist town, are barriers that must be overcome to make such a positioning viable

Tourism Asset Review Analysis: Strengths

Geraldton's History and Heritage offer has several strengths

- It is specific (if only unique at the contextual level)
- The Batavia has an engaging story, with the potential for greater exposure in the future (movie development)
- It is also varied – shipwrecks, war history, missionary history etc.

Abrolhos has appeal, but is currently underdeveloped

- Even when developed, this asset is likely to have appeal mainly to specialists – with an inherent interest in marine activities

Coastline/ beaches have broad appeal, but we know from previous research that, in themselves, they are neither a compelling reason to visit, nor a differentiating factor

- Foreshore redevelopment is attractive (though unlikely to motivate)
- Wind sports offers a degree of diversity, however, this is a very niche area and should not be central to identity or promoted with a broad-brush approach

Links beyond Geraldton to other places/ experiences in the area offer a reason for visiting

- But, linkage to region more broadly could be better established and leveraged
- Nature offer is appealing – but is largely beyond the city bounds and therefore Geraldton needs to be positioned as the access point for the high-appeal nature experiences (e.g. Wildflowers & Abrolhos Islands)

While culinary and accommodation offers are not optimal, they are better than in most other places in the area

Tourism Asset Review Analysis: Weaknesses

Geraldton's tourism asset offer lacks uniqueness, a 'hero' product (or even product category) and a 'wow factor'

- Additionally, there are reputational issues, with an association between Geraldton and crime
- Above all, there is a lack of knowledge about Geraldton's tourism offering – to the point that the City is not primarily perceived as a tourism destination, but rather a working town

Under-developed culinary offering

- Casual dining felt to be under-served and also not ideally located
- Very few fine dining options
- Stakeholders felt culinary could support other experiences better (e.g. casual offer up near the HMAS memorial)
- Few current offers are well-positioned to take advantage of views/ locations
- Lack of availability of local seafood (lobster) universally criticised by stakeholders
- Limited and inflexible opening hours criticised by Stakeholders

Some experiences in the History category require greater elaboration

- I.e. interpretive signage is better than nothing, but is hardly an immersive experience
- Travelling out to a landmark, walking around it and reading a sign is unlikely to thrill

Region-specific events have gained little traction so far

Signage and infrastructure raised as a concern by stakeholders

- Entrance to the town felt to be unappealing and drawing tourists in
- Signage not felt to be welcoming
- Signage also not functional (e.g. "no trailers in this area" signs not present until after entering the area)

Tourism Asset Review Analysis: Weaknesses (cont.)

Lack of township activation

- Town felt to be “dull” and lacking in vibrancy by stakeholders and consumers
- Much of the town still does not engage with the coastline and is felt to face inward, rather than out to the ocean
- Stakeholders perceive a lack of optimism in locals
- Limited opening hours for retail and culinary further underline the lack of vibrancy and undercut Geraldton's position as a regional hub with good facilities and services

Tourism Asset Review Analysis: Opportunities

Development of the Abrolhos Islands

- Exclusivity of accommodation on the islands could attract a different and more lucrative clientele

Events

- “Imported” events (One Night Stand, Fringe) with built-in audiences
- Local events that leverage stronger asset categories (principally *History*, supported by *Nature & Natural Heritage*)

Leverage technology to create more immersive experiences

- E.g. Use of tablets to create “windows into history”, as in the ANZAC Centre in Albany
- Apps with interactivity/ audio tours/ high-production storytelling

Make better use of local produce, especially seafood, particularly lobster

Development and/or promotion of local markets to increase appeal and uniqueness of retail offer

Improvement of signage in terms of attractiveness, functionality and location

Development/ promotion of science/ educational tourism

- Astronomy (square km array)
- Batavia Institute
- Conferences
- Museum expansion/ development

Tourism Asset Review Analysis: Opportunities (cont.)

Establishment of regional cooperation to leverage regional assets

- E.g. Kalbarri Skywalk, Wildflower Way
- Regional itineraries
 - Positioning Geraldton as the accommodation hub
 - Incorporating Geraldton-specific as well as regional experiences
 - The same itineraries to be communicated by all relevant places/ bodies/ businesses

Tourism Asset Review Analysis: Threats

Geraldton's current reputation as a working town with an association with crime is a barrier to re-positioning it as a regional tourism hub

(Re)development/ improvements to towns further north could undermine Geraldton's position as most likely regional hub

Current opening hours could discourage visitation from cruise market and ultimately encourage companies to stop elsewhere



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Tourism Asset Review: History & heritage – Memorial/ Museum & Interpretive signage tours

Category	Subcategory	Name of experience	Business	Description	Notes
History and Heritage	Memorial/Museum	Old Gaol Museum and Craft Centre		Second longest serving gaol in Western Australia (after Fremantle). The 1856 building is located within Bill Sewell Complex, and currently houses locally made art and craft. Guided tours are available.	Also in History & Heritage - Museum, retail (as Bill Sewell Complex)
		Birdwood Military Museum		The museum is described as 'a constantly-evolving depiction of Geraldton's and the Mid West's military history'. It is linked to the RSL and run by volunteers.	
		HMAS Sydney II Memorial		Memorial in Geraldton to the loss of the ship and sailors in World War II battle. The memorial consists of the Dome of Souls, the Waiting Woman, The Stele, the Wall of remembrance, the Eternal flame and the Pool of remembrance. Guided tours are available.	
		Greenough Pioneer Museum and Gardens		The restored homestead which was originally built between 1862 and 1880. Visitors can explore the homestead and buy picnic lunches in the surrounding gardens. The homestead is located 19km south of Geraldton.	
		Tin heads		Special collection of over 7000 decorative tins .	
		Chapman Valley Museum		The museum is located 26 kilometres from Geraldton, along Chapman Valley Road at Nanson. The museum is a tribute to early settlers of the district	
		WA Museum Geraldton		State of the art museum, including Shipwrecks Gallery featuring 1629 "Batavia" shipwreck and mutiny story.	
		Walkaway Railway Museum		Located in Walkaway, 20 km from Geraldton, near Greenough. The museum records the history of the railway and surrounding area. The Walkaway station market runs on the first Sunday of the month from April to December.	

History and Heritage	Interpretive signage tours	The Waterfront trail		One of five walking trails developed in 2010 by Nature Tourism Services with Geraldton-Greenough City Council . The interpretive signage was developed with Cliff Winfield who West Australian photographer and writer, with extensive knowledge of the local region.	
		The Marine Terrace trail		One of five walking trails developed in 2010 by Nature Tourism Services with Geraldton-Greenough City Council . The interpretive signage was developed with Cliff Winfield who West Australian photographer and writer, with extensive knowledge of the local	
		The West End trail		One of five walking trails developed in 2010 by Nature Tourism Services with Geraldton-Greenough City Council . The interpretive signage was developed with Cliff Winfield who West Australian photographer and writer, with extensive knowledge of the local	
		Victoria Hospital Trail		One of five walking trails developed in 2010 by Nature Tourism Services with Geraldton-Greenough City Council . The interpretive signage was developed with Cliff Winfield who West Australian photographer and writer, with extensive knowledge of the local	
		Bluff Point Trail		One of five walking trails developed in 2010 by Nature Tourism Services with Geraldton-Greenough City Council . The interpretive signage was developed with Cliff Winfield who West Australian photographer and writer, with extensive knowledge of the local	

Tourism Asset Review: History & heritage – Sites/Landmarks

Category	Subcategory	Name of experience	Business	Description	Notes
	Historical/ heritage sites/ Landmark	Batavia Long Boat Replica		The replica is situated in the waters in front of the WA Museum Geraldton. The original was used to ferry passengers between the ship and shore. The replica sails	
		Bill Sewell Complex		Historic buildings dating from 1850s now housing Geraldton Visitor Centre and other	Also in Nature - Wildflowers
		Central Greenough Historic		Restored historic buildings from 19th century pioneer settlement. Café/restaurant.	
		Stone Colonnade		A stone building behind the church built in the 1950s.	
		Monsignor Hawes Heritage Trail		Monsignor Hawes Heritage Incorporated is a group of dedicated Mid West people working together to preserve, celebrate and enjoy the work of Monsignor Hawes, a heritage tourism 'icon of global significance'. It includes buildings designed by	
		Zeewijk Cannon		The cannon is next to the clock tower. It came from the Zeewijk, a Dutch ship, which was wrecked on Half Moon Reef in 1727. In 1962, the cannon was raised from the wreckage and put on display. It was then destined for the scrap metal merchant.	
		Donor Awareness Fountain		The Fountain is to honour and pay tribute to organ and tissue donors from the MidWest and to raise awareness of the importance of organ donation. The centrepiece is a seamless 5-ton granite ball silently floating on a bed of water. The	
		Dr Foley's Olive Tree		Tree marks the site of the home of this early pioneer to Champion Bay, has	
		Ellendale Pool		Interpretive signs celebrate the importance the pool has played in Aboriginal and European history. This scenic Greenough waterhole is located 45km south east of	
		Galena Mine Site		Part of Galena Heritage Area. No specific tourist related information available. This was mentioned by a stakeholder as a potential tourism opportunity.	
		Geraldton's Merry-go-round by the sea		Since 1921 there have been 4 versions of Geraldton's iconic Merry-go-round structures. The final version is on display outside visitors centre.	
		Greenough-Walkaway Heritage Trail		Scenic 57km drive trail through the Greenough area.	
		Hampton Arms		Operating historic wayside inn about 20 mins drive south of Geraldton. Also	
		Ironbarks Old Forge		Restored historic property and art & craft shop, located south of Geraldton	
		Lighthouse Keeper's Cottage		1876 cottaging in Geraldton, now housing Geraldton Historical Society (since 1971). A Taiwanese fishing trawler anchor dated back from 1976 can be viewed at the site.	
		Marra Gallery (Yamaji Arts & Crafts)		A Gallery located in the Bill Sewell Complex, showcasing local arts and crafts.	Also in History & Heritage - Museum, retail (as Bill Sewell Complex)
		Nazareth House		A buidling of historical interest, which was designed by Monsignor John Hawes and	
		Oakabella Homestead		Oakabella Homestead is classified by the National Trust and has won awards for heritage tourism. It consists of a 13 room homestead, and out buildings. Tours and	
		Original Railway station		Building been used for various things, recently restored and converted into the City	
		Point Moore Light House		Located on Point Moore beach (in beaches section) is a monumental red and white	
		San Spirito Chapel		Monsignor Hawes Heritage building, located at Geraldton cemetery.	
		St Francis Xavier Cathedral		Monsignor Hawes Heritage building, located in the centre of Geraldton. Considered	
		St Lawrence's Church		Monsignor Hawes Heritage building, located at Bluff Point - vestry behind new	
St Patricks (former) Church		Monsignor Hawes Heritage building, which is now used as Irish club meeting rooms.			
The Hermitage		Monsignor Hawes Heritage building, located in Geraldton. It is owned by national			
The Residency		One of the few examples of old colonial Georgian, single storey limestone building still standing in Geraldton today, managed by the Cultural Trust it is home to many			
Weibbe Hayes Statue		Weibbe Hayes was a soldier aboard the Batavia, which was wrecked at the Houtman Abrolhos Islands, who became a national hero. The site also commemorates the			

Tourism Asset Review: Nature – Walks/Trails, Marine/Coastal & Beaches

Category	Subcategory	Name of experience	Business	Description	Notes
Nature	Walks/Trails	Chapman Regional Wildlife Corridor trails		Prolific bird life and wildflowers can be seen on nature walk trails along the Chapman Regional Wildflower Corridor. The corridor lines the Chapman River and	Also in nature
		Mullewa Wildflower Walk		2.8km circuit walk through area renowned for wildflowers.	Also in Active
		Foreshore Walk		6km walk along the Geraldton foreshore.	
		Yamaji Drive Trail		The Yamaji Drive Trail map of Geraldton in Western Australia includes 14 indigenous sites that can be visited, all with interpretative signage.	Also in Active
		Greenough River Natural Walk Trail		The trail is suitable for walking or cycling; bird watching; fishing; rowing.	
	Marine/Coastal	Abrolhos Islands		Abrolhos Islands - Archipelago 60 km from shore known for rich marine life; birds; marine mammals; coral reefs; lobster fisheries; and location of the 1629 "Batavia"	
		South Tomi Dive Wreck	Batavia Coast Dive &	Artificial reef and dive attraction. Private dives are also permitted with a	Also in adventure tours
		Pink Lake	Geraldton air charters	Geraldton air charters are the only charter that provides guided tours to the pink lake .	Geraldton air charters also in adventure tours, fishing tours
		Moore Reef		A popular diving destination south of Geraldton, accessible from the shore.	
		Chapman river		The Chapman River, originating at Yuna, is a highly significant waterway for the region and a haven for many flora and fauna life. You can best experience the river by walking one of the Chapman Regional Wildlife Corridor trails and enjoying the	
		Chapman Valley Fishing park		Recreational fishing, picnic and BBQ, marron and yabbie sales, aquarium, tanks. \$7 adults, \$5 children. Opening weekends and public holidays. 388 Hickey Road,	Also in active - fishing and wildflowers
	Beaches	Back beach		SLSC patrols Back beach on Sundays during seasonal times. Allows dogs and has	
		Champion Beach		Located in the heart of the city, Champion beach is home to the Champion Bay Surf	
		Coronation Beach		A beach commonly known for watersports	
		Drummond Cove		A family friendly beach in northern Geraldton includes a playground and barbecue	
		Drummonds Point		A reef break great for the experienced surfer and for a spot of fishing too.	
		Flat Rocks		Flat Rocks is located 35km south of Geraldton and is a popular surf break during bigger swells in the winter. Flat Rocks also hosts many surfing events including the Geraldton Board riders Club, Sunshine Surf Masters and is one of the locations for	Also in camping and caravan parks
		Front Beach		This protected beach lies at the southern end of the Geraldton foreshore and	
		Geraldton Back Beach		The beach begins at the Southgate Dunes and runs northwest as Tarcoola Beach for 4km. This beach is patrolled on Summer weekends by Geraldton Surf Life Saving	
		Glenfield Beach		Known as "Glennies", the beach is popular for watersports .	
		Greenough River Mouth		Popular surfing beach all year round. Also popular for fishing and swimming.	
		Greys Beach		Protected from northerly winds, this is a pristine swimming beach.	
		Hell's Gate beach		Surfing beach for experienced surfers.	
		Town Beach		Located on Geraldton foreshore, Town Beach is equipped with playgrounds and	
		Pages Beach		Pages beach is a family friendly beach located walking distance from the town's centre. Shaded playground areas are provided and views of Point Moore	Also in Active - Fishing. Also in Nature: Parks with playgrounds
		Point Moore		Point Moore is known for its windy conditions and is popular for surfing, body	Also in Active - Walks/Trails
		Separation Point		Known as 'Sepo's', the beach is popular for windsurfing, kite boarding and	Also in Nature - Snorkelling
		Southgates Beach		The Dunes are popular with sand boarders, while the beach is popular with	
	St Georges Beach		A popular location for windsurfing and kite boarding beginners.St Georges Beach is also popular for stand up paddling, fishing and swimming. Located just north of the		
	Sunset Beach		Sunset Beach is popular for surfing, fishing, windsurfing and kite boarding, and as the name suggests, a popular place to watching sunsets over the Indian Ocean.		
	Tarcoola Beach		Located south of Geraldton, Tarcoola Beach is 3.2 km in length and is popular for		

Tourism Asset Review: Nature – Parks

Category	Subcategory	Name of experience	Business	Description	Notes
	Parks	AMC		A park in Geraldton with playground equipment.	
		Bayside Park		A park in Geraldton with playground equipment.	
		Bellimos Park		A park in Geraldton with playground equipment.	
		Bluff Point Estate Park		A park in Geraldton with playground equipment.	
		Brett Foster Park		A park in Geraldton with playground equipment.	
		Bringo Tennis		A park in Geraldton with playground equipment.	
		Challenger Park		A park in Geraldton with playground equipment.	
		Conus Way Park		A park in Geraldton with playground equipment.	
		Cooper Circuit Park		A park in Geraldton with playground equipment.	
		Crow's Nest Playground		A park in Geraldton with playground equipment.	
		Coxswain Park		A park in Geraldton with playground equipment.	
		Derna Park		A park in Geraldton with playground equipment.	
		Ellendale		A park in Geraldton with playground equipment.	Also in History & Heritage and
		Fraser Street Park		A park in Geraldton with playground equipment.	
		Gertrude Street Park		A park in Geraldton with playground equipment.	
		Glass Crescent Park		A park in Geraldton with playground equipment.	
		Glendinning Park		A park in Geraldton with playground equipment.	
		Greenough Park		A park in Geraldton with playground equipment.	
		Greenough Oval		A park in Geraldton with playground equipment.	
		Hadda Park (Mahomets Beach)		A park in Geraldton with playground equipment.	
		Hakea Park		A park in Geraldton with playground equipment.	
		Karloo Park		A park in Geraldton with playground equipment.	
		Marina Park		A park in Geraldton with playground equipment.	
		Maitland Park		A park in Geraldton with playground equipment.	
		Mersey Drive Park		A park in Geraldton with playground equipment.	
		Muir Park		A park in Geraldton with playground equipment.	
		Mullewa Lion's Club Park		A park in Geraldton with playground equipment.	
		Pages Beach		A park in Geraldton with playground equipment.	Also in Active - Fishing. Also in
		Paringa Park		A park in Geraldton with playground equipment.	
		Rundle Park		A park in Geraldton with playground equipment.	
		Seahaven Park		A park in Geraldton with playground equipment.	
		Spalding Park		A park in Geraldton with playground equipment.	
		Strathalbyn Park		A park in Geraldton with playground equipment.	
		Tarcoola Park		A park in Geraldton with playground equipment.	
		Tom Burges Park		A park in Geraldton with playground equipment.	
		Town Foreshore		A park in Geraldton with playground equipment.	
		Tuart Street Park		A park in Geraldton with playground equipment.	
		Walkaway Recreation Grounds		A park in Geraldton with playground equipment.	
		Wonthella Federation Community		A park in Geraldton with playground equipment.	
		Woodman Street Park		A park in Geraldton with playground equipment.	
		Wooree Park		A park in Geraldton with playground equipment.	
		Yarraman Park		A park in Geraldton with playground equipment.	
		Zeewyck Court Park		A park in Geraldton with playground equipment.	
		Geraldton Foreshore Playground and		A park in Geraldton with a family area with 3 different playgrounds and a waterpark.	Also in Active Other section
		Bulgara Park		A park in Geraldton with playground equipment.	
		Forrester Park		A park in Geraldton with playground equipment.	
		Iduna Park		A park in Geraldton with playground equipment.	
		Lester Square park		A park in Geraldton with playground equipment.	
		Norm Brand Park		A park in Geraldton with playground equipment.	
		Waggrakine Hall		A park in Geraldton with playground equipment.	
		Alexander Park		A park in Geraldton without playground equipment.	
		Clematis Park		A park in Geraldton without playground equipment.	
		Grams Park		A park in Geraldton without playground equipment.	
		Jenner Park		A park in Geraldton without playground equipment.	
		Levy Street Park		A park in Geraldton without playground equipment.	
		Vincent Street Park		A park in Geraldton without playground equipment.	



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Tourism Asset Review: Nature – Wildflowers, Wildlife Parks & Other

Category	Subcategory	Name of experience	Business	Description	Notes
	Wild flowers	Mullewa Wildflower Walk		Mullewa, located 100km east of Geraldton, comes alive in winter and spring each year with carpets of wildflowers. The region is also home to the rare wreath flower. Held at the end of August of each year, the Mullewa Wildflower Show is a highlight on Mullewa's calendar, attracting visitors from around the world to see	
		Coalseam Conservation Park		Extensive Wildflower displays Aug-Oct; about 1 hour drive inland from	
		Mills Point Lookout		Seven kilometres east of the North West Coastal Highway is the Mills Point Lookout that offers spectacular views across the Chapman Valley to the east and Geraldton to the west.	
		Central Greenough Historic		A stop along Brand Highway/Indian Ocean Way where 11 restored buildings are	Also in history and heritage
		Chapman Valley Fishing park		Recreational fishing, picnic and BBQ, marron and yabbie sales, aquarium, tanks. \$7 adults, \$5 children. Opening weekends and public holidays. 388 Hickey Road,	Also in active - marine/coastal and wildflowers
		Wild flower self tours	3 Days Wildflower way	3 Day tour mapped by Australias Golden Outback, beginning/ending in	
	Wildlife Parks	Waminda Wildlife Sanctuary		Wildlife park that allows animal feeding and shelters injured animals.	
		Greenough Wildlife & Bird Park		Located 20km south of Geraldton, in Greenough. It is a privately owned park	
	Other	Dr Foley's Olive Tree		The tree marks the site of the home of this early pioneer to Champion Bay, has	
		Leaning Trees		"Signature" River Red Gums leaning from the prevailing winds near Brand Hwy at	
		Ellendale Pool		This scenic Greenough waterhole is located 45km south east of Geraldton. Surrounded by giant gum trees and a rocky gorge, is the ideal picnic or	Also in Heritage and historical and Nature- Parks with playgrounds
		Science	Bureau of Meteorology Batavia Coast Maritime Institute	Tours of the Geraldton Meteorological Office are available. The institute is a school that offers courses up to diploma level in aquaculture, laboratory science, conservation & land management, marine and environmental science, as well as maritime qualifications from recreational	
			Square Kilometre Array - SKA	There are currently no plans to make this a tourist experience but could be of potential interest in the future. The SKA is a next-generation mega telescope	
		Southgate dunes		At Southgates beach immediately south of city. The dunes are popular for	Also in Active other, and in
		Lobster processing	Geraldton Fisherman co-	GFC provides an insight to the cray fishing industry with live tours of their	

Tourism Asset Review: Active – Water Sports

Category	Subcategory	Name of experience	Business	Description	Notes
Active	Water sports	Surfing	A Glassy Day Surf Coaching	A local surf school run by a female instructor.	
			Pelican Charters	Fishing, diving and surfing 3 or 7 night boat charter holiday around the Abrolhos	Also in fishing, snorkelling and diving
			Abrolhos island charters	Specialises in tours to the Abrolhos. Tours include eco tours, kayaking, fishing, snorkelling, surfing and bird watching. They also cater to research and scientific	Also in fishing, surfing and diving
		Kite surfing	Bluewater Adventure	Adventure tailored to customer requirements to the Abrolhos Islands, Shark Bay,	Also in fishing, surfing,
			Midwest surf school	A surf school teaching from beginner to advanced surfing skills to the Mid West	Also in Active - Watersports: Kite
			KiteWest Watersports and Tours	Kite west provides water sport training for both recreational and professional users. The service provides both group and private lessons on Kite boarding,	Also in kite surfing, paddle boarding, windsurfing, fishing
		Paddle boarding	Midwest surf school	A surf school for all ages	Also in Active - Watersports: Kite
			Kiteboarding Geraldton	Private run kiteboarding lessons provided by owner Lindsay open to the public	
			KiteWest Watersports and Tours	Kite west provides water sport training for both recreational and professional users. The service provides both group and private lessons on Kite boarding,	Also in kite surfing, paddle boarding, windsurfing, fishing
		Wind surfing	SUP hire Geraldton	Located at St Georges Beach, SUP provides equipment hire and free instructions.	
			KiteWest Watersports and Tours	Kite west provides water sport training for both recreational and professional users. The service provides both group and private lessons on Kite boarding,	Also in kite surfing, paddle boarding, windsurfing, fishing
			Midwest surf school	A surf school teaching from beginner to advanced surfing skills to the Mid West	Also in Active - Watersports: Kite
		Scuba diving	SailWest	Sailwest provide holiday packages where customers can hire 4WD and kitesurfing equipment. Sailwest also provides accommodation booking services.	Also in Active - Fishing tours , and Nature Snorkelling, Fishing and
			Batavia Coast Dive & Watersports	The company which is located in Geraldton offers a range of diving experiences and courses. It also operates as a charter for the South Tomi ship wreck.	Also in Nature: Marine/Coastal
			Abrolhos island charters	Specialises in tours to the Abrolhos. Tours include eco tours, kayaking, fishing, snorkelling, surfing and bird watching. They also cater to research and scientific	Also in fishing, surfing and diving
		Snorkelling/swimming	Eco Abrolhos	Eco Abrolhos are a marine charter service which provide 5, 9 and 13 day tours to Abrolhos Islands and Kimberley. Eco Abrolhos have a partnership with KiteWest	Also in Active - Snorkelling , Fishing tours, scuba diving and
			Pelican Charters	Fishing, diving and surfing 3 or 7 night boat charter holiday around the Abrolhos	Also in fishing, snorkelling and
			Top Gun Charters	This charter offers fishing and Abrolhos Island tours.	Also in snorkelling
		Fishing tours	Bluewater Adventure	Adventure tailored to customer requirements to the Abrolhos Islands, Shark Bay,	Also in fishing, surfing,
			Geraldton Air Charter	Geraldton air charters provide 7 alternative tours for their guests: Abrolhos Islands Shipwreck Special, Pink Lake tours, Monkey Mia tours, Kalbarri tours,	Also in adventure tours, snorkelling/swimming and fishing
			SailWest	Sailwest provide holiday packages where customers can hire 4WD and kitesurfing equipment. Sailwest also provides Accommodation booking services.	Also in Active - Fishing tours, Snorkelling, Fishing and
		Fishing tours	Shine Aviation	Shine Aviation provide Fly and Flipper tours which allow you to experience the Abrolhos.	
			Geraldton air charters	Geraldton air charters provide 7 alternative tours for their guests: Abrolhos Islands Shipwreck Special, Pink Lake tours, Monkey Mia tours, Kalbarri tours, Mullewa Wildflower tour, Mount Augustus Burringurrah and also custom design	Also in adventure tours and snorkelling/swimming. Also in Nature: Marine/Coastal
			Apache charters	Fishing tour and charter which travel to a range of destinations	
		Fishing tours	Bluewater Adventure charters	Adventure tailored to customer requirements to the Abrolhos Islands, Shark Bay, Monte Bello Islands & even the Kimberly Region.	Also in fishing, surfing, snorkelling also in adventure
			Starfishing and charter	Boat Hire.	
			Abrolhos island charters	Specialises in tours to the Abrolhos. Tours include eco tours, kayaking, fishing, snorkelling, surfing and bird watching. They also cater to research and scientific	Also in fishing, surfing and diving
		Fishing tours	Saltwater charter	Day and night fishing and samson jigging	
			Bluejuice charters	Blue Juice Charters is the local's choice and renowned internationally for samson	
			KiteWest Watersports and Tours	Kite west provides water sport training for both recreational and professional users. The service provides both group and private lessons on Kite boarding,	Also in kite surfing, paddle boarding, windsurfing, fishing
		Fishing tours	SailWest	Sailwest provide holiday packages where customers can hire 4WD and kitesurfing equipment. Sailwest also provides Accommodation booking services.	Also in Active - Fishing tours , and Nature Snorkelling, Fishing and
			Top Gun Charters	This charter offers fishing and Abrolhos Island tours.	Also in snorkelling
Pelican Charters	Fishing, diving and surfing 3 or 7 night boat charter holiday around the Abrolhos		Also in fishing, snorkelling and		
Fishing tours	Reel Affair	This company provides fishing tours to Abrolhos Islands .			
	Eco Abrolhos	Eco Abrolhos are a marine charter service which provide 5, 9 and 13 day tours to Abrolhos Islands and Kimberley. Eco Abrolhos have a partnership with KiteWest	Also in Active - Snorkelling , Fishing tours, scuba diving and		



Greater Geraldton Perceptions

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ROYALTIES
FOR REGIONS



Tourism Asset Review: Active – Walks/Trails, Fishing, Adventure Tours & Other

Active	Walks/Trails	Mullewa Wildflower Walk		2.8km circuit walk through the Mullewa area which is renowned for wildflowers.	Also in Nature - Wildflowers
		Yamaji Drive Trail		The Yamaji Drive Trail map of Geraldton in Western Australia includes 14 indigenous sites that can be visited, all with interpretative signage.	Also in Nature
		De Grey Stock Route		This heritage trail follows the route first gazetted in 1905, commencing at the mouth of the De Grey River and finishing at Mullewa. The trail takes in three of	
		Dongara Deniso walk		Details 11 different treks traversing the twin towns' most scenic locations. Stroll the banks of the Irwin River, enjoy incredible ocean views or step back in time	
		Greenough River nature Trail		Traverses the banks of the Greenough River and the river mouth. It offers ideal locations for swimming, picnicking, bike riding, walking, canoeing, rowing and	
		Chapman Regional Wildlife Corridor trails		Prolific bird life and wildflowers can be seen on nature walk trails along the Chapman Regional Wildflower Corridor. The corridor lines the Chapman River	Also in Nature - Wildflowers and wildlife, and Active - Walks/Trails
	Fishing spots	Drummonds Cove		Drummonds Cove is a popular fishing spot, noted for tailor, whiting, herring and	
		Pages Beach		Pages beach is a family friendly beach located walking distance from the town's centre. Shaded playground areas are provided and views of Point Moore	Also in Nature: Parks with playgrounds and beaches
		Chapman Valley Fishing park		Recreational fishing, picnic and BBQ, marron and yabbie sales, aquarium, tanks.	Also in active - marine/coastal
		Abrolhos Islands		Abrolhos Islands - Archipelago 60 km from shore known for rich marine life; birds; marine mammals; coral reefs; lobster fisheries; and 1629 "Batavia" wreck. No tourist accommodation currently – although a 60 person luxury resort development is proposed and is awaiting final government approval as to its	
	Adventure tours		Eco Abrolhos	Eco Abrolhos are a marine charter service which provide 5, 9 and 13 day tours to Abrolhos Islands and Kimberley. Eco Abrolhos have a partnership with Kitewest	Also in Active - Snorkelling , Fishing tours, scuba diving and
			Geraldton Air Charters	Geraldton air charters provide 7 alternative tours for their guests: Abrolhos Islands Shipwreck Special, Pink Lake tours, Monkey Mia tours, Kalbarri tours, Mullewa Wildflower tour, Mount Augustus Burringurrah and also custom design	Also in adventure: Fishing tours, snorkelling/swimming and adventure tours. Also in nature:
			Shine Aviation	Although Shine aviation is known for their fly-in-fly-out services, they provide scenic tours for the general public. Tours include: Abrolhos fly over, Abrolhos	
			Bluewater Adventure	Adventure tailored to customer requirements to the Abrolhos Islands, Shark Bay,	Also in fishing, surfing,
			Kitewest Watersports and tours	Kite west provides water sport training for both recreational and professional users. The service provides both group and private lessons on Kite boarding,	Also in kite surfing, paddle boarding, windsurfing, fishing
			SailWest	Sailwest provide holiday packages where customers can hire 4WD and kitesurfing equipment. Sailwest also provides Accommodation booking services.	Also in Active - Fishing tours, Snorkelling and adventure tours
	Other	Golf	Geraldton Gold club Spalding Park golf club	Local golf club located on Pass street in Geraldton. Newly open in June 2016 set against the backdrop of the Moresby Ranges, this 18 hole golf course blends in with the surrounding Nature Reserve.	
		Pool Swimming	Geraldton Aquarena	Multi-purpose swimming centre that includes lap pools, water slide and hydrotherapy facilities. Opening Monday-Friday 530am-8pm. Saturday 8am-6pm and Sunday 9am-6pm during the Summer. Monday - Friday 530am-7pm,	
		Sandboarding		At Southgates beach immediately south of city. The dunes are popular for	Also in Nature other
		PCYCY		Youth centre with outdoor rock climbing, junior gym, computer room, boxing	
Geraldton Foreshore Playground and The Esplanade (formerly known as			A park in Geraldton with a family area with 3 different playgrounds and a Southern end of the foreshore with views of the City, Port, Champion Bay and	Also in Nature parks	
Moresby Rangers			Located on the north east boundary of Geraldton. Recreational use includes hang		
Batavia Coast miniature railway society			On the first Sunday of every month between 10am-3pm the miniature railway runs as a 500 metre outdoor train ride. Located at Spalding park, Geraldton.		

Tourism Asset Review: Arts & Culture

Category	Subcategory	Name of experience	Business	Description	Notes	
Arts and Culture	Galleries		Geraldton Regional Art Yamaji Art Centre	Funded by CGG and Art Gallery of WA. Includes international, national and local Emerging Aboriginal art centre in WA .		
			Latitude Gallery	Art gallery and jewellery store. Talent from local, regional and international	Also in retail	
			Baker Williamson	Upmarket jeweller with some artworks from local artists.		
			Chimere Pearls	Gallery and jeweller who hand crafts pieces on order for customers.		
			Lansley Fine Art Gallery	Local artist's work exhibited at the gallery.		
			Leon Baker Jewellers	Daily tours are offered at 3pm to explore the process of Abrolhos Pearls and the	Also in retail	
			Arts of cultural development	Contemporary arts organisation servicing the Geraldton and broader Midwest community, and dedicated to promoting, facilitating and supporting community		
	Public art		Tony Jones installation	Public art installation located outside the WA police complex on Marine Terrace.		
			HMAS Sydney war memorial	The HMAS Sydney II Memorial was designed by Joan Walsh-Smith and Charles Smith of Smith Sculptors. The Memorial was dedicated on the 18th November		Also in history and heritage
			Foreshore collection	A number of public artworks are collected along the Geraldton foreshore, including Ilarijiri by Yamaji artists Margaret Whitehurst and Barbara Merritt,		
		Iris Sundial	This art work represents a scientific theme. It is located outside the Queens Park			
	Arts and Craft		Old Gaol Museum and Craft Centre	Second longest serving gaol in Western Australia (after Fremantle). Today the building houses locally made art and craft. The 1856 building is located within Bill		Also in History & Heritage - Museum, retail (as Bill Sewell
			The Scrapbook house	Scrapbooking retail store as well as a class		Also in arts and crafts
	Theatre		Queens Park Theatre	The Queens Park Theatre is Geraldton and the Mid Wests' premier entertainment venue, showcasing over 100 local, national and international		
			Orana cinema	Cinema entertainment with 4 screens. Open 7 days. Located in the centre of		
	Libraries		Geraldton Regional	May be useful to tourists as it offers free computer and internet access.		
			Mullewa Public Library	May be useful to tourists as it offers free computer and internet access.		
	Events		Geraldton-Greenough Sunshine Festival	The Annual Sunshine festival has been running since 1959. It runs for one week in October each year, and is sponsored by the City of Greater Geraldton.		
			Geraldton Turf Club	Horse Racing		
			Big Sky readers & writers	Big Sky Readers & Writers Festival May 2016 sponsored by the City of Greater		
			Mullewa District	A family festival day in August.		
			Geraldton's National Reconciliation Week	Afternoon Tea - The official closing for Geraldton's National Reconciliation Week an afternoon enjoyed with tea and treats, and entertainment.		
			Red Hill Concert	The music concert is run by the Rotary Club of Geraldton , and takes place in		
			Nukara Music Festival	Takes place at Mnuvara Farm in the Chapman Valley. It is held bi-annually in		
			Easter Open	Easter weekend annual event held at the Geraldton Tennis Club.		
			June Carnival (bowls)	Held at the Geraldton Bowling Club in June each year.		
			June Carnival (softball)	Run by the Geraldton Softball Association in June each year.		
			Coral Coast Classic	This Surfing competition is developed along the lines of Margaret River Classic.		
			Australasian Safari	A Car rally with an over night stop in Geraldton.		
			Big Sky Readers and Crayfish Carnival	Big Sky Readers and Writers festival is an annual event presented by the Geraldton Clay Target Club runs the event in September each year to promote		
			Midwest Show & Shine	An annual event in its tenth year, held at Geraldton's Maitland park.		
			Regional Junior Football	Midwest football regional development committee runs this annual		
			Dragonboat Classic	Geraldton Yacht Club host the event in October each year.		
			Blessing of the Fleet	Geraldton Fisherman's Coop. October each year. http://www.gfcblessing.com/		
	Fringe Festival/Funtavia	Event Nation and the Comedy Emporium organised Funtavia on the 12th and 13th of February 2016. Events included, live music, roving performers and food				
	Triple J "One night stand"	Triple j's annual, free, all ages, drug-and-alcohol-free concert. Each year triple j ships the best Aussie acts out to a different town and we have a massive free				
	BBQ in the Park	Community members are invited to of day of free activities in the park as part of				
	Indian Ocean rowing	International biennial event Geraldton - Mauritius April 2009 first race.				

Tourism Asset Review: Culinary – Local Produce, Wineries & Fine Dining

Category	Subcategory	Name of experience	Business	Description	Notes	
Culinary	Local produce		Western Groves Olives	Produced in Dongara but available in Geraldton.		
			Chapman River Olives	Produced in Chapman River area north of Geraldton but available in Geraldton.		
			Geraldton Lions Community Markets	Information on individual producers unable to be found. The market sells donated goods, including fresh produce when available, to raise money for Platform Markets	Also found in retail (local markets)	
			Platform Markets	Information on individual producers unable to be found. The rear platform at the back of the Old Railway Station on Chapman Road comes alive on Saturday and	Also found in retail (local markets)	
			Greenough Settlements Markets	Information on individual producers unable to be found. The market features homemade food, local produce, cafes and entertainment for children	Also found in retail (local markets)	
			Geraldton-Greenough Farmers Market	Information available on only a limited number of producers. Maitland Park (Cathedral Avenue) turns into a colourful place where local and Mid West growers sell their produce directly to visitors. From cheese to olive oil, fresh	Also found in retail (local markets)	
			Bookara Cottage	Vendor at Geraldton-Greenough Farmers Market. Supplies Greenough Flats Rock Melons Dec-May, Capsicums, Free-range Farm Fresh Eggs, Figs, Honey, a range of Jams and fresh fruit/veg including Olives, Rhubarb, Beetroots, Lettuce, Rocket,		
			Cannons	Vendor at Geraldton-Greenough Farmers Market. Supplies asian cuisine, fresh		
			Drummond View Olives	Vendor at Geraldton-Greenough Farmers Market. Supplies olives and related		
			Gail	Vendor at Geraldton-Greenough Farmers Market. Supplies honey, eggs, jams,		
			Gordon Munn	Vendor at Geraldton-Greenough Farmers Market. Supplies locally grown native		
			Oscars Orchard Seasonal	Seasonal vendor at Geraldton-Greenough Farmers Market supplying a range of		
			Moresby Mango's	Seasonal vendor at Geraldton-Greenough Farmers Market supplying a range of		
			Yummy Stone Fruit	Seasonal vendor at Geraldton-Greenough Farmers Market supplying a range of		
			BSting	Vendor at Geraldton-Greenough Farmers Market. Supply honey and related		
		Geraldton Fruit and Vegetable Supply	Geraldton Fruit and Veg primarily try to support local growers, their truck, carrying only the freshest produce from the Canning Vale Markets delivers to the			
		Wineries		Chapman Valley Wines	Chapman Valley Wines are Western Australia's most northern winery situated in the picturesque Chapman Valley, approximately 30 Km's north east Geraldton	
				Ego Creek Vineyard	The vineyard is located 5 kms along the Chapman Valley Road.	
				Red Hill of Chapman	The vineyard produces Chenin Blanc, Red Blend, White Blend wines.	
		Fine Dining		The Boat Shed	Opening hours: Tuesday - Saturday 6pm-11:30pm	
			L'Attitude 28	On booking		

Tourism Asset Review: Culinary – Fast Food & Take Away & Specialty Café/Restaurant

Category	Subcategory	Name of experience	Business	Description	Notes
	Fast Food and Take Out		PastaCup Geraldton	Opening hours: Everyday 11am-930pm	
			Zambrero	Opening hours: Monday-Friday 9am-4pm. Saturday-Sunday: 8am-4pm	
			Chicken treat	Opening hours: Monday-Wednesday & weekends: 10am-9pm. Thursdays and	
			Kebab Plus	Opening hours: Monday-Wednesday 8am-3:30pm. Thursday 8am-830pm. Friday	
			Subway Geraldton	Opening hours: Monday-Wednesday: 9am-530pm. Thursday: 9am-7pm. Friday	
			McDonalds	Opening hours: 24/7	
			Domino's Pizza	Opening hours: Monday: 11am-10pm. Tuesday & Wednesday: 11am-11pm. Thursday 11am-12am. Friday & Saturday 11am-1am. Sunday 11am-11pm	
			Eagle Boys Pizza	Opening hours: Monday - Thursday 11am-10pm. Friday-Saturday 11am-11pm.	
			Red Rooster	Opening hours: Everyday 10am-10pm	
			Hungry Jacks pty ltd	Opening hours: Dine in: 6am-12am. Drive thru 24/7	
			Pretzel Hut	Opening hours: Tuesday - Sunday 9am-2pm	
			Aussie Pastries	Opening hours: Weekdays 6am-3pm. Saturday 6am-1230pm	
			Gone fishing for Fish and	Opening hours: Wednesday - Saturday 4pm-8pm	
			Barbeque 4U	Opening hours: Tuesday-Friday 11am-9pm. Weekends 4pm-9pm	
			Cheesecake Haven	Opening hours: Wednesday-Sunday 4pm-8pm	
			Noodler's noodle bar	Opening hours: Monday & Tuesday 9am-530pm. Thursday 9am-7pm. Friday 9am-	
			Hooks Sea and Salad Bar	Opening hours: Weekdays: 8am-5:30pm. Saturday 8am-2pm	
			Noodle king	Opening hours: Monday - Wednesday 1030am-9pm. Thursday - Saturday 1030am-	
		Tarcoola Deli & News	Opening hours: Weekdays: 4:30-10pm. Weekends 11am-2pm & 4:30pm-10pm		
		Speciality Café/Restaurant		Lavender Valley Farm Gift Shop and Café	Opening hours are subject to season. April-October: Wednesday - Friday 10am-4pm. Weekends 9am-5pm. November to Mid-December: Friday & Saturday:
			Hampton Arms Inn	Opening hours: Tuesday - Saturday 1130am-2pm. Sunday 12pm-4:30pm	
			Central Greenough Café	Opening hours: Everyday 9am-4pm	

Tourism Asset Review: Culinary – Casual Dining

Category	Subcategory	Name of experience	Business	Description	Notes
	Casual Dining		Dome	Opening hours: Everyday 6am-8pm	
			Origin India	Opening hours: Tuesday- Sunday 12pm-2pm & 5pm-10pm	
			The Jaffle Shack	Opening hours: Weekdays 7:30am-4pm Weekends 8am-1pm	
			Archipelagos	Opening hours: Everyday 6am-8:30pm	
			Barnacles on the Wharf	Opening hours: Monday-Thursday 5am-5pm. Friday 5:30am-7:30pm. Weekends	
			Bitez Tavern	Opening hours: Everyday 11am-10pm	
			Blue Bone Bar & Grill	Opening hours: Monday & Tuesday 6am-7am. Monday-Wednesday 12pm-9pm.	
			Bootal Family Tavern	Opening hours: Monday-Thursday: 3pm-9:30pm. Friday- Sunday 12pm-11:30pm	
			Breakers Bar & Café	Open 24 hours	
			Burnt Barrel	Opening hours: Friday: 11am-4pm. Saturday: 11am-4pm and 6pm-9:30pm. Sunday	
			Carriage Café	Opening hours: Monday -Friday 9am-4pm. Weekends: 9am-12:30pm	
			China Moon Chinese	Opening hours: Everyday 7pm-10pm	
			Culinary HQ	Opening hours: Weekdays: 7am-4pm. Saturday 8am-1pm	
			Delights Pizza-Burger	Opening hours: Weekdays 7am-4:30pm. Weekends 7am-2pm	
			Durack Zeewijk Training	Wednesday fine dining and Thursdays bistro style lunch	
			Eddies Turkish Kitchen	Opening hours: Monday- Thursday 11:30am-9pm. Friday 11am-2pm. Saturday	
			Fancy Fudge	Open to order	
			Fitzies Restaurant	Opening hours: Everyday 7am-8:30pm	
			Fleur Tearoom Café	Opening hours: Wednesday - Saturday 8am-3pm	
			Flowvitality	Opening hours: Weekdays 7:30am-3pm	
			Go Health Lunch Bar	Opening hours: Monday-Saturday 8:30am-3pm	
			Hogs Breath Café	Opening hours: Everyday lunch 11:30-2:30pm & Dinner 5pm-Late	
			African Reef	Opening hours: Tuesday- Sunday 6pm-9pm. Sunday 7am-10am	
			Indian Sunset Restaurant	Opening hours: Monday - Saturday 4:30pm-9pm. Sunday 12pm-2:30pm & 4:30pm-	
			Jade house Chinese	Opening hours: Tuesday- Sunday 5pm-9pm. Tuesday-Friday additional lunch	
			L'italiano Restaurant	Opening hours: Tuesday-Sunday 5pm-10pm	
			Latitude Direct	Opening hours: Monday - Friday 8am-5pm. Weekends 10am-1pm	
			Lemon Grass Restaurant	Opening hours: Monday - Saturday 11:30am-3pm. 5pm-10pm. Sunday 5:30pm-	
			Liquid Mojo	Opening hours: Monday-Friday 8:30am-5pm. Saturday 8:30-2pm	
			Mia Vietnamese &	Opening hours : Monday - Sunday 3pm-9pm	
			Oasis Deli	Opening hours: Weekdays 7:30am-5pm. Weekends 9am-5pm	
			Origin India 2	Opening hours: Everyday 11:30am-2pm. 5pm-9pm	
			Rangeway Pizzas &	Opening hours: Monday 8:30am-5:30pm. Tuesday - Saturday 8:30am-8pm	
			Sail Inn snack Bar	Opening hours: Monday-Sunday 8am-8pm	
			Salt dish	Opening hours: Monday-Friday 7am-4pm. Friday-Saturday 6pm-11pm.	
			Senses Café	Opening hours: Monday-Saturday 8am-5pm. Sunday 8am-1pm	
			Skeetas restaurant and	Opening hours: Weekdays 7:30am-4pm	
			Tantis	Opening hours: Monday-Saturday 5pm-9pm	
			The African Reef	Opening hours: Tuesday-Saturday 6pm-8:30pm. Lunch bookings available	
			The camel Bar	Opening hours: Monday - Saturday 5pm-9pm. Wednesday additional lunch	
			The Emerald Room	Opening hours: Everyday 7am-9am. 6pm-9pm	
			The Freemasons Hotel	Opening hours: Everyday 11am-10pm	
			The Geraldton Hotel	Opening hours: Everyday 7am-9am-Dinner 6pm-9pm	
			The Provincial	Opening hours: Monday & Tuesday 5pm-9:30pm. Wednesday - Sunday 11am -	
			Tides of Geraldton	Opening hours: Tuesday-Saturday: 5:30pm-11pm. Sunday 12pm-6pm	
			Topolni's Café /Toppos	Opening hours: Tuesday-Saturday 4:30pm-Late	
			Tropicano's of Geraldton	Opening hours: Wednesday-Friday 12pm-2:30pm and 6pm-9pm. Saturday:6pm-	
			Two foreshore	Opening hours: Everyday 7am-3pm	
			Walkaway Tavern	Opening hours: Monday-Thursday 2pm-10pm. Friday-Sunday 12pm-12am	
			Wintersun Hotel Motel	Opening hours: Everyday 11:30am-2pm. 6pm-8:30pm	
			Wonda Bake	Opening hours: Monday-Friday 6am-6pm. Weekends 6am-3pm	



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Tourism Asset Review: Accommodation – Bed & Breakfast, Hotels, Motels & Caravan Park

Category	Subcategory	Name of experience	Business	Description	Notes	
Accommodation	Bed and Breakfast		Champion Bay Bed and Breakfast	Champion Bay Bed & Breakfast is an elegant heritage home in the heart of Geraldton with harbour views. It is a five minutes walk to beaches, city centre,		
			Geraldton Bed & Breakfast	A privately run B&B home located near the beach and 5 minutes from the CBD. Provides an array of room options and sizes to cater for families, couples and		
			Greenough Riverside			
			Rock of Ages Cottage	A small cottage style B&B		
			Gum Gully Bed &			
			Old Miners' Cottages			
			Abrolhos Reef Lodge			
			Dongara Beachside Bed			
	Hotels			Ibis styles Geraldton		
				Best Western Inn		
				Broadwater Mariner		
				Ocean Centre Hotel		
				Geraldton visitors centre		Also in casual dining and retail
				Wheelaway on Gregory		
				Zebras		
	Motels			Comfort Inn Geraldton		
				Winter sun hotel Motel		
				Sails Geraldton		*Self catering
	Caravan park * All caravan parks are self			Geraldton motor Inn		
				Greenough Rivermouth		
				Belair Gardens Caravan		
				Drummond Coe Holiday	Provides cabin, caravan slabs and camping sites .	Also in camping and caravan park
				Cliff head north	Free camping ground on the beach which is also suitable for caravans.	Also in caravans and camping
				Flat Rocks beach	Basic camping grounds on surfing and fishing beach.	Also in beaches and camping
				Cliff head north	Free camping ground on the beach which is also suitable for caravans.	Also in caravans and camping
				Billy Goat Bay	Free camping ground with limited facilities with 12 caravan sports.	Also in caravans and camping
				Sandy Cape	Camping ground with safe swimming and fishing areas. Caravans are permitted.	Also in caravans and camping
			Lake Indoon	Camping ground with showers and barbecues. Caravans are permitted.	Also in caravans and camping	
		Drummond Coe Holiday	Provides cabin, caravan slabs and camping sites .	Also in camping and caravan park		
			Waldorf Geraldton			

Tourism Asset Review: Accommodation – Camping Sites, Private Rentals, Apartments & Backpackers

Category	Subcategory	Name of experience	Business	Description	Notes	
	Camping sites		Flat Rocks beach	Basic camping grounds on surfing and fishing beach.	Also in beaches and caravan parks	
	* All camp sites are self		Cliff head north	Free camping ground on the beach which is also suitable for caravans.	Also in caravans and camping	
			Billy Goat Bay	Free camping ground with limited facilities with 12 caravan spots.	Also in caravans and camping	
			Sandy Cape	Camping ground with safe swimming and fishing areas. Caravans are permitted	Also in caravans and camping	
			Lake Indoon	Camping ground with showers and barbecues. Caravans are permitted	Also in caravans and camping	
			Tuarts Reserve	Free Camping grounds suitable for fully self contained travellers.		
			Smokebush Reserve	Free Camping grounds suitable for fully self contained travellers.		
			Banksia Reserve	Free Camping grounds suitable for fully self contained travellers.		
			Sunset Beach Holiday	Provides cabin, caravan slabs and camping sites.	Also in caravan park and camping	
			Drummond Coe Holiday	Provides cabin, caravan slabs and camping sites.	Also in camping and caravan park	
		Private rentals		Airbnb	Up to 44 listings in Geraldton	* Self catering
				Lighthouse Views Guest		* Self catering
				Ocean West Holiday		* Self catering
				Ocean View Villas		* Self catering
		Apartments		Xavier Views services		* Self catering
				Como apartments- Champion Bay		* Self catering
				Mantra Geraldton		* Self catering
				Intown apartments		* Self catering
				Mariner Waters		* Self catering
				Sails Geraldton		* Self catering
				Waldorf Geraldton		* Self catering
		Backpackers		Foreshore Backpackers		* Self catering
				Geraldton Backpackers		* Self catering

Tourism Asset Review: Retail

Category	Subcategory	Name of experience	Business	Description	Notes
Retail	Local Markets		Platform Markets	The rear platform at the back of the Old Railway Station on Chapman Road comes alive on Saturday and Sunday mornings (8am to 12pm) with local produce and	Also found in culinary (local produce)
			Geraldton Lions Community Markets	Geraldton Lions Community Market (formally known as Lions Trash Treasure & Craft Market) runs on the second Sunday of each month from February to December, weather permitting from 8am until 12 noon. This is a community	Also in arts & craft, History & Heritage and retail as Bill Sewell, also found in culinary (local produce)
			Greenough Settlements Markets	Every third Sunday of the month. Locals pay stall fees which go into renovations for the Greenough Historical Settlement buildings. The market features	Also found in culinary (local produce)
			Marine Terrace Mall	The Craft markets run from 8am until 12 noon. This market runs every first and	Also found in art and culture
			Lighthouse Keepers Cottage	If there is a 5th Sunday in the month, the Geraldton Historical Society holds a market at the Lighthouse Keepers cottage on Chapman Road from 8am until 12	
			Geraldton-Greenough Farmers Market / Paddock to Plate	Maitland Park (Cathedral Avenue) turns into a colourful place where local and Mid West growers sell their produce directly to visitors. From cheese to olive oil, fresh fruit and vegetables, wine and honey, meat and fish, a variety of locally	Also found in culinary (local produce)
	Shopping Centres		Stirlings Central	One of the two major shopping centre in Geraldton located on Stanford Street,	
			Northgate shopping	One of the two major shopping centres in Geraldton located on Chapman Road,	
	Shopping strips		North West Coastal	Industrial stores (The good guys, Repco, Choices Geraldton etc.)	
			Chapman Rd	Stores surrounding Northgate shopping centre .	
	Speciality shops		Baker Williamson	Upmarket jeweller with some artworks from local artists.	Also found in art and culture
			Bubbles boutique	Women, babies clothing and gifts retailer.	
			Cavana	A boutique store that stocks a range of London designer works , located on	
			Lavender Valley gift shop and café	Small privately owned lavender family farm located in Chapman Valley. Visitors can purchase lavender products at the shop, and eat at the café (open on various	Also in retail -speciality stores and Culinary: speciality café
			Cuisine on Marine	Chemical-free non-stick cookware along with stainless steel, cast iron and porcelain; a wide range of European, Japanese and Ceramic products.	
			GSB Antiques and Collectables	GSB Antiques and Collectables are the only permanent Antiques and Collectables store in Geraldton and have a wide variety of Antiques, Collectables	
			Ivy Vibe	Retail store with handbags, earrings, tops, purses, kitchen ware and many more	
			Latitude Gallery	Art gallery and jewellery store. Talent from local, regional and international	
			Leon Baker Jewellers	Daily tours are offered at 3pm to explore the process of Abrolhos Pearls and the	Also in Arts and culture
			Scrapbooking Geraldton	Scrapbooking in Geraldton is located in the Railway Station on Chapman Road and offers a large variety of Scrapbooking and Card making products.	
		The Aussie Shop	An Australian souvenir store.		
		The Scrapbook house	Scrapbooking retail store as well as a class .	Also in arts and crafts	
	Geraldton visitors centre				
	Chimere Pearls	Gallery and jeweller who hand crafts pieces on order for customers.			

Appendix Section D: Tourism Brand Audit



Tourism Brand Audit



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Overview and notes

10 primary local, regional and state-wide brands were identified in the audit. Not all of these are dedicated tourism brands, but may be more intended as geographical definitions, or be aimed more at general business/industry than tourism. It should be noted that publically-available information regarding marketing activities and target markets for these individual brands was often minimal, if not lacking entirely. Where possible, stakeholder information has been used to inform these matters, but even this source of information was quite limited in extent and detail.

Current local brands

- Geraldton "Take a fresh look"*
- The City of Greater Geraldton

Historical local brands

- Give me Geraldton any day
- Sun City

Current regional brands

- Australia's Coral Coast*
- The Midwest Region

Historical regional brands

- Turquoise Coast
- Batavia Coast*
- Outback Coast

Current state-wide brands

- Experience Extraordinary: Just Another Day in WA*

Overviews have been provided for the above current and historical brands, with SWOT analyses additionally provided for 4 current and/or prominent brands. Brands above marked with a star indicate prominent or current brands for which a SWOT analysis was deemed appropriate, and was viable using currently publically available information.



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Brands timeline

State Brands



Regional Brands



'Outback Coast'



'Mid West Region'

Local Brands

'Sun City'

'Give me Geraldton any day'



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ROYALTIES FOR REGIONS



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Tourism Brand Audit: Analysis

From the combined findings of the tourism brand audit, the stakeholder consultations and the consumer perceptions research, it is clear that Geraldton currently has no clear tourism brand that is broadly known, or widely accepted. There have been a number of branding exercises at the local level over the years, but a lack of clear ownership and consistency has led to fragmentation of brands over time and a lack of a cohesive long-term brand strategy.

At the local level, “Geraldton: Take a fresh look” has the most current presence and buy-in, particularly in terms of tourism, as the Geraldton Visitor Centre appears to be the current custodian of the brand. However, the Stakeholder Consultations component of the current research indicates that no one party is clearly taking responsibility for the strategic direction of the brand and stakeholders feel that the brand has lost direction.

Regionally, “The Batavia Coast” still has some presence and is reflected in the names of local businesses, however, as shown in the consumer data, it has only a small connection with consumers and Stakeholders largely consider it “old” and “too specific” to represent Geraldton more broadly and certainly a wider ‘region’ beyond Geraldton as a stand-alone destination.

The other primary regional brand in play is Australia’s Coral Coast. This brand has the benefits of being currently active in marketing, supported by the State Government and working in association with TWA. However, research indicates that ACC is not primarily intended as a consumer-facing brand and is more used to define areas of responsibility for the RTO’s. ACC is also a very broad region, ranging from Cervantes to Exmouth and as such is too large to be able to represent Geraldton's assets and offer in a specific and dedicated manner. Closer ties to ACC are recommended to be able to leverage marketing and promotional activities and to present a holistic offer to the consumer, however, it is also recommended that Geraldton (or a “Geraldton Region”) also represent itself with a more specific destination proposition, nested under ACC.



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Tourism Brand Audit: Analysis

At the state level, WA's current tourism brand, owned and employed in market by TWA is "Experience Extraordinary". Experience Extraordinary was launched in 2010 and has been delivered to consumers through marketing campaigns over the last 6 years.

The latest (and very recent) incarnation of Experience Extraordinary is the new campaign "Just Another Day in WA", launched in June of this year. JADIWA aims to showcase a wide range of experiences in WA as told in the first-person.

The launch of JADIWA is promising for Geraldton, as the strategy of the campaign is suitable to be leveraged by specific destinations and the executional style of the campaign puts the creation of similar executions in-reach of destinations with smaller marketing budgets. The campaign focuses on online and social media, with some traditional print advertising and TV commercials. TV commercials will contain multi-experience films, with single experiences being the focus of online and social media. Tourism WA has produced content for the campaign, but is encouraging user generated content to be developed by industry, WA residents and holidaymakers that reveal their "Just Another Day in WA" travel experiences.

In essence, JADIWA hones in on individual destinations in WA and tells highly personal stories of experiences within those destinations. There is no reason Geraldton could not identify a good local tourism "story" and tell it to potential consumers in a similar fashion to the broader JADIWA campaign. The media strategy of JADIWA is also more in-reach of destinations with smaller marketing budgets, like Geraldton, being heavily weighted to online.

Making communications that are in-sync with those being produced at the state level means that Geraldton will be able to leverage a much larger campaign to its own benefit and it also presents a consistent image for WA as a whole – which will be of benefit to tourism throughout the state, including Geraldton.



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Tourism Brand Audit: Next steps

With all of the above information, and that to follow, what remains somewhat unclear is the **consumer's point of view** on how Geraldton should be structured, branded and positioned as a tourism destination or region. **Further research** is required to unpack some of the core questions raised by the current project:

- Where do consumers consider "Geraldton" to be?
- Is there such a thing, or could there be, as a "Geraldton Region"? Where would this be? What does it include and what doesn't it include?
- What is at the core of a Geraldton Region offer, as opposed to the offer of Geraldton alone?
- What names are most appropriate for such a region? "Geraldton Region" is relatively well-rated as a good descriptor for such a region in the current consumer data, but does this carry a down-side (e.g. Does Geraldton's lack of tourism identity bring "Geraldton Region" down, or does adding "Region" make Geraldton seem more attractive)?
- How central should Geraldton be to a Geraldton Region offer?
- Should *History* continue to play a central role for a Geraldton Region, as it does for Geraldton as a destination, or should *Natural Heritage* take precedence in a regional offer?

As the above questions are highly explorative in nature and require in-depth discussion, **qualitative research is strongly recommended** to address these issues.



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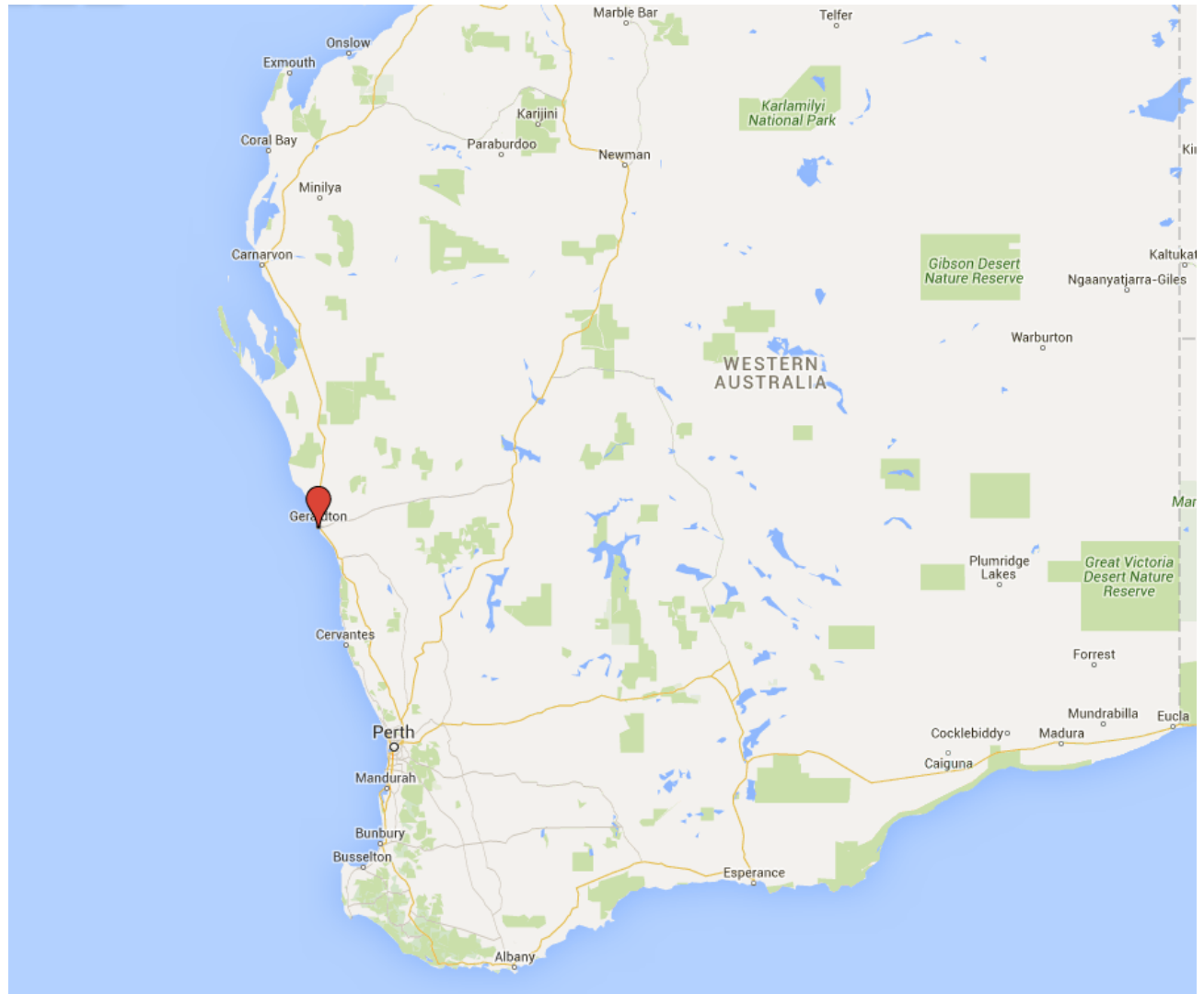
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Local Brands



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Current Local Brands: Geraldton 'Take a Fresh Look'



Description

The brand was developed more than 5 years ago.

It was designed to have longevity, but when it was created it was with the view that it would be revised over time. It is felt that it lost momentum after 1-1.5 years.

When developing the brand it was felt that Geraldton needed a brand in its own right; that the city name should not be obscured and that it should be a destination in its own right. Therefore it did not align itself under the Coral Coast or any other regional brands or borrow from them as that would risk Geraldton being lost in sub-branding. There was reportedly heavy stakeholder involvement in the development of the final product.

The development of the brand came after Geraldton merged with Greenough and then with Mullewa.

Marketing activities

- This brand was used to brand a yacht in 2012 in the annual international Clipper Round the World Race. (The yacht made international headlines when the US coast guard had to rescue two crew members who were injured in bad weather).
- The campaign was widely promoted in the Scoop Traveller magazine, by Australia's Coral Coast, and through attendances at Perth Caravan & Camping Show and Singapore and Kuala Lumpur trade shows.
- More recently, in January 2015 an event was held at the Queens Park Theatre to showcase Geraldton as it will be the subject of a new episode of Our Town (a TV show which focuses on why people should visit, live, work, play and invest in particular towns throughout Australia). The tag line 'Take a fresh look' is used as opposed to the logo which only receives limited exposure.



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Current Local Brands: Geraldton 'Take a Fresh Look'

Key Target Market(s)

This brand was created to brand the City of Geraldton. Stakeholder input indicates it was designed to talk to tourists, but also residents, local businesses and potential migrants.

Business Sector Links

The custodian of the brand is currently the Geraldton Visitors Centre. However, some stakeholders indicated that they felt the City of Greater Geraldton should 'own' the brand.



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Current Local Brands: Geraldton 'Take a Fresh Look'

Strengths

- "Take a Fresh Look" – active language, encourages exploring
- Speaks to a separation of the 'past' Geraldton (with reputational baggage) with a 'new' Geraldton that has improved
- Rebranding Geraldton as a diverse place to visit and change people's perceptions
- Colourful Geraldton letters create a positive feeling – playful, family orientated
- Colours of the letters can speak to attributes outside of Geraldton City area (colour of land, sea, wildflowers) ... but by implication only, no explicit links beyond the city itself
- Can be used in a broader context than just tourism - Live, Work, Play
- Is already being used by the Geraldton Visitor Centre in a tourism context

Opportunities

- Awareness is low, therefore simply greater exposure could raise profile
- Strengthening links between Geraldton and wider area may increase viability – which the colours in the logo can represent
- Could potentially be 're-vamped' to be more inclusive and represent a new "Geraldton Region"

Weaknesses

- Focus on Geraldton is dominant and links to outside areas weak
- Longevity of brand is questionable - Can you still ask people to take a fresh look after 5 years?
- No one is taking responsibility for the strategic direction of the brand. Stakeholders feel that the brand has lost direction
- Stakeholders feel that there is a lack of understanding of brand hierarchy and therefore communications are inconsistent
- Some stakeholders feel there should be two brands – one for business/stimulating the city and one for tourism.
- Does not communicate anything substantial about the type of tourism experiences available in the area
- "Take a fresh look" somewhat at odds with Geraldton's best tourism asset category of *History*

Threats/ constraints

- Some stakeholders feel 'Take a fresh look' is a nice logo, but not a real brand
- Unclear as to the strategy for the brand going forward – who is responsible for strategic planning and implementation



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Current Local Brands: The City of Greater Geraldton



Description

The City of Greater Geraldton has a brand of its own. It is more of a Shire brand for community and industry, than specifically a tourism one. The term 'City of Greater Geraldton' is used frequently, both with and without the logo/branding.

The logo, which incorporates Geraldton, Greenough and Mullewa through visual depictions, came into existence prior to the 'Geraldton Take a Fresh Look' brand/logo.

Marketing activities

The City of Greater Geraldton uses its brand throughout the Shire. It also funds community events, such as the annual Geraldton Sunshine Festival, although this festival has its own branding/logo.

Videos on website highlight different aspects of Geraldton and the community.

E.g. Wildflowers, WA weekender, Million Trees project.



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Current Local Brands: The City of Greater Geraldton

Key Target Market(s)

Public information available on who the brand was targeted at is not available. The nature of the brand indicates it is aimed at residents, businesses, potential residents and investors, but is not intended as a primarily tourist-facing brand.

Business Sector Links

- The CGG brand/logo is used to brand several facilities in the Shire
- Example: The Geraldton Visitors website - in the 'Cruising Geraldton' section- Every cruise ship that visits the City of Greater Geraldton is welcomed by our highly regarded Cruise Ship Meet and Greet Volunteers.
- City of Greater Geraldton is also often referred to in news articles and in the context of economic development.



Historical Local Brands: 'Give me Geraldton any day'

Description

The brand was created to generate positive community sentiment and encourage people to work and live in Geraldton. It focused on its lifestyle, infrastructure and employment opportunities. This brand preceded Geraldton – Take a Fresh Look.

Stakeholders indicate that the Intent of Give Me Geraldton Any Day was to “Get involved in anything that the community wants, as long as it has a positive outcome.”

Marketing activities

Stakeholders indicate the brand was community driven and had community ownership. Anyone could use it and it was also used in job advertisements trying to attract workers to Geraldton.

It was supported by the 'Give me Geraldton Any Day Positive Campaign Committee'.

It also mentioned Geraldton being known as 'Sun City' in a promotional video.

Events run by this brand included: “The Running of the Sheep”, “The Out There Film Festival”, “The Over the Fence Comedy Film Festival”, “Midwest Truck Convoy” and “Sunshine Festival”.

Key Target Market(s)

The community, tourists, businesses, prospective employees and migrants.

Business Sector Links

In 2002 the 'Give Me Geraldton Any Day' campaign successfully bid to hold the 2003 WA State Coastal Conference which was considered an important opportunity to consider the major challenges for coastal planning and management.



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Historical Local Brands: 'Sun City'

Description

The Sun City Brand was created long ago – before the 'Give Me Geraldton Any Day' campaign. The brand was mentioned by stakeholders from the Mid-West Development Commission. Public information available on who the brand was developed for and 'managed' by is not available. It is, however, reported by stakeholders interviewed as having been very popular, with many businesses getting on board, and the 'name' being used extensively.

The brand became unfashionable due to skin cancer concerns, and likely to a lack of support, ownership, strategic direction and funding.

Business Sector Links

Several businesses still retain the Sun City name e.g. Sun City Motorcycles; Sun City Wreckers; Sun City Plumbing; Sun City Solar; Sun City Christian Centre; Sun City Batteries; Sun City Cinemas.



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Other Local Branding/ Marketing activities

Colours of Geraldton

- Video of the Drive from Perth to Geraldton containing drone footage was recently gifted to Geraldton stakeholders (including Australia's Coral Coast) by Broadwater Resorts. The video talks about the **colours of Geraldton** and showcases the beautiful colours of the scenery. The Video is in Chinese with English subtitles and is on YouTube and its obvious aim is to increase tourism from this market. It may be in other languages or locations but no details available as yet.

Everything Geraldton

- Everything Geraldton Website – The website was developed in 2012. The website aims to provide information to residents and visitors. It is a popular source of local news and information. Geraldton is described as '...the capital of Western Australia's Mid West region and the gateway to the amazing Abrolhos Islands. Geraldton is the hub of the Mid West region, with a world leading rock lobster fishery, farming and agriculture and the production of iron ore, making it a truly thriving and sustainable regional city.'

Geraldton Fishermen's Co-operative

- Tour guides give tourists and locals alike a behind-the-scenes insight into this multi-million dollar regional industry.

Discover Australia Holidays

- Provides information by state/territory, and then by city/town...there is a link for Geraldton. You need to know where you want to go – the site sells accommodation/flights etc. – it does not 'sell' the destination.



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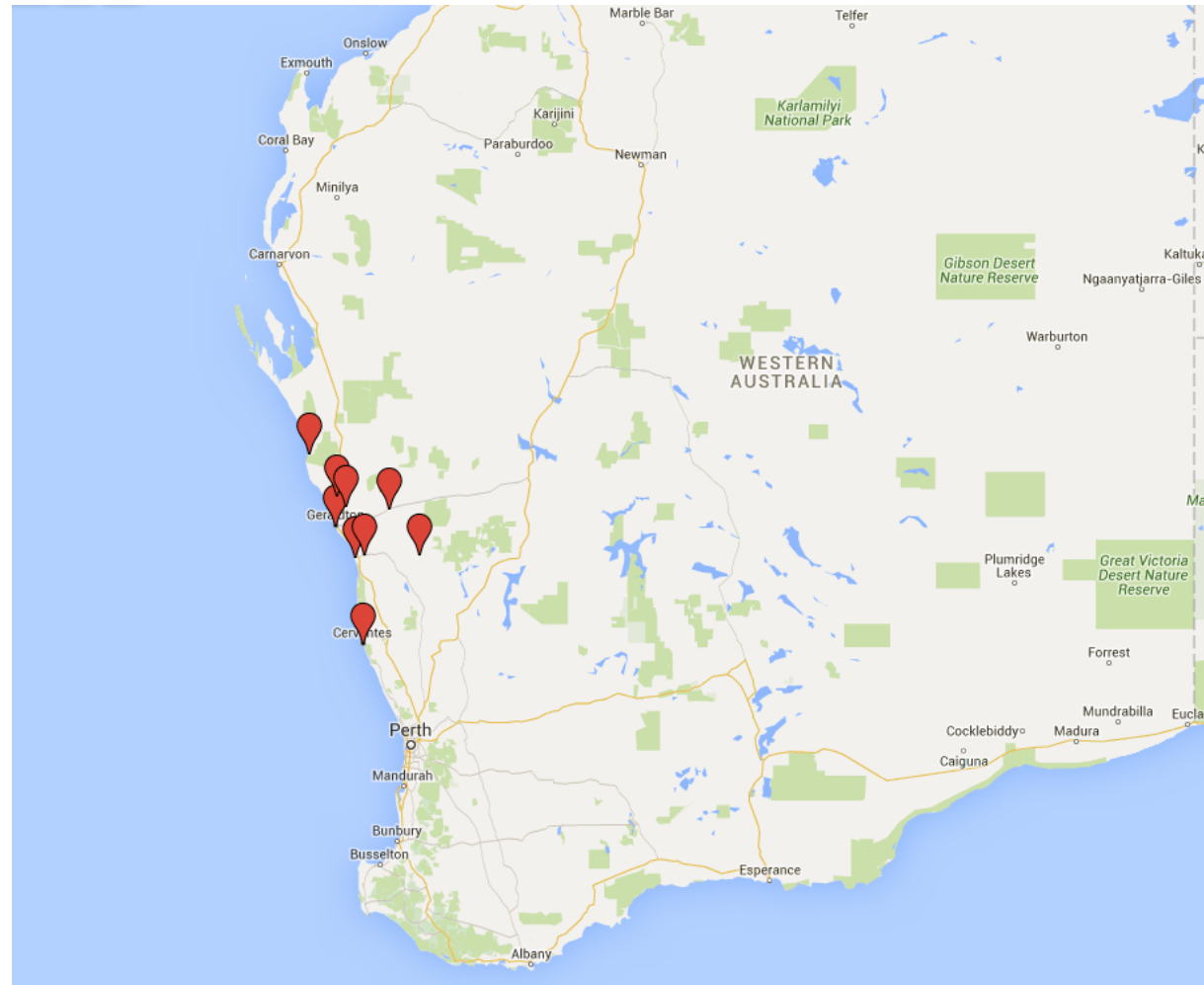
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Regional Brands



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Current Regional Brands: Australia's Coral Coast



Description

Tourism Western Australia developed its five regional tourism brands between 10 and 14 years ago. The RTOs are funded partly by TWA and in some cases by members and co-ops.

ACC is the Regional Tourism Organisation (RTO) for the Coral Coast Region, which extends along the coast from Cervantes north to Exmouth and inland to Mullewa. The Coral Coast Region encompasses several high profile nature-based destinations and activities - including the Pinnacles, Kalbarri National Park, Shark Bay World Heritage Area, Monkey Mia, the Abrolhos Islands, Ningaloo Reef and spring wildflower tourism. Australia's Coral Coast is the tourism body responsible for marketing Western Australia's Coral Coast as a holiday destination.

The name "Coral Coast" was derived from consumer research, with 'Coral Coast' the name that resonated the most with consumers for the region.

It became 'Australia's' Coral Coast because the domain name 'Coral Coast' was already taken (One in QLD, one in Fiji). Adding 'Australia's' also gave ownership and three of the other TWA regions also have 'Australia's' in the name (Australia's Golden Outback; Australia's North West; Australia's South West). The role of Australia's Coral Coast is to accelerate tourism in the region.

Marketing activities

The brand is used to promote the region by Tourism WA's cooperative advertising partners including airlines, accommodation providers and tour operators. The official ACC website has links to an e-newsletter, blog and multiple resources for regional promotion and trip planning. The Coral Coast will also be promoted as part of TWA's new "Just Another Day in WA" campaign, to be discussed in more detail later in this section.

Instagram @Australiascoralcoast and trending #Australiascoralcoast



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Current Regional Brands: Australia's Coral Coast

Key Target Markets

The key target markets of ACC's activities are generally aligned with those of TWA more broadly – being the segments of "Aspirational Achievers" and "Dedicated Discoverers"

Business Sector Links

- Tourism WA's (and by association, ACC's) cooperative advertising partners including airlines, accommodation providers and tour operators.

Other examples of Stakeholders/Businesses using Coral Coast:

- RAC has a section **Coral Coast** in its WA holidays, 'destinations and drives'. The definition and description of the Coral Coast is "The Coral Coast stretches from the peaceful seaside town of Jurien Bay to the popular holiday towns of Exmouth and Coral Bay. Along the way explore [national parks](#) and beautiful coastline where you will discover a myriad of experiences including sand boarding, fishing, snorkelling, bushwalking, gorge walking, abseiling, swimming with sea lions and whale sharks as well as much more."

There are maps for 4 recommended drives (Perth to Coral Bay, Coastal Discovery, Cape Range and Wildflowers, Northern Explorer Wildflower), with Geraldton being visited on all 4 drives, and is specifically referred to in the description of the Coastal Discovery drive – "Enjoy action and adventure in Kalbarri National Park and sample some of Western Australia's freshest seafood in Cervantes and Geraldton."

Coral Coast Tourism Park – The heart of Carnarvon.

- KiteWest allows you to 'enjoy the very best of Western Australia's Coral Coast'
- WA Holiday Guide website; Big 4 Holiday Parks; Caravan Industry Association WA and TrailsWA segment WA into the Tourism WA regions including the 'Coral Coast'.
- 3 Islands whale shark dive Ningaloo
- Best Western
- Perfect Nature Cruises



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Current Regional Brands: Australia's Coral Coast

Strengths

- Well researched and shown to resonate with consumers
- Has the weight and authority that comes from being an "official" government brand
- A 'regional' perspective is of benefit to the broad Coral Coast area – where individual destinations are not as strong as the region as a whole ("up north" is more the destination than any one place in this area)

Opportunities

- Having representation from Geraldton on the ACC board likely to reduce extent to which Geraldton is perceived as "overlooked" and increase Stakeholder affiliation with the broader region
- Establish efficiencies and synergies with ACC and destinations within it
- Working within the wider region more collaboratively can present a more rounded offer to consumers – every destination within the region benefits when all are represented at their best

Weaknesses

- Not technically a "consumer facing" brand – used more to define regions of responsibility at a structural/ Governmental level
- Used to define a "tourism region" but tourists do not see 'artificial' boundaries determined by Government
- Too large an area to represent Geraldton's offer specifically as well as in concert with all other destinations within the region
- Many stakeholders do not feel a close association/ connection with ACC, or do not feel part of the region

Threats/ constraints

- Stakeholders perception is that Geraldton gets lost in the Coral Coast marketing, with Kalbarri and the coast North of Kalbarri receiving more marketing focus.
- Geraldton's industry not currently represented on ACC board
- Potential for Geraldton to be overshadowed by more attractive/ more "touristy" destinations like Coral Bay, Monkey Mia, Exmouth)



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Current Regional Brands: The Midwest Region

Description

The Mid West region covers nearly one fifth of Western Australia's land area, spanning around 478,000 square kilometres from Green Head to Kalbarri and more than 800km inland to Wiluna in the Gibson Desert.

The “Mid West Region” was referred to quite often by stakeholders as a name for the broader region around Geraldton. However research indicates it is more of a geographical region of responsibility for governance rather than a consumer-facing tourism brand.



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Current Regional Brands: The Midwest Region

Business Sector Links

Examples of Stakeholders/Businesses using 'Mid West'

- Mid West Development Commission - With the sustainable development of Western Australia's Mid West region being managed by this State Government authority, is not surprising that many stakeholders refer to The Mid West region.
- EventNation website - 'The events website refers to 'Mid West Events'...Mid West Horse Racing...Geraldton Turf Club
- Mid West Academy of Sport - Not tourist attraction...Mid West Academy of sport MWAS promotes, develops and services sporting talent (athletes, coaches, officials and administrators) throughout the Mid West Region of Western Australia.
- The Queens Park Theatre - is Geraldton and the Mid Wests' premier entertainment venue, showcasing over 100 local, national and international performances annually.
- Latitude Gallery - talent from local, regional and international artists.. 'creative hub for the Mid West region'
- Even the 'Everything Geraldton' website refers to Geraldton is the capital of Western Australia's Mid West region and the gateway to the amazing Abrolhos Islands. Geraldton is the hub of the Mid West region, with a world leading rock lobster fishery, farming and agriculture and the production of iron ore, making it a truly thriving and sustainable regional city.



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Historical Regional Brands: Turquoise Coast

Many years ago, prior to the development of the current 'Australia's Coral Coast' brand, Stakeholders indicate the region (Cervantes to Exmouth) was divided into three sub-regions: the Turquoise Coast, Batavia Coast and Outback Coast. These terms were referred to quite often by a range of stakeholders. However they seem to often describe a geographic location rather than being true destination brands.

Description

Stakeholders indicate The Turquoise Coast name/brand was first developed by a group of industry and stakeholder volunteers and was used for a while but is no longer supported as the group has dissolved. It has been defined as Cervantes to Dongara.

This branding appears to be "official" TWA' branding as it is in the same style as the branding previously used and still seen on signage. Timeline of this branding is not clear.



Marketing activities

No 'official' campaign could be found currently in-market, however, reference is made to the Turquoise Coast by several entities, described in the 'Business Sector Links' section overleaf.

Key Target Market

Public information available on who the brand was targeted at is not available. The nature of the brand indicates it is aimed at residents, businesses and tourists.

Historical Regional Brands: **Turquoise Coast**

Business Sector Links

Examples of Stakeholders/Businesses using Turquoise Coast:

- Shire of Dandaragan describes itself as 'The pinnacle of the **Turquoise Coast**'.
The shire includes the towns of the towns of Cervantes, Jurien Bay, Dandaragan and Badgingarra. It describes its pristine beaches as ideal for swimming, snorkelling, diving, fishing and windsurfing within Jurien Bay and Cervantes, whilst the towns of Badgingarra and Dandaragan offer beautiful national parks with native flora and fauna, bush walks, unique Australian wildflowers and farming land. The website has a tab for Tourism where it provides more information, with tourism pay off line 'Stay longer...Explore further...Experience more'. The holiday front cover says 'Mid-way between Perth and Geraldton. Explore our natural beauty and diversity'. This line and the pay off line above are probably exactly what Geraldton should be saying too!
The '**Turquoise Coast** Visitor Centre' is located in Jurien Bay at the Shire of Dandaragan building. This does not include Geraldton.
- Lonely planet has its own segmentation of WA. In the 'Around Perth' section is a section on '**Turquoise Coast**' which is defined as: 'Stretching north of Lancelin to Port Denison, the relaxed Turquoise Coast is dotted with sleepy fishing villages, stunning beaches, extraordinary geological formations, rugged national parks and incredibly diverse flora. Offshore marine parks and island nature reserves provide a safe breeding habitat for Australian sea lions and other endangered species, while cray fishing brings in the dollars. Once somewhat isolated, the whole area has been brought within easy reach of Perth by the completion of the final section of Indian Ocean Dr between Lancelin and Cervantes.' This definition of the Turquoise Coast does not stretch as far north as Geraldton.
- RAC has a section **Turquoise Coast** in its WA holidays, 'destinations and drives'. The definition and description of the Turquoise Coast is identical to that of Lonely Planet (probably having been copied from there?). The RAC also has a section Coral Coast which is defined as Jurien Bay to Exmouth and Coral Bay, which includes Geraldton.



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Historical Regional Brands: **Turquoise Coast**

Business Sector Links (cont.)

- Go West is a freely available (hard copy) magazine that is distributed through backpacker hostels, budget accommodation providers; caravan parks/camping grounds, selected pubs, cafes, travel agents, expos and visitor centres nationally. The online extension of the Go West magazine is www.gowesternaustralia.com.au. Go West have their own segmentation of WA. They refer to the **Turquoise Coast** in the Coral Coast section – ‘North of Perth, at about 120km is an area of the Coral Coastline collectively known as the *Turquoise Coast*.’ The website then goes on to mention that Jurien marks the beginning of the coastal road to Geraldton. The website is not very ‘polished’ and contains errors. The Turquoise Coast came up in a google search but was not easy to find from the home page or through their Coral Coast link. The fact that the publication is so widely spread is of interest as the Turquoise Coast name could be seen by a wide and varies audience.
- TurquoiseCoast.org (domain name and website for sale) – ‘**Turquoise Coast** Western Australia’ - with tourism info on ‘Turquoise Coast and the Pinnacles’. Information on towns from Ledge Point to Jurien Bay (ACC starts from Cervantes so this definition of Turquoise Coast starts further south at Ledge Point which is in TWA’s ‘Experience Perth’).
- Turquoise Coast Visitors centre (Jurien Bay)

Historical Regional Brands: Batavia Coast

Description

Prior to the development of the current 'Australia's Coral Coast' brand, the region from Cervantes to Exmouth was divided into three: Turquoise Coast, Batavia Coast and Outback Coast. The Batavia Coast region covers the area from Dongara to Kalbarri and includes Greater Geraldton and the adjacent shires of Chapman Valley, Irwin and Northampton. The name is taken from the Batavia wreck at the Abrolhos Islands which the region is known for.

Marketing activities

There is still a Limestone sign saying 'You are now entering Batavia Coast' as you drive from Kalbarri to Geraldton. Many local businesses also carry "Batavia" or "Batavia Coast" in their name and therefore marketing by association with these businesses is likely, though will be largely indirect.



Key Target Markets

Public information available on who the brand was targeted at is not available, but the nature of the brand indicates it is intended to appeal to tourists in particular, with additional links to local residents and businesses/industry.



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Historical Regional Brands: Batavia Coast

Business Sector Links

Examples of Stakeholders/Businesses using Batavia Coast:

- The Mid West Regional Blueprint refers to the Batavia Coast extensively, though while tourism forms a part of this document, it is by no means the focus.
- Landcorp website refers to **Batavia Coast Marina** in the City of Greater Geraldton. Stage one has been completed, with early stages of development of Stage two due to commence early 2016. **Batavia Coast Marina** is a whole of Government approach involving the City of Greater Geraldton, Mid West Development Commission and Landcorp. It is intended that the development of BCM will maximise visual and pedestrian connections between the CBD, foreshore and Batavia Coast Marina developments and promote innovative and attractive development solutions.
- Lonely Planet has a section on the Batavia Coast which is defined as: 'From tranquil Dongara-Port Denison to the remote, wind-scoured Zutydorp Cliffs stretches a dramatic coastline steeped in history, littered with shipwrecks and abounding in marine life. While the region proved the undoing of many early European sailors, today modern fleets make the most of a lucrative crayfish industry.' This includes Geraldton. Five of the top nine sights in 'the Batavia Coast' are in Geraldton – West Australian Museum Geraldton; St Francis Xavier Cathedral; Geraldton Regional Art Gallery; HMAS Sydney II Memorial; Old Geraldton Gaol Craft Centre.
- Batavia Coast Dive and Waters sports (listed on Visit Geraldton website)
- Batavia Coast Maritime Heritage Association - The website uses Batavia Coast in their identification of historical monuments of Geraldton
- Batavia Coast Air Charter
- Live4Diving - Batavia Coast Dive Academy
- The Batavia Coast Maritime Institute (BCMI)
- Rotary Club of Batavia Coast
- Batavia Coast Caravan Land
- Batavia Coast Caravan Park



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Historical Regional Brands: Batavia Coast

Strengths

- Speaks to the “history” asset category that is strong for Geraldton
- Highlights one of the more unique and appealing aspects of Geraldton’s history offer
- Is a specific and unique name (unlike something like “Coral Coast”, which could be in many different locations and could be easily confused)
- Is reflected in the name of several businesses and developments

Opportunities

- Should the “Batavia movie” go ahead, this brand would be likely to grow in relevance and appeal

Weaknesses

- Too specific – refers to only one experience and one event in history
- Without background knowledge, carries little meaning
- Can be perceived as too Euro-centric, lacking in connection to Indigenous history

Threats/ constraints

- Stakeholder buy-in seems weak, with many seeing this brand as outdated and unable to represent Geraldton’s tourism offer broadly
- Unlikely to be accepted by stakeholders in outlying areas, should a “regional branding” approach be taken going forward
- Also not representative of inland areas if they were to be included in a wider “tourism region” beyond Geraldton



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Historical Regional Brands: Outback Coast

Description

The third part of the coast from Perth to Exmouth as it was previously defined before the 'Coral Coast' region was branded. The region is described as Kalbarri north to Exmouth , but does not include Geraldton in this geographic definition.

However, the term 'Outback Coast' which includes Geraldton is used by Tourism WA in their 5 day itinerary titled 'Outback Coast: Indian Ocean Drive & Kalbarri'. The drive includes Geraldton and the Abrolhos Islands as highlights of the drive, with others being Pinnacles Desert, Leseuer National Park, Jurien Bay Marine Park, and Kalbarri National Park.

Marketing activities

No dedicated marketing activities known currently in-market

Key Target Market

Public information available on who the brand was targeted at is not available. The nature of the brand indicates it is aimed at residents, businesses and tourists.



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Historical Regional Brands: Outback Coast

Business Sector Links

Examples of Stakeholders/Businesses using Outback Coast:

- Tourism Western Australia website (westernaustralia.com.au) has the 5 day itinerary 'Outback Coast: Indian Ocean Drive & Kalbarri' which describes the trip as:
"On your way to the colonial port city of Geraldton, more of the region's past is revealed with a visit to the beautifully preserved Greenough Central Historic Settlement. You can continue immersing yourself in the history and culture of the Batavia Shipwreck coast at the Geraldton Museum and its Aboriginal art gallery, before lunch on Geraldton's buzzing foreshore. Afternoon: Abrolhos Islands - Perfect wind and swell conditions make Geraldton Australia's windsurfing capital, and the 122 coral-fringed Abrolhos Islands offer the ideal playground for indulging in water sports. Extend your stay by an extra day to join a fishing, diving or snorkelling charter, or book a short scenic flight to take in the islands and Batavia Coast. Choose from Geraldton's hotels, motels, self-contained houses and apartments, caravan parks and bed and breakfast accommodation for your overnight stay."
- Travel Oz now (traveloznow.com.au) divides WA into 3 geographic regions – 'Out West' / 'Heading North' / Perth, surrounds and heading South'. The 'Heading North' section refers to the 'Outback Coast and Mid West' region which includes Geraldton. The coastal portion of this large area is described as follows – 'Step back in time and walk through the historic buildings at Central Greenough. Visit Geraldton, Kalbarri National Park - one of the world's richest wildflower areas, Monkey Mia and Ningaloo Reef.'
- WA NT Tours (want-tours.com.au) offers a '4 day Outback Coast' tour. The third night is spent in Geraldton (Day 3 Monkey Mia – Geraldton; Day 4 Geraldton – Perth. Geraldton is described as – "... Typical „Outback Australian“ impressions will accompany you on the drive to Geraldton. A visit to Mount Scott gives you the opportunity of an outlook over the town of Geraldton and Grey's Bay. Here is also the memorial for the victims of the sunken warship HMAS Sydney II..." and "...Our sightseeing this morning brings us to the architecturally interesting St. Francis Xavier Cathedral in the town centre. Leaving Geraldton we head south to Moora. Here we will visit a working Wildflower Farm and get a lot of insights into this important trade..."



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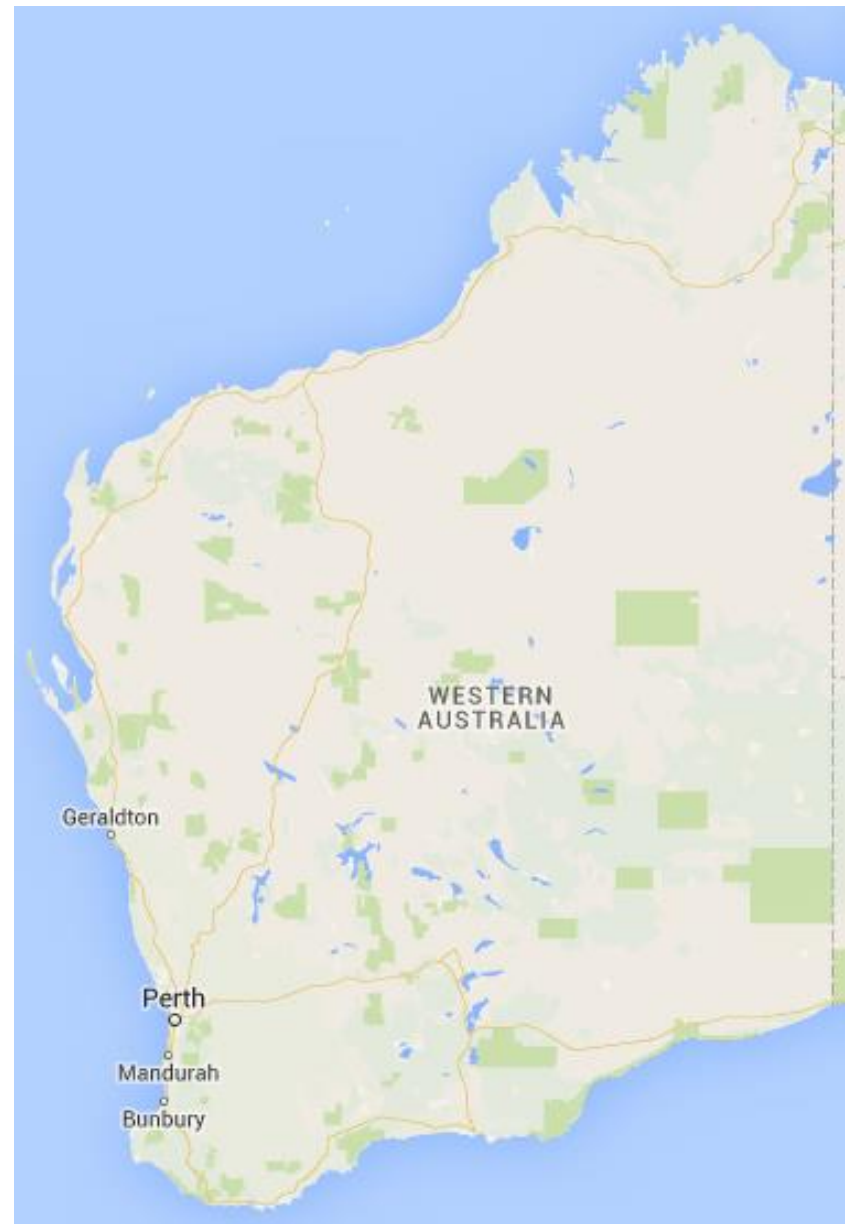
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State Brands



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Current State Brand: Experience Extraordinary



Description

WA Brand positioning – Experience Extraordinary – reflects the State's uniqueness. Launched in 2010, the brand promotes the many experiences that you can have in Western Australia. It aims to raise awareness and consideration of WA as an extraordinary holiday destination in both international and domestic markets.

Marketing activities

Tourism Western Australia has primary responsibility for marketing WA and its destinations in a tourism context. It has conducted several broad-reach, multi-component, themed campaigns over the years, including "The Real Thing" in 2007, Experience Extraordinary in 2010 and "Just Another Day in WA", the latest campaign to launch under the Experience Extraordinary positioning.



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Current State Brand: Experience Extraordinary

Key Target Markets

Domestic:

The campaigns target 'Dedicated Discovers' (those who want to discover something new) and 'Aspirational Achievers' (those who view travel and holidays as a reward for their hard work and success in life) aged between 35-64 years in the core markets of Sydney, Melbourne and Perth. These consumers generally value experiences, are curious minded and want to get off the beaten track. TWA's campaigns aim to create an emotional connection with these target audiences.

The Brand campaign is aimed at consumers in the 'dreaming phase' of their holiday – that is, prior to deciding on a destination.

The Events Marketing campaign is aimed at consumers during their planning and anticipating phase of their holiday.

Internationally, TWA targets core markets in China, Japan, Singapore, Indonesia, Malaysia, Germany, Switzerland, United Kingdom, United States of America and New Zealand.

Business Sector Links

Tourism WA has extensive links throughout the WA tourism industry and beyond. Its cooperative advertising partners include numerous airlines, accommodation providers and tour operators in core markets.



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Current State Brand: Just Another Day in WA

Description

Just Another Day in WA is Tourism WA's latest marketing campaign under the Experience Extraordinary brand. It aims to showcase a wide range of experiences in WA as told in the first-person. The campaign is visually driven through its focus on film and photography. The campaign will focus on online and social media (but will also use TV and print).

Many of the communications will be created by TWA, but they are also encouraging industry members and people living in or travelling in WA to share their own photos/films and stories to further enforce the message. It is hoped this will bring to life 'the unique, personal experiences visitors can expect on any given day in WA'.

It will allow tailored communications to be developed for the various target markets around the world.

Core message – 'There are so many unique and extraordinary experiences waiting to be discovered in WA that although it may feel like an unforgettable moment, you'll see it's just another day in WA.'

Marketing activities

The campaign will focus on online and social media, including some traditional print advertising and TV commercials. TV commercials will contain multi-experience films, with single experiences being the focus of online and social media. Tourism WA has produced content for the campaign, and is encouraging user generated content to be developed by industry, WA residents and holidaymakers that reveal their "Just Another Day in WA" travel experiences.

A dedicated website (www.justanotherdayinwa.com) has been set up which will present first person accounts about a range of travel experiences through WA, as well as providing links to holiday deals. The website has a section on 'Exmouth and the Coral Coast' which focuses on marine life at Ningaloo, and snorkelling at Exmouth and Shark Bay. Geraldton is not mentioned.

The campaign will also be supported by cooperative marketing partners and members of the tourism industry through relevant channels.

Social media hashtag (#justanotherdayinWA) posted on a dedicated website.



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Current State Brand: Just Another Day in WA

Key Target Markets

Domestic:

JADIWA has largely the same core target audiences as Experience Extraordinary more broadly, however, this campaign is particularly aimed towards Dedicated Discoverers.

International:

Internationally, the JADIWA executions will be adapted for TWA's core markets such as China, Japan, Singapore, Indonesia, Malaysia, Germany, Switzerland, United Kingdom, United States of America and New Zealand.



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Current State Brand: Experience Extraordinary/JADIWA

Strengths

- While Experience Extraordinary alone could be difficult for Geraldton to legitimately connect to, the JADIWA campaign has more potential for Geraldton to leverage and align to
- Experience Extraordinary has good brand recognition and therefore may register more clearly and easily with consumers
- Recognition of the Experience Extraordinary brand also connects Geraldton to WA more widely and brings the positive associations of WA closer to Geraldton specifically

Opportunities

- JADIWA's focus on specific destinations and personal stories could fit with Geraldton and is feasible to execute
- JADIWA's conceptualisation of "Extraordinary" is 'smaller', more 'personal' and a better fit with Geraldton, being a more urban destination

Weaknesses

- Extraordinary can be a difficult bar to meet – particularly for urban areas, as WA's nature offering tends to be more validly associated with "extraordinary"
- As a new campaign, JADIWA may lack some of the recognition of pre-existing Experience Extraordinary campaigns, however, recognition of any JADIWA campaign that Geraldton creates is still likely to be higher than anything done independently

Threats/ constraints

- The tagline "JADIWA" could be susceptible to social media backlash
- Any execution for JADIWA for Geraldton will need to communicate a clear identity, or it may not succeed in effectively reaching consumers



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Appendix Section E: Evaluation matrix



Evaluation matrix

Evaluation Matrix

Evaluation Questions	Indicators	Primary data sources		
		Desktop research	Stakeholder consultation	Online survey
What is the current supply of tourism products and assets in the Greater Geraldton Region?	Types of tourism assets	History and Heritage Nature Active Arts and Culture Culinary Accommodation Retail		
	No of experiences (total)	191		
	No of experiences (history/heritage)	40		
	No of experiences (nature)	101		
	No of experiences (active)	26		
	No of experiences (arts and culture)	6		
	No of experiences (culinary)	6		
	No of experiences (accommodation)	8		
	No of experiences (retail)	4		
	Consumer interest in experiences			Top 5: Casual eating : 61% Wildflowers : 59% Scenic drives 59% Seafood: 58% History/ the Batavia: 39%
	No tourism businesses (total)	245		
	No of businesses (history/heritage)	0		
	No of businesses (nature)	7		
	No of businesses (active)	26		
	No of businesses (arts and culture)	40		
	No of businesses (culinary)	94		
	No of businesses (accommodation)	54		
No of businesses (retail)	24			



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Evaluation matrix

Evaluation Matrix				
Evaluation Questions	Indicators	Desktop research	Primary data sources	
			Stakeholder consultation	Online survey
What is the current number and nature of tourism brands and marketing activities for the destinations and experiences within the GG region?	List destination brands in GG region	<p>Local Brands: Geraldton 'Take a Fresh Look' The City of Greater Geraldton 'Give me Geraldton any day' Sun City</p> <p>Regional Brands: Australia's Coral Coast The Mid West Region Turquoise Coast Batavia Coast Outback Coast</p> <p>State Brands: Experience Extraordinary - Just another day in WA</p>		
	List marketing activities for GG region	Please refer to the brand audit section for further information.		
	Target markets for marketing activities in GG region	Tourists, Locals, Investors, potential migrants. Please refer to the brand audit section for further information.		
	Which stakeholders are invested in which brands?	Please refer to the brand audit section for further information.		
	Strengths & weaknesses of brands	Please refer to the brand audit section for further information.		
	Marketing activities for CC region	Australia's Coral Coast' brand is used to promote the region by Tourism WA's cooperative advertising partners including airlines, accommodation providers and tour operators. Please refer to the brand audit section for further information.		
	Target markets for marketing activities for CC region	Primarily Aspirational Achievers and Dedicated Discoverers		
	List marketing activities for WA	Experience Extraordinary Just another day in WA		
	Target markets for marketing activities for WA	Domestic market: Primarily Aspirational Achievers and Dedicated Discoverers International: Core markets in China, Japan, Singapore, Indonesia, Malaysia, Germany, Switzerland, United Kingdom, United States of America and New Zealand.		
	Consumer awareness of brands			Geraldton 63% Geraldton Region 48% The Mid West Region 22% The Batavia Coast 19% The Coral Coast 7% The Turquoise Coast 2%
Consumer terminology for GG region			Geraldton 31% Up north/North/Mid North/North West 10% Midwest 9% Gero 5% North of Perth 4% Windy city/windy 4% Fishing town/fishing 3% Geraldton region / Geraldton area 2%	



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Evaluation matrix

Evaluation Questions	Indicators	Evaluation Matrix		
		Desktop research	Primary data sources	
			Stakeholder consultation	Online survey
What are consumers current perceptions of the GG Region's tourism offer?	Demo profile - Age	15-24yrs: 0% 25-44yrs: 34% 45-64yrs: 30% 65+: 19%		15-24yrs: 9% 25-44yrs: 8% 50-64yrs: 38% 65+: 34%
	Demo profile - Gender	Male: 54% Female: 46%		Male: 40% Female: 60%
	Demo profile - Income			<\$50K: 33% \$50K - <\$100K: 35% \$100K+: 8% Not answered: 11%
	Demo profile - Employment			Working: 43% Retired: 40% Home duties: 8% Unemployed/ student: 5%
	Travel profile - Attitude			To see new & different things: 30% To relax and recharge: 30% For quality time with family & friends: 27% To connect with children & partner: 5% Other: 2%
	Travel profile - Travel party	Adult couple: 30% Travelling alone: 23% Family group: 23% Friends/ relatives: 16% Other: 8%		Adult couple: 47% Alone: 4% Family group: 23% Partner & other adults: 5% Friends/ other family: 8% Tour group: 2% Once only: 25%
	Travel profile - Regularity of visit			More than once, but not regularly: 48% Less than once a year: 52% Once a year: 0% Twice per year or more: 8%
	Travel profile - Purpose of visit	Holiday or leisure: 35% Visiting friends or relatives: 32% Business: 22% Other: 8%		
	Travel profile - Length of stay			Day visit: 9% Night: 8% 2-3 nights: 40% 4-6 nights: 21% More than once a week: 5%
	Travel profile - Places visited			Kalbarri: 56% Geraldton: 54% Dongara: 34% Greenough: 23% Mullewa: 12%
	Means of access			Drove to & from: 9% Fly & drive: 2% Escorted tour only: 5% Drove to & from: 88% Fly & drive: 7% Escorted tour only: 2% Fly & escorted tour: 3%
	Access preferences			Self-contained: 25% Camping/ caravaning: 32% Luxury hotel/ resort: 7%
	Accommodation used			Self-contained: 48% Camping/ caravaning: 28% Luxury hotel/ resort: 33%
	Accommodation preferences			A lot: 2% Quite a lot: 34% Not much: 49% Nothing: 15%
	Perceived knowledge of GG region			Very appealing: 54% Quite appealing: 54% Not particularly appealing: 5% Not at all appealing: 39%
	Perceived appeal of GG region			Top 5: Fishing: 56% Swimming/ beaches: 50% Seaford: 48% History the Batavia: 39% Wildflowers: 37%
	Knowledge of experiences			Top 5: Casual eating: 6% Wildflowers: 59% Scenic drives: 59% Seaford: 58% History the Batavia: 39%
	Interest in experiences		Stakeholders identify primarily: Functional reasons (as service centre) History Natural heritage Aquatic & water activities	Top 5: A stop-over: 47% Part of a larger trip: 29% Been before: 25% VFR: 25% Attracted by beaches: 8%
	Motivations to visitation		Stakeholders identify primarily: Functional reasons (lack of accessibility, quality) Poor reputation Lack of knowledge Lack of tourism identity and product	Top 5: Prefer other places: 8% Want to visit other places as well: 10% Not good value vs. o/s: 8% Takes too long: 8% Prefer to go o/s: 8%
	Barriers to visitation			Past visitors: Likely to visit: 68% Unlikely to visit: 24% Non- visitors: Likely to visit: 43% Unlikely to visit: 43%
Visitation intention			More entertaining/ different: 5% Better/more/variety eating options: 4% Better accommodation: 4% Lack's appeal/ not inviting: 3% Better shopping/ more shops: 3%	
Perceived gaps in offer				



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The logo consists of a solid magenta square. In the bottom right corner of this square, the letters 'TNS' are written in a bold, white, sans-serif font.

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