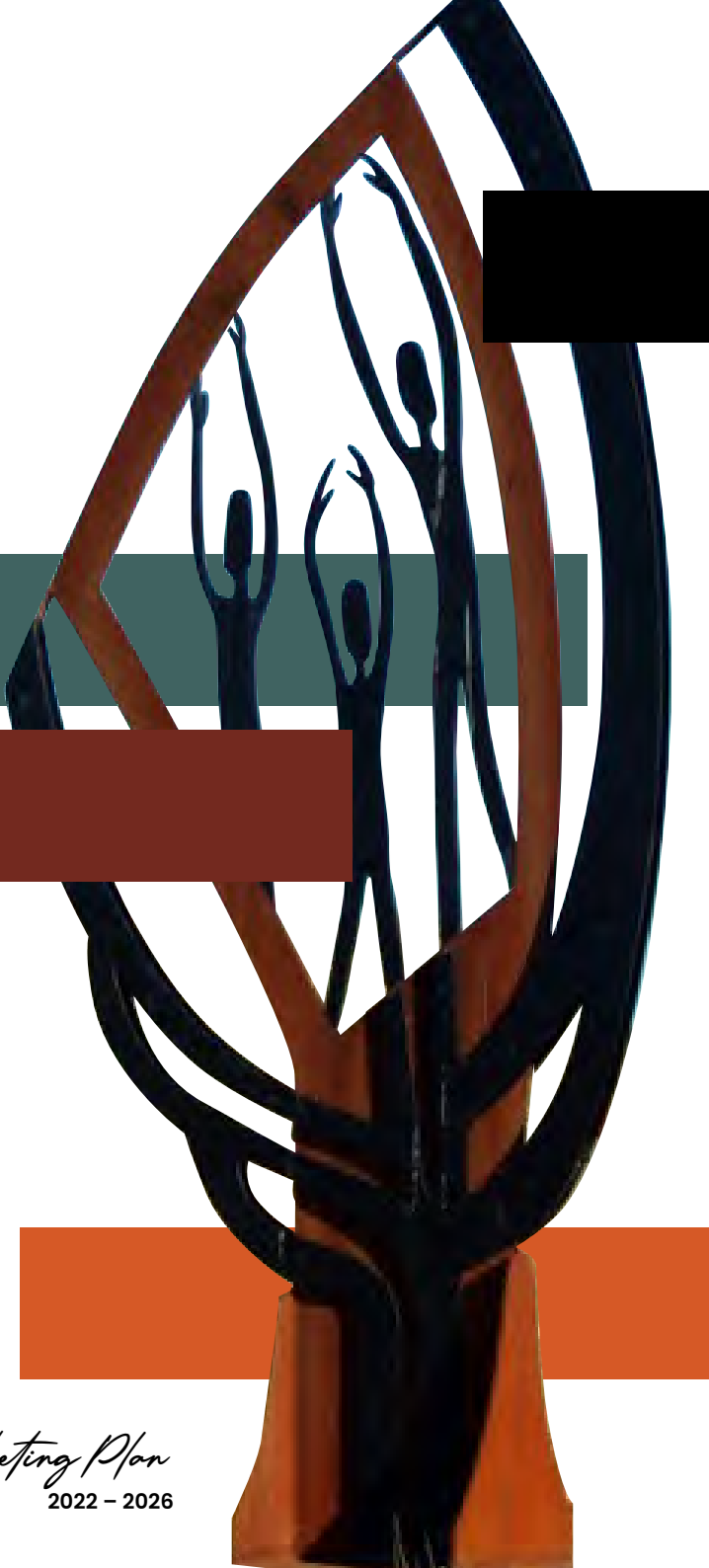




Prepared by:
Claire Bateman, KALSEC Creative
April 2022

SHIRE OF **Menzies**

Destination Marketing Plan
2022 – 2026



About the Shire

Menzies is a mining and pastoral Shire located 730km east of Perth in the Northern Goldfields region, and forms a part of the Goldfields-Esperance Region, and the Australia's Golden Outback tourist regions.

Covering over 128,000 km², the Western boundary of the Shire borders the Shires of Sandstone, Yilgarn and Coolgardie and the Eastern boundary abuts the South Australia border and the Great Victorian Desert. The two main areas of population are Menzies Townsite with around 250 people and another 150 located in Tjuntjunjarra community near the border.

Strategic Positioning

The Shire supports investment in tourism and provides for the promotion and development of the Shire as a regional place to visit.

Strategic Objective

Increase awareness of the treasures Menzies has to offer, through promoting the rich history of the area and its deep connection to arts and culture

Community Vision

To be a prosperous, sustainable and dedicated community in which all residents are able to participate in decision making and benefit from the Shire's many opportunities and resources.

From the Shire's recent *Corporate Business Plan 2020-2024*



PART 1

Review & Analysis

Current Situation

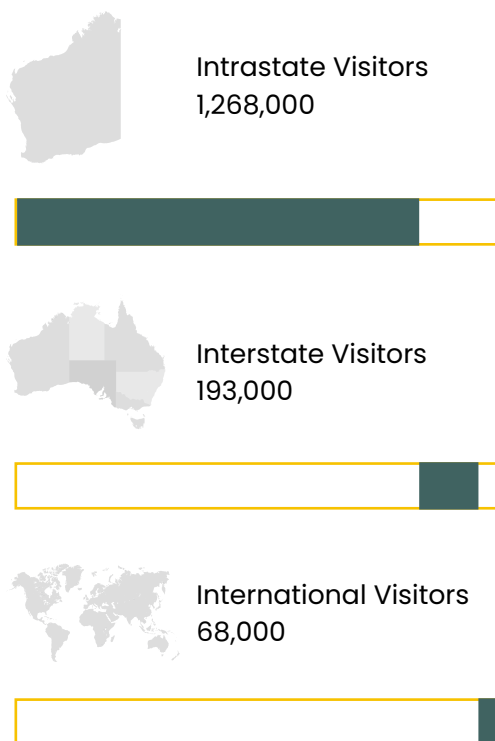
Current Market

There is limited data available for the Shire of Menzies alone. However, Tourism WA gathers and publishes information relating to Australia's Golden Outback (AGO) where the Shire is located.

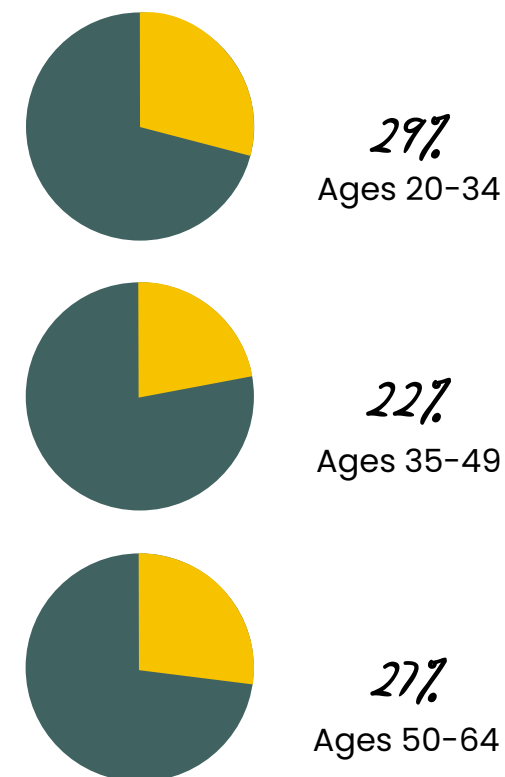
This data has been used in conjunction with the Menzies visitor statistics to inform and extrapolate market trends.

It is important to note however, due to Covid-19 and its impact on international and interstate travel, Tourism WA factsheets are only available up to December 2019.

Visitor Origins



Visitor Trends



Regional Context

City of Kalgoorlie-Boulder

Kalgoorlie-Boulder has around 237,000 visitors per annum with two-thirds of the visitor market made-up of business travellers (FIFO, travelling alone for work), who stay in hotel and motel accommodation while visiting the area for work - generally 1-3 nights.

City of Kalgoorlie-Boulder Tourism Strategy 2020-2024

Shire of Coolgardie

Due to the small sample size of the Shire of Coolgardie visitor information, with captured data estimated as representing only around 4% of total visitors. As such visitor trends for the Shire were assumed to follow those of the Goldfields-Esperance region - 51% of visitors to the region were business travellers.

Shire of Coolgardie Strategic Tourism Plan 2021 to 2023

Shire of Leonora

Over half of the Leonora visitor market is comprised of domestic business travellers, predominately from the mining industry. These visitors stay in hotel, motel, caravan parks and single persons quarters (FIFO camp) accommodations.

Shire of Leonora Local Planning Strategy (May 2019)

Branding Comparison



Tourism Market Comparison

	Menzies	Kalgoorlie-Boulder	Leonora	Coolgardie
Commercial Flights	No	Yes	Yes	No
Passenger Trains	No	Yes	No	No
Luxury Accommodation	No	Yes	Yes	No
'International Ready' Experiences	No	Yes	Yes	No
Promotes Tourism Themes of:				
Arts & Culture	Yes	Yes	No	No
Goldrush History	Yes	Yes	Yes	Yes
Indigenous Culture	Yes	No	No	No
Natural Environment	Yes	Yes	No	Yes

The LGAs included in this comparison were chosen due to their proximity to the Shire of Menzies and a shared 'Goldfields' identity and history. They are also promoted together by Tourism WA under the Australia's Golden Outback tourism region.





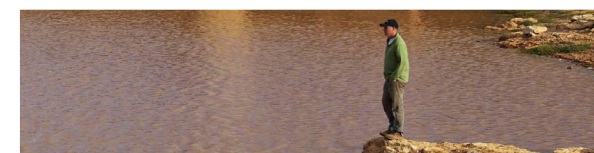
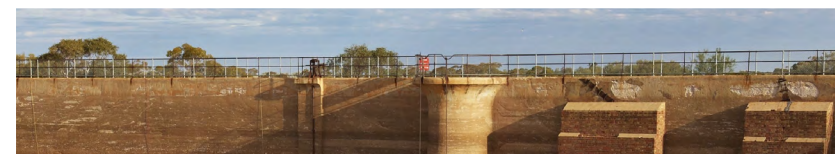
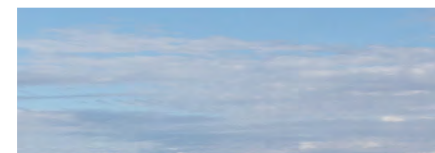
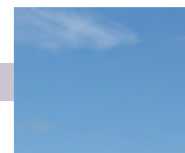
SWOT

Strengths

- Lake Ballard – One of Australia's largest outdoor galleries and Menzies biggest attraction
- Golden Quest Discovery Trail – delivers large tourist numbers to the region
- Outback Highway – 4 day The Outback Way self-drive itinerary
- 4WD Touring – the region has four trails widely acclaimed in Australia and overseas, Northwest Nullabor Shortcut
- Goldrush History & Heritage – historic buildings and sites, early explorers, abandoned/ghost towns and historic cemeteries
- Natural environment – travellers looking for the vast, remote, outback experience, magnificent sunsets, clear night skies for astrologers, wedge-tailed eagles

Weaknesses

- Lack of Access – the road to Lake Ballard is unsealed, no buses go out there and hire cars cannot use
- Lack of Facilities – Minimal food, petrol and accommodation facilities
- Seasonality – summer months see low visitor numbers and extreme weather conditions
- Awareness – Both the Shire and the Northern Goldfields has a low market awareness for interstate and international visitors
- Accommodation – low standard and lack of capacity inhibits visitor retention and growth, and unable to accommodate coach groups
- Lack of promotional material – area maps, walking trails, souvenirs, keepsakes etc. for tourists to promote the location after they have left

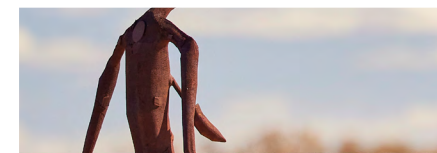
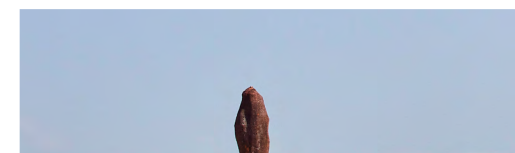


Opportunities

- Insta Tourism – popularity of Instagram to get the perfect photo or experience is high and drives tourism, free advertising
- Unique locations for Glamping – hen’s/bucks parties, weekend getaways, high-value travellers
- Scenic Tours – helicopter tours for Lake Ballard fly overs, or destination flights for proposals, or chauffeured 4WD tours glamping, champagne picnics
- New events & incentives – increase visitor numbers during shoulders season through unique events and incentive operators to run shoulder season tours
- International visitors – as borders continue to open, overseas visitors will be looking for the unique outback experience
- Events – host events at Lake Ballard, street markets, concerts, arts & culture
- Local Indigenous Workshops – arts, culture, food
- Accommodation – would allow travellers to stop overnight to visit Kookynie, Gwalia, Niagara Dam etc.

Threats

- Road closures – inclement weather washing out access roads causing road closures during peak tourist season
- Coastal destinations – enjoy higher profile of tourist market and more picturesque marketing imagery
- Competing regions with easier access – Kalgoorlie-Boulder not funnelling interstate or international visitors through to the Northern Goldfields
- Retention of events – losing events to other Shires, events folding due to lack of accommodation, infrastructure and community support
- Lack of investment in tourist infrastructure by industry/business – in particular investment in Lake Ballard and Inside Australia and accommodation
- Low prioritisation/lack of funding by State Government – Low upkeep by MainRoads and Parks & Wildlife Service controlled assets not maintained
- Limited promotion of the Shire by industry – due to limited accommodation options for interstate and international travellers



Key Attractions

Lake Ballard & Inside Australia



Lake Ballard is home to the 'INSIDE AUSTRALIA' exhibition by world-renowned sculptural artist Sir Anthony Gormley. The installation has 51 sculptures created from measurements of members of the local community.

The Lake Ballard conservation area has designated camping grounds within walking distance of the salt lake and exhibition walking trail, with multiple outdoor toilets, BBQs and picnic tables. The area however does not have a caretaker so rubbish bins are not provided.

The salt lake can only be accessed by foot with no access for those with physical disabilities or limited mobility, and can be difficult to traverse following periods of rain as the surface of the lake softens.

'INSIDE AUSTRALIA' and Lake Ballard are promoted through various online channels, including a dedicated website (lakeballard.com), and pages on both the AGO and TourismWA websites. It is also a stop on and promoted through the Golden Quest Discovery Trail.

Key Attractions

Gubbee Menzies Wongi 'Our Way' and 'Our Place' Historic Walk Trails



The Menzies Historic Walking Trail is a collection of sculptural art displays providing an insight into the history of the town and surrounding areas. These trails are ideal for visitors who want to explore the town and takes them on a leisurely walk through the town. The trail has 24 sculptures and is split in two parts - "Our Place" that interprets the Aboriginal experience in Menzies and "Our Way" that depicts the history of Menzies during the Goldrush.

Our Place

These interpretive installations share the Gubbee Menzies Wongi stories and experiences in Menzies. The stories are highly personal and told in the language and words of the storytellers. The rust and black steel cut-outs illustrate stories of the difficult transition years of the Wongi people who were the first to settle in the town.

Our Way

This walking trail runs the length of the Shenton Street with 12 sculptures depicting the early history of the town and its people. With more than 10,000 people living in the town at the height of the Goldrush in the early 1900s, Menzies is steeped in history and Our Way provides visitors some insight into the past.

Tourism Assets

Golden Quest Discovery Trail

The Golden Quest Discovery Trail winds its way through the Goldfields covering 965kms from start to finish. Some of the popular sites promoted as part of the trail are Menzies townsite, Lake Ballard, Goongarrie National Park & Homestead, Niagara Dam and Kookynie Ghost Town.



Niagara Dam

Niagara Dam was built in 1898 by the Railways Department to provide water for locomotives travelling the Kalgoorlie to Menzies route. Today the area has a camping area with campfires, toilets and a black water dump point.



Kookynie

The tiny town of Kookynie is located 68km NE of Menzies and has only 13 residents. At the height of the Goldrush Kookynie had over 3500 residents, multiple hotels, several churches, a brewery, two banks, a school, hospital, race course, public swimming pool, train station with daily train services and a stage coach.

The town now has two key tourism assets, the Grand Kookynie Hotel and the Kookynie Ruins. The hotel has historical images and photographs, antique bottle collection and is a great place to grab a beer and meet the locals like Willie the horse when he visits the front bar. The Kookynie Ruins include the Cosmopolitan Hotel, restored Cumberland Street Shops (privately owned), old electric street lights and a historic cemetery.



Tourism Assets

Snake Hill

Snake Hill lookout is located 3km from Lake Ballard. The lookout is a short walk from the camping and picnic area at the bottom of the hill and is the best vantage point to view the whole of the Lake Ballard reserve.



Goongarie Station & Cottages

Goongarie Station is located 94kms north of Kalgoorlie and 55kms south of Menzies. The station is managed by the WA Parks & Wildlife Service and consists of 100,686 hectares of dominantly eucalyptus and mulga landscape.

The area has numerous walking trails plus fresh water swamps, bird life and wildflowers when in season. The location is ideal for picnics & day trips.



Morapoi Station

Located 35 minutes from Menzies Morapoi Station is Aboriginal owned and operated and provides station stay experiences coupled with ancient dreamtime stories, with the station owners sharing their experience and 40,000 years of culture with visitors.



Camping is also available year round and options include the Homestead, the Sandalwood camp and Shearers cottage plus a number of bush sites with basic facilities ranging from picnic tables, fire pits, toilets and showers.

The Goongarie Cottages are the only buildings that remain from the once thriving Goldrush town established in 1893. The original railway cottages are located on the Goldfields Highway and have interpretive signage for visitors to stop and read about the history of the town.

Tourism Assets



Menzies Townsite

The town of Menzies has a variety of historic buildings and attractions for visitors to the Shire, including the historic town hall with its infamous clocktower and it's story of the missing clock that took 99 years to arrive. The town hall is now home to the Shire of Menzies council offices and has a popular ANZAC memorial and mural

painted on the northern side of the building.

The Lady Shenton Hotel building is located on the main street and is now the town Community Resource Centre and Visitor Centre.

The town is also a popular stopping point for families in the warmer months due to the public waterpark.



Historic Cemeteries



For history buffs most burial sites are not creepy or morbid, but hold a lot of history, culture, and art. Wandering through a graveyard allows visitors to learn more about the people who lived in an area or region.

Kookynie

There are 176 graves located at Kookynie cemetery.

Niagra

The cemetery near Niagra Dam has 86 graves.

Menzies

Due to a typhoid outbreak between 1895 and 1905, Menzies has one of the largest historic cemeteries in the Goldfields. 105 people died of the disease during the outbreak.

PART 2

*Strategy &
Branding*

New Markets

In order to increase future visitor numbers, the Shire of Menzies will need to attract high-value travellers and grow interstate and international visitor markets. The following visitor markets have been identified as key to tourism development in the Shire of Menzies.

Millenials

Will represent half of the visitor economy within 10 years

Motivated by 'discovery' & seek out unique accommodation options

Spend more on food and experiences than hotels or luxury travel products

Interstate & International

Willing to travel to for unique experiences & picturesque locations

Seek out interactions with wildlife and Indigenous cultural experiences

Only travel to locations with luxury accommodation and high-quality food and beverage options*

*For high spend travellers

Empty Nesters

Well-travelled with disposable income

Willing to travel further to reach remote locations

Seek out and spend on cultural experiences, natural encounters and wellbeing enrichment activities

Artists & Art Lovers

Travel internationally for high quality and renowned exhibitions

Seek experiences that capture a moment or feeling with the work

Seek out and spend on experiences that allow them to connect and find inspiration in surrounding landscape

Baby Boomers*

*Excl. Grey Nomads

Less budget-conscious and spend more on hotels and luxury accommodation

Travel further, taking longer trips

Build visitor economy through spending in restaurants, bars, etc.

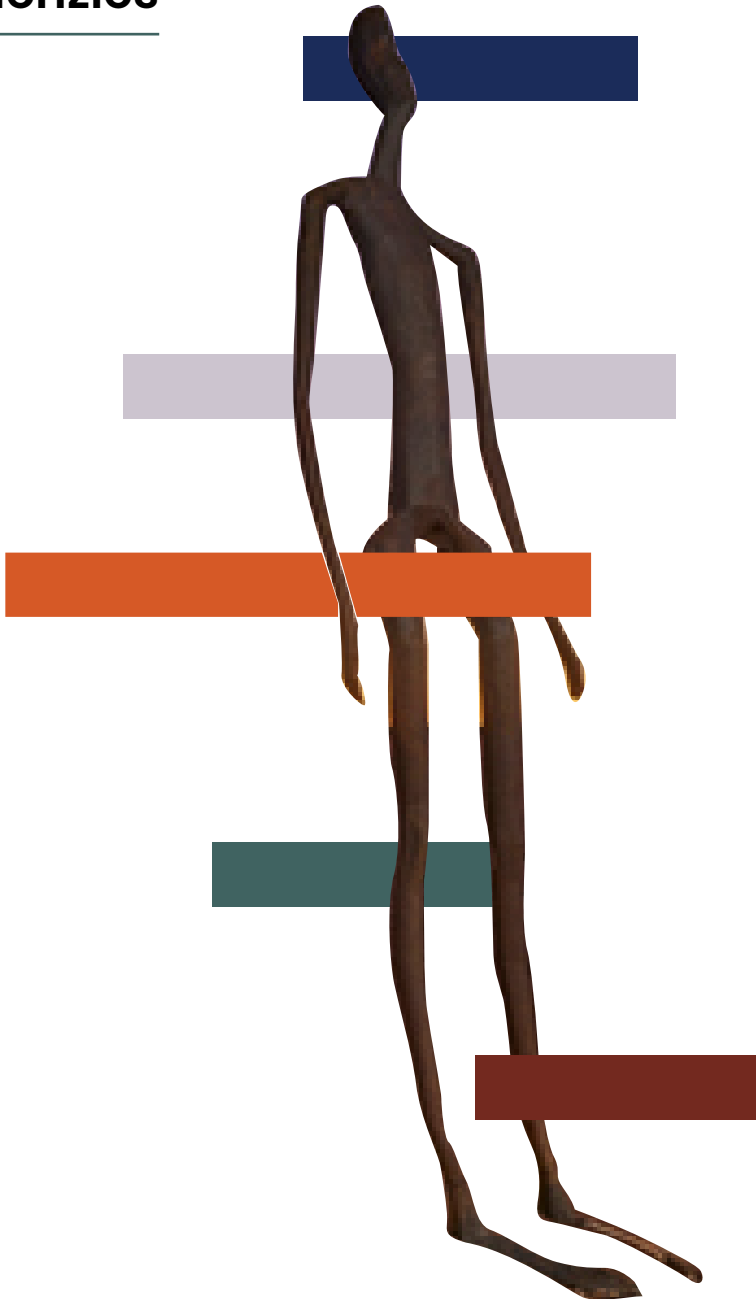
Nature-based Travellers

Outback adventurers looking to "Escape the City"

Seek out remote natural attractions

Willing to travel further and take the road less travelled

Spend more on experiences than accommodation



Strategy

Successful destination marketing is based on consistent branding and positioning that is authentic in its portrayal of the location, attracts key visitor markets and helps guide the development of new tourism products and experiences.

The key to achieving this is ensuring that the Shire is positioned in a way that sets it apart as unique from its neighbouring LGAs in the Goldfields, whilst simultaneously promoting a shared 'Goldrush History'. It is also important that the Shire's branding is attractive to high value markets and seamless across all mediums.

Positioning

Based on the Shire's recent *Tourism Development Strategy 2022 - 2026*, the following four key themes have been identified to provide the framework for promoting tourism in the Shire of Menzies:

- Arts and culture
- Goldrush history
- Indigenous cultural heritage
- Nature based tourism

Arts & Culture

Positioning the Shire of Menzies as a regional arts and cultural destination will bring visitors and establish a 'creative ecology', but with 'INSIDE AUSTRALIA' at Lake Ballard and the 'Our Place' and 'Our Way' cultural walking trails in Menzies town this task readily achievable.

Additionally the Tjuntjunjarra community also has strong links to the visual arts through the renown Spinifex Project, with Aboriginal original artworks being sold and shipped throughout the world.

The key to successfully positioning the Shire as an arts and cultural destination is the combination of promoting both attractions and experiences that will appeal to travellers. An example of this is the 'Legendary Pacific Coast' in NSW:

"When someone plans a visit to the Port Macquarie Museum, they might stay at The Observatory Resort Hotel or just up the road Rydges Port Macquarie, enjoy a horse ride to a historic pub with Bellrowan Horseriding, eat at local cafes and restaurants, and may even call into Billabong Koala and Wildlife Park on the way home. In the end it is the combination of these local organisations and businesses that create the experience."

Belinda Novicky, Executive Officer, Legendary Pacific Coast

Source: artshub.com.au, Why arts and tourism need each other (7 Jun 2016)





Goldrush History

Menzies was the third major settlement after Coolgardie and Kalgoorlie during the goldrush of the late 1890's. The Shire is also home to other significant goldrush settlements Kookynie and Niagra. With such strong links to the shared history of neighbouring Shires, positioning the Shire of Menzies as key to the history of the Goldfields allows for cross promotion and partnerships, such as with the Golden Quest Discovery Trail.

Indigenous Culture

There are tourism assets within the Shire that provide visitors with opportunities to learn about local Aboriginal people, their ancestors and their stories, i.e. the Gubbee Menzies Wongi "Our Way" interpretive displays. However, in order to position the Shire of Menzies as "rich in Indigenous culture" it is critical that there are opportunities for visitors to participate

in authentic Indigenous experiences. It is also important that these experiences, such as visiting cultural sites or on-country learning, about bush tucker, etc. are provided by Aboriginal run tourism businesses. Without both of these elements, positioning the Shire in this way may be perceived by visitors as disingenuous and damage the Menzies brand.

Natural Environment

Research shows that nature-based tourism is one of the fastest-growing sectors in the industry. This type of tourism attracts high-value travellers who are willing to spend on quality experiences such as glamping and eco-accommodation. Although the Shire of Menzies has spectacular landscapes filled with vast salt lakes and unearthly night skies, with the extreme temperatures of the harsh arid bushland, visitors may struggle with adapting to the environment.

Management

The Shire will manage tourism development and promoting Menzies as an attractive tourist destination through the following:

Delivery of Visitor Information

Through the management of the Lady Shenton Community Resource and Visitor Centre, the appearance of Menzies townsite and key outdoor spaces, and holder of local history and heritage information.

Leadership and Industry Support

Through employment of a Community Development Specialist to engage with important stakeholders across the industry, other local government officers and various government agencies.

Management and Conservation

Enhancing assets of significant cultural, historical & natural importance for use by tourists and locals alike.

Event Attraction and Support

Supporting a diverse range of events, businesses, and services, and providing guidance and approvals on issues relating to land use, environmental and health legislation.



Branding

A well defined brand can be critical to the success of marketing a destination to high-value travellers and key tourist markets. When talking about "branding", most people think of logos, slogans, etc. but it is less tangible than that. A logo or slogan is only part of the puzzle, creating a brand is actually about using multiple elements in a consistent manner to create recognition and understanding.

For a destination like Menzies, in addition to modernising the Shire logo, creating a "brand" also includes using colour schemes that are attractive to your key visitor markets, ensuring that imagery is beautiful, authentic and intrinsically linked to market positioning, and using emotive language to create stories that evoke feelings of connection or wonder that will attract visitors to the area.

Characteristics

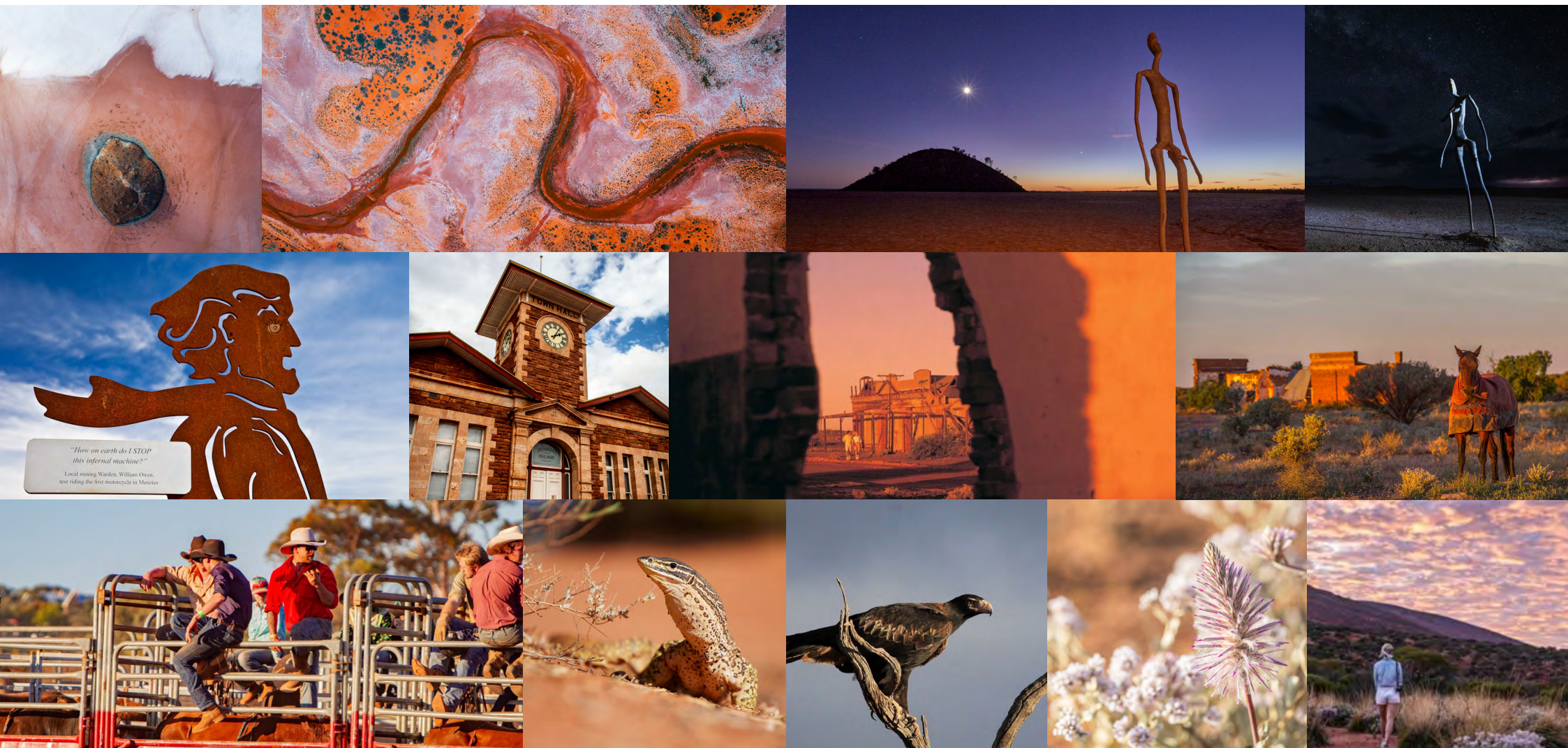
Cultural • Artistic • Historic
Spacious • Tranquil

Language

Hidden Gem • Rich Heritage
Explore • Discover
Spectacular Skies
Unique Natural Landscape

Imagery

Lake Ballard • Gormley Statues • Tjuntjunjarra Art
Kookynie Ruins • Clock Tower • Historic Buildings
Our Place & Our Way Installations • Local Events
Native Flora & Fauna • Open Landscapes • Sunsets



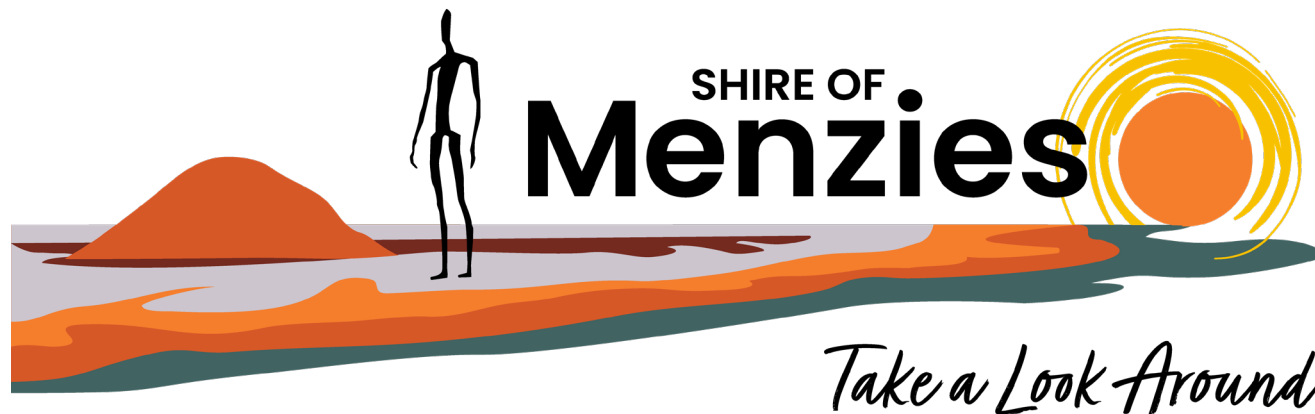


Colour Scheme

-  Gold
-  Gimlet
-  Red Dirt
-  Red Dust
-  Salt Lake
-  Twilight
-  Sunset

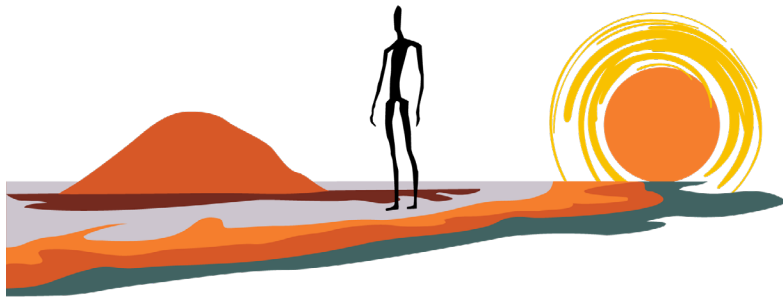
Logo

Redesigned logo with modern colour scheme and imagery that speaks to the landscape and key tourism assets Lake Ballard and the INSIDE AUSTRALIA installation.



Alternative Logos

Examples of alternate logo for vertical layouts and different printing options



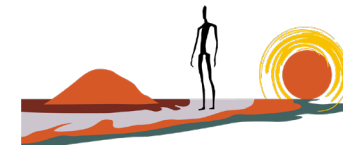
SHIRE OF
Menzies

Vertical for signage and corporate usage



Discover Lake Ballard

Single colour for screenprinted merchandise



SHIRE OF
Menzies

Simplified design for embroidery

Entry Signage

Example entry signage for each town site or location in the Shire.





SHIRE OF
Menzies

Destination Marketing Plan
2022 – 2026