



The Shire
CARNARVON
catch a *taste* of the great life

MARKETING *Action Plan*



SUMMARY

The Shire of Carnarvon's Marketing Action Plan for 2023-2025 is strategically aligned with the overarching objectives and goals outlined in the Shire's Strategic Community Plan 2022-2032, the roadmap provided by the Corporate Business Plan 2023-2027, and the economic growth priorities set forth in the Shire's Economic Development Plan 2023-2028. Our marketing plan is designed to be a driving force that complements and supports the broader strategic plans of the Shire while serving as a catalyst for economic development, community well-being, and sustainable growth in the region.



OUR VISION

Carnarvon will be a place where

- Our community is safe and harmonious.
- Our livelihoods are thriving.
- Our lifestyles are thriving.
- Our lifestyles are sustainable.
- Our health and learning opportunities serve our community.
- Our places nurture our past, present, and future.
- Our community is engaged, inclusive and supportive.

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To become a thriving and vibrant community, we aspire to elevate the Shire of Carnarvon as a premier destination, renowned for its diverse experiences, strong brand identity, and exceptional quality of life. Through collaboration, we will foster increased visitation, awareness, and investment opportunities while delivering exceptional Council services to our residents and stakeholders.



OUR MISSION

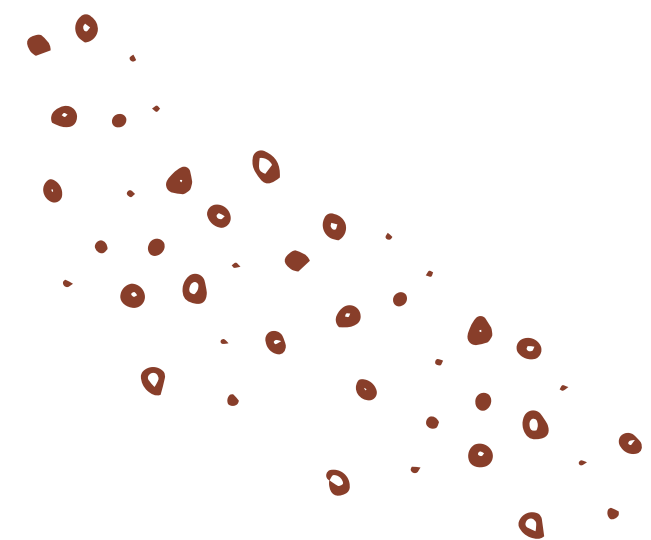
The Shire of Carnarvon is well-positioned for success due to its strategic geographic location, abundant local resources, engaged community, infrastructure investments, and collaborative approach. By leveraging these advantages, the Shire can effectively drive and achieve its designed marketing objectives, promoting Carnarvon as a premier destination while fostering economic growth and sustainable development.

What do we want to achieve?

Increase the visitation and awareness of experiences on offer in the Shire of Carnarvon.

Increase the awareness of the Shire of Carnarvon brand and Council services.

Promote investment opportunities and liveability in the Shire of Carnarvon.



WHY EFFECTIVE MARKETING IS ESSENTIAL FOR THE SHIRE OF CARNARVON



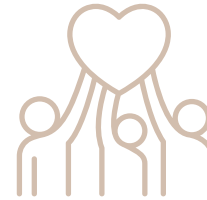
ATTRACTING INVESTMENT

Marketing highlights the Shire's distinctive features—its natural beauty, cultural heritage, and economic potential—to draw in investors, businesses, and entrepreneurs. This fosters economic growth and job opportunities in the region.



TOURISM PROMOTION

Carnarvon's untapped potential as a tourist destination can be unlocked through effective marketing, generating attention for its attractions and fostering a tourism industry that boosts revenue and creates job opportunities for residents.



COMMUNITY ENGAGEMENT

A successful marketing campaign boosts community pride and engagement, fostering active participation in local projects and contributing to the overall development of the Shire.



ENHANCING LIVEABILITY

Marketing can highlight enhanced infrastructure, public services, and the Shire's overall livability to attract skilled professionals and families, fostering a diverse and vibrant community.



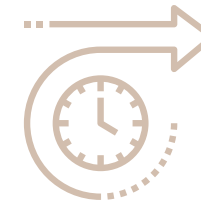
REVENUE GENERATION

Effective marketing can lead to increased tourism, business investment, and consumer spending, all of which generate additional revenue for the Shire. This revenue can be reinvested into local development projects and services, further enhancing the region's economic prospects.



COMPETITIVE ADVANTAGE

In the current economy, regions vie for resources, businesses, and talent. A robust marketing strategy distinguishes the Shire of Carnarvon, giving it a competitive edge and drawing the interest of businesses, investors, and skilled workers.



LONG-TERM SUSTAINABILITY

Sustainable economic development is not just about short-term gains but also about ensuring the prosperity and well-being of future generations. Effective marketing helps build a positive reputation for the Shire, making it an attractive place for long-term investments and development.

SWOT ANALYSIS

STRENGTH	WEAKNESS
<ul style="list-style-type: none">• Natural Beauty: Carnarvon boasts stunning natural landscapes, including the Gascoyne River and Quobba coastline, which can be leveraged to attract both visitors and investors.• Agricultural Hub: Carnarvon is known for its horticultural industry, offering investment opportunities in agriculture, which can also benefit the local community through job creation.• Community Engagement: The Shire has a strong sense of community, and this can be harnessed for local marketing campaigns and events.• Diverse Culture: Carnarvon's cultural diversity can be a selling point to both visitors and potential investors, showcasing a unique blend of traditions.• Natural Resources: Access to world class wind, solar and rare mineral resources.	<ul style="list-style-type: none">• Limited Connectivity: Limited access via road or air may deter potential visitors and investors.• Marketing Budget: The Shire has limited resources for marketing efforts, which could restrict its ability to reach a wider audience.• Seasonal Tourism: The region faces seasonal fluctuations in tourism, limiting year-round opportunities for visitors and investors.• Competing Destinations: Nearby destinations may offer similar attractions, increasing competition for visitors and investors.• Economic Dependence: Overreliance on specific industries (e.g., agriculture) may pose a risk to the local economy.• Accommodation: Quality of accommodation and hospitality offerings.• Infrastructure: Inadequate and dated housing and social infrastructure.



SWOT ANALYSIS

OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Digital Marketing: Invest in digital marketing strategies to reach a broader audience, including social media, website optimisation, and online advertising.• Infrastructure Development: Advocate for the development of better transportation links (eg. roads, airports, marine facility) to improve accessibility for visitors and investors.• Eco-Tourism: Promote eco-friendly and sustainable tourism initiatives to attract environmentally conscious visitors.• Community Events: Reinstate the "This Life Festival" to kick off the event season which aligns with the reinstated 'This Life Events' campaign which promotes the community events and festivals to engage residents and attract visitors.	<ul style="list-style-type: none">• Limited Connectivity: Limited access via road or air may deter potential visitors and investors.• Media: Recent media coverage on Carnarvon due to anti-social behaviour could impact the success of the campaigns and take time to build consumer trust.• Seasonal Tourism: The region's seasonal fluctuations in tourism, limiting year-round opportunities for visitors and investors.• Geographic location: The Shire is in a cyclone and flood prone area.• Housing: Limited housing and resources are a significant barrier to economic growth across industries.• Regional Focus: Removal of regionally located State Government agencies reduces awareness of the Shire's barriers to growth and investment priorities





COMMUNICATION

The Shire of Carnarvon's Marketing Action Plan is a multifaceted approach that aims to engage and serve three distinct target audiences: the community, visitors, and industry stakeholders.

COMMUNITY



THEY WANT:	WE WANT THEM TO	COMMUNICATE TO THEM	HOW WE REACH THEM
<ul style="list-style-type: none"> • A strong sense of community identity and pride. • Access to essential services and facilities. • Opportunities for social and cultural engagement. • A safe and clean environment. • Information and transparency regarding local government activities and decisions. 	<ul style="list-style-type: none"> • Feel a deep connection to the Shire of Carnarvon. • Engage actively in local events, initiatives, and projects. • Support and participate in community programs and services. • Be informed and involved in local government affairs. • Contribute to a vibrant and cohesive community. 	<ul style="list-style-type: none"> • Highlight the rich history and cultural heritage of the Shire. • Showcase the community's achievements and contributions. • Share information on upcoming events, programs, and initiatives. • Provide regular updates on government activities and decisions. • Encourage active participation and collaboration. 	<ul style="list-style-type: none"> • Social media platforms, such as Facebook. • Local newspapers. • Community newsletters and email updates. • Information and consultation sessions. • Local radio advertising and announcements. • Collaboration with local community organisations. • Well maintained website. • Participate in community events and festivals to engage directly with residents. • Conduct surveys and feedback sessions to gather input and address concerns. • Partner with local schools and educational institutions for outreach programs.



VISITORS



THEY WANT:	WE WANT THEM TO	COMMUNICATE TO THEM	HOW WE REACH THEM
<ul style="list-style-type: none"> • Memorable and unique experiences. • Information about local attractions and activities. • Safe and comfortable accommodation options . • A sense of community and culture. • Convenience and ease of travel planning . • Value for their money . 	<ul style="list-style-type: none"> • Have a remarkable and unforgettable visit to Carnarvon. • Feel welcomed and safe during their visit. • Share their experiences on social media. • Explore and appreciate the natural beauty and cultural heritage of the region. • Feel welcomed and at home during their stay. • Connect with local and Aboriginal heritage and culture. • Find it easy to plan and navigate their trip. • Believe that Carnarvon offers great value for their tourism expenditures . 	<ul style="list-style-type: none"> • Highlight the stunning natural landscapes, including the Gascoyne River and coastal beaches. • Promote local events, festivals, and cultural experiences to immerse visitors in the region's heritage. • Showcase various accommodation options . • Emphasise the warmth and friendliness of the local community. • Provide user-friendly website which is inspiring with brochures and maps for trip planning. • Offer special deals, packages, and discounts to demonstrate the cost-effectiveness of a visit. 	<ul style="list-style-type: none"> • Establish an engaging and informative website with rich content, including photos and videos of Carnarvon's attractions. • Utilise social media platforms to share stories, posts, and user-generated content to attract a broader audience. • Collaborate with travel agencies and tour operators to feature Carnarvon in their packages . • Participate in regional and national tourism expos and trade shows . • Run targeted online advertising campaigns, particularly on platforms like Google Ads and Facebook . • Develop partnerships with travel bloggers, influencers, and media outlets to create buzz about Carnarvon as a top travel destination.

INDUSTRY



THEY WANT:	WE WANT THEM TO	COMMUNICATE TO THEM	HOW WE REACH THEM
<ul style="list-style-type: none"> • To be kept up to date on changes happening that will be of interest to their customers or could improve their business. • To see the marketing plan support the increase of visitation and investment in the region. • To be able to contribute to the marketing initiatives and activities. • Events or opportunities to provide a boost to their businesses throughout the idea. • Improved infrastructure to facilitate smoother business operations. • Training and skill development programs to ensure a skilled workforce. • Access to information on potential investments and incentives. 	<ul style="list-style-type: none"> • See themselves as visitor-facing businesses and vital part of our economy. • Understand their place and role in promoting Carnarvon and Coral Bay. • Actively participate in local community projects and programs. • Support and promote local products and services. • Collaborate on training and skill development initiatives. • Create excellent experiences by investing in their businesses and its marketing. • Build partnerships with other local businesses for cross promotion/ collaborative experiences. • Seek us out for advice and information through the Business Concierge service. • Put forward ideas, work with the Shire to market and promote the unique Carnarvon and Coral Bay experiences. 	<ul style="list-style-type: none"> • The Shire team is committed to engaging, supporting and championing every business to elevate their customer experience. • There are many ways to get involved - connect with us to share contact about your business or any other ideas. • We are creating more opportunities to collaborate and cross-promote and develop cross-business events and activities in the region. • We are here to help your business thrive in our region. 	<ul style="list-style-type: none"> • Connect via email, website and social media. • Collaboration with the Carnarvon Chamber of Commerce & Industry to disseminate information and provide networking opportunities. • Participation and sponsorship of local events and trade shows. • Personal visits to businesses to foster relationships and gather feedback. • Content creation of local businesses. • Advocacy to State and Federal Government agencies in support of private investor projects.

STAKEHOLDERS



THEY WANT:	WE WANT THEM TO	COMMUNICATE TO THEM	HOW WE REACH THEM
<ul style="list-style-type: none">• Compliance with regulations and laws.• Transparency and accountability in local government operations.• Involvement in community development and infrastructure projects.• Efficient and effective public services.• Economic growth and job opportunities for the community.	<ul style="list-style-type: none">• Support and collaborate with our initiatives.• Provide necessary permits and approvals in a timely manner.• Advocate for our community's needs at the regional and state levels.• Be informed and engaged in our progress and challenges.	<ul style="list-style-type: none">• Regular updates on projects and activities.• Reports on financial accountability and expenditure.• Proposals for partnership and collaboration on community projects.• Requests for necessary permits, approvals, or funding.• Invitations to attend community events, consultation and meetings.	<ul style="list-style-type: none">• Formal correspondence and applications through official channels.• Attendance at government meetings, council sessions, and public forums.• Engaging with local government representatives and council members.• Utilising government websites and communication portals.• Building relationships with relevant government departments and agencies.





ACTION PLAN

The Shire of Carnarvon's Action Plan is tailored to cater to the diverse needs of three distinct audiences: the community, visitors, and investors. This deliberate approach recognises that a one-size-fits-all strategy would not effectively engage these unique stakeholders. By segmenting the plan according to these key target groups, we ensure that each audience receives a customised and relevant experience while ultimately aligning all efforts towards the realisation of our shared vision.

COMMUNITY



	ACTIVITY	PURPOSE	BUDGET	PRIORITY	KPIS	STAKEHOLDERS
WEBSITE	Maintain the Shire's websites with up-to-date accurate information in particular latest projects and upcoming events.	To gain trust as a well-resourced platform for information.	105 hrs per year	Ongoing	Website traffic, bounce rate, and engagement (eg. time spent on the site, number of enquiries).	Shire of Carnarvon
	Develop downloadable guides about community and Shire services which are in various languages.	Creating downloadable guides in multiple languages ensures that a diverse range of residents and potential visitors can access vital information about community and Council services.	50 hrs per year	Medium	Number of downloads and interactions with guides. Feedback received.	Shire of Carnarvon
SOCIAL MEDIA	Replace "This Life Carnarvon" with 'Real Carnarvon' social media changes and develop an engaging content strategy based on content themes.	An engaging content strategy based on themes like local events, activities, and lifestyles showcases the unique aspects of Carnarvon, making it an attractive place to live and visit.	27 hrs per week	High	Increase in followers. Engagement on the page.	Shire of Carnarvon

	ACTIVITY	PURPOSE	BUDGET	PRIORITY	KPIS	STAKEHOLDERS
SOCIAL MEDIA	Develop a series of videos and reels across various content themes.	Videos and reels provide a visually appealing and engaging way to convey the Shire's message. By focusing on various content themes, such as local attractions, events, and community stories, the Shire can promote the uniqueness and desirability of Carnarvon, driving tourism and fostering local pride.	2 hrs per week	Ongoing	Increase in engagement on videos.	Shire of Carnarvon
	Create animated videos to promote Shire services.	Animated videos are a creative and engaging way for the Shire to promote its services. They can simplify complex information, making it easier for residents to understand and utilise these services.	50 hrs per year	Medium	Increase engagement in Shire services.	Shire of Carnarvon



SOCIAL MEDIA	ACTIVITY	PURPOSE	BUDGET	PRIORITY	KPIs	STAKEHOLDERS
BRAND AWARENESS & CAMPAIGN	Develop a new brand position which promotes the liveability of Carnarvon: The REAL Carnarvon. Develop marketing collateral and assets that reflects the Shire's brand values.	Developing marketing collateral and assets that reflect this brand position ensures consistency in the Shire's messaging and branding across all touchpoints, reinforcing the image of Carnarvon.	100 hrs per year	Ongoing	Conduct surveys or focus groups to measure changes in how the community and target audience perceive Carnarvon. Take increase in website and social media engagement.	Shire of Carnarvon
	Develop a community ambassador program as part of the 'Welcome to Carnarvon' initiative. Identify residents to be ambassadors for Carnarvon and share positive stories about the Shire on social media and in local events.	By identifying and empowering residents as ambassadors for Carnarvon, the Shire can leverage their positive stories on social media and at local events. This not only enhances the community's image but also encourages tourism and business development. It helps build a vibrant, welcoming, and positive image of Carnarvon.	50 hrs per year	Ongoing	Increased mentions, shares, engagement on social media.	Shire of Carnarvon Stakeholders welcome to partner



	ACTIVITY	PURPOSE	BUDGET	PRIORITY	KPIS	STAKEHOLDERS
BRAND AWARENESS & CAMPAIGN	Develop an e-newsletter as an additional resource to the printed newsletter.	It enables the Shire to reach a wider audience quickly and efficiently. This initiative enhances transparency, keeps residents informed, and supports community engagement by delivering important information directly to their inboxes.	1 hr per week	Ongoing	Track newsletter subscribers, open rates, and click-through rates.	Shire of Carnarvon
	Develop templates in line with the Shire's Style Guide for flyers, presentations etc.	Creating templates consistent with the Shire's Style Guide ensures a cohesive and professional visual identity in all communication materials.	5 hrs per week	High - to be completed by March 2024	Feedback received from	Shire of Carnarvon
	Develop up to 3 press releases per month about various outcomes of the Shire's Corporate Business Plan and engage a PR Agency to support distribution.	Enhance the Shire's reputation, transparency, and engagement with the community while ensuring that its strategic initiatives and progress are well-publicised.	3 hrs per week	Ongoing	Increase in engagement on social media and website.	Shire of Carnarvon

	ACTIVITY	PURPOSE	BUDGET	PRIORITY	KPIS	STAKEHOLDERS
PLACE ACTIVATION & EVENTS	Organise regular cultural festivals celebrating the diversity of the community. Eg. Harmony Week Festival.	These events create a vibrant, inclusive atmosphere, which, in turn, strengthens community bonds and fosters positive interactions among residents of different backgrounds. It also promotes Carnarvon as an inclusive and welcoming place to live and visit.	\$30,000	Ongoing	Measure outcome through event attendance and participant feedback.	Shire of Carnarvon Rio Tinto Stakeholders welcome to partner
	Introduce a new funding stream under the Community Growth Fund which encourages Place Activation where businesses are eligible.	Introducing a new funding stream under the Community Growth Fund for Place Activation and encourages businesses to engage with the community. This initiative supports economic development by incentivising businesses to invest in and enhance public spaces, creating more vibrant and inviting environments.	\$10,000	High	Applications submitted by businesses.	Shire of Carnarvon

	ACTIVITY	PURPOSE	BUDGET	PRIORITY	KPIS	STAKEHOLDERS
PLACE ACTIVATION & EVENTS	Host 'Welcome to Carnarvon' events every three months to welcome newcomers and promote local services and businesses.	It facilitates integration, provides essential information to newcomers, and encourages them to become active participants in the community. It also stimulates local economic growth by introducing newcomers to local businesses and services.	\$10,000	3 times per year	Measure outcome through event attendance and participant feedback.	Shire of Carnarvon Rio Tinto
	Identify opportunities for temporary art galleries showcasing local talent in vacant storefronts.	It allows the Shire to showcase local artistic talent while simultaneously revitalising vacant spaces. By bringing art into the public realm, it enhances the cultural vibrancy of Carnarvon, making it a more attractive destination for both residents and tourists, and supporting local artists and the creative community.	\$5,000	Medium	Track foot traffic, artist engagement, and community feedback to measure success in activating vacant storefronts for local talent exhibitions.	Shire of Carnarvon

	ACTIVITY	PURPOSE	BUDGET	PRIORITY	KPIS	STAKEHOLDERS
ENGAGEMENT & PARTNERSHIPS	Seek opportunities to present at conferences and forums to showcase the Shire of Carnarvon.	Elevate the Shire of Carnarvon's profile by actively participating in conferences and forums, fostering community engagement, and positioning Carnarvon as an attractive destination. Through strategic presentations, we aim to amplify awareness, attract investment, and cultivate positive perceptions for sustainable growth and prosperity.	Ongoing	High	Number of opportunities to present. Media received.	Shire of Carnarvon
	Identify opportunities to nominate for awards in various sectors.	Drive brand recognition and credibility by actively seeking and participating in award nominations across diverse sectors. Elevate Carnarvon's profile through industry recognition, showcasing our commitment to excellence and innovation, ultimately fostering trust and attracting new stakeholders.	Ongoing	High	Number of submissions submitted and awards received.	Shire of Carnarvon.

	ACTIVITY	PURPOSE	BUDGET	PRIORITY	KPIS	STAKEHOLDERS
ENGAGEMENT & PARTNERSHIPS	Conduct regular short surveys on Council services and events.	Ensures that the Shire's services and events align with the community's needs and preferences, enhancing resident satisfaction and demonstrating a commitment to continuous improvement and responsiveness.	5 hrs per month	3 times per year	Number of survey participants and engagement/ feedback received.	Shire of Carnarvon
	Promote the 'Sharing Our Horizons' Partnership Program with businesses and stakeholders.	By aligning business interests with community goals, it creates opportunities for shared growth and development. This not only strengthens local businesses but also enhances the overall quality of life and resources available to residents.	Ongoing	High	Track partnership sign-ups, engagement metrics, and program awareness to measure success of 'Sharing Our Horizons' Partnership Program promotion.	Shire of Carnarvon Stakeholders welcome to partner
	Maintain the relationship with the City of Cockburn as part of the Sister City relationship and leverage opportunities to showcase Carnarvon.	Maintaining relationship with City of Cockburn will ensure the strengthening of resources sharing and promoting of Carnarvon.	Ongoing	High	Track City of Cockburn engagement frequency and evaluate Carnarvon exposure gains for Sister City relationship success.	Shire of Carnarvon

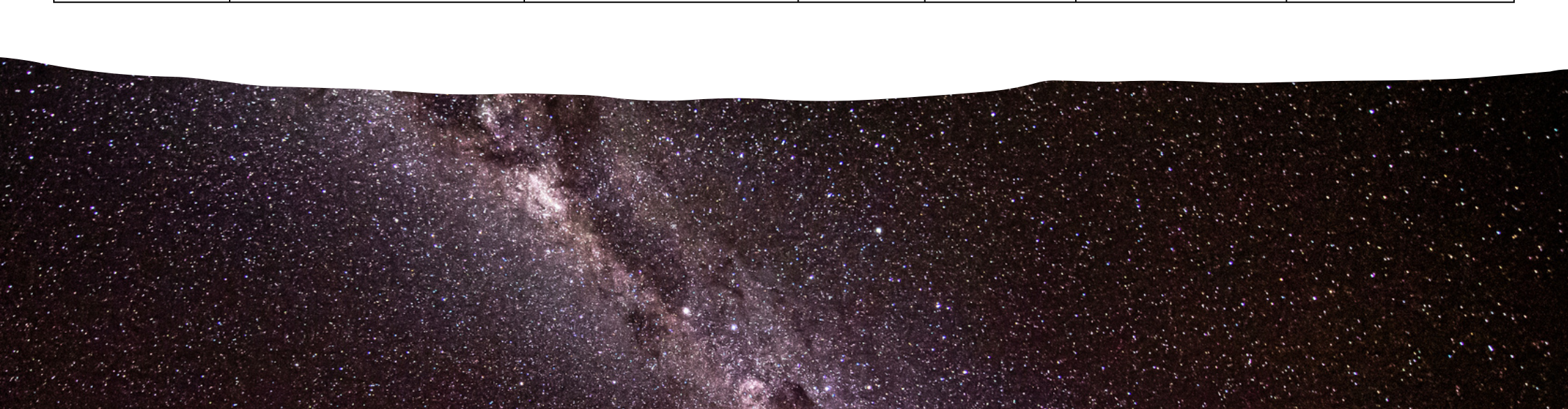
TOURISM



	ACTIVITY	PURPOSE	BUDGET	PRIORITY	KPIS	STAKEHOLDERS
BRAND AWARENESS & CAMPAIGN	Develop a comprehensive campaign: The REAL Carnarvon which utilises digital, print and TV.	Developing a comprehensive campaign "The REAL Carnarvon" using various media channels such as digital, print, and TV helps increase the visibility and awareness of Carnarvon as a tourist destination. This initiative ensures that the message reaches a wide and diverse audience.	\$65,000	High	Number of survey participants and engagement/ feedback received.	Shire of Carnarvon Stakeholders welcome to partner



	ACTIVITY	PURPOSE	BUDGET	PRIORITY	KPIS	STAKEHOLDERS
BRAND AWARENESS & CAMPAIGN	Develop marketing collateral for the REAL Carnarvon to share with businesses and attractions.	By developing marketing collateral to share with local businesses and attractions, the Shire of Carnarvon can support and promote these entities, encouraging their growth and contributing to the local economy.	\$20,000	High	Track collateral distribution, engagement, and conversion rates to measure the success of REAL Carnarvon's marketing efforts.	Shire of Carnarvon Stakeholders welcome to partner
	Leverage of the Plating Up WA Campaign with Buy West Eat Best to promote local produce and encourage dining.	This align the Shire with regional and state initiatives to promote local produce and encourage dining. It can help showcase the Shire's commitment to supporting local businesses and promoting the use of locally sourced ingredients.	Ongoing	High	Monitor campaign synergy, track Buy West Eat Best engagement, and assess local produce consumption to measure Plating Up WA impact.	Shire of Carnarvon



	ACTIVITY	PURPOSE	BUDGET	PRIORITY	KPIS	STAKEHOLDERS
BRAND AWARENESS & CAMPAIGN	Develop and build on the existing food trials promotional program.	This activity seeks to expand and enhance the existing food trials program. It can attract food enthusiasts, visitors and businesses to participate in trials, ultimately boosting the Shire's reputation as a culinary destination.	\$5,000	Medium	Track requests for food trail experience, distribution of flyers.	Shire of Carnarvon
	Develop a new website: www.carnarvon.org.au to ensure it's user-friendly and regularly updated.	The creation of a new user-friendly website is essential for providing a central hub of information for visitors. It can serve as an official source for all things related to Carnarvon and enhance the online presence of the Shire.	\$35,000	High	Website traffic, bounce rate, and engagement (eg. time spent on the site, number of enquiries).	Shire of Carnarvon Stakeholders welcome to partner
WEBSITE	Update the website bi-monthly, in particular, inclusion of upcoming events and new blogs.	Regular website updates keep content fresh and relevant. Including upcoming events and blogs, can engage users, inform them about current and future activities, and position the Shire as an active and dynamic destination.	Ongoing	High	Website traffic, bounce rate, and engagement (eg. time spent on the site, number of enquiries).	Shire of Carnarvon

	ACTIVITY	PURPOSE	BUDGET	PRIORITY	KPIS	STAKEHOLDERS
DIGITAL & SOCIAL MEDIA	Create and maintain active profiles on Instagram and Facebook by posting a minimum of 3 days per week - Including regularly sharing engaging content about Carnarvon's attractions, events, and experiences.	Active social media profiles can help build an online community, engage with current and potential visitors, and showcase the beauty and opportunities of Carnarvon. This activity aims to keep the destination top-of-mind for travellers and potential residents.	110 hrs per year	Ongoing	Engagement on social media.	Shire of Carnarvon
	Develop engaging reels and stories which have a clear call to action and align with the REAL Carnarvon campaign.	These short video clips can captivate social media audiences and drive them to take specific actions that benefit the Shire, such as visiting Carnarvon. Aligning content with the REAL Carnarvon campaign ensures consistency and reinforces the Shire's brand identity.	5 hrs per week	Ongoing	Increase in engagement on social media, reel views.	Shire of Carnarvon Stakeholders welcome to partner
	Develop a user generated strategy for social media.	Encouraging user-generated content on social media involves the community and visitors in promoting Carnarvon.	10 hrs per week	Ongoing	Track engagement, monitor comments, and measure reach to assess the effectiveness of the user-generated social media strategy.	Shire of Carnarvon

	ACTIVITY	PURPOSE	BUDGET	PRIORITY	KPIS	STAKEHOLDERS
DIGITAL & SOCIAL MEDIA	Develop a campaign with Buggy Buggy's Perth to target the family market.	Partnering with Buggy Buggy's Perth to create a family-focused campaign can attract more families to Carnarvon, thereby diversifying the visitor base. It aims to position Carnarvon as a family-friendly destination and increase visitation.	10 hrs per month	Medium	Engagement on social media.	Shire of Carnarvon Stakeholders welcome to partner
PRINT	Print 50,000 copies of the annual Destination Guide and distribute across Western Australia.	This activity aims to provide potential visitors with comprehensive information about Carnarvon, highlighting its attractions, accommodations, and things to do. The destination guide acts as an essential reference for travellers and helps in increasing awareness and interest in the area which can be distributed at travels shows and through brochure racking.	\$15,000	Annually	Distribution of guides and orders.	Shire of Carnarvon

	ACTIVITY	PURPOSE	BUDGET	PRIORITY	KPIS	STAKEHOLDERS
PRINT	Enter partnership with Have a Go Newspaper and produce monthly features on Carnarvon based on seasons. Deliver this in partnership with attractions to share costs.	This partnership with Have-a-Go News allows for regular positive content creation. By producing seasonal features, you can keep the destination in the spotlight, showcasing what makes Carnarvon unique and appealing throughout the year. This will help maintain interest and attract a variety of visitors for a large distribution network - An annual partnership will have access to additional resources such as online and social media distribution.	\$16,000	High - Annually	Track monthly feature engagement and partnership cost-sharing effectiveness for Carnarvon through Have a Go Newspaper collaboration.	Shire of Carnarvon Stakeholders welcome to partner
	Engage a PR agency to distribute press releases and good news stories of all sectors.	PR agency can assist secure media coverage and positive publicity for Carnarvon. The PR agency will work on spreading the word about Carnarvon, its attractions, and any noteworthy events, which can enhance the destination's reputation and attract media attention. Engaging a PR agency ensures that we tap into already established relationships with the media.	\$6,000	Low	Track number of features.	Shire of Carnarvon Stakeholders welcome to partner

	ACTIVITY	PURPOSE	BUDGET	PRIORITY	KPIS	STAKEHOLDERS
ENGAGEMENT & PARTNERSHIPS	Strengthen the relationship with Tourism Western Australia and Australia's Coral Coast marketing and destination development teams.	By establishing and nurturing collaborative partnerships, we aim to create a synergy that maximises marketing efforts, leverages shared resources, and collectively contributes to the sustainable growth of tourism in the region.	5 hrs per week	High	Increase in Carnarvon being featured in marketing campaigns.	Shire of Carnarvon
	Host an annual media famil in Carnarvon with various travel writers.	Hosting media familiarisation trips allows travel writers to experience Carnarvon firsthand, which can result in positive articles and stories about the destination.	\$10,000	Medium	Track number of features.	Shire of Carnarvon Stakeholders welcome to partner
	Develop partnership and marketing campaign to promote the three main attractions in Carnarvon with the three key partners: Carnarvon Space and Technology Museum, Carnarvon Heritage Precinct, Gwoonwardu Mia.	By collaborating with these key attractions, you can create synergistic marketing campaigns that focus on what makes Carnarvon unique. Such partnerships can result in cross-promotion, events, making the destination more attractive to visitors and encouraging them to explore multiple attractions.	\$10,000	Medium	Track partnership engagement, campaign reach, attraction footfall, and revenue growth for Carnarvon Space and Technology Museum, Heritage Precinct, and Gwoonwardu Mia.	Shire of Carnarvon Stakeholders welcome to partner

	ACTIVITY	PURPOSE	BUDGET	PRIORITY	KPIS	STAKEHOLDERS
ENGAGEMENT & PARTNERSHIPS	Develop an event marketing campaign to promote Carnarvon as the event destination of the North-West.	Elevate Carnarvon's regional profile and drive tourism by strategically orchestrating an engaging event marketing campaign, positioning it as the premier event destination in the North-West. Boosting awareness and visitor numbers, this initiative aims to showcase Carnarvon's unique attractions and foster economic growth through memorable experiences.	\$10,000	High	Track attendance, social media engagement, and survey responses to measure success of Carnarvon Event Destination marketing campaign.	Shire of Carnarvon Stakeholders welcome to partner



INDUSTRY



	ACTIVITY	PURPOSE	BUDGET	PRIORITY	KPIS	STAKEHOLDERS
WEBSITE	<p>Update the Shire's website regularly showcasing ongoing and planned infrastructure projects.</p> <p>Include a dedicated section for investors with comprehensive information on available resources, incentives, and success stories.</p>	<p>Regularly updating the Shire's website with information on ongoing and planned infrastructure projects serves the purpose of highlighting the region's commitment to development. This helps instil confidence in potential investors and businesses.</p>	\$5,000	High	<p>Website traffic, bounce rate, and engagement (eg. time spent on the site, number of enquiries).</p>	<p>Shire of Carnarvon</p> <p>Stakeholders</p> <p>welcome to partner</p>



	ACTIVITY	PURPOSE	BUDGET	PRIORITY	KPIS	STAKEHOLDERS
WEBSITE	Develop a document which identifies land areas available for development.	Developing a document that identifies land areas available for development is important for streamlining the process for businesses and investors interested in setting up in Carnarvon. This document serves the purpose of offering clarity on available land and helping potential investors assess their options efficiently.	2 hrs a week	Medium	Website engagement, enquiries and development applications.	Shire of Carnarvon
	Develop new downloadable guides to share information about starting a business in Carnarvon.	Drive entrepreneurial success in Carnarvon by creating and promoting insightful downloadable guides, empowering aspiring business owners with essential information and fostering economic growth in the region.	2 hrs per week \$2,500	Medium	Track guide downloads, website engagement, and new businesses established in Carnarvon.	Shire of Carnarvon



	ACTIVITY	PURPOSE	BUDGET	PRIORITY	KPIS	STAKEHOLDERS
ENGAGEMENT & PARTNERSHIPS	Partner with the Carnarvon Chamber of Commerce and host two business after-hours per year.	To foster stronger connections and networking opportunities among local businesses, encouraging collaboration and synergy within the community. This initiative aims to build a robust local business ecosystem, leading to economic growth and support for the Shire of Carnarvon.	\$2,000	High	Number of attendees to events, survey.	Shire of Carnarvon Carnarvon Chamber of Commerce & Industry
	Host an Economic Development Forum in the Shire of Carnarvon.	To provide a platform for stakeholders, businesses, and residents to discuss and strategise ways to stimulate economic development in the Shire. The forum aims to identify opportunities and challenges, share knowledge, and create a roadmap for sustainable economic growth	\$30,000	High	Number of industry events attended, number of meetings held, and investments resulting from these interactions.	Shire of Carnarvon
	Develop a comprehensive stakeholder list.	Developing a comprehensive list of stakeholders will assist the Shire to invite stakeholders to partner in marketing initiatives as they arise.	2 hrs per week	Medium		

	ACTIVITY	PURPOSE	BUDGET	PRIORITY	KPIS	STAKEHOLDERS
ENGAGEMENT & PARTNERSHIPS	EOI to industry twice per year to collaborate on hosting interns to deliver outcomes aligning with the Shire's Strategic Plan or Economic Development Plan.	To engage with industry partners and promote collaborative efforts in training and skill development. Hosting interns aligned with the Shire's strategic and economic development plans ensures that the local workforce is equipped to contribute to the Shire's growth and development.	\$3,000	Low	Measure the total number of EOIs submitted by industries willing to collaborate on hosting interns.	Shire of Carnarvon
	Partner with the Carnarvon Chamber of Commerce and Industry to develop a year-round 'Buy Local' Campaign.	Encourage residents and businesses in the Shire to support local enterprises by promoting the benefits of buying from local suppliers. This campaign aims to boost the local economy, create jobs, and strengthen the community by reinforcing the importance of supporting local businesses. This is most effective through radio ads, social media and marketing collateral.	\$10,000	High	Monitor local spending, track business participation, and feedback from businesses.	Shire of Carnarvon Carnarvon Chamber of Commerce & Industry

	ACTIVITY	PURPOSE	BUDGET	PRIORITY	KPIS	STAKEHOLDERS
ENGAGEMENT & PARTNERSHIPS	Identify partners to host the region's first investment tour to familiarise potential investors and industries with the region's potential. Showcase available infrastructure, resources, and workforce.	To attract potential investors and industries to the Shire of Carnarvon by showcasing the region's strengths, available resources, and the skilled workforce. This initiative seeks to stimulate economic growth, job creation, and increased investment in the Shire's economy, ultimately benefiting the local community.	\$20,000	Medium	Track tour participants, investor engagement, infrastructure utilisation, and workforce interest to measure success of the investment tour initiative.	Shire of Carnarvon
	Develop a 'Town Team' as part of the Carnarvon Activation Plan project which looks at the grassroot projects.	The purpose of developing a 'Town Team' as part of the Carnarvon Activation Plan is to engage the local community and promote grassroots projects that enhance the appeal of the town. This initiative aims to foster a sense of ownership and pride amongst residents, encouraging them to actively participate in the revitalisation efforts, ultimately making the Shire of Carnarvon a more attractive and vibrant place to live and visit.	\$10,000	High	Track 'Town Team' engagement, project completion rate, and community involvement to measure the success of the Carnarvon Activation Plan.	Shire of Carnarvon

	ACTIVITY	PURPOSE	BUDGET	PRIORITY	KPIS	STAKEHOLDERS
ENGAGEMENT & PARTNERSHIPS	Develop a partnership with training and education institutions to host annual employment expo.	To attract potential investors and industries to the Shire of Carnarvon by showcasing the region's strengths, available resources, and the skilled workforce. This initiative seeks to stimulate economic growth, job creation, and increased investment in the Shire's economy, ultimately benefiting the local community.	5 hrs per month	Medium	Track partnership formation, expo attendance, employer engagement, and job placements to measure KPIs for the annual employment expo initiative.	Shire of Carnarvon Stakeholders welcome to partner
DIGITAL & SOCIAL MEDIA	Develop a content gallery of all the industries in Carnarvon which can be made available online for corporate documentation.	The purpose of developing an online content gallery of Carnarvon's industries is to showcase the diversity and potential of the local business landscape. By making this information available for corporate documentation, the Shire of Carnarvon can attract potential investors, partners, and businesses looking to establish themselves in the area, promoting economic development and diversification.	3 hrs per week	Ongoing	Track online views and downloads and industry participation in Carnarvon's content gallery.	Shire of Carnarvon Stakeholders welcome to partner

	ACTIVITY	PURPOSE	BUDGET	PRIORITY	KPIS	STAKEHOLDERS
DIGITAL & SOCIAL MEDIA	Develop 6 videos featuring success stories of current projects from the 'On Our Horizons' report across various sectors.	The purpose of creating six videos featuring success stories from the 'On Our Horizons' report across various sectors is to celebrate and highlight achievements within the Shire. These videos serve as inspirational and informative tools, showcasing the potential for growth and innovation in different industries, while also recognising the efforts of local businesses and individuals.	10 hrs per month	Low	Track video engagement, analyse viewer feedback, and monitor project impact to measure KPIs for the 'On Our Horizons' report videos.	Shire of Carnarvon Stakeholders welcome to partner
	Run a digital ad campaign including Google Ads	The purpose of developing bi-monthly features on success stories in partnership with various sectors is to continuously promote and celebrate local investments, milestones, and developments. These features help build a positive narrative around the Shire of Carnarvon, attract more investment, and foster a sense of community pride and confidence in local economic development.	\$5,000	Medium	Click-through rate, conversion rate, and cost per click.	Shire of Carnarvon

	ACTIVITY	PURPOSE	BUDGET	PRIORITY	KPIS	STAKEHOLDERS
PRINT	Enter paid partnership with three key agencies to feature success stories and investment opportunities.	Forge strategic alliances through paid partnerships with three key agencies to spotlight compelling success stories and showcase lucrative investment opportunities. This initiative aims to enhance brand visibility, foster credibility, and attract potential investors through impactful narratives, ultimately driving business growth and market prominence.	\$10,000	Low	Track number of articles and features.	Shire of Carnarvon Stakeholders welcome to partner
	Advertorial in True Blue Magazine featured on Rex Airline – Feature tourism and industry.	Elevate the Shire of Carnarvon's visibility and appeal to both corporate and resident markets by strategically leveraging Rex Airline's exclusive access. Through an advertorial in True Blue Magazine, distributed on Rex Airline's national routes, showcase Carnarvon's unique tourism offerings and industry highlights, fostering regional growth and attracting diverse visitors.	\$6,500	Medium	Track passengers during feature period and average percentage views of articles.	Shire of Carnarvon Stakeholders welcome to partner

	ACTIVITY	PURPOSE	BUDGET	PRIORITY	KPIS	STAKEHOLDERS
PRINT	Develop bi-monthly features of success stories of current investments, milestones, or developments in partnership with various sectors.	The purpose of developing bi-monthly features on success stories in partnership with various sectors is to continuously promote and celebrate local investments, milestones, and developments. These features help build a positive narrative around the Shire of Carnarvon, attract more investment, and foster a sense of community pride and confidence in local economic development.	\$5,000	High	Track the features on success stories and their audience reach.	Shire of Carnarvon Stakeholders welcome to partner





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