



# PINGELLY TOURISM

## STRATEGY

2020 - 2024



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## Overview

This Tourism Strategy has been developed to provide the framework for tourism planning, destination development and marketing of the Shire's tourism experience for a four year period.

Tourism is a key component of economic diversification and the future sustainability of Pingelly. The local economy is underpinned by the agricultural sector and the region has excellent potential for growth in the visitor economy, as this largely remains untapped.

A holistic approach to destination development will be required – from marketing and positioning, through to the physical environment, and developing positive, tangible experiences unique to the region.



## Context

The Shire of Pingelly is a Local Government Area in the Wheatbelt Region of Western Australia, located about 160km southeast of Perth. It covers an area of 1,294 km<sup>2</sup> and is bounded by the Shires of Wandering, Brookton, Cuballing and Wickepin. The climate is Mediterranean with an average yearly rainfall of 439.7mm which mainly falls during winter. The main localities are the townsites of Pingelly, Moorumbine and Dattening.

Pingelly's population of 1,146 (2016 census) is projected to remain relatively stable over the next 10 years. Farming is the primary economic activity within the district, and this is likely to continue, however, if the population is to prosper, business and job creation activities need to be explored. These may be either linked to or complement farming activity – with tourism recognised as a significant opportunity.

## Tourism Partnership

### Shire of Pingelly

The Shire of Pingelly (SoP) has relied heavily on the Pingelly Tourism Group (PTG) to develop and deliver tourism initiatives in the past. The review of the Tourism Strategy has provided an opportunity to recalibrate this partnership between the SoP and PTG to enable tourism opportunities to be assigned and resourced adequately.

### Pingelly Tourism Group

The PTG is a volunteer group which has been the lead for progressing tourism initiatives within Pingelly. Until 2014 the group operated under the umbrella of the Pingelly Development Association (PDA) as one of the many community volunteer groups striving to make a difference to the Pingelly community. In 2014, the PTG had gathered sufficient momentum to operate as an independent group, with the incorporation of the Group occurring in 2014.

Since incorporation, the PTG have focused on projects and issues which had already been identified as beneficial to the local community and directly relating to tourism. Some of these projects include:

- Boyagin Rock
- Tutanning Wildflowers
- Bush Schools Project
- Arts, Craft and Culture Weekend
- Historical Town Walk

In 2017 the PTG identified the need to develop a Strategic Plan in order to build support and credibility toward its stated objectives. This would also provide alignment with strategies established by the Shire of Pingelly and the wider community, including the Wheatbelt Development Commission (WDC) in its Economic Development Blueprint. The Strategic Plan has provided a base for the development of the Pingelly Tourism Strategy 2020.



## Strategy Development

The principles of ownership, collaboration and engagement have been at the heart of the Strategy's development process. To ensure the Strategy is reflective of the values and aspirations of the local community, an engagement program was designed to provide the opportunity for community input and ideas to be considered with a whole of Council approach. An engagement session was held early in the Strategy development process with participants from the business sector, community groups, and tourism organisations.

The draft Strategy was circulated throughout the community for final comment prior to endorsement by the PTG and the SoP Council.

## Issues and Trends

### Global

The international market for inbound visitors will continue to fluctuate based on currency and security issues, however, there is large scope for development of nature based, cultural, and food and beverage experiences. 2020 has provided unique challenges for the global market due to the Coronavirus effect – with significant travel restrictions implemented that are likely to continue to have impacts for several years.

### Interstate and Intrastate

The 'drive tourism' market consists of visitors who use a vehicle to travel for leisure. Tourism is an important contributor to regional economies, offering opportunities not only for tourism focused businesses, but for supporting businesses who receive visitor spend as they pass through communities.

The Family Market conventionally consists of two adults and their children, who live together in the same household, travel together and look for short stays (1-3 nights) which are quick, cheap and easy. These three aspects have proven to be a vital selling point for many family holidays with the increasing importance placed on having an enriching and connecting experience as a whole family, before returning back to the demands of work and life. Many families are now choosing

to do multiple small holidays throughout the year rather than the traditional once a year longer break. Pingelly is ideally positioned as a day or weekend destination due to its proximity to the metropolitan area.

## Key growth areas in Australia for drive and family tourism

### Camping and Caravans

- 11.7million caravan and camping overnight trips Australia wide
- 88% of 55+yrs drive tourists travel to rural Australia
- A growing family market

### Heritage and Cultural tourism

- Visitor expenditure in heritage / cultural tourism exceeds \$14million
- High area of growth over next 5 years

### Festivals and events – sports and culture

- Events play an important role in drive and family tourism and supporting local economies

### Rural Tourism

- Rural tourism encompasses all forms of tourism that showcase the rural life, art, culture and heritage of rural locations



## Tourism Context

### Federal

Tourism Australia is the Australian Federal Government agency responsible for attracting international visitors to Australia, both for leisure and business. It is active in 15 key areas including advertising, public relations, trade shows and industry programs, online communications and consumer promotions and research. In 2010, Tourism Australia released a national strategy entitled “Tourism 2020” - a whole-of-government and industry long-term strategy designed to build the resilience and competitiveness of Australia’s tourism industry and grow its economic contributions. The strategy focuses on improving performance by pursuing new opportunities for growth and increased consumer spending and addressing supply-side factors. The primary goal of “Tourism 2020” is to achieve more than \$115 billion in overnight spend by 2020 (up from \$70 billion in 2009).

### State

Tourism WA is the State Government agency responsible for developing tourism in WA and promoting it as an extraordinary tourism destination. It works in partnership with industry, private sector and government to develop and promote WA’s tourism experiences, attract events to the State, and help the tourism industry thrive, including providing funding, strategic direction, domestic marketing, research and other resources. In response to “Tourism 2020”, Tourism WA published WA Tourism 2020 Strategy in 2012, which describes 7 strategic ‘pillars’ of growth (Brand; Infrastructure; Business Travel; Regional Travel; Indigenous Tourism; Events; Asia) linked by ongoing operations, to deliver a goal of doubling tourism spend from \$6 billion in 2010 to \$12 billion by 2020.

Tourism Council WA is the peak body representing tourism businesses, industries and regions in WA. It promotes the value of tourism, facilitates sustainable tourism development and advocates industry policy on behalf of members, comprising more than 1,500 private and public sector organisations including aviation,

accommodation, venues, hospitality, tours, attractions and events sectors. The Council is also the peak body for WA regional and industry tourism associations.

Tourism makes an increasingly significant contribution to the WA economy. In 2016-2017, Tourism WA reported that the tourism industry employed over 7.7% of the WA workforce and was valued at \$11.8 billion by Gross State Product (GSP) – a rise of 0.9% from the previous year and over \$3 billion in 4 years (2012-2013 \$8.6 billion GSP). However, whilst 2017-2018 saw an increase of 7.4% in overnight and daytrip visitors to or within WA, visitor spend declined by 5.2%, largely due to reduced length of stays by interstate and international visitors and declining daily spend of intrastate visitors.

### Local

Within WA, there are 5 Government funded regional tourism organisations who work both independently and in partnership with Tourism Australia, Tourism Western Australia, the tourism industry and key local stakeholders to promote tourism across the State. The Shire of Pingelly sits within the Golden Outback region, which captures around 10% of visitors to the State.

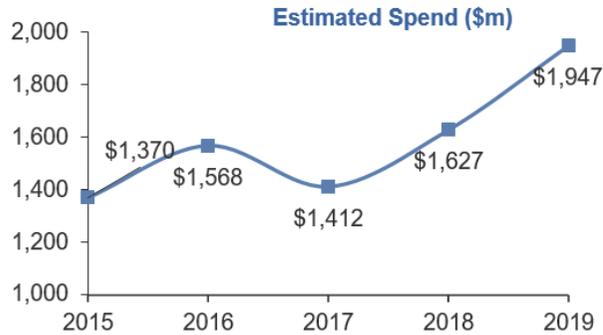


# Total interstate overnight visitors to Western Australia

## SPEND

+19.7%

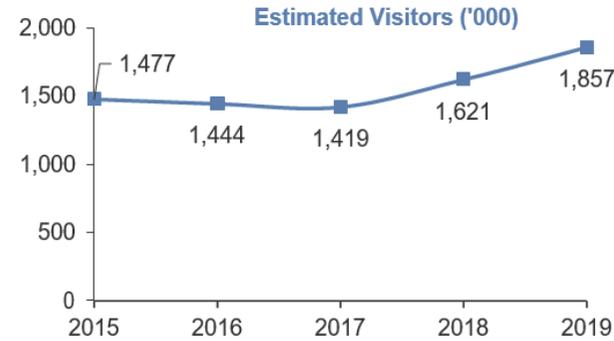
- \$1,947 million in spend
- Average daily spend: \$132
- Average spend per visitor: \$1,049
- 6.7% of interstate spend in Australia



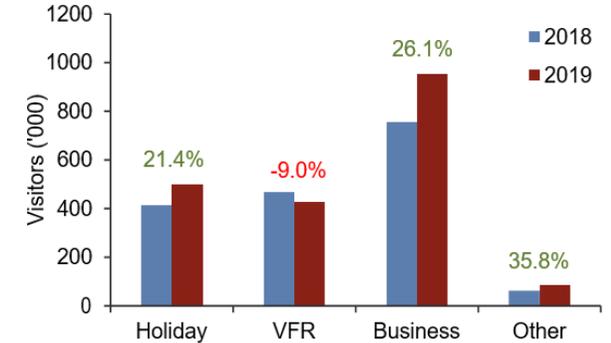
## VISITORS

+14.5%

- 1.9 million interstate visitors
- 5.1% of interstate visitors to Australia



## PURPOSE OF VISIT

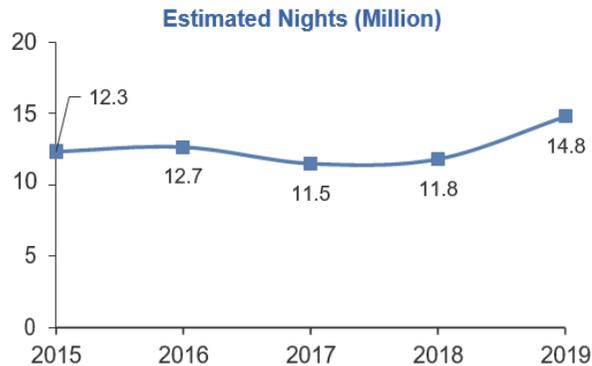


Note: \*Estimates are based on a sample size of 751 and must be considered with the following confidence intervals: Visitors ± 8.0%, Nights ± 8.5%, Spend ± 9.2%

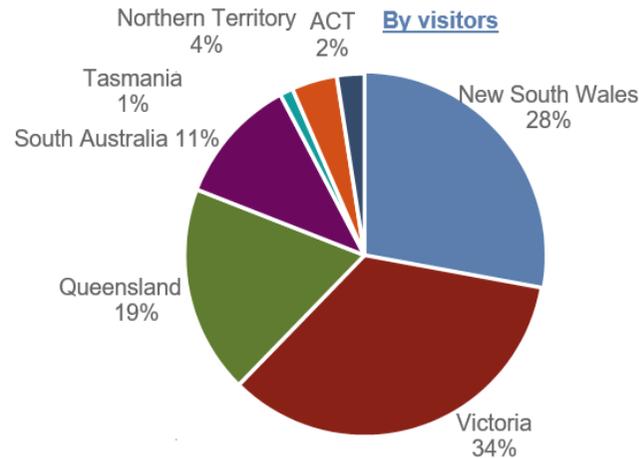
## VISITOR NIGHTS

+25.1%

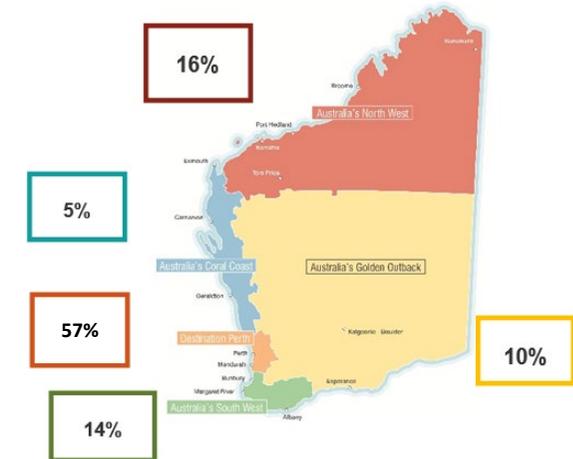
- 14.8 million nights
- Average length of stay: 8.0 nights
- 9.5% of interstate visitor nights in Australia



## SOURCE



## REGIONAL DISPERSAL

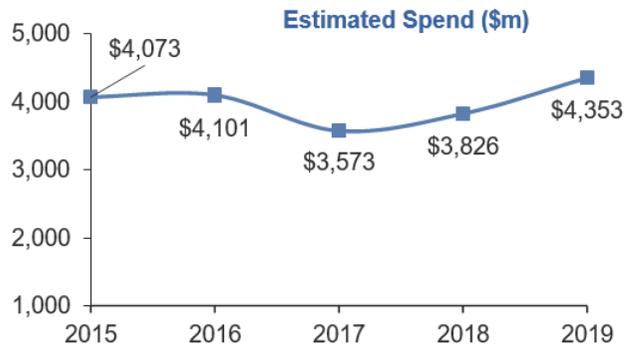


# Total intrastate overnight visitors in Western Australia

## SPEND

+13.8%

- \$4,353 million in spend
- Average daily spend: \$123
- Average spend per visitor: \$475



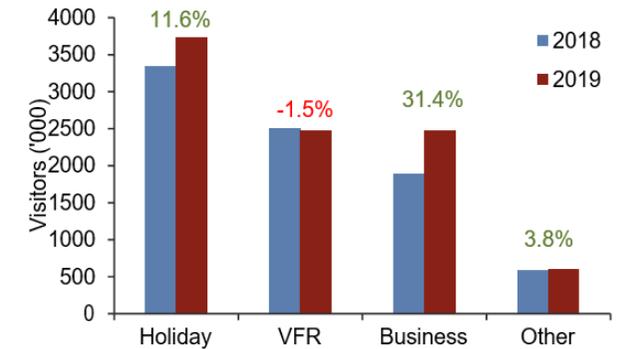
## VISITORS

+11.2%

- 9.2 million intrastate visitors



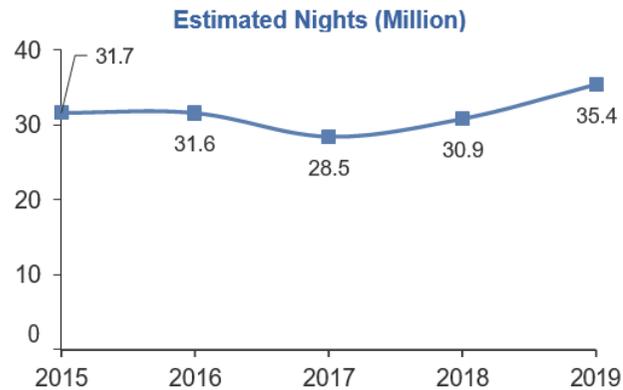
## PURPOSE OF VISIT



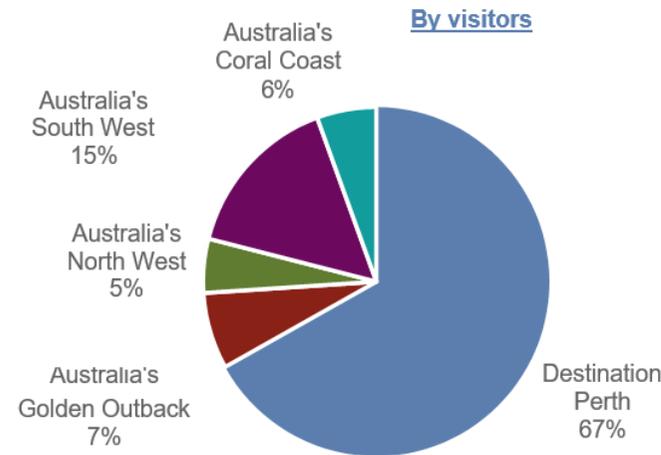
## VISITOR NIGHTS

+14.8%

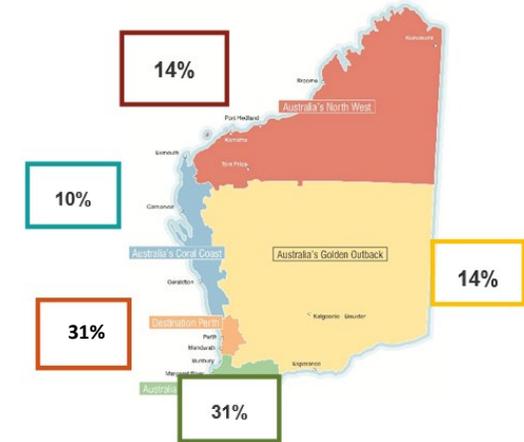
- 35.4 million nights
- Average length of stay: 3.9 nights



## SOURCE



## REGIONAL DISPERSAL



## DOMESTIC VISITATION TO/IN WESTERN AUSTRALIA

### KEY FACTS | YEAR ENDING DECEMBER 2019

- The number of interstate visitors to Western Australia increased (+) 14.5% to 1.86 million visitors in 2019.
- Interstate spend in WA increased by (+) 19.7% to \$1.95 billion as a result of an increase from both leisure and business visitors, as well as an increase in their average length of stay.
- WA's market share of interstate visitors grew by 0.1% points to 5.1% whilst share of spend grew by 0.4% points to 6.7%.
- Positively, WA received 501,100 interstate holiday visitors, an increase of 21.4% compared to the previous year. Interstate holiday visitor spend increased by (+) 30.4% to \$857 million.
- WA's market share of interstate holiday visitors grew by 0.4% points to 4.0% whilst share of holiday spend grew by 0.8% to 5.9%.
- West Australians took more overnight trips within the State compared to the previous year, increasing (+) 11.2% to 9.17 million intrastate overnight visitors.
- Intrastate spend in WA increased by (+) 13.8% to \$4.35 billion as a result of increases in visitation from both leisure and business, as well as an increase in their average length of stay.
- The number of intrastate holiday trips grew by (+) 11.6% to 3.74 million overnight visitors, whilst intrastate holiday visitor spend increased by (+) 5.4% to \$2.13 billion dollars.
- The number of daytrips taken intrastate increased (+) 20.1% to 24.2 million daytrips, driven by growth across all purpose of visits.

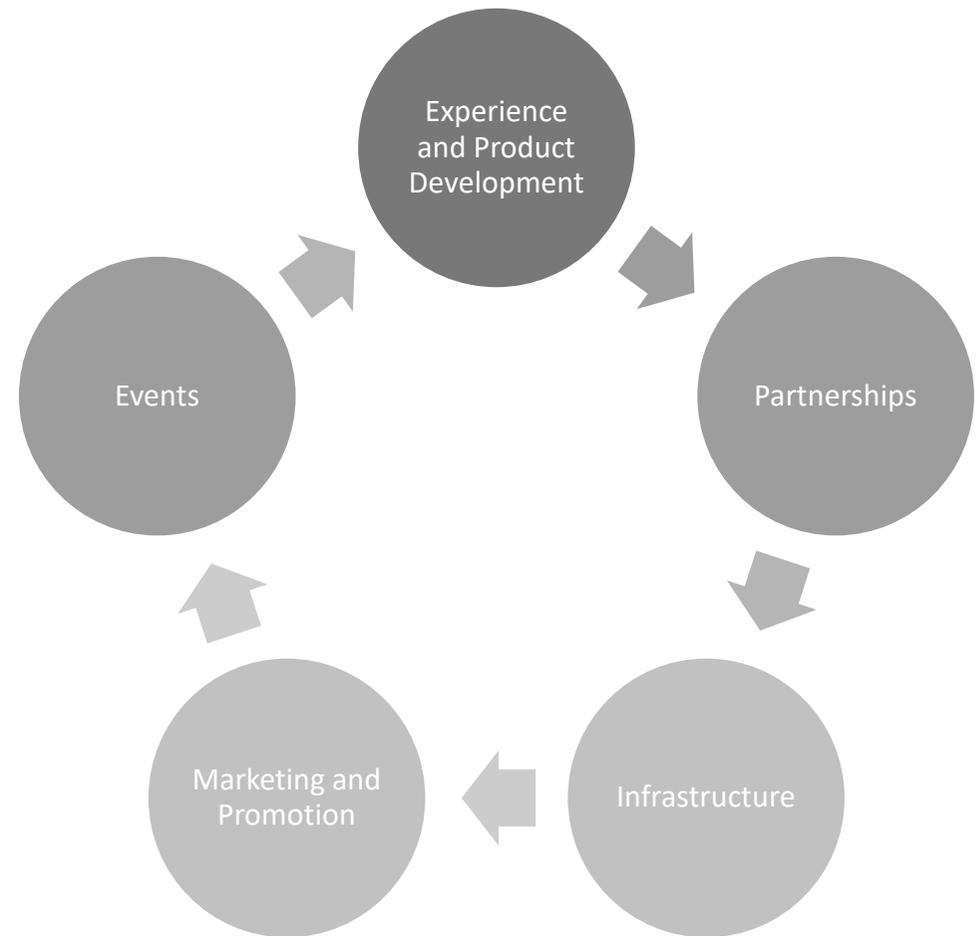


## SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Nucleus of multiple transport corridors for regional traffic to/from Perth, Mandurah, Bunbury, Albany, Esperance and Kalgoorlie.</li> <li>• En route to Wave Rock</li> <li>• Proximity to Perth (day trips)</li> <li>• Proximity to Bibbulmun Track and Munda Biddi Track</li> <li>• Well-connected local road network within region</li> <li>• Strong cultural and heritage tourism products</li> <li>• Balance between built form and natural assets</li> <li>• Nature and ecotourism, i.e. Boyagin Rock, Tutanning Reserve, Dryandra</li> <li>• Telecommunication infrastructure which is improving</li> <li>• PTG and SoP collaboration</li> <li>• PRACC facility can house large events</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of active promotion of the southern Wheatbelt as a destination and/or stopover.</li> <li>• Poor online presence and lack of co-ordinated approach.</li> <li>• Poor signage</li> <li>• Little current collaboration between LGAs.</li> <li>• Limited image as a destination.</li> <li>• Local perception of tourism investment is divided.</li> <li>• Lack of resources (financial and workforce) dedicated to tourism development</li> <li>• Inadequate accommodation – quality and variety</li> <li>• Fractured groups</li> <li>• Lack of activity for families, 10 – 16 year old age group</li> <li>• Accessibility to Museum</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Shifting trends in tourism demand, particularly growth in the day-tripper and weekender segments.</li> <li>• Marketing and Communications – develop a tourism website</li> <li>• Information Technology, i.e. Free Wi-Fi, QR Codes</li> <li>• Tour operations</li> <li>• Improving collaboration across the region</li> <li>• Job creation and economic development for participating communities</li> <li>• Hallmark event</li> <li>• Untapped tourism market</li> <li>• Astro Tourism</li> <li>• Develop Agritourism – i.e. Farm stay, Farm tours</li> <li>• Further develop heritage offerings - both Aboriginal and European</li> <li>• Develop better camping areas</li> <li>• Develop more tracks, running, bikes, orienteering</li> <li>• Develop Chalet style accommodation</li> <li>• More self-drive routes</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of consistency with Main Roads signage and detail</li> <li>• Deterioration of natural assets due to fires or uncontrolled dumping.</li> <li>• Competition from other regions, i.e. York, Northam.</li> <li>• Operational service delivery is provided by external tourism bodies which may be open to varying standards of service quality.</li> </ul>



## Key Focus Areas



## 1. Experience and Product Development

Pingelly’s proximity to Perth, vast agricultural landscape and wide open spaces, make it an ideal location for visitors of all age groups. Pingelly’s diverse natural environment, with a number of significant state assets located within the Shire, offers a unique experience to visitors. Many attractions already exist, including Tutanning, Moorumbine, Boyagin and their associated unique flora and fauna. A focus needed on linking these together, as well as introducing additional experiences that will increase the visitation ‘product’.

Development of tourism experiences around the agricultural sector fits well with the Pingelly brand, and opportunities such as an agricultural museum would create a unique experience for visitors. The close ties with large agricultural handling companies creates a tangible opportunity to progress this in the short to medium term.

Significant opportunity also exists to develop Aboriginal cultural experiences to promote the heritage of the region’s first people. Cultural tourism includes Indigenous tourism as well as elements of history and heritage, to museums and galleries, to elements of food and art trails. Both Australian and European cultural experiences are in high demand, with Pingelly having a fascinating story to tell. This history, the associated heritage buildings, and the modern architecturally significant Pingelly Recreation and Cultural Centre, provide a surprising and pleasing element for tourists visiting the area.



Actions		Lead Agency	Est. Cost	Timeline
1.1	Investigate the potential of an agricultural museum within Pingelly	SoP	Nil	2021
1.2	Develop a self-drive trail that links key attractions such as Moorumbine, Boyagin, Tutanning and the Pingelly Recreation and Cultural Centre	PTG and SoP	\$1,500	2021
1.3	Explore opportunities for Astrotourism	SoP	Nil	2022
1.4	Support local Aboriginal organisations and individuals to develop cultural experiences, such as tours, interpretive information, displays of artworks and artefacts, etc.	SoP	Nil	2022
1.5	Investigate opportunities for bike/walk/run/equestrian trails	SoP	Nil	2023
1.6	Develop a heritage walk / drive trail	PTG and SoP	\$1,500	2023
1.7	Develop a wildflower itinerary throughout the Shire	PTG and SoP	\$1,500	2023
1.8	Investigate options to facilitate walking tours of the Pingelly townsite	PTG and SoP	Nil	2024

## 2. Partnerships

Successful partnerships are key to a strong collective tourism experience and ultimate success. Opportunities exist for regional tourism development which will require collaborative approaches with other Shires and organisations involved in tourism to explore alternative ways of expanding and promoting regional tourism initiatives. The key partners identified through the development of this Strategy include:

- Pingelly Tourism Group
- Caravan Clubs
- Tourism WA
- Golden Outback
- Pingelly Community Groups
- RDA Wheatbelt
- WAITOC
- Regional Shires
- Pingelly Aboriginal Progress Association
- Wheatbelt Development Commission
- Tourism Council
- Schools / Universities
- Wheatbelt Tourism WA
- TRANSWA
- Local Businesses
- Heritage WA
- Farmers / Producers
- Visitor Centres
- Emergency Services
- Motorbike Clubs

To fulfil our growth potential we need a collaborative industry, empowered by leadership from across Government, business and community. Collaboration and contribution from all stakeholders will allow the Shire of Pingelly and the Pingelly Tourism Group to better pool their resources and insights, agree on shared priorities and leverage the opportunities for driving growth.



Actions		Lead Agency	Cost	Timeline
2.1	Nurture a strong relationship between the Shire of Pingelly and the Pingelly Tourism Group	PTG and SoP	Nil	All years
2.2	Participate in opportunities with the Wheatbelt Development Commission to develop and promote regional tourism	SoP	Nil	All years
2.3	Partner with regional local governments to develop the southern Wheatbelt as a destination	SoP	Nil	All years
2.4	Develop a strong relationship with Caravan Clubs to understand their needs and offering to Pingelly	PTG	Nil	2021
2.5	Continue to undertake promotional activities with the Golden Outback, and explore opportunities for increased focus on Pingelly.	SoP	\$1,500	All years

### 3. Infrastructure

The quality and quantity of short term accommodation has been identified as a significant weakness for Pingelly’s economy. This lack of accommodation has several implications for Pingelly including the inability to secure larger events and functions as there is insufficient accommodation of a high enough quality for attendees. Potential opportunities in this area need to be actively explored to allow longer trips for visitors, and are considered to be a key enabler of tourism growth.

A small caravan park exists in a central location, with some upgrades required to attract longer stays. 2 dump points exist within the townsite, and one free 72 hour parking area allocated for recreational vehicles was established in early 2020. Over the past 15 years, the caravan, motor home and camping industry has been the fastest growing domestic tourism sector in Australia. Successful parks have responded to consumer demand for better standards and facilities by transforming from traditional transit parks (having very basic facilities and are used as overnight accommodation when travelling between two destination) to a holiday park featuring a combination of caravan/camping sites and camp kitchens as well as chalets and children’s entertainment. There Pingelly Caravan Park would benefit from master planning (to maximise the use of the area) and an upgrade to facilitate longer periods of visitation.



There is currently a lack of directional signage, which is crucial to encourage visitation to places of interest, walks and trails (such as heritage and cultural walks). It is important to consider that better signposting of Pingelly’s natural attractions could also potentially encourage visitors and the community to make better use of these facilities for activities including walking, cycling and picnicking. There is also currently a lack of interpretive signage at entry points to Pingelly, at key attractions, and sites of significance. There is a need to develop a signage program to ensure there is a uniform approach to directional and interpretive signage throughout the Shire.

Actions		Responsibility	Est. Cost	Timeline
3.1	Explore options to utilise the Town Hall for a tourism purpose	SoP	Nil	2020
3.2	Maintain RV Friendly accreditation and facilities that support increases in RV visitation	SoP	\$500 pa	ongoing
3.3	Improve tourism signage throughout the Pingelly townsite, including signage for attractions, services e.g. fuel and medical, caravan parking, and trails	SoP	\$2,000 pa	ongoing
3.4	Develop a Short Term Accommodation Strategy that identifies the potential opportunities to support tourism	SoP	Nil	2021
3.5	Upgrade the Pingelly Caravan Park to include self-contained accommodation options and improve the overall level of service	SoP	\$750,000	2021+
3.6	Improve playground facilities / activity areas throughout the Shire	SoP	TBD	2021
3.7	Review the ability for businesses to use footpaths for displays, with a view to encouraging this to create an interesting and vibrant streetscape	SoP	Nil	2021

## 4. Marketing and Promotion

The aim of marketing and promotion relevant to Pingelly tourism is twofold:

1. Increasing awareness of the region, the Shire and the attractions within; and
2. Using modern technology to attract new visitors and stimulate a desire to travel to the area.

A core aspect of the approach is the development of a brand template for new brochures, signage and the tourism website. The lack of a tourism website is considered a key weakness, and has been allocated a high priority. Such a site will contain a wealth of knowledge for potential and current touring visitors, particularly those who fit into the 'Drive Tourism' market.

The town entry signage is considered an important opportunity for improvement, having a dual role of welcoming visitors and marketing Pingelly's most significant tourism assets. The design and construction elements together represent a substantial investment for the Shire.



Actions		Responsibility	Cost	Timeline
4.1	Establish a modern brand template for new brochures and signage to promote iconic experiences	SoP	\$1,000	2021
4.2	Develop a Pingelly Tourism website	SoP	\$2,000	2021
4.3	Maintain RV Friendly accreditation and promote facilities that support increases in RV visitation	SoP	Nil	ongoing
4.4	Review and upgrade the town entry signage	SoP	\$2,000 + \$25,000	2021 2022
4.5	Implement a placement and restocking of brochure stands at accommodation facilities, key events and specific businesses throughout the Shire	PTG	\$1,000	2022
4.6	Explore social media opportunities to promote tourism, including Facebook and Instagram	SoP	Nil	2023

## 5. Events

Tourism Events play a key role in fostering regional tourism and economic development. They are an ideal way to build brand awareness and a key driver for regional visitation.

The most popular event categories are food and wine, music related, garden and botanical, sport and art exhibitions. Research by Tourism Research Australia suggests that events in natural settings are gaining popularity. The findings suggest that event participation is strongly influenced by word of mouth recommendations, with events in natural settings such as local food and drink events being more likely to be recommended than others.



Events are a key trip driver - three-quarters of event attendees surveyed would not have gone to the destination on this occasion if not for the event. This highlights the enormous potential events have for regional tourism. Local food and drink events have broad mainstream appeal and potential to drive overnight trips. Sporting competition events have a strong niche appeal and are key trip drivers having the ability to drive trips further from home. Events appeal to visitors for a variety of reasons with key drivers including opportunities for once in a lifetime experiences, natural settings and opportunities to participate.

High profile events and festivals help grow awareness of destinations as a diverse and attractive places to visit, and as a result, can directly drive visitation to the Shire of Pingelly, giving potential visitors a reason to visit. Utilising events to create reasons to visit Pingelly across the whole year, and strengthen the quieter seasons, is a core aim. It should be noted that events and festivals have a role across all of the previously outlined Priority Action Areas and should be treated in a coordinated way. While growing the size and number of events, the challenge is to encourage visitors to stay longer and add more touring options, which ultimately leads to greater visitor expenditure in the region, and to create repeat visitation.

Actions		Responsibility	Cost	Timeline
5.1	Prepare a Pingelly Events Plan to guide the Events Program allowing focus of scarce financial and people resources	PTG and SoP	Nil	2020
5.2	Support existing events to expand through capacity building, strong event planning and innovative marketing.	PTG and SoP	Nil	ongoing
5.3	Reconsider the rebranding of the Pingelly Community Markets to attract day trippers and improve the visitor experience.	PTG	Nil	2020
5.4	Support local community groups and event organisers to establish new events during gaps in the annual calendar that meet market demands and expectations.	PTG and SoP	Nil	2021
5.5	Undertake an audit of event facilities and infrastructure within Pingelly to allow the Shire to be added to national event programming.	SoP	\$27,500	2022