

Beverley Tourism Framework 2016 - 2020

GOALS	STRATEGIES	ACTIONS	RESPONSIBLE BODY	COMPLETION	KPIs / MEASURES
<p>COORDINATION of Tourism in Beverley will be established by 2020</p>	<p>Beverley Tourism Business Plan & Framework for Tourism Development will be completed</p>	<p>Identify roles and responsibilities to progress the framework. Allocate roles & responsibilities to stakeholders</p>	<p>Tourism Steering Committee CRC Shire of Beverley</p>	<p>May 2016</p>	<p>List of roles & responsibilities Acceptance of roles & responsibilities</p>
		<p>Complete the Draft Beverley Tourism Business Plan & Framework and present to Council for review</p>	<p>Tourism Steering Committee Community Development Officer</p>	<p>May 2016</p>	<p>Council to receive the Draft Beverley Tourism Business Plan & Framework</p>
		<p>Present the Draft Beverley Tourism Business Plan & Framework to third party/parties for review</p>	<p>Community Development Officer</p>	<p>May 2016</p>	<p>Presentation of Beverley Tourism Business Plan & Framework to third party/parties</p>
		<p>Present the Draft Beverley Tourism Business Plan & Framework to the Beverley Community</p>	<p>Shire of Beverley</p>	<p>July / August 2016</p>	<p>Feedback from community</p>
		<p>Complete the Final Beverley Tourism Business Plan & Framework and present to Council</p>	<p>Tourism Steering Committee Community Development Officer</p>	<p>August 2016</p>	<p>Presentation of Final Beverley Tourism Business Plan & Framework to Council for endorsement</p>
		<p>Facilitate the formation of a local Tourism Advisory Group to implement the Business Plan</p>	<p>Shire of Beverley</p>	<p>February 2017</p>	<p>Terms of reference Cross sector representation within the group</p>
		<p>Tourism Project Officer to be appointed</p>	<p>Shire of Beverley</p>	<p>January 2017</p>	<p>Council endorsement & budget allocation Job description Employment</p>
	<p>Communication & Support will be improved to develop Tourism in Beverley</p>	<p>Communicate the Business Plan and Framework to the Beverley community</p>	<p>Shire of Beverley</p>	<p>September 2016</p>	<p>Feedback from across all sectors of the community</p>
		<p>Develop a suite of Tourism Support documents including but not limited to templates/checklists for event planning, contact database for tourism operators, pathway for developing new initiatives.</p>	<p>Tourism Project Officer</p>	<p>Ongoing</p>	<p>Uptake of planning documents by tourism operators Number of enquiries regarding tourism initiatives</p>
		<p>Communicate and educate stakeholders about the value of tourism</p>	<p>Tourism Project Officer Beverley Tourism Advisory Group</p>	<p>Ongoing</p>	<p>Attendance at information sessions Website hits Number of enquiries and response rate</p>
		<p>Community Calendar</p>	<p>Beverley CRC</p>	<p>Ongoing</p>	<p>Calendar is up to date Number of event enquiries Numbers at events Reduction in number of conflicting events</p>
<p>Provision of a Visitor Centre</p>	<p>Overseen by Shire of Beverley Tourism Project Officer Day to day operation by CRC Volunteers to operate Centre on weekends</p>	<p>Ongoing</p>	<p>Schedule of meetings and reviews between responsible parties</p>		

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<p>Beverley MARKETING Plan will be developed and implemented by 2020</p>	<p>Destination Planning for Beverley will be progressed</p>	<p>Review target audience</p>	<p>Tourism Project Officer Beverley Tourism Advisory Group</p>	<p>Annual Review</p>	<p>Strategies linked to target audience Visitor surveys Visitor numbers</p>
		<p>Develop an awareness across the community of the “Five A” strategy for destination planning Access, Accommodation, Attractions, Amenities, Awareness, (Ambience)</p>	<p>Tourism Project Officer Beverley Tourism Advisory Group</p>	<p>Ongoing</p>	<p>Visitor surveys Customer feedback Number of visitors Complaints register Return visitors Investment in tourism</p>
	<p>A Brand for Beverley will be developed</p>	<p>Progress the development of a “Beverley Brand”</p>	<p>Shire of Beverley External Assistance Tourism Steering Committee</p>	<p>November 2016</p>	<p>Creative suite & marketing/communication plan. Acceptance by community Number of outlets using logo</p>
		<p>Launch of “Beverley Brand”</p>	<p>Shire of Beverley</p>	<p>December 2016</p>	<p>Attendance by industry representatives & stakeholders Media coverage</p>
		<p>Design “Beverley WA” merchandise</p>	<p>Tourism Project Officer Beverley CRC</p>	<p>Ongoing</p>	<p>Number of products available Types of products Sales of merchandise</p>
		<p>Develop a Brand usage policy</p>	<p>Tourism Project Officer Beverley Tourism Advisory Group Shire of Beverley</p>	<p>February 2017</p>	<p>Take up of brand usage by relevant stakeholders</p>
<p>Cooperative Marketing for Beverley will be developed</p>	<p>Develop a marketing strategy</p>	<p>External Assistance</p>	<p>November 2016</p>	<p>Marketing strategy reflects research Budget allocation by relevant stakeholders</p>	
	<p>Leverage the “Beverley” brand across the region and state</p>	<p>Tourism Project Officer</p>	<p>Ongoing</p>	<p>Increased profile within the region Increased recognition of Beverley brand</p>	
	<p>Make brand available for use by local stakeholders</p>	<p>Tourism Project Officer</p>	<p>Ongoing</p>	<p>Number of local operators using the brand</p>	

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<p>Tourism will contribute to the ECONOMIC VIABILITY of Beverley by 2020.</p>	<p>Develop & Maintain Quality Product, Services & Experiences</p>	<p>Educate stakeholders about the value of quality products, services and experiences</p>	<p>Tourism Project Officer</p>	<p>Ongoing</p>	<p>Customer satisfaction surveys Stakeholder investment in tourism Asset maintenance schedules</p>
		<p>Identify opportunities for customer service training for tourism volunteers, community groups, business and employees</p>	<p>Beverley CRC Tourism Project Officer</p>	<p>Ongoing</p>	<p>Attendance at training Customer satisfaction surveys Increased numbers of volunteers</p>
	<p>Identify, Coordinate & Retain Volunteers</p>	<p>Develop supported teams of tourism volunteers</p>	<p>Commence with Pilot Project</p>	<p>December 2017</p>	<p>Database of trained tourism volunteers</p>
		<p>Identify methods of training & supporting volunteers including collaboration with BDHS to train Youth in tourism related skills</p>	<p>Beverley Tourism Advisory Group Beverley CRC</p>	<p>Ongoing</p>	<p>Number of training programs Number of participants Number of retained volunteers</p>
	<p>Develop & Maintain a Sustainable Approach to tourism initiatives in Beverley</p>	<p>Leverage our existing assets</p>	<p>Tourism Project Officer Asset Owners/Managers/Partners</p>	<p>Ongoing</p>	<p>Increased visitor numbers to existing assets Improvements to assets</p>
		<p>Management of assets</p>	<p>Asset Owners/Managers/Partners</p>	<p>Annual Review</p>	<p>Budget expenditure Asset maintenance schedules</p>
		<p>Promote integrated planning & review</p>	<p>Tourism Project Officer Beverley Tourism Advisory Group Shire of Beverley</p>	<p>Annual Review</p>	<p>Beverley Strategic Community Plan Beverley Tourism Business Plan Beverley Tourism Marketing Strategy</p>
<p>Align strategies and actions across all sectors of tourism – local, regional, state & national</p>		<p>Tourism Project Officer Beverley Tourism Advisory Group</p>	<p>Ongoing</p>	<p>Beverley Strategic Community Plan Beverley Tourism Business Plan Beverley Tourism Marketing Strategy Increased profile within Tourism industry</p>	
<p>Investigate options for financial support to progress realistic Tourism initiatives and opportunities including “Beverley WA” merchandise</p>		<p>Beverley Tourism Advisory Group Tourism Project Officer</p>	<p>Ongoing</p>	<p>Grant applications Funding received Merchandise turnover</p>	
<p>Develop Partnerships</p>	<p>Communicate identified opportunities for new investment in Tourism in Beverley</p>	<p>Beverley Tourism Advisory Group Tourism Project Officer</p>	<p>Ongoing</p>	<p>Stakeholder budgets for tourism New investment in Tourism in Beverley</p>	
	<p>Adopt well defined and agreed outcomes and performance measures for Tourism strategies</p>	<p>Tourism Project Officer Beverley Tourism Advisory Group Shire of Beverley</p>	<p>Ongoing</p>	<p>Schedule for reviews Checklist of planning considerations Increased visitor numbers</p>	
	<p>Investigate options for tourism partnerships</p>	<p>Tourism Project Officer Beverley Tourism Advisory Group</p>	<p>Ongoing</p>	<p>Number of partnerships Increased profile within the region eg Avon Valley / Wheatbelt / Experience Perth</p>	