



Perth Inner City Group

Destination Marketing Plan

2024-2026







Acknowledgement of Country

The Perth Inner City Group acknowledges the Whadjuk Noongar people – traditional custodians of this land. The places discussed in this document are known traditionally as Derbal Yaragan (Swan River), Booneenboro (widest part of the river), Boorloo (Perth and Leederville) Jooralup (South Perth and Victoria Park).

In promoting this special place we will strive to honour the traditional names, and the great cultural and spiritual significance to Whadjuk Noongar people.

We wish to acknowledge the strength of their continuing culture and offer our respects to Elders past and present.

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Background

The Cities of Perth, Vincent, South Perth, Subiaco and Town of Victoria Park have completed a year of partnership with Destination Perth (DP) as part of the Perth Inner City Group (PICG) agreement to market the Perth inner city as a regional destination.

The goal of the group and the collaboration with DP was to remove the Local Government boundaries when marketing the Perth inner city area as a destination with a focus on intrastate marketing to increase visitation to the Inner Perth area to compliment major events.

The key activities in the 23/24 year were

- Creating a partnership with Destination Perth
- Developing a collective brand narrative for the region
- Understanding a resource and funding baseline understanding
- New Destination Perth website with Perth Inner City landing page
- Narrative aligned blogs, itineraries and social media content

The first year of the partnerships has been “low touch” with the group working out the logistics and resourcing of the program.

NOTE - Following the first year of the partnership the City of Subiaco made the decision to not participate in regional Destination Marketing with the Perth Inner City Group. The remaining LG's are progressing with the destination agreement into the 24/25 financial year.



Informing Documents

- City of South Perth Strategic Community Plan
- City of South Perth Economic Development Plan
- City of Vincent Strategic Community Plan
- City of Vincent Thriving Place Strategy
- Victoria Park Economic Development Strategy
- Victoria Park Place Plan
- Victoria Park Strategic Community Plan
- Victoria Park Events Strategy
- Tourism WA Draft Destination Perth Tourism Destination Management Plan 2023-2033
- Tourism WA Draft Perth Metropolitan Regional Tourism Development Strategy 2023-2033
- City of Perth Strategy Community Plan 2022-2022
- City of Perth Economic Development Strategy 2022-2022
- City of Perth Marketing Strategy (internal)

Perth Destination Tourism Landscape

ORGANISATION	ROLE
Tourism Australia	<p>Tourism Australia (TA) is the Australian Government agency responsible for attracting international visitors to Australia, both for leisure and business events. The organisation is active in 16 key markets including the UK, Germany, France, Italy, China, Hong Kong, Japan, South Korea, Singapore, Malaysia, India, Indonesia, USA, Canada, and New Zealand. Its key activities include advertising, PR and media programs, trade shows and industry programs, consumer promotions, online communications and consumer research.</p> <p>TA is responsible for the There's Nothing Like Australia global brand platform and determines the campaigns run under that brand.</p>
Tourism Western Australia	<p>As the State Tourism Organisation, Tourism Western Australia's (TWA) goal is to grow tourism by marketing WA as an incredible holiday and business events destination; attracting and promoting world-class sporting, cultural and arts events; and improving access, accommodation and tourism experiences.</p> <p>TWA works with TA to market WA to the world as well as having a strong focus on interstate travel particularly from Melbourne, Sydney and Brisbane.</p> <p>The organisation also funds the State's five Regional Tourism Organisations, Business Events Perth, the WA Visitor Centre, the WA Indigenous Tourism Operators Council and Tourism Council WA. These organisations help with marketing and industry development initiatives.</p>
Destination Perth	<p>The Perth Region Tourism Organisation Inc. (PRTO), trading as Destination Perth (DP), is the Perth region's peak destination marketing organisation responsible for promoting the city and surrounds as a desirable leisure destination.</p>

What we learnt

Strengths	Weaknesses	Opportunity	Threats
<ul style="list-style-type: none">Additional exposure we may not otherwise have obtainedMinimal input from each LGDeveloped a workable solution that was fair and equitableSupported existing campaignsProfessional website with great base contentScene setting for future KPI targets	<ul style="list-style-type: none">LG content not easy to find/LG namesLow engagement on blogs/itineraries and socialsROI not clearThe narrative didn't leverage storytelling effectivelyResults demonstrate interstate traction not intrastateHeavy focus on member businesses	<ul style="list-style-type: none">Strongest ROI through Urban List or SoPerth etcUtilise the work already created to grow and develop the narrativeGrow developed content to create a larger library of copyShow proactive steps to state government to support advocacy campaignCreate KPI's and set targets that align to spend and resources.	<ul style="list-style-type: none">Phase 1 had limited measurable specific KPIs therefore challenging to determine successCity of Perth and City of Subiaco have mature destination brands which can benefit or be diluted by DPSmall spending low resource volumes will always deliver small resultContent is not driving intrastate engagement



Aligning our Objectives

Each of the participating LG's have their own set of economic and destination objectives. Our goal with this plan is to find alignment in existing objectives to create a collaborative set of objectives for the region.

City of Perth

Economic Development Objectives:

- Support Key Sectors:** The City of Perth focuses on several key industries including mining, property development, innovation and technology, education, healthcare, tourism, retail, and hospitality. Initiatives are designed to promote Perth as a high-caliber business and investment destination.
- Business Development and Support:** Programs like the Small Business Grant and Business Improvement Grant aim to support local small to medium-sized businesses. The city also provides data and insights to help businesses make informed decisions.
- Investment Attraction:** Promoting Perth's competitive advantages to attract investment and collaborating with stakeholders, including government entities, to highlight Perth as an ideal investment and lifestyle destination.
- International Engagement:** Managing and promoting international relationships to facilitate trade and cultural exchange. This includes supporting local businesses in export activities and showcasing local operators globally.

Destination Marketing Objectives:

- Brand Perth:** To promote the City of Perth as the destination of choice for people from the wider metropolitan area. We support the economic future of our ratepayer businesses by encouraging people to come to the City to live, work and play.
- Event Support:** Perth has a year-round calendar of events that reflects our unique cultural proposition, attracts visitors and is supported by residents.

City of South Perth

Economic Development Objectives:

- Vision:** A city of active places and beautiful spaces. A connected community with easily accessible, vibrant neighborhoods and a unique, sustainable natural environment.
- Economy:** A thriving city activated by attractions and opportunities that encourage investment and economic development.

Destination Marketing Objectives:

- South Perth Peninsula Destination:** Develop a distinctive inner-city activity centre and tourism destination shaped by its connection to the Perth Zoo and Perth CBD.
- Events and Attractions:** Develop, facilitate, and/or support events and attractions that benefit the community and the local economy, leveraging partnerships where appropriate.
- Stay Longer:** Encourage visitors to stay longer in the city by leveraging destinations such as the South Perth Foreshore and Perth Zoo.

City of Vincent

Economic Development Objectives:

- Business Growth and Support:** Encouraging the development of local businesses through grants and support programs aimed at fostering innovation and sustainability within the business community.
- Urban Development:** Promoting urban renewal projects that improve infrastructure and attract new businesses and residents to the area.

Destination Marketing Objectives:

- Promoting Local Attractions:** Highlighting local events, cultural sites, and unique community offerings to attract visitors and enhance the city's profile.
- Community Engagement:** Involving local residents and businesses in marketing efforts to create a cohesive and authentic city brand

Town of Victoria Park

Economic Development Objectives:

- Local Business Support:** Providing resources and support for local businesses to thrive, including grants and advisory services.
- Infrastructure Development:** Investing in infrastructure projects that facilitate economic growth and improve the quality of life for residents.

Destination Marketing Objectives:

- Community Events:** Promoting community events and festivals that attract visitors and foster a vibrant local culture.
- Brand Development:** Creating a strong and recognizable brand for the town that highlights its unique attractions and community spirit.



Common Themes

To align the economic development and destination marketing objectives we have identified common themes.

LG	Support for Local Businesses	Event and Cultural Promotion	Branding and Identity	Tourism
City of Perth	Business Development and Support through grants and engagement	Event Support	City of Light	Metro region and staycations
City of Vincent	Business Growth and Support	Promoting events and attractions	Create a cohesive and authentic city brand	Highlighting local events, cultural sites, and unique community offerings to attract visitors and enhance the city's profile.
Town of Victoria Park	Local Business Support	Community Events	Invest Vic Park	Community Events (promotes local culture)
City of South Perth	Economy: Encourage investment and economic development	Events and Attractions	South Perth Peninsula Destination	Stay Longer (promoting extended visits)



Detailed Alignment

Support for Local Businesses:

Each LG's objectives include programs and grants to help local businesses thrive, fostering innovation and sustainability.

Event and Cultural Promotion:

The importance of events and cultural activities in attracting visitors and enhancing the local economy. By collaborating on event calendars and promotional activities, we can avoid overlap and maximise the impact of these events.

Branding and Identity:

Creating strong, cohesive messaging is crucial for positioning the broader Perth area as an attractive destination.

Tourism:

Engaging with both international and local communities is a shared goal. By working together, the cities can amplify efforts in promoting trade tourism, and cultural exchange, increasing global reach and local engagement.

Unified Goal

Fostering a Thriving, Cohesive, and Innovative Perth Region

To support and promote events and unique local businesses to attract visitors and stimulate the local economy, by creating a strong and cohesive brand identity for the Perth area.

Narrative Position

Heart, Soul, Spirit

heart:
passion, love,
sharing, inclusive,
welcoming, memories,
family, nature,
nostalgia

soul:
arts, culture,
history, heritage,
food, art, wine, music,
people, community,
authentic

spirit:
vibrancy, colour,
fun, adventure,
celebration, surprise,
diversity, discovery,
excitement

(Developed by Trilogy Advertising and Marketing Agency, November 2023)



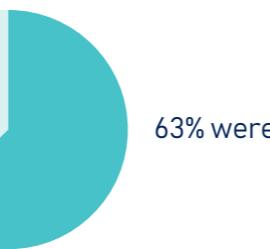


Target Market

Intrastate Visitors Looking to Shop

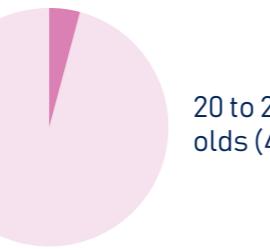


The majority of shoppers (60%) were from intrastate



63% were female

Intrastate Visitors Attending a Festival or Event



20 to 24 year olds (4.2%)



Friends or relatives travelling together without children (5.8%).



Metro area residents accounted for 56% of visitors to a festival, fair or cultural event.



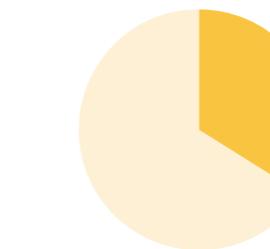
Interstate travellers accounted for 39% of visitors.



stay longer (an average of 4.3 nights), and are more likely to attend festivals.

Target Market

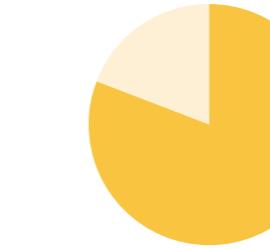
Visiting Friends and Family



One-third (34%) of all overnight trips were to visit friends and relatives



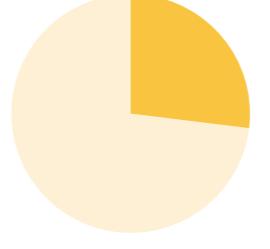
Around 41% of trips were by those travelling alone



Around 41% of trips were by those travelling alone



Those aged 55 years and over accounted for 38% of trips



A further 27% by adult couples

(Source: Australian Trade and Investment Commission, Domestic visitor profiles Tourism Research Australia)



Financial and External Resources



Total Budget: \$60,000

Financial Contribution:

- City of Perth \$22,500
- City of South Perth \$12,500
- City of Vincent \$12,500
- Town of Victoria Park \$12,500

External Support:

• **Destination Perth:**

- Type of Support: Marketing, promotional activities.
- Cost: Covered within the \$60,000 budget

Project Lead

The project resource lead will rotate year on year.

Role/Responsibility

- Review and develop the plan and strategy document
- Key point of contact for Destination Perth
- Ensure the administration and reporting targets are met
- Prepare agendas and set project group meetings

Organisational Resource Contribution



Manager Role/ Responsibility

- Internal stakeholder management for each participating LG
- Stakeholder management as listed in this document
- Attendance at 4 meetings with a duration of 1 hour each
- Preparation for meetings
- Ensure activities from meetings, this strategy and CEO requests are completed promptly.



Advisor Role/ Commitment

- Photography and copy administration and review
- Provide information for content promptly on request of Destination Perth
- Support amplifying content on LG social channels in line with agreed timeframes



Executive Officer Role/Commitment

- Payment and contract management of Destination Perth
- Provide guidance to Project Leader on any changes to Stakeholders or impact levels
- Support the management of Stakeholders as listed
- Attendee project group meetings as required to provide insight and guidance on direction



Graphic Designer Role/Commitment

- Design the Annual Strategy/Plan for endorsement by CEOs
- Provide support to create collateral that can amplify content as agreed
- Provide design guidance where applicable on appropriate campaign materials

Manager Time:

- Hours per LG annually: **8**
- Hourly Rate: **\$70**
- Total Managers Involved: **4**
- Total Cost for Manager Time: **\$2240**

Advisor Time:

- Hours per LG annually: **15**
- Hourly Rate: **\$50**
- Total Advisors Involved: **4**
- Total Cost for Advisor Time: **\$3000**

Executive Officer PICG:

- Hours annually: **10**
- Hourly Rate: **\$120**
- Total Advisors Involved: **1**
- Total Cost for Advisor Time: **\$1200**

Graphic Designer:

- Hours per LG annually: **5**
- Hourly Rates: **\$50**
- Total Designers involved: **3**
- Total Cost for Design: **\$150**

Delivery Approach

The delivery has been phased over three financial years with the previous 23/24 focus being on starting the partnership. The next two years, objectives and inclusions are detailed here, with a minor review to occur at the end of 24/25.



COMPLETE 23/24
Starting point



Phase 2
Embed



Phase 3
Growth





Phase 2: Embed

When: August 2024 – August 2025

Goals:

- To utilise the content already developed during the Phase 1 Starting Point to begin to embed the partnership.
- To create a clearer approach to reporting that allows for improved ROI in the future.
- To increase clarity of the attractions of Perth as a larger region that doesn't reflect local government boundaries.
- Begins to engage broader stakeholders to seek opportunities for further partnerships.

Targets:

- Increase overall engagement by 30% from the 2023/24 campaign by June 2026.
- Each LG to actively amplify four pieces of content from the Destination Perth site via their own social media channels.
- Report to the CEO PICG four times and have a unanimous group understanding of the targets/ROI/campaign value this will be measured via an online survey tool.

Activity	Deliverable	Timeline	Responsibility/Lead
2.1 Create a new agreement with Destination Perth.	Continue with the current \$60,000 to Destination Perth for 2024/25	September 2024	Stacey Hutt – PICG Executive Officer
2.2 PICG – Marketing to create a reporting process and structure for Destination Perth.	Clear reporting that delivers to agreed objectives and KPI's	February 2025	PICG - Marketing
2.3 Quarterly reports to be presented to CEO and Mayors by a member of PICG marketing group	Clarity for CEO's on the approach, outcomes and ROI.	February 20 Ongoing standing item for CEO meetings 24/25 25	Stacey Hutt – PICG Executive Officer PICG - Marketing
2.4 Content will be reviewed by PICG – Marketing to ensure relevance	Improve content delivery, grow on already completed work	December 2024	Lisa Williams – Executive Communications and Community Manager City of Vincent
2.5 PICG – Marketing to create a Destination Marketing growth approach for 25/26	Clear strategy and plan that aligns focusses the activity	February 2025	Rosslyn Ellis – Stakeholder Relations Manager Town of Victoria Park
2.6 Work on DP website content to remove LG references	Clearer vision and messaging for what the Perth area consists of from a tourist perspective	September 2024	Destination Perth
2.7 Consider approaches to generate higher ROI	Utilise the groups combined social media following to amplify messages and content.	September 2024 – June 2025	Destination Perth PICG - Marketing
2.8 Use the work already completed and build on it	Use the baseline content already delivered and add to it. Amplify what we have already created via socials and websites.	September 2024 – June 2025	Destination Perth



Phase 3: Growth

When: August 2025 - August 2026

Goals:

- Create unified campaigns relating to a single event period (e.g. Pride)
- Identify opportunities for tourism accreditation for the Inner Perth area
- Work to align campaigns to tourism trends (accessibility, authentic experiences, sustainability)
- Expand the Inner Perth visitor target market to include interstate and international guests

Appendix 1 – Stakeholder Map

Stakeholder/ Organisation	Position	Impact Level	Key Alignment	Engagement Level	Relationship Owner
Tourism Australia	Tourism Australia (TA) is the Australian Government agency responsible for attracting international visitors to Australia	Medium	The organisation is active in 16 key markets including the UK, Germany, France, Italy, China, Hong Kong, Japan, South Korea, Singapore, Malaysia, India, Indonesia, USA, Canada, and New Zealand. Its key activities include advertising, PR and media programs, trade shows and industry programs, consumer promotions, online communications and consumer research.	INFORM	Stacey Hutt
Tourism Western Australia	State Tourism Organisation, Tourism Western Australia's (TWA) goal is to grow tourism by marketing WA as an incredible holiday and business events destination	Medium	TWA works with TA to market WA to the world as well as having a strong focus on interstate travel particularly from Melbourne, Sydney and Brisbane.	INFORM	Stacey Hutt
Business Events Perth	Help with marketing and industry development initiatives.	Medium	Funded by the Western Australian Government through Tourism Western Australia, the City of Perth and our member partners across the State. Business Events Perth has been securing high value conferences and incentive groups	INFORM	Stacey Hutt
WA Visitor Centre	Booking and Tourist support facility based in the Perth CBD	Medium	Supports visitors to book and find attractions.	INFORM	Stacey Hutt

Stakeholder/ Organisation	Position	Impact Level	Key Alignment	Engagement Level	Relationship Owner
WA Indigenous Tourism Operators Council	The WAITOC - Western Australian Indigenous Tourism Operators Council - Board is responsible for setting the strategic direction of the Council.	Low	WAITOC is the peak representative for Aboriginal tours and experiences in Western Australia. We promote and support authentic cultural experiences at a state, national and international level.	INFORM	Stacey Hutt
Tourism Council WA	Tourism Council WA is the peak body representing tourism businesses, industries and regions in Western Australia.	Low	The Council promotes the value of tourism, facilitates sustainable tourism development and advocates industry policy on behalf of members.	INFORM	Stacey Hutt
Rita Saffioti	Minister for Tourism Western Australia	Medium	Working with government and the tourism industry to improve access, accommodation and tourism experiences for our visitors	INFORM	Stacey Hutt
Senator the Hon Don Farrell	Minister for Trade and Tourism Deputy Leader of the Government in the Senate	Low	Focus on sustainable tourism and accessibility.	INFORM	Stacey Hutt
Venues Live (Optus Stadium)	Venues Live is a provider of management and hospitality services for Optus Stadium	Medium	Events Live are focussed on creating experiences beyond stadium hosted events.	INFORM	Rosslyn Ellis
Committee For Perth	Committee for Perth is an independent, not-for-profit organisation that challenges and advocates for change on behalf of our members to make Perth consistently one of the most liveable cities in the world.	Medium	Committee for Perth is also part of a national network of Committees for Capital Cities.	INFORM	Lisa Williams

Appendix 2 – Ability to Amplify



City of Perth **167K**
City of South Perth **6355**
City of Vincent **5003**
Town of Victoria Park **6002**



City of Perth **54K**
City of South Perth **13K**
City of Vincent **13K**
Town of Victoria Park **17K**



City of Perth **1660**
City of South Perth **468**
City of Vincent **576**
Town of Victoria Park **193**



