**Stakeholder Engagement**

- Work with partners to coordinate tourism within the City of Swan. Create a new tourism alliance or forum, bringing all partners together to speak with "One Voice".

**Marketing**

- Position the area by creating an overarching destination brand - developing a positioning that differentiates City of Swan from other destinations and establish a consensus on the City of Swan's 'unique selling proposition'.

- Work with partners to coordinate tourism within the City of Swan. Create a new tourism alliance or forum, bringing all partners together to speak with "One Voice".

- Build recognition of the Swan Valley via:
  - renaming an existing post office to the 'Swan Valley Mail Centre' creating a Swan Valley geographic locator; and
  - Google Maps to create a Swan Valley locator point.

**Business Support and Development**

- Pursue partnerships to increase the stock of accommodation in the City of Swan. Investigate interest within the industry in identifying and promoting a cluster of small scale accommodation (such as winery stays, farm stays and AirBnB).

- Build on the existing events program and create a seasonal calendar of signature events which are synonymous with the region.

- Pursue development and attraction of event opportunities, including: the weddings market (including mid-week opportunities), business events which suit venue capacity and facilities, and events which are attractive to the growing seniors market.

- Showcase and promote high quality businesses by focusing on promoting quality and great service as critical success factors in the growth of tourism and achievement of objectives.

**Visitor Servicing**

- Continue to extend the impact of investment in visitor servicing and the Swan Valley Visitor Centre to reach new markets, potentially including: online trip planning tools, mobile information points and partnerships with businesses in visitor hubs.

---

**FOREWORD**

Since the initial release of the City of Swan’s Tourism Development Strategy 2015 – 2020, the City has received the latest results from the Swan Valley Day Tripper research. The responses reinforce the Swan Valley’s strong position as a top tourist attraction in Western Australia, for both local and international visitors.

The latest tourism figures show that visitation to the area has increased to 3.1 million visits per annum, generating $421m in visitor expenditure (up from 2.1m visits and $284m spend in 2012 respectively). Tourism has been identified as an extremely important industry for the City’s economic future and is particularly relevant within the young and growing population.

The Day Tripper research surveys, held every few years, target local visitors to the Swan Valley as part of the City’s ongoing commitment to continuous improvement. The current results are taken from a survey conducted in April 2016. One of the highlights of the survey was the growing awareness of the Swan Valley as a Humane Food Region. Almost a third of our visitors said they were aware of our local chefs’ commitment to serving humane food and that it had influenced their decision to visit the area.

As reflected in the survey results, wine tastings, sampling local produce and visiting breweries were some of the other features attracting people to the Swan Valley. On another positive note, a large portion of people visited the Swan Valley based on word of mouth recommendations.

The results also showed an increase in the number of families coming to the area, with those seeking ‘family fun’ up from 32% in 2012 to 50% in 2016. It is really important that we continue to support and promote what the region has to offer to this market.

The City has already implemented a number of the recommendations including:

1. The formation of strategic alliances to leverage the available opportunities from partnerships with Tourism Western Australia, Tourism Council Western Australia and Experience Perth, with a view to establishing agreed action plans where appropriate.

2. The encouragement of seamless information delivery by integrating the roles played by the Swan Valley Visitor Centre as integral elements of overall tourism marketing and development.

3. The establishment a new Council-wide Tourism Strategy implementation group to oversee implementation of the strategy and its targets.

Following is a summary of the City of Swan’s key achievements in 2015/2016 and priority strategies identified for implementation in 2016/17.

The City of Swan will continue to progress other strategy recommendations as part of our day to day business, seizing additional opportunities as they arise and keeping industry informed and involved to deliver the best outcome for the City.

Cr Mick Wainwright
Mayor
City of Swan
What has the City of Swan done in 2015/16?

Stakeholder Engagement

<table>
<thead>
<tr>
<th>WHAT WERE WE ASKED TO DO?</th>
<th>WHAT WE HAVE DONE...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establish a new Council-wide Tourism Strategy implementation group to oversee implementation of the strategy and its targets.</td>
<td>A Tourism Strategy Implementation Group was established in October 2015.</td>
</tr>
<tr>
<td>Form strategic alliances and leverage available opportunities from partnerships with Tourism Western Australia, Tourism Council Western Australia and Experience Perth, with a view to establishing agreed action plans where appropriate.</td>
<td>The City of Swan has gold membership with Tourism Council WA and has partnered through the Swan Business Engagement Program to host Tourism Boost (Tourism refresher and introduction) workshops. These were focused on providing our businesses with information about how to engage with the wider regional and state tourism industry (Experience Perth, Tourism Council WA and Tourism WA). Tourism WA has recently commissioned a master plan to be prepared for the Swan Valley. This plan will align to the Swan Valley Development Plan and focus on the experiences, connections, infrastructure and marketing that needs to be undertaken by Tourism WA to assist the Swan Valley in becoming a more sustainable tourism destination. Regular meetings have been established with the Perth Regional Tourism Organisation (Experience Perth). This is to ensure the City of Swan and Swan Valley has continued involvement and/or representation as part of Experience Perth marketing activities, and the new Destination Perth marketing proposition.</td>
</tr>
</tbody>
</table>

Marketing

<table>
<thead>
<tr>
<th>WHAT WERE WE ASKED TO DO?</th>
<th>WHAT WE HAVE DONE...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leverage the significant additional market reach provided by regional, state and national tourism partners. Industry participation in the Australian Tourism Data Warehouse (ATDW) is essential if this profiling is to be maximised.</td>
<td>Local operators have been encouraged to engage with our regional and state tourism partners through Tourism Accreditation and Tourism Boost workshops, hosted locally in partnership with the Tourism Council of WA, as part of the delivery of the City’s Swan Business Engagement Program.</td>
</tr>
<tr>
<td>Prioritise future-proofing City of Swan’s use of digital technology and continue to closely monitor <a href="http://www.swanvalley.com.au">www.swanvalley.com.au</a> performance in terms of: functionality, stakeholder and business feedback, design and user numbers and bookings.</td>
<td>The City has undertaken extensive design and planning to significantly improve the look and functionality of <a href="http://www.swanvalley.com.au">www.swanvalley.com.au</a>. The new look Swan Valley website is scheduled for relaunch late 2016.</td>
</tr>
</tbody>
</table>

Investment Attraction and Infrastructure

<table>
<thead>
<tr>
<th>WHAT WERE WE ASKED TO DO?</th>
<th>WHAT WE HAVE DONE...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seek to align the strategic tourism direction and policy with the ongoing review of the Swan Valley Planning Act/ Development Plan.</td>
<td>The City of Swan submitted a response to the Department of Planning in January 2016 on the draft Swan Valley Development Plan.</td>
</tr>
<tr>
<td>Review the potential need for relocation of the Swan Valley Visitor Centre in light of the direction set out in this strategy.</td>
<td>The City of Swan has a commitment to assess the suitability of Taylor Park site for the relocation of the Swan Valley Visitor Centre.</td>
</tr>
<tr>
<td>Review the effectiveness of the Swan Valley Food and Wine Trail and conduct a review of the trail with a view to improving effectiveness, including: gateway signing (information on length of drive) and reassurance signing along the route.</td>
<td>A review of the effectiveness of the trail was completed. It resulted in the update of the six gateway (welcome) signs as well as the design and install of six new reassurance length of the drive signs at strategic locations.</td>
</tr>
</tbody>
</table>