

SHIRE OF Menzies

Tourism Development Strategy

2022 – 2025



Acknowledgement of Country

The Shire of Menzies acknowledges the Traditional Custodians of this land and pays its respects to its elders past, present and emerging.

Thank You

The Shire of Menzies Tourism Development Strategy 2022-2025 has been developed by Claire Bateman and the team at KALSEC Creative.

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- Karl Millard, WAITOC Membership and Business Development, WA Indigenous Tourism Operators Council
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- Donna Malec, Project Manager, OurGems WA
- Colin Walker, Director, AGWA
- Carolyn Turnbull, CEO, Tourism WA
- Justin Lee, CEO & Board Members, Menzies Aboriginal Corporation
- Lee Jacobsen, Chair, Regional Development Australia - Goldfields-Esperance
- Kris Starcevich, CEO, Chelsie Grace, Director, and Courtney Bergersen, Regional Development Officer, Goldfields Esperance Development Commission
- Gaye Money, Menzies Resident
- Simon Poole, Menzies Resident

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Executive Summary

The Menzies Tourism Development Strategy 2022–2025 seeks to redefine the way tourism is delivered in the Shire of Menzies. The intention of this strategy is to provide a clear vision and action plan for growing the local visitor economy between 2022 and 2025.

It has been developed in consultation with industry representatives, local community members and organisations, state tourism stakeholders, government agencies, and Aboriginal corporations. The process has also involved research and situational analysis of the current tourism landscape, visitor markets and the strategic context of tourism within the Shire.

The strategy will be used to direct budget and resources allocation, inform tourism initiatives and projects over the next four years. Guided by the themes of arts and culture, goldrush history, Indigenous culture and heritage, and the natural environment, the strategy framework is supported by the following five strategic pillars:

- Visitor experience, product and activation
- Infrastructure and accommodation
- Existing history and heritage products
- Events and festivals
- Marketing and visitor services

Finally, based on research, analysis and consultation, the key activities identified in the tourism development action plan will address the following issues:

- Addressing low overnight visitation through attracting investment in accommodation and development of unique accommodation products.
- Taking a regional approach to tourism through collaboration and partnerships with other regional shires and key tourism stakeholders.
- Focusing on product development and delivering tourism product that will drive visitation and grow the visitor economy.
- Leveraging future growth markets like millennials and high-value travellers.
- Delivering contemporary visitor information services and digital excellence.

By developing a tourism strategy that embraces the treasures the Shire of Menzies has on its doorstep and further develops the connection to art, culture and heritage the area will have a unique selling point that will attract visitors from across the globe.



Background

Menzies Shire Council is planning for the Shire’s economic future by preparing a Tourism Development Strategy and Destination Marketing Plan to provide a clear vision and action plan for the region’s tourism industry.

KALSEC was commissioned by the Shire of Menzies in September 2021 to deliver an innovated tourism strategy, supported by research and stakeholder engagement, with a focus on:

- Blue sky thinking and the opportunity to explore new ideas for the Shire,
- Providing direction with regard to where resources can achieve the best return on investment, and
- Defining key market segments and future growth markets so the Shire can target spending when promoting Menzies.

Consultation & Research

The information presented in this strategy was informed by consultation with representatives from local community groups and organisations, tourism

stakeholders, government agencies, and Aboriginal organisations. Additionally, the research conducted reviewed existing assets, products, experiences and events that influence tourism and the visitor economy. The outcomes of this consultation and research highlights keys issues and barriers to increased visitor numbers and opportunities to develop tourism as a key economic driver for the Menzies Shire.

Existing Policy

Although tourism has not historically played a significant role in the Shire strategy, the tourism industry is a sector which could become a substantial part of a local economy, especially when supported by Government. Menzies has a range of significant assets throughout the Shire; yet product development and activation has been relatively limited in the past. However, the Shire’s recent Corporate Business Plan 2020–2024 does support growing the local visitor economy, through encouraging industry investment in the Shire, promoting and developing Menzies as a regional place to visit, the provision of caravan/camping facilities and conservation of heritage and natural assets, as discussed under Strategic Alignment.

Context

Location

The Shire of Menzies is located approximately 700km North-East of Perth and 130km North of the Kalgoorlie-Boulder. The Shire is the seventh largest Local Government Authority (LGA) in Western Australia, covering 128,353 km², extending from the Shires of Sandstone, Yilgarn and Coolgardie in the West all the way across to Great Victoria Desert Nature Reserve and the WA/SA border in the East.

The Shire has two main populaces, being the Menzies townsite with a population of 235 and 130 dwellings and the remote Aboriginal community of Tjuntjuntjara with a population of 150. The key industries in the Shire are Pastoral and Mining (gold, nickel, iron ore) and forms a part of the Goldfields-Esperance Region, and the Northern Goldfields and Australia's Golden Outback tourist regions.

Visitor Numbers

Menzies Shire

The Shire of Menzies collects visitor data through its Lady Shenton Hotel Visitor Centre, with each visitor with their reason for visit recorded by staff. Between July 2016 and June 2021, the Shire had around 35,000 tourists visit the Menzies Townsite with over 5,500 staying overnight in the caravan park during the same period. This equates to approximately 16% of visitors converting to overnight stays. However, it is very important to note that these figures do not include any overnight stays at popular free camping sites in the Shire like Niagra Dam, Kookynie and Lake Ballard.

Regional Visitors

TourismWA reports that between July 2016 and June 2020 Australia's Golden Outback averaged 1.17 million visitors per annum, adding \$2.4 billion to the region's economy during the same period.¹

The majority of visitors to Australia's Golden Outback are WA residents aged 15 years and over who spent a minimum of one night away, at least 40km from their home. These intrastate visitors make up 86% of the visitor market, spending an average of \$471 million per annum.

Source:

¹ Australia Council for the Arts, International Arts Tourism: Connecting cultures (2018)



Regional Tourism



Source: Golden Quest Discovery Trail

The Northern Goldfields region covers over 678,000 km² and comprises the Shires of Menzies, Leonora, Laverton, Wiluna and Ngaanyatjaraku Shires. The Northern Goldfields forms a part of Australia's Golden Outback, as defined by Tourism WA, which extends from the Tropic of Capricorn in the north, Moora in the West, and Esperance in the South and across to the South Australian border.

Within the wider Goldfields region, including the Shire of Dundas and Shire of Coolgardie, the City of Kalgoorlie-Boulder is considered the regional visitation hub, as it is well serviced and easily accessible from Perth. In particular it is accessible by daily commercial flights, passenger rail services and via the Great Eastern Highway, as the main arterial road to the region.

Kalgoorlie-Boulder has developed a reputation as the hub of history and heritage of the Goldfields. As a result of this, there has been a lack of promotion around other towns in the region. However, we understand that this issue will soon be address by those underrepresented LGAs, through the provision of funding to Australia's Golden Outback to reinvigorate the Golden Quest Discovery Trail and increase promotion of the Northern Goldfields.



Local Attractions

Facilities & Accommodation

Menzies Visitor Centre
Menzies Caravan Park
Achievable Outback Café
Menzies Hotel and Store
Grand Kookynie Hotel
Morapoi Station Stay
Goongarrie Homestead
Donna's Diner

Attractions

Goldfields Wildflower Trail
Lake Ballard
Niagara Dam
Bush Ghoodhu Wongatha Tours
Kookynie Ruins
Pioneer Store Gallery
Golden Quest Discovery Trail
Gubbee Menzies Wongi
'Our Way' Walk Trail
Menzies 'Our Place'
Historic Walk Trail

Camping

Goongarrie National Park
Lake Ballard
Snake Hill

Places of Historical Interest

Town Hall & Shire Office
Clock Tower
Railway Station
Menzies Community School
Old Police Station, Quarters & Gaol
Nursing Post
Menzies Cemetery
Butcher Shop/Tearooms
Baker's Oven
Ruins of Wells' Bakery
Old Menzies Hotel
(now Achievable Café)
Railway Hotel
(now Menzies Hotel)
Old Lady Shenton Hotel
(now Visitor Centre)
Old Post Office
(now private residence)
Menzies Battery
Goongarrie Cottages
Niagara Dam Historic Cemetery
Kookynie Historic Cemetery

Events

Menzies Cyclassic
Menzies Rodeo & Ute Muster



TOURISM EVOL UTION

The landscape of tourism in Western Australia has been significantly impacted by the global pandemic. Since the initial regional travel restrictions in March 2020, to the continued hard border restricting entry to interstate and international travellers throughout 2020, 2021 and into 2022, the COVID-19 pandemic has and continues to have long-lasting impacts on the tourism industry.

However, the impact COVID-19 has had on tourism in WA, is only one factor that has resulted in long-term changes of the tourism sector. Over the preceding decade the industry has been evolving

rapidly with digital change impacting the sector dramatically. With the unprecedented access to destinations, products and experiences online, visitor behaviour and preferences have rapidly evolved and continue to do so.

This coupled with restrictions in visitor access due to the pandemic and organic generational shift, make it imperative for Menzies to capitalise on new visitor markets and high-impact experiences to encourage investment and long-term market engagement in an increasingly competitive landscape.



Image Credit: Tourism WA

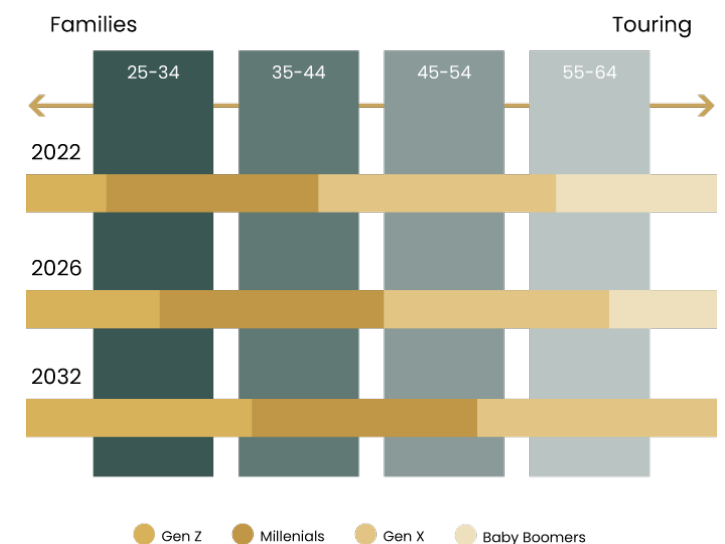
Traditional Tourist Profile

Baby Boomers are currently the largest market sector for the region, making up 40% of intrastate visitors, 54% of interstate visitors and 43% of international visitors. Baby Boomers are traditionally identified as being less budget-conscious and likely to spend more on hotels and luxury accommodation than other market segments. They are also the segment that takes the longest trips when travelling interstate and internationally, averaging 7 to 10 days.

A subsection of this market is 'Grey Nomads', who are generally aged 60+ and travel both intrastate and interstate with caravans or campervans. In contrast to Baby Boomers this subsection is generally considered more budget conscious and less likely to spend money on accommodation, i.e. preferring free camping or renting a site in a local caravan park instead of booking a hotel room or luxury accommodation. 'Grey Nomads' are also less likely to invest in other areas of the local economy like restaurants, bars and eateries as they are often self-contained, preparing their own meals in their caravan/campervan.

Whilst an important economic source at present, it should be noted that due to national generational shift, these markets will become less important to future strategies.

Generational Shift 2022 - 2032



New Visitor Markets

Millennials

Generational shift within the Australian population means that half of all tourism spending will be made by Millennials by 2025, as such this is a key market for tourism over the next 10 years. Millennials are more likely to seek out unique accommodation options and are more willing to spend their travel budget on quality food and experiential activities, rather than luxury hotels and traditional tourism products.

It is important to note, that within this market sector there are many subsections, such as young families, couples with no children and group getaways, however, they all have similar underlying motivations for travel: escaping the city, discovering new places, seeking out new experiences, and embracing nature/the natural environment.



Empty Nesters

Empty Nesters, generally aged in their 40's and 50's with children who have moved out of the family home, are market-conscious, experienced, well-travelled tourist. With higher disposable income and more time to travel, this market segment is more likely to spend more time exploring locations outside of traditional leisure destinations, such as those targeted at young families or those looking for shopping and recreation activities.

Empty Nesters are also likely to seek out cultural experiences, natural encounters, and wellbeing enrichment activities, and are willing to spend more money on accommodation and in local eateries, bars and restaurants.



High Value Travellers

High value travellers are more likely to travel for a reason. They are also more likely to disperse regionally, travelling further and staying longer. Most importantly, this type of tourist has above average trip expenditure, spending more than traditional markets. Two key subsections of this market that Menzies would most benefit from targeting is Artists/Art Lovers, and Nature-based Travellers.



High Value Markets

Artists & Art Lovers

Artists and art-lovers have spent centuries travelling the globe to not only see, but experience art of all kinds. They seek the new, the ancient, the known and the unknown alike, all in an attempt to capture a moment or feeling unique to each place or work. The Inside Australia exhibition at Lake Ballard is a truly unique attraction that has the potential to draw in those who want to experience the exhibition, but also artists who want to connect with and find inspiration in surrounding landscape.

Nature Based Travellers

The Menzies is remote and yet accessible, sparse while also utterly breathtaking in its vastness. This type of environment attracts those looking to escape, outback adventurers and those taking the road less travelled. This type of traveller wants to reconnect with nature and seeks out unique natural attractions and are more likely to take the time to search for unspoiled, unpolished gems that provide the chance for adventure. Through developing experiences that provide the opportunity for this connection with nature, there is a high potential for the Shire to increase tourism in this market.



Image Credits: Tourism WA

International & Interstate Tourism

Despite the interstate and international tourist market being crippled by Covid-19, this is a key market sector for most tourism operators throughout Australia. These types of travellers are willing to travel further seeking picturesque locations and unique experiences.

Although this market sector currently only represents a very small proportion of visitors to the Shire, there is potential for this market to grow through developing exceptional experiences, such as interactions with nature, wildlife, and Indigenous culture.

The region will also need to develop better accommodation choices in order to attract interstate and international visitors. Whether it be in traditional accommodation or low-impact environmental alternatives these travellers require luxury accommodation and high-quality food and beverage options in order to visit a remote area or tourist attraction.

Through the right product offering and the development of new accommodation options there is the potential to grow these lucrative tourist markets exponentially in the future.

Image Credit: Tourism WA

Strategic Alignment

TO OTHER PLANS

As an LGA, the Shire is responsible for service delivery outcomes in regard to the local economy, community, civil leadership and heritage. It also plays an important role in facilitating the growth and development of the visitor economy.

The purpose of this strategy is to provide the Shire and the community with a clear direction for the future of tourism in the area, and will guide Council priority setting and decision making on tourism initiatives over the next four years. Through this strategy the Shire of Menzies will play a key role in regional tourism, leading development and growth of the local visitor economy.

Strategic Community Plan

The Shire of Menzies Strategic Community Plan sets the priorities of the Shire and its operations from 2021-2031:

- Our Community: A vibrant and inclusive community
- Local Economy: A prosperous local economy
- Our Environment: Enhance and maintain our built infrastructure and natural environment
- Leadership: Responsible management and good governance, leading an empowered community



Image Credit: Tourism WA

Corporate Business Plan

The Corporate Business Plan 2020–2024 outlines the actions developed to meet the objectives set out in the Strategic Community Plan. The following outcomes are key to the success of the Tourism Development Plan:

Outcome 1.7: Tourism Growth:

- Promote and develop Menzies as a regional place to visit
- Participate and complete development of a regional tourism plan
- Support the local visitor centre
- Build tourism capability through events, arts, history, walkways and cultural experiences.

Outcome 2.7: Increased Capacity and Accommodation Choices

- Review land strategy and policies and provision of caravan and camping facilities

Outcome 2.8: Community Identity

- Continue to develop and maintain the main street in Menzies
- Increase communication and tourism signage throughout the Shire
- Review Shire logo and promotional materials, including a Shire Prospectus

Outcome 4.1: Natural Environment Conserved

- Develop a tourism strategy and tourism plan including a shire prospectus

Outcome 4.2: “Inside Australia” and Lake Ballard Protected

- Manage and maintain the Lake Ballard Reserve
- Review local laws in relation to vehicle access
- Liaise with Australia’s Golden Outback and key stakeholder to promote Lake Ballard Reserve

Outcome 4.3: Niagara Dam Protected

- Manage and maintain the Niagara Dam and camping area in line with asset management plan

Outcome 4.4: Sculptures in Town to Attract and Inform

- Maintain sculptures and information boards in consultation with the artist
- Increase the number and maintain sculptures in Menzies and Kookynie

Outcome 4.5: Preservation of Indigenous Culture and Heritage

- Work with Menzies Aboriginal Corporation and Tjuntjuntjara community to appropriately preserve Aboriginal culture and heritage
- Develop appropriate information for public use and distribution regarding the culture, heritage and significant sites

Outcome 4.6: Built Environment Preserved

- Develop a program for the preservation and restoration of buildings in Menzies, Kookynie, Goongarrie in line with asset management plan
- Investigate opportunity to develop former rifle range and potential for Kings Cup event.



Image Credit: Tourism WA

Strategy Framework

Strategic Pillars

The following five strategic pillars have been developed through research, analysis and consultation and to facilitate the strategy framework.

1 Visitor Experience & Product Activation

Improve the quality and quantity of experiences and tourism products

2 Infrastructure & Accommodation

Increase accommodation options and improve accessibility and revitalise key tourism assets within the Shire of Menzies

3 Existing History & Heritage Assets

Enhance, interpret and promote key history and heritage assets

4 Events & Festivals

Attract and develop events and festivals that encourage community engagement and draw visitors to the Shire of Menzies

5 Marketing & Visitor Services

Build awareness of the region in a way that showcases existing assets and adopts a contemporary approach to visitor services

Key Themes

Arts & Culture

Arts tourists are travelling beyond east coast states, and a higher portion of visitors to regional areas of WA engage with the arts compared to those who visited Perth¹. With the 'Inside Australia' exhibition created by Turner Prize-winning artist Antony Gormley and the Our Way and Our Place public art trail, Menzies the development of the arts and culture sector within the Shire presents a range of opportunities to enhance the Shire's offer to tourists in the long-term.

Gold Rush History

Tourism trends show that heritage is one of the most reliable motivators for visitors to regional Australia, with 50% of tourists seeking to discover and learn about local heritage and connect with historic places, people and culture². With a rich Gold Rush history in the area such as Kookynie, Goongarie and Niagara Dam and multiple areas of interest on the Golden Quest Discovery Trail, the Shire is well positioned to build tourism through not only the Menzies townsite, but also through the preservation and leveraging other heritage places and areas of historic significance in the region.



Image Credit: Tourism WA

Sources:

¹ Australia Council for the Arts, International Arts Tourism: Connecting cultures (2018)

² National Trust, Australian Heritage Tourism Directions Paper (2018)

³ Western Australian Indigenous Tourism Operators Council (WAITOC), Jina: Western Australian Aboriginal Tourism Action Plan 2021-2025

⁴ Department of Environment and Heritage, Steps to Sustainable Tourism (2004)

Key Themes (continued)

Indigenous Culture & Heritage

Lake Ballard is intimately associated with local Aboriginal spirituality through the Seven Sisters Dreaming, with Aboriginal custodians living near or visiting the area for well over 10,000 years.

Research shows that Aboriginal cultural experiences encourage visitors to disperse further into remote regions of WA³, & with a significant location like Lake Ballard, Menzies is well positioned to grow visitor numbers through supporting local Aboriginal organisations and businesses to develop cultural touring experiences within the Shire.

Natural Environment

Lake Ballard and the complex mosaic of the surrounding Mulga Woodlands are an extremely important wetland to the endemic Banded Stilt species and also an important migration stopover for a variety of waterbird species. Nature-based tourists travel to destinations with unique flora, fauna and cultural heritage in search of experiences that connect them with the natural environment in beautiful landscapes⁴.

The unique landscape and natural treasures in the Menzies area highlight need for the Shire to support sustainable tourism initiatives through protecting key natural heritage assets.

Action Plan

STRATEGIC PILLAR 1

Improve visitor experience, product and activation

No.	Action	Leaders & Stakeholders	2022-2023	2023-2024	2024-2025	2025 →
Addressing low overnight visitation						
1.1	Develop an investment prospectus for the Shire for potential private investors, targeted at high quality accommodation and tourism experiences.	SOM	•			
1.2	Engage regional tourism providers and encourage development of local accommodation products – e.g. glamping, eco retreats.	SOM, IND	•	•	•	•
1.3	Undertake a feasibility study for the development of the ‘Coach Houses’ into luxury/experiential accommodation.	SOM, MAC, AGO	•	•		
Capacity building						
1.4	Encourage a regional approach to tourism through collaboration with other Northern Goldfields shires and key tourism stakeholders – e.g. Australia’s Golden Outback, Kalgoorlie–Boulder Visitor Centre, Northern Goldfields Economic Coordination Group.	SOM, AGO, CKB, COL, LEO, NRS, KBVC	•	•	•	•
1.5	Identify and implement initiatives that better utilise Shire facilities for tourism purposes – e.g. Lady Shenton CRC, Menzies Town Hall, Parks and Gardens.	SOM	•	•		
1.6	Engage Economic Development Officer to carry out regular business engagement, investment attraction, industry research and partnership building.	SOM, IND	•	•	•	•

STRATEGIC PILLAR 2

Revitalise assets, infrastructure and accommodation

No.	Action	Leaders & Stakeholders	2022-2023	2023-2024	2024-2025	2025 →
Activate unused or underutilised assets						
2.1	Complete a feasibility study and concept plan to investigate the restoration of the Menzies Train Station, including contemporary tourism uses such as visitor services and event spaces.	SOM	•	•		
2.2	Investigate opportunities to activate existing empty or underutilised heritage buildings, including promoting the spaces for artists and creative projects.	SOM, ArtGold, MAC	•	•	•	•

No.	Action	Leaders & Stakeholders	2022-2023	2023-2024	2024-2025	2025 →
Review current assets						
2.3	Undertake study of restoration requirements for Niagra Dam and development of surrounding camping grounds.	SOM, DPAWS		•	•	
2.4	Conduct a review into tourist signage in Menzies townsite to ensure directional signage is adequate, and interpretive signage is up-to-date and relevant.	SOM, MR	•			
2.5	Undertake a Shire entrance review with the aim to upgrade entry statements, information bays, AGO and roadside signage.	SOM, MR, AGO	•			
2.6	Increase access to Lake Ballard reserve through upgrade of unsealed sections of Menzies–Sandstone Road, to allow for hire car access.	SOM, MR			•	•
2.7	Liaise with Anthony Gormley studio on the creation of new and additional interpretive signage for the ‘Inside Australia’ installation.	SOM, AGWA, AGS, AGO	•	•		

STRATEGIC PILLAR 3

Enhance and interpret existing history and heritage products

No.	Action	Leaders & Stakeholders	2022-2023	2023-2024	2024-2025	2025 →
‘Bring to Life’ culture and heritage of area						
3.1	Use Gwalia Ghost Town, Leonora as a Case Study for the development and marketing of Kookynie townsite.	SOM, LEO, AGO		•	•	•
3.2	Explore the potential of contemporary interpretation of remote heritage sites including an interactive heritage trail and AR/VR activations and signage.	SOM, OurGems, AGO			•	•
3.3	Engage with local Aboriginal community about establishing Dreaming story astro tourism products and services.	SOM, MAC, IND, WAITOC		•	•	•
3.4	Review Kalbarri Skywalk project and use as Case Study for investment and development of the Lake Ballard reserve.	SOM, AGO, TWA	•	•		
Reinterpretation assets to meet contemporary visitor expectations						
3.5	Develop walking maps for promotion of Our Place and Our Way public art.	SOM	•			
3.6	Review interpretive signage of Our Place and Our Way public art.	SOM	•			
3.7	Incorporate Indigenous art-based imagery into Shire entry points and signage to increase public knowledge and visitor awareness of the Tjuntjunjarra Spinifex artists and artwork.	SOM, MAC, TJA, WAITOC	•	•		
3.8	In conjunction with other Goldfields councils and AGO, conduct an audit of Golden Quest Discovery Trail sites to inform the development of promotional material and marketing plans.	SOM, AGO, NGS, CKB, COL	•	•		

STRATEGIC PILLAR 4

Develop and enhance events and festival

No.	Action	Leaders & Stakeholders	2022-2023	2023-2024	2024-2025	2025 →
Arts and culture initiatives						
4.1	Celebrate the 20th Anniversary of the ‘Inside Australia’ installation – e.g. through a high-quality luxury event in order to attract new investment in the Lake Ballard reserve and arts initiatives throughout the Shire.	SOM, AGWA, AGS, AGO, TWA	•			
4.2	Develop a sculptural arts trail through establishing a bi-annual sculptural art prize/competition, including an exhibition opening event – fast-track trail with 3-5 installations in the first two years.	SOM, ArtGold, OurGems	•	•	•	•
4.3	Investigate potential for highly visible, telecast events at the Lake Ballard reserve, with the potential for glamping tie-in – i.e. Opera/Symphony on the Lake.	SOM, ArtGold, AGWA		•	•	
4.4	Engage with previous event organisers to determine if events can be re-established/reinvigorated to attract new visitors to the Menzies area – e.g. Cyclassic, Rodeo, Ute Muster.	SOM, IND	•	•	•	•
Regional and industry coordination						
4.5	Create an event prospectus for event organisers and tourism businesses that showcases the benefits for hosting events in the Shire, including establishing incentives and streamlined regulation and planning processes for event applications.	SOM, AGO	•			
4.6	Seek and encourage new ideas from industry and community for arts and cultural events that promote the Shire and the cultural importance of the Lake Ballard reserve and ‘Inside Australia’ installation.	SOM, IND, MEN	•	•	•	•
4.7	Collaborate with other regional Shires in the development of a coordinated events calendar in order to leverage existing Goldfields events.	SOM, OurGems, NG	•	•	•	•
4.8	Investigate the feasibility of a festival that provides contemporary interpretation of the Gold Rush history of the region, in conjunction with other regional Shires.	SOM, AGO, IND		•		

STRATEGIC PILLAR 5

Contemporary approach to marketing and visitor services

No.	Action	Leaders & Stakeholders	2022-2023	2023-2024	2024-2025	2025 →
Build awareness of the region						
5.1	Rebrand Shire to meet expectations of contemporary visitor markets – e.g. millennials, high-value travellers	SOM	•			
5.2	Develop a Destination Marketing/Branding Plan that promotes key experiences and stories of the Shire.	SOM	•			
5.3	Launch pop-up visitor services at major events across the Goldfields region to disperse visitor information – e.g. KBCCI Spring Festival, Explore the Goldfields Community Expo, Kalgoorlie-Boulder Community Fair	SOM, KBCCI	•	•	•	•

No.	Action	Leaders & Stakeholders	2022-2023	2023-2024	2024-2025	2025 →
Build awareness of the region (cont.)						
5.4	Promote Menzies to existing tourism businesses across the Goldfields region and create cross-promotional opportunities of products and services through visitor services.	SOM, IND, KBVC, KBCCI, WAITOC, AGO	•	•	•	•
Showcase existing assets						
5.5	Develop a substantive collection of information for visitors covering three key tourism themes: arts and culture, gold rush history, Indigenous cultural heritage attractions.	SOM, KBVC, NGS, KBCCI	•	•	•	•
Adopt a contemporary approach to visitor services						
5.6	Investigate the relocation of the current visitor and community resource services to the historic post office building, including development of permanent historic photo exhibition and space activation through creative arts and coworking space.	SOM	•	•	•	•
5.7	Ensure Visitor Centre meets contemporary visitor expectations through providing visitor resources such as marketing materials for tourism products and information on local heritage and maps/location of attractions.	SOM, AGO, OurGems	•	•	•	•
5.8	Improve digital information services including touchscreen visitor information stand (outside) for use when visitor centre is closed.	SOM, OurGems	•	•	•	•
5.9	Provide training to customer service officers around visitor expectations and regional attraction and accommodation information.	SOM, AGO	•	•	•	•

SOM : Shire of Menzies
IND : Tourism Businesses
MEN : Menzies Community Members
MAC : Menzies Aboriginal Corporation
CKB : City of Kalgoorlie-Boulder
COL : Shire of Coolgardie
LEO : Shire of Leonora

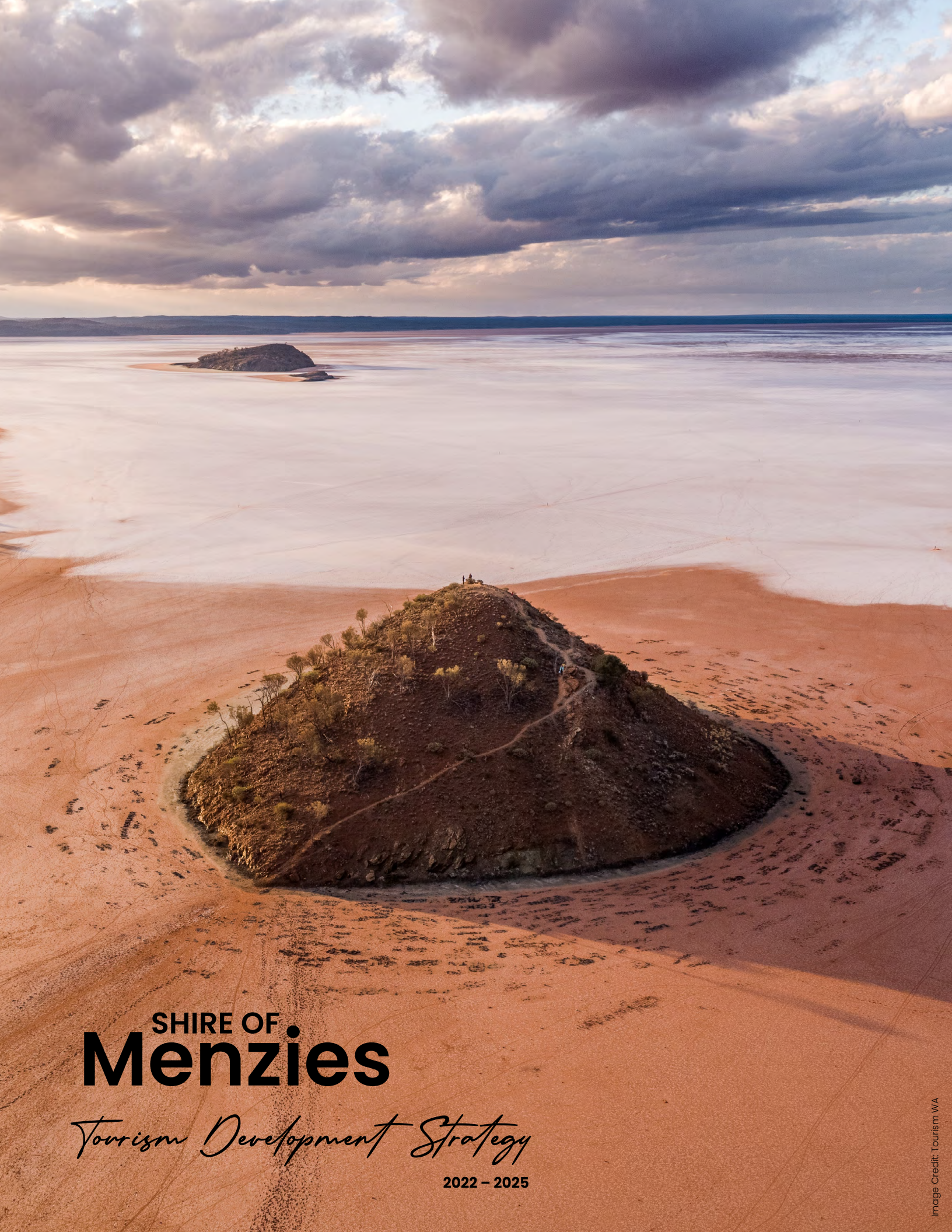
AGO : Australia's Golden Outback
TWA : Tourism WA
TJA: Tjuntjunjarra Artists (Spinifex Arts)
ArtGold : ArtGold Inc.
OurGems : OurGems WA
KBVC : Kalgoorlie-Boulder Visitor Centre

KBCCI : Kalgoorlie Boulder Chamber of Commerce and Industry
NGS : Northern Goldfields Economic Coordination Group
WAITOC : WA Indigenous Tourism Operators Corporation



Image Credit: Tourism WA

Tourism Development Strategy
2022 – 2025



SHIRE OF
Menzies

Tourism Development Strategy

2022 – 2025