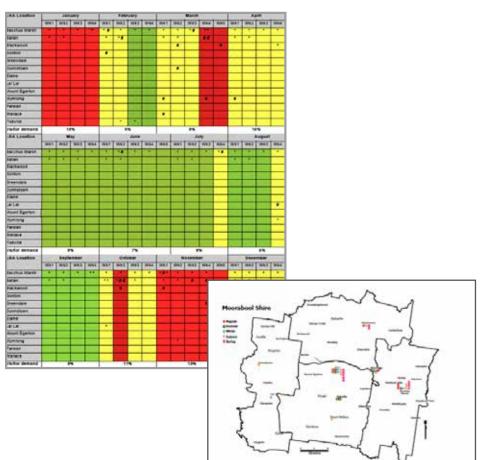


Moorabool Tourism and Event Strategy

Client. Moorabool Tourism and Moorabool Shire Council (Victoria)

Issues to solve

- Though just an hours drive west of Melbourne, the region had low market awareness and was an immature destination
- Destination management was largely the responsibility of a small resource base within local government, and was insufficient to implement the previous tourism plan and competing daily priorities
- The industry was contemplating forming a Local Tourism Association, but wanted options to consider that might be more efficient and effective





Innovative responses

- 1. We used market research to test stakeholder importance rankings to the standard structure of a Destination Management Plan, and then focussed our attention on stakeholder priorities of product and industry development
- We conducted a brand compatibility match to the events, to determine which ones were helping build brand strength
- We created an event calendar that contrasted industry demand for stimulus with the supply of event, and used a colour code system to highlight under and over supply periods
- 4. Instead of a Draft Plan, we generated a Discussion Paper that identified a set of strategic issues, and offered options to address each issue we also identified the benefits and limitations of each
- 5. We generated a second on-line survey to test stakeholder support for the options presented and were able to present to the client comparative support table
- 6. We established and evaluated the merits of seven alternatives to a Local Tourism Association, including restructuring Council's tourism unit, utilising neighbouring organisations and contracting the private sector

We used tools like the event supply and demand calendar to explain more complex analysis and came to stakeholder workshops ready to explain and test ideas