



OUR PRIORITIES

*Economic Development
Workforce Sustainability*



Bulloo
Shire

Opportunity Identification Workshop Thargomindah 6 March 2018

OUR STRENGTHS

Our Land Resources

Our People Resources



The Marketing Journey so far...

2013: Review of available marketing collateral including logos, brochures, website and app.

2014: Undertook a review of current market statistics as they related to Longreach and central Queensland

2014: Invited Bulloo Shire residents to participate in development of the Shire brand/feel

2014: Developed a Survey Monkey survey to test the market perception of "Outback" and Thargomindah and what the words meant to various market segments.

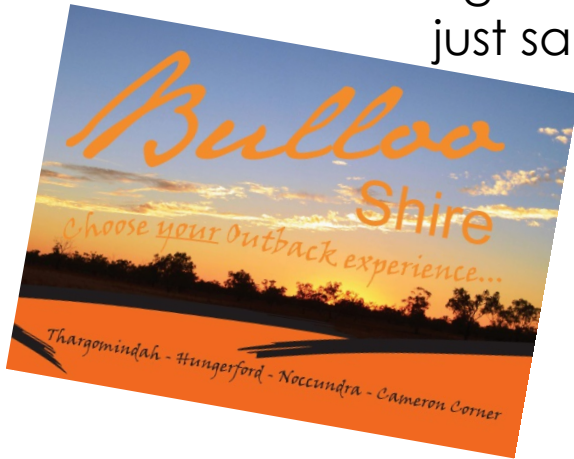
Some investigation of the types of activities potential customers would like to undertake on a holiday

The end result in 2014...

A new logo to embrace the idea that the rivers and vegetation were a significant part of the Bulloo brand, not just sand dunes and cloud free skies.



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New corporate branding to bring consistency across the entire brand portfolio

Completely new brochure, showcasing the successes and uniqueness of the shire as well as providing travel and tourism information

Developed a series of consistently branded mini brochures to provide additional information to visitors in relation to specific attractions or areas of interest.



Simplification of the website with the current platform and updating the images and information on the mobile app.



So what are the next steps ?

Identify your potential and ideal customers

Identify what it is your ideal customers actually want/need

Identify your resources

Determine your Unique Selling Position, ie,
how your resources fit your customers
needs



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Tell your customers !!!

TODAY

Identify our ideal customers

Understand what our customers are looking for

Identify our resources

Understand how our resources can and do fill the needs of different groups of potential customers

Decide our targeted best fit and best use of marketing \$\$\$

TOMORROW

Determine how we are going to

Tell our Customers



"We'll all go down together"

— *Marketing responses to tourism decline in the outback. School for Social and Policy Research 2009*

Each region markets itself as the 'true outback'

The 'outback' is sold as one destination with regional points of difference difficult to determine. The tourist is left to determine the most suitable area to meet their aspirations

According to urban legend, an authentic 'outback' experience may be had anywhere from Sydney or Brisbane, west...

Heavily sold as an 'Adventure' destination, often based on the means of travel



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Very little marketing material about what type of traveller should visit the outback and why



Identify sector opportunities

Grey Nomads

Agricultural Business

Photographers

Young Families

Mature Couples

International Youth

Adventure Bike Riders

International Mature Age

Single Mid Life Crisis

Nature Lovers

Domestic Youth

Events Market

Tourist Coaches





What does each market look like ?

Why does this market exist, what are the demographics?

What specific tangible requirements does this group have as a visitor to the Bulloo Shire?

As a visitor, what is this group seeking from the Bulloo Shire?



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What are the key opportunities for this demographic?

What are the risks?

Oilfields

Yantabulla

Bush Heritage

Eulo

Big Skies

Dog Fence

Kilcowera

Hungerford

Natural Sciences Loop

Identify visitor resources

The Dig Tree

Binddegolly

Dowling Track

Camerons' Corner

Wilson River

Noccundra

Paroo River

Bulloo River

Noccundra Waterhole

Adventure Way

Cultural History



What does each resource have to offer a potential market?



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When the sky is the limit...



...what does the future look like ?



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