





National Landscapes Murray River Tri-State Region

PRESENTED BY:

Shane Strudwick
Chairperson
Tri-State Murray Region National Landscapes

26th August, 2008

Discover Murray : RiverMurray.com 0409 678 654 | shane@rivermurray.com





Murray River Tri-State Region National Landscapes

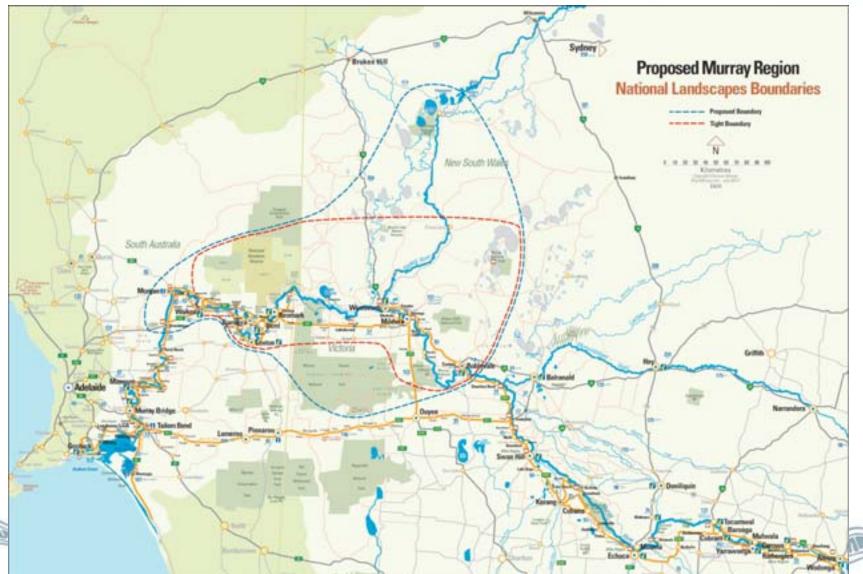
























What is National Landscapes?

Tourism Australia and Parks Australia have forged a partnership between tourism and conservation to identify Australia's iconic landscapes, which capture and promote the best of Australia and are sought after by the global target audience of **Experience Seekers**.

A strict selection criteria has been developed, to ensure that only destinations that have truly extraordinary attributes and provide a point of difference unique to that destination can become National Landscapes. It is necessary to assess the experiences and products available in the region in order to determine its **consumer** appeal and market maturity.

Murray River Tri-State Region

National Landscapes

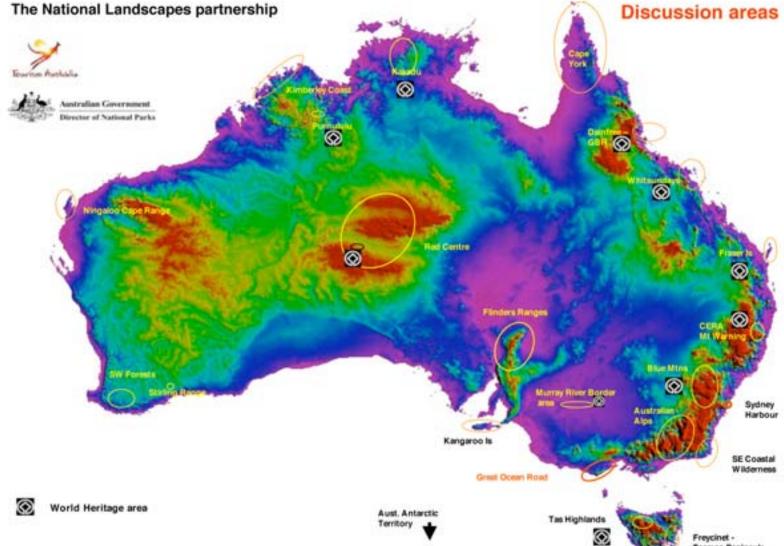




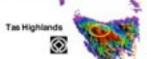
























Criteria

- Natural or cultural landscapes that transcend State and regional boundaries and have the capacity to be a major draw card for national and international visitors;
- Landscapes that have an existing or proposed management arrangement, ensuring the appropriate development of sustainable tourism services to benefit regional communities; and:
- Landscapes that have the capacity to respond to or stimulate consumer demand, have the potential for iconic imagery and the capacity to cater for manageable levels of visitor access without detrimental ecological or cultural impacts.











Target Audience - Experience Seekers

Australia's defined ideal visitor

A match with the desirable national park visitor

- authentic personal experiences
- engaging with the locals and active learning
- stay longer and travel widely
- adventurous, off the beaten track
- variety of experiences on any single trip
- contrasting experiences of day-to-day lives
- enjoy the benefits of emotional connections with their experience

28.8 million travellers worldwide worth US\$77 billion







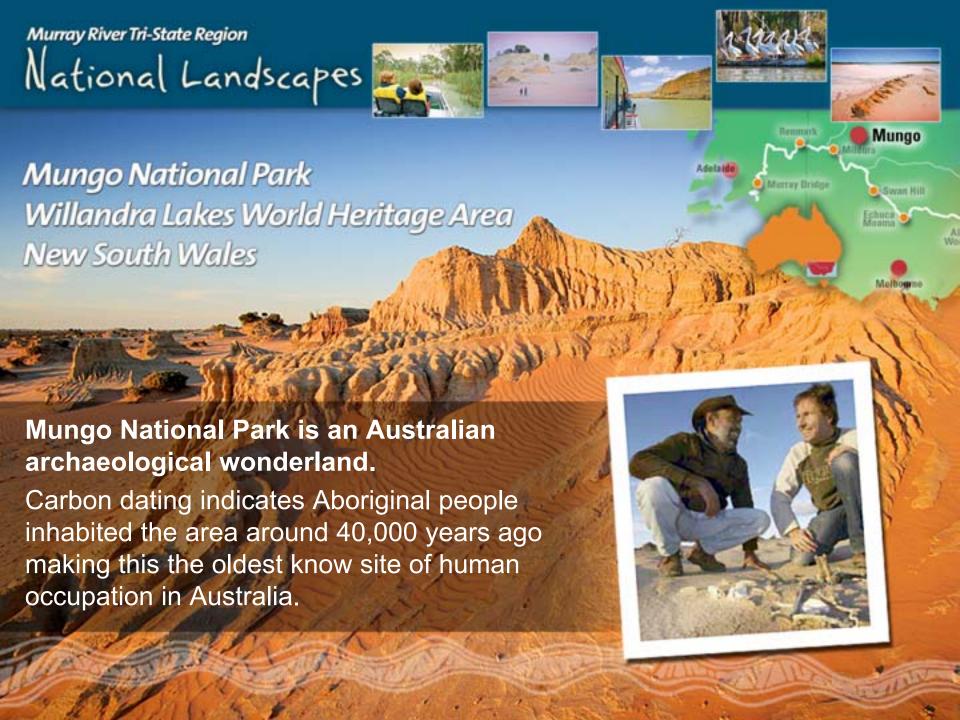




What's in the Murray region?

Our region is defined by our superlative and unique Australian landscapes. This converts into competitive, world class experiences. Therefore, our region is defined by the experiences and not the traditional political boundaries.

- The Willandra Lakes World Heritage area and Mungo National Park
- The Murray River landscape / riverscape
- The Riverland Biosphere Reserve
- Lake Victoria
- Perry Sandhills
- The Riverland Ramsar Site
- Hattah-Kulkyne National Park
- River Red Gum Forests
- On river experiences with houseboats and paddle steamers & cruises
- European heritage, tours, museums, Aboriginal culture, eco options
- Central to major cities and other established National Landscapes













What National Landscapes need to know

From the audit process Tourism and Parks Australia will dig deeper into the Tri-State Murray region to find:

- Are there outstanding international seeker experiences on offer?
- Are these outstanding experiences <u>nationally unique</u> to this area?
- Does the area/experience combination have the potential to be world class?











Where to from here? Experiences Audit

The aim of the audit is to compile a comprehensive list of experiences, products and activities that can be found and undertaken in the Tri-State Murray region for the Experience Seeker. We aim to:

- To collect information on experiences/products
- To include an indication of market and export readiness
- To identify iconic/must do experiences and products, as well as emerging products that could become iconic
- To identify market gaps by comparing what the target market requires and what the region currently offers.

Approx 6-12 month process











Where to from here? Brand development

Branding is about making the experience of a place as positive, memorable, different and exceptional as it can possibly be.

A brand is a promise. To mean anything, a promise must be delivered and kept. The promise is not that visitors will find features of the destination physically present but that they will enjoy the experience of those physical attributes in a way that exceeds their expectations.

It is the experience, not physical attributes and features that fulfils a brand's promise. What is the brand of our region?











Who's involved?

Whole of region and community partnership including New South Wales, South Australia and Victoria.

- Local government
- Tourism organisations and representatives
- Regional Development Boards
- State tourism bodies for the environment and heritage
- National Parks
- Riverland Biosphere
- Tourism operators
- Media











Benefits to region

- Economic development and regional growth
- Sustainable, new market opportunities (nationally and internationally)
- Additional infrastructure, product and community development
- "Exclusive" market exposure
- Fosters regional innovation and creativity
- Whole community inclusion vision for youth in the region
- State and regional cooperation new relationships
- Package and bundle products cross border
- Harmony with strategic tourism plans (state and regional)

There are eco tourism benefits for the gateways into the Tri-State Murray region including other river towns, outback and Riverina.

National Landscapes











Model for a National Landscape

Brand Australia

A unique and superlative world class experience for the Target Market?

A Destination Brand Strategy delivering the "experience" promise under the Brand Australia umbrella

A Master Plan that delivers the Brand promise over the suite of tenures within the "experiences" Brand boundary:

- Organisation
- Communications
- Visitor facilities and services
- Infrastructure
- Marketing

Every stage must involve partnerships welded together coving the full suite of players in the management, governance and marketing equation







welcome to Muricay

Discover Murray is Australia's only national Murray River tourism marketing organisation.

Across New South Wales, South Australia and Victoria, we're aiming to make a positive difference for all stakeholders through professional branding, advanced tourism marketing tools and great value, that deliver sustainable long term benefits and results for the region.

Our Mission:

Discover Murray is to supply quality tourism and related information and resources that promote economic regional growth and environmental protection for all Murray regions in Australia.

Our Vision:

Discover Murray is the number one sustainable tourism information provider and brand for the Murray River nationally which ensures our community continues to prosper and grow.



"I believe the Murray region is Australia's greatest all round Australian experience"

Shane Strudwick

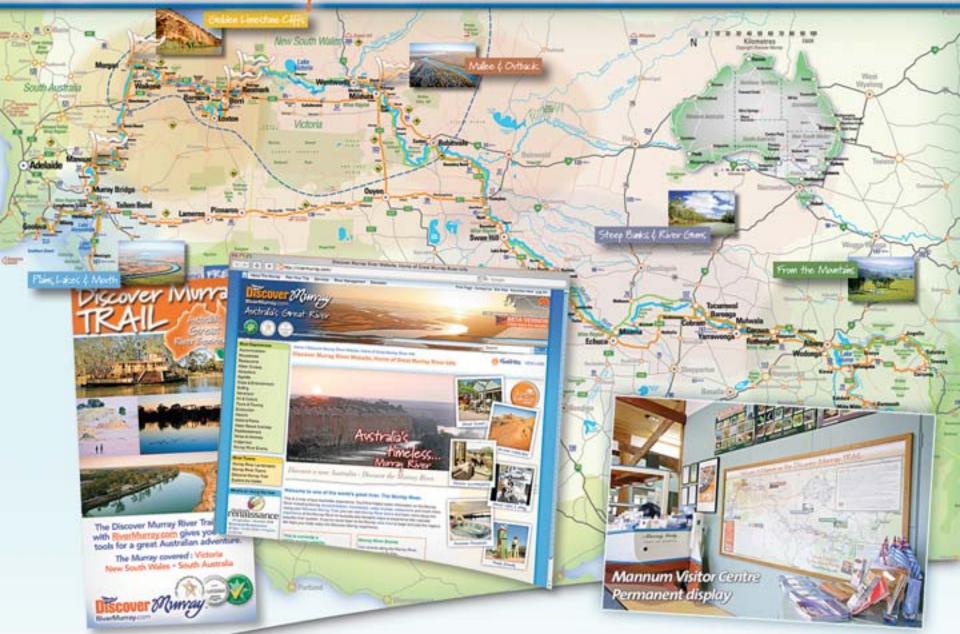
- Director / creator Discover Murray
 RiverMurray.com
- Branding & marketing studio Design Train
 DesignTrain.com.au
- 20 years print / 12 years internet experience
- Clients include small & large business, government & not-for-profit
- Tourism specialist and environmental photographer
- Board Member with South Australian Tourism Accreditation
- Understanding and passion for the Murray River
- Chairperson of the Murray River Tri-State National Landscapes
- General knowledge and culture for whole of region nationally.



Discover Murray TRAIL









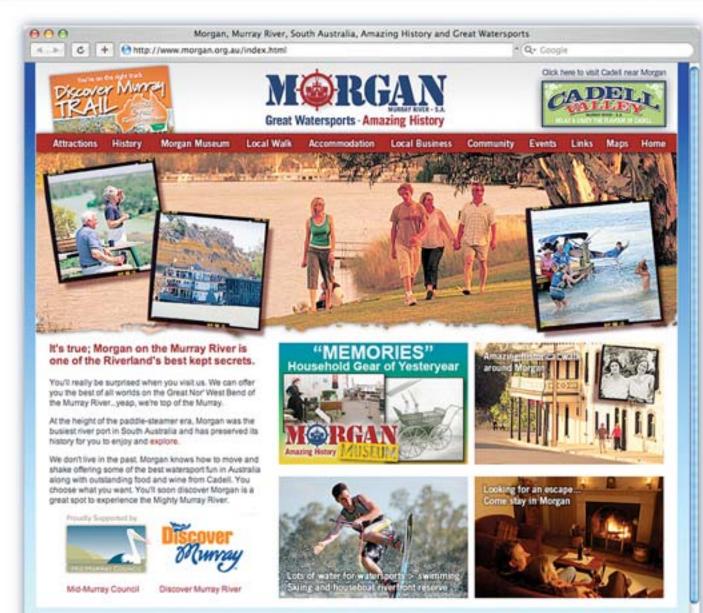


New tourism marketing model for the Murray River

Discover Murray has been developed around community participation and ownership







Cooperation with innovative, regional tourism marketing partnerships.

Morgan.org.au website

Advertisers and events on Morgan's website are content generated from Discover Murray.

Community and local business content is managed by Morgan Community Development & Tourism Association.

Mannum will soon implement the same system which utilises Discover Murray's advanced online technology. This all makes life easy for regional tourism.









