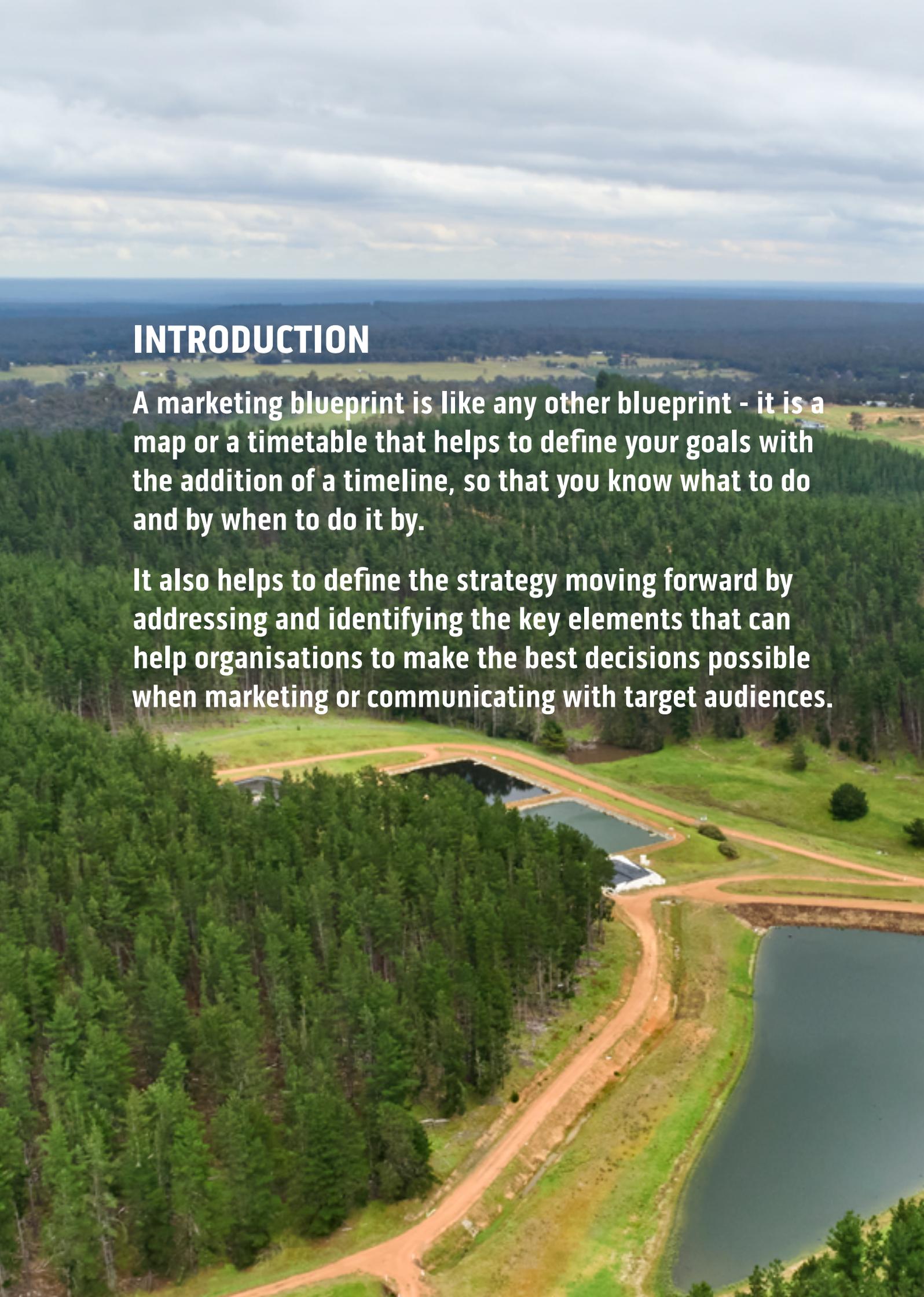


YOUR TRAIL AWAITS



**EXPERIENCE
NANNUP**

An aerial photograph of a golf course. In the foreground, there is a dense forest of tall, thin trees. A large, irregularly shaped pond is situated in the middle ground, surrounded by green grass and a dirt path. The background shows a vast, flat landscape under a cloudy sky.

INTRODUCTION

A marketing blueprint is like any other blueprint - it is a map or a timetable that helps to define your goals with the addition of a timeline, so that you know what to do and by when to do it by.

It also helps to define the strategy moving forward by addressing and identifying the key elements that can help organisations to make the best decisions possible when marketing or communicating with target audiences.



The Shire of Nannup has a desire to position itself as the heart of the South West – a must-visit destination for locals and visitors alike. As such, it has identified an opportunity to help achieve this by being recognised with an official ‘Trail Town’ accreditation.

To assist, the Shire will be embarking on a marketing campaign that welcomes both hyper-local visitors and tourists through it’s freshly launched Experience Nannup App and micro-site.

Targeting a vast array of individuals and families who are searching for experiences and adventure, the campaign will look to evoke a sense of discovery and exploration through its tagline ‘Your Trail Awaits’.

From passionate cyclists to green-thumb gardeners, or those satisfied with meandering down the quiet and captivating streets of town. ‘Your Trail Awaits’ is designed to invite and entice people to find out more. No matter the trail, Nannup has something for everyone.

As critical stakeholders, the Shire of Nannup is encouraging the local community to be actively involved in the campaign and help promote the benefits of Nannup – particularly local businesses who would greatly benefit from regular increased visitor numbers.

CRITICAL ASSESSMENT

In order for the Shire of Nannup to achieve its strategic goal, community buy-in is absolutely critical. Without it, there is no use in pursuing any strategy.

It is evident that the local Nannup community is highly invested in everything that is happening. As such, this Local Business Blueprint has been developed to help aid the community in becoming Brand Ambassadors for the Experience Nannup campaign.

An increase in both the volume and regularity of visitors to Nannup has a long-term benefit for everyone. Therefore, the local community should feel a sense of responsibility in ensuring the Experience Nannup campaign is successful in all facets.

TARGET AUDIENCES

Aligned with the Strategic Considerations and Key Messaging, the Audience in this instance is firmly focused around the Shire's diverse array of trails.

TRAILS ENTHUSIASTS

The first, and most obvious audience, is that of the Trail Enthusiast. They come in all shapes and sizes, but can be broadly categorised in a number of groups – from cyclists to art lovers, gardeners to passionate nature explorers.

Any promotion to this audience should appeal to their sense of adventure and passion for their specific activity. While placed in a common bucket of 'Trail Enthusiast' each has its own nuances and will be reached through different mediums and different visual mechanisms.

This does make trying to speak to all of them at the same time difficult and as such, visual cues should be used to drive specific appeal to each subset of the 'Trail Enthusiasts' profile. This broad audience has been defined by their shared desire to experience trails.

In conjunction with this, we have broken this audience down into 3 categories:

FANS

The growing number of events continues to attract this segment of the audience. Driven by the genre and timing of the event, Fans come for a more singular reason than Explorers and Adventurers.

They may never have considered 'Nannup' before but are attracted to a specific event which just happens to be IN Nannup. Exposure to this audience offers an opportunity for them to fall in love with Nannup and become an Explorer or an Adventurer.

The very nature of many of the events makes this a reality. They're not mainstream and they provide Nannup with an important unique selling proposition (USP). This is evidenced via events such as the Music and Garden festivals which draw niche Fans to the town.



ADVENTURERS

Much like the Explorers, Adventurers also want somewhere unique and different. But they also seek a sense of adventure. An unbeaten track. An extreme downhill. That need to discover.

Often a group of unrelated individuals, they travel as a pack and seek places that fill their desire for adventure.

This speaks to the various trails that exist in the Shire and especially to the new development of Tank 7 Mountain Bike Park.

EXPLORERS

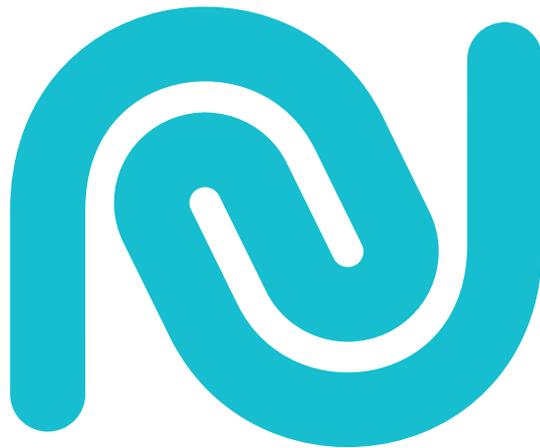
From grey nomads clocking thousands of kilometres across the countryside to families packing the SUV to the hilt to travel the highway together, this audience all have the same desire to explore.

With time on their hands, they fit the profile of an audience who accepts the fact that life is deliberately a little slower in Nannup. No traffic lights or road rage. Just a peaceful little town that's waiting for you to explore everything from the township, to the river, to its forests and everything in between.

They're looking for something different. They want to take their time to explore what it is a place has to offer. They're searching for something unique.

EXPERIENCE NANNUP BRAND

A NEW BRAND FOR EXPERIENCE NANNUP WHICH APPEALS TO A VARIETY OF MARKETS THROUGH MULTI CHANNELS.



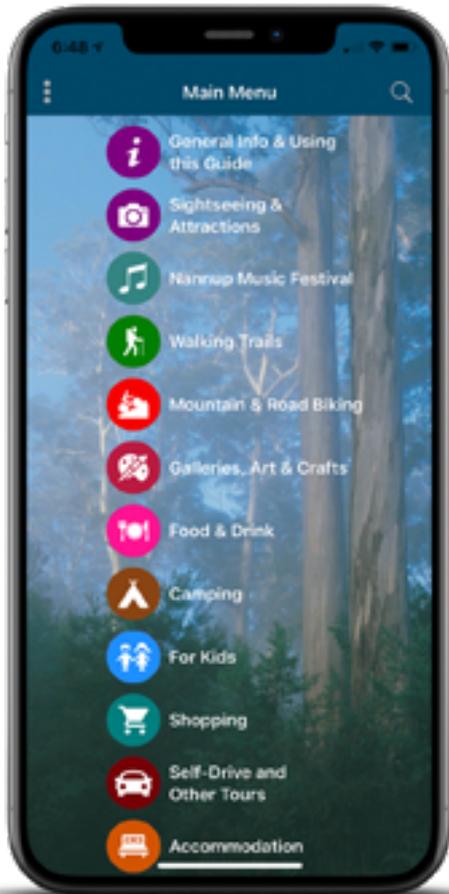
EXPERIENCE NANNUP

The Nannup 'N' is designed to represent the flowing meandering Blackwood River. 'Nannup' means 'stopping place by the water' in the Noongar language.

Shape of the Nannup N icon is inspired by the movement of 'Goorbilyup', meandering trails and trail switchbacks

The landmark is not specific to any particular experience, allowing for application to all experiences Nannup has to offer.

The icon is contemporary, simple and clean ensuring strong visual strength on apps and online platforms.





YOUR TRAIL AWAITS

The Shire is embarking on an ambitious venture that will result in Nannup being crowned an official Trail Town

WHAT IS A TRAIL TOWN?

The Trail Town Accreditation Program was developed by Trails WA, in partnership with the departments of Sport & Recreation and Parks & Wildlife, to ensure that the trail development in WA is supported by World Class destinations.

Based on international best practice, the Trail Town Accreditation process focuses on improvements to the destination (your town) across a range of parameters. It's a comprehensive destination-development guide targeted at attracting existing and potential trail users.

WHY NANNUP?

Evidence shows there is positive economic and social impact of trails, with trail tourists (including cycle enthusiasts) known to spend more and stay longer.

They are low impact tourists with a high dispersal and they tend to engage in a broader range of experiences than the average visitor. As such trail tourists are an important growth market for the tourism industry in Western Australia.

In addition to economic benefits, trails are widely known to provide a range of social benefits including community cohesion, improved physical and mental health, youth engagement and increased environmental appreciation, awareness and education. Importantly, much of these benefits are experienced in regional areas.

The key to harnessing this opportunity is having a range of targeted services and offerings which meet the needs of the trail user. In addition to a good supply of well-maintained trails, these offerings include and range from coffee and food services to equipment hire, accommodation and tours.

The Trails WA Trail Town accreditation program is a tailored, best practice accreditation system designed to help communities become world class trail tourism destinations.

Once accredited, the Trail Town branding and Trails WA website will highlight and promote your town to trail users in WA and beyond. Joint promotion of WA's trails and Trail Towns will raise the profile of WA to interstate and overseas visitors.



REGIONAL SUPPORT

We are fortunate to have access to a variety of knowledge and expertise within our region.

Below is a list of helpful organisations that can offer your business assistance.

SOUTH WEST DEVELOPMENT COMMISSION

A statutory authority of the WA State Government that strives to make the South West an even better place to live, work and invest.

Partnering with communities, government, business and industry, SWDC aims to identify and support projects that drive economic development outcomes for the region.

swdc.wa.gov.au

AUSTRALIA'S SOUTH WEST

The peak regional tourism organisation for the South West, the organisation represents the entire region and its attractions, businesses, product plus much more.

ASW Members have the opportunity to contribute to the growth of tourism in the region and in turn directly benefit from promotional opportunities when opting in to participate in our co-operative marketing opportunities.

australiassouthwest.com

REGIONAL DEVELOPMENT AUTHORITY

Responsible for the development of the south west corner of WA, RDA South West has an active and facilitative role and clear focus on growing a strong and confident regional economy that harness our competitive advantages, seize on economic opportunity and attract investment.

rdasouthwest.com.au

NANNUP CHAMBER OF COMMERCE AND INDUSTRY

One of 41 regional Chambers and Business Associations, NCCI ensures that our local business community is connected and heard through proactive collaboration.

regionalchamberswa.com.au/member/nannup-chamber-commerce-and-industry-inc

HEART OF THE SOUTH WEST

With all roads leading to Nannup, our region is perfectly positioned to take full advantage of the increased accessibility the Busselton Margaret River Airport brings to the South West.

ALL ROADS LEAD TO NANNUP

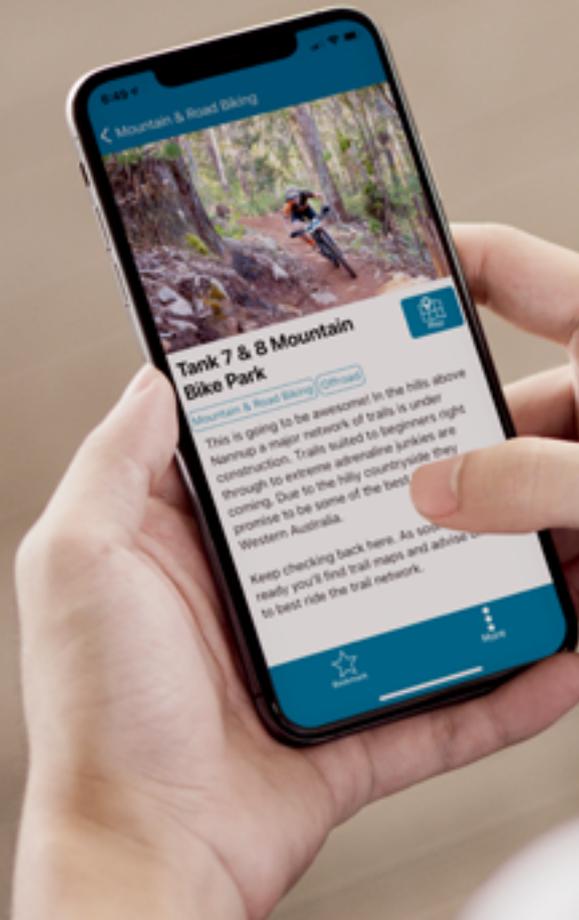
From the coast to the forest, Nannup offers interstate and international travellers the best that WA has on offer.

Less than an hour from Busselton Margaret River Airport, visitors can take easily advantage of Nannup's unique environment and beautiful landscape through the variety of trails on offer.

With this exciting opportunity in mind, the Shire is in the process of attracting new business and investors to help cater for the expected increase in visitation.

If you'd like a copy of our Investment Information Pack or to find out more information, please contact the Shire at
Email – nannup@nannup.wa.gov.au
Social media – @nannuptrails
Facebook – @ExperienceNannup





CHANNELS

EXPERIENCE NANNUP APP

The Shire's primary tourism related communication tool, with all other pieces of marketing collateral and communication directing audiences to download and refer to the App for information regarding Nannup.

The more people who download the App, the greater success rate of the Shire reaching their strategic goals by sheer volume.

It's essential the App is continually promoted and download encouraged, regardless of the other marketing activities.

EXPERIENCENANNUPWA.COM.AU

A 'mini' website that helps support the App, but does not replace it. As download numbers are required, the micro-site will contain enough information that will draw Prospects in, however direct them to the App for more thorough and detailed information.

SHIRE OF NANNUP

Links to, and information about, the Experience Nannup campaign will be promoted across the Shire of Nannup's channels, including but not limited to it's website, social media channels, email signatures, newsletters and community announcements.

**THE SHIRE IS INTERESTED IN
PARTNERSHIPS WITH LOCAL
BUSINESSES ON ANY POTENTIAL
PROMOTIONAL AND/OR
MERCHANDISE OPPORTUNITIES.**





MARKETING COLLATERAL

The Shire has created a variety of marketing and promotional collateral to assist with the roll-out of the Experience Nannup brand

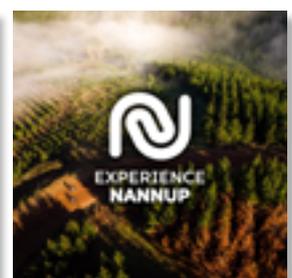
POSTERS

A3 posters for display in your shop fronts, reception and noticeboards.
Digital version can be provided on request.



SOCIAL MEDIA GRAPHIC

Digital graphic that can be used as an organic post on your Company Facebook/ Instagram pages. Please use the hashtags
#ExperienceNannup #YourTrailAwaits
#Nannup #SouthernForestsandValleys
#AustraliasSouthwest #NannupTrails
#WanderOutYonder #AdventureAwaits
#WeveMadeSpaceForYou #TheSouthwestEdge
#TheEdge #MundaBiddiTrail
#NannupMundaBiddiHalfwayTown
and tag @nannuptrails (Instagram) and @ExperienceNannup(Facebook).



NEWSLETTERS

Digital graphic that can be included in your digital or printed newsletters.



STREET BANNERS

'Experience Nannup' branded tear drop banners that can be displayed outside stores, or along 'trails' that weave through the town.



POSTCARDS

'Experience Nannup' branded cards featuring a variety of different imagery, capturing the town's attractions – old and new.



SIGNAGE

'Experience Nannup' branded stickers and other signage that can be used in or around stores, town landmarks and along trail routes.



DRINK COASTERS

'Experience Nannup' branded drink coasters for use in your hospitality venues... or meeting rooms!



USB

'Experience Nannup' branded USB.



MERCHANDISE

A range of merchandise concepts have been designed to spark your imagination. Some will be made available for sale or for promotional activity by the Shire of Nannup. Others are purely inspirational.

- Reusable coffee cups
- Reusable tote bags
- Riding jersey



- T-shirts



ARE YOU KEEN TO USE THE EXPERIENCE NANNUP LOGO?

The Shire of Nannup encourages all businesses and ventures to use the Experience Nannup Logo.

To assist in this, a special license agreement has been created to ensure brand continuity and correct execution along with limitless opportunities for anyone to promote Nannup.

To access the License Agreement or discuss your ideas, please contact the Shire of Nannup via email: nannup@nannup.wa.gov.au



nannup.wa.gov.au