



# MARKETING STRATEGY AND ACTION PLAN

2021-2025



**HINCHINBROOK**  
SHIRE COUNCIL

*Leading the way*







# AIM

COUNCIL HAS IDENTIFIED TOURISM, LIVEABILITY AND INVESTMENT AS KEY ECONOMIC GROWTH OPPORTUNITIES FOR THE SHIRE. COUNCIL SEEKS TO IMPLEMENT A CREATIVE AND INNOVATIVE MARKETING STRATEGY THAT LEVERAGES COUNCIL'S RESOURCES AND BUDGET CONSTRAINTS TO INCREASE VISITATION EXPENDITURE.

This marketing strategy extends beyond visitation as Council aims to improve local business engagement and support the community as a whole. The objective is to present the lifestyle of inspiring locals contrasted against the stunning natural setting to target audiences through effective marketing strategies. Opportunities for growth and actions to achieve specific goals will be discussed.

During 2019 the Hinchinbrook Visitor Information Centre (VIC) estimated the Shire had a total of 14,728 domestic tourists and 2,673 international tourists totalling 17,401 visitors. Council's marketing strategy aims to increase visitation by five percent annually over this four year plan. Council aims to attract new visitors and increase the length of stay for visitors with effective strategies. Overall, Council aims to provide a destination for visitors to discover that make people fall in love with the environment enticing their decision to move to the area and invest in entrepreneurial enterprises.

## SCOPE

Hinchinbrook Shire encompasses 2,810km<sup>2</sup>, nestled within the Herbert River Valley, just over an hour's drive north from Townsville and three hours south of Cairns, Queensland. With a multicultural population of approximately 10,690 as of 2019, most of whom call the heart of the Shire Ingham, home. The region has several annual events supporting its rapid growth of 33 percent annual average visitation between 2012 and 2017. During 2019, it was recorded that there were 1348 registered businesses in the region. The Agriculture, Forestry and Fishing industry is the largest sector, with 53.3 percent (reference 2). The Gross Regional Product was 0.61 billion dollars in the year ending June 2019 (reference 3).

## THE HINCHINBROOK WAY

### BRAND POSITION

'The Hinchinbrook Way' aims to take visitors or locals on a journey that tells a story about the Hinchinbrook Shire and the unique lifestyle that it offers. There are five elements reflected in 'The Hinchinbrook Way' logo, which include adventure, food, nature, art and culture. These elements are a range of experiences, products and lifestyle choices that reflect 'The Hinchinbrook Way'. Council believes that those who are involved with one or more themes start to gain an insight into lifestyle and come to love 'The Hinchinbrook Way'.

'The Hinchinbrook Way' is embodied within the logo; it has no beginning and no end. Each colour flows seamlessly, demonstrating a timelessness and respect for all cultures and ways of life throughout the Hinchinbrook Shire. The logo reflects the Rainbow Serpent, mirrors the meandering of the mighty Herbert River, follows the flow of the Wallaman Falls, travels the path of ploughed fields and captures the essence of Italian culture in strands of multi-coloured spaghetti. The logo is both simplicity and complexity that truly reflects 'The Hinchinbrook Way'.

# IMAGE BUILDING

'The Hinchinbrook Way' is a unique regional story voiced through locals, visitors, ambassadors, businesses, marketing, experiences, photos, recipes, customer service and events. Council's goal is to attract visitation, increase visitation stay and spend and improve engagement with the Shire's local businesses. Council aims to build on and establish relationships within the community to receive consistent feedback both online and verbally. This will improve the Shire's online presence and demonstrate that 'The Hinchinbrook Way' is on the forefront of everyone's mind whether it is for a holiday, a new place to call home, or entrepreneurial enterprises.

## DESIRED OUTCOME

### Visitors engaged in the brand

- Consistent high quality information provided on marketing collateral reflecting 'The Hinchinbrook Way'; and
- Visitors creating organic content online for re-posts #hinchinbrookway

### Visitors increasing their length of stay

- Develop a range of quality, innovative and authentic products, services and experiences;
- High quality customer service;
- Tourism Ambassador Program; and
- Assisting businesses such as motels to develop strategies to encourage an increased stay or return visit.

### Visitors promoting 'The Hinchinbrook Way'

- Providing quality experiences and exceptional customer service;
- Build relationships with visitors to ensure positive word-of-mouth; and
- Marketing collateral at businesses encouraging visitors to share their experience with 'The Hinchinbrook Way' and referring them to Trip Advisor, Instagram, Facebook etc.

### Visitors plan a return and potentially stay

- Focus on marketing the opportunities with farming, boutique retail, nursing, teaching, real estate etc;
- Development of the Investment Prospectus;

### Business owners involved in promoting 'The Hinchinbrook Way'

- Educate businesses on 'The Hinchinbrook Way' and the importance of upholding quality customer service to encourage repeat visitors; and
- Improvement of business workshops.

## TARGET AUDIENCE

To ensure that Council is achieving the desired actions and targets set out in the marketing strategy, we have defined the Shire's target audience into four main pillars being community, regional, national and international. This will allow Council to identify marketing strategies to specially target their individual needs.





# COMMUNITY

Council has defined the community as the families, individuals, community groups and businesses who are bound between the borders of the Shire. Those who have embraced 'The Hinchinbrook Way', celebrate small town living and continue to be inspired by our natural environment. The Hinchinbrook community is culturally diverse, prosperous, supportive, connected and resilient. We have a flourishing community that is an exemplar of modern North Queensland tropical living.

According to the Australian Bureau of Statistics (ABS), as of 2016 the Hinchinbrook Shire has a population of approximately 10,885 people. Our most common occupations include Technicians and Trade Workers 16.1%, Labourers 12.8%, Managers 15.4% and Professionals 12.8%. Council acknowledges that we have a community that is culturally diverse, and we are seeking to reach their individual social, economic and environmental needs for the growth and development of the Shire.

## TARGET AUDIENCE

### Families

- Destination Guide;
- Print media
- Social media;
- Visiting schools;
- Day cares and play groups;
- Brand Ambassador Program; and

### Individuals

- Workshops
- Social media;
- Council's websites;
- Word-of-mouth; and
- Community noticeboards.

### Seniors

- Print media e.g. senior and newspapers;
- Senior Groups;
- Churches; and
- Direct mail marketing.

### Community Groups

- Hinchinbrook Shire Council website;
- Social media;
- Word-of-mouth;
- Workshops; and
- Progress Reports and meetings.

### Businesses

- Email communication;
- One-on-one engagement;
- Hinchinbrook Shire Council's website and social media; and
- Business workshops.

### Council Staff

- Email communication;
- One-on-one engagement; and
- Internal staff e-newsletter.

## MARKETING CHANNELS

- Destination Guide;
- Print media
- Social media;
- Visiting schools;
- Day cares and play groups;
- Brand Ambassador Program; and
- Workshops
- Social media;
- Council's websites;
- Word-of-mouth; and
- Community noticeboards.
- Print media e.g. senior and newspapers;
- Senior Groups;
- Churches; and
- Direct mail marketing.
- Hinchinbrook Shire Council website;
- Social media;
- Word-of-mouth;
- Workshops; and
- Progress Reports and meetings.
- Email communication;
- One-on-one engagement;
- Hinchinbrook Shire Council's website and social media; and
- Business workshops.
- Email communication;
- One-on-one engagement; and
- Internal staff e-newsletter.





# REGIONAL

The regional pillar comprises of tourists who can easily visit the Shire for the day or overnight. Regional tourists are travelling via their own use of transport including cars and boats. They are generally coming from areas within a 500km radius of the Shire from coastal areas such as Mackay up to Cairns and Western regions encompassing Hughenden and Richmond. These tourists generally leave their home in the morning and go home the same evening or stay for the weekend.

Regional tourists love visiting the Shire for the tropical lifestyle, quality customer service and small town living. Regional tourists are generally travelling for a purpose or experience, for example those who are visiting friends and relatives, adventure seekers and eventgoers. Activities these tourists may be involved in include Australian Italian Festival, Ingham Races, Ingham Sugar City Rodeo, Maraka Festival, local markets, marine activities, aviation or visiting natural landscapes such as Wallaman Falls.

## TARGET AUDIENCE

### Visiting Friends and Relatives (VFR)

### Adventure Seekers

### Backpackers

### Event Goers

### Nature Lover

## MARKETING CHANNELS

- Word-of-mouth;
- Billboards;
- Social media; and
- Incentives to locals for bringing friends and relatives who live outside the Shire borders to events e.g. discounts.
- Social media and websites;
- Hinchinbrook Way blog;
- Social media influencers;
- Hinchinbrook Destination Guide; and
- Print media e.g. Pakmag.
- Billboards;
- Social media and website;
- Visitor information centres in surrounding areas; and
- Hinchinbrook Destination Guide.
- Connect with tourism state based organisations on social media e.g. Townsville Enterprise (TEL) & Tourism Tropical North Queensland (TTNQ);
- Align events with those in surrounding areas;
- Social media and websites;
- What's on guide;
- Print media e.g. newspapers; and
- Stalls at events.
- Social media and websites;
- Hinchinbrook Way blog; and
- Potential partnerships with influencers.





# NATIONAL

Council defines national tourists as those who will be travelling to the Shire for a weekend, week or longer. National tourists are travelling from Australia wide and can be using their own transport which includes cars or caravans. Alternatively, these tourists are using transport methods such as buses, trains or planes. These tourists are contributing immensely to the economy as they are staying in hotels, motels and eating out at the Shire's cafes, restaurants and pubs.

National tourists love to discover and explore what North Queensland and the Hinchinbrook Shire lifestyle is all about. It is the adventurer, backpacker, grey nomad, culture vulture, nature lover and history buff. National tourists usually have disposable income and are willing to pay extra for quality customer service and experiences. The Hinchinbrook Shire aims to show these tourists a way of life to fall in love with by taking them on a journey, with the hope that one day they will call the Shire home.

## TARGET AUDIENCE

### Adventure Seekers

- Hinchinbrook Destination Guide;
- Billboards;
- Social media and websites;
- Partnerships; and
- Travel expos.

### Backpackers

- Social media and websites;
- Hinchinbrook Way blog;
- Connect with influencers and partnerships; and
- Hinchinbrook Destination Guide.

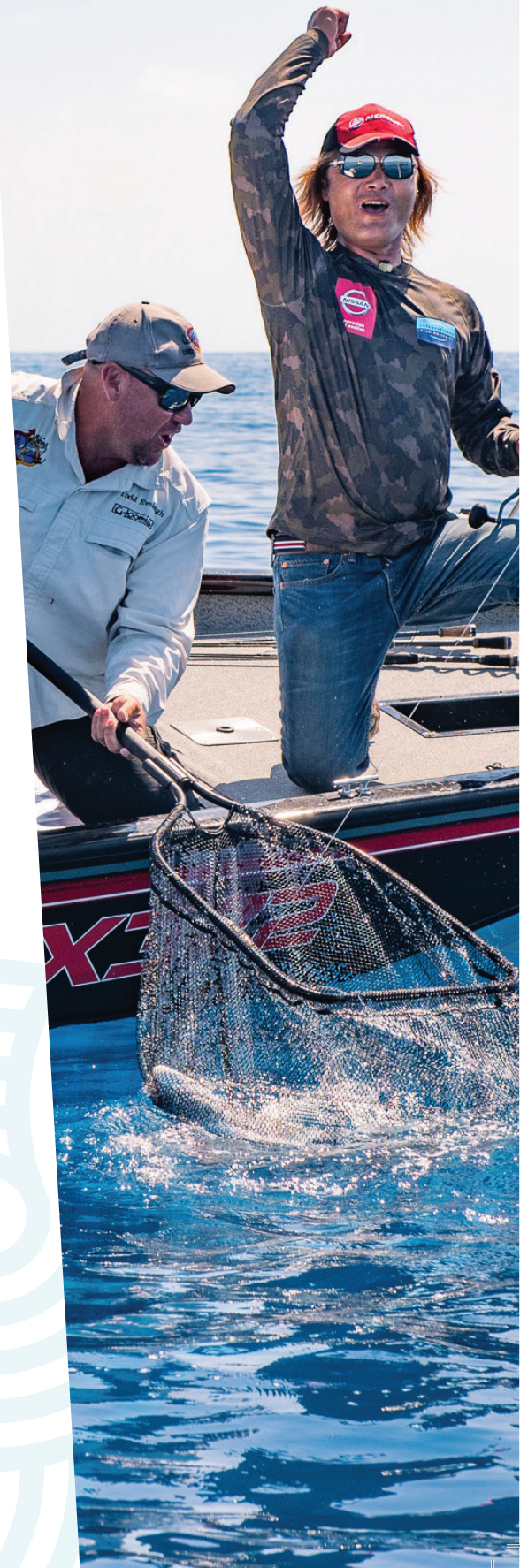
### Grey Nomads

- Social media and websites;
- Print media e.g. Caravan Parks and Wanderer magazines;
- Hinchinbrook Destination Guide;
- Caravan and camping expos; and
- RV traveller networks.

### Nature Lover

- Social media and website;
- Hinchinbrook Way blog;
- Potential partnerships with influencers; and
- Collaboration with tourism industry bodies.

## MARKETING CHANNELS





# INTERNATIONAL

International tourists are those who cross international borders and visit the Shire for leisure, business or other purposes. These tourists are generally arriving at Townsville or Cairns Airport, then making their way to the Shire via hire cars, buses, caravans or trains. International tourists may be staying for the day, weekend or longer. Council aims to extend their length of stay by encouraging them to immerse themselves into 'The Hinchinbrook Way' and experience a unique lifestyle, culture and community. The natural environment and experiences are key attractions for International tourists to visit the Shire. Wallaman Falls, Jourama Falls, Yanks Jetty, Zoe Bay, the Great Barrier Reef and fishing trips are just a few reasons why the International travellers are visiting the Shire.

## TARGET AUDIENCE

### Adventure Seekers

- Hinchinbrook Destination Guide;
- Billboards;
- Social media and websites;
- Partnerships;
- Transport companies; and
- Travel agents and tour guides.

### Backpackers

- Social media and websites;
- Hinchinbrook Way blog;
- Connect with influencers and partnerships;
- Hinchinbrook Destination Guide;
- Visitor Information Centres; and
- Transport companies.

### Culture Culture

- Social media and websites; and
- Print media.

### Nature Lover

- Social media and website;
- Hinchinbrook Way blog;
- Potential partnerships with influencers;
- Collaboration with tourism industry bodies; and
- Transport companies.

## MARKETING CHANNELS











# SWOT ANALYSIS

A SWOT Analysis is a strategic planning tool that evaluates the strengths, weaknesses, opportunities and threats related to the organisation. It is a technique to determine what the organisation is excelling in and identifies areas for improvement.

## STRENGTHS

- Accessibility to Townsville and Cairns via Bruce Highway;
- Access to largest single drop waterfall in the southern hemisphere - Wallaman Falls;
- Access to Hinchinbrook Island;
- Access to Great Barrier Reef;
- Walking Trails;
- Waterfalls and waterholes;
- TYTO wetlands;
- RV Park, CMCA Park and others;
- A unique fishing destination;
- The farming and agricultural sector;
- The longest jetty in the southern hemisphere – Lucinda Jetty;
- World leader in cane production;
- Cultural foods;
- Historical tours;
- Largest sugar Mill in the southern hemisphere – Victoria Mill;
- Direct airport access to the Shire;
- Large range of aged care facilities; and
- Close proximity to specialist doctors.

## OPPORTUNITIES

- Improve engagement with local businesses;
- Development of CBD and beaches;
- Development marketing strategy and online presence;
- Focus on product development of unique offerings;
- Improve tourism products and infrastructure; and
- Increase promotion of investment opportunities and liveability within the Shire.

## WEAKNESSES

- Lack of investment into tourism sector (in the past);
- Minimal one-on-one engagement with local businesses;
- No direct schedule for social media platforms;
- Minimal activities and night-time economy;
- Lack of understanding the benefits of tourism throughout the community and businesses;
- Lack of unique product development; and
- Minimal marketing for businesses.

## THREATS

- Unforeseen environmental and weather related disasters;
- Unforeseen health crisis;
- Ageing population; and
- Lack of skilled and qualified community members.



A woman wearing a straw hat and denim shorts is walking away from the camera on a wet, reflective beach. In the background, there are lush green trees and a range of mountains under a clear sky. The image has a warm, golden-hour lighting. There are decorative white concentric circles in the top right corner and bottom right corner of the page.

# ACTION PLAN

This action plan outlines the desired outcomes required to achieve Council's four year strategy:

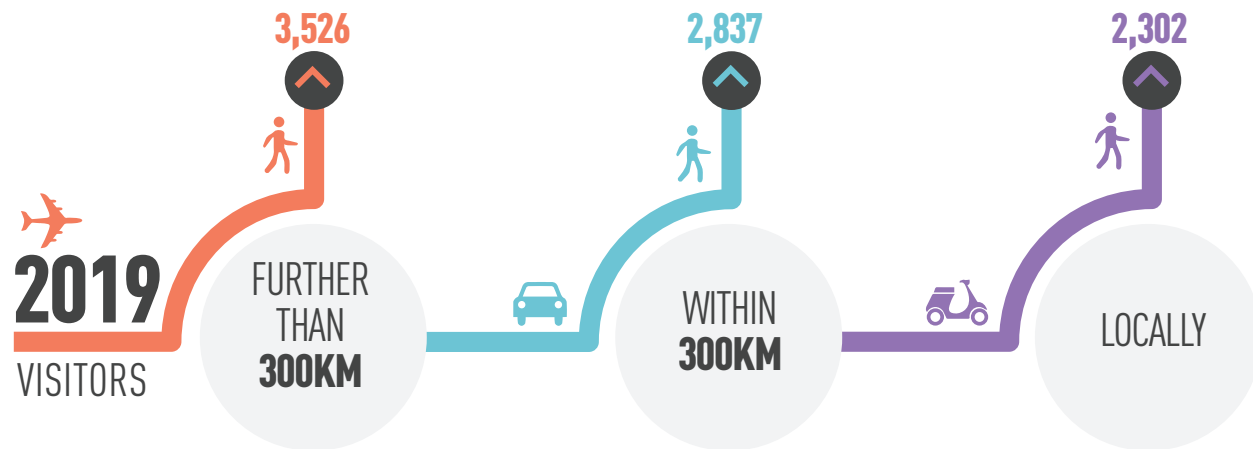
- To increase visitation by five percent annually over the next four years;
- Increase awareness of The Hinchinbrook Way brand and Council services;
- Maintain effective communication and support for internal stakeholders; and
- Promote investment opportunities and liveability in the Hinchinbrook Shire.

The following action items will provide measurable goals for Council to work towards to complete each desired outcome. The following desired outcomes are deemed necessary to achieve the above goals that were discussed.



# 01

## DESIRED OUTCOME INCREASE VISITATION REGIONALLY



Statistics gathered suggest that the Shire's most frequent visitors are arriving from 'Other Queensland'. This is defined as those residing in areas further than a radius of 300km from the Shire. This segment represented 3526 of our 2019 visitors. Followed closely behind are those who are travelling within a 300 kilometre radius of the Shire with 2837 visitors. The Shire's third segment in our regional target market, are those travelling locally with a total of 2302 visitors. The action items outlined below are measurable goals for Council to increase visitation regionally.

### ALIGNMENT TO CORPORATE PLAN: 3.3 INFLUENCING OTHER LEVELS OF GOVERNMENT AND 5.3 TOURISM DEVELOPMENT

#### ACTION 1.1

##### COLLABORATE WITH STATE-BASED ORGANISATIONS.

- Support existing partnerships e.g. Queensland Information Centres Association, Caravanning Queensland;
- Develop new partnerships with relevant stakeholders; and
- Utilise these partnerships to increase brand awareness for 'The Hinchinbrook Way'.

#### ACTION 1.2

##### BUILD ON RELATIONSHIPS WITH REGIONAL-BASED TOURISM ORGANISATIONS.

- Attend relevant workshops and webinars;
- Continue membership with TEL;
- Maintain relationship with TTNQ and Tropical Coast Tourism (TCT); and
- Establish relationship with Tropical Tablelands Tourism (TTT).

#### ACTION 1.3

##### IMPROVE MARKETING COLLATERAL WITH A FOCUS ON DIGITAL ASSETS.

- Implement digital call to action where applicable e.g. QR codes;
- Stay relevant with social media trends e.g. use of Instagram stories and live TV; and
- Frequent sharing of organic content on social media.



## ACTION 1.4

BUILD RELATIONSHIPS WITH THE COMMUNITY, ONLINE AUDIENCES AND RELEVANT STAKEHOLDERS.

- Continue to adhere to the Customer Service Charter;
- Promptly respond to messages and enquiries across all channels;
- Regularly follow and engage with appropriate partnerships on social media e.g. TEL; and
- Actively promote the use of #hinchinbrookway.

## ACTION 1.5

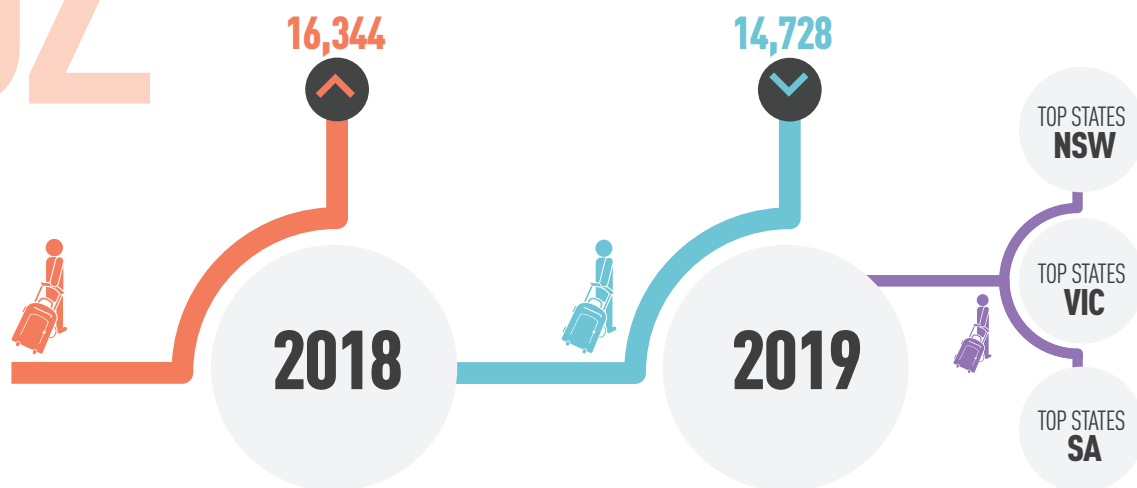
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- Implement digital call to action where applicable e.g. QR codes;
- Stay relevant with social media trends e.g. use of Instagram stories and live TV; and
- Frequent sharing of organic content on social media.





## 02 DESIRED OUTCOME INCREASE VISITATION NATIONALLY



During 2018 Council estimated a total of 16,344 domestic tourists visited the Shire. The visitation rate decreased during 2019 with 14,728 domestic visitors. The top three states where the Shire's visitors reside in include New South Wales, Victoria and South Australia. The Shire has identified its competitive advantage being natural environment, culture, fishing, events and history for the national visitors' pillar.

### ALIGNMENT TO CORPORATE PLAN: 5.3 TOURISM DEVELOPMENT

#### ACTION 2.1

##### BUILD AWARENESS OF THE AMBASSADOR PROGRAM.

- Actively promote the Ambassador Program through website and social media; and
- Attend schools to engage with younger demographics.

#### ACTION 2.2

##### IMPROVE MARKETING COLLATERAL DISTRIBUTION.

- Increase the distribution of destination guide;
- Distribute destination guide to Visitor Information Centres in key locations such as Cairns, Townsville, Whitsundays and Western regions;
- Target tourist destination 'hot spots'; and
- Engage with distribution companies.

#### ACTION 2.3

##### COLLABORATE WITH SOCIAL MEDIA INFLUENCERS.

- Actively monitor social media for appropriate influencers;
- Maintain relationships with current influencers; and
- Integrate social media influencers with the promotion of the project and/or events where applicable.

## ACTION 2.4

ASSIST THE SHIRE'S  
BUSINESSES TO MAINTAIN  
QUALITY MARKETING  
COLLATERAL.

- Host a variety of workshops that cover relevant topics;
- Provide resources to local businesses where applicable; and
- Maintain a high level of communication with businesses.

## ACTION 2.5

IMPROVE SOCIAL MEDIA  
STRATEGIES.

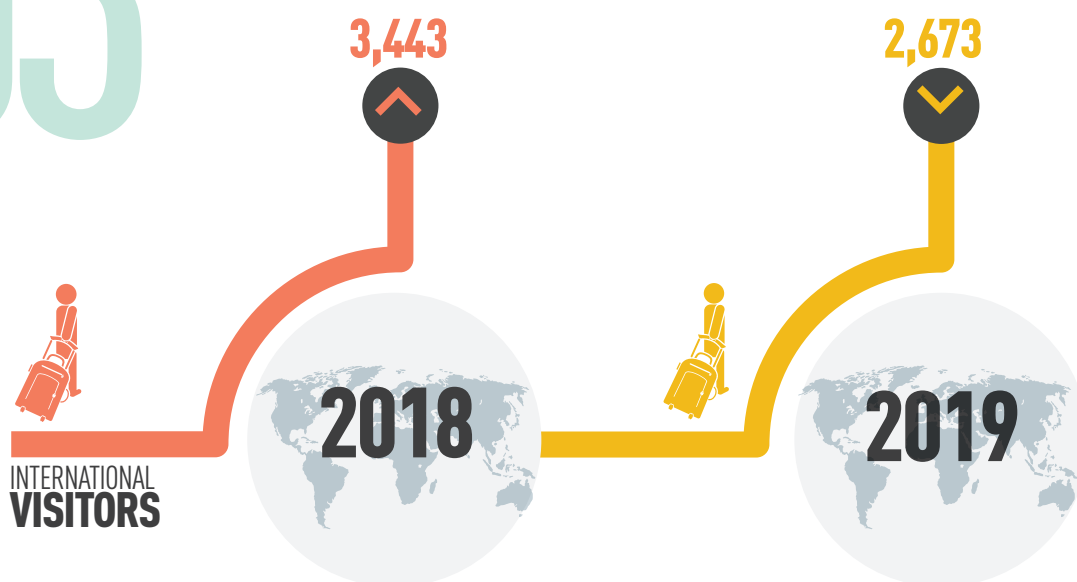
- Invest in a scheduling platform to make planning of posts efficient and effective;
- Promote Facebook Events with paid campaigns; and
- Council employees to participate in relevant workshops and webinars.





# 03

## DESIRED OUTCOME INCREASE VISITATION INTERNATIONALLY



In 2018 the Shire had a total of 3443 international visitors which decreased to 2673 visitors during 2019. Combining domestic and international visitors, in 2019 it was recorded that international visitation was the third top segment of visitors. Tourism Australia suggests that the main motives for visiting Australia include natural environments, exciting activities, cultural value, food and wine experiences and aquatic experiences (reference 5). International visitors stimulate economic growth, create jobs, increase brand awareness and has positive impacts on social and cultural influences. It is essential to invest in international visitors to improve awareness of the Shire as being a ‘must see’ tropical Queensland destination.

### ALIGNMENT TO CORPORATE PLAN: 3.3 INFLUENCING OTHER LEVELS OF GOVERNMENT AND 5.3 TOURISM DEVELOPMENT

#### ACTION 3.1

IMPROVE DISTRIBUTION OF MARKETING COLLATERAL.

- Target tourist attractions and accommodation in surrounding areas; and
- Investigate viability of translating marketing collateral to target key languages.

#### ACTION 3.2

ACTIVELY ENGAGE WITH KEY INTERNATIONAL TRANSPORT HUBS.

- Investigate advertising the marketing collateral at Bus Depots, Train Stations and Information Centres in key international tourist locations such as Cairns and Townsville.
- Make contact to provide information on upcoming events and updates; and
- Distribute current and updated marketing collateral.

#### ACTION 3.3

BUILD RELATIONSHIPS WITH NATIONAL BASED TOURISM ORGANISATIONS.

- Attend workshops and webinars; and
- Actively follow organisations on social media to stay knowledgeable with information and trends.



### ACTION 3.4

#### IMPROVE SOCIAL MEDIA STRATEGIES.

- Actively engage on social media;
- Monitor current hashtags for tourism industry and international travel;
- Council employees to engage in relevant professional development opportunities; and
- Implement a social media management and scheduling platform.

### ACTION 3.5

#### COLLABORATE WITH COMPANIES THAT HAVE A HIGH PERCENTAGE OF INTERNATIONAL VISITATION.

- Distribute marketing collateral to hire car, van and caravan companies;
- Investigate advertising marketing collateral at Townsville and Cairns' Airport information desks;
- Collaborate with tourism and/or hospitality organisations that attract a high percentage of international visitation e.g. Whitsundays, Cairns, Townsville etc.

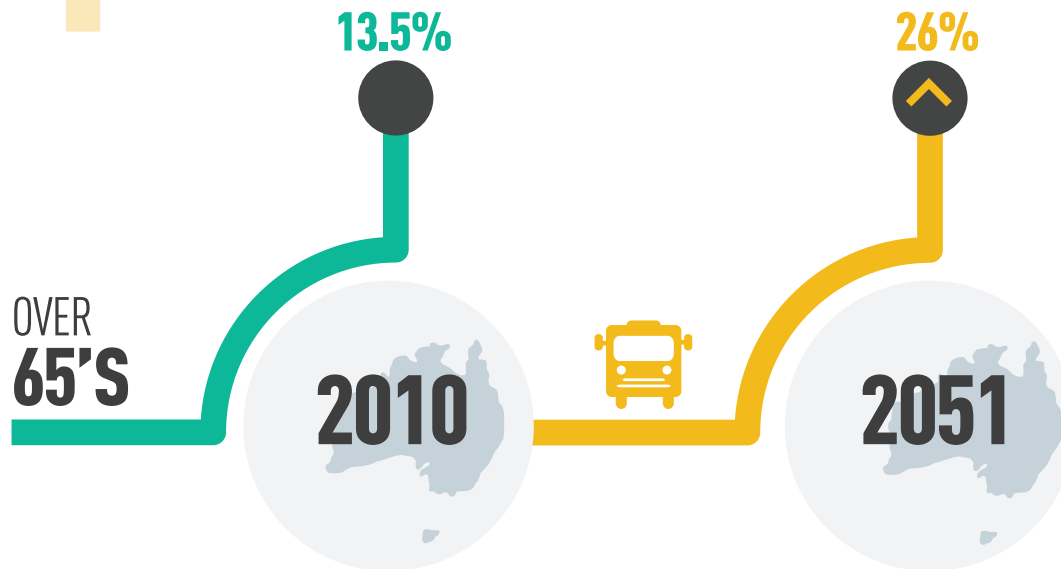




# 04

## DESIRED OUTCOME

# INCREASE THE LENGTH OF STAY FOR OUR REGIONAL AND NATIONAL GREY NOMADS



The ABS confirmed in 2010 that 13.5 percent of the population was over the age of 65 (reference 4). This is expected to more than double by 2051 to be over 26 percent (reference 4). Research suggests that older demographics are moving away from the usual trend of escaping to the beach and are now touring around Australia. This increasing trend proves that our regional and national grey nomads are an important pillar of the target market.

## ALIGNMENT TO CORPORATE PLAN: 5.3 TOURISM DEVELOPMENT

### ACTION 4.1

#### TARGETED DISTRIBUTION OF MARKETING COLLATERAL.

- Focus on industry relevant activities and events;
- Continue promoting through appropriate print media; and
- Investigate collaboration and cross promotion with relevant social media groups.

### ACTION 4.2

#### REVIEW CURRENT BILLBOARD PROMOTION STRATEGY

- Improve signage with relevant images that reflect 'The Hinchinbrook Way';
- Assess if placement of current signs is still suitable; and
- Determine if placement in alternative areas will be more beneficial.

### ACTION 4.3

#### FOCUS ON PRINT MEDIA

- Review assets and update with relevant imagery; and
- Regularly monitor the success of advertising through print media.

#### ACTION 4.4

#### INCREASE PROMOTION OF RV AND CARAVAN PARKS

- Promote through website and social media;
- Update imagery of RV and caravan parks in the Shire; and
- Promote through industry relevant print media.

#### ACTION 4.5

#### REPRESENT THE SHIRE AT A VARIETY OF TRAVEL EXPO'S AND CARAVAN SHOWS.

- Actively communicate with state-based organisations such as Caravanning Queensland; and
- Attend expos to increase awareness of the Hinchinbrook Way and the Shire as a destination.





# 05 DESIRED OUTCOME

## ENHANCE THE VISITOR EXPERIENCE IN THE HINCHINBROOK VISITOR INFORMATION CENTRE

VIC's play a significant role in tourists' experience as they are a central place for visitors to obtain information on places, experiences, events and general suggestions. They give the Shire an opportunity to build relationships with the tourists and create positive experiences. VIC's can often be the first point of contact for tourists. They can also be a place for tourists to purchase destination merchandise and tickets for experiences. VIC's can provide critical information regarding visitation data and feedback to the Shire (reference 6).

### ALIGNMENT TO CORPORATE PLAN: 3.2 COMMUNICATION WITH THE COMMUNITY AND 5.3 TOURISM DEVELOPMENT

#### ACTION 5.1

IMPROVE THE MERCHANDISE  
PRODUCT ASSORTMENT TO  
REFLECT THE HINCHINBROOK  
WAY BRAND

- Widen the range of products offered e.g. coolers, fishing shirts, caps, water bottles;
- Ensure the merchandise incorporates the brand logo; and
- Develop the presentation of merchandise displays to entice the community and visitors.

#### ACTION 5.2

COLLABORATE WITH LOCAL  
BUSINESSES

- Source local products from businesses to sell at the VIC; and
- Increase the amount of business advertisements on flyer display.

#### ACTION 5.3

EDUCATE AND INVEST IN OUR  
VOLUNTEERS

- Host volunteer workshops and famils; and
- Development and promotion of the Ambassador Program.

#### ACTION 5.4

ASSESS THE RELEVANCE OF  
THE VIC AND ADAPT TO MEET  
CURRENT EXPECTATIONS

- Improve signage as required;
- Monitor environment for improvements;
- Implement digital call to actions on assets and in the VIC e.g. QR codes on marketing collateral and information signs; and
- Investigate alternative models for VIC operations.



# 06 DESIRED OUTCOME IMPROVE ENGAGEMENT WITH SMALL BUSINESSES

Small businesses provide opportunities for entrepreneurs, create jobs within the Hinchinbrook community, stimulate local economic growth and produce local products. In the past, Council has offered support by hosting a variety of workshops and acting on feedback passed on to Council. In the future, Council hopes to evolve and support our small businesses by adapting to a personal approach.

## ALIGNMENT TO CORPORATE PLAN: 3.2 COMMUNICATION WITH THE COMMUNITY

### ACTION 6.1

DEVELOP AN ONLINE  
PRESENCE FOR SMALL  
BUSINESSES.

- Use Council website and/or social media channels to promote appropriate events and activities;
- Assist with organising workshops for business owners related to social media, website design and e-commerce;
- Actively update and promote Hinchinbrook Way Business Directory; and
- Form relevant committees and/or workshops.

### ACTION 6.2

ACTIVELY COMMUNICATE  
WITH BUSINESS OWNERS

- Utilise a variety of communication methods e.g. emailing, one-on-one, and website;
- Ensure resources are accessible to all community members;
- Continued promotion of Council Connection, Media Releases and latest news; and
- Obtain business statistics to measure visitation and effectiveness of marketing campaigns.

### ACTION 6.3

CONTINUALLY SEEK WAYS TO  
ADVANCE WORKSHOPS.

- Actively search for relevant guest speakers;
- Stay up to date with relevant topics and trends that will assist business owners; and
- Expansion of involvement from small businesses regarding the content.

### ACTION 6.4

ENSURE THAT COUNCIL  
ACTIVITIES ARE RELEVANT TO  
ALL SMALL BUSINESSES IN  
THE SHIRE.

- Continue to provide an opportunity for involvement in council activities; and
- Maintain open communication with all small businesses.

### ACTION 6.5

INCREASE THE  
UNDERSTANDING OF THE  
HINCHINBROOK WAY BRAND.

- Engage with business owners and personally educate them on the Hinchinbrook Way brand;
- Increase accessibility of Hinchinbrook Way marketing materials;
- Encourage the use of Hinchinbrook Way logo on businesses marketing materials and merchandise; and
- Host information sessions promoting the brand.





# 07 DESIRED OUTCOME ACTIVELY ENGAGE WITH HINCHINBROOK SHIRE RESIDENTS

The locals of Hinchinbrook come from a long line of pioneers and hard workers. They are resilient, entrepreneurial, creative, determined and accepting of change and growth. Council believes that every person in the Shire should have job opportunities, high standards of living, a variety of consumer selection and services that add value and elevate the broader community. With strong meaningful civic leadership Council aims to deliver services and activities that are valued by the community.

## ALIGNMENT TO CORPORATE PLAN: 3.2 COMMUNICATION WITH THE COMMUNITY

### ACTION 7.1

#### ACTIVELY INVITE COMMUNITY FEEDBACK AND COMMENTS

- Provide a variety of communication means such as public consultation, surveys, phone and email; and
- Continue to promptly respond to requests that come through via the Council website.

### ACTION 7.2

#### INCREASE ONLINE PRESENCE

- Post updates and notices on social media platforms;
- Increase promotion of local activities targeting Shire residents; and
- Utilise relevant technologies to live stream General Meetings.

### ACTION 7.3

#### CONTINUE TO INFORM THE COMMUNITY ON COUNCIL DECISIONS AND ACTIVITIES

- Provide a variety of communication methods such as print, letterbox drop offs, website, social media, email, e-newsletters, noticeboards etc.



# 08 DESIRED OUTCOME

## ASSIST COMMUNITY GROUPS WITH GROWTH OF LOCAL EVENTS AND ACTIVITIES

Community events and activities can include markets, sporting events, fundraisers and those of a similar nature. These events are significantly important for a community as they are a way of bringing people together, keeping traditions alive, encouraging participation and offering volunteer and networking opportunities. Community events and activities can attract visitors at a regional, national and international level and increase cultural, economic and environmental development.

### ALIGNMENT TO CORPORATE PLAN: 3.2 COMMUNICATION WITH THE COMMUNITY, 4.3 COMMUNITY PARTNERSHIP SUPPORT AND 5.3 TOURISM DEVELOPMENT

#### ACTION 8.1

OFFER PROMOTIONAL ASSISTANCE THROUGH THE COUNCIL'S MARKETING CHANNELS.

- Actively communicate with community groups;
- Encourage the use of the Hinchinbrook Way marketing materials and logo; and
- Promote on Council website and social media channels where applicable.

#### ACTION 8.2

MAINTAIN A HIGH LEVEL OF COMMUNICATION WITH COMMUNITY GROUPS

- Offer a variety of communication methods e.g. word-of-mouth, email communication and website;
- Enhance involvement with community groups; and
- Participation in Progress Association meetings and gatherings.

#### ACTION 8.3

EFFECTIVELY PROMOTE COUNCIL'S COMMUNITY ACTIVITY GRANT.

- Continue to promote on Council's website and social media; and
- Focus on email marketing campaigns.

#### ACTION 8.4

IMPROVE ACCESSIBILITY TO INFORMATION ON COMMUNITY EVENTS AND ACTIVITIES

- One centralised calendar for all community events and activities in the Shire.

#### ACTION 8.5

PROVIDE MARKETING GUIDANCE TO COMMUNITY GROUPS AND ORGANISATIONS

- Host a variety of workshops to offer knowledge and skills with promoting events effectively;
- Assist community groups and organisations with networking opportunities; and
- Actively engage with community groups and organisations.



# 09 DESIRED OUTCOME DEVELOP MARKETING PRESENCE OF REGIONAL EVENTS

Regional events are known to increase destination development as they impact the economic, social, environmental and cultural elements for a community. These events have direct and indirect impacts for the hosting destination. Regional events build volunteering opportunities and provide skill development and participation experience for those who are involved. These events can also draw visitors in from areas outside of the Shire's borders. As a result, this can increase the visitation rate which may lead to people considering the Shire as a place to call home or entrepreneurial enterprises.

## ALIGNMENT TO CORPORATE PLAN: 3.2 COMMUNICATION WITH THE COMMUNITY, 4.2 PROVISION OF RECREATION OPPORTUNITIES AND 5.3 TOURISM DEVELOPMENT

### ACTION 9.1

#### IMPROVE DIGITAL PRESENCE FOR REGIONAL EVENTS.

- Continue to promote through Facebook events and encourage the community to share these events;
- Encourage the use of #hinchinbrookway at events;
- Invest in Instagram Photobooth Frames for events;
- Use of widgets on Council's website linking to event pages;
- Utilise The Hinchinbrook Way blog to promote events; and
- Go Live at events across social media channels.

### ACTION 9.2

#### COLLABORATE WITH EVENT COORDINATORS, INDUSTRY BODIES AND LARGE CORPORATIONS, POTENTIAL PARTNERSHIPS OR SOCIAL MEDIA INFLUENCERS.

- Continue to build on and establish new relationships with event coordinators;
- Collaborate with Queensland Events and Tourism and Events Queensland for promotional assistance;
- Actively monitor for opportunities to partner with social media influencers; and
- Continue approaching TAFE and Universities for undergraduate involvement opportunities.

### ACTION 9.3

#### DEVELOP THE WHAT'S ON GUIDE.

- Implement a plan to advance the guide;
- Integrate digital components to the guide; and
- Ensure the guide is accessible across a variety of platforms.

### ACTION 9.4

#### CONTINUE TO ENGAGE WITH MEDIA

- Invite the media to events; and
- Provide the media with high quality digital multimedia and imagery.

### ACTION 9.5

#### FOCUS ON MARKETING COLLATERAL

- Promotional signage in the CBD for upcoming events; and
- Increase distribution of marketing collateral throughout the Shire.



# 10 DESIRED OUTCOME INCREASE DIGITAL PRESENCE

In the digital age, it is crucial for an organisation or business to develop a digital presence. Despite if the organisation conducts business online, users are expecting an organisation to be online through channels such as social media. A digital presence can increase brand awareness, reach a large audience, create organic content, build relationships, enhance accessibility and improve customer service.

## ALIGNMENT TO CORPORATE PLAN: 3.2 COMMUNICATION WITH THE COMMUNITY AND 5.3 TOURISM DEVELOPMENT

### ACTION 10.1

CREATE A SCHEDULED AND STRUCTURED APPROACH TO SOCIAL MEDIA.

- Improve organisation with social media;
- Ensure the brand stays consistent across all channels; and
- Implement a social media management and scheduling platform.

### ACTION 10.2

ACTIVELY ENGAGE WITH THE HINCHINBROOK WAY BLOG.

- Moving forward publish an article regularly;
- Promote updates through Council website and social media; and
- Actively research current trends and blog topics.

### ACTION 10.3

COLLABORATE WITH SOCIAL MEDIA INFLUENCERS.

- Partner with appropriate social media influencers for promotion of events and/or activities; and
- Actively explore for potential partnerships.

### ACTION 10.4

HIGHLIGHT ORGANIC CONTENT.

- Monitor and save Instagram posts that can be shared in the future;
- Continue to actively engage with users; and
- Actively promote the use of #hinchinbrookway

### ACTION 10.5

INCREASE COMMUNICATION WITH STATE BASED TOURISM INDUSTRY ASSOCIATIONS.

- Attend workshops and webinars with TEL;
- Maintain relationships with TEL and TTNQ;
- Establish a relationship with TTT; and
- Continue to use hashtags that are relevant and appropriate at the time.



# 11 DESIRED OUTCOME

## CONTINUE TO DEMONSTRATE EFFECTIVE COMMUNICATION AND SUPPORT WITH ALL INTERNAL STAKEHOLDERS

Council is a community focused organisation. With strong leadership and Council's highly skilled workforce we work towards delivering the objectives and initiatives outlined in the Corporate and Operational Plans endorsed by Council. We pride ourselves on delivering quality and innovative services that meet the needs of our diverse community. With effective interpersonal communication skills and an emphasis on support, all internal stakeholders will feel valued in a high quality workplace environment.

### ALIGNMENT TO CORPORATE PLAN: 3.2 COMMUNICATION WITH THE COMMUNITY

#### ACTION 11.1

#### UPHOLD A VARIETY OF COMMUNICATION METHODS

- Continue to regularly deliver the Grapevine;
- Maintain all noticeboards with current information; and
- Ensure the Councillor Portal is updated with the most current information.



# 12 DESIRED OUTCOME INCREASE AWARENESS OF COUNCIL SERVICES

Council offers a variety of community services, some of which include the TYTO Precinct, Venue Hire, Art Gallery, Library, Double Daw Recording Studio, and the Mini Military Museum. Council services are the ultimate place to discover art, culture, nature and knowledge. Year round it is the perfect place to host a range of events, conferences, activities, workshops and tours.

## ALIGNMENT TO CORPORATE PLAN: 3.2 COMMUNICATION WITH THE COMMUNITY, 4.1 ART AND CULTURAL INVESTMENT AND 5.3 TOURISM DEVELOPMENT

### ACTION 12.1

#### IMPROVE MARKETING COLLATERAL

- Photoshoot of Council facilities for current images; and
- Update collateral to reflect services offered such as Conference Centre options.

### ACTION 12.2

#### CREATE A DIGITAL PRESENCE FOR COUNCIL FACILITIES

- Incorporate the use of digital call to actions e.g. QR codes on marketing collateral;
- Use of multimedia to conduct virtual tours and Storytime;
- Utilise website, social media and blog to promote Council facilities; and
- Encourage visitors to use #hinchinbrookway.

### ACTION 12.3

#### IMPROVE AWARENESS IN THE COMMUNITY

- Focus on print media e.g. local newspapers and magazines;
- Target local businesses to utilise facilities such as Conference and Meeting Rooms; and
- Effectively promote upcoming events held in Council facilities.





# 13 DESIRED OUTCOME

## MARKET UNIQUE PRODUCTS WITHIN THE SHIRE TO RELATED STAKEHOLDERS

Council has identified five main themes that define The Hinchinbrook Way being adventure, culture, nature, food and industry. These themes have distinctive products that attract regional, national and international target audiences. Council aims to highlight products such as Wallaman Falls, Hinchinbrook Islands, TYTO Wetlands, events and more to increase visitation in the Shire.

### ALIGNMENT TO CORPORATE PLAN: 5.3 TOURISM DEVELOPMENT

#### ACTION 13.1

#### INCREASE AWARENESS OF THE SHIRE'S NATURE PRODUCTS

- Collaborate with bird watching organisations;
- Investigate options to partner with bush walking organisations;
- Increase marketing collateral for waterfalls and swimming spots in the Shire; and
- Market the Shire's marine facilities as the best access to the Great Barrier Reef and the Hinchinbrook Islands.

#### ACTION 13.2

#### TARGET OUR ADVENTURE SEEKERS PILLAR TO SHOWCASE RELATED PRODUCTS

- Investigate methods to collaborate with Trek Tour companies;
- Collaborate with tourism adventure groups and tour organisations; and
- Distribute Destination Guides to travel agents and experience booking centres.

#### ACTION 13.3

#### FOCUS ON GENERATING AWARENESS ON THE SHIRE'S CULTURAL CUISINES

- Focus on marketing the Australian Italian Festival to a wider audience; and
- Investigate selling local products in the Hinchinbrook VIC.

#### ACTION 13.4

#### DEVELOP PROMOTIONAL STRATEGIES FOR THE CULTURAL PRODUCTS AND SERVICES

- Improve signage at Ingham Cemetery;
- Preserve the Shire's cultural and heritage products; and
- Collaborate with Australian Museum and Art organisations.



# 14 DESIRED OUTCOME GENERATE AWARENESS OF INVESTMENT OPPORTUNITIES AND LIVEABILITY WITHIN THE SHIRE

The Shire has unique entrepreneurial enterprises such as tourism, agribusiness, real estate and retail opportunities. The Shire aims to attract new investments, support developed businesses and stimulate innovation across the range of business activities. In addition, Council aims to showcase the natural setting, well resourced medical and healthy industry and safe rural educational system to all visitors and locals. The investment opportunities combined with liveability and natural setting offers an exclusive North Queensland destination for visitors to one day call home.

**ALIGNMENT TO CORPORATE PLAN:**  
**3.2 COMMUNICATION WITH THE COMMUNITY, 4.4 LIVING WELL OVER 60 WITH A HIGHLY DESIRABLE LIFESTYLE, 4.5 REGULATORY FUNCTIONS THAT UNDERPIN LIVEABILITY**

## ACTION 14.1

### DEVELOP AND MAINTAIN THE INVESTMENT PROSPECTUS

- Collate relevant data and statistics to clearly define key industries;
- Design marketing collateral to promote investment opportunities;
- Create digital content to promote key industries; and
- Effectively engage and work collaboratively with businesses to achieve outcomes outlined in the Investment Prospectus.

## ACTION 14.2

### ACTIVELY PROMOTE INVESTMENT OPPORTUNITIES

- Develop relevant partnerships in surrounding areas;
- Increase digital presence of investment opportunities through the Hinchinbrook Way pages; and
- Actively update business directory.

## ACTION 14.3

### INCREASE PROMOTION OF LIVEABILITY WITHIN THE SHIRE

- Focus on promoting our unique offerings through digital channels; and
- Increase signage in the CBD that promotes the Hinchinbrook Way to visitors.

## ACTION 14.4

### COLLABORATE WITH HINCHINBROOK CHAMBER OF COMMERCE, INDUSTRY AND TOURISM INC.

- Engage with Chamber to ensure marketing collateral is consistent across all channels; and
- Collaborate with Chamber to implement targeted marketing campaigns that focus on liveability and investment.



# 15 DESIRED OUTCOME MEASURE THE EFFECTIVENESS OF MARKETING STRATEGIES

Evaluation is an essential element of the marketing strategy as it allows Council to determine the success of campaigns. It gives an opportunity to amend strategies for those that haven't been effective or efficient. This stage also allows Council to justify costs and amend to fit with the needs of the current budget. Lastly, evaluation ensures that the marketing strategies are reflecting Council's mission, goals and strategies outline in the Corporate Plan and relevant documents.

## ALIGNMENT TO CORPORATE PLAN: 5.3 TOURISM DEVELOPMENT

### ACTION 15.1

#### IMPLEMENT MEDIA MONITORING SOLUTIONS

- Monitor website traffic;
- Follow up on direct e-mail marketing via tracking how many opened links; and
- Minimise email bounce backs.

### ACTION 15.2

#### IMPLEMENT METHODS TO TRACK ENGAGEMENT OF PRINT AND DIGITAL COLLATERAL

- Use digital call to actions e.g. QR codes where applicable; and
- Apply URL shorteners to allow for targeted monitor across collateral.

### ACTION 15.3

#### IMPLEMENT A SOCIAL MEDIA MANAGEMENT AND SCHEDULING PLATFORM

- Implement a platform that easily allows for engagement monitoring; and
- Actively investigate the content that has been successful to determine trends.

### ACTION 15.4

#### ACTIVELY MONITOR STATISTICS AND COMPARE WITH PAST DATA.

- Observe visitation statistics regularly to determine if Council is on track to increase visitation;
- Actively monitor and assess event statistics;
- Monitor Council data on distribution of destination guide to ensure Council targets new channels and regions;
- Actively monitor volunteer statistics and aim to increase involvement of younger demographics; and
- Collaborate with businesses to attain their visitation statistics and feedback







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**HINCHINBROOK**  
SHIRE COUNCIL

*Leading the way*