



**CENTRAL WHEATBELT
VISITOR CENTRE**

MEMBERSHIP PROSPECTUS

2023/24





📍 Merredin Silos Lookout

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ABOUT US

The Central Wheatbelt Visitor Centre (CWVC) operates as a not-for-profit (NFP) business under the administration of the Shire of Merredin. Strategically positioned within the Merredin Central Business District, the CWVC serves as the primary hub for individuals seeking information and assistance when visiting Merredin and the Eastern Wheatbelt Region. Furthermore, the centre actively facilitates engagement with prospective visitors, organisations, and tour operators, encouraging them to explore the Eastern Wheatbelt and partake in all it has to offer.

The CWVC meets the Western Australian Visitor Centre Accreditation Standard as a Quality Tourism Business eligible to use the Golden  landmarks under the Tourism Councils' Australian Tourism Accreditation Program (ATAP). As an accredited Level 2 regional visitor centre, the CWVC commits itself to delivering exceptional visitor servicing of the utmost professionalism, ensuring a consistently high standard of service.

The CWVC provides service to 20 local government in the Eastern Wheatbelt region comprising of the Shires of Bruce Rock, Corrigin, Cunderdin, Dowerin, Kellerberrin, Kondinin, Koorda, Kulin, Lake Grace, Merredin, Mt Marshall, Mukinbudin, Narembene, Nungarin, Quairading, Tammin, Trayning, Westonia, Wyalkatchem and Yilgarn.

The CWVC maintains strong relationships and / or memberships with the following organisations:

- Australia's Golden Outback (AGO);
- The Tourism Council of Western Australia (TCWA);
- Visitor Centres Western Australia (VCWA);
- The WA Visitor Centre (Perth);
- Forum Advocating Cultural & Eco Tourism Inc. (FACET);
- North East Wheatbelt Travel Association (NEWTRAVEL);
- Pioneers' Pathway Advisory Group;
- Roe Tourism Association Inc (RTA); and
- Wheatbelt East Regional Organisation of Councils (WEROC) Inc. member shires and the Shire of Cunderdin.

Funding for the CWVC is sourced from the Shire of Merredin, as well as membership fees and local government MoU contributions. Our services include, but are not limited to:

- Walk-in visitor servicing for Merredin and the Eastern Wheatbelt region;
- Responding to prospective visitor email and phone enquiries on behalf of the Eastern Wheatbelt tourism stakeholders;
- Promotion of local and regional accommodation and tour businesses;
- Promotion of local and regional events;
- Cummins Theatre show bookings;
- Agent for Transwa rail and road coach bookings and information;
- Retail sales of local and regional products through marketing and promotion;
- Provision of Roman  Visitor Information signage and support to regional Visitor Centres, tourism businesses and Community Resource Centres providing visitor servicing;
- Tourism business support and advice;
- Agent for WA Park Passes - Annual All Park passes and Annual Concession Park passes;
- Maintain the www.wheatbelttourism.com website;
- Maintain CWVC social media platforms; and
- Seek and provide annual training opportunities to staff and Eastern Wheatbelt tourism partner members.



MARKETING

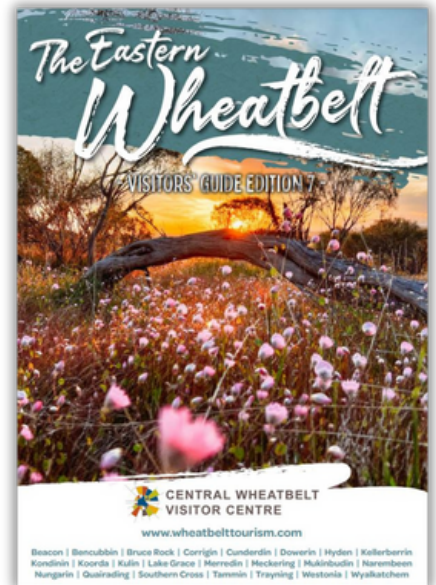
BROCHURES

Explore the Eastern Wheatbelt WA – A Visitors' Guide Edition 7 (Reprinted March 2023)

The CWVC project manages and enlists all advertisers for each reprint edition of this key regional holiday planner for tourism partners, their local governments, tourism businesses, and attractions in the Eastern Wheatbelt.

The holiday planner is distributed throughout the state by Vanguard Distribution through their online order system, while the CWVC manages the Eastern Wheatbelt regional distribution.

Each edition of the holiday planner is tailored to suit local, regional, and intrastate travellers, as well as families planning road trip escapes from the city for weekends, school holidays or extended breaks. In addition, it caters to flying/driving international visitors who are planning road trips from Perth to explore our region.



Central Wheatbelt Map & Guide – Along the Golden Pipeline (Reprinted September 2022)

The CWVC is responsible for the project management of this regional map and guide, specifically designed for the WEROC MoU Shires of Bruce Rock, Kellerberrin, Merredin, Tammin, Westonia, Yilgarn, and the member Shire of Cunderdin.

Reprinted every two years or as needed, this resource serves as a highly valuable tool for visitors who are intending to explore the Central Wheatbelt region.

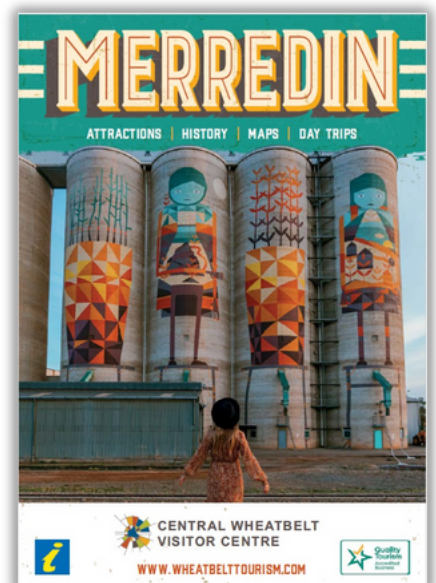


Merredin A4 Brochure (Reprinted November 2023)

The CWVC is responsible for the project management of this brochure, and the coordination of all advertisers involved in each re-print of this specialised marketing tool, designed for promoting the Shire of Merredin and its array of attractions, businesses, and satellite towns.

The production of this brochure is made possible through the advertising support provided by tourism businesses and service providers in Merredin.

The distribution of the brochure is carried out regionally by the CWVC as per specific requests and requirements.





📍 2023 Caravan & Camping Show

TRADE SHOWS

Perth Caravan & Camping Show - Annual Australia's Golden Outback /Wheatbelt Promotion

This trade show presents a significant opportunity for Eastern Wheatbelt tourism partners to actively engage with the Perth metro self-drive market and positively influence their future travel plans, encouraging them to include road trips to our self-drive trails, as well as the region's key attractions.

During the Perth Caravan & Camping Show held in March 2023, an estimated 36,326 visitors attended over the course of five days.

The CWVC staff, in collaboration with regional tourism partners, actively participate at the exhibition stand, offering assistance in promoting the region as an exceptional tourism destination for various stakeholders, including:

- Shire of Merredin T/A Central Wheatbelt Visitor Centre;
- Australia's Golden Outback;
- WEROC Inc. for Eastern Wheatbelt Self-Drive Trail;
- The Pioneers' Pathway Advisory Group for Pioneers' Pathway;
- NEWTRAVEL Association Inc. for the Wheatbelt Way; and
- Roe Tourism Association Inc. for Pathways to Wave Rock.

MARKETING & PROMOTIONS

Eastern Wheatbelt Regional Banner

The Eastern Wheatbelt sub-regional tourism partners have a Wheatbelt Banner available for cooperative marketing and promotional opportunities. The banner is displayed at:



- CWVC, in the front window;
- Dowerin Field Day's; and
- Other promotional opportunities as required.



AGO/Wheatbelt Cooperative Annual Marketing Campaigns 2023-2024 FY

The CWVC assists with AGO/Wheatbelt self-drive print media marketing as well as digital and radio campaigns in cooperation with WEROC Inc. local governments and the Shire of Cunderdin, and in collaboration with our Eastern Wheatbelt tourism partners.

Following AGO Cooperative Campaigns, the CWVC staff responds to potential enquiries by:

- Provision of the CWVC Call-to-Action number (1300 736 283) used for AGO/Wheatbelt campaigns;
- Providing prompt responses to phone calls and email enquiries seeking brochures and information;
- Coordinating the postage of all Eastern Wheatbelt Maps and Guides to prospective visitors; and
- Seeking other co-operative opportunities in print media as they arise.

AGO 'Wheatbelt Weekend' Campaign Spring Activity July 2023

- The 'Wheatbelt Weekend' campaign was developed in 2022 in partnership with AGO and the Eastern Wheatbelt tourism partners as a cooperative marketing endeavor comprising of four hero road trips; The Wheatbelt Way, Pioneers' Pathway, Eastern Wheatbelt, and Pathway's to Wave Rock.
- Target Markets - 28 to 40 age range, families and couples.
- Media Delivery - Three weeks of social media organic activity on the AGO Facebook page.
- Solus EDM to the AGO database.
- Paid social media advertising campaign promoting all 4 road trips individually.
- Campaign landing page, hosted on AGO website with content for inspiration and planning.
- A half page ad in AGO Wildflower Guide featured in The West Australian on 5 August 2023.
- Content updated on WW website to relate to spring and wildflowers.

The 'Wheatbelt Weekends' campaign was developed for longevity and will be used in ongoing campaigns.

Regional Events



The CWVC coordinates the distribution of event information and posters (example provided left) for the 20 Eastern Wheatbelt local governments through:

- Timely updates on the regional website through the following page: www.wheatbelttourism.com/events;
- A monthly events e-newsletter emailed to subscribers;
- Displaying regional event posters on the CWVC public notice boards; and
- Posting and sharing regional event promotions across the CWVC Facebook and Instagram accounts.





📍 2023 Merredin Twilight International Food Festival

Merredin Events

The CWVC ensures the widespread dissemination of local event information and posters, utilising a range of strategic locations which include, but are not limited to:

- CWVC front window notice boards and shire services notice boards;
- Dedicated A3 Poster Frames in Apex Park and the Barrack and Bates Street precincts;
- Display on the E-sign on the roof of the CWVC building;
- Public notice boards on the Westpac Bank wall in Barrack Street;
- Calendar of events on www.wheatbelttourism.com/events;
- Managers weekly e-news updates to key Merredin tourism businesses and services; and
- CWVC social media promotions, including Facebook and Instagram.

Tourism Business and Service Support

The CWVC is a point of contact for support for prospective, new and established tourism businesses, providing:

- Advice and referrals for new businesses to tourism industry networks, marketing and training;
- Letters of Support for regional tourism and economic development grants; and
- Business exposure on the regional website www.wheatbelttourism.com.

OUR VISION

“To develop the Eastern Wheatbelt as a tourism destination.”



📍 Eaglestone Rock

OUR MISSION

Foster the Eastern Wheatbelt tourism industry through leadership, collaboration, marketing and industry engagement.

WHY JOIN

To strengthen tourism in the Eastern Wheatbelt.

CENTRE BENEFITS

The CWVC is a regional hub visitor centre in a prime central location to deliver a high standard of visitor service for Merredin and the Eastern Wheatbelt's local governments, driving visitors to regional self-drive trails, towns', tourism businesses, attractions and events.

As a member your business will benefit from our position and experience in the tourism industry and our roles and responsibilities for visitor servicing on behalf of stakeholders:

- A key point of contact for fly/drive interstate and international visitors ex Perth;
- Have a close association with Australia's Golden Outback to inform members of marketing and promotional opportunities;
- The CWVC is the call to action for all Australia's Golden Outback/Wheatbelt cooperative marketing campaigns, putting staff in direct contact with prospective visitors;
- Our staff can recommend your business through direct contact over the counter, phone and email referrals which total around 10,000 visitor contacts per annum;
- Business listing on regional website www.wheatbelttourism.com;
- Your business will receive prime racking space for your brochures and marketing material;
- Preference for group booking referrals and regional tourism packages;
- Preference for Wheatbelt tourism famils; and
- Refer industry opportunities as they arise for tourism grants, workshops to up-skill our members and stakeholders.

WEB BENEFITS

Eastern Wheatbelt Regional Website

We are excited to be offering a new and fresh website in the first quarter of 2024 with a fully custom based design and an easy user navigation. The CWVC is working with web designers PWD to provide a Premium Custom Website with eCommerce Capabilities providing a comprehensive upgrade.

With the upgrade, the website will continue to provide a dedicated space for eastern Wheatbelt tourism businesses, offering a range of business information, images, logos, as well as direct links to both email, phone and websites.

We will continue to provide timely business and event updates promptly executed by email request. Our comprehensive array of regional visitor information and brochures will remain available online, serving as a valuable resource for members and visitors seeking detailed insights into the region.



MORE INFORMATION

SUPPORT TOURISM & SUPPORT YOUR COMMUNITY

By becoming a member of the CWVC, you are supporting the local and regional tourism industry, which plays a pivotal role in the economic vitality of the 20 Eastern Wheatbelt Shires and their respective towns. The flow on effects generated by visitors visiting our towns are vital for the continuous operation of local businesses and the facilitation of economic growth, thus ensuring the vibrancy and livability of our communities are upheld.

MEMBER RESPONSIBILITIES

- CWVC staff to be informed about product features, facilities, prices, times of operation, contact details, change of ownership or close of business as needed.
- Invite the CWVC staff to inspect your property / business / attraction so we understand the way YOU want it promoted.
- Ensure that you provide the CWVC with a regular supply of your brochures for visitor information.
- Have the regional tourism brochures available at your business location to support regional tourism and cross promotion.

FEES



2023/24 MEMBERSHIP BENEFITS	LEVEL 1 \$205.00	LEVEL 2 \$144.50	LEVEL 3 \$96.50	LEVEL 4* \$61.50
Direct over the counter referrals to an average of 8,000 visitors a year	✓	✓	✓	✓
Website business listing with one image and 150/100/75 words which includes: business details, logo, and direct links to your email and website	✓	✓	✓	✓
Membership business listing on web page (wheatbelttourism.com/membership/our-members)	✓	✓	✓	✓
Opportunity for inclusion in AGO cooperative marketing activities & famils	✓	✓		✓
Eligibility to business listing discount in Merredin Brochure (Merredin business members only)	✓	✓		✓
Receipt of monthly EW Events E-newsletter and website Analytical reports on request	✓	✓	✓	✓
Priority placement of business advertisement in upcoming editions of the Eastern Wheatbelt Holiday Planner	✓			✓
Have your Tourism Council of WA Australian Tourism Accreditation Program (ATAP) accreditation logo displayed on your business listing on our website	✓	✓		✓
One free business profile in our E-Newsletter per annum	✓	✓		✓
Eligibility to discount advertising in upcoming editions of the EW Holiday Planner	✓			✓
Eligibility to one free additional business listing if listed in two categories in upcoming editions of the EW Holiday Planner or more businesses at the discretion of the manager	✓			✓

*Level 4 Recommended for NFP Museums


For more information contact the CWVC Manager on (08) 9041 1666, or complete the 2023/24 Membership Application Form attached, or available from the website www.wheatbelttourism.com/membership



Central Wheatbelt Visitor Centre

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www.wheatbelttourism.com



 @centralwheatbeltvisitorcentre

 CWVCMerredin



CENTRAL WHEATBELT VISITOR CENTRE