

Strategic Directions 2022-2025

MARGARET RIVER
BUSSELTON
TOURISM
ASSOCIATION

MRBTA honours the traditional owners of this land, the Wadandi (Saltwater) people, and their elders past, present and emerging. We acknowledge the Wadandi people's 60,000-year custodianship of this special place, and we thank them for generously sharing with us their immensely deep cultural knowledge and connection to the land.

Background

THE REGION

BUSSELTON / DUNSBOROUGH /
YALLINGUP / COWARAMUP /
MARGARET RIVER / AUGUSTA



The MRBTA sustains a Western Australian tourism tradition that was established in the Capes region 130 years ago.

This record is built on the secure foundations of:

- The natural attractions and benign climate of the region, and
- A longstanding visitor economy backed by a deep hospitality tradition.

THE MARKETS



Our region relies heavily on the intrastate market. Interstate and international visitation each contributes about 10% of the total. Consequently, our region experiences significant variations in visitation (week v weekend and term-time v school holidays).

ORGANISATION



MRBTA is a not-for-profit, independent, self-funded organisation with the ability to invest in visitor experiences, members, assets, community and place.

MRBTA was formed in 2015 creating the nation's largest Local Tourism Organisation, serving one of the State's key tourist regions.

Today's MRBTA is the product of:

- The successful merger of GBTA and AMRTA
- Able people and resources
- A strong membership base, and
- A unique financial model.

MRBTA employs about 120 staff.

Over 600 tourism operators opt to be members of their local tourism association.

MRBTA'S CONTRIBUTION



MRBTA is widely recognised as providing effective support to the tourism industry, well-judged advocacy, and credible advice to decision makers, as well as highly professional and successful tourism attractions and services.

OPERATIONS AND ASSETS



MRBTA manages tourism-related attractions and services at:

- Lake, Jewel, Mammoth and Ngilgi Caves
- Cape Leeuwin and Cape Naturaliste Lighthouses
- Forest Adventures High Ropes Course
- Eagles Heritage
- Busselton Margaret River Airport (Ground Handling)
- Busselton and Margaret River Visitor Centres.

MRBTA's key assets include:

- Its employees
- Margaret River Visitor Centre
- Resources, structures and equipment across 11 sites
- Margaret River Region Brand
- Capes Foundation brand.
- Margaretriver.com and associated social media channels.

Behaviour

OUR PURPOSE



MRBTA exists to provide the leadership, products, and services necessary for:

- *Visitors to appreciate and enjoy the qualities of the region, and*
- *The tourism industry to thrive and generate benefits for the improvement of our place and community.*

OUR VALUES



MRBTA behaves according to the values of:

RESPECT
PRIDE
INTEGRITY
RESPONSIBILITY
PASSION
INNOVATION

OUR CULTURE



MRBTA has established a strong and positive culture where our staff strive to provide the highest quality service to visitors, effective support for members, and positive contributions to the community.

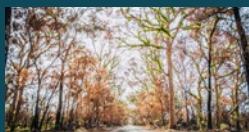
Future Challenges

THE ENVIRONMENT



Tourism in our region is underpinned by the quality of the environment. This quality is under threat from factors including degradation, habitat loss, native species decline, impacts of weeds & feral animals, and the occasionally destructive activities of locals and visitors.

CLIMATE CHANGE



Climate change is creating challenges for tourism through direct impacts such as bushfires, more extreme weather, rises in sea level, survival of native fauna & flora, and growing conditions for agriculture and viticulture.

The tourism industry will need to respond to the challenge from visitors and community to minimise carbon footprint.

FINANCIAL AND SOCIAL PRESSURES



Tourism faces challenges in funding and maintenance of critical public assets including the National Park, tracks & trails, parking & access facilities, and renewal of tourism infrastructure.

Access to affordable housing and transport creates business and social pressures, as well as potential disruption of social cohesion.

CULTURAL CONTINUITY



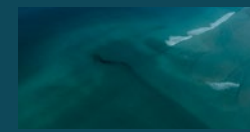
History and cultural traditions are a critical part of the region's unique identity and character. Ensuring the continuity of cultures is a significant challenge for our region.

NOT ALL TOURISM IS GOOD



Our region succeeds through maintaining the highest quality in our environment, wine, produce, and experiences. The visitors who seek out and appreciate these attributes tend to stay longer, experience more, and spend more. Our aim is to grow the regional economy by attracting a greater proportion of travellers who share our values.

CHANGING TOURISM EXPECTATIONS



Travellers are increasingly seeking:

- Experiences that provide a connection to, and understanding of, the place and its people.
- To understand more about Aboriginal culture.
- Uncrowded, natural locations.
- Genuine local products & produce.
- To know that beautiful and precious places are being cared for.
- To be reassured that their visit is not harming the destination.
- Access to travel information at a time and location convenient to them.

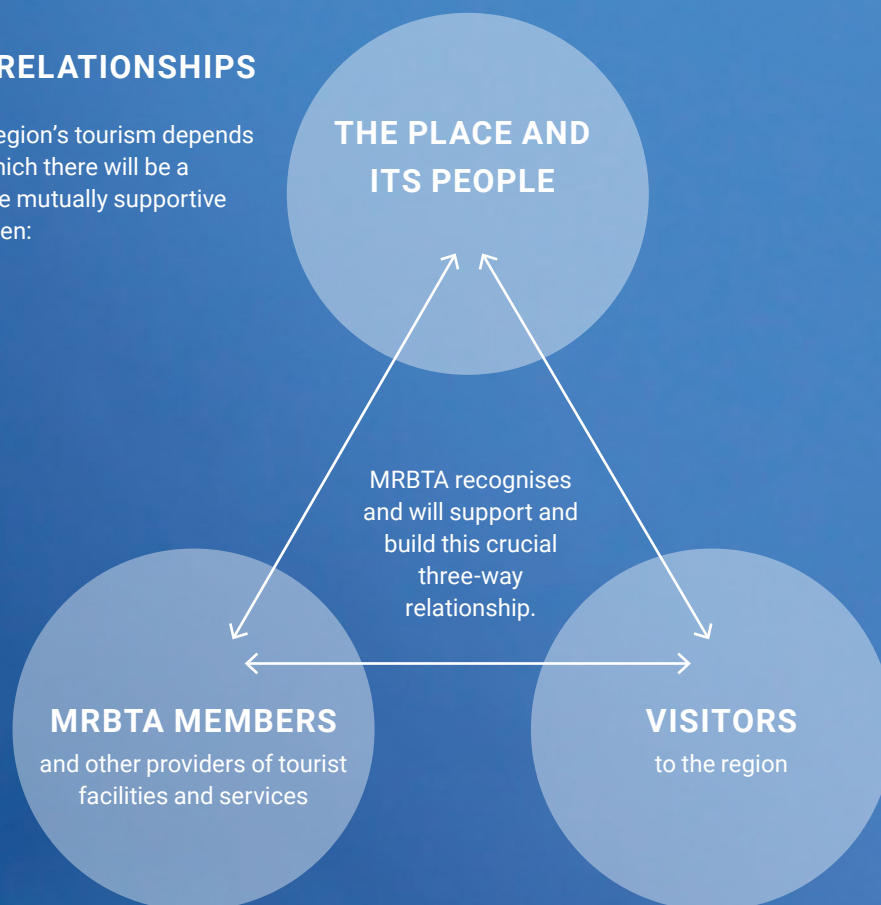
Strategic Response

MRBTA'S VISION

Tourism in the Margaret River Region will be an experience which delights visitors, stimulates the regional economy, contributes to the region's rich social and environmental values, and supports a vibrant Aboriginal culture.

STRATEGIC RELATIONSHIPS

The future of the region's tourism depends on the extent to which there will be a robust constructive mutually supportive relationship between:



MRBTA is a unique organisation with responsibility for two different, but inter-related areas of activity. MRBTA is simultaneously an industry tourism association attracting and providing information to visitors and supporting association members, whilst managing several regionally significant tourism businesses.

Both parts of MRBTA are committed to addressing the issues facing our industry and region in a way that improves the economic, environmental, social and cultural outcomes for our communities. The aim is to provide leadership in how tourism can assist in the regeneration of the place in which it operates.

MRBTA has created Capes Foundation to provide coherence on how all parts of the organisation focus on priorities of conservation & restoration, education & interpretation, and appreciation & enjoyment of nature.

MRBTA's Capes Foundation will also provide leadership, facilitation, support and investment for broader, regional, tourism-related initiatives that demonstrate positive outcomes for our people and place.

2022-25 Strategic Priorities

The Board has identified priorities to guide MRBTA in working to achieve positive outcomes for our region.

1

BRAND AND DESTINATION DEVELOPMENT

- Growing the proportion of travellers that share our regional values.
- Providing leadership for the development of authentic, memorable and enjoyable experiences.
- Contributing to the economic and social wellbeing of our diverse communities.

2

CULTURE AND HERITAGE

- Acknowledging, understanding and respecting Aboriginal history and culture.
- Preserving, celebrating and appreciating the stories of our region.
- Enabling people and organisations to work together cohesively to achieve positive outcomes for those who live in and visit this region.

3

NATURAL ENVIRONMENT

- Appreciating, conserving and improving our natural assets and environment.
- Minimising impacts on our environment by reducing waste and carbon emissions.
- Providing leadership, support and investment for tourism-related initiatives that demonstrate positive outcomes for our people and place.

4

ORGANISATIONAL EFFECTIVENESS

- Efficient, effective, and financially sustainable management of all aspects of MRBTA operations, initiatives, and partnerships.
- Representing the interests of our region with strong leadership and clear communication.



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MRBTA.COM

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