



Tourism in Swan

Swan Valley & Historic Guildford

The Swan Valley is just 20 minutes' drive from Perth City Centre and 15 minutes' from the airport. The Valley is Western Australia's oldest wine region and the only wine region in the Southern Hemisphere situated within a Metropolitan area.

The Swan Valley drive is a 32km loop bursting with great places to stop. The tourist drive now incorporates a self-guide Food and Wine Trail with more than 100 smart burgundy signs highlighting food and wine related businesses, as well as chalkboards for seasonal roadside stalls.

Chose from more than 40 wineries, olive shop, chocolate factory, cheese factory and a huge choice of restaurants/cafes, many with fabulous views over vineyards, the Swan River and the hills.

The Swan Valley is renowned for its Chenin Blanc, Chardonnay, Shiraz, and Verdelho. It is also recognised world-wide for its fortified wines.

And for arts sake, don't forget our wonderful artists and galleries!

Guildford with its historic buildings, antique shops, gift shops and great choice of restaurants is one of the gateways to the Swan Valley. The town will celebrate its 175th anniversary in 2004, making it the oldest inland settlement in WA.

Swan Valley and Eastern Region Visitor Centre

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City of Swan: Development of a role in Tourism

With a burgeoning tourism industry now attracting over 700,000 visitors pa and growing recognition of the Swan Valley as one of Western Australia's tourism icons, the City of Swan has formalised its role in tourism development over recent years.

The role has been developed:

- A. In recognition of the importance of the areas tourism industry both as a wealth generator and employment stimulator for the region (economic analysis identifies tourism as having strong forward and backward multiplier effects and as being an industry creating employment opportunities linked to the areas current skill base);
- B. In recognition of the positive *regional identity* benefits that tourism and the positive image brings the entire region. This helps to stimulate broader business and residential investment in the area, instil community pride and adds to the cultural and recreational activities available to local residents and workers;
- C. Assists with diversification of the area's industrial base and develops business activity in an area that the City of Swan considers itself to have a 'competitive advantage';
- D. Provides opportunities to add value to the region's agricultural production – recognising the traditional and environmental significance of agricultural endeavour to the region and the need for agriculture to generate real economic returns if it is to be preserved.

The role has been imbedded into strategic planning for both the region (*Foundations for the Future*) and the organisation (*Corporate Plan*) and has strong strategic justification.

When developing the role the City was also mindful to respect the existing roles of industry associations and other stakeholders and therefore focused on identifying and filling priority gaps for the region. Similarly the City has worked with other organisations to assist them to develop the capacity to deliver roles that the City does not believe to be its role (special events etc)



City of Swan's Role

In April 2002 Council endorsed the implementation of a number of new roles in tourism collectively termed the *Adding Value Through Tourism* (AVTT) project. To give the AVTT project some definition, the project was broken into four key areas and objectives set for each. These components are:

- Regional Marketing;
- Visitor Servicing;
- Development of Interpretive Information; and
- Product Development Facilitation

Objectives and actions were then set for each component area. The first full review of AVTT has demonstrated the positive effects of a strategic approach to tourism development. This includes positive anecdotal feedback from industry and tourism stakeholders alike about the project's success, coupled with the substantial progress towards all objectives set for the initial three years of the role and approach.

Important to the success of the AVTT project has been the number of synergies and partnerships the project has been able to create and harness. These include both funding partnerships with the City's commitment of \$175,000 leveraging approximately \$500,000 of partnership funding from a variety of sources for the project

The City of Swan is also now recognised both by its peers and by Tourism Western Australia and others as a leader in tourism facilitation. Indeed the project was short listed for a National Office of Local Government (DoTARS) award in the new category of Sustainable Development: Sustainable Tourism and was a finalist in four categories in the 2004 Western Australian Tourism Awards as well as being short-listed for the Sir David Brand Award for Tourism.



A summary of the AVTT project components and major achievements is outlined as follows:

1. REGIONAL MARKETING

Objective:

To create a strong identity for the Swan region as an accessible tourism destination and food / wine experience and to complement individual businesses marketing.

To stimulate demand for regional products, services and regionally based experiences thereby generating more trade for existing and new businesses

Major achievements and Milestones:

- Appointment of Product Development (now a permanent City of Swan employee)
- Regional Marketing Plan developed and implementation commenced;
- Coordination of a successful 6 month generic advertising campaign for the Swan Valley fully funded by local businesses (\$89,000)
- Features and collaborative advertorials to increase the profile of the
- Hosted Media familiarisation trips.
- Developed relationships with media to gain the region free press and editorial, as well as promotional space (valued at approx \$130,000)
- Participation in trade shows and special events including WA on Show.
- Development of promotional material to be used at trade shows and events
- Third generation of annual Swan Valley Tourism Publications project self-funded).
- Planning for and assisting to facilitate new special events to both profile the region and the region's produce (midsummer feast etc)

2. VISITOR SERVICING

Objective:

To relocate and expand an existing Visitor Service Centre and use of this centre as a focal point and resource for working with visitors and businesses to extend tourists length of stay, ensure that visitors comprehend the breadth of the experience available and encourage repeat visitation.



Major achievements and Milestones:

- Full-time Visitor Centre Manager appointed November 2002 (permanent City of Swan employee)
- Two Part-time Visitor centre staff appointed (City of Swan employees)
- New Centre opened seven days a week in heritage building - Guildford (January 2003) Centre accredited as Network Visitor Centre by WA Tourism Commission (January 2003)
- Major interpretive displays completed (April 2003) and update budgeted for 05/06 (\$60,000)
- Visitor Centre Advisory Board established (March 2003)

3. DEVELOPMENT OF INTERPRETIVE INFORMATION

Objective:

To add value to the tourism experience offered by the region through the use of interpretive infrastructure and collateral and continue to reinforce the profile of the area as a quality visitor destination. To build on and further value-add existing interpretive information including a regional brochure, Swan Valley Food & Wine Trail, and interpretive services offered by individual businesses and existing signage.

Major achievements and Milestones:

- Food and Wine Trail completed and launched (September 2003). Trail comprises of new signage and information bay and was developed in partnership with the WA Tourism Commission. This trail was awarded the WA Tourism Award for new tourism development in 2004;
- Stage two of trail developed (accommodation, culture and heritage attractions). Totally funded by City of Swan;
- Guildford Heritage Walk Trails Interpretive Signage Project installed providing a new heritage tourism experience - externally funded - \$64,000.
- Third edition of Swan Valley magazine style brochure and Map being developed and due for release August 2005 - project is self funded.
- Stage one and two of Visitor Centre developed with strong interpretive elements;
- Revamp of interpretive elements of visitor centre budgeted for 05/06 (\$60,000)
- Swan Valley websites transferred to Visitor Centre management and upgraded.
- Range of information brochures and other printed collateral developed and distributed through the Visitor Centre.
- Funding received from Federal Govt (ATDF) - \$87,000 to develop interpretive signage for Swan Valley Bike paths.



4. PRODUCT DEVELOPMENT FACILITATION

Objective:

To generate new experiences / business and employment opportunities for the area in the tourism, agribusiness (food and wine production) and cross-over areas where tourism can be built into other industry opportunities.

To work with both the production and consumption end of the supply chain to stimulate both supply of and demand for tourism products from the region including food, wine, services and accommodation.

Major achievements and Milestones:

- Appointment of Product Development Officer whose role is focused on both product development facilitation and regional marketing.
- Food and Wine trail finalized and promoted as a tool for discovering Swan Valley produce. The trail also promotes and features road side stalls and farm-gate sellers;
- Redesign and update existing product database to give comprehensive listing of the range of products available and when and how these products can be sourced;
- Taste of the Valley food boxes developed to show-case Swan Valley foods and provide Visitor Centre and other outlets with a souvenir food item from the area.
- Work with individual operators on issues such as labeling, marketing and exporting
- Participation in a number of special events to show case Swan Valley food and other.
- Delivered a series of customer service improvement initiatives
- Development of Masterplan for Swan Regional Riverside Park (100ha adjacent to Swan River) to develop major tourism access point to Swan river.