

TOURISM CENTRAL AUSTRALIA

# STRATEGIC PLAN

2019 - 2023

(revised December 2019)



**TOURISM**  
CENTRAL AUSTRALIA

Your Tourism Voice

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## Vision

**Tourism Central Australia is the leading Regional Tourism Organisation in Australia.**

We deliver world class visitor engagement and information services.

## Mission

Tourism Central Australia is a member led organisation, committed to sustainably growing the visitor economy in the #RedCentreNT. We are committed to aligning visitors and members to outstanding experiences, tourism products and information services.

## Values

- We act with **integrity and consideration**
- We are focussed on **engagement** in all our relationships
- We embrace change and are **adaptable**
- We are **results driven**

# Strategic Focus Areas

## External Services

### E.1 VISITOR INFORMATION SERVICES



- ▶ Deliver exceptional omni-channel visitor information services focusing on extending the length of stay of visitors in the region, increasing visitor satisfaction, increased visitor spend and sales conversion opportunities
- ▶ Utilise technology and best practices in the delivery of quality visitor information services
- ▶ Work with stakeholders to implement an Alice Springs Induction Program for front line staff of member businesses
- ▶ Develop and implement a tailored tourism volunteer program, at key 'access points'

### E.2 ADVOCACY



- ▶ Advocate for the development of the National Aboriginal Art Gallery, incorporating the TCA VIC
- ▶ Create and implement an Advocacy Strategy highlighting the importance of tourism to Central Australia
- ▶ Ensure connectivity with both local and Territory Governments in addition to other aligned member bodies (Hospitality NT, Chamber of Commerce etc.)

### E.3 MARKETING AND COMMUNICATIONS



- ▶ Develop and implement an Intra-Territory marketing strategy in partnership with Tourism Top End and Tourism NT
- ▶ Market and showcase distinctive Aboriginal cultural tourism experiences to drive future sustainability and growth of this sector
- ▶ Target drive travellers in marketing efforts to grow dispersal and expenditure
- ▶ Continue promoting the #RedCentreNT as the Adventure Capital of Australia

## Internal Services

### I. 1. TOURISM INDUSTRY DEVELOPMENT



- ▶ Advocate to businesses the benefits of the Tourism Industry Development role in relation to capacity development
- ▶ Deliver commercial partnerships with NTMEC portfolio and local visitor focussed events
- ▶ Membership of Project Control Groups for development of the Destination Management Plans for Lasseter, Barkly, Central Australia
- ▶ Seek out opportunities to develop the skills, knowledge and capacity of Aboriginal people and tourist businesses in this sector

### I. 2. MEMBERSHIP + STAKEHOLDER ENGAGEMENT AND PROMOTION



- ▶ Continue ongoing improvement of membership services and communication of value of TCA membership
- ▶ Strive to build mutually beneficial partnerships
- ▶ Continue to maintain networking and relationships with other state VICs and RTOs

### I. 3. ORGANISATIONAL SUSTAINABILITY



- ▶ Identify and implement new revenue streams
- ▶ Maintain high quality governance practices through regular and transparent reporting and communication between the CEO and Board
- ▶ Deliver high quality governance practices through participation in annual Board professional development activities and skills audit
- ▶ Increase career pathways and professional development opportunities for TCA staff to maximise retention
- ▶ Ensure a high standard of compliance across the organisation