



## vision statement

### Key Stakeholders and Beneficiaries of Destination Tweed Inc. and Tweed Tourism

- Members and Business Partners
- Whole Community
- Employees and Volunteers
- Tweed Shire Council
- Business

### about us

Destination Tweed Inc., incorporating Tweed Tourism, is a not-for-profit, membership based, destination marketing organisation structured to promote the region as a leisure and business destination by:

- Marketing and promoting the Tweed region for tourism visitation;
- Providing destinational information, support services and reservations through the Visitor Information Centres at Tweed Heads and Murwillumbah;
- Investigating, developing and delivering new tourism product;
- Marketing and promoting the Tweed region for business investment.

Our membership base of more than 220 businesses represents the region's broad cross-section of tourism operators as well as ancillary businesses impacted by the tourism sector and includes:

- Accommodation Operators
- Tour Operators
- Clubs and Hotels
- Festivals, Events and Markets
- Education and Employment
- Health and Beauty Services
- Retail
- Real Estate/Developers
- Professional Services
- Attractions
- Car Hire
- Coffee Shops/Restaurants
- Transport Services
- Food Producers and Providers
- Creative Services/Arts and Crafts
- Printing
- Shopping Centres
- Business and Community Associations, including local Chambers of Commerce

Our industry partnerships include, but are not limited to national, state and local tourism bodies, neighbouring Councils, Chambers of Commerce, tourism-related business houses and operators investing in the economic and sustainable future of the Tweed Shire.





## action plan

- To operate two Visitor Information Centres – Murwillumbah and Tweed Heads;
- To prepare a Strategic Tourism Plan for the Tweed covering the period 1 July 2010 to 30 June 2014;
- To prepare detailed Tourism Marketing and Promotion Plans for each of the financial years 2010/11, 2011/12, 2012/13 and 2013/14. The plan for the first year (2010/11) to be developed in final year of the current agreement (2009/10) and thereafter during the year preceding implementation. These plans will be developed in consultation with the industry, Council and relevant parties. These plans to be specific and focussed with the objective of increasing visitation to the Tweed, and including a form of measurement to determine success of the campaign;
- To provide advisory assistance only to industry in product development issues rather than paid professional support;
- To advise regional / state / federal tourism agencies that we will co-operate and assist where practical and feasible in line with the Tweed Strategic Tourism Plan;
- To maintain and enhance the public relations function of Tweed Tourism;
- To better separate the functions of the Visitor Information Centres' operation in the budgeting and reporting of Tweed Tourism from its other activities;
- To provide regular reporting to Council detailing progress achieved against agreed targets and detailed financial reporting;
- To provide regular reports to the community via public media advising of past/current activities, successes and future actions;
- To always endeavour to increase the tourism industry contribution to the operation of Tweed Tourism and to look at ways of providing alternative funding sources and limit operating expenses;
- To identify more specifically what type of industry(ies) best meet the Community Strategic Plan outline and focus marketing resources to systematically target each as a priority;
- To actively promote the fundamental points of difference of the Tweed through all marketing material; specifically lifestyle, water, sustainability, national and international access through airport, etc.



## key strategies

The following list is what we see as the role of Destination Tweed Inc. and Tweed Tourism, and the key strategies going forward:

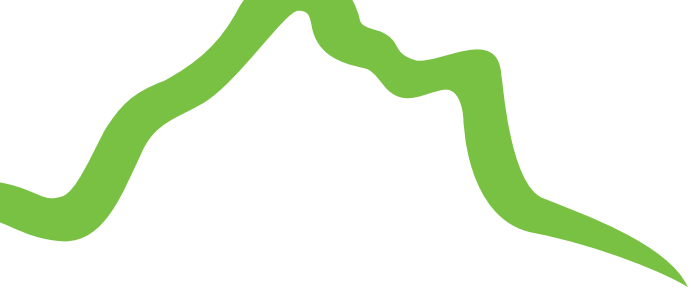
- Tourism industry body driven by membership;
- Attract interest from other industries in the Tweed including agriculture and farming, education, food production, entertainment and events, arts and development and infrastructure;
- Provide education and experiences based on research and Council advice;
- Promote tourism product and services of members;
- Promote the environment and natural beauty of the Tweed;
- Provide tourism marketing of the region;
- Provide targeted business development marketing for the region;
- Facilitator of local tourism, lobbyist and advocate for the tourism industry;
- Positioning local tourism within the region, state and nation;
- Cooperate and coordinate with cross border relationships;
- Cooperate and coordinate with tourism body and Council relationships;
- Develop tools to measure our successes;
- Develop a Services Charter.

## structure and funding

Reporting to a skills-based Board, our CEO leads a team of experienced marketing, administration and operations professionals. The Visitor Information Centres are staffed by a team of community volunteers supervised by appropriately skilled and experienced paid managers.

The organisation is primarily funded by Tweed Shire Council, with supplementary financial support derived from membership fees and commissions from tourism services.





## mission

*We will grow together as a tourism and business destination of choice by providing:*

### **our members and business partners**

Quantifiable value for their membership and transparency through consultation, communication, marketing and related public relations activities;

### **our shire council**

United support under the Council's Vision and Mission Statements and a commitment to the obligations contracted within the awarded tender;

### **our community**

An obligation to align decision making with the Tweed Community Strategic Plan including civic leadership, supporting community life, strengthening the economy and caring for the environment; facilitating positive momentum for business and tourism within one of Australia's premier regions .

## vision

For Destination Tweed Inc. to be recognised locally and nationally as an authority representing the Tweed as a viable destination attracting educational opportunities, business development opportunities, major events and tourism.

For Destination Tweed Inc. to be actively involved in cross border relationships at all levels including state and local government authorities, councils, tourism bodies and local businesses.

For Destination Tweed Inc. to be acknowledged as providing value to all stakeholders by:

- Marketing and promoting the Tweed region for tourism visitation;
- Providing destinational information, support services and reservations through the Visitor Information Centres at Tweed Heads and Murwillumbah;
- Investigating, developing and delivering new tourism product;
- Marketing and promoting the Tweed region for business investment.

