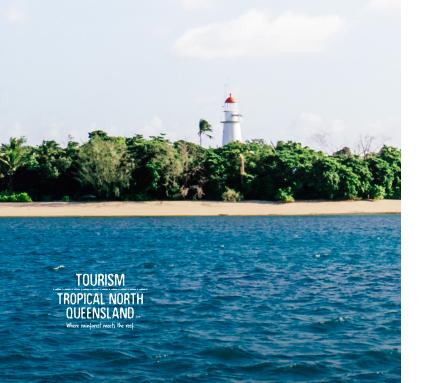
# STRATEGIC DIRECTION

Shift gears, unite & lead the way.



### **TTNQ PURPOSE**

Our purpose is to drive visitor revenue and long term benefits for the region by leading the region's tourism marketing, positioning and brand story; and by being a unifying and coordinating voice for the industry.

### **DESTINATION VISION**

The dream for the destination

We are known as one of the world's most inspiring nature based destinations; the gateway to hundreds of accessible experiences set on the stage of the Great Barrier Reef, Earth's oldest rainforest, outback and lived in by an ancient culture; shared by locals passionate about the Tropical North.

### ORGANISATION VISION

The dream for TTNQ

TTNQ is highly valued and respected, working with our allies to deliver world class, innovative destination marketing.

### **DESTINATION MISSION**

What we do as a destination

We deliver hundreds of unique tropical experiences, shared by passionate locals, and set in world heritage nature that, connected together, are the DNA of the Tropical North – our (brand) story.

### **ORGANISATION MISSION**

What we do as TTNO

We are a trusted and clear voice, leading and collaborating with our allies to ensure the region's tourism marketing achieves an expenditure of \$3.5B by 2020.

### CRITICAL SUCCESS FACTORS TO ACHIEVE OUR MISSION/GOALS

- Appropriate structure and resources
- A united industry and grow partnerships beyond our current base
- Our fan base must grow
- Evolving, adapting, learning organisation
- Digital is key

 Our brand story must be clear and used by all

### STRATEGIC PILLARS DEFINITIONS

MASTER OUR STORY	UNITE & PARTNER	DIGITAL LEVERAGE
Cultivate the regional (brand) narrative and relentlessly share the unique stories that collectively define our Place DNA centred on reef, rainforest, outback, lifestyle and culture and Indigenous.	We are the lighthouse for tourism, with the community our ally and broad respect for our agenda. We show contemporary leadership, a framework for collaboration and a clearly communicated direction.	The World has gone digital and that's the best way of telling our story.
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IMPROVE MEMBERSHIP	(Q) CONTINUOUSLY IMPROVE	RESET FINANCE & RESOURCES

## STRATEGIC GOAL **STRATEGIES**

compelling stories.

global footprint.

# **ACTIVITIES**

engagement story.

 Attendance & interest in workshops. • Increasing conversations around the regions through media channels.

**MEASURES OF SUCCESS / KPIS** 

1.2 Align with Tourism Australia Signature experiences. **1.3** Test a digital engagement site for visitors.

• A fully functional platform. **1.4** Drive the implementation of a whole-of-region communication · Published plan.

• Improved brand proposition for Business Events.

economic dialogue.

· TEQ and TA feedback.

· Membership strategy.

of representation.

• Board 1-1 feedback.

· Digital Strategy.

basis.

(ask them through survey).

· Brand story incorporated into all major events marketing.

• Increased requests to be part of consultation.

Increase membership relative to diversity

• 90% of members would know and use the story

• Increase in revenue YoY as a result of new partnerships.

Increased invitations for TTNQ to be part of industry and



**IMPROVE** 

**MEMBERSHIP** 

**DIGITAL** 

**LEVERAGE** 

CONTINUOUSLY

**IMPROVE** 

& RESOURCES

**OUR STORY** 

• Build influential relationships that amplify the region as a major economic driver.

and make implement easy for all stakeholders and expands our

• Reduce industry fragmentation. • Tap into the extensive network of people and industries outside of the

tourism framework.

· Actively listen to members to find out what they want and need to advance how we can add value to their membership. • Develop a Membership strategy - provide value to our members that

• Develop a brand narrative supported and endorsed by industry, underpinned by

• Amplify the story with a compelling communication strategy that guides, directs

encourages membership value and growth. • Maintain our relevance by being at the forefront of changes and opportunities

relating to destination marketing.

Pursue continuous development of our digital capability.

Define our digital strategy.

• Establish a reputation for our digital leadership.

• Support the external strategic drivers via digital means.

Invest in the digital capability of the team.

within the cultural DNA of TTNQ.

• Aggressively reduce red-tape, drive efficiency and embed an agile mindset

Build our governance and leadership capacity.

• Actively manage asset utilisation i.e. people, utilities, information & risk.

• Adopt relevant technology to assist with our continuous improvement.

Foster a culture of innovation.

 Strengthen our capacity to manage our funding. • Actively engage in progressive funding strategies that maintain current needs and provide a positive pipeline of funding that will meet the future needs of the organisation.

**2.1** Develop symbiotic partnerships to leverage marketing initiatives, particularly with TEQ and TA. 2.2 Look outside the traditional means to leverage new opportunities & stretch

to drive dialogue, leverage relationships and build unity.

1.1 Host cluster workshops to collaboratively develop the story.

our network. 2.3 Chair to lead collaboriative discussions across industry and non-tourism sectors

2.4 Complete regional transformation submission. 3.1 Customer mapping.

**3.2** Develop a corporate communication plan & improve corporate messaging. 3.3 Actively pursue our understanding of what the smaller SME operators want and

need that may be different to the larger Platinum members. **3.4** Provide industry and member product, operational, digital and human

development through training.

**3.5** Develop offering to broaden membership base to non-traditional business.

**4.1** Establish a digital coop framework.

**4.2** Develop a Digital Strategy. **4.3** Initiate a continuous digital learning program to improve digital capacity

**4.4** Participate in training and professional development to advance internal capability.

**4.5** Invest in software and hardware to support our digital transformation.

**5.1** Close the Visitor Centre. **5.2** Review and restructure with a view to improving efficiencies.

5.3 Conduct an independent internal audit.

**6.1** Investigate long-term sustainable resourcing.

**5.4** Explore outsourcing of functions.

5.5 Introduce 90-day sprint reviews to measure strategy progress and review

• Increased requests to be part of digital consultation.

• Measure member value using the Net Promoter Score on an annual

· External Driver digital performance metrics.

Team Net Promoter Score.

Marketing v Fixed cost % YoY.

Define and imbed the values.

Membership survey.

· Absenteeism.

• 1-page strategy scorecard and publish to members.

• Achieve \$3.5B in visitor revenue by 2020.

• % of \$ increase on marketing compared to previous year.

• Staff satisfaction survey re processes.

**6.2** Work collaboratively with the membership engagement team to co-create a fiscal membership model that aligns with member needs as well as leveraging non-traditional sponsorship partners. **6.3** Explore Shared services.

6.4 Engage a Grant specialist.