

Scope of Services

Expression of Interest

Provision of Marketing Services for the Pioneers' Pathway Self Drive Trail

1. Background

The Pioneers' Pathway is a regional heritage self-drive tourism route connecting communities from Goomalling to Merredin. Member Councils have resolved to transition away from the current Advisory Group delivery model with an Executive Officer and seek a suitably qualified organisation to deliver coordinated destination marketing and promotional services under a service agreement arrangement.

The provider will support delivery of the Pioneers' Pathway vision to promote and facilitate a quality visitor experience that delivers value to local communities through coordinated marketing, storytelling, promotion and visitor engagement.

2. Contract Term

Initial term:

1 July 2026 to 30 June 2027

Optional extension:

Up to two additional periods of 12 months subject to satisfactory performance and funding.

3. Objective of the Service

To provide professional destination marketing and visitor promotion services that:

- Increase awareness of Pioneers' Pathway as a heritage self drive experience
- Increase visitor engagement and encourage dispersal across member communities
- Deliver consistent and professional branding and storytelling
- Leverage partnerships and cooperative marketing opportunities
- Improve digital visibility and access to visitor information

The Provider may propose alternative delivery methods or additional value add initiatives provided they demonstrate alignment with the objectives and available budget.

4. Scope of Services

A. Strategic Marketing Planning

Provider will:

1. Prepare and maintain an **Annual Pioneers' Pathway Marketing and Activity Plan**.
2. Develop annual campaign priorities and content themes aligned to:
 - heritage tourism
 - road trips
 - seasonal visitation
 - local events
 - storytelling opportunities

3. Identify target markets and campaign objectives.
4. Provide annual budget recommendations.

Deliverables

- Annual Marketing and Activity Plan submitted within eight weeks of contract commencement and reviewed annually.
- 6 monthly implementation update

B. Digital Marketing and Content Delivery

Provider will:

1. Deliver coordinated digital marketing campaigns.
2. Develop and publish content across agreed channels including:
 - Website
 - Facebook
 - Instagram
 - Video and storytelling assets
3. Develop and maintain a content calendar.
4. Coordinate user generated content and industry participation.
5. Monitor online reviews, comments, messages, questions and visitor sentiment.
6. Respond promptly to enquiries, aiming for a response time of 24 hours.

Deliverables

- Minimum 1 social media campaigns per quarter
- Minimum 8 organic social posts per month
- Quarterly content calendar
- Annual digital campaign report

KPI

- Social audience growth achieved year on year
- Engagement rate maintained or improved against previous reporting period
- Content calendar delivered in accordance with agreed schedule

C. Website Management and Visitor Information

Provider will:

1. Manage and maintain the Pioneers' Pathway website.
2. Ensure content remains accurate and current.
3. Update itineraries, events, stories and visitor information.
4. Optimise search performance and visitor usability.

5. Coordinate integration with regional and partner platforms where appropriate.
6. Maintain digital assets and image library.

Deliverables

- Website reviewed monthly
- Content updates completed within 10 business days of receipt of approved content or request.

KPI

- All identified content updates completed within service standard
- Visitor engagement metrics reported half yearly

D. Print Marketing and Distribution

Provider will:

1. Coordinate development and production of print collateral.
2. Manage brochure updates and print runs.
3. Coordinate distribution to visitor centres, events and trade show opportunities.
4. Review effectiveness of printed collateral annually.

Deliverables

- Annual brochure review
- Distribution schedule maintained

KPI

- Distribution completed annually within approved budget
- Brochure stock availability maintained

E. Cooperative Marketing

Provider will:

1. Act as the lead liaison with Australia's Golden Outback (AGO) and other agreed partners.
2. Coordinate participation in annual AGO Wheatbelt cooperative marketing opportunities including:
 - campaign submissions
 - content supply
 - media opportunities
 - hosted familiarisations

Deliverables

- Annual AGO Wheatbelt Cooperative Marketing participation plan

- Submission and coordination of agreed campaign content and reporting

KPI

- Participate in minimum two cooperative marketing opportunities annually
- Demonstrate leveraged value where cooperative opportunities are secured

F. Storytelling and Content

Provider will:

1. Develop and promote authentic stories aligned with the Pioneers' Pathway themes.
2. Pathway for local communities to contribute content.
3. Engagement of influencers, content creators and collaborators
4. Promote experiences and encourage dispersal across the route.

Deliverables

- Minimum one new storytelling activation or campaign annually that generates new visitor facing content.
- Annual content and storytelling plan

KPI

- Story assets delivered on schedule
- Content utilised across at least three channels

G. Reporting, Evaluation and Governance Support

Provider will:

1. Provide performance reporting and insights.
2. Collect available analytics.
3. Present annual achievements and recommendations.

Deliverables

- Six monthly performance report
- Annual review and forward plan
- Attendance at up to two governance meetings annually

KPI

Reports include:

- Website analytics
- Social analytics
- Campaign performance
- Cooperative marketing outcomes

- Visitor insights and trends
- Opportunities, risks and recommendations

5. Respondent Requirements

Respondents should demonstrate:

- Experience delivering destination or regional tourism marketing
- Experience managing multi stakeholder projects
- Digital marketing capability
- Website management capability
- Graphic design and print coordination capability
- Existing tourism partnerships and networks
- Understanding of regional Western Australia

Proposal Submission Requirements

Respondents must provide:

- Proposed methodology and work program
- Proposed team and experience
- Annual fee and exclusions
- Examples of similar projects
- Proposed reporting approach
- Value add opportunities

6. Evaluation Criteria (Suggested)

Criteria	Weighting
Demonstrated capability and experience	30%
Methodology and understanding	30%
Value for money	20%
Marketing networks and partnerships	10%
Reporting and performance measurement	10%

A suggested Pioneers' Pathway budget breakdown for 2026-2027 as a guide:

Income	Description	Budget	Who pays
Member Council Contributions	5 LGs @ \$4,500	\$22,500.00	Member Councils
Marketing Activity	Description	Budget	Who pays
Tourism memberships	Australia's Golden Outback	\$185.00	Shire of Goomalling
	Central Wheatbelt Visitor Centre	\$221.50	Shire of Goomalling
Website hosting	Hosting, domain, maintenance, minor upgrades	\$1,041.50	Shire of Goomalling
Print Adverts	AGO Annual Planner Advert - Quarter Page	\$1,145.00	Shire of Goomalling
Sub-Total		\$2,500.00	
Content creation	Photography, video, influencer activity, storytelling content creation	\$4,000.00	Third Party Marketing Provider
Digital marketing campaigns	Paid social campaigns, boosted content, digital advertising	\$2,000.00	
*Cooperative marketing activities	AGO Wheatbelt campaigns, regional opportunities, co funded promotions	\$3,000.00	
*Brochure Print	Brochure reprint, distribution	\$2,500.00	
*Consumer shows and activations	Perth Caravan & Camping show, promotional events, displays	\$1,000.00	
*Website management	Monthly management and updates	\$1,500.00	
Marketing management and reporting	Delivery, reporting, coordination, analytics, stakeholder liaison	\$6,000.00	
Sub-Total		\$20,000.00	
Total Expenses		\$22,500.00	

*Notes: This activity could be done also by the Shire of Goomalling or other member Council.