



**CENTRAL WHEATBELT
VISITOR CENTRE**

MEMBERSHIP PROSPECTUS

2024/2025





📍 Merredin Silos Lookout

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ABOUT US

The Central Wheatbelt Visitor Centre (CWVC) operates as a not-for-profit (NFP) business under the administration of the Shire of Merredin. Strategically positioned at the Merredin Train Station, the CWVC serves as the primary hub for visitors seeking information and assistance about Merredin and the wider Eastern Wheatbelt Region. Furthermore, the centre actively facilitates engagement with prospective visitors, organisations, and tour operators, encouraging them to explore the Eastern Wheatbelt and all it has to offer.

The CWVC meets the Western Australian Visitor Centre Accreditation Standard as a Quality Tourism Business eligible to use the Golden  landmarks under the Tourism Councils' Australian Tourism Accreditation Program (ATAP). As an accredited Level 2 regional visitor centre, the CWVC commits itself to delivering exceptional visitor servicing of the utmost professionalism, ensuring a consistently high standard of service.

The CWVC provides service to 21 local governments in the Eastern Wheatbelt region comprising of the Shires of Beverley, Bruce Rock, Corrigin, Cunderdin, Dowerin, Kellerberrin, Kondinin, Koorda, Kulin, Lake Grace, Merredin, Mt Marshall, Mukinbudin, Narembeen, Nungarin, Quairading, Tammin, Trayning, Westonia, Wyalkatchem and Yilgarn.

The CWVC maintains strong relationships and / or memberships with the following organisations:

- Australia's Golden Outback (AGO);
- The Tourism Council of Western Australia (TCWA);
- Visitor Centres Western Australia (VCWA);
- The WA Visitor Centre (Perth);
- Forum Advocating Cultural & Eco Tourism Inc. (FACET);
- North East Wheatbelt Travel Association (NEWTRAVEL);
- Pioneers' Pathway Advisory Group;
- Roe Tourism Association Inc (RTA); and
- Wheatbelt East Regional Organisation of Councils (WEROC) Inc. under an MoU with WEROC member Shires and the Shire of Cunderdin.

Funding for the CWVC is sourced from the Shire of Merredin, as well as local government Shire of Merredin/CWVC MoU contributions and membership fees. Our services include, but are not limited to:

- Walk-in visitor servicing for Merredin and the Eastern Wheatbelt region.
- Actioning prospective visitor email, phone and web enquiries on behalf of the Eastern Wheatbelt tourism stakeholders.
- Promotion of local and regional accommodation and tour businesses.
- Promotion of Merredin and Eastern Wheatbelt events.
- Cummins Theatre show ticketing.
- Agent for Transwa rail and road coach bookings and enquiries.
- Retail sales of local and regional products through marketing and promotion.
- Provision of Roman  Visitor Information signage and support to Eastern Wheatbelt Visitor Centers, Community Resource Centres and tourism businesses providing visitor servicing.
- Tourism business support and advice.
- Retailer for Parks and Wildlife Services WA Park Passes.
- Upgrade and maintain the website www.wheatbelttourism.com to keep visitor information current for the eastern Wheatbelt local governments and tourism businesses.
- Maintain CWVC social media platforms.
- Research and offer annual training opportunities to CWVC staff and Eastern Wheatbelt tourism partner members.



MARKETING



BROCHURES

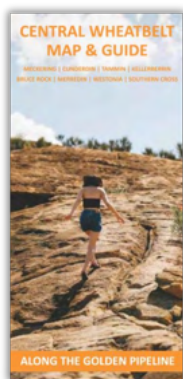
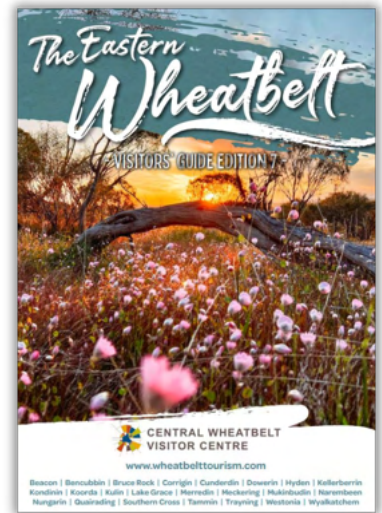
The Eastern Wheatbelt WA – A Visitors' Guide Edition 7 (Last reprinted March 2023)



The CWVC project manages and enlists all advertisers for each reprint edition of this key regional holiday planner for tourism partners, their local governments, tourism businesses, and attractions in the Eastern Wheatbelt.

Income from advertisers allows the holiday planner to be printed and distributed throughout the state by Vanguard Distribution through their online order system, while the CWVC manages the Eastern Wheatbelt regional distribution.

Each edition of the holiday planner is tailored to suit local, regional, and intrastate travelers, as well as families planning road trip escapes from the city for weekends, school holidays or extended breaks. In addition, it caters to fly/drive interstate and international visitors who are planning road trips from Perth to explore our region.



Central Wheatbelt Map & Guide – Along the Golden Pipeline (Last reprinted September 2022)

The CWVC is responsible for the project management of this regional map and guide, specifically designed for the WEROC MoU Shires of Bruce Rock, Kellerberrin, Merredin, Tammin, Westonia, Yilgarn, and the member Shire of Cunderdin.

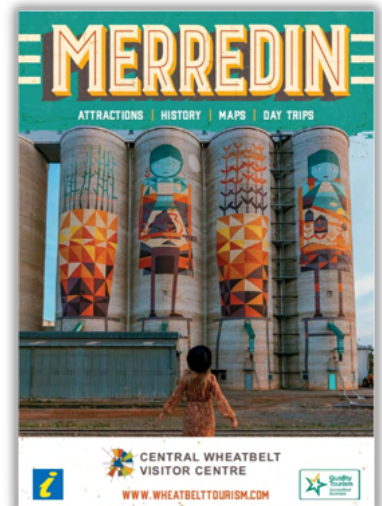
Reprinted as required, this resource serves as a highly valuable tool for visitors who are intending to explore the Central Wheatbelt region.

Merredin A4 Brochure (Last Reprinted November 2023)



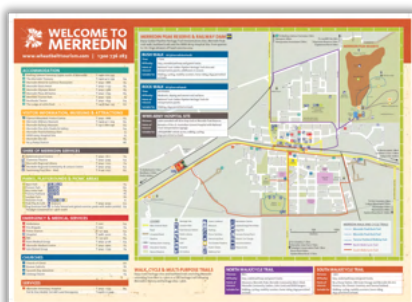
The CWVC is responsible for the project management of Merredin's brochure along with the coordination of all advertisers involved in each re-print of this specialised marketing tool, designed for promoting the Shire of Merredin and its array of attractions, businesses, and satellite towns.

The production of this brochure is made possible through the advertising support provided by tourism businesses and service providers in Merredin. The distribution of the brochure is carried out regionally by the CWVC as per specific requests and requirements.



Merredin A4 Map Pad (Last Reprinted November 2023)

The CWVC prepares and prints a Map of Merredin for visitors with services and tourism businesses listings. The reverse is a guide to Merredin's CBD Heritage trail and history of key sites.





📍 Narembeen Grain Discovery



📍 Mangowine Homestead

TRADE SHOWS

Perth Caravan & Camping Show - Annual Australia's Golden Outback / Wheatbelt Promotion

This trade show presents a significant opportunity for Eastern Wheatbelt tourism partners to actively engage with the Perth metro self-drive market and positively influence their future travel plans, encouraging them to include road trips to our self-drive trails, as well as the region's key attractions.

During the Perth Caravan & Camping Show held in March 2024, an estimated 29,963 visitors attended over the course of four days.

The CWVC staff, in collaboration with regional tourism partners, actively participate at the exhibition stand, offering assistance in promoting the region as an exceptional tourism destination for various stakeholders, including:

- Australia's Golden Outback;
- Shire of Merredin T/A Central Wheatbelt Visitor Centre;
- WEROC Inc. for Eastern Wheatbelt Self-Drive Trail;
- The Pioneers' Pathway Advisory Group for Pioneers' Pathway;
- NEWTRAVEL Association Inc. for the Wheatbelt Way; and
- Roe Tourism Association Inc. for Pathways to Wave Rock.

MARKETING & PROMOTIONS

Eastern Wheatbelt Regional Banner



The Eastern Wheatbelt sub-regional tourism partners have a Wheatbelt Banner available for cooperative marketing and promotional opportunities. The banner is displayed at:

- Dowerin Field Day's; and
- Other promotional opportunities as required.



AGO/Wheatbelt Cooperative Annual Marketing Campaigns 2024-2025 FY

The CWVC assists with AGO's Wheatbelt self-drive print media marketing as well as digital and radio campaigns in cooperation with WEROC Inc. local governments and the Shire of Cunderdin, and our Eastern Wheatbelt tourism partners.

Following AGO Cooperative Campaigns, the CWVC staff responds to potential enquiries by:

- Provision of the CWVC Call-to-Action number (1300 736 283) used for all AGO/Wheatbelt campaigns.
- Providing prompt responses to phone and email enquirers seeking brochures and information.
- Coordinating the postage of all Eastern Wheatbelt Maps and Guides to prospective visitors; and
- Seeking other co-operative marketing opportunities as they arise.

AGO 'Wheatbelt Weekend' Campaign Spring Activity August 2024

- The 'Wheatbelt Weekend' campaign was developed in 2022 in partnership with AGO and the Eastern Wheatbelt tourism partners as a cooperative marketing endeavor comprising of four hero road trips; The Wheatbelt Way, Pioneers' Pathway, Eastern Wheatbelt Self-Drive Trail, and Pathway's to Wave Rock.
- Target Markets - 28 to 40 age range, families and couples.
- Media Delivery - Organic social media activity on the AGO Fb page and Insta page from Aug to early Oct
- Solus EDM to the AGO database - These emails will go out on 12th Aug and 12th September 2024
- Paid social media advertising campaign promoting all 4 road trips individually.
- Campaign landing page, hosted on AGO website with content for inspiration and planning.
- Updated 2024 AGO Wildflower Guide to Wheatbelt self-drives and wildflowers & on-line AGO's Website
- Paid Digital Campaign in The West – Native article promoting Wildflower road trips in the AGO region promoting the Wildflower Way, Wave Rock Wildflower Trail and the Everlastings Wildflower Trail.
- 2 x Paid EDMs with The West Travel Club – 21st Aug & 11th September 2024
 - First EDM promoting Gascoyne Murchison – Northern Wheatbelt wildflower trails – Road to the Rock Wildflower Trail, Everlastings Wildflower trail,
 - Second EDM – Eastern Wheatbelt Self Drive, Pathways to Wave Rock and Wheatbelt way.
- Paid Digital Campaign with Perth is Ok – Digital Web article promoting a Wheatbelt Road Trip

Regional Events



The CWVC coordinates the distribution of event information and posters for the 21 Eastern Wheatbelt local governments through:

- Researching Eastern Wheatbelt LG's websites and Events Calendars.
- Timely updates on the regional website through the following page: www.wheatbelttourism.com/events.
- A monthly call out for events information to all 21 local governments & CRC's.
- A monthly Events e-Newsletter emailed to subscribers.
- A Weekly Update email to Merredin businesses and tourism providers.
- Displaying regional event posters on the CWVC public notice boards, and
- Posting and sharing regional event promotions across the CWVC Facebook and Instagram accounts.



Social Media Marketing

The CWVC social media pages are designed to connect with a broad audience, amplifying the visibility of everything our Wheatbelt region has to offer. The CWVC Facebook and Instagram pages are well-established, with a following that reflects our connection to both local residents and visitors. These channels have become the go-to resource for discovering everything happening in our region, from events and attractions to community highlights.

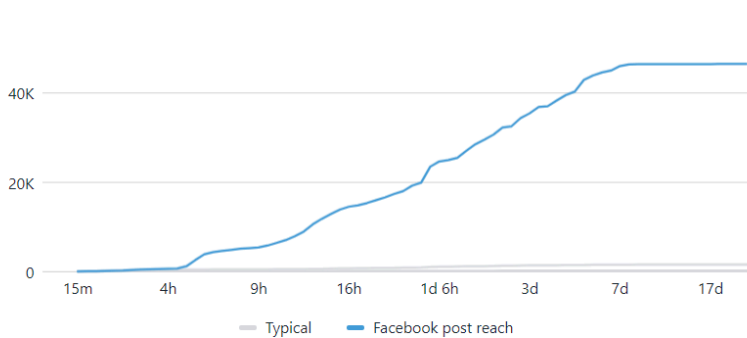
For our members, we offer exclusive town spotlights that consistently attract substantial reach and high engagement. These features not only highlight the unique charm of each town but also provide valuable exposure for local businesses. By focusing on what makes each community special, our spotlights effectively drive interest and foot traffic, making them a powerful tool for promoting the Wheatbelt region.

Town Spotlight: Corrigin

Overview

Reach	Impressions	Interactions	Link clicks
46,488	46,995	174	6
Higher than typical	Higher than typical	Higher than typical	Typical

Reach



Interactions

Reactions	Comments	Shares	Saves
143	5	20	7
Higher than typical	Higher than typical	Higher than typical	Higher than typical

Central Wheatbelt Visitor Centre
August 14 at 6:00 PM

WHEATBELT TOWN SPOTLIGHT: CORRIGIN
A Charming Stopover Awaits

Corrigin, a captivating town 230 kilometers southeast of Perth, offers a delightful escape for travelers seeking a taste of authentic country life. Whether you're en route to Wave Rock in Hyden or simply looking for a relaxing break, Corrigin's warm hospitality and rich heritage promise a memorable experience.

Exploring Corrigin:

- Delve into Corrigin's fascinating past with a visit to the Pioneer museum, showcasing the town's pioneering spirit and agricultural roots.
- Pay a unique tribute to man's best friend at the town's unusual Dog cemetery.
- Hike or bike the dedicated tracks and trails surrounding Gorge Rock, enjoying scenic views and natural beauty.
- RSL Lookout and the Scenic Lookout Drive, provide ideal photo opportunities of the various views including the townsite, salmon gums, wheatfields and natural bush reserves. You can also inspect the World War I Turkish Mountain Gun located at the top of the RSL Lookout
- Witness the awe-inspiring spectacle of wildflowers blooming across the Corrigin countryside during spring. Embark on a self-guided wildflower drive to discover hidden gems and capture stunning photographs.

Plan your trip today bit.ly/cwvccorrigin

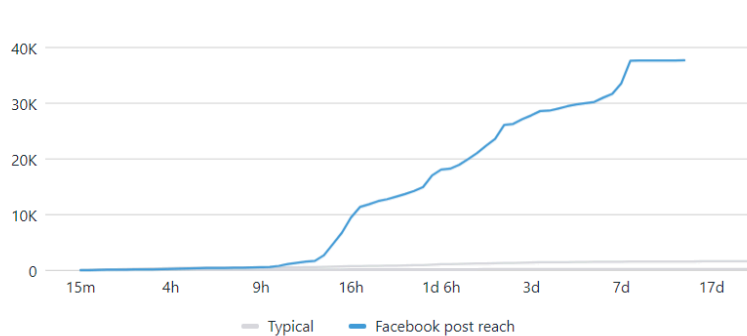


Town Spotlight: Wyalkatchem

Overview

Reach	Impressions	Interactions	Link clicks
37,357	37,359	135	6
Higher than typical	Higher than typical	Higher than typical	Typical

Reach



Interactions

Reactions	Comments	Shares	Saves
102	10	17	9
Higher than typical	Higher than typical	Higher than typical	Higher than typical

Central Wheatbelt Visitor Centre
August 21 at 6:00 PM

Unveiling Wyalkatchem: A Wheatbelt Gem

Escape the ordinary and discover Wyalkatchem, a charming town nestled just 200 kilometers northeast of Perth! This vibrant Wheatbelt community boasts a population of friendly faces, a rich history, and breathtaking natural beauty.

Step Back in Time:

- Unearth Wyalkatchem's fascinating past at the CBH Museum, where a collection of early farming equipment brings history to life.
- Immerse yourself in a bygone era at the Old School House Museum, showcasing authentic room settings filled with everyday items from a simpler time.

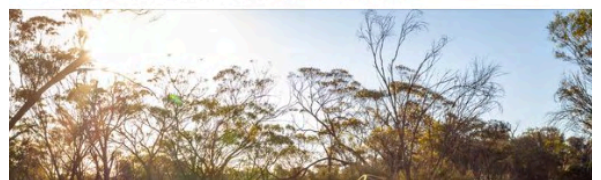
Nature's Playground:

- Hike scenic trails surrounding Wyalkatchem and immerse yourself in stunning bushland vistas. Keep an eye out for Western Australia's vibrant wildflowers, especially during peak season!
- Escape light pollution and be mesmerized by the breathtaking night sky – a stargazer's paradise!
- Unwind at Korrelocking Reserve, a 259-hectare haven of pristine bushland, ideal for picnics and nature walks.

Wyalkatchem: Where History Meets Adventure

- Wyalkatchem's historical significance shines through with the iconic grain elevators marking the town's entrance. These giants stand as a testament to the region's pioneering role in bulk wheat handling.
- Explore the Pioneers' Pathway, the historic Goldfields Track that once led fortune seekers to Kalgoorlie Boulder.
- Wyalkatchem also forms part of the scenic Wheatbelt Way drive trail, offering a captivating journey through the heart of the region.

Ready to experience Wyalkatchem's magic? bit.ly/cwvcwyalkatchem





📍 2024 The Magical Weedy Seadragon at Cummins Theatre

Merredin Events

The CWVC ensures the widespread dissemination of local event information and posters, utilising a range of strategic locations which include, but are not limited to:

- CWVC front of building notice boards and shire services notice boards.
- Dedicated A3 Poster Frames in Apex Park and the Barrack and Bates Street precincts.
- Public notice boards on the Westpac Bank wall in Barrack Street.
- Calendar of Events on website www.wheatbelttourism.com/events
- A weekly e-news update to key Merredin tourism businesses and services.
- Upload to Tourism Data Warehouse for listing on AGO and Tourism WA websites.
- Upload to Logistica for listing on weekly Scoop E-News, and
- CWVC social media promotions, including Facebook.

Tourism Business and Service Support

The CWVC is a point of contact for support for prospective, new and established tourism businesses, providing:

- Advice and referrals for new businesses to tourism industry networks, marketing and training;
- Letters of Support for regional tourism and economic development grants; and
- Business exposure on the regional website www.wheatbelttourism.com

New Resident Packages

The CWVC is a point of contact for prospective and new Merredin residents, providing:

- New Resident packs containing Shire of Merredin information and businesses and community organisations.
- Advice on how to subscribe to Merredin and Wheatbelt event Calendar.

OUR VISION

“ To develop the Eastern Wheatbelt as a tourism destination. ”



OUR MISSION

Foster the Eastern Wheatbelt tourism industry through leadership, collaboration, marketing and industry engagement.



WHY JOIN

To strengthen tourism in the Eastern Wheatbelt.

CENTRE BENEFITS

The Central Wheatbelt Visitor Centre in Merredin is in a good position in a strategic location to deliver a high standard of visitor service for Merredin and the Eastern Wheatbelt's local governments, driving visitors to regional self-drive trails, their towns', tourism businesses, attractions and events.

As a member your business will benefit from our position and experience in the tourism industry and our roles and responsibilities for visitor servicing on behalf of stakeholders:

- A key regional hub visitor centre at the crossroads of six key self-drive trails.
- A key point of contact for fly/drive interstate and international visitors ex Perth.
- A close association with Australia's Golden Outback to inform members of marketing and promotional opportunities.
- The call to action for all Australia's Golden Outback/Wheatbelt cooperative marketing campaigns, putting staff in direct contact with prospective visitors.
- Our staff can recommend your business through direct contact over the counter, phone and email referrals which total around 10,000 visitor contacts per annum.
- Business listing on regional website www.wheatbelttourism.com.
- Your business brochure and marketing material will receive prime racking space.
- Preference for group booking referrals and regional tourism packages.
- Preference for Wheatbelt tourism familiarisations, and
- Refer industry opportunities as they arise for tourism grants, workshops to up-skill our members and stakeholders.

WEB BENEFITS

Eastern Wheatbelt Regional Website www.wheatbelttourism.com

We are excited to be offering a new and fresh website in September 2024 with a fully custom based design with an easy user navigation, and eCommerce capabilities providing a comprehensive upgrade.

With the upgrade, the website will continue to provide a dedicated space for eastern Wheatbelt tourism businesses, offering a range of business information, images, logos, as well as direct links to both email, phone and websites.

We will continue to provide timely business and event updates promptly executed by email request. Our comprehensive array of regional visitor information content and a wide range of current brochures will remain available online, serving as a valuable resource for members and visitors seeking detailed insights into the region.



MORE INFORMATION

SUPPORT TOURISM & SUPPORT YOUR COMMUNITY

By becoming a member of the CWVC, you are supporting and strengthening the local and regional tourism industry, which plays a pivotal role in the economic vitality of the 21 Eastern Wheatbelt Shires and their respective towns. The flow on effects generated by visitors to our towns are vital for the continuous operation of local businesses and the facilitation of economic growth, thus ensuring the vibrancy and livability of our communities are upheld.

MEMBER RESPONSIBILITIES

- CWVC staff to be informed about product features, facilities, prices, times of operation, contact details, change of ownership or close of business as needed.
- Invite the CWVC staff to inspect your property / business / attraction so we understand the way you as the business owner want it promoted.
- Ensure that you provide the CWVC with a regular supply of your brochures for visitor information.
- Have the local and regional tourism brochures available at your business location to support Wheatbelt tourism and cross promotion.

FEES

2024/25 MEMBERSHIP BENEFITS	LEVEL 1 \$215	LEVEL 2 \$150	LEVEL 3* \$64
Direct over the counter referrals to an average of 8,000 visitors a year	✓	✓	✓
Website business listing with one image and 150/100/75 words which includes: business details, logo, and direct links to your email and website	✓	✓	✓
Membership business listing on web page (wheatbelttourism.com/membership/our-members)	✓	✓	✓
Opportunity for inclusion in AGO cooperative marketing activities & famils	✓	✓	✓
Eligibility to business listing discount in Merredin Brochure (Merredin business members only)	✓	✓	✓
Receipt of monthly EW Events E-newsletter and website Analytical reports on request	✓	✓	✓
Priority placement of business advertisement in upcoming editions of the Eastern Wheatbelt Holiday Planner	✓		✓
Have your Tourism Council of WA Australian Tourism Accreditation Program (ATAP) accreditation logo displayed on your business listing on our website	✓	✓	✓
One free business profile in our E-Newsletter per annum	✓	✓	✓
Eligibility to discount advertising in upcoming editions of the EW Holiday Planner	✓		✓
Eligibility to one free additional business listing if listed in two categories in upcoming editions of the EW Holiday Planner or more businesses at the discretion of the manager	✓		✓

Level 1 - Recommended for Local Governments | Level 2 Recommended for Small Businesses
Level 3* Recommended for Not for Profit (NFP) Museums

For more information contact the CWVC Manager on (08) 9041 1666, or complete the 2024/2025 Membership Application Form provided, or available on-line at www.wheatbelttourism.com/membership



Central Wheatbelt Visitor Centre
(08) 9041 1666 | visitor@merredin.wa.gov.au
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