1.1 S.W.O.T. Analysis

SOURCE – GLENELG SHIRE TOURISM MARKETING PLAN (2001 – 2004) SITUATION ANALYSIS ; ASCET GROUP

STRENGTHS

- Victoria’s birthplace. First permanent residents in Victoria.
- Portland Maritime Discovery Centre
- The number and variety of National Parks within the region.
- Variety of accommodation.
- Coastline - Three bays.
- The history of the area.
- Kelpie history
- Warrock.
- Cape Nelson.
- Fishing.
- Maritime history.
- Marine life.
- Bird watching.
- Great South West Walk.
- Koorie culture – Lake Condah
- Buildings – Architecture.
- Margaret Rose Caves.
- The Glenelg River.
- Quality of fishing
- Canoeing & Camping facilities
- Smelter tours
- The Port.
- The attraction of school groups to the area.
- Half way location between Melbourne and Adelaide.
- Variety of things to do in the one area.
- Cape Bridgewater
- Cape Nelson Lighthouse
WEAKNESSES

- The low awareness of the Discovery Coast and Hinterland region, restricts marketing potential
- The low market awareness of Casterton, Heywood, Dartmoor and Nelson
- Distance from Melbourne and Adelaide.
- Reliance on volunteers
- Lack of ‘unique’ attractions.
- The historic museum in Casterton relies on volunteers.
- There is no one unique attraction that the entire shire will get behind.
- No resources dedicated to the training of local tourism operators.
- The car parks and toilets infrastructure.
- Dissension and fragmentation amongst former Municipalities that make up the Shire.
- The link between the two ends of the shire.
- Lack of camping facilities at Cape Bridgewater – people camp in their cars on the foreshore.
- Lack of accommodation for bus loads (groups and events).
- Lack of convention centers (MICE facilities).
- Public transport
- Lack of staff in National Parks to enhance the visitor experience

OPPORTUNITIES

- Nature based tourism
- Hot Sea Baths.
- Excavation of the ‘Regia’
- Product development to penetrate existing markets and attract new markets
- The Wind-farms if situated in the right locations.
- Influencer promotions (friends and relatives market)
- Create linkages with other shires/regions
- Cable trams
- Caravan Park system. For e.g. vans, rich self drive backpackers
- Aboriginal history and attractions
• Foreshore Development
• Promote the first settlers, their family history and connections.
• Water (availability of it)
• Local community to become more involved with the tourism industry
• Low value of the Australian dollar benefits in-bound and domestic tourism
• Cater the region’s tourism offering for the high-growth older Australian market
• Benefit from Australia’s beach and natural heritage culture
• Obtain funding from new marketing budget allocated for tourism by the state government, in response to the ‘Attack on America’
• Adopt and promote new technologies throughout the local tourism industry
• Develop a stronger linkage with the popular Great Ocean Road region
• Benefit from the high awareness that Portland has amongst key target markets
• Benefit from the regions geographical location between Melbourne and Adelaide (two-state touring)

THREATS
• Slowing of the World and Australian economies
• Council funding.
• Neighboring shires increasing competition for events and share of visitation.
• Windfarms
• High fuel prices
• Uncertainty within the Australian Airline Industry
• The negative effects that tourism can have on the region ecological system
• The maturing of the local tourism industry – the majority of intended visitation comes from people who have previously visited the region

1.2 Competitive Advantages

• Birthplace of Victoria
• Unique Maritime History
  - Augmented by the interpretive services provided by the Maritime Discovery Centre
- Bridgewater Bay
- Cape Nelson