

# Digital Marketing Evaluation Sheet

Cities on a CD: An Interactive Tourist CD for WA  
Pendulum Promotions



## 1. Build solid digital foundations

Is the product in line with the contemporary consumer digital landscape and is it accessible by as wide an audience as possible?

Tourism Western Australia (Tourism WA) developed a free smartphone travel application, Explore Western Australia (WA), which is available for popular smartphone platforms such as iPhone and Android, making it accessible to as many people as possible. Since its launch in October 2011, Explore WA has been downloaded 21,500 times.

Developing a travel application is one strategy that is mirrored by most travel guide publishers. Lonely Planet, one of the world's leading travel guide publishers, has over 70 city destination applications for the iPhone alone which retails for AUD\$6.50.

Given the abundance of free and low-cost travel applications, this AUD\$25 product is not a competitive option that Tourism WA would choose to endorse or support in promoting Perth or WA.

## 2. Invest in Mobile

Mobile internet usage is set to supersede traditional desktop internet usage by 2014, and as such Tourism WA prioritises this channel. Does this product utilise this channel and allow people to use this channel to research and share holiday destination information?

Tourism WA's smartphone application is designed to provide users with information on WA during their visit. Tourism WA has also invested in the development of a mobile-friendly website that provides consumers with inspirational destination and event information when they consider travelling to WA.

In Australia alone, there has been an 85% growth in the use of the mobile web in 2011 compared to 2010<sup>i</sup>. Sales of music CD singles in Australia fell by 94.25% from 2009 to 2010 whilst digital tracks grew for the same period by 36.74%<sup>ii</sup>. Consumers are moving away from buying music CD's and are opting to download their music online. This change in consumer behaviour is a compelling reason not to invest in CD technology as a medium to provide tourism content.

## 3. Engage in 2-way communication

Every 60 seconds, 700,000 messages are sent via Facebook and over 175,000 tweets are tweeted around the world<sup>iii</sup>. In Australia alone more people are sharing, posting, tweeting and commenting than ever before. Interacting has also increased, with 10% of Australians talking about their experiences online<sup>iv</sup>. Does this product allow consumers to engage in 2-way communication and share their experiences?

Tourism WA chooses to participate in social media and engage with consumers via Facebook, Twitter and YouTube due to strong growth in consumer interaction. Tourism WA has a robust content plan and ongoing community management.

Despite its title "Cities on a CD: An Interactive Tourist CD for WA", this product is not interactive by today's standards as it does not allow users to engage with and share its content via social bookmarklets and comment forums. With over four billion videos viewed in YouTube each day, there is no denying that consumers find video content engaging<sup>v</sup>. This product does not contain video and in Tourism WA's assessment is not interactive and therefore not eligible to be included as part of the marketing programme and digital messaging.

#### 4. Extend digital marketing to in-trip and post-trip

Tourism WA focuses its marketing efforts on the awareness, consideration and intention of consumer lifecycles and delivers on innovation. Does this product create awareness, consideration and intention in the consumer? Is the product innovative?

In order to generate heightened awareness, and leverage consideration and intention, Tourism WA invests in engaging with its audience during and after their trip to the State. Tourism WA does this by using popular social media channels to ensure it achieves a high audience reach. Tourism WA also undertakes a media and trade familiarisation program to amplify destination product experiences.

Tourism WA does not believe the product has delivered tourism content in an engaging medium to support this strategic pillar and would not adopt it as part of its digital marketing strategy.

#### 5. Product marketing exposure on [www.westernaustralia.com](http://www.westernaustralia.com)

Tourism WA's consumer website, [www.westernaustralia.com](http://www.westernaustralia.com), which attracts over 2 million unique visitors a year, includes content on Western Australian destinations, attractions, itineraries, experiences, events and co-operative partner holiday offers. Products directly related to the tourism industry such as accommodation, hire and tours are also featured on the website and are listed, where applicable, subject to our accreditation policy. The various accreditation systems in place help provide visitors with the confidence that an accredited operator is professional, ethical and reliable, has the required licences, insurances, copyright clearances, and is committed to providing a high quality tourism product.

Pendulum Promotions should be encouraged to explore online advertising options or partnerships with commercial tourism outlets and be referred to the "Growing Your Business" section on the corporate website which has industry contacts, etc.

Government assistance for small businesses can take many forms, most commonly free or low-cost advisory services, information, and guidance. There are a range of Federal, State and local government financial assistance initiatives available for various small business activities, and access is usually subject to specific eligibility criteria. Pendulum Promotions should be referred to the Small Business Development Corporation (SBDC) which provides free, independent guidance and advice to small business owners.

#### Summary:

It is understood Mr Meeks believes his mini-CD should be used by Tourism WA to promote the State, rather than through its existing forms of marketing activity ([www.westernaustralia.com](http://www.westernaustralia.com), free smartphone, facebook, twitter, etc) which he believes does not provide the same benefit as his mini-CD. In effect, Mr Meeks wants Tourism WA to adopt his CD and pay him for his IP/time/effort to develop it.

Any small business operator should enter into a venture after determining the commercial feasibility of its proposal and establishing there is a market demand for that product. If there is a market demand, then a small business operator should be able to establish distribution/retail channels. Tourism WA does not sell commercial products unless they meet the abovementioned criteria, nor does it purchase commercial products. SBDC may be able to assist Mr Meeks to determine if there could or ever was a market demand for his commercial retail product.

<sup>i</sup> The evolving online consumer, TNS March 2012 (<http://digitalnowaustralia.com/perth/Gallery.html>)

<sup>ii</sup> ARIA releases 2010 wholesale sales figures (17/02/2011)

<sup>iii</sup> <http://socialmediatoday.com/jpmiddleton/462808/every-60-seconds-social-media-infographic>

<sup>iv</sup> The evolving online consumer, TNS March 2012 (<http://digitalnowaustralia.com/perth/Gallery.html>)

<sup>v</sup> YouTube Statistics ([http://www.youtube.com/t/press\\_statistics](http://www.youtube.com/t/press_statistics))



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**Deputy Premier of Western Australia  
Minister for Health; Tourism**

Our Ref: 25-17707

Mr Owen Meeks  
Proprietor  
Pendulum Promotions  
PO Box 2579  
MT CLAREMONT WA 6010

Dear Mr Meeks

Thank you for your correspondence, which was referred to the Hon Dr Kim Hames MLA, Minister for Tourism, by the Hon Brendon Grylls MLA, Minister for Regional Development; Lands, regarding your interactive tourist CD.

Minister Hames has noted the information you provided and the rationale behind its production, and asked that I reply on his behalf. It is acknowledged that you have gone to a considerable amount of time and effort to produce a comprehensive and informative product.

I understand you also wrote to the former Minister for Tourism in 2009 about the CD and that Tourism Western Australia assessed the product at the time. The agency was asked to reassess the CD following your recent approach with a view to it being promoted within product listings on its website, [www.westernaustralia.com](http://www.westernaustralia.com).

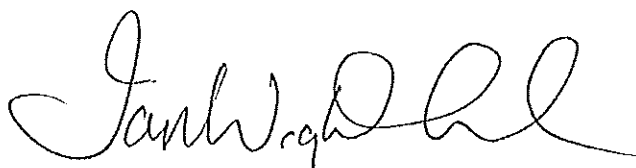
I am advised that, in addition to its purpose as a dynamic source of visitor information on the State, Tourism WA's website is used to promote tourism operators and products that are directly related to the tourism industry, such as accommodation providers, tour and transport companies, restaurants, hire businesses, tourist shops and attractions. Furthermore, these operators are required to undergo tourism industry accreditation and pay an annual fee. As your product does not meet these criteria Tourism WA is unable to offer you a listing on its site. However, you are encouraged to explore online advertising options or partnerships with commercial tourism outlets.

Information to assist small business ventures such as yours may be of interest and is available from the following sources:

1. Tourism WA's "*Growing Your Business*" section on its corporate website, [www.tourism.wa.gov.au](http://www.tourism.wa.gov.au), which provides useful information to assist in planning, developing and marketing a tourism business. Although the resources are not specific to a CD venture, you may find the marketing principles applicable.
2. The Small Business Development Corporation (SBDC) provides free, independent guidance and advice to small business owners. Further details are available from the SBDC website, [www.smallbusiness.wa.gov.au](http://www.smallbusiness.wa.gov.au), or telephone 131 249.

Thank you again for bringing your product to the Government's attention. I trust the information I have provided will be of assistance and wish you every success with your commercial venture.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Ian Wight-Pickin', with a stylized, flowing script.

Ian Wight-Pickin  
**CHIEF OF STAFF**

- 9 MAY 2011