

# PIONEERS' PATHWAY ADVISORY COMMITTEE

## UPDATE 2019

" We collaborate to promote and facilitate a quality visitor experience along the Pioneer Pathway which delivers economic value to our communities."

### ACTION PLAN

In 2018-2019 the Pioneers' Pathway Advisory Group spent a considered amount of time to clearly define the future purpose and direction of the Pioneers' Pathway. We have 7 key goals and have identified actions over the last 12 months to achieve them.

#### DEVELOPING OUR PRODUCT

1. Pioneer Pathways is known as a self- drive route
2. Visitors who experience our product are educated and engaged

#### MARKETING OUR PRODUCT

3. We know our marketing partners and value is received from them
4. Develop and expand our online presence
5. Our brochure will reflect the authentic stories along the Pioneer Pathway

#### GOVERNING OUR ORGANISATION

6. Communicate clear and concise messages about our organisation to members, Councillors, partners and key stakeholders
7. We work together to achieve Pioneer Pathway goals



**PIONEERS' PATHWAY**

### BRAND UPDATE

We updated our logo, developed a website [www.pioneerspathway.com.au](http://www.pioneerspathway.com.au) and produced a DL Brochure as an interim marketing tool.

### SITES & STORIES IDENTIFIED

Consensus was to focus on historical tourism and to tell one Pioneering story well in each town along the Pioneers' Pathway. Assistance was provided by Crisp Copy and the following stories will be the initial focus:

- Toodyay** - Moondyne Joe at the Newcastle Gaol Museum
- Goomalling** - Slater Family at Slater Homestead
- Dowerin** - Joe Anderson at Rusty the Tin Dog & Dowerin Main St
- Wyalkatchem** - John Lyndsey at the Wyalkatchem CBH Museum
- Trayning** - Jean Rance at the Information Bay
- Nungarin** - Jane Adams at Mangowine Homestead
- Merredin** - Alice Cummins at Cummins Theatre



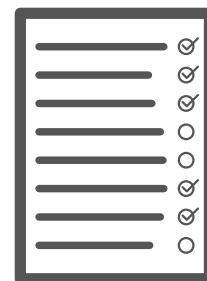
### BBRF FUNDING SUCCESS

We were successful in receiving \$20,000 in funding from the Building Better Regions Funding to update and improve Interpretation at the Pioneers' Pathway sites and along the Drive Trail. This project equates to an initial \$5,000 investment per site to update interpretation with a matching contribution of \$20,000 from the Pioneers' Pathway Trust Account funds.



### SITE INTERPRETATION PLAN

Creative Spaces were engaged to assist in developing site interpretation plans for each of the sites, which included interpretation that was engaging and more than just a sign! We will begin implementing this over the next 12 months with the initial BBRF Funds.



### FUTURE ACTIONS FOR 2019-2020

The Pioneers' Pathway Advisory Committee has an action plan for the next 12 months which includes:

- Applying for Lotterywest Funding to seek further funds to implement each sites interpretation plans.
- Reviewing the MoU which expires at 30 June 2020 and consulting with Councils as to the future.
- Implementing the Marketing Plan for the Pioneers' Pathway

