



## We know it, now to spread the magic of Parkes

Parkes Shire Council has launched a 'Discover the Magic' campaign inviting visitors to embrace their inner child and awaken their senses to the iconic attractions, events and experiences on offer in the Parkes region.

Capturing the school holiday period, the eight week campaign will commence this month and aims to create destination awareness and increase visitation to Parkes Shire by targeting families and the self drive touring market within four hours of Parkes Shire.

Specifically, Canberra has been identified as an untapped market for Parkes Shire.

The 'Discover the Magic' campaign aims to develop this market and target audiences through an exhibition at the major consumer event, the Canberra Home and Leisure Show 23-25 October.

Council's Tourism and Marketing Manager, Katrina Dwyer said an extensive marketing campaign culminating in print, digital, television and social media had been developed to reach this target audience and engage these consumers to

consider Parkes Shire as their next place to visit, stay and explore.

"A range of special offers from local participating tourism partners form part of the 'Discover the Magic' experience providing further incentive to visitors to choose Parkes as their destination," Katrina said.

Further leveraging from the RV Friendly status of Parkes and the smaller towns in the shire, the campaign will directly communicate to this fastest growing tourism segment in Australia.

This will be done through targeted advertising in industry magazines and membership newsletters exposing the campaign to more than 200,000 RV travellers across Australia.

Consumers will also be engaged through Parkes Shire Tourism's social media channels encouraging visitors to post, like and share how they 'Discover the Magic' of Parkes Shire.

The hashtag #DiscoverParkes will be promoted and used to engage audiences and measure the success and reach of the campaign.





## Caravan law open

Geraldton caravanning enthusiasts can affect proposed changes to the State's caravan and camping laws.

The proposed changes to the Caravan Parks and Camping Grounds Act 1995 were released for a second consultation period yesterday. If passed, they will be the first significant changes to the legislation since 1997. The review of the legislation is part of the Western Australian Caravan and Camping Action Plan 2013-2018.

There are 30 caravan, camper-trailer and campervan registrations for every 1000 people in WA.

Local Government Minister Tony Simpson anticipated the new Act would better meet the needs of consumers, operators and regulating authorities, reduce red tape and safeguard the health and safety of caravan and camping enthusiasts.

The State Government is also implementing a \$40.7 million Western Australian Caravan and Camping Action Plan 2013-2018, with the aim of increasing opportunities for people to experience affordable and safe holidays.

Public comment is open until November 30. Submissions can be made at <http://dlg.wa.gov.au>.