



BRAND MESSAGING STRATEGY

Southern Forests & Valleys Tourism Brand

The Southern Forests & Valleys region is a hidden gem waiting to be discovered. Located in the heart of Australia's South West, the region stretches from Balingup to Walpole, Nannup to Boyup Brook and encompasses Bridgetown, Pemberton, Greenbushes, Manjimup and Northcliffe.

The Southern Forests & Valleys region is undiscovered. We have unique nature and amazing adventure, we have an abundance of art, heritage and culture and we are the food bowl of the South West.

Our region is home to some of the most beautiful natural landscapes and charming small towns. Our region is a world away from the everyday.

1. Mission:

Deliver strategic tourism leadership, guide the development of the visitor experience, build industry capacity, and grow customer awareness of the region's tourism offering.

2. Vision:

The Southern Forests & Valleys region is recognised as a highly desirable visitor destination, with a prosperous and sustainable tourism industry contributing to the region's sustainable future.

3. Aims:

- To showcase, promote and highlight our region's tourism operators, attractions, events, and trails, delivering strategic tourism leadership across the Southern Forests & Valleys region.
- Together with our stakeholders, we aim to grow the visitor economy through leadership, promotion, and development, building the Southern Forests & Valleys regions' image, driving visitation, and boosting the economy.
- Ensure that our visitors have the best possible experience and that our region continues to thrive.

4. Target Audience:

Families, couples, and groups of friends who live within Western Australia, the Southern Forests & Valleys region, and neighbouring regions. Occasional, as the opportunities arises, we will target audiences from interstate and overseas.

5. Value proposition:

Find the undiscovered in the Southern Forests & Valleys

6. Taglines:

- A world away from the everyday
- We've made space for you

7. Brand message:

Discover unique nature and amazing adventure, local food experiences, and an abundance of art, heritage and culture in charming towns and stunning destinations.

8. Experience pillars:

Our experience pillars are centred around unique nature, adventure, art, heritage, culture, food experiences, trails, and our individual towns.

Epic Adventure

Experience an adventure playground like no other with stunning national parks, state forests, white sandy beaches, tranquil rivers, rolling hills, starry skies and picturesque landscapes. Walk, cycle, paddle, drive, or horse ride, there's an experience waiting for you.

Cultural Experiences

Immerse yourself in our region's art, heritage, and culture. Discover living heritage, artistic experiences, historic sites, traditional and indigenous cultures, music, and performing arts.

Taste Local

Satisfy your taste buds with farm-fresh produce in the food bowl of the South West. From farm gates stalls to farmers markets, cafes, restaurants, wineries, and breweries, there are so many opportunities to taste the region.

Charming Towns

Each of our towns is unique, with its own charm, attractions, characters, experiences, and events that showcase the very best of our region. Take a glimpse into what makes our region so special.

Unwind and Reconnect

Experience a slower pace of living, and travel at your own pace whilst experiencing our culture, food experiences, and nature. The Southern Forests & Valleys offers a unique connection to nature that will leave you feeling refreshed and reinvigorated.

9. Narratives

Option 1:

The Southern Forests & Valleys region is a hidden gem waiting to be discovered. Our region offers a different kind of space and connection to nature, where families, couples, and groups of friends can escape the everyday and immerse themselves in stunning natural landscapes and charming small towns. We are an adventure playground, an art and heritage hub, and the food bowl of the South West, all rolled into one undiscovered region.

With national parks, state forests, white sandy beaches, pretty picnic spots, rolling hills, tranquil rivers, starry skies, and picturesque landscapes, the Southern Forests & Valleys region offers a wide range of outdoor experiences for visitors. Whether you prefer to walk, cycle, paddle, drive, or horse ride, our stunning nature provides an adventure for everyone.

Our art, heritage, and culture experiences provide an opportunity to immerse yourself in the heart of our communities. From living heritage and artistic experiences to historic sites, traditional and indigenous cultures, music, and performing arts, our region offers a diverse range of experiences that showcase our communities' uniqueness.

The Southern Forests & Valleys region is known as the food bowl of the South West. From farm gates to farmers' markets, cafes, restaurants, wineries, and breweries, our visitors have the opportunity to taste local at every turn. The food experiences in our region are as unique as the region itself, offering a chance to explore the flavours and tastes that make our region so special.

The individual towns of the Southern Forests & Valleys region play host to charming attractions, characters, experiences, and events that present the very best of the region in easy-to-digest bites. Each town offers its own unique charm and flavour, providing visitors with a glimpse into what makes our region so special.

Whether you are looking for an adrenaline-fueled adventure or a relaxing getaway, our region offers something for everyone. Escape the everyday and immerse yourself in the stunning natural landscapes and charming small towns that make up the Southern Forests & Valleys region.

Option 2:

Come and experience the Southern Forests & Valleys, where nature, adventure, art, heritage, culture, and food all come together in one undiscovered region. Escape the everyday and immerse yourself in the stunning natural landscapes and charming small towns that make up our unique region. From outdoor adventures to cultural experiences, our region has something for everyone.

Taste the flavours at a local food markets, cafes, and wineries, and explore the heart of our communities through living heritage, traditional and indigenous cultures, music, events and performing arts. Each town in our region offers its own unique charm, providing visitors with an authentic and unforgettable experience.

Option 3:

Explore our unique nature, indulge in our food experiences, immerse yourself in our art, heritage and culture, and discover the heart of our communities, the Southern Forests & Valleys is a world away from the everyday.

Option 4:

Experience the Southern Forests & Valleys, where adventure, culture, food experiences, and nature combine to create a one-of-a-kind destination.

Option 5:

Experience undiscovered nature, adventure, art, heritage, culture, food experiences, charming towns, and the opportunity to unwind and reconnect with nature in the Southern Forests & Valleys.

Option 6:

The Southern Forests and Valleys is an adventure playground of national parks, state forests, wide sandy beaches, pretty picnic spots, rolling hills, tranquil rivers and picturesque landscapes. Our region is home of some of the most amazing trails for you to explore, no matter what your mode of transport. Walk, cycle, drive, paddle or horse trail through our stunning nature. There's an experience waiting for you.

Option 7:

Take a journey to Western Australia's Southern Forests & Valleys region and you'll discover some of the most enchanting forests and awe-inspiring coastline in the world. With so much natural beauty, the region has some of the most amazing trails for you to explore, no matter what your mode of transport. Hiking, mountain biking, road cycling, driving, kayak or even horseback, they have it all.

Option 8: NATURE & ADVENTURE

Experience the Southern Forests & Valleys, an adventure playground of national parks, pristine forests, awe-inspiring coastlines, pretty picnic spots, rolling hills, tranquil rivers, and picturesque landscapes. Switch off and let this stunning region refresh your soul. Unleash your adventurous side, explore the great outdoors, or hit the trails and discover a whole new world of natural wonders and breathtaking vistas. There's an experience waiting for you.

Option 9: ART, HERITAGE & CULTURE IN CHARMING TOWNS

Discover an abundance of art, heritage and culture in charming towns and stunning destinations. Immerse yourself in living heritage, artistic experiences, historic sites, traditional and indigenous cultures, music, and performing arts. Each of our towns are unique, with their own charm, characters, experiences, attractions and events that showcase the very best of our region. Take a glimpse into what makes our region so special. The Southern Forests & Valleys is a world away from the everyday.

10. Call to Actions:

Tourism

- Experience the undiscovered in the Southern Forests & Valleys region, plan your trip today.
- There's an experience waiting for you.
- Experience a world away from the everyday.
- Plan your trip today, we've made space for you.
- Discover the beauty of the Southern Forests & Valleys today.
- Plan your next adventure in the Southern Forests & Valleys.
- Start packing your bags and get ready for an unforgettable trip in the Southern Forests & Valleys.
- Experience the ultimate getaway in the Southern Forests & Valleys.
- Explore the hidden gems of the Southern Forests & Valleys.
- Don't miss out on the trip of a lifetime – book your trip to the in the Southern Forests & Valleys.
- Create unforgettable memories in the Southern Forests & Valleys.

Trails

- Blaze your own trail: Explore the great outdoors with our unbeatable selection of hiking, cycling, driving, paddle and equestrian trails.
- Step into adventure: Our trails lead to breathtaking views, hidden waterfalls, and unforgettable experiences.
- Escape to nature: Leave the hustle and bustle of the city behind and immerse yourself in the peace and tranquillity of our scenic trails.
- Discover a new world: Get off the beaten path and discover a whole new world of natural wonders and breathtaking vistas.
- Where the journey is the destination: Embark on a journey of discovery along our trails and experience the thrill of exploration.
- Get lost in nature: Our trails offer endless opportunities to explore, connect with nature, and discover something new around every turn.
- Unleash your adventurous side: Whether you're looking for a leisurely stroll or a heart-pumping challenge, our trails have something for everyone.
- Find your trail: From rugged mountain hikes to gentle strolls through the countryside, our trails offer endless possibilities for adventure.
- Explore beyond the horizon: Discover new vistas, hidden valleys, and pristine wilderness areas along our extensive network of trails.
- Live the adventure: Our trails are your ticket to an unforgettable outdoor experience, so why wait? Lace up your boots, grab your bike, and hit the trail today!