

## **Proposal for dissolving Balingup and Districts Tourism Association and re establishing as a group under the umbrella of the Balingup Progress Association**

### **Objective:**

To dissolve the current Balingup and Districts Tourism Association (BADTA) and reform as Balingup Visitor Centre Group under the umbrella of the Balingup Progress Association (BPA) to, ensure sustainability, and continue promotion of tourism in the region.

### **Rationale:**

In light of the recent funding cuts from the Donnybrook Balingup Shire, BADTA faces significant challenges in sustaining its current tourism model, which includes the operation of a physical visitor center. The association recognizes the need for innovation and sustainable approaches to maintain tourism's role as a driver of economic growth for local residents and businesses. In order to do this we recognise that operating under the umbrella of the BPA provides significant benefits

### **Key Benefits of Alignment:**

#### **1. Modernizing Tourism Operations:**

Under the BPA umbrella The Visitor Centre and associated efforts to promote tourism can be achieved by focusing on a transition to more modern, digital tourism strategies, helping the town adapt to current trends in visitor engagement and information dissemination. This will include online platforms to market the town, self-guided tours, and digital visitor information that can reach a broader audience.

#### **2. Maintaining a Personal Touch:**

While digital operations are crucial for the future, We recognise the community's commitment to preserving the face-to-face experience at the visitor center. Personal engagement remains important for tourists seeking local recommendations, advice, and the friendly, welcoming nature Balingup is known for.

#### **3. Strengthening Community and Business Engagement:**

We see that as community members see the link between the VC and BPA it will enable stronger links with the community and businesses, encourage collaboration, engagement, and new opportunities for locals to contribute to Balingup's tourism growth.

#### **4. Sustainability and Long-Term Planning:**

By restructuring to be a member group of the BPA , we will be better positioned to secure alternative funding sources, manage financial risks, and strategically plan for the long-term sustainability of Balingup's tourism offerings.

### **Conclusion:**

The BADTA committee is confident that this change of Structure can ensure that we are able to better meet the evolving needs of tourism in our region and ensure that Balingup continues to attract and welcome visitors while securing a sustainable future for the local tourism sector and maintaining its much-loved personal touch.

Submitted for your consideration by BADTA Committee Members.

Sharon Keady

President

Balingup and Districts Tourism Association