

An Extraordinary CHOGM

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AN EXTRAORDINARY CHOGM



EXTRAORDINARY
WESTERN AUSTRALIA

Sunday Times Magazine (December 2011)

CHOGM and the Queen – the number one hit of 2011
‘If only every day could be a CHOGM day in the city’



EXTRAORDINARY
WESTERN AUSTRALIA

CONSISTENT MESSAGE

BUT TWO DIFFERENT AUDIENCES

Busy, inaccessible visitors

- delegates most able to influence others
- differentiate our marketing from others
- find ways to get information they wanted to them

Inconvenienced locals

- show the benefits
- win approval and support
- get them involved



EXTRAORDINARY
WESTERN AUSTRALIA

MANY MESSAGES

Functional	Motivational	City Vibrancy
Public holiday shift	Free u/13 show entry	Welcome delegates
Free transport	Commonwealth Festival	Create local ownership
Road closures/city access	Sporting events	Dress the city
	See the Queen	



CHOGM 2011
PERTH, AUSTRALIA

EXTRAORDINARY
WESTERN AUSTRALIA

MARKETING PRIORITIES

- State Branding to create cohesion
- association to official CHOGM activity



CHOGM 2011
PERTH, AUSTRALIA

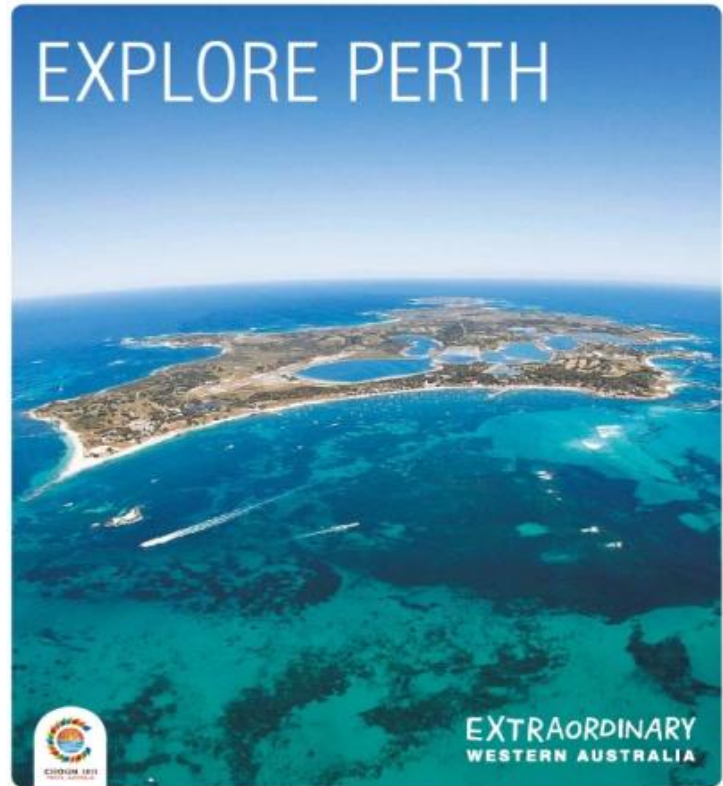
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COLLABORATION – CHOGM TASKFORCE

USE OF CHOGM LOGO

- extended their brand



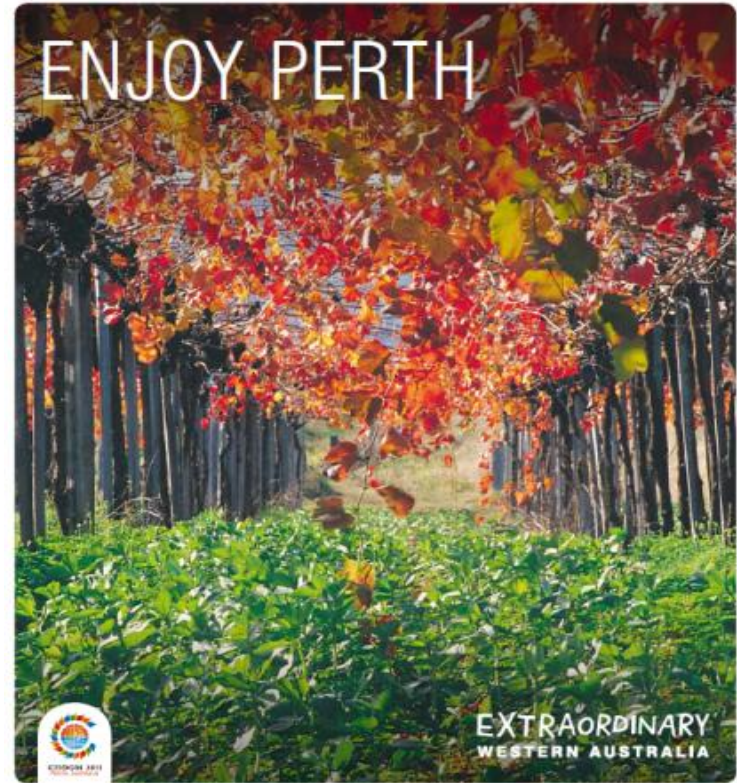
Spend the day a world away – Rottnest Island is waiting

We hope you find the opportunity to explore our great city and its surrounds. With pristine beaches, sheltered bays, no cars, but plenty of comforts, Rottnest Island makes the perfect day trip, just a short ferry ride from Perth.

Explore the island's rich history by bike or bus, then dive into a water wonderland of snorkelling before downing a cool drink at the newly refurbished Rottnest Hotel.

USE OF CHOGM LOGO

- extended their brand
- legitimised our messaging



Taste your way around the Swan Valley

We hope you find the opportunity to explore our great city and its surrounds. A relaxed half-hour drive from the CBD takes you deep into the Swan Valley – a unique day trip for food and wine lovers. Visit international and

family-run wineries dotted amongst orchard lined roads. Pause for a pint at one of four microbreweries. Or indulge in divine local produce at 70 restaurants and cafes – it's the perfect way to savour Perth.

USE OF CHOGM LOGO

- extended their brand
- legitimised our messaging
- enabled access to delegates



BEYOND PERTH



Put the Pinnacles at the top of your 'must do' list

We hope you find the opportunity to explore our great city and its surrounds. Just three hours' drive from Perth, yet millions of years in the making, the Pinnacles stand proud as one of Australia's most unique landscapes.

Take a scenic drive through these incredible limestone spires then get up close on a walking trail that overlooks the amazing Nambung National Park. A timeless reminder of your trip to Perth.



COLLABORATION – TRANSPORT

TRANSPORT ACCESS

- prime target audience



CHOGM 2011
PERTH, AUSTRALIA

PERTH WELCOMES THE WORLD AND THE UNDER 13s



CHOGM, 28-30 October, 2011
visit westernaustralia.com/chogm

EXTRAORDINARY
WESTERN AUSTRALIA

**Free entry to the Perth Royal Show for all
kids 12 and under, from 1 to 8 October, 2011**

With preparations underway for high-level discussions during the Commonwealth Heads of Government Meeting (CHOGM) to be held in Perth from 28 to 30 October, we've made some exciting arrangements for the youngest members of the Commonwealth.

All kids aged 12 and under will enjoy free entry to this year's Perth Royal Show – running from 1 to 8 October – when accompanied by an adult.

That's a saving of \$12 per child and is just one of many special arrangements we're making for the people of Perth while our great city is hosting this major international event. From arts and culture to sports and festivals, there will be plenty for you to enjoy around CHOGM.

To find out more about the Perth Royal Show, or to discover what else is happening around CHOGM, visit our website today: westernaustralia.com/chogm

TRANSPORT ACCESS

- prime target audience
- great advertising real estate



CHOGM 2011
PERTH, AUSTRALIA

PERTH IS PROUDLY OFFERING FREE PUBLIC TRANSPORT



CHOGM, 28-30 October, 2011
visit westernaustralia.com/chogm

EXTRAORDINARY
WESTERN AUSTRALIA

**Free travel on the Transperth network
on Friday 28 and Saturday 29 October
to coincide with the opening of CHOGM**

The Commonwealth Heads of Government Meeting (CHOGM) is to be held in Perth from 28 to 30 October. While most of the CBD will still be open throughout this important international event, there will be some changes to the way the city usually operates over those three days (Friday, Saturday and Sunday).

To help people participate in the celebrations, we're offering everyone free public transport on the Transperth network on Friday 28 and Saturday 29 October – particularly good news

considering Friday 28 October will now also be a public holiday, replacing the Monday 3 October holiday.

Free public transport is a great way to experience a host of arts, cultural, family and sporting events over these two days, many of which are free.

To discover what else is happening around CHOGM, visit our website today.
westernaustralia.com/chogm

TRANSPORT ACCESS

- prime target audience
- great advertising real estate
- free travel cards



CHOGM 2011
PERTH, AUSTRALIA



CELEBRATE WITH A FRIDAY HOLIDAY

 **CHOGM, 28-30 October, 2011**
visit westernaustralia.com/chogm

EXTRAORDINARY
WESTERN AUSTRALIA

**To celebrate CHOGM 2011, Friday 28
October will be a public holiday, replacing
Monday 3 October**

The Commonwealth Heads of Government Meeting (CHOGM) is to be held in Perth from 28 to 30 October 2011. To celebrate Perth's hosting of this important international event, the public holiday that would have been on Monday 3 October, will now be held on Friday 28 October – coinciding with the opening day of the meeting.

Along with the public holiday, there will be free public transport on the Transperth network on

both Friday 28 and Saturday 29 October, to help you take advantage of more than 20 free events that'll be happening around the city in conjunction with CHOGM. From arts and culture, to family and sporting events, there'll be something on offer for everyone – and now you can get to them for free too.

To discover what else is happening around CHOGM, visit our website today.
westernaustralia.com/chogm



COLLABORATION – CULTURE AND ARTS

CULTURE AND ARTS

- CHOGM good news



CHOGM 2011
PERTH, AUSTRALIA

COMMONWEALTH
FESTIVAL Perth 2011

EXTRAORDINARY
WESTERN AUSTRALIA

CULTURE AND ARTS

- CHOGM good news
- Commonwealth Festival



CHOGM 2011
PERTH, AUSTRALIA

COMMONWEALTH
FESTIVAL Perth 2011
23 - 30 October



CHOGM 2011
PERTH, AUSTRALIA

EXTRAORDINARY
WESTERN AUSTRALIA



CULTURE AND ARTS

- CHOGM good news
- Commonwealth Festival
- integrated a range of cultural activities



CHOGM 2011
PERTH, AUSTRALIA



CULTURE AND ARTS

- CHOGM good news
- Commonwealth Festival
- a range of cultural activities
- extended the brand and message



CHOGM 2011
PERTH, AUSTRALIA

An exhibition that's turning heads

EXTRAORDINARY STORIES
FROM THE BRITISH MUSEUM

Opens 25 October 2011

Free exhibition | museum.wa.gov.au

Open daily



WA Museum
Perth Cultural Centre

COMMONWEALTH
FESTIVAL Perth 2011
EXTRAORDINARY
STORIES JOURNALS

THE
BRITISH
MUSEUM

WEST AUSTRALIAN
MUSEUM

SINGAPORE
AIRLINES

7 The West
Australian

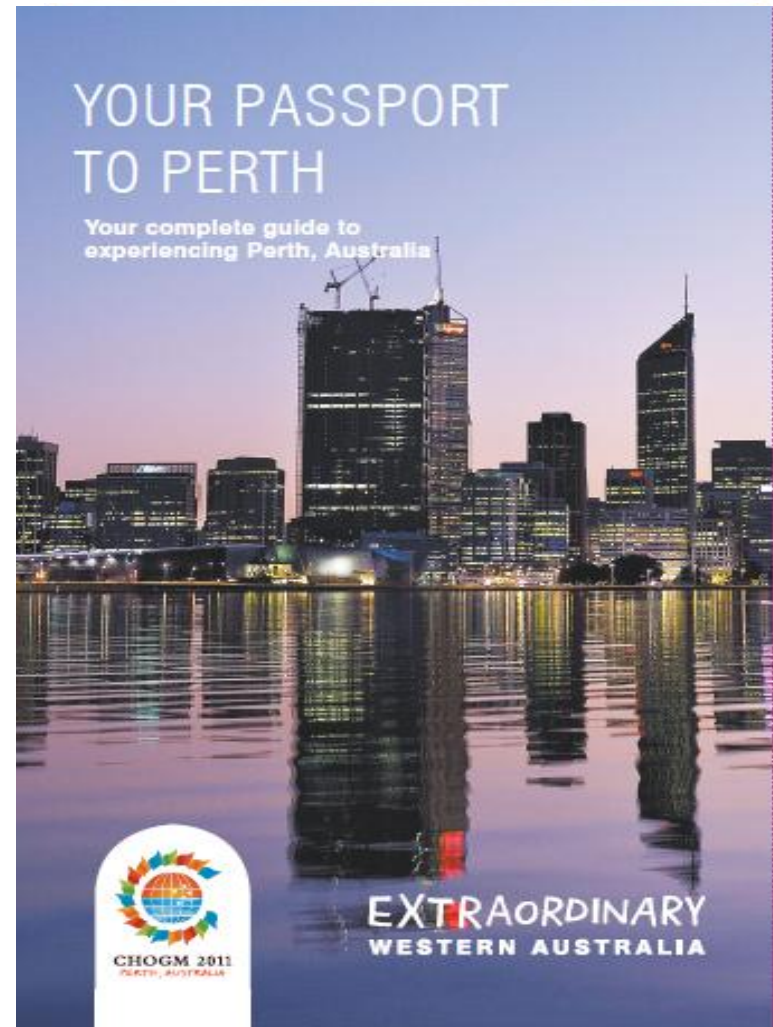
He head, 14th - 15th centuries CE, Nigeria © Trustees of the British Museum



COLLABORATION – PASSPORT TO PERTH

PASSPORT TO PERTH

- produced by Tourism WA



- produced by Tourism WA
- map from City of Perth

[illegible]

PASSPORT TO PERTH

- produced by Tourism WA
- map from City of Perth
- travel pass from Transport



Welcome to Perth, Australia.

*Use this pass to travel free on
Perth's public transport system.
22 Oct - 2 Nov 2011*

EXTRAORDINARY
WESTERN AUSTRALIA



YOUR TRANSPORT
AROUND PERTH



EXTRAORDINARY
WESTERN AUSTRALIA

PASSPORT TO PERTH

- produced by Tourism WA
- map from City of Perth
- travel pass from Transport
- WA Key messages



CHOGM 2011
PERTH, AUSTRALIA

GUIDE TO PERTH & SURROUNDS



Greenhouse, Perth

PASSPORT TO PERTH

- produced by Tourism WA
- map from City of Perth
- travel pass from Transport
- WA Key messages
- funded by both governments



CHOGM 2011
PERTH, AUSTRALIA



ABOUT WA

Pack an adventurous spirit and bring your curious nature, because there's nothing ordinary about a visit to Western Australia.

Whether you're travelling for business or leisure, Western Australia, or WA as the locals call it, is extraordinary.

Bordered by the Indian Ocean, WA is one of the oldest lands on Earth with a living Aboriginal history dating back more than 40,000 years.

European explorers came much later, and while it is widely believed that Portuguese sailors plied the waters as early as the 1500s, the first recorded European visitors in WA's history were the Dutch in the 1600s. European settlement

a military outpost. However, the colonial headquarters were moved to the current capital of Perth.

WA's history is unusual, in that it was one of the few Australian States that wasn't settled as a penal colony. The first major population surge came in the 1890s with the discovery of gold in the central and southern outback. The ensuing goldrush saw a massive influx of people from Australia and around the world, all keen to scour the rich gold-bearing soils of the central Goldfields. On January 1, 1901, WA joined the other Australian States to form a federation, headed by a Federal Government and supported by individual State Governments.

Today, the Indigenous cultures of WA provide a continuous and living link with ancient

MESSAGE FROM THE PRIME MINISTER

Welcome to Perth for the 2011 Commonwealth Heads of Government Meeting. It is a great honour for Australia to host CHOGM 2011 and we take pride in being the first nation to host CHOGM three times, with Melbourne hosting in 1981, Cooktown in 2002 and now Perth in 2011.

The setting for CHOGM 2011 is the vibrant multicultural city of Perth, the capital of the beautiful State of Western

provides an ideal setting to celebrate partnerships between the peoples of the Commonwealth.

CHOGM 2011 will be the largest ever gathering of world leaders in Australia, with as many as 3,000 delegates expected to attend and up to 1,000 media representatives. I trust that you will enjoy a successful and productive CHOGM 2011, and welcome you to



MESSAGE FROM THE PREMIER

Welcome to Perth — Australia's western capital and the proud host city for the 2011 Commonwealth Heads of Government Meeting.

Western Australia is a vibrant and diverse community that offers visitors an extraordinary experience. It's also the powerhouse driving the country's economy. Although the State has only 10 per cent of the nation's population, it accounts for a disproportionate



Information which will help you indulge in the delights of our city.

A selection of restaurants, cafes and bars are listed, plus attractions and activities. We've also included a list of essentials and maps.

Once again, on behalf of the Western Australian Government, welcome to Perth and I sincerely hope that you



COLLABORATION – WA MEDIA STAND

MEDIA CENTRE

- produced by Tourism WA



CHOGM 2011
PERTH, AUSTRALIA



MEDIA CENTRE

- produced by Tourism WA
- enabled by Taskforce



CHOGM 2011
PERTH, AUSTRALIA



MEDIA CENTRE

- produced by Tourism WA
- enabled by Taskforce
- staffed by 6 organisations



MEDIA CENTRE

- produced by Tourism WA
- enabled by Taskforce
- staffed by 6 organisations
- 4500 coffees in 6 days



DID IT WORK?

Busy, inaccessible visitors

- not easy to measure
- messages got through

Inconvenienced locals

- won their support
- they became involved



CHOGM 2011
PERTH, AUSTRALIA

EXTRAORDINARY
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THE COMMUNITY

98% WA public awareness of CHOGM

record numbers attended Royal Show

less than 15% city car bays used in city

up to 130,000 used free transport to CBD on Saturday

up to 260,000 used free travel on network over both days

90% awareness public holiday shift

100,000+ at Big Aussie Barbeque



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MEETING STATE'S OBJECTIVES

94% of Perth community was aware of events for the public during CHOGM

20% of Perth community participated in at least one event

73% of Perth public agreed CHOGM showcased WA to the rest of the world

73% agreed hosting CHOGM was good for WA's economy

61% agreed CHOGM contributed to a stronger sense of community in WA

65% agreed CHOGM made *'me feel proud to live in Western Australia'*

(Tourism WA Brand Tracking Study 2011)



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ACROSS AGENCY COLLABORATION

- flexible membership
- clear objectives
- motivation
- right but not same people
- right attitude
- information sharers
- opportunity seekers
- patience



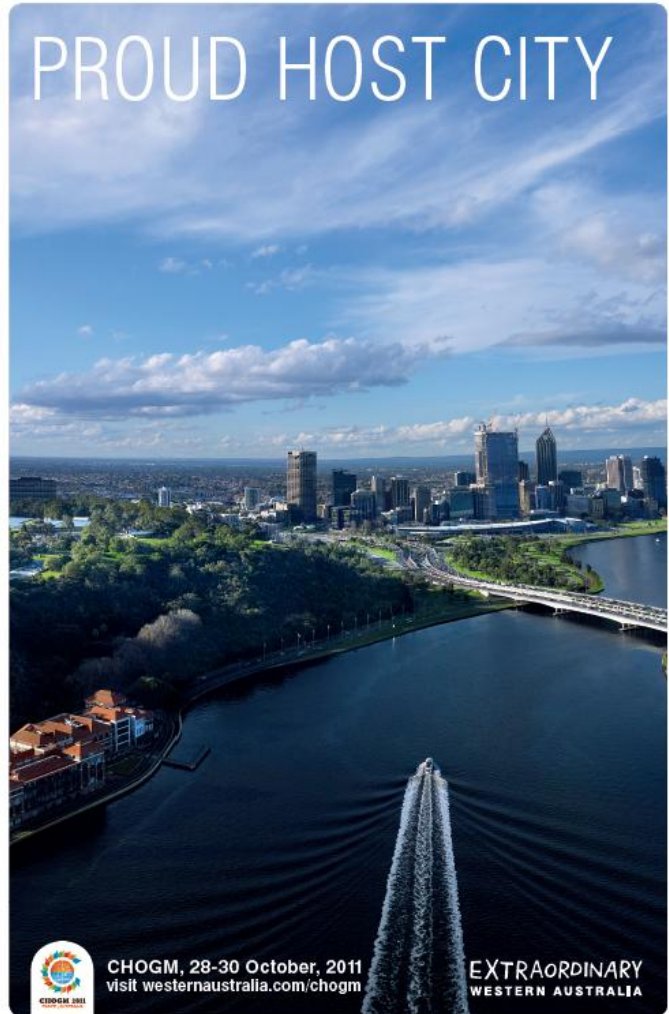
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THE FINAL WORD

FROM THE WORKING GROUP, ON COLLABORATION

- energy and talent
- opportunity for creativity
- increased understanding of government
- benefits of networking and contacts
- new skills gained



THANK YOU

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