

Marketing & Communication



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What is Marketing?

“In a general sense, marketing is any exchange activity intended to satisfy human wants.”

(Peter Rix, 2003)



What is Marketing?

“In a business sense, marketing is a system of business activities aimed at **achieving organisational goals** by developing, pricing, distributing and promoting goods, services and ideas that will **satisfy customer wants.**”

(Peter Rix, 2003)



Ecological Marketing

“...involves the marketing of products and services with positive environmental outcomes to environmentally concerned consumers”

(Stephen Wearing and David Archer, 2001)



Social Marketing

“The design, implementation and control of programs calculated to influence the acceptability of social ideas and involving consideration of product, planning, pricing, communication, distribution and market research.”

(Kotler & Zaltman, 1971)



Integrated Marketing Communications

The coordination of promotion, public relations and other marketing efforts to ensure maximum informational and persuasive impact on the target audience.



Target Audiences

- **Park visitors**
- **Department Staff**
- **Commercial Tour Operators and Inbound Tour Operators (ITOs)**
- **WA Tourism Commission (WATC)**
- **Other government agencies**
- **Regional Tourism Organisations (RTOs)**
- **Industry associations**
- **Media**
- **Academic Groups**
- **Conservation and community groups**



Why?

These groups can assist with managing the *Balance Challenge*.



How?

- Brochures
- Touring Western Australia newsletter
- Annual CALMTIE
- Broadcast Emails
- Consumer Shows
- Tourism Industry Reference Group
- Positive media exposure
- Advertising
- Public Speaking



Outcomes

- Strengthened partnerships within tourism industry and community
- Increased awareness of CALM's core conservation messages
- Environmentally responsible and sustainable tourism
- Long term conservation
- Recognition of Corporate Mission



Corporate Mission

“In partnership with the community, we conserve Western Australia’s biodiversity, and manage the lands and waters entrusted to us, for the appreciation and benefit of present and future generations.”

