

# REDISCOVER ROCKINGHAM DESTINATION BRAND TOOLKIT



Leverage the City of Rockingham's tourism brand within your own business.

# Rediscover Rockingham

The City of Rockingham's (the City) tourism brand, Rediscover Rockingham, was developed to promote Rockingham to visitors and the wider community, for use by you – the local tourism industry.

This brand belongs to all businesses and tourism operators in Rockingham and we encourage you to leverage it via the steps detailed in this toolkit.

- [Download the Rediscover Rockingham logo's.](#)
- [Read the Brand Style Guidelines.](#)



# 1. Use the Logo

Use the Rediscover Rockingham logo as part of your business's local marketing material.

You can do this by:

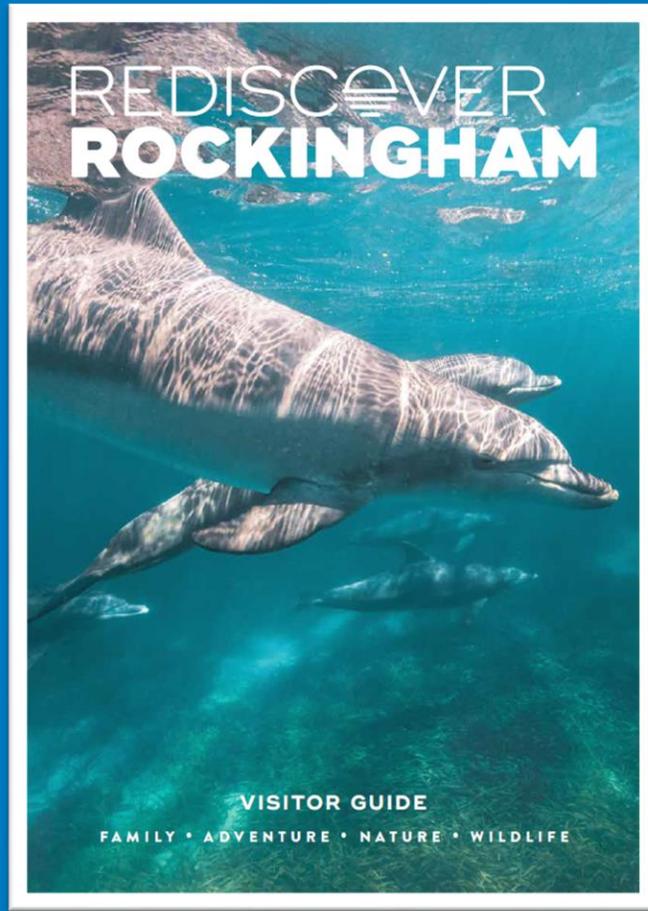
- Adding the logo to your website, linking the logo to [www.rediscoverrockingham.com.au](http://www.rediscoverrockingham.com.au).
- Adding the logo to your business's brochures, flyers and relevant marketing material.
- Adding the logo to photos you publish on your social media channel/s.



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## 2. Display the Annual Visitor Guide



Do you display local tourism brochures at your business?

If you have some spare space, we encourage you to distribute the annual Rediscover Rockingham Visitor Guide!

Making the brochure available to customers is a great way to help promote the range of tourism experiences available in Rockingham, and encourage visitors to maximise their time in the area.

- To organise a supply of visitor guides, simply email your request to [tourism@rockingham.wa.gov.au](mailto:tourism@rockingham.wa.gov.au).

*Note, there are roughly 50 x A4 brochures per box. Please specify your desired quantity in your email request.*

# 3. Engage via Social Media

Join the conversation on the Rediscover Rockingham social channels!

Follow Rediscover Rockingham...

- On Facebook: [@RediscoverRockingham](#)
- On Instagram: [@rediscoverrockingham](#)

If you see a post relevant to your product or business via our socials, please comment, like and share.

When posting on your own channels, tag our account [@RediscoverRockingham](#) and use the hashtag [#RediscoverRockingham](#) so we can spot your posts and consider re-posting, to drive more eyes to your business.

In addition, add the Rediscover Rockingham logo to photos you publish on your social media channels, to unite your business with the brand.



# 4. Access the Image Library



Inspire visitors by using quality imagery from the City's shared tourism image library!

Access our image library to download content that aligns with the destination brand style guidelines to use in your own marketing activities (i.e. flyers, social posts, website .etc.)

- [Access the image library.](#)

# 5. Collaborate with the Mobile Visitor Centre

The City's Mobile Visitor Centre operates from September to May, aiming to provide a flexible approach to servicing visitors out in the destination.

This service frequents tourism hotspots such as Point Peron, Safety Bay Foreshore, Secret Harbour Surf Beach, Rockingham Foreshore, and events in and out of the region, to promote Rockingham's tourism offering to locals and visitors alike.

How can you get involved?

- Supply printed promotional material about your business for distribution as part of the service.
- Keep the team up to date with your latest offers, products, news and events by emailing [tourism@rockingham.wa.gov.au](mailto:tourism@rockingham.wa.gov.au).
- And, if you have an upcoming event that you would like the team to consider attending, let them know!



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# Other ways to engage

- Familiarise yourself with the City of Rockingham's [Tourist Destination Strategy 2024 – 2029](#).
- [Subscribe](#) to our Tourism Development and Business e-newsletters, for the latest on destination marketing, industry opportunities, new developments and visitor servicing insights.

If you have any questions about leveraging the Rediscover Rockingham tourism brand, please don't hesitate to contact [tourism@rockingham.wa.gov.au](mailto:tourism@rockingham.wa.gov.au).

In addition to leveraging the Rediscover Rockingham brand, and liaising with the local visitor centres in Rockingham, there are a range of additional organisations that provide support to the tourism industry in Western Australia, that may be worth engaging with.

These organisations are outlined in the following slides.

# GUIDE TO THE TOURISM INDUSTRY IN WA



Connect with peak industry organisations to grow your business and to build relationships within the wider tourism industry.

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# Who's who in Tourism?



Watch this video to learn an overview of the tourism industry in Western Australia.

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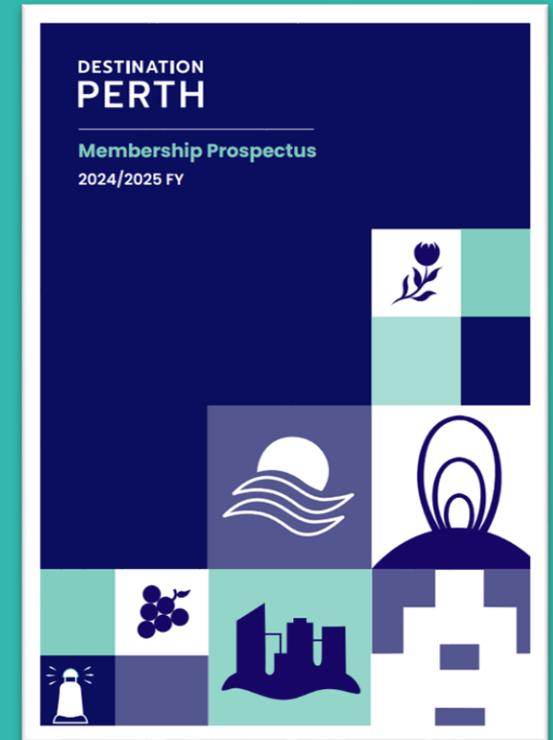
# Destination Perth

Destination Perth is your relevant Regional Tourism Organisation (RTO), and is the peak destination marketing organisation for the Perth region, targeting the intrastate market.

Destination Perth is a membership based organisation, and becoming a member provides access to a range of cooperative marketing opportunities, business support, and access to regular networking events.

Co-funded by Tourism Western Australia (TWA), connecting with your RTO, builds valuable connections for your business within the wider tourism industry and assists in growing exposure for your products/services.

- Visit [Destination Perth's corporate website](#).
- [Download their Membership Prospectus](#).



# Tourism Western Australia

Tourism Western Australia (TWA) is your State Tourism Organisation, responsible for supporting WA's tourism industry and promoting our state as an incredible destination.

TWA is a government agency that works across four main divisions – Destination Development, Events, Marketing, and Strategy and Engagement.

There are a number of ways that you can work with TWA, and these opportunities are detailed in the Guide below.

- [Download Tourism WA's How to Work With Us Guide.](#)
- [Subscribe](#) to the Talking Tourism e-newsletter, a weekly industry newsletter with the latest updates from Tourism WA.

Check out these additional useful links:

- [Operator Resources](#)
- [Upcoming Events](#)
- [Research and Insights](#)



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# Australian Tourism Data Warehouse

The Australian Tourism Data Warehouse (ATDW) is Australia's national tourism database and distribution platform.

By listing products in the ATDW database, tourism operators benefit from being listed on Tourism WA's consumer website, Tourism Australia's website, and through ATDW's extensive network of over 250 tourism distributors.

The benefits of creating an ATDW profile for your tourism business include:

- Increased exposure online locally, nationally and internationally;
- The ability to control and update your information in one place at any time, with changes applying automatically across all distributor websites;
- All content is quality assured by a dedicated ATDW support team;
- The ability to load up to three holiday deals instantly;
- It's a pre-requisite for Tourism WA's Dream Collective Program; and,
- It's free!

[Register](#) for an ATDW profile.



# Tourism Council Western Australia

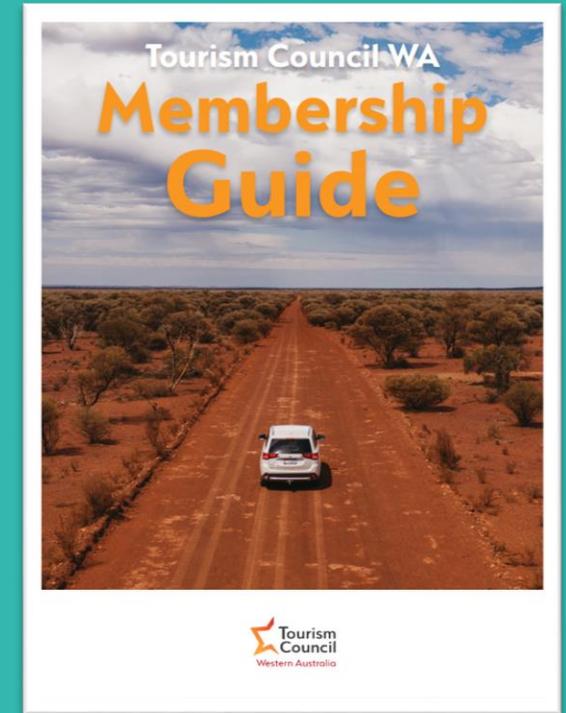
The Tourism Council Western Australia (TCWA) is the peak body representing the voice of tourism businesses, industries and regions in WA.

The Council promotes the value of tourism, facilitates sustainable tourism development and advocates industry policy on behalf of its members.

By becoming a member of TCWA, you gain access to:

- Mentoring in marketing, business and more.
- 200+ FREE business templates and resources.
- On-demand educational webinars and 50% off the cost of in-person training workshops.
- Eligibility for the WA Tourism Awards.
- Support via industry advocacy and representation.
- Quality Tourism Accreditations.

[Learn more](#) about TCWA membership.



# Other organisations

- [Western Australian Visitor Centre](#)
- [Business Events Perth](#)
- [Study Perth](#)
- [Western Australian Indigenous Tourism Operators Council](#)
- [Australian Hotels Association WA](#)
- [Caravan Industry Association WA](#)
- [Forum Advocating Cultural and Eco Tourism](#)
- [Australian Tourism Export Council](#)
- [Tourism Australia](#)



If you have any questions or would like support in expanding your network, please don't hesitate to contact the City's Economic Development and Tourism team via [tourism@rockingham.wa.gov.au](mailto:tourism@rockingham.wa.gov.au).

*Thank you for your contribution to Rockingham's local tourism industry.*