

Strategic Objectives					
	Campaign committees	Regional Tourism associations	Local Tourism associations	Municipal advisory board	Regional development boards
Strategic and business planning	Prepare three-year marketing plans and one-year action plans in line with TV priorities. Develop Regional Information Plan.	Prepare a detailed marketing plan for the region that is aligned with that of the campaign committee.	Develop business plans for the LTA and any facility operated by the organisation. Provide input to regional plans.	Develop and monitor a tourism strategy for the municipality.	Develop and monitor a tourism strategy for the municipality.
Marketing	Produce Jigsaw branded collateral to support TV image and tactical marketing. Undertake marketing activities including co-operative partnerships to support the above.	Market regional and inter-regional destinations and attractions. Integrate activities and harness the efforts of local associations.	Provide images for image library. Host familiarisation tours.	Contribute to campaign committee and regional tourism association campaigns.	Contribute to campaign committee and regional tourism association campaigns.
Visitor services	Facilitate distribution of Jigsaw collateral.	Monitor and benchmark visitor services	Co-ordinate local facilities, services and activities. Recruit and manage volunteers.	Answer visitor enquiries. Co-ordinate the provision of visitor facilities and services within the municipality.	
Research and Monitoring	Identify research priorities. Monitor distribution and campaign effectiveness.	Monitor and benchmark business and marketing performance.	Collect and compile data on the local area. Undertake visitor satisfaction monitoring.	Collate data for the municipality.	
Product development	Assist in the identification of product development priorities.	Assist in the identification of product development priorities. Support/facilitate product development initiatives.	Assist in the identification of product development priorities.	Identify product development needs.	Encourage investment in product development.
Industry Development	Advocate increased operator participation in accreditation programs and membership to peak industry associations. Encourage and facilitate specific training and education participation. Liaise with training providers and industry to ensure relevant training programs are available. Assist in the identification of training and professional development needs. Develop a range of educational and training programs such as seminars, workshops, forums, discussion groups and networking opportunities for operators.			Support campaign committees and regional tourism associations in industry development initiatives.	
Destination and Infrastructure development	Provide recommendations to other organisations.	Assist in the identification of gaps in community capacity and infrastructure. Provide input to regional development initiatives.	Assist in the identification of gaps in community capacity and infrastructure. Provide input to regional development initiatives.	Assist in the identification of gaps in community capacity and infrastructure. Provide advice to council on destination development and infrastructure needs. Provide input to regional development initiatives.	Facilitate economic and community development. Identify infrastructure gaps and facilitate investment. Identify business needs and strategic alliances and facilitate appropriate strategies.
Communication and public relations	Provide the link between TV and regional bodies and operators.	Profile tourism in local area. Recruit members and sponsors.	Act as focal point for organisations and individuals interested in tourism in the local area. Profile tourism in local area. Recruit members and sponsors.	Provide advice to council. Provide a forum for local and regional associations to liaise with council.	
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