

# STORY TELLING PLAN



<p><b>KEY COLLABORATORS</b> Are there people/groups you could collaborate with?</p>	<p><b>STORYTELLING MEDIA</b> What is the type of media you will use?</p>	<p><b>WESTERN WILDS STORY</b> What is your story?</p>	<p><b>VISITOR EXPERIENCE</b> What is the experience you want people to have?</p>	<p><b>VISITOR TYPES</b> Who is your visitor?</p>
	<p><b>KEY RESOURCES</b> What type of resources do you need?</p>		<p><b>PROMOTION CHANNELS</b> How will you attract people to your story stop?</p>	
<p><b>COST STRUCTURE</b> What are the key costs associated with your story stop?</p>		<p><b>FUNDING OPTIONS</b> What are the sources of funding or support you could access to assist in development of your story stop?</p>		

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<p><b>KEY COLLABORATORS</b> Are there people/groups you could collaborate with?</p> <p><b>Examples</b></p> <ul style="list-style-type: none"> <li>• Other Local Operators</li> <li>• People who need to do projects i.e UTAS, schools, researchers</li> <li>• People who have projects they are already doing and could combine with your story</li> </ul>	<p><b>STORYTELLING MEDIA</b> What is the type of media you will use?</p> <ul style="list-style-type: none"> <li>• Personal Interpretation i.e. Guide, guided tours, events</li> <li>• Non-personal Interpretation</li> <li>• Installations/Physical features</li> <li>• Audio Visual inc. AR &amp; VR</li> <li>• Apps</li> <li>• Exhibitions</li> <li>• Leaflets</li> <li>• Panels</li> </ul>	<p><b>WESTERN WILDS STORY</b> What is your story?</p> <p><b>Themes include:</b></p> <ul style="list-style-type: none"> <li>• Inspiring Landscape</li> <li>• Unique Wildlife &amp; Nature (Flora &amp; Fauna)</li> <li>• Rich Aboriginal Heritage &amp; Culture</li> <li>• Early Explorers &amp; Pioneering</li> <li>• Industry – hydro, mining and railway</li> <li>• Conservation &amp; the Environment</li> </ul>	<p><b>VISITOR EXPERIENCE</b> What is the experience you want people to have?</p> <p><b>Examples</b></p> <ul style="list-style-type: none"> <li>• Single or multi sensory</li> <li>• Action and Interaction</li> <li>• Type of emotions &amp; connections</li> </ul>	<p><b>VISITOR TYPES</b> Who is your visitor?</p> <ul style="list-style-type: none"> <li>• Families, Singles, Couples</li> <li>• FIT or Groups</li> <li>• Intrastate, Interstate or International</li> </ul>
<p><b>COST STRUCTURE</b> What are the key costs associated with your story stop?</p> <p><b>Examples</b></p> <ul style="list-style-type: none"> <li>• Establishment Costs i.e. specialist resources</li> <li>• Operating Costs i.e. maintenance, insurances</li> </ul>	<p><b>PROMOTION CHANNELS</b> How will you attract people to your story stop?</p> <p><b>Channels</b></p> <ul style="list-style-type: none"> <li>• Your Website &amp; Marketing Collateral</li> <li>• LTA &amp; RTO Channels</li> <li>• Tourism Tasmania</li> <li>• Festivals &amp; other Events</li> </ul> <p><b>FUNDING OPTIONS</b> What are the sources of funding or support you could access to assist in development of your story stop?</p> <p><b>Examples</b></p> <ul style="list-style-type: none"> <li>• Sponsorship from businesses</li> <li>• Grants – Local &amp; State government grants, community charitable trusts, council grants, industry grants, future budgets</li> </ul>			