



FOR LOCAL GOVERNMENT AND DESTINATIONS

Capability Statement

Strategy you can defend in a council chamber

For councils, regional tourism organisations and destination bodies building a visitor economy. Written for the officer who has to justify the recommendation, not the marketer who has to sell it.

ENTITY

Andrew Burns trading as Scott Aussie Tourism Marketing
(sole trader)

ABN

88 657 763 868

LOCATION

Manjimup, Western Australia · Working state-wide

CONTACT

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PRINCIPALS

Principal: Andy Burns. Co-Principal: Sally Burns

ISSUED

13 August 2026 · v1.0

WHO WE ARE

Scott Aussie Tourism Marketing

Boutique tourism marketing and strategy consultancy, founded 2020. Based in Manjimup, Western Australia. Working state-wide.

Most tourism marketing consultants have never sat on the other side of the table. Andy has been an elected councillor at two councils, in two regions — the City of Rockingham and, currently, the Shire of Manjimup, Rural Ward.

That matters when the work has to survive a council report, a procurement process and a stakeholder group with competing interests. Understanding how the decision actually gets made is not a marketing skill, and it is not something you can pick up from a brief.

WHERE WE WORK

We are based in Manjimup, in Western Australia's South West, and we work across the state. Being based where our clients operate is the point — we know what a wet July does to a cellar door's numbers, and we have driven the roads your visitors drive.

Who does the work

Andy Burns

PRINCIPAL

Andy leads strategy, senior stakeholder engagement and authorship, and is the project manager and single point of contact on every engagement. He has worked inside Western Australian tourism and hospitality since 2018: day-to-day management of a regional visitor centre, five years running the full marketing function for the state's peak clubs body and the roughly 500 not-for-profit clubs it represents, and board roles at a regional tourism organisation and at the state agritourism association, where he is a Founding Member and Vice-President. He has run his own businesses for most of his working life, founding SATM in 2020, and has been an elected councillor at two Western Australian councils. His marketing career began in advertising at The West Australian, followed by several years in market research and then the marketing department of a swim school that became WA's most awarded.

Sally Burns

CO-PRINCIPAL

Sally brings extensive hands-on hospitality experience from a number of venues across Western Australia — the operator's side of the counter, which is the view most marketing consultants only ever get secondhand. At SATM she leads administration and customer service and contributes to graphic design and market research across client projects. On engagements carrying a consultation programme she leads delivery and the raw-data appendices.

CAPACITY

SATM is deliberately small. Andy works directly with every client — there's no account team to hand you off to. What makes that possible is a production model built around modern AI tooling: research, drafting, design production and reporting that would once have needed a room full of people now runs through a system Andy has built and refined. The judgement, the strategy and the client relationship stay human. The grunt work doesn't. It's why a two-person practice delivers at the pace of a much larger agency.

What we do

For local government and destinations

Tourism & Destination Marketing Strategy

Methodology-led strategy work, grounded in evidence and written to be defended, adopted and acted on.

Reviews, Workshops & Stakeholder Engagement

Visitor servicing reviews, industry workshops and engagement that brings the local sector with you rather than around you.

Delivered directly, where a brief carries operator-facing work

- Marketing Health Check
- Marketing Management
- Brand Development
- Websites
- Social Media Management
- Email Marketing
- Advertising
- Customer Service Training
- Agritourism

How we work

A useful strategy names what the destination actually has, what it realistically competes for, and what to do first with the budget that exists. A strategy engagement carries the following, scaled to the brief.

- Situation analysis — current visitation, existing product, competitive position within WA
- Stakeholder engagement across operators, industry bodies and council officers
- Market and audience analysis, grounded in available data rather than assertion
- Positioning and priority markets, with the trade-offs stated plainly
- An action plan with sequencing, indicative resourcing and responsibilities
- Measurement framework — what to track, how often, and what success looks like
- A document written for a council report, with an executive summary that stands on its own

TIMEFRAMES

Three to six months for a full destination strategy, depending on how much consultation the engagement carries. Stakeholder consultation is the variable, and it is not the part to compress — a plan written without the operators in it is a plan the sector will not follow.

Four to ten weeks for a review, workshop programme or engagement piece, depending on scope and the amount of consultation required.

Stakeholder consultation

A mix of one-to-one interviews with operators and industry bodies, and facilitated workshops. Operators tell you different things in a room than they do on the phone, so both matter.

Working inside the budget envelope

An action plan that assumes resourcing you do not have is not a strategy, it is a wish list. We ask about the budget envelope early and plan inside it.

Relevant experience

- City of Rockingham — championed the City of Rockingham Tourist Destination Strategy (2019–2024) to Council adoption, as an elected councillor
- Tourism Rockingham — six years across board membership and a direct contract, including visitor centre management, website redevelopment and industry member engagement
- Clubs WA — five years of marketing management for a body representing around 500 WA clubs
- Shire of Manjimup — currently an elected councillor, Rural Ward

Selected engagements

Tourism Rockingham

2018–2024

REGIONAL TOURISM ORGANISATION

Scope. Hands-on marketing, day-to-day management of the visitor centre, oversight of the website redevelopment, and member engagement across the local tourism industry.

Outcome. Revenue base strengthened through new fee-for-service agreements with the City of Rockingham and increased accommodation booking commissions. Website redeveloped. Invited back onto the board at the conclusion of the contract.

Disclosure. Andy served on the board from 2018, stepped away from the board in 2021 when engaged as a contractor, and was invited back at the conclusion of the contract.

Clubs WA

2021–2026

STATE PEAK BODY, AROUND 500 NOT-FOR-PROFIT CLUBS

Scope. Sponsor engagement, social media management, a bi-monthly 40-page magazine, member email marketing, member workshops, and the Annual Awards and Conference.

Outcome. Active sponsors grew from 18 to 27. The weekly member newsletter held above a 40% open rate. The 2022 Awards and Conference drew around 400 attendees.

Western Australia Agritourism Association

Ongoing

STATE SECTOR BODY

Scope. The association's website, branding, member newsletter and social media, and its Strategic Development Plan 2025–2030 — a fifty-two page plan covering external market analysis, vision and mission, stakeholder mapping, three delivery programs, a brand and messaging framework, and a funding and accountability model.

Outcome. The full marketing function for a state sector body running on a small budget.

Disclosure. Not a paid engagement. Andy sits on the WAAA board and SATM is a listed sponsor; this work is contributed under that sponsorship rather than invoiced, and is published with the association's knowledge and agreement.

Deitos Winery

2025 – ongoing

CELLAR DOOR OPERATOR, MANJIMUP

Scope. First website, e-commerce for wine and truffle sales, online event ticketing, ongoing content, and the Google Business Profile.

Outcome. In the first six months: 870 searches surfaced the business, 567 of them for the generic term “winery”; 319 direction requests; 3,173 profile views.

Hospitality Alliance Training

2023–2026

TRAINING ORGANISATION

Scope. Advertising design across the Clubs WA newsletter and magazine, supporting social creative, and guidance on PPC options.

Outcome. Contributed to ongoing growth in student numbers.

Memberships and recognition

- Member, Tourism Council of Western Australia — the state peak tourism body
- Member, Australian Regional Tourism — the national body for regional tourism
- Member, Skål International Perth — the global tourism industry association, founded 1934, with members across 76 countries
- Founding Member and Vice-President, Western Australian Agritourism Association
- Chair, Rockingham Lakes Regional Park Advisory Committee — a Department of Biodiversity, Conservation and Attractions advisory committee
- WA State Finalist, Telstra Best of Business Awards 2025 — Promoting Sustainability
- Speaker, Global Eco Tourism Conference 2020 and the International Agritourism Conference 2025

Governance and conflict of interest

As an elected councillor at the City of Rockingham, Andy championed the City of Rockingham Tourist Destination Strategy (2019–2024) and supported it through to Council adoption — experience gained from the governance side of the table where SATM's local government clients sit. He now serves as a councillor at the Shire of Manjimup, bringing working knowledge of two councils across metropolitan and regional WA to every destination engagement.

Andy does not undertake commercial work for the Shire of Manjimup while serving as a councillor there. He left the City of Rockingham council in 2019; the Tourism Rockingham contract began in 2021, so there is no overlap.

Business details

Trading name	Scott Aussie Tourism Marketing
Legal entity	Andrew Burns trading as Scott Aussie Tourism Marketing (sole trader)
ABN	88 657 763 868
Established	2020
Location	Manjimup, Western Australia. Working state-wide
Principals	Principal: Andy Burns. Co-Principal: Sally Burns
Insurance	Public liability insurance: \$20 million. Certificate available on request
Referees	Available on request
Contact	andy@scottaussie.com scottaussie.com

NEXT STEP

Happy to talk through scope before any procurement process begins

A short call to work out what the actual question is, before anyone writes a brief.
andy@scottaussie.com · scottaussie.com