



**MODULE 2**  
**Research  
Insights**  
VERSION: August 2019

**Lachlan Shire Council**  
**DESTINATION MANAGEMENT PLAN**  
**2019 - 2022**



## CONTENTS

### MODULE 2: RESEARCH INSIGHTS

<b>2.1</b>	<b>Research Methodologies &amp; Sources Used</b>	<b>p.3</b>
2.1.1	Techniques & Methodologies	p.3
2.1.2	Sources of Information	p.4
<b>2.2</b>	<b>Global Travel Trends &amp; Implications for Strategy</b>	<b>p.8</b>
<b>2.3</b>	<b>Domestic Travel &amp; Market Trends &amp; Implications on Strategy</b>	<b>p.10</b>
<b>2.4</b>	<b>Regional Travel &amp; Market Insights &amp; Implications on Strategy</b>	<b>p.14</b>
<b>2.5</b>	<b>Local Situation Analysis</b>	<b>p.18</b>
2.5.1	Local Stakeholders within the local Tourism Space	p.19
2.5.2	Destinations within the Shire	p.21
2.5.3	Current Product Sectors & Products	p.26
2.5.4	Visitor Profile & Visitor Services	p.35
2.5.5	Current Branding & Market Positioning	p.39
2.5.6	SWOT Analysis (Community Survey)	p.40
<b>2.6</b>	<b>Findings on the Benefits &amp; Value of Visitor Information Services in NSW</b>	<b>p.43</b>
2.6.1	Context & Current Business Case	p.43
2.6.2	Key Findings – Visitor Information Servicing in NSW	p.43

## 2. Research Insights

As part of its Economic Development Strategy, Lachlan Shire Council has identified Tourism as a **High Growth Industry Sector** and identified that “Enhancing the tourism experience and extending visitor stay” was a key opportunity for the Shire. In the context of the Council’s tourism growth commitment, this Destination Management Plan was developed.



Research and trend analysis was critical to ensure that the Plan was well informed, including an understanding of the global and domestic trends and insights that specifically impact on strategy for the Lachlan Shire and understanding what trends and insights will influence travel and visitation to the Lachlan Shire and the broader region.

The Shire-wide situational analysis was conducted to understand the current tourism status of the Shire, this included a community assessment of the shire’s strengths, weaknesses, opportunities and threats, including identifying what strengths and opportunities can be leveraged and the weaknesses or barriers to address.

The Situational Analysis provided insights on the status of the local visitor information and visitor services sector as well as some limited insights on the visitor profile to Lachlan Shire.

### 2.1 Research Methodologies & Sources Used

#### 2.1.1 Techniques & Methodologies

In conducting our situational analysis and trends analysis both quantitative and qualitative research techniques were implemented and both primary and secondary research methodologies were conducted:

##### **Quantitative Research:**

This comprised market statistics and factual information on the characteristics of the global, domestic, regional and local markets

##### **Qualitative Research:**

This involved perceptions, observations, attitudes and opinions of the local community and internal stakeholders about the state of tourism and its offerings within the Shire.



##### **Primary Methodologies:**

This included online & email surveys, questionnaires, telephone & face-to-face interviews and observations

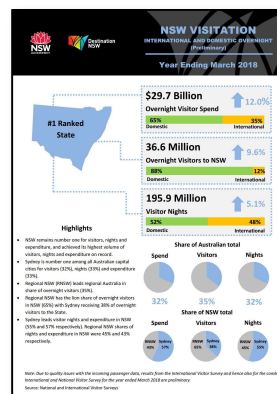
##### **Secondary Methodologies:**

This encompassed published documents including reports and strategic plans; online scanning and desk research

**2.1.2 Sources of Information**


Type of Information Required	Sources of Information
<ul style="list-style-type: none"> <li><b>Global Trends &amp; Insights</b></li> <li><b>Domestic Trends, Insights &amp; Directives</b></li> </ul> 	<ul style="list-style-type: none"> <li>Domestic 2018 – Study on the Australian Travel market</li> <li>State of the Tourism Industry Report (Tourism Research Australia)</li> <li>Other Tourism Australia Research reports and documents including:                             <ul style="list-style-type: none"> <li>- Tourism Forecasts</li> <li>- Domestic Travel Statistics &amp; Trends</li> <li>- International Travel Statistics &amp; Trends</li> </ul> </li> <li>Global Travel Reports (TripBarometer 2016)</li> <li>Global Traveller Trends &amp; Motivations (TripBarometer 2016)</li> <li>Local Government &amp; Tourism in Australia (Australian Regional Network)</li> <li>International &amp; Domestic White Papers &amp; Studies</li> <li>International tourism operators &amp; organisations – reports and strategic plans</li> <li>Best Practice Destination Management – Tourism Australia</li> </ul>
<ul style="list-style-type: none"> <li><b>NSW State Trends &amp; Insights &amp; Directives</b></li> </ul> 	<ul style="list-style-type: none"> <li>Visitor Economy Industry Action Plan – (Dept. of Trade &amp; Investment)</li> <li>Domestic travel to NSW statistics (Destination NSW)</li> <li>Visitation statistics to NSW (Destination NSW)</li> <li>DNSW Snapshots &amp; Time Series Reports</li> <li>AVIC Summits – Reports &amp; Presentations</li> <li>Market Sectors &amp; Market Segments – Various Reports from Destination NSW</li> <li>State based tourism operators &amp; organisations – reports and strategic plans</li> <li>State-based LGAs – Reports &amp; Strategic Plans and where available Destination Management Plans (DMPs)</li> </ul>

Data & Statistics made available by Destination NSW were invaluable to understand travel and market trends to and within NSW

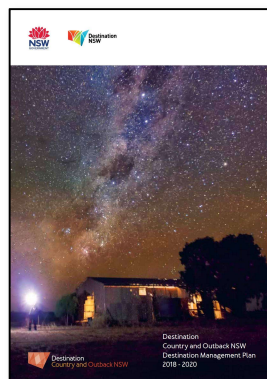



# DESTINATION MANAGEMENT PLAN 2019 – 2022

## MODULE 2: Research Insights

Type of Information Required	Sources of Information
<p><b>Regional &amp; Sub-Regional Trends, Insights &amp; Directives</b></p> 	<ul style="list-style-type: none"> <li>➔ Destination Country &amp; Outback – Destination Management Plan 2018 -2020</li> <li>➔ Central West &amp; Orana Regional Plan</li> <li>➔ Regional Development Framework – Dept. of Industry</li> <li>➔ Mid-Lachlan Regional Economic Development Plan</li> <li>➔ Mid-Lachlan Regional Economic Development Support Analysis</li> <li>➔ Central NSW Tourism Fact Sheets</li> <li>➔ Summary of the Lachlan River – Murray Darling Basin Authority</li> <li>➔ Lachlan Community Profile</li> <li>➔ RDA Central West – Investment Opportunity Assessment</li> <li>➔ NSW Central West Regional Economic Profile</li> <li>➔ State based tourism operators &amp; organisations – reports and strategic plans</li> <li>➔ State-based LGAs – Reports &amp; Strategic Plans and where available Destination Management Plans (DMPs)</li> </ul>

Regional strategic documents such as the Destination Country & Outback Destination Management Plan, the Central West Orana Regional Plan and the Mid-Lachlan Economic Development Plan, were essential in identifying trends and opportunities for the region and those relevant to the Lachlan Shire area



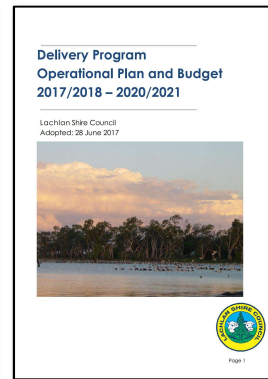
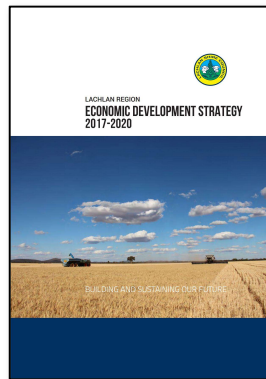
Type of Information Required	Sources of Information
<p><b>Local Economic, Tourism &amp; Community Development Objectives &amp; Directives</b></p> 	<ul style="list-style-type: none"> <li>➔ Lachlan Shire Economic Development Strategy 2017-20</li> <li>➔ Lachlan Shire Delivery Program Operational Plan &amp; Budget 2017-21</li> <li>➔ Lachlan Shire Community Strategic Plan</li> <li>➔ Lachlan Shire 2016-17 Annual Report</li> <li>➔ Growing Lachlan Report</li> <li>➔ Growing Lachlan Snapshot</li> <li>➔ Lower Lachlan Community Services – Strategic Direction</li> <li>➔ Lower Lachlan Community Services – Annual Report 2017</li> <li>➔ Business Papers &amp; Minutes</li> </ul>

# DESTINATION MANAGEMENT PLAN 2019 – 2022


## MODULE 2: Research Insights

Type of Information Required	Sources of Information
<b>Local Economic, Tourism &amp; Community Development Objectives &amp; Directives</b> (cont.)	<ul style="list-style-type: none"> <li>➤ Lachlan LGA profile</li> <li>➤ Village enhancement Plans</li> <li>➤ Lachlan Development Control Plan</li> <li>➤ Urban Land Use Strategy</li> <li>➤ Lachlan Section 94A Contributions Plan 2015</li> <li>➤ Information from the Travel In website</li> <li>➤ Executive Management Questionnaire</li> </ul>

Strategic & Operational documents such as the Shire's Economic Development Plan & Delivery Plan as well as the Growing Lachlan Report was essential in setting the background context and understanding the community's needs and goals along with the Shire's vision and objectives to build a vibrant and sustainable future for its community.



Type of Information Required	Sources of Information
<b>Local Attractions/Visitor Experiences/ Visitor Facilities</b> 	<ul style="list-style-type: none"> <li>➤ Experiences/Attractions/Facilities Matrix</li> <li>➤ Survey Monkey Community Survey</li> <li>➤ Information from the Lachlan Shire Website under "Business &amp; Tourism"</li> <li>➤ The Lachlan Shire Active Travel Plan plus the Summary &amp; Actions document</li> <li>➤ Various brochures &amp; flyers re attractions and experiences collected from the 2 information centres – Lake Cargelligo Information Centre &amp; Western Plains Regional Development Information Centre</li> <li>➤ Information provided by Shire staff</li> <li>➤ Information provided by the Lower Lachlan Community Services</li> <li>➤ Current Visitor Guide – The Heart of NSW</li> <li>➤ Site Visits</li> <li>➤ Lachlan Infrastructure Audit spreadsheet</li> <li>➤ RV Friendly Audit Spreadsheet</li> <li>➤ Occupancy Rate for Condobolin Report</li> </ul>

Type of Information Required	Sources of Information
<p><b>Visitor Profile</b></p> 	<ul style="list-style-type: none"> <li>➤ Visitor Questionnaire/Survey</li> <li>➤ Fact Sheets from various stakeholder websites on a number of markets &amp; segments travelling within central NSW and the Lachlan region</li> <li>➤ Market Segment Profiles – Destination NSW</li> <li>➤ Fact Sheets from various stakeholder websites in reference to experiences that visitors are seeking</li> <li>➤ Lake Cargelligo Visitor Information Centre</li> <li>➤ Information from Shire Staff</li> <li>➤ Information collected from interviews</li> </ul>
<p><b>Visitor Services &amp; Tourism Operators</b></p> 	<ul style="list-style-type: none"> <li>➤ Questionnaire for Local Business Operators</li> <li>➤ Lachlan Shire Accommodation Audit Spreadsheet</li> <li>➤ Lachlan Shire Food &amp; Beverage Outlets Spreadsheet</li> <li>➤ Lachlan Shire Retail/Services Spreadsheet</li> <li>➤ Online Survey</li> <li>➤ Online Audit Matrix</li> <li>➤ Interviews</li> <li>➤ Condobolin Chamber of Commerce</li> </ul>
<p><b>Marketing, Media, Branding &amp; Collateral</b></p> 	<ul style="list-style-type: none"> <li>➤ Current Shire Website</li> <li>➤ Other tourism related websites on local content</li> <li>➤ Current Visitor Guide</li> <li>➤ Current Shire social media pages</li> <li>➤ Other social media pages on local content</li> <li>➤ Various brochures &amp; flyers collected from the information centres &amp; throughout the shire</li> <li>➤ Previous media releases</li> <li>➤ Previous advertisements</li> <li>➤ Current media content &amp; imagery</li> <li>➤ Published Social Media Reports, Statistics &amp; Trends</li> </ul>
<p><b>Visitor Information Services</b>                      - Trends                      - Impacts                      - Value</p> 	<ul style="list-style-type: none"> <li>➤ Visitor Information Servicing in NSW- Tourism Research Australia</li> <li>➤ Inspirational Visitor Servicing for Local Government – AVIC Summit</li> <li>➤ The Provision &amp; Distribution of Visitor Information – Research conducted by Sandwalk Partners</li> <li>➤ Australia's Accredited VICs – A Strategic Paper</li> <li>➤ The Value of VICs to the Tourism Industry &amp; the Local Economy – VIC Summit</li> <li>➤ The Role of AVICs (Accredited Visitor Information Centres) – The Tourism Group</li> </ul>

## 2.2 Global Travel Trends & Implications for Strategy

### Key Insights at a glance



Insight/Trends	Implications for Strategy
Learning something new and trying something new are cited among the top five influencers when making travel plans – 74% of travellers	<ul style="list-style-type: none"> <li>➤ Develop experiences that are engaging and provide an opportunity for visitors to learn something not traditionally available in the city or in another country</li> <li>➤ Use “learn” and “try” in communications when promoting engaging experiences</li> </ul>
Culture was the top reason (out of 10 reasons) for choosing a destination – particularly immersive experiences	<ul style="list-style-type: none"> <li>➤ The theme “Celebrating Culture on Country” and developing experiences &amp; activities around this theme is key for Lachlan Shire given the rich local Aboriginal heritage and culture.</li> </ul>
After beach holiday, exploring history was the 2 <sup>nd</sup> favourite type of holiday	<ul style="list-style-type: none"> <li>➤ Part of the “Revealing Our Heritage” strategic theme</li> <li>➤ Further develop current heritage trail</li> <li>➤ Potential to develop a regional heritage trail</li> <li>➤ Further develop and promote current historical assets such as the railway museum and other museums</li> </ul>
There is a continuing rise in the numbers of contemporary female travellers, who are more likely to have a higher disposable income and to travel either on their own or in small groups of friends	<ul style="list-style-type: none"> <li>➤ Work with service operators to develop products and services that appeal to this market such as “girls weekend away” packages and pampering packages</li> <li>➤ Include as part of the Short Stay experiences</li> </ul>



**DESTINATION MANAGEMENT PLAN 2019 – 2022**  
**MODULE 2: Research Insights**

Insight/Trends	Implications for Strategy
<p>The fifties are the new demographic for travel brands – more people are choosing to travel earlier than retirement to enjoy the more active or immersive experiences that destinations have to offer</p>	<ul style="list-style-type: none"> <li>➔ Develop immersive short stay experiences and packages suiting this age group – usually travel as couples</li> </ul>
<p>Tours are finally coming into their own. However, the focus is on small-scale, immersive and locally curated activities. This is particularly important in relation to Indigenous and nature-based tourism</p>	<ul style="list-style-type: none"> <li>➔ Identify opportunities for developing indigenous and nature-based tours &amp; products</li> <li>➔ Work with the indigenous community and stakeholders to identify capability building opportunities such as resourcing &amp; training tour guides</li> <li>➔ Work with nature-based agencies and groups in developing nature based routes and products for tours and identify ways of resourcing and training tour guides</li> </ul>
<p>New luxury is defined by small brands with big stories. This is driven largely by the opportunity for genuine engagement and interaction with local people, nature, heritage and arts and culture. The story of the place and its people is increasingly critical to the success of the experience</p>	<ul style="list-style-type: none"> <li>➔ Lachlan shire can position itself as a small shire that offers big stories with intimate immersive and engaging experiences</li> <li>➔ The shire has nature, heritage and cultural assets that can be developed into special experiences</li> <li>➔ Develop interesting and unique stories around routes, tours, trails and special activities</li> </ul>
<p>'Festivalisation' of meetings and events – festivals add to the excitement of a destination and increasingly appeal to those organising major conferences and events.</p>	<ul style="list-style-type: none"> <li>➔ With the assets currently on offer within the Shire such as the Condobolin SRA Pavilion to cater for conferences with some added upgrade of facilities to cater for technology requirements</li> <li>➔ Work with DNCO and the JO to organise conferences during special events/festivals in Condobolin</li> <li>➔ Develop events around business conferences that align with the demographic of those attending the conferences</li> </ul>
<p>This trend is no longer just about the 'super-star' (or multiple-hatted) restaurants but is now about 'local heroes' who create immersive, curated and/or unique experiences rather than standard, expected service</p>	<ul style="list-style-type: none"> <li>➔ Develop unique "bush" style foodie events and activities where visitors can engage with the experience</li> <li>➔ Develop unique "bush" and "outback" foodie trails with existing assets such as a "Pub Trail" with each pub offering a signature dish</li> <li>➔ Further develop and enhance marketing of the Condo Cook Out which has the potential of being a signature event</li> <li>➔ Explore the possibility of Aboriginal cuisine – as an event (frequency can be explored); pop-up stall/s and/or an ongoing business concern</li> </ul>

Insight/Trends	Implications for Strategy
Online dominates when selecting visitor services - 86% of travellers	<ul style="list-style-type: none"> <li>➤ Imperative that all visitor services and operators have an online presence – needs to be a priority in capability building actions</li> <li>➤ Ensure that all visitor services are on new tourism website and cross-link</li> </ul>
73% of travellers use online sources when deciding on their destination – Facebook & TripAdvisor (and other review sites) play a big role in the decision making process	<ul style="list-style-type: none"> <li>➤ Development of a tourism branded website is essential</li> <li>➤ High quality Imagery online is essential</li> </ul>
Facebook is the most used social networking site for sharing experiences	<ul style="list-style-type: none"> <li>➤ An effective and active tourism branded Facebook Page is essential</li> <li>➤ Promoted hashtags essential for sharing of experiences</li> <li>➤ A "Share your Experiences" type of flyer with simple "how to" steps should be available across the visitor services community</li> <li>➤ Develop Facebook campaigns to encourage engagement with the Facebook community – e.g. sharing their experiences or beautiful imagery – photo of the month etc.</li> </ul>

## 2.3 Domestic Travel & Market Trends & Implications for Strategy

### Key Insights at a glance



### TOP 5 Experiences Australians want from a holiday (2017)





**52%**  
 Peaceful; a quiet moment



**48%**  
 Leaving all the cares of the world behind



**40%**  
 Re-connecting with family or friends



**37%**  
 Enriching and fulfilling

**40%**  
 Indulging and rewarding

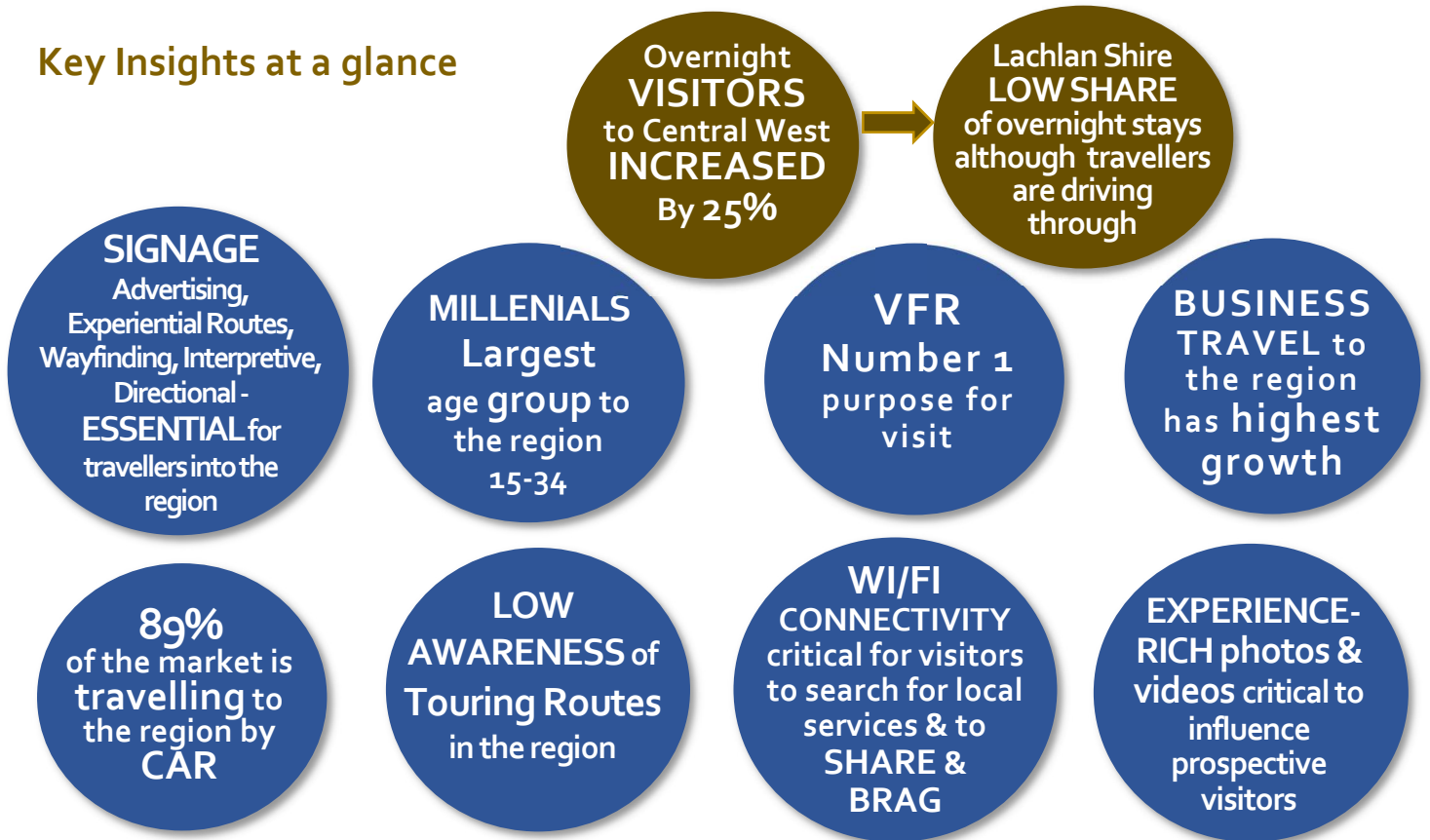
Insight/Trends	Implications for Strategy
<p>The domestic tourism results highlight the trend for more Australians to holiday or undertake <b>short-breaks</b> in Australia – <b>Escapism</b> and short breaks have become the norm as Australians look to escape the frenetic pace of everyday life</p>	<ul style="list-style-type: none"> <li>➤ The key to unlocking greater visitation and more spend is not to push people into longer holidays but rather to <b>enable and motivate them to escape more often</b> through quality visitor services &amp; experiences</li> <li>➤ Develop “short breaks” and “weekend away” campaigns</li> <li>➤ Work with visitor services operators to develop “short breaks &amp; weekend away packages</li> <li>➤ Develop a geographical target audience of a 1-4 hour drive from Lachlan Shire on social media pages for specific targeted campaigns</li> <li>➤ Developing capabilities of visitor services is essential</li> </ul>
<p><b>Top 5 experiences Australians want from holidays are:</b></p> <ol style="list-style-type: none"> <li>1. Peaceful; a quiet moment</li> <li>2. Leaving the cares of the world behind</li> <li>3. Reconnecting with family or friends</li> <li>4. Enriching &amp; fulfilling experiences (engaging &amp; authentic)</li> <li>5. Indulging</li> </ol>	<ul style="list-style-type: none"> <li>➤ Lachlan Shire has the natural and cultural/heritage assets to accommodate these experiences</li> <li>➤ We can build on what we have to promote to both existing and emerging markets</li> <li>➤ Develop products, packages &amp; services to enhance these experiences</li> <li>➤ Develop key marketing messages around these experiences and match products and assets</li> </ul>
<p>Intrastate holiday travel continues to be a key trend</p>	<ul style="list-style-type: none"> <li>➤ The proposed The Condobolin Improved Freight Logistics &amp; Visitor Information Centre Project will be essential in encouraging travellers off the main highway and onto the regional roads throughout the Lachlan Shire</li> <li>➤ <b>The mix of effective marketing, good signage and a centralised, visible Visitor Information Centre and tourist precinct will help to capture a greater market share of the intrastate travel trend via the short-break and weekend-away packages</b></li> </ul>

Insight/Trends	Implications for Strategy
<p>Reconnection with family or friends remains central to the Australian holiday experience</p>	<ul style="list-style-type: none"> <li>➤ Build capabilities to develop effective communications of tourism offerings with residents and the broader community</li> <li>➤ Develop &amp; encourage community advocates</li> <li>➤ Develop incentives for the community and for the visiting friends and family to encourage greater engagement and participation and to encourage repeat visitation</li> <li>➤ Develop special VFR (Visiting Friends &amp; Family) packages especially for those who are not staying in the homes of family/friends</li> <li>➤ Develop hosting programs and opportunities</li> </ul>
<p>Increased participation in nature-based activities &amp; bushwalking – (but figures show that in our region this has decreased)</p>	<ul style="list-style-type: none"> <li>➤ Develop nature-based products and align with short-break and weekend away market sector and with “peace, tranquillity and getting away from it all” messages – “Change of pace”; “Rejuvenate the soul”</li> <li>➤ Align with “connecting with friends and family” messages</li> <li>➤ Figures show that in our region this has decreased so there is a real gap opportunity for Lachlan Shire to fill that gap in our region</li> <li>➤ Develop direct marketing activities to special nature-based interest groups</li> </ul>
<p>Camping and caravanning continue to increase in popularity - 30 to 54 year-olds make up 47% of the market, visitors aged 55 years and over (30%) and 20 to 29 years (16%)</p>	<ul style="list-style-type: none"> <li>➤ An opportunity to further enhance camping and caravanning sites that are ready and increase marketing activities to targeted markets</li> <li>➤ Work with the Caravan Park community to provide a Shire-wide approach to service standards and marketing</li> <li>➤ Work with Camping/Caravanning &amp; RV peak bodies in organising special events and gatherings for their members</li> </ul>
<p>Increased participation in sports related activities and water-based activities (12% growth)</p>	<ul style="list-style-type: none"> <li>➤ Increase/enhance marketing activities for the 3 Shire Picnic Races – There’s an opportunity to position the Shire as the Racing capital of the Central West</li> <li>➤ Work with sporting groups/committees in developing new and/or enhancing current events and activities – e.g. Sports Gymkhana, Lake Cargelligo Fisherama, Condo 750 &amp; Yellow Mountain Dirt Bike Race</li> <li>➤ Develop and promote water-based activities around the River and Lakes</li> </ul>

Insight/Trends	Implications for Strategy
<p>An increase in the number of domestic overnight travellers who connect with local communities, in particular through attending festivals, events and fairs, which grew by 14%</p>	<ul style="list-style-type: none"> <li>➤ Enhance and increase marketing of existing events &amp; festivals</li> <li>➤ Centralised Visitor Information Centre will be vital in promoting upcoming events and activities to the touring and drive through market</li> </ul>
<p>Word of mouth from family and friends influences holiday decisions for 1 in 2 Australians influenced by the experiences of friends and family on social media –</p> <p>Brand websites and Facebook are the preferred platforms, with 2 in 3 Australians sharing about their holidays on Facebook</p>	<ul style="list-style-type: none"> <li>➤ Work with visitor services operators to promote a visitor-centric approach to service with the aim of motivating, influencing and encouraging visitors to share their positive experience of services and experiences</li> <li>➤ High quality Imagery online is essential</li> <li>➤ An effective and active tourism branded Facebook Page is essential</li> <li>➤ Development of a tourism branded website is essential</li> <li>➤ Promoted hashtags essential for sharing of experiences</li> <li>➤ A “Share your Experiences” type of flyer with simple “how to” steps should be available across the visitor services community</li> <li>➤ Develop Facebook campaigns to encourage engagement with the Facebook community – e.g. sharing their experiences or beautiful imagery – photo of the month etc.</li> <li>➤ Develop other social media platforms such as Instagram &amp; TripAdvisor</li> </ul>
<p>Australians want authentic experiences and are looking to locals and local information centres for recommendations on how to do this</p>	<ul style="list-style-type: none"> <li>➤ Build capabilities to develop effective communications of tourism offerings with residents and the broader community</li> <li>➤ Develop &amp; encourage community advocates</li> <li>➤ A centralised Visitor Information Centre with well trained staff and resources will be vital in promoting authentic tourism offerings and to motivate visitors to stay longer to experience the authentic offers</li> <li>➤ Need to build capacity at existing information centres to ensure that all opportunities recognised and optimised</li> </ul>
<p>The Share Economy is expected to grow by 33% in the short term- includes camping sites on private land including farms through new digital enterprises such as Youcamp</p>	<ul style="list-style-type: none"> <li>➤ With the agri sector and farmers within the Shire, there is an opportunity to work with the farming community in developing products to meet the demand of this trend.</li> <li>➤ There is an opportunity to align the farm stays with other themes such as the “Night sky” theme and “Celebrating Culture on Country” and “Bush tucker” “Foodie” theme and other authentic and immersing activities</li> </ul>

## 2.4 Regional Travel & Market Insights & Implications for Strategy

### Key Insights at a glance



The following are the **sectors** that have been identified by regional stakeholders as having **GROWTH potential** for the region although **some** are **underdeveloped**



There are opportunities within each of these sectors for Lachlan Shire due to gaps in the marketplace and/or development potential. These are identified and addressed in this Plan.

Insight/Trends	Implications for Strategy
<p>Regional NSW is the most visited regional destination in Australia (41%) and the most popular regional destination (43%) that people are seriously considering visiting –</p> <p>Overnight visitors to the Central West has increased by 25%</p>	<ul style="list-style-type: none"> <li>➤ Important to work collaboratively with regional stakeholders such as Destination NSW, Destination Country &amp; Outback NSW, Centroc and Mid-Lachlan LGA's to optimise opportunities, resources, access to funding, and to share learnings</li> <li>➤ A strong communications framework is necessary for enabling effective and efficient communication and knowledge with regional stakeholders</li> </ul>
<p>Regardless of the purpose for the trip 89% of the market is travelling to the destination or through the region by car. However, there is low awareness of touring routes in the region</p>	<ul style="list-style-type: none"> <li>➤ To attract a higher-yield touring market (including from the international market), there is an opportunity to create experiences and develop products of higher value that appeal to the younger 35 – 54 year old market, while at the same time maintaining the 55+ market who are also increasing their spend while on a trip. This approach taps into the growing trend for undertaking activities and tours.</li> <li>➤ Effective signage will help to disperse traffic off the main highways into the shire</li> <li>➤ A centralised Visitor Information Centre with well trained staff will help to capture a greater share of the touring market and help to disperse travellers to key attractions and experiences and to promote upcoming events</li> <li>➤ To enhance the awareness and perception of touring routes, it will be critical to evaluate and update content as well as distribution channels</li> <li>➤ Adopting an experientially led approach, including bringing to life the places and people through story-telling would improve engagement with various target markets segments.</li> </ul>
<p>Millennials are currently the largest age group of visitors to the Central West region</p>	<ul style="list-style-type: none"> <li>➤ An emerging market for the Lachlan Shire</li> <li>➤ Understanding characteristics and desires is essential</li> <li>➤ It is important to note that they define themselves by their experiences rather than by their jobs as older generations have done. This is significant in regard to focusing on the growing domestic market for younger adults, who are increasingly interested in short breaks, festivals and events as well as more immersive nature-based experiences</li> </ul>

**DESTINATION MANAGEMENT PLAN 2019 – 2022**  
**MODULE 2: Research Insights**

Insight/Trends	Implications for Strategy
<p>Visiting friends and relatives (VFR) was the largest purpose of visit for overnight visitors – Friends or relatives property was the most popular accommodation used for nights in the region.</p>	<ul style="list-style-type: none"> <li>➤ Build capabilities to develop effective communications of tourism offerings with residents and the broader community</li> <li>➤ Develop &amp; encourage community advocates</li> <li>➤ Develop incentives for the community and for the visiting friends and family to encourage greater engagement and participation and to encourage repeat visitation</li> <li>➤ Develop special VFR (Visiting Friends &amp; Family) packages especially for those who are not staying in the homes of family/friends</li> <li>➤ Develop hosting programs and opportunities</li> </ul>
<p>Business travel to the region accounted for the highest growth</p>	<ul style="list-style-type: none"> <li>➤ Work with visitor service operators (specially accommodation venues) to better understand and cater for their needs and to also engage with them</li> <li>➤ They have the potential to come to the area for holiday with family and/or tell friends and family about the area</li> <li>➤ They also have the potential to identify business conferences and executive retreats for the area</li> </ul>
<p>Research identified that connectivity is critical with visitors especially with millennials. Research indicates that a number of accommodation venues, information centres within the region are either not offering WI/FI or connectivity is poor</p>	<ul style="list-style-type: none"> <li>➤ Conduct an audit to identify connectivity issues/ challenges and opportunities shire-wide and work with operators to ensure that challenges are addressed</li> <li>➤ Identify opportunities for connectivity hubs at central locations</li> <li>➤ Connectivity at all Information Centres is critical</li> </ul>
<p>There is a fragmented approach to digital across the region</p>	<ul style="list-style-type: none"> <li>➤ An audit was conducted across the shire's visitor service and retail operators to identify the status of online presence. This will be essential for capacity building opportunities and activities</li> <li>➤ A digital strategy for the shire is necessary for supporting visitor planning, enabling operators to have a consistent digital presence including online booking capability, enhancing interactivity with visitors, delivering more innovative technology approaches, and addressing the proliferation of websites and digital content standards</li> </ul>



Insight/Trends	Implications for Strategy
<p>The following market sectors has been identified by regional stakeholders as having <b>growth potential</b> for the region although some are underdeveloped:</p> <ul style="list-style-type: none"> <li>• Nature</li> <li>• Aboriginal Culture</li> <li>• Food &amp; wine</li> <li>• Events</li> <li>• Touring</li> <li>• Short Breaks</li> <li>• VFR</li> </ul>	<ul style="list-style-type: none"> <li>➤ There are opportunities within each of these sectors for Lachlan Shire due to gaps in the marketplace and/or development potential. These are identified and addressed further in this Plan. The following are <b>implications</b> for the Shire in relation to the <b>underdeveloped</b> sectors within the region:</li> <li>➤ The touring market is largely passing through the region (i.e., stopping briefly or overnight only to break up the journey) on their way to other destinations – it is important to note that while most visitors travel to the region by car, this is not necessarily the touring market and includes those visiting some areas for a short break. However, there is also a low awareness of touring routes in the region, which creates many opportunities including for the 4WD touring market</li> <li>➤ Nature-based tourism is a growing market at a national level however is lower in the DNCO region. Due to Lachlan Shire’s natural assets with the River, Lakes and bush, there is a real opportunity for the Shire to capitalise on the gap in the region and position itself as the perfect location to unwind within the “heart of NSW”</li> <li>➤ Given the Shire’s Aboriginal population, Aboriginal heritage, history and stories, along with cultural sites and facilities, there is a real opportunity to position itself as the “heart and hub” of Aboriginal culture and events where visitors can fully immerse and engage with the culture and Aboriginal community.</li> <li>➤ Food &amp; Wine is now more about unique “off the track” Foodie Finds with local heroes and immersing with local people and local cuisine.</li> </ul> <p>There’s an opportunity to develop unique “bush” style foodie events and activities where visitors can engage with the experience.</p> <p>Develop unique “bush” and “outback” foodie trails with existing assets such as a “Pub Trail” with each pub offering a signature dish</p> <p>Further develop &amp; enhance marketing of the Condo Cook Out which has the potential of being a signature event</p> <p>Explore the possibility of Aboriginal cuisine – as an event (frequency can be explored); pop-up stall/s and/or an ongoing business concern</p>

## 2.5 Local Situation Analysis

### Key Insights at a glance

**Aboriginal**  
cultural tourism  
potential for “Hero”  
**Experiences**

**LAKES,  
RIVER &  
BUSH** unique  
combination in  
the region - ideal  
for **ESCAPISM**

Real **Stories**  
of the **local**  
History, Heritage,  
Art & Culture  
essential **authentic**  
**CONNECTIONS**

Lake  
Cargelligo &  
Gum Bend  
Lake major  
**drawcards**

“Utes in  
the Paddock”  
**unique** & a  
**drawcard** but  
needs more market  
development

**Birdwatching**  
huge potential  
niche  
market

Tourism  
**ASSETS** needs  
packaging into  
**EXPERIENCES**

**Signage**  
critical to  
direct & entice  
travellers into  
the shire

**Capability  
building**  
required across  
all Visitor  
Services

Spectacular  
night skies,  
sunsets/sunrises  
potential for  
“**Unlimited  
Horizons**”  
experiences

**85%**  
of visitors are  
passing through –  
need to convert  
to **STOP, STAY,  
SPEND, SHARE**

**Target  
Markets**  
need  
defining &  
developed

Tourism  
**Brand &  
positioning**  
needs defining  
& developed

More  
meaningful  
**community  
consultation**  
& engagement  
required

Current  
**Visitor Information  
Services** needs  
reviewing to improve  
**Effectiveness**

**Marketing  
activities &  
spend** needs  
**alignment**  
with strategy


Potential  
for evolving  
certain current  
events into  
**SIGNATURE  
EVENTS**

### 2.5.1 Local Stakeholders within the local Tourism Space


Findings	Implications for Strategy
<ul style="list-style-type: none"> <li>• Through the <b>Growing Lachlan</b> initiative and community survey conducted, research shows that the broader Lachlan Shire community see Tourism as a potential growth industry and is increasingly seen as a means of growing local economies and job creation and bringing vitality to the community</li> <li>• <b>The Local Chamber of Commerce</b> are seeking ways of supporting their members in helping grow and sustain the business sector and supporting job creation and economic growth</li> <li>• <b>Lachlan Shire Council</b> has highlighted Tourism as a high growth industry sector in its Economic Development Strategy &amp; a number of Tourism objectives have been outlined in Council's Delivery &amp; Operational Plan 2018-21</li> <li>• <b>Western Plains Regional Development Inc</b> provides a number of community services as well as housing the Heart of NSW Visitor Information Centre</li> <li>• <b>Lower Lachlan Community Services</b> provides various services to the Lake Cargelligo community including supporting tourism and community development initiatives including the management of the Lake Cargelligo website</li> </ul>	<ul style="list-style-type: none"> <li>➤ Strong community support will be essential in working towards and delivering a common vision for the good of the whole community</li> <li>➤ Strong leadership, commitment &amp; effective <b>communications</b> will be essential in growing and maintaining community engagement</li> <li>➤ The Condobolin Chamber of Commerce will be an essential partner in supporting the Plan's capacity building activities and programs.</li> <li>➤ The Chamber can work collaboratively with Council in identifying business operators' needs and challenges as well as supporting the delivery of training and development programs</li> <li>➤ Council will be vital in providing and resourcing tourism infrastructure, services, marketing and key signature experiences &amp; events in accordance with the Destination Management Plan</li> <li>➤ It is essential for Lachlan Shire to be informed and to recognise and seize the opportunities to grow the local visitor economy – Ongoing evaluation and research by Council to ensure strategies are always relevant</li> <li>➤ The Centre currently plays a key role in engaging with the community and supporting tourism initiatives</li> <li>➤ Training and development of the centre's staff will be important in influencing visitors to stay longer, spend more and share positive experiences - (see below their role as a Visitor Information Centre)</li> <li>➤ Lower Lachlan Community Services will be instrumental in delivering on tourism related actions/activities pertaining to the Lake Cargelligo community</li> <li>➤ They will be helpful in organising community consultations and any training and development workshops required as part of delivering on the plans strategies</li> <li>➤ They will also be valuable contributors to tourism strategies and development activities</li> </ul>



Findings	Implications for Strategy
<p><b>Local Aboriginal Organisations</b>                      - Local Aboriginal Land Councils (LALCs)                      - The Wiradjuri Condobolin Cooperation (WCC)</p> <p><b>The Visitor Information Centres</b>                      ➤ Western Plains in Condobolin                      ➤ Lake Cargelligo Tourist Information Centre                      ➤ Tottenham Tourist Information Centre</p> <p><b>Local Volunteers</b></p> <p><b>Local business operators</b></p> <p><b>Local Community &amp; Community Groups</b></p>	<ul style="list-style-type: none"> <li>➤ Key organisations involved in the engagement and support of Aboriginal communities, including in the visitor economy;</li> <li>➤ Manage services delivered to local Aboriginal communities;</li> <li>➤ Will be critical in facilitating engagement and partnerships with local Aboriginal communities in relation to cultural tourism development and delivery of activities</li>   <li>➤ Essential in influencing visitors to stay longer, shop and spend in town and in making visitors feel welcome</li> <li>➤ Essential in supporting local tourism growth and development in collaboration with Council and local tourism industry.</li> <li>➤ Offers a cross-shire collaborative approach for supporting and promoting specific tourism initiatives and activities</li> <li>➤ Ongoing training and development of staff/volunteers is essential to ensure effectiveness</li>   <li>➤ Volunteers play an important role in delivering visitor services and assisting the development and management of events throughout the Lachlan Shire. Their contribution to the visitor economy is invaluable. However, a key challenge is to ensure appropriate recognition of and motivation for people to volunteer to avoid volunteer fatigue and to have facilities such as museums open longer.</li>   <li>➤ Providers of tourism businesses, visitor services, hospitality services, investors, etc.</li> <li>➤ Ongoing capability &amp; capacity building of operators is essential to deliver high levels of service and the availability of quality products</li> <li>➤ Essential partners for identifying, developing and delivering tourism opportunities and visitor services, and investing in infrastructure, experiences, packaged products, etc.</li>   <li>➤ The Lachlan Shire community will be essential in embracing, supporting &amp; participating in local tourism development initiatives for the development of sustainable growth that meets local needs and aspirations</li> <li>➤ The community is essential for participation through the provision of tourism and visitor services, VFR hosting, visitor hosting, advocacy, volunteering &amp; share economy services</li> <li>➤ <b>Effective and regular communications and consultation</b> with the community will be critical</li> </ul>

## 2.5.2 Destinations within the Shire

Destination	Findings	Implications for Strategy
<p><b>CONDOBOLIN</b></p> 	<ul style="list-style-type: none"> <li>• The largest township within the Shire</li> <li>• The town lies on the banks of the Lachlan River, an hour from Parkes, Forbes, West Wyalong, Lake Cargelligo and Tottenham</li> </ul> <p><b>ATTRACTIONS</b></p> <ul style="list-style-type: none"> <li>• <b>Natural assets</b> include the <b>Lachlan River</b> and <b>Gum Bend Lake</b> provides water sports &amp; wonderful birdlife</li> <li>• <b>Key attractions</b> include:             <ul style="list-style-type: none"> <li>- <b>Utes in the Paddock</b></li> <li>- <b>The Lachlander Museum</b></li> <li>- <b>Railway Museum</b></li> <li>- <b>Reservoir Hill Lookout</b></li> <li>- <b>Mt Tilga</b></li> <li>- <b>Historical Museum</b></li> <li>- <b>Heritage Walk</b></li> <li>- <b>Community Centre</b></li> <li>- <b>The Farm Chapel “Bolo”</b></li> <li>- <b>Kings Grave Monument</b></li> <li>- <b>The Wiradjuri Study Centre</b> is an important iconic centre for Aboriginal cultural understanding, learning, research, training and wellbeing in the region. Also promotes local Indigenous art and products</li> </ul> </li> </ul> <p><b>EVENTS</b></p> <ul style="list-style-type: none"> <li>• The town also hosts a great number of <b>events</b> throughout the year – Condo 750, picnic races, Christmas Carnival, Yellow Mountain Cross Country Motor Bike Race and the Condo Show.</li> </ul> <p><b>FACILITIES &amp; SERVICES</b></p> <ul style="list-style-type: none"> <li>• The <b>Condobolin Central Business District</b> is the main commercial centre in the shire and provides a range of businesses and facilities.</li> <li>• The town hosts good <b>sporting facilities</b> such as a racecourse, golf course, bowls, swimming pool, gymnasiums, tennis courts</li> <li>• <b>Western Plains Regional Development Inc</b> provides the visitor information services but a more visible and visitor-centric facility is required</li> </ul>	<p>Develop and/or enhance visitor experiences around current assets and offerings to meet growing visitor needs and desires for authentic and engaging experiences but also experiences that help to escape the stresses of life</p> <p>With natural assets and a strong Aboriginal culture and community, the town has a lot to offer that meets with current market trends and experiential needs</p> <p>Dispersal of key attractions around the town and shire including trails and tours is important to keep visitors in town and shire longer. Even a few extended hours can make a difference with dollars spent on services and retail.</p> <p>Acknowledge the vital role the business community has in growing the visitor economy and the local economy and to develop support strategies that will help them meet current challenges enhance visitor services.</p> <p>A centralised, accredited &amp; strategically operated Visitor Information Centre in Condobolin will be vital to:</p> <ul style="list-style-type: none"> <li>• Disperse visitors to the specific attractions and experiences they desire to see and do within the shire thereby providing visitors a better experience &amp; potential repeat visitors</li> <li>• Encourage and influence visitors to stay longer and therefore spend more within the Shire</li> <li>• Promote common themes, experiences, trails and attractions of surrounding LGA's within the region for extended stays and spend within the region</li> <li>• Promote upcoming events to encourage visitors to return</li> <li>• Promote local visitor services – accommodation, retail, eateries etc. and thereby encouraging visitors to spend more</li> <li>• <b>Support the secondary Information Centres within the Shire</b></li> <li>• <b>Promote attractions of small local communities within the Shire thereby extending length of stay within the Shire and spending dollars in the small towns/communities</b></li> </ul> <p>All attractions will be part of the one or more of the strategic Experience Themes in developing <b>Experiences</b> to attract &amp; influence visitors to stay longer</p>



Destination	Findings/Insights	Implications for Strategy
<p><b>LAKE CARGELLIGO</b></p> 	<ul style="list-style-type: none"> <li>• <b>Lake Cargelligo</b> is an oasis in central NSW and has a resident population of approximately 1,380 people. Positioned on the edge of Lake Cargelligo, the town has a growing light manufacturing industry as well as a grains receival centre.</li> <li>• The lake itself, fed from the Lachlan River is an integral source of water for Lake Cargelligo's residents and for all users along the lower Lachlan.</li> </ul> <p><b>ATTRACTIONS</b></p> <ul style="list-style-type: none"> <li>• The lake serves recreational users such as <b>boating, fishing, canoeing and water skiing</b> and attracts <b>bird watchers</b> due to the incredible <b>birdlife</b> diversity of waterfowl and other rare birds in the district and is classified as a bird sanctuary</li> <li>• The town also boasts <b>heritage</b> and <b>cultural attractions</b> such as the             <ul style="list-style-type: none"> <li>- <b>Heritage walk,</b></li> <li>- <b>Historical museum</b></li> <li>- <b>The Wool Wash &amp; Wooyeo Woolshed</b></li> <li>- <b>Draught Horse museum</b></li> <li>- <b>Koori Art Studio</b></li> <li>- <b>Attractive street art murals</b></li> </ul> </li> <li>• <b>Aboriginal cultural sites</b> include:             <ul style="list-style-type: none"> <li>- <b>Aboriginal Freshwater Mussel Shell Midden</b> at Deadmans Point</li> <li>- <b>Ochre Pit</b> at Frogs Hollow</li> </ul> </li> </ul> <p><b>EVENTS</b></p> <ul style="list-style-type: none"> <li>• <b>Events staged include the Blue Water arts Event, Annual Show, Fisherama &amp; the Christmas Carnival</b></li> </ul> <p><b>FACILITIES &amp; SERVICES</b></p> <ul style="list-style-type: none"> <li>• There's also a volunteer-based run Tourist Information Centre which houses a Stone Butterfly &amp; Gem collection</li> <li>• The local Lower Lachlan Community Services (LLCS) provides a range of community services</li> <li>• The town offers a range of services including motels, hotels, caravan park, cafes and retail outlets</li> <li>• The town has wonderful sporting facilities, picnic facilities and is RV Friendly</li> </ul>	<p>The Lake and town is a major attraction for the Shire and ideal as a nature-based experiential destination. Capitalise on the rise in nature-based activities</p> <p>Develop events and/or enhance visitor experiences around current water assets, offerings and events</p> <p>Develop direct marketing strategies to special interest groups such as birdwatchers, fishing enthusiasts, nature clubs and water sport clubs</p> <p>Work collaboratively with camping, caravan and RV peak bodies and clubs to foster strong relationships and to organise member events, outings and gatherings in the town</p> <p>Natural assets are ideal to develop experiences and events around the following proposed themes:</p> <ul style="list-style-type: none"> <li>• Exploring Nature</li> <li>• Unlimited Horizons</li> </ul> <p>Experiential messages with the theme of escaping, peace, relaxation, reflection, quiet time, reconnecting with oneself and family and being one with nature should be used in promotional communications</p> <p>Immersing in <b>culture, heritage</b> and <b>local history</b> is a key driver for destination planning. The local heritage walk/trail can be promoted and extended as part of a town-wide and shire-wide heritage/historical trail experience that will help to keep visitors in the town and Shire longer. - Will also be inclusive the shire's proposed <b>Public Art &amp; Outdoor Gallery</b> trail</p> <p>Work collaboratively with the town's key stakeholders such as the LLCS, the Tourist Information Centre and local tourism operators to support and participate in the implementation of the Plan's strategies and actions - Develop &amp; Implement a Community Engagement Plan</p> <p>All attractions will be part of one or more of the strategic Experience Themes in developing <b>Experiences</b> to attract &amp; influence visitors to stay longer</p>

Destination	Findings/Insights	Implications for Strategy
<p><b>TOTTENHAM</b></p> 	<ul style="list-style-type: none"> <li>Tottenham is the closest town to the geographical centre of NSW. With a population of 300 residents</li> <li>Tottenham originated through the discovery of copper in 1903 and is situated in the centre of NSW.</li> <li>There is a strong sense of community pride and the community is very active. The town has received many awards for its appearance and community spirit <b>including Tidy Town Awards “Overall Winner” in 2002, 2004 and 2007. Most recently Tottenham was voted 2012 Community of the Year</b></li> </ul> <p><b>ATTRACTIONS</b></p> <ul style="list-style-type: none"> <li>The <b>geographical centre of NSW</b> is marked by a Cairn constructed from local mine slag</li> <li>The <b>Tottenham Tourist Information Centre</b> is a must. This is a community run initiative and a one stop shop for information on the Tottenham area, local arts and crafts and souvenirs from the Centre of NSW.</li> <li>The <b>Tottenham Hotel</b> is located in the centre of the town and has been lovingly restored to its original 1931 condition</li> <li>There's also an attractive <b>birdlife</b> in Tottenham with over <b>160 species</b> of birds that have been recorded</li> </ul> <p><b>EVENTS</b></p> <ul style="list-style-type: none"> <li><b>Tottenham also stages the Tottenham Expo, Picnic Races &amp; Tottenham Flower Show</b></li> </ul> <p><b>FACILITIES &amp; SERVICES</b></p> <ul style="list-style-type: none"> <li>Tottenham boasts a Health Centre, Central School, pre-school, four churches, and <b>outstanding facilities including swimming pool, tennis courts, golf club, bowling club and a race course complex with a motor cross track.</b></li> <li>The town services a large &amp; diverse agricultural industry</li> </ul>	<p>The stories and characters behind Tottenham make it ideal to develop and market experiences around the <b>“Little Places, Big Stories”</b> theme (Module 4)</p> <p>Marketing messages to include communications such as “Discovering hidden gems” and “Quirky Characters with stories to tell” – There’s also a story to tell of the little town with big awards!</p> <p>With high quality sporting venues, work collaboratively with the community to develop, sporting related events and activities</p> <p>Tottenham Pub to be part of the proposed unique “bush” and “outback” foodie trail with existing assets. This will help bring visitors into the smaller towns with an opportunity to engage with locals and to be immersed in the culture – Part of the <b>“Foodie Finds”</b> experience theme</p> <p>The Hotel and the rock cairn can be part of a shire-wide heritage/history trail that will help bring visitors into the smaller town</p> <p>Develop events and/or enhance current events, products and visitor experiences around current assets and matching themes</p> <p>Work collaboratively with the Tourist Information Centre and local tourism operators to support and participate in the implementation of the Plan’s strategies and actions - Develop &amp; Implement a Community Engagement Plan</p> <p>Explore the possibility of having a Bird trail that connects Tottenham with the Lake Cargelligo birdlife activities and offerings – this may extend to other communities</p> <p>Explore the possibility of developing shared economy options such as farm stays that encompasses other themes such as <b>“Unlimited Horizons”</b> and <b>“Exploring our Nature”</b></p> <p>All attractions will be part of one or more of the strategic Experience Themes in developing <b>Experiences</b> to attract &amp; influence visitors to stay longer</p>

Destination	Findings/Insights	Implications for Strategy
<p><b>TULLIBIGEAL</b></p> 	<ul style="list-style-type: none"> <li>Tullibigeal is situated between Lake Cargelligo and Condobolin and is warmly referred to by the locals as "Tulli". Nestled in picturesque hills and fertile farmlands, the small town began as a Cobb and Co stagecoach change station.</li> </ul> <p><b>ATTRACTIONS</b></p> <ul style="list-style-type: none"> <li><b>The Crafty Corner</b> in the RSL Memorial House</li> <li><b>Mayfield Hotel</b> &amp; the Football Hall of Fame</li> <li><b>Tulli Co-op</b></li> <li><b>Cockies Shed Lavender Farm</b></li> <li><b>Frampton Flats Feedlot</b></li> <li><b>The Farm Chapel "Bolo"</b> is 20km from Tulli</li> <li>Lovely gardens are also an attraction during Autumn &amp; Spring</li> </ul> <p><b>EVENTS</b></p> <ul style="list-style-type: none"> <li>Stages one of the <b>Shire's Picnic Races</b> as well as the <b>Tullibigeal Sports Gymkhana</b></li> </ul> <p><b>ATTRACTIONS &amp; SERVICES</b></p> <ul style="list-style-type: none"> <li>Tullibigeal boasts a <b>football field</b> excellent <b>tennis and netball courts</b>, <b>cricket fields</b>, a <b>swimming pool</b> and a <b>children's playground</b></li> <li>Free camping and caravanning in the main street park with children's playground, barbecue, toilets, showering facilities and power.</li> </ul>	<p>Develop and market experiences around the <b>"Little Places, Big Stories"</b> theme (See Module 4)</p> <p>Marketing messages to include communications such as "Discovering Hidden gems"</p> <p>Include the Mayfield hotel as part of the <b>"Foodie Finds"</b> Theme – (See Module 4)</p> <p>The free camping/caravanning site with suitable facilities will be attractive to the RV/Camping/Caravanning market</p> <p>Explore development opportunities for Farm stays and/or immersing experiences around the Lavender Farm – engaging with locals and learning/immersing in the experience is a current market trend.</p> <p>Explore the possibility of other garden viewing opportunities within the Shire under the <b>Exploring Nature</b> theme</p> <p>Work collaboratively with the community, local operators and other stakeholders to support and participate in the implementation of the Plan's strategies and actions - <b>Develop &amp; Implement a Community Engagement Plan</b></p> <p>All attractions will be part of the one or more of the strategic Experience Themes in developing <b>Experiences</b> to attract &amp; influence visitors to stay longer</p>
<p><b>FIFIELD</b></p> 	<ul style="list-style-type: none"> <li>Population of 70</li> <li>Agriculture main industry</li> <li>Mining activities have been approved in the vicinity</li> </ul> <p><b>ATTRACTIONS &amp; FACILITIES</b></p> <ul style="list-style-type: none"> <li><b>The Fifield Pub</b></li> <li><b>Accommodation and free camping</b></li> <li><b>War Memorial Display</b></li> <li><b>"Back to Fifield" event</b></li> <li><b>White platinum moulds around town from previous mining</b></li> </ul>	<p>Develop and market experiences around the <b>"Little Places, Big Stories"</b> theme (See Module 4)</p> <p>Marketing messages to include communications such as "Discovering Hidden gems"</p> <p>Include the Fifield Pub as part of the <b>"Foodie Finds"</b> Theme – (See Module 4)</p> <p>All attractions will be part of one or more of the strategic Experience Themes in developing <b>Experiences</b> to attract &amp; influence visitors to stay longer</p>

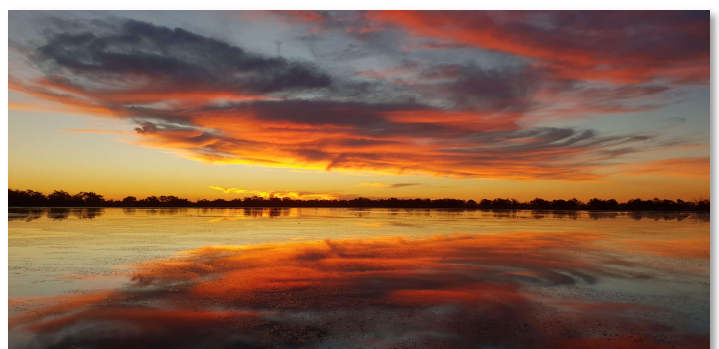


**DESTINATION MANAGEMENT PLAN 2019 – 2022**  
**MODULE 2: Research Insights**

Destination	Findings/Insights	Implications for Strategy
<p><b>ALBERT</b></p> 	<p>Much of the country around Albert has provided inspiration for Australia's poets, authors and artists with the Albert Rabbit Trap Hotel being the inspiration for Eric Joliffe of Saltbush Bill fame.</p> <p><b>ATTRACTIONS &amp; FACILITIES</b></p> <ul style="list-style-type: none"> <li>• The iconic <b>Albert Rabbit Trap Hotel</b> built to encourage tourists to explore the hidden gems off the main highways known as country towns. – Featured on Sunrise in 2011</li> <li>• Accommodation at the hotel or cabins just across the road from the hotel.</li> <li>• There are also historical sites of interest across from the hotel</li> <li>• a new park with recently built amenities and plenty of camping spots and 24 hour fuel</li> <li>• There's also the Albert Golf Club</li> </ul>	<p>Develop and market experiences around the <b>“Little Places, Big Stories”</b> theme (See Module 4)</p> <p>Marketing messages to include communications such as “Discovering Hidden gems”</p> <p>Include the Fifield Pub as part of the <b>“Foodie Finds”</b> Theme – (See Module 4)</p> <p>All attractions will be part of one or more of the strategic Experience Themes in developing <b>Experiences</b> to attract &amp; influence visitors to stay longer</p>
<p><b>BURCHER</b></p> 	<ul style="list-style-type: none"> <li>• <b>The Burcher Hotel</b></li> <li>• <b>Signature Alpaca Stud</b></li> <li>• <b>The Bush Chapel not far from the town</b></li> <li>• <b>Manna Mountain just outside the town</b></li> </ul>	<p>Develop and market experiences around the <b>“Little Places, Big Stories”</b> theme (See Module 4)</p> <p>Marketing messages to include communications such as “Discovering Hidden gems”</p> <p>Include the Burcher Pub as part of the <b>“Foodie Finds”</b> Theme – (See Module 4)</p> <p>All attractions will be part of one or more of the strategic Experience Themes in developing <b>Experiences</b> to attract &amp; influence visitors to stay longer</p>






**Lake Cargelligo & birdlife**





**Gum Bend Lake at sunset**



### 2.5.3 Current Product Sectors & Products


Sector	Current Products	Current Activities	Development Considerations
<p><b>Nature, Bush, Farm life &amp; Wildlife</b></p> 	<p><b>Nature/Bush</b></p> <ul style="list-style-type: none"> <li>• <b>The Lachlan River</b></li> <li>• <b>Lake Cargelligo</b> &amp; Wetlands</li> <li>• <b>Gum Bend Lake</b> at Condobolin</li> <li>• <b>Bird Hides</b> at Lake Cargelligo</li> <li>• <b>Walking &amp; cycling tracks</b> at Lake Cargelligo and at Condobolin</li> <li>• <b>The Bush Chapel</b> is a place in nature for meditation and reflection</li> <li>• <b>Mt Tilga</b> offers various lengths of bush walks</li> <li>• <b>Manna Mountain</b> at Burcher offers broad view of natural landscape and bush walking track</li> <li>• <b>Stunning sunsets &amp; sunrises</b></li> </ul> <p><b>Farm life</b></p> <ul style="list-style-type: none"> <li>• <b>Signature Alpaca Stud at Burcher</b> This is a working farm and generally some form of hands on work with the animals each day</li> <li>• <b>Cockies Lavender Farm at Tullibigeal</b></li> <li>• <b>Frampton Flats Feedlot at Tullibigeal</b> 2,800 head licensed feedlot. The cattle are sourced locally as well as from regional marketing centres and are fed for specified times to suit each buyer.</li> <li>• <b>The Bush Chapel at Burcher</b></li> </ul> <p><b>Related Events include:</b></p> <ul style="list-style-type: none"> <li>• <b>Tottenham Flower Show</b></li> <li>• <b>Lake Cargelligo Fisherama</b></li> </ul>	<ul style="list-style-type: none"> <li>➔ Bird watching</li> <li>➔ Fishing/Angling</li> <li>➔ Canoeing</li> <li>➔ Boating</li> <li>➔ Bushwalking</li> <li>➔ Walking</li> <li>➔ Sightseeing</li> <li>➔ Bike Riding</li> <li>➔ Camping</li> <li>➔ Picnics</li> <li>➔ Experiencing the open space</li> <li>➔ Connecting with nature</li> <li>➔ Connecting with the land &amp; produce</li> </ul> <ul style="list-style-type: none"> <li>➔ This is a chance to get up close and personal with the animals</li> <li>➔ By Appointment</li> </ul> <ul style="list-style-type: none"> <li>➔ A chance to learn how lavender is grown, distilled and used.</li> <li>➔ By Appointment</li> </ul> <ul style="list-style-type: none"> <li>➔ Visitors can view the operation</li> <li>➔ By Appointment</li> </ul> <ul style="list-style-type: none"> <li>➔ Perfect place for meditation and reflection in the natural wonder of the Australian bush</li> </ul>	<ul style="list-style-type: none"> <li>• Bird watching brochure of locations around the shire and development and promotion of the current bird website</li> <li>• Review current brochures on fishing locations – Fishing Trail? – Local &amp; regional?</li> <li>• Develop more walking trails</li> <li>• Explore need for directional and interpretive signage</li> <li>• Development of more nature-based experiences and events (current gap in the regional market)</li> <li>• Promote the stunning sunsets &amp; sunrises under the “Unlimited Horizons” experience theme</li> <li>• Development &amp; placement of experiential signage at key entry points &amp; location sites</li> <li>• Development of share-economy such as farm stays and/or development of special events on farms such as the Alpaca Farm &amp; Lavender Farm</li> <li>• Work collaboratively with farmers to develop more marketing and development opportunities such as tours</li> </ul> <p>All attractions will be part of the one or more of the strategic Experience Themes in developing <b>Experiences</b> to attract &amp; influence visitors to stay longer</p>


Sector	Current Products	Current Activities	Development Considerations
<p><b>Rivers, Lakes &amp; Wetlands</b></p> 	<ul style="list-style-type: none"> <li>• The <b>Lachlan River</b> through Condobolin</li> <li>• <b>Lake Cargelligo &amp; Wetlands</b></li> <li>• <b>Gum Bend Lake</b> at Condobolin</li> </ul> <p><b>Related Events include:</b></p> <ul style="list-style-type: none"> <li>• Lake Cargelligo Fisherama</li> </ul>	<ul style="list-style-type: none"> <li>➔ Relaxing on and by the water</li> <li>➔ Fishing/Angling</li> <li>➔ Canoeing</li> <li>➔ Boating</li> <li>➔ Swimming</li> <li>➔ Water-skiing</li> <li>➔ Bird watching during wetlands season</li> <li>➔ Picnics</li> <li>➔ Walking</li> <li>➔ Sightseeing</li> </ul>	<ul style="list-style-type: none"> <li>• The Lake is managed by NSW State Water</li> <li>• Development of picnic areas at key locations along the river system.</li> <li>• More/better access to the river for water activities</li> <li>• Consider a footbridge across the Lachlan.</li> <li>• More walking trails?</li> <li>• Explore need for directional and interpretive signage</li> <li>• Development of more nature/water-based experiences and events (current gap in the regional market)</li> <li>• Development &amp; placement of experiential signage at key entry points &amp; location sites</li> </ul>
<p><b>History &amp; Heritage</b></p>  <p>(See next section for Aboriginal Heritage &amp; Culture)</p>	<ul style="list-style-type: none"> <li>• <b>Lachlander Museum</b> One of the last newspapers in Australia to change from 'hot metal' printing to computerisation</li> <li>• <b>The Condobolin Historical Museum</b> Contains a variety of displays depicting Condobolin's pioneers, including a local WW1 Centenary display. The Museum is operated by the Condobolin &amp; District Historical Society Inc. with support of Lachlan Shire Council.</li> <li>• <b>The Condobolin Railway Museum</b> Housed in the former railway barracks and a must see for railway enthusiasts. – Privately Owned</li> </ul>	<ul style="list-style-type: none"> <li>➔ All the equipment is available for inspection.</li> <li>➔ Available any day of week but viewing by appointment only</li> <li>➔ Open Thursday, Friday and Saturday 10.30am to 2pm or by appointment – Run by volunteers</li> <li>➔ No fixed operating hours or admission charges although it is promoted in all marketing material</li> </ul>	<ul style="list-style-type: none"> <li>• Directional and interpretative signage.</li> <li>• Open days for tours of the museum</li> <li>• Consider Volunteer situation &amp; how to make it more accessible and open longer</li> <li>• Appreciation for Volunteers</li> <li>• Directional signage required</li> <li>• Work collaboratively with owners to develop more regular viewing hours, admission &amp; tours</li> <li>• Directional signage?</li> </ul>

Sector	Current Products	Current Activities	Development Considerations
<p><b>History &amp; Heritage</b> (cont.)</p>  <p>(See next section for Aboriginal Heritage &amp; Culture)</p>	<ul style="list-style-type: none"> <li>● <b>The Lake Cargelligo Historical Society Museum</b> Houses a large collection of rural machinery, household relics and more</li> <li>● <b>Working Draught Horse Museum</b> See how things used to be done on the land in years past</li> <li>● <b>Condobolin Heritage Walk/Trail - Historical buildings &amp; sites</b></li> <li>● <b>Lake Cargelligo Walk Way –</b> Signs giving the history of different locations &amp; sites around the town</li> <li>● <b>The Wool wash &amp; Wooyoo wool Shed</b></li> </ul> <p><b>Related Events include:</b></p> <ul style="list-style-type: none"> <li>● ANZAC Celebrations across the Shire in April</li> <li>● Australia Day events across the Shire in January</li> </ul>	<ul style="list-style-type: none"> <li>➤ Open every Wednesday from 10am to 3pm, entry fee is five dollars for adults and two dollars for children under 12 years of</li> <li>➤ Bus tours available &amp; entry fee is \$4 for more than 20 people</li> <li>➤ No set opening times</li> <li>➤ By Appointment</li> <li>➤ Self-Guided Walk the view heritage sites in Condobolin</li> <li>➤ Brochure with Map available</li> <li>➤ Walk/ Bike trail around the lake with Heritage Signs</li> </ul>	<ul style="list-style-type: none"> <li>● Consider Volunteer situation &amp; how to make it more accessible and open longer</li> <li>● Appreciation for Volunteers</li> <li>● Directional signage?</li> <li>● Accessing touring and bus tour companies to generate more interest</li> <li>● Work collaboratively with owners to develop more regular viewing hours, admission &amp; tours</li> <li>● Directional signage?</li> <li>● Directional signage required</li> <li>● Work collaboratively with owners to identify further opportunities such as farm stay and/or special events held on property</li> <li>● Are directional signs required?</li> <li>● Do all sites have interpretive plaques?</li> <li>● Explore the opportunity of extending this to Shire-wide Heritage &amp; Historical Trail to extend visitor stay within the shire</li> </ul> <p>OTHER:</p> <ul style="list-style-type: none"> <li>● Most of the historical &amp; heritage sites have no public facilities – Work with necessary stakeholders to identify need/benefit/value</li> </ul> <p>All attractions will be part of one or more of the strategic Experience Themes in developing <b>Experiences</b> to attract &amp; influence visitors to stay longer</p>


Sector	Current Products	Current Activities	Development Considerations
<p><b>Aboriginal Culture &amp; Heritage</b></p> 	<ul style="list-style-type: none"> <li>• <b>The Wiradjuri Cultural Centre</b> It was constructed for the express purpose of promoting the study and understanding of Wiradjuri culture.</li> <li>• <b>Goobothery Monument / Kings Grave</b> This site is a sacred burial site of an Aboriginal chief who drowned while crossing the river in a flood. It was documented by General Oxley in 1813</li> <li>• <b>Traditional Basket weaving display</b> at the Western Plains Regional Development Building</li> <li>• <b>Manna Mountain</b> at Burcher Site of special significance for centuries &amp; offers broad view of landscape</li> <li>• <b>Aboriginal freshwater shell middens</b> at Deadmans Point Lake Cargelligo Shell middens formed by the accumulation of shells by Aboriginal people collecting, cooking and eating fresh water mussels over a long period of time.</li> </ul>	<ul style="list-style-type: none"> <li>➤ local hub for training, development, employment, cultural appreciation</li> <li>➤ An art gallery and a yarn up space for visitors to gather and enjoy the environment</li> <li>➤ Guided tours are conducted Monday – Friday, at 11:00am &amp; 2:00pm</li> <li>➤ The site is recognised with stone cairn and replica posts erected to commemorate the Oxley expedition. Interpretative signage and a picnic bench are there for visitors to stop and appreciate the significance of this historical site.</li> <li>➤ View basket weaving display made by local artist Bev Coe</li> <li>➤ Climb and discover the scars left in the rocks from generations of Aboriginal people sharpening their axes and other tools.</li> <li>➤ View midden that is fairly large and is the result of many meals eaten in the vicinity. Some large middens also contain burials</li> </ul>	<ul style="list-style-type: none"> <li>• Directional signage?</li> <li>• Promotional material?</li> <li>• Centre &amp; Hub of special cultural events &amp; experiences</li> <li>• Reprinted Interpretive Signage</li> <li>• Directional signage?</li> <li>• Information Flyer?</li> <li>• Directional signage</li> <li>• Improved Directional Signs</li> <li>• Interpretive signage/Plaque?</li> </ul> <p>All attractions will be part of one or more of the strategic Experience Themes in developing <b>Experiences</b> to attract &amp; influence visitors to stay longer - In particular the “Celebrating Culture on Country” Theme</p>


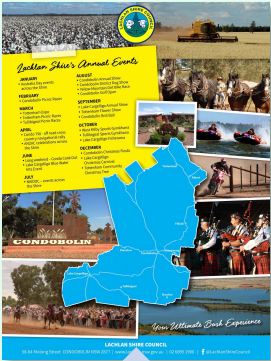
Sector	Current Products	Current Activities	Development Considerations
<p><b>Aboriginal Culture &amp; Heritage</b> (cont.)</p> 	<ul style="list-style-type: none"> <li>• <b>Aboriginal quarry or Ochre Pits</b> - An Aboriginal quarry containing rich yellow and red ochres can still be found on the edge of Frog's Hollow.</li> <li>• <b>Kejole Koori Art Studio</b></li> </ul> <p><b>Related Events include:</b></p> <ul style="list-style-type: none"> <li>• NAIDOC events across the Shire in July</li> <li>• Condo SkyFest</li> <li>• Lewis Coe Legacy Corroboree</li> </ul>	<ul style="list-style-type: none"> <li>➡ View the site</li> <li>➡ Currently a free camping location</li> <li>➡ View &amp; purchase local Aboriginal artwork</li> </ul>	<ul style="list-style-type: none"> <li>• Improved directional signage</li> <li>• Interpretive signage/ Plaque?</li> <li>• Experience &amp; Directional signage</li> </ul> <p>OTHER:</p> <ul style="list-style-type: none"> <li>• Prepare an Aboriginal Cultural Heritage study for the Shire to identify and protect significant Aboriginal sites</li> <li>• Development of an Aboriginal Cultural Trail shire-wide</li> <li>• Development of special cultural experiences &amp; events such as an annual Corroboree festival and "Skyfest" event</li> <li>• Development Plan for NAIDOC</li> </ul>
<p><b>Food &amp; Drink</b></p> 	<p>Lachlan Shire offers an array of food and beverage offerings which include: <b>Cafes, bakeries, take-aways, restaurants, club and pub meals.</b></p> <p>In developing Experiences under the "<b>Foodie Finds</b>" theme the following "hidden gems of Bush Town Pubs can be featured:</p> <ul style="list-style-type: none"> <li>- <b>The Commercial Hotel, Condobolin Hotel, Condobolin RSL Club, Imperial Hotel, Railway Hotel, Royal Hotel</b> in Condobolin</li> <li>- <b>The Royal Mail Hotel and Commercial Hotel</b> at Lake Cargelligo</li> <li><b>The Albert Rabbit Trap Hotel</b> at Albert</li> <li>- <b>Fifield Hotel</b></li> <li>- <b>Burcher Hotel</b></li> <li>- <b>Mayfield Hotel at Tullibigeal</b></li> <li>- <b>Tottenham Hotel</b></li> </ul> <p><b>Related Events include:</b></p> <ul style="list-style-type: none"> <li>• Condo Cook Out</li> </ul>	<ul style="list-style-type: none"> <li>➡ These venues are valuable for visitor services and help to bring and keep visitors in the shire</li> <li>➡ Open mic nights for locals and visitors to display their musical skills are often held, as well as themed celebrations such as Australia Day and camp oven dinner nights. – at Albert Rabbit Trap Hotel</li> <li>➡ Cool drink &amp; hearty meal</li> <li>➡ Meals &amp; drinks &amp; snacks available anytime</li> <li>➡ Meals &amp; drinks &amp; "Football Hall of Fame at Mayfield Hotel</li> <li>➡ Balcony has impressive views of the main street and visitors at Tottenham Hotel</li> </ul>	<ul style="list-style-type: none"> <li>• Develop experiences around the "Foodie Finds" theme</li> <li>• Visitors are looking for authentic foodie finds where they can engage with locals and local cuisine – Hidden Gems</li> <li>• Develop experience/s around the Pubs as there is one in each town and small town – such as a Pub Trail where each pub offers a Bush/Outback signature Pub – e.g. "Bush Bites" Trail</li> <li>• Develop a "Tastes of the Bush" type of event where all major eateries offering a signature dish and/or drink as well as Aboriginal cuisine and pop up stall offering speciality food &amp; produce</li> <li>• This sector has also been highlighted as underdeveloped in the region so there is an opportunity to do something unique, authentic &amp; engaging</li> </ul>

Sector	Current Products	Current Activities	Development Considerations
<p><b>Art &amp; Culture</b></p> 	<ul style="list-style-type: none"> <li>• <b>Utes in the Paddock</b> This unique attraction is an outdoor gallery that celebrates bush life in Australia.</li>   <li>• <b>The farm chapel 'Christ the King' – At Farm "Bolo"</b> This spectacular farm chapel is of a circular design, representing the form of eternity. On Private Property but accessible to the public</li>   <li>• <b>Kejole Koori Art Studio</b></li>   <li>• <b>Local Aboriginal Artwork</b> at the Wiradjuri Cultural Centre</li>   <li>• <b>Basket weaving display</b> at the Western Plains Regional Development Building</li>   <li>• <b>Alf Tyack Stone Butterfly &amp; Gem Collection</b> at Lake Cargelligo Tourist Information Centre</li>   <li>• <b>Condobolin Community Craft Shop</b></li> <li>• <b>Local Arts &amp; Craft</b> at the Tottenham Information Central</li> <li>• <b>The Crafty Corner</b> at Tullibigeal</li>   <li><b>Related Events include:</b> <ul style="list-style-type: none"> <li>• Lake Cargelligo Blue Water Arts Evening</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>➤ View various models of Holden Utes which act as a canvas for the completion of high quality 'uteworks' that celebrate bush life in Australia.</li>   <li>➤ Spiritual Farm setting</li> <li>➤ A walk around the outside of the chapel displays three mosaics created over a period of months from thousands of finely cut and polished stones</li>   <li>➤ View &amp; purchase local Aboriginal artwork</li>   <li>➤ View &amp; purchase local Aboriginal artwork</li>   <li>➤ View basket weaving display made by local artist Bev Coe</li>   <li>➤ View this special &amp; unique collection</li>   <li>➤ View &amp; purchase local hand-made craft items</li> <li>➤ View &amp; purchase local arts and crafts</li> </ul>	<ul style="list-style-type: none"> <li>• Digital marketing</li> <li>• Printed promotional material – A trail format?</li> <li>• Interpretive Signage</li> <li>• Directional Signage</li>   <li>OTHER:</li> <li>• Investigate the possibility of developing a shire-wide Art Trail to help extend stay in the shire and to disperse visitors to the smaller towns/</li> <li>• Develop more public art such as silo paintings</li>   <li>All attractions will be part of one or more of the strategic Experience Themes in developing <b>Experiences</b> to attract &amp; influence visitors to stay longer</li> </ul>


Sector	Current Products	Current Activities	Development Considerations
<p><b>Trails &amp; Touring Routes</b></p> 	<ul style="list-style-type: none"> <li>• <b>UTES IN THE PADDOCK Art Trail Routes</b></li> <li>• <b>Bicycle / walking track on the foreshore of Lake Cargelligo</b></li> <li>• <b>Bicycle / walking track to and from Gum Bend Lake in Condobolin</b></li> <li>• <b>Walk to Reservoir Hill Lookout at Condobolin</b></li> <li>• <b>Mt Tilga bushwalk</b> 8 kilometres north of Condobolin on the Cobar Rd</li> <li>• <b>Condobolin Heritage Walk</b></li> <li>• <b>The 'Lake Loop' Route</b> travel off the Kidman Way to explore the towns of Lake Cargelligo, Euabalong and Euabalong West</li> <li>• <b>"Hillston to Eumungerie Road Link"</b> Each of the towns along this route epitomise bush hospitality and include the towns of Lake Cargelligo, Condobolin and Fifield.</li> <li>• <b>'The Bogan Way'</b> Goes through the towns of Albert and Tottenham.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Trail of Public Art of old utes</li> <li>➤ Cycle</li> <li>➤ Walk</li> <li>➤ Take in the view of the Lake &amp; Heritage Plaques</li> <li>➤ Cycle</li> <li>➤ Walk</li> <li>➤ Take in the view of the bush surroundings</li> <li>➤ Walk</li> <li>➤ Take in the view of the landscape, horizon &amp; bush environment</li> <li>➤ Park your vehicle and stretch your legs through the bush to see beautiful 360 degree views.</li> <li>➤ Self-Guided Walk the view heritage sites in Condobolin Brochure with Map available</li> <li>➤ Explore the towns</li> <li>➤ Take in the scenic landscape that the Lachlan River offers</li> <li>➤ Explore the towns</li> <li>➤ Take in the scenic bush landscape at the heart of NSW</li> <li>➤ Explore the towns</li> <li>➤ Take in the scenic bush landscape at the heart of NSW</li> <li>➤ Highlight is the exact geographical centre of NSW just 42km west of Tottenham</li> </ul>	<ul style="list-style-type: none"> <li>• Flyer on Trails &amp; Routes</li> <li>• Special Flyer on <b>Utes in the Paddock Trail</b></li> <li>• Develop the <b>Painted Silo Trail</b> – Potentially a shire-wide trail – Paintings should depict something authentic about each town</li> <li>• Promote under the "Exploring our Nature" theme</li> <li>• This sector has been identified as having low awareness of routes in the region</li> <li>• Develop experientially-led touring routes and trails that can be mobilised by 2WD, 4WD, motorbike, bike, kayak (or plane) – the aim is to bring experiential focus to the journey</li> </ul>





Product Sector	Current Products	Current Activities	Development Considerations
<b>Sport &amp; Recreation</b> 	<p><b>The Shire offers a number of sporting recreational facilities for a visitor to enjoy including:</b></p> <ul style="list-style-type: none"> <li>• Golf Courses</li> <li>• Tennis Courses</li> <li>• Public swimming pools</li> <li>• Croquet greens</li> <li>• Lawn Bowling greens</li> <li>• Football &amp; Netball Ovals</li> <li>• Soccer Ovals</li> <li>• Bike &amp; Walking Tracks</li> </ul> <p><b>The River &amp; Lakes offer a variety of water sports</b></p> <ul style="list-style-type: none"> <li>• Lachlan River</li> <li>• Lake Cargelligo &amp; inland lakes</li> <li>• Gumtree Bend Lake</li> </ul> <p><b>Sporting/Action &amp; Adventurous related events include:</b></p> <ul style="list-style-type: none"> <li>• Condobolin Picnic Races</li> <li>• Tottenham Picnic Races</li> <li>• Tullibigeal Picnic Races</li> <li>• Condo 750 - off road cross country navigational rally</li> <li>• Yellow Mountain Dirt Bike Race as well as Club Races</li> <li>• Condobolin Golf Open</li> <li>• West Milby Sports Gymkhana</li> <li>• Tullibigeal Sports Gymkhana</li> <li>• Lake Cargelligo Fisherama</li> </ul>	<ul style="list-style-type: none"> <li>➤ Golf</li> <li>➤ Tennis</li> <li>➤ Swimming</li> <li>➤ Croquet</li> <li>➤ Lawn Bowls</li> <li>➤ Football</li> <li>➤ Soccer</li> <li>➤ Cycling</li> <li>➤ Walking</li> </ul> <ul style="list-style-type: none"> <li>➤ Fishing/Angling</li> <li>➤ Boating</li> <li>➤ Canoeing</li> <li>➤ Kayaking</li> <li>➤ Water-skiing on the Lakes</li> <li>➤ Swimming</li> </ul>	<ul style="list-style-type: none"> <li>➤ Increase/enhance marketing activities for the 3 Shire Picnic Races – There's an opportunity to position the Shire as the Racing capital of Central NSW</li> <li>➤ Work with sporting groups/committees in developing new and/or enhancing current events and activities – e.g. Sports Gymkhana, Lake Cargelligo Fisherama, Condo 750 &amp; Yellow Mountain Dirt Bike Race</li> <li>➤ Develop and promote water-based activities around the River and Lakes</li> <li>➤ Develop further sporting events around sporting facilities in the smaller towns</li> </ul>



Product Sector	Current Products	Development Considerations
<p><b>Events &amp; Festivals</b></p>   <p><i>The Shire's current Calendar of Events</i></p>	<p>The Lachlan Shire currently stages numerous events across a number of sectors and communities.</p> <p>The latest <b>Calendar of Events</b> (see pictured) indicate the following:</p> <p><b>JANUARY</b></p> <ul style="list-style-type: none"> <li>• Australia Day events across the Shire</li> </ul> <p><b>FEBRUARY</b></p> <ul style="list-style-type: none"> <li>• Condobolin Picnic Races</li> </ul> <p><b>MARCH</b></p> <ul style="list-style-type: none"> <li>• Tottenham Expo</li> <li>• Tottenham Picnic Races</li> <li>• Tullibigeal Picnic Races</li> </ul> <p><b>APRIL</b></p> <ul style="list-style-type: none"> <li>• Condo 750 - off road cross country navigational rally</li> <li>• ANZAC celebrations across the Shire</li> </ul> <p><b>JUNE</b></p> <ul style="list-style-type: none"> <li>• Lake Cargelligo Blue Water Arts Event</li> </ul> <p><b>JULY</b></p> <ul style="list-style-type: none"> <li>• NAIDOC – events across the Shire</li> </ul> <p><b>AUGUST</b></p> <ul style="list-style-type: none"> <li>• Condobolin Annual Show</li> <li>• Condobolin District Dog Show</li> <li>• Yellow Mountain Dirt Bike Race</li> <li>• Condobolin Golf Open</li> </ul> <p><b>SEPTEMBER</b></p> <ul style="list-style-type: none"> <li>• Lake Cargelligo Annual Show</li> <li>• Tottenham Flower Show</li> <li>• Condobolin BNS Ball</li> </ul> <p><b>OCTOBER</b></p> <ul style="list-style-type: none"> <li>• West Milby Sports Gymkhana</li> <li>• Long weekend – Condo Cook Out</li> <li>• Tullibigeal Sports Gymkhana</li> <li>• Lake Cargelligo Fisherama</li> </ul> <p><b>DECEMBER</b></p> <ul style="list-style-type: none"> <li>• Condobolin Christmas Fiesta</li> <li>• Lake Cargelligo Christmas Carnival</li> <li>• Tottenham Community Christmas Tree</li> </ul>	<ul style="list-style-type: none"> <li>➤ Develop new events and/or enhance current ones through enhanced marketing messages and activities and planning</li> <li>➤ Note there is potential in either developing new and/or enhancing current events in underdeveloped sectors in the region that has been identified by DNCO. These include:             <ul style="list-style-type: none"> <li>- Nature-based</li> <li>- Sports/recreation based</li> <li>- Aboriginal culture</li> <li>- Conferences</li> <li>- Foodie based</li> <li>- Special interest</li> </ul> </li> <li>➤ There is a growing need for authentic and engaging events where visitors can immerse in the culture and engage with the locals</li> <li>➤ Event in small towns with unique/quirky themes is also a potential</li> <li>➤ Events that can be potential signature events require set dates that can be marketed and merchandised all year round e.g. June Long Weekend; 2<sup>nd</sup> Week in October; Easter weekend etc.</li> <li>➤ With the Condobolin SRA Pavilion as a central facility, there is potential to tap into the <b>Conferencing market</b> and develop packaged offers – Work with regional stakeholders to support this sector</li> <li>➤ Another potential sector for events is <b>“Bush Markets”</b> – particular markets selling local produce, local artwork and locally made handicrafts; and/or quirky and finding a “hidden gem”</li> <li>➤ Have “shovel-ready” plans for funding opportunities for the development of new and/or existing events</li> <li>➤ Develop seasonal events calendar</li> </ul>

2.5.4 Visitor Profile & Visitor Services

Area of Focus	Findings/Insights	Implications for Strategy
<p><b>Visitor Profile</b></p> 	<p>Due to the current Information Centres within the Shire not being accredited, retrieving information on visitor numbers, visitor characteristic, behaviour etc., has been challenging</p> <p>Some indicative information was received through regional stakeholders' Strategic Plans</p> <p>We also conducted a <b>Visitor Survey</b> where visitors at various locations were asked a number of questions and the following are the results of that survey:</p> <p><b>Where from?</b></p> <ul style="list-style-type: none"> <li>- 61% of travellers were from interstate (predominantly from Victoria)</li> <li>- 39% of visitors were from intrastate</li> </ul> <p><b>Life Cycle</b></p> <ul style="list-style-type: none"> <li>- 85% were an older couple (55+)</li> <li>- 15% were group of friends/family</li> <li>- 3% were older single</li> </ul> <p><b>Purpose of Visit</b></p> <ul style="list-style-type: none"> <li>- 40% Stopover/Break/Passing through</li> <li>- 28% Came as a destination of choice to visit</li> <li>- 11% Visiting friends &amp; family</li> <li>- 11% Visiting the region</li> <li>- 8% For business</li> <li>- 2% Other</li> </ul> <p><b>Have they visited before?</b></p> <ul style="list-style-type: none"> <li>- 54% Yes</li> <li>- 46% No</li> </ul> <p><b>Will they visit again?</b></p> <ul style="list-style-type: none"> <li>- 95% Yes</li> <li>- 5% Maybe</li> </ul> <p><b>How did they hear about us?</b></p> <ul style="list-style-type: none"> <li>- 27% Word of Mouth</li> <li>- 13% Online Review Sites</li> <li>- 9% Tourism Information Websites</li> <li>- 9% Visitor Information Centres</li> <li>- 4% Social Media</li> <li>- 3% Print Media Newspaper/Magazine</li> <li>- 2% Signage/Boards/Posters</li> <li>- 11% Other</li> </ul> <p><b>Average spend per night</b> in the area for domestic travel (Destination NSW stats) = \$139 per night</p> <p><b>Average Spend per Day Visitor</b> = \$135 per trip</p> <p>Regional research identified that the touring market and the millennials were the growth markets in the region, along with corporates/business travellers</p>	<ul style="list-style-type: none"> <li>➤ An accredited <b>Visitor Information Centre</b> would be required to collect, collate &amp; analyse visitor data</li> <li>➤ <b>The local statistics align closely to domestic and regional trends and although research has shown a rise in interstate visitors to regional NSW, nevertheless the survey records 61% coming from interstate which is above the state average</b></li> <li>➤ As the majority (41%) were the touring/stopover visitor type, - the market DNCO has identified as a growing market) there is a real opportunity to capture this market through a centralised &amp; strategically focused <b>Visitor information Centre</b> that could disperse visitors to the specific attractions and experiences visitors are interested in, thereby providing visitors a better experience and potential repeat visitation and the sharing of good experiences. The Centre would also encourage and influence visitors to stay longer and therefore spend more within the Shire</li> <li>➤ Also of note is that the majority of visitors are returning visitors and the majority say they will visit again – an opportunity to enhance on what we have and enable visitors to share their positive experiences via word of mouth and on social media and review sites (top 2 ways visitors had heard of the shire)</li> <li>➤ Influencing a visitor to stay longer, whether it be a few hours or days makes an incremental impact on the visitor economy</li> <li>➤ Business travellers can not only be influential in terms of buying services but can influence conferencing opportunities</li> <li>➤ Although the shire is currently attracting the 55+ market, we able to cater to their needs while developing emerging markets with existing but enhanced products</li> </ul>

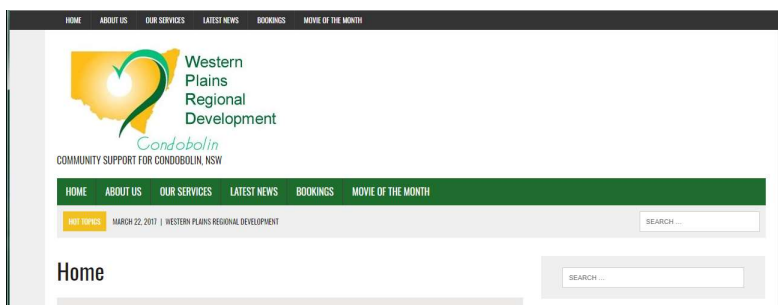
Area of Focus	Findings/Insights	Implications for Strategy
<p><b>Visitor Services</b></p> 	<p>Research conducted found the following:</p> <p>There are currently around 18 accommodation venues across the shire with the capacity to sleep approximately 428 people. (This does not include camping sites)</p> <p>As of May 2018, average <b>occupancy</b> levels for hotel / motels in the main town of Condobolin are at approximately <b>50%</b> capacity. Given this, a steady flow of approximately 33,032 visitors to Condobolin alone can be accommodated for overnight stays over the course of the year. There are currently 28 eateries across the Shire with many restaurants/hotels offering lunch &amp; dinner options while smaller cafes/bakeries/takeaways offering limited and/or varying opening hours.</p> <p>There are approximately 50 retail &amp; services outlets with the shire offering a range of goods and services</p> <p>Out of 68 businesses surveyed offering accommodation, food, retail and other services the following results were obtained in reference to their <b>online presence</b>:</p> <ul style="list-style-type: none"> <li>• 30% had a website (or parent company website)</li> <li>• 69% had a Facebook page (but many of these are personal not public pages)</li> <li>• 4% had a Twitter page</li> <li>• 3% had an Instagram page</li> <li>• 90% of motels/hotels were on TripAdvisor</li> </ul> <p>Respondents to a <b>Community Online Survey</b> that was conducted about the status of tourism within the shire indicated that <b>visitor services</b> within the Shire had some <b>challenges</b> due to the following factors:</p> <ul style="list-style-type: none"> <li>• Business hours – many businesses close when they need to be open</li> <li>• Lack of shops &amp; empty shop fronts</li> <li>• Poor dining options and quality</li> <li>• Old facilities in villages and towns</li> <li>• The main streets look untidy thereby decreasing value of visitor services and retail in town</li> <li>• Minimal online presence of visitor services</li> <li>• Due to the current hardships it has had a negative impact on businesses' bottom line and also put a damper on morale</li> </ul>	<ul style="list-style-type: none"> <li>➤ One of the Plan's key objectives is to foster the existing business base and encourage business growth by enhancing marketing initiatives to attract new visitors and enhance the visitor experience to extend visitor stay, spend and the sharing of their experiences</li> <li>➤ Increased &amp; effective marketing activities and enhanced/new experiential offerings will help to bring visitors into town and support visitor services such as accommodation</li> <li>➤ Currently there is room to manage a steady flow of visitor to the Shire but need to address options for major events as developing and staging events is part of the tourism development strategy.</li> <li>➤ Explore the <b>sharing economy accommodation options</b> (a growing trend) such as farm stays to help offset some of the accommodation challenges we may face in the future should visitor numbers grow, especially during events. Create <b>experiential elements</b> to farm share etc. Also, explore adding alternative accommodation options on existing caravan park sites – Develop "shovel-ready" plans for funding opportunities</li> <li>➤ Event planning will be critical to ensure accommodation options are clearly in place. Types of events, length of an event, seasonality etc., should all be considered in the planning stage.</li> <li>➤ Support businesses to have an online and social media presence and content by way of training workshops, funding for website and content development, etc.</li> <li>➤ Identify and implement capacity building support activities for local business and tourism operators – Work collaboratively with organisations and agencies</li> </ul>

Area of Focus	Findings/Insights	Implications for Strategy
<p><b>Visitor Services</b> (cont.)</p> 	<p>A <b>Questionnaire</b> was sent out to <b>Business &amp; Tourism Operators</b> in respect to tourism and their respective businesses. The <b>Strengths &amp; Weaknesses</b> responses are included in the <b>SWOT</b> analysis further in this section. The following are key responses to other questions proposed:</p> <p><b>How is your business helping to grow tourism within the Shire</b></p> <ul style="list-style-type: none"> <li>• We are friendly and helpful to visitors</li> <li>• We do everything we can to encourage visitors to return</li> <li>• We give all the tourists we come into contact with a good wrap and lots of information about Condobolin and the area</li> <li>• We try hard to get people back to town and back into our business which is vital all-round for Condobolin.</li> <li>• GST being added to online purchases will be good for business</li> <li>• Giving visitors the opportunity to interact with farmers and animals in a comfortable and authentic low key scenario and learn where their food and clothing comes from. (Alpaca)</li> </ul> <p><b>What do visitors that come into your business say about the area?</b></p> <ul style="list-style-type: none"> <li>• Love the area</li> <li>• Love Lake Cargelligo</li> <li>• The people are friendly</li> <li>• Love the Lake in Condobolin (Gum Bend Lake)</li> <li>• The river running through Condobolin is wonderful</li> <li>• Love the birdlife and fishing</li> <li>• Good for water sports</li> <li>• Like the town of Condobolin</li> <li>• “They love the opportunity to get up close and personal with the animals and to learn more about the environment. They like the one-on-one casual &amp; relaxed atmosphere and the ability to talk to the farmer” (Alpaca Farm)</li> <li>• Some complaints about the condition and facilities at the Lake Cargelligo Caravan Park</li> <li>• Caravanners complain there is limited parking</li> <li>• The area has good free camping spots</li> </ul> <p><b>How can council staff help &amp; support your business?</b></p> <ul style="list-style-type: none"> <li>• Support tourism potential and initiatives</li> <li>• More marketing of the businesses &amp; visitor services</li> <li>• Keep rates low to help businesses and to encourage more business to the area</li> </ul>	<ul style="list-style-type: none"> <li>➔ Work with the local Chamber of Commerce to develop programs and activities they can oversee and implement by way of providing support to and gaining support from the business community</li> <li>➔ Provide incentives/reward program/s for exceptional customer service by business operators</li> <li>➔ Provide capacity building support by way of customer service workshops</li> <li>➔ <b>Build experiences around visitor service offerings</b> – e.g. a pampering experience for a girls weekend away that incorporates foodie treats/dining, accommodation, beauty/massage and shopping</li> <li>➔ Develop a program and process for providing regular material and communications to operators on current tourism offerings and experiences</li> <li>➔ Work collaboratively with business operators to develop incentives and bundled packages for different market segments and experiences – This can be done via regular scheduled brainstorming workshops</li> <li>➔ Develop a communication action plan for communicating regularly and engaging with the business community – survey regularly directly &amp; via the Chamber of Commerce</li> </ul>

Area of Focus	Findings/Insights	Implications for Strategy
<p><b>Visitor Services</b> (cont.)</p> 	<ul style="list-style-type: none"> <li>• Help to encourage and disperse visitors to shop in town</li> <li>• Support and promote Buy Local campaigns</li> <li>• More signage promoting the area</li> <li>• More online marketing</li> <li>• We are happy to have self-contained caravans camp on our property overnight</li> </ul> <p><b>If development/topical workshops were provided by the Shire Council, what topics would you like to see presented?</b></p> <ul style="list-style-type: none"> <li>• Online &amp; social media – how to use/do and be more effective</li> <li>• Anything topical and relevant to our businesses would be helpful</li> <li>• Tips and ideas</li> <li>• How to work together to create better experiences for our visitors</li> <li>• Something regarding pathways to a tourism based branch for a rural farming enterprise</li> </ul>	<ul style="list-style-type: none"> <li>➤ Develop and implement "Buy Local" campaigns that are targeted to local residents as well as to travellers &amp; visitors</li> <li>➤ Ensure that all visitor service related business are listed on the new tourism website in their respective sector categories for prospective visitors to view</li> <li>➤ Develop marketing campaigns directly aimed at promoting visitor services</li> </ul>
<p><b>Visitor Information Services</b></p> 	<ul style="list-style-type: none"> <li>• Currently the Shire has three (3) visitor information centres: <ul style="list-style-type: none"> <li>➤ Western Plains Regional Development Inc.</li> <li>➤ Lake Cargelligo Tourist Information Centre</li> <li>➤ Tottenham Visitor Information Centre</li> </ul> </li> <li>• Council has lodged a grant application to construct a centralised and accredited Visitor Information Centre in Condobolin</li> <li>• Information services are mainly provided by volunteers</li> </ul>	<ul style="list-style-type: none"> <li>➤ The plan identifies the value, benefits, role and functions of a centralised, visible and effective Visitor Information Centre</li> <li>➤ Module 3 looks at recommendations in benchmark servicing and functionality</li> </ul>

### 2.5.5 Current Branding & Market Positioning

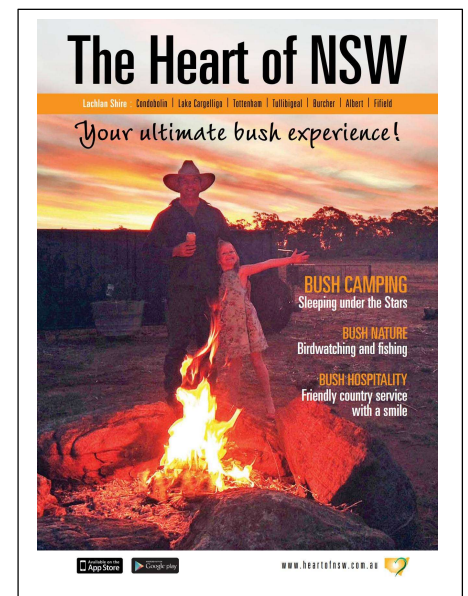
- ➔ Currently the Tourism brand is fragmented without a clear blueprint of what the brand represents – it's values, personality, and what it aims to achieve and the alignment of the brand elements in all that we do and say
- ➔ The current logo is aligned with Western Plains Regional development Inc and is not a Shire Council developed product, although the Shire Council is currently using this logo in its print marketing material. The current logo is used by Western Plains Inc. as its own logo on its website. This creates confusion in the marketplace



- ➔ Current logo does not stand on its own by way of meaning and although it indicates the centre of New South Wales, it doesn't define the name of the actual destination



The logo needs more definition

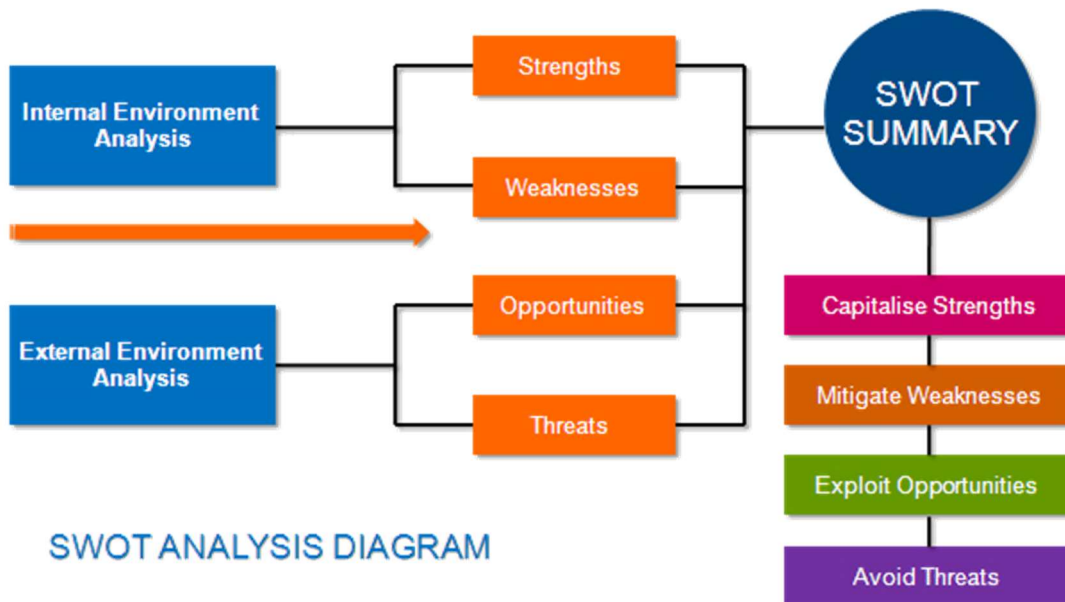


- ➔ **When asked the question** – What towns would you associate with the centre or heart of NSW? Respondents' answers varied from Parkes, Forbes, Dubbo, etc.
- ➔ Although **"The Heart of NSW"** is a good positioning line, it needs more definition around it to clearly define the destination as "Lachlan Shire" not just as central NSW
- ➔ Market research indicated that "Lachlan" or "Lachlan region" often meant the south western central west incorporating Forbes & Parkes
- ➔ If the Lachlan Shire wants to position itself as the actual/true centre of NSW then more definition needs to be given with the positioning statement and Logo to clearly promote the destination's location, **promise** and **uniqueness**

### 2.5.6 SWOT

#### Approach to the SWOT Analysis

The diagram below is a visual summary on what type of information was gathered for the SWOT Analysis and the approach to addressing each quadrant.



#### SWOT Strategies & Benefits

The SWOT strategies comes from identifying the connections between each quadrant and combining information and asking questions to create actionable strategies as follows:

##### Strength/Opportunities Strategies:

How do we leverage our strengths to benefit from the opportunities?

##### Strength/Threats Strategies:

How do we use our strengths to minimise the impact of threats?

##### Weaknesses/Opportunities Strategies:

How do we ensure that our weaknesses do not stop us from exploiting our opportunities?

##### Weaknesses/Threats Strategies:

How do we minimise/fix weaknesses to avoid the threats having a real impact?

The analysis and approach should be a **continual process** and a way of:

- ✓ **Improving focus:** Putting stakeholders on the same page in working towards a common vision
- ✓ **Foster Collaboration:** Everyone working on the same goals and developing WIN-WIN strategies

**RECOMMENDATION:** This is a great way to get community stakeholders together to begin the conversation, collaboration, and engagement process. The Plan recommends monthly “Brainstorming” workshops to develop strategies.



The following **SWOT** are **responses** from the **Online Community Survey**, the Business Operators' Survey, one-on-one interviews and various stakeholder sources:

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>• Wiradjuri Culture &amp; Centre</li> <li>• Gum Bend Lake</li> <li>• Lake Cargelligo- the town &amp; the Lake</li> <li>• The Lachlan River running through Condobolin</li> <li>• Country/Bush lifestyle &amp; surroundings</li> <li>• Cultural Attractions</li> <li>• Strong natural attractions</li> <li>• Central of NSW (marker)</li> <li>• Utes in the Paddock</li> <li>• Birdlife &amp; Bird-watching</li> <li>• Historical sites</li> <li>• Friendly people &amp; hospitality</li> <li>• The pubs with character</li> <li>• Caravan Parks</li> <li>• The night sky &amp; sunsets</li> <li>• Art culture</li> <li>• Free camping areas particularly Gum Bend lake</li> <li>• Water Sports &amp; recreational activities</li> <li>• Condo 750 (Event)</li> <li>• Great sporting facilities</li> <li>• Picnic Races</li> <li>• The willingness of the community to embrace all people and diversity</li> <li>• Aboriginal sites and culture</li> <li>• Museums</li> <li>• Great sporting facilities</li> <li>• Community want to support the development of Tourism but need to be engaged</li> <li>• Development of tourism and the visitor economy is part of Council's strategic commitment</li> <li>• Supportive group of Volunteers</li> <li>• Good flow of the 55+ and Grey Nomads through the area</li> <li>• Being at the Centre of NSW</li> <li>• Wonderful fishing &amp; angling</li> <li>• The Fisherama event, Rodeo &amp; Blue Waters exhibition</li> <li>• Peace &amp; quiet</li> </ul>	<ul style="list-style-type: none"> <li>• Visitor services and dining options are limited</li> <li>• Limited shopping outlets &amp; facilities</li> <li>• No appropriate, centralised accredited Visitor Information Centre</li> <li>• Lack of tours especially cultural tours – No tour guide</li> <li>• Sporadic social media content</li> <li>• Visitor Centres are run by volunteers</li> <li>• Business operators lack enthusiasm</li> <li>• Lack of community involvement in events</li> <li>• Lack of good signage at key locations promoting the shire and what it has to offer</li> <li>• Lack of communication and organisation of events between the shire and businesses</li> <li>• Lack of activities for children</li> <li>• Lack of a shire-wide coordinated and branded visitor information</li> <li>• The roads into the shire need to be improved to help bring tourists into the area</li> <li>• Poor road conditions throughout the Shire limit access</li> <li>• The edges of roads are not good for caravans or cars when you have to move over for trucks and farm machinery</li> <li>• Improving the road entrances to Lake Cargelligo, by widening the thin, dangerous sealed roads that are shrinking daily</li> <li>• Lack of major signature events</li> <li>• Marketing is low key and uncoordinated</li> <li>• Businesses not included in many promotions</li> <li>• No parking for caravans and RVs in the main town</li> <li>• The town (Condobolin) looks untidy and unattractive – very little street appeal</li> <li>• Empty shops and shop fronts</li> <li>• Lack of communication and engagement between the Shire Council, business operators and the broader community</li> <li>• Lack of public transport</li> <li>• Tourism information resources not being effectively distributed throughout the Shire</li> <li>• No mega Truck Stop</li> </ul>

OPPORTUNITIES	THREATS/CHALLENGES
<ul style="list-style-type: none"> <li>• Using our strengths to leverage the opportunities</li> <li>• Gaps in the region – Seizing the opportunity of underdeveloped markets and products within the region that have been identified as potentials</li> <li>• Enhancing current products and experiences to increase loyalty and repeat visitation from current markets while attracting new markets</li> <li>• Development of new products &amp; experiences that have the WOW factor that will attract new visitors, increase stay &amp; spend, enhance the visitor experience and the desire to SHARE &amp; brag!</li> <li>• The prospect of receiving funding for the construction of an accredited Visitor Information Centre (The <b>Condobolin Improved Freight Logistics &amp; Visitor Information Centre Project</b> Business Case has been submitted) – This project also includes visitor parking and heavy vehicle parking at the VIC. It will include infrastructure that will flood proof key sections of regional roads near Condobolin to facilitate the movement of freight and people through Central NSW. This enabling infrastructure will allow the diversion of traffic from the Newell Highway, thus providing the opportunity for visitors to divert through Lachlan Shire on their journey through Central NSW. This opens new opportunities in the way we attract travellers into the Shire and then motivating <b>them to stay longer and spend more</b></li> <li>• Themed based experiences</li> <li>• Aboriginal Cultural tourism</li> <li>• Experiences incorporating current assets</li> <li>• Capturing the Touring &amp; drive market</li> <li>• Active Families market</li> <li>• Millennials</li> <li>• Short Breaks market</li> <li>• Business Travel &amp; Conferences</li> <li>• Enhanced &amp; targeted marketing activities</li> <li>• Capacity building of visitor services</li> <li>• Collaborative marketing initiatives &amp; product development with local &amp; regional stakeholders</li> <li>• Experiential events linked to nature &amp; culture</li> <li>• Shire-wide Heritage Trail</li> <li>• Nature-based events &amp; experiences</li> <li>• Food Finds in small towns</li> <li>• Story Telling across various mediums</li> <li>• Prospective construction of a centralised and accredited Visitor Information Centre</li> <li>• Combined focus to include all town and villages in the Shire for marketing and branding of the destination</li> </ul>	<ul style="list-style-type: none"> <li>• Not seizing and addressing the gaps within the region</li> <li>• The inability to effectively deliver on market demands</li> <li>• Restraint from key stakeholders to commit, support and invest in developing tourism products and infrastructure</li> <li>• Poor local-level visitor-related data to support strategic planning initiatives and effective tourism management</li> <li>• Lack of key performance indicators (KPIs) and limited understanding of the benefits of the visitor economy to the region and other businesses, including the retail sector</li> <li>• Disengagement of the business community</li> <li>• Limited opportunities for packaging and bundling of products</li> <li>• Lack of diversity in accommodation options and</li> <li>• Limited capacity to support larger signature events beyond community events including RV and caravan parking</li> <li>• Attracting government funding and ensuring the timing of funding approvals enables delivery of projects on time</li> <li>• Lack of tourism expertise or resources and low levels of understanding of the needs of the market</li> <li>• Issues around access, equity, participation, provision and delivery in education and training people in the visitor services sector and the broader tourism industry</li> <li>• Inability, and/or resistance to having a powerful online presence across all visitor services and</li> <li>• Gaps in connectivity for travellers across all segments</li> <li>• Volunteer fatigue, ageing committees and need for event management training for events</li> </ul>

## 2.6 Findings on the Benefits & Value of Visitor Information Services

### 2.6.1 Context & Current Business Case



Market research and the audit conducted identified that a centralised, accredited & strategically operated Visitor Information Centre in Condobolin will be vital to:

- Disperse visitors to the specific attractions and experiences they desire to see and do within the shire thereby providing visitors a better experience and potential repeat visitors
- Encourage and influence visitors to stay longer and therefore spend more within the Shire
- Promote common themes, experiences, trails and attractions of surrounding LGA's within the region for extended stays and spend within the region
- Promote upcoming events to encourage visitors to return
- Promote local visitor services – accommodation, retail, eateries etc. and thereby encouraging visitors to spend more in town
- Collect, collate and report on valuable visitor profiling, visitor behaviour and visitor satisfaction
- Support the secondary Information Centres within the Shire
- Promote attractions of small local communities within the Shire thereby extending length of stay within the Shire and spending dollars in the small towns/communities

At the time of the development of this plan a Business Case has been submitted to obtain a grant for the construction of such a Centre. The Business Case titled “**Condobolin Improved Freight Logistics & Visitor Information Centre**” aims to deliver key enabling infrastructure that will flood proof key sections of regional roads near Condobolin to facilitate the movement of freight and people through Central NSW.

The Business Case outlines that the establishment of a Visitor Information Centre is a logical development of the Tourism Precinct in Condobolin and will enable Lachlan Shire to more actively participate in tourism in the region. A key objective of the Project is to encourage travellers off the main highway and onto the regional roads throughout the Central West and into Lachlan Shire. The Visitor Information Centre will play a vital role in capturing the passing traveller, promoting local and regional products, attractions and experiences to encourage extended stay.

The Visitor Information Centre will be critical to the implementation of the Destination Management Plan. It is envisaged that key functions of the proposed Visitor Information Centre will be to support the implementation of the strategies and support marketing, promotional and media activities across the Shire and broader region.

The Project will deliver an Accredited Visitor Information Centre (AVIC) for Condobolin. The accreditation of Visitors Information Centres is a process designed to establish and continually improve industry standards for conducting tourism businesses. It aims to assist every AVIC to improve the way it operates to meet the increasing demands of domestic and international consumers and stakeholders. (Destination NSW)

### 2.6.2 Visitor Information Servicing in NSW

(Study conduct by Tourism Research Australia 2016)

#### KEY FINDINGS

- With fixed and mobile internet services having a growing influence on trip planning, and information search patterns becoming increasingly varied, VICs continue to be the leading

information source for visitors during their visit (42%). In contrast, only 10% used the website of the destination VIC pre-visit. Satisfaction with VIC websites was relatively low at 62%

- 14% of visitors booked with the VIC after arriving at the destination
- The top information used by visitors at the VIC were maps (53%), information on attractions (51%) and information on local events and activities in the area (24% and 23%, respectively).
- 18% of visitors reported spending money during their visit to the VIC, with the average spend being \$59 per person.
- The VICs influenced travel plans and activities of users, with 27% visiting more attractions and events than they had intended, and 24% making a day trip to surrounding areas.
- Overall satisfaction with VICs was very high (97% satisfaction rating) and almost 95% would recommend the VIC to their friends or relatives.
- Top reasons for those not using the VIC at the surveyed location: 71% said they had previously used another VIC; 12% used information from other sources; 12% received information from family and friends; the balance lacked knowledge of the VIC location

#### WHO ARE VIC USERS?

- Overall, VIC users were more likely to be:
  - Female (53% compared with 44% of VIC non-users)
  - Aged 60 years or more (39% compared with 33% VIC non-users)
  - Travelling as a couple (51% compared with 39% VIC non-users)
  - Overnight visitors (65% compared with 44% VIC non-users )
  - Visiting from interstate (41% compared with 33% VIC non-users )
  - Visiting the destination for the first time (49% compared with 32% VIC non-users )

#### AWARNESS OF VICs

- Overall, 57% of all survey respondents knew there was a VIC prior to arrival at their intended destination—11% who had obtained information from the VIC pre-visit, and a further 46% who hadn't but knew of the VIC. Rates of VIC awareness were significantly greater for intrastate (66%) and interstate visitors (60%), than for international visitors (34%).

#### WHO ACCESSED INFORMATION PRE-VISIT & MID TRIP?

- 83% of survey respondents sought information about their destination. 74% accessed such information during their visit (74%) than pre-visit (59%)
- Overnight visitors were much more likely than day visitors to seek information pre-visit (68% compared with 46%) and during their visit (81% compared with 65%).

- Overnight visitors with a length-of-stay of 2 to 5 nights had high rates of information use pre-visit (76%) and during their stay (85%)
- First time visitors were more likely to seek information during their stay (83%) than pre-visit (63%)
- Even visitors returning within a 12 months visits sought information during their visit (62%) comparing to 45% pre-visit
- It's interesting to note that those aged 18-39 which Destination Country Outback has identified as a growing market into the region are more likely to seek information during their stay (83%) and pre-visit (65%) than older travellers.
- Results also indicate that seeking information pre-visit may encourage a visit to the destination VIC on arrival. Overall, a higher rate of VIC users (63%) than non-users (54%) sourced information about their destination pre-visit.

#### HOW AND WHAT INFORMATION IS ACCESSED PRE-VISIT & MID-TRIP?

Results of the survey indicated that the combination of online sources of information and the VIC as an information source yielded the greatest influence on trip planning and the trip cycle. Although online sources of information were clearly important pre-visit and during the visit, survey results also show that the nature of search patterns varied across the trip cycle, with the sources used at the destination more fragmented. Most notably, word-of-mouth referrals featured more prominently pre-visit, and VICs were a leading source of information during the visit:

##### PRE-VISIT

1. Online travel sites	34%
2. Direct with operator/provider	17%
3. Recommendation from friends/relatives	17%
4. Internet search (in general or google)	14%
5. Travel book, guide, and brochure (not online)	12%
6. Been there before	12%
7. State tourism website	11%
8. Visited website of destination VIC	10%
9. Had visited another VIC	9%
10. Regional tourism website	8%

##### DURING THE VISIT

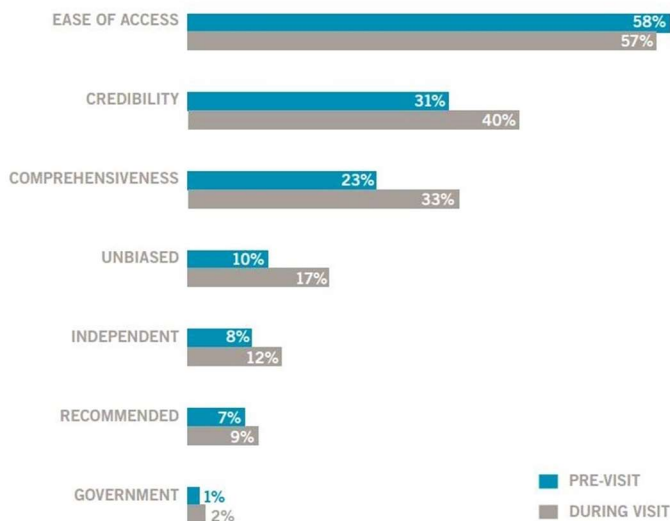
1. Visited the VIC at destination	42%
2. Talked to locals for advice	23%
3. Online travel sites	14%

# DESTINATION MANAGEMENT PLAN 2019 – 2022

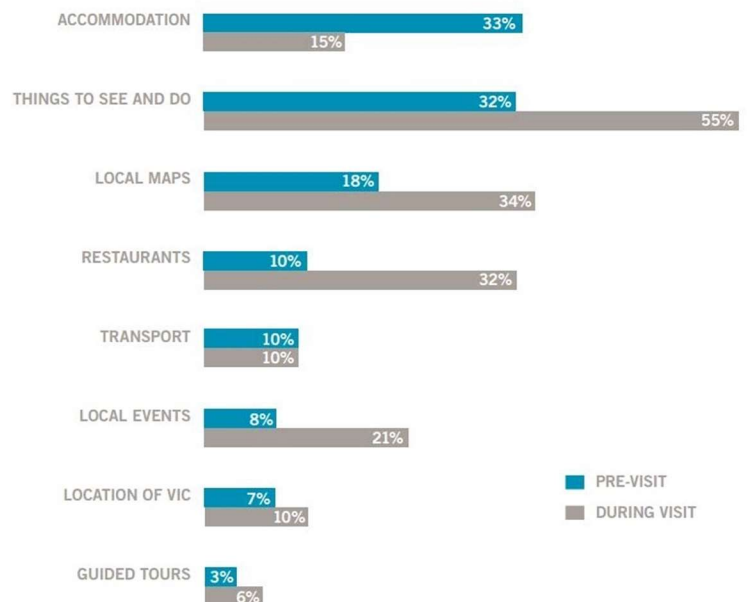
## MODULE 2: Research Insights

4. Recommendation from friends/relatives	12%
5. Visited website of destination VIC	11%
6. Referrals/word-of-mouth	10%
7. Travel book, guide, brochure (not online)	9%
8. Talked to wait/caf� staff	9%
9. Travel desk at accommodation establishment	8%
10. Social media	7%

### Reasons for using most important information source



### Information items sourced pre-visit & during visit



As the diagram shows ease of access was the leading reason given by respondents for use of the information source they used most pre-visit (58%), and during their stay (57%). However, reflecting the more prominent role of word-of-mouth referrals and the VICs at destination, visitors cited the credibility and comprehensiveness of the most used information source as more important during their stay than pre-visit. Given that this research also identified the VICs as the number one source used during visit, we can deduce that the VIC is a prime influencer of the where visitors go, what they see and do within the destination and the broader region and also a key influencer on to length of stay while at the destination and therefore dollars spent in the area.

### USE OF VIC WEBSITES

- While VIC services are typically accessed through visits, digital channels increasingly offer the potential to extend the reach of VICs. Despite the myriad of online options from which travel information can be sourced, 9% of all visitors (14% of VIC users and 4% of non-users) visited the destination VIC's website during their stay, while 6% (8% of VIC users and 4% of nonusers) did so pre-visit.

# DESTINATION MANAGEMENT PLAN 2019 – 2022

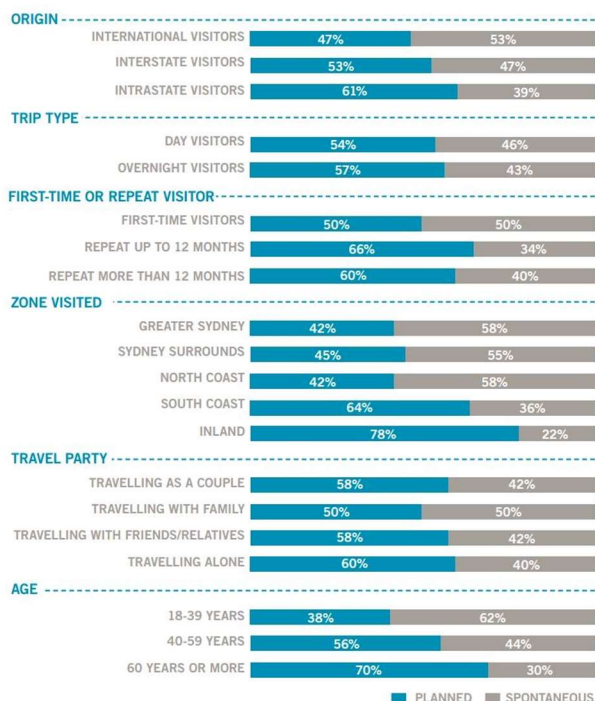
## MODULE 2: Research Insights

It is part of Lachlan Shire's marketing strategy to brand the tourism space and develop a tourism website promoting the VIC and the shire's tourism products, services, experiences and events. This will further extend the reach of the VIC and its role in informing and meeting visitors' travelling needs and helping create more memorable experiences.

### VISIT TO VICs

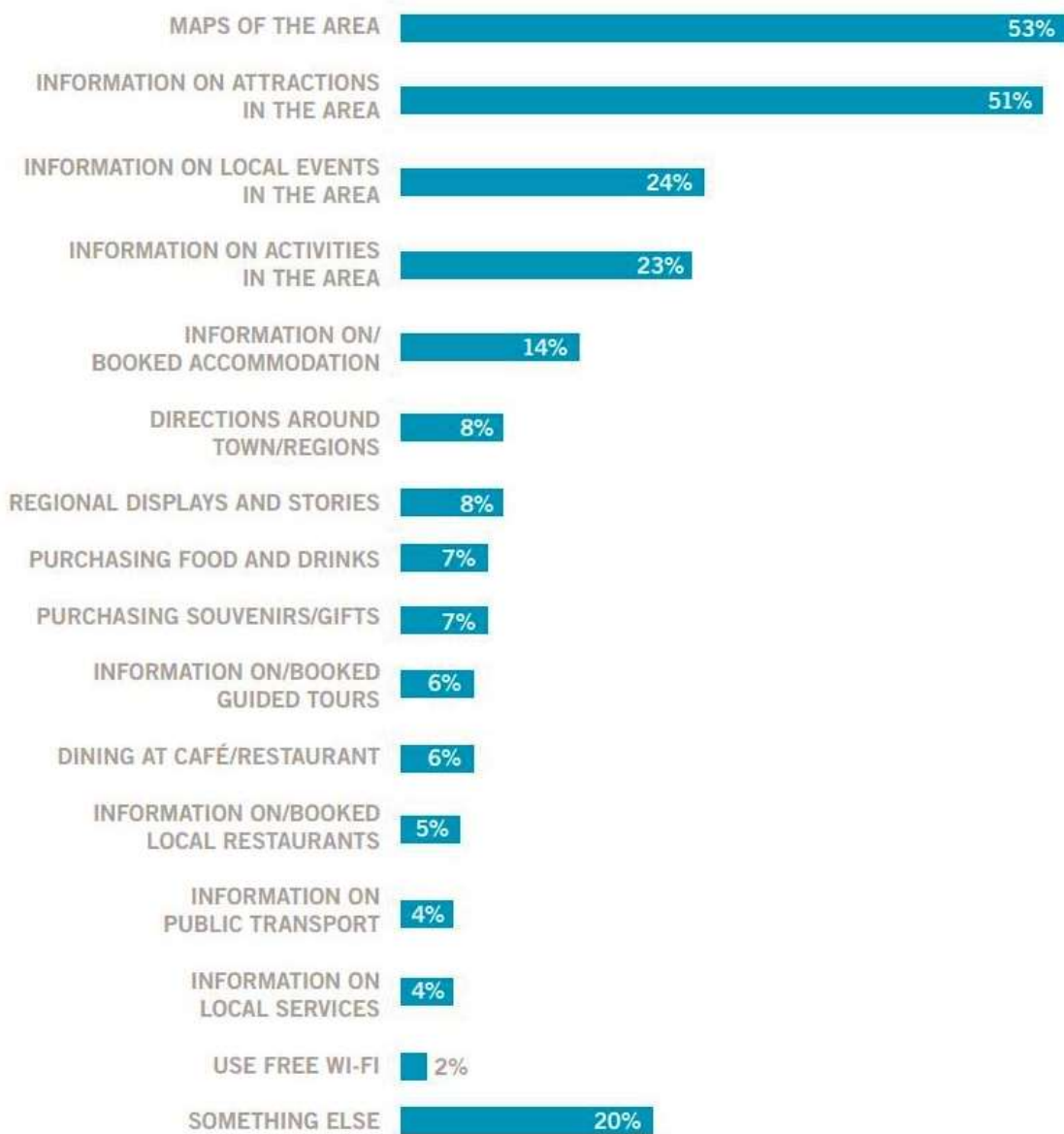
- Among VIC users, more than half (56%) stated that their visit to the VIC was planned. Of these:
  - 34% used signage to locate the VIC
  - 27% had prior knowledge of the VIC
  - 15% were referred to the VIC by friends or family
  - 12% heard about the VIC from locals
- Planned visits to the VIC were particularly common for respondents aged 60 years and over (70%), but much less so for those aged 18–39 years (38%).
- Planned visits to the VIC were more prominent for domestic intrastate (61%), and interstate (53%) visitors, than for international (47%) visitors.
- **It is noteworthy that rates of planned visits were most high in Inland NSW – 78% compared to the rest of NSW – (See table below)**

### PLANNED OR SPONTANEOUS VISITS TO VICs BY VISITOR PROFILE



**TYPES OF INFORMATION USED AT THE VIC**

- While visiting a VIC, more than half the visitors interviewed used maps of the area (53%) and/or information on local attractions (51%). Information on local events (24%), and activities (23%) were also commonly used – (See table below)



**SPENDING AT THE VIC**

- 18% of VIC users (and/or members of their travel party) reported spending money during their visit to the VIC, with the average amount spent \$59 per person.
- Of those with expenditure, visitors most often reported purchasing souvenirs (80%) or food and drinks (36%)



- Although fewer visitors (17%) had VIC expenditure on bookable products such as accommodation, attractions, tours and events. However, when purchased, average spend on these items (\$206) was significantly higher than for souvenirs (\$18), or food and drink (\$20)

### VIC STAFF INTERACTION & SATISFACTION

- Almost three-quarters (73%) of VIC users spoke to staff during their visit
- Couples (80%) had a much higher rate of interaction than family groups (54%), indicating that the presence of children in a travel party considerably reduces the likelihood of conversation with staff.
- Visitors aged 60 years or more (78%) were also more likely to speak to staff than those aged 18–39 years (67%), as were a larger share of overnight visitors (76%), than day visitors (66%).
- Travelling couples rated the highest in VIC staff interaction (80%) along with those visiting with family & relatives (75%), travelling alone (71%) and family travellers rate (54%)
- **Noteworthy is that visitors to Inland NSW (79%) were most likely to speak to VIC staff than those visiting other locations.**
- VIC users who spoke to staff rated their interaction with staff very highly, with more than 90% of respondents agreeing that they:
  - Provided good customer service (99%)
  - Provided information that was useful (98%)
  - Understood the type of information being looked for (98%)
  - Were knowledgeable about the area (97%)
  - Provided information that was impartial (93%)
  - Were knowledgeable about specific attractions, events and activities (93%)

### IMPACT OF VICs ON CUSTOMER BEHAVIOUR

VIC users surveyed indicated that the majority were influenced by their VIC visit, with:

- 70% likely to spend additional money during their stay
- 68% likely to visit nearby locations as a result of their VIC visit
- 63% likely to undertake additional activities due to their VIC visit
- 56% changed their travel plans as a result of the VIC visit, most often leading them to visit more attractions (27%) or make a day trip to nearby locations (24%)
- 16% indicated they would extend their stay

### VIC SATISFACTION, ADVOCACY AND IMPORTANCE

Nearly all VIC users said they were very satisfied or satisfied with their VIC visit (**97%**). This can be linked to their satisfaction with many of the VIC attributes:

- 96% were very satisfied or satisfied with the range of information available
- 95% with the facilities of the VIC
- 93% with the information available for nearby destinations
- 92% with the availability of up-to-date information
- 92% with the location of the VIC
- 91% with the availability of parking
- 86% with the trading hours of the VIC
- 84% with the directional signage for the VIC
- 72% with merchandise & souvenirs at the VIC
- 51% with booking services at the VIC (this is mainly due to lack of need for the service or service not available)

VIC users' high level of **satisfaction with their VIC visit** had a number of positive impacts:

- 95% would recommend the VIC to friends or relatives visiting the area
- 94% would look out for and use a VIC when travelling in the future
- 80% agreed that their visitor experience had been positively influenced by their VIC visit.
- 

Results also highlight the **value attributed to VICs** by those who visited them. Overall:

- 91% agreed that the VIC was an important part of the visitor experience
- 87% reported knowing more about things to see and do within the destination after going to the VIC
- 86% reported knowing more about things to see and do in nearby destinations after going to the VIC
- 85% agreed that the VIC showcased the destination's key experiences

## RECOMMENDATIONS:

In light of the local tourism audit findings and the findings from the study conducted by Tourism Australia, key recommendations are as follows:

- Review current visitor information servicing function with the end goal of being more effective in influencing/converting visitors & travellers to stay longer and spend more within the shire
- Consider establishing an Accredited Visitor Information Centre/s within the Shire for more visibility, credibility and continual process improvement in achieving high levels of service as well as supporting strategic functions
- Training current staff and volunteers to ensure optimum outcomes
- Consider alternative visitor information delivery formats
- Increase online and electronic delivery of visitor information
- Identify ways that the current information centres can support businesses that provide visitor services