



MODULE 3
**Development
& Planning**
VERSION: August 2019

Lachlan Shire Council
DESTINATION MANAGEMENT PLAN
2019 - 2022



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MODULE 3. DEVELOPMENT & PLANNING

3.1 Market Objectives & Influencing Factors for Development

In defining and establishing our markets and segments, we need to firstly establish the objectives we aim to realise and the relative influencing factors that will help us realise our goals. It also helps to guide us on how we best approach, market to, and effectively influence the behaviour of our markets.



3.1.1 Objectives - Current markets & visitors

With our current markets and visitors, the aim is to **strengthen** the appeal and experience of the destination to achieve the following objectives:

Objective	Influencing Factors to consider for development
Extend Length of Stay	<ul style="list-style-type: none"> • Availability & quality of visitor services • Appeal of tourism offerings to match needs & wants • Packaged offerings & extended products • Longer stay offerings – e.g. tours, trails, festivals & events • Local friends & family • Cultural & environmental appeal – the look and feel of the destination, etc. • Visitor Information Centre with the ability to identify and understand visitor needs and to effectively customise itineraries • Ability of Visitor Information Centre staff to convert visitors to stay longer
Increase Experience Value & Visitor Satisfaction	<ul style="list-style-type: none"> • Authenticity of offerings • Personalised service and customised itineraries at the Visitor Information Centres • Experiences that deliver on market needs & wants • Emotional impact & levels of fulfillment • Availability & Quality of Service Infrastructure – hospitality services, shopping, recreation facilities • Local culture – history, heritage • Attractiveness of scenery and natural environment • Levels of engagement with locals & friendliness of locals • Cost/benefit against expectations and comparable experiences • Technological factors – WI-FI availability, speed of internet, access to technology • Availability & quality of transportation services • Availability & quality of visitor facilities & rest/stop points

Objective	Influencing Factors to consider for product development
Increase visitor spend	<ul style="list-style-type: none"> • Packaged offerings • Vouchers • Effective Visitor Information Centre staff directing and encouraging visitors to the town centres & shops • Appealing bookable products – experiential tours & trails, special experiences and adventures, events etc • Quality of services and products – food, accommodation, shopping • Appeal of stores and venues – the look of the shop/venue & visual merchandising to influence visitors to spend
Enable visitor advocacy & destination loyalty & the sharing of experiences	<ul style="list-style-type: none"> • High levels of visitor satisfaction • Consistency in high levels of service • Social media engagement • Local family and friends • Word-of-mouth • Return visit incentives • Value-added offerings • Visitor surveys and feedback

3.1.2 Objectives - New markets & prospective visitors

With new markets and prospective visitors, the aim is to **Influence** their decision to:

Objective	Influencing Factors to consider for product development
Visit the Shire as a destination of choice	<ul style="list-style-type: none"> • Perceived image of destination • Branding • Marketing activities • Online visibility – website, social media platforms, blogs, video channels • Powerful and high quality imagery of experiences & attractions • Access to information about the Shire & its offerings • Market positioning factors & how it compares to other destinations & offerings • Effective messages to targeted audiences • Word-of-Mouth • Review sites • Direct Marketing initiatives to specific audiences

Objective	Influencing Factors to consider for product development
<p>Motivate & influence travellers passing through the Shire to stop & stay longer</p>	<ul style="list-style-type: none"> • Appealing scenery and natural environment • Attractive town entry signs and space – first impression is critical to influence & motivate travellers to stop in the towns • Visible and attractive Visitor Information Centre & tourist precinct with staff who are well trained to motivate tourists to stay longer and promote visitor services and sell packaged deals and offerings • Attractive streetscapes • Appealing shop fronts & visual merchandising • Public & Street Art • Attractive Signposting to key attractions, facilities and venues throughout the Shire & townships • Mobile friendly tourism website – travellers like to go online to see what is happening in the area and available services
<p>Motivate travellers to divert into the shire from the surrounding main highways and thoroughfares</p>	<ul style="list-style-type: none"> • Attractive and large signs promoting the Shire's key attractions & experiences at strategic points along these main thoroughfares • Signage promoting travel routes and trails that weave the travellers from the highways into and throughout the Shire • Attractive promotional material at visitor outlets and visitor centres in towns located along these highways and thoroughfares • Being visible in the promotional material of regional routes and trails • Have creative sculptures and/or signage that stand out at key and various turnoff points into the Shire • Signage trails promoting experiences

3.1.3 Destination Image & Loyalty – The Influencing Factors

The destination image has been described as expressions of awareness, prejudices, impressions, imaginations and emotional thought towards a particular place. It encompasses an **organic** image which is shaped by an individual's experiences and unbiased sources of information such as news, reports, newspaper articles etc., and also an **induced** image influenced by persuasive information from external sources such as destination promotions and marketing via various mediums.

The overall destination image is also influenced by the destination's **attributes** and the impressions and perceptions the visitor has towards these and the impact on satisfaction. Satisfaction will be perceived in regards to expectations, comparative prior experiences, cost/benefit/value perception and quality.

In achieving destination loyalty, that is, where a visitor chooses to return to the destination continuously requires a high level of consistent satisfaction with the destination's attributes and offerings.

Diagram 1 outlines the destination image process of the prospective visitor leading towards the visitor's actual experience with the destination and evaluation of the destination and its attributes. It highlights the importance of the perceived image of a destination even at the organic level.

Diagram 1: Destination Image Process of the Prospective Visitor

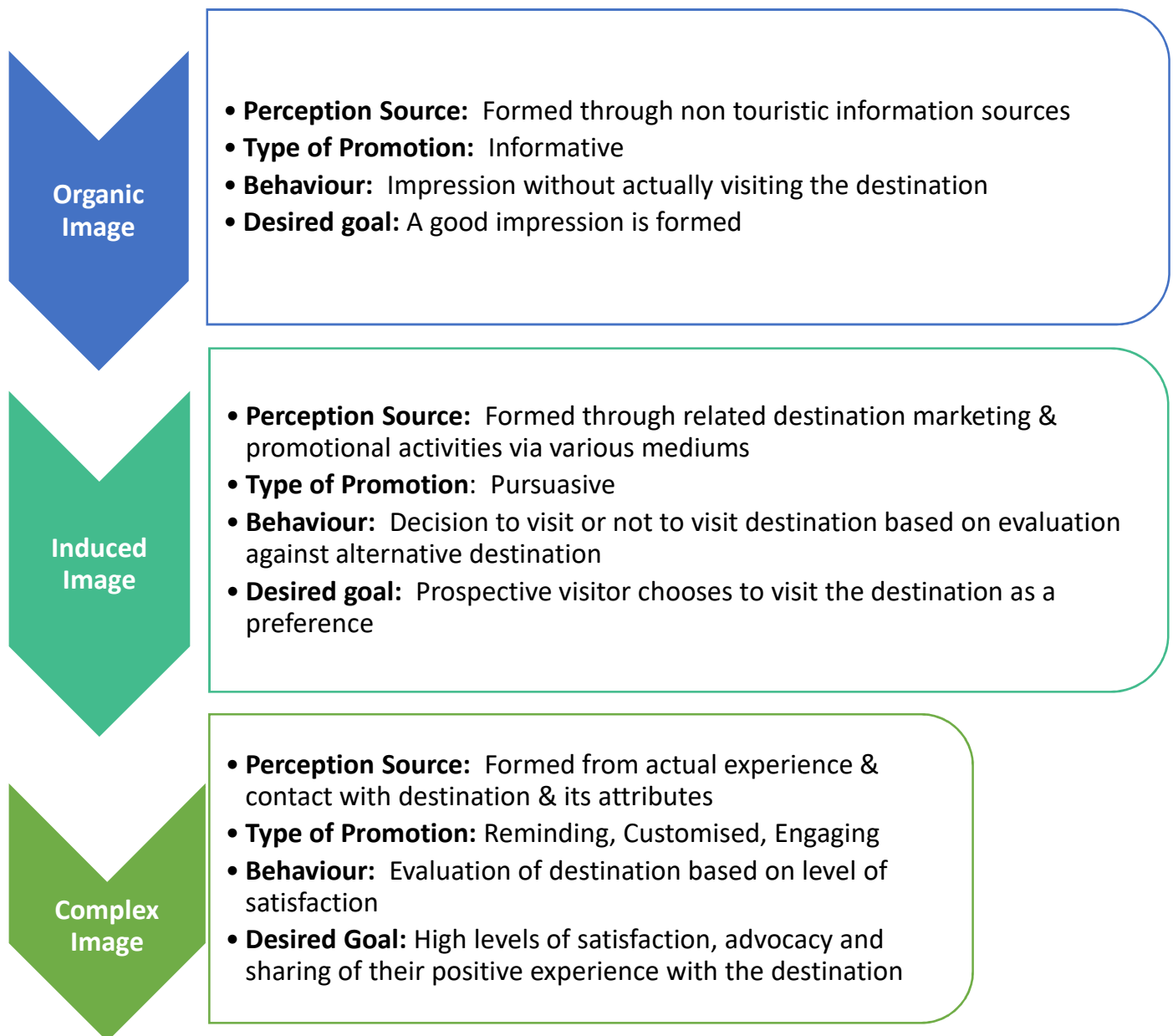
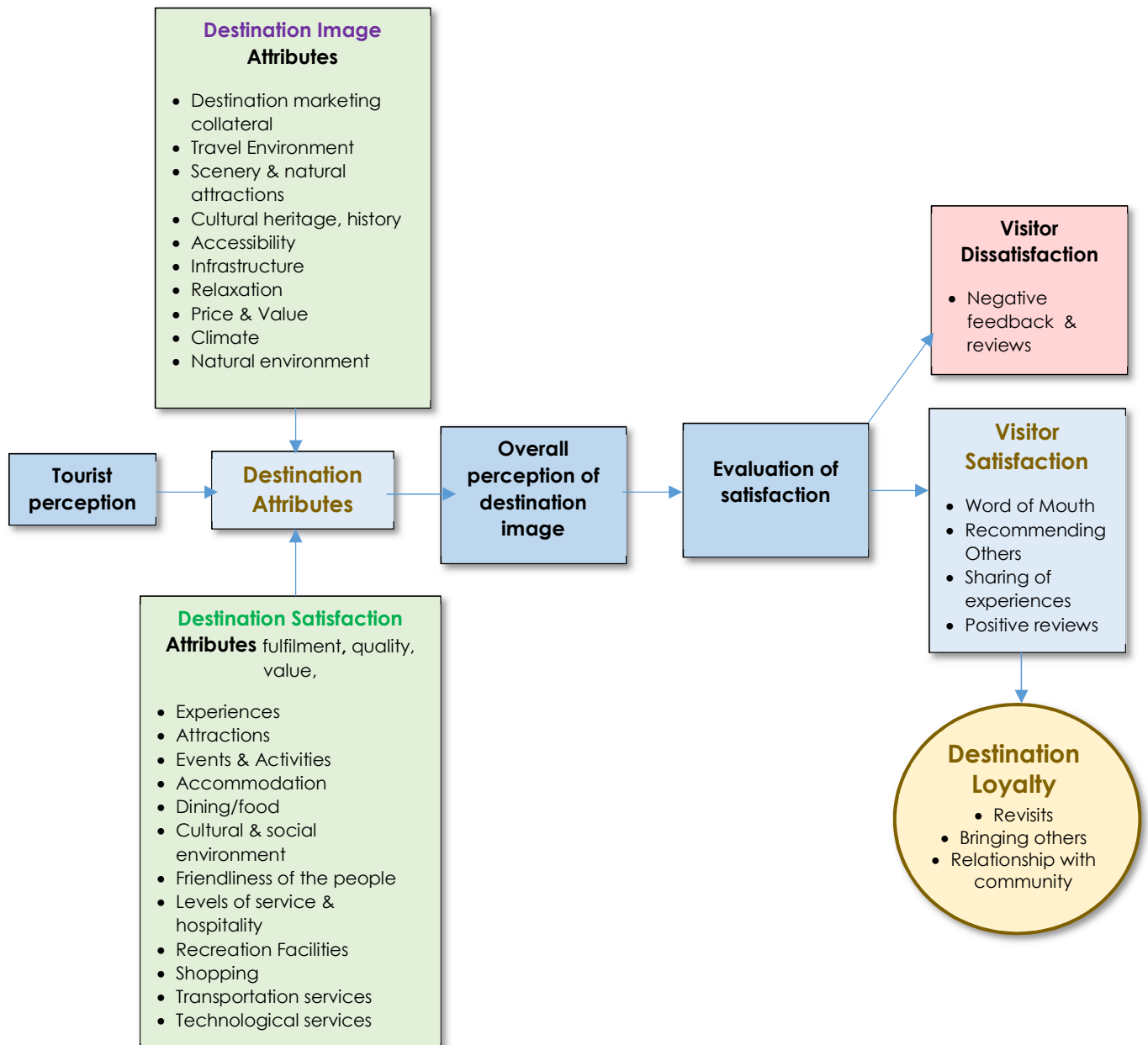


Diagram 2 below outlines the destination attributes against which visitors measure their perceived image of the destination and their respective levels of satisfaction with the destination. This in turn determines the visitor's loyalty standing with the destination.

Understanding these **measures** is not only important when **developing** products and experiences to not only attract visitors but to gain their advocacy and loyalty.

Diagram 2: Destination Attributes that influence satisfaction and loyalty



To help create an overall **positive destination image** of the Lachlan Shire and gain **high levels of satisfaction & loyalty** from visitors to the Shire, it is important to ensure that we do the following:

- Understand our markets and deliver experiences and products that align with their needs and wants
- Ensure we address both the image attributes and satisfaction attributes of Lachlan Shire in the development and enhancement of experiences, products, services & infrastructure
- Develop a powerful and influential brand image and marketing collateral that are persuasive and speak effectively to our markets
- Ensure that marketing promises align with reality – overpromising on what can be effectively delivered will create a negative perception of the destination and visitor dissatisfaction

3.2 Target Markets

Putting the proposed target markets in context

Although there are various markets to be explored, the recommended target markets outlined in this section are based on the findings of the market research conducted which identified either the markets most aligned with what the Lachlan Shire has on offer, or to current markets and visitors where there is the best opportunity to increase market value and enhance the visitor experience for longer stay, greater spend, repeat visitation and advocacy.



The Shire boasts natural, heritage and cultural assets which are some of the key destination appeals for those markets who want to escape the hustle and bustle of life, these are some of key the markets we aim target.

In identifying the target markets we have also described:


- ★ Characteristics of that segment and what influences them – what they are seeking
- ★ The best way to reach and communicate with them
- ★ Product development considerations


Questions that need to be asked ?


Having identified our prospective target markets, it is essential that these be evaluated regularly for more intense focus and to ask the following questions:


- ➔ **Current Shire tourism products and offerings:** What target markets best match with what we currently have on offer?
- ➔ **Development considerations** – how much development is required to meet that market's needs and desires?
- ➔ **Current product & infrastructure development within the Shire:** What is currently happening and which target markets will this suit best?
- ➔ **Financial and resource considerations:** What financial and resource challenges does Council have currently and what impact will this have on developing/enhancing products for specific target audiences? What product development/enhancements are better positioned to be developed and which target market is more suitable to these products?

3.2.1 Drive & Touring Segments


Target Audience	Characteristics & Influences	How to reach them	Product Development Considerations
<p>3.2.1a Drive/Explore</p>  <p>Happy to divert, explore & try different routes</p>	<ul style="list-style-type: none"> 72% of travellers will program some time into their journey to explore 80% of travellers choose a destination first and then investigate routes 56% of travellers will consider taking a loop journey – travelling on different routes in each direction. Once on the road, 41% of travellers changed their plans and made unplanned stops. Freedom to participate in activities Explore the country Experience nature Relaxation Spend time with the family Meet new people Learn new things Do something different & unusual/ quirky Have an adventure <p>The attributes of a good touring route are considered by travellers to include:</p> <ul style="list-style-type: none"> Effective signage Themed tours / trails Affordable / value for money accommodation Attractive camp sites Safe/ interesting recreational and leisure activities Interesting attractions Readily available information Availability of services 	<ul style="list-style-type: none"> The internet is by far the main source of information used in researching trips and routes The information used in trip planning came predominantly from the internet, with this supplemented by maps, brochures, previous knowledge and word of mouth referrals, social media and review sites Once on the road, VICs and maps are the main sources of information Targeted social media promotions Word of mouth Media adverts TV Campaigns targeting specific markets Brochures & touring routes, maps are accessible from other regional VIC's Information flyers/maps/routes available at the local accommodation venues & caravan park Information flyers/maps/routes available accessible at the local retailers & eateries Industry websites Touring websites Travel websites Review related websites 	<ul style="list-style-type: none"> Attractive Signs at major highway points and town entry Good directional signs Signs promoting special routes and what there is to see Having a centralised VIC with wonderful facilities that provides good information on exploring the area and good selection of routes, trails & maps Attractive flyers/brochures with routes & trails and what there is to see on the routes & trails Work collaboratively with other VIC's in surrounding LGA's to promote common routes & trails Voucher Booklets with offers from all visitor services & tour operators Calendar of Themed experiences, events & activities Tourism-specific website development with powerful imagery Develop website-based promotions and offers Ensure a high presence of visitor services & offers on the Shire's tourism website and other industry websites Work with operators to develop specific packages directed at the market Packaged family deals Bookings of themed tours from the VIC

Target Audience	Characteristics & Influences	How to reach them	Product Development Considerations
<p>3.2.1b Highway travellers</p>  <p>Happy to stay overnight if town attracts them & good information after hours</p>	<ul style="list-style-type: none"> • Are influenced by reviews from others • Are Impulsive • Look for good facilities (especially on the main road and/or in the main town) for a pit stop otherwise they won't stop • They are influenced by attractions that catch their interest/ curiosity • Attractions to be in the town centre • Appealing look of town • They want good access to good information after hours • Will stay overnight if town attracts them 	<ul style="list-style-type: none"> • Point of entry • Good signage – especially directional to facilities e.g. the VIC and amenities • Main street attractions • Main street offers • Brochures at Other surrounding VIC's • Online promotions • Information flyers available at the local accommodation venues & caravan park • Flyers accessible at the local retailers & eateries • Tourism websites • Travel websites • Review related websites 	<ul style="list-style-type: none"> • Signs at town entry points promoting facilities & the VIC • Having a centralised VIC with wonderful facilities such as a café, amenities and attractions around the centre – With a 24 hour Information Board and/or kiosk • Voucher Booklet with offers from all visitor services & tour operators • Development of attractive street art in the main streets – e.g. sculptures, aboriginal art, school art etc. • Work with relevant Council staff in developing and implementing a shire-wide beautification plan/program • Encourage retailers and operators to have attractive window displays & signage • Work collaboratively with operators to develop packaged offers promoted at the VIC • Work collaboratively with operators to develop Voucher Booklets with offers from all visitor services & tour operators • Encourage eateries & retailers to have signage with attractive offers • Develop flyers on what visitors can do in 1 day, 2 days, weekends-away, on evenings etc. • Develop website-based promotions and offers • Ensure a high presence of visitor services & offers on the Shire's tourism website and other industry websites • Work with operators to develop specific packages directed at the market • Packaged family deals • Bookings of themed tours from the VIC


Target Audience	Characteristics & Influences	How to reach them	Product Development Considerations
<p>3.2.1c Touring Caravans & Motor homes</p>  <p>Flexible with time and travel schedules. Can be influenced to stay extra nights.</p>	<ul style="list-style-type: none"> • 55+ Average age group • 45% are adult couple and 26% travel alone • Love & support RV friendly towns and will spend in town as a way of gratitude – Usually spend around \$110 per night or more • Love 24hr stop facilities • Travellers staying in free camping areas or close to town centres are more likely to spend time and money in the town centre • Love free campsites & will use other facilities like car parks, sporting ovals etc. if campsites not available • They do mix it up between caravan parks (commercial sites) and free sites • Require Dump points • Love towns with Laundromats • Flexible with itineraries & length of stay • Will spend in town if town offers free overnight parking & facilities • Often travel with bicycles & small boats • Love fishing, walking tracks & cycling • Love museums, history & heritage buildings • Love markets - local products & produce & bric-a-bracs • Explore the country • Experience nature • Relaxation 	<ul style="list-style-type: none"> • Peak Bodies e.g. Caravan Industry Association of Australia (CIAA) & Caravan & Motorhome Club of Australia (CMCA) • RV Clubs • Wanderer magazine • Caravanning Australia magazine • RV & Caravanning travel related websites • Tourism industry websites • Review related websites such as "Wikicamps" • GeoWiki app exclusive to CMCA members • Peak body websites • Good signage @ point of entry • Main street attractions • Flyers at the local accommodation establishments & caravan park • Flyers at the local retailers & eateries • Travel related websites • Review related website 	<ul style="list-style-type: none"> • Signs at town entry points • Having a centralised VIC with wonderful facilities such as a café, amenities and attractions around the centre – With a 24 hour Information Board and/or kiosk • RV Parking signs around the town • Centralised RV Rest points & free camping sites • Work with Peak Bodies to offer special packages and offers for their members. • Investigate holding CMCA rallies in the Shire • Investigate the CMCA's Dump Point subsidy offered to Local Government • Voucher Booklet with offers from all visitor services & tour operators • RV specific flyer that highlights all RV facilities & attractions • Develop flyers on what visitors can do in 1 day, 2 days, weekends-away, on evenings etc. • Development of Shire-wide Heritage/Cultural Trail (build on the current Condobolin Trail) • Review accessibility to current museums, cultural and art centres (Opening times-frequency) • Develop weekend markets within the shires • Work collaboratively with operators to develop packaged offers • Encourage retailers to have attractive window displays & signage • Encourage eateries & retailers to have signage with attractive offers


Target Audience	Characteristics & Influences	How to reach them	Product Development Considerations
<p>3.2.1d Coach Tour Groups</p>  <p>Charter Coach Groups</p> <p>Coach Companies organising & promoting tours</p> <p>Long Haul interstate scheduled tour</p>	<p>Charter Coach Groups</p> <ul style="list-style-type: none"> Usually chartered by interest groups or clubs More time to explore the town Like to book a local tour guide to show them around town Like historical, cultural & Heritage attractions such as museums, galleries, historical/heritage buildings Like VIC's with good merchandise Like local cafes (particularly situated near the Information Centre) <p>Coach Companies organising & Promoting tours</p> <ul style="list-style-type: none"> Organise a number of tours each year to different localities Usually tours are built round a specific event/activity such as races, festivals etc. <p>Long Haul interstate scheduled tours</p> <ul style="list-style-type: none"> Usually arrive late afternoon & leave early in the morning Mainly interest in a bed and meal 	<ul style="list-style-type: none"> Direct marketing to organisations most likely to charter coaches for day trips and short tours – e.g. service groups, special interest groups etc. Also market directly to the Chartered Coach Groups who can present touring ideas to the organisers such as a shire event, a packaged itinerary for groups etc. Marketing to & working directly with the regional coach companies to organise packaged tours to events held within the Shire. Target the coach companies who organise and promote tours and who are already bringing tours into the region by offering the inclusion of Lachlan Shire into their tour itineraries – either as a stop-over or a destination 	<ul style="list-style-type: none"> Develop a Lachlan Shire destination itinerary to market to a range of service clubs, interest groups etc. who may charter coaches. Design an itinerary for specific groups to align with their needs and desires Also use these itineraries to approach the Charter Coach Groups directly who may offer them as ideas for groups looking for a destination for their group Develop heritage trails and cultural tours as part of the itineraries Review accessibility to current museums, cultural and art centres (Opening times-frequency) – Work with the volunteers to develop the itineraries & tours Develop a packaged itinerary for each key event within the shire to promote to the Coach Companies Work collaboratively with visitor service operators to develop packaged offers Develop a "Stop-Over" package to market to Long Haul tours Develop a Lachlan Shire destination itinerary to market specifically to the various Coach groups and tour lines Develop packaged itineraries to encourage the inclusion of the Lachlan Shire as a destination Work collaboratively with visitor service operators to develop packaged offers


3.2.2 Niche/Activity-based Segments


Target Audience	Characteristics & Influences	How to reach them	Product Development Considerations
<p>3.2.2a Special Interest Groups</p>  <p>Focused on specific interest & expect high standards of service & individualised attention</p>	<ul style="list-style-type: none"> • Come to the area for a specific reason • Far less influenced by the attraction base or how the area presents • Many of the activities are group based • The groups make their own "fun" • Influenced by events and festivals aligned with their interest • Expect high standards of service and individualised focus • Seeking one or more of the following experiences: <ul style="list-style-type: none"> - Rewarding - Enriching - Adventurousome - Learning • They seek an authentic experience in which they have a positive engagement with the host community 	<p>Direct marketing to clubs and associations</p> <p>Market/industry specific Magazines & publications</p> <p>Market/Interest specific websites</p> <p>Interest specific Directories</p> <p>Groups, Clubs, Associations and individuals that could be targeted may include:</p> <ul style="list-style-type: none"> • Angling & Fishing enthusiasts • Activity based clubs such as cycling, hiking, bushwalking, horse racing • Bird Watchers • Nature-lovers clubs • Agri-related clubs • 4WD Clubs • Car Clubs • Family historians & Historical Societies • Schools • "Foodie" groups • Sporting event competitors • Motorcycle clubs 	<p>Key areas/sectors of focus for the Lachlan Shire should include the following:</p> <ul style="list-style-type: none"> ★ Nature & Wildlife based ★ Sporting & Activity based ★ Heritage & Culture based <ul style="list-style-type: none"> ➔ Develop products that cross sectors for a richer experience ➔ Develop/enhance events aligned with specific interests ➔ Identify the activities, attractions, facilities and/or services that the specific sector is interested in and package these into itineraries, products & ➔ Use the internet to identify associations and clubs & develop a data base for direct marketing activities ➔ Direct marketing to Clubs and Associations. ➔ Support the direct marketing initiatives with public relations activities developing editorial stories to place articles in relevant magazines, newsletters and websites. ➔ Work collaboratively with local sporting clubs, nature clubs, heritage groups, historical societies etc. to develop sector-specific events & activities ➔ List on free directories and websites. ➔ Work with surrounding LGAs in developing a regional approach to activities such as tournaments, competition circuits, trails (e.g. fishing, bowls, golf circuits) ➔ Develop a Calendar of special interest events

Target Audience	Characteristics & Influences	How to reach them	Product Development Considerations
<p>3.2.2b Birdwatchers</p>  <p>Most are members of local bird or nature organisations. They use input from these organisations to choose their destination</p>	<p>Hard-Core Birders</p> <ul style="list-style-type: none"> Highly dedicated birdies Impatient with less-skilled birders & crowds Seek to increase “Life-list” of species Competitive Not interested in other activities Satisfaction comes from nature observations Predominantly men Will travel long distances to see new or rare birds Represent about 10% of the birding tourists <p>Enthusiastic Birders</p> <ul style="list-style-type: none"> Broad-based & knowledgeable nature lovers Slower, more relaxed travellers Tolerate birders of all skill levels Satisfied as long as birds are seen Comfortable in larger groups Interested in other nature & cultural activities Satisfaction comes partly from socialising with others Slightly more women than men Represent about 60% of birding tourists <p>Casual Birders/Eco-tourists</p> <ul style="list-style-type: none"> Non-specialist tourists Combine birding with other nature-based activities Interested in seeking something different from home Prefer nature destinations accessible by road Satisfaction comes from interaction with nature Represent about 30% of birding tourists <p>Motivations/Expectations</p> <ul style="list-style-type: none"> Seeing the largest number of species within the time-frame of their travelling experience The desire to see specific species Being close to nature Using the experience as a learning experience – fulfilment & enrichment 	<ul style="list-style-type: none"> Focus on enthusiasts and casual birders. They are the largest segments and respond to marketing. To attract casual birders, promote the birdwatching offer on the spot at key visitor outlets such as the information centres, retail shops, eateries, accommodation venues etc. Contact bird/wildlife/ nature magazines for editorial opportunities and/or advertising packages that include editorials Contact bird/wildlife/ nature websites for access to member/subscriber networks and/or an opportunity to promote the Shire’s birder offerings Develop a database of birdwatching groups and associations and offer packaged offerings to their members – also to promote birdwatching events and offerings Promote the Shire’s birdwatching offerings on the tourism website with high quality photos and emphasise the Shire’s birdlife Use the Shire’s social media platforms to share bird sightings, photos of local birds, birdwatching routes, events and other birdwatching & birder offerings. Encourage locals to post their photos Also monitor social media platforms for birdwatching groups and pages and engage with these pages to promote the Shire’s offerings Use photos, sound and videos to bring our story alive on other platforms such as Instagram and video channels Use current visitors as ambassadors & encourage them to share their experiences and photos on social media, write blogs, etc. 	<ul style="list-style-type: none"> Work with DNSW, Destination Country & Outback & the JO to develop the Shire as a birdwatching destination Provide detailed information on the birds in our area, emphasising rare or endemic birds If we are unable to offer bird-watching all year round, diversify our product offering during the low season - develop nature tours, etc. Offer specialist bird tours and guiding services – Also develop a special bird photography tour with a professional photographer Identify local residents who have excellent knowledge of the bird life within the Shire. They will need to know which species birdwatchers can see and where, their behaviour and historical information Develop birding routes throughout the shire and create booklets and field guidebooks with bird checklists and practical information on the routes, accommodation and facilities Develop birding infrastructure throughout the shire to include trails with interpretive signage, walkways, bird hides, observation points & towers Install information boards on the biology of birds, identification, etc. Have binoculars for hire for the casual birders Many birdwatchers look for birder-friendly facilities. Prime bird watching times are often around dawn and dusk. To accommodate this situation, work with accommodation venues to offer early-morning breakfast and flexibility in arrival and meal times. Encourage certain accommodation venues (that may be suited) to be birder-friendly so birder guests can enjoy wild birds from the comfort of the facilities - providing extras such as nesting sites, fresh water sources, carefully placed feeders and natural landscaping. Providing birding literature enhances this experience Develop and stage birdwatching events and festivals such as birding competitions – A good time for an event is World Migratory Bird Day which is an annual awareness-raising campaign highlighting the need for the conservation of migratory birds and their habitats


Target Audience	Characteristics & Influences	How to reach them	Product Development Considerations
<p>3.2.2c Nature lovers & those seeking relaxed nature experiences</p>  <p>Love to escape the stresses of life</p> <p>Appreciate beauty & the natural environment</p>	<p>Young families</p> <ul style="list-style-type: none"> • Have a passion for experiencing the great outdoors together • Love to explore new undiscovered places off the beaten path • Lower than average travel budget • Happy with the basics such as camping & spending time as a family • Taking in the beauty around them • Opportunity to enrich family bonds • Like things to be easy and hassle free • Like hiking, canoeing, fishing & camping <p>Over 55s</p> <ul style="list-style-type: none"> • Love having freedom • Enjoy quiet space • Enjoy nature and natural surrounds & natural wonders • Enjoy a destination with natural surrounds as well as heritage & culture • Enjoy the bush, rivers, lakes and national parks • Enjoy sightseeing, fishing, nature walks • Not usually time poor • Usually travel as couple in RV • Like to socialise with other couples in a relaxed environment <p>Key Drivers for Nature</p> <ul style="list-style-type: none"> • Time out from regular life • To escape stresses & obligations • To relax, refresh and rejuvenate in the fresh air • Seek solitude • Socialising with family and friends • Appreciate beauty of natural environments • A way to learn about nature • An opportunity to band over shared experiences • Experience nature as part of nature-based trails and/or cultural experience • Health and wellness as a benefit of outdoor activities and recreation 	<ul style="list-style-type: none"> • Promote the Shire's natural assets – lakes, river and bush offerings on the tourism website with high quality photos and emphasise the Shire's birdlife • Use the Shire's social media platforms to share powerful imagery of activities on and around the lakes and rivers and the bush is essential. Encourage locals to post their photos • Monitor social media platforms for birdwatching groups and pages and engage with these pages to promote the Shire's offerings • Use photos, sound and videos to bring our story alive on other platforms such as Instagram and video channels • Word of mouth and recommendations are essential - Use current visitors as ambassadors & encourage them to share their experiences and photos on their social media, write blogs etc. • Review sites such as Trip Advisor & Wikicamps – Encourage visitors to write reviews of their positive experiences • Encourage visitors to post on the Shire's social media pages • Advertise in nature magazines, family related magazines and RV related magazines • Advertise week-end escapes to nature in regional media • Where possible use regional TV and radio campaigns • Signage promoting the natural assets and experiences is essential for the RV travellers • Local family and friends are also triggers so encourage locals to invite them to the area to experience nature based activities • Free Camping is also a trigger to be promoted 	<p>Camping</p> <ul style="list-style-type: none"> • Promote free camping sites via brochures, flyers, website & social media platforms • Develop camping experiences as part of an extended experience – e.g. as part of a night sky and/or cultural experience • Promote outlets within the shire that sell and/or hire camping gear • Identify opportunities for Glamping either permanent fabricated "tents" or ones that can be erected for special events/experiences <p>Kayaking & Canoeing</p> <ul style="list-style-type: none"> • Develop kayaking & canoe routes inclusive of the river and lakes – include pick up and drop off points on the river • Offer the hire of vessels near the lakes and river or other central locations • Promote fun and wellbeing benefits <p>Bush Walking</p> <ul style="list-style-type: none"> • Develop and promote bush walking routes via flyers and other mediums • Include interpretive signage on sites of interest and wildlife • Develop a bushwalking experience as part of an extended guided cultural experience/tour inclusive of stories and sites of interest <p>Fishing (mainly off bank and small boats for relaxed fishing)</p> <ul style="list-style-type: none"> • Develop and promote best fishing points via flyers and other mediums • Develop and promote a family friendly fishing trail within the shire • Where possible install fishing platforms to tether the boats • Where possible install a chair & rod holders along the river <p>Boating</p> <ul style="list-style-type: none"> • Opportunity to develop more infrastructure such as boat ramps – promote location of ramps <p>Birdwatching & spotting wildlife</p> <ul style="list-style-type: none"> • Interpretive signage on the surrounding birdlife & wildlife • Bird hides & Wildlife trail <p>Discovery Experiences</p> <ul style="list-style-type: none"> • Guided nature tours • Interpretive signage at sites of interest & about the wildlife • Part of cultural experiences <p>Cycling</p> <ul style="list-style-type: none"> • Cycling tracks • Bike hire


Target Audience	Characteristics & Influences	How to reach them	Product Development Considerations
<p>3.2.2d Visiting Friends & Family (VFR)</p>  <p>Hosts of VFR are open to influences & sources of inspiration when planning for guests</p>	<p>People visiting relatives:</p> <ul style="list-style-type: none"> • Tend to be older people • Spend 83% of nights in the homes of friends or relatives • Tend to be friends and family groups travelling with children • Are more likely to go shopping • Are more likely to spend money on transport, souvenirs, gifts and other shopping • Tend to stay longer (3.3 nights) <p>People visiting friends:</p> <ul style="list-style-type: none"> • Tend to be younger • Spend 75% of nights in the home of a friend • Tend to travel alone or in groups without children • Tend to spend more on food and drinks and pubs & nightclubs • Tend to stay shorter (2.3 nights) <p>Hosting</p> <ul style="list-style-type: none"> • Hosts are the main drivers of VFR travel • 2 – 3 trips per year are hosted • Highly involved in making recommendations • Ambassadors for driving tourism in their area • Are open to influences & sources of inspiration • When hosts are armed with information visitors stay longer & come more often & spend more in local visitor economy • Average spend per trip for domestic = \$423 	<ul style="list-style-type: none"> • Recommendations from relatives/friends • Lachlan Shire tourism website • Visiting Town's Visitor Information Centre • Review sites such as TripAdvisor • Local & regional based social media group pages • Social Media platforms particularly Facebook, & Instagram • Regional Travel guides • Regional Travel apps • Regional Travel magazines • Regional Airline websites & related magazines such as ReX 	<ul style="list-style-type: none"> • Make the VIC the hub for hosts & their visitors/guests • Voucher Booklets for special deals for hosts and their guests • Organise "Familiarisation" days for residents, accommodation providers, retailers • Development of day Touring Packages • Develop special offers for hosts • Packaged family deals for local hosts and their guests • Develop "Selfie hot spots" in key attraction locations • Develop Hosting Information Packs • Incorporate a web page on the new Tourism website designed especially for hosts & their visitors for specific information on itineraries, attractions, & downloadable vouchers, flyers, checklists etc.) • Develop the "Another Reason to Love your Shire" Campaign promoted on local social media group pages & mail-drop • Develop & implement a regional (within regional NSW & Victoria) campaign incorporating regional print and broadcast media and local media to appealing to regional hosts • Develop a Reward Program to reward Local Residents with special offers & discounts from local participating businesses


Target Audience	Characteristics & Influences	How to reach them	Product Development Considerations
<p>3.2.2e The Business Traveller Tourist</p>  <p>Can be influenced on the amount of (and how) discretionary time is spent</p>	<ul style="list-style-type: none"> • 2/3 of business travellers extend their business trips for pleasure when they can • Are less cost-sensitive than leisure tourists spending on average twice as much per day • Purchase decisions are influenced primarily by their ability to use time efficiently within business travel • A number of business travellers bring families on business trips. • Executives are increasingly attracted to the adventure venue business trip, which combines team building & strategic planning needs with adventure travel • High level internet access & WIFI is critical • Can be influenced on the amount of (and how) discretionary time is spent • Most likely to take advantage of ancillary tourism activities • Require quality service 	<ul style="list-style-type: none"> • Dedicated web page on the Tourism website • Accommodation venues throughout the shire and region • Market-specific flyer distributed to larger Regional VICs • Regional Airline magazines e.g. ReX • Domestic business & travel magazines • Direct Marketing to regional business sectors and organisation • Chamber of Commerce peak bodies e.g. NSW Business Chamber • Regional Chambers 	<ul style="list-style-type: none"> • Requires a targeted marketing approach that packages offerings into coherent, flexible and easily accessible ad-on's to business travel. • Work with accommodation venues to develop an in-house channel that features activities appealing to business tourists such as weekend tours, golf options, restaurants, and special cultural and recreation events. • Work with/encourage accommodation venues to look at extended room access to encourage business travellers to extend their stay before or after business meetings • Work with/encourage accommodation venues too provide business support facilities so that the traveller can • Develop a flyer dedicated to this market outlining special offers and what to "See & Do" itinerary that aligns with their needs. • An opportunity to develop products and itineraries for the families who travel with the business person • Create and promote time-efficient packaged options • Collaboration with local & regional stakeholders will be fundamental.


Target Audience	Characteristics & Influences	How to reach them	Product Development Considerations
<p>3.2.2f Short Break – Regional Market</p>  <p>Easy access only a few hours from home is a key driver - to a place that has natural surrounding where they can relax & rejuvenate</p>	<ul style="list-style-type: none"> Short break generally 2-4 nights Generally to a single destination Usually to relax or to pursue special activity Inclusive short break packages is an incentive Economic considerations make short breaks to a nearby destination attractive Internet is a key factor for "spur of the moment" action <p>Looking for:</p> <ul style="list-style-type: none"> Somewhere relaxed Easy to access – only a few hours from home Has beautiful surroundings Nature is a big factor <p>Purpose for Travel</p> <ul style="list-style-type: none"> The need for rejuvenation A break from normality Reconnecting with friends and/or family A chance to relax and refresh <p>4 Types of Short Break Travellers to focus on:</p> <p>Home lovers</p> <ul style="list-style-type: none"> Like places close by Prefer to go to places they know Digital dominates their searching process 59% also book packages online <p>Mature Couples</p> <ul style="list-style-type: none"> Looking for a relaxing getaway Wanting to avoid crowds Would rather visit the countryside than a city break Are not time poor and take their time seeking accommodation <p>Family Comforts</p> <ul style="list-style-type: none"> Traditional families Focused on time with their kids Spending time together Spending time in nature Stay with friends or on a campsite 	<p>To Regional Market:</p> <ul style="list-style-type: none"> Recommendations from relatives/friends Their own previous/personal experience Review sites such as TripAdvisor Regional newspapers, radio & TV Letter box flyers Festivals and events Social media and recommendations Local Visitor Information Centres Other Visitor Information Centres within their travel route Local & regional based social media group pages Social Media platforms particularly Facebook, & Instagram 	<p>Considerations</p> <p>Develop Specific integrated campaigns to attract this market:</p> <ul style="list-style-type: none"> ➤ Social media campaign promoting specific short break activities – targeting within a 4 hour drive radius to Lachlan Shire from each end ➤ Print media in targeted local newspapers within the region – expressing the same message at the social media and run at the same time ➤ Development and distribution of a Flyer targeted at this audience and distributed to all regional Visitor Information Centres ➤ A mail drop to specific towns within 4 hour drive radius e.g. Parkes, Forbes, Griffith, Dubbo, etc. ➤ Work with local businesses to offer a short break inclusive package ➤ Develop incentives for local residents as accommodation hosts to friends/family visiting ➤ Development of brochures promoting heritage and cultural experiences ➤ Flyers promoting nature based activities ➤ Review accessibility to current museums, cultural and art centres) ➤ Develop weekend markets within the shires ➤ Work collaboratively with operators to develop packaged offers ➤ Promote events regularly to create ongoing interest ➤ Outlets selling local goods, art & craft & produce ➤ Guided nature tours ➤ Cycling tracks & Bike hire

3.2.3 Demographical Segments

Target Audience	Characteristics & Influences	How to reach them	Product Development Considerations
<p>3.2.3a Millennials</p>  <p>Influenced by regional experiences that are relaxing, nature-based, authentic, engaging, “brag & “insta-worthy”</p>	<ul style="list-style-type: none"> • 15 – 29yrs are busy creating a 'social identity', heavily influenced by what others think of them • They choose aspirational experiences that help build their 'social brand' • 25 – 34yrs defining who they are by creating a 'self- identity', or 'my story' • They choose relaxing experiences to take a break from adult responsibilities and routine • Social media compels them to create a 'global identity' as opposed to a local identity – however, daily life is too mundane to post publicly, so they seek a variety of unique experiences to help build their personal brand • They define themselves by their experiences, not by their jobs as previous generations do • Recommendations are key, helping to distil information into what is relevant to them. They only 'trust' recommendations from other millennials • The key pull factor for a regional holiday is having basic, yet sophisticated experiences, such as country food and wine, nature-based experiences, and events. • Millennials consider regional destinations as peaceful and relaxing, while providing authentic experiences. <p>Travel Needs:</p> <p>Connect The need to build authentic relationship with locals</p> <p>Connectivity – WIFI & Internet access is essential</p> <p>Escape The need to break the monotony and ties of everyday life</p> <p>Discover The need to learn something new about the world, or about themselves</p> <p>Brag Use experience to create social identify</p>	<p>Key Mediums to reach them:</p> <p>This market has low involvement with traditional media for information and planning. We can reach them via the following media:</p> <ul style="list-style-type: none"> • Online review sites • Travel review sites • Online Travel agencies • Facebook – what others are saying & doing • Friends & Family's comments • Tourism Industry websites – e.g. Visit NSW • Build awareness of places to visit through experience-rich imagery • Use the Shire's social media platforms to share powerful imagery of activities on and around the lakes and rivers and the bush is essential. Encourage locals to post their photos • Also monitor social media platforms for birdwatching groups and pages and engage with these pages to promote the Shire's offerings • Use photos, sound and videos to bring our story alive on other platforms such as Instagram and video channels • Develop a 'hook', or a reason for them to visit – what is unique about the destination • Wi-Fi/internet access at the destination to allow posting of their holiday photos and videos • Must be socially acceptable – do others talk about it? • Distance isn't an issue, but accessibility is – how easy is it to get there? 	<p>What they want from a Regional/Rural Destination</p> <ul style="list-style-type: none"> • Discover local heritage & traditions • Visit small shops with locally made items • Discover local youth culture and trends • Visit family and friends • Attend markets • Attend festivals • Keen to meet the locals • Appreciate “fireside” moments • Seeking authentic experiences with “Insider” knowledge • Engage & immerse in local culture – sample the food, entertainment etc. <p>Offerings ideally suited for them:</p> <ul style="list-style-type: none"> • Public Art with a local authentic meaning • Heritage & Cultural trails • Cultural festivals & events • Nature based activities that have extended cultural experiences where they could immerse and engage with the experience such as night sky experiences, Aboriginal stories and sites • Outlets selling local goods, art & craft & produce • Develop & package a nature-based group of activities for this market • Develop a Activity based App • Develop #hashtags for social media posting & bragging • Create “Selfie” & Insta-worthy areas and provide ideas in flyer where the best spots are • Develop a “Insta-worthy” experiences Flyer • Connectivity is crucial so ensure all accommodation venues have strong WI-FI & internet connectivity. WI-FI hotspots around the township would also be valuable • Work with the sharing economy for service options • Packaged Deals can place a destination on their radar

Target Audience	Characteristics & Influences	How to reach them	Product Development Considerations
<p>3.2.3b Families</p>  <p>Influenced by accessible locations particularly for short breaks, often only a few hours' drive from home that offer unique experiential & cultural activities</p>	<ul style="list-style-type: none"> Looking for a chance for the family to reconnect, recharge and have a break from normal routine Usually a holiday is often a weekend break or a short break (2 to 4 days) providing an opportunity for families to relax and to open lines of communication between adults and children without time pressures Mother in charge of planning & decision making Families travelling can be blended families and multi-generational Over half of parents want to expose children to new destinations and cultures Today's families enjoy Foodie Finds – farmers markets, picking fruit, visiting animal farms, tasting honey from a honey farm etc. Often holidays & breaks are undertaken for social reasons such as visiting family and friends Road trips provide a perfect opportunity for families to bond as a family unit. Accessible locations particularly for short breaks, often only a few hours' drive from home. This allows freedom and comfort for young families to travel in their own car, for disabled travellers and for older teens who want to travel separately but desire to be part of a “family” holiday 	<ul style="list-style-type: none"> Recommendations from relatives/friends Review sites such as TripAdvisor Lachlan Shire tourism website Local & regional based social media group pages Social Media platforms particularly Facebook, & Instagram Regional Travel guides Regional Travel apps Regional Travel magazines Regional Airline websites & related magazines such as ReX 	<ul style="list-style-type: none"> Create the imagery for “family reconnections”. These are not always overt opportunities sought out by families; rather they can be intangible benefits of a family holiday such as tapping into the emotions of re-connecting. Boost the appeal of road trips via nostalgia imagery to tap into the desire to “re-connect”. Cater to the needs of the entire travel party and that may include kids, teenagers, elderly or disabled family members and the family pets. This means availability of a range of accommodation and dining options, entertainment and activities, technology devices and a Wi-Fi connection at the destination. Develop unique outdoor adventure packages that are child and senior friendly and are filled with local culture & history Work with local farmers and producers to develop family visits & experiences Promote the value of domestic holidays by offering all-inclusive travel packages (e.g. accommodation, meals, and activities). Packages have a strong appeal as they offer ease and convenience, transparency and they also provide a sense of urgency for travel. Motivate families to travel now and to take short breaks during off-peak periods (for example, to attend a major event or a local festival). The need for immediacy and spontaneity is one that only domestic travel can offer.

Target Audience	Characteristics & Influences	How to reach them	Product Development Considerations
<p>3.2.3c Active 55+</p>  <p>Could stay 3 – 7 nights if the destination attributes suits them</p>	<ul style="list-style-type: none"> • Fun & Friendly • Love to travel • Love to feel connected with the world and feel vital • Don't like to be called "senior" or "old" • Could stay 3 – 7 nights in a destination if it suits them • Most travel within the state (most coming from regional NSW & Victoria) • Most book the travel themselves • Most travel by private vehicle • Most travelled as a couple or with friends • Most will stay in a motel/hotel or with family and friends <p>Purpose for Travel</p> <ul style="list-style-type: none"> • Visiting friends & Family • Travel & socialise with friends • To experience something new • Escape routines • Improve quality of life • Rest & Relaxation • Enjoy the outdoors <p>Key Barriers to travel</p> <ul style="list-style-type: none"> • Financial considerations • Health issues • Lack of time • No travel companion • Accessibility to the destination 	<ul style="list-style-type: none"> • Recommendations from relatives/friends • Their own previous/personal experience • Review sites such as TripAdvisor • Travel agencies • Travel related magazines and brochures • Regional newspapers, radio & TV • Senior clubs • Social media is becoming more important • Visitor Information Centres if driving through the area tourism website • Other Visitor Information Centres within their travel route • Local & regional based social media group pages • Social Media platforms particularly Facebook, & Instagram • Airline websites & related magazines such as ReX 	<p>What they want from a Destination</p> <ul style="list-style-type: none"> • Discover local heritage & traditions • Love visiting museums, history & heritage buildings • Enjoy cultural tours and trails • Love natural environment. • Want to experience and explore nature and the opportunity to fish, walk nature tracks & cycling • Love markets - local products & produce & bric-a-bracs • Love shopping and dining • Nostalgic & cultural events & festival • Looking quality services • Good facilities and transport <p>Considerations</p> <ul style="list-style-type: none"> • Development of Shire-wide Heritage/Cultural Trail • Incentives for local residents as accommodation hosts • Development of brochures promoting heritage and cultural experiences • Brochures promoting nature based activities • Review accessibility to current museums, cultural and art centres) • Develop weekend markets within the shire • Work collaboratively with operators to develop packaged offers • Nature based activities that had extended cultural experiences where they could immerse and engage with the experience such as night sky experiences, Aboriginal stories and sites • Events with nostalgic and/or cultural themes • Outlets selling local goods, art & craft & produce • Guided nature tours • Interpretive signage at sites of interest & about the wildlife • Cycling tracks & Bike hire • Review quality of facilities and promote facilities available such as recreation areas, amenities and rest spots

Target Audience	Characteristics & Influences	How to reach them	Product Development Considerations
<p>3.2.3d Women 40+</p>  <p>Love short-breaks with girlfriends or with family & are motivated by cultural and natural experiences & inclusive packages</p> <p>Prime travel decision maker</p>	<ul style="list-style-type: none"> • 80% of travel decisions are made by woman • Live for today spending • Requesting specific experiences • Willing to venture out of "comfort zone" • Good food (healthy) is becoming more important while travelling • Hotel amenities are becoming part of the experience • iPhones are an essential accessory so WIFI is essential in all accommodation venues as well as WIFI hotspots across the destination • Love cultural, adventure & nature trips • Increase in Female-only weekends & short breaks • Through travel women are reconnecting with each other and their families • Love adventure where they can challenge themselves • Keen to go off the beaten track • Are influenced by blending experiences – packaged experience • Warmth & interaction of belonging is important • Will consider other's opinions as a guide to making their own decision <p>Reasons for Travel</p> <ul style="list-style-type: none"> • To Celebrate – milestone birthdays, girls' reunion, job advancement, retirement etc. • To Reflect (often on her own or maybe with a friend) • To Escape – relax & rejuvenate – This could be with family – Recharge batteries • To Learn – love to experience history & heritage, cultural activities, art, cuisines – immersive experiences • Visiting friends & Family • Travel & socialise with friends • To experience something new • Looking for hidden gems • Foodie Finds & Local delights 	<p>Women in this age group love:</p> <ul style="list-style-type: none"> ♥ Virtual tours ♥ Visually emotionally evoking videos (powerful music) ♥ Drone imagery ♥ Video channels ♥ Championing a cause <ul style="list-style-type: none"> • Recommendations from relatives/friends • Their own previous/personal experience • Social media friends & influencers • Review sites such as TripAdvisor • Travel agencies • Travel related magazines and brochures • Regional newspapers, radio & TV • Regional Visitor Information Centres within their travel route • Local & regional based social media group pages • Social Media platforms particularly Facebook, & Instagram • Airline websites & related magazines such as ReX 	<p>Considerations</p> <ul style="list-style-type: none"> • "Ditch the pink" – These women are more interested in the content of the message and the offerings • For the Shire's focus – Focus on the short-break market and have specific campaigns with specific messages such as what to do on week-ends away with the girlfriends • Social media promotional campaigns will be key • Development of Shire-wide Heritage/Cultural Trail • Development of brochures promoting heritage and cultural experiences • Flyers promoting Short-breaks and weekends-away • Development of inclusive packages as a promotional incentive– Work with local businesses • Also look at packages where certain percentage of proceeds go towards a cause • Brochures promoting nature based activities • Review accessibility to current museums, cultural and art centres • Develop weekend markets within the shire • Nature based activities that have extended cultural experiences where they could immerse and engage with the experience such as night sky experiences, Aboriginal stories and sites • Events with nostalgic and/or cultural themes • Outlets selling local goods, art & craft & produce • Guided nature tours • Cycling tracks & Bike hire • Review quality of facilities and promote facilities available such as recreation, amenities and rest spots

3.3 Market Opportunities

3.3.1 Conferences & Business Events (Event Organisers)



The Business Events sector is receiving growing attention across Australia and the world because of its high-yield nature. Business Events delegates consistently outspend the traditional leisure tourist.

As the market increasingly recognises the value of this business, competition increases and marketing is less generic and targets different needs.

Business events are lucrative but they need special attention to secure, deliver and gain repeat business. Initial decision-making on the location of the business event is made by the event client, in some cases on the recommendation of the contracted conference or event organiser or a venue booking agency.

Within the market, there are different types of business events, depending on the style of program and the host client.

Business events include the following:

- Conferences
- Conventions
- Congresses
- Technical/field/study trips
- Satellite meetings - Smaller meetings held pre/post a larger, usually international, convention
- Workshops
- Short courses
- Symposia
- Forums
- Seminars
- Training programs
- Promotions/Product launches
- Marketing and sales meetings
- Information days
- Board meetings
- Annual General - Meetings/Extraordinary General Meetings
- Boot-camps
- **Corporate Retreats**
- Incentives/corporate reward programs
- Exhibitions
- Trade shows
- Special events with business purpose e.g. Awards nights, corporate celebration

RECOMMENDATION: Corporate Retreats would be an ideal event type for the Lachlan Shire to target as it is usually smaller groups that would not have a big demand on accommodation. Corporate retreats usually like to combine the business at hand with packaged tours of attractions & experiences unique to the destination.

The following are the **four key segments** which explain the characteristics of the “hosts” or owners of business events.

Association (Associations can be State, National or International) their core activities include:

- Revenue raising
- Membership contact activities
- Continuing education and/or accreditation programs
- Budgets driven by registration numbers and sponsorship
- Often combined with exhibition or trade show components.

← Caravan Industry Association of Australia (CIAA) & Caravan & Motorhome Club of Australia (CMCA) would be possibilities for Lachlan Shire

Government Meetings

- Policy and process driven
- Fixed budgets and very budget conscious
- Protocol focus
- Perception conscious (less focus on social activities)
But can include 'team building' activities.

← DNSW, Destination Country & Outback, National Parks, RDA-Central West & Central JO are possibilities for Lachlan Shire

Corporate Meetings and Events

- Communicating internally
- Rewarding + recognising staff, suppliers, franchisees
- Boosting team spirit
- Promoting externally
- Reactive to economic conditions
- Fixed delegate numbers
- Fixed budgets.

← Could be instigated/influenced by business travellers that stop in town. Direct marketing to corporates

Entrepreneurial/Commercial

- Gaps in niche markets identified for event opportunities
- Often new market sectors, product promotions
- Commercial owners
- Heavily marketed
- Profit driven
- Anchored to specific destinations
- Potential for joint ventures
- Optional registrations.

← Not a segment for Lachlan Shire at this point

Key Factors in Destination/Site Selection

Key determining factors include:

- Capacity
- Location
- Accessibility
- Availability
- Affordability
- Standard of venues

← To be assessed as part of Capacity Building activities

- Standard of accommodation
- Local infrastructure/Facilities
- Local support
- Safety and security
- Destination appeal

To be assessed as part of Capacity Building activities

The WISH List – Over & Above the Basics

- A demonstrated strong team approach
- A single, experienced point of contact
- Consolidated easy to access information online
- Creative Program Ideas
- Authenticity of local product
- Unique reasons to choose your destination
- Tailored, personalised bids
- Consistent quality standards
- Professional approach and quick responses
- Flexibility
- Suppliers who understand the client's business and event objectives
- Local support if possible, via local subvention (underwriting of writing off certain costs) or access to sponsors.



Delivering on the WISH List will create the WOW Factor

ESSENTIALS FOR DELEGATES

1. Quality program content	72%
2. That you can extend the trip into a holiday	61%
3. A desirable destination	60%
4. Opportunities for professional networking	59%
5. Colleagues/Peers you know are attending	56%
6. Lots of activities at the destination	56%
7. Discounted accommodation around the conference	55%
8. Being able to take family/friends with you	54%
9. Contribution to professional accreditation	53%
10. People have recommended the conference	53%
11. Well-known speakers	49%
12. High-profile delegates	48%



These are the components that delegates consider essential to attendance

When bidding/proposing include suggestions in the bid documents that take these into account

Product Development Considerations

- ⇒ work through the Wish List & Essentials to identify capacity building requirements and relative actions
- ⇒ having a good understanding of the regional industries
- ⇒ consider new avenues, new opportunities, new offers, and ways to leverage existing conference business
- ⇒ Consider industries/organisations within the agri-business
- ⇒ **Work with NSW Chamber of Commerce & Sydney Chamber of Commerce & regional Chambers to source opportunities**
- ⇒ Consider regional/local TAFEs and/or Universities
- ⇒ Develop a database of organisations within the region and broader area
- ⇒ Work collaboratively with local accommodation venues to source opportunities with the business travellers
- ⇒ **Work collaboratively with regional stakeholders to sort out opportunities**
- ⇒ Refer to the NSW Regional Conferencing Toolkit for guidance in the bidding process and presentations/submissions – and ideas!

Potential sources of leads

- ⇒ Local & regional contacts
- ⇒ From media reports on conventions being staged – local, state, national
- ⇒ Previous/current customers
- ⇒ Online RFPs received
- ⇒ Bought lists of contacts
- ⇒ Trade show contacts
- ⇒ Associations lists
- ⇒ PCOs (try Meetings and Events Australia (MEA) Who's Who online (insert website address) or become an MEA member or look at membership of PCOA)
- ⇒ Yellow pages for CTMs, NSW Associations/Societies
- ⇒ Government Departments (national/state/local)
- ⇒ PCO websites for lists of their events
- ⇒ Bureau websites showing any upcoming events with regional potential
- ⇒ Bureau press releases regarding business won
- ⇒ Ambassador Programs (see later)



**KNOWLEDGE IS
POWER
Do the homework!**

3.3.2 Tourism Accessibility for All

3.3.2a Definition

Accessible tourism is the ongoing endeavour to ensure tourist destinations, products and services are accessible to all people, regardless of their physical limitations, disabilities or age. It encompasses publicly and privately owned tourist locations and venues.

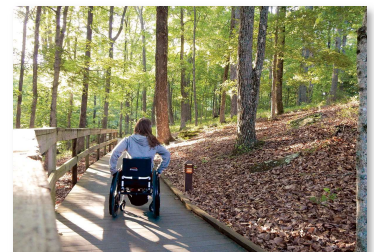


Accessible tourism enables people with access requirements, including mobility, vision, hearing and cognitive dimensions of access, to function independently and with equity and dignity through the delivery of universally designed tourism products, services and environments. This definition is inclusive of all people including those travelling with children in prams, people with disabilities and seniors

3.3.2b The Disability Sector – Market size

With an estimated 20% of Australian adults having a disability or long-term health condition and an ageing population, the disability sector is set to grow. By 2050, it is estimated that nearly one-quarter of the population will be aged 65 or over. In 2015, five million people had long-term health conditions in Australia and this is also predicted to grow. Although the Australian Bureau of Statistics' 2015 Survey of Disability, Ageing and Carers suggests that people over 54 are healthier than previous generational cohorts, the overall growth in the ageing population in both volume and longer life expectancy is expected to lead to greater numbers of travellers who may need extra assistance.

- ❖ 84% of travellers with a disability or their carers have taken an overnight trip that is at least 40 kilometres from home.
- ❖ Approximately three-quarters of those with a disability travel, however more would travel if the products and/or technologies existed to enable/support their travel.
- ❖ An estimate of the size of the current accessible tourism sector for overnight and/or day trip travel is around 1.3 million individuals, or 7% of the total Australian adult population. However, many people with a disability travel with others, especially when they need to travel with a carer, a multiplier of 2.45 (overnight) or 2.62 (day trips) needs to be applied.
- ❖ 14% of the Australian population (an estimated 3.4 million people) has need of accessible tourism experiences and services for an overnight and/or day trip.
- ❖ There is a myth that the inclusive tourism market doesn't spend because of economic circumstance. That is false as it is a significant proportion of each travel market segment. They travel on a level comparable with the general population for domestic overnight and day trips
- ❖ According to Tourism Research Australia, an estimate of annual expenditure by tourists with a disability (both overnight and day) would be around \$3.2 billion annually (of which \$2.7 billion is overnight spend and \$546 million is day trip spend). The multiplier of those travelling with a person with a disability means the true value of the sector could be as high as \$8.0 billion.










- ❖ On average, people with disability spent more on day trips than people without disability, \$111 compared with \$106
- ❖ People with a disability spent on average \$615 on overnight trips compared with \$677 for people without a disability
- ❖ People with a disability took around 9 million day trips, which accounted for 21 per cent of all day trips
- ❖ Although people with a disability generally have lower incomes than the average for the population as a whole, not all need to be considered as low income. More than one-quarter of those who identified as having a disability were in the top two income categories (i.e. disposable income above \$900 per week)

3.3.2c What we need to know and understand about the accessible tourism market

Many people with a disability may face multiple challenges with a high overlap between mental, cognitive and physical conditions. For example, 24% of people with a mobility issue requiring a wheelchair or scooter also had difficulty with memory, learning or understanding, while 13% had difficulty hearing.

Nature of disability faced includes:

-  Mobility (difficulty moving more than a short distance)
-  Mental health condition
-  Mobility (wheelchair)
-  Noise intolerance
-  Cognitive
-  Visual
-  Hearing
- ooo Other



- ❖ Conditions range from requiring very high levels of support to 'hidden disabilities' that require support in less obvious ways.
- ❖ Mobility issues were the most common type of disability identified in this study, with 55% reporting difficulty with mobility in some way.

- ❖ There is substantial opportunity to better utilise existing assets to meet the needs of those with mobility issues (e.g. hotel rooms could have more categories beyond the standard 'fully accessible'). Within this diverse sector, there are also many opportunities to meet the needs of specific groups. For example, Wi-Fi is vital to those travelling with children with Autism Spectrum Disorder to an even greater extent than for most travellers, as interacting with phones and tablets is an important tool in helping to manage a change in environment using entertainment.
- ❖ Short (single night trips or day trips) and/or local trips (within 40 kilometres of home) are major growth opportunities, potentially because it's easier to get there, less planning is required, and/or more is known about the area (and therefore less information searching is needed). This could also be an opportunity for those who find travel 'so stressful it's not worth it' or 'just too hard' (23% and 22%, respectively).
- ❖ Intrastate travel forms a significant part of the accessible tourism market and provides a cost effective local option that might be easier to navigate, given the level of organisation that some disabilities require prior to a trip.
- ❖ Day trips to iconic locations close to home would be particularly engaging for those with very high support needs.
- ❖ In common with Australians in the general population, most travel by people with disabilities and their carers is for leisure (travel for holiday, and to visit friends and relatives (VFR) combined), with holiday being the largest motivator. VFR hosts are a key conduit for information about what to do in the destination.
- ❖ Importantly, research revealed that knowing the layout of the VFR accommodation helped with planning the travel, and resulted in a less stressful trip. This highlights that accommodation providers could be offering more information on their website that shows layout and helps the traveller determine if this is suitable for them and/or the best accommodation options for their needs.
- ❖ Travellers with a disability share many characteristics with the broader traveller population. Many of the key tools they used in the travel decision-making were the same. Internet search was the number one tool used by travellers with and without a disability when purchasing travel services, with word-of-mouth second. Building trust and reputation in this sector could use the same approaches, if not exactly the same content, as any other sector.
- ❖ Reconnection and unwinding are core needs for all Australian travellers, and this is just as true for travellers with a disability. Approximately 40% of travellers with a disability sought to meet those needs through either more active, or more emotionally and/or intellectually stimulating experiences.
- ❖ Although travellers with a disability did slightly fewer activities, many of the experiences they participated in matched those of the broader traveller population: eating out, visits to the beach, and nature and cultural experiences.
- ❖ Overall, they tended to stay in the same types of accommodation and visit the same destinations as the broader population.

3.3.2d Specific needs in improving travel

Despite the similarities to the general population, there were some important differences and specific needs. Travellers with disabilities had a strong tendency to manage the stresses and uncertainties of travel by returning to destinations they knew well. Consequently, they appeared to have a higher incidence of repeat visitation and were loyal customers.

Top 5 priorities for improving travel includes:

- Deals and offers for those travelling with a carer
- More information for accessible/inclusive travel on review sites
- Accreditation or recognition of businesses that do a great job for travellers with disabilities
- Specialist planning tools so they could map out their entire journey
- Dedicated review sites or information for specific disabilities



INFORMATION

Travellers with a disability need more support in planning their experiences if they are to travel as much as they wish to, and for it to be an enjoyable experience, rather than a stressful one. Overall, more detail in the information that is currently provided was the highest priority for travellers with a disability, particularly for those with limited mobility. While this primarily related to digital sources such as websites and review sites, it could also refer to information anywhere travellers look including in destination (e.g. on tours).



They need information that is:

- **Related to their disability**
- **Easy to find and absorb**– this specifically relates to accessible tourism information which is often not prominently displayed and is often very complex
- **Well structured**
- **Relatable** – when choosing accommodation, attractions or experiences, including a range of images that cover a breadth of disabilities would help the potential traveller feel they were choosing an option that they can be a part of

PLANNING

- Not knowing what to expect¹ was a barrier to travel, highlighting the benefit of more and/or more detailed information being available for trip planning.
- They need more expert advice at the planning stage if they are to convert to visitation. Disability forums, peak bodies for their disability, specialist travel agents are all used at the active planning stage.
- There was a preference for personal contact to answer specific queries (although this could increasingly be handled via BOTs - computer programs designed to simulate conversation with human users, especially over the Internet). Specifically, the research highlighted a strong preference to connect with a business or destination personally, either by phone or email.
- Traditional travel agents with a strong service ethic could also be important in driving conversion, particularly for older travellers and those who have lower support needs.

- Many clients had low expectations, so this advice could expand their interest and create demand for new products. Travellers with a disability find it hard to be inspired when they don't know what is possible

SERVICE

- There were still many challenges with regard to the attitudes and understanding from both tourism and hospitality staff and those of the public towards travellers with a disability. This was especially a challenge for younger travellers with a disability, and for those with 'hidden disabilities' who required support in less obvious ways. Conversely, quality of service by staff was a key driver for recommendation across all travel categories.
- Cost was very important for many travellers with a disability, as many need to travel with a carer which makes costs higher. Assistance with these costs (including potentially via the National Disability Insurance Scheme) or via special deals for those with a carer, would assist with removing barriers to more travel.

FACILITIES & INFRASTRUCTURE

The Top 10 Priorities the research identified are:

- ❖ Better Training
- ❖ More practical information about location of toilets and facilities
- ❖ More lifts available
- ❖ Better promotion of options available of facilities
- ❖ More toilets/accessible toilets
- ❖ More prominent information on availability of facilities and infrastructure on tourism websites
- ❖ Better public transport access
- ❖ Better access at airports
- ❖ Broader range of accessible accommodation



More toilets and accessible toilets and more information on toilets and facilities is a top priority

3.3.2e Considerations/Opportunities for the Lachlan Shire

Accessible tourism is the ongoing endeavour to ensure tourist destinations, products and services are accessible to all people, regardless of their physical limitations, disabilities or age.

As well as a social responsibility, there is a compelling business case for making Lachlan Shire's tourism sector more accessible to all.

Accessible tourism benefits everyone. More people enjoy the opportunity to travel, and the potential of the Shire attracting more visitors, longer seasons and new incomes. Research indicated that this market is very loyal to destinations and operators who are considerate to their need. The community as a whole benefits from new job opportunities, more tax revenue and an accessible environment for locals and visitors.

When you take into consideration the aging population and that one in 5 people has a disability of which nearly 90% take a holiday each year and also parents travelling with children in prams, the potential benefits to the Shire are substantial.

The Lachlan Shire has an opportunity to take leadership within the region and being known as an Accessible destination.

PROPOSED ACTIONS

The following are some **proposed actions** that the Council can consider as part of their market development activities in order to become an accessible tourism destination



- ✓ Address barriers for people with disability, their families and carers by employing and promoting the principles of 'universal design' to council sponsored projects (where possible). For example this may include removing barriers relating to mobility, sensory impairment or cognitive impairment. This will require collaborative communication across Council departments
- ✓ Conduct an audit of Council buildings across the Shire to determine accessibility levels. Self-assessment audit templates are available from various government agency websites
- ✓ Promote and facilitate the participation of people with disability, their families and carers in the social, cultural, recreational and sporting life of the community
- ✓ Work with tourism service providers to develop special deals and packages and look at ways at making their businesses more accessible to all
- ✓ Promote, facilitate and encourage communication and information systems that are accessible, reliable and responsive to the needs of people with disability, their families and cares
- ✓ Promote or facilitate successful partnerships between government and/or business and/ or community that achieve improved access and inclusion of people with disability in any sphere or capacity.
- ✓ Work with people within the community who have a disability and give them a voice and the capacity to influence the design of services, programmes and infrastructure that impact their lives while supporting the goal of making the shire an accessible-friendly tourism destination
- ✓ Develop programs and strategies that support:
 - Greater access to mainstream services and support
 - Improved access to the physical and built environment
 - Improved access to technology
 - Improved access to social and cultural activities
 - Improved access to arts, sports and recreational facilities and activities



3.4 Market Positioning & Branding

Positioning creates the definition and expresses the feeling of the Shire's tourism strategy, conveying the Shire's tourism promise, uniqueness and relevance in reference to its tourism offerings. Positioning defines how we want our markets to view and perceive our offerings relative to competitive offerings – in this case those of the neighbouring LGAs.



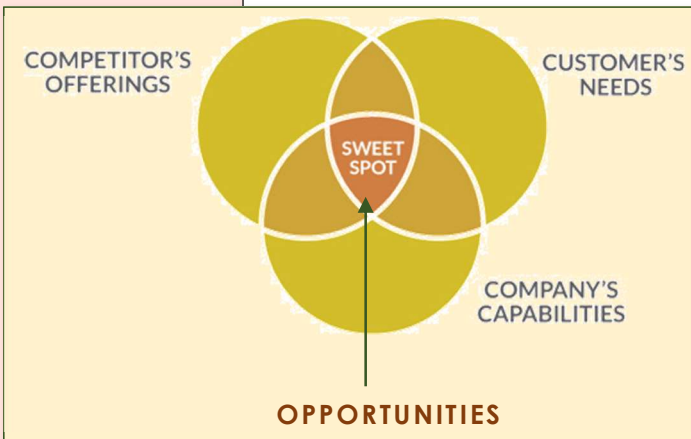
Branding is the way those positioning messages are expressed and articulated to our markets by way of words, design, imagery, look, colour, sound and tone. All the branding elements should work together to consistently convey our tourism positioning sentiments and how we want to be perceived in the marketplace as a tourism brand and destination.

3.4.1 Market Positioning Elements


Positioning Element	Purposeful Question	Response
Identifying Market Needs	<p>What are the core needs of the market?</p> <p><i>(based on market research and the key target market characteristics identified)</i></p>	<ul style="list-style-type: none"> ➤ Escape from stresses of life ➤ Quiet spaces - tranquillity ➤ Experience nature & wildlife ➤ Rest, relax & rejuvenate ➤ Immerse in and experience the local culture – learn something ➤ Feel connected – with nature, with self, with family ➤ Relaxing recreational activities connected to nature
Core Offerings	<p>What core offering do we have to fulfil/meet market needs and desires?</p> <p><i>These will be essential in marketing communications</i></p>	<ul style="list-style-type: none"> ➤ Bush environment & bush culture ➤ Lachlan River & river experiences ➤ Lake Cargelligo and lake experiences ➤ Gum Bend Lake & lake experiences ➤ Exceptional birdlife & birdwatching experiences ➤ Clear night skies & spectacular sunsets/sunrises ➤ Aboriginal culture & heritage sites ➤ Geographical Centre of NSW marker ➤ Cultural attractions & events
Core Points of Difference	<p>What do we offer that's different and/or makes us different from "competitive" offerings? What would make a prospective visitor choose us over another destination?</p>	<ul style="list-style-type: none"> ➤ The unique combination of bush, river and lakes at the one destination - Perfect environment for relaxing, rejuvenating and reconnecting with yourself, with nature & with family and provides a variety of nature-rich experiences
Extended Value	<p>What additional unique or interesting attractions/ experiences can we offer that adds extra value to our comparable appeal?</p>	<ul style="list-style-type: none"> ➤ The unique natural environment attracts the best birdlife in the region ➤ Our unique "Utes in the Paddock" bush art exhibition is the only one of its kind ➤ A rich Aboriginal culture & heritage sites
Positioning Statement	<p>How do we want to be perceived by our market, what market need are we addressing and what benefit will they receive?</p> <p><i>This is for internal use to act as a reminder and guide for branding elements and marketing communications</i></p>	<p>"If you want to escape the rut and stresses of life, the Lachlan Shire delivers nature-rich experiences with its unique combination of bush, lakes, river and exceptional birdlife. The addition of special cultural & heritage attributes makes the Lachlan Shire the ideal destination to unwind, reconnect with yourself, with nature and with family and rejuvenate the body, mind and soul"</p>

Positioning Element	Purposeful Question	Response
Promise/Benefit Statement	How will our offerings and points of difference benefit our market/visitor?	“By immersing yourself in the wonders of our unique natural environment nature and culture in one destination. Feel yourself unwinding, and reconnecting with yourself, with nature and with those you love. The memorable experience will rejuvenate your body, mind and soul.” Be still or be a little active.

3.4.2 Branding Elements & Recommendations

Branding Element	Intention	Approach
Brand Positioning	<p>To design and express the Shire's unique tourism offerings and image in such a way that it occupies a distinctive place in the mind of our market & prospective visitors</p> 	<ul style="list-style-type: none"> ➤ Understand what the market wants/desires ➤ Understand what our unique offerings are ➤ Understand how it will benefit the market ➤ Through our market positioning process in section 3.4.1 we identified our unique points of difference and how this will benefit the visitor. From there we established an internal positioning statement as a guide ➤ This positioning needs to be consistently reflected in all the shire's tourism collateral, marketing and communications in order to establish a distinct place in a prospective visitors' mind in order to influence their decision in choosing to visit the Lachlan Shire over other destinations. ➤ The positioning then needs to be reinforced & strengthened during the visitors' stay and experience with the Shire as a tourist destination in order to satisfactorily meet the visitor's expectation of the perceived offering and promise... This will define their perceived value and image of the Lachlan Shire as a destination
Brand Promise & Proof	<p>To ensure the promise made to our prospective visitors – that is the benefits they can expect to receive, is realised each time they visit the Lachlan Shire.</p> <p>Our promise should be an extension of our positioning – the tangible benefits that makes the visitors' experience desirable.</p>	<p>Through our market positioning process in section 3.4.1 we identified the benefits and our promise to be:</p> <ul style="list-style-type: none"> ➤ The unique combination of bush, river and lakes at the one destination ➤ Provides a variety of nature-rich experiences including exceptional birdlife ➤ Also provides cultural experiences such as unique public art (Utes in the Paddock) and Aboriginal cultural experiences ➤ You can be still or be a little active, the choice is yours


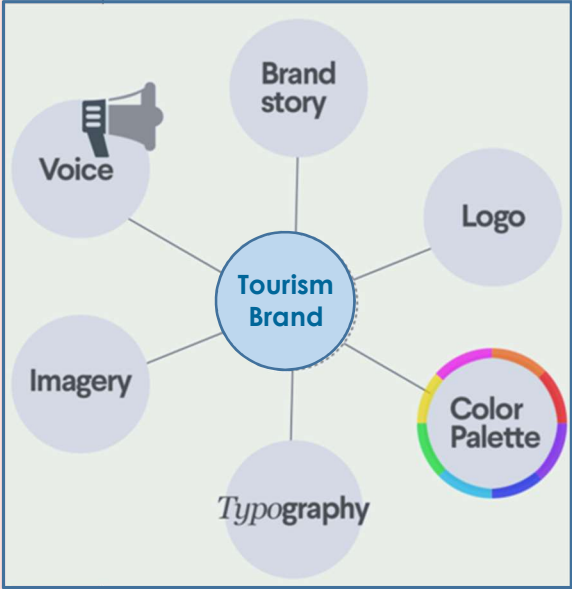
Branding Element	Intention	Approach
	<p>The more we can deliver on the promise consistently, the stronger the value and credibility of Lachlan Shire who delivers on their promise and what they say.</p>	<p>➤ Perfect environment for relaxing, reconnecting with yourself, with nature & with family - rejuvenating the body, mind and soul</p> <p>These benefits (Promise) are fundamental to our marketing & promotional communications being our key selling proposition.</p> <p>The communications should be compelling but aligned with what can be realistically and authentically delivered.</p>
<p>Brand Experience & Image Credibility</p>	<p>To create a consistent positive perception about the Lachlan Shire in the minds of the visitor at every visitor touch point and interaction with the Lachlan Shire.</p> <p>This strategy helps convert brand awareness to visitor satisfaction, brand loyalty and build the image credibility of the Lachlan Shire as a preferred destination to visit and revisit</p>	<p>➤ For this strategy to be successful, It will be essential to map the visitor touch points from the brand awareness marketing communications influencing prospective visitors right through to the post visit touch points that influence brand loyalty</p> <p>Visitor touch points need to include the following:</p> <p>Pre Visit: Influencers such as such as marketing & promotional collateral, advertising and promotions across all mediums use</p> <p>During Visit: Touch point influencers such as the natural environment, visitor information centre staff, experiences, events and attractions, accommodation, dining/food , shopping/retail, facilities, maps, guides, flyers the local people</p> <p>Post Visit: Satisfaction surveys, Incentives and platforms to share experiences, incentives to revisit</p> <p>In building a positive brand image we need to ensure that each of the following key influential image factors are consistently aligned with our brand values & character/personality:</p>



Branding Element	Intention	Approach
<p>Brand Experience & Image Credibility</p>	 <p>A consistently positive brand image will instil market trust in the Lachlan Shire and build the credibility of the Shire as a tourist destination. It will also deliver on high visitor satisfaction and ultimate loyalty and repeat visitation</p>	<p>Marketing Communications</p> <ul style="list-style-type: none"> ★ Alignment with brand values & positioning – Promise aligns with reality... Overpromising will have a negative impact on image credibility <p>Visitor Experiences</p> <ul style="list-style-type: none"> ★ Delivering experiences based on market/visitor desires. Unforgettable, Beyond Expectations, positive word of mouth & reviews <p>Service Performance</p> <ul style="list-style-type: none"> ★ Excellence in visitor services <p>Products/Service Value</p> <p>Fulfilment of visitor wants, needs and expectations</p> <p>People: Tourism Staff/Volunteers & Operators</p> <ul style="list-style-type: none"> ★ Appearance, attitude, knowledge, cooperation, empathy <p>Community Values</p> <ul style="list-style-type: none"> ★ Integrity, culture, social responsibility, community pride, welcoming, friendly <p>Value-Added Factors:</p> <ul style="list-style-type: none"> ★ Extended experiences and services and all the little unexpected things that give visitors an unforgettable experience
<p>Brand Personality</p>	<p>To assign human characteristics and traits that best reflect and describe the Lachlan Shire, its community, environment, culture and its tourism offerings.</p> <p>Identifying human personality traits can help crystallise the experience we want to deliver. Human personality traits are a powerful element that can help win the mindshare we want to own in the marketplace (to be known for that certain something).</p> <p>The intention is to use our brand personality traits as a check-and-balance mechanism for our campaign creative, marketing and messaging.</p>	<ul style="list-style-type: none"> • Adopt positive words & statements that we would want visitors to use to express their thoughts about the Lachlan Shire visitors use to express their feelings about the Lachlan Shire: <ul style="list-style-type: none"> ✓ Friendly ✓ Down-to-earth ✓ Authentic ✓ Welcoming ✓ Warm ✓ Relaxed ✓ Nature-loving ✓ “A place where you can kick back & relax” • Use these descriptive statements in our communications to help reinforce our positioning and promise


Branding Element	Intention	Approach
<p>Brand Values</p>	<p>To define and act on our values and what we stand for as a tourism brand and destination.</p> <p>This helps our market and visitors to connect with us which in turn builds a sense of trust, comfort & security with our brand.</p>	<ul style="list-style-type: none"> ➤ Our brand values have to be realistic and able to be believed and “delivered” by the community ➤ Brand values have to reflect the community’s sense of place which can then be transferable into marketing messages that will influence visitors to connect with us and help build a positive image of who we are and what we offer ➤ Build on the positive values that Lachlan Shire is already known for ➤ Develop values that can easily be complimentary to current values and is inclusive of all visitors <p>Suggested Tourism Brand Values:</p> <p>Pride: We take pride in our natural environment, our heritage and culture and what it has to offer visitors</p> <p>Respectful of our Visitors: We believe that all visitors are treated with respect regardless of origin, age, gender and circumstances.</p> <p>Access for all: We believe that all visitors are entitled to access all our shire has to offer and access our attractions, experiences, events and services</p> <p>Embracing our natural environment: We have a natural environment where visitors can escape from the stresses of everyday life: We offer experiences that will help our visitors relax, rejuvenate and reconnect with nature, culture, themselves and those they love</p> <p>Sharing of our culture & heritage: We have a rich culture which we embrace and we love to share our stories, heritage sites and cultural attractions with our visitors</p> <p>Authentic: We are authentic and down-to-earth and offer our visitors experiences that are true to who we are and what we enjoy</p> <p>Learning from our visitors: We strive to learn from our visitors and to better understand their wants and needs and strive to make our visitors’ experience the best that it can be</p> <p>Resilience: Regardless of our challenges we have a core belief in ourselves and our ability to support each other and create a welcoming place for our visitors</p>



Tourism Brand Values based on these core elements

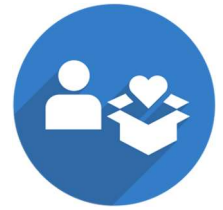
Branding Element	Intention	Approach																				
<p>Brand Style</p> 	<p>To develop a brand style that reflects the Lachlan Shire's tourism market positioning, personality, message and image we want our market to perceive and feel about who we are and what we offer.</p> <p>The intention is to have a consistent style across all our marketing and communication mediums</p> <p>Brand Style Elements</p>  <p>Colour Palette Options</p> <table border="1" data-bbox="236 1453 1474 1993"> <thead> <tr> <th>RED</th> <th>ORANGE</th> <th>YELLOW</th> <th>GREEN</th> <th>BLUE</th> </tr> </thead> <tbody> <tr> <td>Power Excitement Strength Power Passion Energy</td> <td>Confidence Warmth Innovation, Friendliness Energy Bravery</td> <td>Optimism Warmth Happiness Creativity Friendliness</td> <td>Health Hope Nature Growth Freshness Prosperity</td> <td>Trust Loyalty Dependability Logic Serenity Security</td> </tr> <tr> <th>PURPLE</th> <th>PINK</th> <th>BROWN</th> <th>BLACK</th> <th>WHITE</th> </tr> <tr> <td>Wisdom Luxury Wealth Spirituality Sophistication Royalty</td> <td>Imaginative Passionate Transformation Balance Creativity</td> <td>Serious Earthiness Reliability Authenticity Warmth Support</td> <td>Sophistication Security Power Authority Substance</td> <td>Cleanness Clarity Purity Simplicity Freshness</td> </tr> </tbody> </table>	RED	ORANGE	YELLOW	GREEN	BLUE	Power Excitement Strength Power Passion Energy	Confidence Warmth Innovation, Friendliness Energy Bravery	Optimism Warmth Happiness Creativity Friendliness	Health Hope Nature Growth Freshness Prosperity	Trust Loyalty Dependability Logic Serenity Security	PURPLE	PINK	BROWN	BLACK	WHITE	Wisdom Luxury Wealth Spirituality Sophistication Royalty	Imaginative Passionate Transformation Balance Creativity	Serious Earthiness Reliability Authenticity Warmth Support	Sophistication Security Power Authority Substance	Cleanness Clarity Purity Simplicity Freshness	<p>➔ Once all the style elements have been established, a Style Guide should be developed for the development of tourism related collateral, brochures, advertisements, flyers, posters, signage etc.</p> <p>Brand Story: This should be a consistent wording of our positioning – our core & unique offerings, a sense of our personality, values and what visitors can expect (benefits)</p> <p>Logo: The logo should graphically encapsulate our unique positioning, personality and entity. (see suggestions below)</p> <p>Colour Palette: Should reflect our personality, our core values and also an opportunity to give a sense/impression of our natural environment which is at the core of our tourism offerings.</p> <p>Recommended colours for the tourism brand style and logo that align with positioning</p> <p>Taking into account our market positioning, our personality traits, our natural offerings and using the Colour Guide below, the following colours (all or a combination are suggested):</p> <p>Green – to represent our natural environment & offerings</p> <p>Blue – to represent serenity & tranquillity</p> <p>Reddy brown – to represent the land, culture & heritage and the heart of NSW (passion)</p>
RED	ORANGE	YELLOW	GREEN	BLUE																		
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Branding Element	Intention	Approach
Brand Imagery	<p>To use powerful images to enhance the Lachlan Shire's market positioning and give proof and credence to our promise.</p> <p>To use the images to convey an emotion in the prospective visitor and positively influence their feelings and thoughts about the destination and influence their decision to visit</p>	<ul style="list-style-type: none"> ➤ Use high powerful imagery depicting visitors enjoying the natural environment including the river, the lakes and the bush as well as enjoying/engaging in cultural experiences, attractions and events ➤ Please refer to the List of photos of Visitor Experiences suggested for the Tourism Photo Gallery
<p>Tourism Brand Name with Slogan working together</p> 	<p>The Brand Name needs to sell the destination and location</p> <p>Since "Heart of NSW" is in most current branding, the intention at this point is to keep it but adopt the market positioning elements. However, Option 4 takes in a fresh approach aligned with marketing research findings</p> <p>The intention of the Slogan is to encapsulate the destination's key selling points and promise</p>	<p style="text-align: center;">Option 1.</p> <p style="text-align: center;">Escape to Lachlan Shire The Heart of NSW</p> <p style="text-align: center;">Option 2</p> <p style="text-align: center;">Escape to the Heart of NSW Experience the wonders of Lachlan Shire in nature & culture</p> <p style="text-align: center;">Option 3.</p> <p style="text-align: center;">Escape to Lachlan Shire The essence of nature & culture</p> <p style="text-align: center;">Option 4.</p> <p style="text-align: center;">Escape to Lachlan Shire and immerse yourself in the wonders of nature & culture</p> <p style="text-align: center;">Recommendations:</p> <p>Option 2 if we want to keep "Heart of NSW" in the branding</p> <p>Option 3 or 4 If we want a fresh approach. They both take in all the touch points outlined in the Market Research & market positioning.</p> <p>Option 4 sells the destination, the promise/benefits the best and is more emotive</p>
<p>Logo</p> 	<p>To capture the sense of the selling points of the destination and its personality in a visual graphic format</p>	<p>Recommendations:</p> <ul style="list-style-type: none"> ➤ A round logo to align with corporate logo and round is flexible and transportable for marketing and advertising creative ➤ Contemporary in style but should capture the personality of the destination and what the destination is offering – refer to colour recommendations and name & slogan ➤ Should be designed in various formats for use across all mediums ➤ Colours as per the recommendations

Branding Element	Intention	Approach
<p>Brand Supporting Messages</p> 	<p>The intention is to use these positioning messages as a guide when developing and writing content</p> <p>It helps to reinforce who we are as a destination, our personality and our unique/special offerings</p> <p>Helps to Build brand Image and credibility</p>	<p>Recommended Positioning Messages for marketing & communications content development</p> <p>Destination: (Recommended) Escape to the heart of NSW <i>Experience the wonders of Lachlan Shire in nature & culture</i></p> <p>Experiences:</p> <ul style="list-style-type: none"> ★ Escape ★ Rejuvenate ★ Immerse ★ Engage ★ Celebrate ★ Learn <p>Attractions:</p> <ul style="list-style-type: none"> ★ Wonders of nature & bush ★ Unlimited Horizons ★ Culturally significant ★ Our Heritage <p>Happenings/Activities/Events:</p> <ul style="list-style-type: none"> ★ Celebrating nature ★ Celebrating culture on country ★ Celebrating our heritage & culture <p>Personality</p> <ul style="list-style-type: none"> ★ Warm & Welcoming ★ Inclusive & embracing ★ The essence of bush, nature and a rich culture

3.5 Developing & Delivering On Visitor Experiences

3.5.1 Experience Development



What persuades a particular visitor to visit/holiday in a specific destination is their ability to engage in unforgettable and inspiring experiences that touch them in an emotional way and connect them with special places, people and cultures.

Experiential travel is about widening horizons for both the tourism operator and the tourist. It involves taking a basic product or service and transforming it into a compelling and engaging experience. In an era where global travel is readily available, destinations can no longer compete on a simple product-versus-price basis.

Experience development is a creative opportunity that speaks to both first-time visitors and repeat visitors but does not necessarily need to be elaborate or costly. At the core of developing an experience it's about **delivering memorable moments**.

What is an “Experience”?

An 'experience' is the emotional feeling or personal achievement your visitor gains from a combination of activities, locations and personal interactions in which they participate when they visit your destination.

Think unique, unexpected and exotic things that your guests cannot do anywhere else in the world, or that you can do better than anyone else. It's about delivering the kinds of surprises they will post on Facebook or tweet about immediately and still be talking about at parties and social gatherings for months or even years later.

What is the visitor/traveller seeking from an Experience”?

The experiential traveller/visitor wants to venture beyond the beaten tourist path and dive deeper into authentic local experiences, connecting with people from other cultures in ways that enrich their lives and create lasting memories.

They are travellers looking for 'experiences' that connect them with the essence of a place and its people. For them, simply seeing the sights is no longer enough.

Examples of immersive cultural experiences



Key Aspirations visitors seek from an Experience

Key aspirations include:

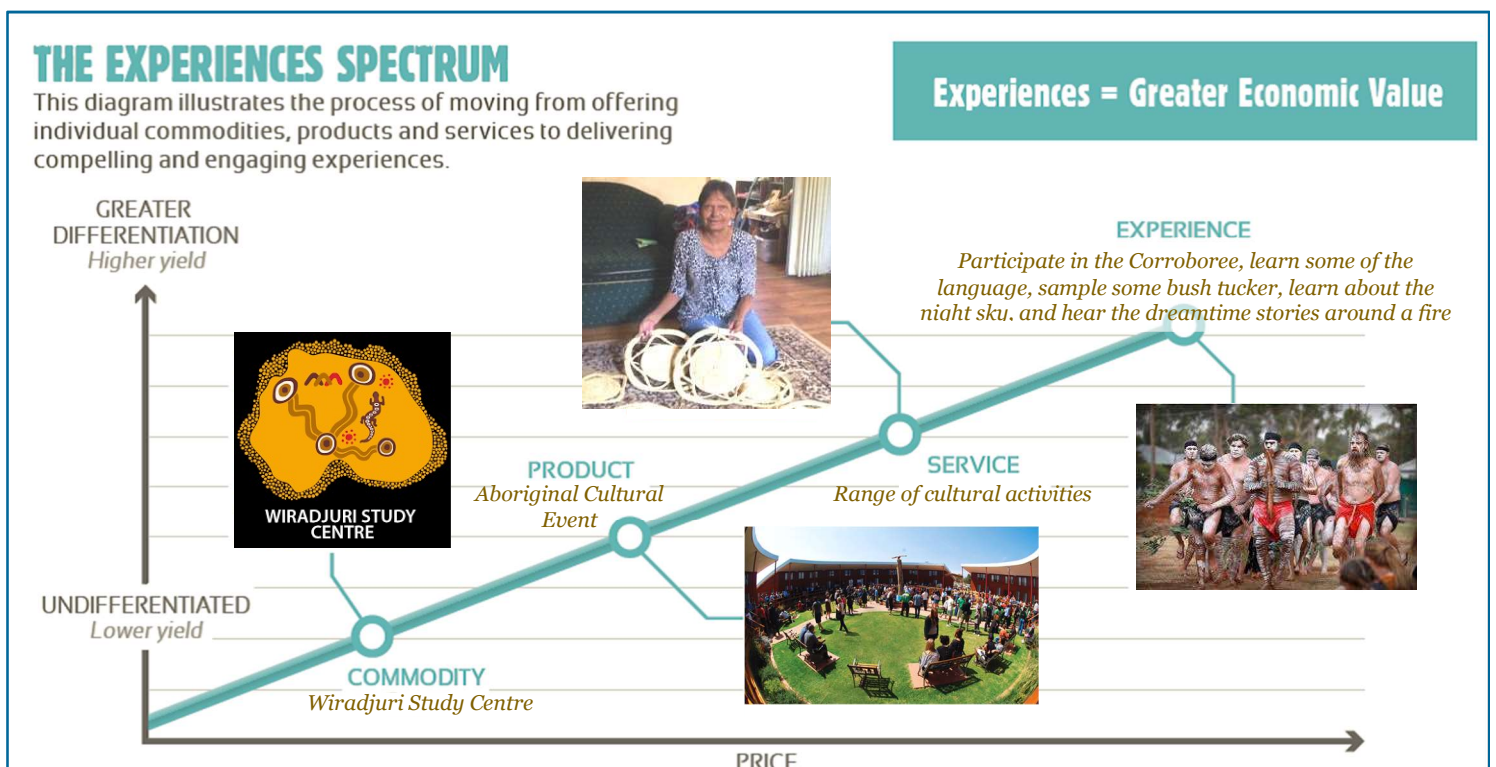
- ❖ Authentic personal experiences
- ❖ Social interactions, including meeting and engaging with the locals
- ❖ Experiencing something different from their normal day-to-day life
- ❖ Understanding and learning about different lifestyles and cultures
- ❖ Participating in the local lifestyle and experiencing it, rather than observing it
- ❖ Challenging themselves – physically, emotionally and/or mentally
- ❖ Visiting authentic destinations that are not necessarily part of the usual tourist route
- ❖ Exposure to unique and compelling experiences, in particular, nature-oriented experiences

Moving from products to Experiences

To establish a valued tourist destination, we will need to move from just selling a tourism product (e.g. an event, tours) to delivering a genuine tourism experience (encounter). This can only be achieved through having a great commodity/asset (e.g. the Lachlan River, Lake Cargelligo, Wiradjuri Centre, etc.) combined with exceptional products and service. **Visitors looking for a memorable experience are prepared to pay a premium. Experiences can be low-cost because they do not necessarily involve large capital investment or infrastructure upgrades**

A truly memorable experience combines these essential foundation steps and adds that unique touch that will deliver on the promise that the market is seeking. The following **experience spectrum** can be used to effectively define the product, service and the memorable experience.

The example below uses the Wiradjuri Study Centre as the Commodity/Asset

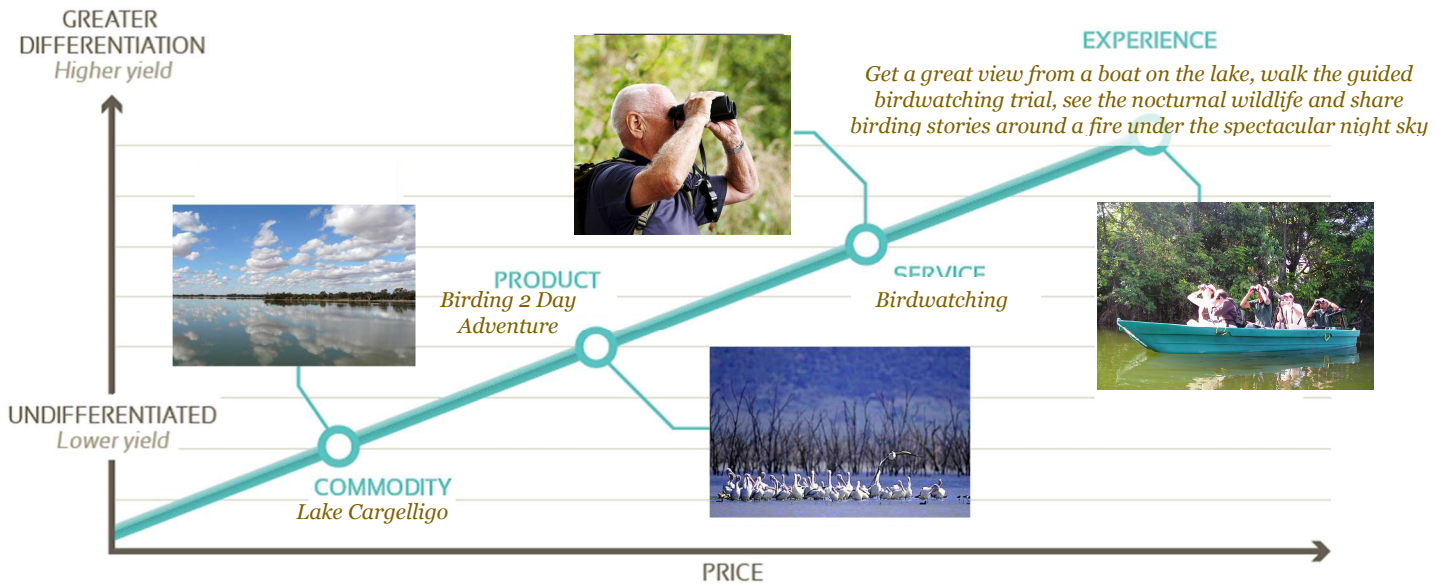


The example below uses *Lake Cargelligo* as the Commodity/Asset

THE EXPERIENCES SPECTRUM

This diagram illustrates the process of moving from offering individual commodities, products and services to delivering compelling and engaging experiences.

Experiences = Greater Economic Value

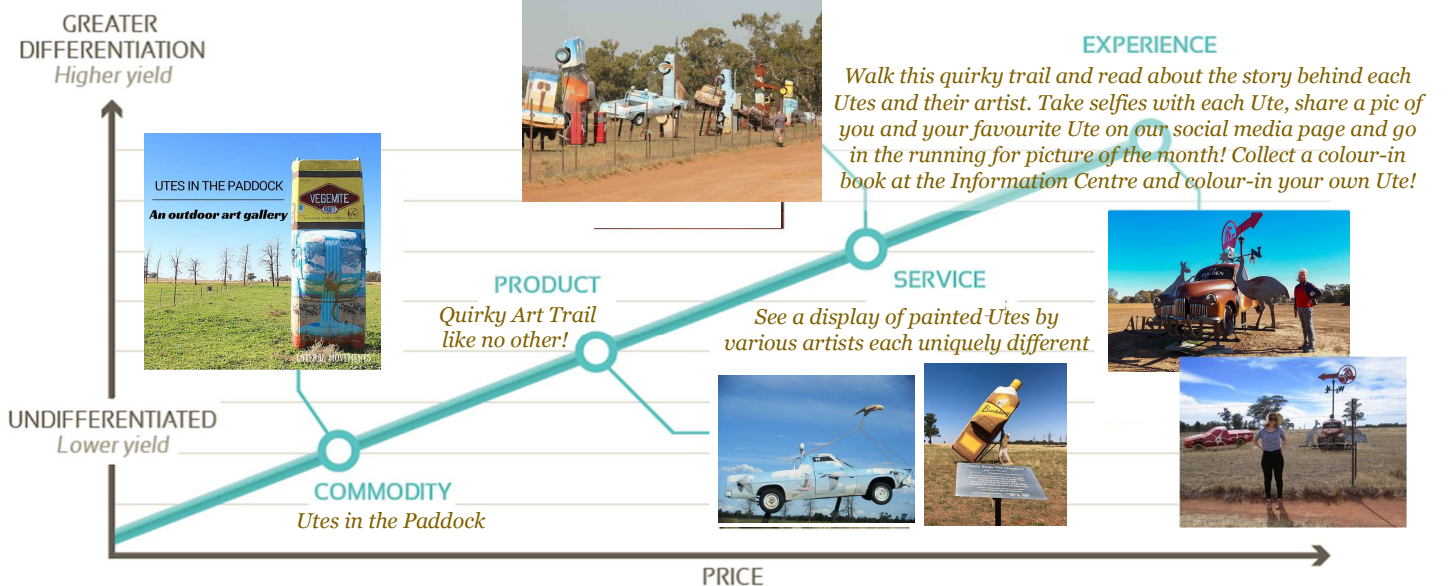


The example below uses the *Utes in the Paddock* as the Commodity/Asset

THE EXPERIENCES SPECTRUM

This diagram illustrates the process of moving from offering individual commodities, products and services to delivering compelling and engaging experiences.

Experiences = Greater Economic Value



Hero & Signature Experiences

The Lachlan Shire's **Hero Experiences** should be the 'essence' of the Shire as a destination and should be:

- ★ Iconic experiences that provide the Lachlan Shire with a real advantage over other destinations
- ★ Experiences that focus on what is truly unique or memorable or engaging about Lachlan Shire and/or the specific destinations within the Shire
- ★ Experiences which meet the needs of our target markets

Focussing on a destination's hero experiences provides an opportunity to:

- ★ Respond to the demands of our market and visitors
- ★ Gain a competitive advantage over surrounding and regional destinations
- ★ Focus the efforts of tourism stakeholders and create partnerships

Our **Signature Experiences** (just like personal signatures should define what is unique and different about our offerings, something we do especially well, distinguishes us from other products, and makes us stand out in people's minds. It is consistent with our brand and the image we want to project, and it encompasses our commitment and promise to our visitors. **A signature event can be unique to a destination within the Shire and become one the Shire's Hero Experiences.**

Tips & Questions for developing Lachlan Shire's Hero & Signature Experiences

The following tips can be used through the thought process when identifying and developing the Shire's hero and signature experiences – and also when enhancing current events and experiences that have the potential to become signature experiences

1. Only in our destination

- Nowhere else in the region/state/nationally
- No one does it better
- If travellers want to have this experience, our destination is the best place region/state/nationally for it
- This experience makes our destination truly unique stage and puts us on the map
- Attract visitors on its own merits
- Contributing factors could include a unique setting, unique wildlife, local customs, local culture



2. An inspirational Story & visitor engagement

Does the experience:

- Feature an inspirational story or theme?
- Tell the story of local characters, customs and culture, or flora and fauna?
- Provide the visitor with an opportunity to interact, participate and learn?



STORY

3. The customer in the “lead role”

- Would travellers from all over the region/state/country want to come to our destination to be part of this experience?
- Is it be a 'must-do' draw card that will excite and attract our target audience/s?
- Will the experience exceed our visitors' expectations?



4. Sensory - Touch, smell, taste, sight, sound

Is the experience:

- Multisensory and provokes emotion?
- Interactive with hands-on elements?



5. Making visitors feel exclusive & special

Does the experience:

- Provide a special insight into the character of our shire?
- Make your visitors feel truly special?
- Give visitors a feeling of exclusivity?
- Deliver a once-in-a-lifetime feel, bragging rights?



6. Make visitors feel welcomed like a local

- Does the experience make our visitors feel like they are part of our local way of life?
- Do we make your visitors feel really welcome, like an old friend and not just like another tourist?



7. Our brand & alignment with strategic themes

- Is the experience an embodiment of our destination brand?
- Does our experience deliver on any of the Destination Country Outback's Strategic Themes?



8. Creating Lasting Memories

Does the experience:

- Engage visitors emotionally, adding meaning to their personal lives?
- Allow visitors to take home lasting memories that they will share with families and friends?



9. Authentic & Genuine

- Is the experience real and connected to local culture and/or brand personality and character?



10. Element of Surprise

- Does the experience feature an element of surprise and create the unexpected?



Steps to developing & delivering our signature experiences



1. Focus on your key markets, who they are and what experiences they want
2. Examine what experiences fit our shire and what we can offer, and how we can involve the community and other partners
3. Plan our experience/s around how visitors can be involved
4. Plan how we can provide a WOW factor and how to link with other experiences
5. Train staff/volunteers and partners involved so they can deliver on the experience promise and visitor expectations
6. Think about how we will market to potential visitors and the communications with them to maximise the attraction and appeal of the experience/s – Develop specific flyers & promotional material/tools for each signature experience
7. Deliver and evaluate needs and modify experience/s where necessary. Identify how we can make it better, more valuable and/or more special.

Staff, Front Office & Visitor Information Centres



- ★ Ensure Council staff & Visitor Information staff/volunteers are aware of the signature experiences the Council is aiming to deliver through integrating key messages into orientation programs
- ★ Provide Visitor Information Centre staff/volunteers and other relevant tourism staff visitor service training that incorporates open-ended questions of visitors with the aim of promoting destination hero and signature experiences
- ★ Have copies of flyers on specific experiences and event calendars at Council reception and at the Visitor Centres and other visitor hubs to distribute to visitors
- ★ Incorporate key elements of our signature experience/s into the Council's and Visitor Information Centre answering machine messages
- ★ Encourage Council staff and Information Centre staff/volunteers to attend community and business functions and events to stay connected and to educate people about our signature experiences and to promote them to the community.

A Picture says a thousand words



- ★ Use fabulous high quality images depicting the signature experiences on all our collateral – brochures, website, social media platforms, videos etc. A consistent approach is required to ensure that we consistently evoke the emotions we want our prospective visitors to feel about our signature experiences and influence their decision to visit.

Capture our signature experiences in words

- ★ When writing information for brochures, websites, social media content, blogs and other promotional material, use language that sells our signature experiences.
- ★ Develop a media release whenever we have something new to announce and incorporate our signature experiences into the messaging. Develop a Media Kit on our signature experiences and distribute to local and regional media, to DNSW, Destination Country & Outback, Central JO and other key stakeholders.
- ★ Host a media event and/or stage a familiarisation to establish relationships with local & regional media and state/national media through DNSW, Destination Country & Outback & Central JO



Working with business operators/service providers

- ★ Hold regular workshops with operators to keep them updated on the development of experiences and how they can be involved – Develop a common vision that creates enthusiasm and participation
- ★ Work with operators to package offerings to add value to signature experiences
- ★ Provide operators with the promotional material/collateral on the signature experiences to display within their business
- ★ Provide operators with support to effectively deliver the services required to align with the signature experiences and the positive image. Work with the operators in establishing the G.U.E.S.T.™ hospitality model within their businesses.



Living the brand is about delivering a distinctive or unique type of experience that enhances the visitor's destination experience to the point where it is truly pleasurable and memorable

The tourism product is what the visitor buys, the tourism experience is what they remember.

3.5.1 STRATEGIC THEMES

This section establishes strategic themes and the type of experiences the research has indicated our markets are seeking. The development matrix seeks to provide inspiring and effective approaches to growing the Lachlan Shire's visitor economy and create a meaningful connection between the place, its communities, service providers, and with visitors.

Through the research conducted by Destination Country and Outback, a number of these themes emerged as a match between what the visitors and travellers are seeking and what was on offer in the region as well as identifying the gaps between market needs and what is on offer in the region.

This Plan takes a look at these themes and matches them with the assets and current experiences that are on offer in the Shire and also identifies opportunities to develop new experiences and/or enhance current experiences through a more effective and coordinated approach to planning, development and marketing. This will enable us to deliver on visitor needs and where possible addressing the gaps in the market.

3.5.1a Strategic Themes at a glance

The following are the strategic themes that Destination Country Outback has established as a high level experience framework for the region with the knowledge that each LGA area has its own personality, character and assets. This Plan's goal is to align these themes with experiences that are relative and relevant to Lachlan Shire's tourism assets, personality and markets.



3.5.1b Defining the Strategic Themes

CELEBRATING CULTURE ON COUNTRY	UNLIMITED HORIZONS
 <p>Celebrating Culture on Country, focuses on capability building and mentoring initiatives to develop new meaningful and immersive cultural tourism experiences across the Shire.</p> <p>It is also about lifting the profile or strengthening existing Aboriginal and other cultural experiences, while looking at creating opportunities for pathways to employment and opportunities for generations to stay on Country.</p>	 <p>With wide, open landscapes and expansive skies, spectacular sunsets & sunrises, the Unlimited Horizons strategic theme provides a springboard for developing exciting new experiences and opportunities designed to raise the profile of the area and attract more visitors.</p> <p>Clear, dark night skies offer unlimited scope for night-time experiences. Under-utilised infrastructure such as public and private airstrips provides an opportunity to enhance access and deliver unforgettable new products and experience led promotions can shine a light on the Lachlan Shire.</p>
WINE LOVERS & FOODIE FINDS	EXPLORING NATURE
 <p>Global trends, along with growth in the short break market, strongly indicate that food experiences and access to local produce is an increasingly important consideration for visitors when planning a trip. In context of the Lachlan Shire, this Strategic Theme can leverage existing agri-tourism or other type of foodie experiences by taking advantage of what the Shire has already, such as pubs with character and in-house characters, while identifying new foodie opportunities to attract growth markets and increase yield.</p>	 <p>There are a diverse number and wide range of opportunities for nature-based experiences in the Lachlan Shire, from Outback 4WD escapes to bushwalking through our bushland, making a splash in our lakes and river, exploring by bike along cycling trails, and spotting unique Australian wildlife or bird watching. This strategic theme sets the scene for working with a range of stakeholders and partners, including NPWS (where necessary) and private operators, to develop, deliver, and promote a diversity of exciting nature-based opportunities</p>

REVEALING OUR HERITAGE



This strategic theme aims to leverage existing infrastructure and stories to explore new opportunities to engage visitors with the region's heritage through trails, and other experiential offerings. There is a real opportunity to link or bundle heritage experiences with other experiences such as with Aboriginal cultural experiences, as well as providing more contemporary and interactive museum and heritage experiences.

LITTLE PLACES BIG STORIES



This theme is a genuine and engaging strength of the Lachlan Shire. This offers the opportunity for lifting the profile of the experiences and events on offer of the smaller towns and villages across the shire, showcasing their points of difference and the key reasons to visit each one across seasons and capturing the opportunities to create the big stories that turn little places into hubs from a visitor experience perspective. Our targeted markets love to explore small towns that offer authentic, unique and quirky, experiences and attractions.

EVENTS & CONFERENCES



This Strategic Theme aims to drive growth in visitation, profile small towns as seasonal hubs and enhance current events as well as developing new events that are unique and authentic to Lachlan Shire to attract people to the area.

It is also an opportunity to profile Lachlan Shire as a place that can host business events and conferences – Lachlan Shire can position itself as a host of smaller business conferences and events such as executive/corporate retreats or industry workshops.

SUPPORTING EXPERIENCES



Destination Country & Outback has identified a number of supporting experiences. They suggest that in some destinations such as Lachlan Shire, these experiences can become hero or signature events for that local area.

The ones below are the ones that we will add to our experience development mix:

- ★ Art & Culture
- ★ Sport & Recreation
- ★ Routes & Trails
- ★ Community Events (Part of Events)

3.5.2 EXPERIENCE INITIATIVES THAT COULD MAKE A BIG IMPACT

Aboriginal Cultural Tourism

Lachlan shire is located on the Traditional lands of the Wiradjuri people. The Aboriginal community of the Shire have a deep and enduring connection to Country - the special places, sites of significance and unique landscapes that make up the area. This creates an opportunity to further develop Aboriginal cultural tourism by providing meaningful, personalised and interactive experiences that build a shared understanding of the Wiradjuri Aboriginal culture, with the shared goal of contributing to the visitor economy as well as delivering sustainable benefits directly back to the Wiradjuri community.



Experientially-Led Touring Routes & Trails (by 2WD, 4WD, Motorbike, Bike, Kayak or Plane)

Lachlan Shire been explored by generations, from Aboriginal communities to those seeking new adventures and horizons. A wonderful way to explore the richness of the area is through touring. The key challenge is to bring an experiential focus to the journey. Whether it is the stories or characters, remarkable landscapes, ancient connection to Country, inspiring heritage and unfolding history of our economy or evolving sophistication of our produce, the Shire offers unlimited possibilities to discover or rediscover. There is a diversity of opportunities for wonderful journeys that bring the strategic themes to life and leverage the existing touring routes that crisscross the region and also enhance events such as the Condo 750 that can have an extension of experiences and the development of biking tracks & trails.



Night Skies Experience Development Initiative

With its stunning sunset in beautiful natural landscapes, Lachlan Shire offers enormous potential to develop “Night Skies” experiences. Developing new night time experiences is a key factor in attracting new and repeat visitors to the region and keeping visitors - particularly the touring market – in the region for longer.

There is also a great opportunity to incorporate/bundle other experiences with the night skies experience, such as a “Bush Nightlife Experience” or an “Aboriginal Cultural Experience”



Flying Tours & Private Charters Initiative

The existing aerodrome in Condobolin and the expanse of natural beauty of the lake, bush and river provides an opportunity to investigate the possibility of developing a unique product within the shire and region. Flying tours are a premium product opportunity offering multi-faceted, cross-regional experiences incorporating all of the strategic themes. It also promotes the characters and personalities that bring Lachlan Shire to life. There is an opportunity to work with surrounding LGA's to develop a regional flying tour product. These tours could also tie together expanded and/or bundled offerings, accommodation offerings, agri-tourism, nature and Aboriginal cultural experiences as well as little places with big stories to share.



3.5.3 SEASONAL APPEAL

Each season delivers something different for the visitor, enticing them to return to experience the region at a different time of year. Gardens in bloom, foraging for mushrooms, cotton fields like clouds of white, frocking up for the races, cozy moments by the fire, and dappled light falling through autumn leaves, the four seasons offer extraordinary experiences.



There is a significant opportunity to develop the seasonality offer of the Shire. This includes identifying collaborative opportunities for packaging experiences, developing great stories and creating compelling content to raise the profile of the area.

Currently the Shire stages a number of seasonal events, this will be a wonderful opportunity to build on these events and extend offers and complimentary supplementary events to extend stay and increase the value of the visitor experience

This approach helps to drive visitation in low and shoulder seasons, encourages repeat visitation at others times of the year, supports Little Places Big Stories.

SUMMER

From the banks of the Lachlan River, the refreshing and tranquil waters of the Lake Cargelligo and Gum Bend Lake, and the shade of the bush, Summer in the Lachlan Shire is a time for seeking out cooler climates and fresh fantastic local produce. It might be hot outside, but Summer offers plenty of opportunities across the Shire to collaborate on cross-regional experiences, as well as leveraging on current summer activities, events and festivals, and promote the 'cool' side of Summer in the shire. Great opportunity for river-side and lake-side events on a balmy evening.



AUTUMN

Autumn in the region spells beautiful colours and cooler days and the stunning season of cotton harvesting perfect for short breaks and drive touring, nature-based adventures, and festival fun.

The Easter long weekend and school holidays mean longer breaks and an opportunity to offer products and experiences that extend length of stay in the shire.



WINTER

Winter is ideal for short breaks and journeys around Lachlan Shire, where we can offer some wonderful winter events, fireside experiences, cool starry nights, and cooler temperatures for some adventurous outdoor exploring.

There are wonderful opportunities to package current events with some experiential “night sky” and fireside activities for extended stay. This could include Aboriginal cultural event with night-time stories and bush tucker around a fire.

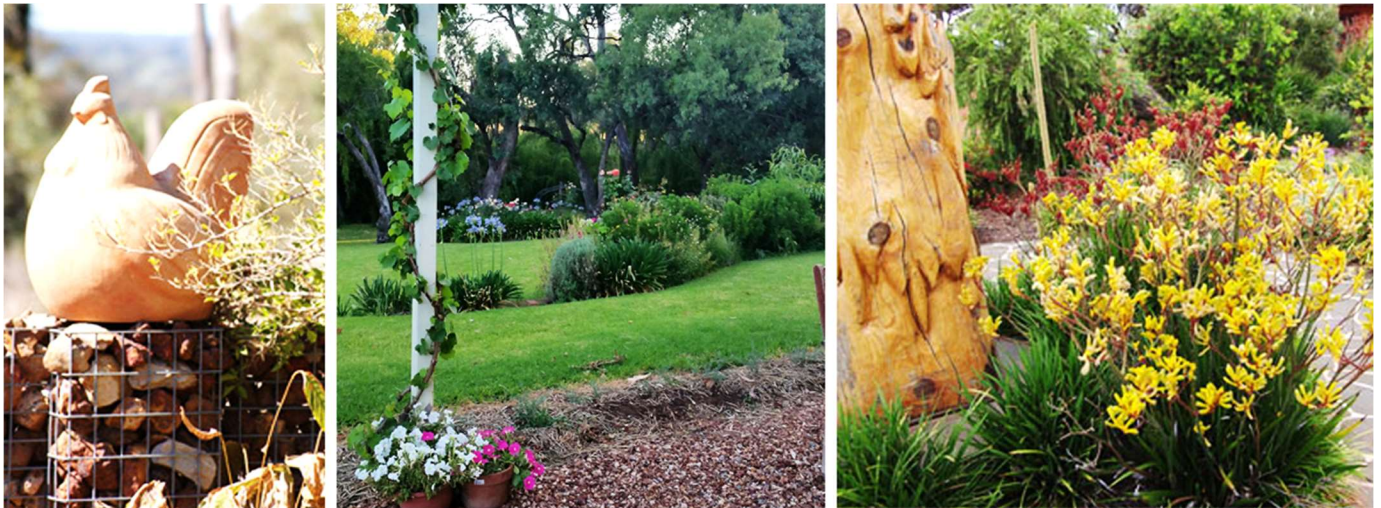


SPRING


Spring brings fresh colour and life to the region. It's festival season and Lachlan Shire stages at least 6 events during the season and the gardens are in full bloom with the Tottenham Flower Show. This is a perfect time of year for short breaks sampling the shire's best in foodie experiences, arts and music, annual shows, gymkhanas and night skies.


Spring is also the time for the glorious Canola fields to bloom and offers Canola touring trails in the region. Food grazing events are also an opportunity for the area.

It's school holiday time again, providing another opportunity to target the VFR family market for a longer stay, while providing new experiences and opportunities to appeal to the touring and short break markets.



3.5.4 THEMES & EXPERIENCES MATRIX FOR DEVELOPMENT

Theme	Proposed Experiences	Development
<p>3.5.4.1 Exploring Our Nature</p> 	<ul style="list-style-type: none"> • With the Lachlan River, Lake Cargelligo & Gum Bend Lake as key attractions for the shire along with the surrounding bush environment and culture, this combination is a unique selling proposition for the Shire and opens the door for a number of nature-based experiences – • Section 3.2.2c identifies “Nature Lovers” as a target market. This section highlights experiences/activities in the following areas: <ul style="list-style-type: none"> ❖ Kayaking & Canoeing ❖ Bush Walking ❖ Camping & Glamping ❖ Fishing ❖ Boating ❖ Cycling/Biking ❖ Discovery Experiences • Developing Birdwatching experiences has been identified as a key potential for the Lachlan Shire, particularly in Lake Cargelligo, as well as developing a shire-wide birdwatching trail Section 3.2.1f identifies “Birdwatchers” as one of our niche target markets • Nature-based experiences aligned with special interest groups – these could include added-on experiences to extend stay – such as being part of a festival, aligned with their interest • Nature-based tours, routes & trails with innovative interpretive signage • BushArts could be an art trail in the bush as well as special events such as Bush art sketching competition 	<ul style="list-style-type: none"> ➤ Please refer to the Product Development considerations in Section 3.2.2c of this Module ➤ There are suggestions made against each of the nature based activities in Section 3.2.2c ➤ Select the areas/experiences that are priorities for development ➤ Develop flyers on each of these experiences for more customised marketing and itinerary development for visitors ➤ Please refer to the Product Development considerations in Section 3.2.1f of this Module. ➤ Select specific groups from the “Special Interest/Activity” target audience and develop specific bundles and flyers to market directly to them profiling of the nature-based offer/s ➤ Identify what tours/routes/trails could be developed and what sort of information would be required for the signage– ➤ Would the routes be shire-wide or within specific townships or both? ➤ work with DNCO to seek & support funding of projects ➤ Identify the opportunity for a Bush Art Trail. This could be of birds, wildlife, flora etc. ➤ Staging an Bush Art competition maybe a good Spring event

Theme	Proposed Experiences	Development
<p>3.5.4.1 Exploring Our Nature</p> 	<ul style="list-style-type: none"> • Taste of the Bush event and/or tour • Wellbeing bush/nature experiences & events • Riverside & Lakeside concerts and events – with either a temporary or permanent structure such as amphitheatre • Nature camping schools & workshops that can be promoted to schools in the region and beyond • Bush/nature Photography competition and exhibition • Nature/Bush Foodie experiences that could incorporate other experiences such as a Night Sky experience with bush tucker, cultural stories etc • Nature experiences by night (birdwatching night birds and other nocturnal nightlife) • Immersing in local nature-based experiences such as learning about farms such as an Alpaca farm – meeting with the farmer 	<ul style="list-style-type: none"> ➤ Work with food and produce providers & growers to stage the event in a scenic bush location ➤ Work with health care and wellbeing providers to hold a wellbeing event that promotes the benefits of nature and wellbeing ➤ Develop a Riverside/Lakeside Development (e.g. stage on the river, etc.) – Work with Destination Country & Outback for planning & funding support ➤ Work with the Town Planning section of Council to identify options and opportunities ➤ Work with schools and local experts in nature and wildlife to develop a camping educational program/workshop – This could include an Aboriginal Cultural element – the culture and nature ➤ Develop an amateur photographers' annual competition event where photos of the local natural scenery, wildlife, flora, birdlife etc is taken and then exhibited. Invite a professional photographer/s to judge the entries ➤ Assess the current event calendar & identify enhancement opportunities to nature related events based on findings of this plan ➤ Work collaboratively with farmers and local producers to develop foodie experiences in the bush ➤ Develop Nature by Night guided tour and promote to nature-based groups & associations ➤ Development of share-economy such as farm stays






Night-time bird-watching and other nocturnal wildlife nature experiences can combine both the “Exploring our Nature” & “Night Sky” experience themes




An amphitheatre style structure on the banks of the Lachlan River and/or at Lakeside of the Shire’s lakes could offer cultural experiences in the beauty of nature

Theme	Proposed Experiences	Development
<p>3.5.4.2 Revealing our Heritage</p>  <p><i>“Visitors want to experience stories, places and traditions embodied in natural, built and cultural heritage”</i></p>	<p>Heritage experiences for visitors mean travelling to experience the places, artefacts and activities that authentically represent the stories and people of the past and present including cultural, historic and natural resources.</p> <p>Heritage Experience Themes that could be relevant to the Lachlan Shire and to explore include:</p> <ul style="list-style-type: none"> ❖ Our Natural Environment, Places and Values – scenic landscapes, flora & fauna, geological features & biodiversity ❖ Indigenous Places and Values – Indigenous sites, indigenous culture, Aboriginal artefacts & art, Indigenous guided tours ❖ Historic Places & Values – Towns & historical landscapes, historic buildings, churches, community halls, museums, schools development of the shire's industrial & manufacturing base & the development of service industries ❖ Transforming & Managing the Land – Understanding occupation and use of the land, and its natural resources, have changed the Lachlan Shire and produced its varied cultural landscapes. - Living off the land, grazing & livestock, farming, mining, use/exploitation of other mineral, bush and water resources and transforming the land and waterways ❖ Connecting the Shire via Transport & Communications – Early routes often followed the pathways by which Aboriginal people moved through country over thousands of years. This theme traces the networks of routes and connections by which goods and people were moved and linked. – Establishing pathways, travelling by water, linking by rail, road and air, establishing and maintaining communications (e.g. Print media) 	<ul style="list-style-type: none"> ➤ These factors need to be considered when developing our Heritage Experience offerings. Today's experience seeker wants an immersive, engaging, authentic and memorable experience that has meaning and makes them feel connected ➤ A Heritage based experience has a real opportunity to become a hero experience as it can incorporate all the key elements that experience seekers are looking for – immersing in local culture and history, capturing a sense of space, and telling the stories that provide meaning and understanding. All of which can be interpreted in a multi-sensory way and via varied mediums - conventionally, technologically & digitally <p>In the development process of developing heritage experiences, consider that our heritage, natural and cultural history can be:</p> <ul style="list-style-type: none"> ❖ Interpreted through signage, heritage trails, Interpretive centres/museums/libraries with multi sensory and multimediate applications, through publications, exhibitions and through the various mediums of Art ❖ Commemorated via memorial gardens, memorial trails featuring commemorative plaques, special events & re-enactments commemorating a meaningful time/occurrence in our history ❖ Celebrated through festivals, concerts, dance, music, story books, publications, displays/exhibitions and the various mediums of Art <ul style="list-style-type: none"> ➤ Each of these themes has a relevance to the Lachlan Shire that can be developed into an experience by way of an interpretative experience, commemorative experience, celebratory experience or a combination


Theme	Proposed Experiences	Development
<p>3.5.4.2 Revealing our Heritage (cont..)</p> 	<p>Proposed experiences could include:</p> <ul style="list-style-type: none"> • Themed historical/heritage trails e.g Heritage build; Aboriginal cultural sites; Transport & Communications heritage sites; • Shire-wide Heritage Trail with the possibility of extending it to a regional trail can be themed as above or can be a wholistic trail incorporating all sites, places and build of heritage significance and value • Celebrating Lachlan Shire's Agri-Heritage and bush cultural heritage through agri-related festivals where past histories and stories are told through song, art and dance • Festivals can also be a way to celebrate the history and heritage of harvests – such as cotton • Celebrating our culture and heritage via a "Painted Silo/Water tank Trail" Each silo/water tank painting is to reflect the heritage/culture of that specific town – This helps the visitor to connect with each town, culture and heritage • Celebrating our Aboriginal culture and heritage via an Aboriginal Heritage Trail with interpretive signage at both build/static and non-build heritage sites of interest and significance • An Aboriginal Heritage Sculpture Garden/trail telling stories of their heritage and culture via the sculptures • Develop experiences via ..."Trails, Exhibitions and/or reactments that look at "Retracing the footsteps of.." or "Retracing the progress of.." – The retelling of stories of persons, events, occurrences, development/progress of importance in our past • Investigate/explore the possibility of developing an Interpretive Centre either as new infrastructure or within a current building to tell our story via multi-media & multi sensory applications 	<ul style="list-style-type: none"> ❖ Each town within the Shire can have their own heritage experiences as per the proposed experiences outlined. Each town has its own unique heritage and stories which are all part of the Lachlan Shire's story and heritage. The combination of these experiences could make the Lachlan Shire a leader in Heritage tourism in Central NSW ❖ Develop a Heritage Experiences Plan to fully explore the Heritage experiences that could be developed against the Heritage Themes identified ❖ Assess current heritage assets within each town/community and identify alignment and opportunities with proposed experiences ❖ Work with farmers and growers to explore the possibility of staging unique events during specific seasonal periods and/or harvest time to celebrate our agri-heritage ❖ The development of a silo/water tank public art trail needs to be considered with a vision of heritage, culture and history with each silo reflecting the heritage/culture of that town and the sum of the silos giving the visitors a progressive trail of history, heritage and culture of the Lachlan Shire ❖ The Strategic Theme "Celebrating Culture on Country" addresses the development of Aboriginal Cultural Tourism as a real tourism product development and Hero Experience for the Shire. ❖ As highlighted in that section, prior to developing any Aboriginal cultural experience, there are a number of cultural considerations we must adhere to out of respect for the culture, its people and community. ❖ Work with local historical societies, museums, community groups and other key community members of the Lachlan Shire – within each town – that have valuable historical documents, pictures, information on any of the Heritage Themes outlined. Work collaboratively to gather and record the information and to develop experiences that best tell and reflect those stories


Theme	Proposed Experiences	Development
<p>3.5.4.2 Revealing our Heritage (cont..)</p> 	<ul style="list-style-type: none"> • Work with museums and other historical venues within the Shire to identify periodic events that can be held at these venues such as Themed Exhibitions that tell a particular story of our heritage and culture • Works with schools and youth groups to identify ways that our heritage stories can be told, interpreted, commemorated and celebrated via technological platforms & Art forms by the youth in our community 	<ul style="list-style-type: none"> ❖ Work with DNCO & the Central JO in identifying and supporting the development of signature heritage experiences ❖ Identify funding requirements for development of experiences – Develop “bucket-ready” project outlines to discuss with DNCO & Central JO ➔ Identify opportunities of repurposing current historical buildings/ properties ➔ Consider the Volunteer situation at some of the current venues & identify how to make it more accessible and open longer ➔ Identify priority projects and develop Project Plans in readiness for funding requirements and/or implementation
<p>3.5.4.3 Foodie Finds</p> 	<p>Although the Lachlan Shire is not known for being a Food & Wine destination, it does however have a Agri-culture and farmers that yield some good local food produce that can be celebrated in a bush culture and environment.</p> <p>Research also identified that experience seekers are looking for off-the-road foodie experiences where they can engage with the local culture and local characters. Our bush culture and local pubs provide this opportunity.</p> <p>Proposed experiences could include:</p> <ul style="list-style-type: none"> • “Bush Bites” Trail– Experience what each pub in the Shire has to offer with each offering a Signature dish and/or drink with a bush theme” • “Pub & Grub Walkabout” – A weekend annual event similar to the wine-walkabout concept they have in wine regions – Each pub in each town/village – There could be a “night sky” experience as part of the weekend event 	<ul style="list-style-type: none"> ➔ Working collaboratively with food & business operators and farmers will be essential in delivering these experiences ➔ Develop Project Plans that can be presented, discussed and further developed with the stakeholders ➔ Work collaboratively with each publican as well as a group. Workshop ideas and logistics ➔ Develop a “Bush Bites” Flyer with a history of each pub and relevant “bush characters” and photos about their signature bush dish/drink ➔ Develop a Project Event Plan including implementation activities & resourcing requirements ➔ Provide DNCO the Event Plan and seek support for funding as a signature event

Theme	Proposed Experiences	Development
<p>3.5.4.3 Foodie Finds (cont..)</p> 	<ul style="list-style-type: none"> • “Dinner With the Stars” experience at Gum Bend Lake, & Lake Cargelligo, along the Lachlan River and/or and at other bush/nature settings & landscapes of interest – Perhaps a new location around the Shire each year - could be an event style black-tie do - full service (portable equipment – fully prepared food for warming etc.) – This is an event that incorporates both the Foodie Finds & Unlimited Horizon & Night Sky Themes • “Tastes of Lachlan” – this could be a progressive style event with specific courses served at different locations within the Shire. It could also incorporate different cultural dishes • Develop a seasonal Farmer’s Market – For something different, it could take place as a “Twilight Farmer’s Market” where other activities and night-sky and other foodie experiences could be added to extend the value of the experience and encourage overnight stays • Review the “Condo Cookout” and identify ways to extend the experience value to create a signature event. It could be extended to include old family recipes that have a story to tell. It could also include night-sky activities such as star gazing with a damper cook-off and bush tucker cook-off 	<ul style="list-style-type: none"> ➤ Conduct a Feasibility study on this concept and develop Project & Risk Management Plans for each idea/concept ➤ This could be marketed as a seasonal event with seasonal produce ➤ Work collaboratively with community groups, food providers and operators to workshop this concept ➤ Develop a Project Plan to identify funding and resource requirements ➤ Work collaboratively with community groups, cultural groups, food providers and operators to stage this type of event. ➤ A Project Plan will need to be developed and identify funding and resourcing requirements ➤ Work collaboratively with farmers, producers and food providers to organise a seasonal event ➤ Workshop ideas, logistics and marketing ➤ Develop a Project Plan ➤ Work with the Condo Cookout committee and workshop ways to extend its experience value and the marketing activities/strategies ➤ Support the committee in developing an Event Management Plan



An event such as the “Dining with the Stars” experience can incorporate the Foodie Finds and the Unlimited Horizon/Night-sky themes and activities for a truly memorable experience

Theme	Proposed Experiences	Development
<p>3.5.4.4 Unlimited Horizons</p> 	<ul style="list-style-type: none"> • The first “Condo SkyFest” event was held in 2018 as part of the Big Sky Collaboration. This historic event was held at the Wiradjuri Study Centre to celebrate 60,000+ years of astronomy on southeastern Australia’s inland plains. The festival is an opportunity to pass on traditional sky lore, inspire a new generation of stargazers and celebrate the wonders of Condobolin’s dark nights (See the “Celebrating Culture on Country” section for more details) • “Stars & Fire” event – Great for an autumn winter event – could incorporate stargazing, camp oven cooking, music, dance & sharing of stories under the stars - Could be more as a Festival style with fire-performances, open-fire cooking etc. – Fire-related activities • “Star-gazing Picnics” Identify a series of key vantage points & sites throughout the Shire for night-sky gazing picnics– bundle experience with food & drink hampers from local eateries – This experience can be enhanced by: • Erecting Telescopes at key vantage points and picnic sites around the Shire – at Mount Tilga, Lake Cargelligo, at Gum Bend Lake and other vantage points in the Shire that allow visitors to view landscapes, the skies and wide open fields and spaces– e.g. cotton fields, canola fields etc. This could develop into a “Telescope Trail” • “Star-gazing Accommodation” of special tents with clear roofs/windows for sky and landscape/water views - Farms; on the riverbank, at lake side (Gum Bend & Lake Cargelligo) – Develop extended experiences & bundled packages to extend value of the experience and increase length of stay 	<ul style="list-style-type: none"> ➤ Work with Wiradjuri Study Centre, Callara Culture & Heritage Group, Murie Elders, the Local Land Councils and other organisations & stakeholders ➤ Develop Event Plans including implementation activities & resourcing requirements ➤ Provide DNCO the Event Plan and seek support for funding as a signature event ➤ This has the potential to be a hero experience for the Shire ➤ Conduct a Feasibility Study –To measure the ability and likelihood of this event coming to fruition – logistics and resources required ➤ Develop Event/Project Plan ➤ Work collaboratively with council staff, community groups, business operators in workshopping ideas and logistics ➤ Provide DNCO the Event/Project Plan and seek support for funding as a signature event ➤ This type of event has potential to become a hero event for the Shire ➤ Work with Council’s Town Planners in identifying opportunities and best vantage points across the Shire ➤ Develop Project Plan ➤ Work collaboratively with food and other service operators to bundle packages including picnic hampers with incentives to shop and stay in the area longer ➤ Source telescopes with appropriate budget allocations ➤ Work with Councils Town Planners in identifying potential opportunities ➤ Develop Project Plan to include extended activities and experiences ➤ Seek funding

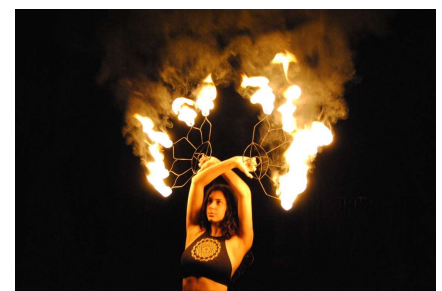
Theme	Proposed Experiences	Development
<p>3.5.4.4 Unlimited Horizons (cont..)</p> 	<ul style="list-style-type: none"> • Explore/investigate the probability of offering scenic/joy flights from the Shire's aerodrome for special occasions such as corporate retreats and special events. This would be a great way to extend the experience value of other events and encourage longer stays • Explore/investigate the probability of staging a skydiving and/or air-ballooning event as a possible annual event – It could be part of a series where one of the series event is staged in the Lachlan Shire • “Dinner With the Stars” (As per the “Foodie Finds” Theme earlier) • Use drone technology to develop spectacular imagery of the unlimited horizons of the Lachlan Shire, the natural landscapes and wonders of nature – the river, lakes, bush and fields. Videos and images can be used in marketing and promotional activities and on the tourism website and social media platform. 	<ul style="list-style-type: none"> ➤ Conduct a Feasibility Study –To measure the ability and likelihood of this concept coming to fruition – logistics and resources required ➤ Identify local/regional pilot/s ➤ Work with Council's town planners to discuss concept and what infrastructure/development would be required ➤ Develop Project Plan to identify development requirements, funding requirements and resources ➤ Discuss concept with DNCO to gain feedback and support ➤ Conduct a Feasibility Study –To measure the ability and likelihood of this concept coming to fruition – logistics and resources required ➤ Identify sky-diving/ballooning associations to identify potential ➤ For information refer to “Foodie Finds” ➤ Study/understand rules and regulations of use ➤ Develop list of sites and locations for drone shoots ➤ Work with Council staff to organise drone shooting ➤ Incorporate drone images into all marketing and promotional mediums ➤ Set up a video channel to promote the unlimited horizons of Lachlan Shire




Star-gazing tents are worth exploring as part of delivering on the “Night Sky” & star-gazing experiences & can incorporate other activities to extend the experience value





Erecting telescopes at key vantage points as part of the “Star-Gazing Picnics” experience will add WOW factor. Telescopes will also be valuable for bird & wildlife watching



The suggested “Stars & Fire” event/festival has the potential of being a Signature event and a Hero Experience for the Shire incorporating locally unique experiences

Theme	Proposed Experiences	Development
<p>3.5.4.5 Celebrating Culture on Country</p> 	<p>This theme aligns with our strategy to develop Aboriginal Cultural tourism within Lachlan Shire and this requires certain considerations to be addressed:</p> <ul style="list-style-type: none"> From a tourism industry perspective, the best way to deliver an authentic visitor experience is for products and offerings to be Aboriginal-owned-and-guided or have substantial Aboriginal control and involvement The Shire has a number of opportunities for visitors to be immersed in Aboriginal culture through tours, attractions, performances and events. There needs to be harmony between tourism, culture and the environment, and achieving the appropriate balance between cultural integrity and responsiveness to market demands <p>Proposed Experiences include:</p> <ul style="list-style-type: none"> The first “Condo SkyFest” event was held in 2018 as part of the Big Sky Collaboration. This historic event was held at the Wiradjuri Study Centre to celebrate 60,000+ years of astronomy on southeastern Australia’s inland plains. The festival is an opportunity to pass on traditional sky lore, inspire a new generation of stargazers and celebrate the wonders of Condobolin’s dark nights. “SkyFest” also has the potential to attract thousands of astro-tourists to our Shire every year and benefit the town in so many ways. Last year’s festival experience included a guided tour with a cultural astronomer and other astronomers, an art exhibition of Wiradjuri Skyworld, weavings from fibre artists of Condo’s SistaShed, Wiradjuri language, painting, traditional food sampling, Boomerang throwing and activities for budding young astronomers and astrophysicists. <p>This festival was the first of its kind in the region and has great potential of being a signature event and even a hero experience that will give the shire an event that could differentiate us from other destinations</p>	<ul style="list-style-type: none"> Develop a shire-wide Aboriginal Cultural Tourism Plan Incorporate all proposed experiences within this Plan with an outline of required resources and funding requirements Research existing Indigenous tourism concepts and case studies Review relevant Aboriginal Protocols Consult and engage with the local Aboriginal community representatives Obtain agreements where required Workshop the Plan with regional stakeholders such as DNCO & Central JO Use the NSW Government’s Aboriginal Tourism Toolkit as a guide Use Tourism Australia’s Protocols for Aboriginal Culture as a guide Support and engage with the key organisers of Skyfest, the Wiradjuri Condobolin Corporation, the Wiradjuri and other local Aboriginal community representatives – set a clear and mutual vision for the event Work collaboratively with and support the key stakeholders in developing a comprehensive Event Plan including implementation activities & resourcing requirements Obtain agreements and MOU’s when and where required Work collaboratively on the marketing strategies and help source funding to implement marketing activities Work with the local Lands Council and other organisations & stakeholders Provide DNCO & Central JO the Event Plan and seek support for funding as a signature event and for marketing support Help to market this event effectively and to grow the event as an annual signature event


Theme	Proposed Experiences	Development
<p>3.5.4.5 Celebrating Culture on Country (cont..)</p> 	<ul style="list-style-type: none"> • Celebrating our Aboriginal culture and heritage via an Aboriginal Heritage Trail with interpretive signage & stories at built/static heritage sites and non-built heritage sites of interest and significance – This could also be a self-guided tour but can also be part of a Guided Tour that takes the visitor on a Heritage Journey throughout the Shire • An Aboriginal Heritage Sculpture Garden/trail telling stories of their heritage and culture via the sculptures – The garden could also be filled with plants of meaning to the Aboriginal people and culture • Interpretive signage and stories at the proposed new Visitor Information Centre/Tourist Precinct – This establishes to visitors the rich heritage of the Aboriginal community in the Shire as part of the overall cultural history of the Shire • 1 Day Guided Cultural Tour (Shire-wide) This could be as per the Aboriginal Heritage Trail (Refer above) that takes visitors on a cultural and heritage journey though out the Shire – The guide can relay the stories behind each site. The guided tour could also include refreshments of bush tucker and a chance for the visitors to learn a little of the language and perhaps view an exhibition/sale of Art/Craft at the start of the Tour at the Wiradjuri Centre 	<ul style="list-style-type: none"> ➤ Conduct a shire-wide audit to identify heritage and sites of significance ➤ Consult and engage with the local Aboriginal community representatives from across the shire to identify which sites can or cannot be included in the trail ➤ Work with the Aboriginal communities throughout the shire to identify the opportunity of establishing an Aboriginal Tour Guide ➤ Develop a Project Plan to identify requirements & resources and propective drawings of the trail and interpretive signage ➤ Work with Local Land Councils and other stakeholders to gain mutual support ➤ To be included in the Shire's Aboriginal Cultural Tourism Development Plan ➤ Consult and engage with the local Aboriginal community representatives from across the shire to identify the nature/theme of sculptures ➤ Source the artist ➤ Develop the Project Plan ➤ Identify funding source and if grant funding will be required ➤ Establish as part of the interpretive area of the tourist pricinct/Visitor Information Centre ➤ Include as part of the Tourist Precinct Development Plan ➤ Consult and engage with the local Aboriginal community representatives from across the shire to identify the nature/theme of signage and stories ➤ Establish how/the mediums are to be used to tell/relay the stories ➤ Consult and engage with the local Aboriginal community representatives to develop the Tour and decide on the frequency of the tour and the resources required ➤ Work with the Aboriginal communities throughout the shire to identify and establish an Aboriginal Tour Guide ➤ Support capacity building skills that are required ➤ Develop a Project Plan to identify requirements & resources


Theme	Proposed Experiences	Development
<p>3.5.4.5 Celebrating Culture on Country (cont..)</p> 	<ul style="list-style-type: none"> 2 Day Guided Cultural Tour (Shire-wide) This tour could be inclusive of the 1 Day tour with the addition of a night time bush experience at the end of Day 1 to include a bush tucker dinner, star gazing and an opportunity to pass on traditional sky lore, the telling of dreamtime stories and learning some of the language. Day 2 could include activities at the Wiradjuri Centre with basket weaving, painting, learning a dance etc. Lewis Coe Legacy Corroboree This event is in honour of Lewis Coe who was a well-respected member of the local Aboriginal community. The event focuses on sharing their culture and dreamtime story through song and dance. The first Corroboree took place in February 2018 and another took place in 2019. The intention is to make it an annual event and growing its attendance each year. It has the potential of being the type of event that our targeted market segments would love to participate and engage in. Aboriginal Cultural Market - with pop up food stalls, artwork, handmade goods as well as music and dance – Perhaps marketed as a quarterly event that is rotated across the Shire or at least rotated between Condobolin and Lake Cargelligo. Quarterly would give the artists time to make the craft and artwork. 	<ul style="list-style-type: none"> Consult and engage with the local Aboriginal community representatives to develop the Tour and decide on the frequency of the tour and the resources required Work with the Aboriginal communities throughout the shire to identify and establish an Aboriginal Tour Guide Support capacity building skills that are required Develop a Project Plan to identify requirements & resources Consult and engage with the Corroboree Committee and identify what help and support they require to grow the event Support the committee in developing a Project/Event Plan Support any grant funding application/s Consult and engage with the local Aboriginal community representatives to identify the potential of having such a market quarterly Work with the Aboriginal community and other key stakeholders such as the the Local Land Councils in working with and skilling up potential contributors to the markets



With a common vision, strong support and effective marketing, both Skyfest and the Lewis Coe Legacy Corroboree have the potential to be signature events for the Shire. Skyfest has all the elements to be a potential Hero Experience for the Shire




Theme	Proposed Experiences	Development
<p>3.5.4.6 Little Towns Big Stories</p> 	<p>The following are also part of the Foodie Find experiences:</p> <ul style="list-style-type: none"> • “Bush Bites” Trail– Experience what each pub (and other food operators) in the Shire has to offer with each offering a Signature dish and/or drink with a bush theme” – Each town eaterie gets to show their personality • “Pub & Grub Walkabout” – A weekend annual event similar to the wine-walkabout concept they have in wine regions – Each pub in each town/village – There could be a “night sky” experience as part of the weekend event – It’s a chance for each town to showoff their characters/personality and attractions <p>Other Experiences could include:</p> <ul style="list-style-type: none"> • Our Town - Big Stories Trail & Video series – This is a story book type of trail filled pictures of local characers and the stories behind each charater and stories of community achievements, challenges and resilience of the community. This can be presented in various mediums within each town – Perhaps a project that the local schools and historical groups can work together on. It could include be a video series that can be uploaded on a Video Channel (eg YouTube) and other online platforms as a series of videos with each video representing a town with its stories and characters • Each town to be part of the shire-wide Heritage Trail • Each town to be part of the shire-wide Public Art Silo/Water tank trail with each depicting something unique to the history/culture of that community 	<ul style="list-style-type: none"> ➤ Refer to the Foodie Finds section ➤ Refer to the Foodie Finds section ➤ Develop a Shire-wide Project Plan for this project ➤ Consult and engage with key individuals, committees and groups from each community and present them with the vision and Project goals ➤ Collaborate with schools, youth and gain their participation in the project ➤ Make each town’s presentation and interpretation of their stories unique to the other small towns in the Shire ➤ Identify static and non-static heritage sites within each town and work with local historical groups and key community members in sourcing information, documents, photos etc pertaining to each individual community ➤ Identify availability of static structure in each town for the Public Artwork – If silos/water tanks are not available, identify other static buildings that may be used. – Refer to the Art & Culture section below

Theme	Proposed Experiences	Development
<p>3.5.4.6 Little Towns Big Stories (cont..)</p> 	<ul style="list-style-type: none"> • Street Art Experience – Each town tells its story through Street Art. One way to capture travellers and the the touring market is unique/quirky/ appealing street art. It brings character to the town and encourages visitors to stop and also to visit. There is an opportunity to make the shire known for its street art where each town has its own street art flair that is unique to that town and tell its own unique story via street art... The art could be of special people, special events/occurances in history etc. The Street Art would be an experience in itself and would encourage visitors to drive through the Shire to each town to view the street-art.... Great project to get the schools and youth involved • Unique/special visitor service/offering Each small town offers a service/shops that would be appealing to visitors and/or travellers. Examples include: <ul style="list-style-type: none"> - Quaint/Quirky B&B - Bookshop with interesting secondhand books - Bric-a-brac/Thrift Shop - Lolly Shop/Icecream Shop offering somethind different - Pet Boarding/Grooming 	<ul style="list-style-type: none"> ➤ Conduct an audit within each town to identify spaces/opportunities for the street art ➤ Develop Project Plan and identify resource and funding requirements ➤ Consult and engage with each town/ community to workshop ideas for their town ➤ Work with schools, youth and local artists ➤ Source grant funding if required <ul style="list-style-type: none"> ➤ Work with community stakeholders to identify opportunities for each town ➤ Encourage and support small business ventures that will help attract and grow the visitor economy within the small towns ➤ Develop “business start up” packs



A wonderful way to tell each small town’s story within the Shire is through Street Art & Murals. Each artwork/mural can say something about the personality of the town, the history & culture of the town or of unique people who have made a valuable contribution to the town

Theme	Proposed Experiences	Development
<p>3.5.4.7 Events</p> 	<p>Current Events</p> <p>As of the the Shire's Event Calendar 2018/19 the following are listed as current annual events</p> <p>JANUARY</p> <ul style="list-style-type: none"> • Australia Day events across the Shire <p>FEBRUARY</p> <ul style="list-style-type: none"> • Condobolin Picnic Races <p>MARCH</p> <ul style="list-style-type: none"> • Tottenham Expo • Tottenham Picnic Races • Tullibigeal Picnic Races <p>APRIL</p> <ul style="list-style-type: none"> • Condo 750 - off road cross country navigational rally • ANZAC celebrations across the Shire <p>MAY</p> <ul style="list-style-type: none"> • The Lewis Coe Corroboree <p>JUNE</p> <ul style="list-style-type: none"> • Lake Cargelligo Blue Water Arts Event <p>JULY</p> <ul style="list-style-type: none"> • Condobolin Skyfest • NAIDOC – events across the Shire • Condobolin Annual Show Ball <p>AUGUST</p> <ul style="list-style-type: none"> • Condobolin Annual Show • Condobolin District Dog Show • Yellow Mountain Dirt Bike Race • Condobolin Golf Open <p>SEPTEMBER</p> <ul style="list-style-type: none"> • Lake Cargelligo Annual Show • Tottenham Flower Show • Condobolin BNS Ball <p>OCTOBER</p> <ul style="list-style-type: none"> • Long weekend – Condo Cookup • West Milby Sports Gymkhana • Tullibigeal Sports Gymkhana • Lake Cargelligo Fisherama <p>DECEMBER</p> <ul style="list-style-type: none"> • Condobolin Christmas Fiesta • Lake Cargelligo Christmas Carnival • Tottenham Community Christmas Tree • Carols in Condobolin, Lake Cargelligo & Tullibigeal 	<ul style="list-style-type: none"> • Develop new events and/or enhance current ones through enhanced marketing messages and activities and planning • There is potential in either developing new and/or enhancing current events in underdeveloped sectors in the region that have been identified by DNCO. These include: <ul style="list-style-type: none"> ❖ Natured-based ❖ Sports/recreation based ❖ Aboriginal culture ❖ Conferences ❖ Foodie based ❖ Special interest • There is a growing need for authentic and engaging events where visitors can immerse in the culture and engage with the locals • Events in small towns with unique/quirky themes is also a potential • Events that can be potential signature events require set dates that can be marketed and merchandised all year round e.g. June Long Weekend; 2nd Week in October; Easter weekend etc. • Another potential sector for events is “Bush Markets” – particular markets selling local produce, local artwork and locally made handicrafts; and/or quirky and finding a “hidden gem” • Work with sporting groups/committees in developing new events and/or enhancing current events and activities – e.g. Sports Gymkhana, Lake Cargelligo Fisherama, Condo 750 and Yellow Mountain Race – to reach a wider audience and encourage visitors to stay longer • Bundle packages for events to encourage visitors to stay longer and spend more within the Shire – e.g. Accommodation, dining, etc. • Link other strategic themes to current events to create immersive experiences that will appeal to prospective visitor, attract new markets and help keep visitors in the shire longer • Develop an events calendar on the new website – Promote the regular annual events as well as the one offs


Theme	Proposed Experiences	Development
<p>3.5.4.7 Events (cont..)</p> 	<p>SEASONAL APPROACH</p> <p>There is a significant opportunity to develop the seasonality offer of the Shire with current events as well as with the proposed events outlined in this module.</p> <p>This includes identifying collaborative opportunities for packaging experiences, developing great stories and creating compelling content to raise the profile of the Shire.</p> <p>Currently the Shire stages a number of seasonal events, this will be a wonderful opportunity to build on these events and extend offers and complimentary events to extend stay and increase the value of the visitor experience.</p> <p>This approach helps to drive visitation in low and shoulder seasons, encourages repeat visitation at others times of the year, and supports supports the smaller communities - Little Places Big Stories theme</p> <div data-bbox="424 1205 810 1704" data-label="Diagram"> </div>	<ul style="list-style-type: none"> • Develop a Seasonal Calendar of events along with the monthly Calendar of events. This provides another way of visitors to plan travel according to the seasons • Add other experiences around an event that further promotes the season and provides additional appeal for visitors • Develop seasonal promotions that capture the essence of the season and the events and experiences – Include compelling content and imagery that creates a sensory and emotional appeal for prospective visitors • Develop a “Flavour of the Month” as a way of leveraging smaller events to develop a cross-shire (and possibly regional) program of events and activities based on a theme and delivered in collaboration across the Shire’s towns and villages. Collaborate with local services and hospitality business to provide bundled offerings • Have “shovel-ready” plans for funding opportunities for the development of new and/or existing events • Develop quarterly videos and other promotional collateral of upcoming events to give visitors time to plan <div data-bbox="986 1368 1422 1655" data-label="Image"> </div> <div data-bbox="986 1682 1422 2002" data-label="Image"> </div>


The 3 picnic races within the Shire provide an opportunity to promote the Shire as the racing capital of the Central West, while promoting the smaller communities/towns.


SUPPORTING EXPERIENCES


As outlined earlier, Destination Country & Outback has identified a number of important supporting experiences in the region and suggest that in some destinations such as Lachlan Shire, these experiences can become hero or signature events for that local area. The ones that best align with Lachlan Shire's offerings include the following:

Theme	Proposed Experiences	Development
<p>3.5.4.8 Art & Culture</p> 	<ul style="list-style-type: none"> ● “The Utes in the Paddock ” public art. Due to its uniqueness, this product provides a key point of differentiation as a tourism experience for the Shire to those from surrounding LGA's and the broader region (and state), and needs to be marketed as such ● Artistic Murals in each town and around the Shire. Murals are a wonderful way to tell a town/community's story. Schools, youth and local artists can be contributors to the artwork  <p><i>The wonderful mural at Lake Cargelligo</i></p> <ul style="list-style-type: none"> ● Each town to be part of a shire-wide Silo/Water tank Art trail with each depicting something unique to the history/culture of that community – These silos & watertank art is another good way to tell a story that is connected to the community. Although the story/artwork has some connection to the town/community, it can be designed in such a way that makes it unique to draws a lot of attention ● Develop a Shire-wide Public Art Trail that promotes the unique and quirky artwork within the Shire and would include: <ul style="list-style-type: none"> ➤ “Utes in the Paddock, ➤ Murals – on buildings, fences, old signs ➤ Painted Silo/Water Tanks ➤ Proposed Aboriginal Sculpture Garden ➤ Proposed Street Art within each town 	<ul style="list-style-type: none"> ➤ A Marketing & Communications Plan has been developed for implementation. ➤ Develop the Utes in the Paddock trail into a full experience by adding other elements ➤ Develop promotional material as per the Marketing Plan ➤ Identify buildings, walls, ceilings and other permanent surfaces that would be applicable for murals. ➤ Develop a Project Plan to include surfaces identified for the artwork, proposed artists and contributors to the artwork, resources, funding and action plan ➤ Work with each community and stakeholders in the implementation of the project plan ➤ Where possible ensure that the architectural elements of the given space are harmoniously incorporated into the picture. ➤ Write the story behind each mural for PR and marketing activities ➤ Develop a Project Plan that is inclusive of each town/community within the Shire ➤ Identify silos/water tanks that are to be painted ➤ Engage the community via community consultation to get their ➤ Develop promotional material ➤ Develop a Project Plan to coordinate and manage the implementation of each individual project ➤ Community consultation, engagement & participation is essential ➤ Develop promotional material


Theme	Proposed Experiences	Development
<p>3.5.4.8 Art & Culture (cont..)</p> 	<ul style="list-style-type: none"> ● Streetscape Artwork – as per suggestion in the “Little Town Big Stories” section which suggests the following: Street Art Experience – Each town tells its story through Street Art. One way to capture travellers and the the touring market is unique/quirky/ appealing street art. It brings character to the town and encourages visitors to stop and also to visit. There is an opportunity to make the shire known for its street art where each town has its own street art flair that is unique to that town and tell its own unique story via street art... The art could be of special people, special events/occurrences in history etc. The Street Art would be an experience in itself and would encourage visitors to drive through the Shire to each town to view the street-art.... Great project to get the schools and youth involved ● Kejole Koori Art Studio (Lake Cargelligo) Local Aboriginal art from local artists. Specialises in paintings, sculptures, pottery, jewellery, didgeridoos, and clapping sticks, see this wide range of Aboriginal arts and crafts made by local Wiradjuri people. ● Local Aboriginal Artwork at the Wiradjuri Cultural Centre ● West Woman Basket weaving display at the Western Plains Regional Development Building ● Alf Tyack Stone Butterfly & Gem Collection at Lake Cargelligo Tourist Information Centre ● Condobolin Community Craft Shop ● Local Arts & Craft at the Tottenham Information Central ● The Crafty Corner at Tullibigeal ● The Development of a shire-wide Art & Cultural Trail encompassing the above attractions 	<ul style="list-style-type: none"> ➤ Conduct an audit within each town to identify spaces/opportunities for the street art ➤ Develop Project Plan and identify resource and funding requirements ➤ Consult and engage with each town/ community to workshop ideas for their town ➤ Work with schools, youth and local artists ➤ Source grant funding if required ➤ Develop promotional material including a Flyer ➤ To be included as part of the Aboriginal Cultural Tours proposed “Celebrating Culture on Country” section as well as an overall shire-wide Art & Cultural trail ➤ To be included as part the proposed Aboriginal Cultural Tours proposed in the “Celebrating Culture on Country” section as well as an overall shire-wide Art & Cultural trail ➤ To be included as part the proposed Aboriginal Cultural Tours proposed in the “Celebrating Culture on Country” section as well as an overall shire-wide Art & Cultural trail ➤ To be part of other cultural events ➤ To be included as part of an overall shire-wide Art & Cultural trail & relative promotional material ➤ To be included as part of an overall shire-wide Art & Cultural trail & relative promotional material ➤ Develop promotional material ➤ Include in marketing collateral

Theme	Proposed Experiences	Development
<p>3.5.4.9 Sports & Recreation</p> 	<p>Current Sports & Recreation Assets</p> <p>Natural Assets</p> <ul style="list-style-type: none"> • Lachlan River • Lake Cargelligo & inland lakes • Gum Bend Lake • Mount Tilga • Manna Mountain • Reservoir Hill <p>Facilities</p> <ul style="list-style-type: none"> • Golf Courses • Tennis Courses • Public swimming pools • Croquet greens • Lawn Bowling greens • Football & Netball Ovals • Soccer Ovals • Bike & Walking Tracks <p>Due to the natural assets and facilities available within the shire, visitors are able to participate in following</p> <p>Activities:</p> <ul style="list-style-type: none"> • Fishing/Angling • Birdwatching • Boating • Canoeing • Kayaking • Water-skiing on the Lakes • Swimming • Walking/Cycling • Climbing <p>Current Sporting/Recreational Events:</p> <ul style="list-style-type: none"> • Condobolin Picnic Races • Tottenham Picnic Races • Tullibigeal Picnic Races • Condo 750 - off road cross country navigational rally • Yellow Mountain Dirt Bike Race • Condobolin Golf Open • Tullibigeal Sports Gymkhana • Lake Cargelligo Fisherama • West Milby Sports Gymkhana 	<p>Develop Health & Wellbeing experiences that include other strategic themes such as Nature & Unlimited horizons to develop an experience that could include:</p> <ul style="list-style-type: none"> ★ The use of sporting facilities to swim, play golf, play tennis and other leisure activities ★ Walking/cycling tracks ★ Leisure water sports ★ Wildlife watching ★ Bundle products that include accommodation vouchers, dining vouchers, beauty/massage vouchers, pamper pack etc., <ul style="list-style-type: none"> • 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 – Work with the respective committees to develop marketing plans to reach a wider audience and attract more visitors from outside the Shire to attend • Work with sporting groups/committees in developing new events and/or enhancing current events and activities – e.g. Sports Gymkhana, Lake Cargelligo Fisherama, Condo 750 & Yellow Mountain Dirt Bike Race – to reach a wider audience and encourage visitors to stay longer • Bundle packages for events to encourage visitors to stay longer and spend more within the Shire – e.g. Accommodation, dining, etc. • Link assets with other strategic themes to create experiences that will appeal to visitor and attract new markets • Develop and promote water-based activities around the River and Lakes • Develop further sporting events around sporting facilities in the smaller towns – work with the individual communities and sporting committees from each • Conduct an audit of current walking and cycling tracks to identify opportunities to either enhance current tracks and/or develop new tracks – add experience opportunities • Refer to Section 3.2.2.a in connecting directly with special interest groups


Theme	Proposed Experiences	Development
<p>3.5.4.10 Walks, Trails & Routes</p> 	<p>Current Walks & Trails</p> <ul style="list-style-type: none"> <p>Walking & cycling track on the foreshore of Lake Cargelligo – Pathway & historic Markers An ideal way to explore the town is to walk or cycle around the lake on the clearly marked walkway/cycleway. There are also a number of historic markers around town (a map can be obtained from the Tourist Information Centre) identifying where the Wiradjuri get their ochre from; where the old gold stamper battery was located; the history of the local railway; and an historic wool wash out at Wooyeo Woolshed.</p> <p>Walking track to and from Gum Bend Lake in Condobolin A scenic 6km walking track from Gum Bend Lake into Condobolin to the end of Bathurst Street and back to the Lake again.</p> <p>Walk to Reservoir Hill Lookout at Condobolin Walk to Reservoir Hill Lookout at the eastern end of Brady Street. At the top of the hill are wonderful views of the town and the surrounds</p> <p>Mt Tilga – Various length bushwalks 8 kilometres north of Condobolin is Mount Tilga. Visitors can drive to the Mount Tilga car park and walk to the summit or there are various length of bushwalks. From the summit are beautiful 360 views and uninterrupted sunrises and sunsets. For those who are more daring they can walk from the base to the summit</p> <p>Condobolin Heritage Walk/Trail A self-guided walking tour of Condobolin's historical buildings & sites</p> <p>Utes in the Paddock – Public Art Trail An outdoor public art trail of various models of Holden utes which act as a canvas for the completion of high quality 'uteworks' that celebrate bush life in Australia. The collection features some of Australia's best known artists including John Murray, Peter Mortimore, Shane Gehlert, Peter Brown, Adam Cullen and Condobolin's own local artist Karen Tooth, in a tribute to life in the bush.</p> 	<ul style="list-style-type: none"> <p>Bundle products together such as food & drink hampers, food and accommodation vouchers, retail vouchers for sportswear etc</p> <p>Develop a flyer and walking/cycling trails/tracks that also highlights key points of interests to observe and record on the flyer such as monuments, fauna & flora, etc – perhaps in a checklist format. This creates an experience and engages the visitor with their surroundings</p> <p>Joining walks/trails into a 2day/weekend experience along with bundled products for hampers, accommodation, dining, etc.</p> <p>Signage promoting the walks and experiences and promoting various lengths of walks for different ages and fitness levels etc thoroughfares to influence travellers to divert to the tracks and to stay within the area longer.</p> <p>Erect signs at the tracks promoting other things to see and do while in the area</p>



Theme	Proposed Experiences	Development
<p>3.5.4.10 Walks, Trails & Routes (cont..)</p> 	<p>Current Driving Routes</p> <ul style="list-style-type: none"> • The ‘Lake Loop’ ‘The Lake Loop’ is a sealed road which allows travellers to enjoy the scenic landscape that the Lachlan River offers. Depending on your travel plans, the ‘Lake Loop’ will reconnect travellers with the Kidman Way or travellers can continue east to Condobolin. Travellers can travel off the Kidman Way to explore the towns of Lake Cargelligo, Euabalong and Euabalong West • “Hillston to Eumungerie Road Link’ Travellers can enjoy the drive through the Heart of NSW leaving the Kidman Way at Hillston in the south west and connecting with the Newell Highway at Eumungerie in the north east. Each of the towns along this route epitomize bush hospitality and include the towns of Lake Cargelligo, Condobolin, and Fifield • ‘The Bogan Way’ A scenic route that connects travellers to the Newell Highway with the Mitchell Highway and the Barrier Highway through the towns of Albert and Tottenham. The highlight of the Bogan Way is the exact geographical centre of NSW just 42km west of Tottenham <p>Work with regional stakeholders to develop a regional route that combines all the above routes. Bundle packages encompassing dining and accommodation options to encourage travellers to stay longer. As part of the promotional collateral, develop a checklist of experiences and things to see while travelling</p>	<p>Proposed Experiential Development</p> <p>The touring market continues to grow, particularly among the 35-54 and 55+ markets. An opportunity is to apply a new approach across the wide range of ways visitors may undertake touring, for example by motorbike.</p> <p>To enhance the perception and awareness of the Shire’s touring routes, there is a need to refocus efforts by adopting a stronger experientially-led approach, including the development of contemporary, high-quality content and itineraries. This can be delivered in two key ways:</p> <ul style="list-style-type: none"> • Connecting individual precincts/towns, experiences, tourism products and events within each strategic theme; and • Creating, cross-theme experiences or journeys that bring the stories, places and characters of Lachlan Shire to life, <p>It all about creating experiences within each route. We can also:</p> <ul style="list-style-type: none"> • Create new experiences and bookable products across the DMP’s strategic themes to both attract the touring market and keep them in the Shire for longer • Raise the profile of the touring routes by presenting them as journeys and leading with experiential content rather than destination content; this would involve a review of content and promotion for existing routes; and • Improve the online and digital content for direct and third-party distribution. • Signage promoting the routes and experiences within each walk and promoting various lengths of walks for different ages and fitness levels, etc. • Create thoroughfares to influence travellers to divert to the routes and promote what to see and do while in the Lachlan Shire • Develop flyers for each route with a checklist of what to see and do – distribute regionally


3.5.5 DESTINATIONS & WHAT EACH HAS TO OFFER FOR EXPERIENCE DEVELOPMENT

Destination	Attractions & Assets	Development
<p>CONDOBOLIN</p> 	<ul style="list-style-type: none"> • The largest township within the Shire • The town lies on the banks of the Lachlan River, an hour from Parkes, Forbes, West Wyalong, Lake Cargelligo and Tottenham <p>ATTRACTIONS</p> <ul style="list-style-type: none"> • Natural assets include the Lachlan River and Gum Bend Lake provides water sports & wonderful birdlife • Key attractions include: <ul style="list-style-type: none"> - Utes in the Paddock - The Lachlander Museum - Railway Museum - Reservoir Hill Lookout - Mt Tilga - Historical Museum - Heritage Walk - Community Centre - The Farm Chapel “Bolo” - Kings Grave Monument - The Wiradjuri Study Centre is an important iconic centre for Aboriginal cultural understanding, learning, research, training and wellbeing in the region. Also promotes local Indigenous art and products <p>EVENTS</p> <ul style="list-style-type: none"> • The town also hosts a great number of events throughout the year – Condo 750, picnic races, Christmas Carnival, Yellow Mountain Cross Country Motor Bike Race and the Condo Show. <p>FACILITIES & SERVICES</p> <ul style="list-style-type: none"> • The Condobolin Central Business District is the main commercial centre in the shire and provides a range of businesses and facilities. • The town hosts good sporting facilities such as race course, golf course, bowls, swimming pool, gymnasium, tennis courts • Western Plains Regional Development Inc provides the visitor information services but a more visible and visitor-centric facility is required 	<p>Develop and/or enhance visitor experiences around current assets & offerings to meet growing visitor needs and desires for authentic & 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 the 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 & strategically operated Visitor Information Centre in Condobolin will be vital to:</p> <ul style="list-style-type: none"> • Disperse visitors to the specific attractions and experiences they desire to see and do within the shire thereby providing visitors a better experience & 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. thereby encouraging visitors to spend more • 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 <p>All attractions will be part of one or more of the strategic Experience Themes in developing Experiences to attract & influence visitors to stay longer</p>

Destination	Attractions & Assets	Development
<p>LAKE CARGELLIGO</p> 	<ul style="list-style-type: none"> • Lake Cargelligo 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. • 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. <p>ATTRACTIONS</p> <ul style="list-style-type: none"> • The lake serves recreational users such as boating, fishing, canoeing and water skiing and attracts bird watchers due to the incredible birdlife, diversity of waterfowl and other rare birds in the district and is classified as a bird sanctuary • The town also boasts heritage and cultural attractions such as the <ul style="list-style-type: none"> - Heritage walk, - Historical museum - The Wool Wash & Wooyeo Woolshed - Draught Horse museum - Koori Art Studio - Attractive street art murals • Aboriginal cultural sites include: <ul style="list-style-type: none"> - Aboriginal Freshwater Mussel Shell Midden at Deadmans Point - Ochre Pit at Frogs Hollow - Manna Mountain <p>EVENTS</p> <ul style="list-style-type: none"> • Events staged include the Blue Water arts Event, Annual Show, Fisherama & the Christmas Carnival <p>FACILITIES & SERVICES</p> <ul style="list-style-type: none"> • There's also a volunteer-based Tourist Information Centre which houses a Stone Butterfly & Gem collection • The local Lower Lachlan Community Services (LLCS) provides a range of community services • The town offers a range of services including motels, hotels, caravan park, cafes and retail outlets • The town has wonderful sporting facilities, picnic facilities and is RV Friendly 	<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"> • Exploring Nature • Unlimited Horizons <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 culture, heritage and local history 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 included in the shire's proposed Public Art & Outdoor Gallery 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 & Implement a Community Engagement Plan</p> <p>All attractions will be part of one or more of the strategic Experience Themes in developing Experiences to attract & influence visitors to stay longer</p>

Destination	Attractions & Assets	Development
<p>TOTTENHAM</p> 	<ul style="list-style-type: none"> Tottenham is the closest town to the geographical centre of NSW. With a population of 300 residents Tottenham originated through the discovery of copper in 1903 and is situated in the centre of NSW. 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 including Tidy Town Awards “Overall Winner” in 2002, 2004 and 2007. Most recently Tottenham was voted 2012 Community of the Year <p>ATTRACTIONS</p> <ul style="list-style-type: none"> The geographical centre of NSW is marked by a Cairn constructed from local mine slag The Tottenham Tourist Information Centre 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. The Tottenham Hotel is located in the centre of the town and has been lovingly restored to its original 1931 condition There's also an attractive birdlife in Tottenham with over 160 species of birds that have been recorded <p>EVENTS</p> <ul style="list-style-type: none"> Tottenham also stages the Tottenham Expo, Picnic Races & Tottenham Flower Show <p>FACILITIES & SERVICES</p> <ul style="list-style-type: none"> Tottenham boasts a Health Centre, Central School, pre-school, four churches, and outstanding facilities including swimming pool, tennis courts, golf club, bowling club and a race course complex with a motor cross track. The town services a large & diverse agricultural industry 	<p>The stories and characters behind Tottenham make it ideal to develop and market experiences around the “Little Places, Big Stories” theme (Module 4)</p> <p>Marketing messages to include communications such as “Discovering hidden gems” and “Quirky Characters with stories to tell” – There is also a story to tell of the little town with big awards!</p> <p>With high quality sporting venues, Council could 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 immerse in the culture – Part of the “Foodie Finds” 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 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 & 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 encompass other themes such as “Unlimited Horizons” and “Exploring our Nature”</p> <p>All attractions will be part of one or more of the strategic Experience Themes in developing Experiences to attract & influence visitors to stay longer</p>

Destination	Attractions & Assets	Development
<p>TULLIBIGEAL</p> 	<ul style="list-style-type: none"> 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. <p>ATTRACTIONS</p> <ul style="list-style-type: none"> The Crafty Corner in the RSL Memorial House Mayfield Hotel & the Football Hall of Fame Tulli Co-op Cockies Shed Lavender Farm Frampton Flats Feedlot The Farm Chapel “Bolo” is 20km from Tulli Lovely gardens are also an attraction during Autumn & Spring <p>EVENTS</p> <ul style="list-style-type: none"> Stages one of the Shire’s Picnic Races as well as the Tullibigeal Sports Gymkhana <p>ATTRACTIONS & SERVICES</p> <ul style="list-style-type: none"> Tullibigeal boasts a football field excellent tennis and netball courts, cricket fields, a swimming pool and a children’s playground Free camping and caravanning in the main street park with children’s playground, barbecue, toilets, showering facilities and power. 	<p>Develop and market experiences around the “Little Places, Big Stories” 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 “Foodie Finds” 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 and could be another unique experience under the Exploring Nature 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 - Develop & Implement a Community Engagement Plan</p> <p>All attractions will be part of one or more of the strategic Experience Themes in developing Experiences to attract & influence visitors to stay longer</p>
<p>FIFIELD</p> 	<ul style="list-style-type: none"> Population of 70 Agriculture main industry Mining of gold and platinum may be coming <p>ATTRACTIONS & FACILITIES</p> <ul style="list-style-type: none"> The Fifield Pub Accommodation and free camping War Memorial Display “Back to Fifield” event White platinum moulds around town from previous mining 	<p>Develop and market experiences around the “Little Places, Big Stories” 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 “Foodie Finds” Theme – (See Module 4)</p> <p>All attractions will be part of one or more of the strategic Experience Themes in developing Experiences to attract & influence visitors to stay longer</p>

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

3.5.6 REFERENCE TO VIEW CURRENT ASSETS AGAINST EACH PRODUCT SECTOR

Please refer to **Module 2 Section 2.5.3** to view all current tourism products & assets against each product sector. These are a good guide when developing experiences against each of the Strategic Themes

3.6 Marketing & Communications

This Plan's marketing focus, and proposed target markets, are aimed primarily towards the domestic market. Firstly, because it is predominantly the market coming into our region and Shire, and secondly, there is so much potential to grow the domestic market into the Shire as regional NSW residents are the greatest visitors into regional NSW. At this stage of our tourism development, targeting the domestic regional market is the most cost effective marketing strategy to adopt.






In developing our marketing strategies we need to be aware of a prospective visitor's buying process and have an understanding that consumers switch their attention on and off to information around them, only taking in those messages that are appealing to them and hold some interest to them. Essentially, that is why we can't target everyone in a particular campaign and which is why we need to use different mediums (or combination of mediums, to reach specific target audiences.



Our marketing and advertising approach needs to:



- ☑ Ensure that we know what mediums best align with the market we are targeting and the mediums they use and source information from (Refer to Module 3 Section 3.2)
- ☑ Have a clear understanding of what we want to say and how we want to say it and reflects our brand, our brand personality and promise (Refer to Module 3 Section 3.4)
- ☑ Create the ideas and let the words and pictures tell our story in a consistent and coherent way
- ☑ Reflect the feel and look of our Shire and our tourism offerings
- ☑ Develop a schedule that maximises our market exposure and return on investment
- ☑ Have an integrated approach and use a mix of Above-the-line and Below-The-Line mediums


3.6.1 PROMOTION & ADVERTISING


Medium	Tactic/Approach
Brochures & Flyers 	<ul style="list-style-type: none"> • Develop a series of "Experience Brochures/Flyers", where each flyer promotes an Experience category. This could be based on the strategic themes outlined in this plan) with alluring images and descriptive stories. These can be used as individual standalone flyers or taken as a set. Each flyer can be converted as a PDF document that can be downloaded on the website against that Experience category • Develop a series of Special Interest Brochures/Flyers designed to influence specific targeted audiences & interest groups with specific interests, e.g. Birdwatching, Fishing, etc. • Develop a series of Destination Brochures/Flyers which essentially promotes each destination within the Shire. Each flyer promotes a specific destination and respective experiences, attractions, events and services on offer. The series would have a consistent look related to the Shire brand but each would have it's own "Hero" images and experiences



Medium	Tactic/Approach
<p>Brochures & Flyers (cont.)</p> 	<ul style="list-style-type: none"> • Develop an updated Visitor Guide based on our new market positioning messages outlining the Shire's destinations, experiences, attractions & assets with high quality images and descriptive content <p>When developing the brochures/flyers:</p> <p>Ensure that all information is consistent in branding, and positioning messages as per those outlined in this Plan</p> <ul style="list-style-type: none"> ✓ Use high resolution photos and use images that help to sell the promise and are influential in evoking the desired emotion and behaviour ✓ Use standard DL or A4 to reduce your production costs and ensure the brochures/Flyers fit neatly into display racks ✓ Make the copy easy to read, factual and accurate and put your product name where it will stand out and people will notice it ✓ Convert the files into formats that can be used digitally on the website and other online mediums
<p>Print Media – Magazines</p> 	<ul style="list-style-type: none"> • Use magazines in our advertising mix to create lasting, memorable engagement • As magazines are typically kept around for a long period of time they can generate repeat exposure for our brand. Also, an ad placed today will reach people months from now • Subscription-based connections with readers and can create brand loyalty and repeat messaging capabilities • According to research conducted, magazine readers are more likely than users of other media to influence friends and family on products. In addition, magazines are also most likely to complement the web in reaching social networkers, whom marketers increasingly favour in generating buzz. • Research also indicates that magazines lead other media in influencing consumers to start a search online. In addition, studies that ads in magazines or on magazine websites boost web traffic, spur online purchase and offline behaviour. • Magazines allow for highly targeted advertising so our budget can be used to only reach the people who are interested in our offer. Depending on our advertising objective we can use magazines that are: <ul style="list-style-type: none"> ➤ Industry related – Travel magazines, Airline magazines ➤ Market & Activity related – e.g. Fishing magazines, Birding magazines, Caravan & RV magazines, Nature and wildlife, <p>Ensure the following:</p> <ul style="list-style-type: none"> ✓ Investigate and develop a database of key industry and market specific publications ✓ Look at the available magazines and determine which will be the best fit in reaching our respective target markets ✓ Prior to purchasing space, ask about readership and distribution to ascertain whether it meets the advertising budget, value and objectives



Medium	Tactic/Approach
<p>Print Media – Magazines (cont.)</p> 	<ul style="list-style-type: none"> ✓ Try to buy space on odd pages as these are the first pages readers see when they turn the page. Big budgets can afford positions that offer the biggest reach like near the table of contents or adjacent to a relevant article. However, we can often spend less by placing our ad next to a prominent ad and “borrow” all their eye traffic ✓ Use high resolution “Hero” photos that best sell the promise and are influential in evoking the desired emotion ✓ Repurpose the printed content in digital channels to reach a broader audience ✓ Create compelling headlines that address the specific needs or desires of our target audience. They really just want to know what we can do for them – the promise ✓ Make it easy for our prospective visitors to reach us with a call to action, whether it is to call the Information Centre, or to go to the website to download the Visitor Guide etc. ✓ Develop print media advertising templates designed to target specific audiences and messages ✓ Work with DNCO & Central JO on regional print media campaigns
<p>Print Media – Newspapers (Local & Regional)</p> 	<ul style="list-style-type: none"> • For cost effectiveness and geographical targeting, newspaper advertising works well by using the regional publication that is widely distributed in the geographical area we are trying to reach. • For that purpose, newspaper advertising within our region (Central NSW) works well on a tight budget and is ideal when advertising weekends-away and short-breaks within the Shire. • Given that residents within regional NSW are the largest travellers into regional NSW, advertising in regional newspapers is a good strategy • Newspapers trigger call-to-action beyond other media. It is also an active medium. Unlike other traditional media (TV & radio), newspapers require the consumers to be engaged and active in order to consume the content, consequently advertising messages have a greater capacity to influence the reader’s behaviour <p>Ensure the following:</p> <ul style="list-style-type: none"> ✓ Build strong relationships with the local print media as they will get to know and understand our advertising objectives and any budgetary constraints. Stronger relationships mean greater support and often discounted offers ✓ Based on budget and the message that is being advertised, decide which section of the newspaper will be more effective. Usually 80% of readers look at the main newspaper and drops slightly down to about 75% in the local news section. However, when advertising in a regional or local newspaper the local news section is good value ✓ Where possible, try to place the advert on the upper right portion of the right-hand page of the newspaper. This will increase the chance of readers seeing the ad as they flip through the pages. Make sure the ad is placed next to an article instead of other ads. It might cost you more, but it will help keep the readers focused on the message


Medium	Tactic/Approach
<p>Print Media – Newspapers (Local & Regional)</p> <p>(cont.)</p> 	<ul style="list-style-type: none"> ✓ Decide on the best day to advertise according to the days on offer and what is being featured on those days – this will probably vary depending on the publication and how many days a week they publish. Different days of publication usually offer different types of content and features (this is particularly true of local and regional publications). Pick the day that best aligns with what we are advertising – e.g. is it an event? Is it promoting a particular experience? Is it promoting a weekend-away offer? ✓ Include a call-to-action in the advertisement as research shows that readers are more likely to act on an ad they've seen in their local newspaper ✓ Write an attention grabbing headline. The most important element of your ad is the headline. If those 3 to 8 words don't interest the reader, the advertisement will fail ✓ Add a sense of urgency. Consider including a limited time discount or coupon with an expiration date. This gives the reader motivation to act immediately after seeing your ad
<p>TV & Radio</p> 	<ul style="list-style-type: none"> • TV, Radio and mass mediums work well when wanting to reach a wide audience • TV and Radio have a place in the advertising mix and can work very effectively as part of an intergrated campaign for promoting a major event or festival where you want to attract and reach a wider audience • Often TV media have special packaged deals during special periodical events such as during cricket season. If targeting a specific audience that would be watching during that season, then a special advertisement during that period tarketring that audience could be cost effective • Radio can also be cost effective for long term brand awareness where placement can be made during the course of a period airing consistently at a specific time/s of day over that period. Radio is a cost-effective medium for frequency and staying in the minds of the listener • Local Radio is a good medium to use as it is usually more cost effective, locals tune into news and adverts that are more relevant to them and travellers will normally tune into the local/regional station to get news of what is happening in the area. It is a good medium if the campaign is specifically targeting the regional audience <p>Ensure the following:</p> <ul style="list-style-type: none"> ✓ Purchase a schedule with a mix of 15-second and 30-second ads to give us more coverage ✓ Schedule advertising in the time slot and within the programs our target audiences watch and/or listen ✓ Build strong relationships with the regional media. The more they understand our objectives and budget, the more effective they can be to make us aware of special deals and packages etc that may fit our brief and capabilities ✓ Repeat anything that is important several times throughout the advertisement ✓ Stick to one message, and have a clear call to action of what you want the listener to do at the end of the ad

Medium	Tactic/Approach
<p>Public Relations & Publicity</p> 	<p>PUBLIC RELATIONS</p> <p>The intent with public relations in this context will be to manage the overall reputation of the Shire as a tourism destination, while simultaneously building relationships among all of those who are affected by it (our stakeholders). As a management function, PR will be to focus on building relationships and managing our image with the general public and key stakeholders</p> <p>PUBLICITY</p> <p>Publicity will be to manage our presence in the media and to try and obtain free promotion of the Shire and its tourism offerings. Forms of publicity could include news stories, articles and event information. Publicity is to create positive public awareness and attention around our tourism brand.</p> <p>Relationship Building & Communications</p> <ul style="list-style-type: none"> • Develop a PR & Publicity database to include regional and local media, key stakeholders, community groups, government agencies, Destination NSW personnel, Destination Country & Outback and the Central JO • Send out regular communications to the PR database informing and promoting key tourism activities that help raise the image and profile of the Shire as an active tourism destination • Instigate and/or take up opportunities to connect with the local and regional media, general public, stakeholders and the tourism agencies & networks to establish and build solid relationships <p>Media Releases</p> <ul style="list-style-type: none"> • Send out regular Media Releases to the database on a broad range of topics and activities – Create reasons to send out a media releases – stories, upcoming events, current happenings, good news stories • Create opportunities to send media releases to travel and tourism journalists where possible <p>Ensure the following:</p> <ul style="list-style-type: none"> ✓ Get to know travel writers and the travel press, and build a rapport with them ✓ Only issue media releases when we have important news to tell them about ✓ There must be a point or hook to the release, e.g. a new event, new tour, major upgrades, received an award, etc ✓ Start with the facts of who, what, when and where, then explain the how and why later in the release ✓ Stick to the facts and be short, sharp and truthful. The maximum length of a release should be one A4 page ✓ Put the main information in the top few paragraphs and use one sentence per paragraph ✓ Don't ask to see what a journalist's article says before it is printed. Journalists fiercely protect their objectivity and don't want to be told what they should write

Medium	Tactic/Approach
<p>Public Relations & Publicity (cont.)</p> 	<p>Familiarisations</p> <p>Familiarisations (famils) enable trade, media contacts and stakeholders to experience tourism offerings at first hand.</p> <ul style="list-style-type: none"> • Our opportunity will be for domestic media famils where print/online journalists, broadcast crews and key opinion leaders on socia media (influencers) to visit in reference to a story that meets their objectives. These famils could be instigated through agencies such as Destination Country and Outback or the Central JO and usually be part of a regional story where we are part of the experience that is being promoted. • Destination NSW hosts frequent familiarisation visits by overseas travel agents and wholesalers, which give them a comprehensive insight into product experiences, destination conditions and new developments. Industry operators are invited to assist in supporting these visits by sponsoring accommodation, tours, transport, transfers and other ground costs. In return they have the opportunity to convert the experience into sales opportunities with front line operatives and make valuable business connections. <p>★ However, we can be proactive in conducting our own media famils – these could be a direct invitation to regional & local media, influences and stakeholders. These could be for major annougements, openings, launches, new experiences, key events etc.</p> <p>Usually it would be a bespoke experience for the media/invitees and is offered at discounted rates or free of charge. We would need to work closely with operators to ensure a memorable experience that helps to improve their product knowledge and help them on-sell or promote our offerings positively influence their perception of us.</p> <p>PR/Media Kits</p> <p>Developing and distributing powerful PR Kits increases our chance to gain interest from the media, publishers, agencies and industry networks. It also provides powerful free publicity and strengthens our image and creditibility as a tourism destination</p> <p>The hardcopy kits should include:</p> <ul style="list-style-type: none"> ✓ Our Story ✓ Brochures ✓ Business ✓ Latest media releases ✓ USB Disk with high resolution images of key experiences, attractions & landscapes ✓ Provide promotional gifts that are either unique (memorable) and/or branded gifts with logo and contact details <p>★ We can convert all the hardcopy material into digital formats and upload the USB that can be easily distributed at events, conferences, conventions etc</p> <p>★ Develop a Media/PR Page on the tourism Website to include:</p> <ul style="list-style-type: none"> ✓ Our story ✓ High resolution photos and branding graphics that can be prepped and downloaded by the media ✓ The tourism team and contacts ✓ Digital version of the Visitor Guide and other flyers/brochures that can be downloaded ✓ Videos/Audio ✓ Quotes from GM and/or mayor that the media can use

Medium	Tactic/Approach
<p>Direct Marketing</p> 	<p>There are occasions where it will be a good strategy to take a personalised approach with our markets and there are some direct marketing options we can use. These include:</p> <ul style="list-style-type: none"> • telephone • SMS • mail outs • Email <p>★ Direct marketing is most likely to succeed when we keep on message, provide a good offer or deal, and use a high-quality and validated database.</p> <p>Consider the following:</p> <ul style="list-style-type: none"> ✓ Send letters with accompanying Flyer/s and packaged offer/experience to specific interest and targeted groups/organisations - such as birdwatching groups and other nature/wildlife groups, fishing/anglers, touring companies & coachlines, corporates, event planners. These letters can be followed up with telephone calls ✓ Create our own customer database or buy a contact list that is based on your target markets and ensure the database is professionally maintained ✓ Arrange for vouchers and coupons to be inserted in our local newspapers, magazines or local business directories ✓ Letterbox drops can be effective; companies offering this service can provide us with statistics on which locations will most likely match our target market ✓ Use eNewsletters to promote up-coming promotions. Ensure to get permission to use email address. Refer to the Spam Act 2003 for more information ✓ Use SMS or text messages which include information about on-site events, dining and entertainments options and special loyalty deals
<p>Incentives</p> 	<p>These days almost every traveler is looking to get a bargain on their tours e.g. accommodation etc., and often it can be a deciding factor between destinations and excursions for their upcoming vacation.</p> <p>★ So it's important to have a strategy that will draw visitors to us and encourage them to purchase products from our local businesses.</p> <p>Work collaboratively with operators to:</p> <ul style="list-style-type: none"> ✓ Offer packaged deals to associations of specific interest groups as an incentive to bring their members to the area ✓ Offer special deals that can be promoted via the tourism website and social media platform as incentives for visitors to visit during specific periods such as: <ul style="list-style-type: none"> ☞ Long weekends ☞ School holidays ☞ Easter Holidays ☞ Weekends-away <p>Or to visit during special occasions such as:</p> <ul style="list-style-type: none"> ☞ Mother's Day ☞ Valentine's Day ☞ Father's Day <ul style="list-style-type: none"> ✓ Develop a Voucher Book made up of special deals & offers that can made available to visitors via food, accommodation & retail outlets and the Information Centres

Medium	Tactic/Approach
<p>Incentives</p> 	<p>Competitions</p> <p>Consumers love competitions, particularly if they can win a free holiday package. Competitions help to reinforce your advertising messages.</p> <ul style="list-style-type: none"> ✓ Partner with the media, trade partners or other product to develop a competition that will attract lots of interest ✓ Tie your competition back to your overall marketing strategy – a competition is simply a means of emphasising your message ✓ Use the opportunity to build your database by seeking entrants' permission to contact them with other information ✓ Run competitions via social media platforms to evoke greater engagement ✓ In some cases a permit might be needed to run a competition – Check with the Office of Fair Trading to ensure everything is in order
<p>Trade Shows & Consumer Shows</p> 	<p>Trade Shows</p> <ul style="list-style-type: none"> • Trade shows provide an opportunity for one-on-one discussion about our destination and offerings. Many wholesalers and travel agency chains such as run trade shows or events during the year and invite operators to participate. • The Desintation networks (such as Destination Country & Outbaack) also run workshops for domestic travel buyers, often as part of a regional famil and will invite members to meet with trade partners, generally for a fee. • The Australian Tourism Exchange (ATE) is the largest, annual trade event in the Southern Hemisphere. It attracts travel buyers from all major overseas markets who participate in organised business schedules with Australian operators Tourism Australia manages the event and Destination NSW coordinates state supplier participation, business introductions, networking opportunities, operator briefings, and media publicity. Each year the event is hosted by different capital cities – <p>➡ It will be up to the Lachlan Shire Council to assess and evaluate when they may be ready to participate in a Trade Show and to evaluate the ROI</p> <p>Consumer Shows</p> <p>Consumer shows and expos offer a chance to sell direct to our potential markets. Different shows target different audiences. Depending on our product and target market/s, there's probably a show to suit, e.g. travel, caravan and camping shows, and even more specialised events such as boating shows.</p> <p>If we are an exhibitor:</p> <ul style="list-style-type: none"> ✓ Select a site close to the action, close to the entry or centre of the exhibition, or on the main aisle of the venue ✓ Share costs by finding a product that is complementary to our own and partner in an exhibit, or speak to DNCO, Central JO and other stakeholders to see if they are attending ✓ Our stand needs to reflect our destination and experiences. Attract consumers with music or action footage or some other kind of interesting/ captivating feature ✓ Have brochures and information materials on hand and consider giveaway coupons or vouchers as added enticement – Consider USBs with photos, etc ✓ It is the destination that speaks first and foremost to the consumer

Medium	Tactic/Approach
<p>Cooperative Advertising</p> 	<ul style="list-style-type: none"> • Advertising with partners can be advantageous as it spreads the costs giving us more value for the investment. The Shire may decide to allocate money for a marketing campaign and share the cost of that activity by approaching partners to become involved. By doing this, you can share advertising production and placement costs. • Cooperative advertising opportunities are regularly offered through industry agencies such as DNCO and Local Government Joint Organisations such as the Central JO, However, Council can instigate its own corporatative advertising campaign with selected partners which may include: <ul style="list-style-type: none"> ➔ Selected LGAs (it could be with just one other LGA) ➔ Local business operators ➔ Selected government agencies (specific projects) ➔ Community groups & organisations (specific projects)

3.6.2 ONLINE & DIGITAL MARKETING

With 80 per cent of consumers using the internet to research holiday and leisure options, it's a primary source for tourism information and booking transactions. As far as business is concerned, the benefits of the internet can't be underestimated.



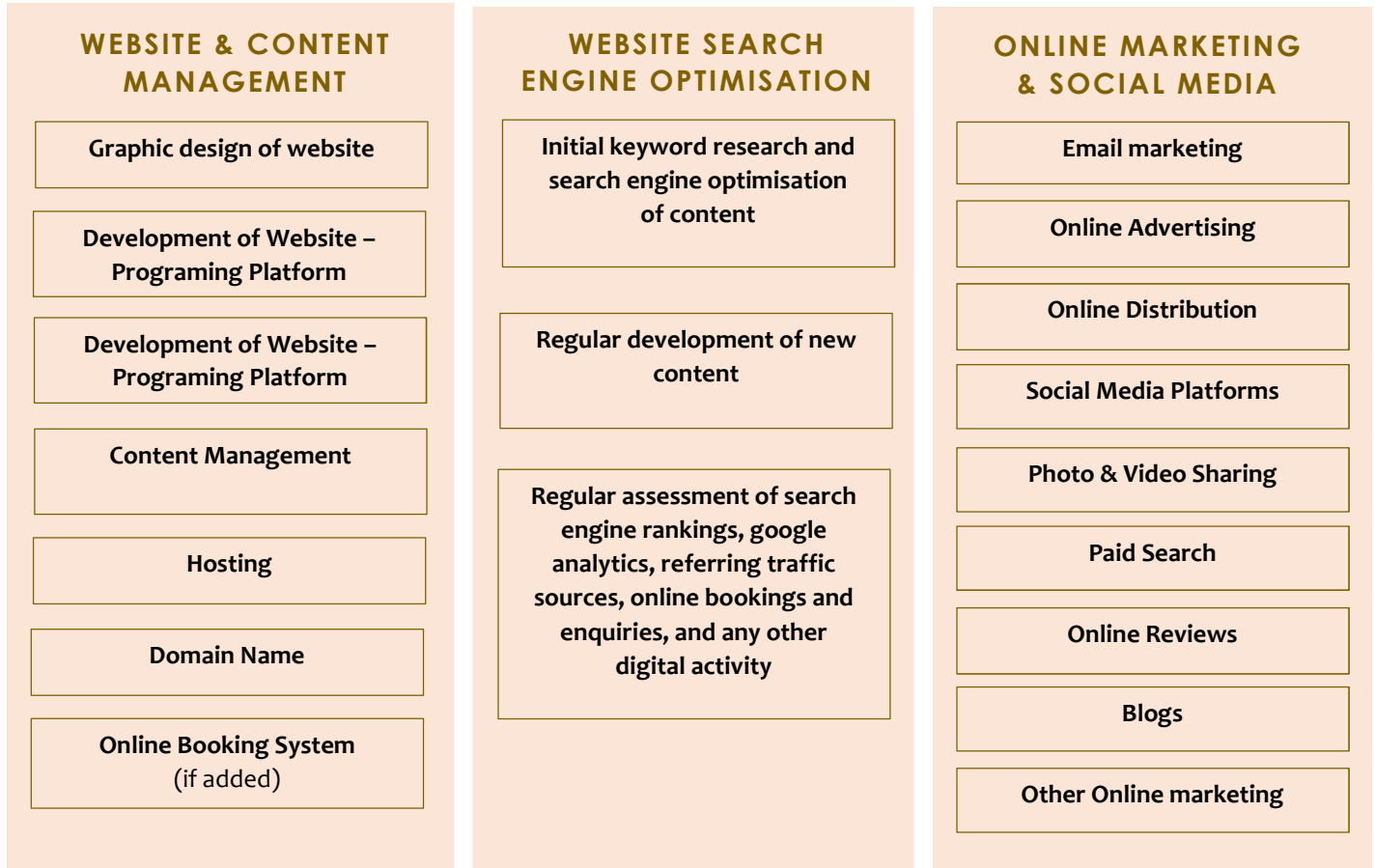
It offers:


- ☑ fast and cost-effective ways to reach potential consumers and target markets
- ☑ efficient administration and management of bookings through online booking systems (if and when it is required)
- ☑ exposure of our tourism offerings through online distributors
- ☑ extensive opportunities for advertising, promotions and sales
- ☑ easy ways to measure and track online marketing campaign activity as well as consumer visitation to your site and their activities
- ☑ opportunity for your existing and potential visitors to share your information and their experiences easily
- ☑ identification and development of new markets
- ☑ improved customer service
- ☑ cost savings in communication, accounting, banking and financial management



The digital environment is evolving all the time as new technologies emerge. As well as maximising the Shire's capabilities for now, we want to be well positioned for any technologies and platforms that enable us to reach, communicate, engage with and influence our markets.



Components of an Online Strategy

These components should work together to ensure that we are achieving the most from our online presence and marketing efforts.



Medium	Tactic/Approach
<p>Website</p> 	<p>Our tourism website will be the first impression prospective visitors will receive of the shire as a travel/holiday destination and your primary means for communicating with them and converting their interest into visits. A good website brings together a rich formula of functionality, navigation, content, look and feel and backend smarts to provide visitors to the site with an overall rewarding experience. It must be interesting, informative, logical, easy to navigate and accurate, be optimised for mobiles, be interactive and integrated.</p> <p>➡ The tourism website is to incorporate the following:</p> <ul style="list-style-type: none"> ✓ Grab visitors' attention immediately and excite them to learn more ✓ Emotive content to describe offerings ✓ Tourism branding elements ✓ Speak to specific target audiences ✓ Promote experiences aligned with the various destinations/places ✓ Promote attractions within specific places and destinations in the shire ✓ Promote packages & the bundling of experiences & special offers

Medium	Tactic/Approach
<p>Website (cont.)</p> 	<ul style="list-style-type: none"> ✓ Promote annual/seasonal events and current happenings & activities ✓ Promote the "Eat, Shop & Stay" more effectively with exciting descriptions of offers and the stories behind to operators ✓ Gallery of pictures where albums are created to showcase experience themes/categories as well as attractions and events ✓ Ensure that images are high resolution and truly depict the experiences with WOW factor ✓ Videos as they are a brilliant way to show off your product and if done well, can be a strong tool for converting consumers ✓ Media/PR Page to include media releases, media kit and digital imagery and graphics for media to download ✓ Make calls-to-action visible ✓ The website is optimised for mobiles ✓ When launching a new marketing campaign, make sure a new website page is created specifically for the campaign or update existing pages to include supporting information
<p>Search Engine Optimisation (SEO)</p> 	<p>SEO is the key to getting your website higher in search engine results (e.g. on Google or Bing search results pages). Optimisation is about having a website that's search engine friendly. To achieve this we need to:</p> <ul style="list-style-type: none"> ✓ Have content that is easily read by search engines, ✓ A good link structure, regularly updated content, as well as ✓ A good structure for your content such as titles, headings, meta descriptions and keywords. <p>Keywords and optimisation of content</p> <p>Search engines determine how relevant web pages are to user searches by looking at keywords and related words on the pages of your website, how many quality sites are linking to our site and when content was recently updated.</p> <p>Ensure the following:</p> <ul style="list-style-type: none"> ✓ To consider obvious and not-so-obvious keyword searches because not everyone thinks the same way ✓ Put keywords and phrases together about our offerings and the experiences we offer, our location, our brand name and then extend these words out to include the descriptions of the types of experiences our prospective visitors are seeking ✓ Keywords are set behind each page on the website relevant to that page ✓ Write natural content that is easy to use, including each keyword at least once per page ✓ Make sure that all the pages we want Google to find are linked into the main site navigation in a logical hierarchy. Avoid having pages sitting out alone on the web without linking into the site as they are unlikely to be found by search engines ✓ Have captions or descriptions around photos and videos <p>Keywords and optimisation of content</p> <ul style="list-style-type: none"> ✓ Another key way to drive traffic to your site and improve your search engine ranking is to have other good quality and relevant sites link to you ✓ Links into your site from affiliated sites create more threads on the internet for search engines to pick up on and follow and act as 'votes' for your site, helping to increase your ranking when someone searches for you in Google. ✓ Set up mutually beneficial links between our site and industry related sites, alliances and relevant stakeholders' sites ✓ Update content regularly

Medium	Tactic/Approach
<p>Online Marketing</p> 	<p>There are some great and cost-effective ways to market online, but like all marketing, we will need to pick our mark and integrate our activities to maximise the opportunity.</p> <p>We can use a range of digital marketing activity options to drive traffic to the website including:</p> <ul style="list-style-type: none"> • Australian Tourism Data Warehouse (ATDW) email marketing. In the tourism industry, the best way to gain more exposure for your business online is through the Australian Tourism Data Warehouse(ATDW) – a national tourism database that feeds a network of up to 60 travel sites including visitnsw.com, australia.com and Regional Tourism Organisation websites. Consumers use these sites to source information about destinations and product such as accommodation, tours, attractions, events, and transport. • Currently Lachlan Shire Council subscribes to ATDW via the Destination NSW “Get Connected” portal, however we need to ensure that photos and content are regularly up-to-date and depict the best of our offerings, experiences, and services • Pay per click (PPC) – also known as search engine marketing (SEM) or AdWords. • This can be useful for specific campaigns but if we implement other more organic online activities consistently and actively, this would help the ranking without the spend....consistency and good content is the key • Social media platforms such as Facebook, Twitter, Pinterest, Instagram and YouTube (See the next section on Social Media) • Banner advertising: Traditional media such as magazines, TV and radio offer advertising packages that include banner advertising on their websites • Email marketing (Please refer to the Direct Marketing section) • Customer review and location-aware sites such as TripAdvisor, Yelp, Foursquare and Swarm. Ensure that all key tourism related attractions, visitor services and information services are entered onto TripAdvisor and effectively managed • Identify and work with digital influencers, i.e. bloggers and ensure they use links to our website
<p>Blogs & Blogging</p> 	<ul style="list-style-type: none"> • The creation of exceptional content is what engages people, and influences them in the consideration phase of their buying funnel. Blogging is a wonderful way to tell our stories and can be engaging if it includes unique content. • Blogs are always available to access, and can be reshared again and again, giving it an endless lifespan. Therefore content should be created and published on our blog, and then shared out onto social media platforms. That way, we are still sharing great content, while encouraging visitation to our website giving the Shire more opportunity to be considered as a destination option by potential visitors. • People can engage with the blog posts. They can share the blog posts with their friends and family on social media, and they can comment on the posts and engage with real people. This engagement helps destination website's to become a more holistic information source for potential visitors, and will also assist with the conversion of more visitors to the Shire • Each blog post has the ability to target specific and relevant search terms which gives our website breadth when it comes to being found in search engine results, therefore attracting people looking for all types of holiday experiences, not just those searching for the name of your destination.

3.6.3 SOCIAL MEDIA

As research has indicated, social media platforms such as Facebook and Instagram has a huge impact on tourism and in the decision making process of a prospective visitor and their decision to choose one destination over another.




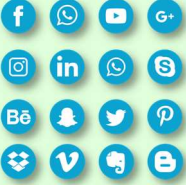

Studies show that 80–90% of potential customers believe online reviews on social media platforms and are influenced by them when researching a trip, whether or not they know the reviewer.



The benefits of marketing using social media can be enormous. Our tourism branded Social media platforms will allow us to distribute our content much further than can be reached via the website, and to target audiences who would never have thought of searching for us. It's also a great way to provide customer service, answering queries and dealing with complaints or compliments.

⇒ We can extend our digital presence using social media sites such as:

- Content sharing sites: YouTube, Vimeo, Flickr, Instagram, Pinterest
- Online networking sites: Facebook
- Microblogging sites: Twitter, Tumblr
- Trip review and location-aware sites and apps: TripAdvisor, Yelp, Foursquare and Swarm

Medium	Tactic/Approach
<p>Social Media Platforms & Tactics</p> 	<ul style="list-style-type: none"> ☑ Facebook is both a great way for customers to reach you directly, and an effective 'bragging rights' platform where potential customers can find out about you via posts from their Facebook friends. Get to know how to manage and use Facebook – it is an incredibly successful social networking site. ☑ Twitter is all about short and sharp messages that are 140 characters or less, and it needs regular attention. Make sure that your tweets add value to your users – are you posting valuable engaging content that they are interested in, or just talking about yourself? ☑ Include hashtags on Twitter, Instagram and Facebook to help users find your content and to reach new audiences. Some of the standard hashtags for tourism businesses. For regional NSW destination the hashtag is #NewSouthWales. <ul style="list-style-type: none"> • For the Shire possible hashtags could align with the domain name be: <ul style="list-style-type: none"> #EscapeToLachlanShire or #EscapeToTheHeartOfNSW • Use hashtags to sell a particular experience that is being promoted e.g #SpectacularSunsets • Each destination could have its own hashtag when promoting that destination: <ul style="list-style-type: none"> #EscapeToCondoblin or #EscapeToCondo #EscapeToLakeCargelligo ☑ Photo-sharing sites like Instagram, Facebook and Pinterest are a wonderful opportunity to distribute quality images of your business. Create an attractive photo gallery on Instagram or Pinterest that shows your product, function centre, rooms, wildlife or anything else that is relevant and attractive.

Medium	Tactic/Approach
<p>Social Media Platforms & Tactics (cont.)</p> 	<ul style="list-style-type: none"> ☑ Good quality videos of your product and other visitors enjoying themselves are a good way to get noticed and convince a potential customer to book with you. Upload your video footage to YouTube, Facebook, Instagram, Vimeo or Flickr. ☑ Constantly check TripAdvisor, Yelpor your Google Plus page for feedback on your product and ask happy customers to post a message and share how they felt about their experience. ☑ Respond positively to negative feedback on TripAdvisor or Facebook. It's best not to let a complaint or bad review sit there unanswered – respond as quickly as you can, or delete negative feedback as this may aggravate the complainant owner and other consumers. Thank the consumer for their comments, and calmly and politely state your side of the story. Correct the facts if they are incorrect, and solve the problem if you possibly can <p>✓ Develop & Establish the tourism social media platforms relevant to our objectives</p>
<p>Social Media Imagery & Videos</p> 	<p>On social media, it's important to use photos and videos with the wow factor – something remarkable that stops followers in their tracks and leaves them with no choice but to hit the like and share buttons.</p> <p>The following are the top type of content that work on social media:</p> <ul style="list-style-type: none"> ★ Spectacular Landscapes ★ Surprises ★ Sunsets & Sunrises ★ Cute animals/wildlife doing cute and/or funny things ★ Envious – “Somewhere you'd rather be” ★ Entertaining with humour mixed in <ul style="list-style-type: none"> • In a nutshell, people are looking for the most inspiring, engaging, spectacular, funny or eye-catching content to share. Most people look at their social newsfeed to get updates from family and friends, so the content that we post needs to be able to compete with that, and also not appear to be too commercial. • Include as much info as possible in the photo caption ie. when and where the photo was taken, how to get to the place in the photo and what we think is particularly special about it. • The power of videos on social media continue to rise, and short, engaging videos perform exceptionally well on Facebook, Twitter and Instagram. Posting videos within these platforms is the best way to see results, and don't forget about Twitter - you can easily post videos on this platform and because they automatically play when you scroll through the feed they attract a strong engagement rate. • Videos should be 15-30 seconds and no longer than 1 minute. MP4 is the preferred format • Facebook Live is a great tool for the tourism industry, allowing operators and tourism organisations to showcase their region and product offering via live video. This gives fans a taste of what it would actually be like to experience what's being filmed, as well as the chance to interact and share their thoughts or questions. Starting a Facebook Live video is simple from within your Facebook app on your mobile

Medium	Tactic/Approach
<p>Social Media Imagery & Videos</p> 	<ul style="list-style-type: none"> • Create video channels for the tourism brand on YouTube and Vimeo – Each video should tell a story. Develop and post video travelogues • GoPros are a fabulous way to capture action-based experiences as they can be mounted on handle bars, helmets etc and they can capture some great moments such as Kayaking down the river, birdwatching from a helmet-view cam, sailing in the centre of the lake, catching a fish viewed from the reel etc. – Investigate the possibility of the Shire Council having and/or investing in one for some great action shots! • Drones are another way of capturing some amazing images especially of our landscapes and waterscapes - Investigate the possibility of the Shire Council having and/or investing in one for some amazing footage. Ensure that all rules and regulations are followed.
<p>Measuring success on social media</p> 	<ul style="list-style-type: none"> • Major platforms such as Facebook, Twitter, and YouTube have their own measurement analytics that will help you identify which posts were the most popular, how many fans, followers or visitors you have. • Some platforms will also give you information on your users, such as age, interests and location. This information can tell you where you are succeeding and what needs to be improved, which means that you can become more effective with the types of content you can publish. • You can also track which platforms are sending traffic to your website via referrals in your website's Google Analytics data. While it's important to know how many followers you have, it's also important to know how engaged they are with your posts, so make sure you are tracking engagement, likes, retweets, comments and shares, as well as the size of your audience <p>➔ Develop a matrix to measure both promotional/boosted and organic posts and campaigns</p>

Developing a Social Media strategy

Using social media platforms to market the Shire's tourism brand takes commitment. It is recommended to choose one platform to start, such as Facebook, and to do that well, before strategically selecting others to work on.

A social media strategy should have a posting calendar – a calendar of articles, photos, videos or other content and the date that you will be posting, which platform it will be posted on, and any notes that are relevant. We should also develop a social media policy that clearly states who can post, what is and is not acceptable to say, what to do if there are complaints or negative feedback, and anything else that staff might need to know.

How often should we post, and what are consumer expectations around frequency? The rule of thumb is that we should post as often as able – at least once per day – and deal with queries or complaints as soon as possible, preferably immediately. Consumers will expect an immediate answer to their question on Facebook.

So one consideration before entering into social media is ensuring we have the resources to manage it well and respond quickly to consumers. **The tables below is a guide of best practice and is intended as a guide only.**

DESTINATION MANAGEMENT PLAN 2019 – 2022

MODULE 3: Development & Planning

Approach to social media & content - Example

Medium/Channel	frequency	Why we should this channel?	Moderation of audience or community	Content Type & Style
Blog/Website	2 times a week	Fresh content is important for visitors to your website and for search engines.	Respond to comments on blogs Review Google Analytics data regularly to understand what consumers are doing on your site and tailor as required	Photo blogs Video blogs How to blogs Itinerary blogs
eNews	Send once a month	Promote content on your website and blog Promote content from digital influencers and media. Re-use images from social media (where you have approval) Use tactical offers and deals when needed	Review database monthly or quarterly. Is your email audience opening your email? Are they clicking through to your website or other digital assets?	It's best to use short segments of copy, strong images and bold call-to-action buttons or text links to encourage clicks through to your website or other digital asset.
Facebook	Once daily Max 3 times a day Min 2 hrs apart	Connect with your visitors and potential visitors. Build up a story with your Facebook fans with inspiring images, helpful planning tips and deals with links to relevant areas to book on your website	Daily moderation is recommended. Consumers on Facebook always want to know the location of images	Images Video Blog and website links
Instagram	Once daily Allow at least 3 hrs between posts	Connect with people who have experienced your product. Remember to share your Instagram account name and hashtag. A great way to source images to use in social media (if a hashtag is used)	Daily moderation is recommended. 'Instagrammers' always want to know the location of images	Images and videos including lipagrams. (don't forget to keep an eye on user-generated content, i.e. people tagging your business or using your ashtag).
Twitter	Ideally multiple times a day Tweets with images are much more engaging	Engage with Twitter community (and your potential visitors). Share inspiring content and deals. Retweet your visitors' experiences	Important to review mentions and people using your hashtag for engagement or feedback purposes	Images Video Blog and website links
TripAdvisor	2-3 times per week	See what consumers are saying about you and get involved in conversations with potential and existing customers.	Responding to people's reviews (whether positive or negative) is very important.	Written feedback. Images of your business (provided by you and your visitors)
YouTube	As videos are available – Ideally weekly	YouTube is the second biggest search engine in the world. Video content is important for destination selection and accommodation and things to see and do.	Check in on video comments	
Pinterest	2 times per week Max. 5 pins at a time	Create Pinterest boards and pin related content to these. When you want to use Pinterest to drive traffic to your website, ensure you have included the correct link	Understand who is repinning your content and check your followers	

DESTINATION MANAGEMENT PLAN 2019 – 2022

MODULE 3: Development & Planning

Week of social media and content posting - Example

Media	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
Facebook	Album post (what visitors did on the weekend)	Inspiring photo post (use an image from Instagram)	Deal or offer lead link	Promote YouTube video	Photo post with weekend focus message	Photo post (schedule)	Photo post (schedule)
Instagram	Daily post and monitor hashtag use & community	Daily post and monitor hashtag use	Daily post and monitor hashtag use	Video post (promote YouTube video). Monitor hashtag use	Daily post and monitor hashtag use	Daily post and monitor hashtag use	
Twitter	Daily post and monitor community		Daily post and monitor community		Daily post and monitor community		
3 TripAdvisor	Review feedback and respond	Review feedback and respond	Review feedback and respond	Review feedback and respond	Review feedback and respond		
YouTube				Upload video			
Pinterest	Review feedback and respond			Pin image or website content			

Destination NSW Social Media Channels

REGIONAL NSW

Sharing Regional NSW content (excluding Sydney).
#NewSouthWales



facebook.com/visitnsw



@visitnsw



@NewSouthWales



+visitnsw



visitnsw

Tourism Australia Social Media Channels

	<p>Facebook: facebook.com/seeaustralia #seeaustralia</p>		<p>Instagram: Instagram.com/australia @Australia #seeaustralia, #restaurationstralia</p>
	<p>Twitter: Corporate account – @TourismAus Consumer account – @Australia #seeaustralia, #restaurationstralia</p>		<p>YouTube: youtube.com/australia</p>

3.6.4 COMMUNICATIONS & THE PLANNING/TRIP CYCLE

Visitor expectations are evolving in tandem with new online decision-making tools. The influence of technology and digital trends on visitor communication and persuasion are revolutionising the way products and services are offered to market.

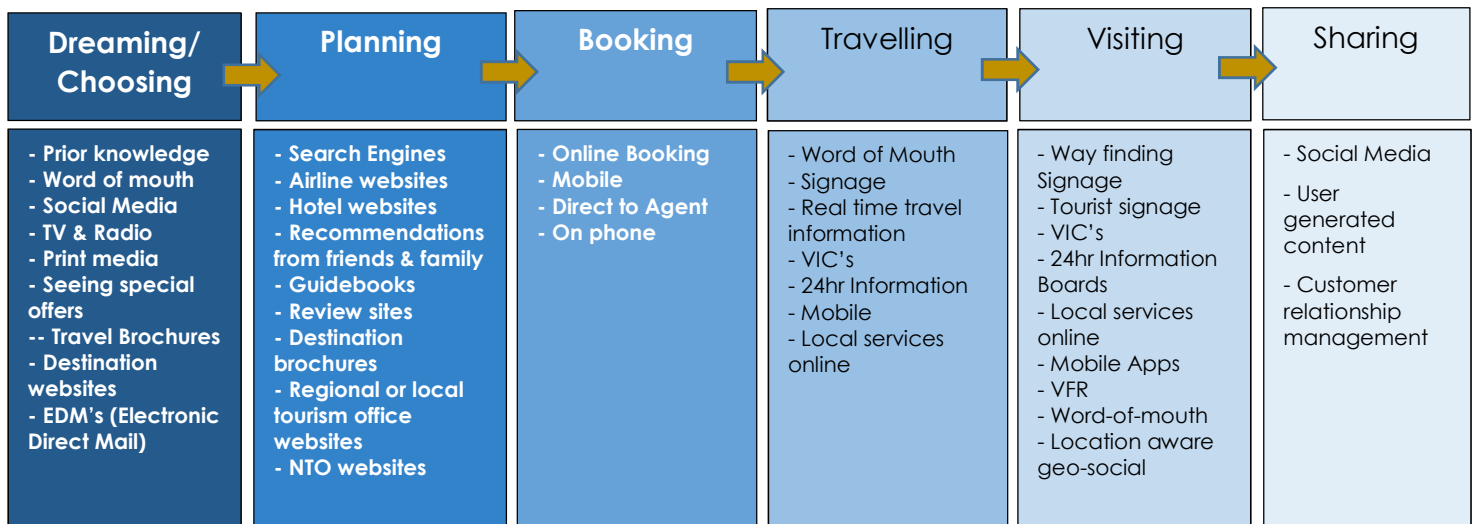
The relationship cycle requires two key things from the heritage tourism sector:

- Active visitor engagement not only when visitors are in destination, but both prior and post visit to ensure ongoing positive interactions and brand building with past, current and future visitors; and
- Engaging experiences which promote visitors to act as ambassadors through these channels; either by liking, commenting or sharing organisation posts, but by actively sharing their own experiences through pictures and posts

As part of our marketing and communications strategy and mix, we need to consider:

- ★ Increasing digital presence and engagement across the visitor relationship cycle can be driven by visitors' interest in sharing their experiences, and providing passive user-generated marketing and promotion and placing experiences into the “choosing” category of the visitor
- ★ Increasing presence and engagement and encouraging passive advertising through previous visitors can move our offerings into the “choosing” phases of each of the visitor cycles

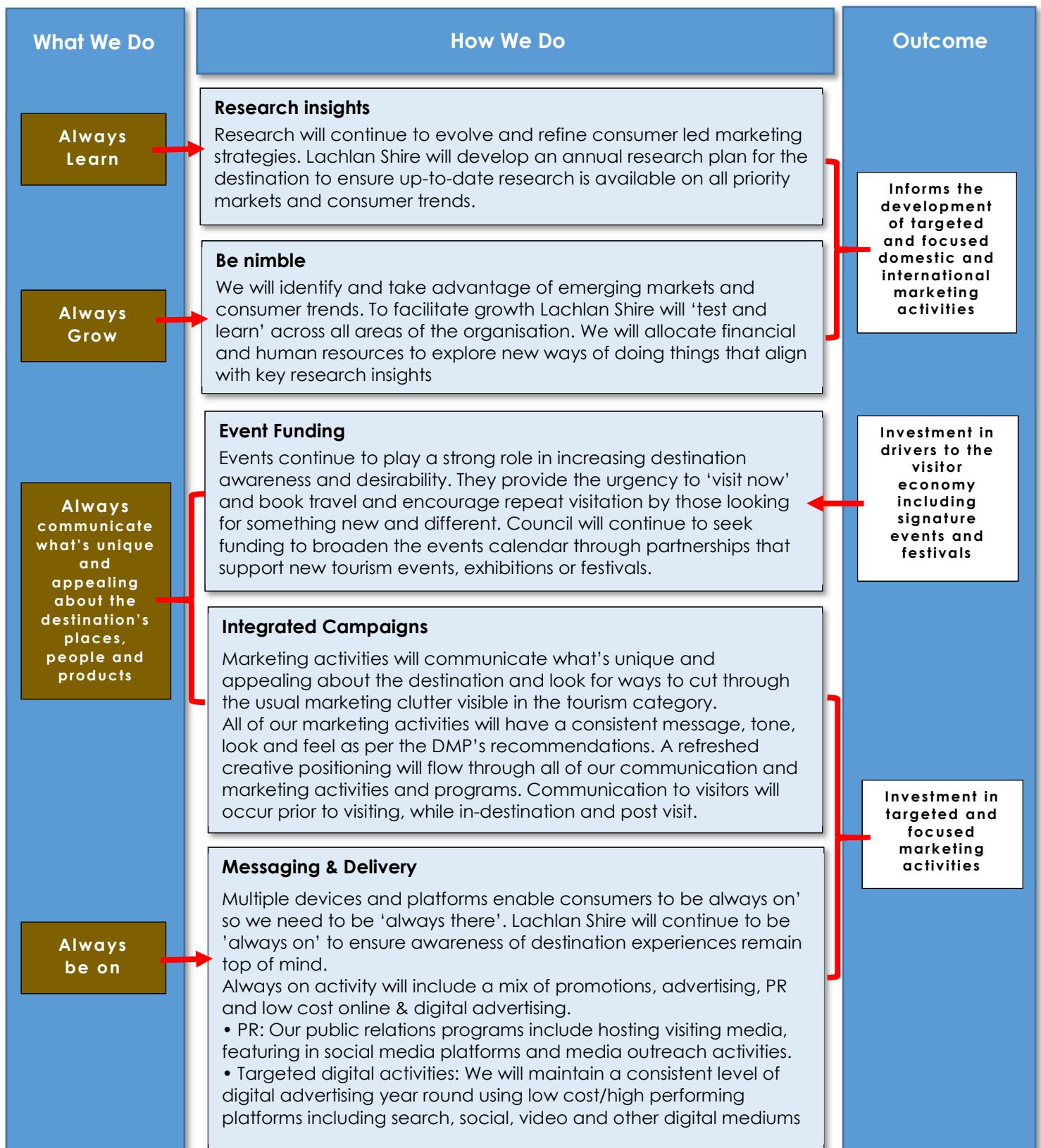
Communications in the Trip Cycle and Visitor Engagement Journey

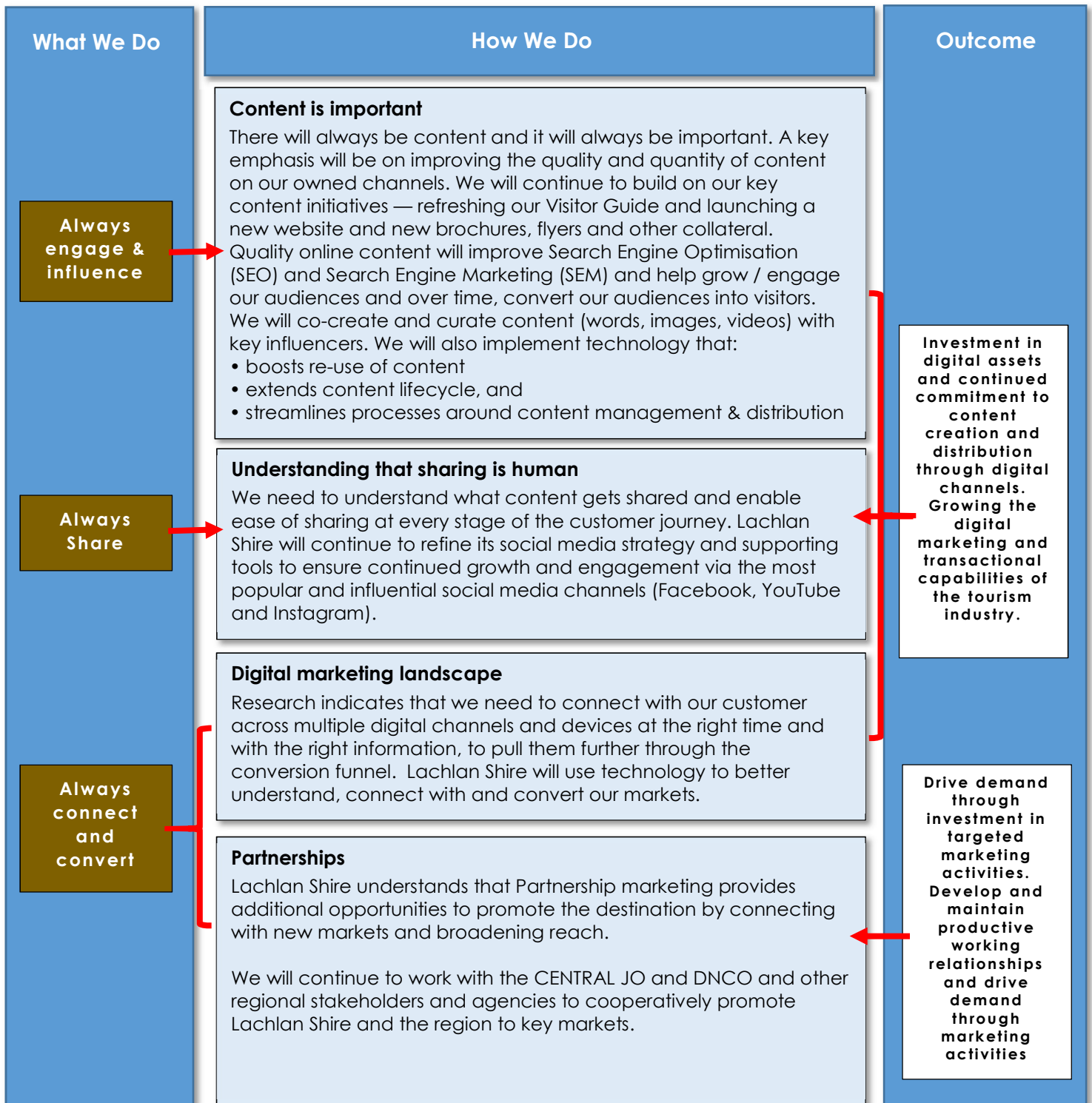


The diagram below provides a guide to the source of information prospective visitors and visitors go to and engage with throughout the planning and trip cycle. It highlights that:

- ✓ An integrated approach to our marketing strategy of both traditional and digital media ensures influential touchpoints with the consumer throughout the engagement cycle
- ✓ Digital information sources is prevelant
- ✓ Visitor sharing experiences (social media) and word-of-mouth has a huge impact on potential visitors

3.6.5 MARKETING FRAMEWORK – Proposed Focus & Commitment





3.7 Visitor Services & Information Development

3.7.1 The Visitor Services & Information Context



The market research and local tourism audit conducted for the DMP (See Module 2) has highlighted the following in respect to Visitor Services and Visitor Information and the impact these have on the visitor economy:

- Accredited Visitor Information Centres and/or effectively managed Information Centres & outlets contribute significantly to tourism yield by increasing the number of activities that a visitor can be influenced to undertake whilst in the region, and increase their length of stay
- Accessibility and quality of visitor services has a big impact on visitor satisfaction and visitor loyalty
- The need to 'tailor' visitor information services to meet visitor needs, including consideration of the ways in which visitors prefer to consume information, and providing a flexible approach to improve information available to visitors
- Well informed visitors will stay longer in regions, and most importantly, will want to return
- The growth in access of digital information is a game changer in the way visitors consume information with recent studies suggesting that 80-90% of holiday leisure travellers planned their trip online.
- The delivery of visitor information services in the Lachlan Shire must consider the contemporary modes of information delivery and the changing preferences for information consumption.
- The Lachlan Shire has two Information Centres serviced predominantly by volunteers and the audit has identified gaps in service capabilities and effective dispersal of information and customised visitor itineraries. There are also gaps in the ability to effectively influence greater visitor spend and extended stay
- Capability building, greater engagement and inspiring the the local industry and business operators towards a common vision is paramount in achieving greater visitor loyalty and return visits
- Quality township wayfinding, directional and informative signage as well as access to information 24hrs within each town is inconsistent within the shire. This is required to ensure visitors are well informed 24hrs a day on what is on offer and are influenced to stay longer within each village

3.7.2 Proposed Objectives for Visitor Services within the Shire

As a critical part of delivering on the Plan's strategic objectives, focus and priorities need to be directed towards:

- ★ Improving and aligning visitor servicing within the Shire
- ★ Adapting and maximising the opportunities available in emerging visitor servicing technologies
- ★ Focusing resources on developing and/or enhancing Visitor Information Centres and services in the shire
- ★ Implementing a range of resource sharing initiatives between surrounding Councils (Central JO)
- ★ Maximising efficiencies in each Information Centre
- ★ Where possible, implement new best practice standards for visitor servicing
- ★ Incorporating new technology into the Information Centres and/or throughout the shire for better visitor access to information
- ★ Implementing new models for visitor servicing including, but not limited to, traditional bricks and mortar centres, mobile centres and interactive self-serve model
- ★ Increasing engagement and collaboration with industry and business operators and supporting capability development initiatives
- ★ Resourcing the improvement and development of wayfinding, interpretive and informative signage throughout the Shire

3.7.3 Areas of Focus and Recommendations

As a preface to the recommendations made here, please refer to the findings A recent study conducted by **Tourism Research Australia** titled “**Visitor Information Servicing in NSW**” outlined in **Module 2 of the DMP**

Area of Focus	Recommendations
Current Information Centres – Current Functions	<p>Conduct a Situation Analysis and develop Gap Strategy to ensure that at the very least the following is being delivered by the current Information Centres:</p> <p>Services to Visitors</p> <ul style="list-style-type: none"> ➤ Construct customised itineraries to match visitor needs & desires ➤ Tourist maps – local & regional are prominently displayed ➤ Tourist brochures – local, regional (Central NSW) are prominently displayed and that the display is regularly updated to show only the latest brochures ➤ Latest Calendar of events is available and distributed and that the latest events are displayed and promoted ➤ There is public access to computers, WIFI technology and a place for visitors to rest and charge mobile phones & tablets ➤ Staff provide up-to-date and friendly advice about tourist attractions & experiences ➤ The Centre is opened 7 days a week from 9-5 except Christmas Day ➤ A 24hr Information Board is accessible to visitors ➤ Coordinate volunteer tour guide program (to be developed)

Area of Focus	Recommendations
<p>Current Information Centres – Current Functions</p> <p>(cont.)</p>	<p>Services to local business operators & the community:</p> <ul style="list-style-type: none"> ➤ Advertise and promote local business services (accommodation, eateries, retail, car services etc.) ➤ Advertise, promote and distribute coupons, vouchers etc., of special deals and packages on offer from business operators ➤ Provide the Centre as facility for business operators to meet for networking and to workshop ideas and collaborative promotions as well as developing packaged service offerings for visitors ➤ Provide the Centre as facility for community groups to meet and workshop tourism related ideas and projects ➤ Provide good information about what to see and do in Shire to local residents and their visiting family and friends ➤ Promotion of community organised events <p>Strategic Services to Council</p> <ul style="list-style-type: none"> ➤ Daily collection & collation of visitor walk-in figures, phone call & email enquiries ➤ Record visitor feedback and comments ➤ Record anecdotal information about visitors and visitor behaviour ➤ Promotion and marketing of Council organised events ➤ Support in obtaining local tourism information, tourism content and photos ➤ Support in obtaining local historical and cultural information ➤ Regular liaison with Council tourism staff
<p>Signage & Display Services – Best Practice</p>	<p>Recommendations for Best Practice include:</p> <ul style="list-style-type: none"> ➤ The 2 Information Centres (in particular Condobolin's centre) need attractive external displays to attract passers-by. These displays could promote upcoming events, "Hero" experiences, tours, local industry promotions ➤ Ensure that grounds and facilities are clean, tidy and well maintained. ➤ There needs to be clear directional signage to the Information Centre from all key entry points into each town. They should start from at least 5km from the Information Centre and become more frequent as the visitor approaches. ➤ Signage should also be used to clearly direct visitors to the car park and also to the Centres' entrance and facilities ➤ 24hr Information Board at each of the Centres along with mounted weather-proof brochure holders so that visitors have access to current information at any time ➤ Have beautiful and 'inspiring' images of the Shire and "Hero" experiences displayed around the walls of the Information Centres ➤ Categorise all member brochures, AVIC information brochures and visitor guides by local, immediate region, other New South Wales regions and, if applicable, interstate. ➤ These brochures should then be sub-categorised to make it as easy as possible for visitors to find specific information. Sub-categories could include attractions, activities, accommodation, tours, special-interest, walks, etc.
<p>Information Services- Best Practice</p>	<p>Recommendations for Best Practice include:</p> <ul style="list-style-type: none"> ➤ Provision of wi-fi in all Information Centres – Visitors want convenient internet access and wi-fi will also allow for easy download access to any future Lachlan Shire Visitor App and Interactive Digital Publications (IDPs), whilst enabling visitors to easily retrieve visitor information after hours. ➤ Provide information on a range of special-interest group travellers common to the region such as bird-watching, naturalists, bush-walking, river-based activities, cycling and 4WDing, etc. These often present an opportunity for itinerary development as well as inter-regional cooperation with regard to the research, development and packaging of such information.

Area of Focus	Recommendations
Information Services- Best Practice	<ul style="list-style-type: none"> ➤ Package special-interest information and categorise it for easy access via web, Information Centres and/ or the future Visitor App ➤ Use a permission-based system of encouraging visitors to sign up for a e-newsletter online, either in the Information Centres or via an App and, in return, the visitor will be sent all current special offers and deals within the Shire
Bookings Services – Best Practice	<p>This would be a new function for the Lachlan Shire but worthy of evaluation in reference to the development of a new Accredited VIC – Recommendations include:</p> <ul style="list-style-type: none"> ➤ Accommodation and tour bookings through a unified platform. ➤ Offer a range of 'booking channels', e.g. web, telephone and over-the-counter, email, App, etc. ➤ Develop a database of customer/visitor contacts to keep track of their behaviour and needs and keep them coming back to use Shire services. Attracting a return visitor customer is much cheaper than advertising to find a new one. ➤ The new booking channels call for a wider range of skills and experience - not only product knowledge and customer service - but also IT literacy and excellent selling skills. Managers will need to critically review staffing to ensure the right team is on board to cope with more pro-active visitor relationship management and telephone work and then provide training to maximise sales. The key to effective selling is having an understanding of visitor needs and making suggestions to meet those needs. ➤ Encourage all Information Centre staff to follow up general enquiries with a courtesy call. ➤ Increasingly, people book to visit something or someone, and not necessarily somewhere. In other words, the destination is less important than the experience. The growth in events tourism and the visiting friends and relatives market is evident in the entire Central NSW region. Tourism managers should look at major events occurring within the Shire, and approach the organiser/s to offer a potential Information Centre booking service
Retailing Services – Best Practice	<p>This may be challenging to fully implement under the current Information Centre services model but should be considered – Recommendations include:</p> <ul style="list-style-type: none"> ➤ Accommodation - Ensure the clear presence of a retail section including souvenirs, local products and arts and crafts, which accurately reflect the region and are consistent in style (and Lachlan Shire branding). ➤ Encourage in-house training to ensure all staff are aware of the key principles of effective merchandising, display and selling. ➤ Set a minimum level for pricing new goods and have an agreed discounting policy when there is a need to shift 'out-dated' stock. ➤ Select a retail range according to the time of year and the changing needs of the visitor market. As a general rule, Information Centres do best from retailing gifts and publications which have a strong local connection and the more distinctive and authentic this is the better. ➤ Consider lighting, window displays, smells, sounds, point-of-sale material, digital technology and interactive elements. ➤ Consider theming retail displays by customer group, product type and colour. ➤ Re-position stock regularly to keep displays fresh and ensure everything is priced clearly

Area of Focus	Recommendations
Retailing Services – Best Practice (cont.)	<ul style="list-style-type: none"> ➤ The option of selling transport tickets as well as supplying transport information if there is demand for it ➤ The sale of local event and festival tickets
Print & Marketing Services – Best Practice	<p>Identify ways & mediums to promote the Information Centre/s & relative services. Recommendations include:</p> <ul style="list-style-type: none"> ➤ Offer regular call-to-action options for visitors to go to the local Information Centres during their stay in the Lachlan Shire by placing information kiosks, information boards and kiosks in various Visitor Hot-Spots in each town. These should contain a QR Code with a direct link to an Information Centre and point-of-interest information page, as well as printed information detailing the telephone, website and address of the nearest Information Centre. These call-to-action points should also be regularly maintained and updated by a designated staff member to include current special offers or campaigns which visitors may benefit from if they visit the local Information Centre ➤ Work closely with all local and regional marketing partnerships to maximise Information Centre/s publicity. ➤ Include the Information Centre details, address and telephone number on all publicity material – brochures, mailings, etc. ➤ Encourage staff to pro-actively sell the AVICs services to customers when they are in contact with all current and potential visitors, through all mediums (digital, telephone, face-to-face or print) ➤ Visitor Information Centre/s can have its own Facebook Page that promotes services, visitors to the centre and happenings
Regional Cooperation & Communication – Best Practice	<ul style="list-style-type: none"> ➤ Develop and maintain a good relationship with Tourism Managers, Information Centre staff, event/festival organisers, business owners and attraction/accommodation/hospitality providers in the region. Keep them up-to-date and involved in all activities and on any changes or updates to tourism and visitor services in the region. ➤ Share staff and skills across the region and Information Centres with regard to whole-region training sessions, famils, events or marketing activities. – Work with individual LGA's and the Central JO to achieve this ➤ Have regular “catch-up” with staff from regional VICs to share visitor servicing ideas as well as ideas in extending tourism offerings from a local (LGA specific) experience into a regional experience ➤ Explore opportunities for linkages and resource sharing across the regional VICs, such as: <ul style="list-style-type: none"> - Inter-regional itineraries (experiences, trails etc.) and linked via each other's websites - Whole region Interactive Digital Publication - Loyalty Rewards Program - Group procurement of items such as information kiosks - Bulk purchasing of merchandise, regional maps etc. ➤ Development of a regional brand and/or product/experience such as a Heritage trail or public art trail that can be promoted via the Information Centres ➤ A joint Training Program would be beneficial for the continued success and relevance of the regional VICs in the future.

Area of Focus	Recommendations
<p>Online & Electronic Delivery of Visitor Information</p>	<p>A number of these recommendations may take some time to evaluate and adopt within the Shire but are worth considering for future development</p> <p>WI-FI ENABLEMENT OF ALL VISITOR INFORMATION CENTRES & OTHER VISITOR HOT SPOTS THROUGHOUT THE SHIRE:</p> <ul style="list-style-type: none"> ➤ This would attract visitors to using a Information Centre while on a trip. ➤ WI-FI access could also be established in various other visitor hot spots within the Shire such as cafes, libraries, museums, newsagency, post office, etc. <p>WEBSITE ENHANCEMENT AND OPTIMISATION</p> <ul style="list-style-type: none"> ➤ Including smart-phone and tablet compatibility ➤ Website provides information and a call-to-action <p>DEVELOP A SUITE OF OFFERS</p> <ul style="list-style-type: none"> ➤ Rewarding visitors to the Shire via a Loyalty Rewards Program that can be accessed via a web member only portal. Includes: <ul style="list-style-type: none"> - Welcome You icard, - Coupons, deals, discounts, bundling - Itinerary management <p>DEVELOP A RANGE OF DIGITAL PLATFORMS</p> <ul style="list-style-type: none"> ➤ Interactive Digital Publications (IDP) ➤ Mobile Apps for both smart-phones and tablets which can be downloaded prior to visiting a VIC (via an iPhone or Android App store) or whilst visiting a VIC. ➤ Drive 'in area visitors' to the VICs by enabling them to utilise their Apps or IDPs to their full potential by being able to redeem their rewards and personalised itineraries. <p>PUSH FUTURE MARKET OFFERINGS</p> <p>Once a customer has been acquired through the web, digital platforms or front-of-house, the opportunity then arises push future market offerings based on their visitor profile (which is created when a visitor downloads an App or IDP).</p> <p>SOCIAL MEDIA PLATFORMS & the VICs</p> <ul style="list-style-type: none"> ➤ Each VIC has its own Facebook page, which is actively and regularly updated on a weekly basis focused on local experiences and happenings within their community ➤ The VICs to interact and contribute to content of the Shire-wide tourism Facebook Page and other Shire social media tourism platforms ➤ There be a designated Social Media person from within the Shire Council office who will be in frequent contact with each VIC, advising on content and strategy. <p>DEVELOP A UNIQUE QR CODE PLATFORM</p> <p>When scanned via an App on the mobile phone or tablet, the QR (Quick Response) Codes direct the consumer to a website with more information or even video links. The codes can be put on any medium that can be photographed</p> <p>The code can be placed on and scanned from:</p> <ul style="list-style-type: none"> ➤ Brochures, flyers and Visitor Guide ➤ Interpretive panels and static information boards ➤ Print media advertisements (magazines, newspapers etc) ➤ Printed promotional posters ➤ Vouchers, coupons etc ➤ Merchandise ➤ Interpretive Signage ➤ Wayfinding Signage

Area of Focus	Recommendations
<p>Alternative Visitor Information Delivery Formats</p>	<p>In identifying other options for dispersal of Visitor Information, Council may want to consider the following:</p> <p>STANDALONE ARTIST AND ARCHITECTURALLY DESIGNED TOURIST INFORMATION KIOSK Standalone information kiosks can be manned by casual staff seasonally and provide a high benefit to cost ratio due to the low investment costs and location in high traffic areas.</p> <p>ROVING VIC A roving VIC that operates during peak periods is a targeted way of reaching visitors, responding to peaks and troughs. Roving VIC's can contain hardcopy brochure racks as well as digital information (such as i-pads). The St Kilda VIC Kombi (Figure 20) is an example of how this can also provide additional marketing and attention to local beach culture. Other examples of a Roving VIC could be a vintage caravan.</p> <p>BROCHURE RACKS AND GUIDES Traditional brochures remain an important way to provide physical information to visitors and encourage them to do one more thing or return for more experiences in the future.</p> <p>Council could consider a roll-out of tiered brochure racks and displays to support local businesses participating in this important referral process. One of the issues with brochure racks is the need to maintain up to date collateral as well as restocking the racks.</p> <p>Managing the collateral within racks is important so as not to offer 'information' overload through cluttered brochure displays and this would need to be supported by Council initially.</p> <p>STATIC DISPLAY BOARDS Static display boards with local attractions and visitor information are a simple way to educate the local community as well as providing basic information for visitors. Maps with local attractions highlighted with blown up images of local attractions can be very effective.</p> <p>Static display boards require ongoing upgrade and are often vandalised if located in areas that have limited passive surveillance. The design and location of these displays would need to be considered in light of current and predicted usage.</p> <p>TOUCH SCREEN KIOSKS Touchscreens have been utilised by a number of tourism sites across Australia and offer a physical interface for people to access online information about local maps, attractions, accommodation, restaurants and events. There are a range of different products available which would be suitable as Touch Screen Kiosks.</p> <p>Costs vary depending on the level of tailored design, size and indoor or outdoor capabilities. It should be noted that where hardware is purchased and owned by Council, there are also additional costs associated with software programming and maintenance, which are not carried out by the touchscreen providers. However, a whole system approach is not recommended as outsourcing content significantly reduces ability to ensure visitors are provided with up to date relevant information.</p> <p>COMPUTER TERMINALS Computer terminals in designated areas (such as Council Customer Service Centres) can support the delivery of digital information.</p> <p>Local libraries generally provide computer terminals that can be hired for short timeframes.</p>

Area of Focus	Recommendations
<p>Alternative Visitor Information Delivery Formats</p>	<p>HOTSPOTS Free WI-FI points should be considered at specific destinations to improve online accessibility. Free Wi-Fi not only enables visitors to search for visitor information online, but also encourages visitor generated marketing through social media sharing of photographs and video's. These can be incorporated into any physical infrastructure created for a site. WIFI hotspots are important in locations that are remote and also to provide access to data for international visitors who would otherwise need to pay for 'roaming'.</p> <p>DIGITAL TOURS AND LOCATION BASED APPS Location based apps are a digital approach to sharing local knowledge and enhancing the visitor experience and engagement with places. For example, the Connecting Memories App has been developed in Geelong for visitors and local residents to tap into (and contribute to) a rich collection of digital stories through film, spoken word, song, images and text.</p> <p>Online content for Lachlan Shire Council needs to be amalgamated and repositioned into a strong visitor brand, complete with local stories and information provided to visitors which would add to the visitor experience of the destination.</p>
<p>Proposed Accredited Visitor Centre & Tourist Precinct</p>	<p>With the proposed development of a new (Accredited) Visitor Information Centre and tourism precinct in Condobolin, the DMP's role is to inform and recommend the following:</p> <ul style="list-style-type: none"> ➤ Develop a Visitor Services & Information Development Plan specifically for the proposed VIC and tourism precinct <p>Recommended features for the new VIC (as per industry benchmarking) includes the following:</p> <ul style="list-style-type: none"> ➤ Be a visitor destination in it's own right ➤ Have clear and consistent branding across web, signage, displays ➤ Have a highly visible, high traffic location servicing both locals and visitors ➤ Have a contemporary 'Apple store' style design, with adaptable fixtures and fittings ➤ Integrate traditional maps & brochures with digital technology ➤ Employ skilled, knowledgeable and multi functional staff with areas of specialisation, supported by volunteers; ➤ Staff are well informed and motivated staff providing a highly valued interface between customers and various information sources; ➤ Focus on 'what's on today/tonight/right now; - Promote in real time via social media and other digital platforms ➤ Adopt ancillary revenue streams (retail, merchandise, licensing) that underpin the core function ➤ A strong web-presence as first contact point ➤ Deliver an integrated mix of onsite digital technologies (web-kiosks, digital signage, mobile apps) and traditional maps and brochures; ➤ Location is critical to engaging and providing an effective service to the largest available audience; ➤ Establish a series of regional displays and stories offering a sample of what visitors can see and do.

Area of Focus	Recommendations
Professional Development	<p>Industry research has identified 5 essential elements which influenced satisfaction of service quality and the type of service encounters expected by visitor. These are: 1. Inspiration 2. Professionalism 3. Personality 4. Passion 5. Consistency</p> <p>Recommendations include:</p> <ul style="list-style-type: none"> ➤ Establish and deliver a Professional Development Strategy to focus on inspirational visitor servicing, providing the Lachlan Shire with the highest level of visitor satisfaction, a significant point of difference in the crowded tourism space, and a continuing and growing economic contribution to both local and regional economies. ➤ The Strategy is inclusive of both paid staff and volunteers ➤ Consider developing a Volunteer Inspire Accreditation Program. This would be inclusive of: <ul style="list-style-type: none"> - A volunteer call-to-action - Expression of Interest for volunteers (advertising for volunteers) in Lachlan Shire visitor servicing and would be uniform across the Shire - It would clearly set out the requirements that volunteers would need to bring to the Volunteer Inspire Accreditation Program and that, apart from the volunteers having passion and enthusiasm, they will be provided with the training and skill development to be able to 'inspire' visitors to the Shire and service those visitor needs at the highest professional level possible. - Structured Training Program to develop the required skills to assist in the VIC operations - A Volunteer Mentor Program developed where senior and experienced volunteers (and Management) could assist new volunteers to provide both knowledge and insight as to the requirements of volunteers assisting in visitor servicing - Volunteer Rewards Program – A successful volunteer program is created when volunteers are both recognised (and retained) and provided with some reward for their contribution. This can take different forms but it is usually never of a monetary fashion but more of a peer and community acknowledgement
Support Capability Development of Industry Operators	<p>To support the effective delivery of the DMP's</p> <ul style="list-style-type: none"> ➤ Conduct a Industry Business Needs Analysis by surveying local operators via one-on-one meetings as well as industry group workshops ➤ Develop a Industry Business Development Program based on the findings and outcomes of the Industry Needs Analysis ➤ Work with industry and communities on a workforce plan for the tourism industry to ensure we have the skills needed in the local economy. ➤ Help build Indigenous business capability development in collaboration with key Aboriginal stakeholders and agencies ➤ Identify key economic drivers that will support tourism business and other industry development ➤ Identify and support capability development training opportunities – This could include improvements in marketing, digital marketing, social media development, industry engagement, website development, financial management, business planning etc.

3.8 Enabling Activities



In achieving the ambition of this Plan to provide an inspiring and effective approach to grow the visitor economy of Lachlan Shire and create meaningful connection between the place, its communities and businesses with visitors to the region, it is acknowledged that success will be best achieved through the delivery of researched strategies and actions that enable effective engagement of the communities and businesses across the Lachlan Shire.

The Plan aims to identify short, medium and longer-term initiatives, delivered in a phased, prioritised, multi-year approach, that will contribute to the growth of the visitor economy and strengthen economic development across Lachlan Shire. As part of this process, it is important to identify and consider the critical issues and considerations for successful implementation of the Plan.

The successful implementation of the Plan will require collaboration, cooperation and resourcing, and a strong commitment to implementation from the community, key stakeholders and partners, local businesses and communities.

Enablers	Key Actions
Governance Destination Management Plan	<ul style="list-style-type: none"> ➤ Establish a framework which defines the responsibilities, policies and procedures of the Plan and the Shire’s Tourism/Economic Development department. ➤ The framework needs to address stakeholder engagement across Lachlan Shire’s tourism related network, communication, resource management, operations, financial management and accountabilities ➤ Identify key measures of success for reporting on the implementation of key initiatives ➤ Establish frequency and format of reporting
Stakeholder engagement and communication	<ul style="list-style-type: none"> ➤ Develop and implement a Stakeholder Engagement Strategy ➤ A critical goal of this Plan is to build relationships and strengthen communication with key stakeholders across the Shire and the broader region in order to build credibility and support. This requires a robust communication strategy and action plan that provides relevant content to stakeholders. Key feedback from the community is that to date there has been insufficient communications between the Shire and community stakeholders and how everyone can work together to achieve a greater outcome for the visitor economy

Enablers	Key Actions
<p>Capability & Capacity Development</p>	<p>Work with Government, peak industry bodies, industry and other stakeholders to support the foundation of the industry and build the capability of the visitor economy sector, including helping where possible to bridge the skills gap, up-skilling the workforce, and lifting customer service and hospitality.</p> <p>The following areas are to be addressed and programs developed:</p> <ul style="list-style-type: none"> • Building awareness of the value and needs of the visitor economy – this is particularly important to help support and engagement of the community & industry throughout the Shire • Product and experience development education programs and building marketing capability for the industry sector to enhance promotion of the Shire; this includes: <ul style="list-style-type: none"> ○ Sourcing and supporting appropriate training workshops, programs and other initiatives for customer service, hospitality and tour guiding, among other skills; ○ Building capability to support the development of major infrastructure projects that are important to developing/enhancing the
<p>Inter-agency and inter-government cooperation</p>	<ul style="list-style-type: none"> • Actively encourage greater collaboration between the Lachlan Shire & stakeholders including the Central JO, RDA Central West, NSW Government agencies, including on major public infrastructure projects across the region as well as, nature and cultural based tourism initiatives e.g. trails and routes. In addition, this may also involve cross-boundary collaboration between Destination networks, etc. • Identify infrastructure projects that support the visitor economy. This should include transport access, as well as telecommunications and education. This requires Council to identify key priorities and business cases to support those projects with the highest potential to grow tourism shire-wide. Then work with DNCO and other stakeholders who can then consider the range of projects and advocate to key departments within the NSW Government or Commonwealth government, including through the RDA network and should also involve the Central JO especially for projects that extend across LGA boundaries. • Working with NSW Government, DNCO and the Central JO on signage Infrastructure and Interpretation across the Shire and the broader region. This should include enhanced directional signage, and working with the TASAC process. In addition, seek the opportunity to look for DNCO to provide leadership and guidance on:

Enablers	Key Actions
<p>Inter-agency and inter-government cooperation (cont.)</p>	<ul style="list-style-type: none"> • Innovative and inspiring interpretation signage and information, including utilisation of new technology and delivery through digital channels. • Welcome to Country signage that recognises traditional ownership of the land by the Aboriginal community, in collaboration with the local Aboriginal community stakeholders
<p>Resources, including grants and partnerships</p>	<p>Audit current funding gaps and opportunities across the Shire in line with this Plan and other strategic and operational Plan. This should highlight priorities and support for grant submissions</p> <p>Develop a guide to support applications for grants within the Shire that support the development of the visitor economy and develop partnerships with DNCO, the Central JO, RDA Central West and others to enhance funding of key initiatives, especially those relating to visitor research, product and experience development, infrastructure, marketing and content. This includes funding through DNSW's range of funding programs.</p> <p>Co-operative marketing campaigns with local tourism and hospitality industry, which provide partnership funding for the development and delivery of campaigns to market; and encouraging private sector investment or public-private partnerships.</p> <p>Work with DNCO to advocate for Lachlan Shire to have a funding structure that supports and empowers the management and delivery of programs at the local level, where the capacity, capability and skills exists.</p>
<p>Visitor Accommodation Strategy</p>	<p>Develop a Lachlan Shire Visitor Accommodation Strategy. The shire-wide process has established the lack of diversity and availability of accommodation offer across the shire, this is a challenge in growing visitation and length of stay. It is recommended that the Shire works closely with DNCO in collaboration with the Central JO to guide and facilitate the development of experiential accommodation across the Shire and the broader region.</p> <p>This should include enhancing the supply of accommodation that delivers to the Plan's strategic themes, such as nature-based accommodation or adaptive reuse of heritage assets to provide unique stays.</p> <p>The first stage involves an audit of the current visitor accommodation situation across the Shire in meeting the Plan's objectives & strategies</p>

Enablers	Key Actions
<p>Sharing Economy Strategy</p>	<p>Develop a Sharing Economy Strategy for the Shire. Research insights along with the dynamic digital environment show that there is opportunity to tap into the Sharing Economy, to drive growth in the Visiting Friends and Relatives (VFR) market, and address accommodation supply issues across the shire, particularly during peak season and major events.</p> <p>There is also shared economy opportunities such as bike share and hire to consider in enhancing visitation and attracting funding, and defining opportunities to link other experiences such as heritage and nature and culture experiences through cycling, for example.</p> <p>In collaboration with DNCO and Central JO look into the development of a Sharing Economy Strategy in alignment with the Accommodation Strategy to:</p> <ul style="list-style-type: none"> • Identify existing sharing economy gaps and opportunities across the shire to facilitate new opportunities and grow capacity; and • Identify opportunities to attract investment
<p>Visitor Information Services</p>	<p>Research revealed the importance to strategy of having a centralised Accredited Visitor Information Centre in Condobolin in enabling the growth of Lachlan Shire's visitor economy.</p> <p>The Plan has identified the Visitors Information Centre would be a critical strategic enabler to visitor growth in the following ways:</p> <ul style="list-style-type: none"> • 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 • 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 <ul style="list-style-type: none"> ➤ Support the Business Case to construct the Centre but also to effectively resource the Centre to ensure its viability as an enabler of exceptional visitor services and visitor satisfaction ➤ Promote the understanding that being a viable VIC is about being how the VIC enables the growth of the visitor economy ➤ Refer to Section 3.7 of this Plan – Consider the Recommendations