



Lachlan Shire Council DESTINATION MANAGEMENT PLAN 2019 – 2022

MODULE 4

Strategic Action Plan

VERSION: December
2019



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The **Strategic Action Plan** is based on **5 Strategic Pillars** which are the Destination Management Plan's (DMP's) key strategic objectives upon which the strategies and relative actions are formulated.

PILLAR 1: BUILD CAPABILITIES and CAPACITY TO DELIVER ON THE VISION

REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
1.1	Establish an effective and collaborative strategic governance structure to lead and guide the strategic and sustainable management, development and marketing of tourism in the Lachlan Shire	<p>1.1.1 Establish a 355 Tourism Committee that is representative of community members across the Shire who have an invested interest in tourism and growing the visitor economy within the Shire to support the implementation of the DMP throughout the Shire</p> <p>1.1.2 Integrate the DMP into Council's Delivery Plan, Operational Plan and Long Term Financial plan as well as other Strategic Plans and policies relevant to tourism (where and as appropriate)</p>			
1.2	Identify and plan for potential risks to visitors and the visitor economy	<p>1.2.1 Develop a Tourism Risk Management Plan that identifies, assesses and plans for potential risks related to Lachlan Shire's visitor economy</p> <p>1.2.2 Communicate the Tourism Risk Management Plan to key stakeholders to ensure strategies are clearly understood</p> <p>1.2.3 Support tourism related operators to develop risk management plans for their own businesses</p> <p>1.2.4 Endeavour to ensure visitor safety and security is integrated into current and future Lachlan Shire plans and policies</p>			

PILLAR 1: BUILD CAPABILITIES and CAPACITY TO DELIVER ON THE VISION

REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
1.3	Communicate the Destination Management Plan (DMP) and Tourism vision to all local tourism industry operators, the community, other local stakeholders and to the relevant regional stakeholders and government agencies	<p>1.3.1 Adopted DMP to be made available to the public on Council's website</p> <p>1.3.2 Ensure that Media releases are sent to local and regional media and to all stakeholders</p> <p>1.3.3 Organise an official launch week and present the key elements of the DMP to each community within the shire and relay to the communities the valuable and vital role they will play in achieving the vision</p> <p>1.3.4 Organise and present the key elements of the DMP at a workshop for the Chamber of Commerce and Business Operators across the Shire - Highlight the capacity building elements and ask for their feedback and input on achieving the vision</p> <p>1.3.5 Send copies of the DMP to the Central JO and Destination Country and Outback (DNCO) and other relevant agencies and stakeholders</p> <p>1.3.6 Organise a meeting with the Central JO to discuss the DMP and their support in progressing the Plan</p> <p>1.3.7 Organise a meeting with DNCO to discuss the DMP and their support in progressing the Plan</p> <p>1.3.8 Develop a Tourism Industry Engagement Program to regularly communicate progress and initiatives of the DMP to tourism and business stakeholders and the broader community</p>			

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REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
1.4	Provide a mechanism for LSC to consult directly and regularly with the Shire's tourism industry operators and to communicate effectively about tourism initiatives and other media and marketing opportunities	<p>1.4.1 Conduct regular networking/brainstorming workshops to discuss and brainstorm tourism initiatives, packages and opportunities</p> <p>1.4.2 Send monthly emails/reminders to key stakeholders requesting information of activities and events to promote on website and at the Visitor Information Centres</p> <p>1.4.3 Initiate cost effective opportunities with the media for operators to participate in marketing campaigns</p> <p>1.4.4 Invite media to workshops to work collaboratively with operators to develop cost-effective marketing and promotional initiatives</p>			
1.5	Engage the local operators to participate in essential skills, industry development and business development training. Encourage skills training and education programs and workshops in tourism excellence, marketing and service delivery	<p>1.5.1 Survey operators shire-wide to identify gaps in industry knowledge and skills development as well as the type of training/workshops operators are seeking</p> <p>1.5.2 Develop and deliver a series of workshops based on findings of the survey and requirements outlined in the DMP</p> <p>1.5.3 Investigate and identify courses that are available for local operators should they wish to participate – provide information</p> <p>1.5.4 Work collaboratively with the Condobolin Chamber of Commerce, Lakes Alive, Lower Lachlan Community Services and Growing Lachlan to continuously identify skill training needs of operators across the Shire and the best ways to support training programs</p> <p>1.5.5 Work collaboratively with the regional Business Enterprise Centres and other regional agencies to deliver cost-effective and/or subsidised training programs for business operators</p>			

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REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
1.6	Support Local business operators and community groups with funding opportunities that support development and improvement initiatives and other initiatives that support the DMP and growing the visitor economy	<p>1.6.1 Support operators and community groups to identify funding opportunities</p> <p>1.6.2 Support the delivery of Grant Writing workshops to help and educate operators and community groups in the techniques required to write and submit their grant funding submissions</p> <p>1.6.3 Where relevant and appropriate, provide Letters of Support for respective grant submissions</p>			
1.7	Support the development of new accommodation properties, and encourage the refurbishment of existing properties and the sharing economy to provide a diverse range of quality and affordable accommodation options for visitors to the Lachlan Shire	<p>1.7.1 Establish a working group of current accommodation operators across the Shire to advise Council on accommodation opportunities and issues, investigate ways to support existing accommodation operators to invest in refurbishment of their properties and monitor the scale of holiday letting of private properties in residential areas to ensure potential visitor impacts are minimised</p> <p>1.7.2 Undertake a comprehensive audit of secondary data sources of all visitor accommodation to determine the scale and characteristics of current offerings and to identify gaps/opportunities to help plan for appropriate levels of visitor accommodation</p> <p>1.7.3 Review development control and land use policies to ensure there is sufficient detail to guide the location and design of tourism accommodation facilities</p> <p>1.7.4 Support potential developers and property owners to ensure they understand relevant Council and state policies and processes for development applications</p> <p>1.7.5 Ensure future town planning strategies that seek to make rural tourism development permissible are undertaken in consultation with rural communities and assess the infrastructure needs to support such development</p> <p>1.7.6 Explore the sharing economy accommodation options (a growing trend) such as farm stays to help offset some of the accommodation challenges we may face in the future should visitor numbers grow, especially during events.</p>			

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REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
1.8	Gain support and engagement of local operators and community members in supporting and delivering on the DMP's vision	<p>1.8.1 Work with the local Chamber of Commerce and key stakeholders within all Shire communities in developing and gaining support and engagement for the business community</p> <p>1.8.2 Help gain support and engagement from local business operators and local businesses by developing packaged products to promote from the VIC and cross-sell at each participating outlet</p> <p>1.8.3 Help gain support and engagement from local business operators by initiating cost effective opportunities with the media for operators to participate in marketing campaigns</p> <p>1.8.4 Establish a mentoring program for the youth to develop the capacity of young tourism and hospitality professionals in the area as young tourism advocates and future leaders</p>			
1.9	Develop a Lachlan Shire Tourism Excellence Program to develop, encourage and reward high levels of service and tourism offerings within the Lachlan Shire	<p>1.9.1 Develop a Tourism Excellence Program Framework and Criteria</p> <p>1.9.2 Establish criteria for qualifying and achieving a "Lachlan Shire Tourism Excellence Operator" status which will include a sticker for their business – Adopt a quality accreditation program for tourism and hospitality operators</p> <p>1.9.3 Develop communication material and tools to distribute to stakeholders and participants in relation to the program</p>			

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REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
1.9	<p>Develop a Lachlan Shire Tourism Excellence Program to develop, encourage and reward high levels of service and tourism offerings within the Lachlan Shire</p> <p>(cont.)</p>	<p>1.9.4 Organise a workshop with local operators to discuss the program and how to participate</p> <p>1.9.5 Develop the “Lachlan Shire Tourism Excellence Program Branding”</p> <p>1.9.6 Conduct a series of business development and business improvement training workshops as part of the program's criteria</p> <p>1.9.7 Stage an annual Tourism Excellence Awards event to reward and promote high levels of service delivery and quality offerings that create value to the local tourism industry. The Awards could be aligned with the Destination NSW (DNSW) Tourism awards program to benchmark, reward, celebrate and promote successful and innovative tourism and hospitality operations in the Lachlan Shire and encourage best practice.</p>			

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REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
1.10	Develop the locally made/grown industry to help build value to the local tourism offerings while supporting local crafts people, producers and cottage industry	<p>1.10.1 Develop and promote a “Made in Lachlan” campaign and encourage the display and sale of locally made goods at the Information Centres across the shire</p> <p>1.10.2 Develop and promote the “Made in Lachlan” products via the tourism website and social media</p> <p>1.10.3 Assist as required with the craft and produce market currently in operation. These markets can also be held within the smaller shire towns to help bring visitors into the smaller communities</p> <p>1.10.4 Create a database of local craftspeople, producers and cottage businesses and invite them to participate in markets and also invite them to host stalls at the proposed new Visitor Information Centre and other Information Centres across the shire over the weekends and special events</p>			

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REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
1.11	Establish Tourism Ambassador Program as a way for local residents, community groups and local businesses to actively support visitor services by engaging with visitors and adding value to the visitor experience	<p>1.11.1 Invite community residents and the business community to be part of the Tourism Ambassador Program to help visitor activities especially by greeting and meeting with visitors within their respective town/community</p> <p>1.11.2 Develop a flyer about the Ambassador Program to distribute to the local community – letterbox drop and online. Outline roles that residents, community groups and business operators will have to welcome visitors and promote the Lachlan Shire as a wonderful place to visit</p> <p>1.11.3 Conduct Familiarisation tours and information sessions to prospective Ambassadors on general visitor information and the attractions in the area and all the experiences that visitors can enjoy and engage in</p> <p>1.11.4 Conduct Familiarisation tours for a Tourism Working Group/Committee and Councillors so they have a better understanding and appreciation for the Shire's offerings and visitor experiences and invite Councillors to be part of the Ambassador Program</p> <p>1.11.5 Run a session/workshop for Tourism Committee members and Councillors on how we can best promote the Lachlan Shire Tourism Brand within the community and beyond.</p> <p>1.11.6 Establish an "Escape to the Heart of NSW" section in all retail and hospitality businesses providing key Visitor Information guide, brochures, flyer, etc. This will give information to all visitors to accommodation facilities (who do not stop at the Information centres).</p> <p>1.11.7 Design and develop "Welcome to the ❤️ of NSW" badges/merchandise to be worn by Ambassadors and business operators</p> <p>1.11.8 Seek and invite a known "personality" connected to the area to be an Ambassador and to promote the Lachlan Shire as a wonderful place to escape to and promote "Escape to the Heart of NSW" experiences</p>			

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REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
1.12	Develop strong alliances and relationships with surrounding LGA's, the Central JO and DNCO and other tourism stakeholder organisations in gaining their support in building and developing tourism capacity within the Lachlan Shire and the Central West region	<p>1.12.1 Continue to attend strategic meetings with the surrounding LGA's to identify joint tourism opportunities such as extension of events into the Shire, regional trails etc.</p> <p>1.12.2 Develop packaged products and routes that mutually increase tourism capacity and value</p> <p>1.12.3 Work closely with the Central JO to identify and develop mutual beneficial opportunities and gain their support in delivering on the Lachlan Shire's DMP objectives and support with grant funding applications</p> <p>1.12.4 Support and participate in the Central JOs joint marketing campaigns and initiatives</p> <p>1.12.5 Work closely with Destination Country and Outback in gaining support with delivering on the Shire's DMP. Gain support and help with grant funding applications and with latest industry, market and regional insights for effective strategic planning</p> <p>1.12.6 Develop relationships with other industry related agencies at both a state and regional level to gain their support with specific projects, funding applications and/or marketing initiatives where relevant – Refer to list of Stakeholders and Partners in DMP's Module 1.</p> <p>1.12.7 Regularly invite these industry organisations to visit and to attend key shire events</p> <p>1.12.8 Encourage these organisation to hold key strategic meetings, board meetings etc. with the Lachlan Shire</p> <p>1.12.9 Organise a series of Familiarisation tours of the Shire promoting our attractions and visitor experiences</p>			

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REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
1.13	Actively pursue government grants for building tourism capacity within the Lachlan Shire	<p>1.13.1 Adopt a strategic approach to identify and prepare successful grant submissions for suitable projects that align with the objectives of this Plan for annual DNSW funding streams and Australian Government grant opportunities</p> <p>1.13.2 Identify a series of potential projects for funding opportunities and develop Project Outlines for each project to enable more effective matching with grants. Ensure that projects are "Shovel-ready".</p> <p>1.13.3 Put a process in place to regularly source funding opportunities as well as receiving notification of upcoming grants</p> <p>1.13.4 Attend Grant Writing workshops when possible to keep up to date with latest techniques and latest insights on what funding bodies are seeking</p> <p>1.13.5 Develop a submission checklist to ensure that all relevant and common requirements are submitted</p>			
1.14	Work closely with Community Groups to help develop tourism capacity across the community and to develop and/or support community events that could further enhance the visitor economy	<p>1.14.1 Work closely with sporting clubs and cultural committees to develop tourism related events and visitor experiences aligned with these sectors</p> <p>1.14.2 Work closely with community/services organisations and other not-for-profit groups to support and promote projects and activities that help develop tourism capacity and/or help to bring visitors to the area</p>			
1.15	Conduct regular reviews of DMP and the Plan's Strategy Action Plan to ensure alignment with latest industry and market trends and local happenings and insights	<p>1.15.1 Conduct ongoing research into current tourism trends to ensure ongoing alignment of strategies and priorities</p> <p>1.15.2 Conduct regular reviews of (and update) the Strategic Action Plan</p> <p>1.15.3 Maintain regular consultation with the local communities for feedback on local tourism activities</p> <p>1.16.4 Conduct an annual Tourism Audit of the Shire to review development progress</p>			

PILLAR 2: GROW THE VISITOR ECONOMY BY DEVELOPING AND DELIVERING MEMORABLE AND IMMERSIVE VISITOR EXPERIENCES

REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
2.1	Support tourism operations and attractions to develop new and/or enhance existing products that focus on distinctive and WOW factor experiences	<p>2.1.1 Initiate a Lachlan Shire Signature Experiences Development Program that identifies and develops products that can drive conversion, underpin the Shire's brand, build sustainability, enhance yield and importantly, improve the Shire's competitive advantage – Refer to Module 3 Section 3.5.1 for Experience Development elements and modules</p> <p>2.1.2 Adopt the Strategic Themes and the relative proposed experiences outlined in Module 3 Section 3.5.2 – 3.5.6</p> <p>2.1.3 Undertake a comprehensive tourism product and experience audit (possibly annually) to determine the scale and characteristics of current offerings and to identify opportunities that is regularly updated</p> <p>2.1.4 Actively promote tourism infrastructure and investment opportunities in the Lachlan Shire (e.g. accommodation, hospitality, retail, arts and cultural, regional food etc.)</p> <p>2.1.5 Support tourism operators to develop quality submissions in applying for relevant grant funding (where possible)</p>			
2.2	<p>Develop and market memorable products for the “Exploring our Nature” experience theme</p> <p>Refer to Module 3 Section 3.5.4.1 for development ideas</p>	<p>2.2.1 Create a database of specific nature-based interest groups. Section 3.2.2c identifies “Nature Lovers” as a target market. This section highlights experiences/activities in Kayaking and Canoeing, Bush Walking, Birdwatching, Camping and Glamping, Fishing, Boating, Fauna and Flora spotting, Cycling/Biking</p> <p>2.2.2 Create and develop special-interest flyers along with bundled packages/offers to market directly to specific interest groups and associations eg. Anglers, Birdwatching groups, Bushwalking/hiking groups, etc.</p> <p>2.2.3 Develop nature-based bundled experiences for special interest groups (such as birdwatching groups) that encourages extended stay such as creating a birdwatching festival with bundled packages inclusive of birdwatching tours, accommodation, birdwatching food hampers, etc.</p>			

		2.2.4 Develop self-guided nature-based tours and routes (walking and drive) with innovative interpretive signage			
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REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
2.2	Develop and market memorable products for the “Exploring our Nature” experience theme (cont.)	<p>2.2.5 Bundle cultural experiences with nature-based experiences for a more memorable product; eg. experience Aboriginal bush-tucker while camping in the bush or hearing Aboriginal stories about the bush while bushwalking</p> <p>2.2.6 Create memorable “Foodie” experiences along the shore of the lakes and rivers; eg. “Table for Two” romantic dinners while watching the sunset and “Tastes of the Bush” event</p> <p>2.2.7 Develop Riverside and Lakeside concerts and events – with either a temporary or permanent structure such as an amphitheatre</p> <p>2.2.8 Create/build on memorable lake and/or river based events such as canoe/kayaking racing, water-skiing show/event; “Fishorama” fishing comp - Develop new events that currently do not exist in the region</p> <p>2.2.9 Develop wellbeing bush/nature experiences and events. Work with health care and wellbeing providers to hold a wellbeing event that promotes the benefits of nature and wellbeing</p> <p>2.2.10 Develop a “Nature by Night” experience inclusive of wildlife watching, bush tucker, night sky gazing, etc.</p> <p>2.2.11 Develop a Bush Arts Trail weaving through the bush and along the river</p> <p>2.2.12 Run regular Bush Art Sketching and Bush/Nature Photographic competition and exhibitions</p> <p>2.2.13 Develop nature/bush-based farm experiences such as the Alpaca farm and Lavender farm – meeting with the farmers, learning about the produce or animals, farm stay, etc.</p>			

		2.2.14 Identify funding requirements for development of experiences – Develop “shovel-ready” project outlines to discuss with Council, DNCO, Central JO and other key stakeholders that can support the development process			
PILLAR 2: GROW THE VISITOR ECONOMY BY DEVELOPING AND DELIVERING MEMORABLE AND IMMERSIVE VISITOR EXPERIENCES					
REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
2.3	<p>Develop and market memorable products for the “Revealing our Heritage” experience theme</p> <p>Refer to Module 3 Section 3.5.4.2 for development ideas</p>	<p>2.3.1 When developing heritage experiences consider themes including:</p> <ul style="list-style-type: none"> • Our Natural Environment, Places and Values • Indigenous Places and Values • Historical Places and Values • Transforming and Managing the Land • Connecting the Shire via transport and communications <p>2.3.2 Develop the experience of Celebrating Lachlan Shire's heritage with a “Painted Silo/Water tank Trail”. Each silo (or building, water tanks, etc.) painting is to reflect the heritage/culture of the town – This helps the visitor to connect with the town, culture and heritage</p> <p>2.3.3 Develop Immersive and engaging experiences – beyond the traditional experiences that interpret or utilise heritage – Themed trails as per 2.3.1 can be a guide to the stories and the interpretation of the stories so they become engaging and immersive for the visitors</p> <p>2.3.4 Develop a Shire-wide Heritage Trail with the possibility of extending it to a regional trail. This can be themed, as above, or can be a wholistic trail incorporating all sites, places and buildings of heritage significance and value</p> <p>2.3.5 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 could also be a way to celebrate the history and heritage of harvests - such as cotton, canola, etc.</p> <p>2.3.6 Develop a concept of “Retrace the Footsteps of..” - trails and/or reenactments of stories in history and the telling of a particular story or event in history via interpretive and interactive methods</p>			

		<p>2.3.7 Explore and develop the following possible Heritage experiences:</p> <ul style="list-style-type: none"> • Agricultural based histories • Industrial based histories • War memorial/plaques trail • Memorial gardens 			
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REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
2.3	<p>Develop and market memorable products for the “Revealing our Heritage” experience theme (cont.)</p> <p>Refer to Module 3 Section 3.5.4.2 for development ideas</p>	<p>2.3.8 Celebrating our Aboriginal culture and heritage by developing an Aboriginal Heritage Trail with interpretive signage at both building/static and non-building heritage sites of interest and significance</p> <p>2.3.9 Develop an Aboriginal Heritage Sculpture Garden/trail telling the stories of the past and providing an insight into the culture via sculptures</p> <p>2.3.10 Identify opportunities of repurposing current historical buildings/properties to create innovative experiences – perhaps using multi-media for showcasing stories and history</p> <p>2.3.11 Work with the 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</p> <p>2.3.12 Work with schools and youth groups to identify ways that our heritage stories can be told, interpreted, commemorated and celebrated via technological platforms and Art forms by the youth in our community</p> <p>2.3.13 Consider the Volunteer situation at some of the current venues and identify ways to make them more accessible and open for longer throughout the year</p> <p>2.3.14 Identify funding requirements for development of experiences – Develop “shovel-ready” project outlines to discuss with Council, DNCO, Central JO and other key stakeholders that can support the development process</p>			
2.4	Develop and market memorable products for the	2.4.1 Develop “ Bush Bites ” Trail– where visitors experience what each pub/eatery has to offer with each offering a Signature dish and/or drink with a bush theme			

	<p>“Foodie Finds” experience theme</p> <p>Refer to Module 3.5.4.3 for development ideas</p>	<p>2.4.2 Develop a “Bush Bites” Flyer with a history of each pub and relevant “bush characters” photos and about their signature bush dish/drink</p> <p>2.4.3 Develop “Pub and 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</p>			
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REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
2.4	<p>Develop and market memorable products for the “Foodie Finds” experience theme (cont.)</p> <p>Refer to Module 3.5.4.3 for development ideas</p>	<p>2.4.4 Work with the “Condo Cookout” committee to review the event and identify opportunities for it to be marketed as a “under the night sky” event and add additional activities that create a more immersive and engaging experience for visitors and also as an opportunity to attract new markets and visitors</p> <p>2.4.5 Develop a “Dinner With the Stars” experience that can be held along the banks of Gum Bend lake, Lake Cargelligo, and along the Lachlan River and/or at other bush/nature settings and landscapes of interest – Perhaps a different location around the Shire each event - could be an event black-tie style occasion</p> <p>2.4.6 Explore the possibility of having an annual Cultural “Foodie’s Fare” or “Tastes of Lachlan” where foods from different cultures are on show...Create an immersive event where visitors are taught and involved in making the various dishes. The event could also include music and songs from the different cultures e.g Aboriginal corroboree, etc.</p>			

		<p>2.4.7 Investigate what local food producers and growers exist within the Shire and discuss the possibility of developing tourism related activities such as arranged tours, tastings and samplings, educational walks, etc.</p> <p>2.4.8 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</p> <p>2.4.9 Identify funding requirements for development of experiences – Develop "shovel-ready" project outlines to discuss with Council, DNCO, Central JO and other key stakeholders that can support the development process</p>			
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PILLAR 2: GROW THE VISITOR ECONOMY BY DEVELOPING AND DELIVERING MEMORABLE AND IMMERSIVE VISITOR EXPERIENCES

REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
2.5	<p>Develop and market memorable products for the "Unlimited Horizons" experience theme</p> <p>Refer to Module 3.5.4.4 for development ideas</p>	<p>2.5.1 Support the development of the "Condo Skyfest" event. A concept emerged from the Wiradjuri Skywriters Pilot Project as part of the Big Skies Collaboration</p> <ul style="list-style-type: none"> Work with the Aboriginal community, Wiradjuri Study Centre, Callara Culture and Heritage Group, Murie Elders, the local Lands Council and other organisations and stakeholders Develop an Event Plan including implementation activities and resourcing requirements and provide DNCO the Event Plan and seek support for funding as a possible signature event <p>2.5.2 Develop the concept of "Star-gazing Picnics". Develop a way of providing telescopes (e.g. hiring, etc.) at key vantage points and sites throughout the Shire ("Telescope Trail") – bundle experience with food and drink hampers from local suppliers –</p>			

		<ul style="list-style-type: none"> Develop a Project Plan to outline Objectives, Desired Outcomes, Benefits to the community and Required Resources Engage with the operators bundling opportunities and ideas <p>2.5.3 Develop “Star-gazing Accommodation” - tents with clear roofs/windows for sky and landscape/water views - Farms; on the riverbank, at lake side (Gum Bend and Lake Cargelligo) –</p> <ul style="list-style-type: none"> Work with Council's Town Planners in identifying opportunities and challenges Develop a Project Plan to outline Objectives, Desired Outcomes, Benefits to the community and Required Resources Provide DNCO the Project Plan and seek support for funding 			
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REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
2.5	<p>Develop and market memorable products for the “Unlimited Horizons” experience theme (cont.)</p> <p>Refer to Module 3.5.4.4 for development ideas</p>	<p>2.5.4 Explore the idea of having a quarterly or bi-annual Twilight Market around Lake Cargelligo and/or Gum bend Lake (or alternate)</p> <ul style="list-style-type: none"> Logistics such as lighting and public safety will need to be addressed Source and create a database of potential local and regional stall holders <p>2.5.5 Develop a “Dinner With the Stars” experience at Gum Bend lake, and Lake Cargelligo, along the Lachlan River and/or at other sites/landscapes of interest. Perhaps a new location around the Shire each year - could be an event style black-tie occasion. Invite a special guest to entertain.</p> <ul style="list-style-type: none"> Discuss concept with Councillors, DNCO and other stakeholders Develop Project Idea Plan (feasibility)– Identify how this would work, logistics, frequency and resources required <p>2.5.6 Develop “Stars and Fire” event – Great for winter – could incorporate camp oven cooking, music, dance and sharing stories under the stars</p>			

		<ul style="list-style-type: none"> • Could be more as a Festival style with fire-twirling, camp-oven cooking, etc. – Fire-related activities • Develop Project Idea Plan (Conceptualise and feasibility)– Identify how this would work, logistics, frequency and resources required • Discuss concept with DNCO and other stakeholders <p>2.5.7 Support and participate in the Regional "Astro Trail" concept. Work with the Central JO, DNCO and other regional and local stakeholders identifying and developing Lachlan's Shire's products for the trail</p> <p>2.5.8 Explore the possibility of constructing a Planetarium at the Wiradjuri Centre complex. Combine with interpretive visuals and stories of the Aboriginal night sky</p> <ul style="list-style-type: none"> • Develop a Project Idea Plan (Conceptualise and feasibility) • Discuss concept with Executive Leadership Team, Councillors, DNCO and other stakeholders 			
PILLAR 2: GROW THE VISITOR ECONOMY BY DEVELOPING AND DELIVERING MEMORABLE AND IMMERSIVE VISITOR EXPERIENCES					
REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
2.5	<p>Develop and market memorable products for the "Unlimited Horizons" experience theme (cont.)</p> <p>Refer to Module 3.5.4.4 for development ideas</p>	2.5.9 Other ideas to explore: Joy flights, hot air ballooning service and/or event, skydiving service and/or event			
2.6	<p>Develop and market memorable products for the "Celebrating Culture on Country" experience theme</p> <p>Refer to Module 3.5.4.5 for development ideas</p>	<p>2.6.1 Develop an Aboriginal Cultural Tourism Development Plan to ensure that the following Guiding Principles are followed:</p> <ul style="list-style-type: none"> • The development and implementation of strategies will be inclusive of Aboriginal groups and organisations within the Lachlan Shire • In the development of tourism products and activities, leadership will be provided by the Aboriginal people within the Lachlan Shire 			

		<ul style="list-style-type: none"> Strategies will support the principles of self-determination and self-management by Aboriginal groups and organisations Strategies will support tourism ventures that respect the intellectual property rights of the Aboriginal people That cultural integrity and heritage of the Lachlan Shire be recognised and respected <p>The Aboriginal Cultural Tourism Development Plan will include:</p> <ul style="list-style-type: none"> Goals, Objectives and Strategies Guiding Principles Stakeholders, Alliances and Partnerships Proposed development of specific experiences and activities Implementation Plan 			
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PILLAR 2: GROW THE VISITOR ECONOMY BY DEVELOPING AND DELIVERING MEMORABLE AND IMMERSIVE VISITOR EXPERIENCES

REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
2.6	<p>Develop and market memorable products for the “Celebrating Culture on Country” experience theme (cont.)</p> <p>Refer to Module 3.5.4.5 for development ideas</p>	<p>2.6.2 (Also 2.5.1) Support the development of the “Condo Skyfest” event.</p> <p>2.6.3 Develop a shire-wide Aboriginal Cultural Trail that tells the story and history of each site of significance via interpretive plaques.</p> <ul style="list-style-type: none"> Develop Project Plan Workshop with all key Aboriginal stakeholders Identify Cultural Sites as well as other sites of interest (static and non-static) Establish Cultural Considerations Identify funding avenues and resources Establish local, regional and state support Goals, Objectives and Strategies Design and Develop content of plaques 			

		<ul style="list-style-type: none"> • Develop a promotional brochure/flyer <p>2.6.4 Develop an Aboriginal Heritage Sculpture Garden/trail telling stories of the past via the sculptures – The garden could also be filled with plants of meaning to the Aboriginal people and of significance with the Aboriginal culture</p> <ul style="list-style-type: none"> • Consult and engage with the local Aboriginal community representatives from across the shire to identify the nature/theme of sculptures • Source artists • Develop a Project Plan • Identify funding source/s 			
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PILLAR 2: GROW THE VISITOR ECONOMY BY DEVELOPING AND DELIVERING MEMORABLE AND IMMERSIVE VISITOR EXPERIENCES

REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
2.6	<p>Develop and market memorable products for the “Celebrating Culture on Country” experience theme (cont.)</p> <p>Refer to Module 3.5.4.5 for development ideas</p>	<p>2.6.5 Explore the possibility of developing an Aboriginal Cultural Tour – “The Lachlan Dreamtime Tour” – A two day version and a 1 day version visiting various sites of cultural interest and importance along with storytelling relevant to each site. The tour will be considerate to the Aboriginal people and their respective history and sites, and the languages spoken within the Shire. This could also be converted into a Day Tour of Special Places</p> <p>The tour is to include:</p> <ul style="list-style-type: none"> • Site tours; Storytelling; Bush tucker meals; dancing; (immersive) • Learning about the Wiradjuri people's stories and the Aboriginal Dreamtime, history and culture • Could include night time stargazing with the Aboriginal interpretation of the stars formations 			

		<ul style="list-style-type: none"> • Display of artwork and authentic cultural artefacts • Accommodation <p>This tour could start and be promoted as a monthly tour and can develop as it evolves and gets more exposure:</p> <ul style="list-style-type: none"> • Develop a Project Plan • Workshop with all key Aboriginal stakeholders • Identify mode of transport • Identify the tour guide/s and training/skills required • Identify what sites will be visited and what activities will be provided • Establish Cultural Considerations • Identify funding avenues and resources • Establish local, regional and state support • Goals, Objectives and Strategies • Develop a promotional brochure/flyer 			
PILLAR 2: GROW THE VISITOR ECONOMY BY DEVELOPING AND DELIVERING MEMORABLE AND IMMERSIVE VISITOR EXPERIENCES					
REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
2.6	<p>Develop and market memorable products for the “Celebrating Culture on Country” experience theme (cont.)</p> <p>Refer to Module 3.5.4.5 for development ideas</p>	<p>2.6.6 Develop and enhance current Artwork and crafts galleries where authentic local works of art and craft can be displayed and sold. This could possibly be a museum where authentic artefacts are secured and displayed</p> <ul style="list-style-type: none"> • Investigate current situation and opportunities at the Kejole Koori Art Studio and also at The Wiradjuri Centre • Work with the Aboriginal communities and stakeholders throughout the shire in identifying potential artists and craftspeople. • Work with stakeholders in running a series of workshops to support and help artists and craftspeople with skills in managing, presenting and selling their work <p>2.6.7 Work with the Lewis Coe Legacy Corroboree committee with the intention to make it an annual event and growing its attendance each year. It has the</p>			

		<p>potential of being the type of event that our targeted market segments would love to participate and engage in. This event is in honour of Lewis Coe who was a well-respected member of the local Aboriginal community. The event focuses on sharing culture and dreamtime stories through song and dance.</p> <p>2.6.8 Explore the possibility of establishing a café in close proximity to the gallery, where perhaps bush tucker could be made and sold. Add to the Aboriginal Cultural Tourism Development Plan</p> <p>2.6.9 Once a database of Aboriginal artists and craftspeople has been established, consider the possibility of having a quarterly Aboriginal Cultural Weekend Market where art and craft goods could be sold along with bush tucker. This will provide some of the artists/craftspeople a regular incentive</p> <p>2.6.10 Develop events and activities celebrating and honouring other cultures within the Lachlan Shire – Investigate and identify other cultures and connect with key groups and individuals within those communities to workshop ideas.</p>			
PILLAR 2: GROW THE VISITOR ECONOMY BY DEVELOPING AND DELIVERING MEMORABLE AND IMMERSIVE VISITOR EXPERIENCES					
REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
2.6	<p>Develop and market memorable products for the “Celebrating Culture on Country” experience theme (cont.)</p> <p>Refer to Module 3.5.4.5 for development ideas</p>	2.6.11 Explore the possibility of having an annual Cultural “ Foodie’s Fare ” where foods from different cultures are on show. Create an immersive event where visitors are taught and involved in making the various dishes. The event could also include music and songs from the different cultures.			
2.7	Develop and market memorable products for the “Little Towns Big Stories” experience theme	2.7.1 Identify the key stories for each place , existing experiences and experience development opportunities beyond current events/activities			

	Refer to Module 3.5.4.6 for development ideas	<p>2.7.2 Build capabilities to enable packaging and bundling existing experiences with accommodation and other services, as well as the creation of new itineraries and content for multi-channel distribution (images, video and copy)</p> <p>The following experiences involving the smaller towns are also part of the "Foodie Find" experiences:</p> <p>2.7.3 Develop "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</p> <p>2.7.4 Develop "Pub and 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</p> <p>2.7.5 Develop a "Our Town – Big Stories Trail and Video Series of each town – Located at key locations/visitor information centre/general store or pub - This is a story book type of trail filled pictures of local history, local characters and the stories behind each character as well as stories of community achievements, challenges and the resilience of the community.</p> <ul style="list-style-type: none"> This could be presented in various mediums within each town 			
PILLAR 2: GROW THE VISITOR ECONOMY BY DEVELOPING AND DELIVERING MEMORABLE AND IMMERSIVE VISITOR EXPERIENCES					
REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
2.7	<p>Develop and market memorable products for the "Little Towns Big Stories" experience theme (cont.)</p> <p>Refer to Module 3.5.4.6 for development ideas</p>	<ul style="list-style-type: none"> work with local schools historical groups and community groups who can all work together. Include 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 <p>2.7.6 Develop a Street Art Experience – Each town tells its story through the Street Art such as murals and sculptures made by students/youth/children. One way to capture travellers and 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</p>			

		<p>via the street art... The art could be of special people, special events 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.</p> <p>2.7.7 Work with each small town community to identify opportunities for each town to offer a unique/special visitor service/offering. Each small town offers a service/shops that would be appealing to visitors and/or travellers. Examples include:</p> <ul style="list-style-type: none"> - Quaint/Quirky Bed and Breakfast - Bookshop with interesting secondhand books - Bric-a-brac/Thrift Shop - Lolly Shop/Icecream Shop offering something different - Pet Boarding/Grooming <p>2.7.8 Ensure each town to be included in a shire-wide Historical and Heritage Trail</p> <p>2.7.9 Ensure that each town is included in the shire-wide Public Art Trail</p> <p>2.7.10 Identify opportunities for experiences such as farm stays, fruit picking, farm tours, etc. within the smaller towns</p>			
PILLAR 2: GROW THE VISITOR ECONOMY BY DEVELOPING AND DELIVERING MEMORABLE AND IMMERSIVE VISITOR EXPERIENCES					
REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
2.8	<p>Enhance existing products and developing new ones to enhance visitor experiences within the Art and Culture sector</p> <p>Refer to Module 3.5.4.6 for development ideas</p>	<p>2.8.1 Develop and enhance the Utes in the Paddock experience This unique attraction is an outdoor gallery that celebrates bush life in Australia.</p> <ul style="list-style-type: none"> • Develop Marketing Plan • Develop experiences that incorporate the Utes in the Paddock trail • Create a night time experience by adding lights to shine on each vehicle • Identify and source funding required • Design, develop and print promotional material • Develop collateral – Landing Page/Site; Social Media pages • Develop and install Interpretive Signage • Develop and install Directional Signage 			

		<ul style="list-style-type: none"> Market and promote via various mediums <p>2.8.2 Create 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> <p>2.8.3 Develop the proposed Sculpture Garden – A trail of wood-carved Aboriginal cultural-themed sculptures</p> <ul style="list-style-type: none"> Develop a Project Plan (including sourcing artists) Identify and source funding required <p>2.8.4 Develop a shire-wide Silos and Water towers Trail with each depicting something unique to the history/culture of that community – The murals are 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</p> <ul style="list-style-type: none"> Develop a Project Plan Identify silos and Water towers to be painted Source artists Identify and source funding required 			
PILLAR 2: GROW THE VISITOR ECONOMY BY DEVELOPING AND DELIVERING MEMORABLE AND IMMERSIVE VISITOR EXPERIENCES					
REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
2.8	<p>Enhance existing products and developing new ones to enhance visitor experiences within the Art and Culture sector (Cont.)</p> <p>Refer to Module 3.5.4.6 for development ideas</p>	<p>2.8.5 As per idea for Little Towns Big Stories, develop a Street Art Experience – Each town tells its story through the Street Art. This is one way to capture travellers Each town has its own street art flair that is unique to that town and tell its own unique story via the street art. The art could be of special people, special events, History, etc.</p> <p>2.8.6 Develop and market a shire-wide Public Art Trail to include:</p> <ul style="list-style-type: none"> The Utes In the Paddock Painted wall murals at Lake Cargelligo Any current public artwork in smaller communities/towns The painted silos and water towers (when they are painted) 			

		<ul style="list-style-type: none"> The proposed Sculpture Garden <p>2.8.7 Further develop the tourism potential of the Kejole Koori Art Studio</p> <ul style="list-style-type: none"> Conduct a situation analysis and determine what is required to make it more “tourism ready” Develop and install directional signage Develop promotional material <p>2.8.8 Further Develop the tourism potential of the local Aboriginal Artwork at the Wiradjuri Cultural Centre</p> <ul style="list-style-type: none"> Conduct a situation analysis and determine what is required to make it more “tourism ready” Develop and install directional signage Develop promotional material <p>2.8.9 Further develop the basket weaving display and historical information at the Western Plains Regional Development centre into a tourism attraction and part of the art and culture experience</p>			
PILLAR 2: GROW THE VISITOR ECONOMY BY DEVELOPING AND DELIVERING MEMORABLE AND IMMERSIVE VISITOR EXPERIENCES					
REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
2.8	<p>Enhance existing products and developing new ones to enhance visitor experiences within the Art and Culture sector (Cont.)</p> <p>Refer to Module 3.5.4.6 for development ideas</p>	<p>2.8.10 Develop other local products to become part of the Art and Cultural visitor experience:</p> <ul style="list-style-type: none"> Alf Tyack Stone Butterfly and Gem Collection at Lake Cargelligo Tourist Information Centre Condobolin Community Craft Shop Local Arts and Craft at the Tottenham Information Centre The Crafty Corner at Tullibigeal 			
2.9	<p>Identify opportunities to develop the events sector within the Shire to create further appeal to attract new</p>	<p>2.9.1 Establish a coordinated approach to deliver innovative and viable events and festivals across the Lachlan Shire</p>			

	<p>visitors and increase the length of stay</p> <p>Refer to Module 3.5.4.7 for development ideas</p>	<p>2.9.2 Encourage event and festival visitors to stay longer, spend more and enjoy the diversity of experiences across the shire by encouraging broader industry and community stakeholders to support Events and Festivals</p> <p>2.9.3 Review current events and identify how events can be enhanced to increase appeal to current and new markets. Work with current event organisers</p> <p>2.9.4 Identify and develop sports tourism opportunities within the Lachlan Shire – Put together a Sports Tourism Development Plan</p> <p>2.9.5 Develop and market current and new events within a seasonal calendar profile. Implement a seasonal campaign promoting events and activities each season</p> <p>2.9.6 Develop and enhance accessible tourism within the Shire. Investigate further and develop an Accessible Tourism Plan.</p> <p>2.9.7 Explore the Business Events market, in particular look at developing the Corporate Retreats and small to medium sized Conference sectors. Conduct an audit of facilities and capabilities. Develop a Project and Marketing Plan and work with DNCO, DNSW and the Central JO in identifying and developing opportunities</p>			
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PILLAR 2: GROW THE VISITOR ECONOMY BY DEVELOPING AND DELIVERING MEMORABLE AND IMMERSIVE VISITOR EXPERIENCES

REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
2.10	<p>Identify opportunities to develop the Sports and Recreation sector within the Shire to create further appeal to attract new visitors and increase stay</p> <p>Refer to Module 3.5.4.9 for development ideas</p>	<p>2.10.1 Develop a Health and Wellbeing experience that includes other strategic themes such as Nature and Unlimited Horizons to develop an experience to include:</p> <ul style="list-style-type: none"> • The use of sporting facilities for leisure activities – e.g. swimming, golf, tennis • Walking/cycling • Leisure water sports • Wildlife watching <p>2.10.2 Increase/enhance marketing activities for the three (3) Shire Picnic Races. Try to position the Shire as the “racing capital of Central NSW”. Work with the</p>			

		<p>respective committees to develop marketing plans to reach a wider audience and attract more visitors from outside the Shire to attend the races</p> <p>2.10.3 Work with sporting groups/committees in developing new events and/or enhancing current events and activities – e.g. Sports Gymkhana, Lake Cargelligo Fishorama, Condo 750 and Yellow Mountain Dirt Bike Race – to reach a wider audience and encourage visitors to stay longer</p> <p>2.10.4 Bundle packages for events to encourage visitors to stay longer and spend more within the Shire – e.g. Accommodation, dining, etc.</p> <p>2.10.5 Link assets with other strategic themes to create experiences that will appeal to visitors and attract new markets</p> <p>2.10.6 Develop and promote water-based activities around the River and Lakes</p> <p>2.10.7 Develop further sporting events around sporting facilities in the smaller towns – work with the individual communities and sporting committees from each</p> <p>2.10.8 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</p> <p>2.10.9 Refer to Section 3.2.2.a in connecting directly with special interest groups</p>			
PILLAR 2: GROW THE VISITOR ECONOMY BY DEVELOPING AND DELIVERING MEMORABLE AND IMMERSIVE VISITOR EXPERIENCES					
REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
2.11	<p>Identify opportunities to develop the Walks, Trails and Routes sector within the Shire to create further appeal to attract new visitors and increase stay</p> <p>Refer to Module 3.5.4.10 for development ideas</p>	<p>Refer to the Current Walking Tracks, Trails and Routes outlined in Module 3 Section 3.5.4.10 and add/develop the following:</p> <p>2.11.1 Bundle products together such as food and drink hampers, food and accommodation vouchers, retail vouchers for sportswear, etc.</p> <p>2.11.2 Develop a flyer and walking/cycling trails/tracks that also highlight key points of interests to observe and record on the flyer such as monuments, fauna and flora, etc. – perhaps in a checklist format.</p>			

		<p>2.11.3 Develop and erect signs/plaques along walking tracks with stories/information of interest</p> <p>2.11.4 Join walks/trails into a 2 day/weekend experience along with bundled products for hampers, accommodation, dining, etc.</p> <p>2.11.5 Develop and erect signs promoting the walks and experiences visitors can have within each walk and also promoting the various lengths of walks for different ages, fitness levels, etc.</p> <p>2.11.6 Develop and erect wayfinding/directional signs along the main regional highways and thoroughfares to influence travellers to divert to the tracks and to stay within the area longer.</p> <p>2.11.7 Erect signs at the tracks promoting other things to see and do while in the area</p> <p>2.11.8 Enhance the perception and awareness of the Shire's touring routes by refocusing efforts and 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 			
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PILLAR 2: GROW THE VISITOR ECONOMY BY DEVELOPING AND DELIVERING MEMORABLE AND IMMERSIVE VISITOR EXPERIENCES

REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
2.11	<p>Identify opportunities to develop the Walks, Trails and Routes sector within the Shire to create further appeal to attract new visitors and increase stay (cont.)</p> <p>Refer to Module 3.5.4.10 for development ideas</p>	<p>2.11.9 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</p> <p>2.11.10 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</p> <p>2.11.11 Improve the online and digital content for direct and third-party distribution</p> <p>2.11.12 Develop and erect signs promoting the routes and the experiences visitors can have within each walk and also promoting the various lengths of walks for different ages and fitness levels, etc.</p> <p>2.11.13 Develop and erect wayfinding/directional signs along the main regional highways and thoroughfares to influence travellers to divert to the routes and promote what to see and do whilst in the Lachlan Shire</p> <p>2.11.14 Develop flyers for each route with a checklist of what to see and do – distribute regionally</p> <p>2.11.15 Work with regional stakeholders to develop a regional route that combines all of the above routes. Bundle packages encompassing dining and accommodation options to encourage travellers to stay longer.</p> <p>2.11.16 As part of the promotional collateral, develop a checklist of experiences and things to see while travelling</p>			

PILLAR 3: INFLUENCE MARKET BEHAVIOUR THROUGH EFFECTIVE MARKETING AND COMMUNICATIONS

REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
3.1	Develop and implement a compelling, encompassing and consistently delivered brand and market positioning strategy with a clear and effective message that encourages visitation and focuses on key offerings and priority target markets	<p>3.1.1 Develop brand and market positioning elements based on market research findings and the recommendations in Module 3.4</p> <p>3.1.2 Explore and discuss the possibility of designing a Tourism specific logo for all tourism related collateral and marketing. This ensures that the tourism marketing, targeting and communications is separated from the day-to-day Council business. Refer to recommendations in Module 3.4</p> <p>3.1.3 Launch and distribute a style guide outlining all branding elements and their usage across all marketing and communications collateral</p> <p>3.1.4 Create a positive image that reflects unique and authentic visitor experiences as outlined in the DMP</p>			
3.2	Focus on key market segments that best align with the Shire's attractions and assets as identified in the Market Research and outlined in the DMP	<p>3.2.1 Adopt target segments recommended in Module 3.2</p> <p>3.2.2 Implement development actions outlined against each target segment in the DMP</p>			
3.3	Use the key Market objectives outlined in the DMP as a continual guide when developing marketing material	<p>3.3.1 Refer to Module 3.1.1 for objectives to existing markets and visitors and influencing factors to:</p> <ul style="list-style-type: none"> - Extend length of stay - Increase experience value and Visitor Satisfaction - Increase visitor spend - Enable visitor advocacy and destination loyalty <p>3.3.2 Refer to Module 3.1.2 for objective to new markets and prospective visitors and influencing factors to:</p> <ul style="list-style-type: none"> - Visit the Shire as a destination of choice - Motivate travellers passing through the Shire to stop and stay longer - Motivate travellers to divert into the Shire from the surrounding main highways 			

PILLAR 3: INFLUENCE MARKET BEHAVIOUR THROUGH EFFECTIVE MARKETING AND COMMUNICATIONS

REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
3.4	<p>Ensure a competitive web presence for Lachlan Shire Tourism</p> <p>Refer to Module 3.6.1</p>	<p>3.4.1 Develop a new tourism branded website in alignment with the DMP's market and brand positioning, strategic themes and experiences</p> <p>3.4.2 Put in place Search Engine Optimisation strategies against the website</p> <p>3.4.3 Encourage local operators to use online technology and support their web presence on the tourism website via links, etc.</p> <p>3.4.4 Research and update all of Council's tourism presence on various websites including industry and network related sites</p>			
3.5	<p>Promote offerings though online and digital marketing and technological tools to more effectively reach targeted audiences</p>	<p>3.5.1 Use the following digital mediums as part of the overall online presence strategy: - Refer to recommendations in Module 3.6.1</p> <ul style="list-style-type: none"> • Online advertising options via mediums such as Facebook • Blogging • Search Engine Optimisation • Promotions via the tourism website • Social Media Platforms such as Facebook, Twitter, Instagram, and YouTube • Location aware sites such as Foursquare and Yelp • Customer review sites such as TripAdvisor • Videos on the tourism website and on YouTube - and other video channels • Apps for smartphones and Tablets <p>3.5.2 Use other forms of technology to add to the marketing and promotional mix such as:</p> <ul style="list-style-type: none"> • Geocaching • QR Codes 			

PILLAR 3: INFLUENCE MARKET BEHAVIOUR THROUGH EFFECTIVE MARKETING AND COMMUNICATIONS

REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
3.6	Develop powerful social media platforms that engage and influence visitors to share their stories and in turn influence their friends and family to visit	<p>3.6.1 Develop new Tourism specific social media platforms aligned with new market positioning elements – Refer to strategies and recommendations in Module 3.6.1</p> <p>3.6.2 Develop a Social Media Plan</p> <p>3.6.3 Develop target groups for promotional posts</p> <p>3.6.4 Investigate new development in Social Media and trends in destination marketing</p> <p>3.6.5 Develop Accounts with Instagram, Pinterest and Google+ to promote offerings and visitor experiences through photos and videos</p> <p>3.6.6 Link social media pages to website and other industry related webpages</p> <p>3.6.7 Create “Selfie” hotspots throughout the Shire and create a flyer to hand out to visitors to promote “Selfie” trails along with our #Tags lines to encourage visitors to post and share their photos and videos on social media</p> <p>3.6.8 Sell “Selfie” sticks at the Information/tourist centres and promote along with the “Selfie” flyers</p> <p>3.6.9 Encourage visitors to share their experiences and photos on their social media platforms using specified #hashtags as well as sharing their experiences on the LSC’s social media platforms</p>			
3.7	Develop Tourism printed material that is consistent in look, style, imagery and brand positioning message	<p>3.7.1 Develop a series of “Experiences” flyers, where each flyer promotes an experience category based on themes outlined in the DMP with attractive images and descriptive stories. These can be used as individual standalone flyers</p>			

		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 – Refer to Module 3.6.1			
PILLAR 3: INFLUENCE MARKET BEHAVIOUR THROUGH EFFECTIVE MARKETING AND COMMUNICATIONS					
REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
3.7	Develop Tourism printed material that is consistent in look, style, imagery and brand positioning message (cont.)	<p>3.7.2 Develop a series of Flyers designed to influence specific targeted audiences</p> <p>3.7.3 Review the current Visitor Guide and make recommendations accordingly and redesign if required to develop a brochure based on new market positioning messages outlining the Shire's destinations, experiences, attractions and assets with high quality images and descriptive content</p> <p>3.7.4 Develop a series of flyers specifically designed for special interest groups for more targeted and direct marketing</p> <p>3.7.5 Develop templates for advertising in the print media</p> <p>3.7.6 Ensure that all marketing material is consistent in branding and positioning messages as per those outlined in Module 3.4</p>			
3.8	Establish a strong PR presence to build the brand value and image	<p>3.8.1 Develop a PR and Media Strategy Plan – Refer to Module 3.6.1</p> <p>3.8.2 Send out regular Media Releases on a broad range of topics and activities – Create reasons to send out media releases – stories, upcoming events, current happenings, good news stories</p> <p>3.8.3 Hold Media Familiarisation visits</p> <p>3.8.4 Establish a “Visiting Journalist” Program</p> <p>3.8.5 Work with DNCO and Central JO on regional “Famil” campaigns</p> <p>3.8.6 Invite local media to all key events, happenings and launches</p>			

PILLAR 3: INFLUENCE MARKET BEHAVIOUR THROUGH EFFECTIVE MARKETING AND COMMUNICATIONS

REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
3.9	Develop and implement integrated marketing campaigns for specific targeted messages/promotions, events and/or for specific target audiences	<p>3.9.1 Develop and implement a series of integrated marketing campaigns to help promote a specific and targeted message. Campaigns could include, but not limited to, promote:</p> <ul style="list-style-type: none"> • Weekends- Away/Short Stays • Nature Lovers • Family fun • Routes • Sky. Stars. Space • Specific event • Seasonal campaign 			
3.10	Use broadcast media as part of an integrated campaign and media mix when and where it will be most effective	<p>3.10.1 Television advertising as part of an integrated but specific brand/product/experience campaign – Refer to Module 3.6.1</p> <p>3.10.2 Identify local/regional TV broadcaster to identify advertising opportunities and special offers and packages – Build relationships</p> <p>3.10.3 Radio advertising as part of an integrated marketing campaign to promote a major Event/Activity/Experience</p> <p>3.10.4 Identify local/regional Radio broadcaster to identify advertising opportunities and special offers and packages – Build relationships</p>			
3.11	Develop Direct Marketing activities that “speak” directly to targeted audiences	<p>3.11.1 Along-side the general brand awareness activities, it is recommended that a number of more direct marketing activities are undertaken, that “speak” directly to a targeted/specific audience, such as:</p> <ul style="list-style-type: none"> - Special interest groups - Coach lines - Touring companies - Businesses/Corporates - Event Planners 			

		3.11.2 This can be achieved using various mediums such as postal mail, emails, one-on-one visits and seminars/workshops and specific/targeted campaigns on social media - Refer to Module 3.6.1			
PILLAR 3: INFLUENCE MARKET BEHAVIOUR THROUGH EFFECTIVE MARKETING AND COMMUNICATIONS					
REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
3.12	Actively participate in regional marketing and promotional activities <ul style="list-style-type: none"> Central JO DNCO With other LGA's 	3.12.1 Identify and participate in marketing/promotional activities with the Central JO 3.12.2 Identify opportunities for regional product development funding 3.12.3 Work with DNCO to identify and participate in regional marketing activities and state based marketing opportunities through Destination NSW and Visit NSW 3.12.4 Work collaboratively with other LGA's to optimise and promote regional value			

PILLAR 4: ENHANCE AND DELIVER EXCEPTIONAL VISITOR SERVICES AND INFORMATION TO EVOKE HIGH VISITOR SATISFACTION, LONGER STAY AND RETURN VISITATION

REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
4.1	<p>Deliver a contemporary, efficient and cost effective visitor information services system to engage industry and connect visitors with Lachlan Shire experiences</p> <p>Refer to Module 3.7 for recommendations</p>	<p>4.1.1 Conduct a Situation Analysis on current Visitor Information and Services and implement the recommendations.</p> <p>4.1.2 Develop a Shire-wide Visitor Information and Services Plan and communicate key recommendations of the strategy to key stakeholders</p> <p>4.1.3 Support the current plans to build a centralised Visitor Information Centre in Condobolin that also supports the development of a Tourist precinct in its vicinity</p> <p>4.1.4 Encourage all tourism and hospitality operators to provide their latest product information via both digital and traditional methods to all visitor information services across the shire and region</p> <p>4.1.5 Develop a Tourism Volunteer Program to increase the pool of available VIC volunteers, assist with succession planning and build a culture of mutual benefit for both volunteers and their areas of operation</p> <p>4.1.6 Regularly monitor and evaluate visitor information services across the Shire including Return On Investment (ROI), visitor demand/patterns of use, industry participation, staff training programs, information sharing between VICs and uptake of volunteers</p> <p>4.1.7 Seize the opportunity to engage visitors of all ages and maintain a clear point of difference from other information providers by:</p> <ul style="list-style-type: none"> • Delivering accurate, timely and objective information in a way that is convenient and personalised to a visitor's needs, is easily digested, and can be instantly booked or actioned. • Enabling visitors to speak directly with passionate, knowledgeable locals that are ambassadors for the town. 			

PILLAR 4: ENHANCE AND DELIVER EXCEPTIONAL VISITOR SERVICES AND INFORMATION TO EVOKE HIGH VISITOR SATISFACTION, LONGER STAY AND RETURN VISITATION

REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
4.1	Deliver a contemporary, efficient and cost effective visitor information services system to engage industry and connect visitors with Lachlan Shire experiences (cont.)	<ul style="list-style-type: none"> Review current opening times of the current information centres and how the centres are managed. Communicate and Implement recommendations Extend visitor access to the VIC, beyond the general opening times by supplying <ul style="list-style-type: none"> Information online that they need and want and in a way that they can easily find/navigate and download. innovative technology to turn the VIC into a 24 hour service 			
4.2	Create a “WOW” visitor experience at the Visitor Information Centres (VICs) across the Shire	<p>4.2.1 Create quality displays that bring to life our region's hero experiences to inspire visitors from the moment they walk in. Create a memorable encounter. Display by “Experience” themes. Also have displays about “The Surrounds”, “What you can do in a day”, “What you can do in 2 - 3 days”</p> <p>4.2.2 Provide visitors with excellent service where our friendly, professional staff take the time to find out the experiences a visitor is seeking and provide customised recommendations that best match their needs – A series of flyers are to be developed to match needs with information</p> <p>4.2.3 Promote the VICs as the friendly, local travel advisor where travel information is up to date, accurate, objective and customised to the visitor's needs, providing visitors with greater certainty and confidence they are receiving the best local information about what to see and do.</p>			

PILLAR 4: ENHANCE AND DELIVER EXCEPTIONAL VISITOR SERVICES AND INFORMATION TO EVOKE HIGH VISITOR SATISFACTION, LONGER STAY AND RETURN VISITATION

REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
4.2	Create a “WOW” visitor experience at the Visitor Information Centres (VICs) across the Shire (cont.)	<p>4.2.4 Develop and promote an online VIC service, where visitors can link to local restaurants, ‘must-see’ experiences, accommodation, tours, vouchers for special offers and details on how to contact the VIC for more information and travel advice. This requires cooperation with local operators to develop an online presence whether it be a website with a booking page and/or a social media page that provides information about that operators’ services/products</p> <p>4.2.5 Activate special services during peak periods (school holidays, long weekends) with initiatives such as ‘artist in residence’ programs, bush poet events, guided tours, and specialised kids programs.</p> <p>4.2.6 Create a “Technology Corner” Providing free Wi-Fi as a minimum and a space within our VIC that allows visitors to sit and read information, charge their smart phones and tablets, use their own or VIC digital technology to source information and make bookings or to engage with the VIC (for example, upload photos onto a visitor slide show running live on a large screen in the VIC)</p>			
4.3	Put measures in place to ensure the ongoing viability of the VICs	<p>4.3.1 Measure the VIC’s performance against the following criteria:</p> <ul style="list-style-type: none"> • Customer numbers (number of visitors to VIC, emails, phone enquiries, website hits as percentage of potential visitation to the area) • Merchandising revenue (total turnover, profit margin, percentage of merchandise from local area) • Booking commissions (where possible) • Customer satisfaction (proportion of customers rating service as satisfactory or better, number of complaints received) • Brand/Product Awareness (mediums – digital and traditional) 			

		<ul style="list-style-type: none"> Industry involvement (number of members, percentage of tourism operators and local businesses that are members/participants in programs and initiatives) 			
PILLAR 4: ENHANCE AND DELIVER EXCEPTIONAL VISITOR SERVICES AND INFORMATION TO EVOKE HIGH VISITOR SATISFACTION, LONGER STAY AND RETURN VISITATION					
REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
4.3	Put measures in place to ensure the ongoing viability of the VICs (cont.)	<ul style="list-style-type: none"> Service to industry (visitor referrals to tourism businesses, lead generation, frequency of familiarisations, number of promotional/ marketing initiatives) Accessibility (opening hours, sources of after-hours information, number of events covered) Community involvement (number of volunteers, service given during and after a crisis, number of other services offered) Management (staff turnover, staff/volunteer training offered and how often, staff satisfaction) Operating costs (staff and building overheads). Identifying a VIC staffing model where staff costs can be covered by the net value of sales generated 			
4.4	Refer to Module 3 and Section 3.7.3 and implement the strategies outlined where possible	<p>The areas of focus to address include:</p> <p>4.4.1 Current Information Centres – Current Function: Conduct a gap analysis</p> <p>4.4.2 Signage and Display Services – Best Practice</p> <p>4.4.3 Information Services - Best Practice</p> <p>4.4.4 Bookings Services – Best Practice</p> <p>4.4.5 Retailing Services – Best Practice</p> <p>4.4.6 Print and Marketing Services – Best Practice</p> <p>4.4.7 Regional Cooperation and Communication – Best Practice</p> <p>4.4.8 Online and Electronic Delivery of Visitor Information</p>			

		4.4.9 Alternative Visitor Information Delivery Formats 4.4.10 Proposed Accredited Visitor Centre and Tourist Precinct 4.4.11 Professional Development 4.4.12 Support Capability of Industry Operators			
PILLAR 5: CONSIDER VISITOR NEEDS AND INFLUENCERS IN PLANNING AND INFRASTRUCTURE DEVELOPMENT					
REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
5.1	Work collaboratively with the Planning and infrastructure departments to ensure interdepartmental alignment of objectives and plans that help to support a common vision of making the Lachlan Shire an attractive place to visit and to live	<p>5.1.1 Establish a regular meeting platform for all relevant departments within Council to meet to discuss plans and objectives</p> <p>5.1.2 Work with relevant departments within Council to determine the feasibility of the development of new infrastructure and enhancement of existing Council-owned attractions and tourism-related infrastructure</p> <p>5.1.3 Work with relevant departments within Council to develop business and marketing plans for Council-owned attractions and tourism-related infrastructure to ensure their economic viability and appeal to visitors and residents</p> <p>5.1.4 Develop strategies to promote the completion of new infrastructure development projects in Lachlan Shire to visitors and potential tourism business investors</p> <p>5.1.5 Work with relevant Council departments to ensure there are adequate and well-designed public facilities, amenities and parking to support visitor needs and expectations and to support the sustainable growth of tourism</p>			
5.2	Identify and develop opportunities for the Shire's aerodromes to deliver "unlimited horizons" themed experiences as well as supporting the development of the corporate and conferencing market by enhancing fly in capacity and capabilities	<p>5.2.1 Work with planning and engineering staff within Council to develop potential experiences that can be realistically implemented/delivered with current capacity and capabilities of the aerodromes</p> <p>5.2.2 Work with planning and engineering staff in implementing a feasibility study of aerodromes' future capacity to deliver on tourism development initiatives. Identify infrastructure development requirements</p>			

PILLAR 5: CONSIDER VISITOR NEEDS AND INFLUENCERS IN PLANNING AND INFRASTRUCTURE DEVELOPMENT

REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
5.3	Identify ways to enhance the appearance and facilities of parks, rest points and picnic spots around the shire to make them more appealing for travellers to stop and stay longer and in enhancing the overall visitor experience and visitor satisfaction	<p>5.3.1 Work with council engineering staff in conducting a shire-wide audit of parks, rest points and picnic spots</p> <p>5.3.2 Put together a short to long term enhancement and development plan based on the findings and insights of the audit</p> <p>5.3.3 Promote the Shire's parks, rest points and picnic spots to travellers and visitors as part of the Shire's destination appeal as well as attracting the highway travellers and touring market to stop and stay longer in the area</p>			
5.4	Improve, erect and maintain good signage outside and within the shire to ensure all key destinations, routes, trails and attractions are clearly promoted to generate optimum interest from travellers and visitors – This includes way-finding signage, interpretive, informative and promotional signage	<p>5.4.1 Conduct a shire-wide signage audit to include way-finding signage, interpretive, informative and promotional/advertising signage</p> <p>5.4.2 Put together a short to long term development plan based on priorities aligned with tourism development priorities and priority target markets</p> <p>5.4.3 Work with RMS and TASAC to plan and successfully deliver on objectives</p> <p>5.4.4 Establish a maintenance audit</p>			
5.5	Identify creative ways to enhance the Shire's streetscapes and gateway entrances to make them visually more vibrant and appealing for travellers to stop, explore and stay longer – Village Enhancement Plans	<p>5.5.1 Work with relevant Council staff to deliver on village enhancement plans</p> <p>5.5.2 Organise and facilitate workshops with community groups and schools on how they can participate/contribute in beautifying their respective towns and villages</p>			

PILLAR 5: CONSIDER VISITOR NEEDS AND INFLUENCERS IN PLANNING AND INFRASTRUCTURE DEVELOPMENT

REF	Strategy	Action	Timing (Short, Medium, Long)	Responsibility	Budget and Resource Considerations
5.6	Improve and/or maintain appeal of Heritage buildings and heritage sites to support the development of heritage and cultural experiences within the Shire	<p>5.6.1 Conduct a shire-wide heritage audit of buildings and sites to identify needs and requirements as well as cultural considerations and implications (subject to grant funding)</p> <p>5.6.2 Seek funding for improvements of heritage buildings and sites</p>			
5.7	Investigate ways to improve local road and visitor transport services to encourage visitors into and around the Shire	<p>5.7.1 Work with relevant Council staff in understanding road conditions in and around the Shire and current/potential impacts on travellers and visitors</p> <p>5.7.2 Identify what plans Council has in place to counter/fix any current road challenges as well as any development projects. Include and consider these in tourism planning and support improvements to road infrastructure</p> <p>5.7.3 Investigate and promote opportunities to establish viable local transport services that connect towns and villages and enhance visitor dispersal within and around the Shire</p> <p>5.7.4 Investigate opportunities to improve transport services for visitors within the Shire as well as access into the Shire from surrounding towns within the region</p> <p>5.7.5 Investigate the viability and opportunity of establishing a tour operator within the Shire</p> <p>5.7.6 Establish and develop relationships with key coach touring operators and provide incentives and packaged deals to encourage more visitors to the Shire</p>			