

A TOURISM INFRASTRUCTURE PROJECT Industry and Stakeholder Workshop

COMMENCES AT 3PM



Acknowledgment & Introductions



WORAMI / WARAMI

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AGENDA

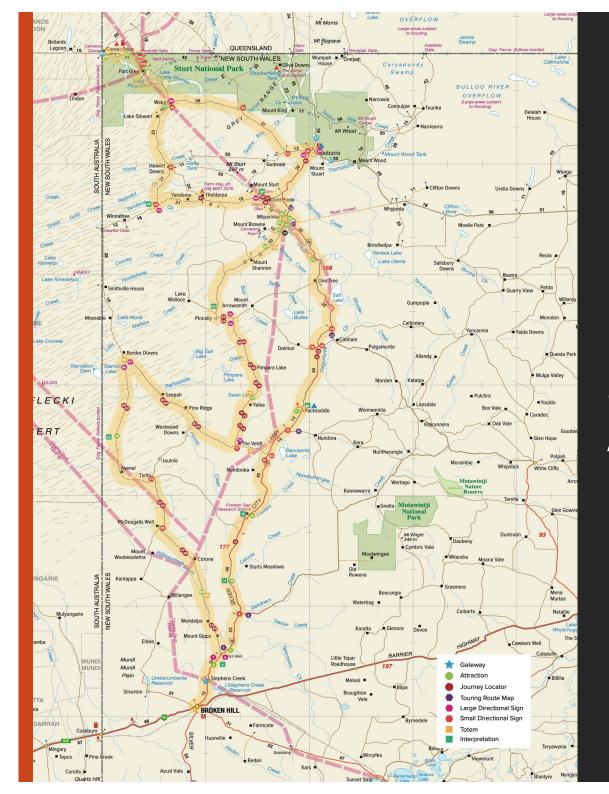
- Background of Sturt's Steps
- The Funding Process for Sturt's Steps
- Update on the development of the Project
- Q&A
- The Tourism Industry
- Objectives of Sturts Steps
- Tourism Products and Services role
- Marketing in Tourism
- Q&A





POLL







RUTH SANDOW Milparinka Heritage & Tourism Association



LORI MODDE Visitor Economy Development (a division of Lorick Management Pty Ltd)



THE PROPOSAL

Grant Submission



- RESTART NSW FUND, Infrastructure NSW
- Submitted January 2019, Business Case submitted April 2019
 - Indication in September 2019
 - Negotiations on elements until January 2020
 - FIRES FLOOD COVID-19
 - Signed DEED 24 April 2020

SUM OF ALL PARTS STRATEGY



Overall Aims

- Provide an **environmental tourism experience** platform that sets this region apart from others.
- Provide a base of engaging experiences that enhance a visit to Far West NSW that all the region can benefit.
- Keep open the opportunity for this base to be added to overtime thus creating a sustainable long-term project for Corner Country for decades to come.

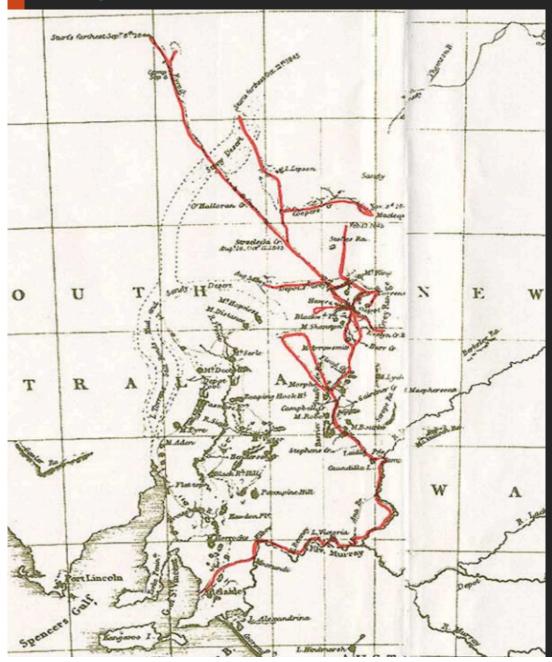


Objectives

- Provide infrastructure that interprets the heritage of the area to visitor
- Provide infrastructure that increases the amenity for visitors.
- To link the experiences in an easy to navigate touring route to entice more visitors to Far West Outback NSW.
- To **minimise driving fatigue** by travellers giving them more reasons to stop and stay longer in the area.
- To join all stakeholders and their experience offering so that they all benefit from the increased visitation.

CHARLES STURT

Expedition





Unlike the terrain that Charles Sturt found in 1844/1845, today's journey will be a breeze.

One can follow just about the actual route that Sturt took, a touring route that today we call Sturt's Steps.

THE PROJECT



 CHARLES STURT HISTORY is the trigger to creating a tourism journey that follows close to the journey took by his expedition





- 1,125km from Broken Hill to Sydney
- 1,100km round trip on Touring Route
- 70% dirt road
- Landscapes changing constantly
- Lots of history and current stories to interpret

Open Space

Relaxation

History and Outback way of life











EUROPEAN EXPLORATION



OUTBACK



LOCAL LANDSCAPE



WILD DOG FENCE



OUTBACK LIVING

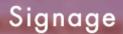
"Whilst following the journey that Sturt's Expedition took 192-3 years ago, you will be connected with so much more...



Through writing, visual, audible and kinaesthetic experiences visitors will engage in the song lines of the local Aboriginal tribes, the the stories of hardship and success of life in the Outback, the growth and demise of towns over the years through drought and flood and the wonderful experiences that can be had here today. Our audiences will walk away connected to the real Australia, humble, knowledgeable and ready to tell others to come because of the magnificent people they met along the way"



ELEMENTS OF THE PROJECT



Sturts Steps involves the installation of many wayfinding and interpretation signs across the 1,100 klms to help tourists navigate and discover the region.



Sturt's Cairn

Stabilisation of the Cairn, interpretive signage and a walkway from the carpark to the Cairn to make it easier for visitors to climb to the top.



Interpretation Centres

These centres will provide comprehensive information for visitors on their journey and add to the existing infrastructure in each location.



Fort Grey

Interpretation enhancements and visitor amenity at the Fort Grey conservation site including a giant Bilby Sculpture commissioned by an artist.



Milparinka Enhancements

Clearing of built up silt and rubbish in the area and the enhancements to make it an Outback Oasis for visitors to Milparinka including the addition of Bed & Breakfast Accommodation.



Sculpture Trail

Sculptures will be commissioned for various key sites on the journey that are reflective of the nature, history and messages of the land.



Camp Kitchens will be added to Milparinka & Tibooburra Campsites with a third under investigation (budget pending) at Sturt National Park.



Digital Application

In todays world the innovation opportunities that digital technology provides can enhance a visitors experience 10 fold, and this addition will do just that.



What does the grant include?



- Town welcome signs in Milparinka
- 116 wayfinding signs around the 1,100klm trail
- 12 interpretation shelters
- 3 museums (Fort Grey, Tibooburra & Milparinka)
- 2 camp kitchens (Tibooburra & Milparinka)
- An Astronomy Park self-guided (Milparinka)
- 4 Art installations
- 2 native animal sculptures at the Wild Desert Project
- Walkway to Sturt's Cairn
- Stabilisation of Sturt's Cairn
- WIFI zones
- Digital tour guide platform
- Refurbishment/ Stabilisation of Milparinka's Post Office
- Bed n Breakfast accommodation at Milparinka
- Refurbished Milparinka Waterhole Evelyn Creek











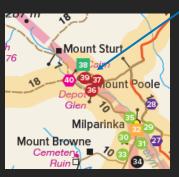




ROAD DIRECTIONAL SIGNAGE

- Route has been fully mapped with signs required
- GPS readings taken for every one of the 116 signs
- Artist impression of the proposed sign*
- Approvals obtained for all except 1 location to date
- TASAC application being finalised for submission
- We will start tender process for supply as soon as we can to have these installed 1st half 2021.

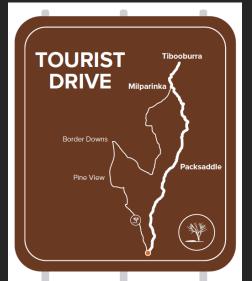












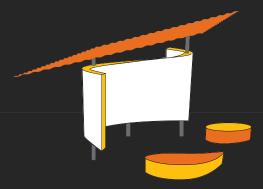


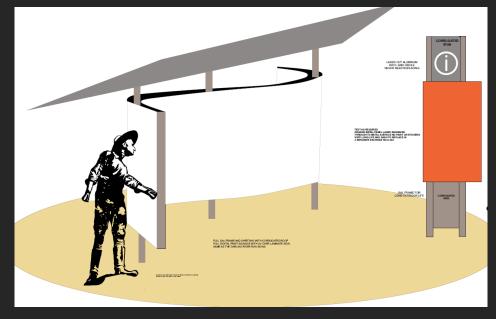
INTERPRETIVE SHELTERS & TOTEMS

- Identification of sites
- Concepts went out to community consultation
- Clear winner in the curved version
- Approvals now received for all but 1 site
- Engineering Specs and Construction will be next
- While the interpretation is finalised for each site
- Community consultation on interpretation will occur before printing for signage











ART INSTALLATIONS

- Yanco Glen
- Packsaddle
- Milparinka
- Tibooburra
- Wild Deserts
- Fort Grey

West Darling Arts

Animal Sculptures made of left-over wire from the project



Bandicoot will be the next big thing











THE CAIRN

- Partnership with NPWS
- Walkway to Sturt's Cairn
- Stabilisation of Sturt's Cairn









THE WATERHOLE

- Siltation removed
- Rubbish removed
- Ready for landscaping
- Now awaiting town Masterplan before any further works done









NEXT STEPS

- Complete the steps indicated in the previous elements
- WDA will work with communities and artists on artwork for each location to interpret the stories of the location
- Planner has been contracted to;
 - create a Masterplan for Milparinka
 - design camp kitchens for Milparinka and improvements for Tibooburra
 - assess the stabilisation and options for saving what's left of the Milparinka Post Office and heritage re-purpose options
- Commence assessment on the type of buildings required for the 3 museums
- Gain approval on the site for the Astronomy Park
- Once all interpretation is complete we will commence on the digital component of the project
- Finalise the landscaping of all construction sites



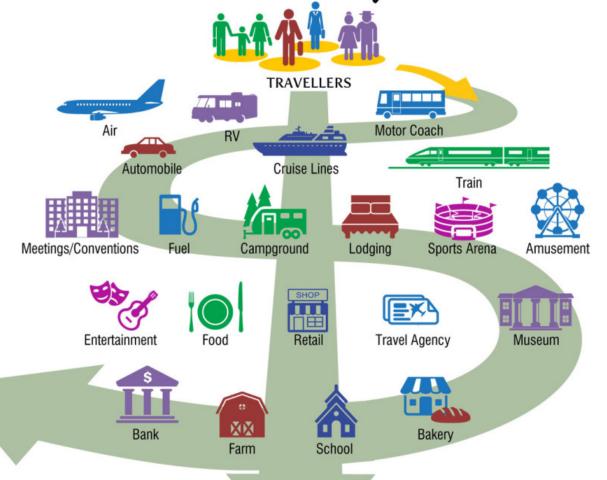
POLL

QUESTIONS?



DYNAMIC CONNECTIONS

Tourism adds value every step of the way!



SALES, EMPLOYMENT, WAGES, TAXES







How tourism works?



80 pax Wedding in Wentworth	Venue	Accommodation	Other	Subtotal	Total
•	Cost of wedding ceremony Reception \$20k		Purchases in shops, food, fuel \$110 pp p/d	\$20,000 \$4,500 \$6,600	\$31,100
Guests	N/C		Purchases in shops, food, fuel \$110 pp p/d	\$6,000 \$1,500 \$8,800 \$2,200	\$18,500
Servicing Parties	N/C		Local Hair, Makeup, cars, flowers, photographer	\$8,000	\$8,000

Thats \$57,600 directly to local businesses, supplying needs for local employment and business to business services.

How tourism works?



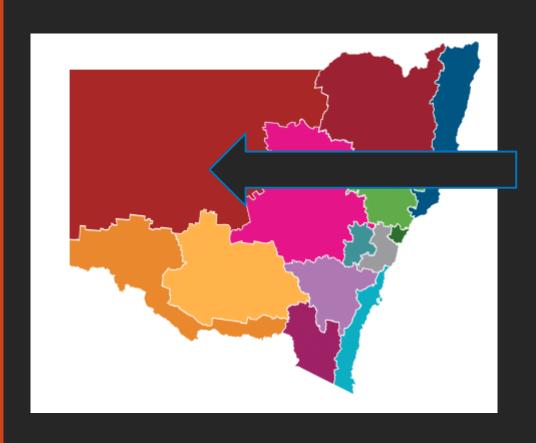
4 Wheel Drive Group – 10 pax on 10 day trip – ½ motel ½ camping

	Food & Beverage	Accommodation	Other	Subtotal	Total
Before trip	Minimal purchases for journey		4 Wheel drive additions or equipment	\$5,000 or more	\$5,000
During Trip	restaurants, pubs etc \$150 per group	5 rooms 5 nights @\$150 Camping sites 5 nights @ \$25	Petrol/ fuel \$400 pgroup Souvenirs & other \$50 per group p/day	\$5,000 \$4,375 \$2,000 \$2,500	\$13,875
Referral to four wheel drive club / friends					Lots more

Thats \$18,875 directly to local businesses, supplying needs for local employment and business to business services.

TOURISM in REGION





OUTBACK NSW

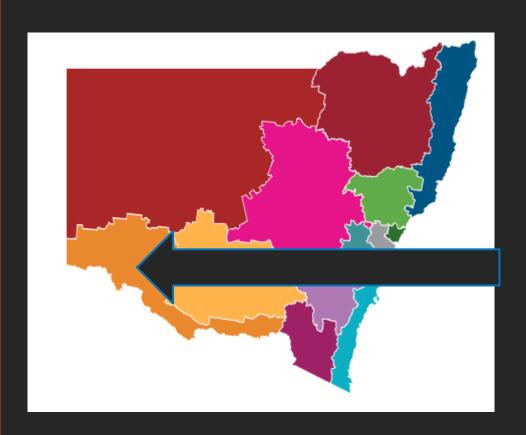
- 605,500 DOV
- 2.0 nights
- \$316.5 Million
- Holiday 41% Business 32%
- 21% 60-69 yrs age
- 18% 50-59 yrs age
- 47% from Regional NSW
- 61% of all visitors were from interstate
- 10,300 International visitors (Uk, Germany, NZ)

\$366.1M industry

https://www.destinationnsw.com.au/wp-content/uploads/2020/08/outback-fact-sheet-ye-mar-20.pdf

WHERE?





MURRAY NSW

- 1,400,000 DOV
- 2.8 nights
- \$596 Million
- Holiday 37% VFR 33% Business 20%
- 21% 60-69 yrs age
- 20% 15-29 yrs age
- 18% 50-59 yrs age
- Remainder segmented between other age groups
- 21% from Regional NSW
- 32% from Victoria
- 11% Sydney
- 27,600 International visitors (NZ, Uk, Germany)

\$596M industry

COVID-19 and effects

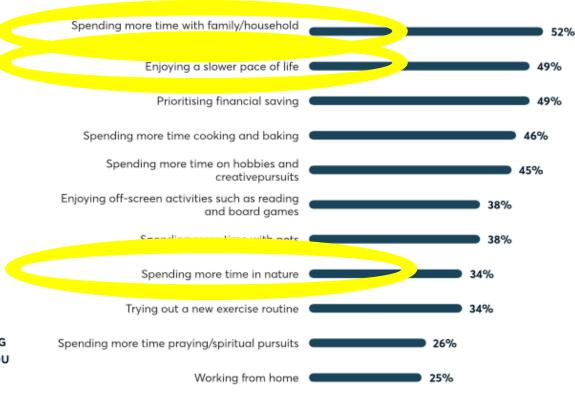




Lessons from living with COVID-19



WHICH OF THE FOLLOWING ARE YOU EXPERIENCING
BECAUSE OF COVID 19 AND TO WHAT EXTENT DO YOU
WANT THIS TO CONTINUE IN YOUR LIFE?



mccrindle.com.au

Source: McCrindle nationally representative survey May 2020

mccrindle



A crisis is a terrible thing to waste.

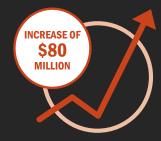
Winston Churchill

THE PROJECT GOALS



- Project is modelled to bring an extra 70,000 visitors to the area each year (40% of visitors to Broken Hill)
- Increase length of stay from 1.5 to 2.8 nights
- Increase daily spend from \$93 to \$122 pp per night by 2024















SUM OF ALL PARTS

- The <u>product</u> is a sum of all the elements
- The <u>experience</u> is a sum of the elements + products and services offered by businesses and organisations in towns, station stays and National Parks.
- The <u>promotion</u> is the sum of all the efforts in including the touring experience in marketing the state, the region, the shires, the towns and the businesses on the route.



BUSINESS A

Has a logo / brand

Produces a brochure

Produces a website

Active on Social Media

Advertises into their market publications

Has a phone number for the business for enquiries

Invites media to write about their business

BUSINESS B

That understands the power of the sum of all the parts



Has a logo / brand

But not scared to use in conjunction with destinational branding

Produces a brochure

using identity from some larger opportunities that attract visitors to the region

Produces a website

links to key experiences in the region, and asks the regions sites and touring route sites to link back to them while including content on the experiences that will entice people to the region again and again and also has the ability to book online instantly for quick conversion

Active on Social Media

Likes and engages in content that promotes the region the destination that the business can be linked to

Advertises into their market publications

Works with other operators to spread cost when advertising and using identity imagery and regional content that is recognizable to the market

Has a phone number for the business for enquiries but empowers others to provide information on their behalf, visitors centres, businesses in the town (by giving them access to the product) and leads them to a user-friendly website to navigate enquiries, bookings.

Invites media to write about their business

Works with regions and destinations to bring media for a full touring experience

SO Congratulations!!

STURT'S STEPS

You are now part of the experience to, during and/or after Sturts
 Steps, you now have access to these elements to use;

















Now's the time to get ready to make the most of this new touring experience....



Marketing is...

Not just advertising Not just a website Not just social media

MARKETING is matching a product or service to a need



SUM OF ALL THE PARTS Marketing

- Product
- Price / Packaging
- Process
- Place / Distribution
- People / Partnerships
- Physical Evidence / Personal Experience
- Promotion

KNOW YOUR MARKET



To setup organisations to thrive in the current market, it is more important than ever to gain insight into today's consumers.

mccrindle.com.au

mccrindle

KNOW YOUR MARKET





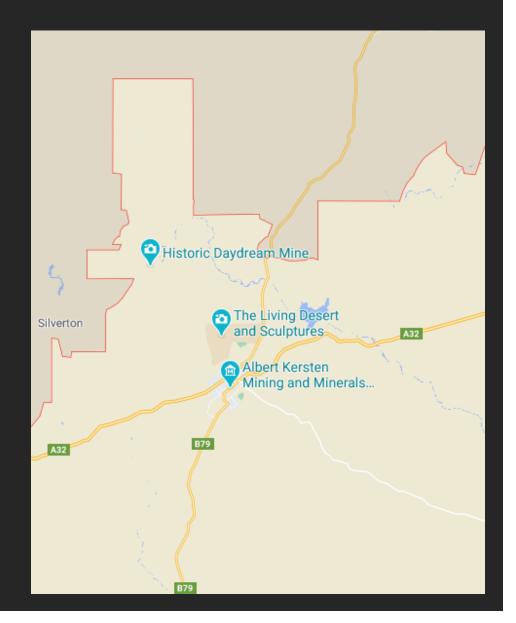
Online Matters

Your online presence is important

Do you know what your online presence is?

Corner Country Store Tibooburra Cameron Corner Rd

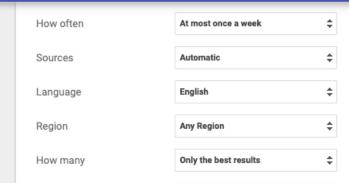
ARE YOU VISIBLE

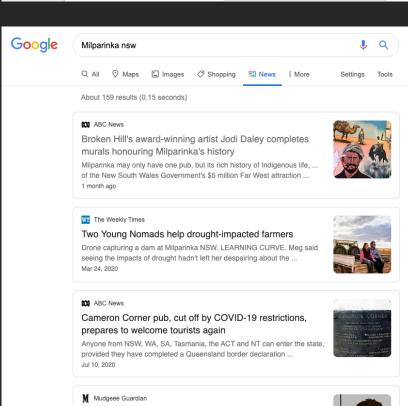


Alerts

Monitor the web for interesting new content

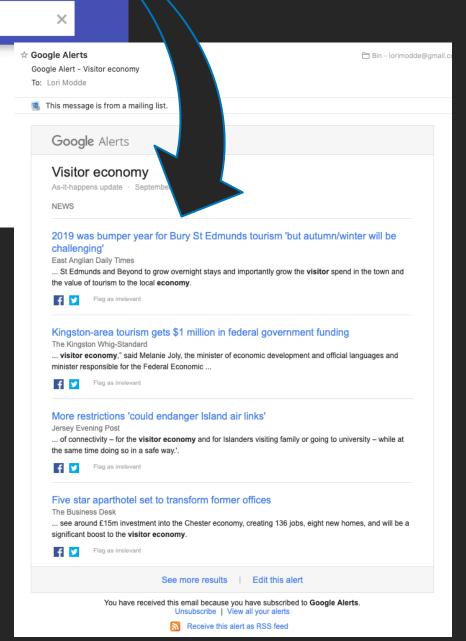
Q Milparinka NSW





Police release images of men in relation to firearm theft

from











More



•••

Explore Tibooburra





South Pacific > Australia > New South Wales > Tibooburra ▼

See all photos

Tibooburra Tourism: Best of Tibooburra

Hints & Tips

SUBSCRIBE, FOLLOW & USE;

Destination NSW (Atdw, Industry development, Marketing)

Destination Network

Visitor Information Centres

Collaboration / Packaging

Social Media

STURT'S STEPS

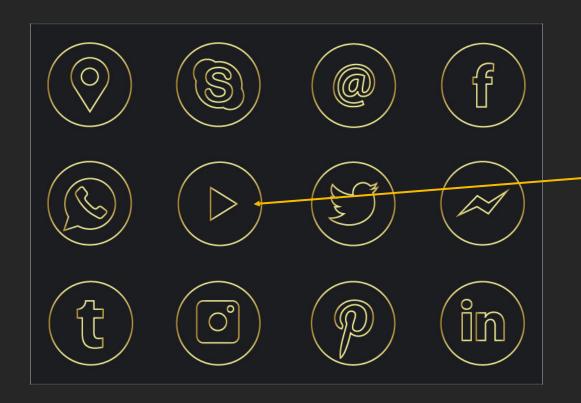
FREE? NO, it costs your time!

TIP 1

Plan your time and how much you want to spend on it or it can consume you

TIP 2

Use those on which your market use







Social Media

TIP 3

What is social media?

Don't try to change behaviour You need to be part of the behaviour

Conversations! Relationships!



CONTEXT



Social Media

So what takes time?

Watching & Listening Adding Context and being RELEVANT! And AUTHENTIC!

Why would they care? Why would they share?



POLL

QUESTIONS?

