

DRAFT TOURISM ACTION PLAN



2023-2025



CENTRAL
DARLING
SHIRE

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Introduction and background

In 2022 the Far West Joint Organisation (FWJO) released its Destination Management Plan (DMP) for the NSW far south-west region. The DMP covers the local government areas of the four member councils of the FWJO including Central Darling Shire, Broken Hill, Wentworth Shire and Balranald Shire.

The DMP provides a strategic framework to drive and manage the future of tourism in the far south-west of NSW. It does this by:

- Setting directions and priorities to sustainably grow the visitor economy of the region.
- Providing guidance for the improvement and expansion of existing tourism assets within the member council areas;
- Providing a basis for identification and analysis of new and unrealised opportunities in local and regional tourism.

Amongst the findings of research conducted for the preparation of the DMP, the following are listed as critical factors in the growth of tourism across the region:

- Resourcing of tourism in the region needs to be Increased to strengthen the development and promotion of a sustainable visitor economy.
- Collaboration between the four Councils is needed to create a 'single voice' for the region through a more integrated approach to marketing and delivery of high-quality visitor services.
- There needs to be a greater focus on tourism industry engagement and development by member councils.
- A new, more appropriate model for Aboriginal cultural tourism is needed. The process to develop the new model needs to involve the region's Aboriginal communities through a genuine co-design process.
- Strategic investment is needed in infrastructure and precincts that deliver shared benefits to local communities and visitors to the region (e.g. history and heritage assets and outdoor event facilities).

Guiding principles and high-level goals

The DMP provides a set of Guiding Principles which provide important reference points in the pursuit of the priorities and actions suggested in the plan. These principles emphasise that all projects, actions and initiatives should be:

- Landscape-scale and inclusive of the whole region
- Informed (evidence-based)
- Customer-centric (visitor first)
- Future-focused (resonate with contemporary visitor markets)
- Contribute to the prosperity, cultural identity and well-being of the region's Aboriginal communities
- Measurable in terms of both deliverables and outcomes

In addition to these Guiding Principles, the DMP lists a series of High Level Goals designed to provide consistency and guidance to member councils in their development of actions and initiatives to facilitate growth in the local and regional visitor economy. These goals are as follows:

- Sustainably grow visitation to FSWJO region year-round
- Increase yield and the contribution of the visitor economy to the region's economy
- Encourage greater regional dispersal

About this plan

This Tourism Action Plan for Central Darling Shire has been developed around the Strategic Directions and Primary Projects outlined in the DMP. It provides an account of the actions and initiatives to be pursued by Central Darling Shire Council in observation of the DMP's recommendations in each of the four primary themes. These four themes are:

- 1. Enablers for success** - the 'Enablers' outlined in the DMP are a range of tourism strategies that may be regarded as critical foundations for tourism growth across the far south-west region. These foundations will also be key drivers for dispersal of tourists and visitors across the region, reducing the stress of concentrated visitation in various locations by creating strong incentives for visitation to multiple locations across the region. The enablers identified for the region are grouped into four primary areas:
 - i.** New model for Aboriginal cultural tourism – identified as a game-changer project for the region
 - ii.** Digital transformation and visitor services to future-proof the visitor economy
 - iii.** Cross-region collaboration and industry development, including investment in visitor research and sentiment analysis that can be shared across the LGAs
 - iv.** Connectivity and accessibility
- 2. Game changer projects** - the 'Game Changer' projects listed in the DMP are projects identified as having the greatest potential to create growth in the local tourism industry. The DMP emphasises that these projects will require significant investment, a strategic approach and collaboration between the four Joint Organisation member councils to pursue them successfully. These projects include:
 - i.** Co-design a new model for Aboriginal Cultural Tourism
 - ii.** Collaborate to revitalise visitor services across the region
 - iii.** Activate an expanded Wonder of Gondwana concept
- 3. Priority projects** – the 'Priority Projects' highlighted in the DMP are projects that respond to current trends in domestic and international travel. These trends indicate increasing visitor interest in nature-based and outdoor activities (including special interests), cultural tourism, health and well-being, sustainability, quality food and drink and more immersive, small group experiences. The Priority Projects listed in the DMP include:
 - i.** Odyssey travel by road, rail or air
 - ii.** Transformative experiences
 - iii.** Events in the landscape

4. Marketing – the DMP acknowledges that effective marketing is the key to creating a range of 'standout' tourism offerings and experiences. Underpinned by video, imagery, copy and inspiring itineraries, effective marketing in this context should involve the following strategies:
 - i. Bring the region's stories, characters and landscape to life by 'pulling on the heart strings' (based on inspirational content)
 - ii. Provide high quality information to assist visitors plan and enjoy their trip (based on informational or rational content)
 - iii. Enable multichannel distribution, including through third-party channels such as DNSW and Tourism Australia and to support public relations (PR)

In addition to listing actions to be initiated by Central Darling Shire Council and its identified partners, this Action Plan identifies critical dependencies for the growth of tourism in the Central Darling Shire. It also provides an account of strategic partnerships to be pursued in developing tourism activities and initiatives and in growing the visitor economy of the shire.

Existing local tourism assets

Central Darling Shire is host to a wide range of tourism assets. These assets have the potential to provide rare and engaging opportunities for tourists and visitors. They include, but are not limited to:

- Local Aboriginal heritage and culture
- The Baaka (Darling River) – Aboriginal and European history
- Menindee lakes
- The Baaka Centre (to be completed)
- Wilcannia heritage architecture
- White Cliffs mining areas and underground accommodation
- Tilpa hotel
- Local and regional natural assets - outback landscapes, night skies
- Proximity to National Parks - Paroo-Darling, Kincheega, Mutawintji, Lake Mungo
- The Darling River Run
- Long Paddock touring route

CDS tourism - critical dependencies for growth

As a Council with very limited resources, Central Darling Shire is and will continue to be, highly dependent on a range of external factors and influences in facilitating the growth of tourism across the shire. In this regard it is of paramount importance that Council acknowledges and addresses these critical dependencies. The following table provides an account of these dependencies and Council's intended actions to address them.

DEPENDENCY	CDS ACTIONS TO ADDRESS
1. Baaka Centre completion	Manage Baaka Centre funding according to the auspice agreement Provide project oversight assistance during construction and the establishment of governance structures.
2. External funding for tourism projects, improvements and support	Continue to identify local tourism projects and improvements and seek appropriate funding – e.g. – Wilcannia motel proposal, roads improvements, way-finding.
3. Improved tourism infrastructure	Continue to pursue funding and support from other levels of government, to develop local tourism projects including the proposed Wilcannia motel, road improvements, walking trails and the FWJO Transport Plan.
4. Improved tourist/visitor road access to and between local natural assets	Continue to lobby appropriate government agencies and source funding for roads upgrades.
5. Building capacities of local cultural tourism providers	Advocate for the provision of local training and business support by appropriate agencies to enable local providers to establish a local cultural tourism industry.
6. Identification and effective marketing of CDS tourism assets	Lobby DNSWCO and DRNSW for assistance and support in marketing local tourism assets. Identify and apply for grants and funding for marketing of local tourism and visitor assets.
7. Improved public perception of Wilcannia	Continue to use social and mainstream media to build a positive profile for all locations across Central Darling Shire
8. Relationships with external agencies	Continue to liaise with appropriate external agencies to ensure their awareness and understanding of local tourism needs and priorities.

Developing strategic partnerships

In order to address the range of actions and initiatives outlined in the FWJO DMP, Council will need to develop strategic partnerships with a range of external agencies. The following table provides an account of the primary agencies that need to be targeted for these partnerships and the strategic outcomes to be achieved.

PARTNER AGENCIES	STRATEGIC OUTCOMES
Neighbouring councils	Develop and enhance cross-border visitor experiences Work together to develop regional messaging and marketing strategies Develop a range of shared marketing collateral
Dubbo Regional Council	Establish a Wiradjuri Cultural Centre – Baaka Centre alliance
Department of Regional NSW NIAA	Identify one-off and ongoing funding sources and opportunities
NSW National Parks and Wildlife Service	Develop shared marketing and public awareness collateral, identify and pursue opportunities for partnering on tourism projects
Destination Country & Outback NSW	Training, advocacy, capacity-building, relationship development for local Aboriginal cultural tourism businesses
NATOC	Foster and facilitate relationships with local cultural tourism providers mentoring, advocacy and capacity-building Provision of tourism project guidance and assistance
Create NSW	Funding and support for Aboriginal arts and cultural projects

Far West Region Prioritised Action Plan

The following Prioritised Action Plan (PAP) provides a comprehensive outline of short, medium and long-term actions and initiatives to be pursued in growing tourism and the visitor economy across the FWJO region.

The PAP has been developed in association with plan is derived from the FWJO DMP. It provides a detailed account of suggested actions and initiatives within the DMP's four primary themes which include:

- Enabler Projects
- Game Changer Projects
- Priority Projects
- Marketing

How to read the Action Plan

KEY — PRIORITY LEVELS:	KEY — ACTION PLAN TABLES:	ACRONYMS:
H — High priority	E — Enablers for Success	DNCO — Destination Network Country & Outback NSW
M — Medium priority	GC — Game Changer projects	DNRM — Destination Network Riverina Murray NSW
L — Low priority	PP — Priority Project addressing supply	DNSW — Destination NSW
O — Ongoing	M — Marketing and visitor services	NPWS — NSW National Parks & Wildlife Service
		VES — NSW Visitor Economy Strategy 2030
		CDSC — Central Darling Shire Council
		PAP — Prioritised Action Plan (FWJO)

FWJO Enabler Projects Action Plan

REF	STRATEGY	PRIORITY ACTIONS & HIGH-LEVEL PRIORITY	DELIVERABLES & INDICATIVE TIMEFRAME (FY)	RESPONSIBILITIES & PARTNERSHIPS
E 1.1	New model for Aboriginal cultural tourism	Refer GC2.1		
E 1.2	Facilitate digital transformation and visitor services to future-proof the region's visitor economy	<ul style="list-style-type: none"> i. Increase industry awareness of consumer behaviour and expectations relating to online and digital services, including e-commerce, online booking and flexibility (H) ii. Identify opportunities to expand facilities and services for 'digital nomads' or remote working as part of an odyssey journey as well as to support and enhance visitor experiences (O) iii. Promote more rapid adoption of new technology into traditional tourism and hospitality business practices as well as to enhance interpretation of history and heritage (H-M) iv. Implement a multichannel approach to visitor servicing (see: GM2.2) (H) 	<p>Ongoing from 2022</p> <p>Commence with 1.2.i to strengthen industry capability and meet consumer expectations</p> <p>Identify opportunities for the local industry to participate in seminars, workshops and other forums focused on digital transformation, including programs delivered by DNSW</p>	<p>All FWJO councils</p> <p>Local tourism and hospitality industry</p> <p>DNCO, DNRM & DNSW</p> <p>Neighbouring LGAs</p>
E 1.3.A	Continue to strengthen collaboration across LGA boundaries as well as with important stakeholders	<ul style="list-style-type: none"> i. Facilitate ongoing engagement with DNSW, DNCO, DNRM, NPWS, Cross-Border Commissioner and other local and regional tourism organisations (O) ii. Identify opportunities to work with other organisations or LGAs to achieve outcomes relating to investment attraction, experience development, industry capability and destination marketing (H) 	<p>Ongoing from 2022</p> <p>High priority to commence in FY2023</p>	<p>All FWJO councils</p> <p>DNCO, DNRM & DNSW</p> <p>Local and regional tourism and hospitality industry</p> <p>NPWS</p> <p>Neighbouring LGAs</p>

REF	STRATEGY	PRIORITY ACTIONS & HIGH-LEVEL PRIORITY	DELIVERABLES & INDICATIVE TIMEFRAME (FY)	RESPONSIBILITIES & PARTNERSHIPS
E 1.3.B	Strengthen industry engagement and capability development	<p>Four Councils should work together to develop and implement a shared engagement and capacity development program, including:</p> <ul style="list-style-type: none"> i. Strengthen industry engagement and networking, including through hosting forums and creating newsletter articles that enhance awareness of the latest trends and best practices in the visitor economy (O) ii. Implement a product and experience development program focused on enhancing existing and developing new experiences, products, accommodation and events (H-M) iii. Implement a program to connect major industry tourism operators with local tourism and hospitality providers in the region, including private air charters and rail packages (M) 	<p>Shared industry capability development program developed in FY2023</p> <p>Roll-out from first half of FY2024 and ongoing</p>	<p>All FWJO councils</p> <p>DNCO, DNRM & DNSW</p> <p>Local and regional tourism and hospitality industry</p>
1.3.C	Implement a regular visitor research program to provide meaningful insights into the region's visitor economy and the dynamic and evolving nature of consumer behaviour in tourism and travel, including for events	<ul style="list-style-type: none"> i. Confirm the key visitor segments – utilise existing research and data from the Situation Analysis along with any new data from Tourism Research Australia, DNSW and Tourism Australia (H-M) ii. Undertake visitor experience and sentiment analysis as well as qualitative research – e.g. <i>Travellers' Pulse</i> report provided as part of this DMP. This could be done every 2nd year (biennially) (H-M) iii. Develop audience personas to identify the most effective media activity and communication channels to connect the destination and its experience offering with priority audiences (H-M) 	<ul style="list-style-type: none"> i. High-medium priority to commence as part of ii below – first half of FY2024 ii. First half of FY2024 iii. As part of i & ii above - first half of FY2024 	<p>All FWJO councils</p> <p>Potential to involve DNCO & DNRM</p>

REF	STRATEGY	PRIORITY ACTIONS & HIGH-LEVEL PRIORITY	DELIVERABLES & INDICATIVE TIMEFRAME (FY)	RESPONSIBILITIES & PARTNERSHIPS
E 1.3.D	Foster and facilitate a strategic approach to attracting investment and talent, including grant funding	<ul style="list-style-type: none"> <li data-bbox="512 371 935 1016">i. FSWJO should monitor and provide advice and support to local businesses, organisations and community or volunteer groups to apply for visitor economy or other grants that can assist them grow, revitalise or enhance their experience or offering, including for events (O) Identify cross-boundary infrastructure projects that enhance access to and within the region as well as provide high quality visitor experiences. Includes: customer-centric design, robust master planning, feasibility analysis and return on investment (H-M) <li data-bbox="512 1032 935 1182">ii. As part of the industry engagement program, share insights into best practice workforce strategies with industry (H) <li data-bbox="512 1198 935 1317">iii. Facilitate the employment of older Australians, including to strengthen customer and visitor services (H – O) 	<p data-bbox="959 371 1190 555">Ongoing and in line with new grant funding announcements or approaches from potential investors</p> <p data-bbox="959 571 1190 689">Workforce strategies are a high priority – FY2023</p>	<p data-bbox="1217 371 1441 477">All FWJO councils DNCO, DNRM & DNSW</p> <p data-bbox="1217 492 1441 555">Department of Regional NSW</p>

REF	STRATEGY	PRIORITY ACTIONS & HIGH-LEVEL PRIORITY	DELIVERABLES & INDICATIVE TIMEFRAME (FY)	RESPONSIBILITIES & PARTNERSHIPS
E 1.4	Continue to improve connectivity and accessibility of the region	<ul style="list-style-type: none"> i FSWJO should continue to advocate for major infrastructure projects and improvements to enhance connectivity and accessibility on behalf of the four Councils and enable greater linkages between the LGAs (O) ii Activate the region's airstrips (public and private) to support private air charters for both the leisure and business markets (H-M) iii Most visitors arrive by private vehicle, including many travelling by 4WD or SUV. Persistent issues relate to visitor/road safety, unplanned road closures and alternative routes wet weather. This is exacerbated by an increasing number of inexperienced drivers. A priority is to enhance visitor information pre and during trip via online and digital channels (also refer GM2.2) (H) iv Support the extension of major initiatives such as <i>Silver to Sea Way</i> into Silverton and Broken Hill (Stage 2 and beyond) to strengthen connectivity to South Australia (O) v Support ongoing improvements to the region's existing touring routes (O) 	<p>Enhanced visitor information is a high priority – commence in 2nd half of 2022 then ongoing</p> <p>All other actions ongoing and have already been commenced</p>	<p>All FWJO councils</p> <p>Network of VICs</p> <p>DNCO, DNRM & DNSW</p> <p>Department of Regional NSW</p> <p>Cross-Border Commissioner</p>

FWJO Game Changer Projects Action Plan

REF	STRATEGY	PRIORITY ACTIONS & HIGH-LEVEL PRIORITY	DELIVERABLES & INDICATIVE TIMEFRAME (FY)	RESPONSIBILITIES & PARTNERSHIPS
GC 2.1.1	Acknowledgement of Country signage	Work with local Aboriginal communities to identify, design and implement Acknowledgement of Country signage across the landscape and throughout the region (H)	A high priority for Councils to acknowledge the Traditional Custodians of Country – commence FY2023	All FWJO councils Local Aboriginal communities
GC 2.1.2	Work with the Aboriginal communities, representative organisations and businesses of FSW NSW to scope the pathway towards a new model for Aboriginal cultural tourism	<p>As part of the scoping process, consider:</p> <ul style="list-style-type: none"> i Identifying the aspirations, needs and expectations of local Aboriginal communities regarding the visitor economy (H) ii Developing a cultural map that highlights existing experiences as well as integrates the stories of connection to Country across the landscape (irrespective of LGA boundaries) that can be shared with visitors to the region (H) iii Incorporating a high-level analysis of the evolving environment for tourism to ensure that businesses are viable and sustainable (H) iv Involving local champions within the communities to build support, engagement and participation (H) v Identifying grant funding and partnership opportunities (e.g. with NIAA and NATOC) to develop a new model (H) 	Commence scoping in FY2023	All FWJO councils DNCO, DNRM DNSW NSW Aboriginal Tourism Operators Council (NATOC) NPWS National Indigenous Australians Agency (NIAA) Local Aboriginal communities

REF	STRATEGY	PRIORITY ACTIONS & HIGH-LEVEL PRIORITY	DELIVERABLES & INDICATIVE TIMEFRAME (FY)	RESPONSIBILITIES & PARTNERSHIPS
GC 2.1.3	New model for Aboriginal cultural experiences	i. Commit to the co-design of a new model for Aboriginal cultural experiences with the local Aboriginal communities and organisations (H)	Subject to the scoping process outlined above (GM2.1.2), commence in FY2025	All FWJO councils DNCO, DNRM DNSW NSW Aboriginal Tourism Operators Council (NATOC) NPWS National Indigenous Australians Agency (NIAA) Local Aboriginal communities
GC 2.2.1	Develop a shared visitor servicing model for the FSW NSW region	<p>i. Prepare a visitor services strategy (VSS) for FSW NSW to identify and activate opportunities for collaboration between the four Councils and the region's VICs as well as with NSW NPWS, including single website and digital channels for the region and retail strategy (H)</p> <p>ii. Create remarkable content for multichannel distribution. Specifically, contribute to a shared program to capture and curate content (images, videos and copy) that presents the region as a single destination (H-M + O)</p> <p>iii. Create a shared program that builds awareness of all things travellers should know and plan for before they arrive (O)</p>	<p>Commence preparation of VSS as soon as practicable – FY2023</p> <p>Other actions subject to completion of VSS</p>	All FWJO councils Network of VICs DNCO, DNRM & DNSW

REF	STRATEGY	PRIORITY ACTIONS & HIGH-LEVEL PRIORITY	DELIVERABLES & INDICATIVE TIMEFRAME (FY)	RESPONSIBILITIES & PARTNERSHIPS
GC 2.2.2	Create or curate experience packages for to commercial airlines (eg Qantas) as well as private air charters and rail services	<ul style="list-style-type: none"> i. Develop and commercialise end-to-end packages that integrate the range of on-ground services and experiences, including those offered by NPWS (M) ii. Work with air charter service providers and rail package retailers in key source markets such as Sydney, Melbourne and Adelaide to develop and promote packages of the on-ground experience offer (M) 	<p>Integrate key considerations into VSS</p> <p>Initial packages developed by end 2023 (FY2024)</p>	All FWJO councils Network of VICs DNCO, DNRM & DNSW
GC 2.2.3	Identify opportunities to develop bespoke or small group tours	<ul style="list-style-type: none"> i. Work with the local tourism industry, transport providers, NPWS and the hospitality sector to develop bespoke small group tours that can be packaged and sold through the VIC network - these can also be promoted by local accommodation providers (O) 	High priority based on current consumer trends and desires – FY2023	All FWJO councils Network of VICs DNCO, DNRM & DNSW
GC 2.2.4	Utilise the tourism and visitor servicing teams of the four Councils to lead a shared industry engagement program	Refer E1.3.B		All FWJO councils Network of VICs DNCO, DNRM & DNSW
GC 2.2.5	Coordinate and cross-promote the events program across the region	<ul style="list-style-type: none"> i. Events are a strength of the FSW region. However, greater coordination between the four Councils and NPWS to minimise competition for dates or audiences (O) ii. Cross-promote the FSW region's events calendar through visitor servicing channels – this has the benefit of encouraging repeat visitation and attracting new markets (H) 	Pursue opportunities for cross-promotion	All FWJO councils Network of VICs DNCO, DNRM & DNSW

REF	STRATEGY	PRIORITY ACTIONS & HIGH-LEVEL PRIORITY	DELIVERABLES & INDICATIVE TIMEFRAME (FY)	RESPONSIBILITIES & PARTNERSHIPS
GC 2.2.6	Collaborate on wayfinding signage across the region	i. Develop and implement a simple wayfinding signage program that provides greater clarity for travellers and links to a single, region-wide map (online mapping as well as printed) (M)	Commence FY2025	All FWJO councils Network of VICs DNCO, DNRM & DNSW
GC 2.3.1	Collaborate with DNCO and DNRM to expand the <i>Wonder of Gondwana</i> concept to include night skies	<p>i. Undertaken an audit to identify existing and emerging experiences that link to and bring to life the <i>Wonder of Gondwana</i> concept and experience themes (M)</p> <p>ii. Create a narrative that supports the experience themes and guides content development (M)</p> <p>iii. Identify opportunities to create new experiences, for example in collaboration with private air charter companies and on-ground operators, including NPWS and to support initiatives such as Silver to Sea Way and Darling River Run (M)</p> <p>iv. Ensure integration with new or emerging opportunities such as those provided by the planned Baaka Cultural Centre in Wilcannia (M)</p>	Commence planning and scoping, including identification of hero experiences with DNCO & DNRM in FY2024	All FWJO councils Network of VICs DNCO, DNRM & DNSW NPWS, FCNSW & Crown Lands Outback Beds & Darling River Run
GC 2.3.2	Create an <i>Inspiration Guide to the Wonder of Gondwana</i>	<p>i. Develop an inspirational guide to provide information on and promote the Wonder of Gondwana</p> <p>ii. Create and curate high-quality content (images, short videos and copy) to support the development of the guide as well as for use in other owned assets (e.g. destination websites) and for multichannel distribution</p>	Subject to GM2.3.2 above	All FWJO councils Network of VICs DNCO, DNRM & DNSW

REF	STRATEGY	PRIORITY ACTIONS & HIGH-LEVEL PRIORITY	DELIVERABLES & INDICATIVE TIMEFRAME (FY)	RESPONSIBILITIES & PARTNERSHIPS
GC 2.3.3	Develop an experience-led marketing campaign for the <i>Wonder of Gondwana</i> – to aim to unify and position FSW NSW as a must-visit destination	<ul style="list-style-type: none"> i. Identify potential funding sources to develop and implement a multi-year marketing campaign ii. Identify opportunities to involve other regions with experiences that enrich the campaign through its four primary experience themes 	Subject to GM2.3.2 above	All FWJO councils Network of VICs DNCO, DNRM & DNSW

FWJO Priority Projects Action Plan

REF	STRATEGY	PRIORITY ACTIONS & HIGH-LEVEL PRIORITY	DELIVERABLES & INDICATIVE TIMEFRAME (FY)	RESPONSIBILITIES & PARTNERSHIPS
PP 3.1	Work together to encourage product and experience development and link existing and emerging experiences across all four Council areas	<ul style="list-style-type: none"> i. Increase length of stay through accessibility to and enjoyment of nature, including (H): – Leverage existing trails to create more immersive walking experiences such as guided experiences and/or multi-day hikes that can be packaged with accommodation on park and/or in the towns and villages of the region as well as with accommodation providers who are part of Outback Beds ii. 4WD tours, including options such as self-guided itineraries, tag-along tours and guided experiences with local operators and/or NPWS iii. Create a seasonality guide to the FSW region 	Commence in FY2023	All FWJO councils Network of VICs DNCO, DNRM & DNSW NPWS, FCNSW & Crown Lands Outback Beds & Darling River Run
PP 3.2	Leverage the content and itineraries created for the multiple touring routes across and into FSW NSW to create a map and guide to the <i>Wonder of Gondwana</i>	<ul style="list-style-type: none"> i. Utilise touring routes, Wonder of Gondwana experiences and special interest activities (H) 	High priority to enrich content – FY2023	All FWJO councils Network of VICs DNCO, DNRM & DNSW NPWS, FCNSW & Crown Lands Outback Beds & Darling River Run

REF	STRATEGY	PRIORITY ACTIONS & HIGH-LEVEL PRIORITY	DELIVERABLES & INDICATIVE TIMEFRAME (FY)	RESPONSIBILITIES & PARTNERSHIPS
PP 3.3	Connect and promote the region's outdoor, nature-based experience offering	<ul style="list-style-type: none"> i. Undertake an audit of the region's outdoor, nature-based sites, facilities and activities across tenure and regardless of the respective land management agency or community-based organisations involved (H) ii. Identify outdoor, nature-based and adventure tourism operators and activity providers, from fishing to birdwatching, kayaking and mountain biking as well as Aboriginal cultural experiences delivered on Country (H) iii. Identify opportunities to elevate the promotion and packaging of the region's nature-based offering, including developing nature and adventure trails and to encourage greater regional dispersal - create a FSW NSW trail series (M) iv. Identify opportunities for strengthening collaboration with Forestry Corporation NSW (FCNSW), NPWS and organisations such as Outback Beds and Darling River Run to enhance promotion of nature-based experiences across the region as well as to prioritise opportunities for cross-tenure connectivity between sites and trails and to coordinate upgrade priorities for facilities (M) 	High priority to enrich content – commence FY2023 then ongoing	<p>All FWJO councils Network of VICs DNCO, DNRM & DNSW NPWS, FCNSW & Crown Lands Outback Beds & Darling River Run</p>
PP 3.4	Revitalise the region's interpretation of history and heritage	<ul style="list-style-type: none"> i. Create an overarching narrative that links the individual sites (museums and attractions) to bring a more compelling story to the history of FSW NSW (M) ii. Identify new experiences such as 'behind-the-scenes' tours, workshops or master-classes or 'meet-the-expert' sessions/functions (M) 	Commence FY2024	<p>All FWJO councils Network of VICs DNCO, DNRM & DNSW NPWS Museums and heritage managers</p>

REF	STRATEGY	PRIORITY ACTIONS & HIGH-LEVEL PRIORITY	DELIVERABLES & INDICATIVE TIMEFRAME (FY)	RESPONSIBILITIES & PARTNERSHIPS
PP 3.5	Amplify opportunities to profile the arts and creative sector	<ul style="list-style-type: none"> i. Continue to strengthen the profile of the arts, music and creativity in the experience offering of the region – this includes through the region’s events program - Include workshops or masterclasses with local artists and artisans (H) ii. Create opportunities for connecting the arts scene across the FSW region through expanding the <i>Broken Hill and Silverton Art & Culture Map</i> to cover the FSW region - Integrate and link opportunities for viewing Aboriginal art sites (H) 	Commence FY2024	<p>All FWJO councils Network of VICs DNCO, DNRM & DNSW</p> <p>Local arts and culture organisations and groups</p> <p>Local Aboriginal communities & organisations</p>
PP 3.6	Create a series of Taste Trails that featured produce of the region, including opportunities for a taste of bush-tucker	<ul style="list-style-type: none"> i. Design the trails to further encourage regional dispersal and lift the perception of the region’s culinary offering (food, drink and produce) ii. Highlight opportunities for tasting local produce with restaurants, cafes and chefs as well as drink and produce suppliers – Include opportunities for tasting native produce or bush tucker experiences 	Commence FY2024	<p>All FWJO councils Network of VICs DNCO, DNRM & DNSW</p> <p>Local produce suppliers and hospitality sector</p> <p>Local Aboriginal communities & organisations</p>
PP 3.7	Strengthen the programming of outdoor and larger-scale events (M)	<ul style="list-style-type: none"> i. Identify opportunities for new events (refer DMP, page 33 for further details) ii. Invest in the development of open space to support events (both large-scale and smaller, more intimate events) iii. As part of the shared visitor servicing model, collaborate of the development of pre-event and in-destination information and inspiration to extend the length of stay, including encouraging regional dispersal 	Ongoing from FY2024	<p>All FWJO councils Network of VICs DNCO, DNRM & DNSW</p> <p>Local event producers and hospitality sector</p> <p>Local Aboriginal communities & organisations</p>

FWJO Marketing Projects Action Plan

REF	STRATEGY	PRIORITY ACTIONS & HIGH-LEVEL PRIORITY	DELIVERABLES & INDICATIVE TIMEFRAME (FY)	RESPONSIBILITIES & PARTNERSHIPS
M 4.1	Create a joint three-year destination marketing plan to guide all marketing and marketing-communication activities (H)	<ul style="list-style-type: none"> i. Identify and focus on priority target markets, including special-interest markets ii. Identify a balance between owned, earned and bought channels - leverage third party channels through cross-referencing and sharing content - Integrate a proactive PR program + Guide a program of 'always on' content iii. Integrate opportunities for collaboration with surrounding regions and experiences, such as road trip itineraries iv. Align with the evolving experience offering of the region, including celebrating the opening of new visitor-related infrastructure or the revitalisation of existing 	High priority – commence FY2023	All FWJO councils

Central Darling Shire Tourism Action Plan

The following table is the Tourism Action Plan for Central Darling Shire Council. It is based on the FWJO Prioritised Action Plan and provides an account of actions and initiatives to be pursued by Central Darling Shire in observation of the Prioritised Action Plan (PAP) for the region over the next two years (FY 2023-24 – 2024-25). The Tourism Action Plan will be renewed every two years based on projects to be pursued as outlined in the FWJO Prioritised Action Plan.

This Action Plan for Central Darling Shire is prioritised according to the specific needs of the shire and its communities, anticipated resources required to pursue tourism actions and initiatives. Commencement of many of the projects listed will be dependent on sourcing external funding.

PAP REF	STRATEGY	CDSC ACTIONS & INITIATIVES	TIME FRAME (FY)	RESPONSIBILITIES & PARTNERSHIPS
ENABLERS FOR SUCCESS				
E 1.2 (iii)	Promote more rapid adoption of new technology into traditional tourism and hospitality business practices as well as to enhance interpretation of history and heritage.	Maintain the CDS wayfinding app Participate in the establishment of tourist information kiosks across the region Continue to support and participate in the establishment of the Baaka Centre	2023-25	CDSC FWJO councils Consultants Government agencies
E 1.3D (i)	FWJO should monitor and provide advice and support to local businesses, organisations and community or volunteer groups to apply for visitor economy or other grants that can assist them grow, revitalise or enhance their experience or offering, including for events.	Continue to engage consultants to identify and apply for appropriate grants and funding for community groups	2023-25	CDSC Consultants
E 1.3D (ii)	Identify cross-boundary infrastructure projects that enhance access to and within the region as well as provide high quality visitor experiences.	Continue to participate in the development of the FWJO Transport Plan to identify key tourism transport routes and advocate for improvements	2023-24	CDSC FWJO councils Government agencies

PAP REF	STRATEGY	CDSC ACTIONS & INITIATIVES	TIME FRAME (FY)	RESPONSIBILITIES & PARTNERSHIPS
E 1.4 (i)	FWJO should continue to advocate for major infrastructure projects and improvements to enhance connectivity and accessibility on behalf of the four Councils and enable greater linkages between the LGAs.	REF E 1.3D – FWJO Transport Plan Work with other FWJO councils to advocate for improved telecommunications infrastructure and access by a range of service providers across the region.	2023-25	CDSC FWJO councils Government agencies
E 1.4 (ii)	Activate the region's airstrips (public and private) to support private air charters for both the leisure and business markets.	<ul style="list-style-type: none"> Maintain and improve airstrips and associated facilities to ensure their suitability for tourism operations. 	2023-25	CDSC Government agencies
E 1.4 (iii)	enhance visitor information regarding visitor/road safety, unplanned road closures and alternative routes wet weather, pre and during trip, via online and digital channels (also refer GM2.2)	<ul style="list-style-type: none"> Continue to maintain CDS coverage on Live Traffic NSW. Continue to ensure that electronic signage re road closures is operational. 	2023-25	CDSC RMS
GAME CHANGER PROJECTS				
GC 2.1.1	Work with local Aboriginal communities to identify, design and implement Acknowledgement of Country signage across the landscape and throughout the region	Welcome to Country signage to be installed across the shire in 2024.	2023-24	CDSC Local communities
GC 2.2.1	Prepare a visitor services strategy (VSS) for FSW NSW to identify and activate opportunities for collaboration between the four Councils and the region's VICs as well as with NSW NPWS, including single website and digital channels for the region and retail strategy	Work with the FWJO to source funding to develop a Visitor Services Strategy for the far west.	2023-24	FWJO councils

PAP REF	STRATEGY	CDSC ACTIONS & INITIATIVES	TIME FRAME (FY)	RESPONSIBILITIES & PARTNERSHIPS
GC 2.2.3	Work with the local tourism industry, transport providers, NPWS and the hospitality sector to develop bespoke small group tours that can be packaged and sold through the VIC network - these can also be promoted by local accommodation providers	Work with appropriate peak agencies to advocate for the provision of training, mentoring and skills development for local tourism providers.	2024-25	CDSC NITAG DNSWCO DRNSW
PRIORITY PROJECTS				
PP 3.5 (i)	Continue to strengthen the profile of the arts, music and creativity in the experience offering of the region – this includes through the region’s events program - Include workshops or masterclasses with local artists and artisans	Work with the Baaka Centre Board of Management to establish a local Artist in Residence program.	2023-25	CDSC Baaka Centre Board of Management



**CENTRAL
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