



CENTRAL DARLING SHIRE COUNCIL

MEDIA RELEASE

March 6, 2023

Draft Tourism Action Plan on exhibition

A draft Tourism Action Plan for Central Darling Shire is now on Public Exhibition for the next 28 days.

This Tourism Action Plan 2023 -2025, for Central Darling Shire has been developed around the Strategic Directions and Primary Projects to increase visitor numbers.

Key drivers for tourism growth are identified including Aboriginal cultural tourism.

The plan outlines the benefit of a strategic approach and collaboration between the four Joint Organisation member councils (Central Darling Shire, Broken Hill, Wentworth Shire and Balranald Shire) to successfully pursue certain projects.

It is also noted in the Plan that Central Darling Shire has a wide range of tourism assets. These assets have the potential to provide rare and engaging opportunities for tourists and visitors.

The plan also identifies factors which need to be addressed for tourism growth to reach its' full potential these include funding avenues, improved road access and improved tourism infrastructure.

Following the public exhibition, a report will go to the April Council meeting on comments received with the intention of adopting the plan at the April Council meeting.

The plan is available at Council offices, and on Council's website.

<https://www.centraldarling.nsw.gov.au/Council/Policies-and-Plans/Draft-Council-Tourism-Action-Plan-2023-2025>

Ends

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