

WIMMERA MALLEE DESTINATION MANAGEMENT PLAN

FINAL REPORT

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WIMMERA DEVELOPMENT ASSOCIATION

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ACRONYMS

LGA– Local Government Area

WSM– Wimmera Southern Mallee

WDA– Wimmera Development Association

DMP – Destination Management Plan

TRA – Tourism Research Australia

IVS– International Visitor Survey

NVS – National Visitor Survey

TRA – Tourism Research Australia

DELWP – Department of Environment, Land, Water and Planning

DEDJTR – Department of Economic Development, Jobs, Transport and Resources

PV – Parks Victoria

NBN – National Broadband Network

RDA – Regional Development Australia

RDV – Regional Development Victoria

RRL – Regional Rail Link

RTB – Regional Tourism Board

GPT – Grampians Peaks Trail

GT – Grampians Tourism

WMT – Wimmera Mallee Tourism

ARCC - Ararat Rural City Council

HRCC - Horsham Rural City Council

NGSC - Northern Grampians Shire Council

SGSC - Southern Grampians Shire Council

WWSC - West Wimmera Shire Council

HSC - Hindmarsh Shire Council

BSC - Buloke Shire Council

YSC - Yarriambiack Shire Council

GLOSSARY OF TERMS

Wimmera Southern Mallee Regional Partnership Region– the geographical context covered by the Wimmera Southern Mallee Regional Partnership which includes the Local Government Areas of: Hindmarsh Shire; Horsham Rural City; Northern Grampians Shire; West Wimmera Shire and Yarriambiack Shire

Grampians RDV Region - the geographical context covered by the Grampians RDV Region, which includes the Local Government Areas of: Hindmarsh Shire; Horsham Rural City; Northern Grampians Shire; West Wimmera Shire; Yarriambiack Shire; Ararat Rural City; Pyrenees Shire; Ballarat City; Hepburn Shire; Moorabool Shire; and Golden Plains Shire.

Domestic day trip visitors – Those who travel for a round trip distance of at least 50 kilometres, are away from home for at least 4 hours, and who do not spend a night away from home as part of their travel. Same day travel as part of overnight travel is excluded.

Domestic overnight visitors – People aged 15 years and over who undertake an overnight trip of one night or more and at least 40 kilometres away from home are referred to as overnight visitors. Only those trips where the respondent is away from home for less than 12 months are in scope of the NVS.

International visitor – A person is defined as an international visitor to Australia if they are currently a resident overseas, have been in Australia for less than one year and are aged 15 years or over.

EXECUTIVE SUMMARY

OVERVIEW

The Wimmera Southern Mallee Regional Partnership, in consultation with the wider community, identified a series of regional priorities as a result of the Regional Assemblies held in Horsham in October 2016 and August 2017. At both assemblies supporting a vibrant tourism industry and enhancing the region's economic diversity were identified as community priorities.

Urban Enterprise was commissioned by Wimmera Development Association (WDA) on behalf of the Wimmera Southern Mallee Regional Partnership to undertake the Wimmera Southern Mallee Tourism Collaboration and Destination Management Plan. As a result of this process, a Tourism Collaboration Plan was developed for the Wimmera Southern Mallee Partnership region and a subsequent Destination Management Plan for the Wimmera Mallee region.

The Wimmera Southern Mallee Tourism Collaboration Plan provides a background analysis and tourism product and governance recommendations for the Wimmera Southern Mallee Regional Partnership region, and provides the foundation for development of this inaugural Wimmera Mallee Destination Management Plan.

The aim of the Destination Management Plan is to:

- Identify and understand key target markets and visitation patterns;
- Identify product strengths, gaps and opportunities for investment; and
- Identify priority areas of focus for the next five years for Wimmera Mallee.

THE REGION

The Wimmera Mallee region borders South Australia to the west and comprises the northern half of the WSMRP region. The region consists of 4 Local Government Areas covering an area of approximately 14% of Victoria, and encompasses 31 rural townships, 2 national parks and 5 major highways. The Wimmera Mallee and neighbouring Grampians region ideally sit midway along established touring routes between Adelaide and Melbourne, and Adelaide and the Riverina region, and present a strong opportunity to work collaboratively to link the Murray Sunset and Great Ocean Road regions, particularly through leveraging from the Great Southern Touring Route (GSTR).















VISITOR EXPERIENCE AND PRODUCT PROFILE




The Wimmera Mallee historically has attracted little investment in tourism and has largely leveraged from its nature based assets and visitors already touring through the region. The development of the Silo Art Trail and emergence of Lake Tyrrell has created two internationally renowned assets for the Wimmera Mallee.

Across the whole region, Nature & Parks and Rivers & Waterways were identified as the primary product strengths for the Wimmera Mallee (Table 1 overleaf), with the Little Desert National Park, Big Desert Wilderness Area, Wyperfeld National Park, Wimmera and Glenelg Rivers', and Lakes' Tyrrell, Hindmarsh, and Albacutya identified as key assets for investment.

Arts and culture is a key secondary, but developing strength within the region with the emergence of the Silo Art Trail. Activating and enhancing this trail and connecting it to other arts experiences in the region presents a significant opportunity for product development.

TABLE 1 EXPERIENCE STRENGTHS

	WIMMERA MALLEE	WSM
Events & Festivals		
Arts & Culture		
History & Heritage		
Sport & Recreation		
Nature & Parks		
Rivers & Waterways		
Wine, Brewing, Distilling		

 PRIMARY
  SECONDARY
  EMERGING

VISITOR PROFILE

In 2017, Wimmera Mallee region received just under 500,000 visitors. Of these visitors the majority are domestic overnight (52%), followed by daytrip (47%). Only 1% of recorded visitors are international, however it is considered that a significant share of international visitation would remain uncaptured due to the sampling methodology utilised by TRA which would not capture international visitors conducting daytrips in the region.

SUMMARY OF VISITATION TO WIMMERA MALLEE (2017)

223,499	250,841	5,684
DOMESTIC DAYTRIP VISITORS	DOMESTIC OVERNIGHT VISITORS	INTERNATIONAL VISITORS

Visitation has grown significantly in the region from 200,000 total visitors in 2008 to around 500,000 visitors in 2017.

This significant growth highlights the importance of the Wimmera Mallee improving service levels of current businesses and attracting tourism operators to the region who can service the growing market.

STRATEGIC DEVELOPMENT FRAMEWORK

Market research was undertaken to inform priorities for the Wimmera Mallee Region. The research highlights the importance of nature based tourism and specifically a high level of interest in the salt lakes of the region such as Lake Tyrrell as drivers of visitation to the region. The research also confirms a high level of interest and motivation to visit the Silo Art Trail.

Investment in these iconic assets and complementary product and activities to support visitation and capacity should be a focus for the Wimmera Mallee Destination Management Plan.

Other themes that should be considered to drive visitation to the region include touring, food, beer and agritourism, and infrastructure and accommodation.

Overall the region needs investment by both private and public sectors to drive growth in the visitor economy. The attraction of private sector investment in visitor accommodation, food and beverage and other services to the tourism sector will be critical for the Wimmera Mallee Region.

A set of seven strategic development themes were developed for the region in response to the key issues and opportunities identified for the region, with each including a range of product, infrastructure, experience and strategy based projects and initiatives.

VISION

The Wimmera Mallee region will be known for its vast and diverse landscapes and nature based experiences, from deserts and sand dunes to pink lakes, wetlands and night skies. It will be home to the world's largest Outdoor Art Gallery, with bespoke silo art extending across the region, supported by unique and contemporary product and experiences that showcase the history and people of the region.

THEME 1: ARTS, CULTURE & HERITAGE - Capitalise on the region's unique heritage assets and emerging arts and culture scene, in particular the Silo Art Trail.

THEME 2: NATURE-BASED & WATER - Development, enhancement and activation of the regions iconic and diverse nature assets and waterways, including Improving awareness and visitor experience to support increased activation and use.

THEME 3: TOURING - Development of touring product and awareness which will encourage visitors to explore the region and capitalise on its expanse and diversity of product, landscape and experiences.

THEME 4: INDIGENOUS - Leverage the strong Indigenous cultural heritage through interpretation and sensitive development led by the Indigenous community.

THEME 5: FOOD & AGRITOURISM - Build on the region's agricultural strength to develop unique food and agritourism products and experiences to support visitation and increase visitor yield.

THEME 6: INFRASTRUCTURE & ACCOMMODATION – Identify key infrastructure projects required to support and grow tourism development across the region, including reviewing the current accommodation offer and development of contemporary motivating product to better support current and future visitation and the developing experiences in the region.

THEME 7: STRATEGIC POSITIONING, INDUSTRY CAPACITY DEVELOPMENT & TOURISM GOVERNANCE – Improve visitor readiness and servicing across the region through industry capacity development, improved tourism governance and identifying linkage and positioning opportunities that will drive tourism development and visitation in the region.

WIMMERA MALLEE PRIORITY PROJECTS

- **World's Largest Outdoor Gallery: Leveraging the Silo Art Trail** including:
 - Silo Art Trail 5 Year Strategic Plan
 - Implementation of Silo Art trail Stage 2 and 3
 - Silo art Trail infrastructure Activation and Enhancement
 - Silo art Trail Hub and Gateways Project
 - Silo Art Reimagined
- **Lake Tyrrell and Sea Lake Tourism Investment Master Plan** including:
 - Lake Tyrrell Tourism Infrastructure design Project
 - Lake Tyrrell and Sea Lake Masterplan
 - Lake Tyrrell by night
- **Wimmera River Discovery Trail** including:
 - Stage 1 Dimboola to Lake Hindmarsh
 - Stage 2: Dimboola to Horsham
 - Wimmera River Discovery Trail Marketing and Promotion
 - Wimmera River Discovery Trail Indigenous Interpretation project
 - Wimmera River Discovery Trail Tours
- **Wimmera and Mallee Parks Master Plan**
- **Wimmera Mallee Touring Route– GSTR and MRR Link**
- **Harrow: Keeper of Indigenous Cricket** including:
 - Harrow Discovery Centre and Johnny Mullagh Interpretive Centre expansion
 - Glenelg Riverfront redevelopment
 - Aboriginal Cricket Trail Project
 - Signature Cricket Event

PART A BACKGROUND

1. INTRODUCTION

1.1. PROJECT BACKGROUND

Urban Enterprise was commissioned by Wimmera Development Association (WDA) on behalf of the Wimmera Southern Mallee Regional Partnership to undertake the Wimmera Southern Mallee Tourism Collaboration and Destination Management Plan. As a result of this process, a Tourism Collaboration Plan was developed for the Wimmera Southern Mallee Partnership region and a subsequent Destination Management Plan for the Wimmera Mallee region.

The Wimmera Mallee DMP has been prepared from the background research and consultation undertaken for the Wimmera Southern Mallee Tourism Collaboration Plan.

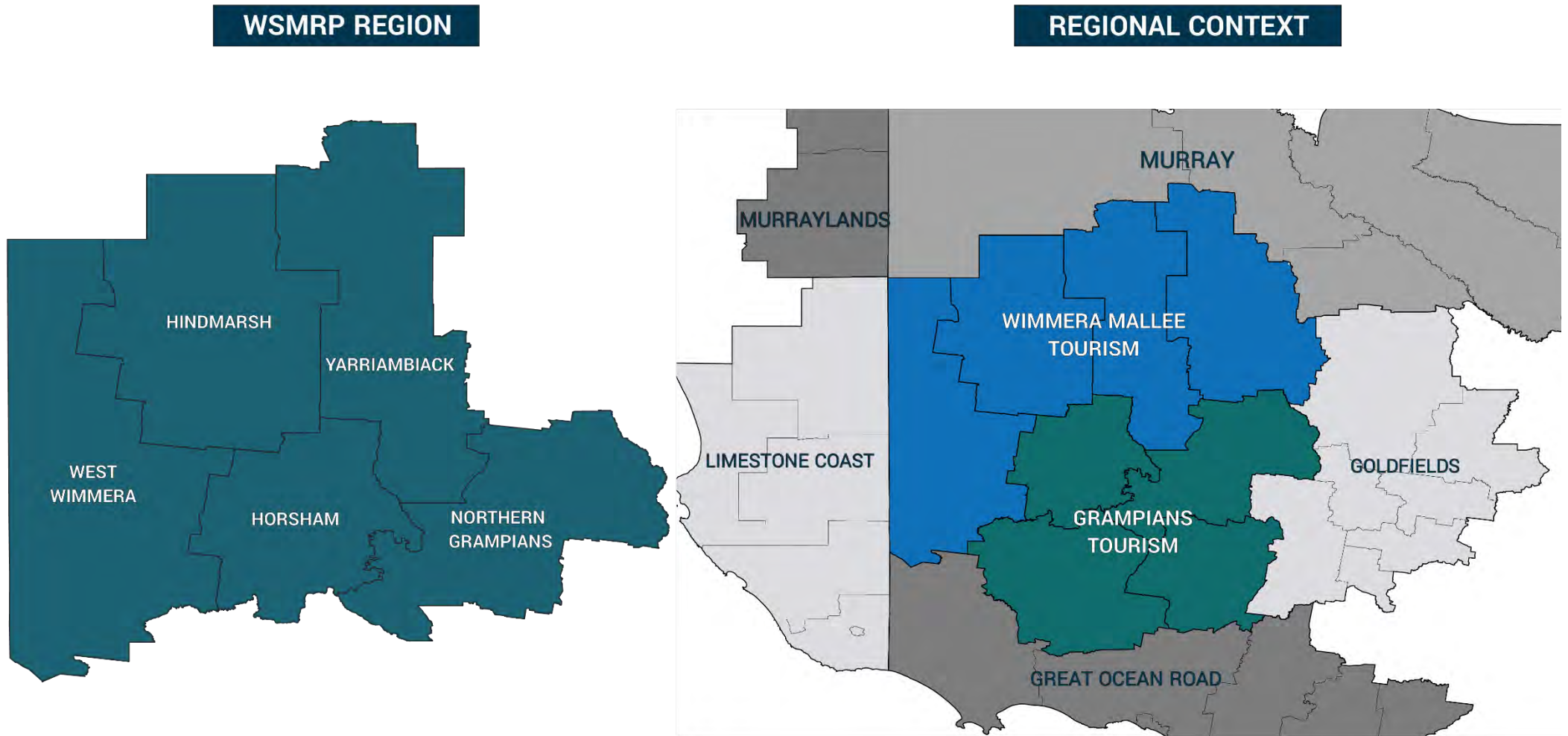
This is the inaugural DMP for the Wimmera Mallee Region and provides key priorities for investment, planning and tourism development.

Figure 1 overleaf shows the Local Government Area alignment of the WSMRP Region as compared to the Wimmera Mallee, Grampians, and surrounding tourism governance regions.



Source: Wimmera Mallee Tourism, 2018

FIGURE 1 LOCAL GOVERNMENT AREA ALIGNMENT



1.1.1. PROCESS

1. Background Research and Visitor Data

- Review of relevant policies and strategies.
- Visitor data analysis utilising Tourism Research Australia data (National and International Visitor Survey) and information from Visit Victoria.
- Product and experience review based on desktop analysis and information provided during consultation.
- Economic and Community profile based on desktop analysis
- Governance and visitor servicing assessment based on desktop analysis and information provided during consultation.

2. Consultation and Information Gathering

In-region consultation in conjunction with Wimmera Development Association in seven strategic locations including separate workshops with government and industry (14 in total). This included:

- Nhill (22/05/18)
- Donald (23/05/18)
- Warracknabeal (29/05/18)
- Stawell (29/05/18)
- Ararat (30/05/18)
- Edenhope (12/06/18)
- Horsham (12/06/18 & 13/06/18)
- Kaniva (18/06/18)

Over 100 stakeholders attended the workshops, with phone consultations conducted with key Council and industry representatives who could not attend scheduled workshops. Discussions were also held with over 20 different key government and industry stakeholder representative groups.

3. Draft Governance Framework

Preparation of a Draft Governance Framework based on background analysis and the consultation sessions, provided to the PCG for review and feedback.

4. Issues & Opportunities Paper including Draft Projects List

Preparation of an Issues & Opportunities Paper based on the background analysis and consultation sessions conducted, incorporating a detailed profile, key strategic considerations and identified project opportunities to date for each sub-region which was provided to stakeholders for review and feedback.

5. Wimmera Southern Mallee Tourism Collaboration Plan

Development of an overarching WSM Tourism Collaboration Plan including overarching product development themes, priority projects and destination development opportunities at the sub-regional level, and regional positioning projects.

6. Wimmera Mallee Destination Management Plan

Development of the Wimmera Mallee Destination Management Plan specifically for the Wimmera Mallee sub-region, including strategic framework, detailed project opportunities and implementation framework.

1.1.2. PLAN LAYOUT

PART A: BACKGROUND

The background section provides a summary of the following:

WSM Profile

- Analysis of visitor trends over the past decade using TRA data; and
- Profile of the regional context of the Wimmera Southern Mallee including identification of cross-border considerations of the region.

Wimmera Mallee Profile

- Review of tourism product and visitor experience;
- Visitor profile summary;
- Assessment of the economic impact of the visitor economy;
- Community profile summary; and
- Market research summary.

Strategic Considerations and directions

- An overview of the strategic considerations and directions for the Wimmera Mallee and wider WSM region that respond to the needs of the tourism sector.

PART B: STRATEGIC PLAN

Focuses on the core product development initiatives for the region including:

- Project assessment criteria;
- Priority project opportunities for Wimmera Mallee and
- A summary of all identified project opportunities.

1.2. STRATEGIC POLICY CONTEXT

Urban Enterprise conducted a comprehensive review of the key tourism policy and research documents at a Federal, State, Regional and Local Government level that

provide tourism and economic development direction across the Wimmera Southern Mallee (WSM) region to inform the strategic context of the project. Key identified themes include:

- **Asian Markets** – Both the Federal Tourism 2020 Strategy and Victoria Visitor Economy Strategy highlight the need to plan and support Asian visitors which now form the largest international market for Victoria. The DMP needs to understand how to plan and provide visitor destinations that meet the needs and expectations of Asian visitors.
- **Digital** – Digital capability is acknowledged in the Federal Tourism 2020 Strategy and is critical at every level of tourism including research, marketing and visitor services when in the region. Digital excellence should be a key consideration in development of any Destination Management Plan.
- **Nature based** – There are strong levels of strategic policy support for investment and growth in nature based tourism. The Wimmera Southern Mallee has nature based tourism as it's overwhelming key product pillar. The DMP needs to identify investment required to strengthen the access and experience of the nature based offer, and ways for business to better leverage from nature based tourism. Within this nature based tourism, consideration should also be given to cycle tourism and indigenous tourism.
- **Investment** – Victoria's visitor economy strategy highlights the need to continue to invest in tourism infrastructure and product. The DMP should identify key investment priorities that will grow the visitor economy.
- **Access and transport** – These are a recurring theme in many of the strategic policy documents and there is a need to consider the importance of accessibility to telecommunications and the delivery of effective transport solutions to cater for the current and future visitor economy.
- **Visitor services** – The rise of digital technology has changed the way visitors access and consume information. Delivery of visitor information services must consider the importance of online information.

A summary of relevant key policy actions and projects can be found in Appendix B. The detailed strategic context review can be found in the Issues and Opportunities Paper which preceded this report.

2. REGIONAL CONTEXT

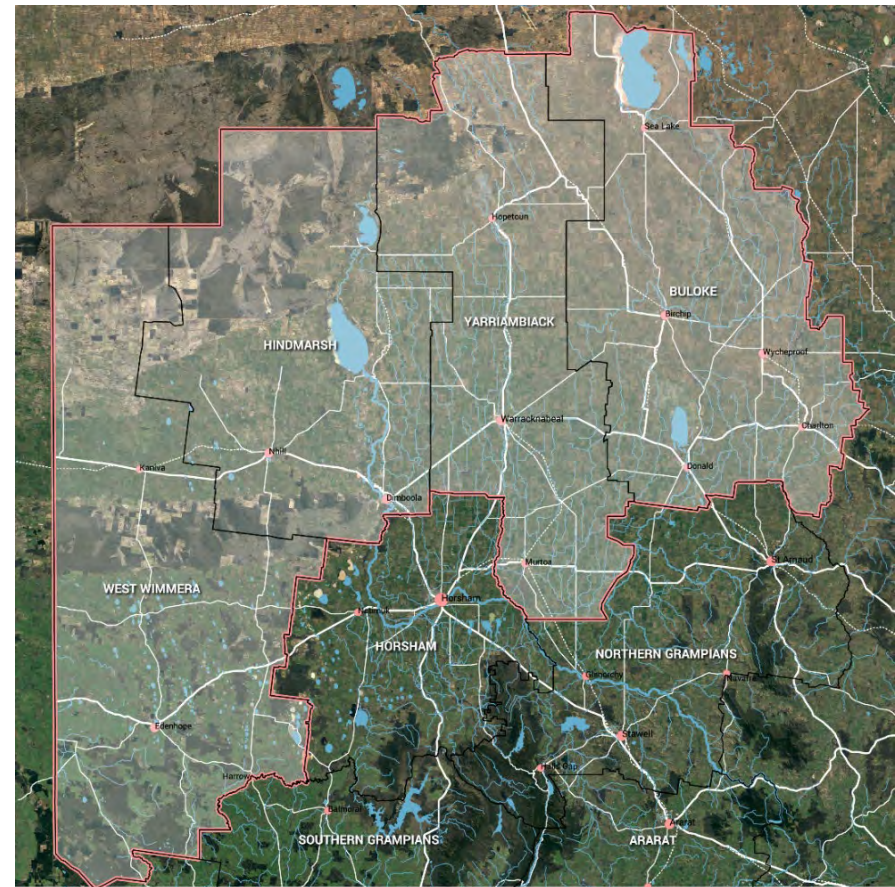
2.1. LOCATION

The Wimmera Mallee region borders South Australia to the west and comprises the northern half of the WSMRP region. The region consists of 4 Local Government Areas covering an area of approximately 14% of Victoria, and encompasses 31 rural townships, 2 national parks and 5 major highways. The Wimmera Mallee and neighbouring Grampians region ideally sit midway along established touring routes between Adelaide and Melbourne, and Adelaide and the Riverina region, and present a strong opportunity to work collaboratively to link the Murray Sunset and Great Ocean Road regions particularly through leveraging from the Great Southern Touring Route (GSTR).

- **Buloke** – Donald is the major township in Buloke and is located just over 3 hours and approximately 280 kms from both Melbourne and the large regional city of Mildura. Other key townships in the LGA include Wycheproof, Birchip and Charlton, as well as Sea Lake which is located 2 hours from Mildura and is a growing tourism town owing to its close proximity to Lake Tyrrell.
- **Hindmarsh** – Nhill is the largest township in Hindmarsh and is located on the Western Highway just over 3.75 hours or 353 kms from Adelaide and 4.25 hours or 374 kms from Melbourne. Other key townships in the LGA include Dimboola, Jeparit and Rainbow.
- **West Wimmera** – West Wimmera is the Wimmera Mallee region’s gateway to South Australia, with key townships Edenhope and Kaniva closer to the South Australian capital of Adelaide than to Melbourne. Kaniva is Located 3.5 hours or 315 kms from Adelaide, and 4.75 hours or 440 kms from Melbourne, with Edenhope just over 4 hours or 385kms from Adelaide and 4.5 hours or 395 kms from Melbourne. Goroke is another key township in the region, and the closest link through to Melbourne (4.25 hours).

- **Yarriambiack** – Warracknabeal is the largest population centre of the Wimmera Mallee region and is located 3.75 hours or 339kms from Melbourne and just over 4.5 hours or 430 kms from Adelaide. It is also located just over 2.75 hours from Mildura. Other key townships in the LGA include Hopetoun, Murtoa and Rupanyup.

FIGURE 2 WIMMERA MALLEE REGION



Source: Urban Enterprise, 2018

2.2. GOVERNANCE AND POLICY

Wimmera Mallee Tourism is the peak tourism body for the Wimmera Mallee sub-region, which covers the Councils of Buloke, Hindmarsh, West Wimmera and Yarriambiack. It was incorporated as an (unofficial) Regional Tourism Organisation (RTO) in 2011, to provide a greater focus on tourism development and marketing needs for the area.

Key Wimmera Mallee Tourism policy and research documents include:

WIMMERA MALLEE TOURISM, MARKETING PLAN, 2013-2015

The Wimmera Mallee Tourism Marketing Plan 2013 to 2015 was developed by the Wimmera Mallee Tourism Association and outlines marketing actions for the region from 2013 to 2015. The Plan also supports the organisation's Strategic Plan 2013 to 2015. The key target markets identified in the Marketing Plan are:

- Grey Nomads;
- 40+ couples with children; and
- 30+ couples with no children.

For each of the above target markets the Marketing Plan identifies accommodation preferences and lifestyle segments.

The marketing mix provided in the Plan included:

- Product – *'Victoria's Wild West', focusing on experiences that visitors will come across while in the region rather than individual products.*
- Place – *Identifies the location of the region, natural-based assets and as a friendly region.*
- Price – *Identifies the Wimmera Mallee as an affordable destination.*
- Promotion – *Identifies the methods in which target markets will be targeted, including through social media, emails and brochures.*
- People – *Identifies the members of the Wimmera Mallee Tourism committee and stakeholders including Tourism Victoria and Parks Victoria.*

- Process / Performance – *Outlines the methods in which the success of the Marketing Plan will be measured.*

WIMMERA MALLEE TOURISM, STRATEGIC PLAN, 2013-2015

The Wimmera Mallee Tourism Strategic Plan 2013 to 2015 identifies key strengths, weaknesses, opportunities and threats to tourism in the region. The Plan also provides a series of actions to support and increase tourism in the region.

Key strengths identified include its nature based assets, photo locations, events and social media. Key weaknesses identified include limited accommodation, funding, highway and town signage and low visitor numbers. Opportunities identified include agritourism, ecotourism, touring trails, the Grampians, social media and groups including caravan clubs, motorbike clubs and school groups. Identified threats to tourism in the region include a declining population, council support (financial) and apathy and complacency. Other threats included the condition of the road network the cost of fuel and limited public transport.

The key goal of the plan is to achieve a thriving tourism industry. The following actions/methods were identified to achieve this goal:

- Appointment of an Executive Officer of Wimmera Mallee Tourism;
- The Wimmera Mallee Tourism website;
- Promotion of existing attractions and nature based assets;
- Promotion of local events and produce;
- Active social media promotion;
- Informed business operators;
- Establishment of a communicative tourism network; and
- Active promotion of the region to clubs and organisations.

WIMMERA MALLEE TOURISM STRATEGIC PLAN 2017 TO 2021

The Wimmera Mallee Tourism Strategic Plan 2017 to 2021 identifies key strengths, weaknesses, opportunities and threats to tourism in the region. The Plan also provides a series of actions to support and increase tourism in the region.

The Plan identified 7 underlying influences which informed the preparation of the plan and are:

1. Wimmera Mallee Personality;
2. Industry Development;
3. Environmental;
4. Climate Change;
5. Product Investment;
6. Stakeholders;
7. Digital Landscape

The Plan covers four areas which each have a series of objectives, themes and corresponding actions to promote and support tourism in the region, including increasing visitor numbers, expenditure and length of stay. The four areas are:

8. Marketing: Objectives include raising the profile of the region, increase expenditure and length of stay through moving visitors throughout the region and through marketing campaigns increase visitor numbers;
9. Product Development: Objectives include supporting the development of new products (to increase visitor numbers);
10. Relationships: Objectives include increased advocacy, increased skill training, attracting events to the region and stronger relationships with stakeholders such as regional tourism organisations and local operators.
11. Governance: The objective is to ensure professional standards within the organisation are maintained.

A number of plans have been completed for the Wimmera Mallee region by Wimmera Mallee tourism, however an overarching DMP to guide product development and collaboration is a key gap. This includes collaboration both within the region, and with neighbouring regions.



Source: Wimmera Mallee Tourism, 2016

3. VISITOR EXPERIENCE AND PRODUCT PROFILE

This section provides an outline of the existing products and experiences across the Wimmera Mallee region that support the visitor economy.

3.1. KEY FINDINGS

The Wimmera Mallee historically has attracted little investment in tourism and has largely leveraged from its nature based assets and visitors already touring through the region. The development of the Silo Art Trail and emergence of Lake Tyrrell has created two internationally renowned assets for the Wimmera Mallee.

Across the whole region, Nature & Parks and Rivers & Waterways were identified as the primary product strengths for the Wimmera Mallee, with the Little Desert National Park, Big Desert Wilderness Area, Wyperfeld National Park, Wimmera and Glenelg Rivers', and Lakes' Tyrrell, Hindmarsh, and Albacutya identified as key assets for investment.

Arts and culture is a key secondary, but developing strength within the region with the emergence of the Silo Art Trail. Activating and enhancing this trail and connecting it to other arts experiences in the region presents a significant opportunity for product development.

There is a need for greater investment in tourism product by the tourism sector, the private sector and by LGA's within the region, in order to adequately build the industry base to effectively service the tourism growth which will be driven by leveraging the Silo Art Trail and Lake Tyrrell, in particular to satisfy the expectations of growing markets such as international visitors.

This includes greater investment in tourism product that leverages from these attractions; and other nature based assets in the region, as well as within the villages and townships of the region particularly those in close proximity to the Silo Art Trail installations.

Consolidating and strategically developing the regions key tourism products and supporting visitor economy industry (such as accommodation and food and beverage) presents a key opportunity to attract famils into the region, further growing awareness and visitation.

3.2. REGIONAL PRODUCT STRENGTHS

The WSM has a number of strengths that define perceptions of tourism product across the region. Table 2 provides an overview of key strengths for the Wimmera Mallee, as compared to the Grampians and the wider region. Across the WSM region, Nature & Parks and the associated strength of Sport & Recreation, were identified as the primary product strengths.

TABLE 2 EXPERIENCE STRENGTHS

	WIMMERA MALLEE	GRAMPIANS	WSM
Events & Festivals			
Arts & Culture			
History & Heritage			
Sport & Recreation			
Nature & Parks			
Rivers & Waterways			
Dining & Local Produce			
Wine, Brewing, Distilling			
	PRIMARY	SECONDARY	EMERGING

3.3. ARTS, CULTURE AND HERITAGE

There are a range of arts, culture and heritage assets throughout the Wimmera Mallee region.

Art, culture and heritage is a key strength of Yarriambiack, with the Silo Art Trail (the largest outdoor art gallery in Australia) spanning across the local government area. Other assets within the Shire include the national heritage listed Murtoa Stick Shed; as well as the Wimmera Mallee Pioneer Museum; Warracknabeal Historic Centre, Water Town and Court House; Stockman's Hut Gallery; Minyip Flying Doctors Memorabilia and Heritage Walk; Dunmunkle Sumpoilers Engines Museum; Water Tower Museum; Concordia Memorial Cottage and Bell Tower; Wheatlands Warracknabeal Agricultural Machinery Museum; Cronomby Tanks Recreation Reserve; Historical Society (CFA building); Woomelang Shearing Shed; CFA Mural; the Old Flour Mill; Farrer Monument and the Wood's Farming and Heritage Museum:

Arts and Cultural assets in Hindmarsh include the John Shaw Neilson Cottage in Nhill, a key asset of the Hindmarsh area dedicated to poet, John Shaw Neilson, Gallery Central in Nhill, Australian Pinball Museum in Nhill, Nolan Studio and the murals in Rainbow. Heritage assets include the Iverness Motors Museum, Wimmera Mallee Pioneer Museum, Dimboola Print Museum, Yurunga Homestead, a 100-year-old homestead located in Rainbow, Dimboola Railway Precinct, the Heritage Trail Town walk and the Robert Menzies Memorial and Menzies square which celebrate the legacy of Australia's longest serving Prime Minister.

Hindmarsh also has a strong existing aviation heritage, linked to WWII. Key existing assets include the Nhill Aviation Heritage Centre which pays tribute to the 10,000 young men and women who trained at the Nhill Aerodrome RAAF base during the war, and the practice bombing range can be explored by 4x4 or by foot where RAAF pilots flew practice bombing raids from the Nhill base across the scrub which now forms part of the Little Dessert National Park.

There are several arts, culture and heritage assets located in Buloke Shire including the Rex Art Deco Cinema in Charlton and numerous museums including Donald Agricultural Museum, Charlton Golden Grains Museum and the Wilandra Farm Museum, the Birchip History Museum, Nullawil's Auchmore Museum and Sea Lakes' Skymirror Gallery. Other assets include the Iron Man sculpture in Nullawil and arts

and craft in Charlton, as well as many heritage buildings throughout the region such as the art deco buildings located in Wycheproof township.

The arts, culture and heritage assets across West Wimmera include many museums such as the Transport Museum, Kaniva Museum and Kaniva Car Museum, Johnny Mullagh Cricket Centre, Red Tail Art Gallery, Discovery Centre in Harrow and the Aboriginal Cricket Trail, Edenhope College Oval (Cricket History); Jane Duff Memorial and information display; woolsheds and homesteads as well as Chinese and Gold Rush history. Other assets include street murals illustrating scenes from the town's early years of development.



Source: Wimmera Mallee Tourism, 2011

SILO ART TRAIL

Starting with the silo in Brim, the Silo Art Trail was conceived in 2016 and is Australia's largest outdoor gallery. It currently stretches over 200 kilometres through Yarriambiack Shire, with painted silos currently in Brim, Lascelles, Patchewollock, Rosebery, Rupanyup and Sheep Hills. The project saw a team of renowned artists from Australia and across the world visit the region, meet the locals and transform each grain silo into an epic work of art; each one telling a unique story about the host town. Artists included Fintan Magee (Patchewollock), Adnate (Sheep Hills), Julia Volchkova (Rupanyup), Rone (Lascelles), Kaff-eine (Rosebery), and Guido van Helten (Brim). Recent funding has been secured for art works on silos at Serviceton, Kaniva, Goroke and Nullawil.



Source: Wimmera Mallee Tourism, 2017

INDIGENOUS

Indigenous cultural sites and artefacts are an important yet underutilised strength of the Wimmera Mallee region with one of the major assets of the region, Lake Tyrrell, recognised as the site of oldest known evidence of human habitation in Victoria and Tasmania. Other key assets include the Wimmera River and associated environs such as Horseshoe Bend in Dimboola; Ebenezer Mission in Antwerp; the Corroboree Ground situated around the Nhill Lake and Swamp area; the Canoe Tree located at Jaypex Park, Nhill; as well as numerous scar trees through the region.

The township of Harrow in particular also has significant indigenous history, including the Johnny Mullagh indigenous cricket story, with township assets including the Harrow Discovery Centre (including the Johnny Mullagh Cricket Centre and the Harrow by Night – Sound and Light Show) and nearby Johnny Mullagh Memorial Park.

The Silo Art Trail is a key emerging arts and cultural strength of the region, presenting a significant opportunity to drive visitation and yield through promotion and packaging of the World's Largest Outdoor Gallery.

Sensitive development and interpretation of Indigenous culture and heritage also presents significant opportunity for the region, as recognised in the Wotjobaluk Country Indigenous Tourism Report, which identified a number of potential projects for the region.

3.4. NATURE BASED & WATERWAYS

Major assets of the Wimmera Mallee region include Lake Tyrrell, Little Desert National Park, Big Desert Wilderness Area, Wyperfeld National Park and Goroke State Forest.

The natural environment is a key feature of Buloke Shire, with the region offering a number of sunrise and/or sunset and stargazing opportunities including at Lake Tyrrell and Sea Lake (with the region known as 'Big Sky Country'). Mount Wycheproof, the world's smallest mountain, is also a key feature of the Shire with a range of activities able to be undertaken at the mountain including walks and tours as well as cultural events.

A key strength of Hindmarsh is the region's natural assets including Little Desert National Park, Wyperfeld National Park, Lake Albacutya and Lake Hindmarsh, the largest freshwater lake in Victoria. Other nature based and waterway assets include Pink Lake in Lochiel, the Wimmera River, Kumbala Native Garden, and Snape Reserve.

Across West Wimmera, natural assets include Broughtons Waterhole in Little Desert National Park, the Border Track and other tracks in the Big Desert Wilderness Area and the many lakes within the region including Lake Charlegrark, Lake Wallace, Lake Bringalbert and Lake Ratzcastle.

Wetlands, Red Bluff Nature Conservation Reserve, Bailey's Rocks in Dergholm State Park and Goroke State Forest are all key nature based assets of West Wimmera Shire. The Glenelg River in particular, follows the Shire's southern boundary from Harrow through to Dergholm, and has a platypus population and significant tourism potential.

Key nature based assets within Yarriambiack Shire include Wyperfeld National Park, Big Desert Wilderness Area, Lake Corrong and the night sky which offers stargazing opportunities. There are also numerous nature reserves located in Yarriambiack including Paradise Flora and Fauna Reserve, with other assets including Wathe Flora and Fauna Park, Lake Marma and Rabl Park, and Jack Emmett Billabong.

BIG DESERT WILDERNESS AREA

Big Desert was the first place in Victoria to be declared a wilderness area, with the area home to wide variety of birds, reptiles and mammals. The park is said to provide a challenge for the experienced hiker, offering a rare opportunity to experience a landscape largely unaffected by human activity, with other popular recreational activities including bird watching, camping. The Border Track is a key feature of the park and offers 4WD touring.

LITTLE DESERT NATIONAL PARK

Little Desert National Park is a major asset of the Wimmera Mallee region, spreading across West Wimmera Shire into Hindmarsh Shire. The Park is a unique desert environment with a range of soil types causing marked differences in vegetation, including extensive wildflower blooms from late winter to early summer.

Popular recreational activities able to be undertaken in the park include 4WD, bushwalking, hiking, picnicking, and birdwatching. The Park is also popular for camping, including at Horseshoe Bend, Ackle Bend and Kiata campgrounds. Little Desert Nature Lodge also provides accommodation nearby the Park, attracting many international visitors, as well as conservation groups and school groups whilst under the management of Conservation Volunteers Australia (CVA). New ownership is currently being sought for the lodge, presenting a significant product development opportunity.

Marked signposted walks within the Park include the 74 km Desert Discovery Walk, Stringybark Walk, Sanctuary-Keith Hateley Nature Walk, Pomponderoo Hill Nature Walk, and Yanipy Walk.

LAKE TYRRELL

Getting its name from “Tyrille”, an aboriginal word meaning sky or space, Lake Tyrrell is Victoria’s largest inland salt lake and is famed for its beautiful scenery and unique photographic opportunities. Providing a sense of perspective, the reflective nature of the lake bed provides a unique photo location, with the lake reflecting the sky above. The Lake is a key draw card for tourists, local and international alike with many visiting the lake at sunrise and sunset. The quality and clarity of the night sky views at the Lake provide an opportunity to promote and gain formal recognition for the area as a Dark Sky Site.



Source: WilLiam Photography, 2017

WYPERFELD NATIONAL PARK

Wyperfeld is the largest of the three significant parks in the Wimmera Mallee region, however is perhaps the least known, with the closest townships being the small centres of Patchewollock, Rainbow, Yaapeet and Hopetoun.

Unique features of the park include the central chain of lake beds connected by Outlet Creek, the northern extension of the Wimmera River, and one of the largest white sand dunes in the Snowdrift area.

Camping areas in the park include Wonga camping area in the south, and Casuarina and Snowdrift camping areas in the north.

Existing walks within the park include Discovery Walk, Tyakil, Desert Walk, and Eastern Lookout via Lignum Track (which is also available as a drive – Eastern Lookout Nature Tour).

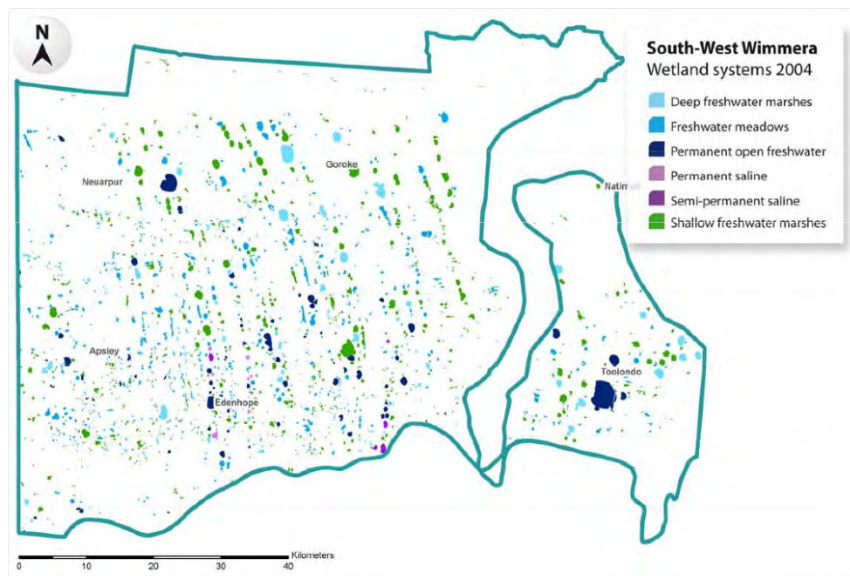


Source: 4x4earth, 2011

WETLANDS

The WCMA estimates that seventy-five percent of the region's wetlands comprising more than 2,000 individual wetlands are concentrated in the south-west Wimmera wetlands system, west of Horsham and south of the Little Desert (Figure 12), with West Wimmera Shire alone comprising 25% of Victoria's wetlands. Approximately 200 of these are in the Natimuk-Douglas Depression with the rest in the South West Wimmera System, which encompasses West Wimmera Shire.¹ Less than ten percent of the wetlands are on public land.

FIGURE 3 SOUTH WEST WIMMERA WETLAND SYSTEM



Source: Wimmera CMA Wimmera Wetland Strategy, 2011

It is identified that wetlands range in size from one hectare to almost 500 hectares.

¹ Wimmera CMA Wimmera Wetland Strategy 2011

The Terminal Lakes System of the Wimmera River is also a significant wetland system within the Wimmera Mallee region, with Lake Albacutya recognised internationally under the Ramsar Convention as a wetland of international significance, and Lake Hindmarsh Victoria's largest natural freshwater body.

These wetlands support a diverse flora and fauna, as well as a range of recreational uses.

In particular the wetlands and lakes of the south-west Wimmera wetlands system are noted as being very significant tourism drivers for West Wimmera Shire in particular.

WIMMERA RIVER ENVIRONS

The Wimmera River and surrounding environs are also a significant asset for the Wimmera Mallee region, however one which is also currently underutilised. Forming the eastern boundary of the Little Desert National Park, the 278km river flows from the Pyrenees and the northern slopes of the Great Dividing Range, with its mouth at Lake Hindmarsh near Jeparit (and also draining into Lake Albacutya). It provides a key link between the sub-regions, passing through both Dimboola and Horsham townships.

Yarriambiack Creek, which is a tributary of the Wimmera River, is also noted as being a key community and visitor recreational asset for Yarriambiack Shire.

The nature based assets of the Wimmera Mallee region are a key strength with its many lakes, rivers, and wetlands as well as desert environs and national parks. Associated product development and supporting infrastructure is needed to leverage from these assets to increase visitation and visitor yield.

3.5. OUTDOOR ADVENTURE, SPORT AND RECREATION

With the breadth of nature based assets available across the region, there are a range of outdoor adventure, sport and recreation activities and products. These include:

- Watersport activities including water skiing, boating and fishing across assets such as Wimmera River, Nhill Lake, Wooroonook Lakes, Green Lake, Watchem Lake and Tchum Lake as well as a number of other weir pools, lakes and wetlands within West Wimmera and Yarriambiack Shires. A number of these also support associated activities such as bird watching and duck hunting;
- Hiking and 4WD tracks across a number of parks and reserves including within Mount Jeffcott Wildflower Reserve; Wyperfeld National Park and over the desert sand dunes within Little Desert National Park (4WD);
- Walking and cycling tracks across the region including the Nine Creeks Track located on the Wimmera River (in Dimboola); Murrayville Track in the Big Desert Wilderness Area; Yarriambiack Creek Walking Track; and Jack's Track, a 3km loop through bushland and wetlands in Rupanyup; and
- Camping including within Wyperfeld National Park, Little Desert National Park, and Big Desert Wilderness Area.

There are also a range of community sport and recreation facilities across the region including golf clubs, bowling clubs, football/netball/tennis facilities, skate parks, and racetracks.



Source: Wimmera Mail-Times, 2017

3.6. TOURING

Christians Bus Company currently runs bus tours that pass through the region and are conducting a new Silo Art Tour in September of 2018 with a capacity of 40 people. The primary current market for their tour product is retirees from surrounding regional Victoria destinations. They are interested in developing new tour product within the region, with a need to source local information regarding existing product and attractions, and/or to include an indigenous component. Sea Lake Tyrrell Tours also operate out of Sea Lake. An indigenous interpretation bus tour has also recently started operation in the region.

Grampians Helicopters offers tours to the Silos from their base near Halls Gap. A. Kube Aviation based in Nhill offer scenic flights from Horsham and Nhill airports of the lakes and landscapes of the region.

A number of licensed tour operators also operate within the Parks Victoria managed parks across the region.

3.7. FOOD, WINE AND AGRITOURISM

The current food and agritourism offer across the region is limited, however the region has a strong agricultural industry including being a major grains producer. Current operators of note include Rainbow Brewery (opening soon), Nicolas Olive Estate in Dimboola, and Rupanyup Living (retailer of local produce). Food producers in the region include Luv a Duck based in Nhill, the Lentil Company, Wheaton's Store (pork) north of Kaniva. There is also an artisan food producers' group that are looking to increase their presence.

3.8. FESTIVALS AND EVENTS

Table 3 provides an overview of some of the key events and festivals across the region by location and type.

Each LGA also hosts a number of smaller events including agricultural shows across the region and markets which primarily service the local community.

TABLE 3 KEY EVENTS BY LGA

EVENT	TYPE	LOCATION	MONTH
BULOKE			
Skeeter Gimshaw Motor Cycle Rally'	Sport & recreation	Charlton	February
Sea Lake Mallee Rally	Sport & Recreation	Sea Lake	June
Cuisine in the Crop	Food, & Wine	Donald	September
Mount Wycheproof Cup	Sport & Recreation	Wycheproof	November
Birchip B & S Ball	Lifestyle	Birchip	October
Esoteric Dance and Music Festival	Music	Donald	March
HINDMARSH			
Dimboola Human Powered Vehicle Expo	Sport & Recreation	Dimboola	August
Dimboola Rowing Regatta	Family & Lifestyle	Dimboola	November
Jeparit Fishing Competition	Sport & Recreation	Jeparit	Easter
Nhill Golf Club Annual Tournament	Sport & Recreation	Nhill	March
Dinner on the Lake	Food, & Wine	Dimboola	November
Jim's Butchery Nhill Cup	Equestrian	Nhill	December
Rainbow Desert Enduro	Sport & Recreation	Rainbow	August
Rainbow Desert Rises 240	Sport & recreation	Rainbow	March
WEST WIMMERA			
Henley on Lake Wallace	Family & Lifestyle	Edenhope	February
Harrow National Bush Billycarts Championship	Sport & Recreation	Harrow	March

Harrow Vintage Enduro	Sport & Recreation	Harrow	August
Lake Charlegrark Country Music Marathon	Music	Minimay	February
Johnny Mullagh Championship Weekend	Family & Lifestyle	Harrow	March
Apsley Cup	Sport & Recreation	Edenhope	June
Edenhope Annual Fishing Competition	Sport & Recreation	Edenhope	November
Kaniva Car and Bike Show	Sport & Recreation	Kaniva	February
Edenhope Races	Sport & Recreation	Edenhope	March
YARRIAMBIACK			
Y-Fest Easter Festival	Family & Lifestyle	Warracknabeal	Easter
Mallee Machinery Field Days	Agricultural	Speed	August
Murtoa's BIG Weekend	Family & Lifestyle	Murtoa	October
Patchewollock Music Festival	Music	Patchewollock	October
Dirt Music Festival	Music	Rupanyup	April
Barley Banquet	Food, & Wine	Rupanyup	October

Events play an important role within the visitor economy, helping to grow visitation and awareness, particularly in regional destinations. Growing the events industry and calendar across the Wimmera Mallee region will play an important role in leveraging from short term product investment projects associated with the Silo Art Trail and Wimmera River Discovery Trail, and should be developed in conjunction with other regional industry capacity and promotion projects to ensure the region can adequately attract and service events visitors.

3.9. ACCOMMODATION

Table 5 overleaf provides a list of existing accommodation providers identified in the key townships of each LGA within the Wimmera Mallee region.

AIRBNB

Overall there were 19 active hosts across the Wimmera Mallee region identified from available data. Table 4 provides a breakdown of available properties by LGA. Key findings for each LGA were:

Buloke

9 entire homes and 26 rooms were listed on Airbnb in Buloke Shire with an occupancy rate of 38%. The average daily rate was \$215 with 77% of rentals available year-round.

Hindmarsh

In Hindmarsh Shire, 3 entire homes and 3 private rooms were listed on Airbnb. The average daily rate was \$100. Across the LGA:

- The occupancy rate was 33%; and
- 25% of rentals were available year round.

Although there is currently no Airbnb data available on AirDNA for Yarriambiack and West Wimmera Shires, a total of 9 properties were identified for Yarriambiack on Airbnb and 2 for West Wimmera Shire.

TABLE 4 AIRBNB PROPERTY CHARACTERISTICS BY LGA

	ENTIRE HOMES	PRIVATE ROOMS	AVERAGE DAILY RATE	OCCUPANCY RATE	% AVAILABLE FULL TIME	# OF HOSTS
Buloke	9	26	\$215	38%	77%	13
Hindmarsh	3	3	\$100	33%	25%	6
West Wimmera	2	0	No data available			
Yarriambiack	9	0	No data available			

Source: AIRDNA, 2018.



Source: Wimmera Mallee Tourism, 2014

TABLE 5 IDENTIFIED ACCOMMODATION IN KEY TOWNSHIPS BY LGA

BULOKE	HINDMARSH	WEST WIMMERA	YARRIAMBIACK
<p>Sea Lake</p> <ul style="list-style-type: none"> Sea Lake Motel Lake Tyrrell Accommodation Sea Lake Hotel Skymirror Guest House Airbnbs (approximately 7) 2 new accommodation venues at Sea Lake awaiting approval (Caravan park at lake and 18 cabins in the township) <p>Donald</p> <ul style="list-style-type: none"> Donald Riverside Motel Donald Lakeside Caravan Park Golden Chain Donald Motor Lodge Bullocks Head Tavern and Accommodation Donald Hotel <p>Charlton</p> <ul style="list-style-type: none"> Charlton Motel Foundry Palms Motel East Charlton Hotel <p>Birchip</p> <ul style="list-style-type: none"> Birchip Hotel Birchip Motel Caravan Park 	<p>Nhill</p> <ul style="list-style-type: none"> Acacia Motor Inn @ Nhill Nhill Oasis Motel Zero Inn Motel Union Hotel Nhill Motel Wimmera Nhill Caravan Park Little Desert Nature Lodge Wendy's Retreat Nhill AirBnB, Nhillbilly Farm <p>Dimboola</p> <ul style="list-style-type: none"> Motel Dimboola Victoria Hotel Dimboola Riverside Holiday Park Dimboola <p>Jeparit</p> <ul style="list-style-type: none"> Jeparit Caravan Park Four Mile Beach Camp Ground, Lake Hindmarsh <p>Rainbow</p> <ul style="list-style-type: none"> Rainbow Motel Lodge Pot of Gold Eureka Hotel (newly renovated) Campgrounds at Lake Albacutya Park including Western Beach, 	<p>Edenhope</p> <ul style="list-style-type: none"> Edenhope Lakeside Tourist Park Edenhope Motor Inn 'Two Fat Ducks' Higgelty Piggelty B&B Lake Wallace House Lake Wallace Hotel <p>Kaniva</p> <ul style="list-style-type: none"> Kaniva Colonial Gardens Motel Kaniva Midway Motel <p>Goroke</p> <ul style="list-style-type: none"> The Goroke Hotel <p>Harrow</p> <ul style="list-style-type: none"> Hermitage Hotel Mooree Cottage <p>Apsley</p> <ul style="list-style-type: none"> Ardwick B&B, and Border Inn <p>Caravan and Camping across the LGA including Johnny Mullagh Reserve and Caravan parks at Kaniva, Edenhope, Lake Ratzcastle, Goroke and Lake Charlegrark</p>	<p>Warracknabeal</p> <ul style="list-style-type: none"> Country Roads Motor Inn Warrack Motel Leura Log Cabin Wimmera Welcome <p>Hopetoun</p> <ul style="list-style-type: none"> Hopetoun Caravan Park Hopetoun Community Hotel/Motel Mallee Bush Retreat Airbnbs, Cottage On The Corner, Lakeside Holiday House, Hopetoun B&B, The Cobbler's Cottage B&B <p>Murtoa</p> <ul style="list-style-type: none"> Railway Hotel Crooked Cottage Murtoa Caravan Park Hatchett Inn Lovely Old Cottage Murtoa Farm-View Guest House Airbnbs, <p>Rupanyup</p> <ul style="list-style-type: none"> Airbnb property <p>Minyip</p>

<p>Berriwillock</p> <ul style="list-style-type: none"> • Golden Crown Hotel <p>Culgoa</p> <ul style="list-style-type: none"> • Kaneira Hotel <p>Caravan and Camping at Watchem Lake, Tchum Lake, Green Lake and Wooroonook Lakes</p>	<p>Yaapeet Beach and O.T.I.T; and Lake Hindmarsh</p> <ul style="list-style-type: none"> • Rainbow Caravan Park <p>Campgrounds in Little Desert National Park including Horseshoe Bend, Ackle Bend and Kiata campgrounds.</p>		<ul style="list-style-type: none"> • Minyip Hotel <p>Woomelang</p> <ul style="list-style-type: none"> • Woomelang Hotel <p>Caravan and Camping across the LGA. Campgrounds in Wyperfeld National Park including Wonga, Casuarina and Snowdrift.</p>
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3.10. VISITOR SERVICING

This section provides a brief overview of current visitor services within the Wimmera Mallee region, including visitor information centres, digital presence and existing branding and marketing.

Information is the currency of visitor servicing and must be accessible during all stages of the journey through awareness, interest, engagement with the destination, pre-trip planning, purchase and actual experience at the destination.

A blended engagement strategy should be built off an understanding of how and when visitors want to receive specific types of information and inspiration. It also must be a fully collaborative effort with all channels interconnecting.

The Wimmera Mallee region does not currently have an accredited VIC with visitor services provided across the region in a variety of other formats, of varying quality and consistency of information.

With the introduction of new visitor servicing guidelines and a statewide visitor servicing strategy currently being undertaken, establishment of a new visitor services hierarchy within the region is required, with discussion currently underway regarding the consideration of Horsham as an Inspiration Hub that Wimmera Mallee region visitor information centres and services would sit under as 'Satellite' or 'Ancillary' centres.

Over the past decade virtually every type of retail business has redefined its physical and digital presence to better engage and serve customers, and it is now time for visitor information centres to move away from the way things were done in the pre-internet era.

An emerging trend is the way in which digital media offers new levels of inspiration that could enhance the VIC environment. A new model for repurposing Visitor Information Centres to become digitally enabled hubs, designed around modern retailing best practice and located in an appropriately high traffic environment.

We want to encourage people to do and spend more, extend their stays and/or give them more reasons to come back and positively refer the experience to other visitors.

Further strategic work is required to determine the best visitor services delivery model for the WSM region and Wimmera Mallee region within it. This will need to take into consideration not only the new visitor servicing guidelines and strategy recommendations, but also the changing role of destinations across the Wimmera Mallee owing to popularity of both the Silo Art Trail and Lake Tyrrell, and the role that the upcoming Wimmera River Discovery Trail project will also play in attracting and dispersing visitors through the region.

A focus on digital information and utilising existing businesses to disperse visitor information is a strategy should be pursued in the short term.



Source: Wimmera Mallee Tourism, 2013

3.10.1. VISITOR INFORMATION CENTRES

This section provides a review and assessment of the current visitor information centre services provided across the Wimmera Mallee region.

ACCREDITED VIC NETWORK

There are currently no accredited Visitor Information Centres within the Wimmera Mallee region, however the four LGA's provide the following non-accredited and/or co-located VIC resources:

- Buloke – 3 co-located VICs (Birchip Business and Learning Centre, Donald Learning Centre, and Wycheproof Community Resource Centre) and 1 privately operated VIC (located in Best Street, Sea Lake);
- Hindmarsh – 2 unaccredited VICs (Hindmarsh Visitor Information Centre – Nhill; and Dimboola) and 2 co-located VICs (Rainbow Café and Wimmera Mallee Pioneer Museum);
- West Wimmera – 2 unaccredited VIC (Edenhope and Kaniva); and
- Yarriambiack – 1 unaccredited VIC (Warracknabeal).

Within the wider WSM region, the Grampians region has the following VIC resources:

- Ararat – 1 accredited VIC (Ararat) and 1 unaccredited VIC (Lake Bolac Information & Business Centre);
- Horsham – 1 accredited VIC (Horsham);
- Northern Grampians – 1 accredited VIC (Halls Gap); and 2 unaccredited VICs (St Arnaud and Stawell (Cafe 1868)); and
- Southern Grampians – 2 accredited VICs (Dunkeld and Hamilton).

3.10.2. DIGITAL MARKETING AND PRESENCE

A review of digital marketing and presence, including social media engagement, was conducted for key organisations involved in tourism promotion across the Wimmera Mallee.

The review found that while Councils and other tourism organisations across the region had an active digital presence, this was restricted primarily to the Facebook platform, with variable quality and frequency of content.

Whilst Wimmera Mallee Tourism and all LGAs had Council and tourism related Facebook pages (as well as Hindmarsh Tourism and Yarriambiack Tourism); only Wimmera Mallee Tourism, Hindmarsh Shire, and Buloke Shire had dedicated tourism websites, and none of these organisations were active across any other platforms such as Instagram, YouTube or Twitter.

The Silo Art Trail Facebook page and to a lesser degree Instagram accounts currently have a much higher degree of engagement than the Wimmera Mallee Tourism social media channels, demonstrating that the Silo Art Trail currently has a greater brand awareness and cut through than the Wild West outback branding used by Wimmera Mallee Tourism to position the region.

Branding and marketing for the region, as well as content development, should explore new brand positioning options which resonate well with target markets and more holistically consider the regions emerging assets such as the Silo Art Trail and Lake Tyrell, which were strongly identified as products and experiences which would motivate visitation to the region (refer to Section 6.6 for further information).

New branding should also align with other regional brand strategies which appeal to contemporary visitors, such as Grampians Way and Cycle West.

4. VISITOR PROFILE

4.1. INTRODUCTION

The following section provides a summary of visitation to the Wimmera Mallee region, and the LGAs that comprise it, including providing a comparative overview of key visitor demographics by LGA.

NOTES ON ANALYSIS

- This assessment draws on data collected by Tourism Research Australia's National Visitor Survey (NVS) and International Visitor Survey (IVS) to analyse trend and demographic data for both domestic and international visitors to the region.
- All LGA visitor and demographic data has been based on the 10-year average from 2008 to 2017 (YE December) due to low sample sizes across some LGAs.
- Percentage figures have been rounded to the nearest whole number and therefore may not equal 100%.



Source: Wimmera Mallee Tourism, 2011

4.2. KEY FINDINGS

In 2017, Wimmera Mallee region received just under 500k visitors. Of these visitors the majority are domestic overnight (52%), followed by daytrip (47%). Only 1% of recorded visitors are international, however it is considered that a significant share of international visitation would remain uncaptured due to the sampling methodology utilised by TRA which would not capture international visitors conducting daytrips in the region.

SUMMARY OF VISITATION TO WIMMERA MALLEE (2017)

223,499	250,841	5,684
DOMESTIC DAYTRIP VISITORS	DOMESTIC OVERNIGHT VISITORS	INTERNATIONAL VISITORS

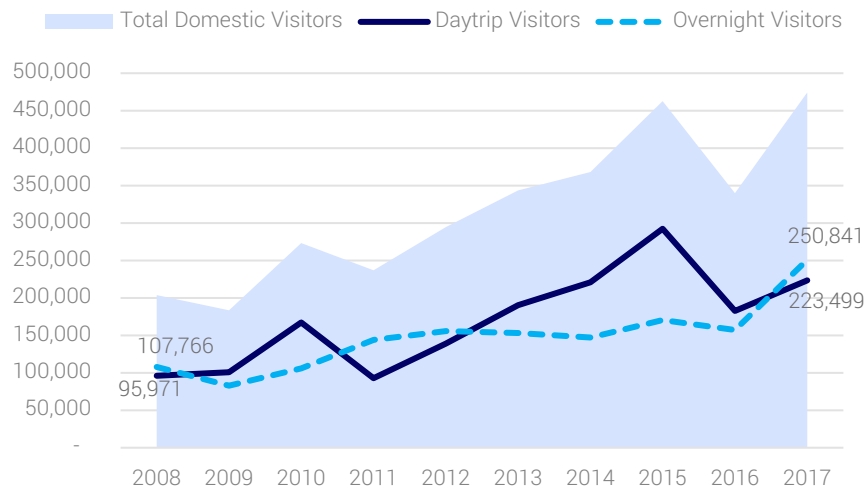
Visitation has grown significantly in the region from 200,000 total visitors in 2008 to around 500,000 visitors in 2017.

This significant growth highlights the importance of the Wimmera Mallee improving service levels of current businesses and attracting tourism operators to the region who can service the growing market.

4.3. DOMESTIC VISITORS

Domestic visitation to the Wimmera Mallee region has experienced some distinct peaks and troughs in visitation, but overall has grown strongly over the decade to 2017. Daytrip visitation in particular attracted an additional 154,870 visitors in 2017, as compared to 2008. Significantly, in 2017 the region attracted more overnight visitors than daytrip visitors (Figure 4).

FIGURE 4 DOMESTIC VISITATION TREND 2008-2017



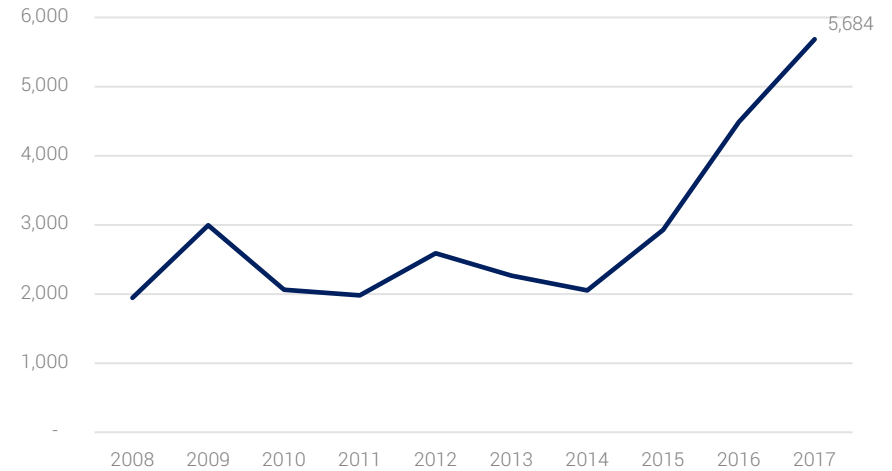
Source: TRA NVS Visitation 2008-2017 YE Dec

4.4. INTERNATIONAL VISITORS

Whilst comprising a very small proportion of visitors to the Wimmera Mallee region, the number of international visitors to the region has experienced very strong growth, more than doubling between 2014 and 2017 (Figure 5). International visitation to the region is likely to be understated due to TRA methodology and

sampling limitations; with on-site visitors books and anecdotal evidence citing a marked increase in international visitation to emerging attractions such as Lake Tyrrell and the Silo Art Trail installations.

FIGURE 5 INTERNATIONAL VISITATION TREND 2008-2017



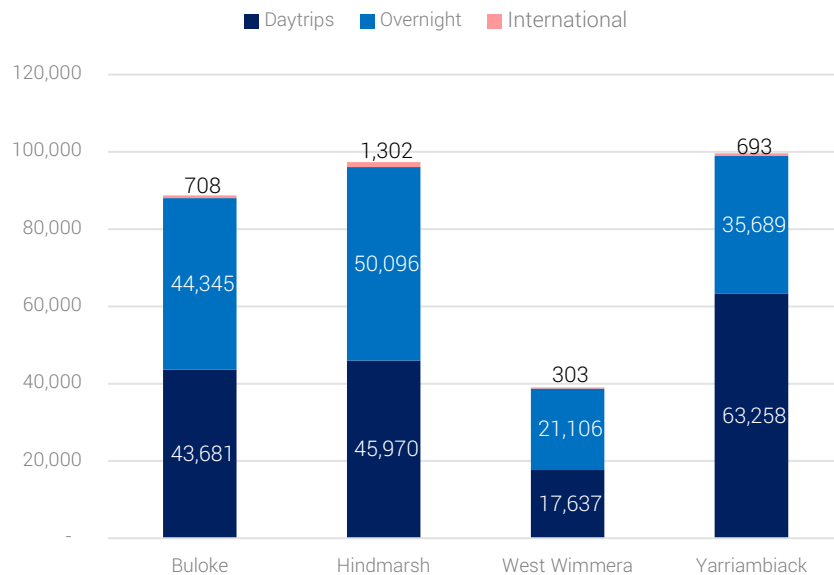
Source: TRA IVS Visitation 2008-2017 YE Dec

4.5. LGA VISITATION OVERVIEW

Figure 6 provides an overview of the average total annual visitation to each LGA within the Wimmera Mallee region, between 2008 and 2017.

It shows that Yarriambiack attracted the largest overall number of visitors to the region attributable to its high number of daytrip visitors; closely followed by Hindmarsh which attracted the highest number of domestic overnight and international visitors. West Wimmera attracted the lowest share of all three visitor markets, presumably influenced by its geographic location. Both Hindmarsh and West Wimmera attracted a higher proportion of domestic overnight visitors than domestic daytrip visitors.

FIGURE 6 10 YEAR AVERAGE BY LGA



Source: TRAN VS & IVS Visitation 2008-2017 YE Dec

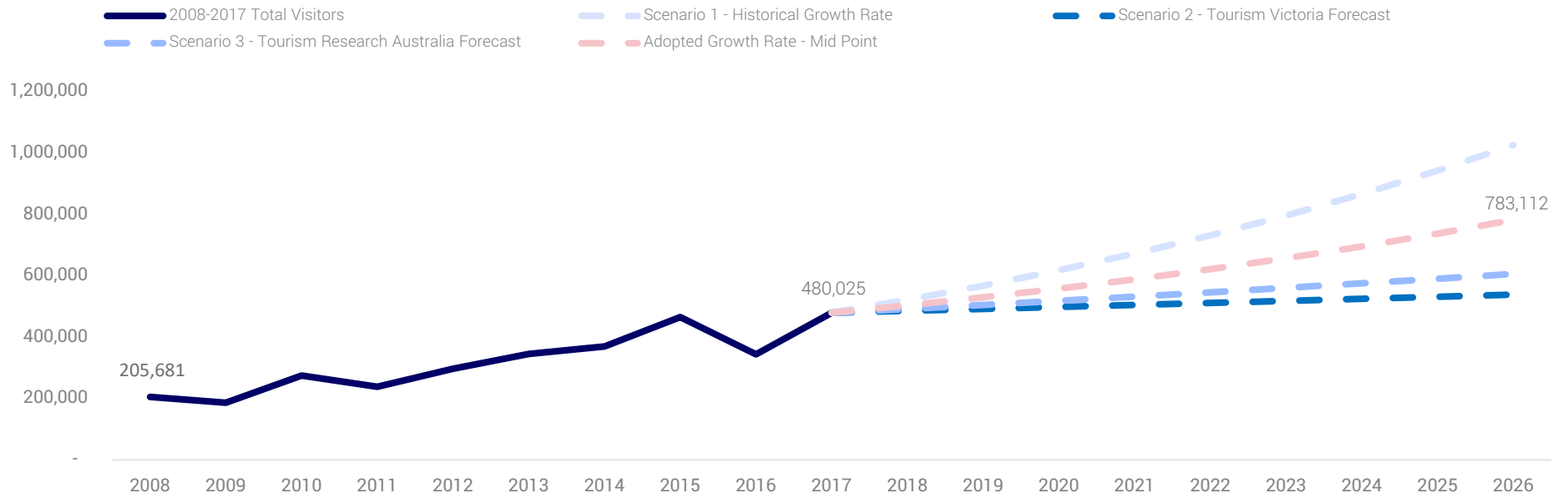
4.6. VISITOR PROJECTIONS

Figure 7 overleaf provides a projected growth scenario for the Wimmera Mallee region, based on a number of visitation scenarios including historical growth and tourism forecast growth rates. It estimates that the region will attract approximately 783,112 visitors annually by 2026.



Source: Wimmera Mallee Tourism, 2011

FIGURE 7 WIMMERA MALLEE VISITOR PROJECTION



Source: TRA NVS & IVS Visitation; TRA Visitor Forecasts; Tourism Victoria TEVE Research Unit, Forecast visitation to Victoria, August 2017; modelled by Urban Enterprise 2018

4.7. VISITOR DEMOGRAPHICS

Urban Enterprise conducted a review of key indicators for daytrip, overnight and international visitors to the Wimmera Mallee region by LGA. Key findings by market are outlined below, drawn from a summary table provided overleaf (Table 6).

DAYTRIP

- The region has an older daytrip demographic, with at least 50% of visitors to each LGA over 45;
- Hindmarsh has a higher proportion (24%) of young visitors (15-24), whilst West Wimmera has a higher proportion of visitors aged over 55 (53%);
- Three of the four LGAs source the majority of their visitation from Victoria, whilst West Wimmera has a vastly different daytrip visitor origin profile owing to sharing a border with South Australia, with its visitors almost evenly split between Victoria (55%), and South Australia (45%);
- Three of the four LGAs have a low proportion of holiday visitors, with the exception West Wimmera where over half of all visitors (55%) are visiting for a holiday;
- Both Buloke (38%) and Hindmarsh (37%) receive a higher proportion of Visiting Friends and Relatives (VFR) visitors;
- Low proportions of visitors are eating out during their daytrip, which is indicative of a lack of food and beverage options in each LGA, in particular Buloke Shire;
- Overall there was low activity participation by daytrip visitors; and
- West Wimmera had a high proportion of daytrip visitors attending an organised sporting event (20%), whilst Yarriambiack had a comparably high proportion of visitors going shopping for pleasure (17%) during their trip.


OVERNIGHT

- The age profile of overnight visitors across most LGAs was also predominantly older visitors,
- West Wimmera had a younger visitor age profile, with 25% of visitors aged 25-34 and 16% aged 15-24, with a lower proportion of visitors aged over 55 (29%);
- The origin profile of overnight visitors was quite varied across the four LGAs, with both Hindmarsh and West Wimmera again sourcing a significant proportion of their visitors from Adelaide (22% and 26% respectively);
- Significantly, Yarriambiack attracted 16% of its overnight visitation from NSW;
- VFR was the primary purpose of visitor for all LGAs, followed by holiday;
- Yarriambiack's purpose of visit profile was quite different to the other three LGAs, attracting significantly less holiday visitors (23%) but a higher proportion of business visitors, with 20% of overnight visitors visiting for this purpose;
- A low proportion of visitors participated in eating/dining out during their trip;
- West Wimmera had a higher proportion of visitors going bushwalking (14%), fishing (6%) and cycling (5%);
- Buloke Shire had a comparatively higher proportion of visitors (6%) attending festivals / fairs or cultural events; and
- Yarriambiack had a higher proportion of visitors who visited assets such as parks and/or nature reserves ('visiting botanical or other public gardens).

TABLE 6 LGA DOMESTIC DAYTRIP AND OVERNIGHT VISITOR DEMOGRAPHIC KEY INDICATORS

	Daytrip Visitors					Overnight Visitors				
	Indicator	BULOKE	HINDMARSH	WEST WIMMERA	YARRIA-MBIACK	Indicator	BULOKE	HINDMARSH	WEST WIMMERA	YARRIA-MBIACK
Age Structure	15-24 years	8%	24%	6%	11%	15-24 years	9%	12%	16%	20%
	25-34 years	20%	5%	3%	5%	25-34 years	15%	14%	25%	18%
	35-44 years	17%	9%	12%	21%	35-44 years	14%	17%	18%	10%
	45-54 years	20%	14%	26%	21%	45-54 years	20%	15%	13%	20%
	55+ years	35%	47%	53%	42%	55+ years	43%	42%	29%	32%
Origin State/ Country (Top)	Victoria	98%	91%	55%	98%	Victoria	84%	68%	67%	70%
	South Australia	1%	9%	45%	1%	South Australia	4%	22%	26%	8%
	New South Wales	1%	0%	0%	1%	New South Wales	8%	5%	7%	16%
						Queensland	3%	3%	0%	3%
						Other	1%	2%	1%	2%
Purpose of Visit (Top)	Holiday	31%	33%	55%	40%	Visiting friends and relatives	44%	37%	46%	48%
	Visiting friends and relatives	38%	37%	25%	26%	Holiday	38%	36%	31%	23%
	Other reason	16%	19%	7%	16%	Business	11%	14%	14%	20%
	Business	14%	11%	13%	18%	Other reason	2%	5%	7%	9%
						In transit	2%	7%	2%	0%
						Not stated/not asked	3%	1%	1%	1%
Activities (Top)	Visit friends & relatives	46%	40%	37%	26%	Visit friends & relatives	49%	38%	41%	55%
	Eat out / dine at a restaurant and/or cafe	16%	44%	34%	31%	Eat out / dine at a restaurant and/or cafe	38%	30%	42%	38%
	None of these	21%	17%	17%	23%	Sightseeing/looking around	19%	19%	14%	19%
	Sightseeing/looking around	3%	14%	9%	16%	Pubs, clubs, discos etc	21%	14%	13%	21%
	Go shopping for pleasure	10%	5%	6%	17%	None of these	12%	21%	13%	16%
	Attend an organised sporting event	3%	2%	20%	11%	Bushwalking / rainforest walks	7%	12%	14%	10%
	Pubs, clubs, discos etc	4%	0%	9%	5%	Visit national parks / state parks	6%	13%	12%	8%
	Visit history / heritage buildings, sites or monuments	2%	1%	5%	5%	Go shopping for pleasure	11%	5%	6%	9%
	Picnics or BBQs	0%	7%	3%	2%	Picnics or BBQs	7%	7%	7%	8%
	Visit museums or art galleries	2%	0%	1%	6%	Visit museums or art galleries	4%	3%	8%	8%

Daytrip Visitors						Overnight Visitors				
Indicator	BULOKE	HINDMARSH	WEST WIMMERA	YARRIA-MBIACK	Indicator	BULOKE	HINDMARSH	WEST WIMMERA	YARRIA-MBIACK	
Bushwalking / rainforest walks	4%	3%	6%	1%	Play other sports	4%	6%	7%	0%	
Visit botanical or other public gardens	0%	4%	5%	3%	Attend festivals / fairs or cultural events	6%	3%	3%	4%	
					Visit botanical or other public gardens	3%	3%	0%	7%	
					Visit farms	4%	2%	1%	5%	
					Visit history / heritage buildings, sites or monuments	4%	2%	1%	5%	
					Exercise, gym or swimming	5%	1%	1%	4%	
					Attend an organised sporting event	5%	4%	2%	0%	
					Other outdoor activities nfd	1%	4%	7%	2%	
					Fishing	3%	1%	6%	2%	
					Go on a daytrip to another place	2%	2%	1%	5%	
					Cycling	1%	1%	5%	3%	

 Significantly higher  Significantly lower

Source: TRA NVS & IVS 2008-2017 average (YE December)

4.8. MARKET SEGMENTATION

As Wimmera Mallee and the Grampians are currently marketed as one tourism region by Visit Victoria, with the majority of marketing and promotion activities being conducted by Grampians Tourism, there is a need to consider market segmentation in a holistic way for the WSM region.

As such this section provides a summary of the major existing and target markets for the WSM region, as identified through the visitor profile analysis and consultation.

A range of visitor types are currently important for the WSM region as a whole and for the sub-regions and LGAs within it. Working synergistically across key target markets will allow a more coordinated approach to drive visitor growth and aide greater dispersal of existing Grampians visitors throughout the Wimmera Mallee.

Target markets include:

- Geographical –Victoria (specifically Ballarat and Western Melbourne) and South Australia;
- Psychographic - Lifestyle Leaders including the subsets of Creative Opinion Leaders, Food and Wine Lifestylers, Enriched Wellbeing, and Inspired By Nature; and International Experience Seekers.

EXISTING CORE MARKETS

Intrastate visitation is currently the most significant geographic market for the region with 86% of all daytrip and overnight visitors to WSM originating from within Victoria. The majority of intrastate visitors are local and regional Victorian daytrip visitors, which comprise 60% of intrastate visitors to WSM.

Only 14% of all daytrip visitors and overnight visitors to WSM are interstate visitors, with almost all interstate daytrip visitors from South Australia and overnight visitors originating from primarily South Australia, followed by NSW and Queensland predominantly.

International visitors to WSM currently comprise a low proportion of overall visitors (1.6%). Of international visitors, the majority are from traditional western markets, including the UK and Europe, New Zealand and the USA.

Overall, the generational market profile shows a predominance of visitors who are over 45, across daytrip visitors in particular where 62% of visitors are over 45.

Within both sub-regions the following psychographic, life stage and/or behavioural markets were also identified as key visitor markets: Family Groups, Grey Nomads; Caravans and Campers; Visiting Friends and Relatives; Young Singles and Couples; International and backpacker; Events Visitors; Working Holiday Visitors; Business Visitors; and Food and Beverage Visitors.

Nature based and adventure tourism, the broader visitor economy (business, education, health); and dark tourism (Ararat), were also identified as key markets by LGAs within the Grampians.

Other important markets identified for the Wimmera Mallee included touring travellers, nature based, commuters/transit visitors; niche events visitors; arts and culture visitors – Silo Art Trail; and international (primarily Asian) visitors - emerging market.

KEY TARGET AND EMERGING MARKETS

GEOGRAPHIC

The WSM region currently receives a comparatively low proportion of its overall visitation from interstate, especially given its proximity to the South Australian border. Raising the awareness of the region and its unique offer will be important to growing this market.

PSYCHOGRAPHIC

Lifestyle leaders

Lifestyle Leaders have been previously identified as a key domestic target market for the Grampians. The 'Lifestyle Leaders' market, developed and targeted by Visit

Victoria, is based on a mindset, are found in all regions, ages and lifecycle groups and represent approximately a third of the Australian population aged 18+.

Lifestyle Leaders are educated, professional and progressive individuals who enjoy seeking out new information and being the first to try new products. They have a higher level of discretionary expenditure than the general population, so can afford to indulge more often in travel, with a particular desire to escape city life and embrace nature/outdoors and new discoveries. Compared with the average Australian, Lifestyle Leaders:

- Take a greater number of leisure trips per year (4.2 trips compared to 3.9); and
- Spend more on travelling per year (\$4,058 on average compared to \$3,205)

The Lifestyle Leaders market segmentation model also incorporates four categories of target markets specific to the types of experiences sought within the Lifestyle Leaders market, as outlined below.

Creative Opinion Leaders

Creative Opinion Leaders represent approximately 6% of the total population 18+. They are creative both in terms of their involvement in cultural and creative pursuits and their openness to risks, new experiences and new ideas. Their extensive social networks and extroverted nature means that once they've visited a destination, the latest exhibition or experience, they will generate positive word of mouth among their friends and family.

Food and Wine Lifestylers

Food and Wine Lifestylers represent approximately 13% of the total population 18+. They are a credible authority on eating out and seek to enhance their sophisticated palate and culinary knowledge through an understanding about everything food and wine. In particular they like to get to know the characters and stories behind the food and wine from the winemaker or chef.

Enriched Wellbeing

Enriched Wellbeing represent approximately 7% of the total population 18+. Enriched Wellbeing are progressive, educated and professional individuals who seek luxurious

breaks to indulge personal passions within a culturally rich, natural or rejuvenating setting.

Enriched Wellbeing are financially secure, predominately female individuals who earn more and spend more on travel and luxury accommodation. They value quality over price and seek enrichment and rejuvenation through connecting with nature and focussing on their wellbeing. They appreciate quality and freshness in food and are more likely to buy organic foods, and indulge in premium restaurant experiences which offer fresh, seasonal and regional produce.

Inspired By Nature

Represent approximately 14% of the total population 18+. They regularly get away for weekends and want a choice of activities that allow them to get active to varied degrees, from hiking and cycling to shopping and dining. Their genuine environmental concerns lead them towards preferring an eco-tourism experience where respect for natural surrounds is paramount.

Within this market segment, key subsets which marketing and product development should be targeted to match include:

- **Grampians** – Creative Opinion Leaders, Food and Wine Lifestylers, Inspired by Nature, and Enriched Wellbeing.
- **Wimmera Mallee** – Inspired by Nature

International Experience Seekers

International experience seekers are growing in number in Australia, particularly Asian experience seekers. The Asian markets are travelling further and dispersing more across Victoria, with motivations including interaction with nature, wildlife, heritage and culture.

Whilst international visitors currently comprise a small proportion of total visitors to the region, recent and upcoming large-scale investment projects such as the Grampians Peaks Trail, Silo Art Trail and Lake Tyrrell create significant opportunity to grow this market with appropriate development of supporting products and services.

5. ECONOMIC AND COMMUNITY PROFILE

5.1. INTRODUCTION

This section provides an economic and community profile of the Wimmera Mallee Region. It identifies the size of the tourism industry compared to other sectors in the region and provides a profile of resident population and growth.

5.2. KEY FINDINGS

Overall the tourism industry accounts for an estimated 324 jobs across the Wimmera Mallee, or 4% of total industry jobs, as compared to the Grampians where it accounts for an estimated 1387, or 5% of total industry jobs

Agriculture, Forestry and Fishing, and Health Care and Social Assistance were the largest industry sectors across the region, with Agriculture, Forestry and Fishing was the largest.

The impact of tourism across Wimmera Mallee LGAs was significantly less than for LGAs across the Grampians. As with the Grampians, of the four shires, two had a similar industry impact attributable to tourism (Hindmarsh and Buloke) whilst the impact of the tourism industry was significantly less for West Wimmera, where the tourism industry is less developed, as previously indicated by low visitation and the level of available products and experiences across the Shire.

In 2016 there were 22,499 people residing in the Wimmera region, down by approximately 1000 people from the recorded 2011 population, as compared to 58,625 people residing in the Grampians region, down by 41 people from the recorded 2011 population.

All four Wimmera Mallee LGAs experienced population decline between 2011 and 2016, with median age of residents higher, and income lower, than for the Grampians region. This has an impact on future investment capacity of LGAs, and local capacity to grow and service the visitor economy.



Source: Wimmera Mallee Tourism, 2011

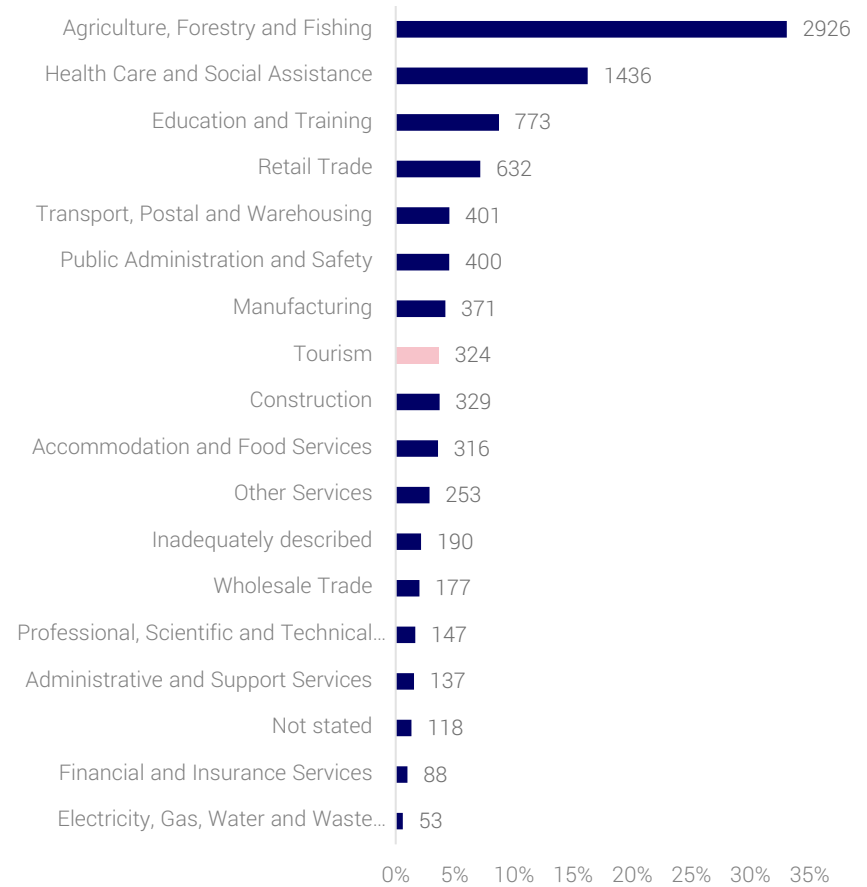
5.3. ECONOMIC PROFILE

The following provides a breakdown of the economic profile of the Wimmera Mallee Region.

5.3.1. KEY INDUSTRY SECTORS

Figure 8 shows that Agriculture, Forestry and Fishing comprises the largest share of employment across the region, with 33% of jobs (2926) in this sector, followed by 16% in Health Care and Social Assistance (1436), 9% in Education and Training (773) and 7% in Retail Trade (632). Overall the tourism industry accounts for an estimated 324 jobs across the Wimmera Mallee region, or 4% of total industry jobs.

FIGURE 8 INDUSTRY SECTORS BY NUMBERS OF JOBS AND %



Source: ABS Tablebuilder, Industry Sector by Place of Work, 2016 Census data; ABS Tourism Satellite Accounts 2016-17

5.4. COMMUNITY PROFILE

ABS Census data identified that in 2016 there were 22,499 people residing in the Wimmera Mallee region, down by approximately 1000 people from the recorded 2011 population. Yarriambiack was home to the greatest proportion of residents, with approximately 30% (6,674 people) of the total population of the Wimmera region living in the Shire. 28% of the Wimmera Mallee residents lived in Buloke, 25% resided in Hindmarsh and approximately 17% lived in the West Wimmera. The median age of residents ranged from 48 in West Wimmera to 51 in Buloke Shire, as compared to 37 for Victoria as a whole.

The median weekly household income in the Wimmera Mallee region varied across each Local Government Area, ranging from \$839 dollars in Buloke to \$987 in West Wimmera, a range lower than the Victorian average of \$1419.

There were 9,975 private dwellings recorded in the Wimmera Mallee, including 3,550 in Yarriambiack (36%), 3,191 in Buloke (32%), 3,026 in Hindmarsh (30%) and 2,224 in West Wimmera (22%).

Table 7 provides key statistics by key local government areas identified in the Wimmera region.

TABLE 7 KEY STATISTICS BY LGA

LGA	POPULATION		MEDIAN AGE (2016)	MEDIAN WEEKLY HOUSEHOLD INCOME (2016)	PRIVATE DWELLINGS (2016)
	2011	2016			
Buloke	6,384	6,201	51	\$839	3,191
Hindmarsh	5,798	5,721	50	\$907	3,026
West Wimmera	4,251	3,903	48	\$987	2,224
Yarriambiack	7,088	6,674	50	\$885	3,550

TOWNSHIPS

The historical population trend for key townships in the region (Table 8) shows that Kaniva experienced the largest decline over the five year period, with a decrease of 137 people or 3.9% average annual decline, followed by Nhill which had decreases of 123 people or 1.4% annually over the period. Of the major townships, only Dimboola, Donald and Birchip did not record a decline in residents over the period, gaining 34, 40 and 24 new residents respectively.

TABLE 8 POPULATION OF KEY TOWNSHIPS (URBAN LOCALITY)

TOWNSHIP	LGA	POPULATION		CHANGE 2011 TO 2016	AAGR %
		2011	2016		
Dimboola	Hindmarsh	1390	1424	34	0.5%
Edenhope	West Wimmera	716	691	-25	-0.7%
Kaniva	West Wimmera	763	626	-137	-3.9%
Nhill	Hindmarsh	1872	1749	-123	-1.4%
Sea Lake	Buloke	615	574	-41	-1.4%
Warracknabeal	Yarriambiack	2340	2316	-24	-0.2%
Hopetoun	Yarriambiack	555	541	-14	-0.5%
Charlton	Buloke	968	961	-7	-0.1%
Wycheproof	Buloke	628	588	-40	-1.3%
Birchip	Buloke	662	686	24	0.7%
Murtoa	Yarriambiack	809	750	-59	-1.5%
Donald	Buloke	1355	1395	40	0.6%
<i>Regional Victoria</i>		<i>1,345,717</i>	<i>1,433,818</i>	<i>88,101</i>	<i>1.3%</i>
<i>Victoria</i>		<i>5,354,039</i>	<i>5,926,624</i>	<i>572,585</i>	<i>2.1%</i>

All four Wimmera Mallee LGAs experienced population decline between 2011 and 2016, with median age of residents higher, and income lower, than for the Grampians region.

6. MARKET RESEARCH

6.1. INTRODUCTION

To assist with informing prioritisation of effort and resources for the Wimmera Mallee DMP Urban Enterprise undertook market research with a selection of past and potential visitors in Victoria and South Australia.

A total of 215 survey responses were acquired, of which 40% indicated they had previously visited the Wimmera Mallee.

6.2. KEY FINDINGS

Market research was undertaken to inform priorities for the Wimmera Mallee Region. The research highlights the importance of nature based tourism and specifically a high level of interest in the salt lakes of the region such as Lake Tyrrell as drivers of visitation to the region. The research also confirms a high level of interest and motivation to visit the Silo Arts Trail.

6.3. VISITOR PROFILE

There was a slightly higher proportion of females (55%) who had visited the region than males (44% with a further 1% not stated), with the largest single age group those aged 30-44 (45%), followed by those aged 15-29 (19%) and 60-74 (18%).

71% of those who had visited were born in Australia, with 82% located in Victoria and 16% from South Australia (1% not stated). The majority had no children in their household (65%).

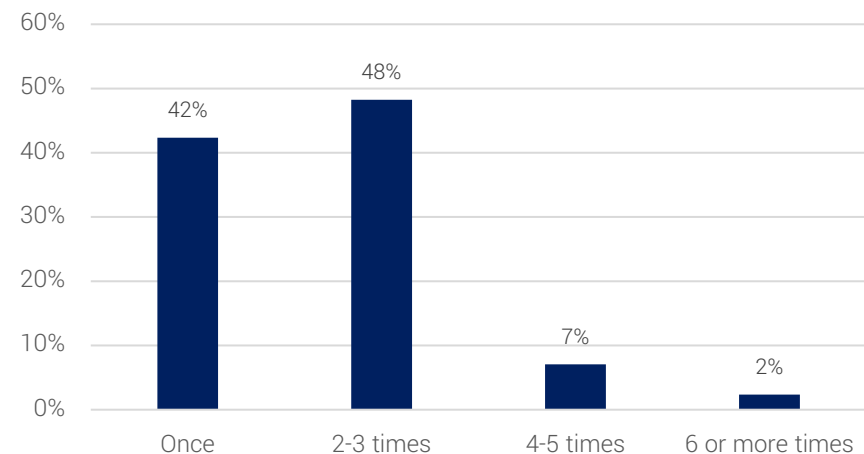
6.4. VISITING THE REGION

PAST VISITATION

Of those who had visited the Wimmera Mallee region, 35% indicated they had visited for a short break (2-3 days), followed by those who had visited for a daytrip (23%) or long break (3+ days) (10%).

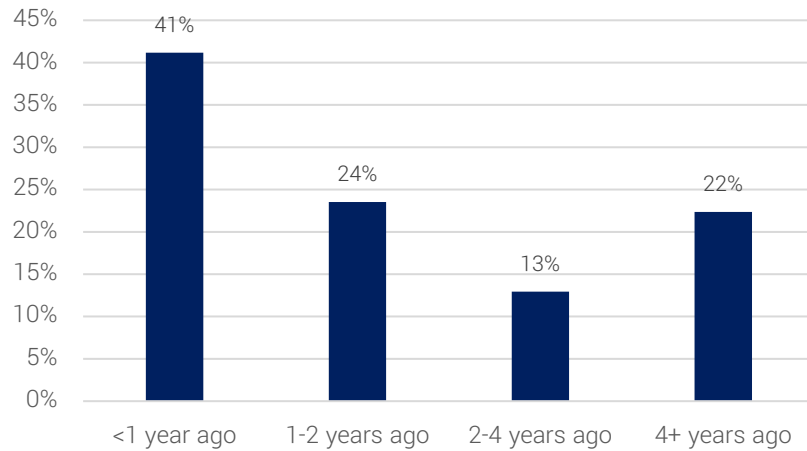
Of those who had visited, 48% had visited the region 2-3 times, followed by 42% who had visited only once (Figure 9).

FIGURE 9 NUMBER OF TIMES VISITED BY %



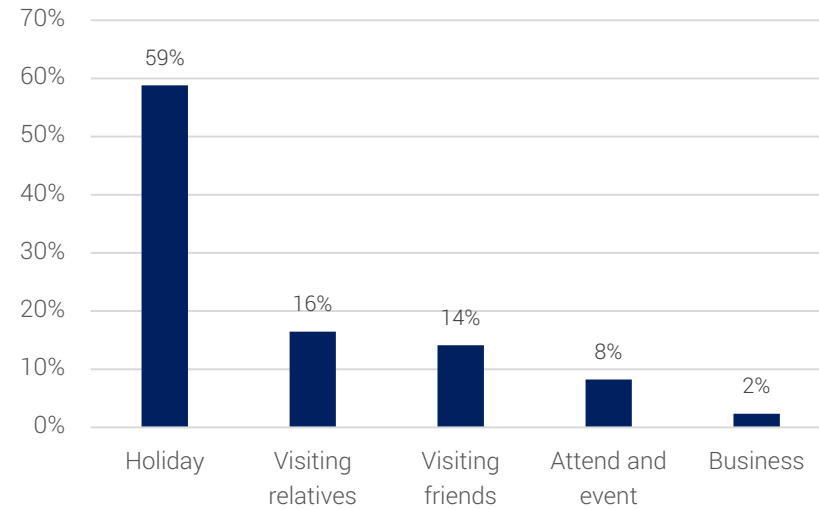
In contrast with the Grampians region, just under half of those who had visited the Wimmera Mallee sub-region had done so within the last year (41%), followed by those who had visited between 1- 2 years ago (24%), (Figure 10).

FIGURE 10 TIME OF LAST VISIT BY %



Visiting for a holiday was the most popular purpose of visit, with just over half (59%) indicating that this was the reason for their last visit to the region (Figure 11). VFR was also a key visit motivator for the region, with 30% of visitors visiting friends or relatives.

FIGURE 11 PURPOSE OF LAST VISIT



Visitors to the region identified visiting a range of townships, natural assets and (to a lesser extent) attractions during their most recent visit.

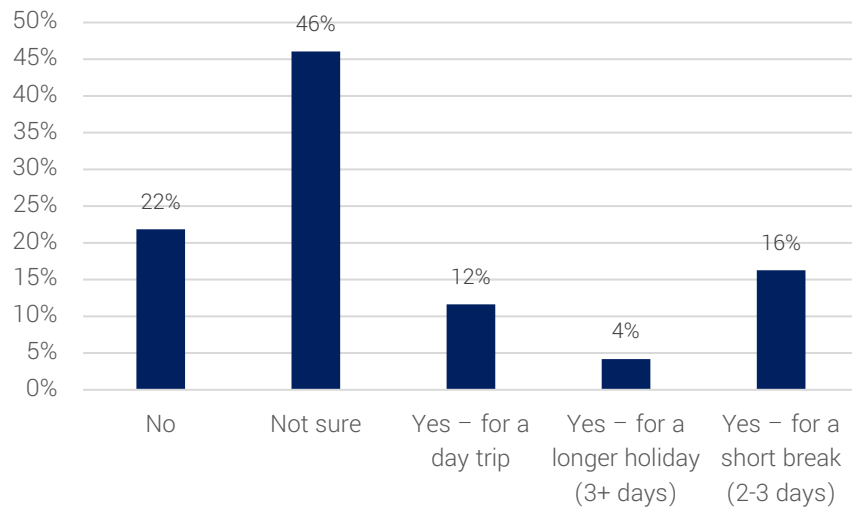
Key natural assets mentioned included National parks (including Little Desert and Wyperfeld) and lakes (including Pink lake, and Lake Albacutya).

Popular townships mentioned included Donald, Dimboola, Warracknabeal, Nhill and Sea Lake. Silo Art was the key attraction mentioned.

6.5. FUTURE VISITATION

Of all respondents, 32% indicated they intended to visit the Wimmera Mallee region over the next 12 months, while 22% did not plan to visit and a further 46% were unsure if they would visit or not (Figure 12).

FIGURE 12 INTENTION TO VISIT THE WIMMERA MALLEE REGION



Of those who did intend to visit, 36% would visit for a daytrip, 51% for a short break (2-3 days) and 13% for a longer holiday (3+ days).

Of those who had not visited the region previously, 28% indicated they had no intention to visit the region in the next 12 months, followed by 58% who were unsure.

Barriers to visiting the region

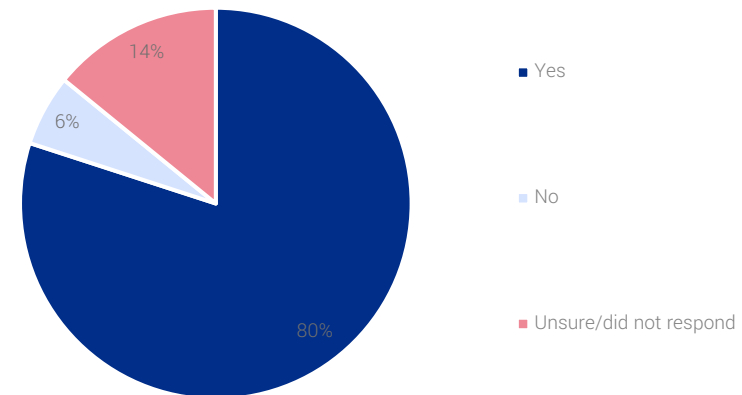
Of the 68% respondents who indicated they would not visit the region or were unsure if they would visit the region in the next 12 months, over half (62%) indicated there were barriers to them visiting, with the top categories:

- A lack of information or knowledge of the region (20%);
- Having other travel plans/other places to visit (10%);
- Lack of desire or interest in visiting (6%);
- Lack of time to visit (5%); and
- Distance (5%).

6.6. PERCEPTION OF THE REGION

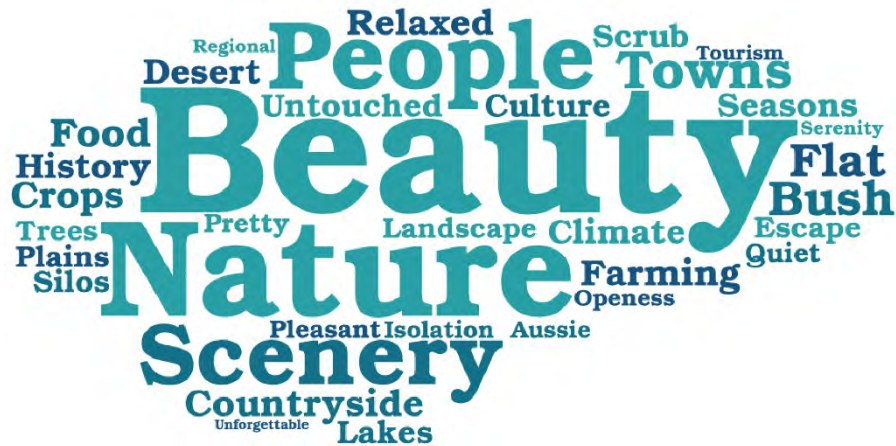
Of those who had visited the region, 80% indicated they would recommend visiting the region to family or friends (Figure 13).

FIGURE 13 PROPORTION OF VISITORS WHO WOULD RECOMMEND THE REGION TO FAMILY/FRIENDS



Respondents identified a range of key words/attributes that they believed made the Wimmera Mallee region unique, with (similar to the Grampians region) the most commonly mentioned the region's beauty and nature, followed by its scenery and people. Figure 14 shows weighted range of key/words/attributes identified.

FIGURE 14 WHAT IS UNIQUE ABOUT THE REGION



As with the Grampians region, nature based attractions and activities were again most strongly associated with the Wimmera region including:

- **Attractions** – scenery and natural beauty, national parks, desert, wildlife, countryside, climate, and lakes; and
- **Activities** – Camping, bush walking, hiking, and fishing and other water activities.

Built attractions such as the Silo Art Trail, agriculture and farming, and the small towns and history throughout the region were also identified as associated with the region.



Source: Wimmera Mallee Tourism, 2012

6.7. PRODUCT DEVELOPMENT IN THE REGION

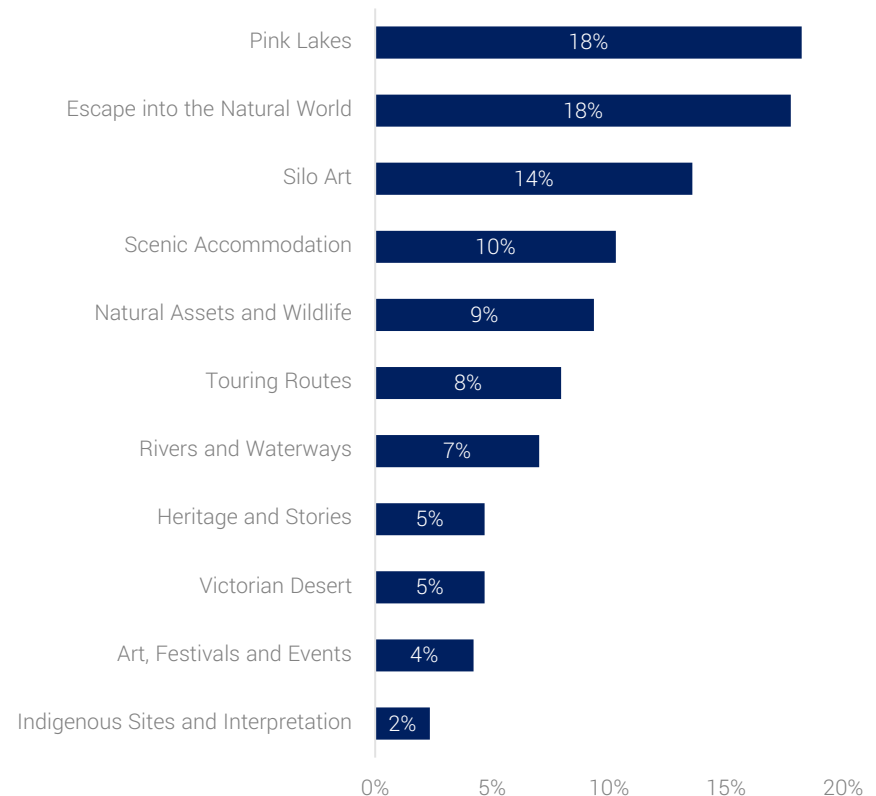
Respondents were asked to identify which of the following products and experiences (if developed) would motivate them to visit the Wimmera Mallee region:

- Visit the largest outdoor gallery of Silo Art, with quirky cafes and attractions nearby (**Silo Art**);
- Explore the Victorian desert by foot, bike, motorbike or 4WD (**Victorian Desert**);
- Capture breathtaking images of pink lakes across the region and learn about this unusual natural phenomenon (**Pink Lakes**);
- Cycle, walk or canoe trails along the region's scenic rivers and waterways (**Rivers and Waterways**);
- Escape into the natural world, camping by the water, fishing and disappearing for a few days (**Escape into the Natural World**);
- Stay in scenic visitor accommodation in a natural setting (**Scenic Accommodation**);
- Learn about the region's significant indigenous history through exploring ancient sites and contemporary interpretation alike (**Indigenous Sites and Interpretation**);
- Visit contemporary arts galleries and attend events such as music festivals, live performances, projections and installations (**Art, Festivals and Events**);
- Learn about the settlement of the region, exploring heritage streetscapes and stories (**Heritage and Stories**);
- Tour routes, linking sites to create a trip that allows you to experience the diversity of the region and its surrounds (**Touring Routes**); and/or
- Exploring and learning about the region's natural assets, including meeting wildlife (**Natural Assets and Wildlife**).

'Capture breathtaking images of pink lakes across the region and learn about this unusual natural phenomenon (**Pink Lakes**)' was identified as the most motivating experience (18% of respondents), followed by 'Escape into the natural world, camping by the water, fishing and disappearing for a few days (**Escape into the Natural World**)'

(18%); and 'Visit the largest outdoor gallery of Silo Art, with quirky cafes and attractions nearby (**Silo Art**)' (14%) (Figure 15).

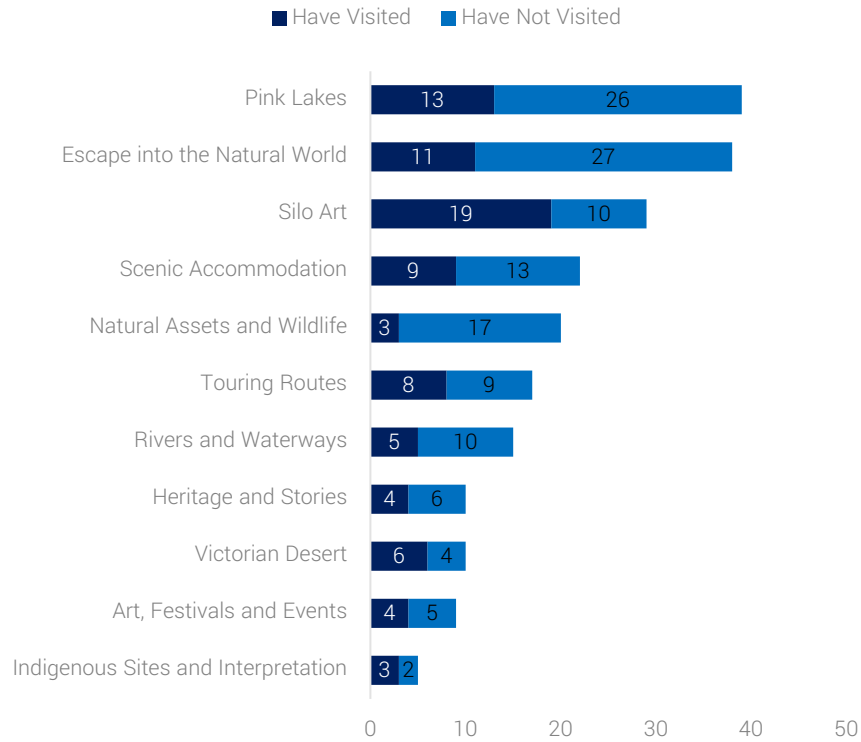
FIGURE 15 PRODUCT/EXPERIENCE THAT WOULD MOST MOTIVATE VISITATION BY %



When comparing responses of those who had previously visited vs those who had not, it was identified that, unlike the Grampians region most of the top responses were driven by those who had previously not visited the region; with the exception of 'Visit the largest outdoor gallery of Silo Art, with quirky cafes and attractions nearby

(**Silo Art**), where 19 (or 66%) of the responses were attributable to those who had not previously visited the region (Figure 16).

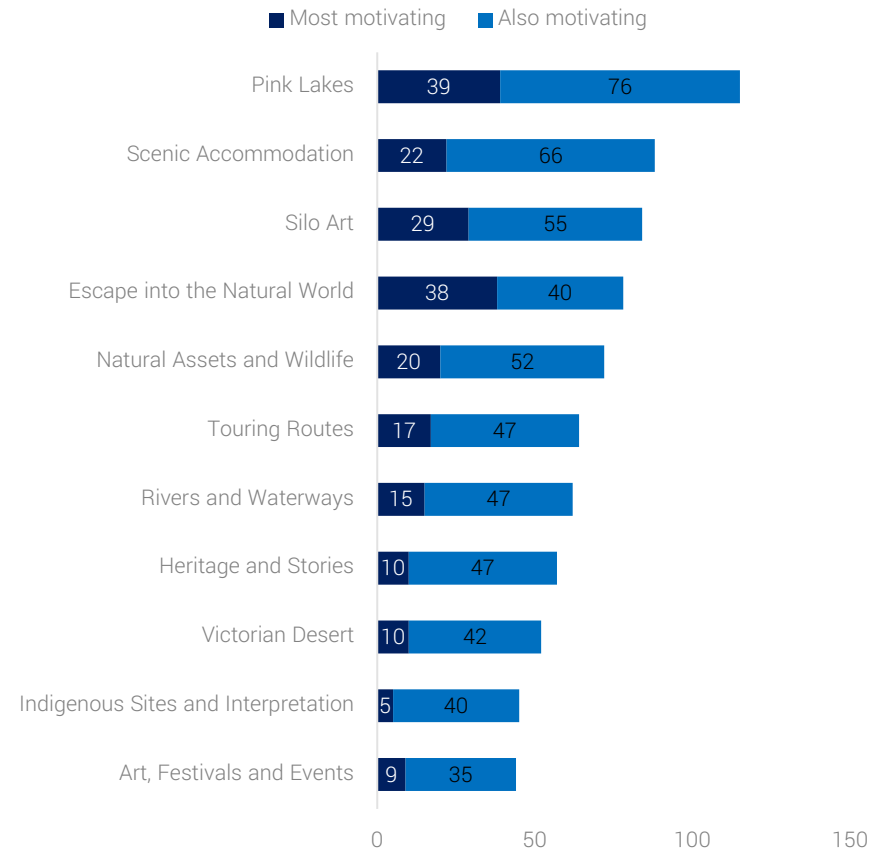
FIGURE 16 PRODUCT/EXPERIENCE THAT WOULD MOST MOTIVATE VISITATION - HAD/HAD NOT VISITED COMPARISON BY NUMBER OF RESPONSES



Respondents were also asked to identify which other products/experiences on the list would also motivate them to visit (multiple responses allowed). Figure 17 provides the number of responses for each product/experience both for those who identified it as the 'most motivating', and for those who identified it as 'also motivating'. 'Capture breathtaking images of pink lakes across the region and learn about this unusual natural phenomenon (**Pink Lakes**)' was overwhelmingly identified

as the most motivating product/experience development opportunity, with 43% of those who didn't identify it as the most motivating identifying it as also motivating (76 respondents).

FIGURE 17 TOTAL MOTIVATION OF PRODUCTS/EXPERIENCES BY NUMBER OF RESPONDENTS





PART B STRATEGIC PLAN

7. STRATEGIC FRAMEWORK

7.1. INTRODUCTION

The strategic framework provides the overarching approach to strategic tourism development in the Wimmera Mallee (Figure 18).

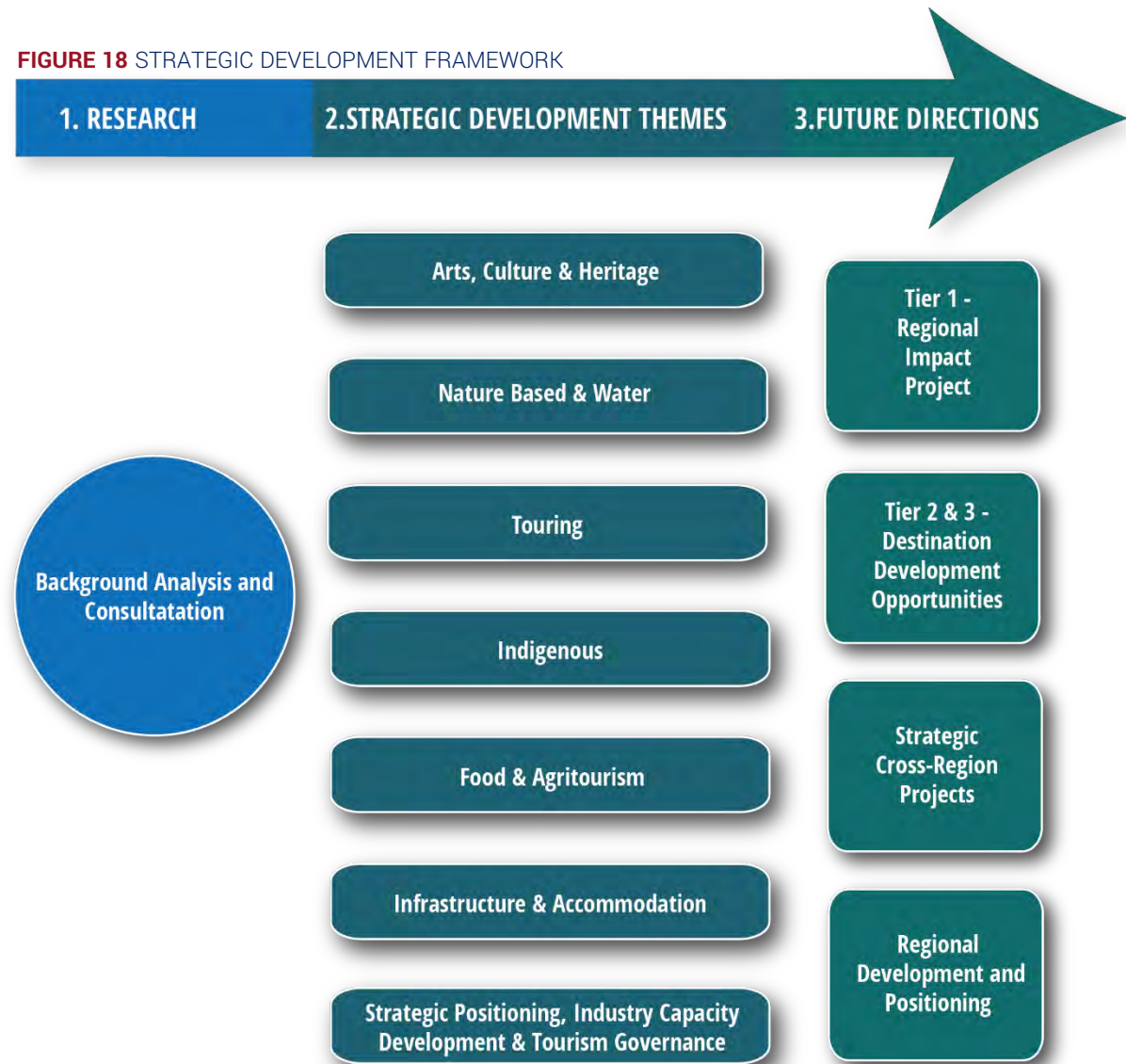
The framework highlights the strategic development themes that provide a focus for future investment and activities within the Wimmera Mallee.

Delivery of the strategy will be through targeted work in attracting investment for priority game changer projects, private sector and public sector investment in tier 2 and 3 projects and operational projects and initiatives to be delivered by regional and local tourism bodies across the region.

7.2. VISION

The Wimmera Mallee region will be known for its vast and diverse landscapes and nature based experiences, from deserts and sand dunes to pink lakes, wetlands and night skies. It will be home to the world’s largest Outdoor Art Gallery, with bespoke silo art extending across the region, supported by unique and contemporary product and experiences that showcase the history and people of the region.

FIGURE 18 STRATEGIC DEVELOPMENT FRAMEWORK



7.3. STRATEGIC THEMES

Outlined below are the seven key strategic development themes that have been identified for the Wimmera Mallee region, which will each include a range of product, infrastructure, experience and strategy based projects.

Of these themes, nature based and water, and arts, culture and heritage, are the key pillars of the region; providing the opportunity to capitalise on unique game changing attractions and activities such as the Silo Art Trails and Lake Tyrrell, which will be key drivers of visitation to the region.

The remaining key pillars will support the development of these game changing assets, and address gaps in the region's visitor economy.



Source: Wimmera Mallee Tourism, 2016

THEME 1: ARTS, CULTURE & HERITAGE - Capitalise on the region's unique heritage assets and emerging arts and culture scene, in particular the Silo Art Trail.

THEME 2: NATURE-BASED & WATER - Development, enhancement and activation of the regions iconic and diverse nature assets and waterways, including Improving awareness and visitor experience to support increased activation and use.

THEME 3: TOURING - Development of touring product and awareness which will encourage visitors to explore the region and capitalise on its expanse and diversity of product, landscape and experiences.

THEME 4: INDIGENOUS - Leverage the strong Indigenous cultural heritage through interpretation and sensitive development led by the Indigenous community.

THEME 5: FOOD & AGRITOURISM - Build on the region's agricultural strength to develop unique food and agritourism products and experiences to support visitation and increase visitor yield.

THEME 6: INFRASTRUCTURE & ACCOMMODATION - Identify key infrastructure projects required to support and grow tourism development across the region, including reviewing the current accommodation offer and development of contemporary motivating product to better support current and future visitation and the developing experiences in the region.

THEME 7: STRATEGIC POSITIONING, INDUSTRY CAPACITY DEVELOPMENT & TOURISM GOVERNANCE - Improve visitor readiness and servicing across the region through industry capacity development, improved tourism governance and identifying linkage and positioning opportunities that will drive tourism development and visitation in the region.

7.4. PROJECT ASSESSMENT AND DEVELOPMENT

The following section provides an overview of the method utilised to assess the project opportunities identified, including the qualitative project assessment criteria, project prioritisation, and project assessment.



Source: Wimmera Mallee Tourism, 2012

7.4.1. ASSESSMENT CRITERIA

Outlined below is an overview of each proposed assessment criteria, based on the identified key strategic considerations for the region:

- **Awareness and Perception** – builds awareness/positively influences perception of the Wimmera Southern Mallee destinations.
- **Target Markets and Branding** – aligns with target market preferences and sub-regional/regional brand aspirations.
- **Visitor Yield** – Captures yield from visitation to existing and future key assets and/or transit visitation.
- **Visitation** – Increases visitation through motivating new visitors, converting daytrip to overnight visitors, and increasing overnight visitor's length of stay.
- **Expands Product Offer** – Creates new experiences which are not available in the region.
- **Community Liveability** – Creates visitor outcomes which also positively impact on the local community's liveability.
- **Industry Capacity and Jobs Growth** – Builds industry capacity including increasing commercial viability of townships and jobs creation.
- **Dispersal** – Increases visitor dispersal throughout the region and/or draws visitors outside of peak periods, helping to create a more sustainable tourism industry for the region.
- **Investment potential** – funding and delivery requirements and alignment with industry funding focus.
- **Sustainability** – Has a high probability of implementation and sustainability over the long term.
- **Accessibility** - Addresses a key infrastructure gap or increases accessibility and ability to service existing and future visitors.
- **Staging** – Current project stage and readiness to be implemented.

7.4.2. PROJECT PRIORITISATION

Using the assessment criteria, projects have been prioritised and ranked into three tiers. These include:

TIER 1 – REGIONAL IMPACT PROJECT

Large scale investment which will act as a catalyst for significant growth and drive increased visitation and yield or unlock a major opportunity.

TIER 2 – SUB-REGIONAL IMPACT PROJECT

Investment that has strong potential and have an impact at the sub-regional level. These projects will:

- Unlock an opportunity that could transform the product in a sub-region;
- Increase levels of visitation, length of stay and yield in a sub-region with a flow on increase in visitation that could impact a number of destinations;
- Improve awareness and perceptions of the sub-region.

TIER 3 – LOCAL IMPACT PROJECT

Projects which are important to a specific destination or locality. These projects will:

- Fill a product gap and add to the critical mass of product in the region;
- May appeal to a smaller, niche market;
- Support tourism product and opportunities in a specific destination;
- Support an increase in visitation, length of stay and yield in a destination;
- Improve awareness of a locality or destination.



Source: Wimmera Mallee Tourism, 2016

8. REGIONAL IMPACT PROJECTS

8.1. INTRODUCTION

This section provides details on the Tier 1 Regional Impact Projects identified for the Wimmera Mallee region. These six priority projects have been identified across the strategic themes as outlined in section 6.3 above.

Nature based and water, and arts, culture and heritage are the key pillars of the region, providing the opportunity to capitalise on unique game changing attractions and activities such as the Silo Art Trail and Lake Tyrrell, which will be key drivers of visitation to the region.

The region's remoteness and expanse is both a challenge and an opportunity to be leveraged through development of exciting and unique touring experiences that incorporate the region's signature assets, and connect it to the well-known regions which surround it.

Development of signature indigenous tourism experiences provides opportunity to develop the region (in conjunction with the Grampians) as the home of indigenous tourism in Victoria.

PRIORITY PROJECTS

1. World's Largest Outdoor Gallery: Leveraging the Silo Art Trail
2. Lake Tyrrell and Sea Lake Tourism Investment Master Plan
3. Wimmera River Discovery Trail
4. Wimmera and Mallee Parks and Lakes Master Plan
5. Wimmera Mallee Touring Route– GSTR and MRR Link
6. Harrow: Home of Indigenous Cricket

ed

8.2. WORLD'S LARGEST OUTDOOR GALLERY: LEVERAGING THE SILO ART TRAIL

OVERVIEW

The development of the Silo Art Trail has been a catalyst for tourism growth in Yarriambiack and the wider Wimmera Mallee region, attracting intrastate, interstate and international visitation.

There is significant potential for the Wimmera Mallee region to leverage from their position as the birthplace of Silo Art, and through extending, activating and enhancing the trail across all four LGA's, position the trail as the World's Largest Outdoor Gallery. This project includes the following sub-projects:

- Silo Art Trail 5 Year Strategic Plan;
- Implementation of Silo Art Expansion Stage 2 & 3;
- Existing Silo Trail Activation and Enhancement; and
- Silo Trail Hub and Gateways Project.



Source: Visit Victoria, 2019

8.2.1. SILO ART TRAIL 5 YEAR STRATEGIC PLAN

Building on the Silo Art Trail Stage 2 work completed by Wimmera Mallee Tourism, the RDV Silo Arts Strategy, and state-wide strategic plan for Silo Art recently undertaken by Creative Victoria, this project will see development and implementation of a 5 year Strategic Plan for the Silo Art Trail across the Wimmera Mallee to guide expansion and activation of the Trail.

The focus of the plan will be to enhance the Silo Art Trail's position as the largest outdoor gallery, increase visitation, marketing and positioning, enhance the visitor experience, and effectively capture visitor yield. The strategic plan should consider:

- Implementation of Silo Art Expansion Stage 2 & 3;
- Existing Silo Trail Activation and Enhancement; and
- Silo Trail Hub and Gateways Project.

KEY ACTIONS

- Seek funding for the 5 year Strategic Plan for Silo Arts; and
- Deliver a 5 year Strategic Plan for Silo Arts.

8.2.2. IMPLEMENTATION OF SILO ART TRAIL STAGE 2 AND 3

Silo Art Stage will see the development of 12 new silo artworks throughout the Wimmera Mallee, enabling routes and linkages to be created between sites and across the four shires. Funding has been received through the 2018 Pick My Project funding round for silo art at Goroke, Serviceton, Kaniva and Nullawil, however funding is still required to deliver the remaining Stage 2 silo artworks.

Of the remaining artworks to be delivered in Stage 2, four have been identified within Hindmarsh Shire which align with the recently funded Wimmera River Discovery Trail Stage 1. The funding and delivery of these silo artworks would greatly enhance the proposed trail, creating a highly compelling product and providing an important connection between the existing Yarriambiack Shire silo network and proposed West Wimmera Shire silos.

Following the implementation of Stage 2, Stage 3 will include the identification of further Silos for artwork activation and funding.

Implementation of Stage 2 and 3 should be done in conjunction with Creative Victoria to explore opportunities for further strategic planning in regards to the artwork implementation, including consideration of incorporating indigenous storytelling.

KEY ACTIONS

- Deliver funded silo artworks at Goroke, Serviceton, Kaniva and Nullawil;
- Initiate collaborative discussion with Creative Victoria;
- Seek further funding for delivery of the remaining Silo Art Stage 2 sites;
- Identify silos for activation in Stage 3; and
- Seek funding for Stage 3 silos identified.

8.2.3. SILO ART TRAIL INFRASTRUCTURE ACTIVATION AND ENHANCEMENT

Development of visitor infrastructure and enhancements across the existing Silo Art Trail installations and related townships of Sheep Hills, Brim, Patchewollock, Lascelles, Rupanyup, Rosebery to activate the trail and create opportunities to extend visitor stay in region and capture visitor yield. This should include the identification of private sector investment opportunities to be included in the Wimmera Mallee Tourism Investment Attraction Plan (Tier 1 project).

KEY ACTIONS

- Identify visitor infrastructure and enhancements required;
- Include private sector investment opportunities in the Wimmera Mallee Tourism Investment Attraction Plan (Tier 1 Project - see Section 8.8 and 15.2); and
- Seek funding to implement infrastructure and enhancements.

8.2.4. SILO ART TRAIL HUB AND GATEWAYS PROJECT

This project focuses on interpretive and services-based activation and enhancement of existing and Stage 2 key Silo Art Trail gateway towns (e.g. Rupanyup; Dimboola; Edenhope; Charlton; Donald; Kaniva) and hub towns (e.g. Sea Lake; Wycheproof; Hopetoun; Warracknabeal; Goroke; Rainbow) within the Wimmera Mallee.

This should be informed by the Food and Beverage Heritage Building Activation Project (Tier 2 Project - see Section 13.2) to identify private sector opportunities in proximity to key hub and gateway silos. It should also explore the potential for augmented and virtual reality experiences at key sites.

KEY ACTIONS

- Seek further funding for Silo Trail Hub & Gateways project

8.2.5. SILO ART REIMAGINED

Silo Art Reimagined will include undertaking a Feasibility Study and Business Case into the potential opportunities to further develop the silo artworks through creating experiential attraction(s) at one or more of the artworks. This should include exploration of the following:

- Digital activation;
- Night based activation including opportunities such as:
 - Partnering with arts/performing groups (such as those based in Natimuk) or event organisers (such as White Night Melbourne) to hold aerial performance, or shadow, animation, and/or light projections; and
 - Silo movies (e.g. Quambatook Silo Cinema)
- Development of a food or accommodation experience housed within a silo and/or the creation of a viewing platform at one or more of the silos to harness the international appeal of the distinct Wimmera Mallee landscape.

Funding has recently been received for a Digital Activation Pilot Project across the existing silo artwork in Yarriambiack Shire, outcomes of which should be considered within this project for implementation across Stage 2 and 3 silos.

KEY ACTIONS

- Seek funding to complete a Feasibility Study;
- Seek funding to develop a Business Case for key projects identified; and
- Seek funding to implement key projects.

CASE STUDY: NIGHT BASED SILO ACTIVATION

An excellent example of silo activation, illuminart® light projection based in South Australia describe themselves as "*digital storytellers who celebrate communities through putting their stories up in beautiful bright lights and interesting places*" and created the 2016 "Port to Port" production on the Tunarama Silos, at the annual Tunarama festival.

For the production they "*gathered only local content for every element of the projected story including artists' work, a young theatre group re-enacting the founding of the Port city, local sports people and town folk with great yarns from the early days*".



8.3. LAKE TYRRELL AND SEA LAKE TOURISM ENHANCEMENT PROJECT

OVERVIEW

Lake Tyrrell has become a nationally and internationally recognised destination in a very short timeframe, with recent market research conducted highlighting that lakes in the Wimmera Mallee are now one of the key motivators of visit to the region.

Following on from the \$2.3 million RDV investment in the Lake Tyrrell Tourism Infrastructure Project, focused on the delivery of short term infrastructure projects for the site, the delivery of high quality infrastructure at Lake Tyrrell and Sea Lake township will be critical in supporting growing visitor numbers, and in leveraging greater yield from those visiting.

Subprojects include:

- Lake Tyrrell Tourism Infrastructure Project;
- Lake Tyrrell and Sea Lake Tourism Investment Masterplan;
- Lake Tyrrell Dark Sky recognition; and
- Lake Tyrrell Eco Accommodation Experience.

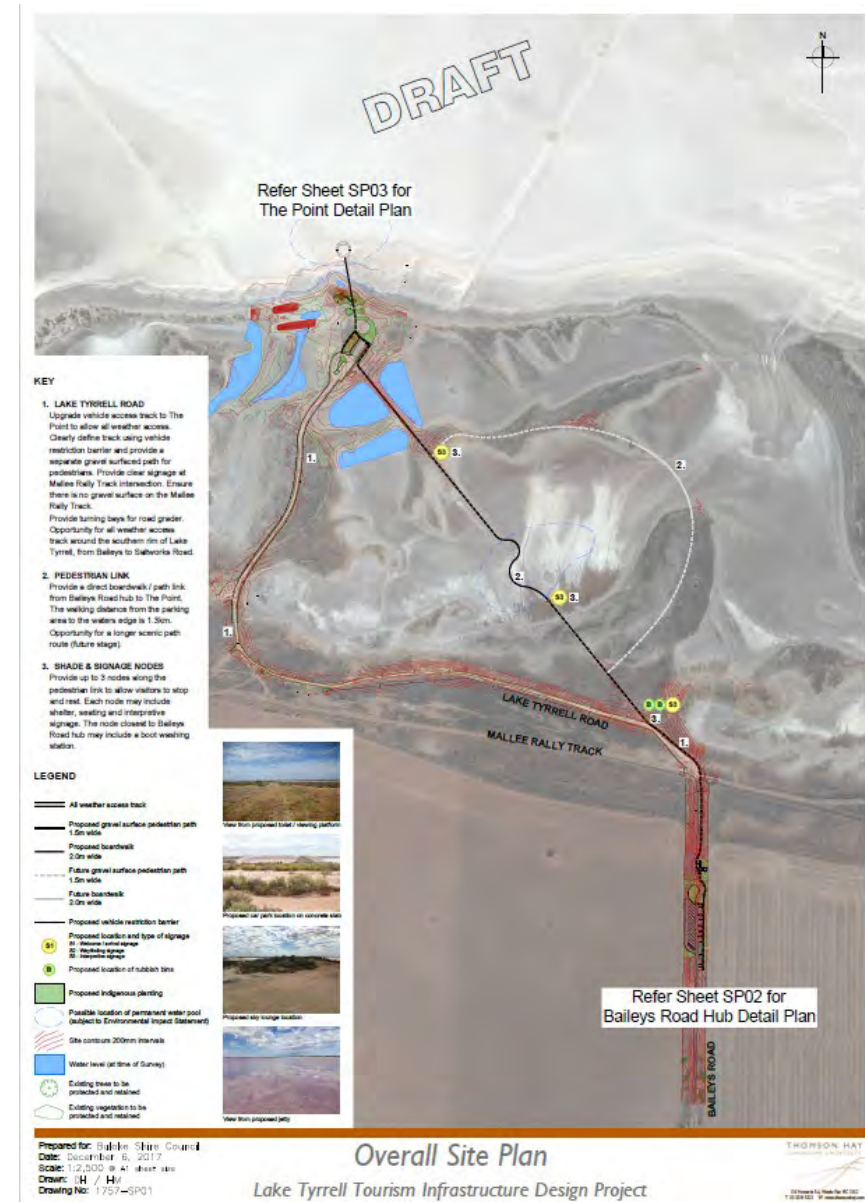
8.3.1. LAKE TYRRELL TOURISM INFRASTRUCTURE DESIGN PROJECT

The Lake Tyrrell Tourism Infrastructure Design Project, funded through the \$2.3 million invested by RDV, is currently being implemented by Buloke Shire and includes a number of infrastructure projects for Lake Tyrrell which are short term projects to improve the visitor experience at the destination.

These include but are not limited to public toilets, a picnic shelter, a viewing platform, boardwalk/jetty, car and bus parking with turnaround facilities for buses/large vehicles, access tracks and associated tourism signage.

KEY ACTIONS

- Finalise implementation and delivery of the Lake Tyrrell Tourism Infrastructure Design Project.



8.3.2. LAKE TYRRELL AND SEA LAKE MASTERPLAN

Develop a Masterplan for Lake Tyrrell and Sea Lake township to make the destination international visitor ready. This would include recommendations on visitor servicing, investment in accommodation and supporting product, and creating linkages between Sea Lake and the Lake Tyrrell site.

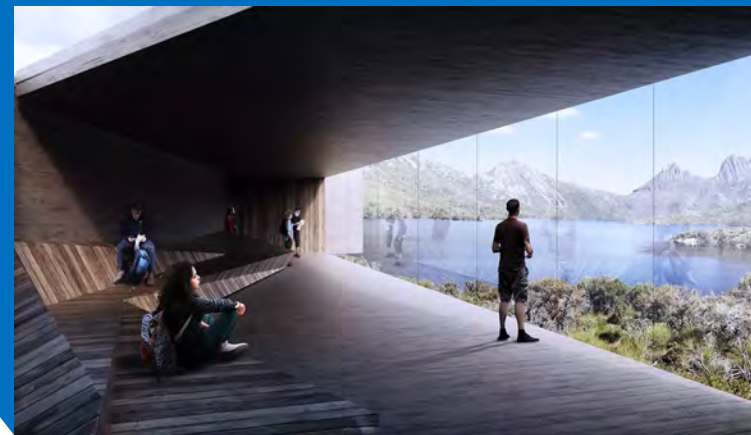
KEY ACTIONS

- Appoint a steering committee including community representatives, land managers, Council and Wimmera Mallee Tourism, and Indigenous groups
- Appoint a Landscape Architecture and tourism consultancy to prepare a detailed tourism development masterplan for Lake Tyrrell and Sea Lake. This will include:
 - Market assessment;
 - Private sector investment opportunities;
 - Infrastructure;
 - Transport; and
 - Marketing.

CASE STUDY: CRADLE MOUNTAINS MASTERPLAN

Developed for the Cradle Coast Authority in conjunction with Parks & Wildlife, Kentish Council and the Tourism Industry Council, the Cradle Mountain Master Plan was prepared by Cumulus Studio in conjunction with tourism strategists Inspired by Marketing. It was developed in order to address the issue that although Cradle Mountain is one of the most iconic and frequently visited sites in Tasmania, the supporting infrastructure was out-dated and insufficient to deal with the current visitor demands or future forecasted increases.

The plan proposes three key development elements – a new Wilderness Village and Visitor Centre on the edge of the WHA, improved access to Dove Lake via a Cable Car and a new Viewing Shelter on the edge of Dove Lake, and focuses on the visitor experience, the sense of arrival to Cradle and how the new Visitor Centre will launch the walker, tourist or kayaker into the World Heritage Area (WHA).



8.3.3. LAKE TYRRELL BY NIGHT

Leverage from the growing popularity of Lake Tyrrell, this project will focus on creating night time experiences at Lake Tyrrell which will leverage from the quality of the night sky at the site, and create motivators to keep visitors in the region longer.

LAKE TYRRELL DARK SKY RECOGNITION

Only one Dark Sky Site currently exists in Australia (Mills Point Lookout, Moresby, WA), with Victoria having the only registered Dark Sky Town (Snake Valley).

Buloke Shire should work towards securing Dark Sky Site recognition for the Lake Tyrrell site, which will not only create a unique point of difference for the region, but will help protect the integrity of the night sky experience at the site, which has substantial indigenous cultural significance.

Securing Dark Sky Site recognition presents opportunities to create other night time experiential product which leverages from the quality of stargazing available.

BOORONG NIGHT SKIES EXPERIENCE

The development of a Boorong Night Skies Experience at Lake Tyrrell was identified as a priority in the Wimmera and Grampians Indigenous Tourism Feasibility Study.

Working in conjunction with BGLC and other traditional owners, this project should explore development of indigenous cultural interpretation tours at Lake Tyrrell, as well as the potential to develop and operate a Camping with Custodians style initiative, similar to Imintji in the Kimberly, Western Australia.

KEY ACTIONS

- Prepare application for Dark Sky Site recognition; and
- Include the Boorong Night Skies Experience opportunity in the WSM Indigenous Capacity Building Program and the Wimmera Mallee Tourism Investment Attraction Plan.



CASE STUDY: IMINTJI CAMPGROUND

The Imintji campground in the Kimberly is built and operated by the remote Imintji Aboriginal community, and is the first fully serviced commercial campground under the Camping with Custodians model, featuring 20 campsites and visitor facilities.

Winning the Public Engagement and Community Planning category at the Planning Institute Australia's 2017 National Awards for Planning Excellence for Imintji Aboriginal community and Tourism WA, the Camping with Custodians initiative *"provides an opportunity for visitors to stay on Aboriginal lands and to engage with locals, resulting in a unique and memorable tourism experience. In turn, Aboriginal communities benefit through enterprise and employment opportunities."*

Other campgrounds developed under the initiative include Jarlarloo Riwi Mimbi Campground in the Kimberly and Peedamulla Station in the Pilbara, with work currently underway for a third site in the Kimberly at Violet Valley.

8.4. WIMMERA RIVER DISCOVERY TRAIL

OVERVIEW

Identified as a priority project in the Grampians RDV Region Cycling and Trails Infrastructure Business and Master Plan this project involves development of the Wimmera River Discovery Trail (Cycling) stage 1 and 2, incorporating the townships of Jeparit, Dimboola, Natimuk and Horsham.

The Wimmera River Discovery Trail will be developed and promoted as a suite of experiences for a number of markets offering journeys of different lengths along the river corridor as well as visitor experiences at key hubs including Horsham, Dimboola, Jeparit and Ebenezer where visitors may do short walks or experience the river, environment and cultural stories without actually doing major sections of the Trail.

Because of the long distances, the relatively unchanging landscape along the route, and the degree of disturbance by other users in some sections, it is recommended that there is staged development of a cycling route which is also available to walkers. Cyclists can cover the distances across the gentle terrain with ease and their experience is generally less impacted by disturbance by other users.

Development of a board walk/wetland experience associated with the wetlands adjacent to the museum at Jeparit and redevelopment of the old Jeparit railway bridge, along with the establishment of a pedestrian bridge upstream of Dimboola to complete the town walking loops would also be a key part of the Wimmera River Discovery Trail experience that would appeal to a broader market and assist in better positioning the overall trail experience.

Development of indigenous experiences along the trail and the Silo Art Trail Stage 2 will strengthen the Trail's potential as a key product in the region, in particular delivery of the four silo artworks within Hindmarsh Shire which align with the Discovery Trail Stage 1.

Sub projects within this priority include:

- Stage 1 Dimboola to Lake Hindmarsh;
- Stage 2: Dimboola to Horsham;

- Wimmera River Discovery Trail Marketing and Promotion;
- Wimmera River Discovery Trail Indigenous Interpretation; and
- Wimmera River Discovery Trail Tours.

8.4.1. STAGE 1 DIMBOOLA TO LAKE HINDMARSH

Stage 1 of the Wimmera River Discovery Trail includes development of the Dimboola to Lake Hindmarsh section of the trail and is to be funded through joint federal, state and Hindmarsh Shire funding commitments.

KEY ACTIONS

- Support delivery of Stage 1 Dimboola to Lake Hindmarsh

COST: \$1.2 MILLION

8.4.2. STAGE 2: DIMBOOLA TO HORSHAM

This stage requires further concept development and will provide a link between Horsham and Dimboola. The proposed route will include the following sections:

Section 1: Dimboola to Quantong

There exists a network of informal tracks and trails that may be utilised. It is estimated that this section of trail would be around 40 kms. Key challenges will include:

- Crossing of the Wimmera Highway;
- Extent of private land holdings;
- Billabong crossings; and
- Potential requirement of a bridge to cross over the Wimmera River to take advantage of public land reserves.

Section 2: Horsham to Quantong

Informal roads and trails already exist through much of this section – approximately 25 kms. Key challenges will include:

- A bridge over the McKenzie River;
- Linkages into Horsham CBD; and
- Extent of private land holdings.

Section 3: Natimuk to Quantong

This section links Natimuk to Quantong and is approximately 8 kilometres.

There is opportunity to utilise the proposed rail trail between Horsham and Natimuk.

COST: \$1.5 MILLION

Project costs are estimated around \$1.5 million. The exact costs would need to be determined following ground truthing and a feasibility study.

KEY ACTIONS

- Seek funding for development of a detailed Feasibility Study and Concept Plan; and
- Seek funding for implementation of Stage 2 Trail implementation.

8.4.3. WIMMERA RIVER DISCOVERY TRAIL MARKETING AND PROMOTION

This project would be delivered upon completion of Stage 1 and concurrently with Stage 2 development to build awareness of the trail.

KEY ACTIONS

- Seek funding for marketing and promotion of the trail.

8.4.4. WIMMERA RIVER DISCOVERY TRAIL INDIGENOUS INTERPRETATION PROJECT

This project involves undertaking an Indigenous Interpretation Project in conjunction with Traditional Owners and Parks Victoria to support development of the Wimmera River Discovery Trail and showcase the indigenous history of the region.

KEY ACTIONS

- Develop an interpretation plan; and
- Seek funding for Indigenous Interpretation.

8.4.5. WIMMERA RIVER DISCOVERY TRAIL TOURS

Exploration of Wimmera River Discovery Trail tour guiding opportunities (on and off river) incorporating indigenous and/or flora and fauna interpretation of the Wimmera Heritage River.

KEY ACTIONS

- Include in region wide investment project.

8.5. WIMMERA AND MALLEE PARKS MASTERPLAN

OVERVIEW

The nature based assets of the Wimmera Mallee are the main motivator for visitation to the region however there has been very little recent strategic planning and policy work undertaken for the National and State Parks of the Wimmera Mallee area. The most recent management plan for the region was undertaken in 1996 (Mallee Parks Management Plan, Parks Victoria), however development of a new Wimmera and Mallee Parks Masterplan that encompasses the Big Desert Wilderness Park, Little Desert National Park, and Wyperfeld National Park is required. This will identify ongoing management requirements as well as infrastructure and facilities required to support visitation, as well as private investment opportunities for the three parks, as appropriate.

If possible this plan should be expanded to include non-Parks Victoria assets to provide a consistent 'whole of government' approach to nature based tourism facilities and investment in the region.

KEY ACTIONS

- Advocate State Government to invest in a new Master Plan for the Wimmera and Mallee Parks region to support tourism initiatives in the region.

CASE STUDY: POINT NEPEAN NATIONAL PARK MASTER PLAN

Developed by a multidisciplinary consultancy team engaged by Parks Victoria, the Point Nepean National Park Master Plan *aimed "to reveal and protect the unique and special qualities of the park and ensure that the complex stories of the site as a cultural landscape are valued and expressed—turbulent ocean colliding with tranquil bay, 35,000 years of history, diverse, fragile and sacred landscapes and the dynamic Quarantine Station experience."*

Providing clear direction for sustainable improvement and investment within the National Park in accordance with Traditional Owner values and existing management plans for the site, the Master Plan *'provides the framework for innovative programs, projects and partnerships aimed at enhancing the natural setting, conserving park values and providing new and enhanced visitor experiences.'*



8.6. WIMMERA MALLEE TOURING ROUTE– GSTR AND MRR LINK

OVERVIEW

Creation, marketing and promotion of a touring route 'link' between the existing Great Southern Touring Route and Murray River Road. This route would begin/end in Stawell (GSTR) and Swan Hill (Murray River Road) and potentially incorporate the existing Silo Art installations in Rupanyup, Sheep Hills, Brim, Rosebery, and Lascelles, as well as Lake Tyrrell.

The project requires a business plan that considers ways to strategically link to existing touring in Victoria and how to build partnerships with tourism operators.

KEY ACTIONS

- Seek potential project partners;
- Undertake discussions with tour operators; and
- Prepare a business and marketing plan.

GREAT SOUTHERN TOURING ROUTE (GSTR) TOURING ROUTE

The Great Southern Touring Route is regarded as one of the world's best road trips and provides a loop from Melbourne which includes Geelong and the Bellarine Peninsula; the Great Ocean Road; Dunkeld, Halls Gap and the Grampians; Ballarat and the goldfields, and nearby Daylesford and Hepburn Springs spa country. In the year ending September 2018, the touring route attracted an estimated 18.3 million total visitors (Data Insights, 2018).



MURRAY RIVER ROAD (MRR)

Identified as a regional positioning project in the Riverina Murray Destination Management Plan (2017), the Murray River Road is a tri state touring route initiative of Murray Regional Tourism which follows the length of the Murray from the river's Alpine beginnings to its mouth in South Australia.

8.7. HARROW: KEEPER OF INDIGENOUS CRICKET

OVERVIEW

The township of Harrow in West Wimmera is Australia's oldest inland settlement and the burial place of Johnny 'Unaarrimin' Mullagh, described as the star of Australia's First XI Aboriginal cricket team. This significant indigenous history presents the opportunity to create a strong position for the township, through clustering signature indigenous products and experiences that connect and leverage from the towns cricket history. It also creates a strong synergy with Victoria's strong sporting and events history, as well as with key growing international markets such as India.

Sub projects within this priority include:

- Harrow Discovery Centre and Johnny Mullagh Interpretive Centre Expansion;
- Glenelg Riverfront Activation;
- Signature Cricket Event; and
- Aboriginal Cricket Trail Project.

8.7.1. HARROW DISCOVERY CENTRE AND JOHNNY MULLAGH INTERPRETIVE CENTRE EXPANSION

Support further development, expansion and interpretation of the Harrow Discovery Centre and Johnny Mullagh Interpretive Centre, including improvements to the Harrow By Night – Sound and Light Show and exploration of additional experiential interpretation options.

KEY ACTIONS

- Seek funding to develop a concept plan and business case for the Harrow Discovery Centre and Johnny Mullagh Interpretive Centre.

8.7.2. GLENELG RIVERFRONT REDEVELOPMENT

Investigate redevelopment of the Glenelg River foreshore at Harrow encompassing the Johnny Mullagh Memorial Park and connecting to the Harrow Discovery Centre and Johnny Mullagh Interpretive Centre. This should include investigating improvements to current indigenous interpretation and signage, and potential development of a sculptural trail interpretation of the indigenous history.

KEY ACTIONS

- Establish a project control group of Council, community and land managers;
- Seek funding for a riverfront masterplan to guide redevelopment; and
- Implement masterplan.

8.7.3. ABORIGINAL CRICKET TRAIL PROJECT

The Aboriginal Cricket Trail initiative is currently being developed by West Wimmera Shire and has the potential to connect other key cricket based experiences across the Harrow township.

KEY ACTIONS

- Seek funding to implement the trail.

8.7.4. SIGNATURE CRICKET EVENT

In conjunction with BGLC and Traditional Owners, develop an annual signature indigenous cricket event in Harrow to commemorate the first Australian cricket team history, and/or expand and reposition the existing Johnny Mullagh Cup as an event of scale that has a larger market appeal.

KEY ACTIONS

- Seek event sponsors; and
- Undertake consultation with Cricket Victoria.

8.8. TIER 1 INDUSTRY AND CAPACITY BUILDING PROJECTS

WSM INDIGENOUS CAPACITY BUILDING PROGRAM

Work with Traditional Owner groups and Indigenous communities across the region to co-design a capacity building program to improve relationships between Traditional Owners, explore the significant opportunity for indigenous tourism and identify the mechanisms and support required to action identified indigenous projects across the region.

WSM PADDOCK TO PLATE STRATEGY

There is need to undertake a cross regional Paddock to Plate program so that the Wimmera Southern Mallee can be developed as a renowned agri and culinary tourism destination.

The aim of the program will be to improve the quality, authenticity and availability of locally produced food and beverage experiences in the Wimmera Southern Mallee. The program is aimed at businesses throughout the entire supply chain and includes producers, transport operators, wholesalers and distributors connecting to the food service and independent retail businesses.

WSM ACCOMMODATION GAP ANALYSIS AND OPPORTUNITIES STUDY AND ACCOMMODATION INVESTMENT PROCUREMENT

The Wimmera Southern Mallee Region has limited large scale accommodation and contemporary experiential accommodation. This limits the capacity of the region to grow overnight visitors.

There is a need for a detailed audit and market assessment of current accommodation across the region including occupancy rates, future forecasting, and identification of potential investment sites, focusing on contemporary experiential and mid/high end development.

GOVERNANCE MODEL IMPLEMENTATION

Implementation of the preferred governance model (Option 1A) as detailed in the WSM Tourism Collaboration Plan and confirmed with WMT. This includes the establishment of an agreed three-way Memorandum of Understanding to assist make Visit Victoria funding applications (Regional Events Fund and Regional Events & Innovations Fund) easier for WMT. Implementation will include the formation of a Project Steering Group, and the appointment of a tourism officer who will support delivery of the Wimmera Mallee DMP, particularly the Tier 1 Regional Impact Projects.

WIMMERA MALLEE TOURISM INVESTMENT ATTRACTION PLAN

There are many private sector investment opportunities identified in this plan. However Councils have limited resources to promote investment opportunities identified in their areas. A coordinated approach to investment attraction across the region will allow for pooling of resources and development of a targeted strategy, business case for investment and digital media to market opportunities.

SUB-REGIONAL BRANDING AND MARKETING PROJECT

Development of a collaborative and unified branding and marketing approach for the Wimmera Mallee, including implementing digital cross promotion initiatives with Grampians Tourism. This should promote opportunities to cross promote and share digital collateral and printed collateral which can be located at various areas across the wider region and linked into surrounding regional projects of scale such as the Murray River Road concept and Great South Coast Touring Route.

TOURISM BUSINESS UPSKILLING PROJECT

Creation of capacity building programs to assist potential operators with getting into the industry and assisting current businesses navigate technological and trend based changes to respond to changing visitor preferences.

This project will assist with achieving the industry growth required to support implementation of Tier 1 Regional Impact projects and could be done in conjunction with the Wimmera Mallee Tourism Investment Attraction Plan.

9. THEME 1: ARTS, CULTURE & HERITAGE

9.1. OVERVIEW

The Wimmera Mallee region has a key emerging strength in the arts, culture and heritage space, with many underutilised assets across the region and a strong indigenous presence and history, particularly tied to its significant natural assets.

There is significant opportunity for the region to be recognised as the home of Silo Art and the world's largest outdoor gallery, through expanding, enhancing and activating Silo Art across the region.



Source: Wimmera Mallee Tourism, 2013

KEY PROJECTS SUMMARY

TIER 1 REGIONAL IMPACT PROJECTS

- World's Largest Outdoor Gallery: Leveraging the Silo Art Trail

TIER 2 SUB-REGIONAL IMPACT PROJECTS

- Murtoa Stick Shed Interpretation and Enhancement
- Heritage Museums Improvement Strategy
- Nhill Aviation Heritage Centre Upgrade
- Hindmarsh Heritage Trail

TIER 3 LOCAL IMPACT PROJECTS

- Streetscape Beautification Project (Yarriambiack)
- Kaniva Cultural and Tourism Precinct
- Warracknabeal Courthouse Transformation
- Town Heritage Walks (Hindmarsh)
- Sea Lake Art Activation

9.2. TIER 1 AND 2 ARTS, CULTURE & HERITAGE PROJECTS

PROJECT TITLE	LOCATION		TIER	PROJECT LEAD	PROJECT PARTNERS	DESCRIPTION	ACTIONS	TIMEFRAME
	LGA	AREA						
World's Largest Outdoor Gallery: Leveraging the Silo Art Trail	All	Various	1	WMT	Visit Victoria; RDV; BSC; HSC; WWSC; YSC; RRV	<p>The development of the Silo Art Trail has been a catalyst for tourism growth in Yarriambiack and the wider Wimmera Mallee region, attracting intrastate, interstate and international visitation.</p> <p>There is significant potential for the Wimmera Mallee region to leverage from their position as the birthplace of Silo Art, and through extending, activating and enhancing the trail across all four LGA's, position the trail as the World's Largest Outdoor Gallery.</p> <p>This project includes the following sub-projects:</p> <ul style="list-style-type: none"> • Silo Art Trail 5 Year Strategic Plan • Implementation of Silo Art Expansion Stage 2 & 3; • Existing Silo Trail Activation and Enhancement; • Silo Trail Hub and Gateways Project. 	<ul style="list-style-type: none"> • Delivery of the sub-projects 	2019-2023
Silo Art Trail 5 Year Strategic Plan	All	Various	1	WMT	Visit Victoria; RDV; BSC; HSC; WWSC; YSC	<p>Building on the Silo Art Trail Stage 2 work completed by Wimmera Mallee Tourism, the RDV Silo Arts Strategy, and state-wide strategic plan for Silo Art recently undertaken by Creative Victoria, this project will see development and implementation of a 5 year Strategic Plan for the Silo Art Trail across the Wimmera Mallee to guide expansion and activation of the Trail.</p> <p>The focus of the plan will be to enhance the Silo Art Trail's position as the largest outdoor gallery, increase visitation, marketing and positioning, enhance the visitor experience, and effectively capture visitor yield. The strategic plan should consider:</p> <ul style="list-style-type: none"> • Implementation of Silo Art Expansion Stage 2 & 3; • Existing Silo Trail Activation and Enhancement; • Silo Trail Hub and Gateways Project. 	<ul style="list-style-type: none"> • Seek funding for the 5 year Strategic Plan for Silo Arts. • Deliver a 5 year Strategic Plan for Silo Arts. 	2019-2021

Implementation of Silo Art Trail Stage 2 and 3	All	Various	1	WMT	Visit Victoria; RDV; BSC; HSC; WWSC; YSC	<p>Silo Art Stage 2 will see the development of 12 new silo artworks throughout the Wimmera Mallee, enabling routes and linkages to be created between sites and across the four shires. Funding has been received through the 2018 Pick My Project funding round for silo art at Goroke, Serviceton, Kaniva and Nullawill, however funding is still required to deliver the remaining Stage 2 silo artworks.</p> <p>Following the implementation of Stage 2, Stage 3 will include the identification of further Silos for artwork activation and funding.</p> <p>Implementation of Stage 2 and 3 should be done in conjunction with Creative Victoria to explore opportunities for further strategic planning in regards to the artwork implementation, including consideration of incorporating indigenous storytelling.</p> <p>Of the remaining artworks to be delivered in Stage 2, four have been identified within Hindmarsh Shire which align with the recently funded Wimmera River Discovery Trail Stage 1. The funding and delivery of these silo artworks would greatly enhance the proposed trail, creating a highly compelling product and providing an important connection between the existing Yarriambiack Shire silo network and proposed West Wimmera Shire silos.</p>	<ul style="list-style-type: none"> • Deliver funded silo artworks at Goroke, Serviceton, Kaniva and Nullawill • Initiate collaborative discussion with Creative Victoria; • Seek further funding for delivery of the remaining Silo Art Stage 2 sites; • Identify silos for activation in Stage 3; • Seek funding for Stage 3 silos identified 	2019-2021
Silo Art Trail Infrastructure Activation and Enhancement	All	Various	1	WMT	Visit Victoria; RDV; BSC; HSC; WWSC; YSC; RRV	<p>Development of visitor infrastructure and enhancements across the existing Silo Art Trail installations and related townships of Sheep Hills, Brim, Patchewollock, Lascelles, Rupanyup, Rosebery to activate the trail and create opportunities to extend visitor stay in region and capture visitor yield. This should include the identification of private sector investment opportunities to be included in the Wimmera Mallee Tourism Investment Attraction Plan.</p>	<ul style="list-style-type: none"> • Identify visitor infrastructure and enhancements required • Include private sector investment opportunities in the Wimmera Mallee Tourism Investment Attraction Plan (Tier 1 Project - see Section 8.8 and 15.2); and • Seek funding to implement infrastructure and enhancements 	2019-2021
Silo Art Trail Hub and	All	Various	1	WMT	Visit Victoria; RDV; BSC;	<p>This project focuses on interpretive and services-based activation and enhancement of existing and Stage 2 key Silo Art Trail gateway towns (e.g. Rupanyup; Dimboola; Edenhope; Charlton; Donald;</p>	<ul style="list-style-type: none"> • Seek further funding for Silo Trail Hub & Gateways project 	2022-2023

Gateways Project					HSC; WWSC; YSC	<p>Kaniva) and hub towns (e.g. Sea Lake; Wycheproof; Hopetoun; Warracknabeal; Goroke; Rainbow) within the Wimmera Mallee.</p> <p>This should be informed by the Food and Beverage Heritage Building Activation (Tier 2 Project - see Section 13.2) project to identify private sector opportunities in proximity to key hub and gateway silos. It should also explore the potential for augmented and virtual reality experiences at key sites.</p>		
Silo Art Reimagined	All	Various	1	WMT	<p>Visit Victoria; RDV; BSC; HSC; WWSC; YSC; Local Artists Groups</p> <ul style="list-style-type: none"> • Digital activation; • Night based activation including opportunities such as: <ul style="list-style-type: none"> • Partnering with arts/performing groups (such as those based in Natimuk) or event organisers (such as White Night Melbourne) to hold aerial performance, or shadow, animation, and/or light projections; and • Silo movies (e.g. Quambatook Silo Cinema) • Development of a food or accommodation experience housed within a silo and/or the creation of a viewing platform at one or more of the silos to harness the international appeal of the distinct Wimmera Mallee landscape. 	<ul style="list-style-type: none"> • Seek funding to complete a Feasibility Study • Seek funding to develop a Business Case for key projects identified • Seek funding to implement key projects. 	2022-2023	
Murtoa Stick Shed Interpretation and Enhancement	YSC	Murtoa	2	YSC	Private Sector	<p>Contemporary interpretation and enhancement of the Murtoa Stick Shed, including development of a supporting digital application, and exploration of the potential to develop a twilight light installation product offer or event</p>	<ul style="list-style-type: none"> • Develop an interpretation and enhancement plan for the Stick Shed 	2019-2021
Heritage Museums Improvement Strategy	All	All	2	WMT	Existing Operators	<p>Undertake one strategic plan for heritage museums across the Wimmera which identifies the following:</p> <ul style="list-style-type: none"> • Investment hierarchy based on tourism potential • Current approach; • Stakeholders; 	<ul style="list-style-type: none"> • Seek funding for implementation of the plan 	2021-2023

						<ul style="list-style-type: none"> • Funding and resources; and • Investment needs. 		
Nhill Aviation Heritage Centre Upgrade	HSC	Nhill	2	HSC	Nhill Aviation Heritage Centre	Upgrade to Nhill Aviation Heritage Centre and surrounds (currently in the planning/design stage) and exploration of further activation possibilities including events.	<ul style="list-style-type: none"> • Seek funding for upgrade 	2019-2021
Hindmarsh Heritage Trail	HSC	Various	2	HSC	NAHC, WMPM, Yurunga, Town Committees, Historical Societies	Build on current marketing through installation of signage and digital information	<ul style="list-style-type: none"> • Seek funding for signage and digital information delivery 	2019-2021

10. THEME 2: NATURE BASED & WATER

10.1. OVERVIEW

The natural assets of the Wimmera Mallee region are truly unique in the Victorian context, with the region home to deserts, pink lakes, and expansive wetland systems that support a range of passive and active recreation uses. Whilst significant, these natural assets and attractions have been largely underutilised and currently lack the investment and product development required to support the current and future visitation, particularly to emerging popular locations such as Lake Tyrrell.



Source: Wimmera Mallee Tourism, 2018

KEY PROJECTS SUMMARY

TIER 1 REGIONAL IMPACT PROJECTS

- Lake Tyrrell and Sea Lake Tourism Enhancement Project
- Wimmera River Discovery Trail
- Wimmera and Mallee Parks Master Plan

TIER 2 SUB-REGIONAL IMPACT PROJECTS

- Hindmarsh Lakes Activation Masterplan
- Little Desert Nature Lodge Destination Experience
- Lakes, Rivers and Wetlands Regional Guide
- Wetlands Discovery Centre
- Wyperfeld National Park Fat Biking Experience
- Grampians RDV Region Cycling and Trails Infrastructure Business and Masterplan Implementation
- Wyperfeld National Park – Wonga Information Hub Upgrade

TIER 3 LOCAL IMPACT PROJECTS

- Goroke Little Desert Gateway
- Waterways Infrastructure, Signage And Interpretation
- Wimmera Mallee 4WD Series
- Lake Corrong Nature Trail Development

10.2. TIER 1 AND 2 NATURE BASED & WATER PROJECTS

PROJECT TITLE	LOCATION		TIER	PROJECT LEAD	PROJECT PARTNERS	DESCRIPTION	ACTIONS	TIMEFRAME
	LGA	AREA						
Lake Tyrrell and Sea Lake Tourism Enhancement Project	BSC	Sea Lake; Lake Tyrrell	1	BSC	BSC; Traditional Owners; RDV	<p>Lake Tyrrell has become a nationally and internationally recognised destination in a very short timeframe, with recent market research conducted highlighting that lakes in the Wimmera Mallee are now one of the key motivators of visit to the region.</p> <p>Following on from the \$2.3 million RDV investment in the Lake Tyrrell Tourism Infrastructure Project, focused on the delivery of short term infrastructure projects for the site, the delivery of high quality infrastructure at Lake Tyrrell and Sea Lake township will be critical in supporting growing visitor numbers, and in leveraging greater yield from those visiting.</p> <p>Subprojects include:</p> <ul style="list-style-type: none"> • Lake Tyrrell Tourism Infrastructure Project; • Lake Tyrrell and Sea Lake Tourism Investment Masterplan; • Lake Tyrrell Dark Sky recognition; • Lake Tyrrell Eco Accommodation Experience. 	<ul style="list-style-type: none"> • Delivery of the sub-projects 	2019-2023
Lake Tyrrell Tourism Infrastructure Design Project	BSC	Sea Lake; Lake Tyrrell	1	BSC	BSC; Traditional Owners; RDV	<p>The Lake Tyrrell Tourism Infrastructure Design Project, funded through the \$2.3 million invested by RDV, is currently being implemented by Buloke Shire and includes a number of infrastructure projects for Lake Tyrrell which are short term projects to improve the visitor experience at the destination.</p> <p>These include but are not limited to public toilets, a picnic shelter, a viewing platform, boardwalk/jetty, car and bus parking with turnaround facilities for buses/large vehicles, access tracks and associated tourism signage.</p>	<ul style="list-style-type: none"> • Finalise implementation and delivery of the Lake Tyrrell Tourism Infrastructure Design Project 	2019-2021
Lake Tyrrell and Sea Lake Masterplan	BSC	Sea Lake; Lake Tyrrell	1	BSC	BSC; Traditional Owners; RDV	<p>Develop a Masterplan for Lake Tyrrell and Sea Lake township to make the destination international visitor ready. This would include recommendations on visitor servicing, investment in</p>	<ul style="list-style-type: none"> • Appoint a steering committee including community representatives, land managers, Council and 	2019-2021

						accommodation and supporting product, and creating linkages between Sea Lake and the Lake Tyrrell site.	<p>Wimmera Mallee Tourism, and Indigenous groups</p> <ul style="list-style-type: none"> • Appoint a Landscape Architecture and tourism consultancy to prepare a detailed tourism development masterplan for Lake Tyrrell and Sea Lake. This will include: <ul style="list-style-type: none"> • Market assessment • Private sector investment opportunities • Infrastructure • Transport • Marketing 	
Lake Tyrrell By Night	BSC	Sea Lake; Lake Tyrrell	1	BSC	BSC; Traditional Owners; RDV	<p>Leverage from the growing popularity of Lake Tyrrell, this project will focus on creating night time experiences at Lake Tyrrell which will leverage from the quality of the night sky at the site, and create motivators to keep visitors in the region longer.</p> <p><u>Lake Tyrrell Dark Sky Recognition</u></p> <p>Only one Dark Sky Site currently exists in Australia (Mills Point Lookout, Moresby, WA), with Victoria having the only registered Dark Sky Town (Snake Valley).</p> <p>Buloke Shire should work towards securing Dark Sky Site recognition for the Lake Tyrrell site, which will not only create a unique point of difference for the region, but will help protect the integrity of the night sky experience at the site, which has substantial indigenous cultural significance.</p> <p>Securing Dark Sky Site recognition presents opportunities to create other night time experiential product which leverages from the quality of stargazing available.</p>	<ul style="list-style-type: none"> • Prepare application for Dark Sky Site recognition • Include the Boorong Night Skies Experience opportunity in the WSM Indigenous Capacity Building Program and the Wimmera Mallee Tourism Investment Attraction Plan 	2019-2023

						<p>Boorong Night Skies Experience</p> <p>The development of a Boorong Night Skies Experience at Lake Tyrrell was identified as a priority in the Wimmera and Grampians Indigenous Tourism Feasibility Study.</p> <p>Working in conjunction with BGLC and other traditional owners, this project should explore development of indigenous cultural interpretation tours at Lake Tyrrell, as well as the potential to develop and operate a Camping with Custodians style initiative, similar to Imintji in the Kimberly, Western Australia.</p>		
Wimmera River Discovery Trail	HSC; HRCC	Various	1	HSC; HRCC	WDA; BGLC; PV; RDV	<p>Identified as a priority project in the Grampians RDV Region Cycling and Trails Infrastructure Business and Master Plan this project involves development of the Wimmera River Discovery Trail (Cycling) stage 1 and 2, incorporating the townships of Jeparit, Dimboola, Natimuk and Horsham.</p> <p>The Wimmera River Discovery Trail will be developed and promoted as a suite of experiences for a number of markets offering journeys of different lengths along the river corridor as well as visitor experiences at key hubs including Horsham, Dimboola, Jeparit and Ebenezer where visitors may do short walks or experience the river, environment and cultural stories without actually doing major sections of the Trail.</p> <p>Because of the long distances, the relatively unchanging landscape along the route, and the degree of disturbance by other users in some sections, it is recommended that there is staged development of a cycling route which is also available to walkers. Cyclists can cover the distances across the gentle terrain with ease and their experience is generally less impacted by disturbance by other users.</p> <p>Development of a board walk/wetland experience associated with the wetlands adjacent to the museum at Jeparit and redevelopment of the old Jeparit railway bridge, along with the establishment of a pedestrian bridge upstream of Dimboola to complete the town walking loops would also be a key part of the Wimmera River Discovery Trail experience that would appeal to a</p>	<ul style="list-style-type: none"> • Delivery of the sub-projects 	2019-2025

						<p>broader market and assist in better positioning the overall trail experience.</p> <p>Development of indigenous experiences along the trail and the Silo Art Trail Stage 2 will strengthen the Trail's potential as a key product in the region, in particular delivery of the four silo artworks within Hindmarsh Shire which align with the Discovery Trail Stage 1.</p> <p>Sub projects within this priority include:</p> <ul style="list-style-type: none"> • Stage 1 Dimboola to Lake Hindmarsh • Stage 2: Dimboola to Horsham • Wimmera River Discovery Trail Marketing and Promotion • Wimmera River Discovery Trail Indigenous Interpretation • Wimmera River Discovery Trail Tours 		
Wimmera River Discovery Trail Stage 1 Dimboola To Lake Hindmarsh	HSC	Various	1	HSC	WDA; BGLC; PV; RDV	<p>Stage 1 of the Wimmera River Discovery Trail includes development of the Dimboola to Lake Hindmarsh section of the trail and is to be funded through joint federal, state and Hindmarsh Shire funding commitments.</p>	<ul style="list-style-type: none"> • Support delivery of Stage 1 Dimboola to Lake Hindmarsh 	2019-2021
Wimmera River Discovery Trail Stage 2: Dimboola To Horsham	HSC; HRCC	Various	1	HRRC	WDA; BGLC; PV; RDV; HSC	<p>This stage requires further concept development and will provide a link between Horsham and Dimboola. The proposed route will include the following sections:</p> <p>Section 1: Dimboola to Quantong</p> <p>There exists a network of informal tracks and trails that may be utilised. It is estimated that this section of trail would be around 40 kms. Key challenges will include:</p> <ul style="list-style-type: none"> • Crossing of the Wimmera Highway; • Extent of private land holdings; • Billabong crossings; • Potential requirement of a bridge to cross over the Wimmera River to take advantage of public land reserves. 	<ul style="list-style-type: none"> • Seek funding for development of a detailed Feasibility Study and Concept Plan • Seek funding for implementation of Stage 2 Trail implementation 	2022-2023

						<p>Section 2: Horsham to Quantong</p> <p>Informal roads and trails already exist through much of this section – approximately 25 kms. Key challenges will include:</p> <ul style="list-style-type: none"> • A bridge over the McKenzie River; • Linkages into Horsham CBD; • Extent of private land holdings; <p>Section 3: Natimuk to Quantong</p> <p>This section links Natimuk to Quantong and is approximately 8 kilometres.</p> <p>There is opportunity to utilise the proposed rail trail between Horsham and Natimuk.</p>		
Wimmera River Discovery Trail Marketing and Promotion	HSC; HRCC	Various	1	HSC; HRCC	WDA; BGLC; PV; RDV	This project would be delivered upon completion of Stage 1 and concurrently with Stage 2 development to build awareness of the trail.	<ul style="list-style-type: none"> • Seek funding for marketing and promotion of the trail. 	2022-2023
Wimmera River Discovery Trail Indigenous Interpretation Project	HSC; HRCC	Various	1	HSC; HRCC	WDA; BGLC; PV; RDV	This project involves undertaking an Indigenous Interpretation Project in conjunction with Traditional Owners and Parks Victoria to support development of the Wimmera River Discovery Trail and showcase the indigenous history of the region.	<ul style="list-style-type: none"> • Develop an interpretation plan; • Seek funding for Indigenous Interpretation. 	2023-2024
Wimmera River Discovery Trail Tours	HSC; HRCC	Various	1	HSC; HRCC	WDA; BGLC; PV; RDV	Exploration of Wimmera River Discovery Trail tour guiding opportunities (on and off river) incorporating indigenous and/or flora and fauna interpretation of the Wimmera Heritage River.	<ul style="list-style-type: none"> • Include in region wide investment project. 	2022-2023
Wimmera and Mallee Parks Masterplan	YSC	Wyper-feld National Park	1	PV	WWSC; HSC; BSC; YSC; BGLC; Traditional Owners; DELWP; CMA's	The nature based assets of the Wimmera Mallee are the main motivator for visitation to the region however there has been very little recent strategic planning and policy work undertaken for the National and State Parks of the Wimmera Mallee area. The most recent management plan for the region was undertaken in 1996 (Mallee Parks Management Plan, Parks Victoria), however development of a new Wimmera and Mallee Parks Masterplan that encompasses the Big Desert Wilderness Park, Little Desert National Park, and Wyperfeld National Park is required. This will identify	<ul style="list-style-type: none"> • Advocate State Government to invest in a new Master Plan for the Wimmera and Mallee Parks region to support tourism initiatives in the region. 	2019-2021

					ongoing management requirements as well as infrastructure and facilities required to support visitation, as well as private investment opportunities for the three parks, as appropriate. If possible this plan should be expanded to include non-Parks Victoria assets to provide a consistent 'whole of government' approach to nature based tourism facilities and investment in the region.		
Hindmarsh Lakes Activation Masterplan	HSC	Pink Lake; Lake Albacutya	2	HSC	WMT; Parks Victoria; Parks Vic, DELWP, BGLC, Lake Albacutya FOG; Parks, DEWLP, BGLC, Lake Hindmarsh FOG <u>Pink Lake Activation</u> <ul style="list-style-type: none"> Develop facilities and interpretation at Pink Lake in conjunction with Parks Victoria to ensure protection of the significant environmental and cultural values, promote their understanding and support visitation <u>Lake Albacutya Recreation Activation</u> <ul style="list-style-type: none"> Activation of Lake Albacutya for recreational uses including with/without water in the lake, leverage off planned Albacutya Silo Art Trail instalment <u>Lake Hindmarsh Recreation Activation</u> <ul style="list-style-type: none"> Activation of Lake Hindmarsh for recreational uses including with/without water in the lake 	<ul style="list-style-type: none"> Prepare a Masterplan for the three lakes and their surrounds 	2019-2021
Little Desert Nature Lodge Destination Experience	HSC	Nhill	2	HSC	Property owners,; BGLC; Private Sector; PV The Little Desert Nature Lodge provides an opportunity to create a unique accommodation experience in the heart of a National Park. Currently listed for sale, it presents significant potential to reposition the current offer through reinvestment to redevelop the lodge into a nature based tourism destination experience. This could potentially incorporate experiential accommodation, and/or indigenous tours (identified as a priority in the Wimmera and Grampians Indigenous Tourism Feasibility Study), similar to the Boorong Night Skies Experience project for Lake Tyrrell.	<ul style="list-style-type: none"> Undertake discussions with new owners of the lodge regarding opportunities for further investment. Develop a concept plan for the Lodge in order to reposition it for higher yield and international markets. 	2019-2021

							<ul style="list-style-type: none"> Seek investment partners (public or private). 	
Lakes, Rivers and Wetlands Regional Guide	All	All	2	Parks Victoria; GMW	WWSC; HSC; BSC; YSC; Traditional Owners; WCMA	Development of a Lakes, Rivers and Wetlands Regional Guide for the Wimmera Mallee Region.	<ul style="list-style-type: none"> Wimmera Mallee Tourism to work with Parks Victoria and other land managers to develop a guide. Seek funding support for the preparation of the guide. 	2022-2023
Wetlands Discovery Centre	WWSC	Eden-hope	2	WWSC	WCMA; PV; Traditional Owners; RDV; WMT	Development of a Wetlands Discovery Centre/Centre of Excellence that promotes and interprets the West Wimmera and wider Wimmera Mallee region's diverse wetlands assets. This should be located in close proximity to an existing wetland asset such as Lake Wallace in Edenhope.	<ul style="list-style-type: none"> Undertake a concept plan and business case for the centre. 	2024-2025
Wyperfeld National Park Fat Biking Experience	YSC	Wyperfeld National Park	2	YSC	Parks Victoria,	There is opportunity for the region to develop a unique niche in the cycling tourism market through formalising the existing trail for Fat Biking in Wyperfeld National Park as identified as a priority in the Grampians RDV Region Cycling and Trails Infrastructure Business and Master Plan.. This would be supported by visitor infrastructure and promotion/packaging,	<ul style="list-style-type: none"> Identify and promote fat bike cycling loops within Wyperfeld National Park Identify and seek funding for infrastructure required to support trail development Develop promotional material for Wyperfeld fat biking 	2019-2021
Grampians RDV Region Cycling and Trails Infrastructure Business and Masterplan Implementation	All	All	2		WWSC; HSC; BSC; YSC; RDV; GT; Parks Victoria	Support the implementation of the Grampians RDV Region Cycling and Trails Infrastructure Business and Masterplan to support the increased development of the region's cycling offer, including Tier 2 and Tier 3 projects identified for the Wimmera Mallee sub-region.	<ul style="list-style-type: none"> Utilise current actions in the Grampians RDV Cycling Masterplan 	2019-2025

11. THEME 3: TOURING

11.1. OVERVIEW

The Wimmera Mallee is an expansive region, with a diverse range of assets that have historically lacked market presence and promotion. The region is also a key thoroughfare for those travelling from Melbourne to Adelaide.

There is significant opportunity to bolster the presence of the region through creating connections to existing touring routes and attractions of scale in close proximity to the region (such as the Grampians). There is also opportunity to better attract visitors to the region through creating itineraries of well-planned and easy to navigate multi-day experiences.



Source: Wimmera Mallee Tourism, 2009

KEY PROJECTS SUMMARY

TIER 1 REGIONAL IMPACT PROJECTS

- Wimmera Mallee Touring Route– GSTR and MRR Link

TIER 2 SUB-REGIONAL IMPACT PROJECTS

- Melbourne to Adelaide Inland Touring Route Development
- Wimmera Mallee Touring Project
- Melbourne to Mildura Route

11.2. TIER 1 AND 2 TOURING PROJECTS

PROJECT TITLE	LOCATION		TIER	PROJECT LEAD	PROJECT PARTNERS	DESCRIPTION	ACTIONS	TIMEFRAME
	LGA	AREA						
Wimmera Mallee Touring Route– GSTR and MRR Link	Cross Regional	Cross Regional	1	WMT	GT; Visit Victoria; RDV	<p>Creation, marketing and promotion of a touring route 'link' between the existing Great Southern Touring Route and Murray River Road. This route would begin/end in Stawell (GSTR) and Swan Hill (Murray River Road) and potentially incorporate the existing Silo Art installations in Rupanyup, Sheep Hills, Brim, Rosebery, and Lascelles, as well as Lake Tyrrell.</p> <p>The project requires a business plan that considers ways to strategically link to existing touring in Victoria and how to build partnerships with tourism operators.</p>	<ul style="list-style-type: none"> • Seek potential project partners; • Undertake discussions with tour operators; • Prepare a business and marketing plan. 	2022-2023
Melbourne to Adelaide Inland Touring Route Development	Cross Regional	Cross Regional	2	WMT	Visit Victoria; RDV	<p>The Western Highway is one of the busiest interstate highways in Australia and traverses a large part of the Wimmera Mallee region.</p> <p>There is opportunity to slow drivers down on their travels and experience the Wimmera Mallee Region on their way through. Encouraging stopovers on the way through is one way to increase visitation from a market which is already present in the region.</p> <p>Wimmera Mallee Tourism should continue the Melbourne to Adelaide touring route development, similar to the program for Sydney Melbourne Touring. Existing and proposed entry points include Walpeup and Ouyen (off the Mallee Highway); Nhill, and/or Rupanyup (via the Western Highway).</p> <p>Touring route development would include development of multi-day itineraries and detours aligned to existing and emerging product strengths such as the Silo Art Trail and Food/ Agritourism.</p>	<ul style="list-style-type: none"> • Seek potential product partners; • Establish a project control group; • Undertake a business plan to better leverage from Adelaide to Melbourne touring; • Implement marketing, product, visitor services and infrastructure initiatives. 	2022-2023
Wimmera Mallee Touring Project	All	All	2	WMT	Private Sector; PV	<p>The Wimmera Mallee is a large area suited to touring, with well-developed highway routes and dispersed villages. The Silo Art project is an example of a successful touring project within the region that has attracted national and international attention.</p>	<ul style="list-style-type: none"> • Undertake a touring plan for the Wimmera Mallee region which considers ways to attract and disperse touring visitors in the region. This 	2019-2021

						<p>Engagement with tour companies to explore a range of touring options throughout the Wimmera Mallee should be considered.</p> <p>WMT should consider engagement with existing touring companies based in and around the region to develop and implement new tour itineraries for the Wimmera Mallee region (and surrounds), including trail development for day trips to supplement the Silo Art and Lake Tyrrell Experiences and organised 4WD/Adventure trips.</p>	<p>should consider consultation with current tour and potential tour operators and identifying routes that can be supported.</p> <ul style="list-style-type: none"> Promote touring itineraries in conjunction with private sector tour operators. 	
Melbourne to Mildura Route	BSC	BSC	2	WMT	BSC	Development of a touring route from Melbourne to Mildura.	<ul style="list-style-type: none"> Seek potential project partners Undertake discussions with tour operators Develop a touring itinerary Develop a marketing plan 	2024-2025

12. THEME 4: INDIGENOUS

12.1. OVERVIEW

The Wimmera Mallee has extensive indigenous cultural history intrinsically linked to the region's remarkable natural assets such as Lake Tyrrell, however investment and interpretation has been limited. There is opportunity for the region, along with the Grampians, to really own Indigenous tourism in Victoria, through development of signature attractions and experiences either focused on or incorporating Indigenous experiences, supported by capacity building across the Indigenous sector.

Indigenous capacity building should be a priority in order to implement sensitive projects and initiatives which showcase these assets while benefitting the Traditional Owners and Indigenous community.



Source: ABC, 2017

KEY PROJECTS SUMMARY

TIER 1 REGIONAL IMPACT PROJECTS

- Harrow: Keeper of Indigenous Cricket
 - Harrow Discovery Centre Expansion
 - Glenelg River Front Development
 - Signature Indigenous Cricket Event
 - Aboriginal Cricket Trail Project
- WSM Indigenous Capacity Building Program

TIER 2 SUB-REGIONAL IMPACT PROJECTS

- WSM Indigenous Capacity Building Program
- Aboriginal Cultural Heritage Centre/Keeping Place
- Wimmera and Grampians Indigenous Tourism Study Implementation

12.2. TIER 1 AND 2 INDIGENOUS PROJECTS

PROJECT TITLE	LOCATION		TIER	PROJECT LEAD	PROJECT PARTNERS	DESCRIPTION	ACTIONS	TIMEFRAME
	LGA	AREA						
Harrow: Keeper Of Indigenous Cricket	WWSC	Harrow	1	WWSC; BGLC	RDV; Visit Victoria; Traditional Owners	<p>The township of Harrow in West Wimmera is Australia's oldest inland settlement and the burial place of Johnny 'Unaarrimin' Mullagh, described as the star of Australia's First XI Aboriginal cricket team. This significant indigenous history presents the opportunity to create a strong position for the township, through clustering signature indigenous products and experiences that connect and leverage from the towns cricket history. It also creates a strong synergy with Victoria's strong sporting and events history, as well as with key growing international markets such as India.</p> <p>Sub projects within this priority include:</p> <ul style="list-style-type: none"> • Harrow Discovery Centre and Johnny Mullagh Interpretive Centre Expansion; • Glenelg Riverfront Activation; • Signature Cricket Event; and • Aboriginal Cricket Trail Project. 	<ul style="list-style-type: none"> • Delivery of the sub-projects 	2019-2023
Harrow Discovery Centre and Johnny Mullagh Interpretive Centre Expansion	WWSC	Harrow	1	WWSC; BGLC	RDV; Visit Victoria; Traditional Owners	<p>Support further development, expansion and interpretation of the Harrow Discovery Centre and Johnny Mullagh Interpretive Centre, including improvements to the Harrow By Night – Sound and Light Show and exploration of additional experiential interpretation options.</p>	<ul style="list-style-type: none"> • Seek funding to develop a concept plan and business case for the Harrow Discovery Centre and Johnny Mullagh Interpretive Centre. 	2019-2021
Glenelg Riverfront Redevelopment	WWSC	Harrow	1	WWSC; BGLC	RDV; Visit Victoria; Traditional Owners	<p>Investigate redevelopment of the Glenelg River foreshore at Harrow encompassing the Johnny Mullagh Memorial Park and connecting to the Harrow Discovery Centre and Johnny Mullagh Interpretive Centre. This should include investigating improvements to current indigenous interpretation and signage, and potential development of a sculptural trail interpretation of the indigenous history.</p>	<ul style="list-style-type: none"> • Establish a project control group of Council, community and land managers; • Seek funding for a riverfront masterplan to guide redevelopment; 	2022-2023

							<ul style="list-style-type: none"> • Implement masterplan. 	
Aboriginal Cricket Trail Project	WWSC	Harrow	1	WWSC; BGLC	RDV; Visit Victoria; Traditional Owners	The Aboriginal Cricket Trail initiative is currently being developed by West Wimmera Shire and has the potential to connect other key cricket based experiences across the Harrow township.	<ul style="list-style-type: none"> • Seek funding to implement the trail 	2019-2021
Signature Cricket Event	WWSC	Harrow	1	WWSC; BGLC	RDV; Visit Victoria; Traditional Owners	In conjunction with BGLC and Traditional Owners, develop an annual signature indigenous cricket event in Harrow to commemorate the first Australian cricket team history, and/or expand and reposition the existing Johnny Mullagh Cup as an event of scale that has a larger market appeal.	<ul style="list-style-type: none"> • Seek event sponsors • Undertake consultation with Cricket Victoria 	2022-2023
WSM Indigenous Capacity Building Program	Cross Regional	Cross Regional	1	WMT; GT; WDA Indigenous Tourism Group	Traditional Owner groups; RDV; ; BGLC; WDA; RDV	Work with Traditional Owner groups and Indigenous communities across the region to develop a capacity building program to improve relationships between Traditional Owners, explore the significant opportunity for indigenous tourism and identify the mechanisms and support required to action identified indigenous projects across the region.	<ul style="list-style-type: none"> • Continue the existing Wimmera Mallee Indigenous Tourism Project control group • Identify indigenous tourism issues that need to be addressed, drawing on work through the existing Wimmera Mallee Indigenous Tourism Study • Identify and develop suitable capacity building programs in consultation with the appropriate TO groups, Indigenous leaders and Indigenous run enterprises • Seek funding for delivery of programs 	2019-2021
Aboriginal Cultural Heritage Centre/Keeping Place	HSC	Dimboola area	2	HSC	BGLC	Explore opportunities to develop an Aboriginal Cultural Heritage Centre/Keeping Place with BGLC. This could potentially be located in Dimboola.	<ul style="list-style-type: none"> • Consult with BGLC to determine the concept for a Keeping Place. 	2023-2024
Wimmera and Grampians Indigenous	Various	Various	3	WMT	Traditional Owners; RDV; GT; PV	Support the implementation of the Wimmera and Grampians Indigenous Tourism Feasibility Study to support the increased	<ul style="list-style-type: none"> • Implement actions identified in the Wimmera and 	2019-2025

Tourism Feasibility Study Implementation						development of the region's Indigenous tourism offer, including other business concepts identified for the Wimmera Mallee Region.	Grampians Tourism Feasibility Study	Indigenous	
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13. THEME 4: FOOD & AGRITOURISM

13.1. OVERVIEW

The Wimmera Mallee region has a strong agricultural industry and history, particularly across cropping and grain production. This presents opportunity to create bespoke agritourism experiences that have the capacity to attract visitation and that showcase the regions history and food production strengths.

Development of contemporary food and beverage products and experiences is also required to support current and future visitation across the region.



Source: Wimmera Mallee Tourism, 2012

KEY PROJECTS SUMMARY

TIER 1 REGIONAL IMPACT PROJECTS

- WSM Paddock to Plate Program

TIER 2 SUB-REGIONAL IMPACT PROJECTS

- Rainbow Brewery Destination development
- Food and Beverage Heritage Building Activation
- Grain-based Destination Food/Beverage Enterprise
- Wimmera Grain Store Development
- Promoting the Grain Story
- Pub Dining Development

13.2. TIER 1 AND 2 FOOD & AGRITOURISM PROJECTS

PROJECT TITLE	LOCATION		TIER	PROJECT LEAD	PROJECT PARTNERS	DESCRIPTION	ACTIONS	TIMEFRAME
	LGA	AREA						
WSM Paddock to Plate Program	Cross Regional	Cross Regional	1	WDA/RDV	ARCC; HRCC; NGSC; SGSC; WWSC; HSC; BSC; YSC; Private Sector	<p>There is need to undertake a cross regional Paddock to Plate program so that the Wimmera Southern Mallee can be developed as a renowned agri and culinary tourism destination.</p> <p>The aim of the program will be to improve the quality, authenticity and availability of locally produced food and beverage experiences in the Wimmera Southern Mallee. The program is aimed at businesses throughout the entire supply chain and includes producers, transport operators, wholesalers and distributors connecting to the food service and independent retail businesses.</p> <p>Program could include the following:</p> <ul style="list-style-type: none"> • Paddock to plate strategy; • Regional supply chain program – this will identify ways to connect the region’s food producers and value adders with consumer-facing businesses in the retail, food service, tourism and hospitality sectors. • Food experience masterclass – for food businesses to learn from the experts - on managing a seasonally based menu, telling the story of provenance and overcoming the difficulties associated with sourcing local produce for commercial businesses. 	<ul style="list-style-type: none"> • Establish a project control group • Seek program funding • Undertake the Farm to Plate Strategy • Undertaken pilot programs 	2019-2021
Rainbow Brewery Destination development	HSC	Rainbow	2	HSC	RDV; Visit Victoria	Support current and further development and activation of Rainbow Brewery including exploring the potential for development of an accompanying gastropub dining experience and micro events, including those which could leverage from the Brewery’s name and LGBTQI connection.	<ul style="list-style-type: none"> • Continue to work with proponent and seek grant funding opportunities 	2019-2021
Grain-based Destination Food/Beverage Enterprise	WWSC	Kaniva/ Goroke	2	WWSC	RDV, Private Sector; Visit Victoria	Explore the potential to develop a food and/or beverage enterprise that heroes local grain product in Kaniva or Goroke such as an artisan bakery or brewery.	<ul style="list-style-type: none"> • Include the opportunity in a region wide investment prospectus 	2022-2023

Wimmera Grain Store Development	YSC	Rupanyup	2	YSC	RDV; Private Sector; Visit Victoria	Explore the opportunity to expand the Wimmera Grain Store in Rupanyup to incorporate an experiential agritourism offer which could include a paddock to plate style café/tour experience.	<ul style="list-style-type: none"> • Include the opportunity in a region wide investment prospectus 	2022-2023
Food and Beverage Heritage Building Activation	All	All	2	WDA	Visit Victoria; WWSC; HSC; BSC; YSC	Identification and incentivised activation of existing vacant or underutilised heritage buildings and assets across the region with food and beverage operators.	<ul style="list-style-type: none"> • Include the opportunity in a region wide investment prospectus 	2019-2021
Promoting the Grain Story	YSC	Various	2	YSC	Private Sector; Visit Victoria	<p>Explore opportunity to promote the 'grain story' narrative in Yarriambiack as the 'home of the pulse', encouraging local produce use and promotion in townships cafes/pubs, this could include:</p> <ul style="list-style-type: none"> • Expansion of Rupanyup Living to include a café focused on local produce/grain; • Development of farm gate, retail and touring experiences 	<ul style="list-style-type: none"> • Council to work with local community and businesses to develop a marketing and business plan 	2019-2021
Pub Dining Development	BSC	Sea Lake	2	BSC	Private Sector	Encourage establishment of a pub style food operator in Sea Lake.	<ul style="list-style-type: none"> • Include the opportunity in a region wide investment prospectus 	2019-2021

14. THEME 5: INFRASTRUCTURE & ACCOMMODATION

14.1. OVERVIEW

The development of the Silo Art Trail and emergence of Lake Tyrrell as an instagrammable experience has created two internationally renowned assets for the Wimmera Mallee region; however, there is a lack of supporting infrastructure and accommodation across the region to support visitors to these assets, and encourage future growth in visitation.



Source: Travel Victoria, 2019

KEY PROJECTS SUMMARY

TIER 1 REGIONAL IMPACT PROJECTS

- WSM Accommodation Gap Analysis and Opportunities Study and Accommodation Investment Procurement

TIER 2 SUB-REGIONAL IMPACT PROJECTS

- Wimmera Mallee Town and Village Streetscape Renewal Project
- Caravan and Camping Parks Audit, Strategic Plan and Investment Strategy
- Wayfinding & Signage Strategy
- Rupanyup Township Rehabilitation Project
- Digital Infrastructure & Wifi Connectivity

TIER 3 LOCAL IMPACT PROJECTS

- Hindmarsh Townships Revitalisation
- Streetscape Revitalisation and Beautification (West Wimmera)
- Buloke Township Masterplan Implementation
- Lake Experiential Accommodation (West Wimmera)
- Free Camping Audit

14.2. TIER 1 AND 2 INFRASTRUCTURE & ACCOMMODATION PROJECTS

PROJECT TITLE	LOCATION		TIER	PROJECT LEAD	PROJECT PARTNERS	DESCRIPTION	ACTIONS	TIMEFRAME
	LGA	AREA						
WSM Accommodation Gap Analysis and Opportunities Study and Accommodation Investment Procurement	Cross Regional	Cross Regional	1	RDV	ARCC; HRCC; NGSC; SGSC; WWSC; HSC; BSC; YSC; Private Sector	<p>The Wimmera Southern Mallee Region has limited large scale accommodation and contemporary experiential accommodation. This limits the capacity of the region to grow overnight visitors.</p> <p>There is a need for a detailed audit and market assessment of current accommodation across the region including occupancy rates, future forecasting, and identification of potential investment sites, focusing on contemporary experiential and mid/high end development.</p>	<ul style="list-style-type: none"> Seek funding to support the study Appoint a suitable entity to undertake the following: <ul style="list-style-type: none"> Accommodation audit Market assessment Investment procurement approach Development of an accommodation prospectus for potential private investors 	2019-2021
Wimmera Mallee Town and Village Streetscape Renewal Project	All	All	2	WMT	BSC; HSC; WWSC; YSC; TfV	<p>The Wimmera Mallee Region is made up of many heritage towns and villages that support local communities and also provide amenity and services for visitors. Local Governments in the region are generally low on resources and there is limited ability for Local Government to fund quality streetscape plans and also fund infrastructure.</p>	<ul style="list-style-type: none"> Establish a project control group consisting of the four Councils, RDV and WDA. Seek funding partners for the project – should include some Local and State Government funding. Identify priority tourism villages in each Council area to be included in the study. Appoint a qualified planning, economic and landscape consultant team to deliver the renewal project Allow for implementation funding. 	2019-2021

Caravan and Camping Parks Audit, Strategic Plan and Investment Strategy	All	All	2	WMT	WDA; BSC; HSC; WWSC; YSC; PV	<p>Caravan parks and commercial camping grounds provide one of the key visitor assets in the Wimmera Mallee Region and are critical to attracting visitors and supporting stopovers in the region.</p> <p>A study of the condition of existing caravan parks and camping grounds within the Wimmera Mallee and their ability to meet contemporary accommodation and infrastructure standards is required.</p> <p>A caravan park and camping investment strategy across the region will identify investment needed in current parks/grounds and potential locations for new parks/grounds to support growth in nature based and arts and cultural tourism.</p> <p>The delivery of improved caravan parks that have high amenity will support growth in visitation to the region.</p>	<ul style="list-style-type: none"> Wimmera Mallee Tourism to undertake an assessment of all caravan and camping parks in the region, including identification of gaps and opportunities Promote investment in the projects identified 	2022-2023
Wayfinding & Signage Strategy	Cross Regional	Cross Regional	2	RDV	RRV; PV; ARCC; HRCC; NGSC; SGSC; WWSC; HSC; BSC; YSC;	<p>Development of a tourism wayfinding and signage strategy for the whole WSM region that will assist in creating a unified approach whilst clearly differentiating the Grampians and Wimmera Mallee regions. This project will take a holistic view of tourism wayfinding, exploring digital techniques such as websites and applications as well as physical signage.</p>	<ul style="list-style-type: none"> Seek funding for delivery of a wayfinding and signage strategy Undertake an audit of signage across the region Prepare a plan which prioritises signage and digital wayfinding implementation 	2022-2023
Rupanyup Township Rehabilitation Project	YSC	Rupanyup	2	YSC	RDV; TFV	<p>Rebuilding and enhancing Rupanyup township post-fires including investment in a café/bakery for the township.</p>	<ul style="list-style-type: none"> Include the opportunity in a region wide investment prospectus Seek funding for an Urban Design Framework 	2019-2021
Digital Infrastructure & Wifi Connectivity	All	All	2	RDV		<p>Improved digital infrastructure across the entire region including mobile phone coverage and elimination of known blackspots, and improved wifi connection provision in main townships across the region.</p>	<ul style="list-style-type: none"> Undertake mapping of blackspots Lobby Government/telcos 	2019-2021

15. THEME 6: STRATEGIC POSITIONING, INDUSTRY DEVELOPMENT & GOVERNANCE

15.1. OVERVIEW

This section steps out initiatives for delivery and focus for tourism services across the Wimmera Mallee region. This includes consideration of:

- Visitor service delivery;
- Destination marketing and branding;
- Event attraction;
- Product development and investment; and
- Industry development.



Source: Gateway Beet, 2011

KEY PROJECTS SUMMARY

TIER 1 REGIONAL IMPACT PROJECTS

- WSM Accommodation Gap Analysis and Opportunities Study and Accommodation Investment Procurement
- Governance Model Implementation
- Wimmera Mallee Tourism Investment Attraction Plan
- Sub-regional Branding and Marketing Project
- Tourism Business Upskilling Program

TIER 2 SUB-REGIONAL IMPACT PROJECTS

- Visitor Services Review
- Marketing and Brand Strategy
- Regional Events Strategy
- Resident and Business Attraction Program

15.2. TIER 1 AND 2 STRATEGIC POSITIONING, INDUSTRY DEVELOPMENT & GOVERNANCE PROJECTS

PROJECT TITLE	LOCATION		TIER	PROJECT LEAD	PROJECT PARTNERS	DESCRIPTION	ACTIONS	TIMEFRAME
	LGA	AREA						
Governance Model Implementation	All	All	1	WMT	Visit Victoria; RDV; PV; WWSC; HSC; BSC; YSC;	<p>Implementation of the preferred governance model (Option 1A) as detailed in the WSM Tourism Collaboration Plan and confirmed with WMT. This includes the establishment of an agreed three-way Memorandum of Understanding to assist make Visit Victoria funding applications (Regional Events Fund and Regional Events & Innovations Fund) easier for WMT.</p> <p>Implementation will include the formation of a Project Steering Group, and the appointment of a tourism officer who will support delivery of the Wimmera Mallee DMP, particularly the Tier 1 Regional Impact Projects.</p>	<ul style="list-style-type: none"> Appointment of a tourism officer to support delivery of the Wimmera Mallee DMP, particularly the Tier 1 Regional Impact Projects 	2019-2021
Wimmera Mallee Tourism Investment Attraction Plan	All	All	1	WMT/ WDA	RDV; WWSC; HSC; BSC; YSC; Visit Victoria	<p>There are many private sector investment opportunities identified in this plan. However Councils have limited resources to promote investment opportunities identified in their areas. A coordinated approach to investment attraction across the region will allow for pooling of resources and development of a targeted strategy, business case for investment and digital media to market opportunities.</p>	<ul style="list-style-type: none"> Establish a steering committee Collate all private sector investment opportunities; Develop material for inclusion in the prospectus; Appoint a consultant to develop an online platform shared by all partners Develop the investment attraction prospectus and subsequent marketing material 	2019-2021
Sub-regional Branding and Marketing Project	Cross Regional	Cross Regional	1	WMT	WWSC; HSC; BSC; YSC; GT; Visit Victoria	<p>Development of a collaborative and unified branding and marketing approach for the Wimmera Mallee, including implementing digital cross promotion initiatives with Grampians Tourism. This should promote opportunities to cross promote and share digital collateral and printed collateral which can be located at various areas across the wider region and linked into surrounding regional projects of scale such as the Murray River Road concept and Great South</p>	<ul style="list-style-type: none"> Seek funding for a marketing strategy to support Wimmera Mallee 	2022-2023

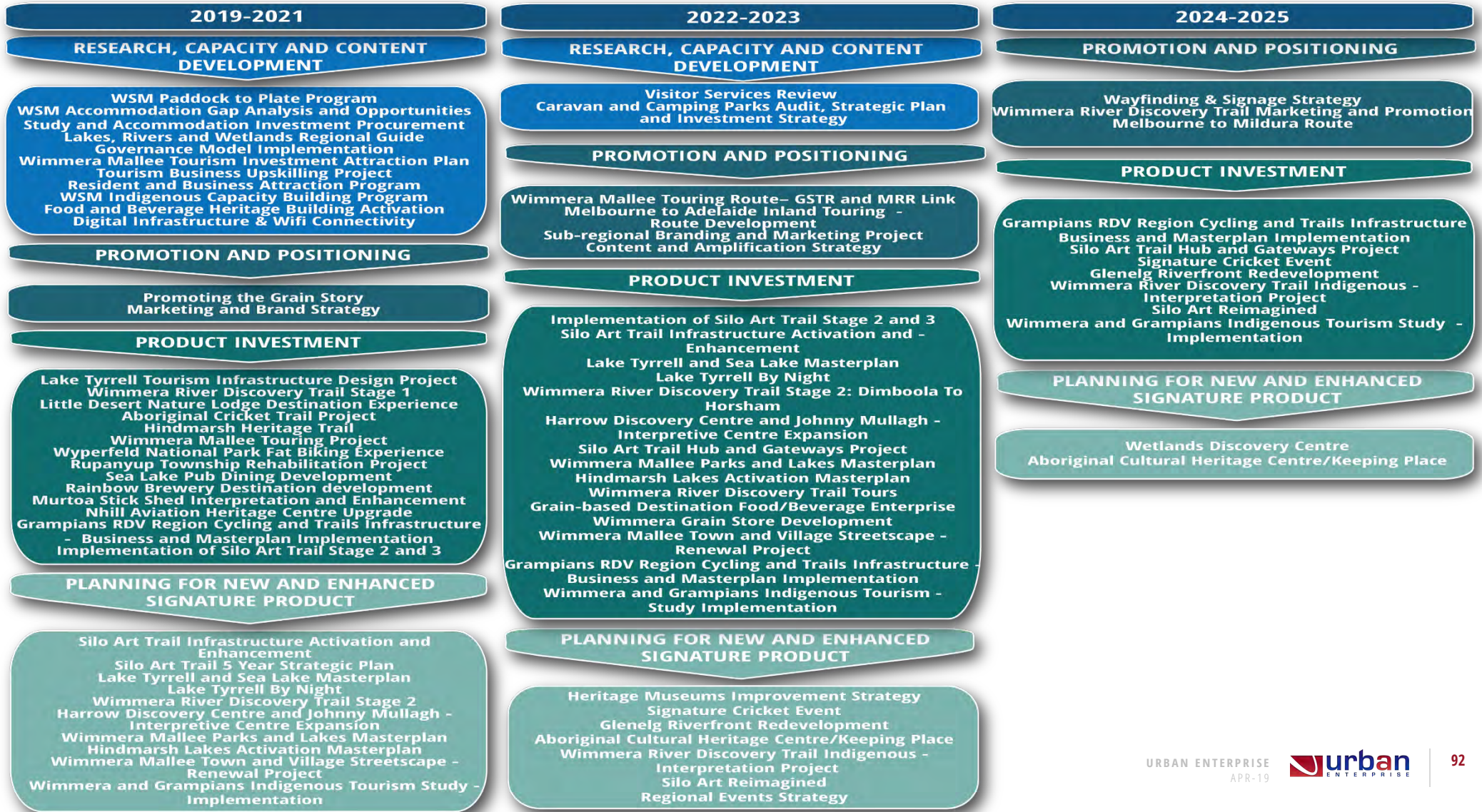
						Coast Touring Route. This project will be informed by the Marketing and Brand Strategy.		
Tourism Business Upskilling Project	All	All	1	WMT	WWSC; HSC; BSC; YSC; WDA; RDV; Visit Victoria	<p>Creation of capacity building programs to assist potential operators with getting into the industry and assisting current businesses navigate technological and trend based changes to respond to changing visitor preferences.</p> <p>This project will assist with achieving the industry growth required to support implementation of Tier 1 Regional Impact projects and could be done in conjunction with the Wimmera Mallee Tourism Investment Attraction Plan.</p>	<ul style="list-style-type: none"> Seek funding to implement potential operator/current operator capacity building programs. 	2019-2021
Visitor Services Review	All	All	2	WMT	WWSC; HSC; BSC; YSC; Visit Victoria	<p>Conduct a Visitor Services Review for the Wimmera Mallee, with the objective to increase visitor information availability and quality across the region including exploring alternate visitor servicing methods such as touchscreens and business/local ambassador programs, and improvement of existing visitor information services providers (such as Kaniva Windmill Café/VIC; Beulah Business Centre; and Gateway BEET).</p>	<ul style="list-style-type: none"> Establish a visitor services project control group Appoint an entity to prepare a detailed visitor services review for the Wimmera Mallee 	2022-2023
Marketing and Brand Strategy	All	All	2	WMT	WWSC; HSC; BSC; YSC; Visit Victoria	<p>A marketing and brand strategy should be developed for Wimmera Mallee Tourism by an experienced consultant.</p>	<ul style="list-style-type: none"> Further definition of target markets Branding strategy Marketing and digital/social media strategy Action plan 	2019-2021
Regional Events Strategy	All	All	2	WMT	RDV; WWSC; HSC; BSC; YSC; Visit Victoria	<p>Development of an Events Strategy to plan, co-ordinate and promote regional and local events across the entire Wimmera Mallee sub-region. Strategy development requires funding and delivery with ongoing investment in strategic events also required.</p>	<ul style="list-style-type: none"> Complete an audit of all events in the region Establish a procurement plan and strategic event matrix to encourage events that will grow yield and align to product strengths 	2022-2023

Resident and Business Attraction Program	Cross Regional	Cross Regional	2	RDV	WDA; WMT; GT; Visit Victoria	Development of resident attraction programs for both the Grampians and Wimmera Mallee aimed at attracting residents for key skills-gaps and business investment gaps.	<ul style="list-style-type: none"> • Establish a steering committee for the project • Develop a plan for resident attraction • Seek to attract businesses to the region. 	2019-2021
Content and Amplification Strategy	All	All	2	Visit Victoria	WMT; WDA; WWSC; HSC; BSC; YSC	<p>Development of an overarching content and amplification strategy to promote and package Wimmera Mallee locations, attractions, experiences and events and ensure consistent tone, style and content.</p> <p>This could include development of itineraries and 'top' experiences, based around theme/time/audience and could be used across ATDW/Visit Victoria communications; content networks, and digital channels and platforms.</p>	<ul style="list-style-type: none"> • Appoint a consultant to develop the Strategy 	2022-2023

15.3. DELIVERY

Figure 19 provides an outline of the required approach for delivery of Tier 1 and 2 projects within the Wimmera Mallee Destination Management Plan. It highlights the proposed timeframes for staging of key projects across research, planning and delivery phases.

FIGURE 19 DELIVERY STRATEGY



APPENDIX A LOCAL IMPACT PROJECTS

During research and consultation for the Wimmera Southern Mallee Collaboration Plan, and Wimmera Mallee Destination Management Plans, a range of local impact project opportunities and concepts were also identified. These projects provide important facility and infrastructure upgrades at a local government level that combined will raise the profile and capability of the visitor economy across the wider region, supporting the development of larger scale Tier 1 and 2 initiatives as identified within this plan.

PROJECT TITLE	LOCATION		TIER	STAKEHOLDERS	DESCRIPTION	ACTIONS
	LGA	AREA				
ARTS, CULTURE & HERITAGE						
Kaniva Cultural and Tourism Precinct	WWSC	Kaniva	3	WWSC	Completion of the Kaniva Cultural and Tourism Precinct based around the wetlands, fauna park and children's play space on the highway including signage and connection of it to the township.	<ul style="list-style-type: none"> Seek funding for precinct implementation
Overlander Museum Activation	WWSC	Kaniva	3	WWSC	Promotion and activation of Overlander Museum currently under development.	<ul style="list-style-type: none"> Promotion and activation of Overlander Museum currently under development
Serviceton Historical Precinct	WWSC	Serviceton	3	WWSC	Enhancement and activation of the Serviceton Historical Precinct Story including expansion of the disputed territory history, potential tours and/or event.	<ul style="list-style-type: none"> Seek project funding partners to support implementation
Streetscape Beautification Project	YSC	Warracknabeal; Hopetoun; Murtoa; Rupanyup; Patchewollock	3	YSC	Art based streetscape beautification project based around street brightening, mural activations and sculptures across Yarriambiack's key townships.	<ul style="list-style-type: none"> Develop a streetscape plan Consider in wider Wimmera Mallee Streetscape renewal project
Streetscape Identity Project	WWSC	Edenhope	3	WWSC	Art based township identity project based around bird symbology - sculptural/murals.	<ul style="list-style-type: none"> Consider in wider Wimmera Mallee Streetscape renewal project
Warracknabeal Courthouse Transformation	YSC	Warracknabeal	3	YSC	Transform the old Warracknabeal Courthouse into a community arts space/artist in residence to capitalise on the restoration work completed and activate the building, including commissioning and installing a commemorative Nick Cave Statue in the Courthouse precinct. There is also opportunity to link this project with the Horsham Artist in Residents project along the Wimmera River.	<ul style="list-style-type: none"> Develop a business plan for the courthouse as an arts space
Wimmera Mallee Pioneer Museum Upgrade	HSC	Jeparit	3	HSC	Upgrades to Wimmera Mallee Pioneer Museum in line with recommendations from the Masterplan and Interpretation Plan finalised in 2016 (awaiting funding estimated \$125k).	<ul style="list-style-type: none"> Continue to seek funding for the project

Woomelang Railway Station Upgrade	YSC	Woomelang	3	YSC; VicTrack	Upgrade of the railway station for use as a community space and a maker's gallery.	<ul style="list-style-type: none"> Develop a business plan for the railway station
Yurunga Homestead Investment	HSC	Rainbow	3	HSC	Investment in Yurunga Homestead interpretation, visitor experience and supporting infrastructure.	<ul style="list-style-type: none"> Include in a region wide accommodation investment study
Develop the Auchmore Museum Visitation Experience	BSC	Nullawil	3	BSC	Continue adding to the museum and develop its potential as a bus tour stop for guided tours and the provision of a lunch or evening meal.	<ul style="list-style-type: none"> Develop a business and marketing plan
Art Deco Cinema Experience	BSC	Charlton	3	BSC	Support development of the Rex Art Deco Cinema in Charlton.	<ul style="list-style-type: none"> Develop a business and marketing plan
Sea Lake Art Activation	BSC	Sea Lake	3	BSC; Private Sector	Art interpretation for Sea Lake township and surrounds including painting of a Silo and highway fence/outdoor building walls.	<ul style="list-style-type: none"> Include in Lake Tyrrell Masterplan
Masonic Hall Heritage Project	YSC	Rupanyup	3	YSC	Rejuvenation project at the masonic hall to celebrate Rupanyup's history in a creative and engaging way.	<ul style="list-style-type: none"> Seek funding for the project
Cronomby Tanks Lighting Installation	YSC	Woomelang	3	YSC	Creative lighting installation at Cronomby Tanks/ wetlands/caravan park.	<ul style="list-style-type: none"> Seek funding for the project
Esoteric Festival Site Development	BSC	Donald	3	Esoteric Festival; BSC	Support upgrade of the Esoteric Festival site to a permanent music performance venue, available for use by other regional performances.	<ul style="list-style-type: none"> Develop an infrastructure masterplan Seek funding for implementation
Town Heritage Walks	HSC	Nhill, Jeparit, Dimboola, Rainbow	3	HSC, Town Committees, Historical Societies	Development, and activation of current works, of town heritage walks. To compliment and leverage off the Hindmarsh Heritage Drive	
Patchewollock Railway Station	YSC	Patchewollock	3	VicTrack, Patchewollock Progress Association, YSC	Upgrades required on internal buildings. Development for community space and exhibitions.	<ul style="list-style-type: none"> Work with VicTrack to seek funding to implement existing plans.
Woomelang Shearing Shed Photography Experience	YSC	Woomelang	3	Woomelang & District Development Association, YSC	Upgrades required on the historic building to ensure OH&S.	<ul style="list-style-type: none"> Upgrade building, Promotion of the facility, Information signage
Rupanyup Chainsaw Sculptures	YSC	Rupanyup	3	Rupanyup Consultative Committee, VicRoads	Sculptures to be installed in Rupanyup's main street.	<ul style="list-style-type: none"> Seek funding

Sheep Hills Hall – Remembering Romance Project	YSC	Sheep Hills	3	Sheep Hills Hall CoM, YSC	Install a mural on the stage surrounds at the Sheep Hills Hall.	<ul style="list-style-type: none"> • Planning completed, Seeking funding
Brim's On The Green	YSC	Brim	3	Brim Bowling Club, Brim Action Group, YSC	Install a synthetic green at the Brim Bowling Club to encourage all year use. Create a venue for visitors to play.	<ul style="list-style-type: none"> • Planning completed, Seeking funding
Minyip A Town With Art	YSC	Minyip	3	Minyip Progress Association, Minyip Arts Group	Install additional artworks created by local artists.	<ul style="list-style-type: none"> • Planning required
NATURE BASED & WATER						
Glenelg River Enhancement	WWSC	Various	3	CMA; PV	Glenelg Hopkins CMA survey of Glenelg River to identify potential recreational enhancements and activation projects including: walking tracks, signage, broad walks, bird watching etc.	<ul style="list-style-type: none"> • Develop an improvement and facilities plan for Glenelg River
Goroke Little Desert Gateway Development	WWSC	Goroke	3	WWSC; PV	Develop Goroke as the southern gateway to Little Desert National Park with a focus on family visitors through supporting development of, and promoting, the Little Desert Nature Playspace.	<ul style="list-style-type: none"> • Investment and gateway plan • Include in streetscape project
Ross Lakes Wetlands & Interpretation	HSC	Ross Lakes	3	HSC	Finalise and implement findings of the study of environmental water supply to Ross Lakes, south of Lake Albacutya to re-establish wetland ecosystem, including Indigenous interpretation of the lakes.	<ul style="list-style-type: none"> • Seek funding
Tyrrell Creek Interpretative Signage	BSC	Tyrrell Creek	3	BSC	Completion and implementation of the CMA Mallee interpretive signage project and initiatives.	
Waterway Infrastructure, Signage and Interpretation Upgrades	All	All	3	WWSC; HSC; BSC; YSC; Traditional Owners; PV	Identification of required infrastructure, signage and interpretation improvements for sites across the region including lakes, dams and wetlands as per the corresponding Recreation Management Plan(s) (where they exist). This should include supporting accessible infrastructure installed or upgraded at key sites (including boat ramps, toilets, etc), as well as the provision of interpretation and signage to highlight key lake, dam and wetland features across the region.	<ul style="list-style-type: none"> • Include in Wimmera Mallee Parks Master Plan
West Wimmera Recreational Trails Strategy Implementation	WWSC	Harrow; Edenhope; Kaniva	3	WWSC	Support implementation of the West Wimmera Recreational Trails Strategy including activation of priority projects at Harrow, Edenhope & Kaniva including Glenelg River Walk, upgrade of Lake Wallace walkway, and development of further walking tracks around Kaniva.	<ul style="list-style-type: none"> • Seek funding

Wimmera Mallee 4WD Enduro Series	All	All	3	Event Organiser; Land Managers	Investigate development of a Wimmera Mallee 4WD racing/Enduro event series which leverages from the success of the Rainbow Desert Enduro and Rainbow Risers 240 and potentially incorporates one of these events as a stage of the series.	<ul style="list-style-type: none"> Seek partners to establish the event
Wimmera Region Cycling Granfondo	All	All	3	WMT; WWSC; HSC; BSC; YSC	Development of a Wimmera Region Cycling Granfondo, identified as a priority in the Grampians RDV Region Cycling and Trails Infrastructure Business and Master Plan.	<ul style="list-style-type: none"> Seek partners to establish the event
Wimmera River Heritage Walk	HSC	Various	3	HSC; PV; BGLC	Explore the potential for development of a Wimmera River Heritage Walk (including review of previous concepts/plans) and potential connection to the Wimmera River Discovery Trail.	<ul style="list-style-type: none"> Seek funding for implementation
Yarriambiack Small Towns Cycle Loops Audit	YSC	Various	3	YSC	Conduct an audit of Yarriambiack Small Towns Cycle Loops (Recreational trails), identified as a priority in the Grampians RDV Region Cycling and Trails Infrastructure Business and Master Plan.	<ul style="list-style-type: none"> Conduct an audit of Yarriambiack Small Towns Cycle Loops Implement signage and information to support the loops
Lake Charlegrark Fish Nursery Attraction	WWSC	Lake Charlegrark	3	WWSC; PV as land manager; Private Sector	Investigate the potential to reopen the fish nursery at Lake Charlegrark as a tourism attraction.	<ul style="list-style-type: none"> Include in the regional investment attraction plan
Motorbike & 4WD Tour Development	WWSC	Various	3	West Wimmera Shire; Private Sector	Investigate the establishment of a Motorbike and 4WD tour company operating across West Wimmera Shire.	<ul style="list-style-type: none"> Include in the regional investment attraction plan
Yarriambiack Creek Free Camping	YSC	Beulah	3	YSC	Improvements to Beulah's free camping area on the Yarriambiack Creek/Luna Park.	<ul style="list-style-type: none"> Seek funding for improvements
Lake Corrong Nature Trail Development	YSC	Lake Corrong Hopetoun	3	Lake Lascelles/Corrong Committee of Management, YSC, BGLC	Develop additional signage, seating and stargazing lounges.	<ul style="list-style-type: none"> Develop Action Plan, Costs for Project, Funding required
Yaapeet Environmental Reserve	YSC	Yaapeet Decommissioned Reservoir	3	Yaapeet Community Club, YSC, DEWLP	The Yaapeet area is home to a multitude of bird, animal and insect species. A permanent wetland will provide a habitat for them to live and flourish in.	<ul style="list-style-type: none"> Yaapeet Biological Value of Water Study Completed, Secure water allocation from GMW, Facilities plan required, seek funding
Yarriambiack Creek Trail	YSC	Yarriambiack Creek	3	DELWP, YSC	Investigate the development of a Creek Trail that includes walking and cycling options. Indigenous history and environmental/biological themes.	<ul style="list-style-type: none"> Engage with stakeholders, Undertake a concept plan, seek funding

Barabool Nature Walk	YSC	Murtoa	3	Murtoa Progress Association	Upgrade existing tracks, install signage and seating to develop the precinct.	<ul style="list-style-type: none"> • Planning required
Pink Lake Signage Implementation	HSC	Pink Lake	3	PV; HSC, BGLC	Delivery of signage developed by Parks Victoria in conjunction with BGLC for Pink Lake	<ul style="list-style-type: none"> • Seek funding for signage delivery
INFRASTRUCTURE & ACCOMMODATION						
Free Camping Audit	All	All	3	WWSC; HSC; BSC; YSC	Conduct an audit of existing free camping facilities across the Region and determine any infrastructure and/or capacity development required.	<ul style="list-style-type: none"> • Conduct an audit of existing free camping facilities
Harrow Accommodation Development	WWSC	Harrow	3	Private Sector	Medium scale accommodation at Harrow to cater for bus trips and events.	<ul style="list-style-type: none"> • Include in a region wide accommodation investment study
Hotel/Pub Accommodation Audit	YSC	All	3	Private Sector	Upgrade of existing hotel/pub accommodation quality audit and support for operators requiring upgrade.	<ul style="list-style-type: none"> • Include in a region wide accommodation investment study
Lake Camping Accommodation Development	BSC	Lake Buloke	3	Private Sector; Traditional Owners	Development of camping accommodation and infrastructure at Lake Buloke.	<ul style="list-style-type: none"> • Include in a region wide accommodation investment study
Lake Experiential Accommodation Development	WWSC	Wallace, Ratzcastle; Charlegrark, and Bringlebert Lakes	3	Committees of Management; Traditional Owners	Explore opportunities for additional experiential accommodation opportunities such as glamping with existing Committees of Management at key lake locations in the Shire including Lake Wallace, Lake Charlegrark, and/or Lake Bringlebert.	<ul style="list-style-type: none"> • Include in a region wide accommodation investment study
Albacutya Bridge replacement	HSC	Rainbow	3	HSC; TfV	Replacement of Albacutya Bridge.	<ul style="list-style-type: none"> • Seek funding for implementation
Buloke Township Masterplans	BSC	Various	3	BSC; TfV	Implementation of streetscape beautification works as identified in associated master planning.	<ul style="list-style-type: none"> • Include in Wimmera Mallee Streetscape project
Calder Highway Streetscape Improvements	BSC	Various	3	BSC; TfV	Streetscape Improvements along the Calder Highway.	<ul style="list-style-type: none"> • Include in Wimmera Mallee Streetscape project
Davis Park Upgrade	HSC	Nhill	3	HSC	Upgrade to Davis Park (sport and rec) facilities in Nhill, estimated \$600k.	<ul style="list-style-type: none"> • Seek funding
Dimboola, Nhill, Jeparit, and Rainbow Township revitalisation	HSC	Dimboola, Rainbow, Jeparit, Nhill	3	HSC; TfV	Revitalisation of townships including streetscape beautification and activation.	<ul style="list-style-type: none"> • Include in Wimmera Mallee Streetscape project
Streetscape Revitalisation and Beautification Project	WWSC	Edenhope, Kaniva, Goroke, Serviceton	3	West Wimmera Shire; TfV	Streetscape beautification of the key West Wimmera townships of Edenhope, Kaniva, Goroke, Serviceton.	<ul style="list-style-type: none"> • Include in Wimmera Mallee Streetscape project
Streetscape improvement program	BSC	Various	3	BSC; TfV	Incentivise shop owners to upgrade shop facades.	<ul style="list-style-type: none"> • Include in Wimmera Mallee Streetscape project

Warracknabeal Golf Course Upgrade	YSC	Warracknabeal	3	YSC	Upgrade of Warracknabeal Golf Course.	<ul style="list-style-type: none"> Implement upgrades
Showgrounds Development	YSC	Warracknabeal	3	YSC	Upgrading the Warracknabeal Showgrounds Reserve to accommodate free camping and visitor facilities.	<ul style="list-style-type: none"> Prepare a masterplan for the site Implement infrastructure improvements
Develop Kaniva as an Accessible Township	WWSC	Kaniva	3	WWSC; TfV	Developing and promoting Kaniva as an accessibility friendly stopover destination between Melbourne & Adelaide, including the potential to install all-access play equipment at the wetlands and complete infrastructure work around the Kaniva streetscape to make shop fronts more accessible.	<ul style="list-style-type: none"> Identify infrastructure required to support this initiative Seek funding
Rainbow Caravan Park upgrades	HSC	Rainbow	3	HSC, Rainbow TC	Upgrades and extension of Rainbow Caravan Park	<ul style="list-style-type: none"> Implement infrastructure improvements
Tourism Signage installation	HSC	Various	3	HSC, Town Committees; TfV	Installation of designed and printed Tourism Signage across individual townships	<ul style="list-style-type: none"> Install signage
Jobs on the BEET Project	YSC	Hopetoun	3	YSC, Gateway BEET	Development of the existing facilities at Gateway BEET to provide visitor servicing and opportunities for new business creation	<ul style="list-style-type: none"> Seek funding
STRATEGIC POSITIONING, INDUSTRY DEVELOPMENT & GOVERNANCE						
Buloke Economic Development and Tourism Board	BSC	All	3		Build community capacity to facilitate economic development and tourism including through the establishment of a Buloke Economic Development and Tourism Board.	<ul style="list-style-type: none"> Implement board Staff resourcing

APPENDIX B POLICY KEY ACTIONS AND PROJECTS SUMMARY

Strategy/Plan	Project
Wimmera Southern Mallee Region	
Wimmera and Grampians Indigenous Tourism Feasibility Study	<ul style="list-style-type: none"> • Bunjil's Songlines Tour; a 2-3 day tour visiting a number of sites including the Grampians; • Cultural tours and Ceremonial Experiences including Welcome to Country ceremonies; • Development of a Wotjobaluk Country mobile phone app to provide information, storylines and maps to visitors. • Tour guiding business with the operational hub at Wail Nursery; • Secondary School Camps at Mount Arapiles; • Tours at Little Desert Nature Lodge; and • Guided Lake Tyrrell Boorong Night Sky tours.
Wimmera Southern Mallee Regional Plan 2010-2015	<ul style="list-style-type: none"> • Development of local tourism associations in the Shires of Hindmarsh, Buloke, Yarriambiack and West Wimmera to form the foundations for sustainable tourism growth; • A regionally cooperative approach to tourism marketing across the Wimmera Southern Mallee to leverage the benefits from visitors to the Grampians; • Strengthen alignment between Tourism Victoria's Regional Tourism Marketing Plan and tourism industry development needs in the Wimmera Southern Mallee; • Development of the Grampians Long-Distance Icon Walk to strengthen the Grampians as a destination for nature based tourism; • Infrastructure provision in Halls Gap, Wartook Valley and Natimuk/Mount Arapiles to service existing tourism demand; • Assist tourism businesses in fire-prone areas to re-focus their promotion and business development; and • Foster locally significant community-driven events and festivals that stimulate tourism growth in the region".
Wimmera Southern Mallee Regional Investment Plan, 2018	<ul style="list-style-type: none"> • Western Highway Upgrade; • Mobile Phone Coverage; • Rail Freight Upgrade. <p>Tourism related advocacy projects outlined in the Plan include:</p> <ul style="list-style-type: none"> • Grampians Ring Road (Estimated Cost \$8 million); and • Wimmera River Discovery Trail; • Development of Wimmera Mallee Pioneer Museum and related tourism products (Hindmarsh Shire): <i>the project will increase tourism to the currently underutilised tourism asset. Approximate cost is \$1.6 million. Status: Ready to Go;</i> • Grampians Way (Horsham Shire): <i>Project will result in the Grampians Peaks Trail Mt Zero northern trail head being accessible by a sealed road. Approximate cost is \$0.7 million. Status: Ready to Go;</i> • Halls Gap Development Plan (Northern Grampians): <i>the project will result in increased pedestrian connectivity around Halls Gap and the Grampians National Park and investment opportunities. Approximate cost is \$2.5 million. Project Status: Ready to Go.</i>

	<ul style="list-style-type: none"> • Kaniva Community and Cultural Precinct (West Wimmera Shire): <i>the project will upgrade the Precinct and provide wetland community function areas and walking trails, upgrade the fauna park and a provide a new play space. Approximate cost is \$1.3 million. Project Status: Ready to Go.</i> • Stawell Gift (Northern Grampians): <i>ongoing funding for the event. Approximate cost is \$500 thousand annually for four years. Project Status: Ready to Go;</i> • Warracknabeal Showgrounds Free Camping Development (Yarriambiack Shire): <i>the project will result in an upgrade of the existing facilities. Approximate cost of the project is \$0.2 million. Project Status: Ready to Go.</i> • Albacutya Bridge (Hindmarsh Shire): <i>the project includes the replacement of the existing 100-year bridge and will link Lake Albacutya and Wyperfeld National Park increasing tourism. Approximate cost is \$3.3 million. Status Planning project;</i> • Aboriginal Cultural Heritage Centre, Dimboola (Hindmarsh Shire): <i>the project will develop the centre and celebrate Aboriginal heritage. The centre is also expected to attract new tourism investment and visitors. Approximate cost is \$1.8 million. Status: Planning project;</i> • Development of Recreational/Environmental Water in Rainbow (Hindmarsh Shire): <i>the project will develop a recreational water asset. Approximate cost is \$1 million. Status: Planning project;</i> • Hopetoun Aerodrome Upgrade (Yarriambiack Shire): <i>the project will support tourism opportunities. Approximate cost is \$2 million. Project Status: Planning project;</i> • Warracknabeal Aerodrome Upgrade (Yarriambiack Shire): <i>the project will support tourism opportunities. Approximate cost is \$3 million. Project Status: Planning project;</i> • Great Western Future Plan (Northern Grampians): <i>the project will use branding to improve the economic development (including tourism) of Great Western and ensure job security within the viticulture and culinary industries. Approximate cost is \$50 thousand. Project Status: Advocacy project;</i> • Walking tracks and paths in State Parks (West Wimmera Shire): <i>the project will result in increased coordination with other tourism assets. Approximate cost is \$0.5 million. Project Status: Advocacy project.</i>
<p>Grampians RDV Region Cycling and Trails Infrastructure Business And Master Plan</p>	<p>Priority projects with developed business cases:</p> <ul style="list-style-type: none"> • Ararat Trails Mountain Bike Park (\$2.2 million estimate); • Wimmera River Discovery Trail: <ul style="list-style-type: none"> • Stage 1: Dimboola to Lake Hindmarsh (\$1million estimate); and • Stage 2: Horsham to Dimboola. <p>Other Tier 1 priority projects:</p> <ul style="list-style-type: none"> • Grampians Granfondo Loop – East Loop • Grampians Trail • Halls Gap Mountain Biking – <i>Assessment and Business Case</i> • Wartook to Zumsteins – <i>Recreational Trail - Business Case</i> • Yarriambiack Small Towns Cycle Loops (Recreational trails) - <i>Audit</i> • Great Western Wine Cycle Trail (Recreational trails) - <i>Concept Plan</i> • Wyperfeld National Park Fat Biking – <i>formalise existing trail</i>

- Grampians Region Road Cycling Loops Formalisation including: Ararat-Moyston loop; Stawell Mt William Return [Grampians Wildflower Ride]; Stawell Landsborough loop; Stawell - Halls Gap – Roses Gap loop; Wonderland -Silverband loop; Halls Gap – Moyston loop; Wetlands/Lakes Trail; Mt Arapiles Loop; Horsham - Mt Arapiles Loop; and Nhill West Wimmera Loop.
 - Silo art trail (Road cycling)
 - Gravel Cycling in and Around the Grampians National Park
 - Grampians Gran Fondo Event
 - Gravel Grind Event – Grampians National Park
 - Wimmera Region Cycling Granfondo
- Tier 2 projects:**
- Mount Buangor State Park and Mt Cole State Forest mountain biking
 - Roses Gap Loop (Road Cycling)
 - Horsham -Wartook-Mt Zero Loop (Recreational cycling)
 - Yarriambiack Creek Trail (Recreational trail)
 - St Arnaud Mountain Bike Loop (Mountain biking)
 - Black Hill State Forest (Mountain biking)– *Feasibility Assessment*
 - Halls Gap to Lake Fyans (Recreational trail) - *Feasibility Study*
 - Lake Fyans Circuit Ride (Recreational trail)
 - St Arnaud to Moonambel (Recreational trail)
 - Secondary Cycling Destination Bike Hubs: Ararat, Horsham, Halls Gap
 - Kaniva to Serviceton (Recreational trail)
 - Lake Wallace Cycle Trail (Recreational trail)
 - Natimuk to Nhill Trail [Via Goroke] (Recreational trail)
 - Gravel National Championships
 - Ararat Hills 12 Hour Race
 - Mount William King of the Mountain
 - Herald Sun Tour (RDV region)
 - Great Victorian Bike Ride (RDV region)
- Tier 3 projects:**
- Edenhope Fat Bike Cross Country Loop
 - Moree Reserve Fat Bike Cross Country Loop
 - Dergholm / Bailey Rocks Mountain Bike Trail

	<ul style="list-style-type: none"> • Barrabool Nature Conservation Reserve to Murtoa – recreational trail • Barrabool Nature Conservation Reserve Cycling Trails
Wimmera Mallee	
Buloke Shire Draft Economic Development and Tourism Strategy, 2018	<ul style="list-style-type: none"> • Build community capacity to facilitate economic development and tourism including through the establishment of a Buloke Economic Development and Tourism Board; • Maximize regional economic development and tourism through potential partnerships • Tourism Experience development through: <ul style="list-style-type: none"> • Continue a targeted community grants program to support events; • Assist with event promotion including Calendar of events online and in print; • Feasibility of chartered air services to tourism destinations; • Incentivise shop owners to upgrade shop facades. Council could subsidise as part of a streetscape improvement program; • Address the gaps in infrastructure facilities in towns to ensure the provision of essential, quality visitor amenities such as caravan parking, signage and improved public toilet facilities; • Develop a tourism signage strategy to encourage consistency in appearance; • Prepare a Buloke Country marketing Plan that includes; a style guide, a brand name, inclusive information and utilises commissioned photography; • Improve the online content about Buloke Shire’s attractions and services; • Develop thematic trails with adjacent Shires to connect self-drive and coach visitors with key attractions and supporting services; and • Improve the distribution of visitor information.
Buloke shire council election advocacy priorities 2018	<ul style="list-style-type: none"> • Connecting Our Towns to Our Rivers • Calder Highway Streetscape Improvements • Booting Masey’s Blackspots • Rural Road Renewal Fund • Building Buloke’s Tourism Trail • Priority Park Upgrades
Hindmarsh Tourism Forum 2018	<ul style="list-style-type: none"> • Wimmera River Discovery Trail (potential priority trail project); • Pink Lake signage (current); • Shire interpretive signage (current); and • <i>Silo Art Trail</i> (current).
West Wimmera Annual budget Report 2017-18	<ul style="list-style-type: none"> • Targeted promotion of West Wimmera as a world-class destination; • Foster eco-tourism development; • Link our natural, cultural and historic assets to create a cohesive experience; and for visitors and residents.

Yarriambiack Shire Council Plan 2017-21	<ul style="list-style-type: none"> • Upgrades to assets and facilities, assist with creating attractive streetscapes, town entrances, parks and gardens and providing community services and facilities for the development and advocacy for regional living.
Murtoa Community Action Plan (DRAFT) 2014	<ul style="list-style-type: none"> • Murtoa - upgrades to recreational spaces such as Barrabool Nature Reserve, Lake Marma, Rabl Park and Wayside Stop Development. Further the plan promotes the Big Weekend Event and public transport improvements.
Lake Tyrrell Tourism Strategy 2016	<p>Four strategies are proposed in the Strategy to develop tourism at the Lake:</p> <ul style="list-style-type: none"> • Protect the tourism asset: key actions to achieve this include development of a land management plan with input from key stakeholders, preparation of a communication strategy and receive funding for delivery of visitor servicing infrastructure such as bollards and gates, viewing area with toilets, car park and a boardwalk; • Deliver a desirable visitor experience: key actions to achieve this include undertake tourism research, funding for visitor experience infrastructure including construction of a year-round water pond at the southern end of the lake, boom gate entry (paid) and increased signage; and collaboration with key business owners/operators to improve visitor experience; • Grow visitation and expenditure: key actions to achieve this include development of a marketing strategy, development of a strong online presence and attract investment/new tourism businesses; and • Community support for tourism: key actions to achieve this include running public meetings to discuss the role of tourism at Lake Tyrrell.