



Weddin Shire  
**DESTINATION MANAGEMENT PLAN**  
Volume 2: ACTION PLAN





## CONTENTS

1	INTRODUCTION	1
2	WEDDIN SHIRE – OUR DESTINATION	5
3	STRENGTHS & ASSETS	12
4	ISSUES & CHALLENGES	17
5	DEVELOPMENT FRAMEWORK	20
6	PRODUCT DEVELOPMENT	21
7	PLACE MAKING: ENHANCING GRENFELL & THE VILLAGES	22
8	PRODUCT DEVELOPMENT: PRIORITY PROJECTS	30
9	ENHANCING LOCAL ATTRACTIONS	47
10	GROWING THE EVENTS SECTOR	49
11	INFRASTRUCTURE, FACILITIES & SERVICES	51
12	MARKET DEVELOPMENT, MARKETING & PROMOTION	56
13	INDUSTRY DEVELOPMENT	59
14	PRIORITIES, STRATEGIES & ACTIONS	61
15	YEAR 1 INITIATIVES	82
16	MONITORING	90
17	WEDDIN SHIRE: TOURISM CONTACT	91
	REFERENCES: PHOTOGRAPHS	92

WEDDIN SHIRE COUNCIL  
WEDDIN SHIRE DESTINATION  
MANAGEMENT PLAN (2020-2024)  
Volume 2: ACTION PLAN

Prepared by:  
JENNY RAND & ASSOCIATES  
[www.jennyrand.com.au](http://www.jennyrand.com.au)



## ACKNOWLEDGEMENT

Weddin Shire Council wishes to thank all residents, businesses and organisations who attended our tourism workshops, met with our Consultant and provided input and information for our Shire's Destination Management Plan.



## 1. INTRODUCTION

### 1.1 Growing the Visitor Economy is a Priority

The on-going development of the visitor economy is a priority for Weddin Shire Council and the Shire community, with the visitor economy recognised as having the potential to:

- Grow and diversify the local economy, reducing its dependence on agriculture and build resilience
- Bring 'new' dollars into the Shire's economy, helping to sustain and retain local businesses and services
- Create employment
- Attract new residents, businesses and investment
- Raise the profile of the Shire and generate awareness

Council is a key driver of, and stakeholder in, the tourism sector. Council owns and operates the Grenfell Visitor Information Centre, Grenfell Art Gallery and Grenfell Caravan Park, and has a significant investment in the reserves, parks and gardens, infrastructure and facilities that underpin visitation. It also supports events and activities and actively markets and promotes the Shire.

In accordance with Federal and State Government policy, Weddin Shire Council is adopting a 'destination management' approach to growing and managing its visitor economy.

### 1.2 Destination Management

Destination management introduces a 'holistic' approach to the development, management and marketing of tourist destinations. The approach requires that all tiers of Government, the tourism industry and business and community leaders work together to develop and manage destinations to ensure that tourism adds value to the economic and social fabric of the area, is sustainable into the future, is resilient to external shocks and is responsive to changes in both the marketplace and competitive environment. It involves formulating a strong vision for the future of the destination and putting in place the framework and resources to 'deliver' this vision.



*Mazda MX 5 Car Club visit to Landra Castle*





### 1.3 Purpose of the Weddin Shire Destination Management Plan (DMP)

The purpose of the Weddin Shire DMP is to provide the direction and framework for taking Weddin Shire's visitor economy forward over the next five years. The primary goal of this Plan is to increase visitor expenditure within the Shire, with resultant economic and social benefits for the Shire community. To achieve this, the Plan focuses on:

- Improving and expanding the product base of the Shire – attractions, activities, experiences and events.
- Ensuring that the infrastructure, facilities and services needed to attract and support visitation are in place.
- Setting the directions for marketing and promoting the Shire.
- Identifying priorities to ensure the most effective use of limited funds and resources.

The Weddin Shire DMP is presented in two volumes:

- **Destination Analysis** which provides an assessment of the current status of the tourism sector in Weddin Shire and information on:
  - The strategic context and planning framework for the tourism sector.
  - The markets attracted to the Shire and surrounding region, the changes that are occurring in the marketplace and the opportunities available to build and diversify the market base.
  - Opportunities to improve and expand the Shire's localities, attractions and events.
  - The infrastructure, facilities and services needed to facilitate and support growth in the visitor economy.
  - Marketing and promoting the Shire.
- **DMP Action Plan** which provides the strategic framework and actions to grow and support the Shire's visitor economy.

### 1.4 Strategic Context

The Weddin Shire Tourism Destination Management Plan (DMP) was prepared within the framework set by Federal and State Government policies for the development and management of tourism destinations. It is also consistent with the NSW Government's priorities for Regional NSW, key regional plans and strategies, and with the strategic directions of Weddin Shire Council.







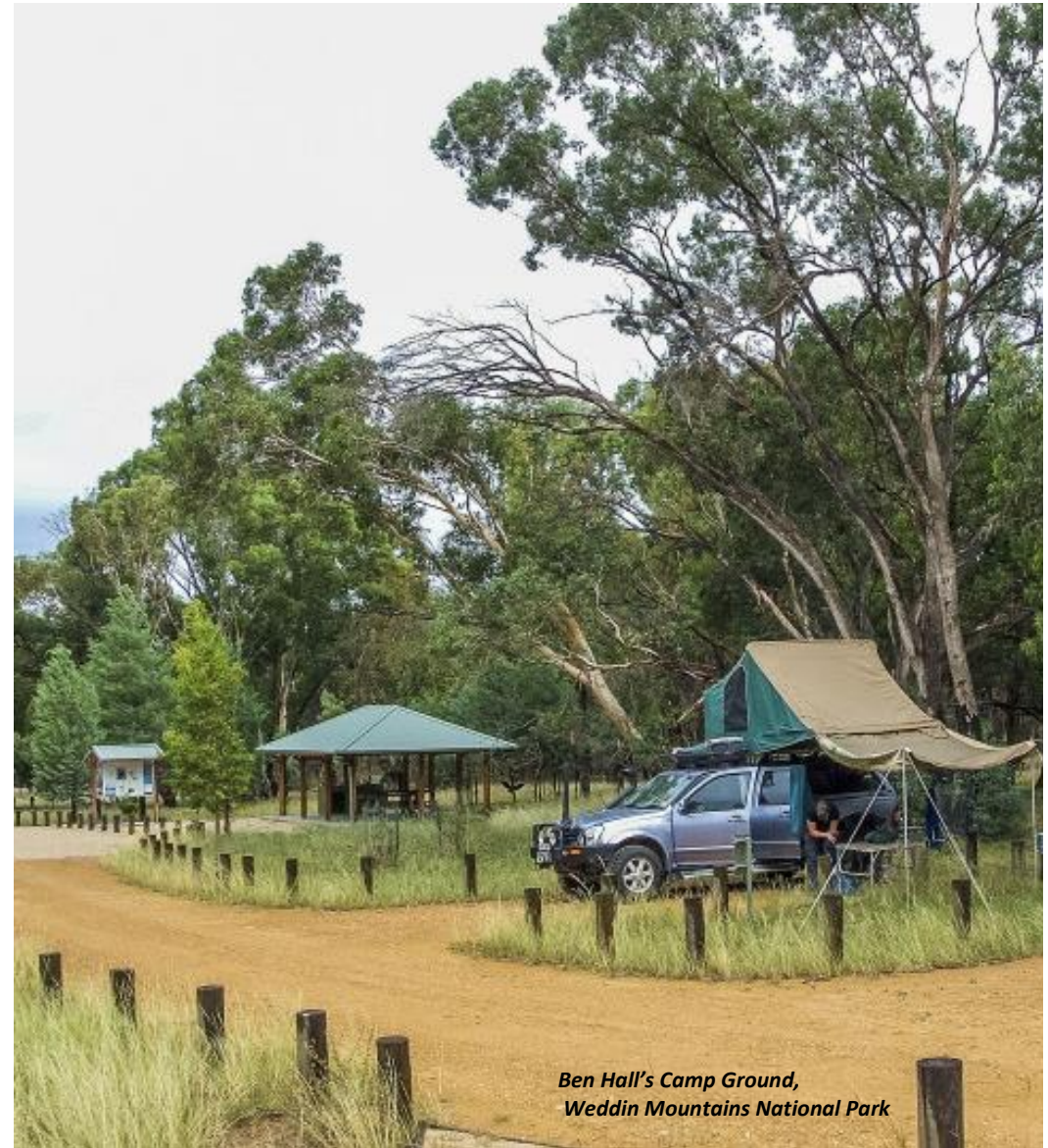
The Weddin Shire DMP aligns with:

- Australian Government: National Long Term Tourism Strategy
- NSW Visitor Economy Industry Action Plan 2020
- Destination NSW: Strategic Objectives
- Destination NSW: Statewide Destination Management Plan
- Destination Network Country and Outback NSW: Destination Management Plan
- Central NSW Destination Management Plan
- Priorities for Regional NSW: A 20 Year Economic Vision for Regional NSW
- NSW Planning and Environment Central West and Orana Regional Plan 2036
- South West Slopes Regional Economic Development Strategy (REDS) 2018-2022
- Central NSW Joint Organisation: Statement of Regional Priorities
- Weddin Shire Community Strategic Plan 2026
- Weddin Shire Economic Development Plan 2017-2021
- Weddin Shire Local Strategic Planning Statement 2020-2040

## 1.5 Consultation

Consultation with the Shire community and external organisations has played a major part in the preparation of the DMP, with input provided by:

- Councillors and Council staff
- Tourism and business operators
- Venue managers and event organisers
- Community representatives, businesses groups and service clubs – Grenfell, Caragabal, Greenethorpe and Quandialla
- Tourism and Economic Development Managers from the surrounding LGAs
- Destination Network Country and Outback
- Central NSW Joint Organisation of Councils
- NSW National Parks and Wildlife Service
- Forestry Corporation of NSW
- Central West Local Land Services
- Weddin Landcare Group



*Ben Hall's Camp Ground,  
Weddin Mountains National Park*



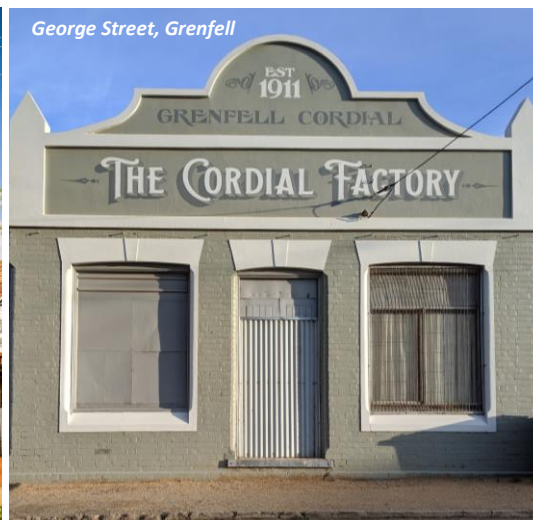


## 1.6 Implementation

The Weddin Shire DMP is the starting point for consolidating and growing the visitor economy over the next five years. It will however take time, funds and resources, and commitment to implement the strategies and actions incorporated in this Plan.

Given the limited resources available within the Shire actions need to be prioritised. While there are a number of relatively simple, cost effective actions that can be undertaken in the short-term that will enhance the visitor experience and/or result in growth in visitation, sustaining visitation in the medium to longer term will only be achieved if the Shire's tourism product and infrastructure base continues to be improved and expanded. This will require a strong partnership between Council and the Shire communities; support from tourism and business operators; and strategic relationships with surrounding LGAs, touring route marketing groups, Destination Network Country and Outback, NSW National Parks and Wildlife, Forestry Corporation of NSW and Crown Lands, as well as funding support from the State and Federal Governments.

To be effective, the DMP must be a living document that is constantly evolving. The recommended actions need to be implemented and the results evaluated. Periodically the DMP will need to be revised, building on what has been achieved, so that Weddin Shire can continue to move forward.







## 2. WEDDIN SHIRE – OUR DESTINATION

### 2.1 Our Shire

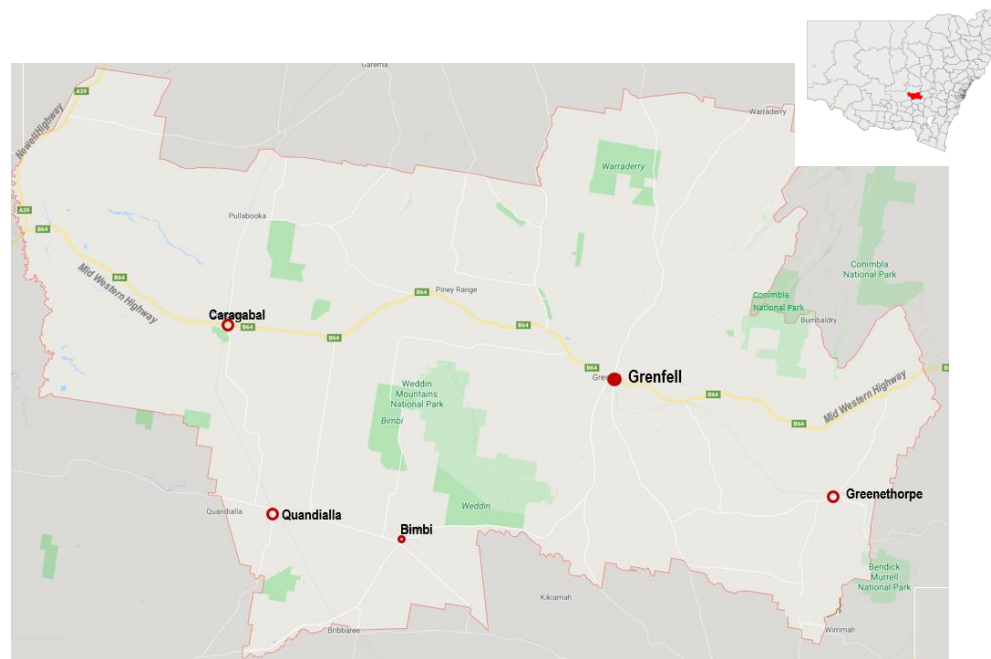
Weddin Shire is located in Central West NSW. By road, the Shire<sup>1</sup> lies approximately 360 kilometres west of Sydney and 210 kilometres north west of the ACT, within 2.5 hours drive of regional cities of Bathurst, Orange, Dubbo and Wagga Wagga and within an hour's drive of Parkes, Forbes, Cowra, Young, Temora and West Wyalong. The Shire is bounded by Cowra Shire to the east, Forbes Shire to the north, Bland Shire to the west and Hilltops to the south. Over 760,000 people live within a 2.5 hour drive of the Shire.

Weddin Shire covers an area of 3,410 square kilometres. The topography of the Shire includes the Weddin Mountains which rise 400 metres above the surrounding plains, the Warraderry and Wheoga Ranges, and the Bland Plains along the western and south western edge of the Shire. The Shire lies within the Lachlan River catchment area.

The Shire extends across the traditional lands of the Wiradjuri nation with the Weddin Mountains being a highly significant site<sup>2</sup>. The area was settled in the 1860's and has a rich colonial, gold mining and farming history. Grenfell was the birthplace of Henry Lawson.

Today, agriculture is the main landuse and economic activity within the Shire. Around 93% of the land area of the Shire is used for agriculture with the Shire being a significant producer of cattle, sheep (for wool and meat), grains, pulses and oil seeds. Tourism is a small, but significant and growing sector for the Shire.

At the 2016 Census<sup>3</sup>, Weddin Shire had a population of 3,664, 70% of whom lived in Grenfell. Grenfell is the administrative and commercial centre of the Shire. Grenfell is located on the Mid-Western Highway at the junction of several regional roads and functions as a service centre for the surrounding district and for highway and regional travellers. Weddin Shire has four small villages – Caragabal (pop. 185) on the Mid Western Highway, Quandialla (pop. 197), Greenethorpe (pop.240) and Bimbi (pop.114). Quandialla has a hotel, bowling club, post office, rural supplier and general store, Greenethorpe has a hotel and café – B&B, with Caragabal having a hotel and golf club.



**Location: Weddin Shire**

<sup>1</sup> The distances given are by road to the town of Grenfell which is the main town and administrative centre of the Shire.

<sup>2</sup> National Parks and Wildlife Service – Weddin Mountains National Park – Information Sheet

<sup>3</sup> Australian Bureau of Statistics Population Census 2016. Population of Grenfell and the villages is based on ABS suburb areas.





## 2.2 Access

Weddin Shire is located on the southern edge of the Central West Region of NSW and is readily accessible by road from the Central West, Riverina, Southern Tablelands and Canberra Regions.

The Shire is traversed by the Mid-Western Highway with the Newell Highway located along the western edge of the Shire. The Mid Western Highway forms part of the most direct route between Sydney and Adelaide. The Newell Highway is a major interstate Highway connecting Melbourne to Queensland via Central NSW. The Newell Highway is promoted as a touring route. North-bound travellers on the Newell will often take the Mid-Western Highway if they are heading towards Sydney. Being 5 hours drive from Sydney, Grenfell is well located to become the first night out of Sydney for the long-haul touring caravan and RV market, and the last night before travelling to Sydney for east-bound traffic.

Weddin Shire is well connected to surrounding towns by a network of local and regional roads. Henry Lawson Way connects Forbes to Young via Grenfell; Gooloogong Road connects Grenfell to Canowindra with links through to Forbes, Orange and Bathurst; and Mary Gilmore Way forms part of the links between Grenfell and Barmedman, Temora and Young. In the south of the Shire, the Quandialla Road is the most direct route between West Wyalong and Young.

TrainsNSW provides a coach service between Grenfell and Bathurst and Lithgow, and between Cootamundra and Dubbo via Young, Grenfell, Forbes and Parkes. The nearest airports to the Shire with commercial RPT services are located at Parkes, Bathurst and Orange.

## 2.3 Visitation

Weddin Shire attracts around 20,000 to 25,000 domestic overnight visitors per year, plus day visitors, a small number of international visitors and travellers passing through the Shire on route to other destinations. Markets attracted to the Shire include:

Primary Markets	Special Interest and Activity-based Markets
<ul style="list-style-type: none"><li>• Through traffic – travellers passing through the Shire on-route to other destinations.</li><li>• Touring travellers – primarily caravanners and RVs, 50+ years; with families during school holidays</li><li>• VFR – people visiting friends and relatives</li><li>• Event attendees</li><li>• Regional residents – most visiting the Shire as a day trip.</li><li>• Business and work-related travellers</li></ul>	<ul style="list-style-type: none"><li>• Bush walkers</li><li>• Campers</li><li>• Bird Watchers</li><li>• Cyclists / Mountain-bikers</li><li>• Horse riders</li><li>• Car and motorcycle clubs and enthusiasts</li><li>• Go-karters</li><li>• Family history researchers</li></ul>

55.1% of visitors to the Grenfell VIC come from NSW, 29.3% from interstate (primarily Victoria 10% and Queensland 9.6%) and 1.9% were from overseas.





## 2.4 Economic Contribution of the Visitor Economy

REMPAN<sup>4</sup> estimates that the output and value-add for the Visitor Economy in Weddin Shire is \$7.105 million and \$3.401 million respectively. The visitor economy within the Shire employs 40 people, with wages and salaries totalling \$1.904 million. Domestic overnight visitors spend on average \$157 per night during their stay in the Shire, while international visitors spend on average \$50 per night.



Espresso, Long Black \$3.00 Sml \$4.00 Extra Shot  
 Coffee, Chai, Hot Chocolate Reg \$4.50 + 50c  
 Smoothies \$7.50 Milkshakes \$6.50 Large \$5.00 Special milk + 50c

### *Movement of tourism expenditure through the local economy*



<sup>4</sup> The Visitor Economy extends across most industry sectors and is not a separate category in the industry classification standards. In providing economic data for the Central West Region of NSW, REMPLAN has endeavoured to identify the economic contribution of the visitor economy





## 2.5 Attractions, Activities and Events

Weddin Shire has three high profile attractions that draw significant numbers of visitors into the Shire, with these supported by a range of local attractions, events and activities.

- **Weddin Mountains National Park:** The National Park is located to the south west of Grenfell and accessible from Grenfell, Caragabal and Quandialla. The Park's main attractions are Ben Hall's Cave, Seaton's Farm, the Eualdrie Trail and Peregrine Lookout. Seaton's Farm is unique, with a collection of historic farm buildings, machinery and equipment that demonstrate how a resourceful, frugal farming family lived through the Great Depression of the 1930's.

The Park has two campgrounds and a network of tracks that are popular for bushwalking, mountain-biking and trail running. The Park is also a bird 'hot-spot' and has prolific wildflowers in good seasons. The Park abuts the Weddin and Bimbi State Forests, both of which are accessible to the public and suitable for a range of activities and events.



Weddin Mountains National Park

- **landra Castle:** Located 11 kilometres south of Greenethorpe, landra Castle and surrounding buildings are a State-heritage listed site. The 57 room Castle, built between 1908 and 1911, is an example of Federation Romanesque architecture. The surrounding landra estate was, in the late 1800's – early 1900's, the largest and most progressive wheat producing property in Australia, being at the forefront in the use of technology, fertilisers and land management practices. The (then) owner also introduced share farming based on the English feudal-style estate, built the village of Greenethorpe for the tenant farmers and was responsible for bringing the railway to Greenethorpe. The Castle is open to the public several times a year and by appointment for groups at other times.
- **Grenfell Commodities Silos:** The Grenfell grain silos were painted in 2019 with images of the landscape and farming activities in Weddin Shire. The silos have become part of the Australian Silo Art Trail and are proving popular with both regional residents and the touring caravan and RV market.






landra Castle



Grenfell Silos





Attractions	Activities	Events
<ul style="list-style-type: none"> <li>• Museums: Grenfell Historic Museum, Chrysler Car Museum, Quandialla Auto Collection</li> <li>• Galleries: Grenfell Art Gallery, Patina Gallery, Wallangreen Sculpture Garden</li> <li>• Henry Lawson: Birthplace Memorial Park and bronze statues in the Grenfell town centre</li> <li>• O'Brien's Hill: lookout, historic gold mining site, endemic garden and iris garden</li> <li>• Grenfell railway station precinct and big gold pick and pan.</li> <li>• Conimbla and Bendick Murrell National Parks</li> <li>• State Forests (11)</li> <li>• Ochre Arch Farm Tours</li> <li>• Bird trails</li> <li>• Bogolong, Company and Vaughans Dams</li> <li>• Grenfell Country Club, Caragabal Country Club (golf)</li> <li>• Heritage buildings and precincts – Grenfell, Quandialla, Caragabal, Greenethorpe and Bimbi + Grenfell historic town walk</li> <li>• Jane Parletts Country Experience retail outlet (limited opening hours)</li> <li>• Rustic Maze, Heritage Homestead Garden and Café (located in Hilltops Shire but close to landra Castle)</li> </ul>	<ul style="list-style-type: none"> <li>• Camping</li> <li>• Bushwalking</li> <li>• Road cycling – the Shire has a network of low traffic local roads that are ideal for cycling</li> <li>• Mountain biking – informal trails in the Weddin Mountains National Park and State Forests</li> <li>• Bird watching</li> <li>• Trail riding – horses and motorbikes – State Forests</li> <li>• 4WD – State Forests</li> <li>• Canoeing, fishing, water sports</li> <li>• Art workshops</li> <li>• Farm tours</li> <li>• Scenic drives</li> <li>• Picnicking</li> <li>• Golf</li> <li>• Shopping for pleasure</li> <li>• Family history research</li> </ul>	<ul style="list-style-type: none"> <li>• Henry Lawson Festival of the Arts</li> <li>• Caragabal Sheep Races</li> <li>• landra Castle Open Days</li> <li>• Grenfell Rodeo</li> <li>• Grenfell Quick Shears</li> <li>• Grenfell Show</li> <li>• Weddin Mountains Muster (Horse event)</li> <li>• Grenfell Picnic and Jockey Club Races</li> <li>• Grenfell Kart Club race days</li> <li>• Grenfell Pony Club activities</li> <li>• Team Penning</li> </ul>
 <p><i>Henry Lawson, Grenfell</i></p>	 <p><i>Conimbla National Park</i></p>	 <p><i>Grenfell Races</i></p>





## 2.6 Accommodation

Weddin Shire has a small accommodation sector, incorporating:

- Grenfell Motel – budget property
- Hotels – basic pub rooms with shared facilities: Railway, Criterion, Royal and Albion Hotels in Grenfell, Royal in Caragabal and the Bland in Quandialla.
- B&Bs – 8 properties in Grenfell (including the iconic Grenfell Hall) and Circa 1935 Café – B&B in Greenethorpe.
- Farm Stay – Wheatfield Cottage near Grenfell.
- Grenfell Caravan Park – 3 cabins, 17 powered and 4 unpowered sites
- Campgrounds – two campgrounds in the Weddin Mountains National Park. Powered and unpowered sites are also available at the Grenfell Showground and the Grenfell Kart Club. The Bland Hotel in Quandialla has a small camping area with powered sites and amenities, with powered sites (13) and unpowered sites at the Quandialla Showground. Ochre Arch Farm has a primitive campground with no facilities (fees apply).
- Free camping areas – railway precinct in Grenfell and adjacent to the park in Caragabal. Camping is also permitted in the State Forests.

The Grenfell Motel (20 rooms), Grenfell Railway Hotel (15 rooms) and the Bland Hotel in Quandialla (14 rooms) are the three largest properties in the Shire. The Shire is under-supplied with accommodation, with the accommodation available in Grenfell often booked out mid-week (primarily business travellers) and during events. The former Exchange Hotel in Grenfell (10 rooms) and the Shamrock Hotel in Greenethorpe (6 rooms) may be re-opened in the future.

The on-line presence of the accommodation sector is very limited. Very few of the properties have websites and/or facebook sites. Only one property is listed on an on-line commercial booking site, with this property plus two others, listed on Air BnB.



*Grenfell Hall B&B*



*Calico Duck B&B*



*Wheatfield Cottage Farm Stay – Weddin Farms*





## 2.7 Infrastructure, Facilities and Services to support the Visitor Economy

Other facilities and infrastructure available in the Shire to support the visitor economy include.

- **Information services:** Accredited Visitor Information Centre (VIC) in Grenfell.
- **Venues:** Grenfell Showground and Rodeo arena, Grenfell Racecourse, Bogolong Kart Track, Village Halls and recreation grounds.
- **Eateries:** Hotels, licensed clubs, cafes and a Chinese restaurant (Grenfell).
- **Retail and support services:** Grenfell is a district service centre anchored by an IGA supermarket. Petrol is available in Grenfell and Quandialla.
- **Conference and meeting venues:** There is a small conference room attached to the Visitor Information Centre in Grenfell and meeting and function rooms at the Grenfell Bowling Club. The Showground also has a very large pavilion which is suitable for exhibitions and large functions.
- **Public toilets:** Public toilets are available in the Grenfell town centre, Grenfell Railway Precinct (showers also available), O'Brien's Hill Lookout, Taylor Park, Rotary Park, Vaughan Park and on the Mid Western Highway on the western edge of town. Public toilets are also located in the each of the villages.
- **Dump Point:** There is a dump point for caravans and RVs in the Grenfell Railway Precinct.







### 3. STRENGTHS AND ASSETS

From a tourism perspective, the Shire's strengths and strategic assets and the opportunities they provide include:

Strength	Assets to Work With	Opportunities
<b>Central location and connectivity to surrounding towns and cities</b>	<ul style="list-style-type: none"> <li>Over 760,000 people living within 2.5 hours drive of the Shire, around 80,000 of whom live within an hour's drive of the Shire.</li> <li>Connectivity and relatively short distances between the towns and villages.</li> </ul>	<ul style="list-style-type: none"> <li>Opportunities to build the day trip and short breaks market.</li> <li>Ready market for events and activities.</li> <li>Attract day trips from VFR and other visitors staying in surrounding towns.</li> <li>Development and promotion of sub-regional touring routes in conjunction with surrounding LGAs.</li> <li>Target interest-based groups and clubs (eg cycling clubs, art groups)</li> </ul>
<b>Highway exposure and regional and local road network</b>	<ul style="list-style-type: none"> <li>Mid Western Highway – most direct route between Sydney and Adelaide with Grenfell well positioned to attract the first night stay out of Sydney and the last night before travelling into Sydney.</li> <li>Newell Highway along the western edge of the Shire.</li> <li>Network of low traffic, sealed regional and local roads</li> </ul>	<ul style="list-style-type: none"> <li>Participation in Newell Highway marketing group – leveraging Weddin Mountains National Park, landra Castle and Grenfell Silo Art to draw travellers off the Highway and into Weddin Shire.</li> <li>Cooperative marketing with LGAs along the Mid Western Highway corridor.</li> <li>Raising the profile of Grenfell within the Mid Western Highway corridor – encouraging travellers to stop and explore.</li> <li>Promotion of the low traffic routes as alternatives to the Newell Highway for the caravan and RV markets.</li> <li>Use of local and regional roads for a range of activities including car and motorbike touring and rallies and road cycling.</li> </ul>
<b>Weddin Mountains National Park</b>	<ul style="list-style-type: none"> <li>NPWS brand.</li> <li>Close to Grenfell – with access also available from Quandialla and Caragabal.</li> <li>Sealed road access suitable for caravans and RVs.</li> <li>Good visitor infrastructure within the Park – camping areas, walking tracks, lookout, interpretation, picnic areas, amenities.</li> <li>Ben Halls Cave – Ben Hall has wide recognition amongst travellers and there are links with other towns / LGAs (eg Forbes Shire).</li> <li>Seaton's Farm – quirky and unique.</li> <li>Nature and outdoor activities: camping, bushwalking, mountain biking, bird watching, trail running, horse riding.</li> <li>Adjoining State Forests.</li> </ul>	<ul style="list-style-type: none"> <li>Signposting the National Park from the Newell Highway / bill-board advertising on the Newell Highway.</li> <li>Featuring images from Seaton's Farm in promotional collateral – capitalising on its uniqueness.</li> <li>Upgrading – sealing Nowlans Road to improve access to the Park from the south and create scenic routes that encourage visitors to explore Quandialla, Bimbi and Caragabal.</li> <li>Expanding the 'offer' by developing strong links between the National Park and the adjoining State Forests and exploring opportunities to use the combined area for a range of events and activities.</li> <li>Promote in conjunction with Conimbla, Bendick Murrell and potentially Nangar National Park to draw travellers through the Shire.</li> </ul>
<b>landra Castle</b>	<ul style="list-style-type: none"> <li>Iconic building and very attractive gardens and grounds.</li> <li>Significant stories to tell – farming history, introduction of share farming, role in the development of the wheat industry etc.</li> <li>Visible from landra Road.</li> <li>High level of interest in the Castle.</li> </ul>	<ul style="list-style-type: none"> <li>Develop a viewing area with interpretation within the landra Road Reserve to provide 'access' year-round and enabling the Castle to be actively promoted as part of scenic drives and road cycle routes.</li> <li>Use of video clips to provide an 'insight' into the Castle when it is closed and encourage people to visit for open days.</li> </ul>





Strength	Assets to Work With	Opportunities
	<ul style="list-style-type: none"> <li>• Accessible by sealed roads from Grenfell, Young and Cowra.</li> <li>• Open days are popular – drawing visitors into the Shire.</li> <li>• Open by appointment for groups.</li> <li>• Relationship between the Castle and Greenethorpe – shared history and ‘stories’.</li> <li>• Proximity to the Rustic Maze and other attractions proposed for the northern edge of Hilltops LGA.</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage the use of the gardens and grounds for events and activities (eg music festivals).</li> <li>• Package the Castle with, Seaton’s Farm, the Rustic Maze and other attractions and activities and promote to groups, including car, caravan and motorcycle clubs and coach tour groups.</li> <li>• Strengthen the connection with Greenethorpe – through signage, interpretation and promotional material.</li> <li>• Proximity to the Grenfell – Greenethorpe disused rail corridor – potential for the Castle to become a feature of the Grenfell – Greenethorpe rail trail.</li> </ul>
<b>State Forests</b>	<ul style="list-style-type: none"> <li>• Eleven State Forests in the Shire, two of which adjoin the Weddin Mountains National Park.</li> <li>• State Forests can be used for a much wider range of activities and events than National Parks</li> <li>• Easier to get approval to hold events in State Forests than National Parks.</li> <li>• Network of roads and trails through the larger State Forests.</li> <li>• State Forests are dog and horse friendly.</li> </ul>	<ul style="list-style-type: none"> <li>• Promoting the State Forests for a range of soft adventure, outdoor and nature-based activities including camping, off-road touring / 4WD driving, mountain biking and ‘gravel grinding’, horse riding, bird watching, wildflower viewing, bush walking, trail running etc.</li> <li>• Promoting the State Forests as ‘venues’ to host a range of events (eg mountain biking, motorcycle endurance events, horse events, rallying, off-road karting, music festivals, trail running, orienteering and rogaining etc.</li> </ul>
<b>Three waterbodies – Bogolong, Company and Vaughan</b>	<ul style="list-style-type: none"> <li>• Bogolong Dam and surrounding crown land + ease of access from the Mid Western Highway.</li> <li>• Company Dam and surrounding crown land + direct access from Grenfell Showground and Country Club, both of which have facilities to stage events.</li> <li>• Vaughan Dam and Reserve – local attraction adjacent to the disused rail corridor and within easy walking distance of the Grenfell Railway Precinct free camping area.</li> <li>• All three dams are bird ‘hot spots’.</li> <li>• Increasing number of travellers in caravans and RVs that have canoes and/or off-road bicycles.</li> </ul>	<ul style="list-style-type: none"> <li>• Promoting the Grenfell area for canoeing and possibly fishing – three areas to canoe very close to town.</li> <li>• Providing picnic facilities at Company and Bogolong Dam.</li> <li>• Utilising the Crown Land around Company and Bogolong Dam for bushwalking, mountain-bike and bird trails.</li> <li>• Establishing a lookout in the ridge above Bogolong Dam with views to the Weddin Mountains National Park.</li> <li>• Utilising Bogolong and Company Dam and the surrounding areas for events and activities – eg ‘Dirty Tri’, Iron Man events, trail running, adventure racing, open water swimming, model boats etc.</li> <li>• Improving the walking trails and interpretation in the Vaughan’s Dam Reserve with links along the rail corridor to the Railway Precinct. If a rail trail is developed, the Reserve has the potential to be one of the attractions along the trail.</li> </ul>
<b>Weddin Shire is ideal for a range of cycling activities and events</b>	<ul style="list-style-type: none"> <li>• Closed railway line from Grenfell to Greenethorpe – ideal for a rail trail.</li> <li>• Local and regional road network is ideal for road cycling and road cycling events - low traffic, series of different length loops, flat to undulating topography and very attractive scenery.</li> <li>• Gravel local roads and trails in the National Park and State Forests suitable for ‘gravel grinding’.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop and promote Weddin Shire as a cycle tourism destination for road cycling, mountain biking and gravel grinding.</li> <li>• Weddin Shire to become the centre for gravel grinding in the region.</li> <li>• Assess the potential to establish an EPIC mountain bike trail.</li> <li>• Convert the Grenfell to Greenethorpe rail line into a rail trail.</li> <li>• Establish cycling trails linking the Railway Precinct in Grenfell to Company and Bogolong Dams and potentially O’Brien’s Hill Precinct.</li> <li>• Reinstate the Tour de Greenethorpe and introduce other cycling events.</li> </ul>



Strength	Assets to Work With	Opportunities
	<ul style="list-style-type: none"> <li>Mountain-biking in the Weddin Mountain National Park and the potential for mountain biking trails and events in some of the State Forests and the crown reserves adjacent to Bogolong and Company Dams.</li> <li>Local cycling group plus very active cycle and MTB clubs in the surrounding region.</li> </ul>	
<b>Cluster of art-based attractions anchored by the Grenfell Silos</b>	<ul style="list-style-type: none"> <li>Grenfell Silos – part of the National Silo Art Trail.</li> <li>Grenfell Art Gallery – quality exhibitions and a growing profile within the region.</li> <li>Patina Gallery and workshops.</li> <li>Sculptures – public art, Wallangreen Sculpture Garden.</li> <li>Local artists, potter and metal workers.</li> <li>Grenfell Community Arts and Craft Group</li> <li>Henry Lawson connection / Henry Lawson Arts Festival</li> </ul>	<ul style="list-style-type: none"> <li>Signposting the silos from Newell Highway / billboard advertising on the Newell Highway.</li> <li>Organising complementary events / activities around some of the exhibitions held at the Grenfell Art Gallery.</li> <li>Use public art to enhance the presentation of Grenfell and the villages, tell the Shire's stories and encourage travellers to stop and take photographs.</li> <li>Developing and packaging art workshops and activities for arts and craft groups from the surrounding region.</li> </ul>
<b>Diversity of venues suitable for a range of events and activities</b>	<ul style="list-style-type: none"> <li>Iandra Castle</li> <li>Weddin Mountain, Conimbla and Bendick Murrell National Parks</li> <li>State Forests</li> <li>Company and Bogolong Dams and surrounding crown reserves</li> <li>Grenfell Kart Club</li> <li>Grenfell Showground</li> <li>Grenfell Racecourse</li> <li>Grenfell Hub – art gallery and meeting / function room</li> <li>Golf courses – Grenfell and Caragabal</li> <li>Village sports grounds / showgrounds and halls</li> </ul>	<ul style="list-style-type: none"> <li>Promote the venues available to potential user groups, encouraging them to hold events and activities in Weddin Shire.</li> </ul>
<b>Grenfell</b>	<ul style="list-style-type: none"> <li>Well located on the Mid Western Highway</li> <li>Attractive town and setting</li> <li>Historic town centre and historic buildings</li> <li>Attractive parks and gardens</li> <li>Eclectic shops / quality boutiques and lifestyle shops – eg Jan Parlett's Country Experience</li> <li>Museum, Art Gallery, O'Brien's Hill Precinct, silo Art – gold mining relics, endemic garden, iris garden</li> <li>Quality B&amp;Bs</li> </ul>	<ul style="list-style-type: none"> <li>Day trip and short breaks market out of the surrounding region.</li> <li>Encouraging Highway travellers to explore the town centre.</li> <li>Preparing a shopping and dining guide for distribution regionally.</li> <li>Leveraging opportunities (eg when Jan Parlett's Country Experience is open) to generate publicity within the Region and capitalise on the visitors attracted.</li> <li>Improve the presentation of the O'Brien's Hill Precinct.</li> <li>Use public art and themed landscaping to improve the presentation of Grenfell and create a reason to visit.</li> </ul>
<b>The Shire is ideal for the touring caravan and RV markets</b>	<ul style="list-style-type: none"> <li>Variety of camp sites – Grenfell Caravan Park; Bland Hotel powered sites; Grenfell and Quandialla Showgrounds; free camping – Grenfell, Caragabal and State Forests; 2 campgrounds in the Weddin Mountains National Park.</li> </ul>	<ul style="list-style-type: none"> <li>Increase presence on on-line caravan and camping directories.</li> <li>Potential for primitive camping at the Shamrock Hotel in Greenethorpe and/or at the Greenethorpe sports ground</li> <li>Publicise camping in the State Forests (dogs and horses permissible).</li> </ul>

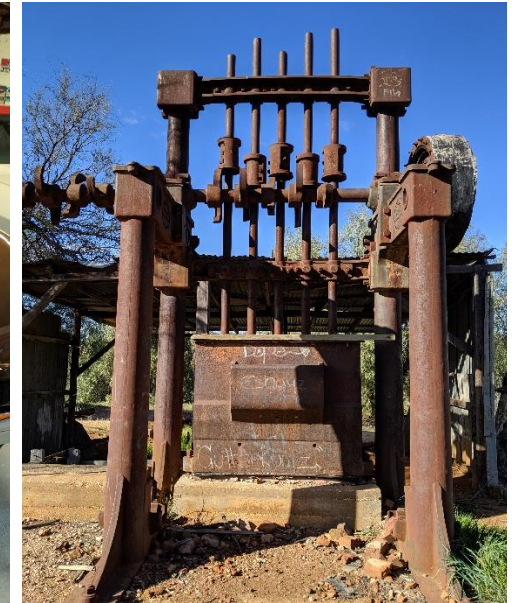




Strength	Assets to Work With	Opportunities
	<ul style="list-style-type: none"> <li>• Network of low traffic regional and local roads that run parallel to the Highways.</li> <li>• Located on the most direct route between Western Sydney and Adelaide.</li> <li>• Range of attractions that appeal to the touring van market – including the silo art.</li> </ul>	
<b>Small villages which are well located for scenic drives</b>	<p><b>Quandialla:</b></p> <ul style="list-style-type: none"> <li>• The Bland Hotel – historic hotel with accommodation rooms and powered sites – provides entertainment / small events</li> <li>• Historic motoring memorabilia collection</li> <li>• Quandialla Hall</li> <li>• Interesting buildings in the town centre (most in poor condition)</li> <li>• Attractive setting with views of the Weddin Mountains National Park</li> <li>• Southern entrance to the Weddin Mountains National Park</li> <li>• Sports ground and showground – potential event venues</li> <li>• Quirky house with a collection of signs</li> <li>• Sealed roads from Caragabal and Bimbi</li> <li>• Site for the award-winning mini-series ‘1915’ and connection with the cinematographer Don McAlpine</li> <li>• Name means ‘spiny ant eater’</li> </ul> <p><b>Caragabal:</b></p> <ul style="list-style-type: none"> <li>• Mid Western Highway location</li> <li>• Royal Hotel – historic hotel</li> <li>• Caragabal Sheep Races</li> <li>• Free camping area</li> <li>• Little Caragabal State Forest</li> <li>• Golf Club and Sports Ground – potential venues</li> <li>• Historic buildings (in poor condition) / historic signs (nearly un-readable)</li> </ul> <p><b>Greenethorpe:</b></p> <ul style="list-style-type: none"> <li>• Attractive setting</li> <li>• Network of local roads feeding into the area – readily accessible from Grenfell, Young and Cowra</li> <li>• Proximity to landra Castle / part of the landra story – share farming village</li> </ul>	<ul style="list-style-type: none"> <li>• Work with the village communities to improve the presentation of the villages.</li> <li>• Introduce street art / sculptures to tell the village stories and create points of interest: eg Echidnas and/or 1915 silhouettes for Quandialla; sheep and/or birds for Caragabal.</li> <li>• Re-instate the signs of ‘yester-year’ (eg Marshall Garage signs in Quandialla).</li> <li>• Linking the villages through scenic drives – encouraging travellers to stay longer in the Shire.</li> <li>• Incorporate the villages into road cycle routes / develop Grenfell – Greenethorpe Rail Trail.</li> <li>• Linking the Chrysler Museum in Grenfell and the Quandialla motoring memorabilia collection with other attractions in the surrounding region (eg McFeeters Motor Museum in Forbes, the historic fire engines and ambulance collection in Temora, the Ford Museum in Junee) to target car and motorcycle clubs.</li> <li>• Support and grow village events. Endeavour to re-introduce the Tour de Greenethorpe.</li> <li>• Strengthen the link between Greenethorpe and landra Castle / encourage increased visitation to landra Castle, drawing travellers through Greenethorpe.</li> </ul>



Strength	Assets to Work With	Opportunities
	<ul style="list-style-type: none"> <li>Proximity to the Rustic Maze and attractions being developed along the northern edge of Hilltops Shire</li> <li>Attractive Café and B&amp;B</li> <li>Shamrock Hotel</li> <li>Hall + adjoining sports ground</li> <li>Disused rail corridor – ideal for a rail trail</li> </ul> <p><b>Bimbi:</b></p> <ul style="list-style-type: none"> <li>Fire shed historic display</li> <li>Creek corridor – bird hotspot and part of the Weddin Shire Bird Trails</li> </ul>	







## 4. ISSUES AND CHALLENGES

Addressing challenges and removing barriers is fundamental to delivering sustained growth in the visitor economy. Issues and challenges faced by Weddin Shire include:

Issue	Challenges for Weddin Shire Council and the Shire Community
<b>Funding and resource constraints within Council and the community</b>	<ul style="list-style-type: none"> <li>• Resourcing service delivery, including the on-going cost of running the Visitor Information Centre.</li> <li>• Accessing the funds needed to maintain and augment attractions, facilities and infrastructure (eg Bogolong Dam) to support visitation.</li> <li>• Under-capitalised / unfinished attractions and facilities that are operating well below their potential – O'Brien's Hill, Railway Precinct, Company Dam.</li> <li>• Providing the funds and resources to effectively market and promote the Shire to attract investment, workers, new residents and visitors.</li> <li>• Very limited funds available to access grant programs (\$ for \$) and cooperative marketing campaigns.</li> <li>• Unrealistic expectations by some sections of the community of what Council should be responsible for and/or what Council can achieve with the funds and resources available.</li> </ul>
<b>Limited profile and recognition of Weddin Shire in the marketplace</b>	<ul style="list-style-type: none"> <li>• The Shire name differs from the main town (Grenfell). Travellers tend to recognise towns rather than LGAs. Visitors to the region are more likely to pick-up promotional material on Grenfell than Weddin Shire.</li> <li>• Promoting the area as 'Grenfell' is an issue for the village communities.</li> </ul>
<b>Weddin Shire is operating in a highly competitive environment</b>	<p>Finding strong points of difference and compelling reasons to visit Weddin Shire:</p> <ul style="list-style-type: none"> <li>• The landscape and product in the Central West and eastern Riverina regions are very similar.</li> <li>• The larger towns surrounding Weddin Shire all have a good supply of accommodation, variety of eateries, larger retail offers and attractive town centres, parks and gardens.</li> <li>• Most of the towns in the region have invested significantly in their presentation of their entry corridors, town centres and parks and gardens, with strategic use of public art and landscaping to 'tell stories', create points of interest and enhance the vibrancy of their centres.</li> </ul>
<b>Weddin's 'Heritage, History, Henry' branding is not strong and appears to have limited traction in the marketplace.</b>	<ul style="list-style-type: none"> <li>• All of the towns and villages surrounding Weddin Shire have and promote heritage buildings and precincts, with most being of a larger scale and/or more attractive than the Weddin Shire 'offer'. Most surrounding towns have some gold and/or bushranger history.</li> <li>• The presentation and interpretation of the Shire's heritage assets, including Grenfell town centre, O'Brien's Hill precinct, the Grenfell Railway precinct and the villages needs to be improved, which would require significant investment.</li> <li>• Reinvigorating or replacing the Henry Lawson Festival.</li> </ul>
<b>Weddin Shire has limited involvement with other tourism organisations within the surrounding region.</b>	<ul style="list-style-type: none"> <li>• The LGAs within the surrounding region have entered into strategic product development and marketing alliances at a sub-regional level, with these LGAs benefiting from cooperative marketing activities. Cowra and Cabonne Shires are working with LGAs to the north and north east, Forbes is working with LGAs to the west, with Hilltops looking towards Yass and the ACT, and Bland and Temora to the Riverina area. Bland, Forbes, Temora and Cabonne LGAs are also part of the Newell Highway marketing group. As a result, Weddin Shire is 'isolated'.</li> </ul>
<b>Accommodation capacity constraints / dated accommodation / very limited on-line presence</b>	<ul style="list-style-type: none"> <li>• Increasing the supply of accommodation in Grenfell, in particular motel accommodation.</li> <li>• Dated presentation of the Grenfell Motel and some of the pub hotel rooms</li> <li>• Increasing the on-line presence of the accommodation properties – very few of the properties have websites with none of the websites having on-line booking facilities, with Grenfell Hall being the only property listed on the on-line accommodation booking sites (eg booking.com). The booking sites are identifying properties in Young and Cowra in response to searches for accommodation in Grenfell.</li> <li>• Increasing the on-line presence of caravan and camping sites in Weddin Shire including ensuring all sites are listed in the free caravan and camping directories, with detailed information and good images provided.</li> </ul>



Issue	Challenges for Weddin Shire Council and the Shire Community
<b>Limited on-line presence – for Weddin Shire as well as for individual tourism and business operators, event organisers and local organisations and groups.</b>	<ul style="list-style-type: none"> <li>• Positioning the Grenfell Visitor's Information and Exhibition Centre facebook page as the 'go-to' site for visitors looking for information on the Shire.</li> <li>• Encouraging local businesses to improve their on-line presence. Most local businesses do not have a website and/or their website is not semantic search responsive or mobile optimised.</li> <li>• Encouraging local businesses to claim their google business listing so that they can be identified which travellers are searching for services.</li> <li>• Leveraging opportunities to promote Weddin Shire and its attractions and businesses through third-party websites and social.</li> </ul>
<b>Ineffective signage – out of date / poorly presented signs, limited directional signage, lack of route/trail markers.</b>	<ul style="list-style-type: none"> <li>• Removing / replacing out of date and /or poorly presented signs.</li> <li>• Seeking approval from the RMS / TASAC to improve Highway signage.</li> <li>• Improving directional and facility signage.</li> </ul>
<b>Seasonality, with very low visitation over summer</b>	<ul style="list-style-type: none"> <li>• The Region is hot in summer which is a deterrent to travellers.</li> <li>• Travel to the area is concentrated from April through to October. Consideration needs to be given to trying to extend the travel season from March through to November and to build the regional market over summer – capitalising on the Grenfell pool and Bogolong and Company Dams for picnics and water-based activities.</li> </ul>
<b>Life span of the silo art</b>	<ul style="list-style-type: none"> <li>• The silo art is currently a significant attraction for Grenfell and one of the main generators of visitation to the Shire. As more towns paint their silos and water towers, the impact of the silo art is likely to decline. Weddin Shire needs to be looking at what it can bring in to 'replace' the silo art as a major generator of visitation.</li> </ul>
<b>Scale of the businesses &amp; dependence on volunteers</b>	<ul style="list-style-type: none"> <li>• Concentration of micro and small businesses – generally do not have the funds, resources and often skills, to develop quality promotional materials and market and promote effectively.</li> <li>• Dependence on volunteers to run events, activities and some attractions – issues of volunteer burnout, limited funds and resources, not able to capitalise effectively on value add and marketing opportunities, reluctance to change etc.</li> <li>• Very limited / no funds for businesses to 'buy into' local or regional cooperative marketing campaigns.</li> </ul>
<b>Poor presentation and changing character of the villages</b>	<ul style="list-style-type: none"> <li>• Finding the funds and resources to improve the presentation of the villages and upgrade parks, public toilets, sports grounds etc.</li> <li>• Building local pride – encouraging property owners and occupants to improve the presentation of their properties.</li> <li>• Increasing visitation to the villages to improve the viability of village businesses.</li> </ul>
<b>Venue facilities and infrastructure are deteriorating</b>	<ul style="list-style-type: none"> <li>• Venues are managed by community groups / trusts – reliant on volunteers to maintain.</li> <li>• Some facilities are at or approaching the end of their physical life and need to be replaced.</li> <li>• Grenfell Kart Club needs to upgrade the track – could lose its license in 2020.</li> </ul>
<b>Poor telecommunications</b>	<ul style="list-style-type: none"> <li>• Very limited mobile phone coverage throughout most of the Shire.</li> <li>• Travellers have no access to free WiFi.</li> </ul>





## DEVELOPMENT NEEDS & OPPORTUNITIES

*Closed Grenfell Branch  
Line – ideal for a rail trail*





## 5. DEVELOPMENT FRAMEWORK

**The keys to growing the visitor economy in Weddin Shire are to:**

- Encourage passing travellers to stop and spend money in Grenfell and the villages.
- Position Weddin Shire as a day trip / shorts breaks destination for residents of the surrounding region and their visiting friends and relatives.
- Continue to grow the caravan and RV markets with a priority being to extend the length of stay of these visitors. The free camping at the Railway precinct and the Grenfell Commodities Silos are bringing these visitors into town – the challenge lies in encouraging them to stay longer. This means getting them out of their rigs – providing places for them to walk to; opportunities to use their bicycles and/or canoes; and opportunities to participate in activities locally (eg pole walking, arts workshops).
- Build the group markets – targeting social groups, and caravan and motorhome clubs, and working with surrounding LGAs to grow the coach tour market.
- Build special interest and activity-based markets – attracting visitors who come to Weddin Shire to 'do' – cycling, mountain biking, bushwalking, bird watching, horse riding, karting etc.

**This can be achieved by:**

- Increasing the focus on outdoor and nature-based activities – Weddin Shire has some great assets that can be leveraged to attract independent travellers, clubs and groups; and to host events.
- Enhancing, strengthening and consolidating attractions, activities and events that are already in place; clustering / linking, leveraging and value-adding were possible – building on the Shire's heritage, arts and garden themes and integrating these with outdoor activities.
- Improving the visitor facilities available in, and the presentation of, Grenfell and the villages – encouraging travellers to stop, explore and spend.
- Working with surrounding LGAs to leverage assets to grow visitation.
- Ensuring that the infrastructure, facilities and services needed to enable and support growth in the visitor economy are in place.







## 6. PRODUCT DEVELOPMENT

The attractions, activities and the experiences available form the backbone of the visitor economy. Attractions and activities have a major influence on trip behaviour, providing a reason to visit the Shire, and/or encouraging visitors to move around within the Shire, stay longer and spend money. Improving and diversifying the product and activity base of the Shire is critical to growing visitation and extending the length of stay.

To date, most of the product development has occurred in Grenfell with the focus on the town's heritage and its 'claim to fame' as the birthplace of Henry Lawson. The potential of the Shire's natural assets, villages and landscapes as visitor attractions and event venues have not been effectively leveraged.

The approach to the development of the attractions and activities within the Shire has been relatively ad hoc, often driven by an idea or an interest group and dependent on volunteers to develop, maintain and/or operate. Funding and/or resources have often been secured for capital works and/or for production of information and promotional collateral. Leveraging or value-adding to the initial investment has generally not occurred and over-time volunteer input has decreased and/or enthusiasm waned with funds and resources not available to maintain the assets. Council has not had the resources to take on some of the projects that have been started.

### **Product development opportunities are divided into:**

- Place-making: enhancing Grenfell and the villages
- Priority projects
- Local attractions
- Growing the events sector

**Volume 1: Destination Analysis provided detailed information on each of the opportunities discussed in the following sections.**





## 7. PLACE MAKING: ENHANCING GRENFELL AND THE VILLAGES

The towns and villages play a very significant role in the visitor economy, providing the services and infrastructure sought by visitors, and having the potential to become attractions in their own right.

Presentation and first impressions play a major role in the decision to stop in or visit a locality. If an area presents well and looks interesting, travellers will often decide to stop and have a quick look around. If the experience gained is positive, there is a likelihood of repeat visitation and/or travellers recommending the area to other travellers (word of mouth, blogs etc). Regular travellers along a route will often develop 'favourite' places to stop. In addition, interest stimulated while passing through an area can often lead to a future visit, with a traveller returning to explore the area.

From a visitor perspective, the key areas that make an impression are the gateway entry points, routes through the area, appearance and presentation of the town centres, villages and the parks and gardens. The presentation of businesses, particularly in the smaller centres, is also critical to encouraging travellers to stop, with businesses that present as clean and vibrant more likely to attract patronage than those that appear dated, tired and/or run down.

Presentation is also important for the local community, building pride and confidence in the area. It is also an attribute for people who are looking to relocate to and/or invest in the area, with tourism being a driver of the 'tree change' process.

### 7.1 Grenfell

Grenfell is a small, attractive country town. It is a district service centre and the focal point for business, shopping, services and visitation within Weddin Shire. Grenfell's main claim to fame is that it is the 'Birthplace of Henry Lawson' with this leveraged through bronze statues in the shopping centre (a photo opportunity for travellers), a Memorial park telling Lawson's story, and the annual Henry Lawson Festival which has been going for over 60 years. The free camping in the Railway precinct and the Grenfell silo art are major attractions for the caravan and RV markets. Local attractions include O'Brien's Hill, the Art Gallery, Company Dam, Chrysler Museum and the Grenfell Museum. The historic Grenfell Hall B&B generates good on-line coverage for the town.

Grenfell is located on the Mid Western Highway approximately 40 minutes' drive from Cowra and 70 minutes from West Wyalong. For east-bound traffic (coming off the Newell), Grenfell is a 'natural' pit stop. For westbound traffic, Cowra is more likely to have attracted the pit-stop, with the propensity to stop in Grenfell considerably lower. Grenfell is a popular overnight stop for the long-haul touring caravan and RV market.

When approaching Grenfell from the east and from the regional roads, the first impressions of the town are positive, the town centre is well signposted; it is easy to park; there are some lovely heritage buildings and attractive gardens and street trees. For caravans and long rigs, the ability to park in Forbes Street is an advantage. When approaching from the west (the direction from which travellers are more likely to stop) the impression is not as positive, with the view dominated by run-down buildings. Due to the road alignment, travellers are 'at' and then 'past' the western end of the town centre before they have a chance to decide to turn into Main Street. The presentation of and signage in this section of the entry corridor needs to be improved with travellers also given a second option to turn into Forbes Street.





The Grenfell town centre is a heritage precinct. The Centre presents as 'struggling' with an increasing number of vacant shops and poorly maintained buildings. The landscaping within the Centre and at the roundabouts and intersections of Main Street and Forbes Street with the Mid Western Highway is not strategic, with no apparent theming or consistency. Council is about to embark on the Grenfell Main Street Renewal project. The project will focus on addressing infrastructure and car parking issues, improving footpaths, updating street furniture and providing trees down the middle of the street. Council is also considering providing new gateway entry signs on the approaches to the town.

Improving the public domain is only part of what is needed to revitalise the town centre. Property owners need to be encouraged to upgrade their building facades, while business owners may need to revamp their signage and their merchandise displays. On-street trading needs to be encouraged to activate the footpath, which in turn will encourage visitors to stop, get out of their cars and 'walk' the main street.

Revitalising the town centre also provides the opportunity to review how the town centre is positioned and marketed, particularly to the regional community. The construction program is likely to attract negative media coverage. To counteract this, consideration needs to be given to an 'opening' event / promotion (eg a long lunch in the main street, a fair, temporary art installation etc) that will generate positive media coverage and encourage regional residents to come to town to have a look.

To position Grenfell as a day trip or short breaks destination for the regional market, the on-going marketing needs to focus on the lifestyle and boutique businesses within the Centre and leveraging Jan Parlett's Country Experience when it is open. These businesses are also important in encouraging visitors to stop and explore the shopping centre. Visitors are also interested in where they can buy local or regional produce – with this providing the opportunity to promote businesses such as the Quandialla Candle Company and Weddin Farms. The on-line environment and magazines such as Central West Lifestyle, provide the opportunity to feature individual businesses, which in turn raises the profile and increases awareness of Grenfell. For example, travellers are always looking for a great cup of coffee. Spannerman is both a 'quirky' business and attracting great reviews – this needs to be capitalised on.



*Bottom end of Grenfell town centre*



## GRENFELL

### Strengths / Assets

- Located on the Mid Western Highway and intersection of several regional feeder roads providing good exposure to passing travellers
- Grenfell has an attractive setting. For travellers arriving from the east and on the regional roads, the first impressions of the town being positive – attractive historic buildings, clean, well maintained and safe.
- Off highway main street – easy to park.
- Railway precinct – free camping area within easy walking distance of the shopping centre. The town is RV friendly and has caravan and long rig parking within the town centre.
- Good visitor facilities – accredited VIC, clean public toilets, attractive picnic areas.
- Most of the services and facilities that visitors require are available.
- Some quality lifestyle, homewares and boutique shops plus Jan Parlett's Country Experience (when open); Spannerman – Quirky coffee outlet.
- Grenfell silo art – attracting visitors to town
- Local attractions with good potential
- Gateway to the Weddin Mountains National Park.
- Showground and racecourse – event venues
- Quality B&Bs with Grenfell Hall having a high profile and strong on-line presence.
- Four historic hotels
- 'Raw' assets that can be developed to build visitation.
- Proposed changes to the planning regulations to enable 'shop top' living.

### Product Development Opportunities

- Continue to upgrade the presentation of the town centre and the town entry corridors, working with property owners and retailers to improve the presentation of their buildings and shop fronts.
- Activation of George Street as a heritage precinct.
- Themed landscaping throughout the town – to create a 'feature'.
- Strategic use of art installations to create points of difference.
- Enhance key tourism precincts – Railway Precinct, O'Brien's Hill Precinct and Company Dam and Reserve.
- An integrated network of cycleways radiating from the Railway Precinct and linking Grenfell's attractions and town centre.

### Weaknesses / Challenges

- Poor presentation when approaching the town centre from the west.
- Railway precinct has developed on an ad-hoc basis and lacks a strong physical and visual link to the main street.
- Increasing vacancy rate in the shopping centre.
- Deteriorating condition of some of the historic buildings in the main street.
- Strong perception amongst property and business owners that the heritage requirements are too strict, being both difficult and costly to comply with.
- Businesses are struggling to remain viable, with this exacerbated by the drought. Some businesses area also struggling to adapt to the changing retail environment and to leverage on-line opportunities.
- On-going delays with the Main Street renewal project resulting in the town being 'in limbo' and traders worried about the impact on their business during construction.
- Lack of a strategic approach to landscaping throughout the town.
- Very few businesses are open on Saturday afternoons and on Sundays and public holidays
- Limited motel accommodation – the existing motel is tired and dated and out of character with the rest of the main street.
- Undercapitalised / partially completed attractions (see Chapter 9).
- Limited eateries, particularly contemporary cafes.
- Dated / ineffective signage.
- Restrictions imposed by RMS along the Highway corridor, particularly for signage.

### Infrastructure Priorities

- Improve the presentation of the Mid Western Highway entry corridor in the section between Alexandra and Main Streets.
- Establish a strong visual and physical link between the Railway Precinct and the town centre.
- Improve directional and facility signage.
- Provide quality information directories in strategic locations within the town.
- On each of the approaches to town, provide frames to hang signs for up-coming events.
- Ensure that 'accessible' toilets are well signposted and listed on 'accessible' / 'inclusive' websites.





## 7.2 Caragabal

Caragabal is a small historic village located on the Mid Western Highway, 45 kilometres west of Grenfell and 24 kilometres east of the junction of the Mid Western and Newell Highways. It is gateway to Weddin Shire for east-bound traffic coming off the Newell Highway, with travellers often stopping in Caragabal for a toilet break. Caragabal is connected by local sealed roads to Quandialla, 26 kilometres to the south and Forbes, 65 kilometres to the north.

The presentation of the village is poor. While the Royal Hotel has been refurbished, most of the buildings in the shopping strip are vacant and in poor condition. Facilities and services include the Royal Hotel, playground, picnic tables, public toilets, Memorial Hall, free camping area, Country Club and golf course and sports ground. Caragabal hosts several events including the Caragabal Sheep Races (September) and the Camp Oven Cook-off (June Long Weekend) which bring visitors into the Shire. Caragabal adjoins the Little Caragabal State Forest and is the closest settlement to the Pullabooka State Forest.

The Caragabal community has funding to 'wrap' a large bird mural around one of the vacant buildings in the village centre.

CARAGABAL	
Strengths / Assets	Weaknesses / Challenges
<ul style="list-style-type: none"> <li>• Mid Western Highway location – exposure to passing travellers.</li> <li>• Western gateway to Weddin Shire – convenient location for eastbound travellers coming off the Newell Highway to have a pit-stop.</li> <li>• Royal Hotel – historic, refurbished, presents well and is open 7 days per week.</li> <li>• Playground and public toilets adjacent to the highway.</li> <li>• Free camping area.</li> <li>• Bird mural.</li> <li>• Caragabal Sheep Races – popular family event that brings visitors into the Shire.</li> <li>• Proximity to Little Caragabal State Forest.</li> <li>• Venues – Country Club, Sports Ground, Memorial Hall.</li> <li>• Ease of parking for trucks and long rigs.</li> <li>• Located on the Inland Rail corridor – first place that travellers on the Mid-Western Highway encounter the Inland Rail.</li> </ul>	<ul style="list-style-type: none"> <li>• Proximity to Grenfell – westbound travellers unlikely to need a pitstop.</li> <li>• Poor presentation of buildings / village centre.</li> <li>• Leveraging the bird mural.</li> <li>• Poor condition of the public toilets.</li> <li>• Lack of a café.</li> <li>• Limited mobile telephone coverage.</li> </ul>
Product Development Opportunities	Infrastructure and Other Priorities
<ul style="list-style-type: none"> <li>• Royal Hotel could establish a side-walk café offering coffee and a limited menu.</li> <li>• Place sheep sculptures in the reserve between the highway and hotel to promote the sheep races and provide photo opportunities to encourage travellers to stop.</li> <li>• Build on the bird mural by establishing a quirky walk in the Little Caragabal State Forest – using bird and animal sculptures plus interpretative signage.</li> <li>• Paint / improve building facades and revamp the building signs.</li> <li>• Interpret / provide information on the inland rail.</li> </ul>	<ul style="list-style-type: none"> <li>• Update / replace the public toilets.</li> <li>• Provide advanced warning signs (using international symbols) for the public toilets, picnic facilities and camping.</li> <li>• Increase the visibility of public toilet sign and add a camping symbol.</li> <li>• Erect an information directory promoting the village, Shire and surrounding region.</li> <li>• Continue to improve the event venues – the Hall, Country Club and Sports Ground.</li> <li>• Expand and enhance the visitcaragabal website to include more information on the village and its facilities.</li> </ul>



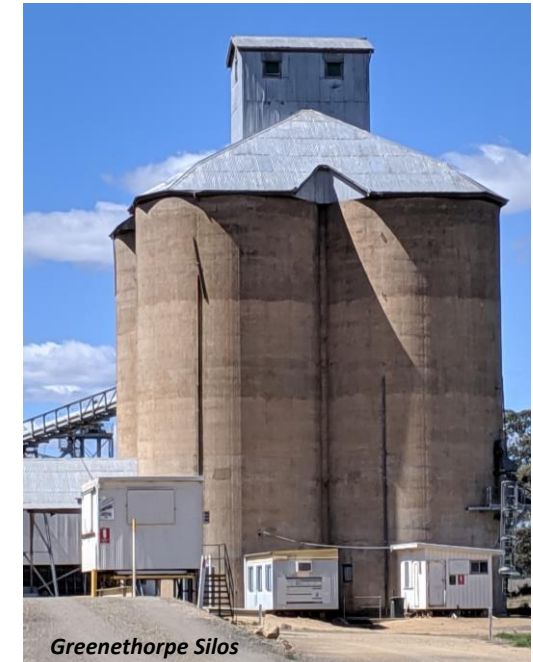
### 7.3 Greenethorpe

Greenethorpe is located along the eastern edge of Weddin Shire, approximately 30 kilometres south east of Grenfell. The village is on the road between Cowra (35kms to the north east) and landra Castle (11kms south). It is also readily accessible from Young (39kms south) and the attractions in the north of Hilltops LGA including Bendick Murrell National Park (12kms south), Koorawatha Reserve and Waterfall (25kms east), Touts Lookout (25kms south) and the Rustic Maze and Country Garden (25kms south west). Conimbla National Park is located 32 kilometres north of Greenethorpe. There are several agri-tourism attractions proposed in the Monteagle area – a micro-brewery, aquaponics and sustainable living farm and a petting zoo with camping and bunk accommodation.

Greenethorpe is a historic village, that is part of the landra story. It was established in 1908 to house the workers for the landra Estate and is known as the birthplace of share farming in Australia. The 'story' of the share farming is not well told in either the village or at landra. Greenethorpe has a very attractive rural setting, with the surrounding hills covered by canola in spring.

Greenethorpe has a Post Office Café – Bed and Breakfast (3 rooms), the Shamrock Hotel (6 rooms, limited opening hours), a Memorial Hall, recreation ground (no facilities) and a playground with picnic facilities. The community will be celebrating the centenary of the Memorial Hall in 2021. The Hall has a Memorial garden and a history room with an exhibition. The rail line between Greenethorpe and Grenfell was closed in 1991. The rail corridor traverses very scenically attractive countryside that is ideal for a rail trail.

The village holds several small events each year. Its major event, the Tour de Greenethorpe (cycle event) was discontinued in 2018 due to difficulties with development approval and regulations. The event was popular and if possible, should be re-instated and grown as part of the positioning of the Shire as a destination for cycling.



Greenethorpe Silos

#### GREENETHORPE

##### Strengths / Assets

- Proximity to and links with landra Castle. The Castle draws visitors into the area.
- Proximity to other attractions – Rustic Maze, Bendick Murrell National Park, Koorawatha Reserve and Waterfall, Conimbla National Park and the proposed attractions in Hilltops LGA.
- Ease of access from Grenfell, Cowra and Young.
- Very attractive setting, canola in spring.
- Attractive Café and B&B.
- Historic Hotel – with accommodation and land that could be used for camping.
- Railway corridor – Greenethorpe to Grenfell.
- Memorial Hall – event venue with public toilets, and history exhibit.
- Recreation ground adjacent to the Hall – ideal for outdoor events, event staging and camping.
- Historic buildings and cottages.
- Network of local roads that are ideal for cycling and scenic drives.
- Several artists living in and around Greenethorpe.

##### Weaknesses / Challenges

- landra Castle only open 4-6 days per year.
- Presentation of the village is deteriorating.
- Hotel struggles to remain open and needs a significant investment in refurbishment.
- Poor signage.
- Hall is community owned and volunteer run with minimal Council support – the community is struggling to maintain the Hall and keep it open.
- No free or low cost camping available.
- The village needs help to re-instate the Tour de Greenethorpe event.
- Lack of mobile phone coverage.





### Product Development Opportunities

- Roadside viewing area at landra Castle with landscaping and interpretation. The Castle can then be promoted year-round and signposted from the Mid Western and the Olympic Highway.
- Permit / encourage the use of landra Castle as an event venue (eg for markets, concerts).
- Strengthen the link between Greenethorpe and landra Castle through interpretation and signage.
- Improve the presentation of the village.
- Establish a rail trail between Grenfell and Greenethorpe.
- Develop and promote cycling trails which include Greenethorpe.
- Re-instate the Tour de Greenethorpe as part of positioning the Shire as a destination for cycling.
- Work with adjoining LGAs to develop / expand scenic drive trails – possibly establish a Canola Drive between Cowra and Young via Greenethorpe.
- Build on and promote the history exhibit at Memorial Hall.
- For Greenethorpe to 'claim' the attractions in the surrounding area as part of its attraction base.
- Signpost and promote the walking track to Mt Crowther in the Bendick Murrell National Park.
- Silo Art – utilising the Greenethorpe silos.

### Infrastructure and Other Priorities

- Continue to improve the Memorial Hall to increase its capacity to host events.
- Improve directional and facility signage to and within Greenethorpe.
- Provide free and/or low-cost camping options – Recreation Ground and Shamrock Hotel / encourage the Shamrock Hotel to provide powered sites.
- Provide visitor information directories at strategic locations (eg landra Castle viewing area, near the Café).
- Provide a public toilet to service the playground and picnic area.
- To change the location of Greenethorpe on Google Maps (location shown is incorrect).
- To enhance and expand the Greenethorpe village website to include a tourism page, with the website promoting attractions in the surrounding area.





## 7.4 Quandialla

Quandialla is located on the southern edge of Weddin Shire approximately 46 kilometres by road south west of Grenfell and 26 kilometres south of Caragabal. The village sits at the cross-roads of the shortest route between West Wyalong (57km to the west) and Young (65km to the east) and on the route between Forbes (90km to the north) and Temora (70km to the south). Temora Shire Council is currently upgrading Morangarell Road which links Temora and Quandialla, with this likely to increase traffic (particularly truck traffic) on this route. Via Nowlans Road, Quandialla is 37 kilometres from the Ben Halls Cave precinct of the Weddin Mountains National Park. Nowlans Road is unsealed and in poor condition, with this deterring use by most caravans, motorcyclists (road), 2WD vehicles with low clearance and cyclists.

Quandialla was founded in 1914 as a service centre and railhead for the surrounding rural community. The name 'Quandialla' means 'spiny ant eater'. On the town entry signs Quandialla is branded '1915 town', after the Australian mini-series '1915' that was filmed in the town. Most travellers would be unaware of the connection between the film and the village and wrongly assume that 1915 on the sign relates to when the village was established.

The Village has an attractive setting with views of the Weddin Mountains to the north east. Businesses include the historic Bland Hotel (14 rooms and powered caravan sites with amenities including a laundry), post-office, fuel outlet, rural supplier and general store. Quandialla has a village hall; park with playground, picnic facilities and a public toilet; swimming pool, Bowling Club (limited hours); showground (13 powered sites and unpowered sites) and sports ground. The Bland Hotel is popular on weekends, attracting regional residents, motorcycle groups, car clubs and 4WD clubs. The Hotel occasionally provides live entertainment which draws patrons from the surrounding region and has a collection of motoring memorabilia which is popular with car and motorcycle enthusiasts. The Hotelier has restored several of historic signs on buildings in the main street with these providing a point of interest for travellers. A local resident has a diverse collection of signs which travellers often stop to photograph.



### QUANDIALLA

#### Strengths / Assets

- Located at the crossroads of two regional roads – good location for a pit stop.
- Well located in relation to a daytrip from Grenfell – touring loop incorporating Weddin Mountains National Park, Quandialla and possibly Caragabal.
- The Bland Hotel – good reputation for food within the region; provides entertainment; pub accommodation and powered sites; views of the Weddin Mountains.
- Motoring memorabilia – opportunity to work with other motoring products within Grenfell and the surrounding region.
- Potential event venues – Showground, recreation ground, hall, hotel, Bowling Club.
- The distance between Caragabal and Quandialla is ideal for a half marathon.
- Federation architecture – very different to other villages in Central NSW – cluster of quaint, tiny buildings.
- Painting the historic building signs provides a point of interest and improves the presentation of the town centre.
- 1915 mini-series 'story'.
- Inland Rail corridor – possible opportunity for interpretation.

#### Weaknesses / Challenges

- Presentation of town centre and entry corridors – public domain not well maintained.
- 1915 'story' not told; travellers do not understand the 1915 tag line on the town entry signs.
- Presentation of the general store is not inviting.
- Facilities at the showground and sports ground need to be improved.
- Train noise – which will increase substantially with Inland Rail.
- Limited directional signage to Quandialla, particularly from the east (Hilltops LGA).
- Facility signs (icons) are out of date.
- The caravan park is not signposted.
- Poor condition of Nowlans Road, discouraging travel between the Weddin Mountains National Park and Quandialla.





Product Development Opportunities	Infrastructure and Other Priorities
<ul style="list-style-type: none"> <li>• If echidnas can be seen locally, capitalise on the ‘spiny ant eater’ association.</li> <li>• Include Quandialla in car, motorcycle and bicycle touring routes.</li> <li>• Story-telling: providing information / interpretation of the history of Quandialla, the 1915 connection and possibly the Inland Rail.</li> <li>• Leverage the motoring memorabilia collection by working with similar attractions in the surrounding region to develop itineraries for car and motorcycle enthusiasts.</li> <li>• Improve the café offering. The Hotel and/or the Post Office could potentially provide a side-walk café.</li> <li>• Continue to grow the events sector, including exploring the possibility of a half marathon between Caragabal and Quandialla.</li> <li>• Encourage building owners in the village centre to paint their facades and re-instate heritage shop front signs.</li> <li>• Explore installing steel silhouettes of people, vehicles, horses and carts etc. from the 1915 era along the main street.</li> </ul>	<ul style="list-style-type: none"> <li>• Council to work with the Quandialla community to improve the presentation of the village centre, Blamey Park and around the intersection of Second Street and the Quandialla-Bimbi Road.</li> <li>• Improve directional signage to Quandialla from Bribbaree and other localities within the surrounding region.</li> <li>• Update facility signage to include the caravan/camping icon and provide advance warning signs for the town centre on the Quandialla-Bimbi Road on the approach to Second Street.</li> <li>• Provide directional signage to the caravan park and signage and information about sites available at the Quandialla Showground.</li> <li>• Upgrade / seal Nowlans Road to improve access to the Ben Halls Cave Precinct of the Weddin Mountains National Park and the Bimbi State Forest.</li> <li>• List the Bland Hotel Caravan Park and the Showground camp sites on on-line caravan and camping directories – eg You Camp, Find a Camp, Wikicamps etc.</li> <li>• If the disabled toilet at Quandialla Hall is accessible to the public, signpost from the Quandialla – Bimbi Road and list on the on-line disabled facilities and public toilet sites.</li> <li>• Assess the need for a truck parking bay close to the village centre / hotel to leverage the expected increase in regional freight traffic using Morangarell Road to access the Inland Rail logistics hub in Parkes.</li> <li>• Update and expand the Quandialla village website to include a tourism page.</li> </ul>

## 7.5 Bimbi

Bimbi is a small hamlet located 33 kilometres south-west of Grenfell and 15 kilometres east of Quandialla, at the intersection of Mary Gilmore Way and the Quandialla – Bimbi and Bimbi – Thuddungra Roads. In the early 1900’s Bimbi was a small town, with the town going into decline when it was by-passed by the railway in 1912. Today Bimbi has a few houses, but no retail outlets or visitor facilities. The Burrangong Creek corridor along the southern edge of the village has prolific birdlife and is included in the Weddin Shire bird trails. Caravanners occasionally picnic or camp along the creek corridor. Other points of interest are the ‘story of Bimbi’ interpretative panels on the side of the fire shed, the war Memorial and the former post office cottage (not accessible) dating from the 1890’s. Bimbi was also used as a location in the 1915 mini-series.

Travellers and cyclists occasionally stop in the village, often looking for toilets.

BIMBI	
Product Development Opportunities	Infrastructure Priorities
<ul style="list-style-type: none"> <li>• Bird boxes installed along the creek corridor to encourage and support the birdlife.</li> <li>• Mural on the fire shed.</li> <li>• Improved and signposted access to the creek corridor and picnic facilities.</li> </ul>	<ul style="list-style-type: none"> <li>• Public toilet and associated directional signage.</li> <li>• Directional signage to the interpretive panels at the fire shed.</li> <li>• Regular maintenance (primarily lawn mowing) of the area around the fire shed and war Memorial</li> </ul>



## 8. PRODUCT DEVELOPMENT: PRIORITY PROJECTS

Priority projects are those that have the potential to:

- Be 'game changing' or 'catalytic' – providing a platform for driving growth in visitation, activating localities and/or attracting new investment
- Increase the length of stay in the Shire and/or visitor spend
- Significantly raise the awareness of the Shire.

There are five priority projects:

- landra Castle
- Improving the Grenfell Railway Precinct
- Grenfell to Greenethorpe Rail Trail
- Growing Cycle Tourism
- Leveraging Natural Assets

landra Castle and the Grenfell Rail Precinct are existing products that, with good activation, will significantly enhance the visitor experience and provide opportunities for the surrounding localities, attractions and activities. The remaining three projects harness outdoor and natural assets to grow special interest and activity-based visitation with a strong focus on cycle tourism – road cycling, gravel grinding and mountain-biking, and events with a cycling component.

### 8.1 landra Castle

landra Castle is a unique, high profile attraction for Weddin Shire and the surrounding region. The property includes the Castle and outbuildings, the Mount Oriel Homestead and St Saviour's Church. The Castle is located in the south east corner of the Shire, 11km south of Greenethorpe and easily accessed from Grenfell, Cowra and Young (30 minutes' drive). There are several attractions and points of interest in the surrounding area including the Rustic Maze, Bendick Murrell National Park / Mt Crowther, Koorawatha Reserve and Falls, Greenethorpe Village and Tout's Lookout. Several agri-tourism attractions are proposed for the Monteagle area just south of the Castle – a micro-brewery, aquaponics and sustainable living farm and a petting zoo with camping and bunk accommodation.







landra Castle and grounds are only open to the public 4-6 days per year and can be opened by appointment at other times for groups of 30+ people. The Castle, gardens and St Saviour's Church can be hired for weddings and other functions.

The Castle, homestead and church are visible from landra Road and visitors do drive out to the Castle to have a look. The Castle is listed as an attraction in the Grenfell Visitor Guide and is included in car and cycle touring routes and 'country' drive itineraries promoted by Hilltops and Cowra VICs. Other than for open days, the Grenfell, Cowra and Young VICs do not actively promote the Castle as an attraction, as there is nowhere 'safe' for vehicles to stop on landra Road to view the property. While the road is straight, it is relatively narrow with limited shoulders and open drains running down both sides which prevent vehicles (particularly caravans) from pulling off the road safely. The 100 kilometre speed limit compounds the problem.

## Opportunities

- To establish a Castle viewing area on landra Road, with interpretation, safe lay bays for vehicles to pull off the road and advanced warning signs. The viewing area would also be a strategic location to have a visitor information directory promoting Greenethorpe and the attractions in the surrounding area as well as other localities and attractions in Weddin Shire. There is potential for visitors to view a video-clip on their smart phones / tablet as part of the interpretation.
- To leverage landra to build group markets including:
  - Working with Young and/or Cowra VICs to develop itineraries, which include landra Castle, the Rustic Maze and Greenethorpe, that can be promoted to coach tour groups, social groups such as Probus Clubs, historic associations and garden clubs.
  - Working with Cowra, Forbes and/or Temora VICs to develop packages, which include the Castle, the Rustic Maze and Greenethorpe, for car and motorcycle clubs.
  - Incorporating landra into the itineraries of coach tours that are already coming through the Region.
  - Attracting caravan and RV club rallies to Weddin Shire.
  - Attracting day trips from social groups from within the surrounding region.
- To increase the number of events held at the Castle. The setting is ideal for smaller (up to 3,000 people) music festivals (eg Day on the Green), specialty markets, vintage car show and shine and boutique arts-based events.

## Rationale

- Providing a roadside viewing area would enable the Castle to be actively promoted as an attraction year-round and draw visitors into the south-eastern corner of Weddin Shire from Young and Cowra LGAs. Increased visitation in the area would have direct benefits for Greenethorpe and provide the opportunity to attract visitors across to Grenfell and the Weddin Mountains National Park. It would also help to stimulate and support other attractions and activities in the surrounding area.
- Building the group markets would enhance the sustainability of landra Castle and provide opportunities for other attractions and facilities within the Shire. Working with the surrounding towns, would enable Weddin Shire to penetrate the group market, something that it currently struggles to do due to lack of accommodation.
- Weddin Shire has the facilities to host caravan and RV rallies, with landra Castle providing a high-profile attraction for a rally itinerary.



- Using landra as an event venue would raise the profile of the Castle and the locality, increase the sustainability of the Castle and book out the accommodation in Weddin Shire and surrounding region.

## Directions Forward

- Establish a viewing area (or areas) with quality interpretation at landra and in Greenethorpe, and an information directory promoting Weddin Shire and surrounding areas.
- Formulate and implement action plans to grow the group markets.
- Work with landra to put in-place the planning approvals needed to host events and to position and promote the property as an events venue.

## 8.2 Grenfell Railway Precinct

The Railway Precinct is the main visitor precinct in Grenfell with attractions and facilities including a free camping area with toilets and showers, the heritage listed railway station, playground and picnic facilities, a civic guide, the Men's Shed, two railway carriages which are used for storage, the giant pick and shovel surrounded by some junk-art sculptures, and at the far southern end, the Grenfell Silo Art. The historic mill building (Lachlan Fertilisers) is also a potential point of interest.

The Precinct has been developed on an adhoc basis by community groups, with Grenfell Commodities commissioning the silo art. The development and activities within the Precinct lack coordination. The free camping area and amenities are maintained by the Lions Club, with the Club also maintaining (and using) the railway station. The Men's Shed is run by another volunteer group, with the Lion's Club and Men's Shed each operating independently.

The camping area is within 300 metres of the western end of the shopping centre, with access to the Precinct being via Camp and West Street, off the Mid Western Highway. There is no footpath or strong visual link to encourage travellers staying in the free camping area to walk up to the main street. There is also no footpath between the free camping area and the Silo Art, with travellers driving to the silos rather than walking. A significant number of travellers staying in the Precinct are travelling with bicycles and canoes. There is opportunity to capitalise on this by promoting cycling routes and mountain bike trails and the opportunity to canoe at Company and Bogolong Dams.







The rail infrastructure within the precinct is overgrown and in decay. The former water tower has collapsed and there are plans to replace it with an art installation. Some historic signalling and track-switch infrastructure is located along the rail corridor. The decommissioned rail line provides an opportunity to re-purpose the corridor as a rail trail between Grenfell and Greenethorpe with the first stage being a shared walking – cycling track between the Station and Henry Lawson’s Birthplace via Vaughan Dam Reserve. There is also a road corridor / easement connecting the Precinct to Company Dam that could be used to provide a walking – cycling link between the two areas.

## Opportunities

- To increase the number of travellers staying in the Precinct and their length of stay and expenditure within the Shire.
- To provide a strong visual and physical link between the Precinct and town centre to encourage travellers into Main Street.
- To improve and expand art installations within the Precinct.
- For the Precinct to become a walking and cycling ‘hub’ as the primary track head for the Grenfell to Greenethorpe Rail Trail with links to the town centre, Company Dam and potentially Bogolong Dam.
- To use the historic Railway Station building, platform and potentially train carriages for commercial activities – eg café, gallery, bike and canoe hire, accommodation etc.
- To use the area for small events and/or to stage events.
- To provide a comprehensive information directory.

## Rationale

- Coordinating and upgrading the Precinct would significantly increase both day trip and overnight visitation, with direct benefits to the Grenfell town centre.

## Direction Forward

To formulate and implement a masterplan to provide the direction and framework for the enhancement and on-going development of the Precinct. Opportunities and issues that the Plan needs to address include:

- Pulling together the key elements of the Precinct and improving the overall presentation of the Precinct (including coordinated landscaping).
- Establishing a strong physical and visual link between the Precinct and the town centre.





- Establishing a rail trail (Grenfell to Greenethorpe) with Stage 1 being a walking / cycling trail along the railway corridor to Henry Lawson's Birthplace. The Station Precinct will be the primary track head for the rail trail.
- The potential to provide a walking – cycling link from the Precinct to Company Dam, with the Precinct also becoming part of the proposed cycleway to Bogolong Dam.
- Opportunities for the use of the Station building and/or Platform for commercial activities (eg café, gallery, cycle hire).
- Opportunities to place additional carriages on-site with these used for accommodation and/or other activities.
- Opportunities to incorporate the historic mill buildings (Lachlan Fertilisers) into the interpretation of the Precinct.
- Opportunities for art installations.
- Use of the area for events and activities.
- Directional and facility signage from the Highway corridor and other strategic locations.
- The on-going management of the Precinct and Precinct assets.

The immediate priorities are:

- To establish a strong visual and physical link between the Precinct and Main Street.
- To provide a comprehensive information directory within the Precinct with the directory to include a noticeboard for the VIC staff to post up-coming events and other relevant information (eg road closures).
- To provide directional and facility signage to the Precinct.







### 8.3 Grenfell to Greenethorpe Rail Trail

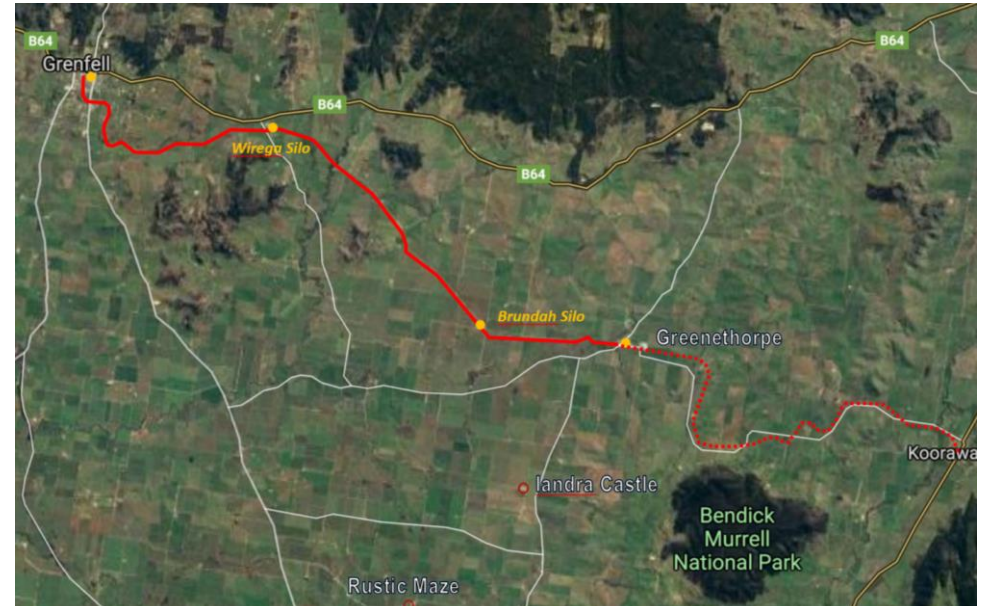
Re-purposing the closed rail corridor between Grenfell and Greenethorpe as a rail trail would be a 'game changer' for Weddin Shire. The corridor has the width to enable a trail adjacent to the railway line. The rail trail has the potential to be an anchor attraction for the Shire providing a focal point for cycle, equine and walking related tourism. It would also become a regional recreational asset and have the potential to be used for events.

The Grenfell Branch line opened in 1901 and was closed to passenger services in 1974 and to freight services in 1991. The line was constructed to 'pioneer standard' using light rails and earth ballast. The line extends from Grenfell to the Blayney-Demondrille Line at Koorawatha, a distance of 52 kilometres. The section from Grenfell to Greenethorpe, suggested for the rail trail, is around 30 kilometres. The 22 kilometre section of the line to the east of Greenethorpe falls partly into Weddin Shire and partly into Cowra and Hilltops LGAs.

Attractions along the route include:

- Grenfell Railway precinct – linking to the Grenfell town centre, Company Dam, Bogolong Dam and other local attractions
- Views of the Weddin Mountains National Park
- Grenfell Silos (silo art)
- Vaughan Dam Reserve (potential for walking / cycling trails)
- Historic rail equipment and infrastructure including signals, track switches and wooden bridges.
- Henry Lawson's Birthplace
- Stunning countryside, particularly in spring when the canola is flowering
- Silos at Greenethorpe, Brundah and Wirega – which may provide opportunities for silo art
- Greenethorpe – Café and B&B, Shamrock Hotel and the attractions in the surrounding region.

In Grenfell, the trail can be linked to the town centre, Company Dam and possibly Bogolong Dam and the O'Brien's Hill Precinct. From Greenethorpe, there is the opportunity to cycle to Iandra Castle, the Rustic Maze, Bendick Murrell National Park and Tout's Lookout. The rail trail could potentially be extended east past the Bendick Murrell National Park to Koorawatha, providing access to Koorawatha Falls and Reserve.





## Rationale

- A trail within the corridor could be an interim use of the corridor until its future is determined or could co-exist with a tourist railway, protecting the corridor from being subdivided and sold off.
- The rail trail has the potential to be an iconic attraction for Weddin Shire and the surrounding region, providing a strong point of difference to adjoining LGAs. It will significantly raise the profile of and generate interest in Weddin Shire as a destination for cycling and other activities.
- The trail is very well located – readily accessible to the surrounding region and, for enthusiasts looking to ride multiple trails, readily able to be ‘paired’ up with other proposed trails in the Central NSW, Eastern Riverina and Southern NSW regions.
- Rail trails are suitable for people of all ages and appeal to a diversity of markets. The rail trail will increase visitation to the Shire, diversify the market base and encourage visitors to stay longer in the area.
- Rail trails generate significant economic and social benefits including the injection of ‘new’ dollars into the local economy, increased profitability of local businesses, investment in new business and enhancement of the lifestyle and health of the local community.

## The Planning and Development Process

The NSW Department of Planning, Industry and Environment is assisting Councils and Community Groups to plan Rail Trails and prepare businesses cases and funding applications. The State Government's position is that it will support any rail trail project which demonstrates overwhelming community support.

Five steps need to be undertaken before an application to close the railway corridor can be lodged:

1. Extensive community consultation
2. Project is scoped out and planned
3. Preparation of a Business Case that meets the NSW Treasury guidelines for capital funding.
4. Complete the full Rail Trail Development Plan for the project.
5. Secure funding



*Example: Murray to Mountains Rail Trail*





Once funding is secured, the application to have the rail corridor 'closed' by an Act of Parliament can be lodged. For a beside-the-rail trail, it may be possible to lease (at a peppercorn rent) the corridor rather than going through the line closure process.

Considerable information, resources and support are available from Rail Trails Australia ([www.railtrails.org.au](http://www.railtrails.org.au)) and the Rail Trails for NSW ([www.railtrailsnsw.com.au](http://www.railtrailsnsw.com.au)). While the planning process has been protracted in NSW, with one trail recently opening and another funded, the development of rail trails is likely to gain momentum, with the process streamlined. Weddin Shire needs to commence the project immediately if it is to leverage off the work that is currently being undertaken at the State and regional levels.

## Directions Forward

Prior to embarking on the five steps outlined above, Council needs to undertake research into rail trails to gain a comprehensive understanding of the:

- Processes involved
- Benefits of the trails
- Issues that have arisen in other areas (perception vs actual experience) and how these issues have been addressed
- The best approach for engaging landowners along the rail corridor and the local community
- Best practice in the planning, design, management and marketing of trails
- Costs involved and potential funding sources
- The implications for Council

Once Council is fully informed, then it needs to decide whether to proceed and if so, embark on community consultation. Consideration should also be given to whether the trail should continue east of Greenethorpe. This would require working with Hilltops and Cowra Councils.

As Stage 1, it may be possible to use the rail corridor to establish a shared walk – cycle route from the Grenfell Station precinct to Henry Lawson's Birthplace, incorporating the silos, Vaughan Dam Reserve, the historic rail equipment along the corridor and an area to view the Weddin Mountains National Park. The walk should be linked back to the town centre to create a loop and bring people into the main street. Stage 1 could be linked to O'Brien's Hill and Company Dam precincts and the proposed Bogolong Dam cycleway.



*Example: Horse riding on the Brisbane Valley Rail Trail*



*Example: Beside-the-rail: Pioneer Rail Trail, Oberon*



## 8.4 Cycle Tourism

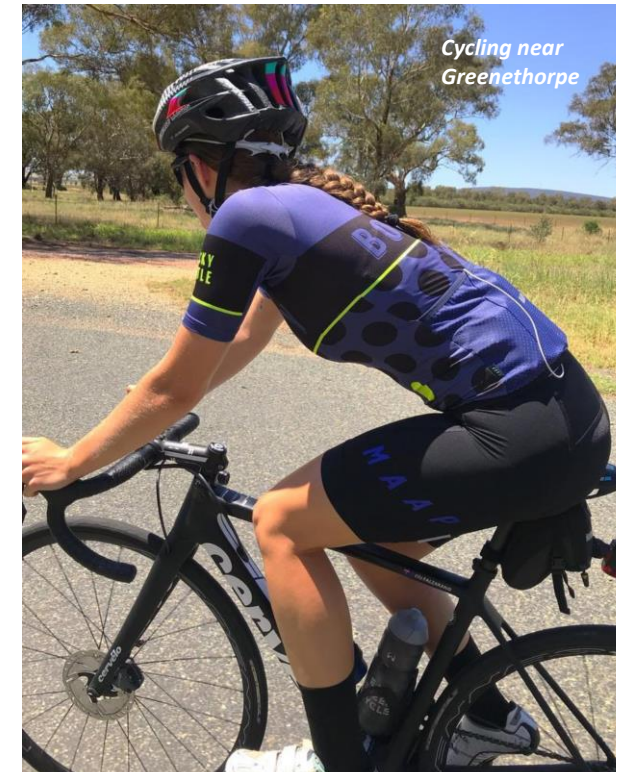
Cycle tourism is a strong and high growth, high yield niche market. Broadly, the cycle tourism market incorporates:

- Cycling enthusiasts who are motivated to travel to destinations primarily or solely because of the routes, trails and the riding experiences available.
- Event attendees – cyclists who travel to participate in or watch community and competitive cycling events.
- Cycling tours – independent, supported, escorted.
- Recreational cyclists – visitors who will ride while visiting a destination, with cycling not the primary reason for their visit. This is the primary market for bike hire.

Weddin Shire is ideal for cycle tourism with its strengths including:

- Diversity of areas to ride for road cycling, gravel grinding and mountain-biking.
- Network of low traffic local and regional sealed and unsealed roads enabling various size 'loop' rides for both road cycling and gravel grinding.
- Crown reserves and State Forests that could be used to develop a network of gravel grinding and/or mountain-bike trails.
- Potential for a rail trail (Grenfell – Greenethorpe – Koorawatha) through stunning country – providing a signature attraction and focal point for cycling in the Shire.
- Suitable topography for cycling – primarily flat to undulating with a few hills for those looking for a challenge.
- Scenically a very attractive area to ride, with rich agricultural land, bushland, Weddin Mountains National Park, State Forests and forested ranges.
- 'Well-spaced' towns and villages within Weddin Shire and surrounding LGAs, most with cafes.
- Enthusiastic groups of local cyclists.
- Strong and growing cycling fraternity within the surrounding region, with the region having a multitude of social cycling groups and cycling and MTB clubs.
- The Shire is already part of informal cycle touring routes, with a visit to the Shire generally part of a longer route linking the ACT, Young, Cowra and return.
- Weddin Shire has some recognition for the Tour de Greenethorpe and has been approached to host other cycling events.

The limited supply of accommodation and lack of a bicycle shop /or access to bicycle spares are constraints. The limited supply of accommodation can be partially overcome by targeting day trippers from the regional market and promoting the pub hotel accommodation available in Grenfell and the villages. Both the Railway Hotel in Grenfell and the Bland Hotel in Quandialla are ideal for smaller groups of 15-20 riders. For events, Weddin Shire will need to work with adjoining towns with Cowra, Forbes and Young having the accommodation to support a large event in Weddin Shire. There is also potential to use hire in a 'tent city' which could be located in the railway precinct, Showground or racecourse in Grenfell or the sports grounds in the villages. There is potentially an opportunity for an existing business in Grenfell that is open 7 days per week, to carry a limited range of bicycle spares. As cycling grows, there may be opportunities for a bicycle shop and/or bicycle hire. A number of bicycle shops in popular cycling destinations have introduced a small café.







## Opportunities

With the Shire's road network there is opportunity to promote road and gravel grinding almost immediately, with this supported by promoting the mountain-biking opportunities currently available. Road and gravel grinding cycle events could also be introduced almost immediately. Investment will be needed to assess the Shire's potential for the development of a mountain-bike park and/or a network of trails and to establish off-road cycleways, including the Grenfell-Greenethorpe rail trail and the Grenfell – Bogolong Dam cycleway. Road cycling and gravel grinding routes suggested by local cyclists are shown in Figure 8.1.

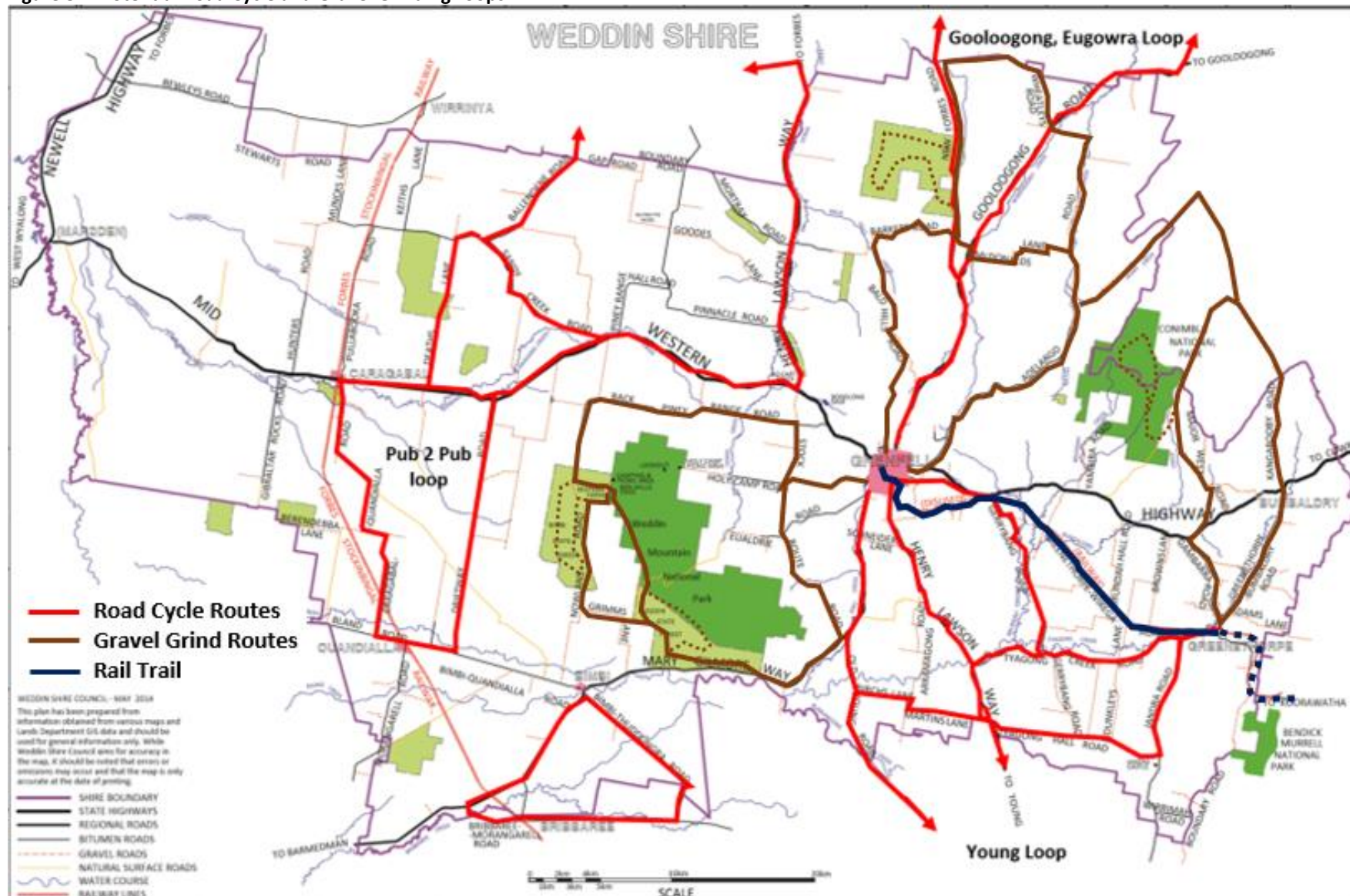
- **Road Cycling:** Weddin Shire has a network of low traffic, local and regional roads connecting Grenfell to the villages and other attractions and points of interest (eg landra Castle) and onto towns and villages in surrounding LGAs. This provides the opportunity to promote a range of road cycling loops, ranging in length from 10km around town to 200+ kilometres. There may be potential to re-instate the Tour de Greenethorpe as a road cycling event and to introduce other events (eg road criterion, cycle marathon, audax).
- **Gravel Grinding:** Gravel grinding is the newest and fastest growing cycling sector. Routes incorporate a mix of sealed and unsealed roads as well as fire trails and if accessible, mountain bike tracks. It is suitable for some road bikes as well as hybrid and mountain bikes. While other LGAs in the region are promoting road cycle routes, there appears to be no promotion of routes for 'gravel grinding'. The Gears and Beers Festival in Wagga has introduced two gravel grinding races (Filthy 50 and Dirty 130) which have proved very popular. With the road network and access to State Forest roads and fire trails in the National Parks and Crown Reserves (eg Company Dam), Weddin Shire has the potential to become the centre for gravel grinding for Central NSW and the Eastern Riverina Area. The Shire would need to move quickly to 'claim the space'.

Routes suggested by Grenfell cyclists include:

- Weddin Mountains National Park loop – potentially including sections of Back Piney Range Road, routes in Bimbi State Forest and the fire trails in the Weddin Mountains National Park, Nowlans Road, Grimms Lane, Weddin State Forest and Stock Route Road.
- The Northern Loop – Adelargo Road turning west at McDonalds Lane, Stumpy Lane to the Warraderry State Forest, or going further north and using Wheatleys and Borehams Road to access the State Forest, returning via Barkers Road and Bald Hills Road and the trails that feed into Company Dam.
- Greenethorpe – Conimbla National Park Loop – utilising the roads to and through the Park. There is also potential for a longer route between Grenfell and Greenethorpe via Adelargo, Peaks Creek and Kangarooby Roads.



Figure 8.1 Potential Road Cycle and Gravel Grinding Loops







There is also opportunity to:

- Establish routes that link low traffic local roads with the fire trails in Conimbla and Bendick Murrell National Parks, forest roads and the trails through the Bogolong Hills (if accessible) and around Company Dam.
- Organise one or more gravel grinding events – the Grenfell Grind (possibly linked with coffee), the Weddin Mountains cycle muster, Weddin Off-Road Audax.
- **Mountain Biking:** The Shire's State Forests and Crown Reserves may be suitable for cross country style mountain bike trails. There may also be an opportunity to build a pump track (eg in an old quarry or garbage tip area), a skills park (eg near Company Dam) and/or an Epic Trail in the Bogolong Hills or Warraderry State Forest. To attract mountain-bike enthusiasts and MTB events, the trails need to be professionally designed and constructed and then well maintained.
- **Rail Trail and Off-Road Cycleways:** Re-purposing the Grenfell – Greenethorpe rail corridor as a rail trail would provide a high-profile attraction and a focal point for cycle tourism (see Section 8.3). Council is also considering an off-road cycleway between Bogolong Dam and Grenfell. If the rail trail proceeds, there may also be opportunities to provide cycleway links to the O'Brien's Hill precinct and to Company Dam.
- **Multi-sport events:** Weddin Shire could potentially host multi-sport events, such as a 'Dirty' Triathlon, Adventure Race, Ironman and Iron Kids, using Bogolong and/or Company Dam, the Crown Reserves, the local road network, State Forests and the trails in the Weddin Mountain National Park (which are ideal for trail running).



*Pump Track*



*Skills Park*



## Rationale

- The Shire has great assets for cycle tourism, with these assets able to be harnessed quickly and cost effectively to grow road cycling and gravel grinding. If the Shire moves quickly, there is potential for it to 'own' gravel grinding within the region.
- Access to a large cycling market within the surrounding region.
- The benefits likely to be generated. Research into cycle tourism has identified a diverse range of benefits for the host destination, including:
  - Cycling enthusiasts have a higher propensity to travel to regional areas and stay longer.
  - Cyclists have a higher level of repeat visitation and change the way they 'experience' the location – they may visit the area initially to attend an event, returning as part of a club organised ride, visit as part of an informal social group and/or visit with their families.
  - Cyclists are a high yield market, spending across a range of sectors.
  - Cyclists tend to travel frequently – day trips, short breaks and extended holidays.
  - Cycle tourism creates opportunities for business investment: accommodation, eateries, bike hire, bike sales and maintenance, transfers, tours etc.
  - Cyclists are an easy and cost-effective market to target.



## Directions Forward

Road cycling and gravel grinding can be activated almost immediately, while mountain biking will take longer to establish.

### Road Cycling and Gravel Grinding:

- Establish a Grenfell cycle tourism working group involving Council's Tourism and possibly engineering staff and local cycling enthusiasts.
- Identify and assess potential road cycling and gravel grinding routes (including signature / iconic routes) and formulate detailed route maps and accompanying route notes.
- Provide cycle support infrastructure including signage; bike racks in Grenfell and potentially outside of the village pubs; a cycle hose-down area.
- Explore with local businesses, the opportunity to carry a range of bicycle spares.
- Prepare information and promotional collateral (print and on-line) – with information to include the routes, accommodation and other services.
- List the routes on relevant on-line data bases and directories – 'map my ride', Bicycle NSW rides, Cycle NSW rides etc.
- Distribute print information to all cycle shops within 3 hours of Weddin Shire.
- Formulate possible itineraries and packages and direct market to cycle clubs and groups within the surrounding region.
- Seek DNSW / Destination Network help to organise famils with influential cycling journalists and bloggers.





### Mountain Biking:

- Commission a study to assess the mountain-bike potential of Weddin Shire, including the development of an MTB park, MTB trails, pump track, skills park and an EPIC trail.

### Events:

- Re-instate and expand the Tour de Greenethorpe.
- Assess the potential to introduce a signature 'Gravel Grind' event (eg the Grenfell Grind – possibly combined with a coffee event)
- Assess the potential to introduce a cycling festival – community and/or competitive events; single or multiple disciplines.
- Explore options for cycling clubs / groups in the surrounding area to run events in Weddin Shire.
- Explore options to encourage commercial event organisers (eg Rocky Trail Entertainment, Switchback Events) to host events in Weddin Shire.







## 8.5 Leveraging Natural Assets

Weddin Shire is well endowed with natural assets with these including:

- Three National Parks – Weddin Mountains, Conimbla (part) and Bendick Murrell (part)
- Eleven State Forests - Bimbi, Weddin, Warraderry and Little Caragabal have the strongest tourism potential, with all having prolific birdlife.
- Company Dam and surrounding Reserve and Crown Land
- Bogolong Dam and potentially the adjoining Bogolong Hills
- Vaughan Dam Reserve
- Dark night sky with minimal light pollution

Individually, there are opportunities to enhance and/or leverage these assets. Combined, these assets provide opportunities for a broad range of outdoor activities and events including:

Activities	Events (community and/or competitive)
Camping	Mountain bike (endure, X country)
Picnicking / Informal Recreation	Gravel grinding
Bushwalking / Walking / Pole Walking	Cyclo-Cross
Bird Watching	Off-road Audax (cycling)
Wildflower Viewing (seasonal)	Adventure Racing
Mountain Biking	Dirty Triathlon / Dirty Duathlon
Gravel Grinding	Iron Man / Iron Kids
Horse Riding	Open Water Swimming
Pleasure Driving (horses)	Trail Running
Hunting	Orienteering / Rogaining
Fossicking (State Forests)	Horse Trail Rides
Canoeing / Kayaking / Stand-up Paddle Boarding	Horse Endurance
Boating / water sports	Endurance Driving (horse event)
Fishing	Trail bike events / enduro racing
4WD	Off-road car racing – rally sprint, khana cross
Trail Riding (registered trail bikes)	Off-road karting
Night sky viewing	Night sky viewing events

Weddin Shire has assessed and ‘clustered’ assets to develop and promote a network of bird trails. A similar approach is needed for each of these other activities. Potential opportunities for each of the assets and infrastructure requirements are summarised below.



*Company Dam*





Asset	Opportunities / Directions Forward	Infrastructure Requirements
Weddin Mountains National Park	<ul style="list-style-type: none"> <li>• To raise the profile of the Park and the attractions and facilities available by improving signage.</li> <li>• Raise the profile of Seaton's Farm and promote it as a unique, highly accessible attraction.</li> <li>• Include Seaton's Farm and the Ben Hall day use area as part of coach tour and group itineraries and list on accessible tourism websites.</li> <li>• Leverage the interest shown by horse riders in the Weddin Mountains Trail (and Weddin Mountains Muster) to promote other horse trails in Weddin Shire.</li> <li>• Endeavour to host a trail running event in the Park.</li> <li>• Include the Park fire trails as part of the Shire's gravel grinding and mountain-biking product.</li> <li>• Promote the adjoining State Forests in conjunction with the Park – increasing the range of things that visitors can see and do while in the area.</li> <li>• If the southern end of Nowlans Road is upgraded, develop scenic drives / touring routes that include Quandialla and Caragabal.</li> </ul>	<ul style="list-style-type: none"> <li>• Improve signage: <ul style="list-style-type: none"> <li>- Provide directional signage to the Park from the Newell Highway</li> <li>- Update the signage to the Park on the Mid Western Highway, Mary Gilmore Way and Quandialla- Bimbi Road to include international icons for camping, picnic facilities, lookout, hiking, historic site etc.</li> </ul> </li> <li>• Upgrade Nowlans and Holy Camp Road, sealing if possible, and if not, maintain to a high standard.</li> </ul>
Conimbla National Park	<ul style="list-style-type: none"> <li>• Market in conjunction with Weddin Mountains National Park and use to encourage travellers who have come-off the Newell to visit Weddin Mountains National Park to continue east (through Grenfell) to Conimbla National Park.</li> <li>• Extend the Weddin Bird Trails to include Conimbla National Park.</li> <li>• Include the fire trails in the Park as part of the Shire's gravel grinding and mountain biking product.</li> <li>• Promote the Yambira Fire Trail for horse riding.</li> </ul>	<ul style="list-style-type: none"> <li>• Signpost the Park from the Mid-Western Highway (possibly Major West Road)</li> </ul>
Bendrick Murrell National Park	<ul style="list-style-type: none"> <li>• Formalise and promote the walk to Mt Crowther.</li> <li>• Assess the potential to use and promote the fire trails within the Park as part of the Shire's mountain bike product.</li> <li>• If the rail trail extends east of Greenethorpe, include a link to the Park.</li> </ul>	<ul style="list-style-type: none"> <li>• Establish a small track head (vehicle parking, information directory with map) for the Mt Crowther Walk, with this signposted from surrounding roads.</li> </ul>
State Forests	<ul style="list-style-type: none"> <li>• Promote for a range of recreational opportunities.</li> <li>• Incorporate forest roads into the Shire's gravel grinding and mountain biking product.</li> <li>• Investigate the feasibility of developing a mountain bike park / mountain bike trails in one or more State Forests.</li> <li>• Promote the State Forests for horse-riding and explore options for developing basic horse infrastructure (eg camp with holding yards).</li> <li>• Assess the potential to use the Forests for a range of outdoor events.</li> <li>• Assess the potential to establish a bird walk in the Little Caragabal State Forest.</li> </ul>	<ul style="list-style-type: none"> <li>• Update the entrance signage to the Bimbi, Weddin and Warraderry State Forests.</li> <li>• Include the forests in the Shire's print and on-line information and promotional collateral.</li> </ul>
Bogolong Dam & Bogolong Hills	<ul style="list-style-type: none"> <li>• Promote the Dam as a recreation area for boating, watersports, fishing, canoeing and picnicking, potentially undertaking joint and/or cross promotions with other recreational dams and lakes within the surrounding region.</li> <li>• Construct a shared cycle-walking trail around the Dam.</li> </ul>	<ul style="list-style-type: none"> <li>• Walking trails.</li> <li>• Lookout.</li> <li>• Facilities (eg seating) for night sky viewing.</li> <li>• Off-road cycleway between Grenfell and the Dam.</li> </ul>



Asset	Opportunities / Directions Forward	Infrastructure Requirements
	<ul style="list-style-type: none"> <li>• Develop bushwalking trails and a lookout on the ridge above the Dam.</li> <li>• Investigate the feasibility of establishing mountain bike trails, including an EPIC trail in the Bogolong Hills.</li> <li>• Use the Dam and surrounding area for events – eg adventure racing, dirty tri, iron man / iron kids, trail running etc.</li> <li>• Investigate the feasibility of promoting the Dam car park and potentially the lookout as a night sky viewing site.</li> <li>• Encourage the development of temporary or permanent visitor accommodation and/or camping on adjoining farming properties.</li> </ul>	<ul style="list-style-type: none"> <li>• To incorporate infrastructure (eg power) into the car park area to enable the area to be used by food vans / coffee vans and for staging events.</li> <li>• If the Bogolong Hills area is suitable, establish a network of professionally designed and constructed mountain bike trails.</li> <li>• Signage, including directional signage from Grenfell.</li> </ul>
Company Dam, Reserve & Crown Land	<ul style="list-style-type: none"> <li>• Develop the Dam as a passive recreation area suitable for picnics, fishing, canoeing and swimming.</li> <li>• Walking trail around the Dam.</li> <li>• Utilise the trails in Company Dam Reserve and the adjoining Crown Land for a range of activities (eg bush walking, mountain biking, gravel grinding, horse riding) and events (eg Dirty Tri, adventure racing).</li> </ul>	<ul style="list-style-type: none"> <li>• Upgrade picnic facilities and amenities.</li> <li>• Establish a walking track around the Dam.</li> <li>• Provide a trail map and trail information.</li> </ul>
Vaughan Dam Reserve	<ul style="list-style-type: none"> <li>• Continue to develop as a passive recreation area, formalising the walking trails around the dam and through the woodland and provide interpretative signage for the vegetation and the birdlife.</li> <li>• For the Reserve to be promoted as an extension of the O'Brien's Hill endemic garden, showcasing the Box Gum Woodland eco system and creating wildflower displays and/or bird habitat area as part of the re-vegetation program.</li> <li>• To encourage more bird life through the installation of nesting boxes and planting of bird habitat and enhancing the bird watching experience by providing places to sit and observe and interpretative information (signage and/or in digital format).</li> <li>• For the Reserve to become a point of interest along the rail trail corridor – a place that travellers camping in the Railway Precinct can walk or cycle to.</li> <li>• An 'outdoor classroom' – a place where Landcare can run workshops and activities, possibly in conjunction with the Grenfell Native Nursery and/or the Endemic Garden.</li> </ul>	<ul style="list-style-type: none"> <li>• Formalise the walking trails in the Reserve and link to the rail corridor.</li> <li>• Directional and interpretative signage.</li> <li>• Seating.</li> </ul>
Dark Night Sky	<ul style="list-style-type: none"> <li>• Assess the potential for Weddin Shire to become a Dark Skies Park.</li> <li>• Establish a night skies viewing area (eg O'Brien's Hill and/or Bogolong Dam).</li> <li>• Incorporate sky gazing opportunities into group itineraries.</li> <li>• Encourage the installation of bubble tent accommodation.</li> </ul>	<ul style="list-style-type: none"> <li>• Establish a night skies viewing area.</li> </ul>





## 9. ENHANCING LOCAL ATTRACTIONS

There is opportunity to enhance existing attractions to improve the visitor experience and to leverage these attractions to encourage travellers to stay longer in the Shire and to grow the group and special interest markets. Assessment of the potential of these attractions and the investment needed to realise their potential is provided in Volume 1: Destination Analysis.

**O'Brien's Hill Precinct:** The O'Brien's Hill Precinct is a significant gold heritage site and one of Grenfell's main attractions. Key features of the Precinct are the historic gold workings – more than a century of history dating from 1886 with a walking trail and interpretation; lookout with picnic shelter, public toilets, car park and interpretative signs; small endemic garden; iris garden; historic Sloane's cottage, prolific birdlife; Cootamundra wattles when in flower; sunset viewing.

Challenges	Opportunities	Directions forward
<ul style="list-style-type: none"> <li>The key features of the Precinct are not integrated, with no connecting paths or unified signage.</li> <li>Gold walk, exhibits and interpretive signs are deteriorating.</li> <li>The gold display appears incomplete with relicts lying around.</li> <li>The gardens are maintained by volunteers.</li> <li>The visitor information directory at the endemic garden is dated in both the presentation and information.</li> </ul>	<ul style="list-style-type: none"> <li>To develop as a significant attraction and recreation area for Grenfell bringing together key themes of gold heritage, Henry Lawson, showcase gardens, art installations and outdoor activities (walking, birdwatching, sunset viewing).</li> <li>Capitalise on the wooden wheels to create a unique point of interest.</li> <li>If the walking trails, exhibits, gardens and facilities are fully accessible, promote on accessible tourism websites and direct market to disability and pensioner groups within the surrounding region.</li> <li>Sunset and night skies (potentially) viewing area.</li> <li>Walking / cycleway link to the Grenfell – Greenethorpe Rail Trail at Henry Lawson's birthplace.</li> </ul>	<ul style="list-style-type: none"> <li>Formulate and implement a new Masterplan for the O'Brien's Hill Precinct.</li> <li>Improve signage to and within the Precinct, including updating the visitor information directory.</li> </ul>

**Grenfell Art Gallery:** Located in the Community Hub adjacent to the VIC, the Gallery is popular with local and regional residents and visitors to the Shire. The Gallery is curated and marketed by Council and manned by volunteers. Exhibitions are changed every 6 weeks and feature local and regional artists, sculptors, photographers and artisans. The Gallery is becoming known for the quality and originality of its exhibitions and is attracting an increasing number of repeat visitors from throughout the region. The Grenfell Curtain (quilt) is one of the features of the Gallery.

Challenges	Opportunities	Directions forward
<ul style="list-style-type: none"> <li>The gallery does not have the climate control and security systems and access needed to host many of the travelling exhibitions.</li> <li>The need to devise and organise a new exhibition every six weeks, increases the workload for staff.</li> <li>The Gallery does not have a dedicated marketing budget.</li> </ul>	<ul style="list-style-type: none"> <li>To value-add by packaging exhibitions with other activities (eg art workshops).</li> </ul>	<ul style="list-style-type: none"> <li>To grow visitation through increased marketing.</li> <li>Leverage opportunities to value-add.</li> </ul>



**Grenfell Museum:** The Grenfell Museum is a local history museum with exhibits on the gold mining, Henry Lawson, bushrangers, famous local sports people and life in the Shire in the 1800s and early 1900's. The Historical Society has extensive collections of local historical records, maps and photographs, and provides a family history research service which brings visitors into town. The Museum is open 2-4pm on weekends and Monday morning and other times by appointment.

Challenges	Opportunities	Directions forward
<ul style="list-style-type: none"> <li>The building is not ideal for a Museum with limited display space, moisture issues and lack of Museum-standard storage space for the collection.</li> <li>Ineffective signage, with no signs on the building and only a small finger-board sign outside the Museum that is poorly located and not visible to passing traffic.</li> <li>Dependent on volunteers to maintain and operate – with volunteer numbers declining.</li> <li>Very limited on-line presence.</li> </ul>	<ul style="list-style-type: none"> <li>Package the Museum with other attractions (eg Landra Castle) for the coach and group tour markets.</li> </ul>	<ul style="list-style-type: none"> <li>Build the Museum's on-line presence.</li> <li>Include the Museum in itineraries and packages for the group market.</li> <li>Increase visibility by improving signage.</li> </ul>

**Chrysler Museum:** Located in the Grenfell town centre, the Chrysler Museum has a collection of cars and memorabilia dating from the 1930s. The Museum is privately owned and operated and open most days, and by appointment at other times.

Challenges	Opportunities	Directions forward
<ul style="list-style-type: none"> <li>One-man operation, rendering it difficult to diversify into other activities (eg guided tours in custom cars, wedding cars)</li> <li>Limited space to expand.</li> <li>No website or facebook page.</li> </ul>	<ul style="list-style-type: none"> <li>Packaging with other motoring attractions and events in Weddin Shire and the surrounding region to grow the car / motor cycle club and motoring enthusiast markets.</li> </ul>	<ul style="list-style-type: none"> <li>Working with adjoining LGAs / motoring attractions to grow the motoring enthusiast markets.</li> <li>Explore options for organising / hosting motoring events.</li> <li>Working with the operator to build the Museum's on-line presence.</li> </ul>

**Henry Lawson's Birthplace:** Henry Lawson's birthplace is marked by a small park with information plinths located on a loop walk, with the plinths providing information on Lawson's life. Other facilities include a small endemic garden, picnic shelter, information directory, adjoining car park and public toilets.

Challenges	Opportunities	Directions forward
<ul style="list-style-type: none"> <li>Interest in Henry Lawson is minimal.</li> <li>The park is not well maintained and has limited appeal.</li> <li>The information plinths are a dated way of presenting information, with the brass plaques on the plinths being difficult to read.</li> <li>There is no information on Lawson's works.</li> </ul>	<ul style="list-style-type: none"> <li>Improve the presentation of the area.</li> <li>Develop the garden into a showcase garden that adds colour and interest to the park.</li> <li>Art installations that celebrate Lawson's work and create a point of interest and a photo opportunity.</li> <li>Use of digital technology to bring the site alive and provide additional information on Lawson's life and/or works.</li> <li>Establish the park as a point of interest along the rail trail – possibly using art installations along this section of the rail trail, or along the pathway linking the trail to the park.</li> <li>Include in coach and group tour itineraries.</li> </ul>	<ul style="list-style-type: none"> <li>Ensure that the Park is well maintained and improve / replace the garden to add colour and interest.</li> <li>If the rail trail proceeds – consider using art installations and digital technology to enhance the visitor experience.</li> <li>Explore whether there is a local resident who is passionate about Henry Lawson and is willing to act as tour guide and possibly read some of his work, and if so, include in suggested coach tour and group itineraries.</li> </ul>





## 10. GROWING THE EVENTS SECTOR

Events have a core role to play in growing the visitor economy, strengthening key themes, showcasing and celebrating the Shire and its communities, and enhancing lifestyle. Locally, events are part of the cultural and social fabric of the area, providing an opportunity to bring visitors and residents together, 'tell the stories', and create memorable experiences. For visitors, events provide a reason to visit – they are essentially a 'call to action', encouraging consumers to 'visit now'. Events also generate publicity and focus attention on the area. They can be a key driver in the economic, social and cultural development and play a role in the 'tree change' process.

The Henry Lawson Festival is the Shire's signature event attracting around 10,000 visitors over the Festival weekend. While the Festival has strong community support and is part of the community's identity, it is tired and needs to be revamped. The landra Castle open days, Weddin Mountains Muster and Caragabal Sheep Races are popular and generate media coverage for the Shire. The Kart Club holds monthly meetings and hires out the kart track to other clubs, with both activities bringing visitors into town. The Club's Bob Hinde Memorial event is one of the largest karting events in NSW, attracting 500-600 competitors.

### Opportunities

Opportunities to build both the events sector and events-based visitation include:

- **Grow participation in and/or attendance at existing events:** The events that appear to have the most potential to increase visitation are the landra Castle Open Days, the Caragabal Sheep Races, the Open Gardens weekend and the Picnic and Jockey Club Races. In addition to the support currently provided by the VIC staff, there may also be opportunities to:
  - Raise the profile of the event within the surrounding region.
  - Direct market to special interest groups.
  - Package the event with other accommodation and/or activities in the Shire.
  - Package and direct market the event to coach wholesalers and/or coach companies that organise tours.
- **Organise / attract events that leverage the Shire's outdoor assets** including its road network, Bogolong and Company Dams, the National Parks, State Forests and Crown Reserves. Events could include road cycling,

Month	Event	Duration (Days)
<b>Annual Events</b>		
March	Jack Grants St Patricks Golf Day	1
	Southern Star Series: Grenfell Kart Club	2
April	Grenfell Picnic Races	1
May	Grenfell Rodeo	1
June	Henry Lawson Festival	3
	Caragabal Camp Oven Cook Off	1
July	Bob Hinde Memorial Kart Day	3
September	Grenfell Show	2
	Caragabal Sheep Races	1
	Grenfell Jockey Club Race Day	1
	Weddin Mountain Muster	6
October	Open Gardens	2
	Team Penning	1
<b>Regular Events / Activities that attract visitors to the Shire</b>		
landra Castle Open Days		4-6 / year
Grenfell Kart Club		Monthly
Grenfell Art Gallery – Changing exhibitions		Every 6 weeks





gravel grinding, trail running, long distance running, dirty-tri, adventure racing, orienteering, rogaining, a birding conference, music festival etc. Bogolong and Company Dams may provide opportunities to host events during summer.

- **Grow the Karting Market:** Work with the Grenfell Kart Club to improve the track, grow event participation, bid for State events and promote the Kart complex to other Clubs, encouraging them to hold events in Grenfell. There may also be opportunity for the Club to organise / host an off-road kart event in one of the State Forests.
- **Attract caravan and RV club chapter rallies and events:** Utilising the Grenfell showground, racecourse or Railway Precinct and/or the Village facilities.
- **Attract car and motorcycle club rallies:** Work with adjoining LGAs to leverage automotive-based attractions and events.
- **Identify and target footloose events that could be held in Weddin Shire:** bidding for events, as well as direct marketing the Shire's venues to event organisers and promoters.
- **Leverage major events in surrounding Shires:** positioning Weddin Shire to attract 'overflow' accommodation bookings during major events in surrounding LGAs.

*Bland Hotel,  
Quandialla*



*Henry Lawson Festival, Grenfell*



*Grenfell Kart Club*







## 11. INFRASTRUCTURE, FACILITIES AND SERVICES TO SUPPORT THE VISITOR ECONOMY

Weddin Shire needs to progressively improve its infrastructure, facilities and services to facilitate and support a growing visitor economy.

Current Status / Assessment		Opportunities / Directions Foward
<b>Accommodation</b>		
Supply / Capacity	The capacity of the accommodation in Weddin Shire is limited. The motel is tired and dated, with most of the pub hotel rooms being basic. The Shire has very attractive BnBs and a choice of caravan and camping sites, including free campgrounds in the Weddin Mountains and Conimbla National Parks and in Grenfell and Caragabal.	<p>Opportunities to increase the supply of accommodation include:</p> <ul style="list-style-type: none"> <li>• Encouraging the development of a new motel.</li> <li>• Re-opening rooms in the former Exchange Hotel in Grenfell and the Shamrock Hotel in Greenethorpe.</li> <li>• Providing free / low cost camping in Greenethorpe.</li> <li>• Providing on-farm accommodation.</li> <li>• Re-purposing space within commercial buildings for accommodation.</li> <li>• Installing additional carriages in the Railway Precinct with these re-purposed for accommodation.</li> <li>• Providing additional cabins in the Grenfell Caravan Park.</li> <li>• Capitalise more effectively on the pub hotel rooms.</li> <li>• Explore options to leverage the 'share economy' eg AirBnB, You Camp</li> </ul>
On-line presence	The Shire's accommodation properties have a very limited on-line presence, with most properties not having websites and only one being listed on a commercial on-line booking site. Most of the accommodation operators rely solely on the Grenfell VIC to promote their properties.	<ul style="list-style-type: none"> <li>• To increase the number of properties with quality websites and on-line booking capacity.</li> <li>• To leverage opportunities provided by caravan and camping, pet friendly, kid friendly and accessible tourism and other third party websites to list the Shire's accommodation properties and caravan and camping sites.</li> </ul>
<b>Venues:</b> venues form part of the infrastructure that supports the events sector. Weddin Shire has a range of venues suitable for outdoor events.		
Conference and meeting venues	The Shire's conference and meeting facilities are very limited, with growing the conference market not an option for the Shire. There are several meeting rooms available in Grenfell that are suitable for hosting regional meetings. The Pavilion at the Showground would be ideal for exhibitions.	For the Shire to ensure that it hosts its 'share' of regional government agency and Council meetings.
Grenfell Showground and Racecourse	The Grenfell Showground and Racecourse are significantly under-utilised. This is due to a combination of factors including aging infrastructure and facilities, lack of effective marketing and, in relation to the Showground, the cost of using the venue. Both venues could be used for a range of events and also as staging areas for cycling and other events that use the nearby road and trail networks.	<p>To work with the Venue Trusts to:</p> <ul style="list-style-type: none"> <li>• Source grant funding.</li> <li>• Market and promote their venues.</li> <li>• To organise / host events.</li> </ul> <p>To use the venues as staging areas for off-site events, eg Adventure Racing, Gravel Grinding.</p>
Bogolong Kart Track	The Bogolong Kart Track is a regional sporting facility. The monthly kart meetings, open events and the hire of track to other kart clubs generates significant visitation for the Shire. In the past, the track has been used for	<p>To assist the Kart Club to:</p> <ul style="list-style-type: none"> <li>• Secure grant funding to upgrade the track and facilities to State / National level.</li> <li>• Bid for events.</li> </ul>



Current Status / Assessment		Opportunities / Directions Foward
	State events. With the changes in track specifications in 2016, the track and facilities are no longer compliant to host State and National events. The track surface is deteriorating and needs to be re-surfaced otherwise the Track will lose its licence in 2022.	<ul style="list-style-type: none"> <li>Market and promote the complex to other Kart Clubs.</li> </ul> <p>To explore with the Kart Club the possibility of holding an off-road karting event in the Bimbi (or other) State Forest.</p>
Village Venues: Halls, Showgrounds, Sports / Recreation Grounds	Each of the villages have village halls and sport / recreation grounds and other facilities which are potentially suitable for hosting small events. Maintaining and upgrading the venues is a constant challenge for the village communities.	<p>To assist the Village communities to:</p> <ul style="list-style-type: none"> <li>Secure grant funding to continue to maintain and upgrade their venues.</li> <li>Market and promote their venues.</li> <li>Grow their events and introduce new events.</li> </ul>
Other venues	The Shire has a range of assets that could be used to host events, including: Iandra Castle, State Forests, National Parks, Company and Bogolong Dam and the surrounding Crown reserves and the local and regional road network.	<ul style="list-style-type: none"> <li>Position Iandra Castle as an iconic venue for music festivals and other events.</li> <li>Leverage the Shire's natural assets and road network to host a range of outdoor events and activities.</li> </ul>
<b>Visitor Information Services:</b> Information services are integral in supporting visitation. Information services provide the communication link between the locality, the tourist trade and visitors. Information services support the area's marketing and promotion, provide a direct service to both the tourism trade and visitors and, most importantly, make a visitor feel welcome in the area and ensure that they are aware of the area's products and services. Information (in both digital and print format), needs to be available at all stages in the path to purchase, during the journey and at the destination. Information services extend well beyond the visitor, with services provided to tourism and business operators, the travel trade, government agencies and tourism agencies, and local community.		
Grenfell Visitor Information Centre	Grenfell VIC is a Level 2 accredited Centre, that is open 7 days per week. The Centre attracts around 5,000 to 6,000 visitors per year. While centrally located within the town centre, the visibility of the Centre needs to be enhanced. Being located in an access corridor, the floor space and display space is limited, and the visitor experience is often compromised by the noise generated from surrounding activities.	<ul style="list-style-type: none"> <li>Approximately 32% of visitors to the VIC are undecided about whether to stay in the Shire or move on – this provides a significant opportunity for VIC staff to convert enquiries into sales. As such, it is critical that staff employed in the VIC have comprehensive knowledge of the Shire and surrounding region, strong communication and interpersonal skills, a passion for the area and the ability to 'sell'.</li> <li>Re-configure the Hub building to increase the floorspace and display area of the VIC and utilise digital technology to showcase the Shire's attractions, agricultural activities and lifestyle.</li> </ul>
Logo / Branding / Images / Video Content	<p>For the past decade, the Shire has focused on its heritage assets and link with Henry Lawson. The Shire is branded 'Heritage-History-Henry' with a very dated logo and the use of heritage colours in the Visitor Guide, tourism website and on other information and promotional collateral. The branding and presentation have limited traction in the marketplace and does not encapsulate the Shire's key assets.</p> <p>The Shire has a limited and somewhat dated image (photo library).</p> <p>The Shire does not have professionally produced video clips. The video clips used on the Shire's facebook page are taken by staff using personal devices.</p>	<ul style="list-style-type: none"> <li>To re-brand the Shire in-line with the shift in focus to the Shire's outdoor assets and scenically attractive setting.</li> <li>To up-date and expand the Shire's image library.</li> <li>To commission filming (including drone footage) and the production of a variety of video clips to be featured on the new tourism website and used for marketing and promoting the Shire.</li> </ul>





Current Status / Assessment		Opportunities / Directions Foward
On-line information	<p>The Grenfell tourism website is an older generation site that is often slow to load and 'clunky' to use. The website carries the 'History, Heritage, Henry' branding and heritage colours which do not effectively promote the area. Some of the imagery is dated and lacks the video clips which are becoming increasingly important as promotional tools.</p> <p>Tourism staff also maintain a Grenfell tourism facebook page and an instagram page. In the past it has also had a Twitter account and Pinterest page but does not have the resources to maintain these.</p> <p>The Economic and Tourism staff list the Shire's products and evens and maintain this content on the ADTW / NSW Get Connected data bases.</p> <p>Caragabal, Greenethorpe and Quandialla have village websites, with these sites having some tourism content.</p>	<ul style="list-style-type: none"> <li>• To design and launch a new website that is contemporary, vibrant, and comprehensive; is being mobile optimised and semantic search responsive; and includes video clips.</li> <li>• To formulate and implement a digital / social media strategy.</li> <li>• To build the online presence of the Shire and its attractions, activities and facilities by posting and maintaining content on the Shire on relevant third-party websites, taking advantage of free-listing opportunities.</li> <li>• To work with the villages to enhance their websites and improve and increase their tourism content.</li> <li>• Going forward, Apps will be increasingly used to convey information, cycle and road touring maps etc.</li> </ul>
Print Information – Visitor Guides, information sheets - brochures, maps, display material etc.	<p>The Grenfell Visitor Guide is the Shire main promotional collateral. The Guide is A5 in size, with the logo dominating the top third of the cover. The Guide is unlikely to have visibility or traction on VIC brochure racks.</p> <p>The Shire does not have a professionally produced map, with Tourism staff photocopying a street directory map and Council's road map.</p> <p>The VIC has a very limited range of information brochures. These are produced in-house on poor quality paper and, while functional, do not effectively promote the Shire.</p> <p>The Shire does not have sufficient display material to mount an exhibition at a consumer show.</p>	<ul style="list-style-type: none"> <li>• Produce a new visitor guide that is professionally produced using quality images. The Guide needs to be A4 in size, with the focus on the Shire's natural and lifestyle assets. The Guide needs to be available as an e.book on the tourism website and facebook page and downloadable.</li> <li>• Almost all visitors request a map. The Shire needs to produce a quality A3 tear-off map that provides Shire and regional maps and street maps for Grenfell and the villages as well as information on attractions, accommodation and essential services.</li> <li>• To produce a suite of brochures (including maps) targeted to special interest / activity-based markets (cycling, horse riding, bush walking etc) and to promote the Shire's scenic drives.</li> <li>• Produce display material suitable for trade and consumer shows.</li> </ul>
Information on Events	<p>The Grenfell VIC maintains a shire-wide (tourism and community) event calendar and lists relevant events on the ATDW data base via NSW Connect.</p>	<ul style="list-style-type: none"> <li>• For Council to formulate an events policy, develop protocols and produce resources to assist event organisers.</li> <li>• Continue to build the Shire-wide events calendar – encouraging event organisers to contact the VICs and list their events.</li> </ul>



Current Status / Assessment		Opportunities / Directions Foward
	<p>The Shire does not have resources (eg event guidelines), policies and protocols in place to assist event organisers to navigate the approval process and to assist them to organise and grow their events.</p> <p>There is no event signage (to promote forth-coming events) strategically located within the Shire.</p> <p>Most event organisers are working in 'isolation' rather than with similar events held in adjoining LGAs to grow visitation and market and promote co-operatively.</p>	<ul style="list-style-type: none"> <li>• Continue to list relevant events on NSW Connect / ATDW data base and other relevant event and 'what's on' websites, focusing on regional websites.</li> <li>• Explore options to provide event signage promoting forthcoming events at key strategic locations within and on the approaches to Grenfell and the villages.</li> <li>• Identifying opportunities to build attendee data bases and market and promote co-operatively – locally and regionally.</li> <li>• Encourage event organisers to include a link to the Shire-wide tourism website on their event website and/or facebook page.</li> <li>• Encourage accommodation operators to include a link on their website / facebook page to the event calendar.</li> </ul>
<b>Signage:</b> Signage plays a significant role in how an area presents. It also forms part of the visitor information services infrastructure and is a significant marketing and promotional tool. To be effective, the signage needs to be comprehensive and integrated at all levels. Within the Shire, Council is responsible for signage on Council controlled roads and in the public domain, while Roads and Maritime Services (RMS) is responsible for signage on the Mid Western and Newell Highways and the regional roads.		
Motivational / Promotional Signage	The Shire currently has only one small billboard on the Newell Highway promoting the Shire, with this billboard in very poor condition.	<ul style="list-style-type: none"> <li>• To replace / re-skin the existing billboard (preferably significantly increasing its size) and pursue other billboard advertising opportunities on the Newell and possibly other highway corridors.</li> </ul>
Grenfell and Village Signs / Signs entry signs	Council is considering installing new gateway entry signs for Grenfell and each of the villages which will help to create positive first impressions.	<ul style="list-style-type: none"> <li>• Ensure that the areas around the signs are regularly mowed and maintained.</li> </ul>
Way-finding and Visitor Information	<p>Wayfinding and visitor information signage in the Shire is ineffective:</p> <ul style="list-style-type: none"> <li>• Directional signage to accommodation, attractions and facilities is dated and not comprehensive, with some of the signs not highly visible. There is a lack of advanced warning signs.</li> <li>• There is no consistency in the presentation of or content provided by the visitor information directories and Civic Guides.</li> <li>• The Weddin Mountains National Park is not sign posted from the Newell Highway and the Conimbla National Park is not sign-posted from the Mid Western Highway.</li> </ul>	<ul style="list-style-type: none"> <li>• Update directional signage, using international icons were possible.</li> <li>• Ensure that the villages are well signposted from surrounding LGAs.</li> <li>• Ensure that the National Parks are effectively sign posted.</li> <li>• Provide comprehensive, contemporary information directories at strategic locations throughout the Shire.</li> </ul>
Event Signage	There is no 'official' signage advertising up-coming events.	<ul style="list-style-type: none"> <li>• Provide infrastructure for event signage at strategic locations throughout the Shire.</li> </ul>
<b>Roads:</b> Roads are critical infrastructure, enabling travellers to access and move around the Shire and providing opportunities for a range of activities and events.		





Current Status / Assessment		Opportunities / Directions Foward
Road Network	<p>The Mid Western and Newell Highways are significant generators of visitors to Weddin Shire.</p> <p>Weddin Shire has a network of local and regional roads that provide scenic, low traffic alternatives to Highway travel. Many of these roads are also suitable for cycling, with the gravel roads suitable for gravel grinding.</p> <p>The Weddin Mountains National Park is a significant attraction for both the Shire and surrounding region. There is a need to improve the Park access roads. There is also a need to provide all-weather access to Bogolong Dam.</p> <p>Need a sign at the beginning of Eualdrie Road to say 'No access to the Weddin Mountain National Park as Google Maps incorrectly reports a road to the mountains.</p> <p>There is no electric vehicle charging station in Weddin Shire.</p>	<ul style="list-style-type: none"> <li>• For Weddin Shire to become part of the Newell Highway touring route.</li> <li>• To promote scenic, low traffic routes as alternatives to the Highways, particularly for the Newell Highway between West Wyalong and Forbes.</li> <li>• To develop and promote a network of scenic drives within the Shire, and if suitable, identify and promote locations suitable for Canola viewing.</li> <li>• Utilise the roads to develop the cycle tourism market.</li> <li>• Explore opportunities to use local and regional roads for events (eg a half marathon between Caragabal and Quandialla).</li> <li>• Establish an electric vehicle charging station in Grenfell.</li> </ul>
<b>Electric Vehicle Charging Stations:</b> Over the next decade, the number of electric vehicles is forecast to grow by 28% pa and reach 20% of new car sales by 2030 <sup>5</sup> .		
EV Charging Stations	<p>Weddin Shire does not have an EV charging station. The NRMA is currently establishing a network of charging stations in Central NSW. Weddin Shire has not been identified as a potential location.</p>	Lobby NRMA and/or other service operators to provide an EV charging station in Grenfell.
<b>Telecommunications:</b> Visitors are travelling with a range of digital devices that require mobile network coverage. They are also increasingly seeking localities with free WiFi access		
Mobile Phone and WIFI access.	<p>Access to the Telstra and Optus mobile phone networks is available in Grenfell, with access to the Telstra network available in Quandialla. There is no Optus network coverage in the remainder of the Shire. Access to the Telstra network is very limited and patchy.</p> <p>There is no free access to WiFi in the Shire.</p>	Digital connectivity needs to be provided across the Shire to enhance safety and enable travellers to access information on their mobile phones and other devices.

<sup>5</sup> ENERGEIA (2018) Australian Electric Vehicle Study



## 12. MARKET DEVELOPMENT, MARKETING & PROMOTION

### 12.1 Target Markets

Market development will concentrate on building the markets that are a natural fit with the attractions, activities and experiences that are available in the Shire and surrounding region; can be accommodated with the infrastructure, facilities and services that are available; and are cost and resource efficient to target.

Weddin Shire will focus on:

- Encouraging through traffic to stop and spend in Grenfell and the villages.
- Growing the touring caravan and RV market and encouraging these travellers to stay longer in the Shire.
- Building the regional market – encouraging residents and their visiting friends and relatives to take day trips and short breaks in Weddin Shire and to attend the Shire's events.
- Building the group markets – targeting social groups, and caravan and motorhome clubs, and working with surrounding LGAs to grow the coach tour market.
- Building special interest and activity-based markets, focusing on:
  - Car and motorcycle clubs
  - Cycle tourism
  - Birdwatchers
  - Bushwalkers
  - Horse riders
- Growing the events market



*Weddin Mountain Muster*



*Car Club Visit to Iandra Castle*



*Bird Watching*



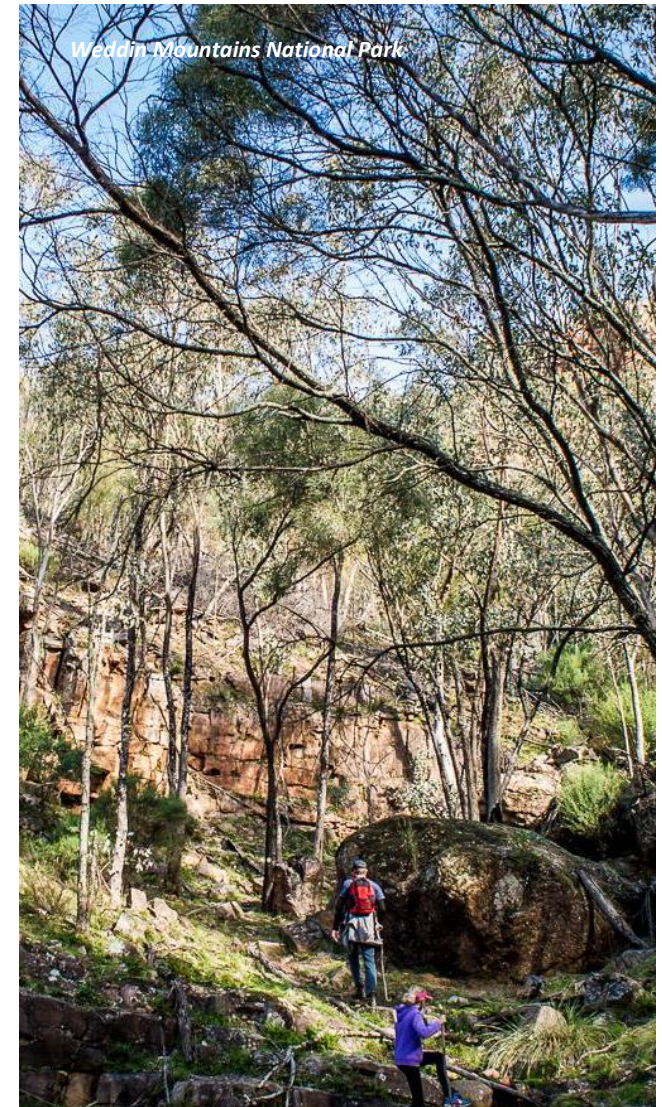


## 12.2 Marketing Directions and Activities

With limited staff and marketing budget, Council has focused on the operation of the VIC, production of information and promotional collateral and maintaining and leveraging the Grenfell Tourism website and facebook page.

To build visitation the marketing also needs to include:

- Attending, or at least ensuring that Weddin Shire / Grenfell is represented at key travel shows in Sydney, the Hunter – Central Coast region, Melbourne and Adelaide.
- Membership of the Newell Highway marketing group and participation in relevant marketing activities.
- Participation in relevant Central NSW marketing initiatives.
- Editorial content in the Visitor Guides from surrounding LGAs. Weddin Shire may need to buy space in these Guides or enter into a quid-pro-quo arrangement to feature these towns in the Grenfell Visitor's Guide.
- Continue to grow its on-line marketing activities to build destination awareness, communicate directly with key target markets and to harness user-generated content. To be effective in this space, the Shire needs to:
  - Continue to develop / improve the content and images on the Grenfell Tourism and the village websites.
  - Formulate and implement a social media strategy
  - Continue to up-skill staff in the effective use of social media
  - Continue to build its image and video clip libraries and harness user-generated images and video clips
  - Continually up-date and improve Weddin Shire content on third party websites
- Increase its marketing and PR activities within surrounding region to develop the regional day trip, VFR and short-breaks markets.
- Targeted direct marketing and promotional activities to grow the:
  - Touring caravan and RV markets and attract caravan and RV club rallies.
  - Coach tour and group markets.
  - Event markets.
  - Special interest and activity-based markets: cycling, bushwalking, horse riding, birdwatching, karting, car club etc.



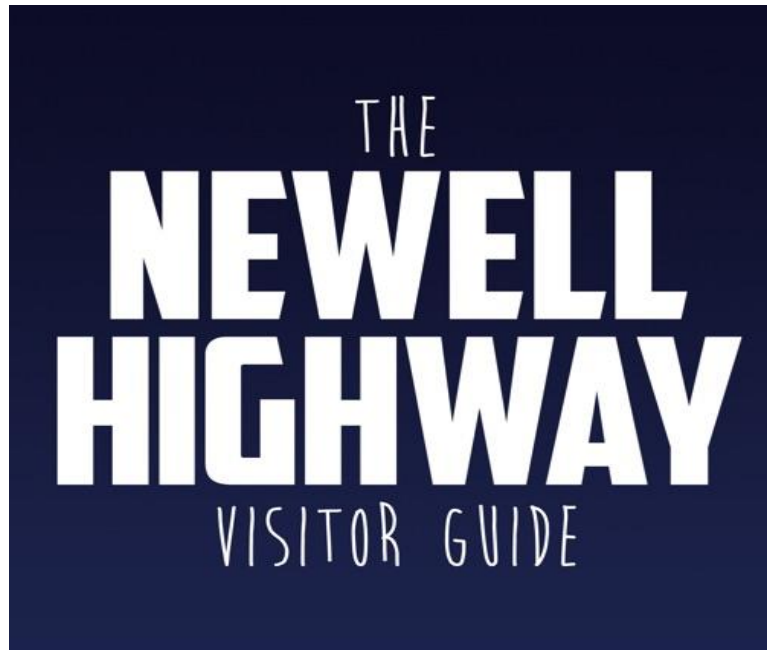




## 12.3 Strategic Alliances

In marketing and promoting the Shire, Council needs to work with:

- Destination NSW
- Destination Network Country and Outback
- Central NSW Joint Organisation – Central NSW Tourism
- Newell Highway Marketing Group
- Gold Trails (if re-activated)
- Adjoining LGAs
- Grenfell and village communities
- Event organisers







### 13. INDUSTRY DEVELOPMENT

The marketplace is evolving, and tourism and business operators need to keep abreast of changes. Most importantly, tourism and business operators need to be highly active in the digital space, with this space used to communicate, build relationships, market and promote, and 'make the sale'. The retail community needs to recognise the importance of presentation – of their shop fronts and their merchandise.

Tourism and business operators need to be responsive to changing needs and expectations, recognising that customers are becoming more sophisticated and demanding and less tolerant of inferior customer service.

In the on-line space, most of the Shire's tourism and hospitality businesses and many of the retail businesses have no, or a very limited presence. Building the on-line presence of tourism operators and local businesses is a priority.

Over the past few years, Council has funded a range of business improvement programs and workshops with topics including harnessing the on-line space (websites and social media), customer service and merchandising. The Tourism and Economic Development Officer also keeps tourism operators and local businesses informed about training programs and resources available from Government Agencies and regional organisations. To date, the level of interest amongst tourism and business operators to up-skill has been low.

To maximise the benefits from the Grenfell Main Street Renewal Program, it would be highly desirable for retailers to be up-skilled in merchandise display and window dressing.



*Railway Hotel, Grenfell*





**PRIORITIES, STRATEGIES, ACTIONS**

*Night Sky, Weddin Shire*





## 14. PRIORITIES, STRATEGIES, ACTIONS

### 14.1 Vision

**Weddin Shire will have a strong, diversified and sustainable visitor economy, which enhances our lifestyle, respects our environment, and generates significant social and economic benefits for our community.**

### 14.2 Objective

The primary objective is to Increase visitor expenditure within Weddin Shire, with resultant economic and social benefits for the Shire community.

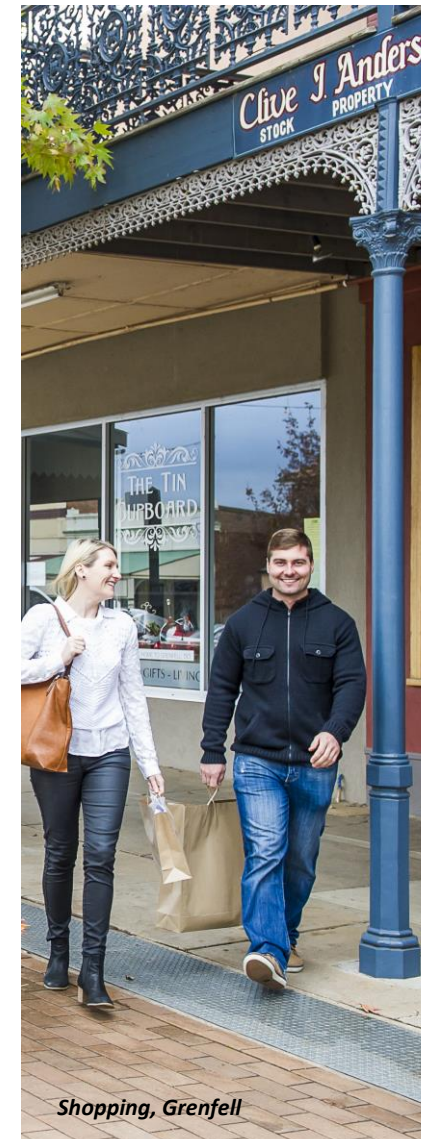
### 14.3 Outcomes Sought

- Increased visitation to and expenditure within Weddin Shire.
- Increased appeal and competitiveness of Weddin Shire as a service centre and destination – leveraging the Shire's key assets to build its attraction, activity and experience base.
- Increased viability and long-term sustainability of existing businesses and services
- Investment in new businesses and services.
- A stronger, more resilient community enabling the retention of existing residents and attraction of new residents.
- A higher profile and increased awareness of Weddin Shire.
- Framework and directions to assist Council in allocating funds and resources.

### 14.4 Strategic Priorities

Strategic priorities are:

- Priority 1: Ensure that the framework and resources needed to coordinate and drive growth in the visitor economy are in place.
- Priority 2: Strengthen Grenfell and the villages as destinations and service nodes.
- Priority 3: Consolidate, strengthen and diversify the attraction and activity base of the Shire.
- Priority 4: Grow the events sector.
- Priority 5: Ensure that the infrastructure, facilities and services needed to support growth of the visitor economy are in place.
- Priority 6: Build and diversify the market base of Weddin Shire





## Priority 1: Ensure that the framework and resources needed to coordinate and drive growth in the visitor economy are in place

Growing the visitation to and expenditure within Weddin Shire is dependent on enhancing and expanding the product base of the Shire; improving infrastructure, facilities and services; and effective marketing and promotion. The Plan identifies a range of relatively simple, cost effective actions that can be undertaken in the short-term that will enhance the visitor experience and/or result in growth in visitation. Implementing these actions will require significant staff time plus additional funding to assess and plan projects, address infrastructure issues (eg signage) and to re-brand the Shire and produce the information and promotional collateral (print and on-line) needed to support product and market development and to effectively market and promote the Shire.

Sustaining visitation in the medium to longer term will only be achieved if the Shire's tourism product and infrastructure base continues to be improved and expanded. This will require a significant investment in improving Council assets, staff time to coordinate and drive projects, the development of strong partnerships between Council and the Grenfell and village communities; and the establishment / strengthening of relationships with surrounding LGAs, touring route marketing groups, the Destination Network, Central NSW Tourism and land management agencies (National Parks and Wildlife, Forestry Corporation of NSW and Crown Lands).

To date, Council's tourism activities have been service-driven and focused primarily on operating the VIC and Art Gallery, producing the Grenfell Visitor Guide and a very limited range of information; maintaining the Grenfell tourism website, facebook and Instagram sites; producing the community and business directories and providing support for the Henry Lawson Festival. Although maximising the Shire's tourism potential is one of Council's strategic priorities<sup>6</sup>, tourism opportunities and 'needs' have generally not been taken into consideration by Council in planning and development, funding and resource allocation, or asset management. The Shire is also highly dependent on volunteers to develop, maintain and/or operate visitor attractions and facilities and to run events. As a result, most tourism assets are under-capitalised and/or unfinished, and not achieving their full potential. With an aging population, the reliance of volunteers is unlikely to be sustainable.

### Objective

A whole-of-Council approach and the resources in place to coordinate and drive growth in the visitor economy.

### Outcomes sought

- Strong leadership and direction from Council.
- Whole-of-Council approach to developing and managing Weddin Shire as a tourism destination.
- Staff resources and adequate budget in place to drive growth in the visitor economy.
- Strong alliances and/or partnerships with key stakeholders.



<sup>6</sup> Weddin Shire Council Community Strategic Plan - Strategic Outcomes 1.2, 4.1, 4.2, 4.3; Weddin Shire Economic Development Plan - Strategies 4.1 to 4.4; and Local Strategic Planning Statement – Planning Priority 6.





## Priority 1: Ensure that the framework and resources needed to coordinate and drive growth in the visitor economy are in place.

Strategies		Actions	
Strategy 1: Adopt a whole-of-Council approach to developing and managing Weddin Shire as a tourism destination			
1.1	Put in place the framework and protocols needed to deliver a ‘whole-of-Council’ approach to developing and managing Weddin Shire as a tourism destination.	1.1.1	Ensure that Council’s culture, structure, roles and responsibilities and internal communication channels support growth in the visitor economy. This includes taking tourism needs and opportunities into account in the development and management of assets, facilities and infrastructure, and in service delivery.
		1.1.2	Incorporate the Destination Management Plan (DMP) directions, strategies and actions into the Weddin Shire Community Strategic Plan, Delivery and Operational Plans, Long Term Financial Plan and Operational Budget.
		1.1.3	Revise relevant Council strategies and policies to recognise the significance of the visitor economy and to incorporate relevant DMP strategies and actions. Ensure that the DMP is taken into consideration in formulating new strategies and policies.
		1.1.4	Ensure that the Local Environmental Plan, Plans of Management and other regulatory documents supports tourism development and activities, recognising that the rise in the ‘share economy’ and changing technology requires a flexible approach to planning.
		1.1.5	Ensure consistency in branding and positioning of the Shire and articulate key positioning and marketing messages (see Strategy 4).
Strategy 2: Provide the resources needed within Council to coordinate and drive growth in the visitor economy			
2.1	Ensure that the Economic – Tourism section of Council is adequately resourced.	2.2.1	Restructure and expand the Economic-Tourism section of Council – employing an additional staff member.
		2.2.2	Ensure that all staff employed at the VIC have comprehensive knowledge of the Shire and surrounding area and strong communication, social and sales skills.
		2.2.3	Upgrade the technology and software in the VIC to enable staff to take high resolution images and video clips, access social media and produce professionally designed information.
		2.2.4	Review the budget for tourism marketing and promotion, increasing it in-line with other similar Councils.
		2.2.5	Develop and continually re-refresh Council/ Tourism’s image library, with this to include drone footage of the Shire and professionally produced images and video clips. The image library needs to reflect and reinforce the Shire’s branding (see Strategy 4).
Strategy 3: Build strategic alliances and strong partnerships			
3.1	Engage with key stakeholders	3.1.1	Identify the organisations (including village communities) that Council needs to work with to implement the DMP actions, the roles that these organisations will play, and the activities / projects that need to be undertaken.
		3.1.2	Brief each of the organisations on the DMP and discuss how they can contribute. Endeavour to gain support for the DMP and commitment to working with Council and taking responsibility for relevant activities and projects.
3.2	Engage with Members of Parliament.	3.2.1	Ensure that Members of Parliament representing the Shire are briefed on the Shire’s priority tourism projects and the funding required.
3.3	Strengthen relationships with Government Agencies, Regional Organisations, infrastructure and service providers.	3.3.1	Maintain strong relationships with key Government Agencies, regional and infrastructure and service providers.
		3.3.2	Brief and continue to update the regional Government offices on the key priorities and projects for Weddin Shire. Endeavour to ensure that the Shire’s priorities and projects are recognised in regional strategies, plans and priority project lists.
		3.3.3	Actively participate in forums and workshops run by these Agencies and respond to invitations to comment on draft plans and strategies.
		3.3.4	Advocate to host regional meetings in the Shire.
		3.3.5	When needed, advocate strongly for improved infrastructure and services.
		3.3.6	Seek support to secure funding and investment.



## Priority 1: Ensure that the framework and resources needed to coordinate and drive growth in the visitor economy are in place.

Strategies		Actions	
3.4	Build and strengthen strategic alliances with Councils within the surrounding region and along strategic road corridors.	3.4.1	Build / strengthen alliances with neighbouring Councils to achieve regional and sub-regional product, infrastructure and market development outcomes.
		3.4.2	Participate in regional product development, marketing and promotional activities.
		3.4.3	Explore options for sharing data and resources.
		3.4.4	Continue to participate in the Central NSW Tourism group.
		3.4.5	Join the Newell Highway Promotions Group.
3.5	Harness the skills and experience available within the Shire and surrounding region.	3.5.1	As needed, establish, encourage and support Task Forces / Working Groups, Networks and Business Associations to address specific issues or pursue opportunities.
<b>Strategy 4: Re-brand and align communication messages</b>			
4.1	Re-brand the Shire.	4.1.1	Rebrand the Shire in-line with the shift in focus to leveraging the Shire's outdoor assets and scenically attractive setting.
		4.1.2	Define the Shire's positioning and brand values.
		4.1.3	Articulate the key messages and how they will be communicated (words to be used and images) clearly and consistently.
4.2	Align communication and marketing strategies with the branding.	4.2.1	Ensure that the branding is consistent across all information and promotional collateral, display materials and web and social media sites.
		4.2.2	Ensure that Councillors and Council staff are cognisant of the key messages and provide training on how to communicate and reinforce these messages

## Priority 2: Strengthen Grenfell and the villages as destinations and service nodes

Localities play a very significant role in the visitor economy both as destinations and service centres, with presentation and first impressions playing a major role in the decision to stop in or visit a locality. From a visitor perspective, the key areas that make an impression are the gateway entry points, routes through the area, appearance and presentation of the town centre, and the parks and gardens. The presentation of businesses is also critical to encouraging travellers to stop, with businesses that present as clean and vibrant more likely to attract patronage than those that appear dated, tired and/or run down. Presentation is also important for the local community, building pride and confidence in the area, and is an attribute for people who are looking to relocate to and/or invest in the area, with tourism being an important driver of the 'tree change' process.

### Objective

To encourage highway and touring travellers to stop, explore and spend money in Grenfell and the villages.







## Outcomes sought

- For Grenfell and the villages:
  - To provide strong and favourable first impressions as well as memorable, lasting impressions, with travellers stopping to take photographs and videos and for these to be posted on travel and social media sites.
  - To have in place the infrastructure, facilities and services that visitors are seeking – with the Shire becoming a preferred place to stop.
- For local businesses to provide quality customer service – friendly, country hospitality – building repeat visitation and word-of-mouth / digital referrals.

### Priority 2: Strengthen Grenfell and the villages as destinations and service nodes.

Strategies		Actions	
Strategy 5: Position and promote Grenfell as a lifestyle centre – a great place to catch up with family and friends, an interesting and vibrant place to stop and explore.			
5.1	Continue to improve the presentation of the gateway arrival points and entry corridors.	5.1.1	Install new gateway entry signs and ensure that they are well maintained.
		5.1.2	Remove / replace tired and/or dated signs in the entry corridors.
		5.1.3	Undertake / improve landscaping – adopting a unifying theme along the corridor.
		5.1.4	Assess opportunities for public art installations to create points of interest.
		5.1.5	Improve the presentation of, and signage within, the Mid Western Highway corridor in the section between Alexandra and Main Street to encourage travellers into the main street.
		5.1.6	Provide the infrastructure for temporary signage for events in strategic locations within the entry corridors.
		5.1.7	Improve / update directional and facility signage within the entry corridors.
5.2	Continue to improve the presentation of the Grenfell town centre.	5.2.1	Implement the Main Street renewal project.
		5.2.2	Develop and implement strategies to ‘launch’ the ‘new’ main street (eg opening event, media coverage, regional marketing) and encourage regional residents to visit.
		5.2.3	Encourage and support property owners and businesses to improve the presentation of their buildings and shop fronts.
		5.2.4	Encourage on-street trading and attractive signs, flags etc to activate the footpath by adding colour and movement.
		5.2.5	Establish a strong physical and visual link between the Railway Precinct and Main Street
		5.2.6	Formulate and implement a plan to activate George Street as a heritage precinct, possibly using technology (eg sound trail) to bring the street alive.
		5.2.7	Ensure that the landscaping is coordinated and adds colour and vitality to the town centre.
		5.2.8	Explore options for temporary and permanent art installations.
5.3	Update / improve signage.	5.3.1	Undertake a comprehensive signage audit with factors to be considered including: <ul style="list-style-type: none"><li>• Signage to the VIC from all entry corridors</li><li>• Upgrading directional signage to attractions and accommodation, providing advance warning signs were needed.</li><li>• Improving facility signage – progressively changing to international icons</li></ul>



## Priority 2: Strengthen Grenfell and the villages as destinations and service nodes.

Strategies		Actions	
			<ul style="list-style-type: none"> <li>Providing comprehensive, information directories at key strategic locations within the town.</li> <li>Removing / replacing tired and dated signs.</li> </ul>
		5.3.2	Review signage policies for heritage buildings and within heritage precincts to increase business visibility and add character to the Centre.
5.4	Ensure that the town remains caravan, RV and long rig friendly.	5.4.1	Retain long rig parking in Forbes Street close to the town centre and ensure that the parking spaces are well defined and signposted.
5.5	Ensure that Grenfell is bicycle friendly.	5.5.1	Progressively establish a network of cycleways linking the railway precinct, Main Street and key attractions.
		5.5.2	Provide cycle racks / cycle infrastructure and signage within the shopping centre.
<b>Strategy 6: Encourage travellers to stop, explore and spend in the villages.</b>			
6.1	Improve the presentation of the villages.	6.1.1	In conjunction with the village communities, formulate and implement an improvement plan for each village, with the Plan addressing presentation and including both tourism and community / lifestyle initiatives.
6.2	Promote the facilities and services available	6.2.1	Erect blue and white facility (icon) signs on the approaches to each village.
6.3	Enhance the on-line presence of the villages	6.3.1	Work with the village communities to improve the presentation of and expand the tourism content of their websites and social media pages.
6.4	Enhance the appeal of Caragabal	6.4.1	Install sheep sculptures on the medium strip to leverage and promote the Caragabal Sheep Races and encourage travellers to stop.
		6.4.2	Explore options to build on the bird mural by establishing a 'quirky' bird and wildlife walk in the Little Caragabal State Forest.
		6.4.3	Explore options to install further murals, paint / improve building facades and/or revamp the heritage signs of some of the buildings to improve the presentation of the village.
		6.4.4	Upgrade / replace the toilet and picnic facilities within the playground area.
		6.4.5	Erect an information directory in a strategic location within the village (eg adjacent to the sheep sculptures or public toilets).
		6.4.6	Explore with the Royal Hotel, the possibility of establishing a footpath café.
		6.4.7	Improve signage – including increasing the visibility of existing facility signs and providing advanced warning and directional signs to the free camping area, and signage promoting the village events.
		6.4.8	Consider providing interpretative information on the Inland Rail.
6.5	Enhance the appeal of Greenethorpe	6.5.1	Continue to improve the presentation and interpretation of Greenethorpe village.
		6.5.2	Provide free and/or low-cost camping facilities for caravans and RVs at the Shamrock Hotel and/or the Recreation Ground.
		6.5.3	Provide public toilets to service the park and picnic area.
		6.5.4	Provide an information directory at the Café or other strategic location.
		6.5.5	Endeavour to correct the location of Greenethorpe on Google Maps.
		6.5.6	Produce a promotional brochure for Greenethorpe which includes the attractions in the surrounding area.
		6.5.7	Explore options for silo art and/or other art installations.
6.6	Enhance the appeal of Quandialla	6.6.1	Explore options for art installations – possibly an echidna or installations that tell the '1915' story.
		6.6.2	Improve directional signage to Quandialla from Bribbaree and other localities within the surrounding area.
		6.6.3	Update facility signs, provide advanced warning signs and signpost the caravan park at the Bland Hotel.
		6.6.4	List the Bland Hotel caravan park and Showground camp sites on on-line caravan and camping directories (eg Find a Camp).
		6.6.5	If the disabled toilet at Quandialla Hall is open to the public, signpost and list on on-line disabled facilities and public toilet sites.





## Priority 2: Strengthen Grenfell and the villages as destinations and service nodes.

Strategies		Actions	
		6.6.6	Encourage building owners in the village centre to paint their facades and re-instate heritage shop front signs.
		6.6.7	Provide interpretative signage – telling the story of Quandialla, representing the 1914 era and/or the 1915 story and potentially, Inland Rail.
		6.6.8	Endeavour to improve the café / coffee offering.
		6.6.9	Assess the need for a truck parking bay close to the village centre to leverage the expected increase in regional freight traffic on Morangarell Road.
6.7	Enhance the appeal of Bimbi	6.7.1	Improve signage: signpost creek access points and the interpretive panels at the fire shed.
		6.7.2	Install bird boxes along the Creek corridor to encourage and support bird life and include on the bird trails.
		6.7.3	Explore options for a mural on the Fire Shed.
		6.7.4	Address public toilet issues.
Strategy 7: Build business skills			
7.1	Up-skill retailers and service providers	7.1.1	Continue to host and promote opportunities for business owners and staff to enhance their on-line / digital, merchandising, window display and customer service skills.

## Priority 3: Consolidate, strengthen and diversify the attraction and activity base of the Shire.

The attraction and activity base of Weddin Shire forms the backbone of the tourism industry. Attractions and activities have a major influence on trip behaviour, providing a reason to visit the area and/or encouraging visitors to stay longer.

### Objectives

- To increase the focus on outdoor and nature-based activities.
- To enhance and expand the attractions, activities and experiences offered – to encourage travellers to stay longer in the Shire.
- To use the Shire's attractions, assets and facilities to build special interest and activity-based markets.
- To increase the appeal and profile of Weddin Shire – creating a desire and intention to visit.

### Outcomes sought

- Ongoing protection and preservation of the Shire's environmental, heritage and cultural assets and identity, to ensure long term sustainability of the tourism industry.
- A higher profile and awareness of the attraction and activity base of Weddin Shire within the marketplace.
- An expanded range of high profile 'signature' or 'must do' attractions and activities - particularly those targeted to special interest and activity-based market segments.
- A strong 'second tier' of attractions, (sitting below the signature attractions) – to encourage travellers to spend more time within the Shire.
- Growth in destination-based visitation – visitors coming into the Shire to pursue an interest or undertake an activity.
- Increased investment by State Government Agencies into the assets that they own and/or manage within Weddin Shire and surrounding region.



## Priority Projects

- landra Castle
- Improving the Grenfell Railway Precinct
- Grenfell to Greenethorpe Rail Trail
- Growing Cycle Tourism
- Leveraging Natural Assets



*View from the Weddin Mountains*

### Priority 3: Consolidate, strengthen and diversify the attraction and activity base of the Shire.

Strategies		Actions	
Strategy 8: Protect key assets – landscapes, landforms, dark night skies, heritage and cultural sites			
8.1	Protect and preserve key assets – significant landscapes and landforms, dark night skies, and heritage and cultural sites.	8.1.1	Ensure that the assets that are part of the attraction base of the Shire and underpin the tourism industry, are identified and protected in local and regional strategies and environmental plans and taken into consideration in planning assessments
Strategy 9: Deliver the priority (game changing) projects			
9.1	Improve access and increase visitation to landra Castle.	9.1.1	Develop a Castle viewing area within the landra Road Reserve with this incorporating safe pull-off and parking for caravans; interpretation of the Castle; and an information directory for the Shire and surrounding area; with this area being landscaped and effectively signposted.
		9.1.2	To support and leverage the viewing area: <ul style="list-style-type: none"><li>• Explore options to use technology (eg App) to enhance the viewing experience.</li><li>• Brief / organise a famil for VIC staff from the surrounding region.</li><li>• Update information and promotional collateral to include the viewing area.</li></ul>
		9.1.3	Leverage landra to build group markets including: <ul style="list-style-type: none"><li>• Working with Young and/or Cowra VICs to develop itineraries, which include landra Castle, the Rustic Maze and Greenethorpe, that can be promoted to coach tour groups, social groups such as Probus Clubs, historic associations and garden clubs.</li><li>• Working with Cowra, Forbes and/or Temora VICs to develop packages, which include the Castle, the Rustic Maze and Greenethorpe, for car and motorcycle clubs.</li><li>• Incorporating landra into the itineraries of coach tours that are already coming through the Region.</li><li>• Attracting caravan and RV club rallies to Weddin Shire, using the Castle as a ‘must see’ attraction.</li><li>• Attracting day trips from social groups from within the surrounding region.</li></ul>
		9.1.4	Position landra as an event venue: working with the owner / manager to put in place the planning approvals needed to host events and to position and promote the property as an event venue.
9.2	Enhance and leverage the Grenfell Railway Precinct – positioning it as a major tourism precinct within the town	9.2.1	Formulate and implement a masterplan for the enhancement, coordination and on-going development of the Railway Precinct with the Plan taking into consideration the factors outlined in Section 8.2 of this Action Plan.
		9.2.2	Establish a strong physical and visual link between the Precinct and the town centre.
		9.2.3	Provide a comprehensive information directory and noticeboard within the Railway Precinct.





### Priority 3: Consolidate, strengthen and diversify the attraction and activity base of the Shire.

Strategies		Actions	
9.3	Re-purpose the disused Grenfell Railway corridor as a rail trail. Stage 1: Grenfell Railway Precinct to Henry Lawson Birthplace	9.2.4	Improve directional and facility signage, including advanced warning signs on the Mid Western Highway.
		9.3.1	Research rail trails to gain a comprehensive understanding of the benefits, issues, approval process, costs and implications for Council.
		9.3.2	Explore the option to lease the corridor for a beside-the-rail trail.
		9.3.3	If Council decides to proceed: Embark on planning and development process (see Section 8.3)
9.4	Leverage the road and trail network to build cycle tourism – positioning Weddin Shire as the centre for gravel grinding within the Region.	9.3.4	Support / work with Cowra and Hilltops Shires to develop the Greenethorpe to Koorawatha section, to deliver benefits for Greenethorpe.
		9.4.1	Establish a Grenfell Cycle Tourism working groups involving Council and cycling enthusiasts to determine the road cycling and gravel grinding routes to be promoted and the signage and improvements needed.
		9.4.2	Formulate detailed route maps and route notes.
		9.4.3	Produce print and digital information and promotional collateral – incorporating routes, accommodation and other support services.
		9.4.4	Explore with local businesses that are open 7 days a week, the opportunity to carry a range of bicycle spares.
		9.4.5	List routes on on-line data bases and directories (eg map my ride, Bicycle NSW rides, Cycle NSW rides).
		9.4.6	Formulate suggested itineraries and packages and direct market to cycle clubs within 3 hours of Weddin Shire.
		9.4.7	Distribute print information to all bicycle shops within 3 hours of Weddin Shire.
		9.4.8	Seek DNSW / Destination Network help to organise famils with influential cycling journalists and bloggers.
		9.4.9	Commission a study to assess the mountain bike potential of Weddin Shire, including the development of a MTB Park, MTB Trails, pump track, skills park and an EPIC Trail.
		9.4.10	Develop and attract cycling events, including: <ul style="list-style-type: none"> <li>• Reinstate and grow the Tour de Greenethorpe.</li> <li>• Organise a gravel grind event – as a signature event for the Shire.</li> <li>• Assess the potential to introduce a cycling festival.</li> <li>• Invite cycling groups and clubs from the surrounding area to hold events in Weddin Shire.</li> <li>• Invite commercial cycle event organisers to hold events in Weddin Shire.</li> </ul>

### Strategy 10: Enhance and leverage natural assets to build special interest and activity-based tourism and provide more activities to do within the Shire.

10.1	<b>Weddin Mountains National Park:</b> Improve access and build visitation.	10.1.1	Improve signage, including: <ul style="list-style-type: none"> <li>• Assessing the potential for billboard signage on the Newell Highway and potentially the Mid-Western Highway north of Cowra and the Olympic Highway.</li> <li>• Directional signage from the Newell Highway (brown tourist signs).</li> <li>• Updating the signage to the Park on the Mid Western Highway, Mary Gilmore Way and the Quandialla-Bimbi Road to include international icons for the attractions and facilities available.</li> </ul>
		10.1.2	Improve road access to the Park: <ul style="list-style-type: none"> <li>• Upgrade / seal the gravel section of Nowlans Road. Once the road is to a suitable standard for all 2WD and motorcycles, establish and promote touring routes.</li> <li>• Upgrade / seal the gravel section of Holy Camp Road</li> </ul>



### Priority 3: Consolidate, strengthen and diversify the attraction and activity base of the Shire.

Strategies		Actions	
			<ul style="list-style-type: none"> <li>• Provide a sign on Eualderie Road stating no access to the National Park / endeavour to correct the misinformation on Google Maps.</li> </ul>
		10.1.3	Jointly promote the National Park and adjoining State Forests – producing a combined map / brochure for the area.
		10.1.4	Leverage the interest shown by horse riders in the Weddin Mountains Trail (and Weddin Mountains Muster) to promote other horse trails in the Shire.
		10.1.5	Include suitable fire trails in the National Park in the Shire's mountain biking and gravel grinding routes.
		10.1.6	Significantly raise the profile of Seaton's Farm (unique attraction) in the Shire's promotional material.
		10.1.7	Include Seaton's Farm and the Ben Hall Day Use area in itineraries and information kits prepared for coach tour and other groups.
		10.1.8	Explore options to host a trail running event in the Park and promote the Park trails to trail-running clubs.
10.2	<b>Conimbla National Park:</b> Leverage opportunities for activity-based visitation and promote as part of the product base of the Shire.	10.2.1	Signpost Conimbla National Park from the Mid Western Highway in Weddin Shire.
		10.2.2	Extend the Weddin Bird Trails to include the Park (both Sections).
		10.2.3	Promote the Yambira Fire Trail as one of the Shire's horse riding trails.
		10.2.4	Include the Park fire trails as part of the Shire's cycle routes
		10.2.5	Market and promote the Park in conjunction with the Weddin Mountains National Park, encouraging travellers to move between the two Parks.
10.3	<b>Bendick Murrell National Park:</b> Develop and promote as an additional attraction for the Greenethorpe – landra – Monteagle area	10.3.1	Formalise and promote the walk to Mt Crowther: Establish a small track head (vehicle parking area, information directory with map) with this signposted from surrounding roads.
		10.3.2	Assess the potential to use and promote the fire trails within the Park for gravel grinding and/or mountain biking.
		10.3.3	If the Greenethorpe to Koorawatha Rail Trail is developed, provide a cycle link to the Park.
10.4	<b>State Forests:</b> Utilise the State Forests for a range of outdoor activities and events.	10.4.1	Incorporate suitable forest roads into the gravel grinding routes.
		10.4.2	Investigate the feasibility of developing a MTB Park and/or trails within one or more State Forests.
		10.4.3	Promote the State Forests for horse riding and explore options for developing basic horse infrastructure (eg holding yards, watering points).
		10.4.4	Assess the feasibility of developing a bird / wildlife walk in Little Caragabal State Forest.
		10.4.5	Include the State Forests in print and on-line information and promotional collateral.
		10.4.6	Liaise with the Forestry Corporation of NSW to replace the entry signs to the Bimbi, Weddin and Warraderry State Forests, with the new signs to include information and a forest map.
		10.4.7	Assess the potential to use the State Forests for a range of outdoor events.
10.5	<b>Bogolong Dam and Bogolong Hills:</b> Develop as a regional recreational precinct.	10.5.1	Assess the feasibility of accessing the Bogolong Hills, for a lookout, bush walking trails and potentially mountain bike trails, including an EPIC trail.
		10.5.2	Formulate and implement a masterplan for the enhancement, coordination and on-going development of the Bogolong Dam – Bogolong Hills precinct.
		10.5.3	Establish a shared cycle-walking trail around the Dam.
		10.5.4	Assess the feasibility of developing an off-road cycleway between the Dam and Grenfell.
		10.5.5	Encourage / support the development of visitor accommodation and/or camping areas on private property adjoining the dam.
		10.5.6	Design the car park, facilities and infrastructure to enable events to be held in the area.





### Priority 3: Consolidate, strengthen and diversify the attraction and activity base of the Shire.

Strategies		Actions	
10.6	<b>Company Dam, Reserve and Crown Land:</b> Improve facilities and utilise the trails.	10.5.7	Explore opportunities to establish a canoe hire business.
		10.6.1	Upgrade picnic facilities and amenities.
		10.6.2	Establish a walking track around the Dam.
		10.6.3	Utilise the trails in the Company Dam Reserve and through the surrounding Crown Land for a range of activities (bushwalking, mountain biking, gravel grinding, horse riding, bird watching) and events (eg Dirty Tri).
		10.6.4	Establish a pedestrian – cycle route between the Dam and the Railway Precinct.
10.7	<b>Vaughan Dam Reserve:</b> develop as a passive recreation and bird-viewing area and a point of interest on the proposed rail trail	10.7.1	Support the work being undertaken by the Weddin Landcare Group to rehabilitate and revegetate the Reserve and install bird and small mammal nesting boxes and to use the site as an outdoor classroom.
		10.7.2	Formalise the walking tracks around the dam and through the woodland and provide interpretative signage for the vegetation and bird life.
		10.7.3	Link the Reserve to the railway corridor / rail trail.
10.8	<b>Dark Night Sky:</b> capitalise on the quality of the Shire's night sky and the growing interest in astro-tourism.	10.8.1	Assess the potential for Weddin Shire (whole or part) to become a Dark Skies Park.
		10.8.2	Establish a night skies viewing area – possibly O'Brien's Hill and/or Bogolong Dam.
		10.8.3	Work with local astronomy enthusiasts / regional astronomy clubs to incorporate star gazing opportunities into group itineraries.
		10.8.4	Promote the night skies and night sky viewing apps.
		10.8.5	Encourage the installation of bubble tent accommodation.
		10.8.6	Organise events to leverage astronomical events (eg comets, meteorite showers, eclipses)

### Strategy 11: Enhance local attractions to provide a strong 'second tier' of attraction to encourage visitors to stay longer in the Shire.

11.1	<b>O'Brien's Hill Precinct:</b> develop as a significant attraction and recreation area, bringing in together the key themes of gold heritage, Henry Lawson, showcase gardens, art installations and outdoor activities.	11.1.1	Prepare and implement a new masterplan for the Precinct, with a focus on expanding the endemic and iris gardens, improving the presentation and interpretation of the gold workings, art installations, extending the walking trail network, and establishing a sunset / night skies viewing area.
		11.1.2	Capitalise on the wooden wheels to create a unique point of interest.
		11.1.3	Provide a walking / cycle link to the proposed rail trail, connecting to Henry Lawson's birthplace.
		11.1.4	Improve signage to and within the Precinct, including erecting a comprehensive information directory.
11.2	<b>Grenfell Art Gallery:</b> build on the growing reputation for 'original' exhibitions.	11.2.1	Leverage opportunities to generate media coverage and value-add.
		11.2.2	Increase the marketing and promotion of the gallery. This will require providing a dedicated marketing budget
11.3	<b>Grenfell Museum:</b> raise awareness and build visitation.	11.3.1	Raise awareness and build visitation by: <ul style="list-style-type: none"> <li>Improving external signage.</li> <li>Building an on-line presence.</li> <li>Including the Museum in itineraries and packages for the group markets.</li> </ul>
11.4	<b>Chrysler Museum:</b> leverage opportunities to grow the motoring enthusiast markets.	11.4.1	Package with other motoring attractions and events in Weddin Shire and the surrounding region and direct market to car and motor cycle clubs / motoring enthusiasts market.
		11.4.2	Explore options for hosting / organising motoring events.
		11.4.3	Build the Museum's on-line presence.
11.5	<b>Henry Lawson's Birthplace:</b> increase the appeal of the Park	11.5.1	Improve the maintenance and presentation of the area, including re-planting the garden as a showcase garden that adds colour and interest to the Park.



### Priority 3: Consolidate, strengthen and diversify the attraction and activity base of the Shire.

Strategies		Actions	
		11.5.2	Explore opportunities to use art installations and/or digital technology to showcase Lawson's work, create a point of interest and bring the site alive.
<b>Strategy 12: Develop and promote new products and experiences</b>			
12.1	Leverage the interest in canola and the sub-regional canola trails.	12.1.1	Identify potential canola viewing areas and trails within the Shire and work with adjoining LGAs to link and promote canola trails.
12.2	Establish scenic drives / day touring itineraries.	12.2.1	Develop a series of touring loops / scenic drives that encourage travellers to use the Shire as a base and explore the surrounding region.
12.3	Capitalise on the interest in agri-tourism and the Shire's agricultural production.	12.3.1	If there are farmers interested in diversifying into agri-tourism, approach the NSW Small Business Commissioner to explore the possibility of running an Agri Tourism program in Weddin Shire, based on the 2019 pilot program run in Liverpool Plains Shire.
		12.3.2	Endeavour to showcase the Shire's agriculture through the Grenfell VIC, the Visitor Guide and on-line channels.

### Priority 4: Build the Events Sector

Events form part of the attraction and activity base of the Shire and are a significant generator of weekend visitation. Locally they are also part of the cultural and social fabric of the area, providing an opportunity to bring people together. For visitors, events provide a reason to visit – they are essentially a 'call to action'. Events also generate publicity and focus attention on the Shire, enhance the lifestyle and play a role in the 'tree change' process. Due to the Shire's capacity constraints, multiple small events spread throughout the year will deliver greater benefits to the Shire than one large event.

#### Objective

A strong, vibrant events sector that brings visitors into the Shire.

#### Outcomes Sought

- Increased visitation to and expenditure within the Shire.
- Increased media profile for the Shire.







## Priority 4: Build the Events Sector.

Strategies		Actions	
Strategy 13: Provide a framework that facilitates and supports events			
13.1	Formulate an events policy.	13.1.1	Develop an events policy that sets the framework for Council sponsorship and support of events and sets parameters for the allocation of limited funds and resources.
13.2	Provide a positive regulatory environment.	13.2.1	Ensure that the provisions of the Weddin Shire LEP, Plans of Management and other planning instruments allow for events, particularly in recreational reserves, and permit temporary structures and event-related facilities and services.
13.3	Formulate event guidelines for use by event organisers.	13.3.1	Prepare an event manual / event guidelines, articulating the policies and procedures relating to the development approval process, road closures and traffic management, parking, signage, insurance, Council support etc
13.4	Define internal coordination and communication protocols.	13.4.1	Ensure that all event enquiries are directed to a nominated Council Officer with this position supported by an internal communications protocol to ‘streamline’ the approval process.
13.5	Provide infrastructure for event signs.	13.5.1	Provide signage infrastructure at strategic locations throughout the Shire to advertise up-coming events.
13.6	Continue to provide marketing support for events.	13.6.1	Continue to maintain the Shire Event calendar and encourage tourism and hospitality business operators and the villages to include a link to the calendar on their website and/or social media sites.
		13.6.2	Continue to list relevant events on the ATDW / NSW Connect data bases and relevant third party websites and regional event and ‘what’s on’ guides and directories.
		13.6.3	Continue to send out regular ‘what’s on’ e.blasts to local and regional media, accommodation operators, VICs in the surrounding area and other interested parties.
		13.6.4	Promote events through social media channels.
		13.6.5	Explore opportunities to encourage and harness user generated content.
		13.6.6	Include a ‘what’s on / events banner’ on the Weddin Shire Council website and market events through Council’s social media channels.
		13.6.7	Leverage opportunities to: <ul style="list-style-type: none"><li>• Direct market events to special interest groups and coach and group tour organisers.</li><li>• Develop event packages</li></ul>
13.7	Produce a venue directory	13.7.1	Undertake a venue audit to identify and document venue capacity and the facilities and services available. The audit should include existing venues and assets that could potentially be used for events (eg Dams, State Forests). Information needs to be collated on the type of activities that the venue / asset that could be held, facilities available, capacity, power and water supply, lighting, fencing – security, any specific rules / regulations, contact details etc.
		13.7.2	Develop a comprehensive venue data base and Venue Guide, with a summary included on the tourism website and the Guide down-loadable from the tourism and potentially Council website.
Strategy 14: Improve facilities at, and increase use of, event venues			
14.1	Continue to upgrade facilities at Grenfell Showground and Racecourse	14.1.1	Encourage the Venue Trusts to prepare Plans of Management, with the Plans identifying opportunities to increase use and providing the framework for asset development and maintenance.
		14.1.2	Assist the Venue Trusts to secure funding to upgrade and expand facilities.
		14.1.3	Assist the Venue Trusts to host events, build patronage and market and promote their venues.
14.2	Upgrade the Bogolong Kart Track and grow the karting market.	14.2.1	Assist the Grenfell Kart Club to secure grant funding to upgrade the track and facilities to meet licensing requirements.
		14.2.2	Support the Club in marketing the venue and bidding for events.



## Priority 4: Build the Events Sector.

Strategies		Actions	
14.3	Continue to upgrade village halls and sporting / recreation grounds.	14.3.1	Assist the Village Hall Committees to secure grant funding to maintain and upgrade their venues, and to increase venue use.
<b>Strategy 15: Grow events-based visitation and visitor expenditure</b>			
15.1	Support existing events that have the potential to grow and increase visitation to the Shire.	15.1.1	Identify which local events have the potential to grow and attract visitors into the Shire and work with the event organisers to formulate and implement a growth strategy / business plan and a marketing plan.
		15.1.2	Encourage event organisers to develop attendee data bases and possibly a newsletter for direct marketing of next year's events.
		15.1.3	Encourage event organisers to develop event websites and facebook pages as communication and marketing tools.
		15.1.4	Assist / support event organisers to secure grant funding.
15.2	Introduce new events.	15.2.1	Explore options to leverage the Shire's assets to develop new events (eg road cycling, gravel grinding)
15.3	Attract events to the Shire.	15.3.1	Encourage and work with local organisations to bid for regional, stage and possibly national events.
		15.3.2	Identify and target footloose events (eg car, caravan and motorcycle rallies, concerts etc) that could potentially be held in the Shire.
		15.3.3	Direct market the Shire's venues to clubs and organisations and commercial event organisers, inviting them to hold events in Weddin Shire.
		15.3.4	Ensure that Weddin Shire hosts its 'share' of regional agency and Council meetings.
		15.3.5	Target regional school events that the Shire has the capacity to host (eg Cross Country carnivals)
15.4	Leverage major regional events	15.4.1	Position Weddin Shire to attract 'overflow' accommodation bookings for major events held in surrounding LGAs.
15.5	Encourage event attendees to spend money within the Shire.	15.5.1	Encourage event organisers to list accommodation available in the Shire and include a link to the tourism website on their event website and/or facebook page as well as the tourism website address on all their correspondence and in the event program.
		15.5.2	Provide event organisers with lists of accommodation properties and eateries, to send out / attach to their event information / entry form.
		15.5.3	Provide Visitor Guides / town and village information for event organisers to distribute at the event and if possible, include promotional vouchers and value-add offers from local businesses.







## Priority 5: Ensure that the infrastructure, facilities and services needed to support growth of the visitor economy are in place

Weddin Shire will progressively improve its infrastructure, facilities and services to facilitate and support a growing visitor economy.

### Objectives

- To provide the infrastructure, facilities and services needed to support and facilitate the growth in visitation in Weddin Shire.
- To ensure that the infrastructure, facilities and services provided meets user needs and expectations.

### Outcomes Sought

- Increase in the capacity of the accommodation sector.
- Enhanced information services, with quality, comprehensive information available from multiple touch points.
- Effective wayfinding and promotional signage.
- Improved visitor facilities.
- Increased on-line presence and digital connectivity.



## Priority 5: Ensure that the infrastructure, facilities and services needed to support growth of the visitor economy are in place

Strategies		Actions	
Strategy 16: Encourage and facilitate growth in the accommodation sector			
16.1	Increase the supply of accommodation within the Shire	16.1.1	Advocate for and support the development of a new motel, serviced apartment and/or cabin style developments.
		16.1.2	Provide additional cabins in the Grenfell Caravan Park.
		16.1.3	Explore options to provide accommodation (eg converted railway carriages) as part of the development of the Railway Precinct.
		16.1.4	Encourage on-farm accommodation – camping, glamping, conversion of farm buildings and installation of cabins and tiny houses.
		16.1.5	Provide free and/or low-cost camping facilities in Greenethorpe.
		16.1.6	Re-purpose space within commercial buildings for visitor accommodation.
		16.1.7	Promote opportunities offered by the ‘share-economy’ – eg AirBnB, YouCamp.
16.2	Increase the on-line presence of accommodation properties	16.2.1	Encourage accommodation operators to make more effective use of web-based and digital marketing including: <ul style="list-style-type: none"><li>• Launching a website and/or facebook page – if not already in place.</li><li>• Updating their website to be semantic search and mobile responsive and incorporate real time booking facilities, quality images and video clips, and information on Weddin Shire and forthcoming events.</li><li>• Listing on the higher profile accommodation booking websites.</li><li>• Claiming their ‘my business’ page on Google.</li><li>• Encouraging guests to review their property on both Trip Advisor and Google Reviews.</li><li>• Utilising free / low cost listings on tourism and third party websites.</li><li>• Utilising web-based resource material on digital marketing available from the DNSW and Tourism Australia websites.</li></ul>



## Priority 5: Ensure that the infrastructure, facilities and services needed to support growth of the visitor economy are in place

Strategies		Actions	
		16.2.2	Keep operators informed of any training programs and industry briefing workshops being held throughout the Region as well as the training resources available on-line.
		16.2.3	Encourage pub hotels with refurbished rooms to list on pubrooms.com.au and other pub hotel accommodation directories.
		16.2.4	Ensure that caravan and camping sites are listed in relevant on-line directories and Apps (eg Wiki Camps, Find-a-Camp).
		16.2.5	Update the Grenfell tourism website to include State Forests as a camping option.
		16.2.6	Continue to maintain accommodation listings and content on the ATDW / NSW Connect data base.
<b>Strategy 17: Continue to expand and improve information services, ensuring that information on the Shire is available from multiple touch points at all stages of the path to purchase and whilst travelling</b>			
17.1	Increase the effectiveness of the Grenfell VIC.	17.1.1	Increase the visibility of the VIC within the town centre with additional signage on the building façade, removing the tree outside the centre as part of the Main Street upgrade and using flags and/or footpath signage.
		17.1.2	Endeavour to increase the VIC floorspace and display area by reconfiguring the layout of the Hub building.
		17.1.3	Incorporate digital technology into the VIC to showcase the Shire – its attractions, agriculture and lifestyle.
17.2	Update and improve Shire-wide information and promotional material.	See Strategy 4.1.1	Rebrand the Shire in-line with the shift in focus to leveraging the Shire's outdoor assets and scenically attractive setting.
		17.2.1	Develop a new tourism website, reflecting the new branding and ensuring that it is semantic search responsive and mobile optimised. Ensure that the site includes quality images and video clips.
		17.2.2	Produce a new Visitor Guide in A4 format, with the Guide also available as an e.book from the tourism website and able to be downloaded.
		17.2.3	Produce an A3 tear-off map for the Shire, with this including a regional map and street maps for Grenfell and the villages.
		17.2.4	Produce quality display collateral for use at trade and consumer shows.
17.3	Update / improve / expand the range of product and activity brochures	17.3.1	Produce brochures, information, maps etc to promote and support the Shire's scenic drives, trails, attractions and activities (eg cycling, horse-riding etc). Ensure that key brochures and maps are downloadable from the tourism website.
		17.3.2	Develop information kits to support targeted marketing to coach tour, car and motorcycle clubs, caravan and RV clubs and other group markets.
17.4	Continue to improve Weddin Shire's on-line presence.	17.4.1	Formulate and implement a digital – social media strategy.
		17.4.2	Continue to use social media to raise awareness of the Shire and communicate with potential visitors, operators and the media.
		17.4.3	Continue to update content on the Shire's tourist attractions, activities and events on the ATDW / NSW Connect site.
		17.4.4	Capitalise on opportunities to list / provide content on Weddin Shire on third party websites and through social media, ensuring that the content and images are kept up to date.
		17.4.5	Endeavour to list / feature Weddin Shire product / experiences on special interest and activity-based sites (eg, bushwalking, cycling, horse riding, camping, fishing, canoeing, camping etc).
		17.4.6	Regularly check and up-date information on the Shire in on-line directories – eg Wiki Camps, toilet and dump point sites, travelling with dogs, travelling with kids, accessible tourism etc
		17.4.7	Encourage businesses, tourism operators and event organisers to provide a link to the Shire's tourism website on their website and/or facebook pages.





## Priority 5: Ensure that the infrastructure, facilities and services needed to support growth of the visitor economy are in place

Strategies		Actions	
		17.4.8	Endeavour to harness and utilise user generated content.
		17.4.9	Ensure that google analytical and other tracking tools are activated and use these tools to monitor and assess level of interest and trends.
17.5	Ensure information is available at strategic locations in Grenfell and the villages.	17.5.1	Erect information directories at strategic locations throughout the Shire. (Remove/replace out-of-date directories).
		17.5.2	Encourage service stations, cafes and village businesses to display and distribute the Shire Visitor Guide and the A3 tear-off map.
17.6	Improve telecommunications infrastructure and coverage within the Shire	17.6.1	Continue to advocate for improved mobile and broadband coverage throughout the Shire
		17.6.2	Explore options to provide access to free WiFi for travellers.
<b>Strategy 18: Ensure that signage is effective and contributes positively to the image of the area</b>			
18.1	Assess signage needs	18.1.1	Undertake a comprehensive signage audit and formulate and progressively implement an improvement plan.
18.2	Leverage opportunities for billboard advertising.	18.2.1	Replace (preferably with a much larger sign) / re-skin the Shire's billboard on the Newell Highway.
		18.2.2	Explore opportunities for additional billboards along the Newell Highway, Mid Western Highway north of Cowra and the Olympic Highway.
18.3	Improve gateway signage.	18.3.1	Provide new gateway entry signs for Weddin Shire, Grenfell and the villages and ensure that the area surrounding the signs is well maintained.
		18.3.2	Provide facility signs (international icons) on the approaches to the villages.
		18.3.3	Remove out-of-date / poorly presented signs from the entry corridors.
18.4	Improve wayfinding and facility signage.	18.4.1	Undertake a signage audit – assessing directional signage to and within the Shire and facility signs within the Shire; and taking into consideration the need for advanced warning signs and replacing fingerboard facility signs within internationally recognised icons. (Note: Council has undertaken an audit of the town and village name signs, but not directional or facility signs).
		18.4.2	Ensure walking trails and cycleways are effectively signposted.
<b>Strategy 19: Continue to improve visitor facilities</b>			
19.1	Ensure that the parks, gardens and reserves are well presented and maintained	19.1.1	Continue to maintain and improve the presentation of parks, gardens and reserves, both to enhance the visual impact and appeal of the locality and to encourage travellers to stop.
19.2	Continue to provide and maintain public toilets in strategic locations.	19.2.1	Ensure that public toilets throughout the Shire are clean and well maintained and signposted using the international facility symbols.
		19.2.2	List accessible toilets on inclusive / accessible tourism and other related websites.
19.3	Cater for electric vehicles (EV)	19.3.1	Explore options to provide an electric vehicle charging station in Grenfell.





## Priority 6: Build and diversify the market base of Weddin Shire

Weddin Shire needs to continue to build visitation and diversify its market base. The focus will be on consolidating and building the Shire's primary target markets and capitalising on cost effective opportunities to build secondary markets. The produce and infrastructure development needed to facilitate, and support market development has been addressed in Priorities 2-5, with the directions for marketing and promotion outlined in Chapter 12.

### Objectives

- To grow visitation to Weddin Shire.
- To increase the yield from visitation.
- To spread visitation throughout the Shire, to provide benefits for the villages.

### Outcomes Sought

- Increased visitation to and visitor expenditure in Weddin Shire, with visitation spread throughout the year.
- A more diversified market base.
- Raised awareness of Weddin Shire.
- Increased visitation to attractions and events.
- Higher accommodation occupancy rates.
- Increased use of venues.



## Priority 6: Build and diversify the market base of Weddin Shire

Strategies		Actions	
Strategy 20: Encourage the touring market to stop within and explore Weddin Shire.			
20.1	Engage with potential travellers at the trip planning stage.	20.1.1	Continue to enhance and expand Weddin Shire’s on-line and digital presence (see Strategy 17).
		20.1.2	Endeavour to showcase Weddin Shire at consumer and travel shows, particularly the caravan and camping shows.
		20.1.3	Join the Newell Highway Promotions Group and participate in marketing activities and initiatives.
		20.1.4	Continue to participate in relevant Central NSW Tourism cooperative marketing activities.
		20.1.5	Undertake direct and PR marketing to caravan and motorhome clubs – endeavouring to place feature articles on Weddin Shire in magazines and newsletters and participate in forums.
20.2	Capitalise on the importance of Maps as trip planning and promotional tools.	20.2.1	Identify and evaluate the main maps used by travellers to the area. Where possible, improve the information on Weddin Shire on these maps.



## Priority 6: Build and diversify the market base of Weddin Shire

Strategies		Actions	
		20.2.2	Working with Tourism Managers / Councils located along the touring routes that feed into the Shire, explore opportunities to produce / improve the touring route maps.
		20.2.3	Encourage local businesses to claim their 'my business' page on Google and to include links to maps as part of their contact details.
20.3	Work with adjoining LGAs to 'pull' travellers into and through the sub-region	20.3.1	Build strategic alliances with Tourism Managers / VICs in adjoining areas, capitalising on opportunities for cross promotion and intra-regional movement.
20.4	Continue to build awareness of the Shire's camping 'offer'.	20.4.1	Produce a caravan and camping brochure / information flyer for the Shire providing information on all commercial and free camping options; with this information also included on the Shire tourism website.
		20.4.2	List / review the Shire's caravan and camping sites on third party websites and camping directories.
		20.4.3	Improve signage to caravan and camping sites.
		20.4.4	Liaise with DNSW, DNC&O and Central NSW Tourism regarding opportunities to host influential bloggers who are touring around NSW / Australia.
		20.4.5	Endeavour to post images and stories of caravanners / RV's parked in great (scenic) locations within the Shire.
		20.4.6	Encourage travellers to post images on the Grenfell Tourism Instagram page.
20.5	Target caravan and RV rallies and events.	20.5.1	Develop packages and itineraries suitable for clubs and target these clubs through PR and direct marketing.
		20.5.2	Bid to host caravan and motorhome club rallies and events.
		20.5.3	Explore opportunities to leverage off caravan and RV events held in other locations, to raise the profile of Weddin Shire.

## Strategy 21: Build the regional market - targeting leisure-based day trips and short breaks; social and activity-based groups

21.1	<b>Regional Residents</b> - Grow the regional market focusing on: <ul style="list-style-type: none"> <li>- Offering the opportunity for families and groups of friends to escape: to be outdoors, get back to basics, reconnect and have fun.</li> <li>- Bringing residents and their VFR into the Shire for events and activities.</li> <li>- Positioning Weddin Shire as a day out destination for social groups.</li> </ul>	21.1.1	Endeavour to raise the profile of Weddin Shire within the surrounding region: <ul style="list-style-type: none"> <li>• Use PR marketing to place stories in the regional media.</li> <li>• Explore options for harnessing social media and user generated content.</li> <li>• Place articles about the different activities on offer in the Shire in the local and regional media. In the lead-up to school holidays local papers often have feature articles and discount coupons.</li> <li>• Use both the Tourism and Council social media sites to communicate with the regional media (journalists are increasingly using social media sites to generate ideas for stories).</li> <li>• Ensure that Weddin Shire events and activities are listed in regional 'what's on' directories and programs and seek media coverage in the lead-up to and during the events.</li> <li>• Explore 'quirky' opportunities to raise the profile of Weddin Shire and generate interest and media coverage.</li> <li>• Work with the B&amp;B sector and business operators to develop and promote 'short-break' packages.</li> </ul>
		21.1.2	Work with local businesses to raise the profile of shopping and dining opportunities within the Shire.
		21.1.3	Target and direct market Weddin Shire to clubs and social groups within the surrounding region – those that organise day and short trips including: <ul style="list-style-type: none"> <li>• Retirement homes – often have their own mini-buses.</li> <li>• Disability groups and service providers – excursions and day trips.</li> <li>• Walking clubs and groups.</li> <li>• Probus / View Clubs and organisations.</li> <li>• Social clubs and groups within Licensed Clubs.</li> </ul>





## Priority 6: Build and diversify the market base of Weddin Shire

Strategies		Actions	
			<ul style="list-style-type: none"> <li>• Church groups.</li> <li>• Car and motorcycle clubs.</li> <li>• Cycling groups.</li> <li>• Horse-riding groups</li> <li>• Bushwalking clubs</li> <li>• Birdwatchers</li> <li>• Golf clubs</li> <li>• Art collectives</li> </ul>
		21.1.4	Direct market Shire venues (eg Kart complex) to potential users and relevant interest groups; encouraging sporting clubs and commercial promoters to hold a 'round' or 'leg' of a sporting event in Weddin Shire.
		21.1.5	Explore opportunities to attract / bid for regional school events – eg cross country, horse events, triathlon.
<b>Strategy 22: Grow Group Markets</b>			
22.1	Build the coach tour market	22.1.1	Explore with adjoining LGAs, opportunities to build the coach tour market – developing and promoting 3 to 7 day itineraries.
		22.1.2	Build the Day Tour Coach Market - explore opportunities to include Weddin Shire product in itineraries of coach companies that regularly bring tours into / through the surrounding region.
		22.1.3	Explore with regional coach companies, opportunities to run tours to events held in Weddin Shire – eg Picnic Races, landra Open Days.
22.2	Build the motoring enthusiast (car and motorcycle club) market	22.2.1	Leverage the Grenfell Chrysler Museum and Quandialla Motoring Collection, working with adjoining LGAs with other motoring attractions and events, to target the motor enthusiast market.
		22.2.1	Seek help from DNSW to identify and host influential motoring journalists and bloggers.
<b>Strategy 23: Build special interest and activity-based markets</b>			
23.1	Build special interest and activity-based markets.		<p>Use the Shire's assets and facilities to grow special interest and activity-based markets – clubs, individuals and social groups - targeting these groups primarily through direct marketing online, and PR in specialist publications and on specialist websites.</p> <p><b>Primary Focus</b></p> <ul style="list-style-type: none"> <li>• Cyclists – road, gravel grinding, mountain-biking</li> <li>• Bush walkers - walking groups</li> <li>• Bird watchers</li> <li>• Horse riders and horse sports enthusiasts</li> <li>• Adventure / endurance sports</li> </ul> <p><b>Secondary</b></p> <ul style="list-style-type: none"> <li>- Water skiers / water sports</li> <li>- Golfers</li> <li>- Canoe / Kayakers</li> <li>- Historical associations</li> <li>- Family historians</li> </ul>



## Priority 6: Build and diversify the market base of Weddin Shire

Strategies	Actions
	<ul style="list-style-type: none"> <li>- Art / photography groups</li> <li>- Landcare / Land Management</li> <li>- Astronomy clubs / night sky enthusiasts</li> <li>- Specialist agricultural tours</li> </ul> <p>Basically, the same approach can be used to grow the different special interest markets:</p> <ul style="list-style-type: none"> <li>• Identify the activities, attractions, facilities and/or services available in the Shire and surrounding region that the market is likely to be interested in.</li> <li>• Package these into itineraries and products.</li> <li>• Use the internet to identify associations, clubs, event organisers etc – develop a data base.</li> <li>• Direct marketing to clubs and associations.</li> <li>• Conduct follow-up.</li> <li>• Support the direct marketing with public relations marketing – seeking to place articles in relevant magazines, newsletters and websites and post on social media sites.</li> <li>• List on free directories and websites relevant to the interest / activity and participate in forums.</li> <li>• Include relevant information on the tourism website and seek links to relevant activity-based sites.</li> </ul>



*Grenfell Picnic Races*



## 15. YEAR 1 INITIATIVES

As discussed in Section 1.6, the Weddin Shire DMP is the starting point for consolidating and growing the Shire's visitor economy over the next five years. It will, however, take time, funds, resources and commitment to implement the strategies and actions incorporated in this Plan.

Given the limited resources available within the Shire actions need to be prioritised. While there are a number of relatively simple, cost effective actions that can be undertaken in the short-term that will enhance the visitor experience and/or result in growth in visitation, sustaining visitation in the medium to longer term will only be achieved if the Shire's tourism product and infrastructure base continues to be improved and expanded.

Year 1, involves putting in-place the foundation blocks to stimulate and support growth in the Shire's visitor economy. The focus will be on:

- Undertaking the groundwork needed to prepare projects and activities for inclusion in Council's 2021/22 Operational Plan and Budget estimates and Council's next Delivery Plan.
- Briefing key players and potential funders about tourism development priorities in Weddin Shire.
- Undertaking precinct planning (place-making) and preparation of plans of management for key localities and assets.
- Product development – focusing on increasing access to landra Castle and developing trails for outdoor activities.
- Infrastructure development – implementing planned / funded projects and leveraging emerging opportunities.
- Events - putting in place the framework to grow the events sector.
- Market development – growing the cycling and car-club markets.

Several of the projects listed are 'time dependent' in that they are seeking to leverage opportunities that are likely to arise over the next year. Priorities may also need to shift to take advantage of grant funding opportunities. Many of the actions in the Plan are 'on-going' and need to be included in the day-to-day activities of Council.

The following Tables list the Year 1 Initiatives. The 'Responsibility' columns identify the Department / Unit within Council or other organisation that will have responsibility for delivering the Strategy / Action. The Partner column identifies other Council departments / units and/or organisations that will need to provide input and/or assist. The following abbreviations are used in the Tables:

WSC	Weddin Shire Council – strategy / action requires all Council departments to be involved.
OGM	Office of the General Manager
Admin	Director, Administration
EnvS	Director, Environmental Services
Eng	Director, Engineering
ED&T	Economic Development and Tourism Section





## Groundwork for the Operational Plan and Budget Estimates 2021-22 / new Delivery Plan

The focus of these actions is planning and scoping to prepare cost estimates for consideration and inclusion in Council's 2021/22 budget estimates and to prioritise projects for inclusion in Council's next 4 year Delivery Plan.

Strategy		Actions		Responsibility	
				Lead	Partner
1.1	Put in place the framework and protocols needed to deliver a 'whole-of-Council' approach to developing and managing Weddin Shire as a tourism destination.	1.1.1	Ensure that Council's culture, structure, roles and responsibilities and internal communication channels support growth in the visitor economy. This includes taking tourism needs and opportunities into account in the development and management of assets, facilities and infrastructure, and in-service delivery.	OGM	Admin
		1.1.2	Incorporate the Destination Management Plan (DMP) directions, strategies and actions into the Weddin Shire Community Strategic Plan, Delivery and Operational Plans, Long Term Financial Plan and Operational Budget.	OGM	Admin ED&T
		1.1.3 to 1.1.5	On-going	OGM	Admin ED&T
2.1	Ensure that the Economic – Tourism section of Council is adequately resourced.	2.2.1	Restructure and expand the Economic-Tourism section of Council – employing an additional staff member.	OGM	Admin ED&T
		2.2.2	Ensure that all staff employed at the VIC have comprehensive knowledge of the Shire and surrounding area and strong communication, social and sales skills.	OGM	Admin ED&T
		2.2.3	Upgrade the technology and software in the VIC to enable staff to take high resolution images and video clips, access social media and produce professionally designed information.	OGM	Admin ED&T
		2.2.4	Review the budget for tourism marketing and promotion, increasing it in-line with other similar Councils.	Admin ED&T	OGM
		2.2.5	Develop and continually re-fresh Council/ Tourism's image library, with this to include drone footage of the Shire and professionally produced images and video clips. The image library needs to reflect and reinforce the Shire's branding (see Strategy 4).	ED&T	Admin
4.1	Rebrand the Shire	4.1.1	Rebrand the Shire in-line with the shift in focus to leveraging the Shire's outdoor assets and scenically attractive setting.	ED&T	Admin OGM
9.4	Leverage the road and trail network to build cycle tourism – positioning Weddin Shire as the centre for gravel grinding within the Region.	9.4.9	Commission a study to assess the mountain bike potential of Weddin Shire, including the development of a MTB Park, MTB Trails, pump track, skills park and an EPIC Trail.	ED&T	Admin EnvS
17.1	Increase the effectiveness of the Grenfell VIC.	17.1.2	Endeavour to increase the VIC floorspace and display area by reconfiguring the layout of the Hub building.	Admin	ED&T
		17.1.3	Incorporate digital technology into the VIC to showcase the Shire – its attractions, agriculture and lifestyle.	ED&T	Admin



Strategy		Actions		Responsibility	
				Lead	Partner
17.2	Update and improve Shire-wide information and promotional material.	17.2.1 to 17.2.5	Following re-branding: production of a new Visitor Guide, Shire-wide maps and display material plus a new website.	ED&T	Admin
17.3	Update / improve / expand the range of product and activity brochures	17.3.1	Produce brochures, information, maps etc to promote and support the Shire's scenic drives, trails, attractions and activities (eg cycling, horse-riding etc). Ensure that key brochures and maps are downloadable from the tourism website.	ED&T	Admin
		17.3.2	Develop information kits to support targeted marketing to coach tour, car and motorcycle clubs, caravan and RV clubs and other group markets.		
17.5	Ensure information is available at strategic locations in Grenfell and the villages.	17.5.1	Erect information directories at strategic locations throughout the Shire. (Remove/replace out-of-date directories).	ED&T	Eng
18.1	Assess signage needs	18.1.1	Undertake a comprehensive signage audit and formulate and progressively implement an improvement plan.	ED&T	Eng

## Briefings / Communication

Actions in this section require an initial briefing to explain the DMP and Council's priorities for product and infrastructure development; followed by on-going up-dates, communication and networking.

Strategy		Actions		Responsibility	
				Lead	Partner
3.1	Engage with key stakeholders	3.1.1	Identify the organisations (including village communities) that Council needs to work with to implement the DMP actions, the roles that these organisations will play, and the activities / projects that need to be undertaken.	ED&T	Admin OGM
		3.1.2	Brief each of the organisations on the DMP and discuss how they can contribute. Endeavour to gain support for the DMP and commitment to working with Council and taking responsibility for relevant activities and projects.	ED&T	Admin OGM
3.2	Engage with Members of Parliament.	3.2.1	Ensure that Members of Parliament representing the Shire are briefed and kept up-dated on the Shire's priority tourism projects and the funding required.	OGM	Admin ED&T
3.3	Strengthen relationships with Government Agencies, Regional Organisations, infrastructure and service providers.	3.3.1	Maintain strong relationships with key Government Agencies, regional and infrastructure and service providers.	Admin ED&T	OGM
		3.3.2	Brief and continue to update the regional Government offices on the key priorities and projects for Weddin Shire. Endeavour to ensure that the Shire's priorities and projects are recognised in regional strategies, plans and priority project lists.		
		3.3.3	Actively participate in forums and workshops run by these Agencies and respond to invitations to comment on draft plans and strategies.		
		3.3.4	Advocate to host regional meetings in the Shire.		



Strategy		Actions		Responsibility	
				Lead	Partner
3.4	Build and strengthen strategic alliances with Councils within the surrounding region and along strategic road corridors.	3.3.5	When needed, advocate strongly for improved infrastructure and services.		
		3.3.6	Seek support to secure funding and investment.		
		3.4.1	Build / strengthen alliances with neighbouring Councils to achieve regional and sub-regional product, infrastructure and market development outcomes.	ED&T	
		3.4.2	Participate in regional product development, marketing and promotional activities.	ED&T	
		3.4.3	Explore options for sharing data and resources.	ED&T	
		3.4.4	Continue to participate in the Central NSW Tourism group.	ED&T	
3.5	Harness the skills and experience available within the Shire and surrounding region.	3.4.5	Join the Newell Highway Promotions Group.	ED&T	
		3.5.1	As needed, establish, encourage and support Task Forces / Working Groups, Networks and Business Associations to address specific issues or pursue opportunities.	ED&T	OGM Admin

## Preparation of masterplans and plans of management for key localities and assets

The focus is on ensuring key tourism precincts and facilities are well-planned to enable them to deliver the best economic, social and environmental outcomes for the Shire. The Plans will also assist in securing grant funding.

The priorities for Year 1 are to prepare:

- Masterplan plan for Bogolong Dam and adjoining Bogolong Hills precinct.
- Masterplan for the Grenfell Railway precinct.
- Place-making plans Greenethorpe, Caragabal and Quandialla.
- Plan of Management for the Grenfell Showground.
- Plan of Management for the Grenfell Racecourse.

The Showground and Racecourse Plans of Management will be the responsibility of the Venue manager.

Should funds and resources be available, a new masterplan is needed for the O'Brien's Hill Precinct.

Strategy		Actions		Responsibility	
				Lead	Partner
6.1	Improve the presentation of the villages.	6.1.1	In conjunction with the village communities, formulate and implement a place-making (improvement) plan for each village, with the Plan addressing presentation and including both tourism and community / lifestyle initiatives.	ED&T	EnvS + Eng





Strategy		Actions		Responsibility	
				Lead	Partner
9.2	Enhance and leverage the Grenfell Railway Precinct – positioning it as a major tourism precinct within the town	9.2.1	Formulate and implement a masterplan for the enhancement, coordination and on-going development of the Railway Precinct with the Plan taking into consideration the factors outlined in Section 8.2 of this Action Plan.	EnvS	ED&T
10.5	<b>Bogolong Dam and Bogolong Hills:</b> Develop as a regional recreational precinct.	10.5.1	Assess the feasibility of accessing the Bogolong Hills, for a lookout, bush walking trails and potentially mountain bike trails, including an EPIC trail.	EnvS	ED&T
11.1	<b>O'Brien's Hill Precinct:</b> develop as a significant attraction and recreation area, bringing in together the key themes of gold heritage, Henry Lawson, showcase gardens, art installations and outdoor activities.	11.1.1	Prepare and implement a new masterplan for the Precinct, with a focus on expanding the endemic and iris gardens, improving the presentation and interpretation of the gold workings, art installations, extending the walking trail network, and establishing a sunset / night skies viewing area.	EnvS	ED&T
14.1	Continue to upgrade facilities at Grenfell Showground and Racecourse	14.1.1	Encourage the Venue Trusts to prepare Plans of Management, with the Plans identifying opportunities to increase use and providing the framework for asset development and maintenance.	Venue Trusts	Eng EnvS (advisory)

## Product Development

Product development will focus on:

- landra Castle: construction of a castle viewing area and positioning landra as an event venue; supported by market development and marketing and promotional activities to leverage these actions.
- Development and promotion of trails for outdoor activities: While the focus will be on trails for road cycling and gravel grinding, the research and planning will also assess the potential of outdoor assets for a range of activities and events.

**Should Council proceed with the Grenfell Main Street renewal program, there are a range of actions in Strategies 5,7 and 17 that should be implemented support the program.**

Strategy		Actions		Responsibility	
				Lead	Partner
9.1	Improve access and increase visitation to landra Castle.	9.1.1	Develop a Castle viewing area within the landra Road Reserve with this incorporating safe pull-off and parking for caravans; interpretation of the Castle; and an information directory for the Shire and surrounding area; with this area being landscaped and effectively signposted.	Eng	ED&T
		9.1.2	To support and leverage the viewing area: <ul style="list-style-type: none"> <li>• Explore options to use technology (eg App) to enhance the viewing experience.</li> <li>• Brief / organise a famil for VIC staff from the surrounding region.</li> </ul> Update information and promotional collateral to include the viewing area.	ED&T	



Strategy		Actions		Responsibility	
				Lead	Partner
		9.1.3	Leverage landra to build group markets.	ED&T	
		9.1.4	Position landra as an event venue: working with the owner / manager to put in place the planning approvals needed to host events and to position and promote the property as an event venue.	EnvS	ED&T
9.3	Re-purpose the disused Grenfell Railway corridor as a rail trail. Stage 1: Grenfell Railway Precinct to Henry Lawson Birthplace	9.3.1	Research rail trails to gain a comprehensive understanding of the benefits, issues, approval process, costs and implications for Council.	WSC – establish an internal working group	
		9.3.2	Explore the option to lease the corridor for a beside-the-rail trail.		
		9.3.3	If Council decides to proceed: Embark on planning and development process (see Section 8.3)		
		9.3.4	Support / work with Cowra and Hilltops Shires to develop the Greenethorpe to Koorawatha section, to deliver benefits for Greenethorpe.		
9.4	Leverage the road and trail network to build cycle tourism – positioning Weddin Shire as the centre for gravel grinding within the Region.  And incorporating actions from Strategies 10 and 12.	All	All Strategy 9.4 actions plus trail and route related actions: Weddin Mountains National Park: 10.1.3, 10.1.4, 10.1.5 Conimbla National Park: 10.2.2, 10.2.3, 10.2.4 Bendick Murrell National Park: 10.3.2 State Forests: 10.4.1, 10.4.2, 10.4.3, 10.4.4 Company Dam: 10.6.3 Canola Trails: 12.1.1 Scenic Drives: 12.2.1	ED&T	EnvS Eng

## Infrastructure Development

Strategy		Actions		Responsibility	
				Lead	Partner
6.6	Enhance the appeal of Quandialla	6.6.9	Assess the need for a truck parking bay close to the village centre to leverage the expected increase in regional freight traffic on Morangarell Road.	Eng	EnvS
9.2	Enhance and leverage the Grenfell Railway Precinct – positioning it as a major tourism precinct within the town	9.2.3	Provide a comprehensive information directory and noticeboard within the Railway Precinct.	ED&T	Eng
10.1	Weddin Mountains National Park: Improve access and build visitation.	10.1.1	Improve signage, including: <ul style="list-style-type: none"> <li>Assessing the potential for billboard signage on the Newell Highway and potentially the Mid-Western Highway north of Cowra and the Olympic Highway.</li> <li>Directional signage from the Newell Highway (brown tourist signs).</li> </ul>	ED&T to coordinate with NPWS	Eng



Strategy		Actions		Responsibility	
				Lead	Partner
			<ul style="list-style-type: none"> <li>Updating the signage to the Park on the Mid Western Highway, Mary Gilmore Way and the Quandialla-Bimbi Road to include international icons for the attractions and facilities available.</li> </ul>		
		10.1.2	Provide a sign on Eualderie Road stating no access to the National Park / endeavour to correct the misinformation on Google Maps.	Eng	
10.2	Conimbla National Park: Leverage opportunities for activity-based visitation and promote as part of the product base of the Shire.	10.2.1	Signpost Conimbla National Park from the Mid Western Highway in Weddin Shire.	Eng	
10.4	State Forests: Utilise the State Forests for a range of outdoor activities and events.	10.4.6	Liaise with the Forestry Corporation of NSW to replace the entry signs to the Bimbi, Weddin and Warraderry State Forests, with the new signs to include information and a forest map. <i>Note: The timing of this action is dependent on the timing of the State Government's grant funding program to improve signage and infrastructure in State Forests</i>	ED&T to coordinate with NSW Forestry Corporation	
10.6	Company Dam, Reserve and Crown Land: Improve facilities and utilise the trails.	10.6.1	Upgrade picnic facilities and amenities.	Eng	
		10.6.2	Establish a walking track around the Dam.	Eng	
18.2	Leverage opportunities for billboard advertising.	18.2.1	Replace (preferably with a much larger sign) / re-skin the Shire's billboard on the Newell Highway.	Eng	ED&T
18.3	Improve gateway signage.	18.3.1	Provide new gateway entry signs for Weddin Shire, Grenfell and the villages and ensure that the area surrounding the signs is well maintained.	Eng	
19.3	Cater for electric vehicles (EV)	19.3.1	Explore options to provide an electric vehicle charging station in Grenfell. <i>Note: The NRMA is currently rolling out a program in Central NSW that Weddin Shire may be able to access</i>	ED&T to research	

## Growing the Events Sector

In Year 1, the focus will be on:

- Putting-in place the framework to grow the events sector.
- Cycling events.

Once The event framework is in place, the Economic Development and Tourism Staff will progressively implement the other strategies and actions detailed in Priority 4.





Strategy		Actions		Responsibility	
				Lead	Partner
13.1	Formulate an events policy.	13.1.1	Develop an events policy that sets the framework for Council sponsorship and support of events and sets parameters for the allocation of limited funds and resources.	ED&T	Admin OGM
13.2	Provide a positive regulatory environment.	13.2.1	Ensure that the provisions of the Weddin Shire LEP, Plans of Management and other planning instruments allow for events, particularly in recreational reserves, and permit temporary structures and event-related facilities and services.	EnvS	
13.3	Formulate event guidelines for use by event organisers.	13.3.1	Prepare an event manual / event guidelines, articulating the policies and procedures relating to the development approval process, road closures and traffic management, parking, signage, insurance, Council support etc	ED&T	Eng EnvS
13.4	Define internal coordination and communication protocols.	13.4.1	Ensure that all event enquiries are directed to a nominated Council Officer with this position supported by an internal communications protocol to 'streamline' the approval process.	OGM	
13.5	Provide infrastructure for event signs.	13.5.1	Provide signage infrastructure at strategic locations throughout the Shire to advertise up-coming events.	Eng	ED&T
13.6	Continue to provide marketing support for events.	All Actions		ED&T	
13.7	Produce a venue directory	13.7.1	Undertake a venue audit to identify and document venue capacity and the facilities and services available.	ED&T	
		13.7.2	Develop a comprehensive venue data base and Venue Guide.	ED&T	
9.4	Build cycle tourism	9.4.10	Develop and attract cycling events, including: <ul style="list-style-type: none"> <li>• Reinstate and grow the Tour de Greenethorpe.</li> <li>• Organise a gravel grind event – as a signature event for the Shire.</li> <li>• Assess the potential to introduce a cycling festival.</li> <li>• Invite cycling groups and clubs from the surrounding area to hold events in Weddin Shire.</li> <li>• Invite commercial cycle event organisers to hold events in Weddin Shire.</li> </ul>	ED&T	

## Market Development, Marketing and Promotion

Economic Development and Tourism will progressively implement strategies and actions articulated in Priority 6: Build and Diversify the Market Base of Weddin Shire. In relation to growing the group market (Strategy 22) the priority in Year 1 is to grow the motoring enthusiast market (car and motorcycle clubs). In growing the special interest and activity-based markets (Strategy 23) the priority will be to grow the cycling market, with the time and resources invested in this, leveraged to grow the horse riding, bushwalking and bird watching markets.



## 16. MONITORING

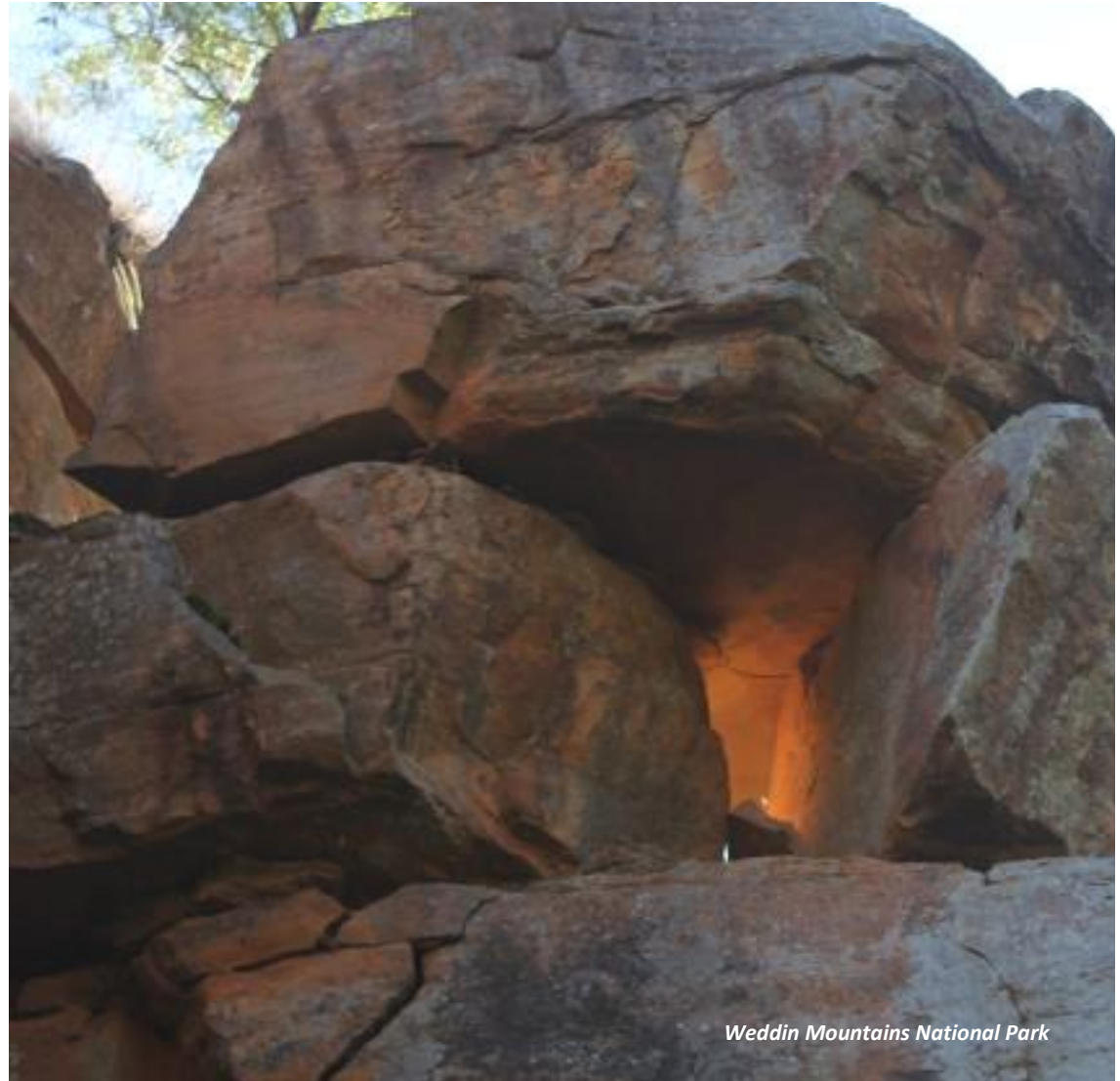
It is important that Council put in place a simple program to monitor the effectiveness of its tourism development and marketing activities. This will assist in:

- Providing an indication of whether the strategies and actions are effective in building visitation and/or achieving economic growth. Ineffective actions can be terminated or modified.
- Setting priorities and allocating funds and resources.
- Providing data to support funding applications. This is particularly important where funding for the extension of an existing program is being sought.

Potential indicators include:

- Visitor statistics collected at the Grenfell VIC.
- Website and social media analytics.
- Performance statistics from the Grenfell Caravan Park and the Art Gallery, and possibly from Iandra Castle and the Grenfell and Chrysler Museums.
- Event attendance.
- Media coverage gained (track amount of coverage and the dollar value).
- Familiarisation tours hosted and resultant coverage.
- Traffic count data.
- Number of coach and other tour groups attracted, tour participants and nights spent in the Shire.
- Number of events attracted to the Shire, and the number of participants and room nights generated.
- Value of new / additional investment in the tourism facilities (accommodation, attractions, tours etc) in the Shire.

For some initiatives, particularly in the areas of market development, it may take several years before the results are fully realised.



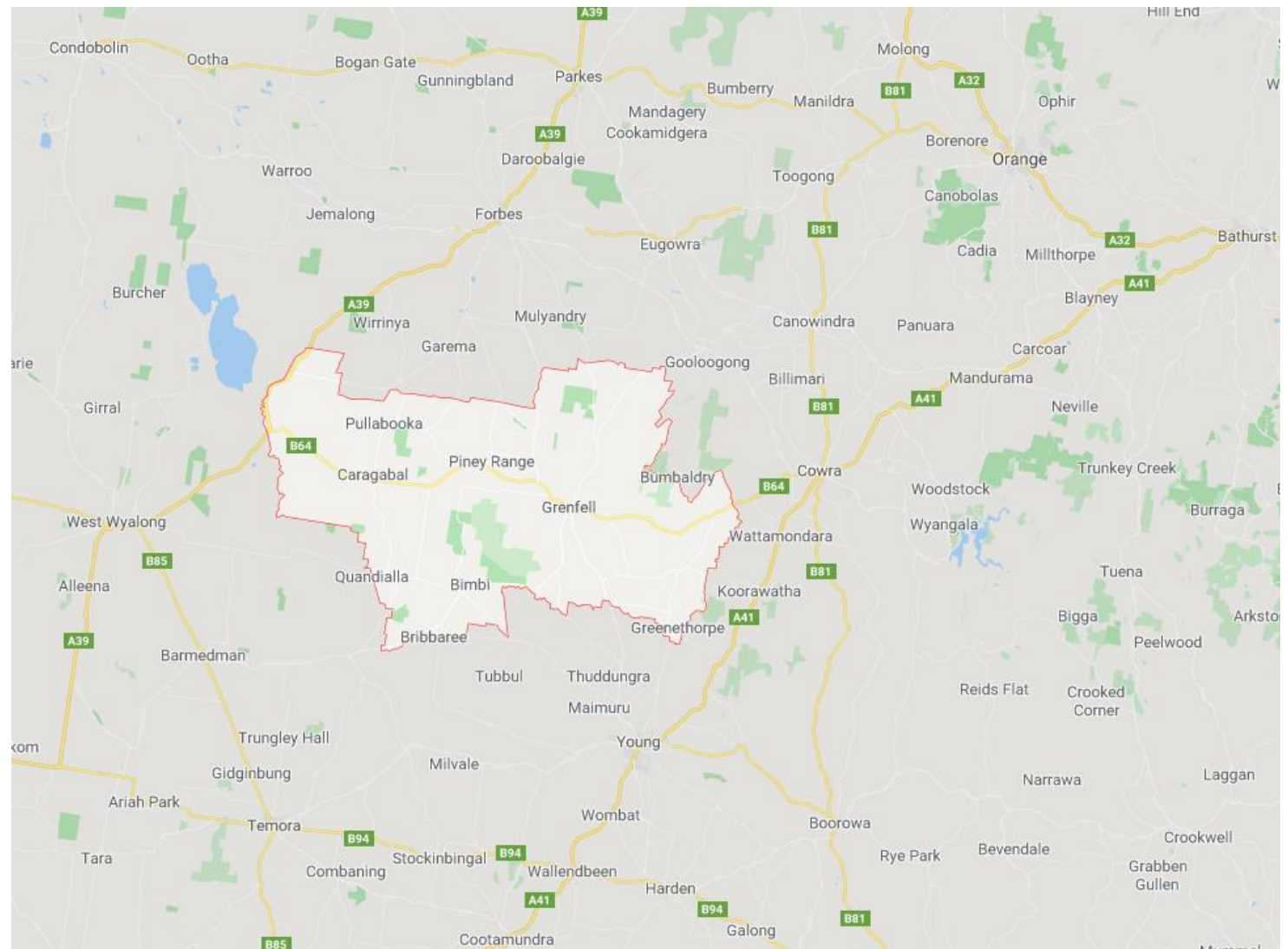
*Weddin Mountains National Park*



## 17. WEDDIN SHIRE

### ECONOMIC DEVELOPMENT & TOURISM ENQUIRIES

Economic Development and Tourism Officer  
Weddin Shire Council  
[www.grenfell.org.au](http://www.grenfell.org.au)  
Grenfell Visitor Information Centre  
88 Main Street  
GRENFELL NSW 2810  
Phone: (02) 6343 2855  
Email: [edo@grenfell.org.au](mailto:edo@grenfell.org.au)







## REFERENCES: PHOTOGRAPHS

Page	Position	Description	Source
Cover	Far Left	Grenfell Hall B&B	<a href="http://grenfell.org.au">grenfell.org.au</a>
	Left	Weddin Muster	<a href="https://www.facebook.com/weddinmuster">Facebook.com / weddin muster</a>
	Right	Shire Scenery – Canola Field	<a href="http://Goldtrail.com.au">Goldtrail.com.au</a>
	Far Right	Ben Hall’s Cave	<a href="http://mountainshack.com.au">mountainshack.com.au</a>
Contents		Gold Stamper, O’Brien’s Hill Precinct	Jenny Rand & Associates
1		Mazda MX5 Club Visit to Iandra Castle	<a href="http://nsw.mx5.com.au/news/iandra-castle">nsw.mx5.com.au/news/iandra-castle</a>
2		Promotional merchandise, Grenfell VIC	<a href="http://grenfell.org.au">grenfell.org.au</a>
3		Ben Hall’s Campground, Weddin Mountains National Park	<a href="http://mountainshack.com.au">mountainshack.com.au</a>
4	Left	Odd Fellows Hall, George St Grenfell	<a href="http://goldtrails.com.au">goldtrails.com.au</a>
4	Middle	Former Cordial Factory, George St Grenfell	Jenny Rand & Associates
4	Right	Forbes Street, Grenfell Shopping Centre	Jenny Rand & Associates
6		Cyclists, Tour de Greenethorpe	<a href="http://goldtrails.com.au">goldtrails.com.au</a>
7	Top	Unwind Cafe	<a href="http://grenfell.org.au">grenfell.org.au</a>
7	Bottom	Menu – Spannerman Coffee	<a href="https://www.google.com/photos">google.com.photos</a>
8	Top	Weddin Mountains National Park	<a href="http://traveller.com.au">traveller.com.au</a> : Ben Stubbs
8	Bottom Left	Iandra Castle	<a href="https://www.instagram.com">Instagram.com</a> #Greenethorpe Dave Formosa
8	Bottom Right	Grenfell Commodities Silos	<a href="https://www.twitter.com">Twitter.com</a> Rosita Diaz
9	Left	Henry Lawson Statue, Main Street, Grenfell	<a href="https://gillieandmarc.com/products/henry-lawson">https://gillieandmarc.com/products/henry-lawson</a>
9	Middle	Bushwalking in Conimbla National Park	<a href="http://nationalparks.nsw.gov.au">nationalparks.nsw.gov.au</a>
9	Right	Grenfell Races	<a href="https://www.facebook.com/TourismGrenfell">Facebook.com/TourismGrenfell</a>
10	Top	Bedroom, Grenfell Hall BnB	<a href="http://grenfell.org.au">grenfell.org.au</a>
10	Bottom Left	Calico Duck B&B	Jenny Rand & Associates
10	Bottom Right	Wheatfield Cottage, Weddin Farms	<a href="http://weddinfarms.com.au">weddinfarms.com.au</a>
11		O’Brien’s Hill Picnic Shelter	<a href="http://grenfell.org.au">grenfell.org.au</a>
16	Left	Grenfell Art Gallery	Visit NSW
16	Centre Left	Henry Lawson Bust	<a href="https://www.facebook.com/TourismGrenfell">Facebook.com/TourismGrenfell</a>
16	Centre Right	Chrysler Museum	Jenny Rand & Associates
16	Right	Gold Battery, O’Brien’s Hill	Jenny Rand & Associates
19		Decommissioned Grenfell to Greenethorpe Railway Line	<a href="https://www.instagram.com">Instagram.com/</a> #the_honey_ark
20	Top	Caravan at Ben Hall’s Campground – with Mountain Bike	Jenny Rand & Associates
20	Bottom	Travellers arriving in Grenfell with a canoe	Jenny Rand & Associates
21		Grenfell Railway Station	<a href="http://grenfell.org.au">grenfell.org.au</a>
23		Bottom end of the Grenfell town centre	Jenny Rand & Associates
26		Greenethorpe Silos	Jenny Rand & Associates
27	Left	Lycra Brigade: Tour de Greenethorpe	<a href="http://youngwitness.com">youngwitness.com</a>
27	Right	Tour de Greenethorpe	<a href="http://cowranguardian.com.au">cowranguardian.com.au</a>



Page	Position	Description	Source
28		Poster Australian Mini-Series 1915	imdb.com
30	Top	landra Castle	Visit NSW FARMPIX Chris Watson
30	Bottom	St Saviour's Church at landra Castle	landracastle.com.au
32		Free camping area in the Railway Precinct	Jenny Rand & Associates
33		Silo, Historic Flour Mill, Railway Precinct	Jenny Rand & Associates
34	Top Right	Giant Pick and Pan, Railway Precinct	Jenny Rand & Associates
34	Bottom Left	Caravans, Railway Precinct	Jenny Rand & Associates
34	Bottom Right	Grenfell Railway Station	Visit NSW
36		Murray to Mountains Rail Trail (example)	railtrails.org.au
37	Top	Horse riding on the Brisbane Valley Rail Trail	brisbanevalleyrailtrail.com.au
37	Bottom	Beside-the-rail trail, Pioneer Rail Trail, Oberon	railtrails.org.au
38		Cycling near Greenethorpe	Instagram.com Ella Falzareno
39		Gravel Grinding near Wagga – Dirty 130 Race	Rotary9700.org.au
41	Right	Wylde MTB Park: Pump Track	Daily Telegraph
41	Left	Dupont State Forest: Skills Park	Pinterest: sirbikesalot.com
42		Cafes are popular with cyclists: Porepunkah Rail Trail Cafe	Trip Advisor: Rail Trail Café Porepunkah
43		Tour de Greenethorpe	Grenfell Tourism & Five Hours West
44		Company Dam	Grenfell Tourism & Five Hours West
49		Caragabal Sheep Races	Grenfell Record
50	Top Right	Car Show, Grenfell – Henry Lawson Festival	Grenfell Tourism & Five Hours West
50	Bottom Left	Motorcycle Rally, Bland Hotel Quandialla	Facebook.com Bland Hotel
50	Bottom Right	Grenfell Kart Club event	Visit NSW
56	Top Right	Weddin Mountains Muster	Grenfell Tourism & Five Hours West
56	Bottom Left	Vintage Car Club at landra Castle	Facebook.com/TourismGrenfell
56	Bottom Right	Bird Watchers visit Grenfell	Grenfell Record
57		Bushwalking, Holy Camp area, Weddin Mountains National Park	Grenfell Tourism & Five Hours West
58	Left	Newell Highway Visitor Guide	Appadvice.com
58	Right	Unearth Central NSW images	Facebook.com/CentralNSWTourism
59		Railway Hotel	Facebook.com/TourismGrenfell
60		Night Sky over Weddin Shire	Grenfell Tourism & Five Hours West
61		Shopping in Grenfell	Grenfell Tourism & Five Hours West
62		Grenfell Community Hub – Visitor Information Centre	Jenny Rand & Associates
64		Caravan parked in Forbes Street, Grenfell	Jenny Rand & Associates
68		View from the Weddin Mountains	Grenfell Tourism and Five Hours West
72		Grenfell Rodeo	Grenfell Record
74		Henry Lawson Festival	abc.net.au
74		Henry Lawson Festival	Henry Lawson Festival & Five Hours West
74		Grenfell Show	Grenfell Tourism & Five Hours West
75		Albion Hotel – Guest Room	The Albion Hotel, Grenfell You Tube



Page	Position	Description	Source
77	Left	Weddin Bird Trails	Grenfell.org.au
77	Left Middle	Restored Heritage Sign, Quandialla	Pikui.com Instagram posts
77	Right Middle	Quandialla Town Entry Sign	Jenny Rand & Associates
77	Right	Information icon	Jenny Rand & Associates
78		Visitors to Grenfell	Facebook.com / Grenfell Kart Club
81		Grenfell Picnic Races	Racingswcontry.com.au
90		Weddin Mountains National Park – Bertha’s Gully	peakeingabout.wordpress.com/2017/03/13/weddin-mountains-national-park/
91		Canola Fields	Grenfell.org.au
94		View from Lynches Track – Weddin Mountains National Park	Nationalparks.nsw.gov.au

