



2024 – 2033



**Grampians  
Wimmera Mallee**  
*Tourism*

# West Wimmera Shire Local Area Action Plan

## **Gender Equality Act**

Advice or suggestions provided in this document that relate to or are considered or acted upon by a defined entity and are likely to have a direct and significant impact on the public – as described in the Gender Equality Act (VIC) 2020 – should be adopted in line with the requirements set out in the Act.



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**staffordstrategy.com.au    ACN 079 055 100    ABN 34 565120 454**

### **SYDNEY OFFICE**

A 3.02 POST 46a MacLeay Street, Potts Point NSW 2011, Australia  
E [sydney@staffordstrategy.com.au](mailto:sydney@staffordstrategy.com.au)  
P +61 2 9331 6222

### **MELBOURNE OFFICE**

A 36 Cobden Street North Melbourne VIC 3051, Australia  
E [melbourne@staffordstrategy.com.au](mailto:melbourne@staffordstrategy.com.au)  
P +61 416 200 458

### **BRISBANE OFFICE**

A PO BOX 265 Sandgate QLD 4017, Australia  
E [brisbane@staffordstrategy.com.au](mailto:brisbane@staffordstrategy.com.au)  
P +61 417 721 342

### **WELLINGTON OFFICE**

A Level 1, 2 Broderick Road, Johnsonville 6037, Wellington, NZ  
E [wellington@staffordstrategy.co.nz](mailto:wellington@staffordstrategy.co.nz)  
P +64 21 337 377

# Acknowledgement of Country

Grampians Wimmera Mallee Tourism acknowledges the traditional owners, Wotjobaluk, Jaadwa, Jadawadjali, Wergaia, Jupagulk, Dja Dja Wurrung and Gunditjmara and neighbouring First Peoples, who are the traditional custodians of the area where friends and family visit to enjoy everything the Wimmera Mallee region has to see and do. We respect their history, culture, and Elders, past and present, and their continuous connection to Country.



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# Part 1: Executive Summary





## 1.1. Overview

**West Wimmera Shire offers a unique blend of natural, cultural, and recreational attractions. Its serene environment, combined with a rich history and culture, makes it a compelling destination for visitors.**

### The Local Area Action Plan

In collaboration with its member councils, GWM Tourism has commissioned Stafford Strategy (Stafford) to develop this LAAP. This LAAP is focused on West Wimmera Shire (the Shire). The aim is to help guide the development of the Shire's visitor economy while ensuring it reflects the needs and aspirations of the community, First Peoples, industry, and West Wimmera Shire Council (the Council).

This LAAP is based on independent research and analysis, complemented by consultation with industry representatives, community groups, businesses, council, and various government stakeholders.

The LAAP seeks to strongly align with the Shire's existing Tourism Strategy (at the specific request of the Council) while also directly aligning with the regions DMP that has been developed concurrently with this LAAP.

### About West Wimmera Shire

West Wimmera Shire, located in the western region of Victoria, is known for its nature-based experiences and diverse landscapes. Agriculture is a fundamental pillar of the local economy and an essential element of the community's identity. The Shire is well-known for its extensive broadacre farming, with large expanses of land devoted to growing grains like wheat, barley, and canola and raising livestock.

Key towns in the Shire include Apsley, Edenhope, Goroke, Harrow and Kaniva. These towns are unique and have residents who are passionate about and highly engaged in their local community.

Edenhope, the Shire's primary service centre, is strategically located 4 hours and 30 minutes (388 km) from Melbourne and 4 hours and 15 minutes (378 km) from Adelaide.

The Shire's location is advantageous. The Western Highway and Wimmera Highway intersect the Shire, leading to a significant volume of through traffic. This is especially evident in Kaniva, which is strategically positioned on the Western Highway. These highways play a crucial role in boosting the Shire's visitor economy by enhancing accessibility.

In 2023, West Wimmera Shire drew in 110,000 visitors, injecting \$29 million into the local economy. The Shire has a balanced distribution of visitors, with 52% making day trips and 48% staying overnight.

## 1.2. Strategic framework

### 1.2.1. The framework

The LAAP's recommendations and actions have been organised into a framework identifying product priorities and enablers. These are outlined in Figure 1.

Figure 1: DMP & LAAP Framework



## 1.2.2. The pillars explained






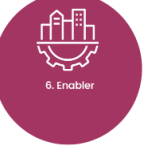
The LAAP's recommendations and actions have been organised into a framework that identifies both product priorities and enablers. These are outlined in Table 1.

The pillars align with the Experience Victoria 2033 plan and the Grampians DMP themes, with two exceptions:

- Experiences and Tours – This category has been added to support the development of more commissionable nature-based and other guided tour products in the Wimmera Mallee region, which currently lacks such offerings.

- Enablers – This is an amalgamation of Themes 6, 7, and 8 from the Grampians DMP and has been included as a more comprehensive category. It acknowledges that the Wimmera Mallee is at an early stage of tourism development compared to the Grampians and thus requires a stronger focus on these essential building blocks of the visitor economy. It is important that local communities drive the demand for these enablers rather than relying solely on the visitor market

Table 1: The pillars explained

 <p><b>1. Nature (including Waterbodies) Recreation &amp; Wellness</b></p> <p>West Wimmera offers diverse outdoor activities, scenic landscapes, and unique natural attractions. Known for its vast open spaces, rich biodiversity, and vibrant ecosystems, it provides numerous opportunities for nature enthusiasts and adventure seekers. The region's lakes and waterways enhance its natural beauty, support local wildlife habitats, and provide recreational activities for residents and visitors.</p> <p>West Wimmera Shire features a serene and expansive natural environment, with the potential to showcase it through trail creation and improved infrastructure at the Shire's lakes and waterways.</p>	 <p><b>2. First Peoples</b></p> <p>The Wimmera Mallee region has the potential to offer rich and diverse experiences that enable visitors to connect with the deep cultural heritage of the local First Peoples. These experiences need to be developed and led by the region's First Peoples.</p> <p>West Wimmera Shire has the opportunity to engage with First Peoples on a regular basis and assist, when asked, to assist in activating tourism development opportunities.</p>	 <p><b>3. Food (Agritourism) &amp; Drink</b></p> <p>Known for its vast farmlands, the Wimmera Mallee has the potential to grow its profile as an emerging foodie destination, leveraging agri-tourism opportunities and providing visitors with insights into farming practices, local produce, and the daily lives of the farming community.</p> <p>West Wimmera Shire could enhance the region's food and drink offerings by developing a boutique brewery or distillery and introducing pop-up venues during peak season.</p>
 <p><b>4. Arts &amp; Culture</b></p> <p>The Wimmera Mallee offers a rich tapestry of arts and cultural tourism products that attract visitors seeking unique and immersive experiences. The region is home to vibrant arts communities, significant historical sites, and contemporary cultural attractions, including the well-known Silo Art Trail, which highlights the region's heritage and creativity.</p> <p>West Wimmera Shire has an emerging arts and culture scene, which presents opportunities for expansion. By developing and enhancing a variety of arts and culture events, there is potential to enrich the local cultural landscape, attract more visitors, and support local artists and performers.</p>	 <p><b>5. Experiences &amp; Tours</b></p> <p>The Wimmera Mallee offers a growing and diverse range of tourism experiences that cater to various interests, particularly focused on nature and recreational experiences. The opportunity exists to focus on trail and tour-based products to grow dispersal and exploration throughout the region.</p> <p>West Wimmera Shire boasts a diverse natural environment, offering the potential to develop a series of self-guided and guided tours to showcase its unique features.</p>	 <p><b>6. Enabler</b></p> <p>A variety of enablers should be focused on to improve the visitor and local experience in the Wimmera Mallee. These factors facilitate and enhance the development, promotion, and delivery of visitor experiences and services. They play a crucial role in ensuring a destination can effectively attract, accommodate, and satisfy visitors.</p> <p>Several initiatives could enhance the visitor experience in West Wimmera Shire, such as enhancing existing events, introducing supporting infrastructure at some of the Shire's waterways, and improving marketing and profiling.</p> <p>Enablers include: Accommodation; Advocacy; Data and insights; Events; Governance and leadership; Infrastructure; Marketing and identity; Statutory planning environment; Visitor servicing; and Workforce</p>

● Product development pillar ● Destination enabler pillar



## 1.3. The priority LAAP recommendations

The LAAP has identified **35** transformative recommendations (see Section 4.1 for the full list), each thoughtfully chosen to shape a vibrant future and visitor economy for West Wimmera. These initiatives, varying in size and scope, are poised to meet the LAAP's Strategic Framework targets and align with the West Wimmera Tourism Strategy at the request of the Council.




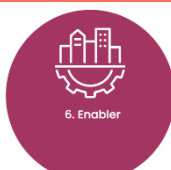
Of these 35 recommendations, **8** have been selected as priority recommendations (see Table 2). By harnessing the

Shire's existing strengths and acting upon new opportunities, these priority recommendations aim to unlock new visitor markets and significantly boost visitor engagement, driving the Shire toward a new era of growth and prosperity.

Importantly, the LAAP's recommendations are deliberately focused on a local level. The DMP created concurrently with this LAAP identifies regional-level recommendations that benefit the broader Wimmera Mallee regional visitor economy.

Table 2: Priority recommendations linked to the pillars/enablers

● Product development pillar ● Destination enabler pillar ○ Development Projects ◆ Strategic Initiatives

Enabler or Pillar	Recommendation
 <p>1. Nature (including Waterbodies) Recreation &amp; Wellness</p>	<ul style="list-style-type: none"> <li>▪ Development and promotion of 4WD courses in Little Desert ○</li> <li>▪ Lake Bringalbert and Dunbopperty Swamp visitor infrastructure development ○</li> <li>▪ Lake Charlegrark Murray Cod hatchery feasibility study ◆</li> </ul>
 <p>3. Food (Agritourism) &amp; Drink</p>	<ul style="list-style-type: none"> <li>▪ Boutique whisky, tequila, or vodka distillery, craft brewery or cider house ○</li> </ul>
 <p>4. Arts &amp; Culture</p>	<ul style="list-style-type: none"> <li>▪ Expansion of Harrow by Night sound and light show event ○</li> <li>▪ Lake Charlegrark Country Music Marathon duration extension ○</li> </ul>
 <p>6. Enabler</p>	<ul style="list-style-type: none"> <li>▪ Formalised caravan and trailer parking on the main street of Kaniva ◆</li> <li>▪ Lake Wallace visitor infrastructure enhancements ○</li> </ul>



## Part 2: Where are we now?

## 2.1. Introduction

### 2.1.1. About LAAPs

Grampians Wimmera Mallee Tourism (GWM Tourism) has developed Local Area Action Plans (LAAPs) for each shire in the Wimmera Mallee region, including Buloke, Hindmarsh, West Wimmera, and Yarriambiack Shires. These LAAPs are strategic documents that reflect local aspirations and high-level directions designed to inform the Wimmera Mallee Destination Management Plan (DMP).

This LAAP has been prepared specifically for West Wimmera Shire, which is situated within the GWM Tourism region, as shown in Figure 2.

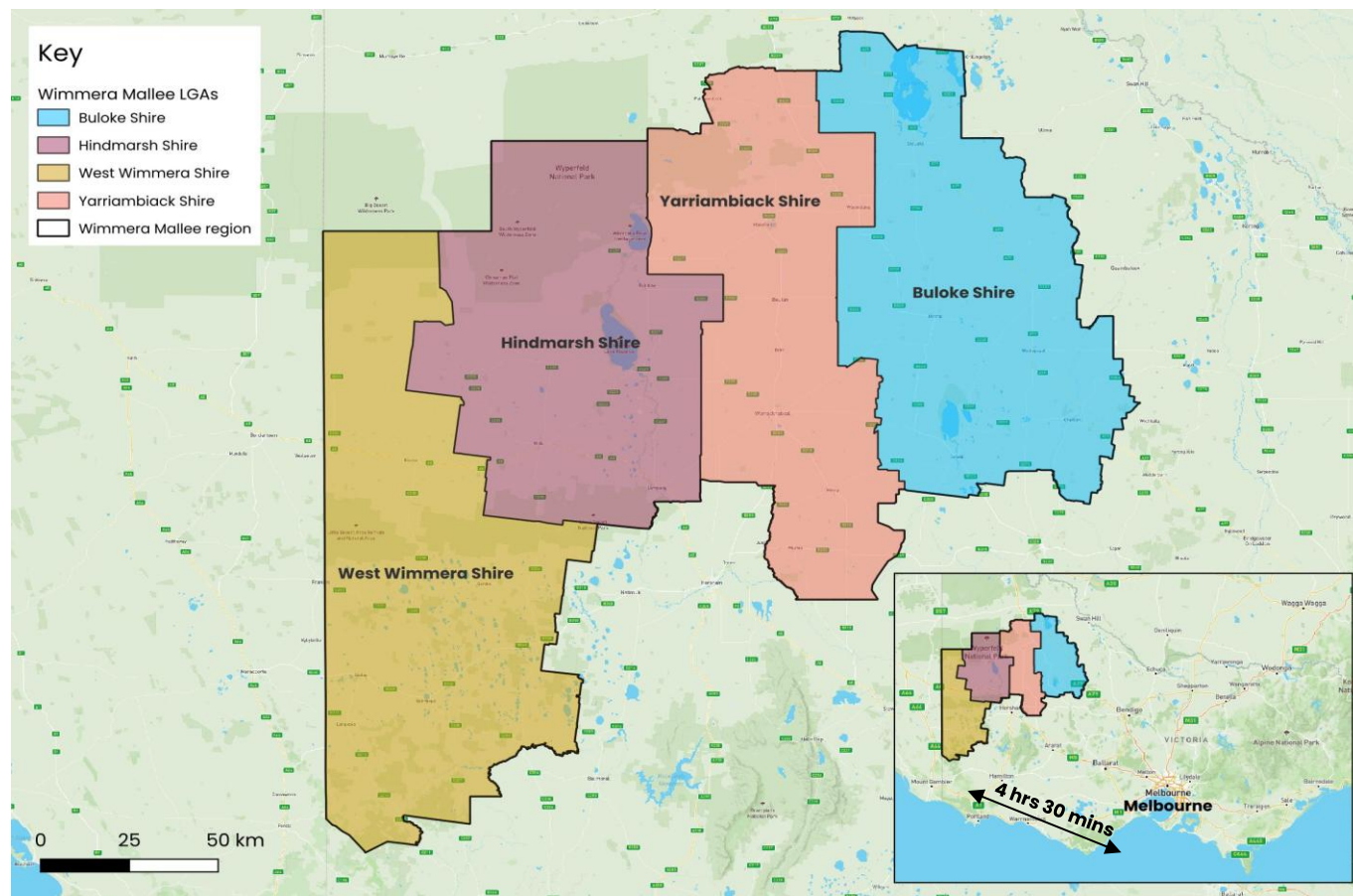
### 2.1.2. Purpose and intended use of LAAPs

The LAAPs provide the framework for local stakeholders to work collaboratively and in partnership with GWM Tourism and local government towards strengthening the regional visitor economy.

At the request of the West Wimmera Shire Council (the Council), this LAAP is guided by the recommendations identified in the Shire's local tourism strategy, which was developed in 2023.

The purpose of the LAAPs is to address the needs and opportunities of the visitor economy through various recommended actions and suggested next steps. Stakeholders are expected to collaborate to further define project specifics and drive outcomes in line with local priorities and resources. The LAAPs are meant to serve as a reference document and a collaborative tool for local stakeholders and partners at the destination level. They do not replace current local tourism plans or Council community and related plans and strategies but rather aim to closely align with these.

Figure 2: Scope of the LAAP







### 2.1.3. Methodology

The following nine-stage methodology was followed to inform this LAAP (Figure 3).

Figure 3: LAAP methodology





## 2.2. About West Wimmera Shire

West Wimmera Shire is located in the western part of Victoria, adjacent to South Australia's border. It spans an extensive area of approximately 9,200 square kilometres, encompassing a diverse landscape that includes rich agricultural land, significant water bodies, and vibrant small communities. Today, the Shire is home to just over 4,000 residents.<sup>1</sup>

The Shire includes key towns such as Edenhope, Kaniva, Harrow, Goroke and Apsley, each with its own unique attractions and character. Edenhope, the administrative centre located 390 km west of Melbourne (a 4-hour 30-minute drive) and 380 km from Adelaide (just over a 4-hour drive). The town is known for Lake Wallace, which offers recreational activities like fishing, boating, and birdwatching. Kaniva is celebrated for its silo art and historical attractions, while Harrow is renowned for its historic buildings and connection to Australia's cricketing history. Apsley, a smaller community, adds to the rural charm with its local events and serene environment.

The Shire's economy is primarily driven by agriculture, with broadacre cropping and livestock farming being the main industries. The Shire is known for producing high-quality grain, wool, and meat, contributing significantly to Victoria's agricultural output. Additionally, the region has a growing interest in tourism, with visitors attracted to its natural beauty, historical sites, and outdoor activities.

Tourism highlights in West Wimmera Shire include the Little Desert National Park and the Big Desert Wilderness Park, both of which offer unique flora and fauna and opportunities for bushwalking, camping, and nature observation. The Shire also features numerous wetlands and lakes, such as Lake Charlegrark and Lake Bringalbert, which are popular spots for fishing, birdwatching, and picnicking. Historical and cultural sites, including the Harrow Discovery Centre and various heritage trails, provide insight into the region's rich history and cultural heritage.

Transportation within West Wimmera Shire relies heavily on road networks, with the Western Highway providing a key route for access to larger cities such as Melbourne and Adelaide. Public transport options are limited, so private vehicles are the main mode of transportation for both residents and visitors.

An issue raised by stakeholders but which is beyond the scope of this LAAP is the challenge of an increasing level of salinity in bore water in Edenhope particularly. The issue of providing a regular supply of quality potable water to Edenhope and potentially other towns such as Apsley, Harrow etc. as well, will need a permanent solution in the foreseeable future. This, understandably, also has implications for encouraging a visitor market to what is the major urban centre in West Wimmera. This issue is well-known to Grampians Wimmera Mallee Water (GWMWater).

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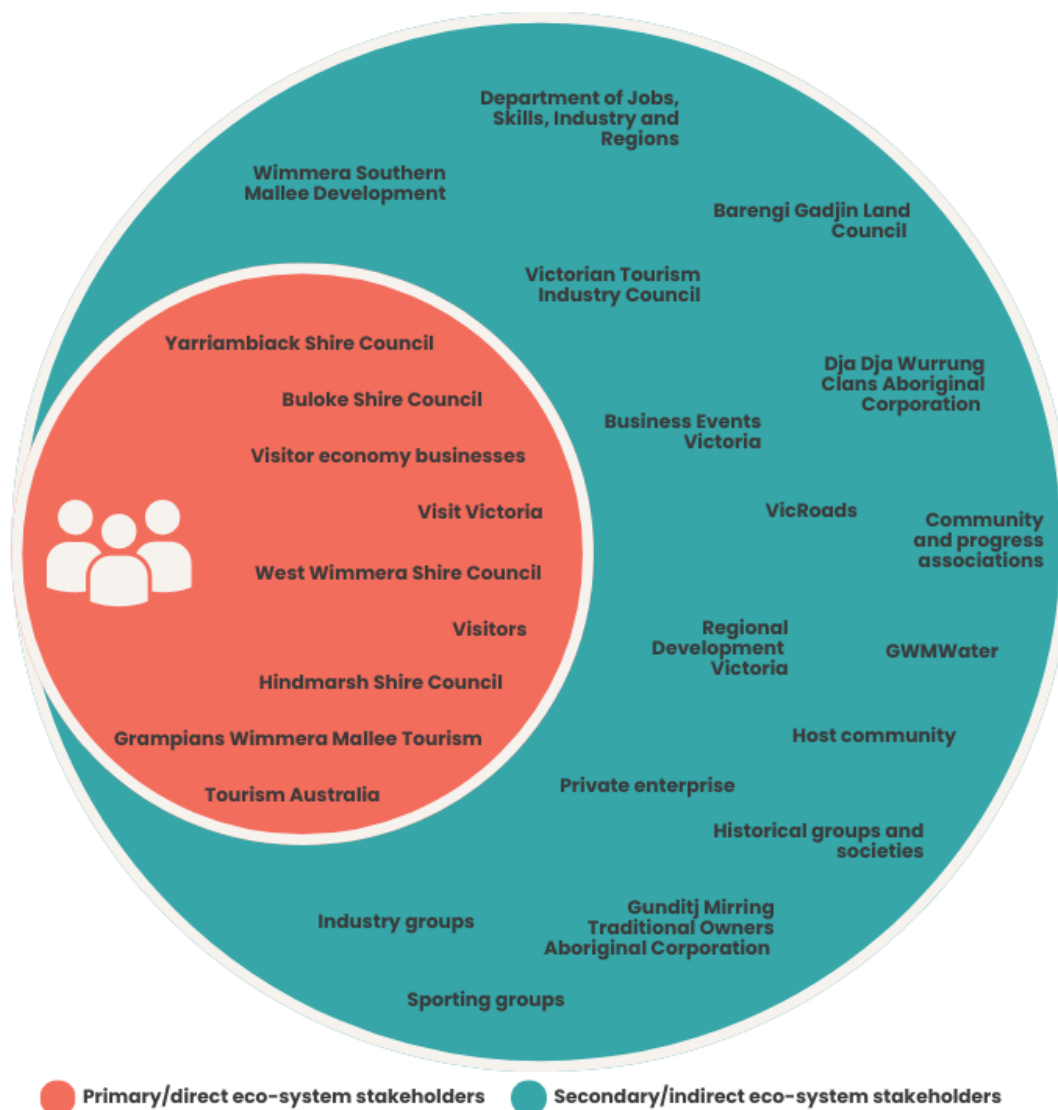
<sup>1</sup> <https://www.abs.gov.au/census/find-census-data/quickstats/2021/LGA26890>

## 2.3. Visitor economy ecosystem

Figure 4 provides an overview of the region's visitor economy ecosystem, highlighting direct and indirect stakeholders.

Although each stakeholder group has its own specific goals and desired outcomes, continuous planning and collaboration will help ensure that the ecosystem operates toward a common goal and principles.

Figure 4: Visitor economy ecosystem





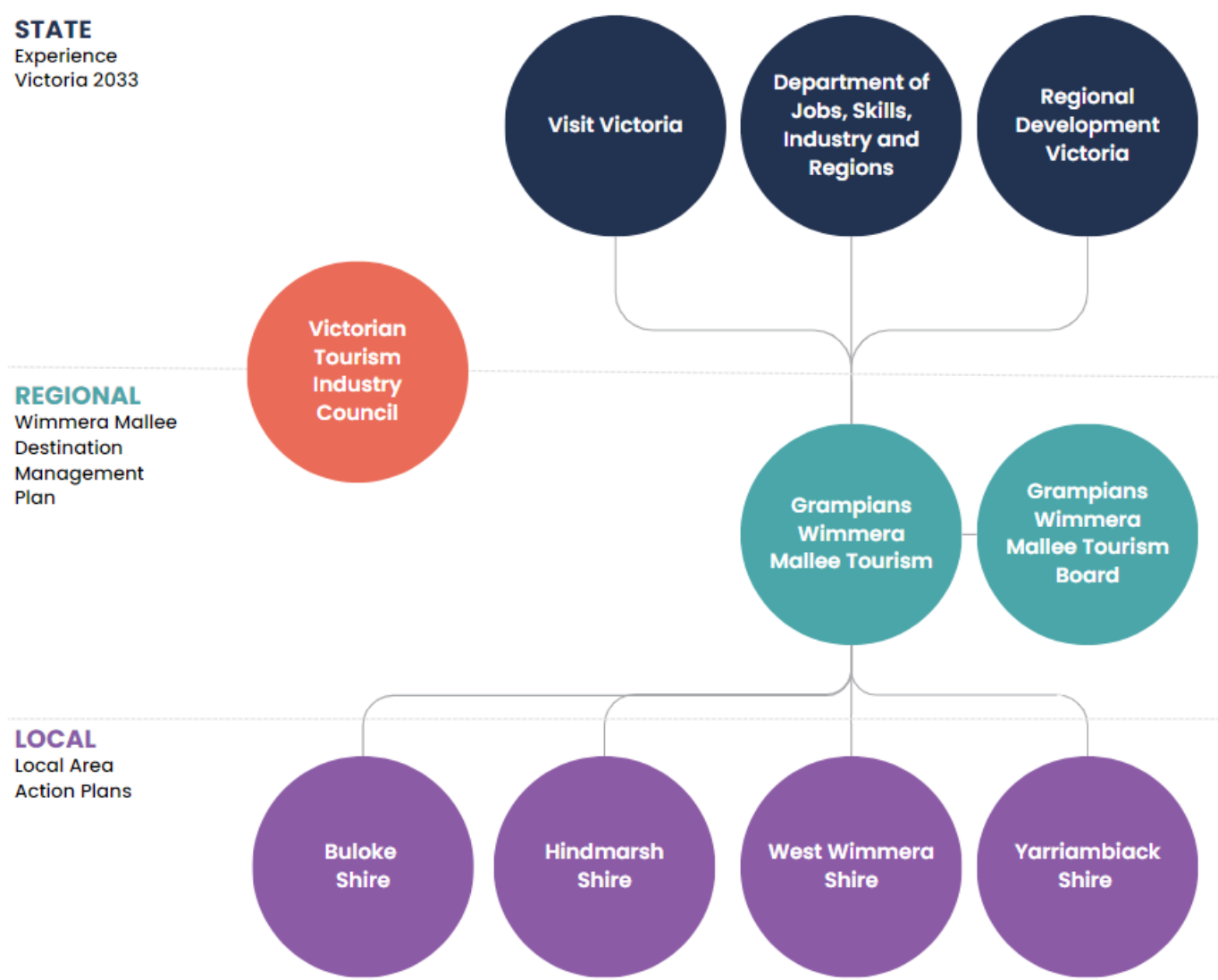
# 2.4. Governance

## 2.4.1. Governance overview

Figure 5 illustrates tourism governance at a state, regional and local level. These bodies/agencies are responsible for setting the frameworks, policies, strategies, and practices that guide and regulate tourism development, management, and promotion across the Wimmera Mallee.

Good governance involves the collaboration and coordination of the various stakeholders to ensure that visitor economy activities are sustainable, beneficial, and aligned with broader social, economic, and environmental goals.

Figure 5: Tourism governance summary



## 2.4.2. Roles and responsibilities

Table 3 outlines the roles and responsibilities of the various stakeholders involved in Wimmera Mallee's visitor economy.

Table 3: Tourism roles and responsibilities

Stakeholder/ Partner	About	Key roles/responsibilities
Visit Victoria	Visit Victoria is the state's official tourism and events agency. Visit Victoria plays a crucial role in promoting the state as a premier tourism destination and driving economic growth through tourism-related activities.	<ul style="list-style-type: none"> <li>Destination marketing.</li> <li>Guiding regional positioning and development.</li> <li>Supporting industry development.</li> <li>Event attraction and support.</li> <li>Developing partnerships to support tourism development.</li> <li>Distributing research and insights.</li> <li>Promoting and implementing sustainable tourism practices.</li> </ul>
Department of Jobs, Skills, Industry and Regions	The Department of Jobs, Skills, Industry and Regions (DJSIR) is focused on growing Victoria's prosperity, building the state's economy's productive capacity, and increasing participation. DJSIR works closely with Visit Victoria. Tourism and events are among DJSIR's areas of focus. Within this, it is responsible for strengthening the profile of the visitor economy across government and influencing strategic reforms and economic outcomes for the sector.	<ul style="list-style-type: none"> <li>Undertaking research.</li> <li>Providing policy, strategy and industry development advice to the Victoria Government and industry on the visitor economy.</li> <li>Providing governance support and advice to several entities that market the state and secure events.</li> <li>Managing large-scale tourist attractions, precincts, facilities and entertainment venues in Victoria.</li> </ul>
Regional Development Victoria	Regional Development Victoria (RDV) is responsible for supporting and facilitating economic and social development in regional areas of Victoria.	<ul style="list-style-type: none"> <li>Managing funding streams and grant programs, such as the Regional Tourism Investment Fund.</li> <li>Business investment.</li> <li>Industry support.</li> <li>Advocacy.</li> </ul>
Victorian Tourism Industry Council	The Victorian Tourism Industry Council (VTIC) is an industry association representing the interests of the state's tourism operators and businesses.	<ul style="list-style-type: none"> <li>Industry advocacy.</li> <li>Policy development (at a state and national level).</li> <li>Industry support and development.</li> <li>Networking and collaboration.</li> <li>Education and training.</li> </ul>
Grampians Wimmera Mallee Tourism	Grampians Wimmera Mallee Tourism (GWM Tourism) is the main tourism organisation for the Grampians Wimmera Mallee region, supported by DJSIR, local shires, rural cities, and over 300 industry partners. It coordinates marketing, product and industry development, and infrastructure investment. GWM Tourism promotes the unique Wimmera Mallee and Grampians sub-regions, aiming to boost the region's profile, visitor numbers, and length of stay through destination marketing and capacity-building activities.	<ul style="list-style-type: none"> <li>Destination management planning.</li> <li>Destination development.</li> <li>Crisis planning and response management.</li> <li>Industry support and strengthening.</li> <li>Advocacy on behalf of industry and local government.</li> <li>Destination marketing and regional conversion.</li> </ul>
Local government	In Victoria, local government plays a key role in supporting the visitor economy. The four local government areas in the Wimmera Mallee all deliver services that contribute significantly to the development and growth of the region's visitor economy.	<ul style="list-style-type: none"> <li>Local tourism promotion and marketing.</li> <li>Provision of visitor information services, often via VICs.</li> <li>Development and maintenance of tourism-related infrastructure that enhances the visitor experience.</li> <li>Event support.</li> <li>Community engagement to ensure tourism development aligns with community values and aspirations.</li> <li>In times of crises or emergencies, councils often play a role in coordinating responses and providing support to the sector.</li> <li>Regulatory functions related to tourism, including land use planning and zoning.</li> </ul>
First Peoples/ Traditional Owner Groups	Traditional Owner groups in the region include Barengi Gadjin Land Council (BGLC), Dja Dja Wurrung Clans Aboriginal Corporation (DDWCAC) and Gunditj Mirring Traditional Owners Aboriginal Corporation (GMTOAC). They are key partners and need to lead all Traditional Owner and First Peoples stories and land use.	<ul style="list-style-type: none"> <li>To guide and inform Councils on strategic land use of culturally sensitive land owned by Council and State Government.</li> <li>Initiate projects in sensitive State Government Land areas, such as national parks, waterways and lakes. This includes trails and walks that encompass or transverse such areas. Initiate TO stories and signage requests.</li> <li>All engagement must conform with each council's Local Government Engagement Strategy and Reconciliation Action Plan (if applicable) and follow the endorsed Reconciliation Settlement Agreements.</li> </ul>

### 2.4.3. About Victoria's Visitor Economy Partnerships

The Visitor Economy Recovery and Reform Plan released in April 2021 outlined the transition from Regional Tourism Boards (RTBs) to Visitor Economy Partnerships (VEPs).

Under this new model, each VEP will:

- Have a clear sense of purpose and defined responsibilities.
- Encourage local and industry leadership with senior local government, industry and skills-based board membership.
- Include all regions, with boundaries co-designed and agreed upon in collaboration with local government authorities.
- Leverage the benefits of scale.
- Have local ownership and flexibility with the broad geographic coverage to deliver region-wide initiatives.

#### 2.4.3.1. Core responsibilities

The VEP framework provided by the DJSIR very clearly outlines the core responsibilities of the VEPs, which include to:

- Deliver enhanced leadership and collaboration at a regional level.
- Tailor industry strengthening support to address regional needs.
- Encourage increased community support for tourism.
- Facilitate enhanced visitor dispersal and experiences.
- Undertake collaborative destination marketing and regional conversion.
- Provide insights and investor connections that inform a strengthened pipeline and product development.
- Provide regional context and insights to inform government policy development, decision making and investment priorities.
- Ensure continued crisis preparedness and support relative to the visitor economy.

#### 2.4.3.2. Core benefits

The VEP framework also outlines the four core benefits of the VEP model, which include:

- Official recognition, increased clarity and collaboration with government.
- A more transparent funding model.
- Enhanced operational support.
- Access to data, insights and tools to track outcomes.

#### 2.4.3.3. Key features

VEPs need to include the following essential elements and align with other VEPs across the state:

- Ensure clear roles and responsibilities, including developing a sustainable regional destination

management plan. The DMP and LAAPs should be reviewed and updated in three years.

- Establish solid governance with a broad skill- based board and a legal organisation with a clear constitution.
- Encourage regional collaboration by engaging.

Designed to strengthen and grow the Grampians Wimmera Mallee visitor economy, G is the conduit between the five local government areas, the state government and the tourism industry. It supports its industry partners through business initiatives, the creation of visitor economy experiences and tourism products, and marketing and industry development.

### 2.4.4. About the Grampians Wimmera Mallee VEP

GWM Tourism, a newly formed VEP, is the peak tourism body in the Grampians Wimmera Mallee region. It is directly supported by DJSIR, along with the Shires of Buloke, Hindmarsh, West Wimmera, Yarriambiack, Northern Grampians, Southern Grampians Shire, the rural cities of Ararat and Horsham and over 300 industry partners. While GWM Tourism focuses on both the Wimmera Mallee and Grampians regions, they are marketed and branded as unique and independent sub-regions.

Formerly Grampians Tourism, GWM Tourism aims to deliver a coordinated approach to destination marketing, product development, industry growth and infrastructure investment.





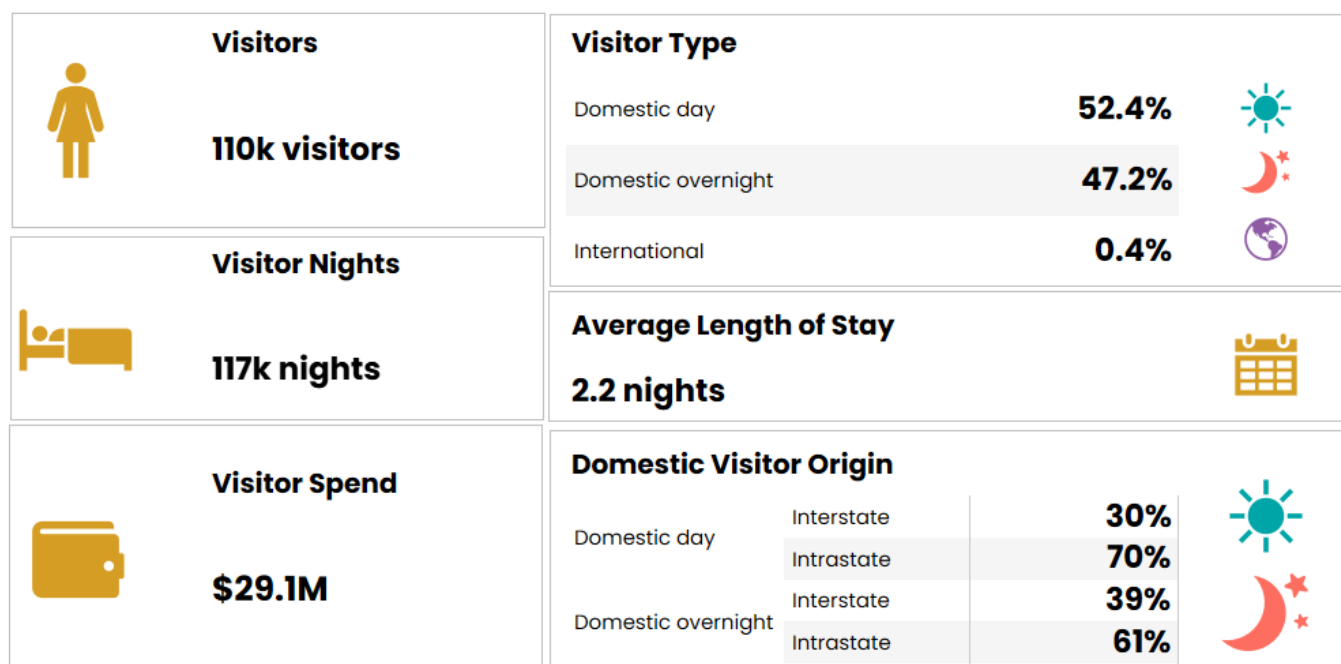
## 2.5. Visitation to West Wimmera Shire

### 2.5.1. Snapshot (2023)

In 2023, West Wimmera Shire attracted an estimated 110,000 visitors, of which more than half (52%) were domestic day trip visitors, 47% were domestic overnight visitors, and a very small share (0.4%) were international visitors. The domestic market is very much the bread and butter visitor market for the Shire and is likely to be for the foreseeable future. Within this market, the intrastate market comprises the largest share of visitation.

Together, visitors contributed over \$29.1 million to the Shire's economy, with domestic overnight visitors contributing the most (\$22.5 million). This demonstrates the value of the overnight visitor to the Shire; while they only comprised 47% of visitation, they generated 77% of total spend.

Figure 6: West Wimmera Shire visitation summary – 2023<sup>2</sup>



### 2.5.2. How visitor data has been compiled

Data has been sourced from the National and International Visitor Survey (NVS and IVS) published by Tourism Research Australia (TRA). The geographic boundary used covers the various SA2s that fall within the West Wimmera Shire. By utilising the NVS and IVS data, a historic summary of visitors is able to be compiled that provides not only the number of visitors to the region but also a profile of visitors is able to be obtained including origin, demographic information, spending data etc.

December YE data (unless otherwise specified) has been applied as this is the most recent iteration of data released by TRA via the NVS and IVS at the time of report writing. As per the methodology applied by TRA for LGAs<sup>3</sup> visitation data is averaged across three-year periods rather than provided on an annual basis. This minimises the impact of variability in estimates from year to year and provides more robust estimates. The exception to this is the period 2020 to 2023, where annualised data has been used due to the impact of COVID-19.

<sup>2</sup> Tourism Research Australia, National and International Visitor Survey. Data is December YE.

<sup>3</sup> <https://www.tra.gov.au/research/regional-tourism/local-government-area-profiles/local-government-area-profiles>



# Part 3: Where do we want to be?

## 3.1. Strategic framework

To achieve a strong alignment between this LAAP and the regional DMP, the LAAP adopts the same strategic framework as the DMP. The LAAP's recommendations and actions, which are specific to West Wimmera Shire, have been organised into the framework that identifies both product priorities and enablers (see Figure 7).

The regional vision is a forward-looking, aspirational, and collaboratively developed statement articulating stakeholders' long-term goals and desired outcomes. So, while it is a regional vision, it is also applicable at a local level.

Figure 7: DMP & LAAP Framework







## 3.2. Measuring success

The following metrics will be applied to measure the success of this LAAP over the next 10 years.

Table 4: Metrics of success

Metric/Measure	2024	Growth	2033
 <b>Visitation</b>	110k	<b>+20%<sup>4</sup></b>	142k
 <b>Overnight visitation</b>	52k	<b>+34%<sup>5</sup></b>	70k
 <b>Visitor spending</b>	\$29m	<b>+78%<sup>6</sup></b>	\$52m
 <b>Visitor economy jobs<sup>7</sup></b>	57	<b>+25%</b>	71
 <b>Average length of stay (nights)</b>	2.2	<b>+10%</b>	2.4



<sup>4</sup> Determined from visitor growth forecasts

<sup>5</sup> Ibid

<sup>6</sup> Ibid

<sup>7</sup> Determined based on a ratio of jobs currently generated per visitor, applied to 2033 visitation forecast data.

### 3.3. Target markets

Six target market segments have been identified, which are outlined in Table 5 and further explained in Table 6. Some of these are existing markets, while others have been identified as opportunity markets to target because of their potential to drive visitation and yield. Targeting each market with offerings that align with their unique preferences and interests will be essential going forward.

Common preferences amongst all market segments that align with the product pillars include food (agritourism) and drink, as well as outdoor experiences and tours.

The VFR, event, and nature-based segments are the key existing markets. They are already attracted to the area and are interested in the product offering. The opportunity lies in understanding how to extract more yield from this market.

Visit Victoria's identified target markets include the following market segments: Lifestyle Leaders and High-Value Travellers. It is important to ensure alignment with Victoria's primary target markets. Table 6 provides this alignment.

- Victoria's Lifestyle Leaders market segment is the primary domestic target market. This audience consists of progressive, educated, professional individuals seeking new experiences. This market shares characteristics with the short-break, nature-based, sports and events and special interest markets.
- The High-Value Travellers market is the primary international target market and has a strong preference to visit Australia. Key drivers for visitation include food and wine, aquatic and coastal, and nature and wildlife experiences. This target market shares characteristics of Wimmera Mallee's special interest market.

Table 5: Wimmera Mallee target markets and related growth opportunities

	Visitor Origin				
	Melbourne and Surrounds	Regional Victoria	Interstate (SA and NSW)	Interstate (Rest of Aus)	International
<b>Target market</b>					
Short break	★	★	★		
Nature-based	★	★	★	★	
Sports and events	★	★	★		
VFR	★	★	★	★	★
Special Interest (agritourism, heritage and arts)	★	★	★	★	★
Family market		★	★		

★ = strong marketing investment   ★ = medium marketing investment   ★ = lower marketing investment

Table 6: Wimmera Mallee's target markets explained and opportunities for growth

Market Overview	Estimated Market Size to Wimmera Mallee (2023) <sup>8</sup>	Alignment to Visit Victoria's Market Segments	Alignment with Strategic Product Pillars	Opportunity
<b>Short break</b> The short break visitor market consists of individuals or groups taking brief Wimmera Mallee trips, typically lasting between 2 to 4 days. These visitors seek quick getaways to various destinations, often to relax, explore, or enjoy specific activities or events. Short-break travellers tend to take multiple trips each year, often during weekends or public holidays.	n/a	Lifestyle Leaders	<ul style="list-style-type: none"> <li>Arts and culture</li> <li>Experiences and tours</li> <li>First Peoples</li> <li>Food (agritourism) and drink</li> <li>Nature and Recreation (including waterbodies and lakes)</li> <li>Wellness</li> </ul>	There is an opportunity to capture a larger market share, especially from metro areas like Melbourne, by increasing awareness of Wimmera Mallee's attractions and events. Targeted marketing can highlight the region's accessibility and diverse experiences within a short travel time from major centres.
<b>Nature-based visitors</b> There are just over 100,000 nature-based visitors already travelling to the Wimmera Mallee. These visitors travel primarily to engage with nature and undertake activities such as hiking, camping, fishing, hunting, 4WDing and other outdoor adventure activities.	113,000	Lifestyle Leaders	<ul style="list-style-type: none"> <li>Nature and Recreation (including waterbodies and lakes)</li> <li>Food (agritourism) and drink</li> <li>Experiences and tours</li> </ul>	A significant proportion of the visitor market has yet to fully explore the Wimmera Mallee. Targeted campaigns could be considered for Melbourne and surrounding markets and interstate markets to showcase what the region offers in terms of nature-based and eco-tourism experiences.
<b>Sports and events</b> An estimated 93,000 visitors travelled to the Wimmera Mallee and attended some form of event in 2023. The market includes a broad age range, from young adults to older adults, depending on the type of event. Interest groups include sports enthusiasts, fans of specific teams or athletes, cultural event followers, and general event-goers.	93,000	Lifestyle Leaders	<ul style="list-style-type: none"> <li>Experiences and tours</li> <li>Arts and culture</li> <li>Food (agritourism) and drink</li> </ul>	The region hosts several destination events that attract locals and visitors alike. The opportunity exists to further promote these destination events with targeted campaigns in key source markets such as Melbourne. To support these, there is a need to increase accommodation availability and the visitor infrastructure offered within towns.
<b>VFR (visiting friends and relatives)</b> The VFR market is one of the largest target markets for the Wimmera Mallee and represents a "low-hanging fruit" opportunity.	181,000	-	<ul style="list-style-type: none"> <li>Experiences and tours</li> <li>Arts and culture</li> <li>Food (agritourism) and drink</li> <li>Nature and Recreation (including waterbodies and lakes)</li> <li>Wellness</li> </ul>	There is an opportunity to undertake a targeted campaign to promote local products and experiences and increase local residents' awareness of them to encourage VFR visits.
<b>Special Interest</b> Special interest markets include agritourism, heritage and arts visitors, and other smaller niche markets such as bird watchers.	94,000	Lifestyle Leaders, High-Value Travellers	<ul style="list-style-type: none"> <li>Food (agritourism) and drink</li> <li>Arts and culture</li> <li>Experiences and tours</li> <li>First Peoples</li> <li>Nature and Recreation (including waterbodies and lakes)</li> </ul>	Targeted social media campaigns and the use of influencers should be considered for the special interest market.
<b>Family market</b> A segment of visitors who travel with their family members, including parents, children, and sometimes extended family such as grandparents. They typically prefer destinations that offer a variety of activities suitable for different age groups.	56,000 <sup>9</sup>	-	<ul style="list-style-type: none"> <li>Experiences and tours</li> <li>Arts and culture</li> <li>Nature and Recreation (including waterbodies and lakes)</li> <li>Food (agritourism) and drink</li> </ul>	The region should consider investing in family-friendly accommodations and experiences. To attract more visitors, the family market needs larger, self-contained lodging and higher-quality tourist parks. Targeted investment in these areas will boost family market interest and visitation.

<sup>8</sup> Note, market sizes are non-unique. i.e. one visitor could belong to several target markets.

<sup>9</sup> Only includes domestic and international overnight visitors as travel group data is only available for domestic and international overnight visitation.



### 3.4. Visitor forecasts

West Wimmera Shire’s visitor economy is projected to experience growth through 2033, with visitor numbers anticipated to reach 142,000 and tourism spending expected to increase to \$52 million. This increase underscores the Shire’s growing appeal and economic potential.

Forecasts are based on State Government projections and historical growth rates for the region. Importantly, they do not consider macroeconomic impacts such as recession and cost-of-living pressures that may impact leisure travel.

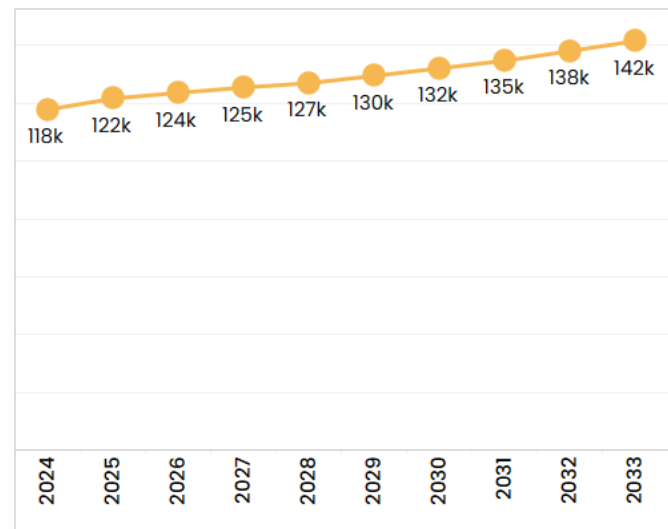
It is also important to note that the development of new visitor economy products and experiences and further promotion of the region may impact visitor growth projections for the region. For example, growing the accommodation stock within the region (as recommended in this LAAP and the regional DMP) will likely affect overnight visitor demand for the Shire.

Supporting data for these forecasts are included in Appendix 1.

Figure 8: Visitor forecasts

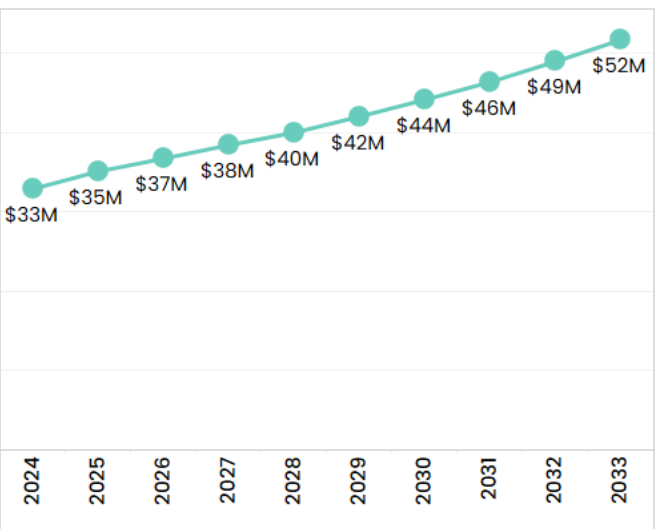
**Total visitation to West Wimmera Shire is projected to grow from 118,000 in 2024 to 142,000 in 2033.<sup>10</sup>**

Growth in the region is projected across all visitor markets. Domestic visitors are projected to continue to account for the largest share of visitors in the region, with an estimated 71,000 domestic day trip visitors and 69,000 domestic overnight visitors expected in 2033.



**Total visitor spending in West Wimmera Shire is forecast to grow from \$33 million in 2024 to \$52 million by 2033.<sup>11</sup>**

Visitor spending in the region is projected to be 137% above the pre-pandemic level by 2033, generating an additional \$30 million in spend (up from \$22 million in 2020). The domestic overnight market, which is anticipated to increase by just under \$15 million from 2024 to 2033, is anticipated to generate much of this spending growth.



<sup>10</sup> Ibid  
<sup>11</sup> Based on Tourism Forecasts for Victoria, Department of Jobs, Skills, Industry and Regions ([https://tourism.vic.gov.au/\\_data/assets/pdf\\_file/0007/2233942/Victorias-Tourism-Forecast-for-2023-to-2028.pdf](https://tourism.vic.gov.au/_data/assets/pdf_file/0007/2233942/Victorias-Tourism-Forecast-for-2023-to-2028.pdf)) and historic average visitor spend data inflated by 3% per annum, compiled by Stafford



Part 4: How will we get there?





## 4.1. Recommendations

### 4.1.1. About

In total, 35 recommendations have been identified as part of this LAAP. At the request of the Council, the majority of these recommendations align directly with the Shire's current Tourism Strategy.

The recommendations have been linked to the strategic product pillars and destination enablers in the LAAP's strategic framework (see Section 3.1) which carefully aligns with the State Government's desired outcomes. The recommendations differ in size and scale and have been identified because they will assist in meeting the targets outlined in the LAAP's strategic framework.

This LAAP is focused on shire-level recommendations. The regional DMP includes broader regional recommendations that apply to multiple or all shires in the Wimmera Mallee.

### 4.1.2. Action plan framework

#### 4.1.2.1. Projects vs Strategic Initiatives

These recommendations have been categorised according to whether they are Projects or Strategic Initiatives:

- **Projects** reflect physical projects such as new or enhanced accommodation, tourism attractions or events (for example).
- **Strategic Initiatives** reflect those recommendations that are the building blocks to support a visitor destination and, while not being major "ribbon-cutting" projects, they are necessary to ensure a successful destination management approach is achieved (such as marketing initiatives, workforce planning, statutory planning, infrastructure upgrades etc.).

#### 4.1.2.2. Council role

The role of the West Wimmera Shire Council is outlined for each action. It specifies whether the role is primarily to deliver the action, as a project partner or as an advocate.

#### 4.1.2.3. Partners

Key partners have been identified for each of the recommendations. The existing roles and responsibilities of these stakeholders are identified in Section 2.3 of this LAAP.

#### 4.1.2.4. Timing

The following timeframes have been applied within the action plans:

- Short-term (S): within the next 1-2 years
- Medium-term (M): the next 3-4 years
- Long-term (L): 5+ years
- Ongoing (O)



### 4.1.3. Summary of the recommendations

Figure 9 provides a summary of the LAAP recommendations and a breakdown of the priority recommendations that have been identified.

It demonstrates that enablers comprise the largest share of recommendations identified (37% of recommendations identified), followed by nature, recreation and wellness recommendations (31%).

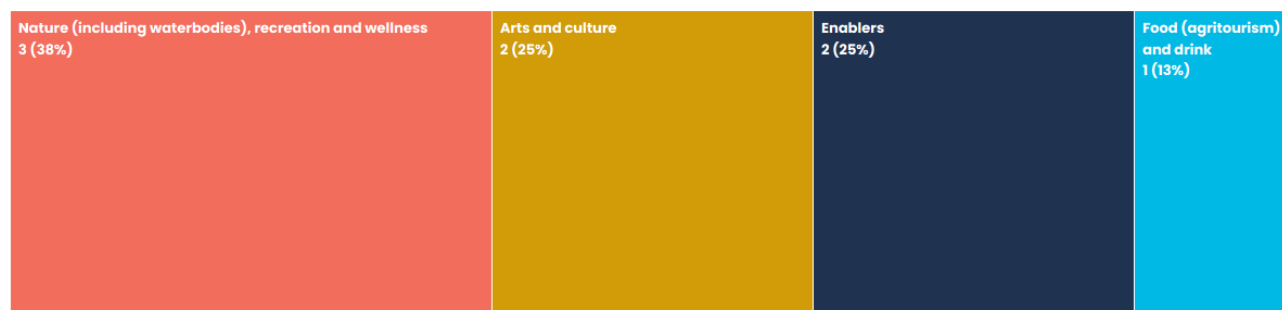
Among the priority recommendations, three fall under the nature and recreation pillar, two are arts and culture projects, two are enabler recommendations, and one is a food and drink recommendation.

Figure 9: The LAAP recommendations (categorised by pillar/enabler)

#### All LAAP Recommendations for West Wimmera



#### Priority Recommendations



#### List of the Priority Recommendations (in alphabetical order)

Boutique whisky, tequila, or vodka distillery, craft brewery or cider house	Food (agritourism) and drink
Development and promotion of 4WD courses in Little Desert	Nature (including waterbodies), recreation and wellness
Expansion of Harrow by Night sound and light show event	Arts and culture
Formalised caravan and trailer parking on the main street of Kaniva	Enablers
Lake Bringalbert and Dunbopperty Swamp visitor infrastructure development	Nature (including waterbodies), recreation and wellness
Lake Charlegrark Country Music Marathon duration extension	Arts and culture
Lake Charlegrark Murray Cod hatchery feasibility study	Nature (including waterbodies), recreation and wellness
Lake Wallace visitor infrastructure enhancements	Enablers

Pillar Group

Arts and culture

Enablers

Food (agritourism) and drink

Nature (including waterbodie..

#### 4.1.4. Nature and recreation (including waterbodies and lakes) recommendations

**West Wimmera offers diverse outdoor activities, scenic landscapes, and unique natural attractions. Known for its vast open spaces, rich biodiversity, and vibrant ecosystems, it provides numerous opportunities for nature enthusiasts and adventure seekers. The region's lakes and waterways enhance its natural beauty, support local wildlife habitats, and provide recreational activities for residents and visitors.**

**West Wimmera Shire features a serene and expansive natural environment, with the potential to showcase it through trail creation and improved infrastructure at the Shire's lakes and waterways.**

##### 4.1.4.1. Action plan

Table 7 provides the action plan for recommendations that fall under the nature and recreation pillar. Those marked with a '★' are priority recommendations.

Table 7: Action plan – Nature and Recreation (including waterbodies and lakes)

Recommendation	Action	Project or Strategic Initiative	Council Role			Partners	Timing
			Deliver	Partner	Advocate		
Bike trail link between Lake Bringalbert and Lake Charlegrark	<ul style="list-style-type: none"> <li>Complete a study looking at the cost of establishing the link between Lake Bringalbert and Lake Charlegrark.</li> <li>It is understood a trail already exists, but it needs to be formalised and hardened in places.</li> <li>Signage and promotional material would also need to be developed.</li> </ul>	Project		✓		-	M
Completion of the Kaniva Wetlands project	<ul style="list-style-type: none"> <li>Assess potential grant funding streams that may enable the completion of the Kaniva Wetlands boardwalk and the development of the camping area, swimmable wetland, and implementation of a water retention program.</li> </ul>	Project		✓		-	M
Creation of a sensory playground trail (leveraging existing playgrounds in Goroke and Kaniva)	<ul style="list-style-type: none"> <li>Undertake site assessment to identify preferred locations for additional sensory playgrounds to enhance playground trail.</li> <li>Assess potential grant funding streams that may enable the development of the sensory playgrounds.</li> </ul>	Project	✓			-	M
Development and promotion of 4WD courses in Little Desert ★	<ul style="list-style-type: none"> <li>Identify potential operators who may be interested in offering 4WD courses in Little Desert potentially on a seasonal basis.</li> <li>Identify business start-up support packages that could assist.</li> </ul>	Project			✓	-	S

Recommendation	Action	Project or Strategic Initiative	Council Role			Partners	Timing
			Deliver	Partner	Advocate		
Extension of the boardwalk from Apsley to Newlands Lake Reserve	<ul style="list-style-type: none"> <li>Continue to expand the existing boardwalk from Apsley to Lake Newlands to improve access and connectivity for walkers and cyclists.</li> <li>Assess potential grant funding streams that may enable the development of the boardwalk.</li> <li>Undertake discussion with PV regarding the need for a linear committee of management to facilitate the boardwalk development.</li> </ul>	Project		✓		Parks Victoria	M
Goroke Mini triathlon event	<ul style="list-style-type: none"> <li>Undertake discussions with local park runs and sporting/recreational groups to ascertain interest, demand, and requirements.</li> <li>If demand/interest exists, complete a plan for the event</li> <li>Identify potential grant funding sources that may be able to be leveraged to support the event.</li> <li>Develop an event benefit report which demonstrates the economic and related benefits of the event.</li> </ul>	Project		✓		-	L
Lake Bringalbert and Dunbopperty Swamp visitor infrastructure development ★	<ul style="list-style-type: none"> <li>Working with PV, undertake an assessment to consider appropriate upgrades to Lake Bringalbert and Dunbopperty Swamp, including bird-watching hides, picnic table facilities and a nature play area.</li> <li>Assess potential grant funding streams that could be applied for works.</li> <li>Work with PV to determine the potential for a mobile pop-up F&amp;B operator to establish seasonally on site.</li> </ul>	Project		✓		Friends of Lake Bringalbert, Parks Victoria	S-M
Lake Charlegrark Murray Cod hatchery feasibility study ★	<ul style="list-style-type: none"> <li>Commission the development of a feasibility study to assess the viability of establishing a Murray Cod hatchery at Lake Charlegrark.</li> <li>Investigate licensing that may be required to establish the hatchery</li> </ul>	Project	✓			Victorian Fisheries Authority	S-M
Murray Cod Fishing Competition at Lake Charlegrark	<ul style="list-style-type: none"> <li>Work with local fishing groups and interested stakeholders to ascertain interest in developing an annual Murray Cod fishing competition.</li> <li>Brand and market the event via the West Wimmera Shire official tourism website.</li> </ul>	Project		✓		-	M
Position Edenhope as a hub for motor racing and motocross events	<ul style="list-style-type: none"> <li>Assess the potential for new motorsports events to be held in the Shire.</li> <li>Engage with motorcycle and motorsports clubs to understand infrastructure improvements required (if any).</li> <li>Support clubs to apply for grants for infrastructure improvements.</li> </ul>	Project		✓		Edenhope Motorcycle Club, Apsley & District Motorsports Club	M
Support new events and the expansion of Apsley & District Motorsports Club and Possum Park Enduro Track	<ul style="list-style-type: none"> <li>Work with both precincts to identify requirements for expansion</li> <li>Assess potential grant funding streams that may enable the expansion and growth of these facilities.</li> <li>Work with both precincts to develop higher-quality marketing collateral to promote and profile these facilities.</li> </ul>	Project			✓	Edenhope Motorcycle Club, Apsley & District Motorsports Club	S-M



#### 4.1.5. Food (agritourism) and drink recommendations

Known for its vast farmlands, the Wimmera Mallee has the potential to grow its profile as an emerging foodie destination, leveraging agri-tourism opportunities and providing visitors with insights into farming practices, local produce, and the daily lives of the farming community.

West Wimmera Shire could enhance the region's food and drink offerings by developing a boutique brewery or distillery and introducing pop-up venues during peak season.

##### 4.1.5.1. Action plan

Table 8 provides the action plan for recommendations that fall under the food (agritourism) and drink pillar. Those marked with a '★' are priority recommendations.

Table 8: Action plan – Food (agritourism) and drink

Recommendation	Action	Project or Strategic Initiative	Council Role			Partners	Timing
			Deliver	Partner	Advocate		
Boutique whisky, tequila, or vodka distillery, craft brewery or cider house ★	<ul style="list-style-type: none"> <li>Undertake site assessment to determine potential sites that could be suited for the development of a distillery and/or the retrofit of an existing building.</li> <li>Develop a pre-feasibility assessing the viability of the proposition.</li> <li>If feasible, develop an EOI and take this to market, promoting the concept to potential investors and developers.</li> </ul>	Project			✓	-	L
Support the creation of pop-up seasonal food outlets (centred at towns & lakes)	<ul style="list-style-type: none"> <li>Identify potential operators to run a pop-up trial for a food outlet either at town centres or major lakes/water body areas, potentially on a seasonal basis.</li> </ul>	Project			✓	-	S-M

#### 4.1.6. Arts and culture recommendations

The Wimmera Mallee offers a rich tapestry of arts and cultural tourism products that attract visitors seeking unique and immersive experiences. The region is home to vibrant arts communities, significant historical sites, and contemporary cultural attractions, including the well-known Silo Art Trail, which highlights the region's heritage and creativity.

West Wimmera Shire has an emerging arts and culture scene, which presents opportunities for expansion. By developing and enhancing a variety of arts and culture events, there is potential to enrich the local cultural landscape, attract more visitors, and support local artists and performers.

##### 4.1.6.1. Action plan

Table 9 provides the action plan for recommendations that fall under the arts and culture pillar. Those marked with a '★' are priority recommendations.

Table 9: Action plan – arts and culture

Recommendation	Action	Project or Strategic Initiative	Council Role			Partners	Timing
			Deliver	Partner	Advocate		
Assessment of Serviceton Railway Station as a heritage attraction/event venue	<ul style="list-style-type: none"> <li>Advocate to VicTrack regarding completing an assessment of the potential uses to transform Serviceton Railway Station into an attraction. This could be through utilising the station as an event venue and/or as a location for a regular attraction.</li> <li>Assess potential grant funding streams that could be applied to to complete works and deferred maintenance needs.</li> </ul>	Project			✓	VicTrack	M
Activation of Kaniva Town Hall for movie nights and events	<ul style="list-style-type: none"> <li>Evaluate the current state of Kaniva Town Hall, including its facilities, equipment, and suitability for movie nights and a range of events.</li> <li>Identify any required upgrades or repairs to make the space suitable for these activities.</li> <li>Install or upgrade necessary equipment for movie screenings, such as a projector, screen, sound system, and seating arrangements.</li> <li>Ensure that the facilities meet health and safety standards and provide a comfortable environment for attendees.</li> <li>Create a calendar of events, including potentially regular movie nights and special events, such as film festivals, community</li> </ul>	Project	✓			-	S

Recommendation	Action	Project or Strategic Initiative	Council Role			Partners	Timing
			Deliver	Partner	Advocate		
	gatherings, or themed events. Include a variety of programming to attract different audiences and meet community interests. <ul style="list-style-type: none"> <li>Use local media, social media platforms, community bulletins, and flyers to promote the events.</li> </ul>						
Development of evening events (light show, outdoor cinema, performing arts)	<ul style="list-style-type: none"> <li>Decide on the specific types of evening events to be developed, such as light shows and outdoor cinemas.</li> <li>Assess community interest, potential attendance, and competition in similar events.</li> <li>Estimate costs for equipment, permits, marketing, and staffing, and evaluate potential revenue sources.</li> <li>Explore funding options such as grants, sponsorships, local business partnerships, and community fundraising.</li> <li>Choose suitable locations for the events, ensuring they have adequate space, accessibility, and safety features. Assess the potential to rotate it in different locations throughout the Shire.</li> <li>Involve local artists, performers, and businesses in the events, including pop-up F&amp;B providers.</li> </ul>	Project		✓		-	L
Expansion of Harrow by Night sound and light show event ★	<ul style="list-style-type: none"> <li>Work with the event organiser and volunteers to gauge appetite and demand to extend the number of nights the event is offered throughout the year.</li> <li>Investigate additional lighting of heritage buildings and trees in Harrow.</li> <li>Identify potential grant funding sources that may be able to be leveraged to support the event and lighting enhancements.</li> </ul>	Project			✓	Harrow by Night organiser and volunteers	M-L
Lake Charlegrark Country Music Marathon duration extension ★	<ul style="list-style-type: none"> <li>Work with the event organisers to assess the potential to expand the event from two days to increase the average length of stay of visitors and visitor yield.</li> </ul>	Project			✓	Lake Charlegrark Country Music Marathon	M
Promotion of the Henley on Lake Wallace Event, along with the greater promotion of all events	<ul style="list-style-type: none"> <li>Expand promotional budgets for major Shire events.</li> <li>Identify both in-Shire and external potential sponsors.</li> </ul>	Project			✓	-	M



### 4.1.7. Experiences and tours recommendations

The Wimmera Mallee offers a growing and diverse range of tourism experiences that cater to various interests, particularly focused on nature and recreational experiences. The opportunity exists to focus on trail and tour-based products to grow dispersal and exploration throughout the region.

West Wimmera Shire boasts a diverse natural environment, offering the potential to develop a series of self-guided and guided tours to showcase its unique features.

#### 4.1.7.1. Action plan

Table 10 provides the action plan for recommendations that fall under the experiences and tours pillar. Those marked with a '★' are priority recommendations.

Table 10: Action plan – experiences and tours

Recommendation	Action	Project or Strategic Initiative	Council Role			Partners	Timing
			Deliver	Partner	Advocate		
Development of a fishing, kayaking and river walking trail at Harrow	<ul style="list-style-type: none"> <li>Complete an assessment on developing a fishing, kayaking and river walking trail in Harrow.</li> <li>Assess potential grant funding streams that may enable the development of the trail experience.</li> </ul>	Project			✓	-	L
Development of self-guided and guided bird and frog-watching tours	<ul style="list-style-type: none"> <li>Identify potential operators who may be interested in offering bird and/or frog-watching tours potentially on a seasonal basis.</li> <li>Identify business start-up support packages that could assist.</li> <li>Brand and market the tours via the West Wimmera Shire official tourism website.</li> </ul>	Project			✓	Nature groups	M
Development of self-guided and guided wild orchid tours	<ul style="list-style-type: none"> <li>Assess the potential to offer self-guided orchid and wildflower tours that could potentially progress to be packaged guided tours.</li> <li>Brand and market the tours via the West Wimmera Shire official tourism website</li> </ul>	Project			✓	Nature groups	S

#### 4.1.8. Enabler recommendations

A variety of enablers should be focused on to improve the visitor and local experience in the Wimmera Mallee. These factors facilitate and enhance the development, promotion, and delivery of visitor experiences and services. They play a crucial role in ensuring a destination can effectively attract, accommodate, and satisfy visitors.

Several initiatives could enhance the visitor experience in West Wimmera Shire, such as enhancing existing events, introducing supporting infrastructure at some of the Shire's waterways, and improving marketing and profiling.

##### 4.1.8.1. Action plan

Table 11 provides the action plan for recommendations that fall under the enabler category. Those marked with a '★' are priority recommendations.

Table 11: Action plan – Enabler

Enabler	Recommendation	Action	Project or Strategic Initiative	Council Role			Partners	Timing
				Deliver	Partner	Advocate		
Events infrastructure & support	Development of West Wimmera events guidelines document	<ul style="list-style-type: none"> <li>Develop an events toolkit for the Shire to demonstrate that the Shire is 'open' for events and to make event planning easier for event organisers.</li> <li>Distribute the toolkit online, including via the Council's website.</li> </ul>	Strategic Initiative	✓			-	S
Governance and leadership	Annual Council tourism update workshop	<ul style="list-style-type: none"> <li>Inform the community about the ongoing activation of priority tourism initiatives through the Council's online newsletter and tourism workshops.</li> </ul>	Strategic Initiative	✓			-	S
Infrastructure	Formalised caravan and trailer parking on the main street of Kaniva ★	<ul style="list-style-type: none"> <li>Designate 10–20 formal parking bays on or close to the main street of Kaniva for caravan and trailer parking.</li> <li>Ensure signposting of these is provided.</li> <li>Introduce highway signage sufficiently far in advance of Kaniva to inform caravaners, etc., of available parking spaces.</li> </ul>	Strategic Initiative	✓			-	S-M
Infrastructure	Johnny Mullagh Memorial Caravan Park dump site	<ul style="list-style-type: none"> <li>Identify the correct location for the caravan park dump site.</li> <li>Secure grant funding to introduce the facility.</li> <li>Establish a maintenance program for clearing and checking.</li> </ul>	Strategic Initiative			✓	Johnny Mullagh Memorial Caravan Park	S

Enabler	Recommendation	Action	Project or Strategic Initiative	Council Role			Partners	Timing
				Deliver	Partner	Advocate		
Infrastructure	Lake Ratzcastle visitor infrastructure enhancements	<ul style="list-style-type: none"> <li>Working with PV, undertake an assessment to look at appropriate upgrades to Lake Ratzcastle, including the designation of sites and upgrade of the camp kitchen.</li> <li>Assess potential grant funding streams that could be applied to for works, designation of sites and upgrade of camp kitchen</li> </ul>	Project		✓		Parks Victoria	M
Infrastructure	Lake Wallace visitor infrastructure enhancements ★	<ul style="list-style-type: none"> <li>Reassess the Lake Wallace Strategic Plan in light of water level challenges and the viability of different proposed infrastructure upgrades.</li> <li>Assess potential grant funding streams that could be applied to complete the works identified in the Lake Wallace Strategic Plan, if still viable, including a floating pontoon, boat ramp upgrades, a fishing pontoon, a sandy beach swimming area, bird hides, signage etc.</li> </ul>	Project		✓		-	S-M
Infrastructure	Serviceton Reservoir visitor infrastructure improvements	<ul style="list-style-type: none"> <li>Undertake assessment on potential improvements to Serviceton Reservoir including picnic tables, signage, and designated caravan parking.</li> <li>Assess potential grant funding streams that may enable the upgrade of the Reservoir.</li> </ul>	Project			✓	-	M
Marketing and distribution	Profiling of waterways as a key visitor experience	<ul style="list-style-type: none"> <li>Continue to profile the Shire's waterways via social media and on digital tourism collateral for the Shire.</li> <li>Regularly assess the ongoing viability of waterways for recreational purposes noting risks of reducing water levels and any associated environmental challenges</li> <li>Identify where infrastructure improvements may be needed to enhance the visitor experience and apply for grant funding to support the implementation of these.</li> </ul>	Project		✓		-	O
Marketing and distribution	Promotion of the mosaic art trail linking Edenhope to Apsley	<ul style="list-style-type: none"> <li>Profile the mosaic art trail that is being developed via social media and on digital tourism collateral for the Shire</li> </ul>	Project			✓	-	O



Enabler	Recommendation	Action	Project or Strategic Initiative	Council Role			Partners	Timing
				Deliver	Partner	Advocate		
Visitor servicing	Creation of a digital map for Harrow with a linked QR code	<ul style="list-style-type: none"> <li>Develop a digital map of Harrow linked to a QR code that businesses can refer visitors to.</li> </ul>	Project	✓			-	S
Visitor servicing	Directional and interpretative signage upgrades for Harrow	<ul style="list-style-type: none"> <li>Undertake an audit of signage (both directional and interpretative) in Harrow to understand requirements.</li> <li>Work with VicRoads to introduce town directional signage on the Edenhope-Coleraine Road to grow awareness of Harrow and its attractions.</li> </ul>	Strategic Initiative		✓		VicRoads	S
Visitor servicing	Position Kaniva as the western gateway to Victoria	<ul style="list-style-type: none"> <li>Undertake an assessment of VIC services in Kaniva to ensure it is aligning with changing consumer preferences.</li> <li>Introduce gateway signage at Kaniva to promote it as the western gateway to Victoria.</li> <li>Ensure signage highlights the various touring routes that can be undertaken from Kaniva into the Wimmera Mallee.</li> <li>Windmill redevelopment as part of the visitor information centre precinct at Kaniva gateway</li> </ul>	Strategic Initiative		✓		-	S-M
Visitor servicing	West Wimmera Digital Explorer app (further site implementation and business/reward integration)	<ul style="list-style-type: none"> <li>Apply for grant funding to enable the development of the app for further sites as well as the business/reward integration into the app.</li> </ul>	Project	✓			-	M





# Part 5: Appendices



## Appendix 1      Forecast supporting data

Table 12: Forecasts supporting data

### Visitor Forecasts – West Wimmera Shire

	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033
Domestic day	59,815	61,517	62,547	63,428	64,340	65,627	66,939	68,278	69,985	71,735
Domestic overnight	57,404	59,556	60,447	61,422	61,998	63,238	64,502	65,792	67,437	69,123
International	566	591	624	640	655	668	682	695	713	731
Total	117,784	121,665	123,618	125,489	126,993	129,533	132,123	134,766	138,135	141,588

### Visitor Spending Forecasts – West Wimmera Shire

	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033
Domestic day	\$6.6m	\$7.0m	\$7.3m	\$7.7m	\$8.0m	\$8.4m	\$8.8m	\$9.3m	\$9.8m	\$10.3m
Domestic overnight	\$25.7m	\$27.5m	\$28.7m	\$30.1m	\$31.3m	\$32.8m	\$34.5m	\$36.3m	\$38.3m	\$40.4m
International	\$530k	\$570k	\$620k	\$655k	\$690k	\$725k	\$762k	\$800k	\$845k	\$892k
Total	\$32.9m	\$35.1m	\$36.7m	\$38.4m	\$40.0m	\$42.0m	\$44.1m	\$46.3m	\$48.9m	\$51.6m



