



# Greater Hume Shire

simply greater



GREATER HUME SHIRE  
VISITOR EXPERIENCE PLAN  
2014 - 2018

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## Vision

Living in an idyllic rural landscape that sets us apart, we draw on our passion and location to maintain a model community for people of all ages whilst building an economy that abounds with opportunities and a shire that welcomes all visitors.



## Our Community Values

- A country lifestyle: residents are committed to retaining an environment known for its scenery and spaciousness, where the hills, pasture and crops and natural bushland combine to create a relaxing and tranquil way of life.
- A caring community: there is a deep appreciation that we have a Shire that is a great place to raise a family. This is only possible because of our friendliness and consideration for each other. And whilst each village and town has its own identity, there is nevertheless a sense of belonging throughout the Shire.
- A volunteering mentality: our passion for the community is exemplified by our “can-do” spirit; traditionally, we have fought for what we want, rather than relying on layers of government to always provide.
- An affordable but high quality of life: our country lifestyle does not constrain us from being close to excellent schools, health and aged care services, sporting and recreational facilities, shops and museums. This is available without having the higher costs of city living.



## Acknowledgements

The production of this Visitor Experience Plan is an initiative of Greater Hume Shire Council. The Visitor Experience Plan was written by Tourism and Promotions Officer in consultation with Greater Hume Shire Council’s Tourism Advisory Committee, members of Greater Hume Shire community and staff of Greater Hume Shire Council. The Visitor Information Centre Officer assisted with the formation and layout of the Visitor Experience Plan.

# Introduction

*Greater Hume Shire provides a 'simply greater' visitor experience.*

Welcome to Greater Hume Shire's Visitor Experience Plan. This Visitor Experience Plan describes the background to the current position of the shire and outlines strategic opportunities to develop a unique and welcoming visitor experience for the future.

Greater Hume Shire is located in southern New South Wales, bordering with Victoria, between the major regional centres of Albury Wodonga and Wagga Wagga. Covering an area of 5,929km<sup>2</sup> it is roughly rectangular in shape approximately 110 km from east to west and 60km north to south. The shire is linked with Canberra, Sydney and Melbourne by the dual carriage Hume Highway, by rail via the Main Southern Railway and to other regional centres via the Olympic and Riverina Highways.

The Shire has several major towns being Culcairn, Henty, Holbrook, Jindera and Walla Walla and smaller villages of Brocklesby, Burrumbuttock, Gerogery, Gerogery West, Morven, Walbundrie and Woomargama. The towns and villages play two key roles - to service the productive rural industries in surrounding districts and the many visitors and traffic passing through the shire en route to and from Albury, Wodonga, Wagga Wagga, Sydney, Canberra and Melbourne.

The eastern area of the Shire features steeper and extensive vegetated (both remnant and plantation) country changing to low rolling hills and flatter country in the west. Woomargama National Park is located south of Holbrook and the smaller Benambra National Park northeast of Gerogery. The Carabost State Forest is located on the eastern boundary of the Shire south of Carabost. The highest point of the Shire is Mount Jergyle at 889m located within Woomargama National Park.

The Shire borders the Murray River in two locations between Jingellic and Talmalmo in the east and between Splitters Creek and Bungowannah in the west. The Bowna Arm of Lake Hume provides the southern boundary of the Shire between Talmalmo and Table Top. Another significant watercourse is the Billabong Creek and its many confluences.



## Where Are We Now

Being a relatively new Shire, proclaimed on 26 May 2004, Greater Hume Shire has developed a diverse visitor experience. Following the amalgamation of Culcairn, Holbrook and Hume Shire Councils into Greater Hume Shire Council, a Tourism Plan was developed in 2006 with the following aims:

- Promoting the Shire as a great place to visit and return to.
- Build local pride in all our towns and communities along with tourism awareness.
- Enhance economic activity by encouraging visitors to stay and spend locally.
- Promote best practice in existing and new tourism businesses.
- Develop a tourism industry based on heritage, natural environment and agriculture.
- Create a healthy and diverse tourism industry.
- Capture traffic on the two major highways.
- Promote the shire to residents and visitors alike.
- Expand visitation from Albury Wodonga and Wagga Wagga and beyond.

From the original Greater Hume Shire Tourism Plan the following achievements have been initiated with the aim of improving and promoting the visitor experience.

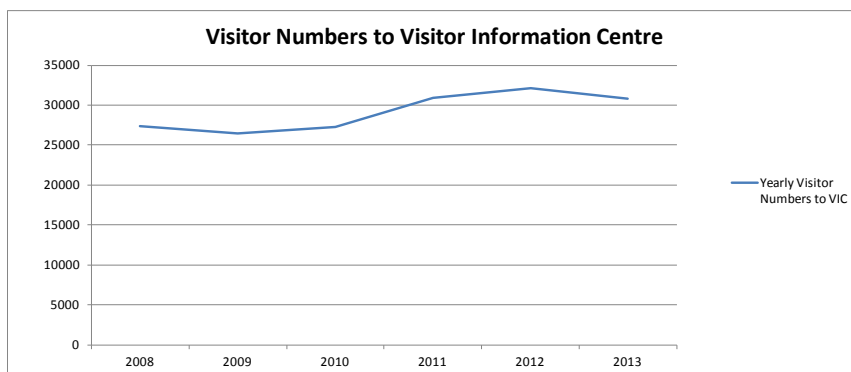
### Greater Hume Shire Tourism Advisory Committee

The Tourism Advisory Committee is charged with providing advice to Council regarding the identification, support, development and promotion of tourism activity for the Shire, and to monitor the implementation of any action plans in relation to tourism within the Shire. The committee comprises of three councillors, five tourism industry representatives, two community representatives and the Tourism and Promotions Officer (non-voting). The committee provides advice to Council on:

- Tourism opportunities for all communities within the Shire.
- Promoting and enhancing the image of tourism in Greater Hume Shire.
- Supporting and assisting existing tourism and tourism related businesses.
- Identification of tourism opportunities within the Shire that will create long term sustainable objectives.
- Development of policies and strategies that will encourage sustainable tourism development in communities within the Shire.
- Establishing and maintaining of good working relationships with key business and community stakeholders, other tourism organisations and government agencies.
- Working in close co-operation with relevant Council Departments to ensure a cohesive approach to tourism development within the Shire.

## Greater Hume Shire Visitor Information Centre

On 19 April 2006 the Holbrook Submarine Museum and Visitor Information Centre Committee was formed to operate a front of house unaccredited Visitor Information Centre (VIC) with volunteers from the Submarine Museum. In December 2006 Council resolved to engage a casual assistant to operate the Holbrook Submarine Museum and Visitor Information Centre for a trial period of three months. On 15 January 2007 the Visitor Information Centre reopened as a Level 3 Accredited Visitor Information Centre (*see Affiliation with Tourism Organisations*) in a different and brighter location within the centre building. This building also houses the Submarine Museum and newly installed Submarine Control Room. Four employees, one full time and 3 casual staff, are employed to operate the centre along with a number of volunteers. The hours of operation are from 10am - 4.30 pm 7 days per week. On 20 November 2007 the VIC upgraded its Accreditation to a Level 2 Visitor Information Centre. The graph below shows yearly visitation numbers.



## Visitor Information Point Network throughout Greater Hume Shire

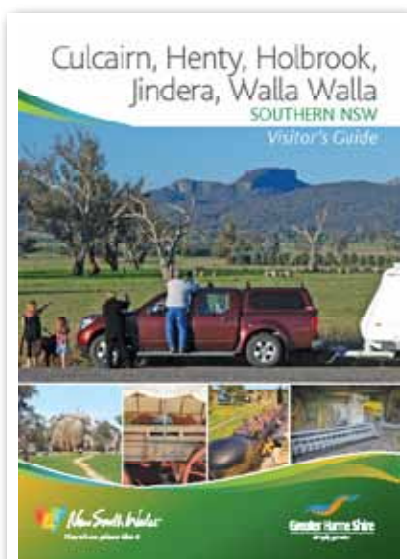
The Visitor Information Point program is an initiative of the Greater Hume Shire Council Tourism Advisory Committee to increase the Shire's tourism profile. Each Visitor Information Point offers information by way of brochures, maps and event flyers for the town it is located in, the Shire and regional area to the touring public. Generally open a minimum of 5 days per week, including weekends for a minimum of 7 hours per day, Visitor Information Points are now located at:

- Dales Highway Store at Henty.
- Doodle Cooma Craft Shop at Henty.
- Burrumbuttock General Store.
- Red Cross Craft Shop at Culcairn.
- Woolpack Inn Museum at Holbrook.
- Gerogery Supply Store.
- Jindera Pioneer Museum.
- Woomargama Post Office.
- Walla Walla Store.

## Greater Hume Shire Branding and Imaging Project

This project commenced in 2008 following a combination of funding from NSW Dept of State and Regional Development and Greater Hume Shire Council. The objectives of the project were to:

- Image/brand Greater Hume Shire - branding by 'simply greater' and modification to existing logo, which was approved by Council in March 2009.
- Upgrade and implement a new Greater Hume Shire Council website - this was completed June 2009.
- Produce a tourism brochure - Greater Hume Shire's first Visitor Guide was completed and launched on 20 October 2010. A further 15,000 Visitor Guides were reprinted in October 2012. The guide is 64 pages, covering the towns and villages, history and heritage and natural environment, tours, events, maps and advertising of 41 tourism operators within Greater Hume Shire. 15,000 copies were printed and distributed to Greater Hume Shire's Visitor Information Centre, council offices, Visitor Information Points, tourism operators, via our website as well as Accredited Visitor Information Centres throughout NSW and VIC (including Wagga Wagga, Albury, Yass, Canberra, Wangaratta, Beechworth, Corryong, Bright, Melbourne, Sydney, Tumut, Yarrawonga-Mulwala, Benalla, Goulburn, Rutherglen, Alpine, Corowa, Gundagai, Seymour and Tumbarumba), trade and consumer exhibitions or conferences, Country Change Bureau, tour and coach companies, targeted events, mailouts, media familiarisation tours, responding to general enquiries both Australian and international and participating advertisers.
- Production of a business booklet was completed in 2008 and a Resident's Guide completed in September 2011. The Resident's Guide is updated regularly and made available through Greater Hume Shire's Offices and website.





## Development of Town Satellite Sites Linked to Greater Hume Shire Website

Towns in Greater Hume Shire are benefiting from an increased World Wide Web presence with the establishment and refurbishment of websites for Henty, Walla Walla, Holbrook, Culcairn and Jindera. The web sites were established with funding through the NSW Government Building the Country Package. The sites have been designed to reflect the unique characteristics of the towns but also to link to and reflect the relationship with the entire Shire. This gives visitors a consistent, but not uniform, image to help with promotion and marketing.

To help with consistency and to locate each site in the physical world the sites have been registered with a geographical domain name: [www.wallawalla.nsw.au](http://www.wallawalla.nsw.au), [www.henty.nsw.au](http://www.henty.nsw.au), [www.holbrook.nsw.au](http://www.holbrook.nsw.au), [www.culcairn.nsw.au](http://www.culcairn.nsw.au) and [www.jindera.nsw.au](http://www.jindera.nsw.au). Visitors to the sites can easily link to sister sites and also the Shire site. Navigation around the sites is the same and the similar structure also allows each of the communities to provide more information about what makes their town unique. Generally the aims of the websites are to:

- Promote each town to attract business, residents and tourists and also to publicise any special events.
- Act as a communication tool with and between the towns in the Shire.
- Provide relevant and current information.
- Increase town visitation thus increasing expenditure in towns.
- More effective marketing and promotion.
- Increase skills and knowledge in the community as volunteers learn about websites and how to maintain them.
- Provide a web presence for community groups and micro businesses that would not otherwise be possible.

## Use of Quick Response Codes

The ability of Quick Response (QR) codes to connect people with one other and to multimedia digital content is very useful for businesses and consumers alike. Greater Hume Shire's website is now accessible by QR code with an internet and camera enabled smartphone or tablet. The QR code does not replace any marketing material, instead enhancing it. With technology changing daily it is just another way of getting information out to people. Greater Hume Shire's QR code is located on the front of our website, in publications such as the Visitor's Guide, Shire newsletters and other promotional material. QR codes have also been developed for each of the town websites.

## Streetscaping Main Streets in Greater Hume Shire's Towns

During the past two years Greater Hume Shire Council has undertaken a plan to upgrade the streetscapes of the towns of Henty, Holbrook, Walla Walla, Jindera and Culcairn. The upgrade has included planting or refurbishment of street trees, installation of streetlights, street furniture and spraypaving foot paths.

## Social Media

Facebook is a social networking service and website with over 900 million active users, more than half of which access the service on a mobile device. Users must register before using the site, after which they may create a personal profile, add other users as friends, and exchange messages, including automatic notifications when they update their profile. Additionally, users may join common-interest user groups, organized by workplace, school or college, or other characteristics, and categorize their friends into lists such as "People From Work" or "Close Friends". Visitor's to Greater Hume Shire can access information via visit Culcairn Henty Holbrook Jindera Walla Walla (which is Greater Hume Shire Visitor Information Centre's Facebook page). Included on the page is the latest community information, news stories, photos, discussions, events, attractions and things to see and do.

## Town Tourism Boards in Culcairn, Henty, Holbrook, Jindera and Walla Walla

The development and production of Town Tourist Information Boards in our five major towns: Culcairn, Henty, Holbrook, Jindera and Walla Walla, was completed in July 2013. This project was funded by Destination NSW. Each board is 2.5m (wide) x 2.6m (high) with a powder coated steel shelter complete with rolled iron roof, laminated digitally printed village map, enclosed pin boards and brochure holders. The digitally printed village map provides the following information:

- Map of the town (Culcairn, Henty, Holbrook, Jindera or Walla Walla).
- List of business and community contacts within the town.
- Map of Greater Hume Shire showing location of visitor services and tourist services.
- Greater Hume Shire after hours number and website address.
- Brochure holder providing copies of Greater Hume Shire Visitor's Guides and other relevant information.
- Notice board providing information to visitors on current and upcoming events within the village/shire.
- Acting as an information resource for our Accredited Visitor Information Centre which is located in Holbrook.

## Heritage Walks/Drives

During 2013 the communities of Woomargama and Burrumbuttock have developed heritage walks/drives highlighting the rich history of the area. The Burrumbuttock signs are located at the sites of schools which were located in the district. These signs provide a sketch drawing and history of the school and names of pupils who attended. The Woomargama signs are located at various heritage sites around the village and provide both pictorial and historical information.

## Collaboration with other Tourism Regions

### Cultural Tourism Brochure

Murray Arts Cultural Tourism Network, of which Greater Hume Shire Council is a member, recently released a Cultural Trail Map to help guide visitors towards many of the region's most intriguing arts and cultural destinations. The Cultural Trail brochure is part of Murray Arts' facilitated Cultural Tourism Network Action Plan to increase tourism in the Southern Riverina NSW and North East Victoria area. The compact foldout brochure features a map, eye catching images promoting the region's attractions and written information. Our featured museums are Jindera Pioneer Museum, Station Master's Residence at Culcairn, Headlie Taylor Header Exhibition at Henty and Submarine Museum at Holbrook. This brochure has been well received by visitors with an additional 10,000 copies recently printed.

### Riverina and Murray Military Experience Trail

The Riverina and Murray Military Experience Trail is designed to showcase the rich military history throughout the shires of Wodonga, Greater Hume, Wagga Wagga and Temora. The foldout brochure features maps, images and written information on the Submarine Museum at Holbrook, Avro Anson display at Brocklesby and information on our cemeteries and war memorials throughout Greater Hume Shire.

## Affiliation with Tourism Organisations

### Murray Regional Tourism Board

Sitting within the greater Albury/Wodonga tourism locality, Greater Hume Shire is a member of the Murray Regional Tourism Board (MRTB). The MRTB is a not-for-profit organisation and is the peak body for the Murray region's tourism sector. Established in 2010 it brings together the best tourism experiences through a collaboration between Destination NSW, Tourism Victoria and 14 local government councils. Incorporating four regional tourism associations and 15 local councils, the MRTB encompasses: Mildura Tourism, Echuca Moama Tourism, Sun Country on the Murray, Swan Hill Tourism, Albury City Council, Greater Hume Shire

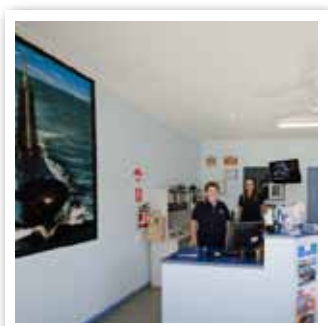


Council, Wodonga Rural City Council, Corowa Shire Council, Berrigan Shire Council, Deniliquin Council, Wakool Shire Council, Gannawarra Shire Council, Swan Hill Rural City Council, Campaspe Shire Council, Mildura Rural City Council, Moira Shire Council, Murray Shire Council and Wentworth Shire.

The MRTB is made up of skills based members from a broad geographic spread across the region and states with particular skills in tourism or related fields. The MRTB has relevant State and Local Government representatives as well as an independent Chair. MRTB unites the Murray region's tourism industry ensuring memorable visitor experiences within this beautiful river destination. Providing an over-arching tourism strategy, a clear developmental direction, focused product development and support for infrastructure, the MRTB has set about bringing its goals of making this a must-visit destination for local and international visitors alike, to fruition. Assisting member councils and the region's tourism industry with improvements in the supply and quality of tourism experiences and an increased awareness of destinations, products, experiences and events that occur within the region are key activities of the organisation.



### **New South Wales Accredited Visitor Information Centre Network**



Greater Hume Shire Council's Visitor Information Centre, located in front of the Submarine Museum Holbrook, is accredited Level 2 within the network. The majority of the travelling public recognise the New South Wales Accredited Visitor Information Centre Network (NSW AVIC) and the italicised yellow *i* as the consumers guarantee of quality information about destinations which is accurate and personally delivered. The NSW AVIC Network bands together 178 Accredited Visitor Information Centres that show a commitment to continuous improvement and customer satisfaction, providing all consumers and travellers with an assurance of delivering quality products and services.

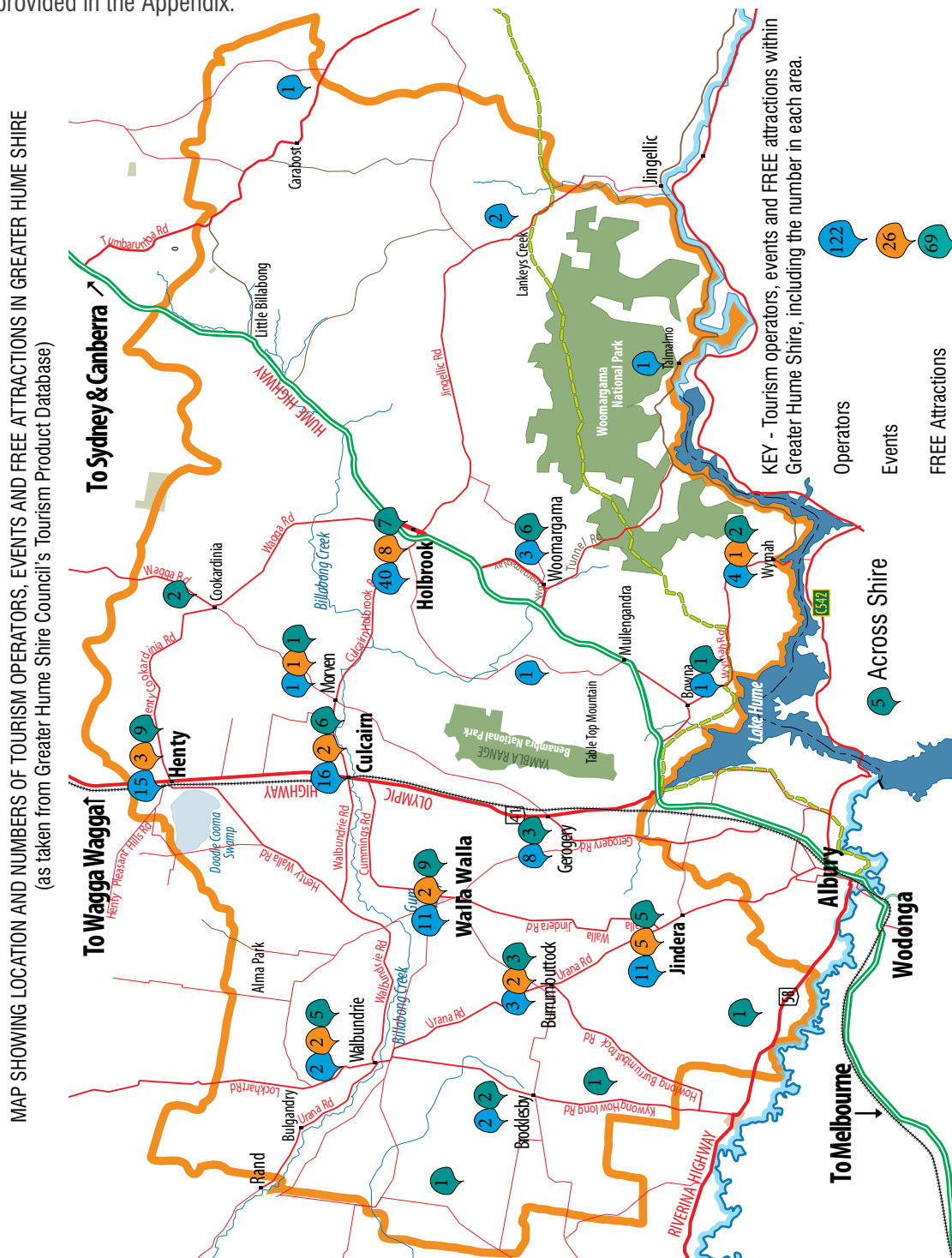
Aurora Practical Solutions is contracted by Destination NSW to manage the accreditation and marketing of NSW AVICs. Aurora is located in Dubbo and is committed to sustainable business development and strategic planning. There are three levels of accreditation. Level 1 is a predominately full time LGA or Tourist Association-managed Visitor Centre that operates a minimum of 56 hours per week. Level 2 as for Level 1 operates a minimum of 43 hours per week and Level 3's are predominately part of another business where the Visitor Centre operates a minimum of 5 days per week (including weekends) and is generally a private business.

Greater Hume Shire Council's Accredited Visitor Information Centre was recently ranked at number 6 out of 14 Visitor Information Centres within the Murray Regional Tourism Organisation.

## Our Tourism Product

Current Australian Bureau of Statistics results show that Greater Hume Shire has 258 tourism related businesses. Tourism Research Australia statistics show Greater Hume Shire (over a 4 year average to September 2011) had 38,000 visitors staying 2.0 nights or 77,000 visitor nights, spending \$9 million. With the duplication of the Hume Highway and bypassing of Holbrook and Woomargama we have need to show that Greater Hume Shire has lots more to offer visitors/tourists and residents, than just a resting place on the way to a destination.

Promotion of the Shire's tourism product can be at times challenging but also shows the potential opportunities to develop quality tourism product, thus enhancing the visitor experience. Below is a map showing where our tourism product is located with a list provided over the next five pages. A detailed list is provided in the Appendix.





## EVENTS

### Major

Henty Machinery Field Days

### Agricultural

Culcairn Agricultural Show

Henty Agricultural Show Society

Holbrook Agricultural Show

Holbrook Sheep & Wool Fair

Walbundrie Agricultural Show

### Motorised

Culcairn Swap Meet and Show N Shine

Morgan Country Car Club Swap Meet, Jindera

Twin City Car Club Swap Meet, Jindera

Walla Walla Show N Shine and Mystery Car Tour

### Festivals

Burrumbuttock Village Festival

Happening In Holbrook Festival

Pop The Top Festival, Jindera

Wymah Family Fun Day

Ad hoc Festivals eg anniversaries and celebrations.

### Garage Sales

Culcairn Garage Sale

Henty Garage Sale

Holbrook Garage Sale

Jindera Garage Sale

Walla Walla Garage Sale

### Sporting

Carp a Thon, Morven

Commander Holbrook Cup Race Meeting,

Holbrook

Holbrook Triathlon

Hume Football and Netball League Finals,

Walbundrie

### Other

Holbrook Rotary Art Show

St Paul's Flower Show, Holbrook

Wirraminna Open Day, Burrumbuttock

## FOOD

### Cafes/Bakeries (12)

2 x Culcairn, 2 x Henty, 4 x Holbrook,  
2 x Jindera, 2 x Walla Walla.

### Licensed Clubs (4)

Culcairn, Henty, Holbrook, Walla Walla.

### Function Centres (50 - 120 people) (8)

2 x Culcairn, 2 x Gerogery, Henty,  
Holbrook, Walla Walla, Woomargama.

### Hotels (12)

Brocklesby, Burrumbuttock, Culcairn,  
Gerogery, Henty, 2 x Holbrook, Jindera,  
Morven, Walbundrie, Walla Walla,  
Woomargama.

### Restaurants (6)

2 x Culcairn, 4 x Holbrook.

### Supermarkets (5)

Culcairn, Henty, 2 x Holbrook, Jindera.

### General Stores (7)

Brocklesby, Burrumbuttock, Gerogery, Henty,  
Jindera, Walbundrie, Walla Walla,  
Woomargama.

## ACCOMMODATION

### Bed and Breakfasts (5)

2 x Gerogery, Henty, Lankeys Creek,  
Talmalmo.

### Caravan Parks (5)

Bowna, Culcairn, Henty, Holbrook, Wymah.

### Farmstay (2)

Holbrook, Mountain Creek.

### Farmhosting

Various across Shire.

### Hotels (7)

Culcairn, Gerogery, Henty, 2 x Holbrook,  
Jindera, Walla Walla, Woomargama.

## SERVICES AND FACILITIES

*Air Park (1)*  
Holbrook.

*BBQ Facilities (11)*  
2 x Burrumbuttock, Culcairn, Gerogery,  
Henty, 2 x Holbrook, 2 x Jindera, Walla Walla,  
Woomargama.

*Bus Companies (4)*  
Culcairn, Henty, Holbrook, Walla Walla.

*Churches/Religions*  
Alma Park (Lutheran), Bethel (Lutheran),  
Bowna (Catholic), Brocklesby (Uniting),  
Bungowannah (Anglican), Burrumbuttock  
(Lutheran), Cookardina (Presbyterian),  
Culcairn (Anglican, Catholic, Uniting,  
Harvestlands, Lutheran, Living Word),  
Gerogery (Lutheran, Living Word),  
Goombargana (Baptist), Henty (Anglican,  
Lutheran, Catholic, Presbyterian, Riverlife,  
Uniting), Holbrook (Catholic, Anglican,  
Christian Fellowship, Uniting), Jindera  
(Anglican, Lutheran, Catholic), Morven  
(Anglican), Mullengandra (Anglican),  
Walbundrie (Catholic, Uniting), Walla Walla  
(Anglican, Baptist, Catholic, Lutheran),  
Woomargama (Anglican).

*Community Halls (17)*  
Brocklesby, Bungowannah, Burrumbuttock,  
Carabost, Cookardina, Culcairn, Gerogery,  
Henty, Holbrook, Jindera, Lankeys Creek, Little  
Billabong, Mullengandra, Walbundrie, Walla  
Walla, Woomargama, Wymah.

*Dog Off Leash Area (5)*  
Culcairn, Henty, Holbrook, Jindera, Walla  
Walla.

*Grey Water Dumps (2)*  
Henty, Holbrook.

*Hospitals/Medical Centres (4)*  
Culcairn, Henty, Holbrook, Jindera.

*Internet Facilities (4)*  
Culcairn, Henty, Holbrook, Jindera, Walla  
Walla.

*Libraries (4)*  
Culcairn, Henty, Holbrook, Mobile  
Library.

*Parks (47)*  
2 x Brocklesby, Bungowannah,  
2 x Burrumbuttock, Cookardina,  
8 x Culcairn, 2 x Gerogery, 6 x Henty,  
11 x Holbrook, 4 x Jindera,  
2 x Walbundrie, 5 x Walla Walla,  
2 x Woomargama, Wymah.

*Petrol Stations (9)*  
2 x Culcairn, 2 x Henty, 2 x Holbrook,  
Gerogery, Walbundrie, Walla Walla.

*Playgrounds in Public Parks (13)*  
Burrumbuttock, Brocklesby,  
2 x Culcairn, Gerogery, 3 x Henty,  
2 x Holbrook, Jindera, Walla Walla,  
Woomargama.

*Police Stations(4)*  
Culcairn, Henty, Holbrook, Walla Walla.

*Post Offices (9)*  
Brocklesby, Burrumbuttock, Culcairn,  
Gerogery, Henty, Holbrook, Jindera,  
Walla Walla, Woomargama.

*Public Toilets (34)*  
2 x Brocklesby, Bungowannah,  
2 x Burrumbuttock, 4 x Culcairn,  
4 x Gerogery, 5 x Henty, 6 x Holbrook,  
4 x Jindera, Mullengandra, Walbundrie,  
3 x Walla Walla (inc Morgans Lookout),  
Woomargama.

*Visitor Information (10)*  
Accredited Visitor Information Centre,  
Holbrook.  
Visitor Information Points at  
Burrumbuttock, Culcairn, Gerogery,  
2 x Henty, Holbrook, Jindera, Walla  
Walla, Woomargama.

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## NATURE BASED ATTRACTIONS

Billabong Creek and tributaries  
Lake Hume  
Murray River and tributaries

### *Birdwatching Sites (as determined by Riverina and Southwest Slopes Nature Based Tourism Group)*

Bakers TSR, Walla Walla  
Back Creek TSR, Holbrook  
Blue Metal TSR, Woomargama  
Brittas TSR, Walbundrie  
Doodle Cooma Swamp, Henty  
Gum Swamp Reserve, Walla Walla  
Golf Common, Culcairn  
Goombargana Hill, Walbundrie  
Henty TSR  
Kings TSR, Walla Walla  
Nature Reserve, Henty  
Ten Chain TSR, Bowna  
Ten Mile Creek, Holbrook  
Walla Walla TSR, Walla Walla  
Wirraminna Environmental Education Centre, Burrumbuttock  
Woomargama National Park

### *National Parks and Nature Reserves*

Doodle Cooma Swamp, Henty  
Gum Swamp, Walla Walla  
Morgan's Lookout, Walla Walla  
Table Top Mountain/Benambra National Park, Gerogery  
Woomargama National Park, Woomargama

### *Nature Based*

Bike Track and Exercise Area, Culcairn  
Hume and Hovell Walking Track, Bowna to Lankeys Creek  
Ian Geddes Bush Walk, Holbrook  
Jindera Wetlands  
Landcare Self Drive Tour, Holbrook  
Table Top Mountain Experience, Gerogery  
Travelling Stock Routes (TSR) throughout shire  
Wirraminna Environmental Education Centre and Walking Track, Burrumbuttock  
Wymah Ferry

## CULTURAL ATTRACTIONS

*Cemeteries (Public Access allowed)*  
Burrumbuttock, Cookardinia, Culcairn, Gerogery West, Goombargana, Henty, Holbrook, Jindera, Moorwatha, Walbundrie, Walla Walla and Woomargama.

### *Cemeteries Other*

There are a further 11 cemeteries which do not encourage public access.

### *Historical Displays (free)*

Avro Anson Display, Brocklesby  
Centenary Mural, Culcairn  
Cobb & Co Stables, Morven  
Headlie Taylor Header & Blacksmith Shop, Henty  
Henty Man, Olympic Highway  
Heritage Historical Signs, Burrumbuttock  
Heritage Historical Signs, Woomargama  
John McLean's Grave, Culcairn  
Lieschke's Cairn, Walla Walla  
Old School House, Walbundrie  
Pioneer Cairn, Jindera  
"The Trek" Wagon and Zion Church, Walla Walla  
Thomas Smyth Memorial, Henty  
Wymah Ferry, Wymah

### *Museums (Public) (5)*

Historical Society, Henty  
Pioneer Museum, Jindera  
Stationmasters Residence Museum, Culcairn  
Submarine Museum, Holbrook  
Woolpack Inn Museum, Holbrook  
Wymah Museum

### *Museums (Private) (5)*

Doll Museum and Historical Treasures, Gerogery  
Ed's Old Farm Machinery Museum, Henty  
Mini Museum, Henty  
National Museum of Australian Pottery, Holbrook  
Observer Printery Museum, Henty



## OTHER ATTRACTIONS

- Lost Patrol Camel Farm, Lankeys Creek
- Miniature Railway Club, Holbrook
- Paintball Albury/Wodonga, Gerogery
- Ultralight Club, Holbrook

### *Antique or Gift Shops*

- Anglican Marketplace Shop, Holbrook
- Bargain Basement Gifts, Culcairn
- Bead with Us, Holbrook
- Cool Cat Collectables, Holbrook
- Culcairn Red Cross Craft Shop
- Doodle Cooma Craft Group, Henty
- Glenross Antiques, Holbrook
- Grimwoods Craft Store, Holbrook
- Robert Peterson Antiques, Culcairn
- Judy's Dolls & Gifts, Henty
- Lady Gail's Bookshop, Holbrook
- Last Post Bookshop, Holbrook

### *Specialist Producers*

- Clifton Hills Vegetables, Holbrook
- Crunchy Seeds, Holbrook
- Essential Oils Australia, Humula
- Flyfaire Winery, Woomargama
- Holbrook Eggs, Holbrook
- Jayfields Nursery, Holbrook
- Jill's Cuisine, Jindera
- Paech's Quinces, Walla Walla
- Vintage Tree Nursery, Holbrook
- Wilksch Estate Wines, Culcairn
- Woodburn Olives, Walla Walla
- Wymah Organic Olives and Lamb, Wymah

## SPORTING/RECREATIONAL ATTRACTIONS

### *Bowling Clubs (4)*

Culcairn, Henty, Holbrook, Walla Walla.

### *Equine Clubs (9)*

Culcairn Pony Club

Gerogery Adult Riding Club

Holbrook Pony Club

Holbrook Race Club

Holbrook Equine Centre

Holbrook Polocrosse Club

Holbrook Campdrafting Club

Jindera Pony Club

Jindera Equestrian Association

### *Exercise Track*

Culcairn

### *Golf Courses (4)*

Culcairn, Henty, Holbrook, Jindera

### *Skate Parks (3)*

Henty, Holbrook, Jindera

### *Sporting/Recreational Clubs/Groups*

AFL Football, Basketball, Car/Motoring

Enthusiasts, Craft, Cricket, Croquet, Dancing,

Equestrian, Fishing/Anglers, Gardening, Golf,

Gymnastics, Landcare, Lawn Bowls, Netball,

Squash, Swimming, Table Tennis, Tennis,

Ultralight Aviation.

### *Sporting/Recreational Grounds (14)*

Brocklesby, Bungowannah, Burrumbuttock,

Cookardinia, Culcairn, Gerogery, Henty,

Holbrook, Jindera, Walbundrie, Walla Walla,

Woomargama, Wymah.

### *Swimming Pools (5)*

Culcairn, Henty, Holbrook, Jindera,

Walla Walla.

### *Tennis Courts (16)*

Brocklesby, Burrumbuttock, Bungowannah,

Cookardinia, Culcairn, Gerogery, Gerogery

West, Henty, Holbrook, Jindera, Little

Billabong, Morven, Walbundrie, Walla Walla,

Woomargama, Wymah.



# Research and Community Consultation

This section provides statistical analysis, forecasts and outcomes of community consultation to provide the basis for the development of strategies for Greater Hume Shire's Visitor Experience Plan.

## Statistical Analysis

### Travel to Greater Hume Shire Local Government Area

#### Four year average annual to September 2011

(Sources: National Visitor Survey and International Visitor Survey, YE Sep 08 to YE Sep 11, Tourism Research Australia.)

#### OVERVIEW

Key measures	Greater Hume Shire	NSW
Total visitors (overnight & daytrips) ('000)	np	73,759
Domestic overnight visitors only ('000)	38	23,482
Total nights ('000)	np	142,271
Domestic nights only ('000)	77	79,847
Total spend (\$million) <sup>1</sup>	np	\$23,592
Domestic overnight spend only (\$million) <sup>1</sup>	\$9	\$12,487

#### DOMESTIC OVERNIGHT TRAVEL

Key measures	Greater Hume Shire	NSW
Visitors ('000)	38	23,482
Nights ('000)	77	79,847
Average stay (nights)	2.0	3.4
Spend (\$million) <sup>1</sup>	\$9	\$12,487
Spend per visitor (\$)	\$237	\$532
Spend per night (\$)	\$118	\$156

#### Notes and definitions

np = Not published due to reliability concerns.

(1) The expenditure estimates are derived based on information from Tourism Research Australia's modelled visitor expenditure in Australia's tourism regions.

- Total LGA expenditure = per night expenditure in the tourism region x number of nights in the LGA (note: daytrip expenditure is based on visitors).
- Comparability: Due to changes to local government area definitions and methodological aspects, the results in this profile may not be comparable with previously published profiles.
- Domestic overnight visitor = an Australian resident, aged 15 and over, who had taken a trip within Australia involving a stay away from home for at least one night (but no more than 12 months) at a place at least 40 km from home.
- Domestic daytrip visitor = an Australian resident, aged 15 and over, who had taken a domestic daytrip involving a round trip for a distance of at least 50km and of a duration of at least 4 hours but not involving a night away from home (routine travel and same day travel as part of overnight travel are excluded).
- International overnight visitor = an international resident, aged 15 and over, who visited Australia for a period of no more than 12 months and stayed at least one night in the LGA.

## Population Projections

Showing population projections of areas/regions which have been identified as Greater Hume Shire's targeted visitor markets. (Source: ABS Census 2011)

Town/City/Region	2011	2031
Greater Hume Shire	10,050	11,200
Albury	49,450	57,250
Corowa	11,300	13,400
Lockhart	2,900	3,100
Towong Shire	6,300	6,600
Tumbarumba	3,450	3,200
Tumut	11,250	9,300
Urana	1,200	800
Wagga Wagga	61,500	73,050
Wodonga	37,100	48,400
TOTAL REGIONAL	184,450	215,100
Canberra	379,554*	468,810*
Melbourne	4.1 million	5.4 million
Sydney	4.3 million	5.8 million
NSW	7.2 million	9.2 million
VICTORIA	5.6 million	7.3 million

## Employed by Industry in Greater Hume Shire

(Source: ABS Census 2011)

Industry	%	Number
Total employed number in Greater Hume Shire area		4,561 (916 or 20%)
Industry	%	
Agriculture, forestry and fishing	22.0	
Mining	0.6	
Manufacturing	9.2	
Electricity, gas, water and waste services	0.8	
Construction	7.5	
Wholesale trade	2.2	
Retail trade	8.7	396
Accommodation and food services	5.1	233
Transport, postal and warehousing	5.7	260
Information media and telecommunications	0.5	
Financial and insurance services	1.5	
Rental, hiring and real estate services	0.7	
Professional, scientific and technical Services	3.6	
Administrative and support services	2.0	
Public administration and safety	6.6	
Education and training	7.4	
Health care and social assistance	9.6	
Arts and recreation services	0.6	27
Other services	3.1	





## Benefits of Tourism to Greater Hume Shire

### ***Who benefits from tourism?***

Tourism impacts upon more industries than typically considered and generates a significant number of jobs.

### ***What do tourists spend their money on?***

Accommodation, food & beverages, shopping, tours & transport, other services and facilities.



### ***How the tourism industry spends its money in the local community?***

Wages and salaries, transportation of goods, utility services (water, gas, electricity etc), food and beverages, state taxes, commissions to agents, music & entertainment, council rates & charges, repairs & maintenance, purchase of stock, administrative & general expenses, advertising & promotion, petrol, legal & professional services, rental of premises, capital assets and replacements.



### ***Who benefits?***

Restaurants, petrol stations, retailers, charities, manufacturers, suppliers, delicatessens, gift shops, chemists, artists & entertainers, shopping centres, accountants, trucking companies, post offices, engineers, clerks, pilots, car dealers, builders, banks, wineries, mechanics, architects, plumbers, electricians, media, newsagents, health services, printers, council workers and butchers.



### ***Why should a community be interested in visitor servicing?***

Visitors seek information to determine their travel experiences both prior to and during their travel. The information influences their destination choices, their activities and their length of stay. The quality of the information can influence the attractiveness of a destination (therefore the choice of whether to go there) and the expectations once there (hence the actual experience), which then influences repeat behaviour, expenditure, length of stay and word of mouth communication to other potential visitors. The following summarises the benefits of visitor servicing.

### **Visitor servicing helps:**

#### **The local economy;**

How: Visitors need food, drink, accommodation, entertainment, fuel and souvenirs to buy.

*Resulting in:* Growth in small business operations, growth in a range of businesses/diversification of industrial base of local economy.

How: Extension of visitors length of stay.

*Resulting in:* The longer they stay, the more they do.

How: Growth in visitor activity.

*Resulting in:* The more they do, the more they spend.

How: Business growth and diversification.

*Resulting in:* Diversified rate payer base for Local Govt. and less vulnerability to economic downturn in one sector.

#### **The community;**

How; Growth in visitor numbers.

*Resulting in:* More jobs in tourism, employment opportunities for local people (tourism is a labour intensive industry).

How: Volunteerism.

*Resulting in:* Pride in their town/place.

How: Working together.

*Resulting in:* Pride in their community (getting behind tourism), enhanced community well being.

How: Improved infrastructure and services. Viability for community owned infrastructure.

*Resulting in:* Sense of place, better future for our kids.

How: Opportunity for locals to interact with other cultures.

*Resulting in:* New ideas into the community.

#### **The local tourism industry;**

How: Visitors have better experiences.

*Resulting in:* Satisfied visitors come back again and send positive messages out to the market place (and word of mouth is the best marketing tool there is).

How: Visitors have safer experiences.

*Resulting in:* The community gains a good reputation as a host destination.

How: The community pulls together to provide visitor information.

*Resulting in:* Community awareness of the value of tourism grows, leading to a groundswell of support for tourism amongst the local community. This assists tourism growth in the community.

#### **The tourist;**

How: Enhanced delivery of visitor information results in visitors having safer and more satisfying experiences.

*Resulting in:* Happy visitors, repeat visitation, positive word of mouth promotion about destination.

#### **The local environment and heritage;**

How: Well informed visitors.

*Resulting in:* Visitors become advocates for your community's valuable environment and heritage.

How: Aware visitors.

*Resulting in:* Visitors modify their behaviours when visiting fragile areas, once they are informed. Their impacts are thus minimized.



## The Murray Region

Greater Hume Shire Council is a stakeholder in Murray Regional Tourism, therefore the statistics below show the impact and origin of visitors to the region and Greater Hume Shire.

### 2010/2011 Regional Tourism Profiles, Tourism Research Australia, Canberra

#### Visitors to The Murray

	Expenditure	Visitors	Nights	Average stay	Average trip expenditure	Average nightly expenditure
	\$ million	'000	'000	Nights	\$	\$
Domestic day	125	1,109	np	np	113	np
Domestic overnight	320	891	2,565	3	359	125
International	np	21	280	13	np	np

#### Murray Visitation

*(courtesy of Murray Region Tourism Destination Management Plan)*

The visitor demographic across the Murray Region was relatively consistent, with the prominent groups being those aged 45-64 years and 25-44 years. The major domestic market for the Murray is Melbourne, followed by Regional Victoria, Regional NSW and Sydney. South Australia is a relatively minor market across the Murray Region, but is more prominent in the Western Murray and Mid Western Murray. International visitation is low, with key groups being backpackers and touring visitors from traditional locations including New Zealand, the UK, Continental Europe and North America. The Murray Region receives a significantly lower proportion of visitors from Asian countries than Australia overall.

#### Murray Visitation by Origin (statistics from Murray Regional Tourism Board Visitor Survey)

Origin	Type of Trip			Have Visited	Have Not Visited
	Day Trip	Short Break	Longer (3+ days)		
Melbourne	24%	51%	29%	75%	25%
Regional Vic	43%	54%	26%	83%	17%
Sydney	17%	21%	13%	42%	58%
Regional NSW/Canberra	15%	27%	20%	55%	45%
South Australia	21%	38%	32%	70%	30%

## Government Policy

The focus of Federal and State Government tourism policy is on experience development, particularly on unique experiences and landscapes that a region can offer. The recent Federal Government election has resulted in a change in government, however the new government continues to strongly support the growth related to the tourism sector. There is a particular emphasis on encouraging Australian tourism to compete at the high-value, high-quality end of the global tourism market with the principal focus on the promotion and pursuit of international tourism opportunities. The NSW Government has developed, through Destination NSW, the Towards 2020: New South Wales Tourism Masterplan (Destination NSW, 2002). The strategy highlights the perception that for tourism to meet its full potential it needs to be an attractive investment option with government involved in the promotion of opportunities and benefits of tourism investment. Towards 2020 nominates seven strategic imperatives:

- Increase visitation.
- Grow physical capacity.
- Renew and revitalise NSW destinations.
- Improve the visitor experience.
- Increase visitor spend.
- Make NSW more competitive.
- Change of mindset.



## Tourism Research Australia

Tourism Research Australia (TRA) are Australia's leading provider of quality tourism intelligence across both international and domestic markets. They equip industry with information to strengthen their marketing and business decisions. Their data underpins government tourism policy and helps improve the performance of the tourism industry for the benefit of the Australian community. The team of research analysts, forecasters, economists and communication professionals are committed to producing robust tourism research and analysis. Recently TRA released two key reports:

Tourism Forecasts - Spring 2013, Tourism Research Australia, Canberra

Key findings being:

- International visitor arrivals are forecast to grow 5.8 per cent to 6.6 million in 2013–14 and 5.6 per cent to 7.0 million in 2014–15, driven by growth from China, the United Kingdom, New Zealand and the United States. Inbound expenditure is forecast to grow on average 3.5 per cent per annum and reach \$39 billion by 2022–23.
- Domestic visitor nights are forecast to increase 2.0 per cent to 293 million in 2013–14 with domestic spend to grow on average 1.1 per cent per annum and reach \$76 billion by 2022–23.
- Growth in Australian resident departures will slow to a growth of 4.9 per cent to reach 8.8 million in 2013–14 and 2.9 per cent to 9.1 million in 2014–15, primarily due to the weakening Australian dollar.
- Total visitor expenditure in real terms is forecast to reach \$98 billion in 2013–14 and to \$115 billion by 2022–23.

Tourism Businesses in Australia, June 2010 to June 2012, Tourism Research Australia, Canberra

Key findings being:

- In June 2012, there were approximately 280,000 tourism related businesses in Australia representing over 13 per cent of Australia's 2.1 million businesses. This count was 2,900 less than in June 2010.
- On average a third of businesses were located in regional areas – areas other than capital cities and Gold Coast.
- Around 90 per cent of tourism businesses were 'small' (employing 0 to 19 persons). While medium and large businesses share less than 10 per cent of the total business count, more than two thirds (68 per cent) of total revenue is generated by this group.
- An economic recovery after the adverse events of the Global Financial Crisis in 2008-09 is resulting in expansion of the tourism industry as seen in the strong growth in the tourism gross value added.

TRA has also recently released the latest tourism forecasts which provide a positive picture for Australian tourism to 2022–23 with China continuing to grow as a strong market for inbound tourism to Australia over the next decade. A depreciating Australian dollar allows Australia to become a more attractive tourist destination. To support this demand the tourism supply chain must continue to grow and attract more investment in tourism. The tourism industry needs to enhance productivity to provide incentives for investment.

## Community Consultation

Information for the Visitor Experience Plan was gathered by the Greater Hume Shire's Tourism and Promotions Officer in conjunction with Greater Hume Shire Council's Tourism Advisory Committee in June and July 2013. This provided a consultation process by way of survey, workshops and one to one interviews with community members and groups, tourism operators, tourism partners, other stakeholders and organisations within Greater Hume Shire.

A total of 80 respondents participated.

## SWOT Analysis

The survey asked respondents to provide comments on our strengths, weaknesses, opportunities, challenges/threats and best experiences and attractions. Whilst there were common themes we have also included comments made by individual respondents as well.

### Strengths

#### *Considered best experiences for visitors in Greater Hume Shire*

- Natural environment and landscapes
- Museums
- Events
- Heritage and Historic Towns and Buildings
- Attractions
- Hospitality
- Peaceful & quiet & safe
- Food
- Accommodation
- Lifestyles and diversity
- Climate
- Transportation Access
- Rich agricultural region
- Wide Streets
- Parks and Sporting Facilities
- Access to Murray River and Lake Hume
- Central location to Sydney, Canberra and Melbourne and regional centres of Albury Wodonga and Wagga Wagga

#### Quick Stats on Respondents

Total of 80 respondents

46 Females, 31 Males, 3 No response

#### Age of Respondents

3	under 25
16	25 - 45
38	46 - 64
22	65 and over
1	no response

#### Which of the following describes your status?

*(Please note, there was more than one choice.)*

3	Business Owner
28	Member of Community Group
1	Museum Guide
50	Resident
21	Tourism Operator
2	Visitor
2	Other
1	No response

### ***Considered best attractions for visitors in Greater Hume Shire***

- Holbrook Submarine and Museum
- Jindera Pioneer Museum
- Woomargama National Park
- Morgans Lookout
- Henty Machinery Field Days
- Wirraminna Environmental Centre, Burrumbuttock
- Benambra Ranges/Tabletop Mountain
- National Museum of Australian Pottery, Holbrook
- Culcairn Bakery
- Culcairn Station Masters Residence
- Holbrook Miniature Train
- Village Green, Jindera
- Woolpack Inn Museum, Holbrook

### **Weaknesses**

- Derision between towns
- Development and ease of access of natural attractions such as Gum Swamp, National Parks, Doodle Cooma Swamp
- Distances between the different experiences
- Few fuel outlets and high prices eg Jindera
- Greater cohesion within Greater Hume Shire Council
- Lack of accommodation options and standards
- Lack of after hours and weekend services eg food/attractions/fuel
- Lack of consistently high levels of customer service
- Lack of funding and resources to support tourism and take advantage of opportunities
- Lack of gourmet foods/wine
- Lack of promotion of region
- Lack of public transport
- Lack of quality dining options
- Lack of recreational walking, cycling, horseriding tracks
- Lack of signage on roads and trails
- Limited number of key attractions to encourage visitors to stay longer
- More BBQ and play equipment areas for families and small children
- More cohesion between tourism business's, eg packaging and promotion
- More dump sites for campers and caravaners
- Need for more festivals and events, particularly arts and cultural
- No large conference venue
- Poor roads maintenance eg Olympic Highway
- Poor Satellite and Mobile Access
- Upgrading of facilities and infrastructure
- Poor utilisation of existing facilities within Greater Hume Shire eg HMFD site
- Lack of tourism research for Greater Hume Shire

## Opportunities

- Attract Car Clubs to visit the Shire
- Attract more visitors off major roads such as Hume and Olympic Highways
- Better use of our parks for festivals and events
- Build bike/walking/birdwatching tracks/trails eg Jindera to Albury
- Build on what each town offers with an underlay of clean toilets, suitable parking etc
- Build service station at Jindera
- Community awareness and planning to develop unique visitor experiences
- Continue to improve appearance of towns including beautification of entrances and encouragement of residents and businesses to do same
- Continue to provide a welcoming experience for ALL who visit our towns
- Coordination and training of local people interested in volunteering to enhance the visitor experience
- Create incentives and subsidies for local tourism businesses
- Creating awareness diversity of vegetation/ecology of Woomargama in different market segments
- Develop our waterways such as Doodle Cooma Swamp at Henty, Gum Swamp at Walla Walla and Lake Hume as a visitor experience
- Develop more primitive camping spots, such as showgrounds and football grounds
- Develop stronger internet presence eg youtube, videos
- Encourage development of new and improvement of existing tourist attractions
- Encourage new and enhanced tourism development and visitor experiences
- Encouraged development of quality restaurants and cafes
- Excavate area (101 acre) in Henty town common to fill with swamp/creek water for permanency
- Free wifi in the town centre like Wodonga has - people love it, also will allow visitor to post on social media directly from our attractions such as the submarine
- Further develop the Submarine Theme Park
- Greater tourism focus on signage, facilities, infrastructure
- Improve roads and provide safe touring roads for motor bike riders and vintage car enthusiasts
- Improve signage through a Shire wide cohesive approach
- Links to tourist precincts that are active
- More dump points
- More Shire run events, Most are private committee ran
- Offering support and making tourism easy for small businesses
- Promote local produce/markets
- Promote our iconic pubs/villages and history
- Promote the shire at Henty Field Days
- Promotion of the agricultural area to visitors to gain a “True Australian Rural Lifestyle”
- Promotion of tourism services such as accommodation
- Promotion through bus companies
- Public access to Table Top Nature Reserve at any time
- Restore the heritage section of Holbrooks main street and make it more like Beechworth
- Self guided tours of our villages local centres of history
- Selling the Commander Holbrook submarine story as we lead up to ANZAC centenary
- Source funding for outcomes to VEP
- Special interest tours (international) to Henty Field Days
- Support business owners to package product and enhance services
- The historical importance of the ‘Header” and all museums in shire



- Tourism including environmental and agricultural
- Uncrowded roads, open spaces (Coast now very crowded)
- Upcoming event signage at towns.
- Upgrade and maintain rest stops
- Utilise existing facilities such as Henty Machinery Field Days site
- We have to develop a priority approach to tourism not just leave it to Council, we must involve whole communities no matter how difficult it may be to develop. At first we must to survive and build an economic base for our business community
- Work in collaboration with Albury and Wagga Wagga City Councils and other regional organisations
- Workshop/training for tourism operators

## Threats/Challenges

- Better, clear and consistent signage
- Business operators pooling resources to meet challenges
- Bypass of Holbrook and Woomargama
- Competition from larger centres such as Wagga Wagga or Albury
- Competition with mature tourism infrastructure in nearby areas
- Continuous improvement and maintaining of GHSC assets, inc roads, parks, picnic/BBQ, services throughout the Shire
- Costs and distances in relation to travel, fuel, public transport and air flights
- Costs associated with promotion and marketing
- Creating interesting and diverse events
- Creating walking, bike and horseriding tracks eg Jindera to Albury
- Developing awareness of tourism benefits and local tourism product
- Distrust/opposition by some to tourism/ecotourism operators
- Diversification of activities/attractions
- Economy, lack of spare dollars
- Encouraged development of higher end accommodation and improvement of existing
- Enticing new tourism businesses to the Shire
- Failure to believe in ourselves as having potential as a tourist place
- Festivals and events in other areas
- Financial constraints with lending institutions
- Fragility of medical services
- Funding, compliancy, and willingness to push the boundaries of a tourist experience
- Good customer service
- Government red tape
- Hours of Operation inc weekends for services and attractions
- Identify and display LOCAL and Shire historic identities and achievements

- Incoherency/lack of direction to our tourism goals and reasons to promote them
- Increasing demands on volunteers including training
- Insurance issues and risk management
- Lack of public transport
- Lack of quality eating places
- Lack of skilled people
- Lake Hume water levels
- Limited retail choice
- Local Business-Indifference
- Low regional tourism profile
- Maintaining a Council/Community engagement balance
- Maintaining essential services such as fuel
- Maintaining internet presence
- Maintaining of tourism product while competing with a low population base
- Maintaining product excellence and excellent products
- Maintaining tourism funding through Council
- Maximising visitation, spending and visitor satisfaction
- Natural disasters/weather (drought/fires/floods)
- Not many businesses or attractions open out of hours
- Proposed changes to parking in Holbrook main street
- Resourcing funds to promote attractions
- Sourcing funding for ongoing maintenance and growth of museums in shire
- Targeted promotion and advertising including larger groups and Victorian market
- The challenge is to get tourist to stay more than one night
- Tyranny of distance
- To get all tourist outlets to enhance their internet knowledge
- Too many regulations and Government intervention
- Tourism leadership
- Vandalism
- Withdrawal/reduction in services such as banking, medical, education

## Who Are Our Visitors

### Who

***Respondents to the survey made it clear that family groups and those aged 25 and above should be the targets of our marketing.***

Caravan and Camping Enthusiasts  
Eco Tourists, Nature Enthusiasts  
History and Heritage Enthusiasts  
Festivals and Community Events  
Club Groups (inc Probus, Rotary, Sporting, Lions, Car Clubs etc)  
Sporting (inc golf, water sports)  
School Groups  
Visiting Friends and Relatives  
Food and Wine  
Agricultural Tourism

### How

*Internet/WWW  
Word of Mouth  
Visitors Guide  
Local newspapers  
VIC and VIP network  
e marketing*

### Some respondent comments

Need to continue good work  
More promotion in Wagga Wagga and Albury via newspapers and TV  
Tourism funding  
Internet website and social media need to constantly upgrade. Online opportunities  
Large area need central focus  
Maintaining our events guide  
Engage residents to promote area to friends and relatives  
Active leadership  
Linking tourism operators  
Niche packaging of tourism product  
Marketing to specific market groups

# Future Strategies

## Target Markets

Target Markets	Status	Geography	Trips
Caravan and Camping (C&C)	All Status	All Locations	Short Break/Longer Trip
Eco Tourists, Nature, Birdwatching (ECO)	Singles/Couples/ Older Families/Retirees	All Locations	Day Trip/Short Break
History and Heritage (H&H)	Older Families/Retirees	All Locations	Day Trip, Short Break, Longer Trip
Festivals and Community Events (EVE)	All Status	Albury/Wodonga, Wagga Wagga, NE VIC, Riv/Mur NSW	Day Trip/Short Break
Club Groups (CLUB)	Older Families, Retirees	All Locations	Short Break/Longer Trip
Sporting Groups (SPORT)	Singles/Couples, Older Families		Day Trip/Short Break
School Groups (SCHOOL)	Younger Families Older Families	Albury/Wodonga, Wagga Wagga, NE VIC, Riv/Mur NSW/Regional VIC and NSW	Short Break/Longer Trip
Visiting Friends and Relatives (VFR)	All Status	Albury/Wodonga, Wagga Wagga, NE VIC, Riv/Mur NSW/Regional VIC and NSW	Day Trip/Short Break/Longer Trip
Food and Wine (F&W)	Singles/Couples Retirees	Melbourne, Sydney, Canberra, Albury/Wodonga, Wagga Wagga	Day Trip/Short Break/Longer Trip
Agricultural Tourism (AG)	Older Families Retirees	Melbourne, Sydney, Canberra, Albury/Wodonga, Wagga Wagga	Day Trip/Short Break/Longer Trip
Local Residents	All Status	Greater Hume Shire	Day Trip
International	Older Families Retirees	NZ, UK Europe, Nth America, Sub Continent	Short Break/Longer Trip
Photographers/film (PHO)	All Status	All Locations	Day Trip/Short Break/Longer Trip

### Key

	All Status	All locations	Day Trip
	Singles under 45	Melbourne	Short Break
	Couples under 45	Regional VIC	Longer Trip
	Younger Families 0-10 years	Sydney	
	Older Families 11-17 years	Regional NSW	
	Retirees	Canberra	
		Albury/Wodonga	
		Wagga Wagga	

## Strategies

The strategies listed in this document will provide guidance to Greater Hume Shire Council on the actions to be considered as part of future draft budgets for the ongoing development of tourism throughout the Shire. It should be noted that future funding restraints may inhibit the completion of some of the strategies.

Strategy	Timing	Collaboration/ Partnership	Responsibility	Target Market	Key Performance Indicator
<b>Events</b>					
Events Guide and Prospectus - to develop and produce an events guide for community groups and organisations. The guide will provide information and advice on all aspects of event management including how, who, when, why, risk management, procedures and organisation, resource register, promotion and marketing, etc.	1YR	COMMUNITY/GHSC	GHSC	ALL	An Events Guide and Prospectus is developed and utilised by community groups and organisations providing enhanced visitor experiences.
Encourage and promote the feasibility, development and organisation of reunions and service club conventions such as Lions, Probus, Rotary.	3YR	COMMUNITY/GHSC	COMMUNITY/ GHSC	ALL	Reunions and service club conventions are held to enhance and value add to our visitor experience.
Liaise with Holbrook Race Club to provide support for a second race day or a value add additional event to compliment the Race Day.	3YR	HOLBROOK RACE CLUB/GHSC	HOLBROOK RACE CLUB/GHSC	ALL	Holbrook Race Club continues to enhance our visitor experience.
Beef Week - liaise with local producers to assess the feasibility of value adding an event to the week.	4YR	COMMUNITY/ PRIVATE/GHSC	COMMUNITY/ GHSC	ALL	Beef Week continues to enhance our visitor experience.
Consider the feasibility to develop an open house event, this would include the opening of historic homes, halls, courthouses and other heritage sites throughout the shire.	4YR	COMMUNITY/GHSC	GHSC	ALL	Open House Events are developed to enhance and value add to our visitor experience.
Encourage and promote the feasibility, development and organisation of specialist events throughout the shire such as Tractor Trek, Tuff Mudder, Birds Fair, Sporting, Motoring Events, Cultural events, music festival (Jazz and blues), Oktoberfest, German heritage festival, farmers markets, back to railways.	ONGOING	COMMUNITY/GHSC	COMMUNITY/ GHSC	ALL	Specialist Events are developed to enhance and value add to our visitor experiences.
Encourage events and festivals within Greater Hume Shire to be family orientated, fun, value for money, welcoming, provide a country atmosphere, locally led, showcasing rural culture, unique and interesting, maintain a continuity of dates or rotation of events, possibly providing free community transport and encouragement of developing management/marketing/promotional skills.	ONGOING	COMMUNITY/GHSC	COMMUNITY/ GHSC	ALL	Greater Hume Shire's events continue to grow and develop with many visitors attending.
Encourage the engagement of tourism operators to participate and promote events.	ONGOING	COMMUNITY/GHSC/ PRIVATE	COMMUNITY/ PRIVATE/GHSC	ALL	Tourism operators are engaged and promoting events.
Henty Machinery Field Days - liaise with Committee to assist in the continued development and promotion of the Field Days and value adding to the Field Day site.	ONGOING	HMF/COMMUNITY/ GHSC	HMF/GHSC	ALL	Henty Machinery Field Days continues to enhance our visitor experience.
Liaise with tourism organisations and local governments to develop regional events which will showcase the shire, with particular emphasis on our cultural and natural environment.	ONGOING	COMMUNITY/GHSC	COMMUNITY/ GHSC	ALL	Regional Events are developed to enhance and value add to our visitor experiences.

Strategy		Timing	Collaboration/ Partnership	Responsibility	Target Market	Key Performance Indicator
<b>Grants and Funding</b>						
Develop a sponsorship prospectus which community events could use as a template in order to approach blue chip and major companies for potential sponsorship.		1YR	COMMUNITY/GHSC	COMMUNITY/ GHSC	EVE	Sponsorship prospectus is developed for community organisations to utilise.
Greater Hume Shire Council to investigate the feasibility of developing a budgetary allocation to provide “in kind” assistance to communities when conducting events and festivals.		2YR	COMMUNITY/ PRIVATE/GHSC	GHSC	ALL	Greater Hume Shire Council has assessed the feasibility of developing a budgetary allocation to include in future Council budgets.
Continue to lobby local, state and federal governments for increased tourism funding.		ONGOING	COMMUNITY/ PRIVATE/GHSC	COMMUNITY/ GHSC	ALL	Ongoing lobbying of local, state and federal governments for increased tourism funding.
Encourage community events to work towards becoming self sustaining.		ONGOING	COMMUNITY/GHSC	COMMUNITY/ GHSC	EVE	More community events are becoming self sustaining.
Encourage Greater Hume Shire to continue to offer Community Development Grants to assist with development of infrastructure, events and community assets.		ONGOING	COMMUNITY/GHSC	GHSC	ALL	Greater Hume Shire Community Development Grants are offered to assist with development of infrastructure, events and community assets.
Greater Hume Shire Council allocates adequate funding for tourism initiatives and visitor services.		ONGOING	COMMUNITY/GHSC	GHSC	ALL	Ongoing allocation of appropriate funding for tourism initiatives and visitor services by Greater Hume Shire Council.
Identify and seek potential funding and grants from public and private entities for the development of community events in Greater Hume Shire.		ONGOING	COMMUNITY/GHSC	COMMUNITY/ GHSC	EVE	Funding and grants sourced from public and private entities for the development of community events in Greater Hume Shire.
Identify and seek potential funding and grants from public and private entities for the development of tourism product and operators in Greater Hume Shire.		ONGOING	COMMUNITY/GHSC	COMMUNITY/ GHSC	ALL	Funding and grants sourced for the development of tourism product and operators in Greater Hume Shire.



Strategy	Timing	Collaboration/ Partnership	Responsibility	Target Market	Key Performance Indicator
<b>Infrastructure</b>					
Create and implement a standardised Signage Policy throughout the Shire. This policy would include tourism, heritage and interpretational signage.	3YR	COMMUNITY/GHSC	GHSC	ALL	Greater Hume Shire Signage Strategy is launched and includes tourism, heritage and interpretational signage.
Seek to identify and obtain funding to develop areas of specialist playgrounds and kids zones.	3YR	COMMUNITY/GHSC	COMMUNITY/ GHSC	ALL	Funding is obtained to develop specialist playgrounds and kids zones.
Continue to implement Village Tourism Information Boards to villages across the shire (Morven, Burrumbuttock, Walbundrie, Brockslesby and Gerogery).	4YR	COMMUNITY/GHSC	COMMUNITY/ GHSC	ALL	Village Tourism Information Boards are erected in Morven, Burrumbuttock, Walbundrie, Brockslesby and Gerogery.
Investigate the feasibility of creating free Wi-Fi hotspots in each of the Shires' towns and villages.	5YR	COMMUNITY/GHSC	COMMUNITY/ GHSC	ALL	Wi-Fi hotspots are installed in each of the Shires' towns and villages.
Lobby State and Federal Governments for the provision of public transport within Greater Hume Shire.	5YR	COMMUNITY/GHSC	GHSC	ALL	Public transport is introduced within Greater Hume Shire.
Continue to improve the connectivity of Greater Hume Shire to the internet through the NBN and Wi Fi - Walla Walla and Jindera Customer Service.	ONGOING	COMMUNITY/GHSC	COMMUNITY/ GHSC	ALL	NBN continues to be rolled out across Greater Hume Shire and Walla Walla and Jindera Customer Service Centres offer Wi Fi services..
Continue to lobby state and federal governments for funding to ensure our towns and villages are presented as great places to visit and stay.	ONGOING	COMMUNITY/GHSC	GHSC	ALL	Funding is obtained to upgrade and beautify our towns and villages.
Continue to lobby state and federal governments for funding to strengthen our visitor service assets throughout the shire including public toilets, rest areas, parks, roads, waste services, swimming pools, playgrounds, sporting grounds and other recreational facilities.	ONGOING	COMMUNITY/GHSC	GHSC	ALL	Funding is obtained to upgrade and strengthen our visitor service assets.
Engage the community to identify areas where interpretational signage is required and seek appropriate funding to implement.	ONGOING	COMMUNITY/GHSC	COMMUNITY/ GHSC	ALL	Funding is sources and where required interpretational signage is installed.
Ensure the continued maintenance, development and accessibility by community and visitors of Greater Hume Shire's sportsgrounds, recreational reserves, parks, toilet facilities, skate parks, dog off leash areas etc.	ONGOING	COMMUNITY/GHSC	GHSC	ALL	Greater Hume Shire's services and infrastructure is maintained at high standards.

Strategy	Timing	Collaboration/ Partnership	Responsibility	Target Market	Key Performance Indicator
<b>Leadership</b>					
Establish and promote Events and Tourism Awards for Greater Hume Shire to encourage best practice and excellence across the shire.	2YR	COMMUNITY/ PRIVATE/GHSC	GHSC	ALL	Events and Tourism Awards for Greater Hume Shire are initiated.
Create an ambassador program to mentor and provide advice to tourism operators and community organisations.	3YR	COMMUNITY/ PRIVATE/GHSC	GHSC	ALL	Ambassador program created to mentor and provide advice to tourism operators and community organisations.
Establishing links with educational institutions (primary/secondary/tertiary) to encourage students to develop skills in the tourism, event management and hospitality industries (including work experience).	4YR	COMMUNITY/GHSC	GHSC	ALL	Links established with educational institutions to encourage students to develop skills in the tourism, event management and hospitality industries (including work experience).
Seek to establish with Albury City Council and Corowa Shire Council a collaborative Wetlands Promotion Steering Committee with the outcome being the development of our wetlands assets.	4YR	COMMUNITY/GHSC	GHSC	C&C/ECO/ SCH/PHO	Wetlands Promotion Steering Committees established with Albury City Council and Corowa Shire Council to develop the regions wetlands assets.
Continue to work collaboratively and establish new links to enhance the visitor experience with compatible organisations such as Destination NSW, NSW Rail Heritage, NSW National Parks and Wildlife Service and Museums & Galleries NSW.	ONGOING	GHSC/NSW GOVERNMENT DEPTS/MRTB	GHSC/MRTB	ALL	On going relationships with compatible organisations such as Destination NSW, NSW Rail Heritage, NSW National Parks and Wildlife Service and Museums & Galleries NSW.
Continue to work collaboratively to enhance the visitor experience with neighbouring local government areas including Albury City Council, Wagga Wagga City Council, Corowa Shire Council, Lockhart Shire Council, Tumbarumba Shire Council.	ONGOING	GHSC/LGAS/MRTB	GHSC	ALL	On going relationships with Albury City Council, Wagga Wagga City Council, Corowa Shire Council, Lockhart Shire Council and Tumbarumba Shire Council.
Continue to work collaboratively to enhance the visitor experience with neighbouring tourism organisations including Riverina Regional Tourism, Riverina and Southwest Slopes Nature Based Tourism Group, Tourism Northeast.	ONGOING	GHSC/GROUPS/ MRTB	COMMUNITY/ GHSC	ALL	Ongoing relationships with neighbouring tourism organisations including Riverina Regional Tourism, Riverina and Southwest Slopes Nature Based Tourism Group and Tourism Northeast.
Encourage and support Greater Hume Shire's tourism operators and organisers of events/festivals to participate in Events and Tourism Awards at regional, state and national level.	ONGOING	COMMUNITY/ PRIVATE/GHSC	COMMUNITY/ PRIVATE/GHSC	ALL	Tourism operators and organisers of events/festivals participating in Events and Tourism Awards at regional, state and national level.
Encourage the release of new land to develop and expand tourism operators and businesses within Greater Hume Shire Council.	ONGOING	COMMUNITY/ PRIVATE/GHSC	COMMUNITY/ GHSC	ALL	Greater Hume Shire Council provides, where possible, opportunities for development and expansion of tourism operators.
Establish effective communication links between tourism operators and community organisations to appropriately access the intellectual property and equipment within Greater Hume Shire Council.	ONGOING	COMMUNITY/ PRIVATE/GHSC	COMMUNITY/ GHSC	ALL	Links and protocols established to effectively communicate between tourism operators and community organisations who wish to access the intellectual property and equipment within Greater Hume Shire Council.

Strategy	Timing	Collaboration/ Partnership	Responsibility	Target Market	Key Performance Indicator
<b>Leadership continued</b>					
Liaise with NSW and Federal Governments to encourage more government support to local tourism operators and businesses.	ONGOING	COMMUNITY/ PRIVATE/GHSC/ MRTB	COMMUNITY/ GHSC/MRTB	ALL	Ongoing relationships with NSW and Federal Governments to encourage more government support to local tourism operators and businesses.
Maintain, develop and grow the tourism and events expertise with staff of Greater Hume Shire Council.	ONGOING	COMMUNITY/GHSC	GHSC	ALL	Greater Hume Shire Council to ensure visitor services and tourism staff are appropriately trained and are provided with opportunities to enhance skills.
Provide support to tourism businesses to provide a better visitor experience.	ONGOING	COMMUNITY/ PRIVATE/GHSC	PRIVATE/ COMMUNITY/ GHSC	ALL	Ongoing support to tourism businesses to provide a better visitor experience.
To ensure at all times and where achievable the cutting of red tape within Greater Hume Shire Council to assist with development of tourism product and services to provide an effective outcome to the visitor experience.	ONGOING	COMMUNITY/ PRIVATE/GHSC	GHSC	ALL	Greater Hume Shire Council providing effective and efficient outcomes to assist with development of tourism product and services.
To establish closer partnerships in the tourism industry within Greater Hume Shire Council.	ONGOING	COMMUNITY/ PRIVATE/GHSC	PRIVATE/ COMMUNITY/ GHSC	ALL	Greater Hume Shire Tourism Operators Committee is formed and instigating initiatives to provide excellent visitor experiences in Greater Hume Shire.
To establish cohesive working relationships amongst the towns and villages of Greater Hume Shire Council.	ONGOING	COMMUNITY/GHSC	COMMUNITY/ GHSC	ALL	Greater Hume Shire Council encourages a cohesive working relationship amongst all towns and villages.

Strategy	Timing	Collaboration/ Partnership	Responsibility	Target Market	Key Performance Indicator
<b>Marketing and Promotion</b>					
Conduct visitor information workshops/meetings for tourism operators, community members and council staff of Greater Hume Shire to provide them with knowledge when assisting with enquiries from visitors.	1YR	COMMUNITY/ PRIVATE/GHSC	GHSC	ALL	Visitor information workshops/meetings are held regularly.
Develop a closer relationship with local media by offering to arrange interviews, articles, photography or regular spots on radio and TV or articles in print and social media.	1YR	COMMUNITY/ PRIVATE/GHSC	COMMUNITY/ PRIVATE/GHSC	ALL	Close relationship established with local media, allowing regular interviews, articles, photography and regular spots on radio and TV or articles in print and social media.
Develop a famil program for visitor services staff, ambassadors, tourism operators and other interested individuals/organisations.	1YR	COMMUNITY/ PRIVATE/GHSC	GHSC	ALL	Offering regular famil programs for visitor services staff, ambassadors, tourism operators and other interested individuals/organisations.
Develop and produce street maps for towns and villages of Greater Hume Shire.	1YR	COMMUNITY/ PRIVATE/GHSC	GHSC	ALL	Street maps for towns and villages are produced.
Enhance and broaden Greater Hume Shire's What's On enewsletter and distribute to bus, coach and tourism operators/organisations, visitor services within southern NSW and Victoria and within Greater Hume Shire.	1YR	COMMUNITY/ PRIVATE/GHSC	GHSC	ALL	Greater Hume Shire's What's On enewsletter has been refreshed and refined, now distributed to bus, coach and tourism operators/organisations, visitor services within southern NSW and Victoria and within Greater Hume Shire.
Participate and assist with development of the Murray Regional Tourism Board digital platform.	1YR	COMMUNITY/ PRIVATE/GHSC/ MRTB	GHSC/MRTB	ALL	Murray Regional Tourism Board digital platform developed and implemented.
Create an visitor ambassador program to develop local tour guides for groups and individuals visiting the shire. Visitor ambassadors can be promoted to bus and coach companies.	2YR	COMMUNITY/ PRIVATE/GHSC	GHSC	ALL	Ambassador program created and promoted to bus and coach companies.
Develop and produce local walk/bike/ride maps showing suggested routes and points of interest. Maps can be specialised to show heritage and/or nature based or town and/or village based.	2YR	COMMUNITY/ PRIVATE/GHSC	COMMUNITY/ PRIVATE/GHSC	ALL	Designed walk/bike/ride maps showing suggested routes and points of interest and produced into marketing collateral.
Develop quick reference collateral on Greater Hume Shire's visitor experience for bus, coach and tour operators.	2YR	COMMUNITY/ PRIVATE/GHSC	GHSC	ALL	Quick reference collateral developed on Greater Hume Shire's visitor experience for bus, coach and tour operators.
Generate a greater promotional presence of tourism operators and organisations through the media's community pages, including testimonials/feedback, special events, milestones, new developments or awards.	2YR	COMMUNITY/ PRIVATE/GHSC	COMMUNITY/ PRIVATE/GHSC	ALL	Larger promotional presence of tourism operators and organisations through the media's community pages.
Review, refine and refresh our self drive tour itineraries and develop marketing collateral to assist promotion including value adding such as themes, interactive elements, picnic or refreshment packs, children's puzzles, quizzes or loyalty stamps.	2YR	COMMUNITY/ PRIVATE/GHSC	GHSC	ALL	Revitalised and value added self drive tour itineraries and marketing collateral to assist promotion.

Strategy	Timing	Collaboration/ Partnership	Responsibility	Target Market	Key Performance Indicator
<b>Marketing and Promotion continued</b>					
Stimulate the bundling (two for one) of tourism products and services and support the marketing of packages.	2YR	COMMUNITY/ PRIVATE/GHSC/ MRTB	PRIVATE/ COMMUNITY/ GHSC	ALL	Development of bundling of tourism products and services and marketing of packages.
Develop a suite of positive articles on visitor experiences and Greater Hume Shire 'gems' which can be pitched to media outlets.	3YR	COMMUNITY/ PRIVATE/GHSC	COMMUNITY/ PRIVATE/GHSC	ALL	Suite of positive articles on visitor experiences and Greater Hume Shire 'gems' is developed and pitched to media outlets.
Encourage journalists to visit Greater Hume Shire through collaborative incentive and famil programs.	3YR	COMMUNITY/ PRIVATE/GHSC/ MRTB	COMMUNITY/ PRIVATE/GHSC/ MRTB	ALL	Increase in positive visitor and tourism media coverage.
Incorporate into budget attendance/presence at specialist events such as caravan and camping shows, travel shows and other specialist events by either tourism staff or operators.	3YR	COMMUNITY/ PRIVATE/GHSC/ MRTB	COMMUNITY/ PRIVATE/GHSC/ MRTB	ALL	Budgeting and attendance/presence at specialist tourism marketing events.
Seek funding to develop a Greater Hume Shire visitor experience DVD/film.	3YR	COMMUNITY/ PRIVATE/GHSC/ MRTB	COMMUNITY/ PRIVATE/GHSC	ALL	DVD/film of Greater Hume Shires visitor experience developed.
Source funding and develop a suite of audio heritage and nature based product to be incorporated into tours which can then be used digitally or on location.	4YR	COMMUNITY/ PRIVATE/GHSC	COMMUNITY/ PRIVATE/GHSC	ALL	Suite of audio heritage and nature based product developed and utilised digitally or on location.
Target tour operators which would complement various aspects of Greater Hume Shire such as canoeing (Swamps, Murray River/Lake Hume), hot air ballooning ('Big Sky' country) or photographers (mountains to the plains landscapes).	4YR	COMMUNITY/ PRIVATE/GHSC/ MRTB	COMMUNITY/ PRIVATE/GHSC/ MRTB	ALL	A new commercial tour operator commences.
Source funding to purchase and implement web cams at iconic heritage and nature based sites to be use in emarketing campaigns.	5YR	COMMUNITY/ PRIVATE/GHSC	COMMUNITY/ PRIVATE/GHSC	ALL	Web cams are located at our iconic heritage and nature based sites and relayed to internet sites.
Continue to manage and build our internet profile whilst utilising new technologies such as central management tools, community sharing etc as they become available.	ONGOING	COMMUNITY/ PRIVATE/GHSC/ MRTB	COMMUNITY/ PRIVATE/GHSC/ MRTB	ALL	Ongoing management and development of our internet profile utilising new technologies.
Continue to market and promote towns and villages on Hume and Olympic Highways as welcoming with a focus on services and tourism product to the travelling and touring markets.	ONGOING	COMMUNITY/ PRIVATE/GHSC	COMMUNITY/ PRIVATE/GHSC	ALL	Travelling and touring visitors continue to utilise the services and tourism product in the towns and villages on both Hume and Olympic Highways.
Continue to promote Greater Hume Shire's social media presence on Facebook and develop resources to expand into other sites such as twitter, Google maps, YouTube, Instagram and Pinterest.	ONGOING	COMMUNITY/ PRIVATE/GHSC	GHSC	ALL	Greater Hume Shire has a responsive and positive social media presence.
Create an approach that 'open day is every day' for visitors to Greater Hume Shire.	ONGOING	COMMUNITY/ PRIVATE/GHSC	COMMUNITY/ PRIVATE/GHSC	ALL	Open day is every day in Greater Hume Shire



Strategy		Timing	Collaboration/ Partnership	Responsibility	Target Market	Key Performance Indicator
<b>Marketing and Promotion continued</b>						
Ensure that all tourism operators and events are listed on Get Connected (path to Destination NSW, Tourism Victoria and Tourism Australia).	ONGOING	COMMUNITY/ PRIVATE/GHSC/ MRTB/DNSW/ TOURISMVIC	GHSC	ALL	All tourism operators and events are listed on Get Connected.	
Establish a separate and appropriate advertising and promotional budget within Greater Hume Shire Council's tourism budget.	ONGOING	COMMUNITY/ PRIVATE/GHSC	GHSC	ALL	Appropriate advertising and promotional budget established.	
Focus our marketing and promotion predominately on the Albury/Wodonga and Wagga Wagga region to capitalise on the hub and spoke of major regional centres.	ONGOING	COMMUNITY/ PRIVATE/GHSC	GHSC	ALL	Marketing and promotion is targeted to visitors in Albury/Wodonga and Wagga Wagga region.	
Generating a greater advertising presence through cooperative advertising with tourism operators, events and community organisations.	ONGOING	COMMUNITY/ PRIVATE/GHSC	COMMUNITY/ PRIVATE/GHSC	ALL	Increased advertising presence via cooperative advertising.	
Maintain a marketing and promotion focus on our target markets.	ONGOING	COMMUNITY/ PRIVATE/GHSC/ MRTB	GHSC/MRTB	ALL	Marketing and promotion focus is maintained on our target markets.	
Promote through our marketing collateral our visitor services such as caravan dump points, sporting venues, toilets, petrol stations, supermarkets, post offices etc.	ONGOING	COMMUNITY/ PRIVATE/GHSC	GHSC	ALL	Marketing collateral developed promoting our visitor services.	
Review and refresh Greater Hume Shire's marketing and promotional collateral (such as visitors guide, photographic library, banners, posters, bumper stickers or placemats).	ONGOING	COMMUNITY/ PRIVATE/GHSC	GHSC	ALL	A suite of revitalised marketing and promotional collateral.	
Source where appropriate advertising and promotional funding from compatible public and private organisations.	ONGOING	COMMUNITY/ PRIVATE/GHSC	COMMUNITY/ PRIVATE/GHSC	ALL	Successfully sought funding from compatible public and private organisations.	
Utilise opportunities for direct marketing and value adding (eg free bus to events, discount vouchers, letterbox drops, hot deals, coupons etc) to encourage visitors to Greater Hume Shire.	ONGOING	COMMUNITY/ PRIVATE/GHSC	COMMUNITY/ PRIVATE/GHSC	ALL	Sought opportunities for direct marketing and value adding.	



Strategy		Timing	Collaboration/ Partnership	Responsibility	Target Market	Key Performance Indicator
<b>Operators</b>						
Establishment of a Greater Hume Shire Tourism Operators Committee to create links and provide a platform for promotion and development of tourism in Greater Hume Shire.	1YR	COMMUNITY/ PRIVATE/GHSC	COMMUNITY/ PRIVATE/GHSC	Greater Hume Shire Tourism Operators Committee is formed and instigating initiatives to provide excellent visitor experiences in Greater Hume Shire.	ALL	Greater Hume Shire Tourism Operators Committee is formed and instigating initiatives to provide excellent visitor experiences in Greater Hume Shire.
Include on Greater Hume Shire's website a page specifically for tourism operators to source information, statistics and links.	1YR	COMMUNITY/ PRIVATE/GHSC	GHSC	A webpage is created through Greater Hume Shire's website specifically for tourism operators.	ALL	A webpage is created through Greater Hume Shire's website specifically for tourism operators.
Creating the opportunity for operators and their staff to develop better business skills in areas such as internet/social media, marketing, finance, human resource management, industrial regulations, working with the media, quality assurance, customer service (including closing the deal) and barista.	2YR	COMMUNITY/ PRIVATE/GHSC	COMMUNITY/ PRIVATE/GHSC	Tourism operators and staff are better equipped provide excellent visitor experiences.	ALL	Tourism operators and staff are better equipped provide excellent visitor experiences.
Develop a collaboration between tourism operators to develop tourism and premium partners packages and cooperative marketing initiatives.	2YR	COMMUNITY/ PRIVATE/GHSC	COMMUNITY/ PRIVATE/GHSC	Tourism and premium partners packages are developed and promoted.	ALL	Tourism and premium partners packages are developed and promoted.
Developing and production of fact sheets which provide a greater understanding of the importance of the tourism \$ for operators and community.	2YR	COMMUNITY/ PRIVATE/GHSC/ MRTB	GHSC	Fact sheets providing a greater understanding of the importance of the tourism \$ are distributed to Tourism operators and community.	ALL	Fact sheets providing a greater understanding of the importance of the tourism \$ are distributed to Tourism operators and community.
Encourage tourism operators to participate in quality assurance programs such as T Qual and Trip Advisor.	3YR	COMMUNITY/ PRIVATE/GHSC/ MRTB	COMMUNITY/ PRIVATE/GHSC/ MRTB	Continued provision of high quality visitor services by our tourism operators.	ALL	Continued provision of high quality visitor services by our tourism operators.
Liaise with NSW and Federal Government to encourage local unemployed to develop skills in the tourism, event management and hospitality areas (including volunteering).	3YR	COMMUNITY/ PRIVATE/GHSC/ MRTB	COMMUNITY/ GHSC	Opportunity to increase tourism, event management and hospitality skills base within Greater Hume Shire.	ALL	Opportunity to increase tourism, event management and hospitality skills base within Greater Hume Shire.
Attract commercial tour operators such as canoe, nature studies, bird watching, bike hire, 4WD etc.	ONGOING	COMMUNITY/ PRIVATE/GHSC	COMMUNITY/ PRIVATE/GHSC	A new commercial tour operator commences.	ALL	A new commercial tour operator commences.
Encourage museums to hold specialist open days for both community and visitors, eg Heritage Week.	ONGOING	COMMUNITY/ PRIVATE/GHSC	COMMUNITY/ PRIVATE/GHSC	Museum open days are held on a regular basis.	C&C/H&H/ CLUB/VFR/ SCH/PHO	Museum open days are held on a regular basis.
Encourage the development of new tourism product such as accommodation, transportation, dining and entertainment as well as attractions and tours.	ONGOING	COMMUNITY/ PRIVATE/GHSC	COMMUNITY/ PRIVATE/GHSC	New tourism product is developed.	ALL	New tourism product is developed.
Encourage tourism operators to extend or revise trading hours for the benefit of visitors whilst remaining economically sustainable.	ONGOING	COMMUNITY/ PRIVATE/GHSC/ MRTB	COMMUNITY/ PRIVATE/GHSC/ MRTB	Allows tourism operators the opportunity to grow economically and provide an enhanced visitor experience.	ALL	Allows tourism operators the opportunity to grow economically and provide an enhanced visitor experience.
Promote more engagement of community organisations and tourism operators to increase potential visitor experience.	ONGOING	COMMUNITY/ PRIVATE/GHSC/ MRTB	COMMUNITY/ GHSC	Community organisations and tourism operators are engaged in increasing the potential visitor experience.	ALL	Community organisations and tourism operators are engaged in increasing the potential visitor experience.
Seek to provide creative business incentives to potential new tourism operators.	ONGOING	COMMUNITY/ PRIVATE/GHSC/ MRTB	COMMUNITY/ GHSC	Development of new tourism operators.	ALL	Development of new tourism operators.

Product	Strategy	Timing	Collaboration/ Partnership	Responsibility	Target Market	Key Performance Indicator
Encourage the formation of an Arts Council/Group.		1YR	COMMUNITY/GHSC	COMMUNITY/ GHSC	ALL	Arts Council/Group launched.
Seek opportunities through Museums and Galleries NSW to provide guidance, training and expertise to our public and private museums and historical society's such as museum advisors, grants and volunteer and skill development workshops.		1YR	COMMUNITY/GHSC	COMMUNITY/ GHSC	ALL	Greater Hume Shire's public and private museums and historical society's are provided opportunities to utilise the services of Museums and Galleries NSW.
Develop a strategy to encourage, develop and promote the farm stay network.		2YR	COMMUNITY/GHSC	COMMUNITY/ GHSC	ALL	Increased participants and users to the farm stay network
Geocaching Trail (throughout Shire) - Development, promotion and engagement of participants.		2YR	COMMUNITY/GHSC	COMMUNITY/ GHSC	ALL	Geocaching Trail is developed and promoted.
Seek and document locations for the potential use by film/TV production companies, wedding parties and other special occasions.		2YR	COMMUNITY/GHSC	COMMUNITY/ GHSC	ALL	Develop a database and promotional collateral to market to film/TV production companies, wedding parties and other special occasions.
Volunteer Conservations Groups - encourage the development of Volunteer Conservation Groups within the NSW National Parks and Wildlife Services framework and provide assistance where applicable.		2YR	COMMUNITY/NPWS/ GHSC	NPWS	C&C/ECO/ PHO	Assistance with development of Volunteer Conservation Groups.
Branding and connecting Greater Hume Shire's history and heritage through development and implementation of a generic product such as silhouettes, sculptures or plaques.		3YR	COMMUNITY/GHSC	COMMUNITY/ GHSC	ALL	Branding of Greater Hume Shire's history and heritage through a generic product.
Consult and liaise with Submarine Museum Committee to expand the Submarine Museum to extend the exhibition and to look at the addition of submarine artefacts in the precinct area such as model sailors in the fin, a water fountain around the bow, blue and white flowers at differing heights to create illusion of water, plaque of names who served on Otway, shade cloth over hull of naval flags on HMAS Otway.		3YR	COMMUNITY/GHSC	COMMUNITY/ GHSC	ALL	Expansion of Submarine Museum to enhance the visitor experience.
Develop a cultural management strategy.		3YR	COMMUNITY/GHSC	COMMUNITY/ GHSC	ALL	Cultural management strategy launched.
Develop a long term strategy to develop a series of tracks and trails throughout the Shire with the possibility of a combination of walk/drive/ride/paddle opportunities when they arise either with public or private/commercial operators. Examples could be: a bike path from Walla Walla to Gum Swamp, heritage/craft walks within towns and villages, linking north and south Holbrook, Jindera to Albury bike/walk path, walk track along Billabong Creek at Morven.		3YR	COMMUNITY/GHSC/ MRTB	COMMUNITY/ GHSC	ALL	Long term strategy developed of a series of tracks and trails throughout the Shire with the possibility of a combination of walk/drive/ride/paddle opportunities as they arise either with public or private/commercial operators.
Identify and develop a native flora and fauna database including historic trees.		3YR	COMMUNITY/NPWS/ GHSC	COMMUNITY/ NPWS/GHSC	C&C/ECO/ SCHOOL/ PHO	Database of native flora and fauna is developed and promotional collateral is developed.

Strategy	Timing	Collaboration/ Partnership	Responsibility	Target Market	Key Performance Indicator
<b>Product continued</b>					
Seek to encourage agri tourism through education tours, demonstration site visits, international delegations, specialist events such as Henty Machinery Field Days or Beef Week.	3YR	COMMUNITY/GHSC	COMMUNITY/ GHSC	AG/SCHOOL	Increased visitation of specialist agri tourism groups.
Bird watching Sites - on going development and promotion including the development of specialist bird watching infrastructure such as bird hides.	4YR	COMMUNITY/ GHSC/NPWS/ CROWNLANDS	CROWNLANDS/ NPWS	C&C/ECO/ SCH/PHO	Development of bird watching infrastructure and increase visitation to our bird watching sites.
Develop a strategy in conjunction with Aboriginal community to identify and promote our Indigenous heritage sites in particular our national parks.	4YR	COMMUNITY/NPWS/ GHSC/ABORIGINAL LAND COUNCIL	COMMUNITY/ NPWS/GHSC/ ABORIGINAL LAND COUNCIL	C&C/ECO/ H&H/VFR/ SCHOOL	Indigenous Heritage Sites Strategy launched
Documentation of local legends and history through audio and visual books.	4YR	COMMUNITY/GHSC	COMMUNITY/ GHSC	ALL	Development of audio and visual books documenting Greater Hume Shire's local legends.
Gum Swamp - assist Gum Swamp Committee to obtain funds (through grants) to develop canoe access areas, a board walk, toilet, BBQs, interpretational signage and partnerships with eco tourism groups and educational institutions (schools and universities).	4YR	COMMUNITY/GHSC	COMMUNITY/ GHSC	C&C/ECO/ EVE/SPORT/ VFR/SCH/ PHO	Facilities are developed, partnerships formed, groups and educational institutions are utilising Gum Swamp.
Wirraminna Environment Education Centre - assist the Committee to obtain funds (through grants) to develop a business plan and improve the interpretational signage at the Centre.	4YR	COMMUNITY/GHSC/ WEEC	WEEC	C&C/ECO/ PHO	Wirraminna Environmental Education Centre develops a business plan and new interpretational signage is developed.
Woomargama National Park - assist with the development and promotion of commercial tours and activities.	4YR	COMMUNITY/NPWS/ GHSC	NPWS	ALL	Increased in use of Woomargama National Park by commercial tour operators and activities.
Doodle Cooma Swamp - encourage NSW National Parks and Wildlife Service to develop a Master Plan which encompasses the ecotourism and heritage aspects of the Swamp including a feasibility study to look at the redevelopment of the Henty Wharf .	5YR	COMMUNITY/NPWS/ GHSC	NPWS	C&C/ECO/ EVE/SPORT/ VFR/SCH/ PHO	Master Plan for Doodle Cooma Swamp is developed.
Encourage the development of complimentary facilities and activities such as cafes, hire equipment (canoes), infrastructure for our publicly owned nature reserves and wetland areas including Jindera Wetlands.	5YR	COMMUNITY/GHSC	COMMUNITY/ GHSC	ALL	Ongoing development of complimentary facilities for our publicly owned nature reserves and wetland areas.
Hume and Hovell Walking Track - liaise with Department of Lands regarding management of the track including visitor safety, track maintenance and promotion and interpretation.	5YR	COMMUNITY/GHSC/ CROWNLANDS	CROWNLANDS	C&C/ECO/ SCH	Increased usage of Hume and Hovell Walking Track.
In conjunction with Murray Regional Tourism Board participate in the development of a Murray River Adventure Trail and Ports of the Murray tourism strategy.	5YR	COMMUNITY/GHSC/ MRTB	COMMUNITY/ GHSC	ALL	Murray River Adventure Trail and Ports of the Murray tourism strategies are developed and implementation is ongoing.

Strategy	Timing	Collaboration/ Partnership	Responsibility	Target Market	Key Performance Indicator
<b>Product continued</b>					
Liaise with Culcairn Community to discuss the development and management of community market gardens.	5YR	COMMUNITY/GHSC	COMMUNITY/ GHSC	ALL	Possible development of community market gardens at Culcairn.
Liaise with the Culcairn community to discuss the feasibility of reopening the Culcairn artesian well for public viewing	5YR	COMMUNITY/GHSC	COMMUNITY/ GHSC	ALL	Feasibility of reopening the Culcairn artesian well for public viewing is completed.
Table Top Mountain/Benambr Range - seek to encourage NSW National Parks and Wildlife Service to lift the visitor restrictions, develop visitor facilities, maintain the ecologically sustainable visitor, allow public vehicular access (4WD dry weather) on designated park roads, continue the permit arrangement for organised group visits.	5YR	COMMUNITY/NPWS/ GHSC	NPWS	ALL	Expansion of visitor access to Table Top Mountain/Benambr Range.
Table Top Mountain/Benambr Range - seek to liaise and work with neighbouring landowners with the possibility of lifting visitor restrictions to the park and arranging permanent public access to the national park boundary.	5YR	COMMUNITY/NPWS/ GHSC	NPWS	ALL	Expansion of visitor access to Table Top Mountain/Benambr Range.
Undergo a feasibility study to assess the expansion of the Shires railway heritage such as Southern Railway and Steam Train display.	5YR	COMMUNITY/GHSC	COMMUNITY/ GHSC	ALL	Feasibility study to assess expansion of Shires railway heritage is completed and initiatives implemented.
Continue to develop and manage Greater Hume Shire's Heritage Study and Database.	ONGOING	COMMUNITY/GHSC	GHSC	C&C/H&H/ VFR/ SCHOOL	Greater Hume Shire's Heritage Study and Database is continually updated and managed.
Continue to upgrade of the shire's public cemeteries along with the identification and appropriate marking and documentation of unmarked graves.	ONGOING	COMMUNITY/GHSC	COMMUNITY/ GHSC	C&C/VFR/ H&H	All of Greater Hume Shire's cemeteries are well maintained and unmarked graves are documented and marked.
Council to continually monitor land use initiatives which may be beneficial to the development of tourism product.	ONGOING	COMMUNITY/ PRIVATE/GHSC	COMMUNITY/ PRIVATE/GHSC	ALL	Potential development of tourism product through council land use initiatives.
Develop initiatives in conjunction with the community for the continued sustainable development of our public museums.	ONGOING	COMMUNITY/GHSC	COMMUNITY/ GHSC	C&C/H&H/ VFR/ SCHOOL	Public Museums continue to develop and provide an important visitor experience
Doodle Cooma Swamp - liaise with NSW National Parks and Wildlife Service to maintain and develop the swamp and assist where appropriate with the monitoring of levels and impacts of use.	ONGOING	COMMUNITY/NPWS/ GHSC	NPWS/GHSC	C&C/ECO/ EVE/SPORT/ VFR/SCH/ PHO	Doodle Cooma Swamp is developed in a positive visitor experience.
Encourage accommodation providers to upgrade and where possible expand their product.	ONGOING	MRTB/GHSC	PRIVATE/GHSC	ALL	Upgraded and expanded accommodation.

Strategy	Timing	Collaboration/ Partnership	Responsibility	Target Market	Key Performance Indicator
<b>Product continued</b>					
Encourage development of a more diverse accommodation selection including 4 star and private caravan parks.	ONGOING	PRIVATE/ COMMUNITY/MRTB/ GHSC	COMMUNITY/ PRIVATE/GHSC	ALL	Development of new accommodation product
Encourage development of community controlled primitive camping grounds in towns and villages where no caravan parks are currently operating. (eg Burrumbuttock and Brocklesby).	ONGOING	COMMUNITY/GHSC	COMMUNITY/ GHSC	ALL	Development of primitive camping grounds.
Encourage development of soft adventure product eg hot air ballooning, fishing, cycling, horse riding, water skiing, hiking, mountain biking, wildlife tourism.	ONGOING	COMMUNITY/ PRIVATE/GHSC	COMMUNITY/ PRIVATE/GHSC	ALL	New soft adventure product developed.
Encourage individuals and agricultural businesses to development farm gate and niche produce.	ONGOING	COMMUNITY/GHSC	COMMUNITY/ GHSC	ALL	Development of farm gate and niche produce.
Encourage private or community development of unique tourism product (eg model railways, an indoor children's theme park or Sculpture Park).	ONGOING	COMMUNITY/ PRIVATE/GHSC	COMMUNITY/ PRIVATE/GHSC	ALL	Development of new unique tourism product.
Encourage the sustainable development of Art Galleries and Craft Shops/Groups.	ONGOING	COMMUNITY/GHSC	COMMUNITY/ GHSC	ALL	Development of art galleries and new craft shops.
Encouragement and support of tourism operators to maintain, expand, diversify and refresh their product.	ONGOING	COMMUNITY/ PRIVATE/GHSC	COMMUNITY/ PRIVATE/GHSC	ALL	Tourism operators are able maintain, expand, diversify and refresh their product.
Ensure the ongoing maintenance and enhancement of our cultural assets.	ONGOING	COMMUNITY/GHSC	COMMUNITY/ GHSC	ALL	Cultural assets are maintained and enhanced
Gum Swamp - liaise with Gum Swamp Committee and Walla Walla Community to encourage the development and maintenance of Gum Swamp .	ONGOING	COMMUNITY/GHSC	COMMUNITY/ GHSC	C&C/ECO/ EVE/SPORT/ VFR/SCH/ PHO	Gum Swamp is developed in a positive visitor experience.
Holbrook Landcare - continue to provide financial and in kind assistance to ensure the sustainability of Holbrook Landcare and its many projects.	ONGOING	COMMUNITY/GHSC/ HOLB LANDCARE	HOLBROOK LANDCARE	ALL	Continued sustainability Holbrook Landcare.
Lake Hume - continued liaison with NSW Government key agencies regarding water levels, maintenance, safety and algal bloom monitoring and maintenance.	ONGOING	COMMUNITY/GHSC	GHSC	C&C/ECO/ EVE/SPORT/ VFR/SCH/ PHO	Lake Hume remains a positive visitor experience.
Liaise with Henty Machinery Field Day Committee to encourage the development of its site for use during other times of year including as a possible camping area.	ONGOING	GHSC/HMFD	HMFD	C&C/ ECO/H&H/ EVE/CLUB/ SPORT/AG/ SCH	Utilisation of HMFD site during year.



Strategy	Timing	Collaboration/ Partnership	Responsibility	Target Market	Key Performance Indicator
<b>Product continued</b>					
Liaise with private owners of museums to support the continued sustainable development of these museums.	ONGOING	COMMUNITY/GHSC	COMMUNITY/ GHSC	C&C/H&H/ VFR/ SCHOOL	Private Museums continue to develop and provide an important visitor experience.
Provide assistance and expertise to our public and private museums and historical society's to continue to promote our history and heritage.	ONGOING	COMMUNITY/GHSC	COMMUNITY/ GHSC	ALL	Greater Hume Shire's museums and historical society's continue to showcase our rich history and heritage.
Table Top Mountain/Benambra Range - liaise with NSW National Parks and Wildlife Service to maintain and develop the park, in particular significant areas of remnant vegetation and assist where appropriate with the monitoring of levels and impacts of use, especially in terms of protection of vegetation and cultural heritage.	ONGOING	COMMUNITY/NPWS/ GHSC	NPWS	ALL	Continued maintenance of Table Top Mountain/ Benambra Range.
Wirraminna Environment Education Centre - liaise with Committee to encourage the development and maintenance of the centre.	ONGOING	COMMUNITY/GHSC/ WEEC	WEEC	C&C/ECO/ PHO	Wirraminna Environmental Education Centre continues to grow and develop.
Woomargama National Park - liaise with NSW National Parks and Wildlife Service to maintain and develop the park in particular significant areas of remnant vegetation and assist where appropriate with the monitoring of levels and impacts of use, especially in terms of protection of vegetation and cultural heritage, encourage the ongoing development of visitor infrastructure (toilets, BBQs, fire pits).	ONGOING	COMMUNITY/NPWS/ GHSC	NPWS	ALL	Continued maintenance and development of Woomargama National Park.
Woomargama National Park - assist NSW National Parks and Wildlife Service with the promotion and interpretation programs (Aboriginal and non-aboriginal heritage, diversity of plants and animals and open spaces.), educational use by schools and scientists, community groups and individuals, continued promotion of camping at the Tin Mines camping area and the Samuel Bollard camping area whilst encouraging recreational practices to develop an eco sustainable environment with minimal impact, assist with the periodic surveys of recreational users to determine patterns of use and visitor satisfaction levels.	ONGOING	COMMUNITY/NPWS/ GHSC	NPWS	ALL	Increased visitation and participation of community of Woomargama National Park.
Woomargama National Park - seek to liaise and work with neighbouring landowners and community organisations to promote community understanding of reserve values and management strategies.	ONGOING	COMMUNITY/NPWS/ GHSC	NPWS	ALL	Continued maintenance and development of Woomargama National Park.
Wymah Ferry - liaise with NSW Roads and Maritime Services for the ongoing operation, maintenance and assist with the promotion of the Ferry.	ONGOING	COMMUNITY/GHSC/ NSWRMS	NSWRMS	ALL	Increased usage of Wymah Ferry to ensure continued operation.



Strategy	Timing	Collaboration/ Partnership	Responsibility	Target Market	Key Performance Indicator
<b>Relationships</b>					
Continue to nurture join partnerships and relationships with neighbouring Local Government Areas and organisations such as Murray ARTS and Riverina Regional Tourism.	ONGOING	COMMUNITY/ PRIVATE/GHSC	GHSC	ALL	Partnerships and relationships with neighbouring Local Government Areas and organisations are developed and initiatives implemented.
Maintain active relationships with Destination NSW and Tourism Victoria.	ONGOING	COMMUNITY/ PRIVATE/GHSC/ MRTB	GHSC/MRTB	ALL	Ongoing active relationships with Destination NSW and Tourism Victoria.
Maintain good working relationships with tourism operators and community organisations whilst ensuring effective community engagement.	ONGOING	COMMUNITY/ PRIVATE/GHSC	COMMUNITY/ PRIVATE/GHSC	ALL	Ongoing active relationships with tourism operators, community and community organisations.
Maintain membership and active participation with Murray Regional Tourism Board.	ONGOING	COMMUNITY/ PRIVATE/GHSC/ MRTB/DNSW	GHSC	ALL	Active participation as a member of Murray Regional Tourism Board.
<b>Research and Analysis</b>					
Create, conduct and analyse regular surveys in relation to the visitors attending our Visitor Information Centre and Visitor Information Points.	1 YR	GHSC/MRTB/DNSW/ PRIVATE	GHSC	ALL	Regular surveys on visitors attending our Visitor Information Centre and Visitor Information Points are conducted.
Create, conduct and analyse regular surveys to assist tourism operators to expand and develop product, identify new trends in visitor behaviour.	2YR	GHSC/MRTB/DNSW/ PRIVATE	PRIVATE/MRTB/ DNSW/GHSC	ALL	Regular surveys are conducted to assist tourism operators.
Create, conduct and analyse regular surveys to identify new trends in visitor behaviour, emerging markets and visitor requirements.	ONGOING	GHSC/MRTB/DNSW/ PRIVATE	GHSC	ALL	Regular surveys to identify new trends in visitor behaviour, emerging markets and visitor requirements are conducted.
Liaise with Tourism Research Australia and other government departments to source research relating to Greater Hume Shire.	ONGOING	GHSC/MRTB/DNSW/ PRIVATE	GHSC	ALL	Tourism Research Australia and other government departments provide research relating to Greater Hume Shire.
Utilise various research methods such as surveys/questionnaires, mystery shoppers, Google analytics, sales data and bookings, reports, internet searches, Google alerts, feedback and testimonials.	ONGOING	GHSC/MRTB/DNSW/ PRIVATE	PRIVATE/MRTB/ DNSW/GHSC	ALL	Various research methods are utilised to gather information to enhance the visitor experience.

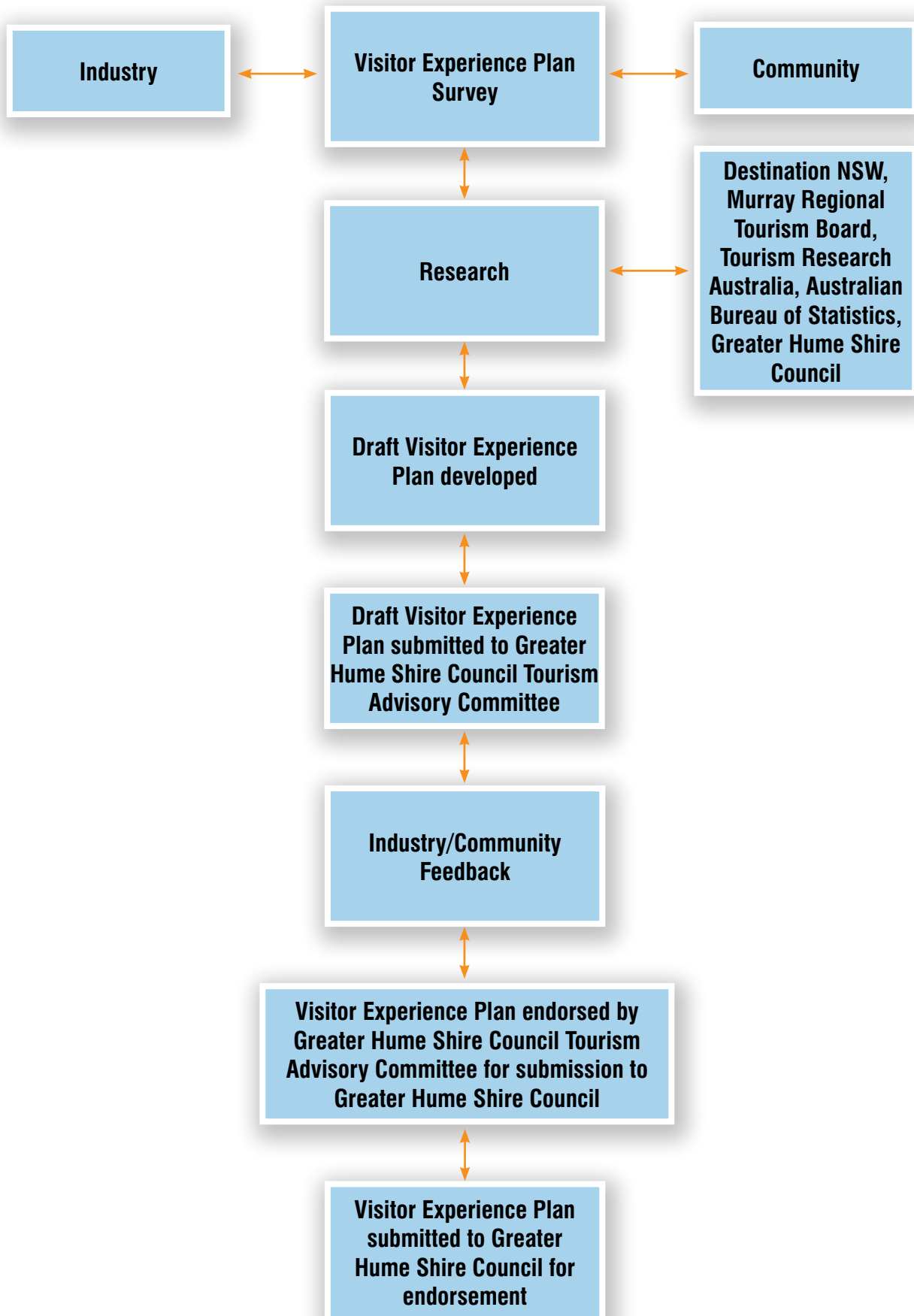
Strategy	Timing	Collaboration/ Partnership	Responsibility	Target Market	Key Performance Indicator
<b>Visitor Service</b>					
Create a volunteer availability and skills database which can be accessed via Shires website.	1YR	COMMUNITY/GHSC	COMMUNITY/ GHSC	ALL	Volunteer database created and utilised by community groups.
Review, refresh and renew Accredited Visitor Information Centre at Holbrook.	1YR	COMMUNITY/GHSC	GHSC	ALL	AVIC at Holbrook continues to provide excellent visitor services.
Develop a volunteers network to build on skills, discuss issues relating to volunteering and provide assistance to volunteers.	2YR	COMMUNITY/GHSC	COMMUNITY/ GHSC	ALL	A knowledgeable and enthusiastic volunteers network that enhances our visitor experience.
Review, refresh and renew the Visitor Information Point network, which a greater emphasis on communication, training and famils.	2YR	COMMUNITY/GHSC	GHSC	ALL	Visitor Information Points continue to provide excellent services to visitors.
Liaise with Billabong High School and St Paul's Lutheran College to utilise and provide work experience initiatives with students studying hospitality or community engagement.	3YR	COMMUNITY/GHSC/ PRIVATE	COMMUNITY/ GHSC/PRIVATE	ALL	Billabong High School and St Paul's Lutheran College students are able to make informed career decisions on the opportunities in the visitor services, tourism and hospitality industries.
Seek to provide Wi Fi at each of Greater Hume Shire's Customer Service Centres and Accredited Visitor Information Centre.	4YR	COMMUNITY/GHSC	COMMUNITY/ GHSC	ALL	Wi Fi available at Greater Hume Shire Council's Customer Service Centres and AVIC.

## ACRONYMS

ABS	Australian Bureau of Statistics
AVIC	Accredited Visitor Information Centre
DNSW	Destination NSW
GHSC	Greater Hume Shire Council
HMFD	Henty Machinery Field Days
LGAS	Local Government Areas
MRTB	Murray Regional Tourism Board
NPWS	NSW National Parks and Wildlife Service
NSWRMS	NSW Roads and Maritimes Services
TRA	Tourism Research Australia
VEP	Visitor Experience Plan
VIC	Visitor Information Centre
WEEC	Wirraminna Environmental Education Centre

# APPENDIX

## Visitor Experience Plan Process



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- Visitor Profile & Satisfaction Report – New South Wales: Albury, Tourism Research Australia, October 2013.
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- Wildlife Tourism, Sustainable Tourism Cooperative Research Centre, 2009.

## Comprehensive List of Tourism Product in Greater Hume Shire

ORGANISATION	TOWN/VILLAGE	TYPE (TIER 1)	TYPE (TIER 2)
Orange Grove Gardens B & B	GEROGERY	ACCOMMODATION	Bed and Breakfast
Table Top Mountain Retreat	GEROGERY	ACCOMMODATION	Bed and Breakfast
Henty Central Bed & Breakfast	HENTY	ACCOMMODATION	Bed and Breakfast
Hillview Oak B & B	LANKEYS CREEK	ACCOMMODATION	Bed and Breakfast
Talmalmo Cottage B & B	TALMALMO	ACCOMMODATION	Bed and Breakfast
Great Aussie Holiday Park	BOWNA	ACCOMMODATION	Caravan/Camping
Culcairn Caravan Park	CULCAIRN	ACCOMMODATION	Caravan/Camping
Henty Primitive Camping Ground	HENTY	ACCOMMODATION	Caravan/Camping
Holbrook Motor Village Caravan Park****	HOLBROOK	ACCOMMODATION	Caravan/Camping
Wymah Hideaway	WYMAH	ACCOMMODATION	Caravan/Camping
Farmhost Coordinator	CULCAIRN	ACCOMMODATION	Farm Host
Farmhost Coordinator	HOLBROOK	ACCOMMODATION	Farm Host
Glenfalloch Farmstay	HOLBROOK	ACCOMMODATION	Farmstay
Taroola Farmstay	MOUNTAIN CREEK	ACCOMMODATION	Farmstay
Culcairn Hotel	CULCAIRN	ACCOMMODATION	Hotel
Gerogery Hotel	GEROGERY	ACCOMMODATION	Hotel
Doodle Cooma Arms Hotel	HENTY	ACCOMMODATION	Hotel
Holbrook Hotel	HOLBROOK	ACCOMMODATION	Hotel
Riverina Hotel	HOLBROOK	ACCOMMODATION	Hotel
Jindera Hotel Motel	JINDERA	ACCOMMODATION	Hotel
Walla Walla Hotel	WALLA WALLA	ACCOMMODATION	Hotel
Woomargama Village Hotel/Motel	WOOMARGAMA	ACCOMMODATION	Hotel
Culcairn Motor Inn	CULCAIRN	ACCOMMODATION	Motel
Byer Fountain Motor Inn and Restaurant	HOLBROOK	ACCOMMODATION	Motel
Glendale Park Motel	HOLBROOK	ACCOMMODATION	Motel
Holbrook Settlers Motel	HOLBROOK	ACCOMMODATION	Motel
Holbrook's Skye Motel	HOLBROOK	ACCOMMODATION	Motel
Jolly Swagman Motor Inn and Swaggies Restaurant	HOLBROOK	ACCOMMODATION	Motel
Town Centre Motor Inn and Drivers Inn Restaurant	HOLBROOK	ACCOMMODATION	Motel
Burrumbuttock General Cemetery at Holy Cross Lutheran Church	BURRUMBUTTOCK	ATTRACTIONS - CULTURAL	Cemetery (public allowed)
Cookardinia General Cemetery	COOKARDINIA	ATTRACTIONS - CULTURAL	Cemetery (public allowed)
Culcairn General Cemetery	CULCAIRN	ATTRACTIONS - CULTURAL	Cemetery (public allowed)
Gerogery West General Cemetery	GEROGERY WEST	ATTRACTIONS - CULTURAL	Cemetery (public allowed)
Goombargana General Cemetery	GOOMBARGANA	ATTRACTIONS - CULTURAL	Cemetery (public allowed)
Henty General Cemetery	HENTY	ATTRACTIONS - CULTURAL	Cemetery (public allowed)
Holbrook General Cemetery	HOLBROOK	ATTRACTIONS - CULTURAL	Cemetery (public allowed)
Jindera General Cemetery	JINDERA	ATTRACTIONS - CULTURAL	Cemetery (public allowed)
Moorwatha General Cemetery	MOORWATHA	ATTRACTIONS - CULTURAL	Cemetery (public allowed)
Walbundrie General Cemetery	WALBUNDRIE	ATTRACTIONS - CULTURAL	Cemetery (public allowed)
Walla Walla General Cemetery	WALLA WALLA	ATTRACTIONS - CULTURAL	Cemetery (public allowed)
Woomargama General Cemetery	WOOMARGAMA	ATTRACTIONS - CULTURAL	Cemetery (public allowed)
Avro Anson Display	BROCKLESBY	ATTRACTIONS - CULTURAL	Historical Displays
Heritage Historical Signs	BURRUMBUTTOCK	ATTRACTIONS - CULTURAL	Historical Displays
Centenary Mural	CULCAIRN	ATTRACTIONS - CULTURAL	Historical Displays
John McLean's Grave	CULCAIRN	ATTRACTIONS - CULTURAL	Historical Displays
Headlie Taylor Header & Blacksmith Shop	HENTY	ATTRACTIONS - CULTURAL	Historical Displays
Henty Man	HENTY	ATTRACTIONS - CULTURAL	Historical Displays
Thomas Smyth Memorial Cairn	HENTY	ATTRACTIONS - CULTURAL	Historical Displays
Pioneer Cairn	JINDERA	ATTRACTIONS - CULTURAL	Historical Displays
Cobb & Co Stables	MORVEN	ATTRACTIONS - CULTURAL	Historical Displays



ORGANISATION	TOWN/VILLAGE	TYPE (TIER 1)	TYPE (TIER 2)
Old School House	WALBUNDRIE	ATTRACTIONS - CULTURAL	Historical Displays
"The Trek" Wagon and Zion Church	WALLA WALLA	ATTRACTIONS - CULTURAL	Historical Displays
Lieschke's Cairn	WALLA WALLA	ATTRACTIONS - CULTURAL	Historical Displays
Heritage Historical Signs	WOOMARGAMA	ATTRACTIONS - CULTURAL	Historical Displays
Wymah Ferry	WYMAH	ATTRACTIONS - CULTURAL	Historical Displays
Gerogery Doll Museum	GEROGERY	ATTRACTIONS - CULTURAL	Museum - Private
Ed's Old Farm Machinery Museum	HENTY	ATTRACTIONS - CULTURAL	Museum - Private
Mini Museum	HENTY	ATTRACTIONS - CULTURAL	Museum - Private
Observer Printery Museum	HENTY	ATTRACTIONS - CULTURAL	Museum - Private
National Museum of Australian Pottery	HOLBROOK	ATTRACTIONS - CULTURAL	Museum - Private
Culcairn Stationmaster's Museum	CULCAIRN	ATTRACTIONS - CULTURAL	Museum - Public
Henty Historical Society	HENTY	ATTRACTIONS - CULTURAL	Museum - Public
Submarine Museum	HOLBROOK	ATTRACTIONS - CULTURAL	Museum - Public
Woolpack Inn Museum Committee	HOLBROOK	ATTRACTIONS - CULTURAL	Museum - Public
Jindera Pioneer Museum & Historical Society	JINDERA	ATTRACTIONS - CULTURAL	Museum - Public
Wymah Museum	WYMAH	ATTRACTIONS - CULTURAL	Museum - Public
Ten Chain TSR	BOWNA	ATTRACTIONS - NATURE BASED	Bird watching
Wirraminna Environmental Education Centre	BURRUMBUTTOCK	ATTRACTIONS - NATURE BASED	Bird watching
Golf Common	CULCAIRN	ATTRACTIONS - NATURE BASED	Bird watching
Doodle Cooma Swamp (National Parks and Wildlife Service)	HENTY	ATTRACTIONS - NATURE BASED	Bird watching
Henty TSR	HENTY	ATTRACTIONS - NATURE BASED	Bird watching
Nature Reserve	HENTY	ATTRACTIONS - NATURE BASED	Bird watching
Back Creek TSR	HOLBROOK	ATTRACTIONS - NATURE BASED	Bird watching
Ten Mile Creek	HOLBROOK	ATTRACTIONS - NATURE BASED	Bird watching
Brittas TSR	WALBUNDRIE	ATTRACTIONS - NATURE BASED	Bird watching
Goombargana Hill	WALBUNDRIE	ATTRACTIONS - NATURE BASED	Bird watching
Bakers TSR	WALLA WALLA	ATTRACTIONS - NATURE BASED	Bird watching
Gum Swamp Reserve	WALLA WALLA	ATTRACTIONS - NATURE BASED	Bird watching
Kings TSR	WALLA WALLA	ATTRACTIONS - NATURE BASED	Bird watching
Walla Walla TSR	WALLA WALLA	ATTRACTIONS - NATURE BASED	Bird watching
Blue Metal TSR	WOOMARGAMA	ATTRACTIONS - NATURE BASED	Bird watching
Woomargama National Park (National Parks and Wildlife Service)	WOOMARGAMA	ATTRACTIONS - NATURE BASED	Bird watching
Table Top Mountain/Benambram National Park (National Parks and Wildlife Service)	GEROGERY	ATTRACTIONS - NATURE BASED	National Parks and Nature
Doodle Cooma Swamp (National Parks and Wildlife Service)	HENTY	ATTRACTIONS - NATURE BASED	National Parks and Nature
Gum Swamp	WALLA WALLA	ATTRACTIONS - NATURE BASED	National Parks and Nature
Morgan's Lookout	WALLA WALLA	ATTRACTIONS - NATURE BASED	National Parks and Nature
Woomargama National Park (National Parks and Wildlife Service)	WOOMARGAMA	ATTRACTIONS - NATURE BASED	National Parks and Nature
Wirraminna Environmental Education Centre and Walking Track	BURRUMBUTTOCK	ATTRACTIONS - NATURE BASED	Nature Based
Bike Track and Exercise Area	CULCAIRN	ATTRACTIONS - NATURE BASED	Nature Based
Table Top Mountain Experience	GEROGERY	ATTRACTIONS - NATURE BASED	Nature Based
Ian Geddes Bush Walk	HOLBROOK	ATTRACTIONS - NATURE BASED	Nature Based
Landcare Self Drive Tour	HOLBROOK	ATTRACTIONS - NATURE BASED	Nature Based
Jindera Wetlands	JINDERA	ATTRACTIONS - NATURE BASED	Nature Based
Billabong Creek and tributaries	SHIRE	ATTRACTIONS - NATURE BASED	Nature Based
Hume and Hovell Walking Track (Bowna to Lankeys Creek)	SHIRE	ATTRACTIONS - NATURE BASED	Nature Based
Lake Hume	SHIRE	ATTRACTIONS - NATURE BASED	Nature Based
Murray River and tributaries	SHIRE	ATTRACTIONS - NATURE BASED	Nature Based
Travelling Stock Routes	SHIRE	ATTRACTIONS - NATURE BASED	Nature Based
Wymah Ferry	WYMAH	ATTRACTIONS - NATURE BASED	Nature Based
Culcairn Craft Shop	CULCAIRN	ATTRACTIONS - OTHER	Antique or Gift Shops
Robert Peterson Antiques	CULCAIRN	ATTRACTIONS - OTHER	Antique or Gift Shops
Bargain Basement Gifts	CULCAIRN	ATTRACTIONS - OTHER	Antique or Gift Shops

ORGANISATION	TOWN/VILLAGE	TYPE (TIER 1)	TYPE (TIER 2)
Doodle Cooma Craft Group	HENTY	ATTRACTIONS - OTHER	Antique or Gift Shops
Judy's Dolls & Gifts	HENTY	ATTRACTIONS - OTHER	Antique or Gift Shops
Anglican Marketplace Shop	HOLBROOK	ATTRACTIONS - OTHER	Antique or Gift Shops
Bead with Us	HOLBROOK	ATTRACTIONS - OTHER	Antique or Gift Shops
Cool Cat Collectables	HOLBROOK	ATTRACTIONS - OTHER	Antique or Gift Shops
Glenross Antiques	HOLBROOK	ATTRACTIONS - OTHER	Antique or Gift Shops
Grimwoods Craft Store	HOLBROOK	ATTRACTIONS - OTHER	Antique or Gift Shops
Lady Gail's Bookshop	HOLBROOK	ATTRACTIONS - OTHER	Antique or Gift Shops
Last Post Book Shop	HOLBROOK	ATTRACTIONS - OTHER	Antique or Gift Shops
Wilksch Estate Wines	CULCAIRN	ATTRACTIONS - OTHER	Specialist Producers
Clifton Hills Vegetables	HOLBROOK	ATTRACTIONS - OTHER	Specialist Producers
Crunchy Seeds	HOLBROOK	ATTRACTIONS - OTHER	Specialist Producers
Holbrook Eggs	HOLBROOK	ATTRACTIONS - OTHER	Specialist Producers
Jayfields Nursery	HOLBROOK	ATTRACTIONS - OTHER	Specialist Producers
Vintage Tree Nursery	HOLBROOK	ATTRACTIONS - OTHER	Specialist Producers
Essential Oils Australia	HUMULA	ATTRACTIONS - OTHER	Specialist Producers
Jill's Cuisine	JINDERA	ATTRACTIONS - OTHER	Specialist Producers
Paechs Quinces	WALLA WALLA	ATTRACTIONS - OTHER	Specialist Producers
Woodburn Olives	WALLA WALLA	ATTRACTIONS - OTHER	Specialist Producers
Flyfaire Winery	WOOMARGAMA	ATTRACTIONS - OTHER	Specialist Producers
Wymah Organic Olives and Lamb	WYMAH	ATTRACTIONS - OTHER	Specialist Producers
Paintball Albury/Wodonga	GEROGERY	ATTRACTIONS - OTHER	
Holbrook Miniature Railway Club Inc	HOLBROOK	ATTRACTIONS - OTHER	
Ultralight Club	HOLBROOK	ATTRACTIONS - OTHER	
Lost Patrol Camel Farm	LANKEYS CREEK	ATTRACTIONS - OTHER	
Bike Track and Exercise Area	CULCAIRN	ATTRACTIONS - SPORTING/RECREATIONAL	Bike Track and Exercise Area
Culcairn Bowling Club	CULCAIRN	ATTRACTIONS - SPORTING/RECREATIONAL	Bowling
Henty Bowling Club	HENTY	ATTRACTIONS - SPORTING/RECREATIONAL	Bowling
Holbrook Bowling Club	HOLBROOK	ATTRACTIONS - SPORTING/RECREATIONAL	Bowling
Walla Walla Bowling Club	WALLA WALLA	ATTRACTIONS - SPORTING/RECREATIONAL	Bowling
Culcairn Pony Club	CULCAIRN	ATTRACTIONS - SPORTING/RECREATIONAL	Equine
Gerogery Adult Riding Club	GEROGERY	ATTRACTIONS - SPORTING/RECREATIONAL	Equine
Holbrook Campdrafting Club	HOLBROOK	ATTRACTIONS - SPORTING/RECREATIONAL	Equine
Holbrook Equine Centre	HOLBROOK	ATTRACTIONS - SPORTING/RECREATIONAL	Equine
Holbrook Polocrosse Club	HOLBROOK	ATTRACTIONS - SPORTING/RECREATIONAL	Equine
Holbrook Pony Club	HOLBROOK	ATTRACTIONS - SPORTING/RECREATIONAL	Equine
Holbrook Race Club	HOLBROOK	ATTRACTIONS - SPORTING/RECREATIONAL	Equine
Jindera Equestrian Association	JINDERA	ATTRACTIONS - SPORTING/RECREATIONAL	Equine
Jindera Pony Club	JINDERA	ATTRACTIONS - SPORTING/RECREATIONAL	Equine
Culcairn Golf Club	CULCAIRN	ATTRACTIONS - SPORTING/RECREATIONAL	Golf
Henty Golf Club	HENTY	ATTRACTIONS - SPORTING/RECREATIONAL	Golf
Holbrook Golf Club	HOLBROOK	ATTRACTIONS - SPORTING/RECREATIONAL	Golf
Jindera Golf Club	JINDERA	ATTRACTIONS - SPORTING/RECREATIONAL	Golf
Henty Memorial Park	HENTY	ATTRACTIONS - SPORTING/RECREATIONAL	Skate Park
Germanton Park	HOLBROOK	ATTRACTIONS - SPORTING/RECREATIONAL	Skate Park
Jindera Recreation Reserve	JINDERA	ATTRACTIONS - SPORTING/RECREATIONAL	Skate Park
Brocklesby Recreation Reserve	BROCKLESBY	ATTRACTIONS - SPORTING/RECREATIONAL	Sporting/Recreation Ground
Bungowannah Recreation Reserve	BUNGOWANNAH	ATTRACTIONS - SPORTING/RECREATIONAL	Sporting/Recreation Ground
Burrumbuttock Recreation Reserve	BURRUMBUTTOCK	ATTRACTIONS - SPORTING/RECREATIONAL	Sporting/Recreation Ground
Cookardina Recreation Reserve	COOKARDINIA	ATTRACTIONS - SPORTING/RECREATIONAL	Sporting/Recreation Ground
Culcairn Sportsground	CULCAIRN	ATTRACTIONS - SPORTING/RECREATIONAL	Sporting/Recreation Ground
Gerogery Recreation Reserve	GEROGERY	ATTRACTIONS - SPORTING/RECREATIONAL	Sporting/Recreation Ground

ORGANISATION	TOWN/VILLAGE	TYPE (TIER 1)	TYPE (TIER 2)
Henty Memorial Park	HENTY	ATTRACTIONS - SPORTING/RECREATIONAL	Sporting/Recreation Ground
Holbrook Sports Complex	HOLBROOK	ATTRACTIONS - SPORTING/RECREATIONAL	Sporting/Recreation Ground
Jindera Recreation Reserve	JINDERA	ATTRACTIONS - SPORTING/RECREATIONAL	Sporting/Recreation Ground
Walbundrie Sportsground	WALBUNDRIE	ATTRACTIONS - SPORTING/RECREATIONAL	Sporting/Recreation Ground
Walla Walla Sportsground	WALLA WALLA	ATTRACTIONS - SPORTING/RECREATIONAL	Sporting/Recreation Ground
Woomargama Recreation Reserve	WOOMARGAMA	ATTRACTIONS - SPORTING/RECREATIONAL	Sporting/Recreation Ground
Wymah Recreation Reserve	WYMAH	ATTRACTIONS - SPORTING/RECREATIONAL	Sporting/Recreation Ground
Culcairn Swimming Pool	CULCAIRN	ATTRACTIONS - SPORTING/RECREATIONAL	Swimming Pool
Henty Swimming Pool	HENTY	ATTRACTIONS - SPORTING/RECREATIONAL	Swimming Pool
Holbrook Swimming Pool	HOLBROOK	ATTRACTIONS - SPORTING/RECREATIONAL	Swimming Pool
Jindera Swimming Pool	JINDERA	ATTRACTIONS - SPORTING/RECREATIONAL	Swimming Pool
Walla Walla Swimming Pool	WALLA WALLA	ATTRACTIONS - SPORTING/RECREATIONAL	Swimming Pool
Brocklesby Tennis Club	BROCKLESBY	ATTRACTIONS - SPORTING/RECREATIONAL	Tennis
Bungowannah Tennis Club	BUNGOWANNAH	ATTRACTIONS - SPORTING/RECREATIONAL	Tennis
Burrumbuttock Tennis Club	BURRUMBUTTOCK	ATTRACTIONS - SPORTING/RECREATIONAL	Tennis
Cookardina Tennis Club	COOKARDINIA	ATTRACTIONS - SPORTING/RECREATIONAL	Tennis
Culcairn Tennis Club	CULCAIRN	ATTRACTIONS - SPORTING/RECREATIONAL	Tennis
Gerogery Tennis Club	GEROGERY	ATTRACTIONS - SPORTING/RECREATIONAL	Tennis
Gerogery West Tennis Club	GEROGERY WEST	ATTRACTIONS - SPORTING/RECREATIONAL	Tennis
Henty Tennis Club	HENTY	ATTRACTIONS - SPORTING/RECREATIONAL	Tennis
Holbrook Tennis Club	HOLBROOK	ATTRACTIONS - SPORTING/RECREATIONAL	Tennis
Jindera Tennis Club	JINDERA	ATTRACTIONS - SPORTING/RECREATIONAL	Tennis
Little Billabong Tennis Club	LITTLE BILLABONG/	ATTRACTIONS - SPORTING/RECREATIONAL	Tennis
Morven Tennis Club	MORVEN	ATTRACTIONS - SPORTING/RECREATIONAL	Tennis
Walbundrie Tennis Club	WALBUNDRIE	ATTRACTIONS - SPORTING/RECREATIONAL	Tennis
Walla Walla Tennis Club	WALLA WALLA	ATTRACTIONS - SPORTING/RECREATIONAL	Tennis
Woomargama Tennis Club	WOOMARGAMA	ATTRACTIONS - SPORTING/RECREATIONAL	Tennis
Wymah Tennis Club	WYMAH	ATTRACTIONS - SPORTING/RECREATIONAL	Tennis
Culcairn Agricultural Show	CULCAIRN	EVENT	Agricultural
Henty Agricultural Show Society	HENTY	EVENT	Agricultural
Holbrook Agricultural Show	HOLBROOK	EVENT	Agricultural
Holbrook Sheep & Wool Fair	HOLBROOK	EVENT	Agricultural
Walbundrie Agricultural Show	WALBUNDRIE	EVENT	Agricultural
Burrumbuttock Village Festival	BURRUMBUTTOCK	EVENT	Festivals
Happening in Holbrook Festival (Planes Trains and Submarines Festival)	HOLBROOK	EVENT	Festivals
Pop The Top Festival	JINDERA	EVENT	Festivals
Wymah Family Fun Day	WYMAH	EVENT	Festivals
Culcairn Garage Sale	CULCAIRN	EVENT	Garage Sale
Holbrook Garage Sale	HOLBROOK	EVENT	Garage Sale
Jindera Garage Sale	JINDERA	EVENT	Garage Sale
Walla Walla Garage Sale	WALLA WALLA	EVENT	Garage Sale
Henty Machinery Field Days	HENTY	EVENT	Major
Culcairn Swap Meet and Show N Shine	CULCAIRN	EVENT	Motorised
Morgan Country Car Club Swap Meet	JINDERA	EVENT	Motorised
Twin City Car Club Swap Meet	JINDERA	EVENT	Motorised
Walla Walla Show and Shine and Mystery Car Tour	WALLA WALLA	EVENT	Motorised
Wirraminna Open Day	BURRUMBUTTOCK	EVENT	Other
Holbrook Rotary Art Show	HOLBROOK	EVENT	Other
St Paul's Flower Show	HOLBROOK	EVENT	Other
Commander Holbrook Cup Race Meeting	HOLBROOK	EVENT	Sporting
Holbrook Triathlon	HOLBROOK	EVENT	Sporting
Carp a Thon	MORVEN	EVENT	Sporting

ORGANISATION	TOWN/VILLAGE	TYPE (TIER 1)	TYPE (TIER 2)
Hume Football and Netball League Finals	WALBUNDRIE	EVENT	Sporting
Culcairn Bakery	CULCAIRN	FOOD	Cafe/Bakery
Culcairn Take Away & Pizza and Spicy Bella Indian & Italian Restaurant	CULCAIRN	FOOD	Cafe/Bakery
Dale's Highway Store & Milk Bar	HENTY	FOOD	Cafe/Bakery
Vintage Coffee Shoppe	HENTY	FOOD	Cafe/Bakery
Holbrook Bakery & Coffee Shop	HOLBROOK	FOOD	Cafe/Bakery
Holbrook Pizza Pasta Takeaway	HOLBROOK	FOOD	Cafe/Bakery
JAG's Cafe	HOLBROOK	FOOD	Cafe/Bakery
Submarine Café	HOLBROOK	FOOD	Cafe/Bakery
Jindera Bakery	JINDERA	FOOD	Cafe/Bakery
Jindera General Store, Newsagency and Café	JINDERA	FOOD	Cafe/Bakery
Bean Here	WALLA WALLA	FOOD	Cafe/Bakery
Billabong Café	WALLA WALLA	FOOD	Cafe/Bakery
Flyfaire Winery	WOOMARGAMA	FOOD	Cafe/Bakery
Culcairn Bowling & Recreation Club (Kenny's Chinese)	CULCAIRN	FOOD	Club
Henty Community Club Limited	HENTY	FOOD	Club
Holbrook Returned Servicemens Club	HOLBROOK	FOOD	Club
Walla Walla Bowling & Recreation Club Ltd	WALLA WALLA	FOOD	Club
Culcairn Bowling & Recreation Club (Kenny's Chinese)	CULCAIRN	FOOD	Function Centre
Culcairn Hotel	CULCAIRN	FOOD	Function Centre
Orange Grove Gardens B & B	GEROGERY	FOOD	Function Centre
Peregrines	GEROGERY	FOOD	Function Centre
Henty Community Club Limited	HENTY	FOOD	Function Centre
Holbrook Returned Servicemens Club	HOLBROOK	FOOD	Function Centre
Walla Walla Bowling & Recreation Club Ltd	WALLA WALLA	FOOD	Function Centre
Flyfaire Winery	WOOMARGAMA	FOOD	Function Centre
Brocklesby Post Office	BROCKLESBY	FOOD	General Store
Burrumbuttock General Store	BURRUMBUTTOCK	FOOD	General Store
Gerogery Supply Store	GEROGERY	FOOD	General Store
Dale's Highway Store & Milk Bar	HENTY	FOOD	General Store
Jindera General Store & Newsagency	JINDERA	FOOD	General Store
Walbundrie Co-operative Ltd	WALBUNDRIE	FOOD	General Store
Walla Store	WALLA WALLA	FOOD	General Store
Woomargama Post Office and General Store	WOOMARGAMA	FOOD	General Store
Brocklesby Hotel	BROCKLESBY	FOOD	Hotel
The Farmers Inn	BURRUMBUTTOCK	FOOD	Hotel
Culcairn Hotel	CULCAIRN	FOOD	Hotel
Gerogery Hotel	GEROGERY	FOOD	Hotel
Doodle Cooma Arms Hotel	HENTY	FOOD	Hotel
Holbrook Hotel	HOLBROOK	FOOD	Hotel
Riverina Hotel	HOLBROOK	FOOD	Hotel
Jindera Hotel Motel	JINDERA	FOOD	Hotel
Round Hill Hotel	MORVEN	FOOD	Hotel
Walbundrie Hotel	WALBUNDRIE	FOOD	Hotel
Walla Walla Hotel	WALLA WALLA	FOOD	Hotel
Woomargama Village Hotel/Motel	WOOMARGAMA	FOOD	Hotel
Woodburn Olives	WALLA WALLA	FOOD	Olives
Wymah Organic Olives and Lamb	WYMAH	FOOD	Olives
Clifton Hills Vegetables	HOLBROOK	FOOD	Produce
Holbrook Eggs	HOLBROOK	FOOD	Produce
Jill's Cuisine	JINDERA	FOOD	Produce
Paechs Quinces	WALLA WALLA	FOOD	Produce
Byer Fountain Motor Inn and Restaurant	HOLBROOK	FOOD	Restaurant

ORGANISATION	TOWN/VILLAGE	TYPE (TIER 1)	TYPE (TIER 2)
Chinese Restaurant	HOLBROOK	FOOD	Restaurant
Jolly Swagman Motor Inn and Swaggies Restaurant	HOLBROOK	FOOD	Restaurant
Town Centre Motor Inn and Drivers Inn Restaurant	HOLBROOK	FOOD	Restaurant
Culcairn Foodworks	CULCAIRN	FOOD	Supermarket
Dales IGA Everyday Supermarket	HENTY	FOOD	Supermarket
IGA Holbrook Stores Pty Ltd	HOLBROOK	FOOD	Supermarket
Tony's Butchery and Supermarket	HOLBROOK	FOOD	Supermarket
IGA Supermarket	JINDERA	FOOD	Supermarket
Wilksch Estate Wines	CULCAIRN	FOOD	Winery
Flyfaire Winery	WOOMARGAMA	FOOD	Winery
Holbrook Airpark	HOLBROOK	SERVICES/FACILITIES	Air Park
Greschke Park	BURRUMBUTTOCK	SERVICES/FACILITIES	BBQ Facilities
Burrumbuttock Recreation Reserve	BURRUMBUTTOCK	SERVICES/FACILITIES	BBQ Facilities
Jubilee Park	CULCAIRN	SERVICES/FACILITIES	BBQ Facilities
Gerogery Recreation Reserve	GEROGERY	SERVICES/FACILITIES	BBQ Facilities
Bicentennial Park	HENTY	SERVICES/FACILITIES	BBQ Facilities
Germanton Park	HOLBROOK	SERVICES/FACILITIES	BBQ Facilities
Ten Mile Creek	HOLBROOK	SERVICES/FACILITIES	BBQ Facilities
Village Green	JINDERA	SERVICES/FACILITIES	BBQ Facilities
Jindera Recreation Reserve	JINDERA	SERVICES/FACILITIES	BBQ Facilities
Lions Park	WALLA WALLA	SERVICES/FACILITIES	BBQ Facilities
Woomargama Park	WOOMARGAMA	SERVICES/FACILITIES	BBQ Facilities
Lodges Bus Service	CULCAIRN	SERVICES/FACILITIES	Bus Companies
Kanes Buses	HENTY	SERVICES/FACILITIES	Bus Companies
Kanes Buses	HOLBROOK	SERVICES/FACILITIES	Bus Companies
Lieschke Bus Lines	WALLA WALLA	SERVICES/FACILITIES	Bus Companies
Alma Park Salem Lutheran Church	ALMA PARK	SERVICES/FACILITIES	Churches/Religions
Bethel Trinity Lutheran Church	BETHEL	SERVICES/FACILITIES	Churches/Religions
The Church Of The Pioneers	BOWNA	SERVICES/FACILITIES	Churches/Religions
Brocklesby Uniting Church	BROCKLESBY	SERVICES/FACILITIES	Churches/Religions
St Mark's Anglican Church	BUNGOWANNAH	SERVICES/FACILITIES	Churches/Religions
Burrumbuttock Lutheran Church	BURRUMBUTTOCK	SERVICES/FACILITIES	Churches/Religions
Chalmer's Church	COOKARDINIA	SERVICES/FACILITIES	Churches/Religions
St Paul's Anglican Church	CULCAIRN	SERVICES/FACILITIES	Churches/Religions
Culcairn Harvestlands Church	CULCAIRN	SERVICES/FACILITIES	Churches/Religions
Uniting Church	CULCAIRN	SERVICES/FACILITIES	Churches/Religions
Culcairn St Stevens Lutheran Church	CULCAIRN	SERVICES/FACILITIES	Churches/Religions
St Patrick's Catholic Church	CULCAIRN	SERVICES/FACILITIES	Churches/Religions
The Living Word Culcairn	CULCAIRN	SERVICES/FACILITIES	Churches/Religions
The Living Word Gerogery	GEROGERY	SERVICES/FACILITIES	Churches/Religions
St Peter's Lutheran Church	GEROGERY	SERVICES/FACILITIES	Churches/Religions
Baptist Church	GOOMBARGANA	SERVICES/FACILITIES	Churches/Religions
St Barnabas Anglican Church	HENTY	SERVICES/FACILITIES	Churches/Religions
Henty St Paul's Lutheran Church	HENTY	SERVICES/FACILITIES	Churches/Religions
Catholic Church	HENTY	SERVICES/FACILITIES	Churches/Religions
Presbyterian Church	HENTY	SERVICES/FACILITIES	Churches/Religions
Riverlife Church	HENTY	SERVICES/FACILITIES	Churches/Religions
Uniting Church	HENTY	SERVICES/FACILITIES	Churches/Religions
Our Lady of Sorrows Catholic Church	HOLBROOK	SERVICES/FACILITIES	Churches/Religions
St Paul's Anglican Church	HOLBROOK	SERVICES/FACILITIES	Churches/Religions
Crossway Christian Fellowship	HOLBROOK	SERVICES/FACILITIES	Churches/Religions
Holbrook Uniting Church (former Knox Presbyterian Church and Hall)	HOLBROOK	SERVICES/FACILITIES	Churches/Religions
St Paul's Anglican Church	JINDERA	SERVICES/FACILITIES	Churches/Religions

ORGANISATION	TOWN/VILLAGE	TYPE (TIER 1)	TYPE (TIER 2)
St Mary's Catholic Church	JINDERA	SERVICES/FACILITIES	Churches/Religions
Jindera Lutheran Church (St John's Chapel and Bethlehem Lutheran Church)	JINDERA	SERVICES/FACILITIES	Churches/Religions
St Peters Anglican Church	MORVEN	SERVICES/FACILITIES	Churches/Religions
St Luke's Anglican Church	MULLENGANDRA	SERVICES/FACILITIES	Churches/Religions
Church of The Good Shepherd Catholic Church	WALBUNDRIE	SERVICES/FACILITIES	Churches/Religions
Uniting Church	WALBUNDRIE	SERVICES/FACILITIES	Churches/Religions
St Mary's Catholic Church	WALLA WALLA	SERVICES/FACILITIES	Churches/Religions
Walla Walla Baptist Church	WALLA WALLA	SERVICES/FACILITIES	Churches/Religions
Walla Walla Zion Lutheran Church	WALLA WALLA	SERVICES/FACILITIES	Churches/Religions
Anglican Church	WALLA WALLA	SERVICES/FACILITIES	Churches/Religions
St Mark's Anglican Church	WOOMARGAMA	SERVICES/FACILITIES	Churches/Religions
Brocklesby School of Arts	BROCKLESBY	SERVICES/FACILITIES	Community Hall
Bungowannah Recreation Reserve	BUNGOWANNAH	SERVICES/FACILITIES	Community Hall
Burrumbuttock Public Hall	BURRUMBUTTOCK	SERVICES/FACILITIES	Community Hall
Carabost Hall	CARABOST	SERVICES/FACILITIES	Community Hall
Cookardinia Hall	COOKARDINIA	SERVICES/FACILITIES	Community Hall
Culcairn Memorial Hall	CULCAIRN	SERVICES/FACILITIES	Community Hall
Gerogery Hall	GEROGERY	SERVICES/FACILITIES	Community Hall
Henty Memorial Hall	HENTY	SERVICES/FACILITIES	Community Hall
Holbrook Shire Hall	HOLBROOK	SERVICES/FACILITIES	Community Hall
Jindera School of Arts	JINDERA	SERVICES/FACILITIES	Community Hall
Lankeys Creek Hall	LANKEYS CREEK	SERVICES/FACILITIES	Community Hall
Little Billabong Hall	LITTLE BILLABONG/	SERVICES/FACILITIES	Community Hall
Mullengandra Hall	MULLENGANDRA	SERVICES/FACILITIES	Community Hall
Walbundrie Hall	WALBUNDRIE	SERVICES/FACILITIES	Community Hall
Walla Walla Memorial Hall	WALLA WALLA	SERVICES/FACILITIES	Community Hall
Woomargama Hall	WOOMARGAMA	SERVICES/FACILITIES	Community Hall
Wymah Recreation Reserve	WYMAH	SERVICES/FACILITIES	Community Hall
Douglas Street Park	CULCAIRN	SERVICES/FACILITIES	Dog Off Leash Area
Rosler Street Dog Off Leash Area	HENTY	SERVICES/FACILITIES	Dog Off Leash Area
Germanton Park	HOLBROOK	SERVICES/FACILITIES	Dog Off Leash Area
Jindera Recreation Reserve	JINDERA	SERVICES/FACILITIES	Dog Off Leash Area
Walla Walla Sportsground	WALLA WALLA	SERVICES/FACILITIES	Dog Off Leash Area
Bartsch Avenue Grey Water Dump	HENTY	SERVICES/FACILITIES	Grey Water Dump
Holbrook Motor Village Caravan Park****	HOLBROOK	SERVICES/FACILITIES	Grey Water Dump
Culcairn Community Health Centre	CULCAIRN	SERVICES/FACILITIES	Hospital/Medical Centres
Henty District Hospital	HENTY	SERVICES/FACILITIES	Hospital/Medical Centres
Holbrook District Hospital	HOLBROOK	SERVICES/FACILITIES	Hospital/Medical Centres
Jindera Medical Centre	JINDERA	SERVICES/FACILITIES	Hospital/Medical Centres
Culcairn Library	CULCAIRN	SERVICES/FACILITIES	Internet Facilities
Henty Library	HENTY	SERVICES/FACILITIES	Internet Facilities
CTC Holbrook	HOLBROOK	SERVICES/FACILITIES	Internet Facilities
Jindera Customer Service Centre	JINDERA	SERVICES/FACILITIES	Internet Facilities
Culcairn Library	CULCAIRN	SERVICES/FACILITIES	Libraries
Henty Library	HENTY	SERVICES/FACILITIES	Libraries
CTC Holbrook	HOLBROOK	SERVICES/FACILITIES	Libraries
RRL Mobile Library	SHIRE	SERVICES/FACILITIES	Libraries
Blacksmith Park	BROCKLESBY	SERVICES/FACILITIES	Parks
Brocklesby Recreation Reserve	BROCKLESBY	SERVICES/FACILITIES	Parks
Bungowannah Recreation Reserve	BUNGOWANNAH	SERVICES/FACILITIES	Parks
Greschke Park	BURRUMBUTTOCK	SERVICES/FACILITIES	Parks
Burrumbuttock Recreation Reserve	BURRUMBUTTOCK	SERVICES/FACILITIES	Parks



ORGANISATION	TOWN/VILLAGE	TYPE (TIER 1)	TYPE (TIER 2)
Cookardinia Recreation Reserve	COOKARDINIA	SERVICES/FACILITIES	Parks
Coach Terminal	CULCAIRN	SERVICES/FACILITIES	Parks
Culcairn Sportsground	CULCAIRN	SERVICES/FACILITIES	Parks
Eric Thomas Park	CULCAIRN	SERVICES/FACILITIES	Parks
JH Balfour Memorial Park	CULCAIRN	SERVICES/FACILITIES	Parks
Jubilee Park	CULCAIRN	SERVICES/FACILITIES	Parks
Middleton Park	CULCAIRN	SERVICES/FACILITIES	Parks
Water Tower Park	CULCAIRN	SERVICES/FACILITIES	Parks
Douglas Street Park	CULCAIRN	SERVICES/FACILITIES	Parks
Gerogery Recreation Reserve	GEROGERY	SERVICES/FACILITIES	Parks
Gerogery Park	GEROGERY	SERVICES/FACILITIES	Parks
Bicentennial Park	HENTY	SERVICES/FACILITIES	Parks
East Henty Park	HENTY	SERVICES/FACILITIES	Parks
Henty Memorial Park	HENTY	SERVICES/FACILITIES	Parks
Henty Rotary Park	HENTY	SERVICES/FACILITIES	Parks
Henty Showground	HENTY	SERVICES/FACILITIES	Parks
Henty Man Rest Stop	HENTY	SERVICES/FACILITIES	Parks
Apex Park	HOLBROOK	SERVICES/FACILITIES	Parks
Circus Flat	HOLBROOK	SERVICES/FACILITIES	Parks
Commander Holbrook Memorial Park	HOLBROOK	SERVICES/FACILITIES	Parks
Friday Mount Park	HOLBROOK	SERVICES/FACILITIES	Parks
Germanton Park	HOLBROOK	SERVICES/FACILITIES	Parks
Gundagai Park	HOLBROOK	SERVICES/FACILITIES	Parks
Ian Geddes Bush Walk	HOLBROOK	SERVICES/FACILITIES	Parks
Library Park	HOLBROOK	SERVICES/FACILITIES	Parks
Middle Pub Park	HOLBROOK	SERVICES/FACILITIES	Parks
Ten Mile Creek Gardens	HOLBROOK	SERVICES/FACILITIES	Parks
Holbrook Sports Complex	HOLBROOK	SERVICES/FACILITIES	Parks
Jindera Village Green	JINDERA	SERVICES/FACILITIES	Parks
Amaroo Park	JINDERA	SERVICES/FACILITIES	Parks
Pioneer Park	JINDERA	SERVICES/FACILITIES	Parks
Jindera Recreation Reserve	JINDERA	SERVICES/FACILITIES	Parks
Walbundrie Sportsground	WALBUNDRIE	SERVICES/FACILITIES	Parks
Botanic Gardens	WALBUNDRIE	SERVICES/FACILITIES	Parks
Bicentennial Park	WALLA WALLA	SERVICES/FACILITIES	Parks
Lions Park	WALLA WALLA	SERVICES/FACILITIES	Parks
Walla Walla Sportsground	WALLA WALLA	SERVICES/FACILITIES	Parks
Sunnyside Park	WALLA WALLA	SERVICES/FACILITIES	Parks
Morgan's Lookout	WALLA WALLA	SERVICES/FACILITIES	Parks
Woomargama Park	WOOMARGAMA	SERVICES/FACILITIES	Parks
Woomargama Recreation Reserve	WOOMARGAMA	SERVICES/FACILITIES	Parks
Wymah Recreation Reserve	WYMAH	SERVICES/FACILITIES	Parks
Biti Motors and Service Station	CULCAIRN	SERVICES/FACILITIES	Petrol Station
Caltex Service Station	CULCAIRN	SERVICES/FACILITIES	Petrol Station
Gerogery Supply Store	GEROGERY	SERVICES/FACILITIES	Petrol Station
Dale's Highway Store & Milk Bar	HENTY	SERVICES/FACILITIES	Petrol Station
Henty Service Centre	HENTY	SERVICES/FACILITIES	Petrol Station
Caltex Petrol Station	HOLBROOK	SERVICES/FACILITIES	Petrol Station
Caltex Truck Stop	HOLBROOK	SERVICES/FACILITIES	Petrol Station
Walbundrie Co-operative Ltd	WALBUNDRIE	SERVICES/FACILITIES	Petrol Station
Lieschke Motors	WALLA WALLA	SERVICES/FACILITIES	Petrol Station
Blacksmith Park	BROCKLESBY	SERVICES/FACILITIES	Playgrounds
Greschke Park	BURRUMBUTTOCK	SERVICES/FACILITIES	Playgrounds

ORGANISATION	TOWN/VILLAGE	TYPE (TIER 1)	TYPE (TIER 2)
Culcairn Sportsground	CULCAIRN	SERVICES/FACILITIES	Playgrounds
Jubilee Park	CULCAIRN	SERVICES/FACILITIES	Playgrounds
Gerogery Park	GEROGERY	SERVICES/FACILITIES	Playgrounds
Gerogery Recreation Reserve	GEROGERY	SERVICES/FACILITIES	Playgrounds
East Henty Park	HENTY	SERVICES/FACILITIES	Playgrounds
Henty Memorial Park	HENTY	SERVICES/FACILITIES	Playgrounds
Henty Showground	HENTY	SERVICES/FACILITIES	Playgrounds
Circus Flat	HOLBROOK	SERVICES/FACILITIES	Playgrounds
Jindera Recreation Reserve	JINDERA	SERVICES/FACILITIES	Playgrounds
Lions Park	WALLA WALLA	SERVICES/FACILITIES	Playgrounds
Woomargama Park	WOOMARGAMA	SERVICES/FACILITIES	Playgrounds
Culcairn Police Station	CULCAIRN	SERVICES/FACILITIES	Police Stations
Henty Police Station	HENTY	SERVICES/FACILITIES	Police Stations
Holbrook Police Station	HOLBROOK	SERVICES/FACILITIES	Police Stations
Walla Walla Police Station	WALLA WALLA	SERVICES/FACILITIES	Police Stations
Brocklesby Post Office	BROCKLESBY	SERVICES/FACILITIES	Post Office
Burrumbuttock General Store	BURRUMBUTTOCK	SERVICES/FACILITIES	Post Office
Culcairn Post Office	CULCAIRN	SERVICES/FACILITIES	Post Office
Gerogery Supply Store	GEROGERY	SERVICES/FACILITIES	Post Office
Henty Post Office	HENTY	SERVICES/FACILITIES	Post Office
Holbrook Post Office	HOLBROOK	SERVICES/FACILITIES	Post Office
Jindera Post Office	JINDERA	SERVICES/FACILITIES	Post Office
Walla Store	WALLA WALLA	SERVICES/FACILITIES	Post Office
Woomargama Post Office and General Store	WOOMARGAMA	SERVICES/FACILITIES	Post Office
Blacksmith Park	BROCKLESBY	SERVICES/FACILITIES	Public Toilets
Brocklesby Recreation Reserve	BROCKLESBY	SERVICES/FACILITIES	Public Toilets
Bungowannah Recreation Reserve	BUNGOWANNAH	SERVICES/FACILITIES	Public Toilets
Burrumbuttock Recreation Reserve	BURRUMBUTTOCK	SERVICES/FACILITIES	Public Toilets
Burrumbuttock Public Hall	BURRUMBUTTOCK	SERVICES/FACILITIES	Public Toilets
Jubilee Park	CULCAIRN	SERVICES/FACILITIES	Public Toilets
Coach Terminal	CULCAIRN	SERVICES/FACILITIES	Public Toilets
Culcairn Sportsground	CULCAIRN	SERVICES/FACILITIES	Public Toilets
Culcairn Swimming Pool	CULCAIRN	SERVICES/FACILITIES	Public Toilets
Gerogery Recreation Reserve	GEROGERY	SERVICES/FACILITIES	Public Toilets
Gerogery Park	GEROGERY	SERVICES/FACILITIES	Public Toilets
Gerogery Hall	GEROGERY	SERVICES/FACILITIES	Public Toilets
Gerogery West Tennis Courts	GEROGERY	SERVICES/FACILITIES	Public Toilets
Bicentennial Park	HENTY	SERVICES/FACILITIES	Public Toilets
Henty Memorial Park	HENTY	SERVICES/FACILITIES	Public Toilets
Henty Showground	HENTY	SERVICES/FACILITIES	Public Toilets
Henty Man Rest Stop	HENTY	SERVICES/FACILITIES	Public Toilets
Henty Train Station	HENTY	SERVICES/FACILITIES	Public Toilets
Circus Flat	HOLBROOK	SERVICES/FACILITIES	Public Toilets
Commander Holbrook Memorial Park	HOLBROOK	SERVICES/FACILITIES	Public Toilets
Library Park	HOLBROOK	SERVICES/FACILITIES	Public Toilets
Holbrook Sports Complex	HOLBROOK	SERVICES/FACILITIES	Public Toilets
Ten Mile Creek Gardens	HOLBROOK	SERVICES/FACILITIES	Public Toilets
Holbrook Airpark	HOLBROOK	SERVICES/FACILITIES	Public Toilets
Pioneer Park	JINDERA	SERVICES/FACILITIES	Public Toilets
Jindera Recreation Reserve	JINDERA	SERVICES/FACILITIES	Public Toilets
Jindera School of Arts	JINDERA	SERVICES/FACILITIES	Public Toilets
Jindera Village Green	JINDERA	SERVICES/FACILITIES	Public Toilets
Blue Metal Hill Rest Area	MULLENGANDRA	SERVICES/FACILITIES	Public Toilets

ORGANISATION	TOWN/VILLAGE	TYPE (TIER 1)	TYPE (TIER 2)
Walbundrie Sportsground	WALBUNDRIE	SERVICES/FACILITIES	Public Toilets
Walla Walla Sportsground	WALLA WALLA	SERVICES/FACILITIES	Public Toilets
Walla Walla Memorial Hall	WALLA WALLA	SERVICES/FACILITIES	Public Toilets
Morgan's Lookout	WALLA WALLA	SERVICES/FACILITIES	Public Toilets
Woomargama Park	WOOMARGAMA	SERVICES/FACILITIES	Public Toilets
Burrumbuttock General Store	BURRUMBUTTOCK	SERVICES/FACILITIES	Visitor Information
Culcairn Red Cross Craft Shop	CULCAIRN	SERVICES/FACILITIES	Visitor Information
Gerogery Supply Store	GEROGERY	SERVICES/FACILITIES	Visitor Information
Dale's Highway Store & Milk Bar	HENTY	SERVICES/FACILITIES	Visitor Information
Doodle Cooma Craft Group	HENTY	SERVICES/FACILITIES	Visitor Information
GHSC Accredited Visitor Information Centre	HOLBROOK	SERVICES/FACILITIES	Visitor Information
Woolpack Inn Museum Committee	HOLBROOK	SERVICES/FACILITIES	Visitor Information
Jindera Pioneer Museum & Historical Society	JINDERA	SERVICES/FACILITIES	Visitor Information
Walla Store	WALLA WALLA	SERVICES/FACILITIES	Visitor Information
Woomargama Post Office and General Store	WOOMARGAMA	SERVICES/FACILITIES	Visitor Information