



VISITOR ECONOMY DEVELOPMENT
A DIVISION OF LORICK MANAGEMENT PTY LTD

WARREN & THE VISITOR ECONOMY COMMUNITY CONSULTATION

EXECUTIVE SUMMARY

AUGUST 2022



Arranged by:

Kerry Palmer

Dept of Regional NSW

Facilitated by:

Lori Modde

Visitor Economy Development

Event was supported by: Warren Shire Council, RiverSmart, Window on the Wetlands and Warren Chamber of Commerce.



EXECUTIVE SUMMARY

Consultation Objectives

To bring government, industry and community together to discuss and strategise on the vision for Warren when it comes to driving the Visitor Economy.

To establish the collective vision for the Greater Warren community and its assets.

To collectively build the framework for a Visitor Economy Strategy by identifying the Strengths, Weaknesses, Threats, and Opportunities for Warren.

ACTIVITIES

Community consultation was conducted with stakeholders and the community from Warren and surrounds on the 11th & 12th of August 2022.

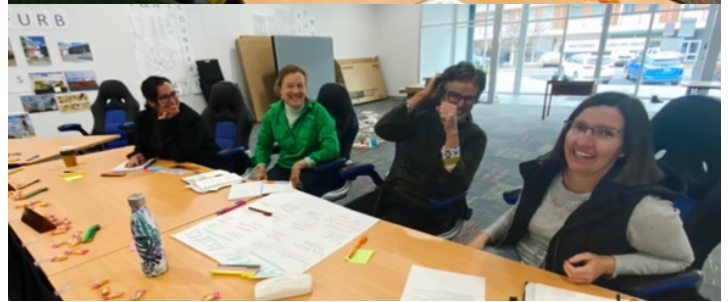
Various representatives of the Warren community were invited to a series of sessions to learn their perspectives on tourism. One-on-One consultations with key stakeholders were followed by an Open Community forum in the evening on the first day.

The next morning the results of these discussions were elaborated on in a structured workshop, to develop a community understanding of the opportunities for Warren.

The Community consultation brought about an agreed vision and mission to develop strategies to capitalise on the abundant natural assets.

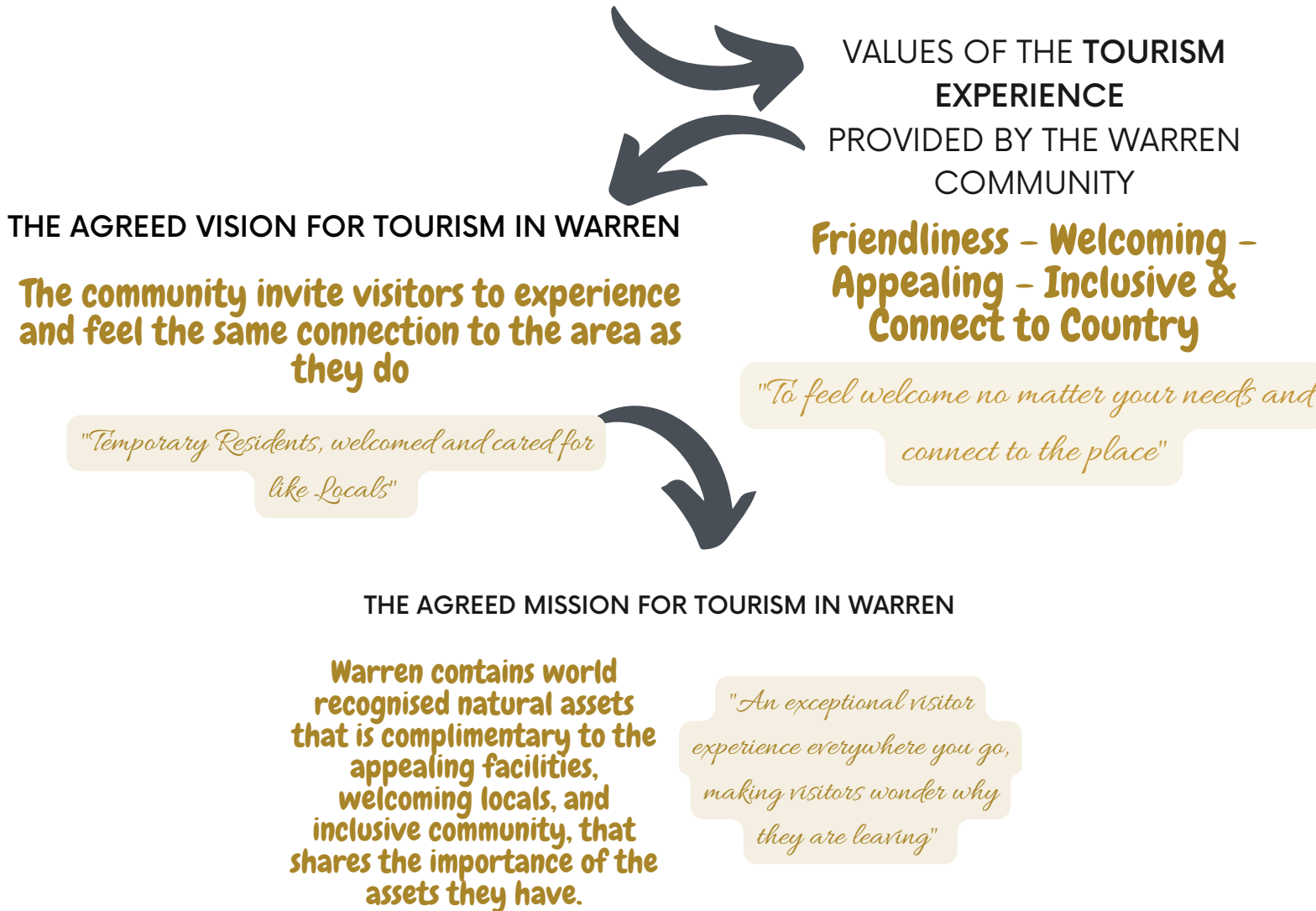
The results of the consultation established;

- Values of Warren
- Collective Vision for Tourism in Warren
- The assets and strengths of Warren
- The challenges for tourism growth and development



VALUES

THE AGREED VALUES OF THE WARREN COMMUNITY OUR PEOPLE – ENVIRONMENT – HISTORY – INCLUSIVITY



Community Voice

WHATS GOING TO MAKE THE MOST DIFFERENCE FOR CHANGE TO BOOST THE VISITOR ECONOMY?

Co-ordinated Promotion

Defining Warren's Messaging

Collaboration of Products / Services

Macquarie Marshes Task Force Reinstated

Identify Gaps and fill them

Active Promotion of Warren & Region

REALITY CHECK

WARREN'S OPPORTUNITIES

NATURAL ASSETS

- Macquarie River
- Macquarie Marshes / Wetlands / Burrima Boardwalk
- Bird Watching (Night & Day)
- Fishing

CULTURE & HISTORY

- Murals & Art Gallery
- Museum & Walking Tours
- Ancestral History / Cemetery / Historical Society
- Cultural Trail / Aboriginal Reserve

EVENTS

- Horse Races & Dressage Events
- Sporting Events
- Annual Show
- Music Event
- Open Gardens

AGRITOURISM

- Cotton Farms & Gins
- Agricultural Tours

STRENGTHS IN FACILITIES & SERVICES

- Local Ambassadors
- BNB's
- Farmstays
- RV Friendly
- DumpPoint
- Warren's CBD Beautification Program
- Conference Facility for up to 120pax
- WOW Precinct
- Connected to major highways
- Within 15min off highway
- Niche groups catered for; Motorbikes /Artists
- Pool & Skate Park

WARREN'S CHALLENGES

NATURAL ASSETS

- Lack of options of access
- Distance from town to Macquarie Marshes
- Limited tour access
- Signage
- Digital promotion

CULTURE & HISTORY

- Cultural Language not showcased
- Not packaged or promoted together
- Reliant on limited resources

EVENTS

- Timing of the Show
- Lack of communication to attendees
- Lack of signature event

AGRITOURISM

- Limited options for Farmstays
- Limited options for Agritours

GENERAL CHALLENGES

- Awareness
- Confusion in Brand
- Digital presence fractured
- Lack of accommodation options / rooms
- Tourist friendly signage
- Distance from the highways
- Lack of hospitality facilities and services (supplementary services)
- Lack of volunteers
- Lack of free WiFi



RECOMMENDATIONS SUMMARY

WARREN

1. Destination marketing, product and services to reflect the agreed values at all times, be true to what Warren stands for.
TIP: Imagery on digital platforms should showcase your custom, inclusive activities and how people can connect to country.

2. Communicate to the community about the importance of visitors to the region.
"Temporary Residents, welcomed and cared for like Locals"

3. When communicating to potential visitors be consistent with your offering.
"An exceptional visitor experience everywhere you go, making visitors wonder why they are leaving"

4. Council's economic development services need to support the growth of tourism by attracting supplementary services to the visitor economy to grow intention and length of stay in the region.
TIP: Council is best placed to coordinate the destination promotion and work with industry to lead it. Council can then leverage to use its resources to attract new business and facilitate development opportunities for existing ones.

5. Reform the Destination Macquarie Marshes Task Force and review the past Action Plan but reinstate it as a legal entity and consider merging with RiverSmart, expanding the coverage and leverage of current resources with more collaboration.
TIP: By getting a larger collaboration in one legal not-for-profit entity ensures the maximum opportunity for access to further resources and once voice for the region.

6. Ensure the new entity has representation from every local government area that sees the Macquarie Marshes as an asset to their visitation. Form an MOU with each council to support the economic development of the region. This body has the potential to drive the regional destination promotion with consistent messaging, a reflection of values and increase engagement with the communities.

7. Collaborate on increasing the access to the Macquarie Marshes by commercial providers and free-independent travellers (FITs) whilst working towards providing a diverse offering to the access and experience that the Macquarie Marshes can offer a variety of markets.

MACQUARIE MARSHES

Things to consider

- Warren can act immediately on the way it embraces tourism and gain consistency in what it reflects to potential visitors
- Imagery and digital exposure are the greatest current weaknesses of Warren to encourage visitation and this work can commence by all stakeholders immediately on their own platforms.
- The values of environment protection and preservation should underpin the values and messaging in the visitor experience.
- The Destination Macquarie Marshes Task Force should review its SWOT as soon as it reforms and include the lack of access to the asset as a key challenge with an external threat being one that is under commercial arrangement with no obligation for public access
- In considering a legal structure for the task force, it should take the leadership on the development of the visitor experience, collaboration, stakeholder management and promotion of the Macquarie Marshes in conjunction with government stakeholders.

**Be true to your values and make Warren and the region Stand Out!
And show visitors what the locals know**





Lori Modde

www.visitoreconomy.com.au

lori@visitoreconomy.com.au

