



Wentworth Region Tourism & Events Strategy 2029

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Purpose

This Strategy aims to reinvigorate and reposition the approach to growing the visitor economy for the Wentworth region.

To meet the needs of customers, both existing and emerging, a new shared vision and strategic focus is required to put in the solid foundations to leverage the region's assets and provide the structures for enhanced collaboration within and across the region.

This is not only a strategy for Council, but for all invested stakeholders to co-own and drive forward.

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WENTWORTH, WENTWORTH REGION & LOCAL GOVERNMENT AREA (LGA)

Any reference to 'Wentworth' or 'Wentworth region' throughout this document represents all towns within the Wentworth Shire LGA, unless otherwise specified.

IMAGE CREDIT

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Introduction

This Tourism and Events Strategy is designed to unlock and elevate the unique charm and allure of the Wentworth region, enticing visitors to explore its hidden treasures and participate in exciting events.

Through strategic partnerships, focused actions and innovative initiatives, this strategy seeks to position the Wentworth region as a must-visit destination, fostering sustainable tourism growth while preserving the region's authenticity and charm.

Background

ABOUT THE REGION

The Wentworth region in New South Wales, Australia, is a captivating blend of history, natural beauty, and vibrant community life. Situated at the confluence of the Murray and Darling Rivers, the Wentworth region offers a unique glimpse into Australia's pioneering past while embracing modern amenities and recreational opportunities.



At its heart lies the town of Wentworth, a charming settlement with a rich heritage dating back to the mid-19th century. Named after the colonial explorer and politician William Charles Wentworth, the town boasts well-preserved historic buildings, including the iconic Old Wentworth Gaol, which once housed convicts and now serves as a museum detailing the area's convict history.

The region's natural splendour is evident in its vast landscapes, characterised by sweeping riverbanks, lush wetlands, and expansive national parks. The junction of the Murray and Darling Rivers forms a picturesque backdrop for outdoor activities such as boating, fishing, and birdwatching.

The nearby Perry Sandhills, a striking expanse of sand dunes resembling a desert oasis, offers further opportunities for exploration and photography.

The Wentworth region's agricultural sector plays a vital role in the region's economy, with citrus orchards, vineyards, and pastoral land dotting the countryside. Visitors can sample locally grown produce or indulge in fine wines at cellar doors scattered throughout the area. Cultural events and festivals add vibrancy to the Wentworth region's community spirit, with annual celebrations like the Wentworth Show showcasing the region's agricultural prowess and fostering a sense of camaraderie among residents and visitors alike.

In addition to its historical and natural attractions, the Wentworth region serves as a gateway to the iconic Outback, with nearby attractions including World Heritage-listed Mungo National Park.

Whether exploring its storied past, immersing oneself in its natural wonders, or simply enjoying the warmth of its community, the Wentworth region offers a memorable experience that captures the essence of rural Australia.

THE APPROACH TO STRATEGY DEVELOPMENT

Collaboration has been central to the development of the Tourism & Events Strategy for the region. Through an intentional process of key stakeholder engagement, the approach has included elements to engage both widely across the stakeholder landscape, then focusing in on key areas with relevant parties to explore the nuances.

Each part of the strategy development process included representatives from:

- Wentworth Shire Council (WSC)
- Wentworth Regional Tourism Incorporated (WRTI)
- Mildura Rural City Council (MRCC)
- Murray Regional Tourism (MRT)
- Destination Riverina Murray (DRM)
- Local tourism operators across accommodation, hospitality, experiential, arts and cultural providers

A list of those involved are included in the Thank you and Acknowledgement section on page 22.



The key steps of strategy development have included:

- An expert review of existing strategies, plans and documents relevant to the region
- An input survey was shared with the entire region, live in field from 31 January 2024 to 14 February 2024, with the results heuristically analysed to reveal sentiment, key themes and needs for the strategy to address
- An industry input workshop, conducted in region with relevant representatives from across the stakeholder community, held on 12 March 2024 in Coomealla.
- An action workshop, building on the foundations of the strategy, conducted virtually to enhance reach, engagement, input and buy-in to the strategic actions required to make the vision and strategy a reality.

REVIEW OF RELATED STRATEGIES & DOCUMENTS

In developing the new Tourism & Events Strategy to support the growth of the Wentworth region visitor economy, the following documents were reviewed and are considered central to the main 'library' for reference and input:

- Wentworth region VIC statistics
- National Visitor Survey & Regional Expenditure Model, TRA (09/23)
- Mildura Region Events Strategy (2020)
- Murray Region Visitor Servicing Strategy (2019)
- Murray Region Visitor Servicing Transformation Blueprint (2019)
- Murray Region Customer Journey Map (2019)

These documents are available from their relevant source publisher.

As the primary author and architect of the visitor servicing and tourism transformation work across the Murray region, the Customer Frame team also brought subject matter knowledge and expertise to enrich the width and depth of thinking.

STAKEHOLDER PERCEPTIONS & INPUT SURVEY

Open to all industry delegates across a range of operations and geographies, the input survey was designed to understand the perceptions of where we are today, what's holding the region back in terms of growing the visitor economy and where to focus effort in the future.

Key points:

- In field from 31 January 2024 to 14 February 2024
- 36 responses
- Range of perspectives from Council, tourism organisations and operators (accommodation, attractions, food and beverage, events), non-tourism businesses and Visitor centre team
- Covered the challenges, strengths, weaknesses, perceptions of current approach and insights into where the issues are and where to focus next
- Responses gave insight into the some of the specific internal and external strategic gaps facing the region.

The survey outcomes indicated a range of consistent issues, both common to other regions as well as some specific challenges within the Wentworth region.

The outcomes from the survey provided a solid foundation for robust discussions in the subsequent interactive 'input' and 'action' workshops.

STRATEGY INPUT WORKSHOP

The strategy input workshop was conducted on 12 March 2024, with a range of representatives across industry and the region.

The input workshop focused on setting a clear vision for where stakeholders want tourism and events to be, with a view to gaining a clear alignment and consistency on the overall context and direction.

Set within the context of a common vision, the group of cross-industry representatives explored the four strategic questions that surfaced from the input survey findings.

These outcomes then formed the basis of refining the vision for Wentworth region's tourism and events approach and the shape of the overall strategy.



Strategic questions arising from input survey for input workshop

STRATEGY ACTION WORKSHOP

This final step of the strategy development process, conducted on 17 April 2024, presented the draft vision, strategy focus and strategic initiatives. Then the stakeholder group worked collaboratively with these to discuss the implications and actions required to close the gap between strategy and reality.

The outcomes of the action workshop formed the basis for the implementation actions that form a part of this strategy.

Challenges & strategic considerations

Whilst there is a level of positive sentiment towards the existing approach, throughout the strategy process a range of issues were raised by stakeholders.

These included perceptions of:

- ⊗ No shared and clear customer value proposition for the region
- ⊗ Lack of shared understanding of what the whole region offers
- ⊗ Limited resources / structures in place to share knowledge
- ⊗ No clear target customer groups (scattered)
- ⊗ Special interest tourism is an opportunity for the region
- ⊗ Customer experience is not of a consistent standard across the region
- ⊗ Limited shared knowledge of what is available to increase referrals
- ⊗ Some assets in region require investment to become sought after attractions
- ⊗ Indigenous product is limited and is a big opportunity
- ⊗ Events are good, but not fully integrated with local businesses
- ⊗ A need to define Council's role in delivering and fostering events for the region
- ⊗ Single-product, disconnected experience
- ⊗ Opportunity for greater impact through multi-region partnerships (Far West etc)
- ⊗ Limited representation of region with clear CVP at all levels of tourism value chain

In processing the key findings from the survey, the perspectives and views were clustered together to present the following topics to be addressed within the strategy:

- **Knowledge** – knowing what we have - internally and externally
- **Customers** – who they are and their needs
- **Latent opportunities** - existing assets and new ones (indigenous)
- **Cross-region sharing** – information, scheduling and consistency
- **Joined-up and working together** – WSC, WRTI, DRM, MRT, MRCC, VIC, Events, Industry and Community
- **Variability in service delivery** – across industry with room for improvement
- **Experience** – product focus, not integrated
- **Vision** – where are heading = not a shared view

Overall, there is a need to create a strong region identity and solid customer foundations to direct industry collaboration and aligned activity.

Our Vision: Tourism & Events

“

To be the meeting point where people and place come together

Captain John Egge

Pioneer, Paddle Steamer Captain, Businessman
Born Shanghai, China, c.1830
Lived in Wentworth 1859-1901
Died 11 September 1901

Unveiled 21 June 2009
by R. I. E. (Jack) Egge

Vision, mission, goals & strategic approach

VISION FOR TOURISM & EVENTS

“To be the meeting point where people and place come together.”

The vision is one of synergy between pristine natural beauty and curated experiences, where every visitor finds their own unforgettable journey. We envision a destination that celebrates its rich history, diverse culture, and stunning landscapes, inviting visitors to immerse themselves in authentic encounters and create lasting memories.

The Wentworth region will own its place as the ‘meeting point’ within the Darling and Murray River regions, with ‘meeting point’ grounded in the confluence of Australia’s two iconic rivers. Visitors, industry and community will be connected, with each playing their part in delivering a vibrant, sustainable and growing visitor economy.

MISSION

“To drive economic gains for the region by expanding the visitor economy”

Through our tourism and events activities, we engage with every visitor who considers the Wentworth region with the intent to a valued, long-term relationship - not a one-off transaction - to generate high customer advocacy and drive growth.

STRATEGIC GOALS

Whilst the vision sets out where we are heading, the following four strategic goals underpin the commercial and cultural impacts that need to be met.

1. **Increase visitation** – provide more reasons for day-tripper and overnight visitors to choose the Wentworth region
2. **Increase visitor spend within the region** – enable a greater level of spend through increased engagement by aligning customer needs with region offerings
3. **Enhance industry collaboration** – improve partnership opportunities and ability to leverage resources through a shared vision, strategy and common working model
4. **Improve customer advocacy** – ensure more visitors leave with positive sentiment towards the Wentworth region, telling others of their experience to drive greater volume of visitation.

STRATEGIC APPROACH

The strategic approach is to create a shared foundation, leveraging existing efforts in a more coordinated manner with stakeholders across the region and beyond.

The focus is to build a solid industry foundations that establish the Wentworth region with, and alongside, partnering regions to enhance the overall tourism proposition.

STRATEGIC APPROACH

- ✓ Get clear on the offering
- ✓ Understand target customers and their needs
- ✓ Engage proactively with industry through partnerships
- ✓ Expand industry capability to amplify connection

Realising the vision: Strategy focus for Tourism & Events

To realise the vision, a transformational strategy is required to align existing activities and focus on closing the strategic gaps from where the region is today and where it wants to be in the future. The strategy is focused on five core areas to help invigorate the growth of the visitor economy across the short, medium and long-term.



For success, it requires a new level of thinking using existing resources, whilst providing for targeted and focused investment to fill the gaps that meet customer needs and drive region prosperity. It presents a range of new opportunities, founded in a greater level of industry participation, collaboration and partnership. It is a reinvention of sorts, with each strategy pillar combining to drive collective growth and success.

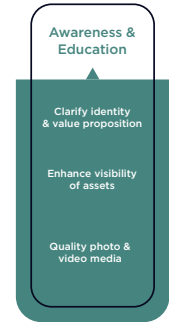
Specifically, the five strategy areas are focused on:

AWARENESS & EDUCATION	Gain a clear, shared value proposition for the region to own a unique space across the Darling/Murray offerings and have that shared across the region
CUSTOMER FOCUS	Get clear on who our customers are, what they need and improve our connection to drive advocacy
INDUSTRY DEVELOPMENT	Improve industry knowledge and collaboration to create new experiences to meet the needs of customers
IMMERSIVE EVENTS	Elevate existing efforts in using events to drive region awareness, engagement and growth of the visitor economy
ENHANCED PARTNERSHIPS	Extend region impact and awareness through defining and owning its place, using this to raise awareness at greater scale for greater reach

1. Awareness & Education

Gain a clear, shared value proposition for the region to own a unique space across the Darling/Murray offerings and have that shared across the region.

Responding to stakeholder issues of: *No shared and clear customer value proposition for the region; lack of shared understanding of what whole region offers; limited resources / structures in place to share knowledge.*



CLARIFY IDENTITY & VALUE PROPOSITION

One of the largest strategic challenges for the region is to be collectively clear on what the region offers and how it is positioned alongside neighbouring regions and the wider tourism landscape across State and National levels.

By investing in a process to define and develop the identity and customer value proposition for the region, the Wentworth region will be able to own a unique position that is valued by customers and take its place within 'family portrait' of the Murray, Darling and Far West regional areas.

By codifying the identity, it helps stakeholders internally and externally to make informed decisions that impact investment choices, co-promotional opportunities with adjacent regions and helps the right customer audiences to find and value the region for what it can provide for them.

As such, a clear identity is the key foundation piece to build from and set the region up for sustainable, long-term success.

ENHANCE VISIBILITY OF ASSETS

The Wentworth region is adorned with a large volume and variety of natural, cultural, indigenous and historical assets, with stakeholders clearly expressing a need to improve the awareness and physical visibility of what is available throughout the region.

Customers are seeking multi-point experiences and will choose a region that is perceived to have 'more to see and do' over another.

By reviewing and doing a 'stocktake' of what is available, and the current level of customer engagement afforded by each experience, it is possible to increase the collective awareness and, in turn, open up new opportunities for connected experiences throughout the region.

QUALITY PHOTO & VIDEO MEDIA

The Wentworth region has some amazing and enticing scenery, with some of the most iconic and unique views to share with the world.

Whilst some resources exist for photo and video media, stakeholders have suggested that there is variability in the quality and consistency of imagery used to promote the visitor economy to intermediaries and customers.

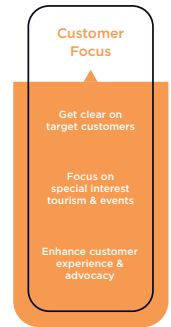
The opportunity is to create a shared library of quality resources that can be curated and added to for use by all stakeholders in promoting the region.

The intent is not to 'lock down' to a select few images that then get repeated, overused and exhausted, but to create a quality library of images that tell the Wentworth region story - the people and the place - that align to the core identity and value proposition.

2. Customer Focus

Get clear on who our customers are, what they need and improve our connection to drive advocacy

Responding to stakeholder issues of: *No clear target customer groups (scattered); special interest tourism is an opportunity for the region; customer experience is not a consistent standard across the region.*



GET CLEAR ON TARGET CUSTOMERS

Customers are the backbone of every visitor economy, for without them, there would be no revenue flow. Trying to attract 'everyone' to the region is proven to be ineffective in growing yield and sustainability and requires a targeted approach.

Whilst there are a range of customers currently visiting the region, stakeholders expressed that there are no clear target customer groups that have been defined or shared. As such, it makes alignment and the multiplied effect of collaborative marketing and experiences somewhat limited.

The strategy aims to codify the target customer groups, enabling the region to align efforts to maximise impact and depth of connection, increasing tourism revenue and overall customer advocacy to drive referral visitation.

FOCUS ON SPECIAL INTEREST TOURISM & EVENTS

Working in harmony alongside the region's offerings, the Wentworth region is well placed to attract and retain the custom of special interest tourism groups. For example, the region is well placed for 'dark sky' tourism offerings, as well as nature, history and indigenous culture.

The strategy seeks to begin this journey of focus by identifying and aligning the region's offerings with the needs of special interest groups.

This focused approach will require a shift in collective and collaborative experience development and marketing, focusing in to reach specific groups through their various associations and membership organisations.

ENHANCE CUSTOMER EXPERIENCE & ADVOCACY

Customers expect more and have seemingly infinite choice for spending their tourism dollars. No longer is it enough to simply fall back on the features of tourism product - customers are seeking integrated experiences (product and service) that meet and exceed their needs and expectations.

Basic customer service principles are no longer enough. These are a given. The baseline expectation needs to not only be met but exceeded through 'delight moments' for customers. The are moments that are consciously engineered into the whole customer experience to drive satisfaction and advocacy.

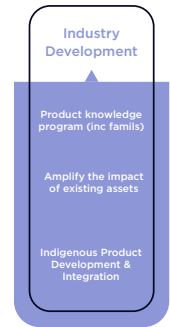
It is through intentionally creating these delight moments with customers that leads to improved customer satisfaction, that forms the basis for high levels of customer advocacy for the region and its operators.

The strategy seeks to address this by helping operators understand who their customers are, what they need, and how they can create delight moments to foster advocacy for the region.

3. Industry Development

Improve industry knowledge and collaboration to create new experiences to meet the needs of customers

Responding to stakeholder issues of: *Limited knowledge of what is available to increase referrals; some assets in region require investment to become sought after attractions; indigenous product is limited and is a big opportunity.*



PRODUCT KNOWLEDGE PROGRAM (INC FAMILS)

The region has a lot to offer. To create the best experience for visitors, operators need to be armed with the knowledge of the breadth and depth of experiences available to share this with visitors to enhance their experience of the region.

Familiarisation programs (famils) have been a foundation of the tourism industry for many decades, used successfully to elevate the Queensland tourism industry in the 1990s. The need to experience it for yourself is something that reading brochures and informal discussions simply cannot achieve.

By constructing and formalising a knowledge and famil program, the Wentworth region can begin to build a new layer of understanding for the region’s offerings, across operators, visitor servicing operations, region marketing and inter-business partnership opportunities. This approach would be initially inward facing, with the key purpose of building a deep knowledge and appreciation within the various stakeholder groups.

External famil programs would be specifically out of scope at this stage and would be seen as a logical progression for inclusion in the next strategy wave.

AMPLIFY THE IMPACT OF EXISTING ASSETS

In the region, stakeholders suggested that some offerings could be taken from

‘good’ to ‘great’ with focused resources and investment.

By improving these ‘anchor assets’, it is possible to influence the perceived customer experience of that attraction, providing a halo-effect on other operators and the region a whole.

This strategic focus aims to identify those attractions that can be levelled up through a targeted experience development program.

INDIGENOUS PRODUCT DEVELOPMENT & INTEGRATION

The opportunity to leverage indigenous history across the region is immense. This is a largely untapped, dormant asset for the region, with a range of unique, compelling stories and experiences available to be unlocked and developed.

With Mungo National Park and a variety of natural features, a deep history can be unlocked to bring a new type of visitor to the region, and, to give previous visitors a reason to return.

The primary strategic challenge at this stage is to locate, engage and encourage first nations people to partner on this initiative from across the Wentworth region and adjoining regions.

A product development roadmap can then be developed to bring a new depth of genuine experiences to compliment the region’s offerings.

4. Immersive Events

Elevate existing efforts in using events to drive region awareness, engagement and growth of the visitor economy

Responding to stakeholder issues of: Events are good, but not fully integrated with local businesses; A need to define Council's role in delivering and fostering events for the region.



DEVELOP & DRIVE ANCHOR EVENTS

Events play a pivotal role in tourism regions, acting as magnets that draw visitors and revenue. They inject vitality into local economies, driving business for hotels, restaurants, and shops.

Beyond economic impact, events enhance a region's cultural appeal, showcasing its heritage, traditions, and creativity.

Leveraging on the success of existing efforts in this space, the strategy poses to create a series of 'anchor events' that support the region identity and bolster the overall value proposition.

It is proposed that Council will play a critical role in delivering these events, in partnership with local suppliers and businesses. Furthermore, these main events will set the calendar and create space for new investments for complimentary events to flourish.

LEVERAGE ADJACENT REGION ACTIVITY

As a tourism destination today, the Wentworth region does not have the scale of resources to compete with some other larger competitor destinations.

However, it is well placed to partner with adjacent regions and leverage their activities to economic advantage.

The strategy seeks to create the specific linkages with adjacent regions to align events activities and find new opportunities.

By ensuring minimal cannibalisation of the tourism dollar, with complimentary events that support both regions, the overall economic pie will increase to the betterment of all involved.

Furthermore, customers will perceive even greater reasons to visit the region and surrounds, meeting the strategic objective of increased visitation.

FOSTER PRIVATE PARTNERSHIPS & INVESTMENT

The role of Council in managing and delivering events was raised by stakeholders.

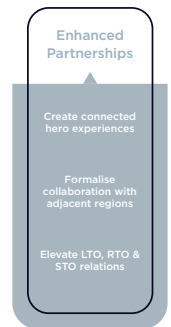
The consensus view was that there are a set of core events for which Council will provide support and leadership to bolster confidence in the private sector to run additional events that complement the realisation of the vision and value proposition, in line with the identity.

The strategy seeks to address this by creating a partnership framework for co-operative events, with support either monetary, skills or in-kind being made available to those supporting the events calendar.

5. Enhanced Partnerships

Extend region impact and awareness through defining and owning its space, using this to raise awareness at greater scale for greater reach

Responding to stakeholder issues of: *Single-product, disconnected experience; Opportunity for greater impact through multi-region partnerships (Far West etc); Limited representation of region with clear CVP at all levels of tourism value chain.*



CREATE CONNECTED HERO EXPERIENCES

Hero experiences play a crucial role in tourism by creating memorable moments that resonate deeply with customers. These experiences often revolve around unique encounters, adventurous activities, or cultural immersion that leave a lasting impact. They serve as powerful storytelling tools, inspiring others to embark on similar journeys and explore new destinations.

The opportunity for the Wentworth region is to connect up stand-alone single-product offerings into immersive 'hero experiences'.

The strategy seeks to put in the forum for these innovations to grow. These hero experiences would align to support the identity and value propositions, bringing the efforts of multiple smaller operators together to make a far greater impact.

FORMALISE COLLABORATION WITH ADJACENT REGIONS

Formalising collaboration with adjacent tourism regions will help maximise the economic, social, and environmental benefits of tourism.

It allows for the pooling of resources, expertise, and marketing efforts, amplifying the visibility and appeal of the entire area.

By working together, the region can create more comprehensive and attractive tourism packages, enticing

visitors to explore a wider range of experiences and activities.

The Wentworth region is in an ideal position to foster positive collaborations across three states, reaching up and across the whole area to create new synergies and leverage collective resources. The strategy seeks to identify and engage with key partners to make this possible and open up a range of new untapped opportunities.

ELEVATE LOCAL, REGIONAL & STATE REGIONAL TOURISM ORGANISATION RELATIONS (LTO, RTO, STO)

With a clear identity and customer value proposition, combined with having positive cross-region partnerships in place, the Wentworth region will be able to elevate its awareness and position in the wider tourism landscape.

By investing in relationships with upline tourism organisations, the region will gain new levels of insight and access to resources and opportunities.

These organisations serve as vital sources of information and support for the region, offering insights into market trends, visitor preferences, and industry standards.

By staying connected and more embedded with these bodies, the region can continue to adapt its offerings to meet evolving visitor demands and stay ahead of competitors.

Implementation for action plan

The following Action Plan outlines the priority implementation of critical success initiatives for the Wentworth Region Tourism & Events Strategy to be enacted. It is intended as a working document that is regularly reviewed and updated.

TIMEFRAMES

The timeframes used for the suggested implementation actions are based on three primary timing groups:

- Short-range 2024 - 2025
- Mid-range 2025 - 2026
- Long-range 2027 - 2029

Notionally based on calendar year, these timeframes overlap to enable compatibility with Council and other partner budgetary cycles. The Long-range planning window is intentionally longer in duration, enabling greater flexibility for actions that are much further in the future and subject to greater estimation and unintended impacts.

CRITICAL STRATEGIC INITIATIVES FOR SUCCESS

1. AWARENESS & EDUCATION	2. CUSTOMER FOCUS	3. INDUSTRY DEVELOPMENT	4. IMMERSIVE EVENTS	5. ENHANCED PARTNERSHIPS
Clarify identity & value proposition	Get clear on target customers	Product knowledge program	Develop & drive anchor events	Create connected hero experiences
Enhance visibility of assets	Focus on special interest tourism & events	Amplify the impact of existing assets	Leverage adjacent region activity	Formalise collaboration with adjacent regions
Quality photo & video media	Enhance customer experience & advocacy	Indigenous Product Development & Integration	Foster private partnerships & investment	Elevate LTO, RTO & STO relations

ABBREVIATIONS

WSC – Wentworth Shire Council
 WVIC – Wentworth Visitor Information Centre
 WRTI – Wentworth Regional Tourism Incorporated
 MRCC – Mildura Rural City Council
 MRT – Murray Regional Tourism
 DRM – Destination Riverina Murray

DNSW – Destination New South Wales
 VV – Visit Victoria
 VTIC – Victorian Tourism Industry Council
 LTO – Local Tourism Organisation
 RTO – Regional Tourism Organisation
 STO – State Tourism Organisation

The bolded organisation identified in the stakeholder column of the Action Plan is the lead agency, with other key stakeholders identified as potential partners to help facilitate the action.

1. AWARENESS & EDUCATION

Aim: Gain a clear, shared value proposition for the region to own a unique space across the Darling/Murray offerings that is shared across the region

INITIATIVE	ACTION	STAKEHOLDERS	KPI'S	2024-25	2025-26	2027-29
Clarify identity & customer value proposition (CVP)	Reveal the unique identity for the Wentworth region and codify a clear customer value proposition					
	Undertake a collaborative process industry to reveal and document the region identity and share the identity back to the region	WSC WRTI Industry	Unique identity for Wentworth region Industry rollout comms plan			
	Work with industry to define the customer value proposition (CVP) for the Wentworth region	WSC Industry	Documented CVP for target customers (linked to focus #2)			
	Upskill industry leaders on how to apply the identity and CVP to their own businesses and operations to drive consistency in application	WSC WRTI Industry	Online/offline program for industry			
Enhance visibility of assets	Amplify the impact of assets across the region to engage with customers and provide more reasons to visit					
	Do a stocktake of existing tourism assets across the region and gather this information into one place for review	WSC, WVIC WRTI MRCC Industry	WSC Tourism Assets Register			
	Examine the assets on the register, examining ways to improve the awareness and customer engagement potential for each asset (inc ATDW listings)	WSC WVIC Industry	Tourism Asset Visibility Improvements plan			
	Identify and prioritise key signage and signposting opportunities to direct visitor traffic to significant assets throughout the region	WSC WVIC	Tourism Wayfinding Improvements plan			
Quality photo & video media	Create an ongoing industry library of quality images to showcase the region to drive quality and consistency in operations					
	Create an images/video bank for industry use, where anyone can use the high quality images for marketing, gathered from existed sources	WSC WVIC Industry	Wentworth Region Images Portal			
	Media Capture course/resources for industry - how to capture great images, what images create impact and emotion in viewers	WSC WRTI Industry	Media Course / resources rolled out			
	Photography competition (possibly annual) to showcase the region, engaging pro-am photographers to the region and release their images into the portal	WSC Event Organisers	Photography Competition Event			

2. CUSTOMER FOCUS

Aim: Get clear on who our customers are, what they need and improve our connection to drive advocacy

INITIATIVE	ACTION	STAKEHOLDERS	KPI'S	2024-25	2025-26	2027-29
Get clear on target customers	Reveal the target customer groups for the region and share this knowledge across the industry					
	Review existing customer profiles developed by MRT to identify matches and gaps in the existing and near-term visitor groups	WSC WRTI	Gap analysis			
	Partner with local university/TAFE to undertake visitor research to qualify primary customer data for the region (partner with MRCC)	WSC MRCC WRTI LaTrobe/TAFE	Primary Customer Research Findings			
	Gather existing data from industry and other sources to create the target customer profile set for the Wentworth region (aim for 5-6 profiles)	WSC WRTI Industry	Wentworth Region Customer Profiles Set			
Focus on special interest tourism & events	Identify special interest groups that align with the region's offerings, now and for the future, to grow visitation					
	Research what special interests draw people to the region, using primary and secondary data from past events and other benchmarking	WSC WRTI MRT	Special interest tourism target list			
	Identify top 3 special interest groups to create integrated campaigns for across events and direct tourism	WSC	Special Interest Campaign			
	Work with industry to create new experiences to serve the needs of the chosen special interest markets	WSC WRTI Industry	3x special interest offerings			
Enhance customer experience & advocacy	Improve the level of customer experience across the industry, with a clear focus on driving customer advocacy for the region					
	Undertake an assessment of current customer sentiment using online reviews as the primary data source and share with industry. (Second time to re-benchmark)	WSC	Sentiment analysis report			
	Deploy an integrated online training program for industry to upskill in the areas of customer service and customer experience	WSC WRTI Industry	CX Online Training Program			
	Deliver a workshop/masterclass on customer service, how to handle complaints, how to make people feel welcome, how to be open and collaborate	WSC WRTI Industry	Masterclass delivery			

3. INDUSTRY DEVELOPMENT

Aim: Improve industry knowledge and collaboration to create new experiences to meet the needs of customers

INITIATIVE	ACTION	STAKEHOLDERS	KPI'S	2024-25	2025-26	2027-29
Product knowledge program (inc famils)	Develop a product knowledge and famil program to support knowledge sharing across the industry to enhance the customer experience					
	Host industry networking events that showcase businesses in the region, what they have been doing to improve their offerings and encourage working together	WSC WRTI Industry	Quarterly networking events, shared around the region			
	Leverage the Visitor Inspiration Program format from MRCC to help educate and integrate all businesses in the tourism value chain, including newsletter	WSC MRCC Industry	VIP points set up within region			
	Construct a formal famil (familiarisation) program for operators and industry colleagues to experience each other's offerings, using existing best practice models	WSC WRTI Industry	Famil Program			
Amplify the impact of existing assets	Identify and improve existing assets to level up from 'good' to 'great'					
	Assess existing assets (survey) to identify specific operational gaps and training needs, benchmarking where appropriate	WSC WRTI	Target List			
	Create a training package for existing businesses, focused on taking the top 5 assets from 'good' to 'great' and level up their operations	WSC WRTI	Training package			
	Undertake external onsite 360 degree assessment to further refine. Create case studies to share back to the wider industry to engender growth and change	WSC WRTI	Case studies x 5			
Indigenous Product Development & Integration	Reveal and develop the stories from indigenous heritage to create valued, unique, new experiences that bolster the region					
	Identify target groups, reach out to Elders, to enable further empowerment over their heritage, and the opportunity to work together to share the stories	WSC	Indigenous Stakeholder Engagement Plan			
	Create an Indigenous Tourism forum in which the Indigenous Community can create their own "Indigenous Tourism Strategy" within this strategy, that also stands alone	WSC WRTI Industry	Indigenous Tourism Strategy			
	Identify 3x primary indigenous tourism offerings to develop, sourcing support funding where required, then integrating back into the wider region offering	WSC WRTI Industry	New indigenous tourism experiences			

4. IMMERSIVE EVENTS

Aim: Elevate existing efforts in using events to drive region awareness, engagement and growth of the visitor economy

INITIATIVE	ACTION	STAKEHOLDERS	KPI'S	2024-25	2025-26	2027-29
Develop & drive anchor events	Build on the current events structure to create a robust platform aligned with the identity and proposition					
	Identify existing major events within region and adjacent regions to find gaps in the calendar and offerings that align with the region identity	WSC MRCC DRM MRT Industry	Events gap analysis			
	Define the parameters of anchor events for Wentworth region, consider combining smaller events and growing existing events to meet the needs	WSC Industry	Anchor events defined			
	Publish the annual events plan in close consultation with neighbouring regions to ensure alignment and low overlap for competing over tourism spend	WSC MRCC DRM MRT WRTI	Events calendar published to stakeholders			
Leverage adjacent region activity	Connect up with neighbouring regions, aligning to their events calendars to maximise reach and impact					
	Actively participate in and initiate meetings with key parties in neighbouring regions including Mildura, Broken Hill, Balranald, Swan Hill and Riverland sharing knowledge between regions	WSC DRM	Quarterly meeting with comms back to the industry			
	Create a consolidated calendar for industry to understand what events are happening where. This is to be a live document that is electronic and updated as required.	WSC MRCC WRTI Industry	Live events calendar shared cross-region			
	Identify co-operative event opportunities that have potential to be multi-region and cross-funded that support low visitation periods and in line with the overall identity	DRM MRT MRCC WSC	New multi-region event			
Foster private partnerships & investment	Council to provide facilitation and support where needed for private events to increase private investment in tourism events and infrastructure					
	Define the supporting event funding application process and policy to be shared with industry and investors	WSC Industry	Policy document			
	Provide mentoring, leadership and in-kind support to co-partnered events that are supported by Council, ensuring their quality, consistency and success	WSC Industry	Industry satisfaction measure			
	Develop a prospectus for attracting event investment into the region as the destination for regional events (the meeting point)	WSC Industry	Prospectus			

5. ENHANCED PARTNERSHIPS

Aim: Extend region impact and awareness through defining and owning its space, using this to raise awareness at greater scale for greater reach

INITIATIVE	ACTION	STAKEHOLDERS	KPI'S	2024-25	2025-26	2027-29
Create connected hero experiences	Foster industry collaboration to create connected experiences, beyond the single-product focus and drive greater in-region spend					
	Host an industry expo event, where operators can share with industry what they offer. Facilitated to generate active outcomes and new connections	WSC WRTI Industry	Annual internal expo event			
	Identify three (3x) connected hero experiences that align with the region's identity and story, and codify them through an experience development process	MRT WSC WRTI MRCC	3x new hero experiences			
	Monitor the development and implementation of hero experiences, using these as a template and case study to apply across the region/s	MRT WSC WRTI MRCC	Connected Heroes Case Study			
Formalise collaboration with adjacent regions	Connect in with neighbouring regions to formalise collaborative partnerships and activities for greater momentum					
	Establish collaboration with neighbouring regions including Far West NSW, Darling River Run trail, Mildura, Riverland and Swan Hill, connecting the key stakeholders to a common vision for growing the collective visitor economy	WSC DRM MRT MRCC Media	Group established with Terms of Reference			
	Create cross region packages for short-, medium- and longer-term tourism stays. Share these back to each respective region to improve knowledge and spark innovation	WSC DRM MRT MRCC Media	3x cross region packages developed			
	Collectively advocate for funding from state and other bodies to assist in cooperative tourism developments	DRM MRT	Secured funding for 3x projects			
Elevate LTO, RTO & STO relations	With a clear identity and CVP, invest in relationships with TOs across the tourism ecosystem to raise awareness of the Wentworth region					
	Share the Identity and customer value proposition (CVP) with LTO, RTO and STO in a roadshow format to raise awareness of where the destination is today and where it is going	WSC WRTI, MRT, DRM, DNSW, VV, VTIC	Completed roadshow			
	Engage in key Tourism operator meetings and distribute information up and back from meetings to connect the Wentworth region with the wider tourism landscape, influencing the agenda to include region offerings	WSC WRTI, MRT, DRM, DNSW, VV, VTIC	Wentworth region offerings included in upline TO campaigns and promotions			
	Invite higher level organisations into famil programs to showcase latest experiences and developments	WSC WRTI RTOs, STOs	External famil program for TOs			

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Developed in collaboration with industry
for & on behalf of:



By the team at:

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