

DESTINATION MANAGEMENT PLAN

2026-2030



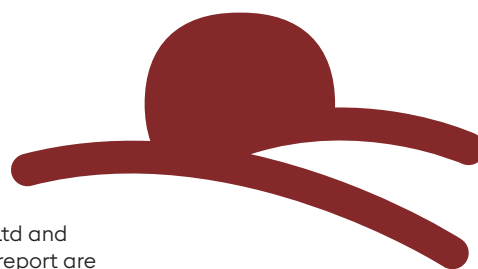
**LIVERPOOL
PLAINS**

ACKNOWLEDGEMENT OF COUNTRY

The Liverpool Plains Shire local government area sits within Kamilaroi Country. In the spirit of reconciliation, Liverpool Plains Shire Council acknowledges the Kamilaroi people as the traditional custodians of the land and pays respect to Elders past, present and future and we extend our respect to all Indigenous Australians in the Liverpool Plains Shire.

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EXECUTIVE SUMMARY

This Destination Management Plan is Liverpool Plains Shire Council's blueprint for developing, promoting and managing the Liverpool Plains Shire as a visitor destination.

The Liverpool Plains Shire's visitor economy is growing, playing an important role in our region's economic development. To guide future prosperity, the actions in this Plan are designed to:

- enhance visitor experiences,
- attract more visitors to the Shire,
- grow visitors' average length of stay,
- increase visitor spend, and
- enhance the destination's profile.

Council's destination management planning objectives are underpinned by a set of place-based principles, which provide the organisation with operating guidelines to support the development of a vibrant visitor economy through the provision of readily-available and easy-to-access information for visitors; an accessible and welcoming destination; supporting infrastructure to enable visitation; activated and vibrant spaces and places; and collaborative partnerships that build identity and encourage visitation.

These principles and strategic objectives are underpinned by the destination vision, that:

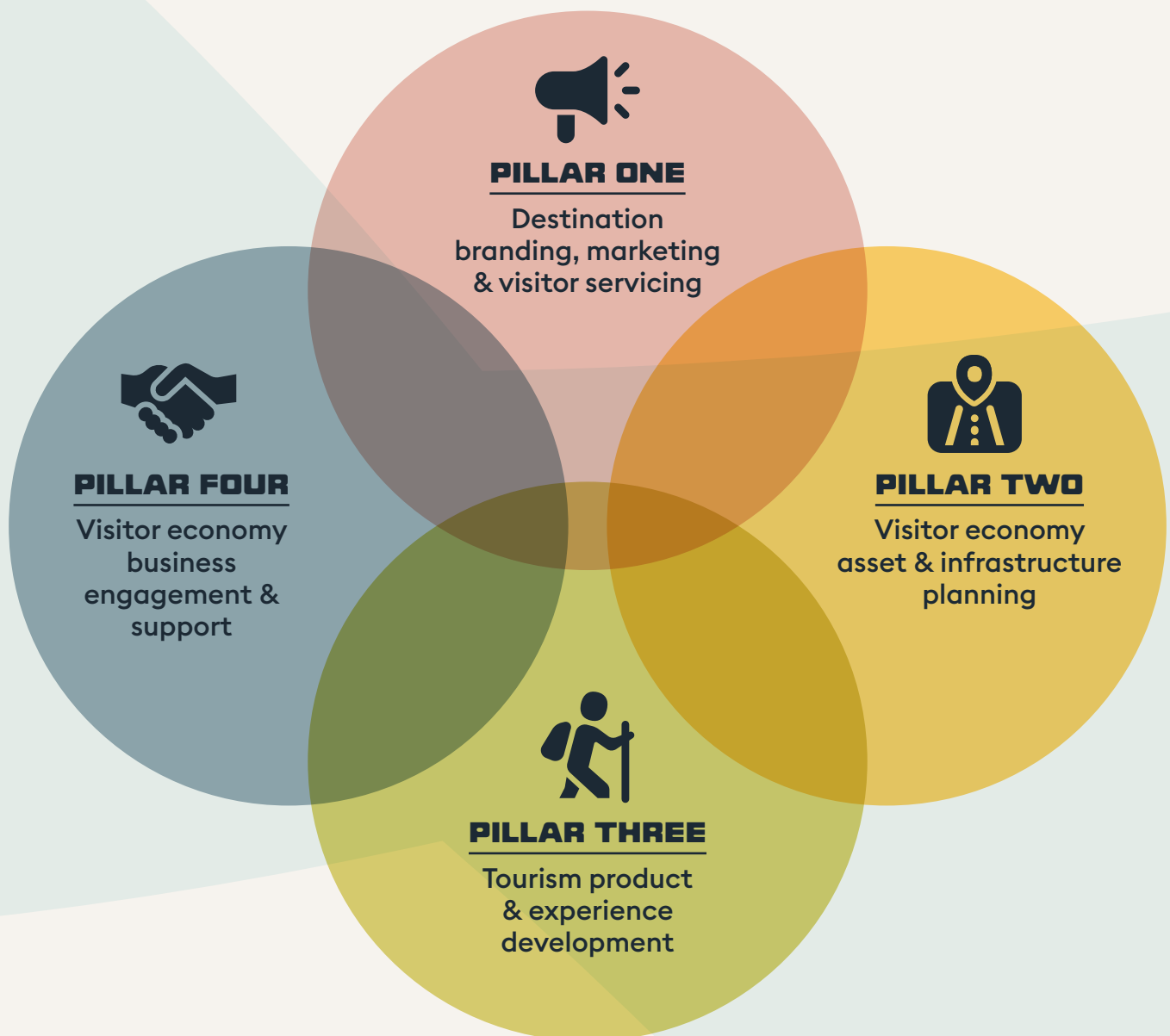
The Liverpool Plains will be a must-visit destination, attracting visitors from around Australia and beyond to experience its extraordinary landscapes and natural beauty, its rich heritage and its charming towns and villages.

Aligned with the NSW Government's Visitor Economy Strategy 2035 and complementing the Liverpool Plains Shire Economic Development Strategy 2026-2030, this Plan contains 35 actions across four strategic pillars, focussed on:

1. Destination branding, marketing and visitor servicing,
2. Visitor economy asset and infrastructure planning,
3. Destination product and experience development, and
4. Visitor economy business engagement and support.

To ensure effective outcomes, Council, working across the organisation and in collaboration with other destination stakeholders, will continually monitor, assess and report on the implementation of the actions in this Destination Management Plan and the achievement of key milestones. This Plan will evolve with annual reviews and in line with Council resources and the priorities of the day, ensuring it remains relevant and effective.

DESTINATION MANAGEMENT PLANNING PILLARS



VISION FOR A VIBRANT VISITOR ECONOMY

Destination Management Plan purpose and objectives

The *Liverpool Plains Shire Destination Management Plan 2026-2030* is Liverpool Plains Shire Council's statement of intent to manage the destination, with a clear vision and plan of action to grow the Shire's visitor economy.

Liverpool Plains Shire's visitor economy comprises businesses that provide goods and services to visitors on day or overnight trips. These include cafes, restaurants and take-away food and beverage businesses, retailers, transport service and accommodation providers, arts, recreation, leisure and entertainment service providers and tour operators.

Council gets directly involved in supporting and promoting the Shire's visitor economy through its role in providing visitor information services, in branding, marketing and promotion, infrastructure provision (including sporting, nature-based recreational and cultural facilities), planning, regulation and place activation, local business engagement and support, and investment attraction.

Informed by a set of planning principles, this Plan guides Council decision-making across four strategic pillars focussed on:

1. **Destination branding, marketing and visitor servicing,**
2. **Visitor economy asset and infrastructure planning,**
3. **Tourism product and experience development, and**
4. **Visitor economy business engagement and support.**

Through these pillars, this Plan delivers a suite of initiatives to capitalise on the Liverpool Plains' destination assets and attributes as well as developing experiences and attractions to capture new, high-end, high value visitor markets.

The Liverpool Plains Shire's visitor economy is growing, playing an increasingly important role in its economic growth and development. To guide future prosperity, the actions in this Plan are designed to enhance visitor experiences; attract more visitors to the Shire; grow visitors' average length of stay; increase visitor spend; and enhance the destination's profile.

Guiding principles

The actions presented in this Destination Management Plan are informed by a set of place-based destination management planning principles. These are based on the findings of the research and consultation which informs this Plan.

The planning principles, which guide Council's strategic and operational priorities, are:

- **Readily-available and easy-to-access information** – ensure the effective delivery of visitor information so that visitors know how to get to the Liverpool Plains and where to have a great experience once they arrive.
- **An accessible and welcoming destination** – ensure the Liverpool Plains is easy to get to, and is welcoming and enjoyable to spend time in.
- **Supporting infrastructure to enable visitation** – enable a vibrant visitor economy through the provision of infrastructure and services.
- **Activated and vibrant spaces and places** – make the towns and villages of the Liverpool Plains enjoyable to spend time in with a variety of things to see and do.
- **Collaborative partnerships that build identity and encourage visitation** – grow a vibrant visitor economy through shared commitment with our partners.

Beyond the actions in this Plan, these principles provide Council with guidance to continually work towards realisation of the vision for a vibrant visitor economy.

A large mural on a grain silo depicting a kangaroo, a blue kangaroo, and a landscape with a windmill and trees. The mural is painted on a large, cylindrical structure, likely a grain silo, and features a variety of elements including a large kangaroo, a blue kangaroo, a landscape with a windmill, and a landscape with a windmill and trees. The mural is painted on a large, cylindrical structure, likely a grain silo, and features a variety of elements including a large kangaroo, a blue kangaroo, a landscape with a windmill, and a landscape with a windmill and trees.

OUR DESTINATION VISION:

The Liverpool Plains will be a must-visit destination, attracting visitors from around Australia and beyond, to experience its extraordinary landscapes and natural beauty, its rich heritage and its charming towns and villages.



**THE SHIRE'S
TOURISM SECTOR
IS WORTH
AROUND \$13.5
MILLION PER YEAR**

OUR DESTINATION PROFILE

The destination

Situated in the New England North West region of NSW at the junction of the New England and Kamilaroi Highways, Liverpool Plains Shire is a destination for 184,000 visitors annually.

Liverpool Plains Shire's visitor economy is playing an increasingly important role in supporting its economic development. The Shire's tourism sector is worth around \$13.5 million per year with its visitor market spanning holiday-makers, business travellers and those visiting friends and relatives, as well as the businesses that serve them. Day-trip visitors account for the Liverpool Plains' largest market share, accounting for three-quarters of all visitors to the Shire.

Surrounded by productive agricultural land and stunning landscapes, the Liverpool Plains is the closest broad-acre farming area to Sydney, dressed in seasonal colours of a variety of crops and dotted with picturesque towns and villages steeped in history and culture.

Rich in agricultural and railway heritage, the Liverpool Plains offers a diversity of attractions for visitors seeking a real country tourism experience. Home to the Kamilaroi people for tens of thousands of years, the area boasts a rich Indigenous heritage which is proudly showcased through local businesses, attractions and landmarks.

The Shire comprises a network of vibrant towns and villages including Quirindi, Werris Creek, Wallabadah and Willow Tree, which serves as the gateway to the Liverpool Plains in the south and is home to the Liverpool Plains Visitor Information Centre.

Providing visitor information is just one of the roles that Council plays in working to nurture a vibrant visitor economy. Guided by this Plan, Council works in partnership with the Liverpool Plains' other stakeholders to develop the Shire's profile as a 'must-visit' destination defined by a diversity of authentic experiences built on its natural features, iconic landscapes, its history and heritage, its rich cultural assets and its charming towns and villages.

It contains initiatives designed to realise the vision by encouraging high-yield travellers who value the landscape they are visiting and who seek to immerse themselves for extended periods in high-quality experiences. Ultimately, this will add value to the destination's offer, presenting a viable pathway to building tourism as a driver of the Liverpool Plains Shire economy.

OUR DESTINATION PROFILE

Visitation profile and trends

The Liverpool Plains Shire has experienced steady growth in visitation, rising from 118,786 visits in 2021 to 183,751 in 2024. This represents a robust recovery from the COVID downturn, with 2024 visitation reaching 147 per cent of 2019 levels.



Source: Tourism Research Australia with interpretations by SC Lennon & Associates

Driving the growth in visitation to the Liverpool Plains has been the surge in domestic day-trip visitors, whose numbers have doubled since 2019. In contrast, domestic overnight visitation has not returned to pre-pandemic levels, sitting at 84 per cent of the 2019 figures.

Domestic day-trippers to the Liverpool Plains spend, on average, \$172 per visit, which is higher than the average spend per domestic day trip visitor across NSW. Domestic overnight visitors to the Liverpool Plains, and international visitors, spend less than the average spend per visitor to NSW. Almost one-third of domestic day-trippers visit the Liverpool Plains to see friends and relatives while another 22 per cent travel for holidays. This compares to 40 per cent of visitors to the wider New England-North West region who travel for holidays.



Source: REMPLAN and Tourism Research Australia with interpretations by SC Lennon & Associates

Visitor nights to Liverpool Plains Shire are driven by domestic overnight visitors, over one-third of whom (37 per cent) travel for holidays and another 32 per cent visit for business purposes.

While total visitation has been on an upward trend over the five years to 2024, both domestic and international visitor nights spent in the Liverpool Plains have declined, with total visitor nights falling at an average annual rate of 7 per cent over this period.



Source: Tourism Research Australia with interpretations by SC Lennon & Associates

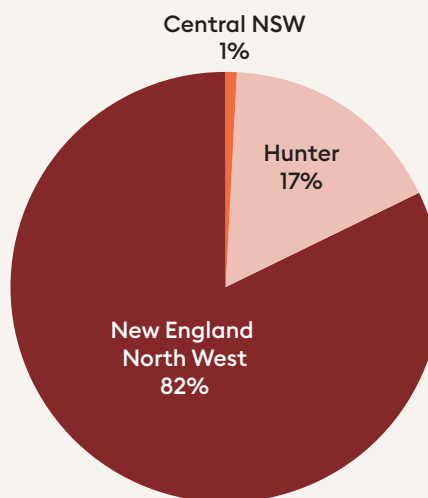
OUR DESTINATION PROFILE

Visitor source markets

The large majority (82 per cent) of domestic day-trippers to Liverpool Plains Shire come from the New England North West region. Another 17 per cent of domestic day trip visitors come from the nearby Hunter region, with one per cent travelling from Central NSW.

New South Wales accounts for 82 per cent of all domestic overnight visitors to the Liverpool Plains. From within NSW, 24 per cent of Liverpool Plains Shire's domestic overnight visitors travel from Sydney, 12 per cent come from the New England North West region, 11 per cent from the Central Coast and 9 per cent from the NSW North Coast. 7 per cent from the Central NSW, 4 per cent from the South Coast, 1 per cent from The Murray and 1 per cent from Riverina.

Source markets, domestic day trip visitors to Liverpool Plains Shire

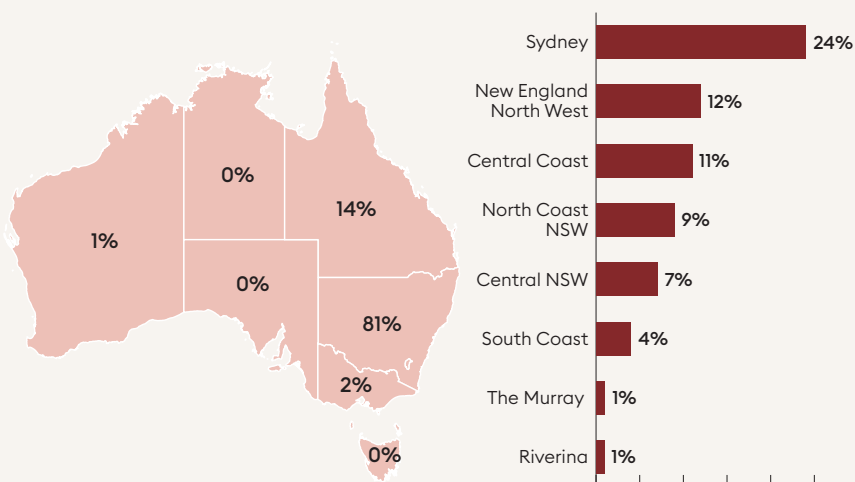


Source: Tourism Research Australia with interpretations by SC Lennon & Associates

After NSW, the largest source of domestic overnight visitors to Liverpool Plains Shire is Queensland, contributing 14 per cent of market share.

Although a very small market, the largest source country of international visitors to the wider New England-North West region is New Zealand, which accounts for 17 per cent of all international visitors to the area. This is closely followed by the United States (16 per cent). International markets accounting for a notable share of visitors to NSW and which present opportunities for the Liverpool Plains and surrounding region include Asian markets such as China, Korea and India.

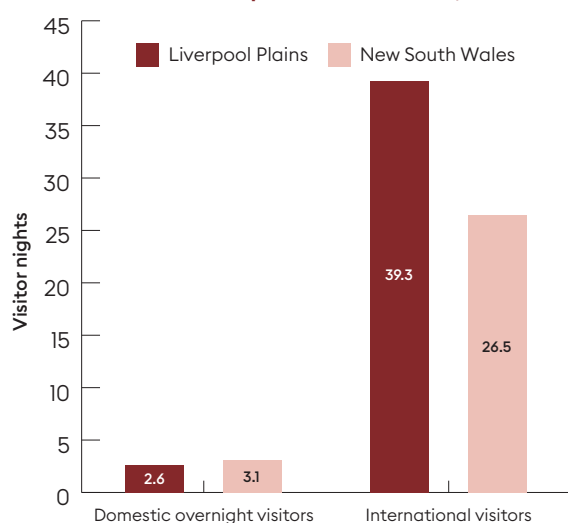
Source markets, domestic overnight visitors to Liverpool Plains Shire



Source: Tourism Research Australia with interpretations by SC Lennon & Associates

Domestic overnight visitors spend an average of 2.6 nights in the Liverpool Plains, slightly below the NSW average of 3.1 nights. International visitors stay for 39 nights, compared to the NSW average of 26.5 nights. Between 2019 and 2024, the average length of stay of both domestic overnight and international visitors to the Liverpool Plains fell slightly.

Average length of stay, domestic overnight and international visitors to Liverpool Plains Shire, 2024

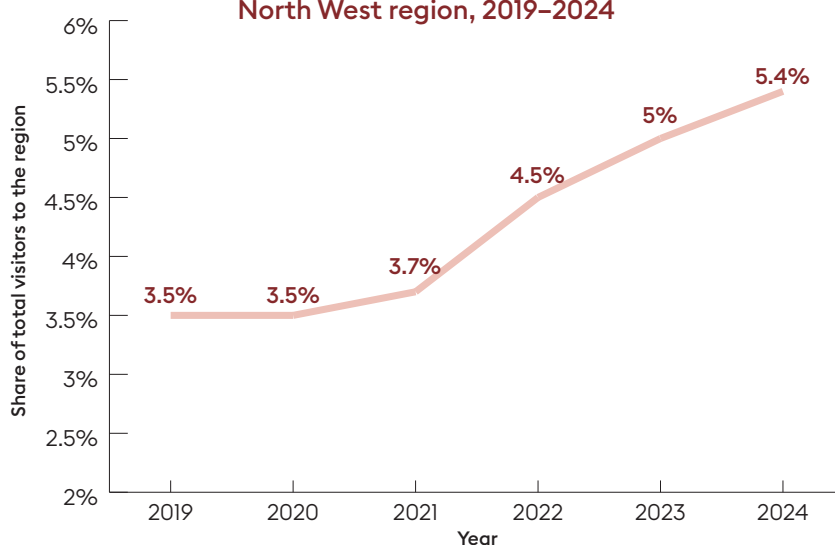


Source: REMPLAN and Tourism Research Australia with interpretations by SC Lennon & Associates

Encouragingly, the Liverpool Plains has increased its share of visitation to the wider the New England-North West Region, from 3.5 per cent in 2019 to 3.7 per cent in 2021 and 5.4 per cent in 2024.

Understanding key visitor economy metrics is one tool for informing destination management planning priorities, alongside an understanding of the destination's attributes, challenges and opportunities, which are summarised at a high level overleaf.

Liverpool Plains Shire's share of visitors to the New England North West region, 2019–2024



Source: REMPLAN and Tourism Research Australia with interpretations by SC Lennon & Associates

DESTINATION ATTRIBUTES, CHALLENGES AND OPPORTUNITIES

The research, consultation and analysis undertaken to inform this Plan revealed a diversity of attributes, challenges and opportunities to realise aspirations for a vibrant visitor economy. These are summarised as follows:

Established attractions

The Liverpool Plains has a number of established visitor attractions and experiences, including the Australian Railway Monument and Rail Journeys Museum; Quirindi Rural Heritage Village; Quirindi Silo Art; Springfield Woolshed; Sunflower Trail; and Windy Station Woolshed.

Diversity

The Liverpool Plains can capitalise on the potential to grow visitation on the back of its natural features and landscape, its rich agricultural heritage, its proximity to nearby attractions and events in Tamworth and Gunnedah for example and its access to markets (e.g. nature-based tourism, adventure tourism, cultural heritage tourism including First Nations Cultural Heritage).

Length of stay and visitor spend

Around three-quarters of visitors to the Liverpool Plains are day-trippers. More can be done to promote the diversity of tourism experiences on offer, promote the dispersal of visitors throughout the Shire and encourage them to stay for longer, spending time and money in the Liverpool Plains.

Agri-tourism

With its proximity to Sydney, the Liverpool Plains offers opportunities of real experiences on real farms. Tourism development opportunities include farm stays, events, venues for events or weddings, workshops, meet the grower, roadside stalls, farm shops, picking days and educational tours. Council needs to ensure that the local regulatory framework is supportive of opportunities for agri-tourism.

Agri-tourism compliance

Land use planning regulations, overlays (e.g. flood and bushfire overlays) and compliance costs (e.g. road access, etc.) can restrict subdivision into smaller land holdings and can be cost-prohibitive for small businesses / landholders looking to diversify into agri-tourism.

Indigenous cultural tourism

The Liverpool Plains is rich in Aboriginal culture and heritage. Walhallow Local Aboriginal Land Council is working on a number of strategies and projects to advance the interests of its members and the economic development of the Liverpool Plains more broadly, including through opportunities for cultural tourism.

Drive tourism

There is an opportunity to grow the Shire's drive tourism market with promotion and investment in enabling infrastructure including roads, signage and digital connectivity (phone and Internet coverage). It is considered that some roads in the Liverpool Plains

and surrounding region require upgrades to facilitate more drive tourism. The fact that Quirindi is not on the main highway requires investment in promotion, infrastructure and attractions to draw visitors into town.

Itinerary planning

Itinerary planning and promotion using the latest communications channels and technology (e.g. QR codes) and tourism trail maps, could help promote the Liverpool Plains and surrounding region, encouraging 'borderless tourism' and helping to disperse visitors throughout the region.

Interpretive signage

There is a need to ensure that interpretive signage is adequately provided for in strategic locations and that storytelling is informed, accurate and informative.

Drive tourism infrastructure investment

Investment in EV charging stations and dump points could be explored, to encourage people to stop and stay for longer.

Public transport

Access to public transport is very limited. The train stops in Quirindi, but then there is nowhere to go without a car. It has been suggested that options for investment in public transport (e.g. shuttle buses linked to the Shire's passenger rail stations) could be explored.

Tour buses

With coaches travelling to the Moree hot spring baths from April to September, there are opportunities for the Liverpool Plains to encourage them to stop for a tour or overnight on their way to or from Moree.

Guided tours

Opportunities include, for example, tag-along 4WD tours, guided tours at the First and Second Fleet Gardens in Wallabadah, sunflower trail tours including a workshop and a long lunch and railway history tours.

Visitor accommodation

A lack of diversity in short-stay accommodation limits the opportunity to attract more people to stay in and explore the Liverpool Plains for longer.

Quirindi Caravan Park

The caravan park in Quirindi, with cabins as well as powered and unpowered sites, is well utilised, with potential for further development.

Freedom camping

The Liverpool Plains has six freedom camping sites which could be better promoted to attract more visitors to stay in the Shire.

Nature-based tourism

Wallabadah has the smallest National Park in Australia (5 acres) and the only National Park in the Liverpool Plains, presenting opportunities for activities including bushwalking, trail running and exploring nature.

DESTINATION ATTRIBUTES, CHALLENGES AND OPPORTUNITIES

Night sky / dark sky tourism

There is an opportunity to tap into the night sky tourism market in the wider region (e.g. in neighbouring Warrumbungle Shire) to diversify the tourism offer and experience in the Liverpool Plains.

Water-based tourism

Quipolly Dam presents an opportunity to develop camping and water-based recreational facilities and activities. However, opportunities to accommodate recreational activities will need to be balanced against ensuring security of supply of quality drinking water for the communities of the Liverpool Plains.

Local arts, history, heritage and culture

The Liverpool Plains' rich history and heritage presents an opportunity to expand the area's tourism offer. The investment in silo art in Quirindi has been well-received and is popular with visitors. Continued investment in the Shire's arts, history and strong railway heritage will support the communities of the Shire and help to attract more visitors to the Liverpool Plains.

Festivals and events

There are no catalyst tourism events in the Liverpool Plains. There is an opportunity to elevate awareness of the Liverpool Plains through greater promotion and development of existing attractions such as the Sunflower Trail, and events such as the Art Shack at Wilgabah (including the new Yuga-Li Gathering Festival) and the Quirindi Spring Show. A strong calendar of events could be established. The feasibility of establishing or attracting a new iconic festival or event to the Shire could also be explored.

Leveraging iconic events

There are a number of iconic events held throughout the region (such as the Tamworth Country Music Festival and AgQuip in Gunnedah) which could be leveraged to attract more people to visit the Liverpool Plains. There is also an opportunity to diversify the region's events offering, for example, food and beverage-based events drawing on the Liverpool Plains' agricultural strengths.

Retail and hospitality services

The Liverpool Plains' retail and hospitality businesses could be encouraged / supported to extend opening hours (e.g. on Sundays) to enhance the overall visitor experience in the Liverpool Plains.

Customer service

There is scope to enhance retailers' understanding of their role in the visitor economy and the importance of excellent customer service in line with the expectations of visitors to the region.

Tourism promotion and visitor information

With more prospective visitors accessing information online as their principal source, there is an opportunity to take a renewed approach to tourism promotion and visitor information delivery, to promote the Liverpool Plains to prospective visitors before they get here.

Borderless tourism

The concept of tourism promotion that goes beyond LGA boundaries is widely supported. Cooperation with neighbouring Councils (Tamworth, Gunnedah, Narrabri, Moree) and the Kamilaroi Highway tourism group should be encouraged to highlight the Liverpool Plains tourism offer as part of a wider destination.



BROADER TOURISM TRENDS AND STRATEGIC DRIVERS

Tourism trends and visitation drivers

There are a number of broader trends influencing prospects for tourism and the ways in which the Liverpool Plains, as a destination, can respond. They include:

Experiential travel

More and more travellers are seeking immersive, educational and authentic experiences that are unique to the places they visit.

Nature-based travel

A region's landscapes and natural features more often than not anchor the destination's value proposition. For example, dark sky tourism, focused on experiencing night skies free from light pollution, appeals to travellers who seek immersion in natural environments, and presents an opportunity for the Liverpool Plains to offer something that can be experienced in only a few places in Australia.

Sustainable travel

'Regenerative tourism', which is about leaving a destination better than how it was found, enhancing and renewing ecosystems, culture and community, continues to grow in popularity, especially amongst well-educated, high-spend travellers.

Conscious travel

Volunteering, understanding and caring for the environment and authentic engagement with communities, including First Nations people, are playing a bigger part in travel and destination choice.

Healthy travel

Travel for the purpose of wellness, both spiritual and physical, to activate the mind and body, will continue to grow in popularity.

Food and beverage tourism

Food is a central part of any travel experience, and many travellers are seeking to learn about the places they visit through culinary experiences and related activities such as food tours, local markets, micro-brewery tours, vineyard visits hosted by growers and farm-stays (**agri-tourism**).

Together, these trends offer enormous opportunity for the Liverpool Plains as it seeks to leverage its location, its natural beauty, its agricultural strengths and its rich history and heritage to grow a vibrant visitor economy.

Strategic priorities – The NSW Visitor Economy Strategy 2035

The Destination Management Plan aligns with the pillars of the NSW Government's Visitor Economy Strategy 2035 (VES), with a focus on building the destination brand, showcasing its assets and attractions and facilitating the sustainable growth and development of the Liverpool Plains visitor economy.

The NSW VES is guided by principles focussed on advancing the visitor experience and encouraging innovation, sustainability and collaboration, including:

- Prioritising the visitor experience to enhance satisfaction and repeat visitation;
- Encouraging innovation and agility to keep the NSW visitor economy competitive;
- Embedding sustainability practices to protect natural and cultural heritage; and
- Fostering collaboration for shared success.

While Sydney is regarded as a priority destination, the VES recognises the State's regional areas as being essential for economic growth through the development of a diversity of visitor experiences.

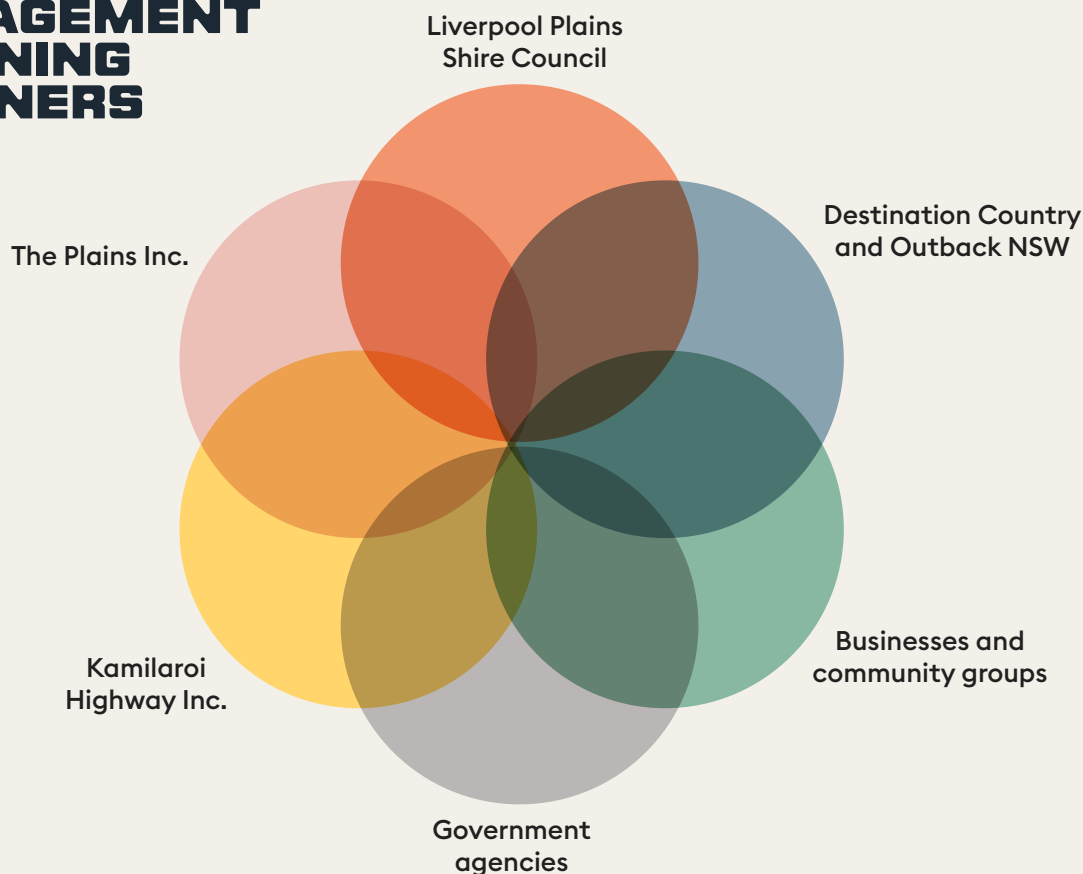
The Liverpool Plains Destination Management Plan is aligned with the underlying principles and objectives of the NSW VES. It seeks to grow a vibrant visitor economy in the Liverpool Plains through initiatives that encourage and support the development of a greater diversity of experiences, for the benefit of visitors, the local visitor economy and that of New South Wales as a whole.

STRATEGIC ALIGNMENT AND IMPLEMENTATION PARTNERS

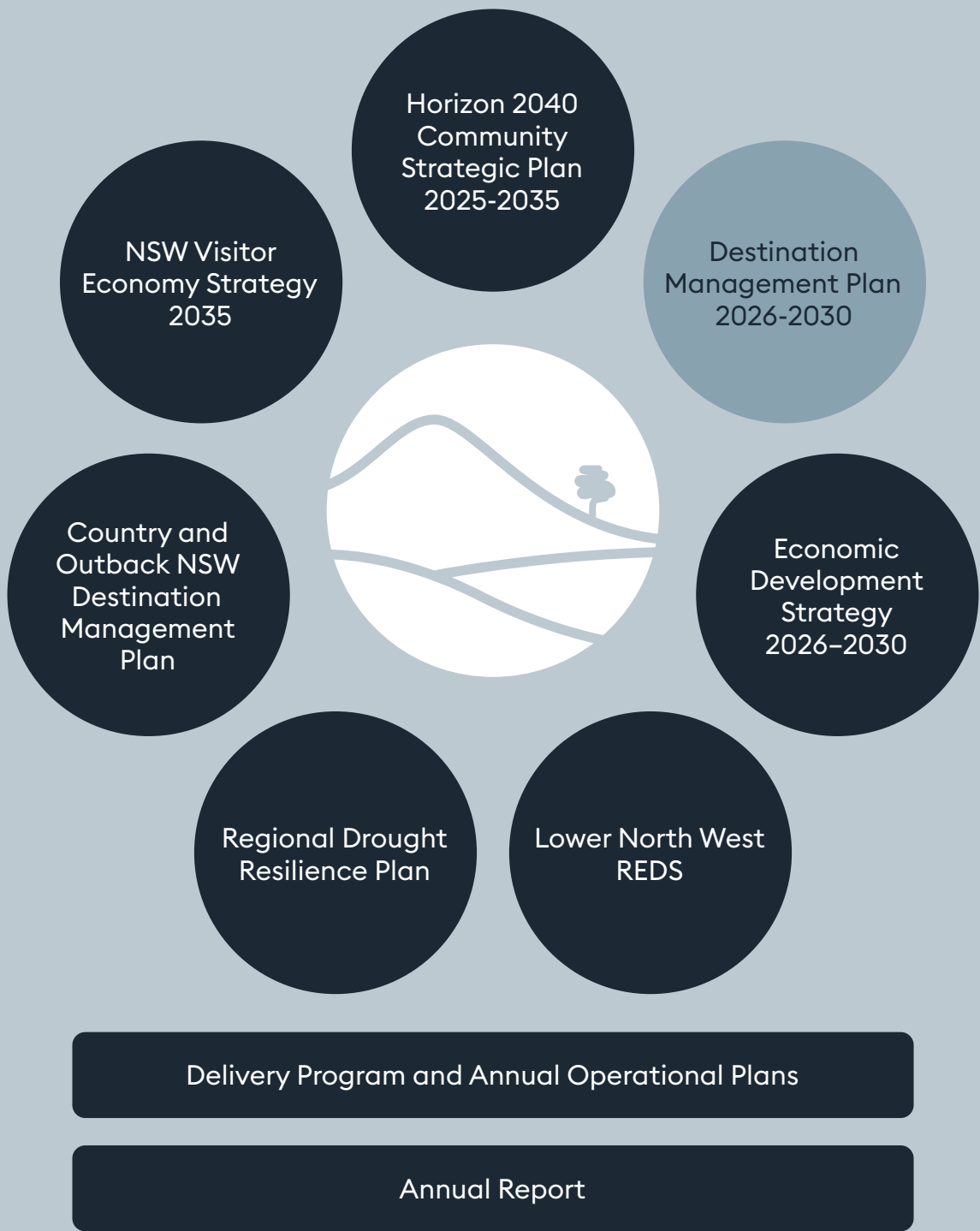
Liverpool Plains Shire Council's commitment to destination management planning does not occur in isolation. Key to the growth of a vibrant visitor economy is the maintenance of close connections between departments within Council as well as strong relationships with the destination's other stakeholders.

Through the implementation of this Plan, effective tourism promotion and development will be served by collaborative partnerships between Liverpool Plains Shire Council, The Plains Inc., Kamilaroi Highway Inc., Destination Country and Outback NSW, key government agencies, not-for-profits, businesses and the communities of the Liverpool Plains, to increase the visitor economy's contribution to economic growth and development.

DESTINATION MANAGEMENT PLANNING PARTNERS



**STRATEGIC
ALIGNMENT**





ACTION PLAN

DESTINATION MANAGEMENT PLANNING FRAMEWORK

This Plan contains 35 actions across four pillars that are focussed on destination branding, marketing and visitor servicing; visitor economy asset and infrastructure planning; destination product and experience development; and visitor economy business engagement and support.

DESTINATION MANAGEMENT PLANNING PILLARS



DESTINATION MANAGEMENT PLANNING FRAMEWORK

Each pillar contains actions designed to help realise the destination vision, as follows:



PILLAR ONE

Destination branding, marketing and visitor servicing

Destination branding, marketing and promotion, supported by visitor information management and delivery, is essential for articulating the Liverpool Plains' unique selling proposition, underpinned by its natural, built and cultural heritage attributes, to attract a greater diversity of high-yield visitors.



PILLAR TWO

Visitor economy asset and infrastructure planning

Visitor economy asset and infrastructure planning (and delivery) is essential for accommodating, entertaining, informing and transporting visitors to and throughout the Liverpool Plains.



PILLAR THREE

Destination product and experience development

Developing and articulating bookable attractions and experiences will serve to bring both locals and visitors together to enjoy the Liverpool Plains' natural beauty, its rich agricultural heritage, its arts and culture, food and drink and its festivals and events, which celebrate and promote the destination.



PILLAR FOUR

Visitor economy business engagement and support

Providing information and support for businesses operating in the local visitor economy, including those in accommodation and food services, arts and culture, recreational services and retail trade, will ensure they are well-equipped to engage with and service a visitor market which values the Liverpool Plains' unique landscapes and natural beauty, its history and heritage and its food and culture.

Each action is assigned a level of priority / timing according to whether it is a short-term measure (to be implemented in Year 1), a medium-term initiative (Years 2 and 3) or a longer-term initiative (Years 4-5).

Designed to capitalise on the unique character and features of the Liverpool Plains, the actions are outcomes-focussed with an emphasis on what needs to be done to enhance the contribution of the Shire's visitor economy to economic prosperity. The actions are presented in the following pages, under each of the four pillars.

PILLAR ONE - DESTINATION BRANDING, MARKETING AND VISITOR SERVICING



ACTION	FUNDING SOURCE	SCHEDULED DELIVERY			
		26/27	27/28	28/29	29/30
1.1 Develop an iconic brand identity and visual assets including multi-media promotional material that defines the Liverpool Plains as a must-visit destination.	Council	✓			
1.2 To build the new brand, develop a destination website to optimise a seamless user experience, grow visitor engagement and inspire visitation to the Liverpool Plains.	Council	✓			
1.3 Research emerging technologies and visitors' methods of sourcing information to determine an optimal type and mix of in-person and digital visitor information delivery methods moving forward.	Council		✓		
1.4 Develop a tailored Liverpool Plains visitor information kit and 'locals' passport to encourage residents to explore their own backyard and to hold VFR travellers in the Shire for longer.	Council		✓		
1.5 Curate digital itineraries to connect visitors with up-to-date information on the Liverpool Plains' attractions and events, to facilitate visitor connectivity between towns and villages.	Council		✓		
1.6 Prepare and distribute a series of new, branded maps highlighting key tourist route connections and visitor services and facilities, to inform visitors before they arrive in the Liverpool Plains.	Council		✓		
1.7 Identify high-profile tourism ambassadors and develop associated content using the new brand identity (images, video and copy) for promotion of the Liverpool Plains as a visitor destination.	Council		✓		
1.8 Investigate the feasibility of a Liverpool Plains agri-tourism trail, with a focus on village restaurants and cafes, food markets, farm-gate experiences and First Nations food experiences.	Grant			✓	
1.9 Undertake research into the experience of the Liverpool Plains as a visitor destination using biennial visitor satisfaction surveys to identify visitor experience gaps and needs.	Council			✓	

PILLAR TWO - VISITOR ECONOMY ASSET AND INFRASTRUCTURE PLANNING



ACTION	FUNDING SOURCE	SCHEDULED DELIVERY			
		26/27	27/28	28/29	29/30
2.1 Develop and implement a wayfinding and interpretive signage plan using the new destination branding to showcase the Liverpool Plains' key attractions and experiences.	Council		✓		
2.2 Install, at strategic junctures, new branded entry statement signage in the Shire's towns and villages.	Grant			✓	
2.3 Work with service providers to prioritise mobile phone blackspots and deliver improvements.	Council	✓	✓	✓	✓
2.4 Investigate and prioritise State road infrastructure shortfalls in Liverpool Plains Shire and lobby for improvements to support the region's drive tourism market.	Council	✓	✓	✓	✓
2.5 Investigate opportunities to install universal electric vehicle (EV) charging stations in strategic locations throughout the Liverpool Plains Shire and seek out grant funding opportunities.	Council		✓		
2.6 Develop village tourism activation plans for Wallabadah, Willow Tree and Currabubula to address place activation priorities as catalysts for grant funding applications.	Council		✓	✓	
2.7 Identify opportunities to facilitate the development of new and diverse visitor accommodation in appropriate locations throughout the Liverpool Plains Shire.	Council			✓	
2.8 Audit the capacity of free camping facilities that could be called upon during times of high demand, such as large events, to accommodate self-contained travellers in 4WDs, caravans and campervans and trailers.	Council		✓		
2.9 Audit the Liverpool Plains' tourism assets for accessibility compliance, including accommodation, facilities and attractions, to identify opportunities for grant funding in support of more accessible tourism.	Grant				✓
2.10 Investigate the feasibility of establishing a tourist shuttle bus service connecting key transport nodes at Werris Creek Station and Quirindi Station with the Shire's villages and visitor attractions.	Council				✓

PILLAR THREE - DESTINATION PRODUCT AND EXPERIENCE DEVELOPMENT



ACTION	FUNDING SOURCE	SCHEDULED DELIVERY			
		26/27	27/28	28/29	29/30
3.1. Using the new destination brand, develop packaged tours of the Liverpool Plains, anchored by existing attractions including the Australian Railway Monument and Rail Journeys Museum; Quirindi Rural Heritage Village; Bob's Shed; First and Second Fleet Memorial Gardens; Quirindi Silo Art; and the Sunflower Trail.	Council	✓	✓		
3.2. Work with local operators to develop and promote the Liverpool Plains' agri-tourism experiences including farm stays, woolsheds, farmgate stalls, picking days, workshops, events and educational tours.	Council	✓	✓		
3.3. Explore options to enhance and promote the Quirindi 'Cattle and Sheep Brands of the Liverpool Plains' heritage walk on George Street, including improved interpretive signage, to add to the visitor experience.	Council	✓	✓	✓	✓
3.4. Work with neighbouring councils and event organisers to coordinate the promotion of the Shire's key events including the Quirindi Spring Show, Quirindi Heritage Festival, Yuga-Li Gathering Festival and others, as part of a regional events calendar.	Grant			✓	
3.5. Promote the Shire's proximity to major events, namely the Tamworth Country Music Festival and AgQuip, to encourage event-goers to explore the Liverpool Plains as part of their visitor experience.	Council		✓		
3.6. Building on the popularity of the Quirindi Silo Art, engage with neighbouring and nearby Councils to elevate the profile of the Liverpool Plains as part of a regional cultural tourism trail.	Council			✓	
3.7. Explore opportunities to develop new nature-based tourism products and experiences including bushwalking, trail running, birdwatching and dark sky tourism.	Grant				✓
3.8. Develop relationships with First Nations representatives to support First Nations cultural tourism, including opportunities that complement and add value to existing tourism assets and attractions.	Council	✓	✓	✓	✓
3.9. Explore opportunities to develop camping and water-based recreational activities at Quipolly Dam.	Council		✓		

PILLAR FOUR - VISITOR ECONOMY BUSINESS ENGAGEMENT AND SUPPORT



ACTION	FUNDING SOURCE	SCHEDULED DELIVERY			
		26/27	27/28	28/29	29/30
4.1 Invest in a campaign to promote the new Liverpool Plains destination brand and associated visual identities amongst local businesses (and other destination partners) to build brand identity and shared ownership.	Council	✓			
4.2 Explore the feasibility of a co-sponsored approach to the delivery of customer service training for the Liverpool Plains Shire's businesses that are operating in the visitor economy.	Council	✓	✓		
4.3 Facilitate and support operator registration with the Australian Tourism Data Warehouse (ATDW) to increase the destination's digital visibility and ensure consistent, high-quality information across online platforms.	Grant	✓	✓	✓	✓
4.4 To address gaps in online booking, marketing and storytelling, connect the Liverpool Plains' tourism operators with digital capability-building programs offered by State and Federal Government agencies.	Grant			✓	
4.5 Provide farmers and aspiring agritourism operators with information and advice on key matters and solutions concerning land zoning, development approvals and infrastructure requirements.	Council	✓	✓	✓	✓
4.6 Work with the Liverpool Plains Shire's businesses and not-for-profits organising festivals and events to make it easier to do business by assisting them through the regulatory and approval process.	Council	✓	✓	✓	✓
4.7 Facilitate access to information and advice for those seeking grant funding for tourism and event projects, prioritising those that maximise local ownership, procurement and participation.	Council		✓		



TARGETS, MONITORING AND EVALUATION

Measuring and monitoring strategic outcomes

This Destination Management Plan contains a range of themed initiatives, which are designed to support the destination's transition from a great place to visit into a must-visit destination. Council will monitor progress of this Plan with a view to realising this objective.

The actions represent a combination of:

- Catalyst project planning and development initiatives which require collaborative action combined with a well-planned course of project implementation for the desired outcomes to be realised over time; and
- Initiatives focussed on strategic program implementation that can be addressed as part of Council's day-to-day destination management planning functions in a strategic and whole-of-Council manner.

Some of the actions seek to build on or continue initiatives already in place, some are already resourced while others require additional resourcing (depending on implementation priorities).

To ensure that Council – in collaboration with its destination partners – is working towards addressing the vision and objectives, it will continually monitor, assess and report on the implementation of the actions and the achievement of key milestones.

Means of monitoring and evaluating implementation progress will include the use of both 'output' measures related directly to the recommended actions and their implementation as well as some broader 'outcome' metrics.

Performance measures

MEASURE	SOURCE	BASELINE	TARGET
Tourism output (% of LGA total economic output)	REMPLAN (2025)	1.8%	2.5%
Tourism sector employment (% of LGA total employment)		4.7%	6.0%
Tourism spend (domestic)		\$172 per day	\$200 per day
Average stay (domestic)		2.6 nights	3.5 nights
Share of New England-North West region's total domestic and international visitors	Tourism Research Australia	5.4%	7.0%

Rich in agricultural and railway heritage, the Liverpool Plains offers a diversity of attractions for visitors seeking a real country tourism experience. Home to the Kamilaroi people for tens of thousands of years, the area boasts a rich Indigenous heritage which is proudly showcased through local businesses, attractions and landmarks.



**Liverpool
Plains**
Shire Council

60 Station Street
(PO Box 152)
Quirindi NSW 2343

T (02) 6746 1755
council@liverpoolplains.nsw.gov.au
liverpoolplains.nsw.gov.au