

TOURISM MASTERPLAN

Orroroo Carrieton District

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Developed by



A special initiative of



Tourism Masterplan Orroroo Carrieton

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Introduction

Tourism is an important part of the Orroroo Carrieton district economy, providing employment, vibrancy, and a range of businesses that would struggle to survive without tourist trade.

Orroroo sits on major national travel routes, the district has well-known attractions such as the Giant Red Gum, and its main street is active and engaging. Smaller townships in the district (e.g. Carrieton and Pekina) have untapped attractions, and the district benefits from the drawcard of successful Station Stay experiences such as Almerita, Bendleby and Horseshoe Range.

The district is well placed to expand tourism to provide economic diversity, additional jobs, and increased amenity for locals. This Tourism Masterplan provides a roadmap to guide the entire community in further development of the Orroroo Carrieton tourism sector.

Tourism Australia's key messages

- Must do activities
- Nature and wildlife
- Aquatic and coastal
- Food and wine
- Aboriginal Australia

Context

Local tourism benefits from the activities of Local, State and Commonwealth governments, and from the support of regional tourism organisations. This is how it works:

Bringing visitors to our region

Tourism Australia is the key driver of overseas promotion of Australian tourism. The Flinders Ranges is one of 12 national landscapes that receive significant attention (including self-drive tours). Our district has the capacity to develop and promote product that supports (and hence benefits from promotion of) Tourism Australia's priorities.

The South Australian Tourism Commission (SATC) focuses on promotion (e.g. southaustralia.com) and initiatives that bring people to this state. SATC promotes regions, but also relies on regions to: develop tourism product and coordinate marketing (e.g. southernflindersranges.com.au) to draw people into the region; and Visitor Information Services (e.g. Peterborough and Port Augusta) to disperse people throughout the region.

SATC priorities that we can action

- Compelling itineraries
- Digital communications
- Clustering: food/wine, nature, outback, culture
- Events
- Customer service
- Encouraging visitors to promote and advocate
- Aligning promotion with product development
- Researching customer needs
- Cross-regional collaboration
- List on ATDW!

Tourism Australia and SouthAustralia.com use the Australian Tourism Data Warehouse to identify attractions. If local businesses are not listed on ATDW, they will not appear in any government promotion, including self-drive itineraries.



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Local Government (in our case the District Council of Orroroo Carrieton) makes a significant contribution to tourism through infrastructure (e.g. toilets, roads, playgrounds) and by applying for grants and supporting strategic planning.

The Regional Tourism Organisation (RTO's) (southernflindersranges.com.au and the Southern Flinders Ranges Visitor Guide) raises awareness of, and promotes activities within the Southern Flinders region. Within the Southern Flinders RTO's limited resourcing, it also facilitates the development of packages that encourage visitors to stay longer in the region.

Neighbouring towns also play an important part in bringing tourists to the region, in particular:

- Peterborough (and the Steamtown Heritage Rail Centre) is an important tourism hub, and most east-west tourists stop at Peterborough and seek information about the surrounding area.
- Port Augusta (and the Wadlata Outback Centre) plays an important part in influencing visitor intentions to visit Orroroo Carrieton.
- Melrose has strong visitor appeal, especially for families and active visitors, people often stay several days and are looking for day trips from Melrose.

It is important that Orroroo Carrieton maintains relationships with its neighbouring tourist towns so that Orroroo is 'top of mind' when people are planning their next stop. We need to make sure that Visitor Centres and businesses in feeder towns know about Orroroo business opening times, food and accommodation options, and activities and events.

To minimise effort and maximise returns, our promotion and product development should capitalise on the marketing investment of others, and tap into strong messages and emerging trends.

What is the visitor economy?

The visitor economy is every business, community group and household that benefits from tourism. We often think of 'tourism' as those businesses that specifically target tourists (e.g. café or tour company), however it's much broader than that. Our supermarkets, butchers, car repairers all benefit from sales to tourists. Businesses that rarely sell directly to tourists (e.g. accountants) benefit from a robust economy. Locals doing their shopping help with directions and information. Tourism brings jobs, keeps cafes and shops open, and attracts new residents.

Our key message is: *Everyone* is in tourism.



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Who's responsibility is the visitor economy?

Council plays an integral, enabling role in growing tourism in the district:

- Developing the Tourism Master Plan and supporting local community groups with projects and initiatives.
- Maintaining the Orroroo Visitor Information Centre.
- Funding to Regional Development Australia Yorke and Mid North (RDAYMN).
- Providing key tourism infrastructure and signage.
- Management, maintenance and services of tourism assets, including Orroroo Memorial Hall, Solly's Hut, walking trails, tourism roads.
- Shaping the locality as a tourist destination, facilitating special events and various attractions.
- Providing development and planning advice and approval of tourism development applications
- Township placemaking and beautification.

Community groups and progress associations and established tourism operators also play a critical role in delivering tourism growth outcomes:

- Planning, hosting and promoting tourism events.
- Writing and submitting grant applications for tourism projects.
- Industry representation – focal point to engage industry.
- Advocacy for tourism in local area.

Examples of successful tourism events run by community groups include the annual Carrieton Rodeo, Sunday Markets and the Small Halls Festival.

Product development

The *South Australian Regional Visitor Strategy (2018)* identified a number of strategies for the Flinders Ranges and Outback region, where one in 12 jobs are supported by the tourism industry:

- Promote **strengths**: immersive wildlife experiences, expansive natural landscapes, unique accommodation and local characters.
- Raise industry capability in **digital marketing** and develop a social media strategy that leverages SATC's digital strategy and grows operator leads.
- Use the **Explorers Way** as a strong platform for marketing, product and infrastructure development - appeal to the domestic drive and European and North American markets.
- **Develop visitor experiences** which reflect the region's strengths in nature-based, Aboriginal, pastoral and soft adventure tourism, and foster the development of Station Stays.
- Grow the region's number of **events**.



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Tourism trends

The SATC identified the following tourism trends:

- Growth in Eastern markets (e.g. Asia, India)
- Shorter stays
- More spontaneous (on demand, less forward planning/booking)
- Older
- More diverse
- More connected (digital)
- Core draw-cards for South Australia are likely to remain our established strengths across key areas such as food and wine, nature-based tourism and cultural experiences.

Our **future overseas visitor** is likely to be an older couple from Asia, with limited English, with a fairly good idea of the general travel direction but very limited understanding of the products on offer in the region. They rely on their smart device to discover (and translate) accommodation, food and experiences as they travel.

SATC's analysis of domestic (Australian) visitors showed:

- **Interstate Overnight Visitors** are average spenders and have out of date notions of South Australian experiences
- **Intrastate Overnight Visitors** are lower spending on shorter itineraries and last-minute bookings to familiar destinations, they *think* they understand South Australia
- **Domestic Day Trippers** travel to nearby destinations (within 2 hours of home), small yield but lots of them

We need to make sure our tourism product is 'findable', informative and appealing to our target audiences. However, SATC's analysis shows that no-one has a good, up-to-date understanding of what we offer – and the main sources of information about future trips are word-of-mouth (often out of date), social media and web searches. If we're going to increase tourism in Orroroo Carrieton, we must do more.

Our strengths and weaknesses

Orroroo Carrieton has a number of strengths that will support continued tourism growth, most notably:

- Good Council and community coordination, support and strategic thinking
- Location on a major transport route and proximity to other tourist towns
- Orroroo's authentic, vibrant main street with art, cafes, retail and services
- Natural attractions like Giant Red Gum, Pekina Reservoir and Magnetic Hill
- Existing walks, trails and drives
- Aboriginal carvings
- Destination attractions like Bendleby, Almerita and Horseshoe Range
- A strong arts and history culture
- Cheap land for further development



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However there are also some weaknesses that we should address to improve our tourism offering:

- Very low online presence
- Free town Wi-Fi needs attention
- Limited accommodation
- Low number of listings on ATDW
- Not much to do, and very few after hours services
- Empty buildings with no visible attempt at activation

Who's coming to Orroroo Carrieton?

Based on local observation, the visitors who currently come to our district are:

- Business travellers
- Caravan and camping travellers on the east-west route, a small proportion of whom stop and spend, very few stay overnight
- Visitors to Station Stays who stop for snacks and supplies
- Visiting Friends and Relatives (VFR) of people living in the broader region
- History and heritage explorers (some of whom fit into other categories)
- Nature explorers (often for the Giant Red Gum)
- People from our region who visit to shop or play sport

What do tourists want?

We can generalise about what today's tourist wants:

- *Experiences*, things that have emotional resonance that they will remember
- Easily accessed online information with a compelling reason to visit
- A package of things to do
- Great customer service, and knowledgeable locals who can refer them to other businesses or attractions in the area
- Something to do of an evening (if they're staying over)
- Authentic stories and characters

We've also been collecting feedback from visitors about the additional things that visitors would like to see and do in the district. A survey of 60 visitors found that:

- The most popular request was free camping (67% of comments), followed by;
- Night sky observatory (62%)
- Walking trails (60%)
- Local markets (50% - noting that Orroroo has a bi-monthly market)
- Indoor/outdoor movies (45%)
- 4WD test track (42% - these are available at station stays in the area)
- Free music concerts (42%)



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Our goals

In small communities, everyone does a lot of work to keep things running. Even though we'd like to have big plans, we need to be realistic about who's going to do it, and our 'go to' group – the Orroroo Regional Tourism Group – is fully committed managing markets, garage sale trails, art and cultural events, and coordinating facebook promotion.

So the focus of this Masterplan is on achievable goals in the early stages, with responsibility spread across the community. We can have more ambitious goals when we've sorted out the basics.

By the end of **2020**, we'd like to have:

1. A clear and compelling brand, reinforced through social media
2. An excellent online presence, with all tourism businesses and attractions listed on the Australian Tourism Data Warehouse
3. Fixed the free town Wi-Fi
4. Visitor Information Services highly visible in Orroroo; and Visitor Information Services in neighbouring towns and regions referring people to our district
5. Made the empty shops on Second Street near Fifth Street more visually appealing
6. Attracted grant funding to progress the Wool Press rotunda
7. Better stories/interpretation/activities at the Giant Red Gum
8. Developed a new self-drive trail that showcases the Pekina area

By the end of **2022** we'd like to have:

1. Our redeveloped brand, messaging and marketing delivering strong results
2. Bundled tourism offerings into 2-3 day packages and promoted these
3. Improved signposting and information for existing walking and driving trails
4. Evening and Night Sky activities
5. Organised an event that will bring in people who do not normally visit Orroroo Carrieton (possibly combined art/cooking)
6. Sealed the road to the Lions Park, with more visitor activity in the park
7. Free camping closer to the Orroroo town centre
8. Completed the Wool Press development and associated info/interpretation
9. Developed a Peak Views driving/hiking/climbing trail
10. Successful new businesses (shops/accommodation)
11. A unique children's 'exploration' play area in the centre of town



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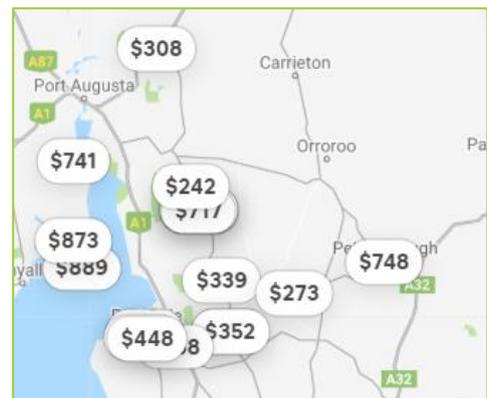
How will these goals help build tourism?

1. We need to be findable and appealing

If visitors can't find us online, we don't exist. If, when they search online, they can only find a couple of offerings, they think that's all we have. The photos they see are the ones they believe, even if it's not the full story.

Remember that SATC research found that no-one, apart from locals, has an accurate understanding of what's really on offer. So the most important thing we can do is to increase visitor awareness. The way we do this is by improving our online presence. This means:

- Every business and every attraction (yes, even the Giant Red Gum) is listed on ATDW
- Every accommodation provider is listed on AirBnB (see map for typical search results for AirBnB listings for Orroroo).
- Listing and monitoring user comments on platforms such as TripAdvisor and WikiCamps, and making sure Google Maps has the right address.
- Regularly posting quality content on social media, encouraging visitors to post stories, and posting on and tagging influencer sites.
- Our websites are contemporary, tell a consistent story, and none of the links are broken.



If we get a lot of coverage on travel sites and social media, we may 'go viral', which means that the internet is doing our marketing for us and reaching thousands of visitors who would otherwise not know about us.

The free town Wi-Fi needs to be fixed – we're not sending a good message by advertising free Wi-Fi that doesn't suit visitor needs.

We are our own best advocates, so every worker in every business in our district needs to have good knowledge of, and be able to talk about, other businesses, local attractions, and places to stay. We need to build better relationships with, and regularly provide good up-to-date information to Visitor Information Services and businesses in neighbouring towns so that they recommend Orroroo Carrieton to their visitors, and hence keep people in the region longer. Of course we'll reciprocate. If we get visitor information right, visitors will enjoy themselves more. If they see that all the local towns are working together to give them a better experience, they will spread the word through personal recommendations.



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2. Provide convenience and comfort

We're not so far from the next town that people have to stop in Orroroo. We need to make them want to stop, and make it easy for them to find the essentials like toilets, food, play areas and things to do.

Signage is essential. Signs tell people what's coming so they can prepare to stop. Signage at each site needs to be clear and compelling (*why* would I stop?). People initially stop for the essentials, so it must be easy to find toilets, coffee and children's play areas. Once people have taken care of the essentials, how do we direct them to the features of our district?

Our toilets must be clean and well stocked. Ideally we have a play area near the toilets and cafes so that parents can take a break while their children let off steam – it doesn't have to be a giant plastic playground, a play area that is interesting and unique will have much greater appeal.

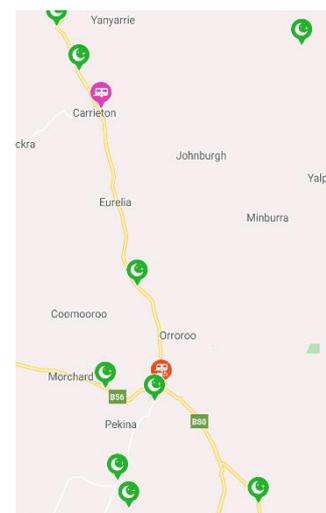
We can also consider a dog park, but only if it results in more people spending money in the town.

If we seal the road to the Lions Park, more people will use it, and we can provide activities at the Park that will get people to stay longer.

RV travellers are increasingly expecting (or choosing) free camping at least some of the time. There are a number of free camping sites near Orroroo, but none within walking distance of the town, which reduces the likelihood that people will buy supplies or refreshments. While free camping closer to town may affect demand at the Caravan Park, the overall economy is likely to benefit. There may also be less impact on the environment and lower clean up costs as a result of illegal camping.



WikiCamps snap showing free camping (green icons), RV dump points/caravan parks (orange) and caravan parks (purple) in the Orroroo Carrieton district.



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3. Give them lots to do

The biggest tourism challenge facing country towns is that there's not much for visitors to do. The more things to do, the longer the stay, people spend more, and they tell others about their experience.

Visitors to small towns aren't expecting a highly polished experience, but they do want interesting, authentic experiences. Orroroo Carrieton has all the right ingredients for experience development, and it doesn't necessarily require massive investment.

We should encourage owners of empty shops to install displays (e.g. with the assistance of the History Society) or allow pop up businesses (which might only operate in busy periods) to activate these shops. One of the benefits of popups is that these small ventures often turn into solid businesses, thus providing rent to the building owner.

The State Government has a strong focus on road trip and trail development, reflecting tourist interest in activities at different fitness levels that allow visitors to be in touch with nature and appreciate our landscapes. Orroroo Carrieton is well placed to develop a range of trails, from self-drive to energetic hiking and cycling.

Because of the small population (and hence fewer people to develop and manage new tourism product), we need to be clever in how we design new experiences, such as:

- Self-managed activities that people can do without supervision or assistance (e.g. self drive, walking/hiking trails), these need to be well signposted with good hard copy and online information.
- Clustering 'pop up' activities around events (e.g. extending the Carrieton Rodeo into a full weekend of activities).
- Putting history displays or murals in empty shops to provide interest and make the town look more alive.
- Pop up businesses in empty shops (taking advantage of visitor numbers during holidays or events).
- Creating a thematic story along the main street based on the existing sculptures and the proposed Wool Press Rotunda.
- Holding well-publicised evening and night sky activities during busy travel periods (e.g. school holidays/long weekends).

Think about 'things to do' as:

- Great meals
- Things to do between meals
- Things to do if we stay overnight

We need more 'things to do' that will keep visitors here for another meal. And we need to sell that message... "What are you doing this afternoon, why don't you do XXX and then come back to the pub for dinner?"



Orroroo Carrieton Tourism Masterplan: 2020 Implementation

Implementation Plan

This section of the Masterplan sets out the activities to deliver our goals. It provides an annual work plan, identifies the driver of each activity (these people can seek help from others), and establishes a measure so that we can test whether the action has been successful.

DCOC = District Council of Orroroo Carrieton
ORTG = Orroroo Regional Tourism Group
SFRRTTO = Southern Flinders Ranges Regional Tourism Organisation

2020

The focus of work in the early stages of the Masterplan is to make sure everyone knows what's going to happen. The community will get into the habit of keeping our district, and our neighbouring towns and VICs, up to date with changes to opening hours, upcoming events, and new businesses and activities. We'll monitor South Australian Tourism Commission activities and promotions and leverage these where appropriate. We'll fix the free visitor Wi-Fi and keep working on the Wool Press exhibit.

By early 2020, people will be well informed about the Tourism Masterplan and will be in the habit of sharing information about their tourism activities. Now it's time to work on promotion to a wider audience, and the focus here is online. The benefit of online promotion is that it's inexpensive, has a wide reach, and online platforms like the Explorers Way do our marketing for us. During 2020 we'll start collecting more systematic visitor information so we can fine-tune our offerings to attract higher spending visitors who stay longer. We'll develop new tourism product around trails and self-drives and start the process of activating the Giant Red Gum site. We'll apply for grants to progress the Wool Press project and make sure our wayfinding signage makes it easy for people to access our attractions.

Outcome	Actions	Driver	Measure of success
1. Coordinated implementation of the Tourism Masterplan	a. Hold a meeting of groups and 'drivers' every six months to plan and coordinate the next round of actions	DCOC	The Plan is implemented as intended
	b. At the end of each year, review progress and update the Plan to account for achievements, delays, and new opportunities	DCOC	The Plan is always current and provides a useful guide for tourism development

Orroroo Carrieton Tourism Masterplan: 2020 Implementation

Outcome	Actions	Driver	Measure of success
2. Everyone knows what's available, when it's available, and what events are planned	a. Get the Tourism Masterplan out to the community and neighbouring towns, put it on the Council website and promote on community facebook pages	DCOC	People are talking about the Masterplan
	b. Include our goals and 2019/20 actions in The Goyder's Line Gazette so that everyone knows what's planned	DCOC	Goals and Actions are published
	c. Businesses update opening hours and other events in The Goyder's Line Gazette	Business owners	The Goyder's Line Gazette is a reliable reference
	d. Community groups promote upcoming events well ahead of time	Community groups	The Goyder's Line Gazette is a reliable reference
	e. Send The Goyder's Line Gazette to businesses and VICs in referral towns so that they know what's happening	DCOC	Other towns know what's happening and have up to date info
	f. Businesses, Council and community groups keep their web, facebook and other social media pages up to date	Page/site owners	Online information is up to date and accurate
	g. When visiting other towns, Orroroo Carrieton people promote the activities in our district	Everyone in the community	More visitors report hear about Orroroo Carrieton from others in our region
3. We are aware of SATC initiatives and capitalise on these where appropriate	a. Subscribe to SATC email updates	DCOC, Businesses	Businesses and tourism groups are aware of SATC initiatives and what they mean for Orroroo Carrieton
	b. Communicate opportunities to relevant parties	Everyone	

Orroroo Carrieton Tourism Masterplan: 2020 Implementation

Outcome	Actions	Driver	Measure of success
4. A compelling brand and message that drives new visitation	a. Develop a brand and key messages that reflect the existing product and the product development outlined in this Plan	DCOC	Brand and messaging are adopted by operators and the broader visitor economy
5. Orroroo provides free Wi-Fi to visitors	a. Review the way we provide Wi-Fi to make sure it meets visitor needs	DCOC	Visitors are happy with free Wi-Fi arrangements
	b. Promote the Wi-Fi: posters in shops, promotion on social media, information to neighbouring VICs – encourage visitors to post stories about our district	ORTG	Visitors are logging on via Wi-Fi and posting stories about their stay in Orroroo Carrieton
6. Wool Press Rotunda and associated Median Strip planning is complete and 'grant ready'	a. Oversee the development of the Wool Press Business Case and prepare supporting grant material	DCOC	Wool Press project is 'shovel ready'
	b. Monitor grant programs and apply for funding to implement the Wool Press business case	DCOC	Grant applications submitted
7. Activate the empty buildings adjacent to the Wool Press site (e.g. murals, Artvo)	a. Liaise with building owners and local artists and history group to put displays in shop windows	DCOC	Empty shops are appealing, and activation is planned
	b. Develop agreements with owners to allow popup activities in empty shops, with the intent of triggering the growth of new businesses	DCOC	Popup activities that tie in with other events have been successfully delivered
8. Orroroo Carrieton is extremely well represented online	a. Develop an online marketing strategy that accelerates promotion of the district and its attractions and offers	DCOC	Coordinated marketing generates increased reach

Orroroo Carrieton Tourism Masterplan: 2020 Implementation

Outcome	Actions	Driver	Measure of success
	<ul style="list-style-type: none"> b. Source training in online promotion, including web, share economy, travel sites and social media¹ c. Attend the Southern Flinders Tourism and Taste meetings to raise awareness of Orroroo Carrieton tourism offerings d. Develop and distribute a schedule for distributing the responsibility for posting great content on social media sites, so that all activities and attractions are included and post regularly 	<p>DCOC (with local support)</p> <p>All tourism operators</p> <p>ORTG</p>	<p>All 'visitor economy' businesses are listed on key sites (e.g. TripAdvisor)</p> <p>100% increase in southernflindersranges.com listings from this district</p> <p>Increased social media reach, more locals involved in creating and posting good content</p>
9. Accommodation is listed on Airbnb	<ul style="list-style-type: none"> a. Hold an information session about operating on Airbnb and encourage property owners to list accommodation, especially in support of events that bring people into the district 	DCOC	The district is well represented on Airbnb which creates additional accommodation for events
10. Track visitor type, activities and interests and use this to fine-tune and develop product and services	<ul style="list-style-type: none"> a. Develop a very short visitor survey that is used by all visitor economy businesses b. Analyse the findings every three months and publish a summary in The Goyder's Line Gazette 	<p>DCOC</p> <p>DCOC</p>	<p>Visitors are completing the survey and it's providing good intelligence</p> <p>Businesses are adapting their offerings to capitalise on tourism trends and new investment is occurring</p>

¹ Low cost training is available through Digital Solutions until 2020 and can be delivered in small towns – refer RDA Yorke & Mid North for more information

Orroroo Carrieton Tourism Masterplan: 2020 Implementation

Outcome	Actions	Driver	Measure of success
11. New, exciting activities that attract more visitors and keep them here longer	a. Update documentation for existing trails and make it available in shops as well as online in easily findable sites	DCOC	Increased 'hits' on online trails, more visitors
	b. Form a Working Group to run a new weekend event (e.g. Coat of Arms banquet)	DCOC	Event successfully delivered and learnings documented for future reference
12. Our signage is easy for visitors to understand and navigate	a. Undertake an audit of wayfinding and promotional signage and develop a costed plan for updating signage	DCOC	The audit is complete and upgrades scheduled
	b. Install high priority signage	DCOC	Priority signage is installed
13. We have assessed the pros and cons of free camping closer to Orroroo and decided on a course of action	a. Undertake a feasibility study of free camping options closer to Orroroo	DCOC	Study is complete
	b. Communicate findings to the community, and if favourable, develop a costed implementation plan	DCOC	Plan is complete, implementation underway

Orroroo Carrieton Tourism Masterplan: 2021 Implementation

2021

By the start of 2021 we'll be well placed to start some serious marketing: our businesses and attractions will be well represented on ATDW, their social media, travel site and share economy promotions will be in place and driving new business, and we'll have a better understanding of our target markets. The focus on 2021 is to develop a compelling message that makes people want to come to Orroroo Carrieton. We'll encourage businesses to collaborate in the development of bundled multi-day packages (e.g. accommodation, food, activities, entertainment), we'll develop new trails, and we'll continue the activation of empty shops. Brand messaging and new product/packages will feature in an online media strategy that presents Orroroo Carrieton as a 'must see and do' destination.

Outcome	Actions	Driver	Measure of success
1. All visitor economy businesses, all activities and tourist sites and all accommodation are listed on ATDW	<ul style="list-style-type: none"> a. Talk up the importance of ATDW b. Establish a 'buddy system' so that businesses/attractions that are already listed help another business to set up their listing c. Undertake a regular review of businesses and attractions that are not listed and approach people directly and offer to assist with listing 	<p>Everyone!</p> <p>ORTG</p> <p>RDAYMN</p>	<p>ATDW is seen as an essential part of doing business</p> <p>All ORTG businesses/operators are listed</p> <p>All public spaces/activities (e.g. Giant Red Gum) are listed and operators across the district know how important it is</p>
2. New experiences	<ul style="list-style-type: none"> a. Form a Working Group that develops activities at the Giant Red Gum 	DCOC	The Red Gum site is activated, there is an increase in visitors to the tree and to Orroroo

Orroroo Carrieton Tourism Masterplan: 2021 Implementation

Outcome	Actions	Driver	Measure of success
	<ul style="list-style-type: none"> b. Develop a self-drive loop to Pekina and provide information in shops and online c. Look at ways of making local history more accessible (e.g. living history person in café) 	<ul style="list-style-type: none"> Pekina community History Group 	<ul style="list-style-type: none"> Self drive loop is popular with visitors, increased revenue to the Pekina Hotel Visitors experience the history of the district
3. Multi-day itineraries and packages that increase the length of visitor stays	<ul style="list-style-type: none"> a. Run a series of facilitated ‘packaging events’ that bring operators together to develop multi-day itineraries and packages 	DCOC	New itineraries and packages are developed and promoted
4. Establish a stunning new ‘hero’ trail that positions Orroroo Carrieton as a nature-based destination	<ul style="list-style-type: none"> a. Convene a working group to investigate the feasibility of a 5 Peaks Trail (or similar) b. Develop the concept, and market test with potential visitors c. Develop a costed implementation plan and identify potential funding sources d. Implement Stage 1 (i.e. can be delivered with available resources) 	<ul style="list-style-type: none"> DCOC Working Group Working Group Working Group 	<ul style="list-style-type: none"> Working group is formed Visitor interest is determined Project is ‘shovel ready’ Early stage work is complete
5. Activation activities in empty shops have resulted in new businesses	<ul style="list-style-type: none"> a. Provide mentoring and support to popup businesses in empty shops to build capability to convert the popup into a sustainable business b. Continue to attract new popups as empty shops become available 	<ul style="list-style-type: none"> Business owners Building owners 	<ul style="list-style-type: none"> New businesses are established No empty shops

Orroroo Carrieton Tourism Masterplan: 2021 Implementation

Outcome	Actions	Driver	Measure of success
6. Capitalise on the district's popularity with geocachers	a. Organise a popup geocache weekend (where caches are only available for a set time) and promote widely through the geocache community	Working Group	Increased visitor numbers for that weekend, plans for future geocache activities

Orroroo Carrieton Tourism Masterplan: 2022 Implementation

2022

2022 marks the third full year of the Tourism Masterplan. By now we'll have a significant and successful online presence, there will be new tourism offerings, our empty shops will be activated, and we'll be well underway in the development of a new 'hero' product. It's time to start the next phase of tourism development in Orroroo Carrieton...

Outcome	Actions	Driver	Measure of success
1. Lions Park is an important local tourism asset	a. Seal the road to the Lions Park	DCOC	Road is sealed
	b. Upgrade signage and entrances	Lions Club	Entrances and signage complete
	c. Develop new activities/assets in the Park	Lions Club	New activities/assets in place
	d. Upgrade information and promotion to reflect the upgrades and activities at the Park	Lions Club	More visitors are coming to Lions Park
2. Orroroo is a destination for parents who need a break and want their children to experience a unique play environment	a. Research enticing play spaces that are suitable for the median strip near shops and toilets	Playgroup	Play spaces suit the location, meet parent needs, and contribute to Orroroo's destination appeal
	b. Test findings with parent visitors	Playgroup	Visitor interest is established
	c. Identify high return/low effort/high safety options and develop a costed implementation plan	Playgroup	A practical plan has been developed
	d. Seek funding/support and liaise with Council and adjacent businesses to implement	Playgroup	Project complete, with increased family visitation to Orroroo

Orroroo Carrieton Tourism Masterplan

Ideas too good to lose

The ideas presented in this section were suggested at a community tourism workshop in July 2019. Many have been incorporated into the Masterplan, but it's useful to keep them together in one spot for future reference.

Products

- Activities around the Carrieton Rodeo
- Activities at the Pekina Reservoir (when it's full): skiing, water golf, kayaking
- Art and cooking workshop weekends
- Free camping
- Giant kangaroo
- Go karts in the main street
- History tours (pioneers, buildings, Historic Society)
- Interpretive geology (stones and bones trail)
- Marathon
- Open golf and bowls days
- Wheelchair accessible walking trails
- Zip line through the creek

Experiences

Orroroo is a recognised attraction for night time experiences such as night-sky events, storytelling at the Giant Red Gum, and campfires and camp oven cooking.

- 5 Peaks Adventure Trail (Black Rock, Tank Hill, Hogs Head, Mookra, Johnburgh)
- Bendleby, Almerita, Horseshoe Range
- Bike track along the bridges
- Campfires/camp ovens
- Coat of Arms banquet
- Kangaroo festival
- Light shows
- Magnetic Hill
- Mural at Pekina Hotel
- Night Skies and Sunsets
- Out of Space events
- Rail corridor to Peterborough
- Storytelling

Infrastructure

- BBQ at the picnic grounds
- Expand the Caravan Park
- Free camping (e.g. Pekina Oval)



Orroroo Carrieton Tourism Masterplan

- Geocaching
- Interpretive signage
- Lions Park accessibility: entrance, sealed road, signage
- Playgrounds
- Promote the pool
- Safe play areas for children in the main street median strip
- Self drive tours
- Sign posting and toilets along walking trails
- Water play areas

Marketing

- Brand identify
- Cross referral
- Digital apps
- Get on ATDW!
- Information updates to businesses (e.g. feature business)
- Local knowledge (bookings, product knowledge, directions)
- Selfie signs (frames with the name of the location)
- Storytelling experiences using social media

Capacity Building

- Raise awareness of Airbnb and other share platforms
- ATDW!
- Using social media
- Grant writing
- Business collaboration (Business Association)
- Social media strategy
- Educate the community about how to help tourists and advocate for our district

