



MOIRA SHIRE
TOURISM PLAN
2022–2026



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PURPOSE

Our tourism plan, sets out a clear and accountable framework to our industry. It summarises visitor pillars, tourism pillars and sets out a plan to raise our profile (digitally and industry facing) to future proof our region.

This high level document is not a detailed action plan. The purpose of this high level document is to represent Council's approved position to guide Council's future tourism activities and investments.

The feedback received from key stakeholders has informed the final Tourism Plan and how it can be implemented.

This Tourism plan has been informed from 54 key tourism industry stakeholders, businesses and organisations that host over 900,000 visitors to their businesses each year in Moira Shire. This feedback will also inform how the plan will be implemented.



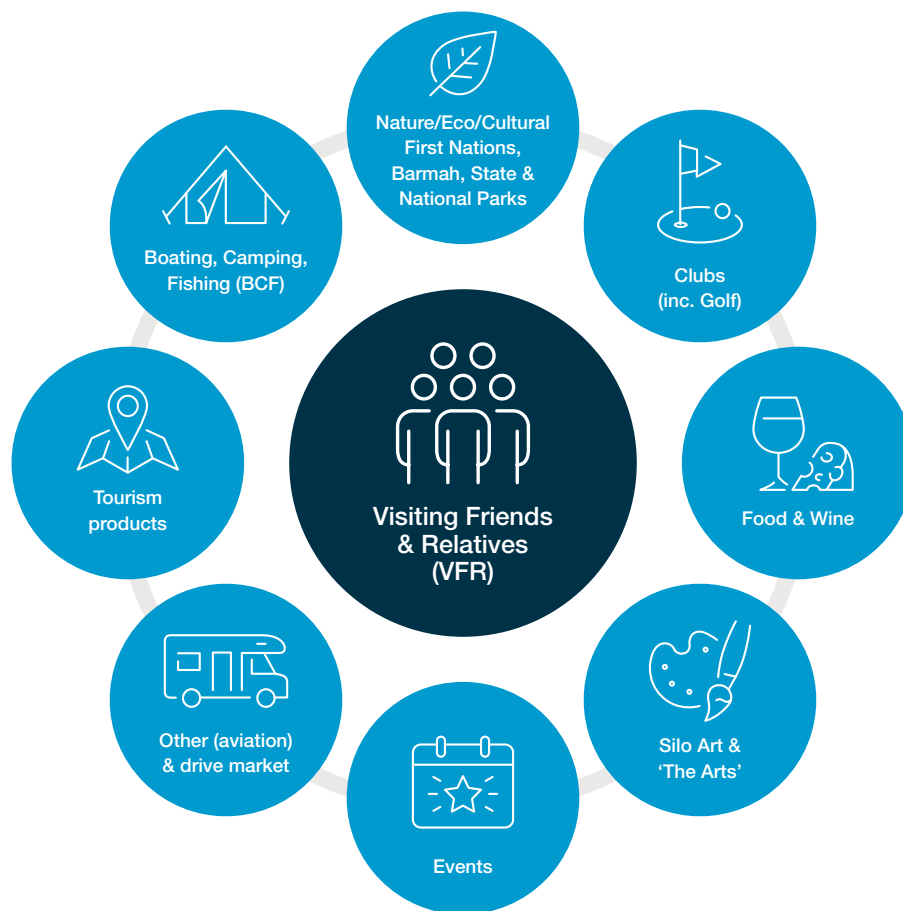
1. VISITOR PILLARS

Visitor Pillars are groups of features and activities that draw people to our area.

The Tourism plan ensures each action, project or spend aligns with a visitor pillar.

Visiting Friends & Relatives (VFR) is our largest market, however there is significant potential for large increases in visitors to Barmah, Events, Silo Art and the Arts.

Food & Wine has been added, as per the Destination Management plan of Murray Regional Tourism.



2. OUR ROLE IN THE TOURISM INDUSTRY

1. To be a professional organisation providing expertise to our industry and enable stakeholder collaboration.
2. To cover all areas in our Shire and ensure all opportunities are considered to the benefit of the whole region.
3. To increase visitors from existing and future markets by marketing and developing new products and offerings (e.g. Barmah, Silo Art & the Arts, Events and Murray River Adventure trails).
4. Commercial events are defined as non-community events (For Example or such as Council Australia Day events).



Below are the results of our consultation with industry, displaying our Tourism Pillars in priority order of the priorities where council should allocate its resources and focus efforts.

Tourism Marketing	<ul style="list-style-type: none"> • Social media campaigns, management of online profile • Communications, internal and external stakeholders • Seasonal campaigns, events promotion, industry marketing support officer
Commercial Events	<ul style="list-style-type: none"> • Commercial perspective on all events, ensuring alignment to brand and industry capability • Management of agreed budget to operate events • Single point of contact for events across Moira Shire
Product Development	<ul style="list-style-type: none"> • Silo art product • RV product • Murray Farm Gate Trail, Eco Trail, First Nations and BCF
Industry Development	<ul style="list-style-type: none"> • Bookability Project – get more operators bookable online • Digital platform for industry • Inbound/outbound tour operator opportunity • Collaborate, educate and assist operators on opportunities that exist in the market
Visitor Services Operations	<ul style="list-style-type: none"> • Operate one Visitor Information Centre and Mobile Visitor Information Van • Volunteer management • Support VIP network • Operations of team and equipment
Destination Management	<ul style="list-style-type: none"> • Tourism Advisory Panel – three meetings per year: aligned regional/local market information, operators input, destination issues and event consultation • LTA management, external stakeholders – MRT, BEV, VV, GOTM, NE Silo Art, GMW, Parks Victoria
Council Strategy & ED Support	<ul style="list-style-type: none"> • Undertake actions to support Council Plan • Support Economic Development unit projects



3. MAINTAINING & RAISING OUR PROFILE

Digital Future – raise our digital profile

We need to raise our digital profile to our visitors, industry and stakeholders, using a professional, innovative and connected approach that takes the opportunity to market ourselves, not only to our visitors “our consumers”, but also our industry and stakeholders.

To do this we need:

- Centralised CRM, to build an “audience” we can communicate with so they can advocate for us
- Digitalisation of our Visitor Services Offering that enables personalisation
- Platform for in-store and on-line selling local produce, booking tours and accommodation
- Focus on serving the industry
- Central digital hub for all things tourism
- Live Stream Camera Network, business network and public infrastructure

Industry has agreed that we continue to support the following organisations:

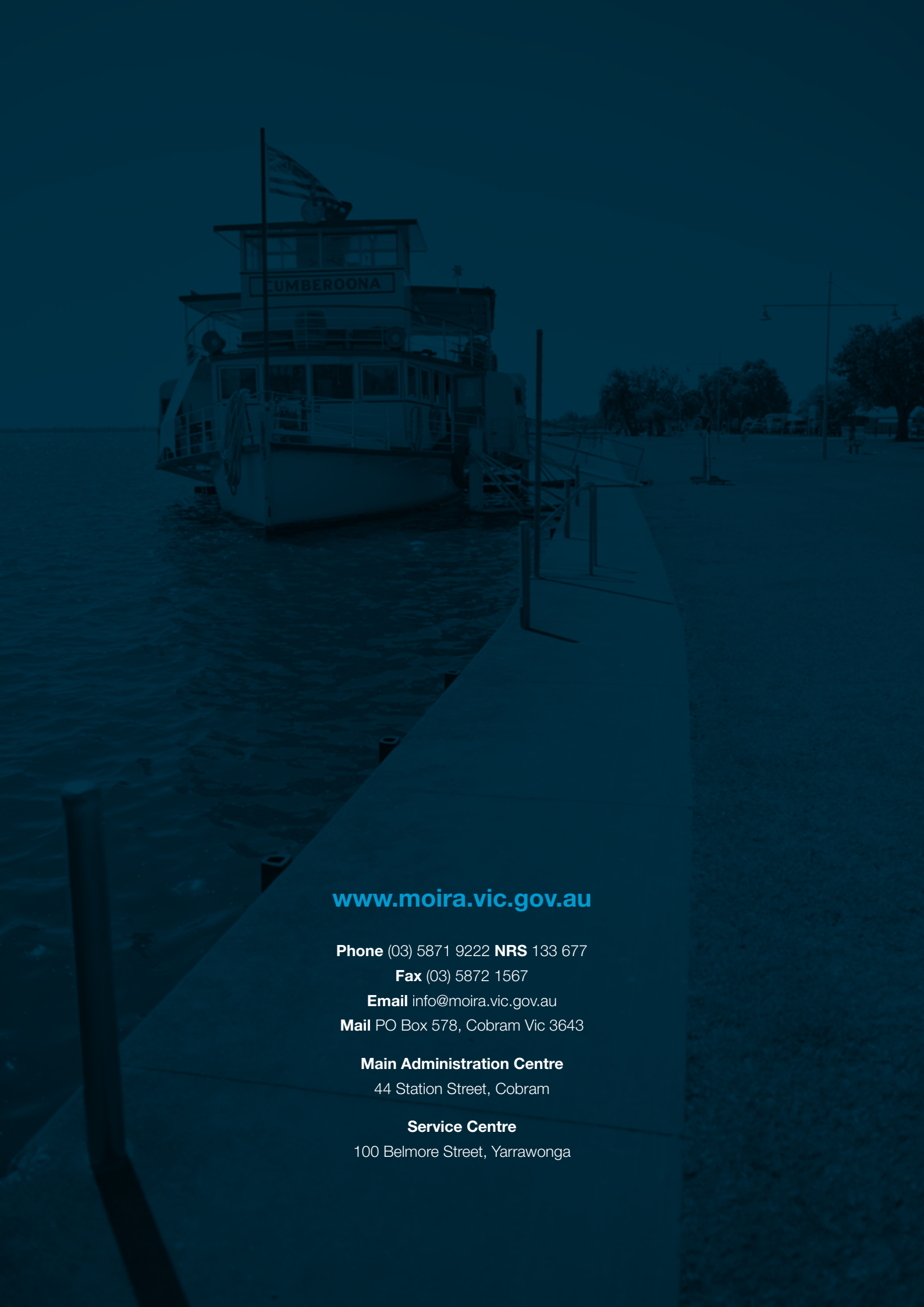
<p>Sydney Melbourne Touring Inc.</p>	<ul style="list-style-type: none"> • Medium-term value • Aligns with visitor profile in drive market • Focused on inland Syd/Mel drive market • Strategic support with Visit Victoria and Visit Canberra • High penetration of international wholesalers • Focus on high value European and UK market • Strong alignment with our Tourism offering: MFGT, Premium Golf, Food and Wine
<p>Murray Regional Tourism</p>	<ul style="list-style-type: none"> • Aligns 13 Councils bordering the Murray • Stronger together than individual Councils • Provides central digital platform • Connects with opportunities through Visit Victoria, Destination Riverina Murray, Destination NSW • Provides strategic planning and marketing for region • Advocates LGA's to DJPR & Regional Development • Destination Management Plan • Strategic Growth/Develop Murray Region Visits • Policy Advocacy • Large Regional Events Development • Investment Attraction • State Government Representation • 13 Council Partners Cross Border Collaboration
<p>Business Events Victoria</p>	<ul style="list-style-type: none"> • Supports our Clubs, Accommodation and conference hosting businesses • Funded by Visit Victoria • Highly regarded profile • Dedicated team • Reaches event organisers we would not have access to • Benefits whole region of Moira • In market visits to assist industry • Supported by VTIC

4. THE NEXT STEPS

The next step will involve creating actions and starting to develop an implementation plan as outlined under the Tourism Pillars. This will involve targeted consultation with relevant stakeholders to develop ideas and collaborative implementation methods.

Existing actions are currently funded within the 2021/22 budget. Some new actions will require business cases to be presented to Council for approval and others will fall into the 2022/23 and subsequent budget periods for approval.





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