Goondiwindi Region Workshop Summary

WHY WE WANT TOURISM

- A good café can bring visitors to town, adding to the economic wellbeing of town.
- Often see missed opportunities, need to maximise experience.
- Important to note how many visitors are coming, getting them to stay longer, VFR. Increasing spend and experiences.
- Passionate about community.
- Economic development for the region.
- To change perceptions. Decline in visitation, businesses are telling caravaners don't stay here tonight, move on.

WHAT DO WE LOOK LIKE? 2032 ASPIRATIONS

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- Expanded accommodation options to cater to diverse visitor needs.
- Improved visitor information access, enhancing awareness of local attractions.
- Agricultural park development featuring ag-themed interactive equipment.
- Enhanced streetscapes for a visually appealing town environment.
- Emphasis on quality food, showcasing local produce from fast food to paddock-to-plate.
- Local events promotion and information exchange among businesses.
- Ambassador program for business collaboration and community representation.
- Revitalisation of the boat ramp area with dining and leisure facilities.
- Promotion of destination weddings with comprehensive local supplier networks.
- Digital engagement strategies like geocaching to drive visitation.
- Consistent business hours to improve visitor experience.
- Utilisation of the river for recreational and tourism activities.
- Addressing staffing and operational challenges for business sustainability.
- High-quality Wi-Fi to support remote work and encourage longer stays.
- Accessible recreational fishing spots and enhancements to public river access.
- Vibrant main streets and welcoming entrances at the border.
- Development of new experiences such as boat/kayak hires and indigenous tours.
- Digital walking tours and augmented reality for historical insights.
- Collaboration on events to extend visitor stays and increase engagement.
- Free and accessible visitor experiences to enrich the tourism offer.
- Encouragement of long haul stay facilities, including Wi-Fi and laundry services.
- Pet-friendly accommodations and experiences to welcome all visitors.
- Innovative visitor information solutions, like clear domes near the river for unique experiences.

HOW DO WE MAKE VISITORS FEEL?

- Welcomed with country hospitality and city-quality service.
- Safe and secure in a friendly community environment.
- Enriched and enlightened about the region's heritage and culture.
- Refreshed and relaxed, with a sense of time well spent.
- Inspired to explore more, with reasons to return.
- Valuing their experience, finding it money well spent.

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- Feeling included in the local lifestyle and activities.
- Eager to share their positive experiences and return with friends and family.
- Pleased with their decision to visit, leaving with a desire to discover more.

WHERE ARE WE GOING?

Who we want?

- High-yield travellers looking for unique shopping and experiences.
- Families seeking authentic country and agricultural experiences.
- Business visitors with a potential for extended stays.
- Skilled individuals who might become future residents due to their love for the region.
- Young families considering relocation after enjoying a week-long visit.
- Attendees for special events such as opera and races.
- Respectful visitors who contribute positively to the local community.

Trends

- Visitors are well-informed and research destinations in advance.
- Preference for booking accommodations ahead of arrival.
- Influence of social media on destination choices.
- Growth in multicultural visitors, often visiting friends and family.
- Rise in short stays, particularly one-night bookings.
- Increased demand for unpowered sites for camping.
- Trend towards westward travel in search of new experiences.
- A growing interest in nature-based activities.
- Desire for low-cost amenities alongside good Wi-Fi and laundry facilities.

HOW ARE WE GOING TO GET THERE?

EXPERIENCES

- Enhancing daily experiences such as public toilets, bakeries, and coffee shops.
- Incorporating photos and information behind toilets and playing music for "dunny tourism".
- Developing a water park for families and recreational activities.
- Activating the senses in existing shops and on the main street with elements like candle lighting, background music, jasmine vines, and fairy lights to enhance the visitor experience.
- Introducing music into the streetscape for a lively atmosphere.
- Installing underground infrastructure for lighting and music to beautify the city at night.
- Offering agricultural immersions to provide insights into the area's agricultural practices.
- Organising retreats for relaxation and connection with nature.
- Considering camping facilities at the water park to encourage longer stays.
- Utilising digital tools for engagement and information dissemination.
- Creating 'ox' daily little experiences to enhance the visitor's day-to-day interactions.
- Extending stays through events that encourage accommodation bookings.
- Launching mystery picnics combining local produce with a scavenger hunt for an adventurous dining experience.
- Encouraging local people to add value through sharing knowledge, welcoming smiles, and community engagement.
- Developing a kids' playground to make Goondiwindi more family-friendly.
- Activating the river and water bodies for leisure and adventure activities.

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INFRASTRUCTURE – hard + soft

Hard Infrastructure

- River access infrastructure: Boat ramp area, floating deck, fishing spots, BBQs.
- Farms diversifying into wedding venues.
- Agritourism park with kid's mini agricultural equipment and interactive features.
- Streetscape modernisation: Making main streets modern, beautiful, functional, and green.
- Covered walkway across the main street.
- Event centres/venues and accommodation, including motels and ag farm accommodation.
- Public transport enhancements for events: Buses, taxis, Uber.

Soft Infrastructure

- Incentives for creating more accommodation.
- Community and industry excitement through knowledge building.
- Digital infrastructure for better connectivity and information sharing.
- Enhancing public perceptions of safety.
- Encouraging a softer feel to the main street with plants and greenery.
- Community BBQs and laundries to support visitors and locals.
- Developing the Bowls Club for community engagement.

Enablers

- Community engagement and knowledge sharing.
- Enhanced digital infrastructure and social media engagement.
- Reliable transportation solutions for event access.
- Development of river access with infrastructure.
- Incentives for accommodation development.
- Support for agritourism and farm diversification.
- Streetscape enhancements for a modern, functional, and green appearance.
- Focus on safety and improving public perceptions.
- Development of event venues and centres.
- Collaboration among local businesses for cohesive visitor experiences.
- Creation of interactive and educational parks.

KPIs / How will we know it's working?

- Increase in local and visitor engagement with daily experiences.
- Growth in accommodation options and utilisation.
- Enhanced river and outdoor activity participation.
- Uptake of agricultural tourism offerings.
- Success of transport solutions for event access.
- Improvement in streetscape aesthetics and functionality.
- Expansion of digital engagement and information sharing.
- Development and utilisation of event centres and community venues.

Desired Outcomes

- Goondiwindi recognised as a destination for quality country hospitality and city service.
- Strengthened community and industry collaboration to enhance visitor experiences.
- Expansion of accommodation to support tourism growth and long-term stays.
- Increased visitor awareness and participation in agricultural and natural attractions.

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- Development of a vibrant and functional streetscape that attracts visitors and supports local businesses.
- Successful integration of digital tools to enhance visitor engagement and information dissemination.
- Creation of a diverse events calendar that encourages longer stays and repeat visitation.
- Goondiwindi established as a model for safety, innovation, and sustainable tourism practices.

INTO THE FUTURE

Vision / Aspiration

Goondiwindi aims to become a hub of rural charm and city-quality hospitality, seamlessly blending modern accommodations with the serene beauty of the Macintyre River. This destination will be known for its rich agricultural experiences, vibrant streetscapes filled with music and art, and accessible outdoor adventures that appeal to families, adventurers, and eco-tourists alike.

Regional Guiding Principles

- Promote the unique blend of country hospitality and city-quality services, ensuring visitors appreciate Goondiwindi's distinctive charm.
- Foster sustainable tourism practices that highlight and protect the area's agricultural heritage and natural resources.
- Encourage collaboration among local businesses, community members, and tourism operators to enhance the visitor experience.
- Develop infrastructure and experiences that support inclusive access for all visitors, encouraging exploration and appreciation of the region's beauty and diversity.
- Strengthen Goondiwindi's position as a destination for cultural and recreational activities, supporting economic growth and community well-being.

Strategic Priorities

- Enhance accommodation options in town to support increased visitation and tourism growth.
- Activate the river with infrastructure improvements, including a boat ramp area and a floating deck, to encourage recreational activities and events.
- Develop a comprehensive digital strategy to promote Goondiwindi's attractions and services, facilitating easier access to information for visitors.
- Expand agritourism experiences, providing visitors with immersive agricultural tours and activities that showcase the region's farming practices.
- Strengthen community engagement and education to foster a welcoming atmosphere and ensure local businesses are aligned with tourism goals.

Now

- Encourage local businesses to collaborate, sharing resources and knowledge to enhance the tourist experience.
- Strengthen the promotion of Goondiwindi's unique attractions, focusing on digital platforms and social media for wider reach.
- Support local events and festivals to extend visitor stays and increase community involvement.
- Enhance public facilities and infrastructure, such as parks, river access, and streetscapes, to improve the overall visitor experience.

How

- Develop partnerships between tourism operators, local businesses, and community groups to create a cohesive and welcoming environment for visitors.

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- Implement training and development programs for local businesses to improve service quality and tourism knowledge.
- Foster agritourism and eco-tourism by showcasing Goondiwindi's agricultural heritage and natural beauty through interactive and educational experiences.
- Upgrade digital infrastructure and online presence to make it easier for tourists to discover and plan their visits to Goondiwindi.
- Encourage innovation in tourism offerings, such as mystery picnics and digital scavenger hunts, to attract diverse visitor demographics.