Lockyer Valley, Gatton Workshop Summary

WHY WE WANT TOURISM

- Pride of place, where our identity is tied.
- Proud of where we live, and play, uniquely positioned.
- Economic impact, growth in community.
- Social culture aspect, sharing of ideas multicultural feel of group,
- external tourism marketing impact can have from economic development sustainable business,
- It's a really good way to showcase people for new residents to decide to move.
- The difference it can make. Tourism can bring community together as it grows, to love community.
- The impact it has on small business, transforming empty shops to full cars of visitors spending.
- It's everybody's business, gives the feeling I want to come back here. Heart stays there.

WHAT DO WE LOOK LIKE? 2032 ASPIRATIONS

- Country escape close to urban centres, maintaining rural authenticity.
- Abundance of rural and farming landscapes, embracing slow tourism.
- Unique and immersive agritourism opportunities, including paddock to plate and food tours.
- Appreciation and conservation of natural assets, promoting sustainability.
- Vibrant and connected community and businesses, focusing on the quality of visitor experiences.
- Expansion of accommodation options, including caravan parks and glamping.
- Activities centred around agritourism, showcasing Australian native vegetation and animals.
- Development of infrastructure like passenger trains and accommodation stations to enhance accessibility.
- Alive, vibrant villages with a focus on organic food production and country experiences.
- Growth in slow food movement and farmers markets, highlighting local produce.
- Encouraging sustainable and organic food production as a regional hallmark.
- Strengthening the connection between agriculture and tourism for enriched visitor experiences.
- Increasing activities and attractions within the region to encourage longer stays.
- Preserving open spaces and scenic landscapes for future generations.
- Fostering a community proud to showcase their heritage and natural beauty.
- Enhancing infrastructure to support tourism growth without compromising rural charm.
- A country escape a stone's throw away, offering an accessible retreat amidst nature.

HOW DO WE WANT MAKE VISITORS FEEL?

- Inspired and educated, motivated to implement sustainable practices in daily life.
- Feeling at home, with a strong affection for the community, encouraging return visits.
- Left with memorable experiences, eager to return and explore more.
- Nourished and feeling a part of the local community.
- Boomerang effect, with a desire to bring family and friends back for shared experiences.
- Fulfilled and transformed by the visit.
- Welcomed and valued, with a strong inclination to return.
- Experiencing a sense of relaxation and a desire to revisit.
- Feeling included and valued, akin to being at a home away from home.
- Connected to the local life, fostering a sense of belonging.

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WHERE ARE WE GOING?

Who we want?

- Accessible and inclusive tourism for all visitors.
- Visitors who respect and value the region's authenticity.
- Digital-savvy tourists who share their experiences online.
- Local community engagement to foster regional advocacy.
- Investors and advocates interested in sustainable development.
- Storytellers and sharers who spread word of their experiences.
- Lifestyle-focused visitors over 55 seeking leisure and engagement.
- Educated, considerate, and forward-thinking individuals.
- Active travellers interested in nature and outdoor activities.
- Participants in fun, open events with a focus on high-value food experiences.
- Young families looking for enriching experiences.
- Nomads seeking unique adventures across the region.
- Supporters of low-impact, sustainable eco-tourism practices.
- Day shoppers in search of local lunch spots and unique gifts.
- Affluent visitors willing to invest in the local economy.
- Explorers drawn to authentic, natural, and unspoiled environments.
- Families and groups open to new, outdoor experiences.
- Friendly explorers seeking connections with local communities and cultures.

HOW ARE WE GOING TO GET THERE?

EXPERIENCES

- National Geographic-style picture frames for capturing scenic landscape photos.
- Tours of modern food production facilities like canneries.
- Farm experiences allowing visitors to pick vegetables for restaurant cooking or a cellar door experience.
- Activation of CBD areas to make footpaths and locales interesting for exploration.
- Integration of farming, landscape, culture, and storytelling to define regional identity.
- Offering cooking classes, including at a historical butter factory.
- Development of markets and hobby farm accommodations such as Rocky Creek Homestead.
- Businesses showcasing town history and experiences like Unyoked tiny homes.
- Regional events with strong community engagement.
- Streetscape projects enhancing welcoming vibes for visitors.
- Guided walking trails and 4WD experiences to explore natural landscapes.
- Collaboration on mountain biking trails, potentially partnering with neighbouring councils.
- Establishments like farm restaurants, wineries, and breweries offering local food and drink.
- Unplugged experiences focusing on native culture and outdoor activities.
- Small rural music events, farm shop drives, and "pick your own produce" days.
- Hospitality training through TAFE and university programs.
- Art initiatives, including mural art drives and fixed selfie frames or swings.
- Use of technology like AR or VR to engage visitors in agricultural activities.
- Development of Narrow Valley Drive with attractions and signposts along the route.
- Education on food production and the efforts behind it.
- Creative engagement with natural challenges, like exploring the benefits of floods through citizen science.
- Enhancement of Forest Hill sites with silo artwork and RV parks for increased business opportunities.
- Nature walks in areas like Glen Rock and Lockyer Forest, along with specialty shopping experiences.
- Tours and camping along the Bicentennial trail.
- Enrichment of local events with added attractions or themes, such as Lights on the Hill or Chilli Festival.

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INFRASTRUCTURE – hard + soft

Hard Infrastructure

- EV charging network to support sustainable travel.
- Cannery with tourism experiences.
- Enhanced connectivity through improved transport and digital infrastructure.
- Ample parking to facilitate accessibility.
- Signage for nature trails, bushwalking, and forestry to guide and educate visitors.
- Development of scenic country drives, safe and signposted for exploration.
- Access points to state forests and national parks for outdoor activities.
- Development of Helidon Spa and Wellness retreat as a health and relaxation destination.
- Highway access points for easy on/off to facilitate travel.
- Implementation of public transport options to/from Brisbane City including buses and shuttles.
- Passenger rail and scenic air travel to offer diverse travel experiences.
- Infrastructure for breweries or distilleries to support local produce and tourism.

Soft Infrastructure

- Policy reforms to reduce red tape, supporting farm stays and roadside farmer markets.
- Organisation of local open days to promote community engagement.
- Networking and capacity building for businesses to foster growth and collaboration.
- Policy development for roadside food stalls and farm stays/small campgrounds to encourage local entrepreneurship.
- Quarterly industry events with guest speakers for ongoing professional development.
- Volunteer and traineeship programs to support skills development and community involvement.
- Policies aimed at reducing red tape to facilitate business operations and tourism initiatives.

Enablers

- **Policy Reforms to Reduce Red Tape:** Facilitating easier establishment and operation of farm stays, roadside farmer markets, and small campgrounds.
- **Local Community Engagement:** Through open days and events to promote local tourism and produce.
- **Sustainable Travel Infrastructure:** Development of an EV charging network and sustainable transport options.
- **Tourism Experiences:** Developing attractions such as a cannery with tourism experiences, wellness retreats, and brewery or distillery tours.
- **Digital and Transport Connectivity:** Improving internet access and public transport services to make the region more accessible.
- **Educational Signage and Trails:** For nature, bushwalking, and forestry to enhance visitor experiences and awareness of the natural environment.
- **Policy Support for Local Produce:** Encouraging roadside food stalls and supporting local agri-businesses.
- **Professional Development:** Networking, capacity building for businesses, and quarterly industry events with guest speakers.
- **Volunteer and Traineeship Programs:** To enhance skills and community participation in tourism activities.
- **Accessibility Enhancements:** Including parking facilities, scenic country drives, and access points to state forests and national parks.

KPIs / How will we know it's working?

- **Increased Visitation:** Tracking growth in both day and overnight visitors.

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- **Infrastructure Development:** Investments in new tourism-related infrastructure, including accommodation and recreational facilities.
- **Collaboration Strength:** The effectiveness of partnerships among Local Tourism Organisations (LTOs), businesses, and the community.
- **Visitor Satisfaction:** Positive feedback and high satisfaction ratings from visitors.
- **Digital Engagement:** Enhanced digital presence and reach, evidenced by increased website visits, social media engagement, and use of digital tools for tourism.
- **Agritourism Engagement:** Rise in participation in agritourism experiences and paddock to plate initiatives.
- **Sustainability Measures:** Implementation of sustainable practices and eco-friendly tourism activities.
- **Local Economic Impact:** Growth in local business revenue and job creation linked to tourism.
- **Cultural and Heritage Preservation:** Efforts to maintain and showcase the region's cultural heritage and natural beauty.
- **Accessibility Improvements:** Enhancements in transport connectivity and digital infrastructure to facilitate easier visitor access.

Desired Outcomes

- **Brand Ambassadors:** Visitors become advocates for the region, sharing their positive experiences.
- **Agritourism Expansion:** Increased recognition of Lockyer Valley as a premier agritourism destination.
- **Sustainable Tourism Development:** Promotion and implementation of sustainable and eco-friendly tourism practices.
- **Enhanced Accommodation Options:** Growth in unique accommodation options like glamping and farm stays.
- **Community Engagement:** Stronger community involvement in tourism, making visitors feel welcomed and valued.
- **Cultural and Heritage Celebration:** Preservation and showcasing of local culture, history, and natural beauty.
- **Digital Innovation:** Improved digital access and engagement for both visitors and businesses.
- **Infrastructure Improvement:** Development of infrastructure supporting tourism, such as EV charging stations and better internet connectivity.
- **Education and Awareness:** Programs that educate visitors about sustainable living and agriculture.
- **Collaborative Events:** Greater variety and quality of local events, attracting more visitors and encouraging longer stays.
- **Food Tourism:** A stronger food tourism sector, highlighting local produce and farm-to-table experiences.
- **Inclusive Experiences:** Offering accessible and inclusive tourism experiences for all visitors.

INTO THE FUTURE

Vision / Aspiration

- Lockyer Valley envisioned as a tranquil country escape, closely connected yet preserving its rural charm.
- Renowned for sustainable and immersive agritourism experiences, celebrating local farming and natural beauty.
- A destination where visitors feel at home, inspired by community warmth and innovative agricultural practices.
- Enhanced accommodation and tourism activities, drawing on the valley's rich agricultural heritage and scenic landscapes.
- Committed to sustainability, offering organic and paddock-to-plate experiences that attract eco-conscious travellers.
- Connected and vibrant communities that actively share and promote the valley's unique lifestyle and attractions.
- Accessible and inclusive, welcoming families, nomads, and those seeking authentic country experiences.
- A thriving visitor economy supported by enhanced digital connectivity, infrastructure, and local business collaboration.

Regional Guiding Principles

- Promote Lockyer Valley as a sustainable tourism model, integrating agricultural heritage with eco-friendly practices.
- Foster local involvement and pride in showcasing the region's natural beauty and agricultural productivity.
- Encourage innovation and education in agritourism to enhance visitor experiences and understanding of sustainable living.
- Develop inclusive and accessible tourism offerings that respect the diversity of visitors and the integrity of local communities.
- Strengthen partnerships between local businesses, communities, and authorities to ensure cohesive growth and development.
- Champion environmental conservation and the preservation of rural charm as key drivers of the region's appeal.

Strategic Priorities & KPIs

Strategic Priorities

1. **Enhance Connectivity and Accessibility**:
   - Implement an EV charging network to facilitate eco-friendly travel.
   - Develop public transport options, including passenger rail and bus services, to improve access to and within the region.
2. **Agritourism and Culinary Experiences**:
   - Promote farm stays, roadside farmer markets, and culinary experiences like cannery tours and farm-to-table dining to highlight the region's agricultural heritage.
3. **Strengthen Digital and Physical Infrastructure**:
   - Advance digital connectivity with better internet and Wi-Fi availability.
   - Improve physical infrastructure with safe, signposted scenic drives and access points to natural attractions.
4. **Cultural and Educational Engagement**:
   - Foster experiences that connect visitors with the local culture and landscape, such as guided walking trails, photography tours, and historical storytelling.
5. **Policy and Community Development**:
   - Reduce regulatory barriers for tourism-related businesses and develop policies supporting sustainable tourism practices.

KPIs

- **Visitor Numbers**: Track increases in both day and overnight visitation, focusing on high-yield travellers and those participating in agritourism and cultural experiences.
- **Sustainable Practices**: Measure the adoption of sustainable practices by businesses and the extent to which tourism activities contribute to environmental conservation.
- **Community Engagement**: Evaluate the level of local community engagement and satisfaction with tourism development, aiming for positive feedback and active participation.
- **Infrastructure Improvements**: Monitor the development and utilisation of new infrastructure, including EV charging stations, public transport options, and digital connectivity.
- **Economic Impact**: Assess the economic impact of tourism on the local economy, including job creation in the tourism sector and increased revenue for local businesses.

Now

- Enhance networking and collaboration between local businesses, Council, and Local Tourism Organisations (LTOs).

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- Create and disseminate cohesive marketing materials that highlight Lockyer Valley's unique experiences and attractions.
- Organise workshops or symposiums on agritourism and sustainable practices to promote knowledge exchange and innovation within the region.
- Support initiatives to increase the diversity and quality of accommodation options, encouraging longer visitor stays.
- Advocate for the development of new and existing natural and cultural trails to enhance outdoor recreational offerings.

How?

- Strengthen partnerships between local farmers, businesses, and tourism operators to create cohesive agritourism experiences.
- Implement training programs to educate local businesses on the benefits of sustainable practices and agritourism opportunities.
- Develop digital platforms to showcase Lockyer Valley's attractions, making it easier for visitors to discover and book experiences.
- Work with local councils to streamline processes for event organisation and accommodation development, encouraging more diverse visitor experiences.
- Foster relationships with indigenous communities to integrate authentic cultural experiences into the tourism offerings.
- Encourage the development of eco-friendly and sustainable accommodation options to attract environmentally conscious travellers.
- Promote Lockyer Valley as a destination for outdoor activities, including hiking, biking, and nature walks, through strategic marketing campaigns.
- Collaborate with technology providers to introduce innovative solutions, like augmented reality tours, enhancing visitor engagement with natural and historical sites.