

COBAR SHIRE COUNCIL



Business Management Plan Tourism, Events & the Great Cobar Heritage Centre

FILE: T4-1

Responsible Officer: Projects Officer

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SUMMARY

The Management Plan aims to provide a unique plan for Cobar Shire Council within a versatile and workable document. The plan focuses on Tourism, The Great Cobar Heritage Centre and Events and will address our current position as well as highlight new opportunities for growth and development. The plan comes at a time when tourism as a whole is on the agenda and is recognised by a number of community members and local business as an opportunity to strengthen and diversify our economic base. The plan also includes conservation and preservation of our museum building and the collection it holds and to continue to allow us to accept further donations from the community.

VISION

To develop and provide new opportunities for tourism, events and arts and culture within Cobar Shire and within this development, celebrate our rich history, culture and landscape with an aim to a more vibrant and sustainable future for our community.

KEY OBJECTIVES

- Higher visibility for Cobar Shire and its events and attractions
- Effectively highlight Cobar's history and mining culture
- Strengthen our approach, methods and strategies to effectively market to our target markets and audiences

GREAT COBAR HERITAGE CENTRE

Overview

The Great Cobar Heritage Centre is Cobar's combined Regional Museum and Visitor Information Centre and serves as the main provider of cultural and historical activity in Cobar. Cobar Shire Council has managed the centre since 1988 and is the main financial provider. The Visitor Information Centre provides information and advice to over 25 000 visitors per year.

The Centre safely houses a vast collection of our region's material history which represent a broad cross section of local and regional personalities and themes.

Moving into the future, research and innovative thinking will be key to maintaining the ongoing narrative within our exhibitions, while being able to refresh objects and exhibitions and continue to adequately and appropriately store and catalogue the collection to ensure the safety of Cobar's history for generations to come.

Key Priorities

- Stronger community engagement and partnerships
- Provide solutions for safe collection storage and preservation
- Conservation of the building
- A more welcome and flexible Visitor Information Centre
- Enhancing and supporting the growing arts and cultural community

Structure & Collection

Collection Storage & Preservation

Thousands of objects, documents and photos are currently housed at the Great Cobar Heritage Centre and have an approximate value of \$2,000 000 or more. The value of the collection to Cobar's history and community is priceless.

After being donated to Cobar Shire Council in 1968, the building was used as a museum that operated for twenty years on a purely voluntary basis until 1988 when Council employed a professional curator for the museum. Since then, multiple systems of collection management have been used, often by untrained or inadequately trained volunteers, resulting in missing, unavailable or incomplete records for the objects. Pest, ventilation and shelving materials have also contributed to the issues we now face and adequate time and material will need to be allocated for the current curator to continue to clean, evaluate and record our current collection. It will be investigated as to whether volunteers may be available from the community to be involved in this process. While a daunting task, this will provide opportunities for engagement with the local community and viewing of objects which are not regularly on display. The items within the collection have great value and hold significant history for the residents of Cobar and their families and will also provide opportunities for storytelling and sharing.

Building Conservation

Applications are underway to secure funding for much needed building maintenance, including damp course and roof and window replacement. A grant application has also been submitted for the restoration of a damaged upstairs room, which if successful, will house a brand new Virtual Realty Mine Tour as a new exhibition. This exhibit will be an advantage for promotion to a more diverse audience. Research should be conducted into the development of an asset management plan based on the building's needs and to ensure its integrity for the future. This would provide a schedule for maintenance works on a yearly basis that would continue the overall upkeep of the building and the history it houses. This maintenance is paramount to ensuring the building is conserved and is viable for many years to come.

Exhibitions

Our current exhibits are well received by visitors and the local community and provide a continuous narrative of Cobar throughout the tour that encompasses social, pastoral, indigenous and mining history. The exterior displays house large objects including the restored Royal Far West Children's Health Carriage. Museum visitors range from tourists and commercial coach groups to local and regional school based groups. The diversity of the exhibits and the interpretation of objects and stories are suitable for all age groups and abilities.

Photographs and information within individual exhibits can become outdated or require repair after time and importance has been placed on refreshing display objects as well as the need to update our signage within parts of the museum. Cost effective measure are being used, including the reuse of existing signage boards, which dramatically reduces the cost. The use of new digital wrapping techniques will be longer lasting and are significantly easier to maintain. An overhaul of partial areas within the museum is currently being researched for funding applications.

New exhibitions are constantly investigated to keep a regular file of options and ideas to be prepared if and when funding opportunities become available. An example would be the construction of a replica Wrightville House which would be set out to highlight the difficulties that families faced in harsh conditions in the early days of mining. One of the main obstacles to new exhibitions being constructed is the constraints and guidelines of disability access and our lack thereof. While this is being partially addressed with the design of an extension to the museum site, it would be advantageous to research access options to the base of the building so as not to hinder any opportunities for development in the meantime.

Temporary Exhibitions are another avenue to pursue for growth and marketing the museum to a wider audience. Exhibitions which are temporary can be used for rapid response, to occur alongside a local, national or international event or anniversary; thematic, such as showcasing the history of our local pubs and clubs as well as in conjunction with other artists or organisations such as Outback Arts. This is a great opportunity for collaboration with the community. The major issue halting temporary exhibitions and displays is the lack of an appropriate facility. Research should be carried out into local venues that could be utilised and opportunities for funding to create an appropriate space or refurbish an available space. The support of the Cobar Arts Council and Outback Arts will provide more opportunities for arts and cultural exhibitions of different media including photography and may include the use of the Cobar Railway Station as a venue for future events or exhibitions.

Opportunities are also available to increase revenue and to build a more diverse and sustainable future for the Great Cobar Heritage Centre. School holiday activities and educational workshops would provide a unique new activity in Cobar for varying age groups and would be an easy and cost effective revenue raising effort. Various evening events could be created throughout the year to suit different audiences and could be thematic or be conducted alongside existing events, such as the Festival of the Miner's Ghost. Suggestions have come from the community for a VIP evening at the museum to view the fireworks over the Great Cobar.

Visitors Information Centre

The Great Cobar Heritage Centre contains two components: The Museum and its collections and the Visitor Information Centre (VIC). Unlike metropolitan areas, regional VICs are still looked upon to provide information on more authentic local experiences and direction.

Reviews and feedback from our visitors through conversation, surveys, visitor's book and reviews are very positive and provides insight into the consistent high level of service that is provided at the VIC. The welcome area of the building should be thought of as a retail business to enhance and complement the service that is already provided and through this increase revenue via souvenir sales and entry to the museum. The economic flow on effects from tourism to local businesses is evident and increasing visibility for the VIC and museum will only improve this.

Areas of focus are:

- Our Products & Services
- Promotion of Products & Services
- The Visitor Experience
- Physical Environment

The current range of products that are available within the Museum store are popular, but are lacking in locally made and produced products. Partnerships with local artists and hobbyists would be beneficial for sales. The promotion of the services and products at the Centre should be highlighted to the local community as well as having a stronger presence online and in all our ongoing marketing materials. The welcome area serves as the entrance to the Centre for the VIC and the Museum and will be undergoing minor refurbishments in the near future. This will include painting and the rearrangement of the reception desk and product displays to ensure staff are facing the customers at all times and to provide an overall more welcoming image that will complement our service and information. This should include the introduction of new directional signage to provide more concise information to visitors entering the Centre.

Opportunities

Opportunities for research and development include:

- School Holiday activities
- Evening events at the museum
- Educational workshops for all ages
- Community art or historical projects
- Temporary Exhibitions including 2020
- Purchase of locally made and produced products for museum store

Tourism and Visitors

Overview

Various industry sectors are involved within tourism and include accommodation, retail businesses, food services and arts and recreation. Cobar Shire Council's position within our tourism industry is as a main financial provider of area marketing, product development and event management.

Tourism provides direct economic benefits to the community and its small businesses. It is also an opportunity to broaden our economic base.

Identification of trends and analysis of our current position within the market will provide a clearer direction for the future and can be used as a base for product development and effective marketing and promotion.

Key Priorities

- Identify our key tourism products
- Provide a snapshot of our current position
- Detail current marketing initiatives
- Provide opportunities for expanding our marketing and promotion
- Implement activities that will facilitate the achievement of Council's community and economic strategies in the Annual Operation Plan and the Economic Action Plan

Marketing and Promotion

Within the Outback NSW tourism region there has been a slight decline in visitors in general, though there has been some shifts within trends. An increase in marketing through channels which have been proven effective may have a positive impact for Cobar. We currently market through basic means, and can make better use of digital media to enhance our Shire's exposure without a huge increase in financial or employee cost.

This can be done through the new Destination Cobar Facebook page, the newly developed Cobar Shire Council Instagram page, and the Destination Cobar website which is currently being developed.

Word of mouth is still the most influential driver in holiday decision making, though change has come in the form of social media. For Australians in general, brand websites and Facebook are the preferred platforms, with 2 in 3 Australians sharing about their holidays on Facebook as they experience them, though for regional areas, holiday makers still look to their local visitor information centre for advice on authentic local experiences. In 2016, 60% of young Australians said their decisions were influenced by the experiences of friends and family on social media.

(Information sourced from Skift Megatrends Report 2017)

Current communication channels include:

- Local Mud Maps & Town Maps

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- The Cobar Weekly
 - Kidman Way Brochure and Website
 - Caravan Parks of NSW
 - Cobar Shire Council Website
 - Caravanning Australia Autumn Edition
 - Melbourne Leisurefest
 - Victoria Caravan & Camping Supershow
 - Queensland Caravanning & Camping Expo
 - Sydney Caravan & Camping Show

Collaborative marketing is another cost effective method and Cobar Shire has seen the benefit through the Kidman Way Promotional guide and the attendance at four major caravan and camping shows. This should continue, though care should be taken to ensure all stakeholders within the committee provide equal levels of not only financial support but employee travel and wage costs to these events. The Kidman Way guides design and content is currently being overhauled to ensure it is up to date with trends and maximises the opportunity to target younger audiences.

Options for expanding on the collaborative approach include Nyngan and Bourke, with promotion and marketing targeted as a long weekend triangular destination. Between the three Shires there are activities and attractions which complement one another rather than compete; this is an approach which focuses on a destination rather than just a stopover. Local stakeholders including accommodation, food services and retail businesses are integral in providing a united front for marketing. Twice yearly informal gatherings would be a possible opening for better communication and updated information including new product and attraction ideas, between Council and the community on tourism in general and to build stronger relationships. These are other cost effective methods.

An integral part of our current channels and proposed channels becoming more effective is the “Cobar” brand. While our history and culture speak for itself, we do not currently possess graphics that adequately portray or represent this. Investment of time and a small amount of resources would provide an opportunity to develop complementary branding for Cobar tourism. This branding would utilise the recognisable Cobar Shire logo and be adjusted to suit marketing materials, signage and many other promotional items for tourism. A strong brand and a strong image for Cobar provides a secure starting point for future projects around tourism, including the production of our own small promotional brochures and proposed tourism signage at our rest stops. A small Cobar brochure would be beneficial to local businesses and accommodation providers.

Market Trends

It is important to stay up to date wherever possible with trends, not just within NSW or Australia, but globally. These trends can be beneficial for small areas by applying local meaning.

Top Trends

- Contemporary Female Travellers
- 50-59 year olds
- Small brands, big stories
- Indigenous cultural experiences
- Nature and Adventure based experiences
- Local Heroes with dining and shopping

(Information sourced from Skift Megatrends Report 2017)

Current Attractions and Products Audit

<i>Attraction</i>	<i>Description</i>	<i>Amenities</i>
<i>Great Cobar Heritage Centre</i>	The centre houses our Visitor Information as well as our Museum which covers social, mining, agriculture and aboriginal history, as well as a large object display.	Public Toilets Picnic Area with BBQ Water Dump Site
<i>Mining Heritage Park</i>	A commemorative park for the miners who lost their lives in the Cobar mines. Large objects and interpretive signs are on display.	Shaded Tables
<i>Fort Bourke Lookout</i>	A viewing platform for the New Cobar Open Cut Gold Mine and Cobar and surrounds. The platform is 150m above the entrance to the decline. A display is also on the lookout for The Towzer's Huts.	
<i>Mt Grenfell</i>	National Park and historic site, Mt Grenfell features significant samples of Aboriginal rock painting. A 5km "Ngiyampaa Walkabout" is available and takes you to the top of the ridge for great views.	Picnic Area and BBQ Toilets Water
<i>Federation Walking Track</i>	This walk moves south from the Great Cobar Heritage Centre around the Newey Reservoir and is has good bird watching opportunities. Signs are along the way which have a focus on flora and fauna as well as the historic mining villages. Around 6km in length, return.	Toilets available at Newey reservoir Picnic tables at two sites
<i>Cobar Heritage Walk</i>	This walk covers all points of interest within the main area of town including old buildings and sites of historical significance.	Toilets are available in Drummond Park and Cobar Shire & TAFE Library
<i>Peak Golden Walk</i>	A visitor's car park and short walk takes you past surface works at Peak Gold Mine with sign panels and information on gold mining.	

<i>Newey Reservoir</i>	A pretty public recreation area. Good bird watching opportunities and picnic spot.	Toilets Water Picnic Area & BBQ
<i>Old Reservoir & Devil's Rock</i>	An ancient rock formation where Aboriginal people used to carry out ceremonial rites. Around the reservoir are good bird and wildlife watching areas.	
<i>Villages</i>	Euabalong and Euabalong West have attractive picnic spots along the Lachlan River. Canbelego to Nymagee is a great tourist drive and along the way is Mt Boppy which provides a spectacular view of the countryside. The Nymagee Hotel is promoted as a great stop for a cool drink. Mt Hope and Gilgunnia are also within our surrounds and offer a pub as well as information signage at the rest stop.	Toilets and water available at each village
<i>Accommodation</i>	<i>Rooms/Sites</i>	<i>Facilities/Extras</i>
<i>Cobar Caravan Park</i>	110 powered sites 15 self-contained cabins -Standard Cabin -2 bedroom cabin -1 bedroom cabin -Motel style suites Large grassed camping area	WiFi Well-appointed amenities blocks Dump point Camp kitchen BBQ area Small kiosk Pets welcome on sites
<i>Cobar Central Motor Inn</i>	36 Rooms -4 Family rooms -5 Twin rooms -2 Disabled rooms	Guest laundry Breakfast dining available Swimming pool Charge backs available from the Cobar Bowling & Golf Club for meals

<i>Cobar Motor Inn</i>	40 Rooms -23 Double rooms -16 Twin rooms -7 Family rooms	All rooms equipped with microwaves, fridges and tea & coffee facilities Restaurant open 6 days
<i>Copper City Motel</i>	30 Rooms -5 Executive rooms -3 Family rooms -8 Deluxe rooms -6 standard rooms -8 Budget rooms	Room service breakfast Restaurant available by the end of 2018 Microwaves in executive rooms
<i>Cobar Oasis Motel</i>	21 Rooms -3 Family rooms -6 King rooms -12 Twin rooms	Room service breakfast Meals soon to be available
<i>Crossroads Motel</i>	17 Rooms -3 Family rooms -1 Twin Room -12 Queen Rooms -1 Disabled room	Continental breakfast Charge backs to the Empire Hotel for meals Microwaves in all rooms Lunch packs can be provided
<i>Great Western Hotel</i>	17 Rooms -3 Double rooms -14 Twin rooms	Restaurant open 7 days
<i>Highway Motel</i>	4-6 Rooms only Self-contained unit style rooms	

<i>Town & Country Motel</i>	33 Rooms -18 Twin rooms -5 Family rooms -10 Queens rooms -1 two bedroom unit -1 Disabled room	Restaurant available 6 days
<i>The Grand Hotel</i>	10 Budget Rooms -8 rooms with two single beds -2 Double rooms	Shared bathrooms No disabled access Microwave in all rooms Restaurant open 7 days for meals
<i>Food Services</i>	<i>Type</i>	
<i>Town & Country Motel</i>	Restaurant	
<i>Cobar Bowling & Golf Club</i>	Restaurant	
<i>Cobar Memorial Services Club</i>	Restaurant	
<i>Cobar Thai</i>	Restaurant	
<i>Empire Hotel</i>	Bistro	
<i>Great Western Hotel</i>	Bistro	
<i>Grand Hotel</i>	Bistro	
<i>Caltex Service Station</i>	Takeaway	
<i>Inland Petroleum</i>	Takeaway	
<i>Cobar Hot Bake</i>	Bakery	
<i>Maddies Café</i>	Café and Takeaway	
<i>SubWay</i>	Takeaway	
<i>Country Simplicity</i>	Café	
<i>Gumnuts Gifts & Homewares</i>	Café	

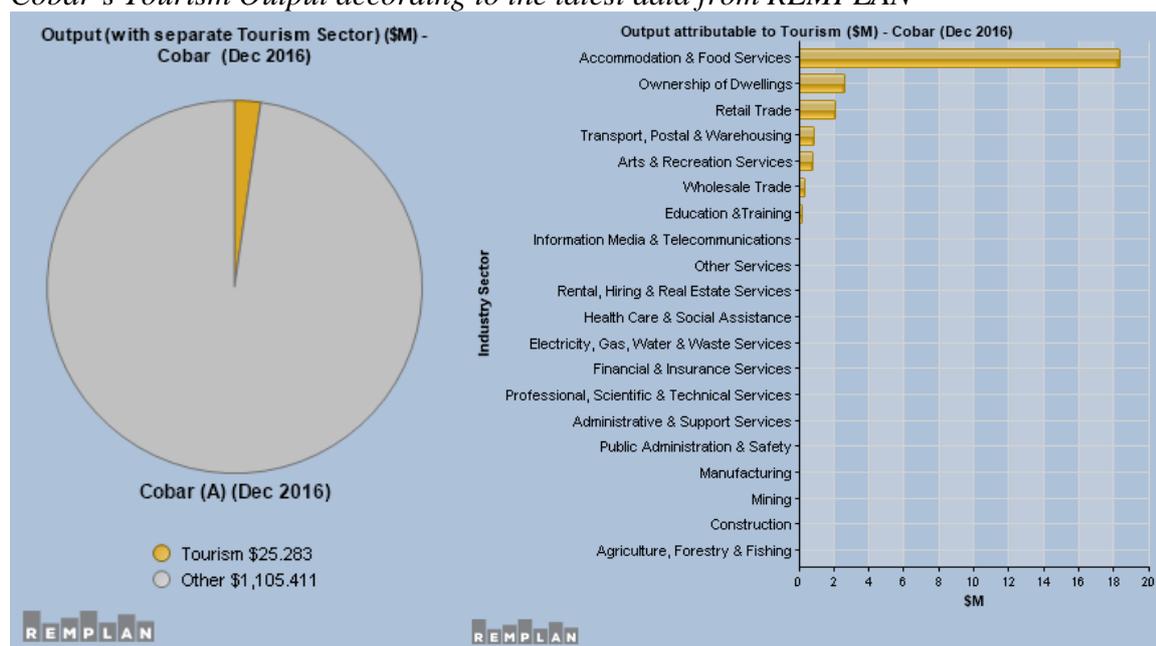
Data and Statistics

Financial Figures and Visitor Numbers for the Great Cobar Heritage Centre

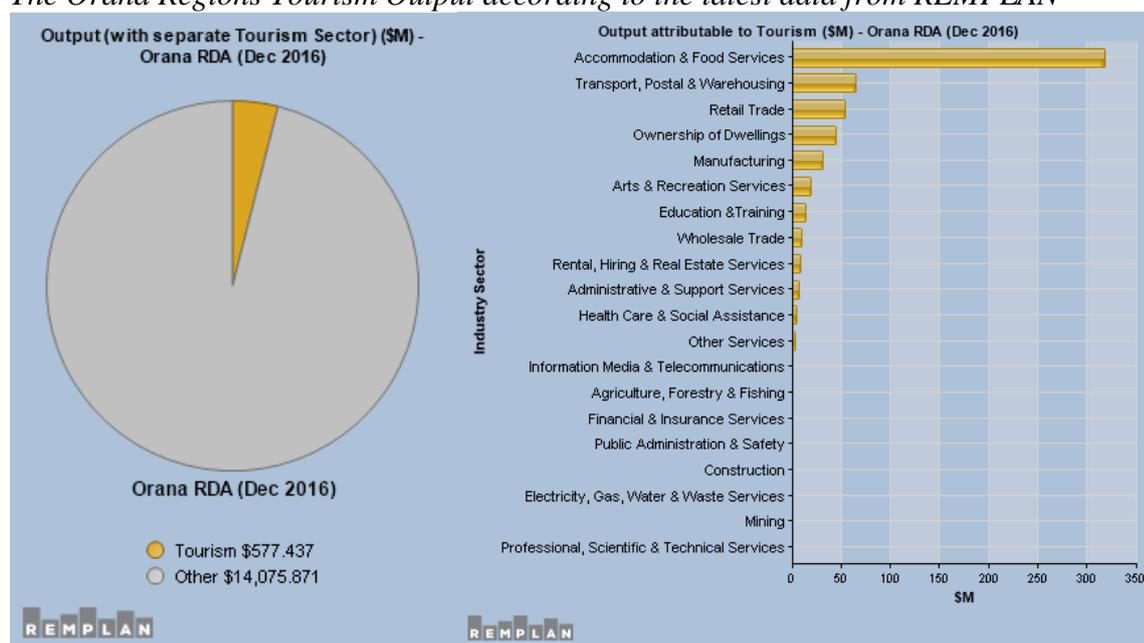
2015/2016 Financial year breakdown									
Month	Visitors	Eng	Total	Groups	Adults	Family	Sales	Miscell.	Amount Taken
Jul-15	520	2797	3317	\$3,484.00	\$780.00	\$575.00	\$7,814.25	\$400.00	\$13,053.25
Aug-15	450	2511	2961	\$3,398.00	\$648.00	\$450.00	\$7,377.30		\$11,873.30
Sep-15	550	2643	3193	\$3,220.00	\$954.00	\$850.00	\$8,403.92	\$420.00	\$13,847.92
Oct-15	372	1769	2141	\$2,260.00	\$888.00	\$425.00	\$7,054.07		\$10,627.07
Nov-15	154	788	942	\$772.00	\$601.00	\$150.00	\$4,173.65		\$5,696.65
Dec-15	161	926	1087	\$420.00	\$408.00	\$499.00	\$4,257.00		\$5,584.00
Jan-16	207	1014	1221	\$670.00	\$706.00	\$500.00	\$3,640.15		\$5,516.15
Feb-16	101	566	667	\$470.00	\$168.00	\$150.00	\$1,766.30		\$2,554.30
Mar-16	310	1123	1433	\$1,600.00	\$708.00	\$500.00	\$4,610.10	\$60.00	\$7,478.10
Apr-16	451	1834	2285	\$2,840.00	\$877.00	\$575.00	\$6,779.65		\$11,071.65
May-16	472	2301	2773	\$3,790.00	\$888.00	\$150.00	\$7,257.30		\$12,085.30
Jun-16	739	2357	3096	\$5,450.00	\$876.00	\$400.00	\$6,893.50	\$2,465.00	\$16,084.50

2016/17 Financial year breakdown									
Month	Visitors	Eng	Total	Groups	Adults	Family	Sales	Miscell.	Amount Taken
Jul-16	656	2357	3013	\$4,486.00	\$1,297.00	\$575.00	\$6,757.91		\$13,115.91
Aug-16	537	2335	2872	\$4,172.00	\$864.00	\$560.75	\$7,913.95	\$1,265.00	\$14,775.70
Sep-16	766	2673	3439	\$3,972.00	\$1,516.00	\$1,200.00	\$9,977.40	\$1.00	\$16,666.40
Oct-16	369	2463	2832	\$2,532.00	\$676.50	\$425.00	\$11,333.15	\$0.50	\$14,967.15
Nov-16	220	975	1195	\$1,470.00	\$480.00	\$175.00	\$4,613.00	\$214.00	\$6,952.00
Dec-16	190	903	1093	\$436.00	\$448.00	\$538.00	\$4,061.00		\$5,483.00
Jan-17	133	688	821	\$348.00	\$670.00	\$250.00	\$2,360.25		\$3,628.25
Feb-17	101	483	584	\$492.00	\$288.00	\$150.00	\$1,880.55		\$2,810.55
Mar-17	314	1097	1411	\$2,210.00	\$636.00	\$250.00	\$4,521.70	\$870.00	\$8,487.70
Apr-17	598	1934	2534	\$3,500.00	\$960.00	\$950.00	\$6,421.45	\$73.00	\$11,904.45
May-17	577	2261	2838	\$4,260.00	\$744.00	\$250.00	\$7,045.65	\$726.00	\$13,025.65
Jun-17	628	2335	2963	\$5,250.00	\$733.00	\$375.00	\$7,236.25	\$12.00	\$13,606.25

Cobar's Tourism Output according to the latest data from REMPLAN



The Orana Regions Tourism Output according to the latest data from REMPLAN



Opportunities

Opportunities for research and development include:

- Development of Cobar branding;
- Production of a small Cobar promotional brochure to be used locally and within the Orana region;
- Collaborative promotion with our close neighbours, Nyngan and Bourke;
- New Tourism Signage at rest stops and likely tourist gathering hot spots;
- Adventure and Nature based tourism products;
- Self-Guided scenic drives e.g. Canbelego – Nymagee round trip.

EVENTS

Overview

Cobar has a history of providing strong and engaging community events that are enjoyed by local families. These are valued and need to be conserved, though opportunities are available to expand existing events and to develop new community and large scale events that will attract visitors from outside our region, which would provide economic benefits for Cobar and local businesses.

The development of event partnerships for larger events would provide an opportunity for community collaboration but also has benefits for community support and ownership. This is crucial for the success of tourism as a whole. Event Partnerships work by providing local businesses and organisations with the opportunity to be involved in local events or to have Council's support for their events. Partnerships for Council based events may include financial contributions to aid us in advertising or could be in-kind, through volunteer hours. The partnership provides exposure for the business or organisation while also promoting collaboration and support. This shifts the focus from committee meetings to meeting the public at their location to encourage better engagement and participation.

The current lack of an appropriate sound system has been identified as an issue for the community and larger scale events, as the Police Blue Light Trailer is no longer accessible for non-Police events and is located in another town. Research should be conducted into the acquisition of a portable system capable of handling the diverse needs of Cobar. Funding opportunities would be sought, along with an opportunity for hire to community groups to recoup costs.

Key Priorities

- Strengthen existing community events
- Research options for large scale unique event and seek funding opportunities
- Provide support for local organisations and their events

Established Events

Festival of the Miner's Ghost

The Festival of the Miner's Ghost has been running since 1999 and is focused on the mining history and culture of Cobar. Future development and expansion could include the addition of new activities and a clearer direction on the theme of the event to maximise promotional opportunities. Options for the 2018 festival include collaboration with the organisers of *Running on Empty*. This new event is focused on the 1982 film of the same name, which had partial filming done in the Cobar Shire and will attract auto enthusiasts. The organisers of both events will be considering combining over a week long period to offer a larger range of activities for locals and visitors. A new program will be proposed that will have a heavier focus on mining and stronger support of local organisations such as the Miner's Memorial and Cobar Arts Council and their exhibition.

Cliffhanger

Cliffhanger is a bi-annual week long off-road event involving winching up rocks and through mud, speedy creek runs, navigational tasks, rally stages on farm trails and is famous for its vertical winch walls. The stages are all long lasting and typically combine several facets of winching, navigation and speed. The event runs every second year to ensure higher attendance. The next event is in April 2019 and will be held at “Tambua” Station on the Mt Gap Road.

In previous years, Cobar as a whole has not been involved with this event, however the organisers and Council will now be working together to have events in town such as a Show & Shine, event registration and displays. We will be working together to have a “2835” spectator day which will be free for Cobar residents to go out and watch as well as promotion of our attractions and businesses to encourage participants to spend time in Cobar. 2019 will see their largest number of participants yet, with over 80 registered at this time. A cancellation list is ongoing because of the high demand. This presents as a promising opportunity for Cobar to diversify in its events and to take advantage of global trends around the adventure based experience market.

Large Event Opportunity

Grey Mardi Gras

The concept of the Grey Mardi Gras was brought to the attention of tourism staff only recently through Councillor Bob Sinclair. The event is targeted at the Baby Boomer generation and is an opportunity for Cobar to host a unique large scale event in the peak tourism period and will incorporate the theme of the 1950s, 1960s and 1970s.

Research is currently being conducted into funding opportunities and proposed activities for the event. A draft list of activities include:

- A caravan and float parade;
- Amazing food of the 70s competition;
- Fashion Parade and competition including hairstyles and make up;
- A Grand Ball;
- Old Time Dance classes;
- Baby Boomer concert with cover bands;
- Cobar in the ‘50s, ‘60s and ‘70s exhibition at the Cobar Railway Station.

With adequate levels of targeted advertising and by holding the event within the peak season, Council will be more likely to have higher levels of participation and attendance from visitors. This is an original concept, which, if taken up, will provide Cobar with a unique offering to visitors and to the entire region and has substantial growth potential.

2020 – 150 year celebrations

The year 2020 will signal 150 years since the foundation of Cobar. Council has resolved to form a 2020 Working Group which will provide a draft costed list of activities for the celebrations that will then allow Council to set a financial budget for 2018/2019. Councillor

Christopher Lehmann will chair the Working Group. The Working Group will also create an action and coordination plan for the event.

These celebrations will involve milestone events within Cobar's history but also showcase the everyday community members who have played an integral part in shaping Cobar as we see it today. A Working Group will allow Council to have a diverse cross-section of the community take part in the decision making process in the planning and management of this event.

Small Events

Australia Day

Senior Citizens Week

Opportunities

Opportunities for research and development include:

- Event Partnerships;
- Grey Mardi Gras;
- Small Arts & Cultural Events;
- 2020.

MONITORING AND EVALUATION

Evaluation is crucial to determine the effectiveness of the actions and if the objectives of the Management Plan have been met. Tourism is often evaluated in terms of increased visitation; this will be monitored, though should not be solely relied upon to ascertain the effectiveness of the actions. This document will be reviewed and reported on for Council on a quarterly basis. Evaluation will be based upon the completion of actions or their steps, with new actions to be determined based on the quality of research and/or the next stages of development of possible opportunities.

CONCLUSION

Many of the opportunities within this document need to be developed, prioritised and strategised. The overview of each category within the Plan will assist when conducting this process. The Action Plan consists of achievable targets with stages of development for each opportunity. Some priorities within this document are already strong and are ready to be capitalised further, while others are in early stages and have barriers facing further development.

Action Plan

<i>Great Cobar Heritage Centre - Actions</i>	<i>Responsible</i>	<i>Timeframe</i>	<i>AOP/Economic Action Plan reference</i>
Support and liaise with Steve Pearse at DWP for Museum extension and provide strong promotion for presentations to seek State/Federal funding for \$31m extension.	Projects Officer/Museum Curator/Executive Management	Ongoing	1.5.2.4
Research and obtain quotes for electronic collection management system software	Museum Curator	April 2018	1.4.4.2
Research and obtain quotes for baked enamel shelving and storage materials for collection storage room	Museum Curator	May 2018	1.4.4.2 1.6.4.2
Liaise with interested community members on volunteering to create display equipment e.g. cement pad for Weather Radar and cleaning and repositioning of current collection	Museum Curator	Ongoing	1.4.1 3.2.1 1.6.4.2
Liaise with appropriate Council departments on the development of an asset management plan for The Great Cobar Heritage Centre building and a schedule for maintenance works on the site	Museum Curator/ Projects Officer	December 2018	1.6.4.2
Liaise with Council departments on priority building works to	Projects Officer/Museum Curator	Ongoing	1.5.2.4 1.6.4.2

ensure \$100 000 in 2018/2019 budget is dispersed appropriately			1.6.4.3
Create a timeline for update of signage and objects within the current exhibits at the museum	Museum Curator	June 2018	1.4.4.2 2.2.2.1 1.4.4
Research opportunities and costings and identify barriers for new exhibits e.g. Wrightville House	Museum Curator	Ongoing	1.4.4.2 2.2.2.1 1.4.4
Liaise with appropriate Council departments on accessibility for the building	Museum Curator/ Projects Officer	Ongoing	1.6.4.3
Build stronger relationships with Outback Arts and Cobar Arts Council and develop ideas for exhibitions and events	Projects Officer/ Museum Curator	Ongoing	1.4.4 3.2.1 2.2.2.1 2.2.1.1
Research availability of existing local venues for temporary exhibitions	Projects Officer/ Museum Curator	Ongoing	1.4.4 1.3.3 2.2.2 2.2.2.1 3.2.1
Develop concept for educational workshops and school holiday activities	Museum Curator/ Projects Officer	April 2018	1.3.3 2.2.2 3.2.1
Introduce an evening event at The Great Cobar Heritage Centre	Museum Curator/ Projects Officer	March 2018	1.3.3 2.2.2 2.2.2.1 1.4.4 1.4.1
Investigate locally made and produced products for the	Projects Officer	Ongoing	1.4.4 3.2.1

museum store			2.2.2.1
Create a social media content plan for regular use on the Destination Cobar Facebook page to more effectively promote the Great Cobar Heritage Centre to the community and visitors	Projects Officer/ Tourism Officer	February 2018	2.2.2 3.2.1 1.4.1
Use cost effective methods to redesign the reception area of the Great Cobar Heritage Centre and create new directional signage	Projects Officer/ Tourism Officer	April 2018	2.2.2.1 1.6.4.2
<i>Tourism - Actions</i>	<i>Responsible</i>	<i>Timeframe</i>	<i>AOP/Economic Action Plan reference</i>
Provide concept and obtain quotes for tourism branding “Cobar” and provide options for community consult on small local brochures and rest stop signage	Projects Officer	May 2018	1.3.3 2.1.2 2.2.2 2.1.2.1
Finalise the development of the Destination Cobar website	Projects Officer/ Tourism Officer	January 2018	2.2.2 3.2.1
Liaise with Bogan and Bourke Shires on collaborative marketing opportunities	Projects Officer	March 2018	2.1.1.1 2.1.2.1 2.2.2.1
Provide twice yearly informal events for community stakeholders within the tourism industry to exchange information and brainstorm ideas	Projects Officer	June 2018	3.2.1 1.4.1 1.4.4 2.1.2.1
<i>Events - Actions</i>	<i>Responsible</i>	<i>Timeframe</i>	<i>AOP/Economic Action Plan reference</i>

Develop a plan of action for the implementation of an Events Partnership Program and a drafted guidelines	Projects Officer	June 2018	3.2.1 1.4.1 1.4.4 2.1.2.1
Investigate costing for a community sound system for use at small and large events e.g. Festival of the Miner's Ghost, Christmas Parade			
Collaborate with organisers of Running on Empty and Festival of the Miner's Ghost for 2018. Provide a draft program for consideration	Projects Officer	February 2018	1.4.1 1.3.3 1.4.4 2.1.2.1 2.2.2 2.2.2.1 3.2.1
Liaise with Cliffhanger event organisers for the 2019 event to promote heavily to the community and visitors	Projects Officer	Ongoing	1.4.1 1.3.3 1.4.4 2.1.2.1 2.2.2 2.2.2.1 3.2.1
Conduct research into small scale arts and cultural events e.g. Long Lunch, Photography Exhibitions	Projects Officer	Ongoing	1.3.3 1.4.1 1.4.4 2.1.1.1 2.2.2
Develop the Grey Mardi Gras as Cobar's large scale event for 2019 including investigating funding opportunities, sponsorship and	Projects Officer	Provide regular updates on progress	2.2.2 1.3.3 1.4.4 2.1.2.1

project management			1.4.1 2.1.1.1
Facilitate the formation of a 2020 working group that will create a costed draft set of activities and develop an action and coordination plan	Projects Officer	March 2018	2.2.2 3.2.1 2.2.2.1 1.3.3 1.4.1 1.4.4

