

Overlanders Way

CORRIDOR MANAGEMENT PLAN



IMPLEMENTATION PLAN



Overlander's Way Corridor Management Plan Implementation Plan

Prepared By: -
National Centre for Tourism

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1.0 Scope and Background

This final report provides a vision and business case to guide the implementation of the Overlander's Way project.

The final report does not contain an overview of planning or management issues or the visitor information and signage template. This information is clearly outlined in report two and report three. The focus of this report is on providing a practical implementation framework.

2.0 Overlander's Way Vision Statement

The Overlander's Way will symbolise everything a great Australian outback drive holiday can offer.

- A sense of outback discovery and exploration
- A safe user-friendly travelling environment for caravans and cars
- Unique outback attractions and experiences
- One of the great Australian outback journeys, linking reef to rock
- A chance to take time to meet new friends and talk to a local

3.0 Product Components

The following outlines the desired core elements of the product offer. In other words these are the product attributes of the corridor that we wish to achieve.

(i) A Corridor of Linked Communities

The Overlander's Way corridor is made up of eight shires working together to offer a complete outback drive holiday experience.

The corridor can be driven as a drive holiday in itself or in separate stand-alone sections depending on the needs or wishes of the traveller.

No matter where you enter the corridor each town will be responsible for selling the total corridor as a themed journey made up of a variety of attractions and experiences. What will make the corridor stand out is the feeling of safety, reassurance and welcome, that travellers receive as they move from one town to the next.

(ii) Creatively Packaging and Presenting the Unique Heritage of the North West Region

The corridor will offer a rich diversity of themed experiences, which come alive and are accessible from each town along the corridor. The themes will represent the distinctive uniqueness of each town / region.

The unique natural and cultural heritage of the north west region will be presented in a way that can be packaged to meet the needs of targeted consumer markets.

The success of the Overlander's Way will be judged on its ability to draw travellers and the entice them to spend time and money in the region.

(iii) A Network of Focal Points and Visitor Hubs

Information Centres and QHTN attractions will become the hub and focal points for visitor information and interpretation of the corridor's attractions and services.

All signage will reinforce the role of visitor centres.

Information provided in Visitor Information Centres will be consistent across the corridor and promote the attractions of the local town / region and the corridor.

Access to each region's unique natural and cultural heritage will be promoted via self drive trails and packaged tours using local operators. A variety of 1 day, 2-3 day and extended tour packages will be available at each town.

(iv) An Integrated Visitor Information Network and Signage Strategy will be created.

An integrated, visitor information network will be established along the corridor. This will include themed gateway signage for towns, regional and local maps, brochures promoting visitor services and attractions and a wide variety of visitor services including plan your trip kits.

A variety of self-drive discovery trails and tours will be established.

(v) Implementation Over a Three Year Time Line

The local communities and businesses of the region will implement the Overlander's corridor over a three-year time-plan. The level of take-up of each initiative will be determined in accordance with the priority and resources of each community. A steering committee made up of representatives from key stakeholder groups will drive the delivery of the project.

Ongoing funding for the project will be sourced through local and state government initiatives, commercial sponsorship and industry joint venture initiatives.

4.0 Target Markets

An overview of key outback visitor markets is outlined in Appendix One.

Core target markets for the Overlander's Way can be defined as:

- >50 Interstate and Intrastate Drive Market
 - Big tour / grand tour across Australia
 - Snow birds heading north and west
 - Special interest markets (packaged)
- Intrastate Market from South-East Queensland
 - Visiting friends and relatives (VFR)
 - Holiday
 - Special events
- Inbound Market
 - Special interest markets
 - Holiday / VFR
 - Backpackers (budget travellers)

The Overlander's Way will be presented as offering a drive holiday experience to targeted visitor markets who:

- Wish to travel to and across Northern Australia from the Great Barrier Reef to Ayres Rock;
- Want to experience first hand the rich history, heritage, fauna and flora of the North Australian Outback;
- Wish to drive on safe, good quality highways serviced by well appointed towns.

5.0 Packaging the Product

A range of initiatives will need to be set in-train to ensure that the Overlander's Way is presented and packaged as a buyable proposition for targeted visitor markets.

Key initiatives include:

- (i) Current regional tourism brochures will need to be amended to include details on the Overlander's Way concept. This can be achieved through inserts or through the bundling of product under a common banner.
- (ii) A new dedicated Overlander's Way brochure will need to be produced. The corridor brochure will need to include a user-friendly map and include the services available in each town / shire visited. Where possible all product should be referred to in the brochure, for example, accommodation / tours etc.
- (iii) Contact will need to be made with all road agencies; for example, RACQ, AAA and NRMA etc., to ensure that their databases are all updated to include the latest material on the Overlander's Way.
- (iv) The TQ and QHTN drive tourism's web sites will need to be updated overtime.
- (v) The visitor information available at all information centres will need to be upgraded and offered in a consistent format along the corridor.
- (vi) A range of marketing initiatives will need to be pursued. These are further outlined in Section 9.

6.0 Branding and Use of the Overlander's Way Logo

A recommended logo together with briefing notes for its use and application on signage, brochures and promotional material is enclosed as Appendix Two.

The consistent application of the Overlander's Way logo for marketing and product development purposes can offer the following advantages:

- (i) A clear product image and consistent marketing messages which reinforce the strength of the offer.
- (ii) A logo / brand that both the community and tourism industry in the region can understand and support.
- (iii) Improve advertising awareness and positioning on all promotional material from maps through to souvenirs.
- (iv) An image that can position the Overlander's Way in the minds of intending visitors.
- (v) A framework for developing a consistent look and feel on all communication from road signage through to information panels and merchandise.

7.0 Overlander's Way Themes

Overlander's Way themes and linkages have previously been outlined in reports 2 and 3. Core themes and story lines are outlined in Diagram One. Each town will need to review and document how these themes should be incorporated in the corridor brochure and within information centres.

Diagram 1 - Themes

THEMES TOWNS	LANDSCAPE	MOVEMENT	LIVING	EVENTS	CORE THEME
Townsville	- Townsville Plains - Townsville Common - National Parks - Islands	- Airport - Seaport - Rail Head - Mining - Service Centre	- Settlement - Indigenous stories - Pastoral industry	- World War I & II - Regional linkages - Regional Events	<u>QHTN</u> <u>Gateway/Hub</u>
Dalrymple/Char ters Towers	- Einasleigh Uplands - Great Basalt Wall National Park - Dalrymple National Park - White Mountains National Park	- Rail Head - Gold Mining - Cattle NT-QLD	- Settlement - Schools/Services - Architecture - Explorers - Grazing (Beef) - Indigenous Stories	- World War I & II - Goldmining - Events (Music) (Cricket)	<u>Gold</u> <u>"The World"</u>
Flinders Shire/Hughende n	- Mitchell Grass Downs - Porcupine Gorge National Park - Basalt Flows - Koorooinya Falls - White Mountains National Park - Flinders River	- Railway Line - Flinders River - Drainage - Cattle NT-QLD	- Explorers - Grazing (Beef Sheep) - Settlement - Indigenous Stories	- World War I & II - Regional Events	DINOSAURS - Great Inland Sea - Great Artesian Basin - National Parks - PORCUPINE GORGE NATIONAL PARK
Richmond	- Mitchell Grass Downs - Flinders River	- Flinders River - Railway - Cattle NT - QLD	- Explorers - Grazing Beef Sheep - Settlements - Indigenous Stories	- WW I & II - Regional Events	MARINE FOSSILS - Great Inland Sea - Great Artesian Basin
McKinlay	- Mitchell Grass Lands	- Railway - Cattle W - E Gateway - Gulf	- Explorers - Settlement	- WW I & II - Waltzing Matilda - Regional Events	ARTESIAN WATER - Great Artesian Basin
Cloncurry	- Northwest Highlands - Mt. Isa Inlier -Leichhardt Cloncurry Rivers - Lake Eyre	- Railway - Mining - Airport	- Settlement - Schools - Hospitals - Explorers (Bourke & Wills) - Indigenous Stories	- WW I & II - Royal Flying Doctor - Rodeo - Ernest Henry - Mary Kathleen	- Droving - Copper/Gold - Lake - NORTH WEST DISCOVERY CENTRE
Mt Isa	- Northwest Highlands - Mount Isa. Inlier - Lawn Hill - Riversleigh	- Railway - Airport - Mining - Regional Service Centre	- Settlement - Multicultural - Indigenous stories - Explorers	- WW I & II - Rodeo - Regional Events	- MINING - Hub/Service Centre - Riversleigh Fossils
Camooweal	- Gateway to Gulf - Camooweal Caves National Park - Mitchell Grass Lands	- Beef Cattle Transport - Links to Gulf Country	- Cattle - Explorers - Pastoralism - Indigenous Stories	- WW I & II - Regional Events	- DROVING - WW I & II - Overlanders
Tennant Creek	- National Parks - Mitchell Grasslands - Tanami Desert	- Airport - Mining	- Explorers - Indigenous Stories - Communities - Settlement	- Telegraph Station - Regional events	- GOLD MINING

Interpretation / information in each visitor information centre should be organised under the Overlander's Way banner under the following areas:

- Local attractions along the corridor and within the town;
- Regional attractions including byways; and
- Corridor attractions / destinations in the north west.

8.0 Implementation

An implementation schedule outlining both hard and soft infrastructure is outlined in Diagrams Two, Three, Four and Five, where appropriate, responsibility for design and fabrication, erection and placement, ongoing maintenance and funding of soft and hard infrastructure is outlined in the diagrams.

Diagram 2. Overlander's Way – Proposed Hard Infrastructure

	Design and Fabrication	Erection Cost	Ongoing Maintenance Cost	Funding Available	No. of Signs	Location	Cost	Timing
1. State Gateway Sign	DMR, TQ, QHTN	QHTN, MRD	MRD	✓	1	Camooweal	(51,000) #	Immediate
2. Regional Gateway Sign	DMR, TQ, QHTN	QHTN, MRD	MRD	✓	3	Camooweal, Charters Towers	(21,000) #	Immediate
3. Shire Signage	LGA, QHTN Design provided	LGA	LGA	×	×	×	×	As budget allows
4. Town Gateway Signage Welcome/Farewell	DMR, TQ, QHTN	LGA	LGA	✓	28	Each major town (4 signs)	\$130,000 ## details attached	Completed by March 2002
5. Regional Interpretation Panels (Maps) in VIC's	QHTN, TQ	LGA	LGA	✓	2	Townsville, Mt Isa	\$30,000	March 2002
6. Local Interpretation (maps)	QHTN, EPA, LGA	LGA	LGA	✓	2	Camooweal, Charters Towers	\$20,000	April 2002
7. Accredited VIC signs	DMR	LGA	LGA	✓	20	All major towns	\$15,000	Ongoing from March 2002
8. QHTN Signage	DMR, QHTN	LGA, QHTN	LGA	✓	12	QHTN sites	(36,000) #	In accordance with site plans
9. Themed Route Entry Sign	DMR, QHTN, TQ	MRD	MRD	✓	1	West / Townsville	\$5,000	March 2002
10. Precinct Signage	LGAs	LGAs	LGAs	×	×	×	×	As budget permits
11. Route Marker on Direction Signs	DMR	DMR	DMR	×	×	×	×	As budget permits
12. Tourist Drive Signage	LGAs, DMR	LGAs, DMR	LGAs	×	×	×	×	As budget permits
Total Budget							\$200,000	

Funded via separate drive project

Includes cost for design fees and project management of implementation

Diagram 2 Continued. Overlander's Way Town Gateway Signage

1. Eight towns - 2 x Welcome (28 signs)
 - 2 x Farewell
 - Townsville / Camooweal (1 sign each)

2. Preliminary costing based upon:-
 - 1 size 3600mm x 2400 mm
 - 1.9m x 3.6m sign panel on 1.6mm aluminium with four colour graphics printed on 3M 8620 vinyl with GPS anti graffiti overlamine. Four year 3M outdoor warranty. 6 large rails modular.
 - 440mm x 3600mm sign panel on 1.6 aluminium with Class 2 3M reflective vinyl brown or blue with radius corners. 2 large rails. Sign fabricated with 2 x 100 NB yellow band posts with cap and 16 bracket clips. Sign fabricated and packed for freight. (Freight cost not included)

PRICE \$3,400 plus GST

NB Price based on minimum quantity of 28 signs.

3. \$3,400 + GST \$340 + Freight \$100
 - = \$3840 + project and design fee of 10% \$380 (provides for design of signs along whole corridor)
 - = \$4220 (per sign in place on the ground) (local government to erect signs)
 - = 28 x \$4220
 - = \$118,160 + 10% contingency fee of \$11,816
 - = \$130,000

Diagram 3. Overlander's Way – Proposed Soft Infrastructure

Item	Design Cost Printing	Ongoing Cost	Funding Available Under DT	Details	Budget	Timing	Project Manager
RTO Brochure Inserts	TQ / RTO	RTO's	✓	Inserts into existing regional brochures (2 page spread in outback 2002, Townsville insert proposed)	\$20,000	Immediate	TQ / RTO
Corridor Brochure	RMG / QHTN	RMG	✓	Update of map and preparation of new brochure. See attached details (1) #	\$30,000	March 2002	RMG / RTO
Road Maps AAA DMR	AAA / DMR	AAA	×	Material to be provided to agencies free of charge	×	×	RTO / TQ
Merchandising	RMG / QHTN	RMG	✓	Limited production of one off merchandise eg. post cards/posters	\$15,000	Feb 2002	RMG / RTO
Trip Planning Information Website	TQ	QHTN	✓	Drive tourism website to be updated to include links to TQ, DMR and RACQ for trip planning	\$10,000	March 2002	TQ / QHTN
Logo	QHTN	RMG	✓	Development of branding guide for the corridor	\$15,000	March 2002	QHTN / RMG
Corridor Research	QHTN, TQ, RTO	RTO, RMG	✓	Research on consumer demand for products such as in-car tapes, merchandise, virtual tours, etc.	\$25,000	Feb 2002	QHTN / RMG / TQ ongoing
Launch kit for Overlander's Way	QHTN, TQ, RTO	RTO, RMG	✓	Initial research and design of Overlander's Way launch kit. Panels	\$10,000	Feb 2002	QHTN, TQ, RTO
					\$125,000		

RMG Regional Management Group
RTO Regional Tourism Association

Diagram 3 Continued. Overlander's Way Booklet

Description: 6PP cover printed 4 Colour Process Both Sides.
24PP text printed 4 colour process throughout.
Fold, Collate, Saddle Stitch and Trim.
Finished Size 210 x 100

Stock: 115 & 128gsm Gloss Art

Cost (Quantity = 50,000)

Printings:	\$15,000
GST:	\$1,500
TOTAL:	\$17,000
Creative Production / Project Management:	\$11,000 + GST

Diagram 4. The Overlander's Way Implementation Schedule - Signage

	ACTION	Nov 2001	Dec	Christmas 21.12.01 – 07.01.02	Jan 2002	Feb	Mar	April	May	June	July
1.0	Sign off on integrated information framework. Establish Project Team	█									
	Sign off on budgeted project responsibilities & timeline.	█									
2.0	Complete design specifications for each Town along corridor for Town Signs/Gateway signs.		█								
3.0	Prepare brief for fabrication of signs & cost & approve by project team.										
4.0	Undertake negotiations with MRD & each LGA to determine placement & responsibility for erection of signs. Must be in accordance with MUTCD & in accordance with established MRD protocols.		█		█						
5.0	FABRICATE ALL SIGNS & freight to Region for Corridor roll out				█						
6.0	COMMENCE ERECTION of all signage in accordance with protocols and project management agreement.					█					
7.0	LAUNCH PROJECT						█	□	□	□	□
8.0	Accredited VIC Signage to be determined by MRD & TQ QHTN					□	□	□	□	□	□
9.0	QHTN Signage To be arranged in accordance with individual site needs					□	□	□	□	□	□
10.0	Maintenance LGA to maintain all town signs						□	□	□	□	□
11.0	MRD to maintain all Directional signage in accordance with MUTCD							□	□	□	□

Diagram 5. Overlander's Way Project Implementation Schedule Soft Infrastructure: Regional/Local Maps

	ACTION	Nov 2001	Dec	Christmas 21.12.01 – 14.01.02	Jan 2002	Feb	Mar	April	May	June	July
1.0	Prepare specifications & cost for Region and Local tourist maps & have signed off by project team.	■									
2.0	Commission consultant to commence consultation, and commence, collection & design of regional & local prototypes & have prototype signed off by project team.		■								
3.0	Commence design of each case study region (regional & local maps)				■						
4.0	Sign off Draft by LGA Reference Group, TQ, QHTN					■					
5.0	Print & fabricate designs and place in regions						■	■			
6.0	LAUNCH PROJECT						■				

Diagram 5 Continued. Overlander's Way Project Implementation: Brochure

	ACTION	Nov 2001	Dec	Christmas 21.12.01 – 14.01.02	Jan 2002	Feb	Mar	April	May	June	July
1.0	Prepare brief for design & cost of corridor brochure & have brief signed off by project team		■		■						
2.0	Commission consultant to prepare creative for brochure in accordance with design brief				■						
3.0	Prepare 1 st draft for sign off					■					
4.0	Print & Distribute						■				
5.0	LAUNCH PROJECT						■				

A total project budget is also outlined in each diagram. Unless otherwise identified the majority of funds are being made available through the QHTN budget. Local government will be responsible for the erection of all signage on the site and the ongoing maintenance of local and tourism signage.

Sources for ongoing funds are outlined in Diagram Six.

Diagram 6. Capital Funds

FUNDING SOURCE	APPLICATION
QHTN	A one off grant scheme consisting of: <ul style="list-style-type: none"> • Gateway/Town Signage • Information Panels/Interpretive Panels • Regional Mapping Schemes • Byway Signage/gateways
MRD	<ul style="list-style-type: none"> • Improved Directional signage (ongoing) including focal point, service white on blue and tourist attractions (white on brown)
Department Transport	<ul style="list-style-type: none"> • Possible buy-in on both Directional and Gateway Signage to support road safety initiatives.
Local Government	<ul style="list-style-type: none"> • Ongoing budgets to maintain Gateway/Shire/Tourism signage and where possible interpretive panels. • Local Government funds to be focussed at local signage initiatives including local maps 'I' interpretive signs.
EPA/National Parks	<ul style="list-style-type: none"> • Limited funds for buy-in on sites where National Parks are keen to inform visitors of services and attractions within National Parks and other resources.
Industry	<ul style="list-style-type: none"> • Sponsorship and joint venture funding initiatives
Miscellaneous Grants	<ul style="list-style-type: none"> • Federal / State / Local government grant schemes

Diagram 7. Marketing/Soft Infrastructure

FUNDING SOURCE	APPLICATIONS
QHTN	One off grants to be applied toward: <ul style="list-style-type: none"> • Funds towards upgrade of existing promotional brochure / web site. • Preparation of a regional mapping/signage template. • Preparation of a local mapping signage template. • Support for launch of project and merchandise.
Tourism Queensland	<ul style="list-style-type: none"> • Inkind support towards preparation of upgraded corridor brochure including assistance with free use of photos and assistance with printing support. • Assistance with initial design of a roadshow presentation kit for launch of the corridor in 2002. • Assistance with marketing advice including joint promotional activities.
OQTA	<ul style="list-style-type: none"> • Inkind support for corridor brochure and road show presentation kit. • Marketing support.

9.0 Marketing Plan

9.1 Overarching Objectives

(i) Destination Development

To use the Overlander's Way to support the further development and positioning of the North West Queensland Outback region as a desirable outback drive destination.

(ii) Product Development

To present, develop and package the Overlander's Way Corridor as a marketable drive holiday product to targeted visitor segments.

(iii) Distribution

To promote the Overlander's Way through appropriate links with distribution networks.

(iv) Partnerships

To establish a strong ongoing partnership agreement between the community, the industry and government to support the implementation and ongoing marketing and management of the Overlander's Way launch.

9.2 Marketing Plan

Key actions are outlined in the following diagram.

Diagram 8. Action Plan**Objective 1: Destination Development**

	Action	Time	Budget	Responsibility
1.1	Work with OQTA and TQ to review the 2001 Travellers Guide with the option of providing an insert or advertorial on the Overlander's Way for the current brochure reprint	Immediate	QHTN, TQ \$20,000	TQ, QHTN RMG (Regional Management Group)
1.2	Work with TQ & OQTA to determine how the Overlander's Way can value add and dove tail into any planned destination marketing initiatives contained in the 2001/2004 Domestic Leisure Marketing Strategy	Immediate Ongoing	QHTN TQ	TQ RMG OQTA
1.3	Work with TQ to ensure that the QHTN & TQ drive market web site is updated to include information & links to Overlander's Way corridor. Contacts over time will also need to be made with RACQ, NRMA etc.	Immediate Ongoing	---	TQ RMQ OQTA
1.4	Work with TQ and Northern Territory government to ensure that the Overlander's Way concept is jointly supported and cross promoted between each state government.	Ongoing	---	TQ NT OQTA / TE RMG

Objective 2: Distribution

	Action	Time	Budget	Responsibility
2.1	Prepare guidelines for a dedicated Overlander's corridor brochure, print brochure and distribute through: <ul style="list-style-type: none"> - RACQ, NRMA, etc. - All information centres on the corridor - All Shires on the corridor - All service stations - Direct marketing leads as provided by TQ, NT & OQTA It is recommended that the brochure:- <ul style="list-style-type: none"> - Be DL formatting for ease of distribution and handling. Eg, fits into a brochure rack and a glove box. - Provides user-friendly information on each shire town. - Provides packaged experiences eg, suggested itineraries & information on tours and byways. 	March 2002 Ongoing	\$30,000	OQTA TQ NT RMG LGA's
2.2	Prepare design guidelines for the development of an Overlander's Way launch kit for use at Trade Shows & promotions.	Feb-Mar 2002	\$10,000	RMG TQ OQTA / TE
2.3	OQTA & TQ can offer a range of cooperative marketing opportunities such as trade show representation, direct marketing and a range of trade & media promotions. Publicity is also possible through competitions, trade & media familiarisations and events. Given the limited funds for promotion & management it is recommended that all activities be cross-linked with existing initiatives already planned by TQ & OQTA. These are listed in the OQTA Marketing Calender & in the TQ Marketing plan.	Immediate	---	RMG TQ OQTA

Diagram 8 continued. Action Plan**Objective 3: Product Development**

	Action	Time	Budget	Responsibility
3.1	To review the option of merchandising Overlander's Way memorabilia using the logo developed for the report. A pilot project using post cards/posters can be trialed for immediate introduction in 2002.	Mar-April 2002	\$15,000 (QHTN)	RMG OQTA QHTN TQ
3.2	Prepare design guidelines for the design, development and placement of regional and local tourism panels/maps in the two gateway towns of Mt Isa and Townsville.	March 2002	\$30,000	RRG TQ QHTN
3.3	Make links with the Channel Guides network to establish tour packages which cross the north west region and link with major towns	April 2002 Ongoing	---	RMG Savannah Guides OQTA
3.4	Facilitate the further development of an Overlander's Way range of four-wheel drive circuits similar to the Basalt byways being established in Hughenden. These circuits need to have adequate signage and mud maps available from the VIC.	April 2002 Ongoing	---	RMG LGA's
3.5	Develop a series of fauna and flora guides in association with EPA/QNPWS which can be incorporated with byway maps and VIC's	April 2002 Ongoing	---	EPA, QNPWS TQ, CRC LGA's, RMG
3.6	Work with TQ/State Development and YHA to determine if a range of accredited budget accommodation can be established across the north west corridor to service the needs of the backpacker market	April 2002 Ongoing	Possible support from CRC/State Government	TQ, YHA State Development RMG, LGA's, CRC
3.7	Develop a special events program for the Overlander's Way which can move along the corridor throughout the year and provide a focus for activity/action and entertainment (Flora & Fauna events should be included)	April 2002 Ongoing	Grant funds	RMG, LGA's QHTN/TE EPA/QNPWS
3.8	Station/hotel/accommodation packages need to be established across the corridor	Ongoing	---	LGA's, TQ, OQTA Industry
3.9	Foster and encourage the development of local area tourism precincts including landscape, streetscape initiatives along the corridor	Ongoing	---	MRD LGA's
3.10	Identify opportunities for local arts & crafts that can be packaged up and used as souvenirs for the corridor	Ongoing	---	TQ, RMG LGA's Arts groups

CRC Cooperative Research Centre for Sustainable Tourism**TE** Tourism Enterprise

Diagram 8 continued. Action Plan

Objective 4: Partnerships

	Action	Time	Budget	Responsibility
4.1	Establish a working group within the LGA steering committee to commence arrangements for the launch of the Overlander's Way in Townsville during February 2002	Immediate	\$10,000 QHTN	LGA, RMG QHTN, TQ/NT OQTA/TE
4.2	Undertake a series of road shows along the Overlander's Way corridor to introduce local communities to the attractions offered along the corridor. Road shows should initially focus on information centres, tour operators and Council officers	April 2002 Ongoing	—	LGA's, RMG OQTA/TE NT/TQ
4.3	Make contact with EPA/Cooperative Research Centre for Sustainable Tourism (CRC) and TQ to determine if a range of partnership initiatives could be undertaken along the north west corridor to map heritage (fauna/flora/indigenous stories etc.) and document areas for interpretation to visitor markets.	April 2002 Ongoing	Possible Grant funds	EPA, CRC TQ, LGA's RMG

10.0 Management of the Overlander's Way

The implementation schedule clearly outlines the timelines, budget and responsibility for implementing both hard and soft infrastructure initiatives along the corridor.

The Regional Management Group made up of the five Central Outback Queensland Shires has agreed to take on the overarching responsibility in its early stages. This management group has agreed to maintain both formal and informal contact with the shires and towns to the east of Hughenden and the west of Camooweal.

The management group recognises that the level of take-up and implementation of corridor initiatives at the local and regional level will be determined at the end of the day by the desire of local communities to implement initiatives and the availability of funds.

The first stage of the project allows for a budget of over three hundred thousand dollars to be used to kick-start the project. Once these funds have been spent the overall responsibility for maintaining both hard and soft infrastructure will fall back to the individual local authorities, the North West Working Group and the tourism industry in general, including both tourism regions and the State Tourism Commissions.

The marketing plan provides a number of recommendations on how further grant funds can be sourced to assist with both hard and soft infrastructure. The plan also suggests that a range of commercial / corporate sponsorship can be pursued.

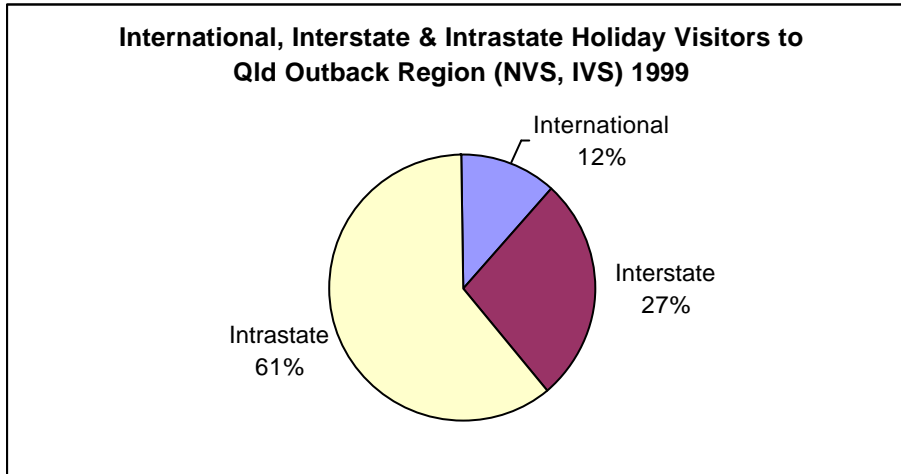
During the early stages of implementation Tourism Queensland, Queensland Heritage Trails Network and Main Roads will all play a significant role in overseeing the project roll out. It is recognised that funds may need to be found to finance the role of a project manager if either the government agencies or the regional management group are unable to meet the commitments identified in the project implementation schedule.

It is estimated that it will take at least two and one-half full person days a week for the first three months to ensure that the project remains on track for a launch in February 2002.

Appendix One

The visitors below, drawn from the National Visitor Survey (NVS) and International Visitor Survey (IVS) are indicative only.

Visitor Numbers



The number of overnight domestic visitors to the Outback was 259,000 for the year ending 1999, while the number of holiday visitor nights spent in the Outback was 1,568,000. International holiday visitors totalled 36,122, which equate to 99,160 international holiday visitor nights.

Length of Stay

Domestic Holiday Visitors: Average length of stay is 6.1 nights, however 27% spend 1 night, 14% spent 2 nights, 16% spent 3 nights. 29% of domestic visitors spend an average of 4-7 nights and 12% spent 8-14 nights (NVS 1999).

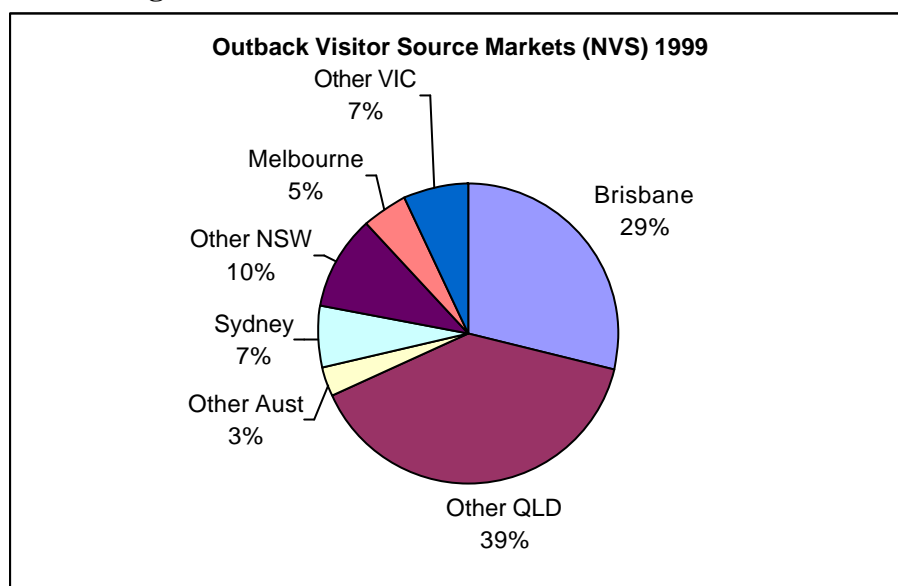
International Holiday Visitors: International holiday visitors to the Outback generally stay an average of 2.7 nights per visit.

Expenditure

Domestic spend \$276.0m. Average spend of visitors from Queensland was \$91 per night while visitors spend \$377 per visit (NVS 1998).

International spend \$2.5 m. An accurate expenditure figure cannot be calculated due to the small sample size.

Visitor Origin



The Outback's predominant domestic holiday markets are Brisbane (29%), Sydney (7%) and Melbourne (5%). Other Queensland (39%) is the most sizeable source of visitors to the outback.

The top three international holiday visitor markets to the Outback (for visitor numbers) were United Kingdom (28%), Germany (17%) and USA (7%).

Mode of Transport

During 1999, 75% of domestic holiday visitors travelled to the region by private vehicle. A further 12% travelled by rail and 10% travelled by bus / coach.

Purpose of Travel

Of all the travel in the Outback in 1999, 38% was for the purpose of having a holiday / leisure.

Doing business accounted for 29% of domestic visitors, while visiting friends and relatives accounted for 20% of domestic visitors to the Outback for the year ended 1999.

Age Profile

The existing market for Queensland's Outback is heavily weighted towards older holiday visitors. Approximately 31% of holiday visitors to the Outback are aged 25-44, 44% aged 45-64, 19% aged 65 and over, and 6% aged 15-24 (NVS 1999).

Visitor Household Lifecycle Stage

People interested in Outback Queensland product can best be described as belonging to middle age or older households.

38.5% of respondents belong to a household with head aged 44-65 with no dependent children (Mid-life Households). 24.5% are part of a household where the household is aged 65+ or retired

(Older Household) and 17.2% where the household is aged 44.65 and has dependent children (Mid-life Families)(Source: Outback Holiday Visitation Study 1999).

Domestic Market

The domestic market is the most significant for the Outback accounting for 88% of visitors to the region, 61% originating from within Queensland, predominantly from South East Queensland and the coastal areas around Rockhampton and Townsville. International accounts for only 12% of business to the region.

The profile of the existing visitor market to Outback Queensland consistently demonstrates an emphasis on older travellers and this becomes more pronounced in more remote areas. Visitors to the region reflect a wide range of income and education groups with different comfort and knowledge requirements.

The majority of visitors to the Outback arrive by road. Transport to the region varies depending upon the distance from the destination. Local and Intrastate visitors utilise private vehicle, while interstate visitors travel by road, coach or air.

Potential Visitor Markets (Domestic)

A range of potential visitor markets for Queensland's Outback can be identified. However, the level of investment in these markets must be balanced by the possible returns.

Appendix Two

Naysan, Please insert section on Corporate Identity Standards