

**Prepared for:**  
Tourism Queensland

# Drive Tourism Program – Stage 2

*The Country Way*

## **SITUATION ANALYSIS**

**SUSTAINABLE  
TOURISM**



**Services**

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# CONTENTS

<b>1. EXECUTIVE SUMMARY.....</b>	<b>4</b>
1.1 ROLE OF SITUATION ANALYSIS REPORT .....	4
1.2 CORRIDOR STATUS.....	4
1.3 DRIVE MARKET RESEARCH – WHAT DOES IT TELL US ABOUT THE COUNTRY WAY?.....	4
1.4 TOURISM CHALLENGES .....	4
1.5 OPPORTUNITIES.....	5
1.6 STRATEGIC PLATFORM.....	5
1.7 PREFERRED POSITIONING OF ROAD CORRIDOR .....	5
1.8 TAKING ACTION.....	6
1.8.1 <i>Target Markets</i> .....	6
1.8.2 <i>Business Planning</i> .....	6
1.8.3 <i>Committee Structure</i> .....	7
1.8.4 <i>Collateral</i> .....	7
1.8.5 <i>Partners</i> .....	7
1.8.6 <i>Product Development</i> .....	7
1.8.7 <i>Monitoring Performance</i> .....	8
1.9 IMPLEMENTATION PRIORITIES .....	8
1.10 HOW DO WE COMPARE? .....	9
<b>2. BACKGROUND.....</b>	<b>10</b>
2.1 TERMS OF REFERENCE .....	10
2.2 PLANNING PROCESS.....	10
<b>3. THE QUEENSLAND TOURISM ROAD NETWORK .....</b>	<b>11</b>
3.1 THE TOURISM ROAD NETWORK .....	11
3.2 DRIVE TOURISM ROUTES .....	13
3.3 DRIVE TOURISM STAGE 2 ROUTES.....	14
3.4 ROAD NETWORK.....	15
3.5 LINKAGES.....	16
<b>4. THE ROAD TRAVEL EXPERIENCE .....</b>	<b>18</b>
4.1 2003 DRIVE TOURISM MARKET REVIEW .....	18
4.2 THE HOLIDAY DECISION MAKING PROCESS .....	19
4.3 WHAT ARE THE IMPLICATIONS FOR THE COUNTRY WAY? .....	20
<b>5. DRIVE MARKET RESEARCH – WHAT DOES IT TELL US ABOUT THE COUNTRY WAY?...</b>	<b>21</b>
5.1 EXISTING RESEARCH.....	21
5.2 FEEDBACK FROM THE WORKSHOPS.....	21
<b>6. CORRIDOR STATUS .....</b>	<b>23</b>
6.1 BACKGROUND.....	23
6.2 BUSINESS/STRATEGIC PLAN .....	23
6.3 CORRIDOR MANAGEMENT PLAN .....	23
6.4 ORGANISATIONAL STRUCTURE .....	23
6.5 ENVIRONMENTAL SCAN .....	24
<b>7. PRODUCT AUDIT.....</b>	<b>26</b>
7.1 MAJOR PRODUCTS/ATTRACTIONS .....	26
7.2 BIOREGIONS.....	28
7.3 THEMATIC LINKAGES .....	29
<b>8. HARD INFRASTRUCTURE AUDIT .....</b>	<b>30</b>
8.1 MAIN ROADS SERVICE INFRASTRUCTURE (E.G. REST AREAS).....	30
8.2 SIGNAGE .....	31
8.3 VISITOR INFORMATION CENTRES .....	32
<b>9. REVIEW OF REGIONAL TOURISM ORGANISATION PROGRAMS.....</b>	<b>34</b>
<b>10. COMPARATIVE REVIEW.....</b>	<b>36</b>

<b>11.</b>	<b>TAKING ACTION (RECOMMENDATIONS)</b> .....	<b>37</b>
11.1	VISION .....	37
11.2	POSITIONING .....	37
11.3	TARGET MARKETS .....	38
11.4	BUSINESS PLANNING .....	39
11.5	ORGANISATIONAL PLANNING .....	39
11.6	PRODUCT DEVELOPMENT.....	39
11.7	COLLATERAL .....	40
11.8	MONITORING MARKET ACTIVITY AND NEEDS.....	41
<b>12.</b>	<b>THREE YEAR ACTION PLAN</b> .....	<b>42</b>
12.1	IMPLEMENTATION PRIORITIES .....	45
<b>13.</b>	<b>APPENDICES</b> .....	<b>46</b>
13.1	WORKSHOP PRESENTATION.....	46
13.2	WORKSHOP OUTCOMES – GAYNDAH AND WARWICK .....	46
13.2.1	<i>FEEDBACK ON PRESENTATION</i> .....	46
13.2.2	<i>WORKSHOP NOTES</i> .....	48
13.3	NSW WORKSHOP OUTCOMES.....	62

## **1. EXECUTIVE SUMMARY**

### **1.1 Role of Situation Analysis Report**

The role of this report is to provide a Situation Analysis Report for the Country Way.

The report discusses management and marketing issues and recommends a preferred way forward for The Country Way. The final recommendations were developed following the Corridor Committee workshops in early December 2004.

### **1.2 Corridor Status**

- First marketed in 1990 as Highway 17, then as the Country Way from 1998
- Fully sealed route
- Moderate to low visitor traffic along route at present (less than 110,000 Wallangarra – Toowoomba, 31,000 Toowoomba – Rockhampton)
- One of the five major north – south routes for Queensland
- Currently marketed through a brochure and stands at travel shows

### **1.3 Drive Market Research – What Does it Tell us About the Country Way?**

- Most traffic is focussed at the southern end of the corridor (Wallangarra to Toowoomba)
- The Corridor does not carry large volumes of tourist traffic compared to most of the other drive routes.
- Research suggests the Country Way:
  - Is less of a traditional “touring market” route, the lowest percentage of the five routes (66% touring)
  - Is mostly destination driven (60%)
  - Has extremely low route awareness (13%)
  - Attracts mostly adult couples (55%).
  - 60% of travellers have pre-planned their travel
  - Some flexibility whilst en-route (38%), much less than other routes
  - Percentage using Visitor Information Centres is unknown, but probably between 50-60%
  - Many travellers are away for one month or more (55%)
  - Maps are pivotal, as are the links with the motoring organisations

### **1.4 Tourism Challenges**

Key challenges identified and agreed by the committee include:

- How to work more effectively with key partners e.g. RTO, industry etc.
- How to attract new markets
- How to slow down or make existing travellers go the extra leg before continuing on to the coast
- Suitability of the route to the target market
- Visitor statistics are needed for the route / regions.

- Market readiness in terms of product (accommodations, VICs, attractions etc.)
- Training for small operators (mostly farmers / wine growers with little or no tourism expertise)

## 1.5 Opportunities

Key opportunities for the Country Way include:

- Working more closely with the New England Highway
- Links with SEQ Country Touring Guide (particularly southern section)
- Links to Brisbane to Southern Barrier Reef Motoring Guide
- Links with Central Queensland Motoring Campaign
- Links to National Parks/4WD routes and tourist drives
- Potential market segments include Big Tour, Grand Tour and Adventure

## 1.6 Strategic Platform

### Vision

The vision describes what would be achieved if the Country Way is developed and promoted to its full potential. As a result of the feedback and the workshops, the vision statement might read:

To have achieved, in the three years following the completion of the Drive Tourism Program Stage 2:

- national and international recognition of the Country Way as a major north-south travel route;
- increased diversity of quality tourism country / bush experiences and products within easy reach of coastal destinations: and
- a significant increase in tourist visitation.

In working towards the vision, the following actions were put forward by the Corridor Committee:

- develop a Country Way business plan and associated marketing strategy;
- review membership program to include RTOs and tourism businesses;
- extend the Country Way to include all of the New England Highway from Newcastle to Rockhampton;
- diversify marketing collateral across all media including the web and increased public relations;
- increase product development associated with each town along the Country Way focusing particularly on country/and bush experiences and products; and
- increase visitation particularly in the number of short stay and repeat visitors from coastal destinations

## 1.7 Preferred Positioning of Road Corridor

Positioning refers to the way that the Country Way is perceived by its visitors relative both to other routes in Queensland, and routes in the area where they live. A strong, positive identity is a prerequisite for establishing a strong positive image and sustaining visitation in the long term.

From a product perspective, the Country Way can be distinguished by:

- the “country/ bush” as opposed to the “outback” or “coast”;
- a “braided” route offering a diversity of natural attractions and cultural experiences; and
- a wide variety of short-stay accommodation including camping, B&Bs, farm stays, motel and hotel accommodation with excellent food and wine.

From the prospective visitor’s standpoint, the Country Way appeals because it:

- has more scenery than other inland corridors
- less commercial vehicles than other routes
- provides security and safety, with service centres rarely more than an hour apart
- offers a wide diversity of natural landscapes and cultural attractions within relatively short distances
- offers a diversity of inland dams and waterways ideal for camping, fishing, and motor boating; and
- provides opportunities for outdoor adventure activities in bush and natural settings

These product strengths and potential visitor perceptions should be used to develop a strong and distinctive brand for the Country Way which in turn should be used in various marketing and promotional media.

## 1.8 Taking Action

### 1.8.1 Target Markets

Primary, established target markets:

- through travellers particularly retirees and the caravan set
- accommodated touring - day/overnight tourists from coastal urban centres particularly Bundaberg, Hervey Bay, Sunshine Coast, Brisbane, Gold Coast and northern New South Wales

Emerging target markets:

- young caravanners;
- niche markets including fishermen, star gazers, birdwatchers, historical tours, genealogy tours etc;
- gourmet wine/food tours;
- nature based ecotourism;
- cultural tourism; and
- adventure tourism (e.g. four-wheel driving, trail biking, horse riding, mountain bike riding, motor boating, flying etc.)

### 1.8.2 Business Planning

Action	Responsibility
1. Develop a short, simple 3 year business plan that links with the RTOs to maximise benefits to CW stakeholders.	CWC with involvement of members, RTOs, LTOs and TQ
2. Seek funds to appoint a CW development officer to develop the business plan/ marketing strategy, new collateral, quality tourism products along the	CWC, RTOs

Country Way and prepare funding applications	
3. Review membership including RTOs <sup>1</sup> , VICs, TQ, LGAs and tourism businesses.	CWC
4. Foster support of a major sponsor	CWC

### 1.8.3 Committee Structure

Action	Responsibility
5. Develop a new committee and meeting structure to better service the needs of members – (explore more regular tele-conferencing of the executive, and less frequent full meetings, possibly over 2 days, once a year)	CWC

### 1.8.4 Collateral

Action	Responsibility
6. Produce the 2005 Country Way Guide	CWC (in hand) / Country Colour
7. Utilise the services of a professional distribution network to circulate Country Way Guides	CWC (in hand)
8. Promotion of the Country Way theme song	CWC (in hand)
9. Develop a Country Way marketing strategy which considers all media, reviews the way information is to be communicated, and emphasises cooperative partnerships with other drive tourism routes and destinations	CWC, RTOs, and all affiliated bodies
10. Develop a Country Way web site with links from all other relevant tourism web sites (TQ, RTOs, LGAs, tourism business websites etc.)	CWC, TQ, RTOs
11. Develop a Country Way map for insertion in other publications (4-6 pages)	CWC, TQ, RTOs
12. Ensure good, consistent signage along the Country Way, particularly at key decision points	DMR, LGAs, CWC

### 1.8.5 Partners

Action	Responsibility
13. Develop strategic partnerships with other Drive Tourism Routes and coastal destinations to inform visitors of the choices available to further enhance their drive tourism experience by returning home via a different route.	CWC, with involvement of RTOs, and other Drive Tourism routes and coastal destinations
14. Incorporate the southern section of the New England Highway into the Country Way so that it extends from Newcastle to Rockhampton	CWC, NSW partners, TQ

### 1.8.6 Product Development

Action	Responsibility
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<sup>1</sup> CWC – Country Way Committee, DMR – Department of Main Roads, EDOs – economic development officers, EPA - Environmental Protection Agency, LGAs – local government authorities, LTOs – local tourism associations, QPWS – Queensland Parks and Wildlife Service, RTOs – regional tourism associations, TQ – Tourism Queensland, VICs – visitor information centres.

Action	Responsibility
15. Develop a “braided” route (i.e. scenic drives off main route) encompassing nearby attractions and tourism businesses	CWC, MRD, LGAs, businesses.
16. Improve the standard of the road alignment, width and surface, particularly north of Toowoomba.	LGAs, DMR, CWC.
17. Develop short training courses and mentoring program to increase the quality of service provided by small tourism operators.	RTOs, CWC.
18. Encourage the development of cultural tourism products offered by towns including Aboriginal communities	LGAs, RTOs, Aboriginal communities, CWC
19. Work with EPA and QPWS to develop appropriate tourism facilities in national parks, particularly improved access and camping facilities	EPA, QPWS, RTOs, LGAs, CWC
20. Enhancement of existing attractions and development of new attractions.	CWC, EDO’s, LTOs, RTOs, LGAs, Sunwater etc.
21. Conduct a product audit / potential assessment from the perspective of the adventure tourism market (on both public/private properties).	RTOs, TQ, 4WD clubs, trail biking clubs, horse riding clubs etc.

### 1.8.7 Monitoring Performance

Action	Responsibility
22. Standardise the collection of visitor data across all agencies	TQ, RTOs, VICs, CWC
23. Collect and analyse data on the volume and characteristics of monthly visitor traffic on the highway (North-South and South-North travel)	DMR, RTOs, VICs, TQ, Driver Reviver etc
24. Monitor the effectiveness of various initiatives (representation at shows has been consistent, but how well has it worked in delivering visitors?). Brief surveys at key decision points and destinations with periodic reports and feedback to the Committee.	LHPAC, LTOs, TQ and operators.
25. Periodic surveying of target markets to monitor changes in what they want.	TQ, RTOs, LTOs, and CWC members.

## 1.9 Implementation Priorities

1. Advertise the corridor in key publications (Regional Tourism Brochures, New England Highway etc.)
2. Prepare short brochure to promote the route in new markets.
3. Develop an interpretation template and install interpretation panels in Queensland and New South Wales.
4. Develop website presence and PR stories to cover the experiences offered along the corridor.
5. Align with State Road Strategy Initiatives including alpha numeric signage, research, drive marketing activities undertaken by Tourism Queensland etc.

## 1.10 How Do We Compare?

	Pacific Coast Touring Route	Country Way	Leichhardt	Great Inland Way	Capricorn
Route Type	- National Highway 1 Touring Route - High volume - High awareness	Alternative to Pacific and Leichardt Highways Low volume Low awareness	- Point to point - High awareness - High commercial road traffic including freight	- Touring Route - Comparable to role played by Matilda Highway	- Point to point - Emerald as a focal point - Multi-directional flow of traffic
National Linkages	VIC / NSW (Highway 1 / New England Highway)	NSW (via Highway 17 / New England Highway)	NSW / Newell Highway	VIC/NSW alternative north/south route to Highway 1	NA
Destination Focus	Cairns / Tropical Queensland / South-East Queensland (multi-hub)	Rockhampton Central Queensland South-East Queensland	Rockhampton / Dubbo (New South Wales)	North Queensland Central Queensland Central New South Wales	Rockhampton Emerald/Carnarvon Barcaldine/Rockhampton
Service Hubs	Major cities along the East Coast	Numerous small towns	Dispersed small towns (small numbers)	Regional service centres	Emerald / Barcaldine / Rockhampton
Significant Attractions	Six major coastal destinations	Wine regions – South Burnett/Granite Belt National Parks	Narrow product base Mining (Moura) and heritage (Miles)	North Queensland / Central Queensland Carnarvon Gorge Gemfields	Carnarvon Gorge Gem Fields
Current Visitor Markets	Short breaks (Qld) Fly/Drive Point to point (hubs) Leisure/holiday	Touring market	Point to point Touring market Caravans / Campervans	Touring market (Adventure)	Touring market
Organisational structure	No Committee – RTO focussed	Use existing Committee structure	Current committee	Logistical issues. Review Committee role/structure	Support existing Committee with DTSC (Emerald)
Product development (proposed)	- Destination service hubs - No dedicated signage - Regional touring circuits - Improve tour options (fly/drive)	- Improve small towns service infrastructure - Things to see and do - Accommodated touring market - Dedicated signage proposed	- Review service opportunities along road corridor - No dedicated signage proposed	- Improve service / tourism signage - Small towns service infrastructure e.g. interpretation in VICs - Caravan / camping market	- Emerald service hub - Support existing site regional signage strategy. - Fly / Drive market development
Marketing (proposed)	- Focussed on RTO destinations - Regional links	- Review brochure - Focus on VICs and interpretive material	- Point to point route map - Service options - Review brochure	- Revise brochure - RTO insert options - Map	- New map option - Destination marketing of sub regions

## 2. BACKGROUND

### 2.1 Terms of Reference

Following the successful completion of Stage One of the Drive Tourism Program, Tourism Queensland have identified five new routes for development for the touring drive market. The five routes include the Great Inland Way, Leichhardt Highway, Country Way, Pacific Coast Touring Route and the Capricorn Highway. The purpose of the Drive Tourism Program is to move the five identified routes into their next stage of development, increasing the tourism benefits to those towns along each drive.

#### Deliverables and Outcomes

The following project deliverables have been identified in the Consultancy Brief:

- Identify what is happening on the ground and where the Drive Tourism Program – Stage Two can value-add.
- Ascertain the long-term vision and positioning for each corridor.
- Establish what steps are required to achieve the vision.
- Establish what the role of the Drive Tourism Program is in achieving the vision.

### 2.2 Planning Process

STEPS	STATUS
1. Project Mobilisation Data Collection/Collation and Literature Review Review Reports Determine Key Stakeholders	✓ ✓ ✓
2. Surveys Questionnaire developed Questionnaire distributed to key stakeholders	✓ ✓
3. Context Report Context Report prepared Distributed to Steering Committee representatives Presentation to Steering Committee representatives (Chair)	✓ ✓ ✓
4. Workshop Workshop conducted for each Route Steering Committee	✓
5. Draft Report Prepared	✓
6. Sign-off by Tourism Queensland	

### 3. THE QUEENSLAND TOURISM ROAD NETWORK

Any review of the Queensland Tourism Road Network must start with a recognition that our marketplace (the consumer) travels from across Australia and overseas to visit Queensland. Key issues to consider for the Country Way (CW) include:

- (1) The role played by interstate road links that start in New South Wales and the regional road networks in New South Wales and Queensland which feed off the corridor e.g. how does the CW better link and trade off these road networks?
- (2) The multiple destination and key decision points (cross roads) which connect with the Country Way. Many road travellers might initially travel along sections of the Country Way but have the option of returning to their place of origin via a different road corridor (what are the key decision points for the CW?)
- (3) Even though the road corridor is extensive in length our research indicates that few travellers travel its entire length. Most travellers use sections of the corridor and match and link their travel using other connecting routes.
- (4) The competitive nature of the tourism market within regional Australia including the wide range of local governments, regional and local tourism associations who compete for visitors (how do we promote the take-up and support of the CW through key tourism organisations etc.).

Included in 2.1 is a table outlining the Tourism Road Network in Queensland. A map of Australia identifying the road network is included on page 12.

A map of the corridor is included on page 15. This map highlights the multiple route options. A map of the various state and national badges is outlined on page 16. The CW will be soon rebadged as the A3. This will bring about some level of brand identity and continuity for the route in Queensland.

#### 3.1 The Tourism Road Network

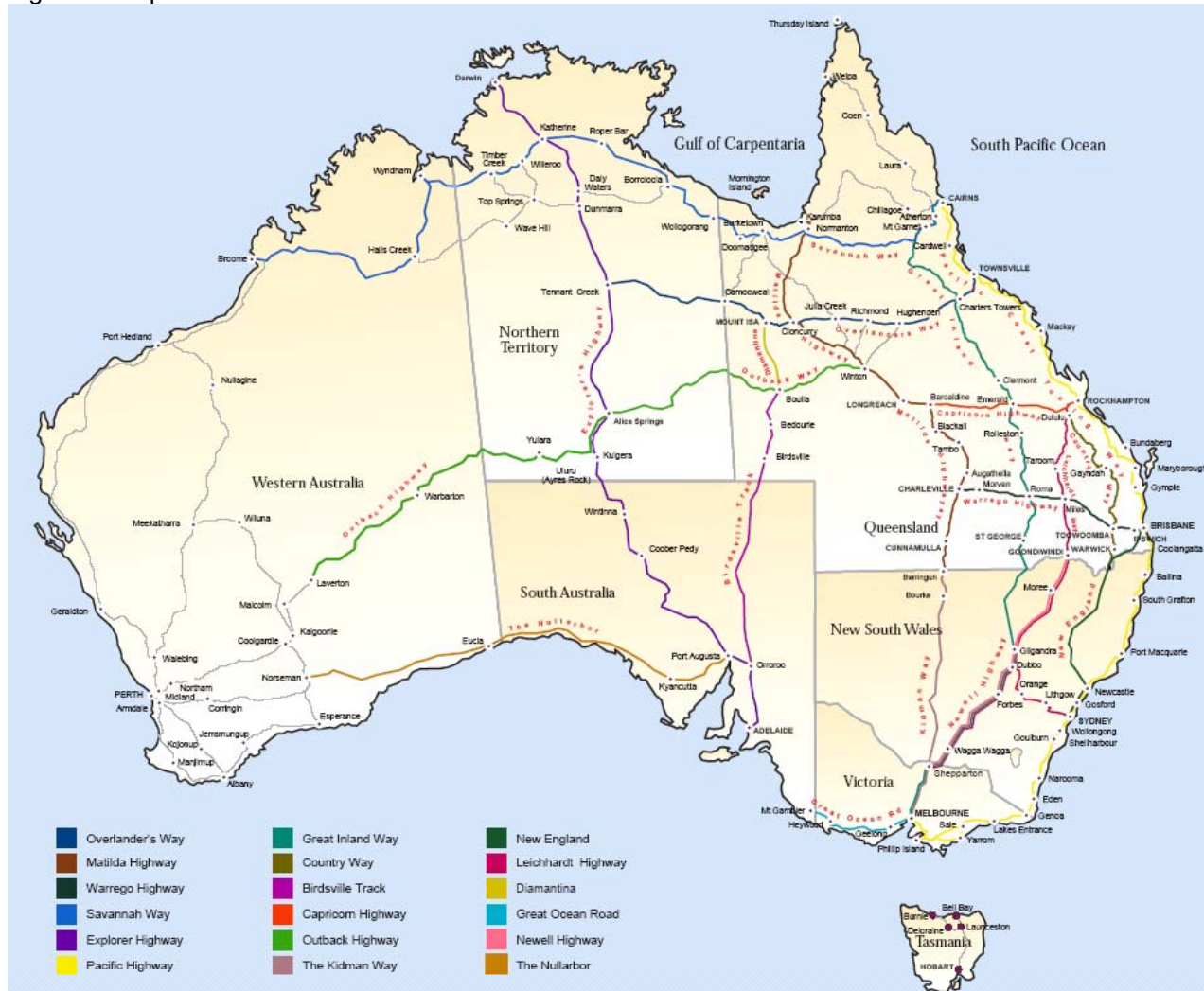
Themed Route	Description	Destination Points	Key Decision Points	Interstate Focal Points	Themed H/W Linkages
Pacific Coast Touring Route (A1)	Coolangatta to Cairns (Pacific and Bruce Highways)	Cairns (North), Brisbane (South)	Townsville Mackay Rockhampton	Sydney	- Overlanders Way - Savannah Way
Warrego Highway (A2)	Brisbane to Charleville (Warrego Highway)	Brisbane (East)  Charleville (West)	Brisbane Toowoomba turnoff (near Ipswich) Toowoomba Miles Roma Morvan Charleville	Tennant Creek  Darwin	- Matilda Highway - Country Way - Leichhardt Highway - Great Inland Way
Country Way Highway 17 (A3)	Rockhampton to Wallangarra (New England, Burnett Highways)	Rockhampton (North)  Stanthorpe (South)	Westwood Dululu Biloela Toowoomba Warwick	Tamworth Sydney	- Pacific Coast Touring Route - Warrego Highway
Leichhardt Highway (A5)	Rockhampton to Goondiwindi	Rockhampton (North)	Rockhampton Westwood	Dubbo Melbourne	- Warrego Highway

**Drive Tourism Program – Stage 2: The Country Way - Situation Analysis**

Themed Route	Description	Destination Points	Key Decision Points	Interstate Focal Points	Themed H/W Linkages
	(Leichhardt Highway)	Goondiwindi (South)	Dululu Miles Goondiwindi Moonie		- Capricorn Highway
Overlanders Highway (A6)	Townsville to Tennant Creek (Flinders and Barkly Highways)	Townsville (East)  Tennant Creek (West)	Charters Towers Cloncurry Hughenden Mt. Isa	Tennant Creek  Darwin	- Matilda Highway - Great Inland Way - NT Explorers Highway
The Great Inland Way (A7)	Cairns to Hebel (Kennedy H/Way, Gregory Developmental Road, Gregory Highway, Dawson Highway, Carnarvon Developmental Road, Carnarvon Highway, Castlereagh Highway)	Cairns (North)  Dubbo (NSW)	Charters Towers Emerald Roma St George Rolleston Clermont	Dubbo Melbourne Sydney	- Warrego Highway - Overlanders Way - Savannah Way - Capricorn Highway
Matilda Highway (A2/A6)	Cunnamulla to Karumba Mitchell/Landsborough, Bourke Developmental Road	Karumba (n) Cunnamulla(s)	Cunnamulla Charleville Barcaldine Winton Cloncurry Normanton	Nyngan  Dubbo	- Kidman Highway - Barrier Highway - Overlander's Way
Capricorn Highway (A4)	Rockhampton to Barcaldine Longreach	Rockhampton (east) Barcaldine (west)	Barcaldine Emerald Dingo Rockhampton Longreach	Not applicable	- Great Inland Way - Matilda Highway - Leichhardt Highway

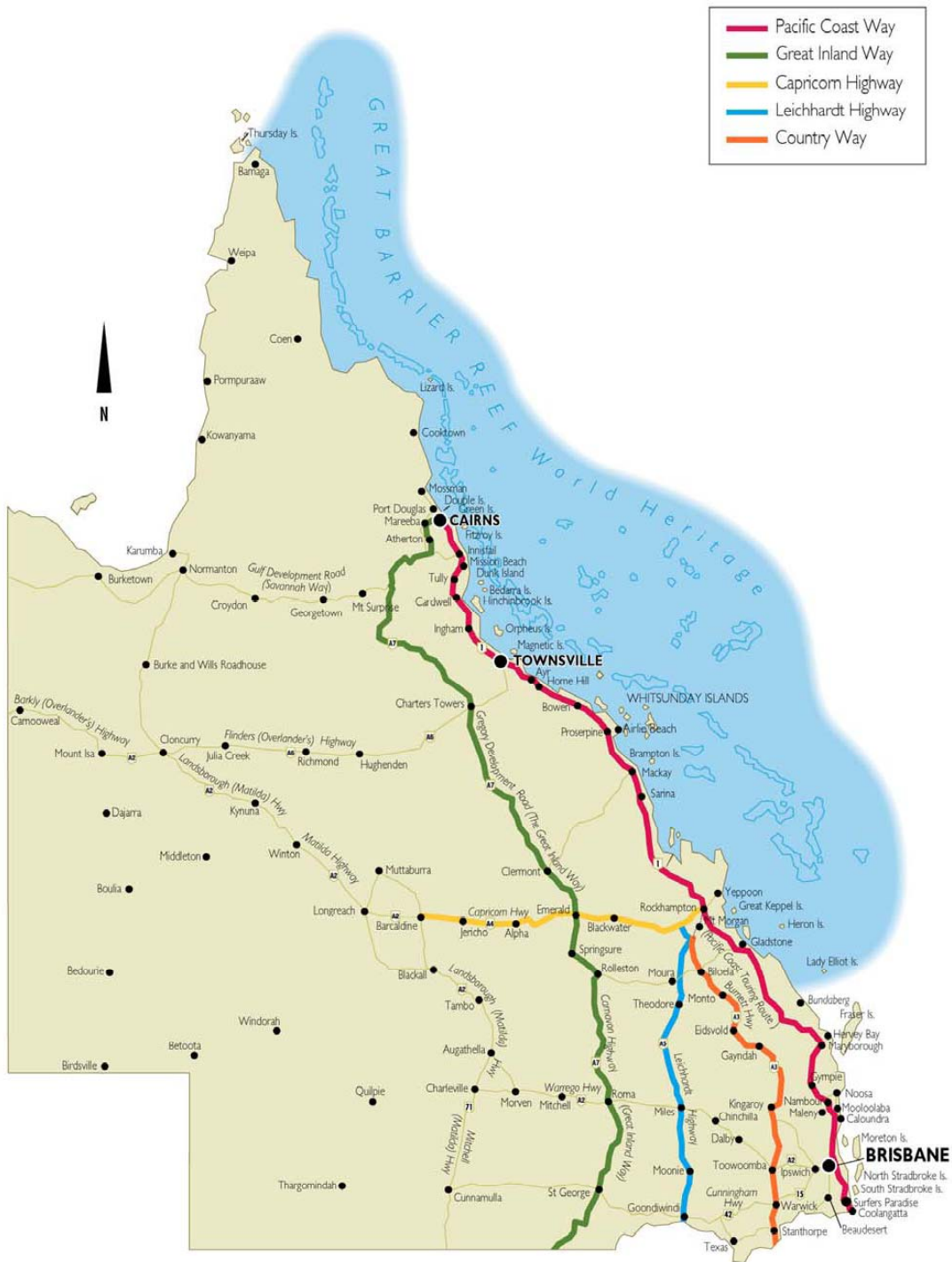
### 3.2 Drive Tourism Routes

Figure 1: Map of Drive Tourism Routes



The Country Way is shown here as a significant north-south route for Eastern Australia connecting to the New England Highway.

### 3.3 Drive Tourism Stage 2 Routes



### 3.4 Road Network

The Country Way stretches 908 kilometres in a north / south direction from Wallangarra on the New South Wales border to Rockhampton in the Central Queensland Coast. Distances between towns are indicated below, together with connections to other major highways, mainly crossing in an east / west direction.

Town	Kms to next town	Other route connections
Wallangarra	37	New England Highway
Stanthorpe	59	<ul style="list-style-type: none"> <li>Route 89 to West</li> <li>5 scenic drives radiate out from Stanthorpe in all directions</li> </ul>
Warwick	26	<ul style="list-style-type: none"> <li>Route 42 to West (Inglewood)</li> <li>Route 15 (coming home Highway) joins the Country Way 13 kilometres north of Warwick</li> <li>Scenic drive to Killarney, 34 kilometres to the east</li> </ul>
Allora	58	
<i>Clifton</i>		<ul style="list-style-type: none"> <li>11 km west of the Country Way</li> </ul>
<i>Nobby</i>		
Toowoomba	45	<ul style="list-style-type: none"> <li>Connects with the A2 to Brisbane to the east and Dalby to the west</li> <li>Connects with Route 85 to Goondiwindi to the west</li> <li>Connects with Route 85 to Esk 32 km north of Toowoomba</li> </ul>
Crows Nest	49	
<i>Cooyar</i>	27	
Yarraman	21	<ul style="list-style-type: none"> <li>Connects with the Route 17 to the east</li> </ul>
Nanango	24	
Kingaroy	31	<ul style="list-style-type: none"> <li>Connects with Route 49 to Dalby to the southwest</li> <li>Route 82 to Durong 23 km north of Kingaroy</li> </ul>
Wondai	15	
Murgon	19	
Goomeri	74	<ul style="list-style-type: none"> <li>Connects with Wide Bay Highway to Gympie to the east</li> </ul>
Ban Ban Springs	28	<ul style="list-style-type: none"> <li>Connects with Route 52 to Northeast to Biggenden and Childers</li> </ul>
Gayndah	45	<ul style="list-style-type: none"> <li>Connects with Route 75 to the south to Chinchilla</li> </ul>
Mundubbera	35	
Eidsvold	76	
Monto	93	
Biloela	107	<ul style="list-style-type: none"> <li>Connects Northeast to the doors and Highway to Gladstone and southeast to Banana</li> </ul>
Mount Morgan	39	
Rockhampton	39	<ul style="list-style-type: none"> <li>Links to Route 1 north and south</li> </ul>

Town	Kms to next town	Other route connections
		<ul style="list-style-type: none"> <li>Links to A4 to Emerald to the west</li> </ul>

### 3.5 Linkages

In Queensland, the route is intercepted by three east-west corridors including the Warrego Highway (Toowoomba), the Dawson Highway (Biloela) and the Capricorn Highway (Rockhampton).

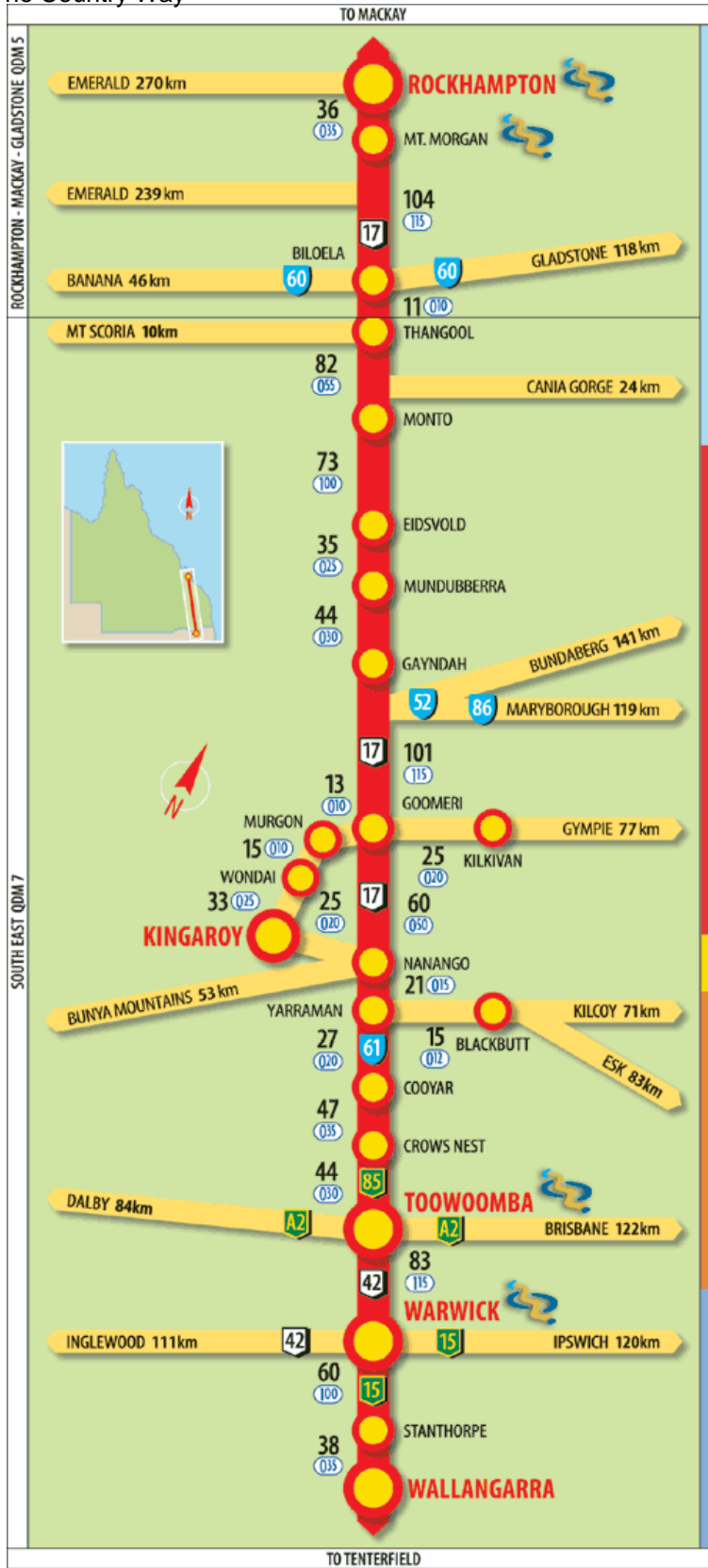
The following locations are key decision points leading to the Country Way:

Heading north from Melbourne	Heading north from Sydney
Melbourne	Sydney
Albury	Newcastle
Dubbo	Glen Innes
Moree	Tenterfield
Goondiwindi	Warwick
Warwick;	Toowoomba
	Kingaroy
	Murgon
	Monto
	Biloela
	Rockhampton

The Country Way passes through the following 17 Local Government areas:

- Stanthorpe Shire
- Warwick Shire
- Clifton Shire
- Cambooya Shire
- Toowoomba City
- Crows Nest Shire
- Rosalie Shire
- Nanango Shire
- Kilkivan Shire
- Murgon Shire
- Gayndah Shire
- Mundubbera Shire
- Eidsvold Shire
- Monto Shire
- Banana Shire
- Mount Morgan Shire
- Fitzroy Shire

Figure 2: The Country Way



Source: Tourism Queensland

## 4. THE ROAD TRAVEL EXPERIENCE

In tourism, roads are more than a means of travelling from one place to another. For a successful Drive Marketing Framework to be achieved, the road travel experience needs to be viewed as part of the total holiday experience. Getting there, for many road based tourists, is as important as arriving.

Soft tourism infrastructure therefore potentially plays an important role in not only enticing visitors to drive to a destination but providing them with information and ideas for travel experiences in the region. This can lead potentially to increased overnight stays and a higher level of visitor satisfaction.

Tourism Queensland, as the State Tourism Organisation, works to link the customer to the product. This occurs at a regional level in cooperation with the Regional Tourism Organisations through the regional brochures, trade and travel shows, PR and media and in product development. At a multi-regional and whole of state level, Tourism Queensland fills the market gap by delivering information and products to the market that cross regional boundaries. This includes multi-regional brochures including:

- The Queensland Motoring Guide
- South-East Queensland Country Touring Guide
- Brisbane to Southern Barrier Reef Motoring Guide
- Freshwater Fishing Guide

TQ also delivers a whole state web presence through Queensland Holidays and will soon be developing a dedicated motoring site. PR and media for multi-region and whole of state products also comes through Tourism Queensland.

Regional and multi-regional planning frameworks drive Tourism Queensland's actions in the drive market. At a regional level the Destination Management Plans (DMPs) provide the framework to deliver for the drive market. The table on page 38 highlights the priority actions and markets for the drive market at a destination level from the twelve DMPs.

### 4.1 2003 Drive Tourism Market Review

The whole of state or multi-region actions of Tourism Queensland are informed by the 2003 Drive Tourism Market Review. This review highlighted four key touring markets for Queensland to focus on:

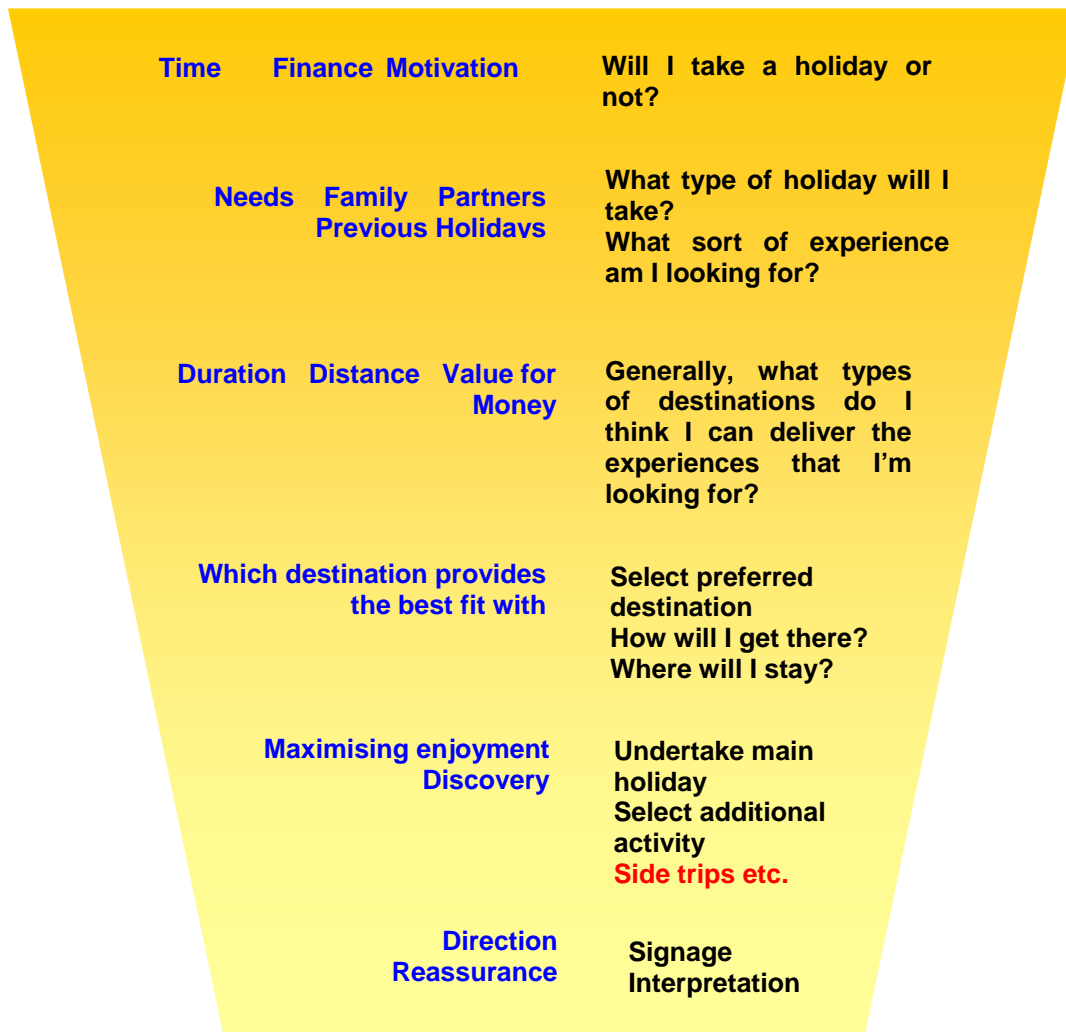
- **Fly drive** – most affluent profile and yields the highest spending per night. Most affiliative type of holiday. Most information hungry.
- **Caravanners** - more concentrated in the older lower income segments and have the lowest yield per person per night. Rely on past experience and motoring club magazines.
- **4WD enthusiasts** - more concentrated in the mid-life and older more affluent segments.
- **Accommodated touring** – couples and families, like plenty of activities. This is an affiliative type of holiday but the external environment (activities) has more of a role than the fly/drive holiday.

The road experience process can be summarised as follows:

- It starts with a desire to take a drive holiday, created through market awareness and regional marketing initiatives.
- Desire becomes a plan, 80% of people choose the destination first.

- 60% of the travel plan is put into place at home.
- To establish the plan, they use maps 48%, brochures 47% and previous knowledge 44%.
- Once on the road the Visitor Information Centres and maps are key to the experience.
- Signage plays a lesser role and pull-over bays even less so.

## 4.2 The Holiday Decision Making Process



### 4.3 What are the Implications for the Country Way?

- (i) Accommodated Touring appears to be a key future market for the CW e.g. there is a level of fit between these markets and the products / experiences offered by CW.
- (ii) Market awareness of the Country Way is currently very low. What actions are needed to increase market awareness?
- (iii) If 80% of people select the destination first, which destinations drive travel along the Country Way? (Stanthorpe, Warwick, Toowoomba, Kingaroy area, Monto)
- (iv) Visitor Information Centres are important in providing information to travellers on the CW. How well is information presented at the present time? e.g. wall charts / interpretation panels etc.
- (v) Few travellers appear to travel both up and back on the CW route (people are encouraged to travel other routes)
- (vi) Main information services include maps (70%), motoring organisations (62%), VICs en-route (44%).
- (vii) The CW must link with the marketing plans of RTOs.
- (viii) How can the CW work closer with caravan, camping and motorhome organisations? (The CW committee works closely with these groups and jointly markets at shows)

## 5. DRIVE MARKET RESEARCH – WHAT DOES IT TELL US ABOUT THE COUNTRY WAY?

### 5.1 Existing Research

Outlined on page 21 is an overview of drive market research in Queensland as it relates to the drive corridors. The table also provides a comparison between each corridor. Key issues include:

- Most traffic is focussed at the southern end of the corridor (Wallangarra to Toowoomba)
- Corridor does not carry large volumes of tourist traffic compared to most of the other drive routes.
- The Country Way:
  - Is less of a traditional “touring market” route, the lowest percentage of the five routes (66% touring)
  - Is mostly destination driven (60%)
  - Has extremely low route awareness (13%)
  - Attracts mostly adult couples (55%).
  - 60% of travellers have pre-planned their travel
  - Some flexibility whilst en-route (38%), much less than other routes
  - Percentage using Visitor Information Centres is unknown, but probably between 50-60%
  - Many travellers are away for one month or more (55%)
  - Maps are pivotal, as are the links with the motoring organisations

### 5.2 Feedback from the Workshops

Participants at both workshops confirmed that the research for the Country Way was pretty accurate, but felt that there was recent growth in the caravanning market and the number of young caravanners/ campers, which was not reflected in the data.

**Drive Tourism Program – Stage 2: The Country Way - Situation Analysis**

**Drive Market Research Summary**

	Capricorn Highway		Leichhardt Highway		Pacific Coast Touring Route					Country Way		Great Inland Way		
Visitor Numbers	Rock-Emerald	Emerald-Barc	Goond-Miles	Miles-Rock	NSW Border-Bris	Bris-Mary	Mary-Rock	Rock-Town	Town-Cair	Wall-Toow	Toow-Rock	Hebel-Roma	Roma-Em	Em-CT
Tourist Traffic (%)	14.3%	34.1%	72.5%	27.4%	17%	20.4%	52.5%	47.3%	16.2%	7.5%	12%	87.2%	20.4%	12.4%
Visitor No.	137,000	62,000	163,000	50,000	3.2million	836,400	900,000	578,000	244,000	110,000	31,000	74,000	32,000	17,000
2. Route Awareness	73%		60%		87%					13%		38%		
3. Trip Type	Touring around (75%)		Touring around (71%)		Touring around (64%)					Touring around (66%)		Touring around (85%)		
4. Route Motive	Need to get to end destination (86%)		Need to get to end destination (68%)		Need to get to end destination (70%)					Need to get to end destination (60%)		Need to get to end destination (76%)		
5. Domestic Visitors	88% Qld – 33% NSW – 22% VIC – 13%		97% Qld – 24% NSW – 20% VIC – 32%		79% Qld – 31% NSW – 19% VIC – 15%					90% Qld – 30% NSW – 30%		80% Qld – 21% NSW – 26% VIC – 12%		
6. Age	>55 (61%) 55-64 (38%)		>55 (67%)		<55 (53%)					>55 (55%)		>55 (63%)		
7. Purpose	85% visiting friends + relatives or holiday		88% visiting friends + relatives or holiday		88% visiting friends + relatives or holiday					85% visiting friends + relatives or holiday		80% visiting friends + relatives or holiday		
8. Travel Party	Adult couple – 73% Family group – 18%		Adult couple – 73% Family group – 17%		Adult couple – 62% Family group – 24%					Adult couple – 65% Family group – 24%		Adult couple – 80%		
9. Work Status	Retired – 30% Later Family – 35% Families/Children – 31%		Retired – 57% Later families – 57%		Retired – 34% Later Families – 46% Family/Children – 53% Full or Part-time – 51%					Retired – 49% Later Families – 49%		Retired – 34% Later Families – 40% Families – 28% Full or Part-time – 46%		
10. Own Car/4WD Caravan	70% 18%		77% 33%		70% 19%					70% 28%		65% 22%		
11. Pre-Trip Planning	Planned – 62% No Firm Plans – 23%		Planned – 60%		Planned – 60% No Firm Plans – 23%					Planned – 60%		Planned – 67% No Firm Plans -22%		
12. En-Route Planning	Flexible en-route – 42%		Flexible en-route – 41%		Flexible en-route – 39%					Flexible en-route – 38%		Flexible en-route – 51%		
13. VIC Information	62%		61%		53%					NA		82%		
14. Sources of Information	Maps Previous Knowledge/experience Brochures		Previous knowledge Maps and brochures from motoring organisations/caravan and camping shows		Maps Motoring Organisation Brochures Previous knowledge/experience Recommendations from family and friends Caravan park association brochures					Previous knowledge/experience Maps Brochures Recommendations from family and friends		Maps Motoring organisation brochures Previous knowledge or experience Recommendation from family and friends Caravan/camping show brochures		
	Adult Couples	Families	Adult Couples	Families	Adult Couples			Families		Adult Couples	Families	Adult Couples		Families
15. Barriers	Conditions (39%) Fuel Prices (11%) Weather (7%)	Conditions (19%) Trucks (16%) Camping Facilities (8%)	Conditions (37%) Fuel Prices (17%) Weather (9%)	Fuel Prices (22%) Condition (19%) Distance (16%)	Conditions (31%) Fuel prices (10%) Trucks (5%)			Conditions (21%) Distance (15%) Fuel Prices (12%)		Conditions (32%) Fuel Prices (12%) Weather (7%)	Family reasons (19%) Conditions (12%) Distance (10%)	Conditions (37%) Fuel Prices (8%) Weather (5%)	Fuel Prices (11%) Trucks (11%) Conditions (10%)	
16. Time Away From Home	One month or more (71%)		One month or more (78%)		One month or more (58%)					One month or more (55%)		One month or more (79%)		

## **6. CORRIDOR STATUS**

### **6.1 Background**

- First marketed in 1990 as Highway 17, then as the Country Way from 1998
- Fully sealed route
- Moderate to low visitor traffic along route at present (less than 110,000 Wallangarra – Toowoomba, 31,000 Toowoomba – Rockhampton)
- One of the five major north/south routes for Queensland
- Currently marketed through a brochure and stands at travel shows

### **6.2 Business/Strategic Plan**

The Country Way does not have a Business Plan or a Marketing Plan

### **6.3 Corridor Management Plan**

The Country Way does not have a Corridor Management Plan

### **6.4 Organisational Structure**

The Country Way Promotion Committee is not incorporated, as membership comprises mainly Councils. There is a Secretariat comprising a Chairperson ( Noel Edwards) and an executive of 5 people, elected every 4 years after Council elections. The Treasurer and Secretary are normally staff of a host Council, which is currently Gayndah.

The Country Way Promotion Committee is self funded. At present members pay approximately \$1400 per page of advertising, with \$200 of this going to the Secretariat to cover costs associated with administration, distribution of the Country Way Tourist Guide, and promotions at shows.

In 2004, the Country Way Promotion Committee comprised the following:

- Gayndah Shire Council
- Kilkivan Shire Council
- Brisbane Marketing
- Wondai Chamber Of Commerce
- Invest Inland Proprietary Limited
- Murgon Shire Council
- Eidsvold Shire Council
- Kingaroy Information Centre
- Banana Shire Council
- South Burnett Tourism Association
- Nanango Shire Council
- Monto Shire Council
- Gayndah Shire Council
- Kingaroy Shire Council
- Country Colour Group
- Bundaberg Region Ltd
- Glen Innes Tourist Association

- Mundubbera Shire Council
- Rosalie Shire Council
- Tourism Queensland
- Tamworth Shire Council

Reciprocal membership in 2004 included:

- Capricorn Tourism
- Bundaberg Region Ltd
- Frazer Coast Tourism
- Toowoomba and the Golden West
- Brisbane Marketing
- Southern Downs Tourism
- [bigskytourism@bigpond.com](mailto:bigskytourism@bigpond.com)

## 6.5 Environmental Scan

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>▪ Fully sealed route.</li> <li>▪ Strategic route (north-south).</li> <li>▪ Strong and committed chair/executive</li> <li>▪ Strong product /service centres in Queensland/New South Wales</li> <li>▪ Dedicated corridor brochure</li> <li>▪ One in ten visitors to the route are from overseas.</li> <li>▪ Links to New England Highway</li> <li>▪ Villages along the route are suited to drive touring market</li> <li>▪ Strong natural tourism product</li> <li>• More scenery -- less semis</li> <li>• Security and safety</li> <li>• Committed publisher</li> <li>• Word-of-mouth promotion</li> <li>• Offshoots from the corridor</li> <li>• Potential for growth</li> <li>• Community events and festivals</li> <li>• Horse rides</li> <li>• Dams / lakes for fishing, power boating and camping</li> <li>• Opportunities for trail biking and four-wheel driving</li> <li>▪ Cania Gorge National Park</li> </ul>	<ul style="list-style-type: none"> <li>▪ Low take-up and recognition of route by RTOs.</li> <li>▪ Most traffic is focussed at the southern end of the route.</li> <li>▪ No business plan developed.</li> <li>▪ No Corridor Management Plan developed.</li> <li>▪ Logo created but not used on road signage</li> <li>▪ Lack of resourcing for product development</li> <li>▪ Plethora of RTOs and LTOs along route.</li> <li>▪ Logistical issues for organisational matters.</li> <li>▪ Few products along the CW are listed on the Australian Tourism Data Warehouse.</li> <li>▪ The proportion of heavy vehicles and narrow seal widths in some sections of the route pose a challenge to visitor safety and the overall travel experience.</li> <li>▪ Low awareness of the route amongst road travellers.</li> <li>▪ Lack of professional administrative support</li> <li>▪ Self-funded. No \$ except from local government</li> <li>▪ Distribution of collateral (this will change in 2005 with the use of Templar)</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>▪ Incorporate with RTO marketing brochures (brochure inserts)</li> <li>▪ Interpretation within VICs</li> <li>▪ Accommodated touring market (southern end of the route)</li> <li>▪ Improve service infrastructure (small towns)</li> <li>▪ Cooperative marketing</li> <li>▪ Enhance and strengthen the VIC network.</li> <li>▪ Improve training of VIC staff</li> <li>▪ Improve tourism/service signage</li> <li>• Training of all people who deal with tourists</li> <li>• Changing the attitude of country people to visitors</li> </ul>	<ul style="list-style-type: none"> <li>▪ Logistical issues (difficult to manage)</li> <li>▪ Lack of resources</li> <li>▪ Failure to improve market awareness</li> <li>▪ Competition from the Pacific and Leichardt Highways</li> <li>• Lack of awareness in Southeast Queensland</li> <li>• Increasing petrol prices</li> <li>• Decrease in leisure time and length of vacation periods</li> <li>• Changing travel patterns (a number of short breaks)</li> <li>• Local culture of insularity</li> <li>• Failure of local businesses to promote</li> </ul>

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>• Increasing the corridor width (braiding) to encompass other attractions that hang off it such as National Parks, dams etc.</li> <li>▪ An alternative route south from northern destinations</li> </ul>	<ul style="list-style-type: none"> <li>• what already exists</li> <li>• Petty jealousies between LGA's and VICs</li> <li>• Public liability - affecting farm stays</li> <li>▪ DMR patchwork approach to Country Way upgrading</li> </ul>

The key factors to emerge from the environmental scan were:

- Strengths:
- Diversity of scenery and tourism products within relatively close distance of coastal destinations
  - Lack of commercial traffic
  - Increased safety and security provided by closeness of towns
  - The number of hidden country secrets
- Weaknesses:
- Lack of a business and marketing plan
  - Lack of market awareness
  - Lack of web-based information
- Opportunities:
- Greater cooperation with RTOs
  - Improved quality of service delivery through training programs
  - Targeting people heading south from northern destinations
  - Greater “braiding” of the corridor to incorporate nearby tourist attractions, particularly north of Toowoomba
  - Catering for the adventure and short stay tourism market
- Threats:
- Increasing petrol prices
  - Public liability, particularly its effect on B&Bs and farm stays
  - Competition with other tourism routes

## 7. PRODUCT AUDIT

### 7.1 Major Products/Attractions

Region / Town	Major Products/Attractions	Events
Wallangarra	Historic Railway Station and Museum	
Stanthorpe	National Parks, berry farms, dams, museums and art galleries Over 20 boutique wineries Wallangarra Railway Station Border Customs House Donnelly's Castle Stanthorpe Art Gallery Markets	Apple and Grape Harvest Festival (every even numbered year) Granite Belt Spring Wine Festival Wine and Food Affair Markets
Warwick	Sandstone buildings Glengallan Homestead Pringle Cottage Morgan Park motor sports Leslie Dam Museums Heritage Galleries Arts and crafts For tourist drives -- the Settlers Route, Cedar Route, Sprint Route, Sunflower Route	August – Leyburn Sprints October -- Warwick Roses and Rodeo
Allora	Streetscape Craft shops Country pubs and cafes	February – Killarney and Allora shows
Clifton and Nobby	Clifton: Historic Main street, Clifton Butter factory Museum Nobby: Old rudd's pub, Nobby museum	February -- Clifton show December -- Christmas carnival
Toowoomba	Toowoomba wineries Picnic Point Park Queens Park Gardens Laurel Bank Park The Scented Gardens The Ju Raku En Japanese Garden Water bird habitat Park Cob and Co Museum Milne Bay Military Museum Empire Theatre Numerous city parks	Much -- Toowoomba Royal show April -- Australian Gospel Music Festival September -- Carnival of Flowers
Hampton		May -- Hampton high country food and arts Festival
Highfields	Highfields pioneer village	
Crows Nest	Carbethon Folk Museum and Pioneer Village Jimmy Crow Salts Antiques Crows Nest National Park The Farmers Arms	April -- Easter vintage festival October -- crows nest week
Cooyar	Cooyar suspension bridge	February -- Cooyar show

**Drive Tourism Program – Stage 2: The Country Way - Situation Analysis**

<b>Region / Town</b>	<b>Major Products/Attractions</b>	<b>Events</b>
Yarraman	Yarraman heritage centre Wyvill's bottle and collectable museum Maclagan memories museum Goombungee historical museum Acland coal mine museum	March -- Yarraman Horse ride September – Big Doo at Brymaroo
Nanango	Nanango koala sanctuary Taromeo station and cemetery Berlin's museum Seven mile gold diggings Ringsfield house Vineyards	June – NANART, Nanango arts Festival September Nanango country music master October -- Nanango Pioneer Festival
Kingaroy	Kingaroy wineries Markets -- endeavour markets and showgrounds markets Kingaroy bicentennial Endeavour home-style biscuits Gordonbrook dam Bicentennial Heritage Museum Sir Joh Bjelke-Petersen's property Numerous Parks	March -- Tarong Coal, wine and food in the Park Festival September -- Kingaroy peanut Festival October -- Taabinga Spring music Festival
Wondai (including Tingoora)	Lake Boondoomba South Burnett Region Timber Industry Museum Wondai Heritage Museum Wondai Shire Art Gallery Wondai country markets Wondai arts Tingoora automobile museum	February -- Boondooma Fishing competition April -- Wondai Garden Festival August Wondai show
Murgon (including Goomeri and Cherbourg)	Murgon wineries Bjelke- Petersen Dam Baramba Wine Trail Queensland Dairy Museum Cherbourg Emu Farm Cherbourg Aboriginal Community Goomeri Kinbombi Falls	June -- Dairy Heritage Festival October annual fishing competition Shakin' Grape Wine Festival
Goomeri	Goomeri Heritage walking trail Historical Society Museum Kilkivan Great horse ride	April -- Kilkivan Great horse ride May -- Goomeri Pumpkin Festival September -- Kilkivan Beef Festival Fossicking
Gayndah	Upside-down bridge The Gayndah & District Historical Museum Thomas and Charles Archer Lookout Historic Buildings Ellendale Orchard	June -- Gayndah Orange Festival September -- Gayndah Fishing Classic March, June, September, November -- horseracing
Mundubbera	South Burnett Wineries Bugs for Bugs Mundubbera Area Historical Society and Museum The Folk Museum Golden Mile Orchard and the Big Mandarin Auburn River National Park	February and August -- Motocross Carnival
Eidsvold	Auburn Falls National Park Apex Lions Park Eidsvold	May -- Eidsvold show and ball November -- Eidsvold Charity Cup Day and Celebration of Heritage Day
Monto (including	Monto history centre	February -- Monto gold buckle camp

**Drive Tourism Program – Stage 2: The Country Way - Situation Analysis**

<b>Region / Town</b>	<b>Major Products/Attractions</b>	<b>Events</b>
Cania Gorge National Park)	Monto historical and cultural complex Lister St park Cania Gorge National Park Lake Cania/Cania Dam	Draft March -- Lake Cania Fishing classic June -- Monto Dairy Festival and Monto Country Music Festival October -- Monto Garden Expo
Biloela	Callide lookout Lake Victoria Theodore tourism and cultural centre Moura information centre Greycliffe Station The Agricultural Research Station Lions Park Biloela Mount Scoria Callide Dam Callide Power Station Callide Mine Tours The SILO - Australia's Primary Industries Exhibition	August - Coal and -- Festival October -- Brigalow arts Festival
Mount Morgan	Mt Morgan Visitors' Centre and Historic Rail Complex; Mt Morgan Mine; Mt Morgan Historical Museum; Running the Cutter Statue; Old Courthouse; Suspension Bridges; Swing Bridge	May -- Golden Mount Festival August -- Mount Morgan show
Rockhampton	Rockhampton Botanic Gardens and Zoo Kershaw Gardens Rockhampton Heritage Village Heritage Buildings including The Post Office; The Customs House; The Criterion Hotel;. The Supreme Court; The Union Trustee Chambers; Rees R & Sydney Jones – Solicitors; Heritage Tavern; Fitzroy Shire Council Chambers (1896); Walter Reid Apartments Avonleigh Chambers, and the ABC Studios; The Ward Street Buildings; Yungaba Centre - Mr and Mrs Jeha's Residence Archer Park Railway Station; St Paul's Cathedral; St Joseph's Catholic Cathedral; Botanic Gardens and Japanese Gardens; St Aubins Village; Gracemere Homestead; Lakes Creek Hotel, Lakes Creek Cottages and St Christophers Chapel; Rockhampton Historical Society Museum; The Dreamtime Cultural Centre; Glenmore Homestead; Olsens Capricorn Caves Numerous parks	September -- big river jazz festival October - rocky barra bounty

## 7.2 Bioregions

The Country Way passes mainly through the South East Queensland Bioregion and portions of the Brigalow Belt. The characteristics of each of these bioregions are outlined in Table 1.

Table 1: Biogeographic Regions

Bioregion	Description	Province/s
Brigalow Belt	<ul style="list-style-type: none"> <li>▪ Major agricultural and pastoral area.</li> <li>▪ Characterised by a range of ecosystems including eucalypt forest and woodland, grassland, dry rainforest, cypress pine woodland and riparian communities.</li> <li>▪ Coal mining is also a significant industry.</li> <li>▪ Important regional centres include Goondiwindi, Dalby, Roma, Biloela, Emerald, Rockhampton and Ayr.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Eastern Darling Downs / Banana-Auburn Ranges</li> </ul>
South East Queensland	<ul style="list-style-type: none"> <li>▪ The coastal strip and adjacent hills and ranges of northern New South Wales and southern Queensland are among the richest parts of Australia for flora and fauna.</li> <li>▪ Major physiographical features are a coastal plan of varying width, and hills and ranges.</li> <li>▪ The major industries of the bioregion include service industries, tourism, agriculture, manufacturing and timber produced from both plantations and native forests.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Southern Coastal Lowlands, Southeast Hills and Ranges, Gympie Block, Burnett-Curtis Coastal Lowlands, Burnett-Curtis Hills and Ranges.</li> </ul>

Source: Adapted from “The Conservation Status of Queensland’s Bioregional Ecosystems”, Sattler and Williams (eds.), 1999.

### 7.3 Thematic Linkages

- Bush / country
- Wineries
- Food
- Fishing
- National Parks – Cania Gorge
- Birdwatching
- Arts and crafts
- Adventure tourism

## 8. HARD INFRASTRUCTURE AUDIT

### 8.1 Main Roads Service Infrastructure (e.g. Rest Areas)

There are 53 motorist rest areas, including 4 Driver Reviver stops, along the Country Way at the locations listed below.

Rest Area Reference No.	Nearest Town	Distance From Nearest Town	Controlling Auth.
288	Stanthorpe	93.0kmSW	W
289	Stanthorpe	35.7kmS P	
343	Stanthorpe	North Side	L
344	Stanthorpe	North Side	L
501	Stanthorpe	2.2kmS	MR
545	Stanthorpe	Town	L
725	Stanthorpe	Town	L
758	Stanthorpe	Town	L
759	Stanthorpe	Town L	
57	Warwick	47 km east	P
58	Warwick	45.1 km east	P
60	Warwick	northside	L
182	Warwick	13.0kmW	W
202	Warwick	South Side	L
203	Warwick	South Side	L
236	Warwick	1.0kmNE	L
285	Warwick	13.2kmN	MR
286	Warwick	West Side	L
287	Warwick	S/East Side	L
342	Warwick	48.5kmE	P
486	Warwick	42.0kmE	MR
487	Warwick*	27.0kmNE	MR
604	Warwick	South Side	L
742	Warwick	33.1kmN	MR
140	Clifton	Town	L
141	Clifton	North Side	L
82	Toowoomba	7.2 km north	L
83	Toowoomba	9.4 km south	S
457	Toowoomba	3.6kmS	L
458	Toowoomba	0.3kmE	L
521	Toowoomba	18.7kmN	L
522	Toowoomba	13.5kmN	L
81	Hampton	East side	L
148	Hampton	13.9kmNE	P

**Drive Tourism Program – Stage 2: The Country Way - Situation Analysis**

<b>Rest Area Reference No.</b>	<b>Nearest Town</b>	<b>Distance From Nearest Town</b>	<b>Controlling Auth.</b>
146	Esk	26.0kmNE	O
371	Esk	Town	L
372	Esk	South Side	L
373	Esk	29.0kmNE	O
378	Blackbutt	4kmE	F
379	Blackbutt	Town L	
105	Nanango	1.2 km south	L
107	Kingaroy	7.1 km southeast	MR
116	Kingaroy	9.2kmSW	MR
244	Kingaroy	10.0kmSW	MRL
117	Wondai*	North Side	L
227	Murgon	1.1kmW	L
108	Gayndah	26.8 km east	MR
109	Gayndah	1.8 km east	L
208	Mundubbera*	2.6kmN	L
111	Eidsvold	10.8kmN	MR
586	Eidsvold	45kmNW	W
112	Monto	18.5kmNW	MR
655	Monto*	North of Town	
<p><b>Key: MR = Main Roads; F = Department of Natural Resources – State Forest; W = Department of Natural Resources – Water Resources; P = Queensland National Parks and Wildlife Service; L = Local Governments ; S = Service Clubs.</b>  <b>* indicates Driver Reviver stop</b></p>			

Source: Main Roads, Guide to Queensland Main Roads

## **8.2 Signage**

The Country Way has no special route identification signage other than normal DMR signs. The route is to be rebaged as the A3 in the near future.

### 8.3 Visitor Information Centres

There are 9 accredited Visitor Information Centres along the Country Way:

- Warwick
- Toowoomba
- Nanango
- Kingaroy
- Wondai
- Murgon
- Eidsvold
- Biloela
- Rockhampton

There are 12 non-accredited Visitor Information Centres along the Country Way:

- Stanthorpe
- Clifton
- Hampton
- Esk
- Yarraman
- Nanango
- Goomeri
- Kilkivan
- Gayandah
- Mundubbera
- Monto
- Mount Morgan

## 9. REVIEW OF REGIONAL TOURISM ORGANISATION PROGRAMS

REGION	PRIMARY MARKETS	DRIVE MARKETING	DRIVE DEVELOPMENT
<b>BRISBANE</b>	Short-Break Drive Short-Break Fly MICE Special Events	SEQ Country Touring Guide	Develop scenic drives Directional and Interpretation signage
<b>GOLD COAST</b>	Beach Holidays Education Wine Tourism	SEQ Country Touring Guide	Directional and Interpretation signage
<b>SUNSHINE COAST</b>	Beach Holiday (Drive) Short-Break (Drive) Business Tourism	SEQ Country Touring Guide Brisbane to Southern Great Barrier Reef Motoring Guide and campaign	Directional and Interpretation signage Sense of arrival signage
<b>SEQ COUNTRY</b>	Short-Break drive Special Interest Long-haul drive Group Tour Daytrips	SEQ Country Touring Guide Position SEQC as part of Drive Qld experience Develop packages for niche drive markets	Develop Country Way, Rural-Get-a-Way and Bunya Country Tourist drives Better understand drive market Develop signage and drive collateral Directional and Interpretation signage Signage for local tourist drives Improve road infrastructure
<b>BUNDABERG</b>	Big Tour (Drive) Grand Tour (Drive) Beach Holiday (Drive)	Brisbane to Southern Great Barrier Reef Motoring Guide and campaign International self-drive packages	Consistent signage Directional and Interpretation signage
<b>CENTRAL QLD</b>	Big Tour (Drive) Grand Tour (Drive) VFR Short Break	Position CQ as part of Drive Qld experience Marketing to grow share of drive market Brisbane to Southern Great Barrier Reef Motoring Guide and campaign	Directional and Interpretation signage 4WD routes & tourist drives Roads into National Parks
<b>FRASER COAST</b>	Big Tour (Drive) Grand Tour (Drive) VFR	Position CQ as part of Drive Qld experience Brisbane to Southern Great Barrier Reef Motoring Guide and campaign Stimulate off-peak travel through drive market	Directional and Interpretation signage
<b>MACKAY</b>	Big Tour (Drive) Grand Tour (Drive)	Package Mackay as part of the Queensland touring experience Promote the Queensland coastal drive experience Develop product for fly/drive and rail/drive markets	Improve road access Themed fly/drive packages Fly/drive accommodation development 4WD tours
<b>OUTBACK</b>	Big Tour (Drive) Grand Tour (Drive) Special Interest	Increase awareness of self-drive options for emerging international markets Product development for drive market	Improve links between touring routes One-way car-hire options Road access to remote sites

REGION	PRIMARY MARKETS	DRIVE MARKETING	DRIVE DEVELOPMENT
		Cooperative marketing program for drive market	Links between signage and collateral Maintain existing signage Directional and Interpretation signage
<b>WHITSUNDAYS</b>	Island Holidays Couples Honeymoon	Look at emerging niche markets	WHAMB signage strategy Disperse tourist flow across the region Expand the Proserpine VIC
<b>TOWNSVILLE</b>	Island Holiday Short Tour (Drive) Big Tour (Drive) Grand Tour (Drive)	Enhance awareness of Townsville with primary markets including Drive Maintain and grow the drive market through tailored marketing activity	Enhance awareness of themed routes (Overlanders Way and Great Green Way) Improve directional and interpretation signage
<b>TROPICAL NORTH QUEENSLAND</b>	Beach Holidays Adventure Indulgence Grand Tour Regional Drive market	Develop campaigns to attract primary markets Develop packages to link areas outside of Cairns	Improve visitor access to remote areas Great Green Way (TTNQ) Regional Tourism Drives (TTNQ)

Key opportunities for GIW include:

- Links with Central Queensland Motoring Campaign
- Links to National Parks/4WD routes and tourist drives
- Potential market segments include Big Tour, Grand Tour and Adventure
- Work with Tropical North Queensland regional drives

## 10. COMPARATIVE REVIEW

	Pacific Coast Touring Route	Country Way	Leichhardt	Great Inland Way	Capricorn
Route Type	- National Highway 1 Touring Route - High volume - High awareness	- Alternative to Highway 1 - Low volume - Low awareness	- Point to point - High awareness - High commercial road traffic	- Touring Route - Comparable to role played by Matilda Highway	- Point to point - Emerald as a focal point - Multi-directional flow of traffic
National Linkages	VIC / NSW (Highway 1)	NSW (via Highway 17 / New England Highway)	NSW / Newell Highway	VIC/NSW alternative north/south route to Highway 1	NA
Destination Focus	Cairns / Tropical Queensland / South-East Queensland (multi-hub)	Rockhampton Central Queensland South-East Queensland	Rockhampton / Dubbo (New South Wales)	North Queensland Central Queensland Central New South Wales	Rockhampton Emerald/Carnarvon Barcaldine/Rockhampton
Service Hubs	Major cities along the East Coast	Numerous small towns	Dispersed small towns (small numbers)	Regional service centres	Emerald / Barcaldine / Rockhampton
Significant Attractions	Six major coastal destinations	Wine regions – South Burnett/Granite National Parks	Narrow product base Mining options (Moura)	North Queensland / Central Queensland	Carnarvon Gorge Gem Fields
Current Visitor Markets	Short breaks (Qld) Fly/Drive Point to point (hubs) Leisure/holiday	Touring market	Point to point Touring market Caravans	Touring market (Adventure)	Touring market
Organisational structure	No Committee – RTO focussed	Use existing Committee structure	Question role of current committee	Logistical issues. Review Committee role/structure	Support existing Committee with DTSC (Emerald)
Product development (proposed)	- Destination service hubs - No dedicated signage - Regional touring circuits - Improve tour options (fly/drive)	- Improve small towns service infrastructure - Things to see and do - Accommodated touring market - No dedicated signage proposed	- Review service opportunities along road corridor - No dedicated signage proposed	- No signage proposed - Small towns service infrastructure e.g. improve interpretation in VICs	- Emerald service hub - Support existing site regional signage strategy.
Marketing (proposed)	- Focussed on RTO destinations - Regional links	- Review brochure - Focus on VICs and interpretive material	- Point to point route map - Service options	- New brochure (map) e.g. Overlanders fold out - RTO insert options	- New map option - Destination marketing of sub regions

## 11. TAKING ACTION (RECOMMENDATIONS)

The purpose of the Drive Tourism Program is to move each of the routes into their next stage of development thereby increasing the tourism benefits to towns along each drive.

This document summarises the outcomes of the 6 December workshop in Gayndah (27 people) and the December 8 workshop in Warwick (5 people) with members of the Country Way Committee, and presents an initial, draft action plan to help guide the work of the Committee in relation to Stage 2 of the Drive Tourism Program.

### 11.1 Vision

The vision describes what would be achieved if the Country Way is developed and promoted to its full potential. As a result of the feedback and the workshops, the vision statement might read:

To have achieved, in the three years following the completion of the Drive Tourism Program Stage 2:

- national and international recognition of the Country Way as a major north-south travel route;
- increased diversity of quality tourism country / bush experiences and products within easy reach of coastal destinations: and
- a significant increase in tourist visitation.

In working towards the vision, the purpose of the Drive Tourism Program (Stage 2) for the Country Way might be to:

- develop a Country Way business plan and associated marketing strategy;
- review membership program to include RTOs and tourism businesses;
- extend the Country Way to include all of the New England Highway from Newcastle to Rockhampton;
- diversify marketing collateral across all media including the web and increased public relations;
- increased product development associated with each town along the Country Way focusing particularly on country/and bush experiences and products; and
- increased visitation particularly in the number of short stay and repeat visitors from coastal destinations

### 11.2 Positioning

Positioning refers to the way that the Country Way is perceived by its visitors relative both to other routes in Queensland, and routes in the area where they live. A strong, positive identity is a prerequisite for establishing a strong positive image and sustaining visitation in the long term.

From a product perspective, the Country Way can be distinguished by:

- the “country/ bush” as opposed to the “outback” or “coast”;
- a “braided” route offering a diversity of natural attractions and cultural experiences; and
- a wide variety of shortstay accommodation including camping, B&Bs, farm stays, motel and hotel accommodation with excellent food and wine.

From the prospective visitor’s standpoint, the Country Way appeals because it:

- has more scenery, the less semis than other routes
- provides security and safety, with service centres rarely more than an hour apart
- offers a wide diversity of natural landscapes and cultural attractions within relatively short distances
- offers a diversity of inland dams and waterways ideal for camping, fishing, and motor boating; and
- provides opportunities for outdoor adventure activities in bush and natural settings

These product strengths and potential visitor perceptions should be used to develop a strong and distinctive brand for the Country Way which in turn should be used in various marketing and promotional media.

### 11.3 Target Markets

Primary, established target markets:

- through travellers particularly retirees and the caravan set
- accommodated touring - day/overnight tourists from coastal urban centres particularly Bundaberg, Hervey Bay, Sunshine Coast, Brisbane, Gold Coast and northern New South Wales

Emerging target markets:

- young caravanners;
- niche markets including fishermen, star gazers, birdwatchers, historical tours, genealogy tours etc;
- gourmet wine/food tours;
- nature based ecotourism;
- cultural tourism; and
- adventure tourism (e.g. four-wheel driving, trail biking, horse riding, mountain bike riding, motor boating, flying etc.)

## 11.4 Business Planning

Action	Responsibility
1. Develop a short, simple 3 year business and marketing plan that links with the RTOs to maximise benefits to CW stakeholders.	CWC with involvement of members, RTOs, LTOs and TQ

## 11.5 Organisational Planning

Action	Responsibility
2. Seek funds to appoint a CW development officer to develop business plan/ marketing strategy, new collateral, quality tourism products along the Country Way and prepare funding applications	CWC, RTOs
3. Review membership including RTOs <sup>2</sup> , VICs, TQ, LGAs and tourism businesses.	CWC
4. Develop strategic partnerships with other Drive Tourism Routes and coastal destinations to inform visitors of the choices available to further enhance their drive tourism experience by returning home via a different route.	CWC, with involvement of RTOs, and other Drive Tourism routes and coastal destinations
5. Incorporate the southern section of the New England Highway into the Country Way so that it extends from Newcastle to Rockhampton	CWC, NSW partners, TQ
6. Develop a new committee and meeting structure to better service the needs of members	CWC, RTOs
7. Foster support of a major sponsor	CWC

## 11.6 Product Development

Action	Responsibility
8. Develop a “braided” route (i.e. scenic drives off main route) encompassing nearby attractions and tourism businesses	CWC, MRD, LGAs, businesses.
9. Improve the standard of the road alignment, width and surface, particularly north of Toowoomba.	LGAs, DMR, CWC.

<sup>2</sup> CWC – Country Way Committee, DMR – Department of Main Roads, EDOs – economic development officers, EPA - Environmental Protection Agency, LGAs – local government authorities, LTOs – local tourism associations, QPWS – Queensland Parks and Wildlife Service, RTOs – regional tourism associations, TQ – Tourism Queensland, VICs – visitor information centres.

10. Developed short training courses and mentoring program to increase the quality of service provided by small tourism operators.	RTOs, CWC.
11. Encourage the development of cultural tourism products offered by towns, including Aboriginal communities	LGAs, RTOs, Aboriginal communities, CWC
12. Work with EPA and QPWS to develop appropriate tourism facilities in national parks, particularly improved access and camping facilities	EPA, QPWS, RTOs, LGAs, CWC
13. Enhancement of existing attractions and development of new attractions.	CWC, EDO's, LTOs, RTOs, LGAs, Sunwater etc.
14. Conduct a product audit / potential assessment from the perspective of the adventure tourism market (on both public/private properties).	RTOs, TQ, 4WD clubs, trail biking clubs, horse riding clubs etc.

## 11.7 Collateral

Action	Responsibility
15. Produce the 2005 Country Way Guide	CWC (in hand) / Country Colour
16. Utilise the services of a professional distribution network to circulate Country Way Guides	CWC (in hand)
17. Promotion of the Country Way theme song	CWC (in hand)
18. Develop a Country Way marketing strategy which considers all media, reviews the way information is to be communicated, and emphasises cooperative partnerships with other drive tourism routes and destinations	CWC, RTOs, and all affiliated bodies
19. Develop a Country Way web site with links from all other relevant tourism web sites (TQ, RTOs, LGAs, tourism business websites etc.)	CWC, TQ, RTOs
20. Develop a Country Way map for insertion in other publications (4-6 pages)	CWC, TQ, RTOs
21. Ensure good, consistent signage along the Country Way, particularly at key decision points	DMR, LGAs, CWC

## 11.8 Monitoring Market Activity and Needs

Action	Responsibility
22. Standardise the collection of visitor data across all agencies	TQ, RTOs, VICs, CWC
23. Collect and analyse data on the volume and characteristics of monthly visitor traffic on the highway (North-South and South-North travel)	DMR, RTOs, VICs, TQ, Driver Reviver etc
24. Monitor the effectiveness of various initiatives (representation at shows has been consistent, but how well has it worked in delivering visitors?). Brief surveys at key decision points and destinations with periodic reports and feedback to the Committee.	LHPAC, LTOs, TQ and operators.
25. Periodic surveying of target markets to monitor changes in what they want.	TQ, RTOs, LTOs, and CWC members.

## 12. THREE YEAR ACTION PLAN

Task / Action	Year 1	Year 2	Year 3	Notes
<b>Business Planning</b>				
1. Develop a short, simple 3 year business and marketing plan that links with the RTOs to maximise benefits to CW stakeholders.	██████████			
<b>Organisational Planning</b>				
2. Appointment of a CW development officer to develop business plan/ marketing strategy, new collateral, quality tourism products along the Country Way and prepare funding applications	◆			
3. Foster wider membership including RTOs, VICs, TQ, LGAs and tourism businesses	██████████	██████████	██████████	
4. Develop strategic partnerships with other Drive Tourism Routes and coastal destinations to inform visitors of the choices available to further enhance their drive tourism experience by returning home via a different route.	██████████	██████████	██████████	
5. Incorporate the New England Highway into the Country Way so that it extends from Newcastle to Rockhampton	██████████			
6. Develop a new committee and meeting structure to		██████████		

Drive Tourism Program – Stage 2: The Country Way - Situation Analysis

Task / Action	Year 1	Year 2	Year 3	Notes
better service the needs of members				
7. Foster support of a major sponsor	████████████████████			
<b>Product Development</b>				
8. Develop a “braided” route (i.e. scenic drives off main route) encompassing nearby attractions and tourism businesses	████████			
9. Improve the standard of the road alignment, width and surface, particularly north of Toowoomba.	████	████	████	
10. Developed short training courses and mentoring program to increase the quality of service provided by small tourism operators.		████████		
11. Encourage the development of cultural tourism products offered by towns and Aboriginal communities	████	████	████	
12. Work with EPA and QPWS to develop appropriate tourism facilities in national parks, particularly improved access and camping facilities	████	████	████	
13. Enhancement of existing attractions and development of new attractions.	████	████	████	
14. Conduct a product audit / potential assessment from the perspective of the adventure tourism market (on both public/private properties).		████████		

Drive Tourism Program – Stage 2: The Country Way - Situation Analysis

Task / Action	Year 1	Year 2	Year 3	Notes
<b>Collateral</b>				
15. Produce the 2005 Country Way Guide	◆			
16. Utilise the services of a professional distribution network to circulate Country Way Guides	◆			
17. Promotion of the Country Way theme song	■	■	■	
18. Develop a Country Way marketing strategy which considers all media, reviews the way information is to be communicated, and emphasises cooperative partnerships with other drive tourism routes and destinations	■			
19. Developer a Country Way web site with links from all other relevant tourism web sites (TQ, RTOs, LGAs, tourism business websites etc.)		■		
20. Develop a Country Way map for insertion in other publications		■		
21. Ensure good, consistent signage along the Country Way, particularly at key decision points	■	■	■	
<b>Monitoring Market Activity and Needs</b>				
22. Standardise the collection of visitor data across all agencies	◆			

Task / Action	Year 1	Year 2	Year 3	Notes
agencies				
23. Collect and analyse data on the volume and characteristics of monthly visitor traffic on the highway (North-South and South-North travel)	██████████	██████████	██████████	
24. Monitor the effectiveness of various initiatives (representation at shows has been consistent, but how well has it worked in delivering visitors?). Brief surveys at key decision points and destinations with periodic reports and feedback to the Committee.		██████████	██████████	
25. Periodic surveying of target markets to monitor changes in what they want.		██████████	██████████	

## 12.1 Implementation Priorities

1. Advertise the corridor in key publications (Regional Tourism Brochures, New England Highway etc.)
2. Prepare a short brochure to promote the route in new markets.
3. Develop an interpretation template and install interpretation panels in Queensland and New South Wales.
4. Develop a website presence and PR stories to cover the experiences offered along the corridor.
5. Align with State Road Strategy Initiatives including alpha numeric signage, research, drive marketing activities undertaken by Tourism Queensland.

## 13. APPENDICES

### 13.1 Workshop Presentation

Available separately in electronic (PowerPoint) format

### 13.2 Workshop Outcomes – Gayndah and Warwick

#### COUNTRY WAY – WHERE DO WE WANT TO BE?

**NOTES:** As recorded by John Wood and collated from returned worksheets.

**WORKSHOP NUMBERS:** There were 27 participants at the Gayndah workshop, and 5 at Warwick

**QUALIFICATIONS:** These notes do not necessarily represent the views of Tourism Queensland or the Consultant. The comments are presented in this form so that all those who participated in the workshops can check that the matters they raised were recorded correctly and to see what was discussed in the other workshop. Some editorial changes have been made and grouping under common themes for ease of reading. The numbers in brackets i.e. (4) indicate the number of times the idea was repeated.

**FOLLOW UP CONTACT:** If you have any queries about these notes, please contact John Wood by phone, fax or email as indicated below. Please send feedback for inclusion in the draft report before 17<sup>th</sup> December. Phone 07 3822 1978; Fax 07 3822 3089; Email [jwcs@bigpond.net.au](mailto:jwcs@bigpond.net.au)

#### 13.2.1 FEEDBACK ON PRESENTATION

Slide	Comments
<b>Feedback on Presentation - Gayndah Workshop</b>	
2003 drive tourism market review	<ul style="list-style-type: none"> <li>Recent growth in the caravanning market is higher than indicated</li> <li>There is an increase in the number of young caravans/campers</li> </ul>
Country Way status	<ul style="list-style-type: none"> <li>There was a marketing plan for Highway 17 down about 10 years ago</li> </ul>
TQ Drive market research	<ul style="list-style-type: none"> <li>Need more up-to-date information so that decisions are better informed</li> <li>Should not lose sight of the importance of the Newell Highway and visitors from Victoria and South Australia</li> <li>Need to collate visitor information from the driver reviver program</li> <li>Need to standardise data collection by VICs and speed up analysis and feedback</li> </ul>
SWOT - strengths	<ul style="list-style-type: none"> <li>More scenery -- less semis</li> <li>Security and safety</li> <li>Committed publisher</li> <li>Debate about the western district hardwood forests</li> </ul>

Slide	Comments
<b>Feedback on Presentation - Gayndah Workshop</b>	
	<ul style="list-style-type: none"> <li>• Word-of-mouth promotion</li> <li>• Offshoots from the corridor</li> <li>• Community events and festivals</li> <li>• Horse rides</li> <li>• Dams / lakes for fishing, power boating and camping</li> <li>• Opportunities for trail biking and four-wheel driving</li> <li>• Cania Gorge National Park</li> </ul>
SWOT weaknesses	<ul style="list-style-type: none"> <li>• Self-funded. No \$ except from local government (2)</li> <li>• Distribution of collateral (this will change in 2005 with the use of Templar)</li> <li>• No \$ from TQ</li> <li>• Poor relationship between Country Way and Southeast corner</li> <li>• Poor recognition of Country Way by the local community</li> <li>• Not a strong relationship with New South Wales section of the route</li> <li>• Not linked to the Australian tourism web site</li> <li>• Under estimate the importance of the Newell Highway</li> <li>• Country Way not mentioned in the Queensland Country UBD</li> </ul>
SWOT opportunities	<ul style="list-style-type: none"> <li>• Training of all people who deal with tourists</li> <li>• Changing the attitude of country people to visitors</li> <li>• Increasing the corridor width (braiding) to encompass other attractions that hang off it such as National Parks, dams etc.</li> <li>• An alternative route south from northern destinations</li> </ul>
SWOT - threats	<ul style="list-style-type: none"> <li>• Lack of awareness in Southeast Queensland</li> <li>• Petrol prices</li> <li>• Decrease in leisure time and length of vacation periods</li> <li>• Changing travel patterns (a number of short breaks)</li> <li>• Local culture of insularity</li> <li>• Failure of local businesses to promote what already exists</li> <li>• Petty jealousies between LGA's and VICs</li> <li>• Public liability - affecting farm stays</li> <li>• DMR patchwork approach to Country Way upgrading</li> </ul>
Tourism challenges	<ul style="list-style-type: none"> <li>• Increased awareness of tourism importance to the region</li> <li>• Need to show how towns along the Country Way mutually support each other</li> </ul>
Opportunities	<ul style="list-style-type: none"> <li>• Encourage entrepreneurial activities</li> <li>• Alternative to busy living</li> <li>• Greater access to the media (all forms)</li> <li>• Greater cooperation with RTOs to promote themes and route</li> <li>• Greater promotion of festivals, fishing loops, etc</li> </ul>
How does the Country Way compare?	<ul style="list-style-type: none"> <li>• Significant attractions include fishing, boating, wineries, food, nature parks, activities and towns</li> </ul>
Where do we want to be?	<ul style="list-style-type: none"> <li>• Revised brochure</li> <li>• Small inserts for other brochures</li> <li>• Revisit logo</li> <li>• Website upgrade</li> </ul>

Slide	Comments
<b>Feedback on Presentation - Gayndah Workshop</b>	
<b>Presentation Feedback - Warwick Workshop</b>	
The big picture	<ul style="list-style-type: none"> <li>• Need to grow the markets and increase the length of stay</li> </ul>
Corridor stakeholders	<ul style="list-style-type: none"> <li>• There are 23 LGAs between Tamworth and Rocky</li> </ul>
2003 drive tourism market review	<ul style="list-style-type: none"> <li>• There is a recent swing to younger caravan/camping</li> <li>• Great opportunities to grow the accommodated tourism market feeding off the coastal destinations</li> </ul>
SWOT - strengths	<ul style="list-style-type: none"> <li>• Potential for growth</li> </ul>
SWOT weaknesses	<ul style="list-style-type: none"> <li>• Lack of cooperation between VICs</li> <li>• Inconsistency of opening times</li> <li>• Lack of volunteers</li> <li>• Need a good reason for continuing north of Toowoomba along the Country Way</li> <li>• Poor distribution network</li> <li>• Low awareness of the Country Way and associated attractions</li> </ul>
SWOT opportunities	<ul style="list-style-type: none"> <li>• Opportunity for “braiding” - greater incorporation of scenic drives and attractions feeding off the Country Way</li> </ul>
SWOT - threats	<ul style="list-style-type: none"> <li>• Loss of volunteers</li> </ul>
Opportunities	<ul style="list-style-type: none"> <li>• Promotion of the Country Way theme song</li> <li>• Linking to the Tourism Queensland web site</li> <li>• Greater utilisation of TQ research</li> <li>• Greater promotion of scenic drives along the entire route</li> <li>• Collation and analysis of driver reviver station statistics</li> <li>• RTOs need to fully embrace Country Way as a marketing tool</li> </ul>

### 13.2.2 WORKSHOP NOTES

**Vision:** If the Country Way was developed and promoted to achieve its maximum potential to targeted visitor markets, what would have been achieved?

**Vision - Gayndah Workshop**

**Vision:** If the Country Way was developed and promoted to achieve its maximum potential to targeted visitor markets, what would have been achieved?

**Vision - Gayndah Workshop**

Awareness	<ul style="list-style-type: none"> <li>• Route that is easily identifiable by tourists</li> <li>• You will know where you are along it, where ever you are</li> <li>• When you mention Gayndah it will be widely known you are on the Country Way</li> <li>• Recognised nationally and internationally (4)</li> <li>• Logo recognised by wider community</li> <li>• A recognised route</li> <li>• A major recognised tourism route to benefit operators along the Way</li> <li>• A more widely recognised transport corridor from all levels of government (federal, state, local). Outcome: greater strengthening of the economic growth of the shires along this route</li> <li>• Country Way as a familiar route for travellers (2)</li> <li>• To be much better known as a preferred destination</li> <li>• Established as an identified visitation region and trail</li> <li>• A common understanding of what the Country Way has to offer</li> <li>• A more popular and well-known facility for tourists to enjoy their journey and become more familiar with their own country and have greater acceptance by the powers that be</li> <li>• An awareness that regional and rural Queensland is the place to be</li> </ul>
Route Feeders	<ul style="list-style-type: none"> <li>• Brisbane Valley Highway and D'Aguilar Highway to Blackbutt and Nanango be included as a necessary entry/exit from Brisbane/Ipswich</li> <li>• All feeder routes to be recognised for example Brisbane Valley Heritage Trails</li> </ul>
Statistics	<ul style="list-style-type: none"> <li>• Extensive data collection -- usable statistics for marketing</li> </ul>
Collateral	<ul style="list-style-type: none"> <li>• Information available from all tourism outlets on the Country Way</li> <li>• Well-publicised, well maintained highway</li> </ul>
Membership	<ul style="list-style-type: none"> <li>• Greater participation by operators and councils</li> <li>• Industry driven</li> <li>• Cooperation of all RTOs and shires (4)</li> <li>• New operators starting up -- who have noticed increased market</li> <li>• Achieved a high degree of cooperation and coordination</li> <li>• Cohesion within shires regarding signage of the Country Way</li> <li>• Representing Highway 17 and New England (Queensland and New South Wales) that he is a more extensive drive making it a more major route)</li> </ul>

**Vision:** If the Country Way was developed and promoted to achieve its maximum potential to targeted visitor markets, what would have been achieved?

**Vision - Gayndah Workshop**

Products	<ul style="list-style-type: none"> <li>• A series of linked quality tourism products</li> <li>• A method to highlight the diversity of assets</li> <li>• Full potential of the Burnett to provide a hinterland experience for those visiting the Fraser Coast (2)</li> <li>• Development of the Burnett section of the Country Way</li> <li>• To develop the full potential of the SEQ link to the “bush experience”</li> <li>• A safe, entertaining, motorway with quality tour products including such things as wine, food, nature and highlighting attractions of each town prior to arrival</li> <li>• I don't want to drive on the route, I want to drive in an experience</li> <li>• For the city to meet the country (not out back where there are flies, sand, flat, hot, boring)</li> <li>• Country Way is the bush, nice people, patchwork road, not too much traffic, nice small towns with a sense of pride, open space with something to look at, that changes as you go</li> <li>• The Country Way is a natural conduit and as such doesn't require much enhancement. However, in terms of “ Sydney or the bush”, awareness of the tourism of tranquillity and relaxation should be projected as an optional odyssey</li> <li>• Safe relaxed drive route</li> <li>• Recognition for strong food and accommodation sector (the B&amp;Bs, farms staying, camping, restaurants, food, festivals etc</li> <li>• Partnered with strong adventure tourism products</li> </ul>
Market	<ul style="list-style-type: none"> <li>• Repeat visitors</li> <li>• New visitors who have heard from other visitors</li> <li>• Development and marketing of the Country Way as the key touring route north /south through Queensland with an emphasis on product development and destination awareness. This needs to be achieved through a variety of marketing tools aimed at the key target markets along with a targeted distribution strategy</li> <li>• Encourage “tree change” as opposed to “sea change”</li> <li>• Greater market share of tourist dollars</li> <li>• Up-market and up-to-date web page</li> </ul>
Signage	<ul style="list-style-type: none"> <li>• Well signposted route</li> <li>• Route clearly defined through very good signage</li> </ul>
Branding	<ul style="list-style-type: none"> <li>• Change name to the “Australian Country Way” (international focus) -- the name lends itself to a broad terminology</li> <li>• Stronger branding and positioning in Queensland and New South Wales tourism markets, recognised externally and internally by operators</li> </ul>
Training	<ul style="list-style-type: none"> <li>• All VICs well trained to respond to visitor queries</li> </ul>
Interpretation	<ul style="list-style-type: none"> <li>• Premier interpretation of the history, culture and industry enroute</li> </ul>
Benefits	<ul style="list-style-type: none"> <li>• Jobs, jobs, jobs</li> <li>• Our rural communities prospering</li> </ul>

**Vision - Warwick Workshop**

**Vision:** If the Country Way was developed and promoted to achieve its maximum potential to targeted visitor markets, what would have been achieved?

**Vision - Gayndah Workshop**

Awareness	<ul style="list-style-type: none"> <li>• That the Country Way is a household name quickly recognised and utilised by all visitors</li> <li>• Increased awareness (4),</li> <li>• Well recognised by tourists and media</li> </ul>
Membership	<ul style="list-style-type: none"> <li>• Country Way development is a cohesive partnership effort (2)</li> <li>• Greater alliances between all stakeholders within the Country Way</li> <li>• Equity and recognition by all Local Government Authorities</li> <li>• All businesses subscribing and benefiting from Country Way exposure</li> <li>• Significant cooperative partners</li> <li>• Cooperative networking</li> </ul>
Numbers	<ul style="list-style-type: none"> <li>• Increased driving numbers to the Darling Downs</li> </ul>
Markets	<ul style="list-style-type: none"> <li>• New markets</li> </ul>
Products	<ul style="list-style-type: none"> <li>• New products</li> <li>• Professionalism -- growing quality attractions</li> </ul>

**Target Markets:** Please describe the target markets and the activities/services available to them on their journey.

**Target Markets - Gayndah Workshop**

Existing Markets	<ul style="list-style-type: none"> <li>• Brisbane and Southeast Queensland (2)</li> <li>• Families</li> <li>• Retirees / seniors (4)</li> <li>• Winter travellers heading north (from New South Wales, Victoria, South Australia etc) or returning south</li> <li>• Shortstay from Wide Bay Region</li> <li>• Young couples</li> <li>• Mums and dads in the cities</li> <li>• Travellers on the way through</li> <li>• Weekenders</li> <li>• Existing self drive markets (2),</li> <li>• Fishermen</li> <li>• Birdwatchers</li> <li>• Astronomers</li> <li>• Long haulers - southern states the primary market (3)</li> <li>• Caravanners (4)</li> <li>• Over 35s</li> <li>• Take advantage of southern migration to the north</li> <li>• Day-trippers along the route (SEQ -- South Burnett To Stanthorpe; or Kingaroy and the Bundaberg)</li> <li>• Bikers</li> <li>• Vans (backpackers)</li> <li>• Drive market</li> </ul>
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Target Markets: Please describe the target markets and the activities/services available to them on their journey.	
	<ul style="list-style-type: none"> <li>• Long history tourism -- Cherbourg</li> <li>• Self drive market: The Bush Experiences</li> <li>• Government service market: the total package</li> </ul>
	<ul style="list-style-type: none"> <li>• <b>Eidsvold</b> - fishing market – Wurama? Dam, and Burnett River, Eidsvold Weir</li> <li>• <b>Eidsvold</b> - caravanners -- scenic drives and stops, relaxation</li> <li>• <b>Eidsvold</b> - young families -- bush experience in a safe manner</li> </ul>
<ul style="list-style-type: none"> <li>• Future / Desired Markets</li> </ul>	<ul style="list-style-type: none"> <li>• Grey nomads want well presented, clean and affordable facilities</li> <li>• Self funded retirees (2)-- a place to visit and maybe stay a while, nice quiet little country towns</li> <li>• Young families (2)-- a safe place for children to play and learn</li> <li>• The higher population areas in Southeast Queensland (4)</li> <li>• Families wanting a rural experience -- farms stays and bed-and-breakfast</li> <li>• Family experience – R. M. Williams Centre Eidsvold -- visit with a purpose -- hands-on experiences creating something to take home. Historic knowledge</li> <li>• Overseas travellers (3) experiencing the “bush” as distinct from the outback and cities</li> <li>• Package tour operators</li> <li>• Outdoor adventure market</li> <li>• 4WD (2) - off the beaten track tours from Nanango to Linville including walking tours and rail buffs</li> <li>• Continue to target the drive market</li> <li>• Higher paying tourists who visit the Fraser Coast (Gympie to Rockhampton) to be part of the target market who wish to develop a connection with the bush</li> <li>• “Green” markets</li> <li>• Historical tours</li> <li>• Niche markets based around freshwater fishing and fresh local food</li> <li>• Genealogy tours</li> <li>• Camping/fishing/boating</li> <li>• Backpackers</li> <li>• Caravanners</li> <li>• The “cappuccino” set</li> <li>• People with an interest in flora and fauna</li> <li>• Food Trail</li> <li>• Birdwatchers</li> <li>• Country hospitality and food -- specialty producers (2)</li> <li>• Experience the drive on roads that our parents talk about in the past</li> <li>• Good clean living</li> <li>• City youth</li> <li>• School retreats</li> <li>• Watersports (Wivenhoe &amp; Somerset dams, plus eight other dams along the Country Way)</li> </ul>

<b>Target Markets:</b> Please describe the target markets and the activities/services available to them on their journey.	
	<ul style="list-style-type: none"> <li>• <b>Murgon/Cherbourg</b> -- an untapped treasure trove of ancient craft and indigenous art. There is a community reluctance to promote this culture from within, so the promotion must come from without</li> <li>• <b>Eidsvold</b> - young families -- bush experience in a safe manner</li> <li>• Sister city (Eidsvoll in Norway) link through settlers Archer brothers</li> <li>• <b>Banana Shire</b> - Travellers interested in learning more about our area rather than just passing through</li> <li>• Furthering the knowledge of outback customers</li> <li>• Overseas visitors</li> <li>• Encourage participation of visitors within our community activities</li> </ul>
<b>Activities/services</b>	<ul style="list-style-type: none"> <li>• RACQ./Service Stations</li> <li>• 4WDs</li> <li>• Information booths</li> <li>• Food/accommodation (4)</li> <li>• Quality accommodation through choice and price</li> <li>• Wineries (4)</li> <li>• Ecotourism</li> <li>• Fresh water fishing (3),</li> <li>• Country experiences (2),</li> <li>• Walking in national parks/viewing nature (4)</li> <li>• Camping</li> <li>• Star Gazing -- using SB Astronomical Observatory? as this is a unique attraction for both local and overseas interest groups</li> <li>• Rural scenery</li> <li>• Heritage</li> <li>• Work experience in bush areas</li> <li>• Cultural tourism (both Aboriginal and European) (2)</li> <li>• Cultural recognition and experience</li> <li>• Bush characters</li> <li>• Diversity</li> <li>• Attaining the recognition of lifestyle and culture including festivals and diversity of industry</li> </ul>
	<ul style="list-style-type: none"> <li>• Attaining the recognition of lifestyle and culture including festivals and diversity of industry</li> </ul>
<b>Target Markets - Warwick Workshop</b>	
<b>Existing Markets</b>	<ul style="list-style-type: none"> <li>• Accommodated tourism</li> <li>• Campers and caravanners (2)</li> <li>• Grey nomads</li> <li>• Families wanting a real bush experience</li> <li>• 4 wheel driving</li> <li>• Fly drive</li> <li>• How do we flush them out and drill down to focus on niche markets aligned to Country Way?</li> </ul>
<b>Future/desired markets</b>	<ul style="list-style-type: none"> <li>• Increase in numbers - coach tours, fly drive and use of the Country Way</li> <li>• Weekend drive market</li> </ul>

**Target Markets:** Please describe the target markets and the activities/services available to them on their journey.

- Increased accommodated tourism
- Increased fly drive throughout
- Increased four-wheel-drive families
- Growth in all market sectors
- Meeting visitor needs

**Market Positioning:** What would be the preferred positioning for the route against other corridors?

**Market Positioning – Gayndah Workshop**

- Should be longer – extend to Newcastle (start coast/finish coast). Would encourage people to travel full-length
- Market area as the “bush” - different from outback and cities
- Not as much traffic (now!)
- Huge diversification of product (6)
- “More scenery - less semis” this is a simple descriptive slogan, which in the current traffic tangle of vehicle travel is appealing and a winner (4)
- Natural attractions – not contrived as in constructed tourist attractions
- Not the Gold Coast or city
- Enjoy the hospitality and the people
- A haven of productivity and wealth
- A safer, friendlier and more comfortable journey with the element of discovery (2),
- Proximity to South-East Queensland population
- Country Way – country life - see the country not the city
- Real country / bush experience close to the coast (4)
- Niche markets such as wineries, fishing, walking, craft shops
- Diverse scenery – not revolving scenery (vegetation and landscape differences)
- The safe way north / south through Queensland with an emphasis on the quality and variety of natural product along the Way
- Towns not far apart (3)
- Not a lot of development
- A route which would expand the vision of tourists and acceptance of another type of travel which differs from other routes
- Heritage /cultural trails
- Wine trails
- Children’s activities along the Country Way
- Agro/forestry centre at Eidsvold
- Horse racing
- Run a campaign such as “2006 The Year For The Bush”
- Food, wineries, country hospitality

<b>Market Positioning:</b> What would be the preferred positioning for the route against other corridors?	
	<ul style="list-style-type: none"> <li>• Toogoolawah has a very large cattle sale every two weeks which is exciting and safe to spend a morning there on the way to join the Country Way at Blackbutt</li> <li>• Stay overnight at Blackbutt and walk some of the Linville/Benarkin Rail Trail</li> <li>• Maximise current/everyday procedures (what we think is boring – a visitor/city person would think is fantastic )</li> </ul>
<b>Market Positioning – Warwick Workshop</b>	
	<ul style="list-style-type: none"> <li>• The diversity of experiences</li> <li>• The ability to weave off the Country Way and experience a broad range of product</li> <li>• Diversity close to the coast</li> <li>• Food and wine (Stanthorpe, Burnett)</li> <li>• Less traffic</li> <li>• Fishing</li> <li>• Historic cemeteries</li> <li>• Villages</li> <li>• Alternative but close to the Pacific Coast tourism route</li> <li>• Wine, loaves and fishes</li> <li>• Braided route of experiences (wine, food, health/spa etc) (2)</li> <li>• Diverse scenery and culture</li> <li>• Country (village) experience</li> <li>• Charm</li> <li>• Access to variety</li> </ul>

<b>Committee Role / Structure:</b> What would be the best structure for the Committee? How would it be resourced?	
<b>Gayndah Workshop</b>	
	<ul style="list-style-type: none"> <li>• No comment (3)</li> <li>• As per past years, it must be local government driven and supported, resourced from advertising sales and possibly State Government (RTO) Funding</li> <li>• Chair and committee of four</li> <li>• Development of business plan (3)</li> <li>• Continue with normal meetings and have a two-day networking conference once a year to build team play</li> <li>• More strategic focus – more than just brochure driven</li> <li>• Resolve issues between north and south (high priority)</li> <li>• Close liaison with government tourist bodies at all levels</li> <li>• Representative as it now is. Financed by federal government and made more attractive for local business to support in membership</li> <li>• The most vital requirement of committee activity is to collate relevant statistics</li> <li>• Increased resources / more financial (4)</li> <li>• Paid executive officer/secretariat</li> </ul>

**Committee Role / Structure:** What would be the best structure for the Committee? How would it be resourced?

	<ul style="list-style-type: none"> <li>• Increased involvement of tourism professionals</li> <li>• Greater involvement of Tourism Queensland</li> <li>• More private membership as opposed to Councils and tourism groups (4)</li> <li>• Seek and arrange partnerships with kindred or organisations</li> <li>• Think and act as a complete tourism and visitation trail</li> <li>• The best structure would be a committee made of the various RTOs along the Route – Supported by increased local government funding to RTOs (6). Given that this isn't likely, the existing structure works but requires greater industry/business/LTA and RTOs involvement. Meetings by e-mail copper videoconferencing etc to ease tyranny of distance issues</li> <li>• Personnel in each RTOs dedicated to Country Way Promotion and financial resourcing</li> <li>• New South Wales to support the Country Way</li> <li>• A smaller group who meet regularly and report to larger group (not just executive group)</li> <li>• Meeting venues in all shires to facilitate communication</li> <li>• More job allocation within group e.g. project development officer</li> <li>• Representatives from businesses on the committee (2)</li> <li>• Break it up into regional groups</li> </ul>
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**Warwick Workshop**

	<ul style="list-style-type: none"> <li>• No comment (4)</li> <li>• Not cumbersome i.e. manageable committee structure which focuses on outcomes</li> <li>• Coordinated, representative, outdoor oriented</li> <li>• Board of nominated representatives – true representation of shires</li> <li>• Productive, sustainable, strategic alliances</li> <li>• Loose structure with Gayndah base</li> <li>• Should not include council product development</li> <li>• Membership to include council tourism representatives</li> <li>• Currently a loose association of councils</li> <li>• Strategic, long-term planning</li> <li>• Creating awareness in a professional manner</li> <li>• Sponsorship</li> </ul>
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**What Collateral Is Needed? (Brochures, Maps, Website Etc)**

**Gayndah Workshop**

	<ul style="list-style-type: none"> <li>• No comment (1)</li> <li>• Brochures (5) - larger print run</li> <li>• Continue and improve present guide</li> <li>• Logo style guide</li> <li>• Maps (2)</li> </ul>
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What Collateral Is Needed? (Brochures, Maps, Website Etc)	
	<ul style="list-style-type: none"> <li>• Logo (2),</li> <li>• Website to be up and running and updated regularly (13) Link to relevant state RTOs, LTA and council sites. Set up an effective interactive web site that provides identity for towns and businesses along the Country Way</li> <li>• Use of local print, radio and TV for promotion (7)</li> <li>• Better communication/reliable constant mobile phone link (3)</li> <li>• Better cooperation with BR</li> <li>• Ensure information is on the Tourism Data Warehouse Site</li> <li>• Use as many variable forms of communication as is possible</li> <li>• Better distribution, professional distribution (3)</li> <li>• The cost of the brochures stops all other promotion of the Country Way</li> <li>• The retention of the brochure is advantageous for continuity of destination contact</li> <li>• Signage for whole of route with logo of Country Way</li> <li>• Maps along route in each town/centre showing present whereabouts and attractions</li> <li>• Better utilisation of the print, screen and radio material (3)</li> <li>• Promote cooperation with kindred organisations</li> <li>• Think and act regionally</li> <li>• Achieved a well developed database</li> <li>• Map that can be included in other collateral</li> <li>• More emphasis on partnerships piggybacking on other collateral eg. RTO Regional Guides and web sites</li> <li>• Maybe combining collateral with other drive routes rather than stand-alone or competing</li> <li>• Professional representation at trade shows (2)</li> <li>• Advertisements in other publications for example RTO Magazines, Local Guides, RACQ Magazine, Get Up and Go, Caravanning Magazines (2),</li> <li>• Increased market exposure</li> </ul>
Warwick Workshop	
	<ul style="list-style-type: none"> <li>• No Comment (1)</li> <li>• Other collateral is needed e.g. TV, radio, print media (3)</li> <li>• Review the way information is presented. Is “by region/LGA” the best way or should we consider themes/areas of interest in the layout?</li> <li>• Need a distribution strategy in line with the Country Way development / business plan (2),</li> <li>• Improvements -- review the source markets, review distribution channels, don't rely on one piece of collateral eg. brochure</li> <li>• Collateral relating to things of interest to visitors eg. historical homes, farm stays, heritage, four-wheel-drive, wine and food, gardens/nurseries, antiques, ecotourism, national parks, pubs</li> <li>• Web presence (2)</li> <li>• Motoring organisations</li> <li>• RTOs support / sponsorship (2)</li> </ul>

What Collateral Is Needed? (Brochures, Maps, Website Etc)

- Commitment from councils

What Partnerships Should We Seek? (Relationship With RTOs / LGAs / Other Corridors)

**Gayndah Workshop**

- No comment (2)
- Tourism Queensland (8) Visiting journalists program
- All RTOs along route (7)
- All local governments (2)
- All local tourism bodies / businesses (3)
- State and Federal governments (2)
- Media relationship building both local and national
- RADF Cultural Trail – Biedo Shire wants to do this
- Emphasise closeness to coastal routes and establish partnerships with coastal organisations
- Better relationship between the northern and southern parts of the CW
- SEQ cities promoting short trips to Burnett attractions
- Relationships with Sydney and Hunter River
- New South Wales RTOs to link into Country Way
- Linked closely with RTOs, LTA's, Chambers of Commerce, development board, heritage trails groups, museums etc through our membership and executive (4)
- Other corridors (2)
- Regional economic development boards
- Neighbouring shires
- Travel agents
- Local service clubs
- Community groups
- Intersecting highways
- Need to work closely with VIC Managers and SB (Area) project manager
- The Parks and Wildlife Service - re camping facilities
- Sun Water -- boating and fishing
- Specific groups e.g. B&Bs, (2)
- Caravanning industry associations
- Various clubs for example caravan clubs, bike clubs, RACQ, birdwatchers (2)

**Warwick Workshop**

- Anyone who will partner
- Tourism industry/operators (3),
- Transport business
- Relevant state and federal government agencies
- Media - all layers (5)
- RTOs and SGO's (4)
- Councils (2)
- Communities of interest

	<ul style="list-style-type: none"> <li>• Tourism clusters</li> <li>• Motoring organisations (5)</li> <li>• Car hire companies</li> <li>• Training providers</li> <li>• Need a major sponsor (3)</li> <li>• Queensland Weekender</li> <li>• Windfarm</li> <li>• DSDI -- business development</li> </ul>
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**What Products Need Developing? (Services, Attractions, Tourism Signage Etc)**

**Gayndah Workshop**

	<ul style="list-style-type: none"> <li>• No comment (5),</li> <li>• Active web site (2),</li> <li>• Themed signage for the full length of the Country Way (3)</li> <li>• Managed VICs in each town</li> <li>• Integration of/or linking of all VICs</li> <li>• Cultural pursuits (2)</li> <li>• Heritage trails</li> <li>• Nature based tourism experience</li> <li>• A hinterland experience</li> <li>• National parks</li> <li>• Improved road quality (2)</li> <li>• Fishing, watersports, camping and recreation</li> <li>• Horse trails, walking trails, off-road all-terrain vehicle routes</li> <li>• Small tourism businesses (tour operators, farm studies, etc)</li> <li>• Interpretation of stories (pioneering, natural attractions, quirky facts)</li> <li>• Develop attractions in each town so that tourists have reason to stop (2),</li> <li>• Improve services/customer service to ensure that visitors receive a high standard to encourage repeat visitation and by positive word-of-mouth advertising (5)</li> <li>• Improve standards of product</li> <li>• Themed signage/billboards saying “ you are travelling along the Country Way” to increase awareness (2)</li> <li>• A new town. R. M. Williams Australian Bush Centre. Carry this theme right through Eidsvold</li> <li>• Agro forestry centre Eidsvold</li> <li>• Burnett River</li> <li>• Bird watching (2)</li> <li>• Sports tourism (for example golf)</li> <li>• Route sign at each decision point -- rebadged as A3 (3)</li> <li>• Quality services -- good food outlets -- modern on inside and heritage on outside</li> <li>• Help service industries to see the longer term benefits of the Country Way</li> <li>• Bring koalas backed to agro- forest</li> <li>• Linkages of like products</li> </ul>
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What Products Need Developing? (Services, Attractions, Tourism Signage Etc)	
	<ul style="list-style-type: none"> <li>• Improved telecommunications and coverage</li> <li>• Tourism products linking Fraser Coast to Country Way</li> <li>• “Bush” signage policy – “2005 - a year for the bush”</li> <li>• Country Way video promo</li> </ul>
Warwick Workshop	
	<ul style="list-style-type: none"> <li>• No comment (2)</li> <li>• Do we need more products or should we get better at highlighting what is actually there?</li> <li>• Selling the best kept secrets (2)</li> <li>• Authentic experiences</li> <li>• “AUSBUS” support</li> <li>• More hidden secrets to visit (3)</li> <li>• Crafts (quality)</li> <li>• Availability to buy fresh produce</li> <li>• “Braided” route products</li> <li>• Hospitality services/restaurants/cafes</li> <li>• Consistency (opening hours)</li> </ul>

What Should The Priority Actions Be?	
Gayndah Workshop	
	<ul style="list-style-type: none"> <li>• No comment (3)</li> <li>• National government recognition so that federal funding for road upgrading can be accessed</li> <li>• To be in the black, a business plan (5)</li> <li>• Planning, planning, planning</li> <li>• Need a better response throughout the whole Country Way route</li> <li>• Tourism is reputed to be Australia’s second revenue earner. In terms of comprehensive continuity the basic infrastructure of maintaining projects such as the Country Way should be recognised in public funding accelerated in the bush</li> <li>• Seed funding for priority projects including personnel for lobbying the government (2)</li> <li>• Drive tourism brochure</li> <li>• A bigger print run on brochure</li> <li>• Integrate collateral into state-wide collateral e.g. regional guides, RACQ</li> <li>• Web page/site and links (10), Cost approximately \$1000. Measure hits on accommodation and test against actual bookings</li> <li>• Promotion on TV re the value of the Country Way (3), cost approximately \$1500</li> <li>• Promotion of the Country Way theme song - approximate cost \$1000 sending copies to radio stations</li> <li>• Budget allocation for logo development - maximum \$500-\$1000</li> <li>• Funds for stand at two major travel shows and displaying for three years -- approximately \$2000 for better displays and \$12,000 for accommodation and meals for two staff</li> <li>• Roadshow to capital cities</li> </ul>

<b>What Should The Priority Actions Be?</b>	
	<ul style="list-style-type: none"> <li>• RACQ, RTO Magazines, Get Up and Go Magazines – cost approximately \$5,000 over three years</li> <li>• Signage upgrade /reinforcement (3)</li> <li>• More manned VICs</li> <li>• More media branding</li> <li>• Education of tourism operators and the business people</li> <li>• External funding</li> <li>• Endeavour to access funding in parallel with other tourism routes</li> <li>• We should now exploit the north to south as we have previously “sold” the reverse</li> <li>• Run a mentoring program matched with small start-up grants for new tourism businesses (3)</li> <li>• Greater marketing/distribution of marketing tools i.e. in VICs, shows Etc</li> <li>• Getting most up-to-date statistics to make an informed decision (2)</li> <li>• Get local operators (tours, accommodation etc) more involved in the committee</li> <li>• Work on creating goals that are important to all areas along the route and how they can be activated to reinforce the positive marketing of the route</li> <li>• Car stickers for Country Way stakeholders -- approximate Cost \$500</li> <li>• Paid CEO</li> <li>• Product development of region</li> <li>• Development of agro-forestry centre at Eidsvold</li> <li>• Campaign – “2005 a year for the bush”</li> <li>• Promotion of Cherbourg country</li> <li>• Collect exit data from tourists leaving Gladstone, Maryborough, Gympie, Kilcoy and Esk who are offered choices of routes</li> </ul>
<b>Warwick Workshop</b>	
	<ul style="list-style-type: none"> <li>• Planning -- Country Way business / marketing plan / agreed strategic direction and achievable goals (5)</li> <li>• Access to seed funding</li> <li>• Change thinking (make it funny etc)</li> <li>• Strengthening partnerships</li> <li>• Country Way revitalisation</li> <li>• Promotion of hidden secrets</li> <li>• Motivation of councils</li> <li>• Sign each -- link with drives</li> <li>• TV support / development of the Country Way video - Rockhampton to Tamworth (2)</li> <li>• Partnerships -- DSDI LAMP</li> <li>• Linking drive route and scenic routes (braiding) (2)</li> <li>• Review organizational structure</li> <li>• Funding for greater exposure (2)</li> <li>• Appointment of a route tourism officer to coordinate business plan/marketing etc</li> </ul>

Other Comments	
Gayndah Workshop	
	<ul style="list-style-type: none"> <li>• Promote the Country Way as the way in the “bush” -- not the coast or the inland</li> <li>• Need to have one person in the group/committee to apply for funding, (project officer)</li> <li>• The Country Way is a launching point of great things. Tourism Queensland to assist with audit of tourism attractions</li> <li>• Need to create a “modern” approach to developing the tourist experience</li> <li>• Need to create a high profile campaign which links the Fraser Coast to the Burnett</li> <li>• Suggest “new country way” to reflect a new approach to promoting the district</li> </ul>

### 13.3 NSW Workshop Outcomes

Notes taken by Janette Anderson of the CountryColourGroup of a workshop held on Monday 13 December 8.30 a.m

#### VISION 5-10 years hence:

- All involved are connected and consumer aware and travelling.
- Mature, sustainable product – well resolved, accepted and used in local regions and interstate.
- Three specific targets:
  - RESOURCES
  - STRUCTURE
  - RESULTS

#### TARGET MARKETS - current:

- Wanderers, Travellers who want to be pampered
- To develop more product that is appealing to a wider market.

**Desired:** building on above

#### MARKET POSITIONING – What makes the corridor different/better than other N/S corridors?

- Country Way is unique, more destination opportunities than other drives, diversity, Niche and large regional centres, cultural, true Aussie - authentic experiences.

#### COMMITTEE ROLE/STRUCTURE/RESOURCING – How do we want the Country Way Committee to evolve?

- There should be a formal and agreed structure with possible input from stakeholders, RTO's, LTO's, VIC's and industry representation.

#### COMMITTEE ROLE/STRUCTURE/RESOURCING

**Preferred structure:**

- Get all appropriate people involved in Qld – not just councillors, the RTO's, tourism officers and people on the ground with tourism.... All involved as long as there is a clear business plan with correct and positive chain of command.

**Preferred Resourcing:**

- - Being in the publication.
- - Need more resourcing from state and RTO's.

**WHAT COLLATERAL IS NEEDED?**

**Other collateral?**

- All local, RTO's should all have Country Way branding material in brochures.
- Signage – marker signs required for both states. Moderate signage, project for each local government if that doesn't come through.
- Need grant funding for development of the Country Way product.

**WHAT PARTNERSHIPS SHOULD WE SEEK?**

- Tourism Queensland, Tourism New South Wales, Regional Tourist Offices.

**WHAT TOURISM PRODUCTS NEED DEVELOPING?**

- Review of inventory document (does it include NSW?). What is unique branding of regions/events?
- The produce from each area.

**WHAT SHOULD PRIORITY ACTIONS BE?**

- a) Business plan – collate and write up information that has been workshopped.
- b) Pursue – grant funding with business plan.
- c) Implement and review actions required to business plan.

**Three major items for funding.**

- a) Delivery of all actions in business plan.
- b) Product development along The Country Way.
- c) Workshop with operators, customer service with operators.  
Deliver under C/Way brand.

**DISCUSSION**

**Slide 1:**

- Suggestion for a formal letter go from the Country Way Committee and from Tourism Queensland to Tourism New South Wales regarding support for joint cooperation.

**Slide 2:**

- Suggestion that for the Country Way to be a true tourist route, it must go to Newcastle.

**Slide 6:**

- Leichhardt Highway: is a destination route
- Great Inland Highway: doesn't have major destinations
- Country Way is one of the best

**Slide 7: (The Big Picture)**

- Country Way has large vibrant centres
- Changing countryside, wineries, lots of PRODUCT VARIETY
- Lead offs to the coast are only 2 hours
- The Country Way Highway can be a loop with the coastal route.

**Slide 9: 2003 Drive Tourism Market Review**

- Wanderers (caravanners)
- Pamperdors (indulgent, wineries, niche venues)

**Slide 10: Country Way should be marked on major maps**

**Slide 13: Country Way Status**

- Lacking information and knowledge on NSW connections
- Country Way produced in association with New England, (years ago) The New England section called Country was receiving funding Sydney to Brisbane.
- Needs to be realistic of benefits of Country Way market from Tourism New South Wales.
- Queensland sends notices too late and arranges meeting venues too far away

**Slide 15: TQ Drive Market Research**

Feeling is:

- Traffic flow is from Maitland to Warwick/Toowoomba
- Warwick up is a touring route
- Disagree that Country Way is not a true touring route – need clarification of statistics.

**Slide 16: SWOT – Strengths**

- Diversity of product
- Gateways to coast
- Ability to loop

**Slide 17: SWOT – Weaknesses**

- Road between Toowoomba and Nanango
- Must have a business plan
- Non-structured committee approach

**Slide 18: SWOT – Opportunities**

- Get Country Way on maps
- Get together on business plan workshop

**SWOT – Threats**

- Must have focussed distribution on Country Way Magazine only at show stands without all the other brochures.

**Other notes from Uralla who didn't attend meeting**

- The joint New England / Country Way system is a great drive. It encompasses early settlement through to the 1930,s (and possibly later).
- Many people visiting Uralla have said “this is the real Australia.”
- The small to medium sized towns along this route system have hardly changed at all, unlike the coastal fringe with its modern upstart buildings stretching to the sky.

- Our village system epitomises the hard work done by our forefathers and still reflects the highs and lows of our modern economy, thus allowing the visitor to glimpse the good and the bad.
- Do we really need to start all over again? Must we rebuild what is already there?
- History has already given us the script, all we need to do is lick it into a modern day saga of effort and travail, sweetened by modern facilities and genuine and loving care of our accommodation and B & B housing etc.
- Let us emphasise the great works of our Pioneers, be they from the 1800,s or 1930,s, they are still our pioneers who deserve our praise and attention. Many people love history and would like to be a part of it; particularly if they are on the family history search or Visiting Family & Relations.
- We should encourage the local history societies etc to have a higher profile in all the towns and villages along the way.
- Encourage the understanding of tourism economics in these towns so that the residents can understand the needs and requirements of the visitor and caterer to those needs, thus generating good will and a prosperous economy.