



# Oberon Council Tourism Strategy

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A vision, strategies and actions to drive tourism development over the next 4 years (2016/17 – 2020/21)

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A summary of existing tourism assets, events and statistics on which a strategy for the future can be based



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## **PART 1**

A vision, strategies and actions to drive tourism development over the next 4 years (2016/17 – 2020/21)

### **Our vision for tourism development:**

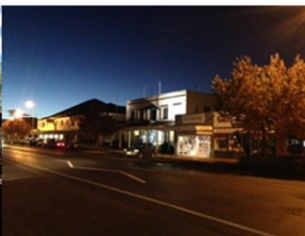
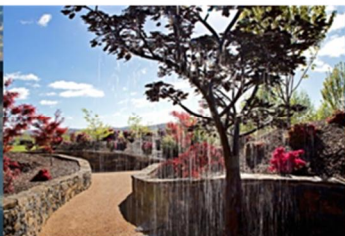
“Using a collaborative approach, promote Oberon's unique visitor attractions to grow tourism and make a visit to Oberon, its villages and surrounds, a memorable experience.”



Strategy	Actions	Responsibility	Indicator
<p>1.0 Ensure tourism information and promotion is appropriately structured and resourced to:</p> <ul style="list-style-type: none"> <li>· Operate a VIC staffed 7 days a week</li> <li>· Develop alliances with state regional and neighbour tourism bodies</li> <li>· Develop alliances with local businesses</li> <li>· Develop and maintain quality promotional tools and information</li> <li>· Work closely with OBTA and its members</li> </ul>	<p>1.1 Employ a suitably qualified and experienced Economic Development Officer to head the VIC team and to lead promotional activities in this strategy.</p> <p>1.2 Develop and maintain alliances with Destinations NSW, Blue Mountains, Bathurst and Lithgow tourism bodies, and neighbouring LGA partners.</p> <p>1.3 Develop and maintain alliances with Oberon’s tourism businesses and operators.</p> <p>1.4 Make available to visitors and potential visitors, readily accessible quality information on the town and district, its services, accommodation, attractions and events using:</p> <ul style="list-style-type: none"> <li>· Digital web, social media and mobile app technology</li> <li>· Face to face/ voice to voice contact</li> <li>· Hardcopy information</li> <li>· Promotions at selected events</li> <li>· Promotional radio and TV spots</li> <li>· Continue to develop and enhance the Oberon Brochure and expand and develop its distribution network</li> </ul> <p>1.5 Collect and categorise information/statistics from inquiries at the VIC to help develop facilities, services and strategies</p> <p>1.6 Finalise and sign a MOU between Oberon Council and the Oberon Business and Tourism Association about how these two organisations will work together to promote and enhance tourism and visitation.</p>	<p>Council</p> <p>Council/OBTA</p> <p>Council/OBTA</p> <p>Council/OBTA</p> <p>Council/OBTA</p> <p>Council/OBTA</p>	<p>Perm/temp position established</p> <p>Contacts and or partnerships established</p> <p>Information resources and tools</p> <p>Provide statistics</p> <p>Signed MOU</p>



Strategy	Actions	Responsibility	Indicator
<p>2.0 Maintain and enhance local events that attract visitation</p>	<p>2.1 Encourage by direct action, partnership or grants, the construction of improvements and facilities that will enable sporting clubs and other organisations to conduct regional or inter-town events, activities, exhibitions and displays that attract visitation.</p> <p>2.2 Support and encourage Sporting Clubs and organisations holding an event in Oberon to use the services of the VIC and Destination Network publicity tools.</p> <p>2.3 Publicise a local events calendar.</p>	<p>Council</p> <p>Council</p> <p>Council</p>	<p>Facilities upgraded</p> <p>Promotion provided to clubs</p> <p>Calendar distributed monthly</p>
<p>3.0 Meet visitor expectations for facilities and services</p>	<p>3.1 Maintain a high standard of services and facilities for visitors including:-</p> <ul style="list-style-type: none"> <li>• Clean accessible Public Toilets</li> <li>• Adequate, comfortable, accommodation with E booking services</li> <li>• Quality caravan and camping park</li> <li>• Good friendly informative VIC</li> <li>• Good take away local information with map</li> <li>• 7 day fuel/ tyre /NRMA</li> <li>• 7 day coffee / café and restaurants for evening meals</li> <li>• Well marked local walks/ trails /drives</li> <li>• Well maintained parks and gardens including an attractive main street</li> <li>• Parking for caravans</li> <li>• Safe and healthy environment at events, activities</li> <li>• Identified heritage buildings and cemeteries</li> </ul> <p>3.2 Implement a practical visitor feedback mechanism, and a process to implement continual improvement to services and strategic planning.</p> <p>3.3 Proactively investigate facilities/infrastructure that will attract and accommodate Caravan/Campers/Motorhome visitors and seek RV friendly accreditation</p>	<p>Council /OBTA</p> <p>Council/ OBTA</p> <p>Council</p>	<p>Feedback (complaints and comments) via Visitor Information Centre and service providers</p> <p>Feedback from VIC and surveys</p> <p>Report progress</p>



Strategy	Actions	Responsibility	Indicator
4.0 Provide a support base for businesses providing visitation service and facilities	4.1 Assist businesses with promotion, standards, business networks, statistics and enterprise thought the OBTA	OBTA	Workshops or assistance provided
5.0 Establish a new projects development team to assist, support and facilitate new tourism ventures	5.1 Compile a list of underdeveloped assets and proposals with potential and demand. 5.2 Identify target groups, practicality, risks, demand, and prioritise 5.3 Guide, facilitate and support enterprises and investors prepared to develop these assets. (Some of these opportunities may be taken up by Council or local clubs through Government grants) 5.4 Seek opportunities to use the Tablelands Way Brand and website to promote events that involve Oberon in visitation or tourism 5.5 Opportunistically encourage and support temporary or one-off events with the potential to bring significant visitation or business to Oberon 5.6 Encourage and support Oberon Tarana Heritage Rail (OTHR) to complete their Heritage Rail Project	TDT/OBTA/Council  TDT/Council/OBTA TDT/Council/OBTA  Council/OBTA  Council/OBTA  Council/OBTA	List  List assessed and prioritized  Progress  Events  Progress to operational
6.0 Build a profile of visitors who come to and stay in the district	6.1 Encourage accommodation providers to undertake sample surveys of their clients to better understand who and why people are visiting 6.2 Collate and accumulate this information to help guide development of tourism business and facilities	OBTA	Surveys implemented/returned/accumulated results Visitor demographics



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## PART 2

This section lists current attractions, events and facilities that attract visitation to Oberon. Together these form the starting point for a Tourism Strategy for the next four years (Part 2).

### **Oberon's Location, Landscape and Climate**

A key factor in visitation to the Oberon area is its location in relation to the major population centre in the greater Sydney basin. Oberon is one of the first truly rural based townships once you cross the Blue Mountains and is within 2.5 hours of nearly 5 million people.

Superimposed on this is the landscape of the Oberon area which is dominated by rolling farmland surrounded by dramatic sandstone cliffs, granite outcrops, karst formations, mountain streams and extensive areas of National Park and plantations of softwood timber.

A great deal of the district has an altitude around 1000-1200m, which creates a cool summer climate with cold and often frosty and snowy conditions in winter. These conditions are also an attraction for many visitors.

The Jenolan Caves and Caves House one of the world's largest and most visited Karst systems is only 20 minutes from Oberon and is staffed and serviced from Oberon.

To these natural assets the community has added a range of infrastructure, events and activities

### **Information and Promotion Capacity**

Visitor Information Centre (Oberon Council standalone building staffed 7 days per week)

Oberon Business and Tourism Association (OBTA) which partners with Council to deliver Tourism Strategies

### **Managed and Organised Events**

Australia Day (Jan 26<sup>th</sup>)

Oberon Rodeo (February)

Oberon Heritage and Vintage Fair (February)

Oberon Show (February)

Anzac Day (April 25<sup>th</sup>)

Burruga Sheep Show and Country Fair (Aug)



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Kanangra Classic (Cycling October)  
Six Foot Track Marathon (March)  
Oberon Camp Draft (November)  
Pro Am Golf Tournament (March)  
Waste to Art Exhibition (May)

### **Sport and sports facilities**

Athletics  
Bowls (indoor and outdoor)  
Covered heated swimming Pool  
Cricket  
Golf Club  
Hockey  
Indoor tennis  
Netball  
Polo-cross  
Pony Club  
Rugby League  
Rugby Union  
Sailing (Lake Oberon)  
Skate Park  
Soccer  
Squash

### **Licenced Clubs**

Oberon Golf Club  
Oberon Leagues Club  
RSL Club  
Burruga Sport and Recreation Club



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### **Casual attractions and activities**

- 4x4 Tours and Tagalong (food / wine /heritage / forests)
- Antique, Second hand and Art shops
- Beyond Avalon (Open autumn and spring)
- Bush walking and Camping (NPWS & Forestry Corp)
- Canoeing /Kayaking (Lake Oberon)
- Caving at Jenolan, Wombeyan and Abercrombie Caves
- Farm stays and rural activities
- Fishing for trout in mountain streams (seasonal) and Lake Oberon
- Forest mushroom collection
- Fossicking for minerals and gem stones (Dedicated areas)
- Gairloch Garden (open spring and autumn)
- Horse Rides and Trail riding
- Hunting for feral animals and deer
- Lookouts (Kanangra Walls, Evans Crown)
- Mayfield Gardens (open all year)
- Mountain Biking/cycling (NPWS and marked town routes)
- Oberon Farmers Markets (first Saturday of the month)
- Open Gardens and daffodils in spring
- Photography
- Seasonal Truffle hunting
- Trail bike riding
- Wineries

### **Museums and heritage displays**

- Oberon and District Museum
- Oberon RSL Military Museum
- OTHR Railway Museum
- Bicentennial Tapestries at Cobweb crafts
- The Oberon Common (History Time Line and heritage themed artworks)
- Yerranderie Historic town (NPWS)





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Tractor /Truck Museum (Private)  
ANZAC Memorial Avenue (O'Connell)

### **Parks Reserves and Common**

Lake Oberon Boat Access (The Reef) Reserve (launching ramp and toilets)  
The Oberon Common (playground, rotunda, toilets and picnic tables)  
Apex Park (picnic tables and toilets)  
Oberon Showground  
Lake Oberon Dam Wall (picnic tables shelter and toilets)  
4 serviced sports ovals, hockey field, netball and tennis courts  
Back Springs (T), O'Connell (T), Burruga and Flat Rock Reserves (T)

### **Accommodation (some 35 properties offering 1100 beds)**

#### Motels and Hotels

Big Trout Motel (32 units, 110 beds, licenced restaurant)  
Highlands Motor Inn (15 suites, 39 beds.)  
Jenolan House ( Rooms, Bistro and Chisholms Restaurant)  
O'Connell Hotel (10 beds and meals)  
Royal Hotel (35 beds and meals)  
Tarana Hotel ( sc cabins, 15 beds and meals)  
Titania Motel (53 beds and restaurant)  
Tourist Hotel (13 beds and meals)

#### Caravan Parks

Jenolan Caravan Park (In Oberon with van sites and cabins – 66 beds)

#### Self-Contained Farm /Home Stays and Cabins

Avaleigh Elms (4)  
Banksia Cottage (6)  
Billabong Cottage (7)  
Bindo Creek Cabins (20)  
Binnacrombie (60)



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Brae Lossie (8)  
Caseys Bush Retreat (8)  
Caseys Farm house (13)  
Cedar Cottage (8)  
Duckmaloi Farm (20)  
Duckmaloi Park lodge (14)  
Edith School House (4)  
Frogspark  
High Country Farm Stay (12)  
Jenolan Cabins (36)  
Jenolan Caves Binda Cabins (36)  
Melaleuca Chalets  
Stone Hedge (14)  
Tarakuanna (6)  
Tarana Hotel Cabins (15)  
Tarpeena Retreat (2)  
Waters Edge (10)  
Yarrabin Guest property (38)  
Yellowbox Cabins (14)  
Yerranderie (39)

Bed and Breakfasts ( B&B's)

Buddens B&B (16)  
Mc Keown's Rest (6)  
Macquarie Farm Stay  
Riverview B&B (18)  
Sunsets at Oberon (6)  
Tally's Cottage (3-4)

Rest areas

Black Springs Forest Rest Area  
Flat Rock Reserve



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**Visitor statistics**

2016	Total Visitors	Kanangra Walls	Jenolan Caves	Mushroom	Fishing	Fossick	Cycling	Food and Wine	Oberon Dam	Camping	Mayfield Garden	CTC Use	Tablelands Way	Accom (incl. Caravan Park)	Phone/ Email Enquiries
January	1484	59	102	29	46	250	10	36	48	66	53	38	39	100	197
February	1084	45	53	104	20	67	21	33	28	54	62	62	79	86	266
March	1846	64	118	491	47	118	6	49	69	88	93	56	74	114	501
April	2899	41	105	1188	41	242	10	41	39	122	305	40	86	145	583
May	1266	24	64	524	33	61	5	33	21	32	84	84	43	67	359
June	882	18	50	166	18	89	0	38	14	21	91	64	49	72	440
July	1063	15	82	35	23	112	3	45	21	23	53	37	49	100	294
August	740	34	32	13	7	42	6	33	17	9	72	50	25	75	198
September															
October															
November															
December															
Total	11264	300	606	2550	235	981	61	308	257	415	813	431	444	759	2838

Approving Authority	Oberon Council
Contact	Executive Coordinator
Approval	Ordinary Meeting of 20 September 2016: Item 13.07 Minute 22 200916
Next Review Date	

