

# Destination and Major Events Advisory Committee Meeting

## Business Paper

Notice is hereby given that a Destination and Major Events Advisory Committee Meeting of Parkes Shire Council will be held in the Parkes Council Chamber, 2 Cecile Street, Parkes NSW 2870, on Tuesday 4 June 2024 at 10:30 AM.



Kent Boyd PSM  
**GENERAL MANAGER**

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**1 OPENING OF MEETING**

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The Chairperson will declare the meeting open.

Meeting of Council committees are not recorded or streamed to the internet.

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**2 ACKNOWLEDGEMENT OF COUNTRY**

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Parkes Shire Council acknowledges the Wiradjuri People who are the Traditional Custodians of the Land. I would also like to pay respect to the Elders past, present and emerging of the Wiradjuri Nation and extend that respect to other Aboriginal peoples from other nations who are present.

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**3 APOLOGIES**

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In accordance with clauses 5.3, 5.4 and 5.5 of Council's Code of Meeting Practice, apologies must be received and accepted from absent Councillors and a leave of absence from the Council Meeting may be granted.

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## 4 CONFIRMATION OF MINUTES

<b>4.1 MINUTES OF THE DESTINATION AND MAJOR EVENTS ADVISORY COMMITTEE MEETING HELD ON 21 MAY 2024</b>
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**IP&R Linkage:** Pillar: Leadership

**Goal:** Our local government is open, accountable and transparent.

**Strategy:** Provide open and transparent decision-making and undertake the civic duties of Council with professionalism and integrity.

**Annexures:** A. **Destination and Major Events Advisory Committee Meeting Minutes - 21 May 2024**

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### RECOMMENDATION

That the receive and confirm the Minutes of the meeting held on Tuesday 21 May 2024 appended at *Annexure A*.

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## 5 DISCLOSURES OF INTERESTS

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All Council Officials must disclose and manage any conflicts of interest they may have in matters being considered at the meeting.

Council's Code of Conduct deals with pecuniary and non-pecuniary conflicts of interest and political donations, and provides guidance on how these issues should be managed.

Council Officials must be familiar with Council's Code of Conduct and their obligations to disclose and manage any conflicts of interest that they may have in matters being considered at this Council Meeting.

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**Note:** Council Officials who declare an Interest at the Meeting are also required to complete a Declaration of Interest form.

**6 LATE BUSINESS**

## 7 OFFICERS' REPORTS

### 7.1 TERMINATION OF COMMUNITY MEMBER OF COMMITTEE

**IP&R Linkage:** Pillar: Leadership

**Goal:** Our local government is open, accountable, and representative.

**Strategy:** Effectively collaborate, engage, and communicate with our community to inform decision making and promote services, projects and initiatives.

**Author:** Carrie Olsen, Executive Manager Economy, Destination and Activation

**Authoriser:** Anthony McGrath, Director Customer, Corporate Services and Economy

**Annexures:** A. Terms of Reference - Destination and Major Events Advisory Committee [↓](#)

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#### RECOMMENDATION

That:

1. The information contained within this report be noted by the Destination and Major Events Advisory Committee.
  2. The Destination and Major Events Advisory Committee resolve to make a recommendation to Council, that the vacant Community Member role remain unfilled for the remainder of the Committee term.
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#### BACKGROUND

At its Ordinary Meeting held in December 2022, Parkes Shire Council ("Council") resolved to adopt draft Terms of Reference for the Tourism, Destination and Major Events Advisory Committee, and appoint Mr David Chambers, Mr Gary Crowley and Ms Michelle Roberts as the three (3) external Community Members for a two-year term, concluding 31 December 2024 [**res. 22-408**].

At its Ordinary Meeting held in September 2023, Council resolved to endorse a revised Council Committee Framework along with revised Terms of Reference documents, and the appointment of Councillor delegates for the following 12-month period [**res. 23-228**]. Through this resolution, the title of the Tourism, Destination and Major Events Advisory Committee was simplified to: Destination and Major Events Advisory Committee. At this time, no changes were made to the membership held by external community representatives.

Under the endorsed Council Committee Framework, the Destination and Major Events Advisory Committee ("the Committee") is a strategic advisory committee of Council. The endorsed Committee Terms of Reference are appended at *Annexure A*.

#### ISSUES AND COMMENTARY

In May 2024, Mr David Chambers advised Council Officers that due to current circumstances, he is unable to commit to attending any further meetings, thus constituting his termination as a Community Member of the Committee. Mr Chambers has served around 18 months of the two-year term for which he was initially appointed.

The Committee Terms of Reference provide at point 4.6 that "If the membership of a Community Member is terminated, the vacancy will either be filled for the remainder of the term, or if the term is less than three (3) months, remain unfilled."

According to the Committee Terms of Reference, the term is defined at point 1.2:

"The Committee shall operate from the date Council adopts these Terms of Reference and will conclude three (3) months after the date of the next Local Government ordinary elections, unless terminated earlier in accordance with these Terms of Reference."

The Committee term will technically conclude on 14 December 2024, three months after the NSW Local Government elections being held on 14 September 2024.

There is one meeting remaining for the current Committee, tentatively scheduled to take place on Tuesday 3 September 2024. Immediately following the September Local Government elections, Council Officers will commence planning and recruiting for new committees, to support and inform the new governing body. The proposal for a new Council Committee Framework will be tabled at a Council meeting in late 2024 or early 2025, for consideration and endorsement.

It is recommended that the Committee resolve to make a recommendation to Council, that the vacant Community Member role remain unfilled for the remainder of the Committee term. The effort required to engage and appoint a new Community Member for the remainder of the term is perceived to outweigh any benefits in doing so for such a short period.

### **LEGISLATIVE AND POLICY CONTEXT**

There are no legislative or policy considerations for Council associated with this report.

### **FINANCIAL IMPLICATIONS**

There are no financial implications for Council associated with this report.

### **RISK IMPLICATIONS**

There are no major risks associated with this report.

There is a minor reputational risk associated with this report, as the Parkes Shire community may feel dissatisfied that there is reduced community representation to the Committee for the remainder of the Committee term.

### **COMMUNITY CONSULTATION**

There are no community consultation requirements for Council associated with this report.



## Terms of Reference

### Destination and Major Events Advisory Committee

<b>Date Adopted by Council</b>	19 September 2023
<b>Resolution No.</b>	228/23
<b>Next Scheduled Review</b>	December 2024
<b>Facilitator</b>	Director Customer, Corporate Services and Economy

#### 1. Establishment and Term

- 1.1. The Destination and Major Events Advisory Committee (hereafter "the Committee") is established by Parkes Shire Council under the *Local Government Act 1993* (hereafter "the Act") pursuant to Resolution 228/23 made 19 September 2023.
- 1.2. The Committee shall operate from the date Council adopts these Terms of Reference and will conclude three (3) months after the date of the next Local Government ordinary elections, unless terminated earlier in accordance with these Terms of Reference.

#### 2. Role and Purpose

- 2.1. The Committee is established for the purpose of providing advice and guidance to Council on the development of strategies, and identification of challenges and opportunities, in relation to:
  - (a) Tourism development,
  - (b) Destination marketing, and
  - (c) Events and festivals.
- 2.2. The role and purpose of the Committee may be varied by resolution of Council.

#### 3. Authority and Delegations

- 3.1. In carrying out its responsibilities, the Committee must at all times recognise that primary responsibility for management of Council rests with the Council and the General Manager, as provided in the Act.
- 3.2. Neither the Committee nor any of its Members may direct any Council staff member in his or her duties.
- 3.3. The Committee has no executive powers and cannot make decisions on behalf of Council. Furthermore, the Committee is not a committee delegated authority, and therefore cannot exercise powers under section 355 of the Act.
- 3.4. The Committee may make recommendations to Council on all relevant business presented before it. Such recommendations will be presented to Council in a report prepared by nominated Council Officers. Recommendations made by the Committee may or may not be adopted by Council.
- 3.5. The Committee does not have the authority to incur expenditure.



- 3.6. The Chairperson of the Committee may, if considered reasonably necessary and with the approval of the General Manager, request external professional advice to allow the Committee to meet its responsibilities. The General Manager may facilitate, and provide the necessary financial resources, to engage the provision of any such external professional advice required.
- 3.7. The Committee is not permitted to forward official correspondence to government officials, representatives, departments or agencies. All correspondence issued by Council must only be signed and issued by those Council staff with delegation to do so.
- 3.8. Committee members are not authorised to speak to the media or make public comment on any matters before the Committee. Consistent with the Act and Council's Media Policy, the Mayor and General Manager are Council's authorised spokespeople.

#### **4. Membership**

- 4.1. Membership of the Committee shall comprise:
  - (a) Three (3) Councillors nominated by Council (hereafter "Councillor Members"), and
  - (b) Three (3) members of the Parkes Shire community appointed by Council resolution (hereafter "Community Members").
- 4.2. The Mayor shall be an ex officio member of the Committee.
- 4.3. In appointing Community Members, Council will seek to achieve a mix of skills and experiences to facilitate the sound functioning of the Committee, and seek to represent the diversity within and interests of the Parkes Shire community.
- 4.3. Each Member shall remain a member of the Committee until:
  - (a) The Member resigns, or
  - (b) The Member's membership is terminated.
- 4.4. Membership of any Member of the Committee may be terminated by resolution of the Council due to:
  - (a) The Member's non-attendance at three (3) consecutive Committee members without prior notification of their non-attendance and the granting of leave by resolution of the Committee, or
  - (b) The Member's conduct being consistent with these Terms of Reference or Council's Code of Conduct.
- 4.5. Councillor membership terminates immediately upon a Councillor Member ceasing to be a Councillor.
- 4.6. If the membership of a Community Member is terminated, the vacancy will either be filled for the remainder of the term, or if the term is less than three (3) months, remain unfilled.

#### **5. Responsibilities of Members**

- 5.1. Members are expected to:
  - (a) Understand the relevant legislative and regulatory requirements applicable to Council,
  - (b) Be able to contribute the time needed to understand the Committee's business papers and to attend Committee meetings, and
  - (c) Provide advice and feedback on matters brought before the Committee.
- 5.2. Members must conduct themselves in accordance with Council's Code of Conduct.
- 5.3. Conflicts of interest must be declared and managed in accordance with the Code of Conduct. A record of a declared conflict of interest in the minutes is sufficient.



- 5.4. Pecuniary or significant, non-pecuniary conflicts of interest must be managed by the Member excluding themselves from the meeting during the discussion of the relevant agenda item. Such exclusion should be recorded in the minutes.

#### **6. Responsibilities of Chairperson**

- 6.1. The Chairperson shall be elected by the Committee from among the three (3) Councillor members.
- 6.2. The Chairperson will remain until the dissolution date, unless the Chairperson resigns and in this case, a new Chairperson should be appointed in accordance with this clause.
- 6.3. If the Chairperson is absent from a Committee meeting, a Member of the Committee will be nominated by the Committee to chair the meeting.

#### **7. Responsibilities of Facilitator**

- 7.1. The Committee Facilitator shall be a suitably qualified Council Officer appointed by the General Manager with functional responsibilities for the Committee, who will undertake the following functions:
- (a) Provide secretariat support to the Committee, including preparing, circulating and publishing meeting agendas and minutes,
  - (b) Accept or reject (in consultation with the General Manager) items of business,
  - (c) Ensure Members are familiar with the Committee Terms of Reference and Council's Code of Conduct,
  - (d) Facilitate discussion at Committee meetings, provide input to meetings and be an active (non-voting) Member of the Committee,
  - (e) Focus the Committee on its responsibilities as outlined in these Terms of Reference and the meeting agenda items,
  - (f) Act as the principal communication link between the Committee and Council,
  - (g) Manage the resources available to the Committee,
  - (h) Manage the performance of the Committee,
  - (i) Where appropriate, liaise with the Facilitators of Council's other Committees to assist with the collaboration between Committees, the sharing of information and the efficient and effective use of Council and Committee resources; and
  - (j) Working closely with the Chairperson to administer the Committee and its meetings.

#### **8. Meetings, Quorum and Voting**

- 8.1. Meetings of the Committee shall be held as often as the Committee decides, but not less than two (2) meetings per year.
- 8.2. Members may attend and participate at Meetings either in-person or via audio-visual link.
- 8.3. At all meetings of the Committee, the Chairperson shall occupy the Chair and preside. In the absence of the Chairperson, the Committee shall elect one of its number to preside at the meeting.
- 8.4. A meeting shall not proceed unless a quorum of at least one (1) more than half the number of members are present, including at least one (1) Councillor Member.
- 8.5. In addition to Members, the following may be in attendance at any meeting of the Committee as non-voting observers:
- (a) Councillors not appointed as Members of the Committee,
  - (b) Council staff, and



(c) External personnel by invitation of the Committee.

- 8.6. Each Committee Member shall be entitled to one (1) vote in respect to any matters before the Committee. The Committee shall aim to make decisions by consensus where possible, and otherwise the decision of the Committee shall be by the majority of votes cast in favour. In the event of a tied vote, the Chairperson shall have the casting vote.

#### **9. Business Papers, Minutes and Resolutions**

- 9.1. The Facilitator will ensure that notice of meetings, including the agenda and business papers, are provided to the Committee and published to Council's website at least five (5) business days prior to the day of the meeting. These may be transmitted electronically.
- 8.7. The Committee's resolutions shall be clearly recorded in the Minutes of its meetings.
- 8.8. Draft Minutes will be distributed to the Committee and published to Council's website no later than five (5) business days after the meeting.
- 8.9. Draft Minutes of the previous meeting are to be adopted by resolution of the Committee at the following meeting.
- 9.3. The General Manager (or delegate) may action resolutions as they deem appropriate in accordance with their individual delegations and authorisations.
- 9.4. A report to the Council for a decision will be required where resolutions fall outside the functions delegated to the General Manager.

#### **10. Procedural Matters**

- 10.1. The Committee shall operate in accordance with Council's Code of Meeting Practice. In relation to any procedural matter, the ruling of the Chair shall be final.

#### **11. Amendment**

- 11.1. These Terms of Reference may be added to, amended or repealed by resolution of the Council in consultation with, or upon the recommendation of, the Committee.

**< END OF DOCUMENT >**

**7.2 MAJOR EVENTS AND FESTIVALS STRATEGY UPDATE****IP&R Linkage:** Pillar: Leadership**Goal:** Our local government is open, accountable, and representative.**Strategy:** Effectively collaborate, engage, and communicate with our community to inform decision making and promote services, projects and initiatives.**Author:** Mikaela Cass, Events and Festivals Specialist**Authoriser:** Carrie Olsen, Executive Manager Economy, Destination and Activation**Annexures:** Nil

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**RECOMMENDATION**

That:

1. The information contained within this report be noted by the Committee.
  2. The Committee identify key stakeholders for Silver Lining Strategy for further one-on-one consultation with Silver Lining Strategy as part of the development of the Major Events and Festivals Strategy.
- 

**BACKGROUND**

In February 2023, Council issued a Request for Quotation ("RFQ") to engage a suitably skilled, qualified and experienced consultant to undertake preparation of a Major Events and Festivals Strategy and Action Plan ("Strategy"). As part of the development of this Strategy, Council will consider a current situation analysis of the events industry, including trends, issues, challenges and risks, and how the organisation can respond to these factors to ensure the ongoing successful development, implementation and sustainability of its events and festivals program.

The successful proponent was Silver Lining Strategy. Work on this project commenced in January 2024. Stu Speirs presented an update on the Major Events and Festivals Strategy at the Destination and Major Events Advisory Committee meeting on 5 March 2024. As part of the update, Stu requested that all Committee members consider the key stakeholders that need to be included in the strategy consultation.

**ISSUES AND COMMENTARY**

Council Officers worked with Silver Lining Strategy to develop an online survey, "Community Tracker", which aimed to provide local residents the opportunity to let Council know what they think about events in our region, the benefits they deliver and Council's involvement in them.

The Community Tracker was distributed via social media channels and eDM's and was available for a three-week period from 6 to 24 May 2024.

The number of responses received was 155. This is a comfortable number and provides a reasonable sample size to work with.

Silver Lining Strategy will analyse the data over the coming weeks, present the findings to Council Officers and frame discussions around dedicated time for one-on-one consultation.

**LEGISLATIVE AND POLICY CONTEXT**

There are no legislative or policy considerations associated with this report.

**FINANCIAL IMPLICATIONS*****Council Investment***

Council has invested \$25,454 from the 2023/24 Events and Festivals operational budget for development of the Major Events and Festivals Strategy.

**RISK IMPLICATIONS**

It is expected that the Major Events and Festivals Strategy, once finalised, will better equip Council to make future decisions on Council's signature and major events.

**COMMUNITY CONSULTATION**

Following presentation of the findings of the Community Tracker survey to Council Officers, a schedule will be developed for one-on-one consultation with key stakeholders (internal and external). The Committee have been requested to identify key stakeholders that they believe should be included in this consultation process.

**7.3 CHEERS TO 30 YEARS FESTIVAL - NORTH PARKES MINES SOUNDS EVENT UPDATE****IP&R Linkage:** Pillar: Community**Goal:** Our community is creative, proud and has a strong sense of belonging.**Strategy:** Deliver and support events, festivals and celebrations that promote engaged citizenship and foster community pride.**Author:** Megan Morrison, Events Officer**Authoriser:** Carrie Olsen, Executive Manager Economy, Destination and Activation**Annexures:** Nil**RECOMMENDATION**

That:

1. The information contained within this report be received and noted by the Committee.

**BACKGROUND**

Parkes Shire Council ("Council") has received a request from Northparkes Mines ("NPM") to provide financial assistance and support for delivery of the 'Cheers to 30 years Festival' event at Cooke Park on Saturday 5 October 2024. In honour of NPM's 30th anniversary, they would like to give back to the community, celebrating the milestone by hosting a 'sounds' event. The event will feature Daryl Braithwaite as the headline act.

**ISSUES AND COMMENTARY**

This free community event will be ticketed through 123tix and is expected to draw a crowd of over 8,000 attendees. It will be a BYO event featuring wine and beer tastings. The designated kids' zone will include multiple jumping castles, rides, and an animal nursery. A fireworks show to conclude the night is being considered, thought is not yet confirmed.

**LEGISLATIVE AND POLICY CONTEXT**

There are no legislative or policy considerations for Council associated with this report.

**FINANCIAL IMPLICATIONS**

A report will be presented at the June Council meeting to endorse a \$10,000 investment to support delivery of this event. The 2024/25 draft operational budget indicates that \$100,000 will be available for community events, with this amount expected to be allocated from that funding pool.

To facilitate the successful staging of the event, NPM has requested that Council provide the following support:

- Supply Council-owned assets, including 2 x lighting towers, 4 x portable toilets, forklift, 2 x VMS boards, and 2 x laybacks;
- Assist with the general clean-up of the vicinity;
- Have Parks and Gardens crew assist with the park cleaning and maintenance during the event, including monitoring of bins;
- Lend white picket fencing and giant 'PARKES' letters for event activations;
- Provide 30 to 40 events bins;
- Install a 6x3m marquee for the sound tent;
- Install shade sails, including additional infills in Cooke Park;

- Install the shade dome (weather permitting) in Cooke Park;
- Develop Traffic Control Plans and provide assistance with equipment, including signs, bunting, and VMS for Work Control to set-up (as required for the road closures from Welcome St, Short St, Cecile St, and partial closure of Clarinda St, as well as fireworks exclusion zone if applicable);
- Provide event staff to assist with the bump-in and bump-out of the event.

The provision of the aforementioned equipment and assistance will be crucial in mitigating risks and ensuring the successful delivery of this event.

### **RISK IMPLICATIONS**

NPM will conduct a comprehensive risk assessment for the event. Brooke Plunkett from NPM is coordinating with the police to increase staffing for the event. Additionally, security personnel have been hired, and both NPM and Council staff will be on-site to assist.

Due to the high-profile performance by Daryl Braithwaite, we anticipate a crowd of over 8,000 attendees, raising concerns about crowd control and safety management. Since fencing off the area is not feasible, Council will fund the closure of roads surrounding Cooke Park to facilitate effective crowd management. This initiative will also enable the extension of seating areas for attendees with chairs, if necessary. By closing the surrounding roads, we can allocate space for food vendors, especially those with large trucks, to set up on the streets, thereby freeing up space within Cooke Park. This is something that we have not implemented for any previous Council Sounds event, and by doing so, we can open the park and create additional space for up to 5,000 additional attendees to sit comfortably. A punter barrier (crowd barrier) will also be installed at the front of the stage to assist with crowd control.

### **COMMUNITY CONSULTATION**

There are no community consultation requirements for Council associated with this report.

### **CONCLUSION**

In conclusion, the 'Cheers to 30 years Festival' event by NPM for their 30th anniversary presents an exciting opportunity for the community. With a \$10,000 investment from Council and additional resources, we mitigate attendee risk and create a safe and memorable environment.



**7.4 TRUNDLE ABBA FESTIVAL 2024 EVENT UPDATE****IP&R Linkage:** Pillar: Community**Goal:** Our community is creative, proud and has a strong sense of belonging.**Strategy:** Deliver and support events, festivals and celebrations that promote engaged citizenship and foster community pride.**Author:** Mikaela Cass, Events and Festivals Specialist**Authoriser:** Carrie Olsen, Executive Manager Economy, Destination and Activation**Annexures:** Nil**RECOMMENDATION**

That:

1. The information contained within this report be noted by the Committee.

**BACKGROUND**

The Trundle ABBA Festival ("the Festival") was launched in 2012 by Gary and Ruth Crowley, and since the event has gone from strength to strength. The Festival is a true celebration of all things ABBA - the music, the fashions, as well as disco and music from the 70's. It's an opportunity for festivalgoers to dig out their platforms, sparkles, and flares.

In 2022, the Festival founders approached Parkes Shire Council to undertake the 2022 Trundle ABBA Festival. Unfortunately, the 2022 Festival was cancelled by Parkes Shire Council due to the impacts of significant inclement weather.

The 2023 Trundle ABBA Festival was held on 14 October 2023 and sold 1,894 tickets. Council reported a financial operating result of (\$107,000), based on an income budget of \$361,000 and expenditure budget of \$468,000.

**ISSUES AND COMMENTARY**

The 2024 Trundle ABBA Festival is being held on 19 October at Berryman Oval, Trundle.

Hayley Roach, Trundle ABBA Festival Producer, is currently working remotely from Queensland and is liaising closely with the Events and Festivals Team. Hayley will be relocating to Parkes in September 2024 for delivery of the event.

**Ticket Sales**Entry Tickets

Entry ticket sales are tracking well, with 908 tickets sold as of 24 May 2024. The target for ticket sales is 2,870.

Considering the early launch date (3 months ahead of 2023), the current challenges in the events industry with event cancellations, and the deliberate delay of a targeted marketing and PR campaign, Council is expecting to see a large increase in sales as the Festival draws closer.

Bus Tickets

Bus ticket sales are tracking well with 174 tickets sold as of 24 May 2024 (71% of 2023 sales). Council does not have a target for bus ticket sales and current sales cover the costs associated with hire fees for the bus services.

### Camping and Glamping Tickets

Camping is managed by Peter Kelly and includes serviced and unserviced sites at the Trundle Showground. Unpowered serviced sites and unserviced sites are still available.

Glamping is managed by Peter Kelly and facilitated by Wow Tents. Glamping tents are still available to book online.

### **2024 Programming Update**

The programme for the 2024 Festival is as follows:

- [Bjorn Again](#) (headliner) - return act
- [Furnace and the Fundamentals](#) - new act
- [Disco Revolution](#) - return act
- [DJ Diggz](#) - return act
- [Andante Andante Choir](#) - new act
- [Tristan McManus](#) (host) - return host

### **Sponsorship Update**

Council has a sponsorship income target of \$20,000 for the 2024 Festival. Council's Event Attraction and Sponsorship Coordinator has secured \$5,000 in sponsorship from a local business for the fireworks and is in discussion with several other businesses.

### **Grant Funding**

Council Officers were successful in securing \$22,300 through the NSW Government's Vibrant Streets Package - Open Streets Program for the delivery of main street activation projects for the 2024 Festival. Projects include:

- Free shuttle bus
- Installation of wayfinding and informational signage
- Dressing of Forbes Street with bunting and festoon lighting
- Bubbles on stilts performers
- Hula hoop performers
- Host for dancefloor entertainment

### **Marketing Update**

#### Trundle ABBA Festival Billboards

Billboard installations for the 2024 festival have commenced, with billboards on the Newell Highway (north towards Dubbo) and the Eugowra Road intersection now featuring 2024 Festival collateral.



Further installations are scheduled for 3 June 2024 on billboards located on the Newell Highway (south towards Forbes), Peak Hill and Lithgow.

The current Trundle ABBA Festival billboards will remain until 18 August 2024 and will be replaced with Parkes Elvis Festival billboards in line with the launch period, before being re-installed to coincide with Festival delivery from 23 September to 21 October 2024 (except the Peak Hill billboard, which will in some instances feature alternate content).

### Social Media Reach

Trundle ABBA Festival Facebook account is achieving good impressions/reach per post, with the average post reach in the last 28 days being 14,589.

The top-performing post in the last 90 days was the announcement of ticket sales, which achieved the following results:



### Digital Marketing

Council has engaged with Ready Marketing to undertake a digital marketing campaign for the 2024 Festival. The campaign includes social media advertising management and featured Google ads from May to October 2024.

### Radio Advertising

Radio advertisements are scheduled with Southern Cross Austereo via the Hit Network for targeted radio broadcasting in Sydney and Canberra, as well as locally. Radio advertisements are scheduled to start in June 2024 and will run through to October 2024.

### TV Advertising

TV advertisements are scheduled with Seven and Nine in Sydney, Canberra and the Central West. TV advertisements are scheduled to commence in June 2024 and will run through to October 2024.

#### Print Advertising

Print advertising is scheduled with the Parkes Champion Post (June and September), Parkes Phoenix (May through to September) and Discover Magazine (June through to September).

#### **Partner Advertising Income**

In previous years, advertising on the Trundle ABBA Festival website and social media (i.e. for tour groups) has been free of charge. In line with efforts to improve the financial result of the Trundle ABBA Festival, the Events and Festivals Team have introduced social media and website advertising packages. To date, one tour group operator is locked in and Council's Event Attraction and Sponsorship Coordinator is in discussions with another. This change has been well-received.

#### **LEGISLATIVE AND POLICY CONTEXT**

There are no legislative or policy considerations associated with this report.

#### **FINANCIAL IMPLICATIONS**

There are no financial implications associated with this report.

#### **RISK IMPLICATIONS**

There are no risk considerations associated with this report.

#### **COMMUNITY CONSULTATION**

There are no community consultation requirements associated with this report.

**7.5 PARKES ELVIS FESTIVAL 2025 EVENT UPDATE****IP&R Linkage:** **Pillar:** Community**Goal:** Our community is creative, proud and has a strong sense of belonging.**Strategy:** Deliver and support events, festivals and celebrations that promote engaged citizenship and foster community pride.**Author:** **Mikaela Cass, Events and Festivals Specialist****Authoriser:** **Carrie Olsen, Executive Manager Economy, Destination and Activation****Annexures:** **Nil**

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**RECOMMENDATION**

That:

1. The information contained within this report be noted by the Committee.
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**BACKGROUND**

Recognised as one of the top three Festivals and Events in Australia, the Parkes Elvis Festival ("the Festival") attracts 25,000 fans with a global reach of 1.8 billion across over 3,000 media outlets. The 2025 Festival will be held 8 to 12 January and will celebrate its 32nd year.

**ISSUES AND COMMENTARY**

Plans for the 2025 Parkes Elvis Festival are coming along well, and Council's Events and Festivals team are proud to provide the following updates.

**Ticket Sales**NSW TrainLink Elvis Express - Tickets on Sale Now

Tickets for the NSW TrainLink Elvis Express went on sale mid-May, and to date close to 200 tickets have been sold to visitors. A total of 248 tickets are available.

Rex Airlines Hound Dog Express – June Launch

The Rex Airlines Hound Dog Express will once again be available to 30 visitors. Tickets go on sale mid-June, and we are looking forward to seeing this be another sell out and great experience.

Caravan and Homestay Accommodation – June Launch

Tickets will go on sale in mid-June for the Caravan and Homestay accommodation. A social media and email campaign will complement the launch of accommodation.

There has been a lot of online speculation on the limited availability of accommodation, and the Council in partnership with Ray White Real Estate and local caravan park service providers will provide real time information on how visitors can capitalise on what is available.

While local hotels sell out one or two years in advance, a process will be put in place to ensure hotel properties are providing real time updates to ensure the greater public are aware of rooms available.

## **Programming Update**

### Parkes Elvis Festival Launch – Thursday 19 September

Parkes Shire Council are proud to present the launch of the official 2025 Parkes Elvis Festival on Thursday 19 September. This launch date will be an opportune moment to provide a comprehensive update to the public around the programme, activities and experiences taking place in 2025. A fashion show has been planned to provide ideas for the type of outfits to wear.

### 3 International Artists Confirmed

For the first time, Parkes Elvis Festival will be showcasing three international artists. Current world reigning Ultimate Elvis Tribute Artist – Mr Cote Deonath, will be reappearing, and this announcement was made in early May. The following two international artists will be announced at September's launch.

### Easy Come, Easy Go Sessions – Parkes Services Club

As part of our commitment to feature more stage-time for Australian ETA's – a new programming schedule has been created to host Australia's best in the Parkes Services Club throughout the Festival. Plans are currently in place to curate two to three shows over the weekend.

### Cooke Park Main Stage Program

Plans for the main stage program are tracking well, with over 60% of the program having been confirmed. The full main stage program will be announced at the September launch.

### Elvis Quest at Chromefest – Sunday 27 October – Central Coast NSW

In October, a new initiative will be launched in partnership with Central Coast Council. The long-term aim is to create a nation-wide talent quest to attract future Elvis Tribute Artists and provide awareness of Parkes Elvis Festival throughout Australia.

This one-hour staged program will include the opportunity to win a prize to compete in the Friday Round 1 competition for the Ultimate Elvis Tribute Artist, held at the Parkes Leagues Club.

## **Grant Funding**

### Vibrant Streets Package - Open Streets Program

Council Officers were successful in securing \$30,000 through the NSW Government's Vibrant Streets Package - Open Streets Program for the delivery of Festival Boulevard activation projects for the 2025 Festival. Projects include:

- Shaded Umbrella Display - to be installed at the northern end of the Clarinda Street road closure, this colourful installation will activate the space and help address the need for shading at the Elvis Street Parade. This will create more foot traffic for the area, which traditionally has been a quieter space.
- Elvis Vivid Display - three locations have been chosen to feature an interactive lighting display, for visitors to experience magic after dark.
- Friday Elvis Long Brunch - to complement additional foot traffic at the northern end of road closures for Clarinda Street, an all-new Elvis Long Brunch event has been produced to provide visitors an opportunity to experience a magical degustation, featuring a paddock-to-plate-to-palette menu.

## **Gates of Graceland Project Update**



For two years, plans have been underway to develop a new visitor attraction, the Gates of Graceland at Parkes Visitor Information Centre. The Gates are currently under construction, overseen by the Parkes Shire Council operations team. This new attraction will become the home of the Elvis Wall of Fame, with the Wall of Fame plaques from the last two decades to be relocated from Kelly Reserve to the new Gates once construction is complete. In addition to the Gates, a walk of fame with paver stars will include the annual winners of the Ultimate Elvis Tribute Artist competition. The project is expected to be completed in August 2024.

#### **LEGISLATIVE AND POLICY CONTEXT**

There are no legislative or policy considerations associated with this report.

#### **FINANCIAL IMPLICATIONS**

There are no financial implications associated with this report.

#### **RISK IMPLICATIONS**

With all events, there are risks of budget over-runs due to market volatility and the increasing cost of goods and services. Once an operational budget for an event is agreed, should there be over-runs, there are risks that other proposed Council events or community events support programs will be impacted.

#### **COMMUNITY CONSULTATION**

There are no community consultation requirements for the Committee associated with this report.

**7.6 PARKES DESTINATION MANAGEMENT PLAN FINAL DRAFT****IP&R Linkage:** **Pillar:** Economy**Goal:** Our Shire is an attractive destination to live, work, visit and invest.**Strategy:** Promote Parkes Shire as a tourist destination and support the continued growth of our visitor economy.**Author:** **Katie Nash, Economic Development Specialist****Authoriser:** **Carrie Olsen, Executive Manager Economy, Destination and Activation****Annexures:** **A. [Parkes Shire Destination Management Plan - Final Draft](#)****RECOMMENDATION**

That:

1. The Destination and Major Events Advisory Committee receive and note the briefing on the development of the Parkes Shire Destination Management Plan, as detailed in this report.
2. The Destination and Major Events Advisory Committee resolve to take the Parkes Shire Destination Management Plan to Council for public exhibition and endorsement.

**BACKGROUND**

Throughout 2021, Parkes Shire Council ("Council") held preliminary discussions with Transport for NSW ("TfNSW") regarding the development of a Parkes Shire Destination Management Plan and Bypass Strategy ("the DMP and Bypass Strategy"). Noting the perceived impact of the new Parkes Newell Highway Bypass on local business activity and trade, Council sought a funding contribution from TfNSW to support the preparation of the DMP and Bypass Strategy.

In May 2022, Council was successful in obtaining a pledge of up to \$100,000 in funding from TfNSW to support the development of the DMP and Bypass Strategy. The purpose of this funding was to engage a suitably skilled and experienced consultant to work with Council in preparing the DMP and Bypass Strategy. Council engaged Urban Enterprise for the initial plan and has since engaged Wray Sustainable Tourism to critically review the draft Destination Management Plan. This work included further stakeholders and allowed for more significant synergies between Parkes Shire's current tourism offering and the opportunities available.

**ISSUES AND COMMENTARY**

Wray Sustainable Tourism has now provided the final draft of the Parkes Shire DMP, appended at *Annexure A*. This plan outlines the opportunities and challenges Parkes Shire currently experiences, while creating a framework for future development. The vision, setting our trajectory as a destination, is that by 2030, Parkes will be a must-stop destination for visitors and business travellers to the Central West that is home to important astro-tourism experiences, major events and festivals, nature-based experiences and emerging contemporary visitor experiences.

The identified visitor markets are:

- Primary - domestic overnight visitors
- Secondary - visiting friends and relatives, domestic day trip visitors
- Emerging - business travellers, regional sports, and education.

Our foundational experience development themes are Celebrity and Aligned Events, The Dish, and Astro-Tourism. Our growth experience development themes are Nature-based tourism and arts and culture.



Moving forward, our priority areas are Destination Management, Destination Development, Event Development, Destination Experience Development and Destination Marketing.

Thirty-seven action items have been developed, and five projects, including the Signage and Wayfinding Strategy and associated work and the Major Events and Festivals Strategy, have commenced.

### **LEGISLATIVE AND POLICY CONTEXT**

Following adoption, as with all Council strategies, the Parkes Shire DMP will form part of Council's Integrated Planning and Reporting ("IP&R") framework. Specific actions and projects identified in the DMP and Bypass Strategy will be programmed and funded for delivery via Council's Operational Plan and Budget. In contrast, others will require grant funding to proceed.

### **FINANCIAL IMPLICATIONS**

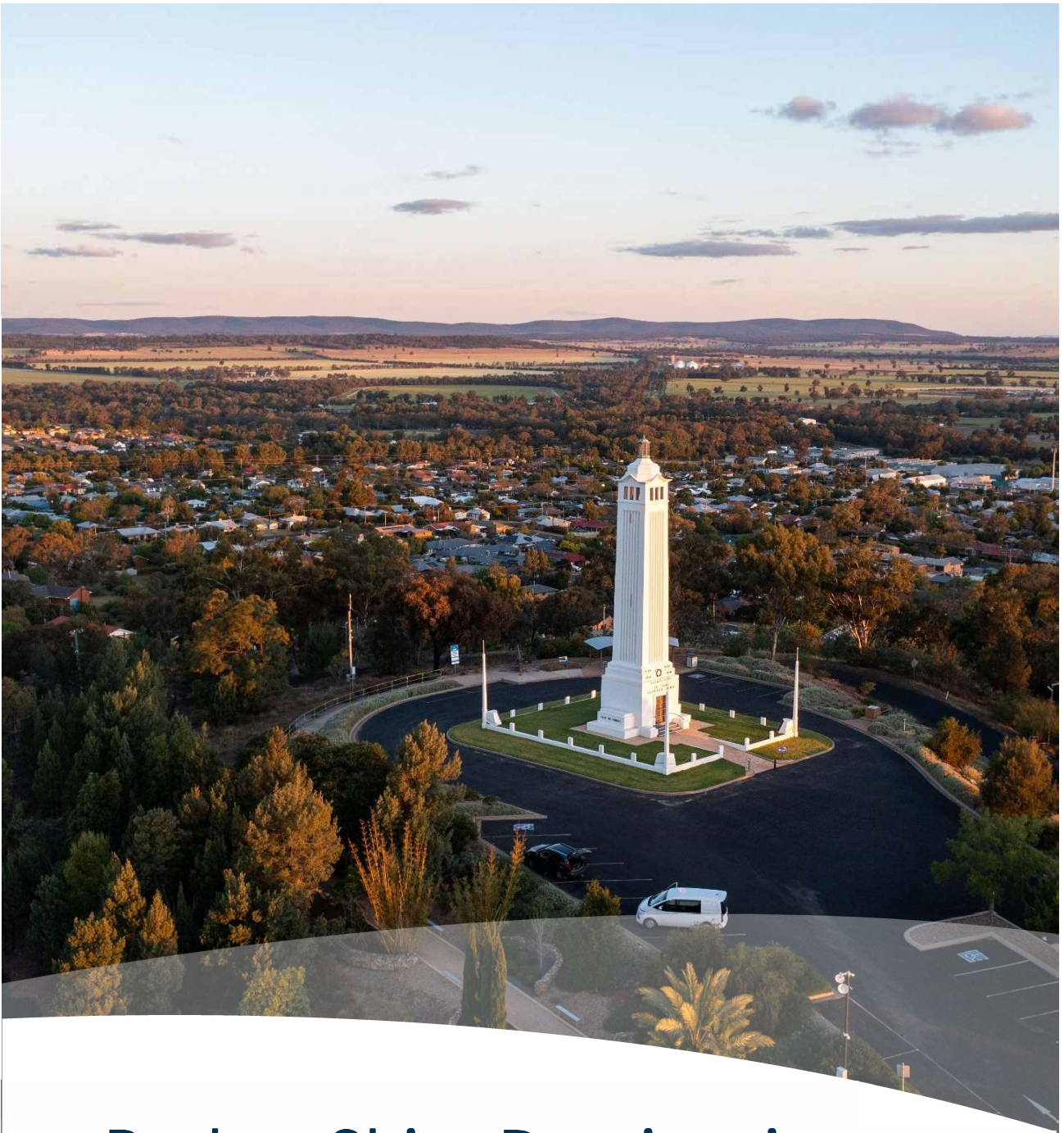
The development of the DMP and Bypass Strategy is funded by a contribution from TfNSW up to \$100,000. All costs incurred to-date have fallen within the scope of this funding.

### **RISK IMPLICATIONS**

There are no risk implications associated with this report.

### **COMMUNITY CONSULTATION**

Extensive community consultation has been undertaken throughout the project lifecycle.



# Parkes Shire Destination Management Plan

2024 - 2030

[parkes.nsw.gov.au](http://parkes.nsw.gov.au)



# Parkes

## Shire Council

*Parkes Shire Council*  
2 Cecile Street (PO Box 337)  
PARKES NSW 2870

-  02 6861 2333
-  [council@parkes.nsw.gov.au](mailto:council@parkes.nsw.gov.au)
-  [www.parkes.nsw.gov.au](http://www.parkes.nsw.gov.au)

## Disclaimer

The information contained in this plan is intended only to inform and should not be relied upon for future business investment or other decisions. It is expected any specific recommended actions should be analysed and appropriate due diligence undertaken prior to making any investment decisions.

Recommended actions contained in the Parkes Shire Destination Management Plan 2024 to 2030 have been made based on assumptions, methodology and information provided from many sources. The authors, and Parkes Shire Council, accept no responsibility or liability for any errors, omissions or resultant consequences including any loss or damage arising from reliance on the information contained in this plan.

## Controlled Document Information

Document History	
Date	Details / Comments
27/05/2024	Draft Document

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*Parkes Shire Council - Destination Management Plan*  
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# Parkes Shire Destination Management Plan

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## List of Tables

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## List of Acronyms

CSIRO	Commonwealth Scientific and Industrial Research Organisation
DMP	Destination Management Plan
DNSW	Destination New South Wales
DNCW	Destination Network Central West
HARS	Historical Aircraft Restoration Society Inc.
LGA	Local Government Area
NPWS	National Parks & Wildlife Service
NSW	New South Wales
PSC	Parkes Shire Council
PSDMP	Parkes Shire Destination Management Plan
SAP	Special Activation Precinct
MIC	Visitor Information Centre
YE	Year End



## Acknowledgement of Country

Parkes Shire is in the land of the Wiradjuri nation – the largest Aboriginal territory at the time of European settlement, encompassing the Central West slopes and plains.

Wiradjuri Country extends from Coonabarabran in the north, straddling the Great Dividing Range down to the Murray River and out to western NSW, encompassing around one fifth of NSW. The people of Wiradjuri Country are known as ‘people of three rivers’, due to the three rivers that border their lands: the Wambool (Macquarie River), Galari (Lachlan River) and Marrambidya (Murrumbidgee River).

In the spirit of reconciliation, Parkes Shire Council acknowledges and the Wiradjuri people as the traditional custodians of the land and pays respect to Elders past, present and future and we extend our respect to all Indigenous Australians in Parkes Shire.

We recognise and respect their cultural heritage, beliefs and continuing connection with the land and rivers. We also recognise the resilience, strength, and pride of the Wiradjuri community.



## 1. Introduction

The Parkes Shire Destination Management Plan (PSDMP) has been prepared has been developed as a roadmap to guide the collaborative work of Parkes Shire Council (PSC) and local stakeholders to grow and develop the Parkes visitor economy to 2030.

Importantly, the Parkes Shire Destination Management Plan has been informed by research and engagement with representatives of industry, community and government and considers the:

- **Influence of major infrastructure projects** that are being developed within the Parkes Shire and their influence on the visitor economy - the Parkes Special Activation Precinct, Newell Highway Bypass and Inland Rail
- **Significance of important attractions and events** that have helped to position Parkes Shire as distinct inland regional destination in NSW - The Dish, the Parkes Elvis Festival, and the potential of the Trundle ABBA Festival
- **Ongoing work of Council to plan and create new recreation and place-based projects** that will further establish Parkes as a great place to live and visit.

The destination management planning process was initially undertaken by Urban Enterprise. Dr Meredith Wray (Wray Sustainable Tourism Research & Planning) was engaged to finalise the plan during October to December 2023.

The DMP process is outlined in Figure 1 below.



Figure 1: Parkes Shire Destination Management Planning Process



The Parkes Shire Destination Management Plan has been designed as a living document to:

- Sustainably grow and further develop the Parkes Shire visitor economy.
- Best position the Parkes Shire within the Central West region.
- Establish a shared vision for the future of visitor economy across the Parkes Shire.
- Identify realistic and catalyst opportunities to develop, grow and promote the range and quality of tourism product and visitor experiences across the region that appeal to key visitor markets.
- Encourage a productive, and integrated working relationship between Council and industry stakeholders.
- Further activate local businesses and support them to flourish.
- Adapt to changes in visitor travel patterns and behaviours arising from the Newell Highway Bypass.
- Adapt to changing conditions, issues and opportunities as they arise.
- Recognise the role of Parkes Shire Council as leading the sustainable tourism growth and development of the local visitor economy through the provision of financial and human resources, and as the custodian and manager of key assets, developing infrastructure and facilities.





## 2. About the Parkes Shire

**Parkes Shire is in the Central West region of New South Wales. It is intersected by the Newell Highway which services road travellers from Melbourne to Brisbane and is a 3.5-hour drive from Canberra and a 5-hour drive from Sydney (see Figure 1).**

The Shire encompasses an area of approximately 6,000 square kilometres of land and is home to approximately 14,300 people. Over 70 percent of the population live within Parkes, the primary servicing town for the region<sup>1</sup>. Parkes has a population profile that is 'book-ended' by a large number of young people under 20 and people over 60 years of age. The towns of Bogan Gate, Trundle and Tullamore have higher proportions of older residents. Peak Hill has a significantly high percentage of First Nations people<sup>2</sup>.

Parkes Shire neighbours the Cabonne, Forbes, Lachlan and Narromine Local Government Areas and benefits from its connections to other regional centres such as Bathurst, Condobolin, Cowra, Dubbo, Forbes, and Orange. Parkes and Forbes are located less than 30 kilometres apart via the Newell Highway and are known as twin towns. The Parkes Regional Airport provides daily passenger flights to Sydney and services the communities of Parkes, Forbes, and Lachlan Shires.

The location of Parkes is unique in that it is at the crossroads of the national rail network, which links to all capital cities in Australia. Nowhere else in Australia do so many national railways converge and redistribute to the farthest reaches of our continent.

Parkes Shire is currently at a transformational point in its development<sup>3</sup> with the construction of national scale infrastructure and development projects including the \$9.4 billion Inland Rail Project, \$168 million Newell Highway Upgrade, \$260 million Parkes Special Activation Precinct project, \$270 million Northparkes Mines Expansion, and NSW government approval of a new nickel and cobalt mine west of Parkes<sup>4</sup>. These projects will establish Parkes as a major centre for national transport logistics, including rail, road and airfreight, as well as a world leader in circular economy and sustainability-based industry. As this new economic activity begins to emerge, Parkes will further develop its role as an important regional centre with its population predicted to grow by up to 19 percent over the next two decades<sup>5</sup>. The town's growth will be further fuelled by the labour force needed to build a hub for these projects and the need for affordable housing. For example, the Inland Rail Project is expected to create more than 3,000 jobs in Parkes<sup>6</sup>.

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<sup>1</sup> <https://profile.id.com.au/parkes>

<sup>2</sup> Parkes Shire Liveability Strategy

<sup>3</sup> Parkes Shire Local Strategic Planning Statement 2020

<sup>4</sup> Parkes Shire Council 2021 Regional Telecommunications Review Submission

<sup>5</sup> <https://www.abc.net.au/news/2021-06-24/nsw-towns-housing-crisis-cowra-parkes-government-infrastructure/100201526>

<sup>6</sup> <https://www.nsw.gov.au/regional-nsw/regional-business-and-economy-nsw/special-activation-precincts/parkes-activation-precinct>





Fl. Parkes Shire Map

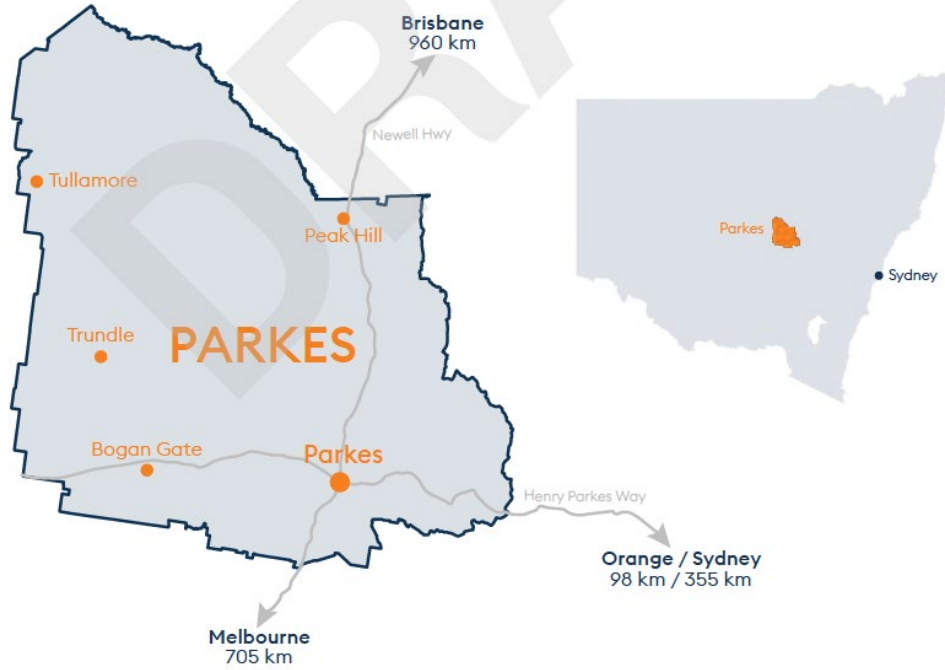


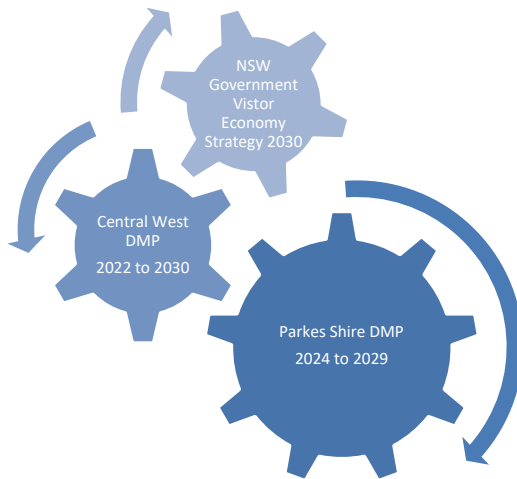
Figure 2: Parkes Shire Map



### 3. Strategic Context

The Parkes Shire Destination Management Plan has been developed to align with the directions of the Central West NSW Destination Management Plan and NSW Visitor Economy Strategy 2030.

*Figure 3: Visitor Economy Strategic Context*



**Parkes Shire is one of 12 local government areas that comprise the Central West NSW destination network region.** The other LGAs within the region are Bathurst Regional, Blayney Shire, Cabonne, Cowra, Forbes Shire, Lachlan Shire, Lithgow City, Mid-Western Regional, Oberon, Orange City, and Weddin Shire Council. It's location within a one and half hour radius of other Central West destinations, Orange, Dubbo, Forbes and Condobolin is important to consider as part of any future collaborative opportunities.

The **Central West Destination Management Plan 2022 to 2030** identifies five strategic objectives that are designed to coordinate the region's tourism industry to grow the Central West NSW visitor economy to be fit for the future and align to the NSW Government's 2030 strategic pillars.

The **NSW Government's Visitor Economy Strategy 2030** acknowledges regional NSW as a key to the future of the NSW visitor economy. The NSW statewide target for 2030 is \$65 billion in total visitor expenditure. Regional NSW will contribute \$25 billion in overnight visitor expenditure to this target. Tourism is identified as one of seven 'engine industries' expected to drive regional NSW economies over the next 18 years and is identified as one of 50 new priorities to drive long-term stimulus impact<sup>7</sup>.

The VES 2030 identifies five Strategic Pillars that have been established to guide visitor economy growth to 2030.

- Road to Recovery
- Build the Brand
- Showcase our Strengths
- Focus on World Class Events
- Facilitate Growth

The **PSDMP also considers important Council strategies and plans** that relate to the potential growth and development of the Parkes Shire visitor economy (see Appendix 2).

<sup>7</sup> NSW 2020 Economic Blueprint



#### 4. About the Parkes Visitor Economy

The following table highlights the 2019 (pre-COVID) visitor economy achievements versus the Year End (YE) 2022 results that shows a 30% increase in total domestic visitor expenditure and 27% increase in overnight domestic visitors.

	2019	2022
Total domestic visitors	383,000	356,000
Total visitor expenditure	\$87m	\$113m
Overnight domestic Visitors	173,000	219,000
Overnight domestic visitor expenditure	\$55m	\$95m
Daytrip visitors	N/A	137,000
Daytrip visitor expenditure	N/A	\$18m

Parkes Shire accounts for 6% of all domestic visitors and 5% of domestic overnight visitors to the Central West NSW region as shown in Table 2.

Local Government Area	Total Domestic Share %	Domestic Overnight Share %	Domestic Daytrip Share %
Bathurst Regional (LGA)	22	13	9
Cowra (LGA)	4	3	N/A
Mid-Western (LGA)	19	17	N/A
Orange	33	22	11
<b>Parkes</b>	<b>6</b>	<b>5</b>	<b>2</b>
Blue Mountains	10	8	N/A
Lithgow (LGA)	7	6	N/A
Oberon (LGA)	3	N/A	N/A

<sup>8</sup> Note: International visitor data is not statistically reliable for Parkes SLA.

<sup>9</sup> The Value of Tourism to the Central West NSW 2022



The main reason of travel to Central NSW destinations (Bathurst Regional, Cowra, Mid-Western, Orange and Parkes) are as follows:

<b>Table 3: Main Reasons for Travel to Central NSW Destinations</b>	
Main reason for travel	%
Holiday	43
Visiting Friends & Relatives	30
Business	22
Other	5

Parkes Shire residents are employed industries related to the visitor economy include Accommodation and Food Services (6.9%) and Retail Trade (8.2%).

<b>Table 4: Main Industries of Employment – Parkes Shire Residents<sup>10</sup></b>	
Industry	% 2021/22
Agriculture, Forestry and Fishing	13.6
Health Care and Social Assistance	11.9
Mining	11.0
Retail Trade	8.2
Public Administration and Safety	8.2
Education and Training	7.9
Transport, Postal and Warehouse	7.3
Construction	7.2
Accommodation and Food Services	6.9
Manufacturing	2.9

<sup>10</sup> <https://economy.id.com.au/parkes/employment-by-industry>



## 5. Growing the Parkes Shire Visitor Economy

**Enhancing Parkes Shire and its towns and villages as a must-stop destination in the Central West and appealing year-round destination is important to increasing domestic visitor expenditure, overnight stays and daytrips to the area.**

There is an immediate need to consider opportunities and strategies to grow and develop tourism in a new way given the construction of the Newell Highway Bypass.

Parkes Shire Council has an important role in leading and working with local stakeholders to guide the development, management and marketing of tourism and events to create greater awareness of the area and to encourage visitation year-round to grow the local visitor economy.

Continued engagement between Council and industry stakeholders is also necessary to drive the Parkes Shire visitor economy forward. This includes consideration of how Council can engage with the Chamber of Commerce and other important local and regional stakeholders including Destination Central West and National Parks and Wildlife Service (NPWS) and CSIRO.

Visitation to the Parkes Shire has recovered well post COVID-19 health pandemic and currently contributes an estimated \$113 million to the local economy. The Parkes Shire visitor economy can, however, be considered relatively small compared to other Central West destinations (Orange \$578 million and Bathurst \$383 million)<sup>11</sup>. The aim of this DMP is further increase domestic visitor expenditure.

Research and engagement activities to inform this DMP identified the following main strengths, weaknesses, opportunities and challenges to the future growth and development of the Parkes visitor economy.

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<sup>11</sup> The Value of Tourism to the Central West NSW 2022a


**Table 5: Parkes Shire Visitor Economy SWOT Analysis**

Strengths	Weaknesses
Central location in network of Central West regional towns and stop-over destination for visitors on the Melbourne and Brisbane touring route and from inland NSW	Immediate need for improved gateway and wayfinding signage given the development of the Newell Highway Bypass and construction of the Parkes SAP
Significant government investment in major infrastructure projects – Newell Highway Bypass, Parkes Special Activation Precinct, and Inland Rail	Lack of astro-tourism product and experiences linked to the significance of The Dish and moon-landing
The national and international significance of the Parkes Observatory	Current Parkes brand doesn't effectively reflect the Parkes Shire destination story and identity
The enduring reputation and appeal of the Parkes Elvis Festival	Limited local business engagement in visitor economy initiatives
Capacity of the Council to successfully deliver major events	National Park facilities at Goobang National Park need improvement
Council's commitment to enhance Parkes as a great place to live through place-making strategies and new infrastructure development and projects	Need to consider accommodation occupancy levels post construction of major infrastructure projects to continue good occupancy rates
Accommodation occupancy currently experiencing growth due to major infrastructure development in the area	Workforce challenges post-COVID-19
Need to consider accommodation occupancy levels post construction of major infrastructure projects to continue good occupancy rates	
Opportunities	Threats
Create new visitor experiences aligned to destination strengths – astro- tourism, celebrity events, nature-based tourism, destination events	Changing economic conditions impacting event attendance, tourism visitation and business investment
Collaborate with neighbouring LGAs and Central West region on destination marketing initiatives – e.g. cycle trails, public art trails	On-going threat from natural disasters - drought, floods and bushfires for residents and visitors
Create new and vibrant public art installations across the Shire	Newell Highway Bypass may alter visitor flow through Parkes
Attract business travel and meetings linked to the Parkes Special Activation Precinct and Inland Rail Projects	
Grow the Trundle ABBA Festival as a major event	
Further develop Parkes as an RV and EV friendly destination	
Strengthen retail and entertainment in Parkes, like Dubbo and Orange	
Use shops for pop-ups and source grants to beautify empty shops	



## 6. Vision and Visitor Markets

### Vision

The following vision was created from findings of the destination management planning process:

By 2030 Parkes will be a must-stop destination for visitors and business travellers to the Central West that is home to important astro-tourism experiences, major events and festivals, nature-based experiences and emerging contemporary visitor experiences.

### Main Visitor Markets

Based on findings of the destination management planning process, the focus for Parkes Shire destination marketing initiatives should be mainly focused on growing overnight visitation with the intention of attracting repeat and new visitors and encouraging them to stop, stay and explore the area.

**Table 6: Parkes Shires Primary, Secondary and Emerging Visitor Markets**

Visitor	Profile
Primary Visitor Markets	Domestic overnight visitors travelling between Melbourne and Brisbane, within regional NSW and those, visiting for festivals including: <ul style="list-style-type: none"> <li>• Families</li> <li>• Grey Nomads</li> <li>• Other Aussie Road Trippers - Gen X Nomads, Millennials and Gen Zers</li> </ul>
Secondary Visitor Markets	<ul style="list-style-type: none"> <li>• Visiting friends and relatives of a growing and culturally diverse resident population</li> <li>• Domestic daytrip visitors from the Central West region targeting families and Australians 45+ years</li> </ul>
Emerging Visitor Markets	<ul style="list-style-type: none"> <li>• Business travellers connected to the Parkes Special Activation Precinct and Inland Rail infrastructure development projects.</li> <li>• Regional Sports participating and watching regionally significant sports events.</li> <li>• Education in cooperation with agencies that are working to promote Parkes as a great place for educational experiences.</li> <li>• Nature Based visitors interested in bird watching, cycling and walking</li> </ul>

**Note:** Consumer research undertaken by Amazon in 2002 found that millennials (born 1981 to 1996) are the most road-trip happy generation, with nine in ten (89%) saying they love going on road trips. This compared with gen Xers (Born 1965-1980) at 83%, baby boomers (Born 1955-1964) at 81% and gen Zers (Born 1997-2012) at 77%<sup>12</sup>.

<sup>12</sup> <https://www.capricorn.coop/caphub/industry/2022/amazons-aussie-road-trip-research>



## 7. Infrastructure Development Considerations

Growing the Parkes Shire Visitor Economy will require strategies to leverage opportunities associated with national and state significant infrastructure development projects in the Shire – the Newell Highway Bypass, the Parkes Special Activation Precinct and Inland Rail.

From a visitor economy perspective, careful consideration needs to be given to the impact of these projects for visitors to the area including consideration of any changes associated with visitor access and travel patterns; a changed gateway entrance to Parkes; viability of the location of the Visitor Information Centre at the Henry Parkes Centre; potential opportunities for new product development; and potential for new visitor markets (e.g. business travellers, business events) that may emerge from these major projects.

It is also important that Parkes Shire Council continues to adopt a strategic and whole-of-destination approach to continue to plan and develop Parkes as a great place to live, visit and do business.

The following sections provide an overview of these projects relevant to the growth and development of the Parkes Shire visitor economy.

### 7.1. Newell Highway Bypass

**The Newell Highway Bypass is an important infrastructure project that will change visitor access to Parkes. The bypass, which is expected to be completed late 2024, will relocate the Newell Highway two kilometres west of its current position that cuts through town.**

The Newell Highway currently runs through the town of Parkes via Bogan Street. The upgrade will involve relocating the highway about two kilometres west, between Maguire Road to the north and Barkers Road to the south - a total length of 10.5 kilometres. The bypass would remove up to 1200 trucks per day from local streets and improve safety for motorists<sup>13</sup>. As such, the bypass will relieve pressure on Parkes CBD, and, in combination with the Parkes Special Activation Precinct (SAP) and other attractions west of town, will also significantly alter the character and importance of the Western entry corridor into Parkes.

As part of the destination management planning process Urban Enterprise were engaged to prepare a Parkes Shire Bypass Strategy as a sub-report to the DMP. Based on their analysis of secondary and primary research conducted as part of this study, the following outlines potential impacts of the Bypass on the economy of Parkes:

- Overall, case studies of similar towns bypassed shows, the role of Parkes township as an overnight stopover destination and the many large scale construction projects underway may have short-term impacts on visitor expenditure within Parkes Shire

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<sup>13</sup> <https://www.transport.nsw.gov.au/projects/current-projects/parkes-bypass>





- It is estimated that there may be a loss of 10% (\$7.2 million expenditure) within Parkes Shire as a result of the Bypass construction
- The bypass will result in reduced traffic to CBD businesses, as 753,000 vehicles will be redirected from the CBD per annum. Economic activity may therefore be redirected to near the bypass (e.g. service stations) which could result in a risk of increased CBD vacancies, which is already a serious issue within the Shire
- 31% of visitor trade is identified as at risk based on the proportion of the market not pre planning to stop in Parkes
- 81% of businesses who responded to the industry survey identified that they would receive some negative impacts from the Bypass
- Accommodation businesses surveyed estimated a loss of 31% of revenue, whilst retail businesses estimated a loss of 16%
- Development pressure may occur around the interchange which could alter the growth pattern of the Parkes township community<sup>14</sup>.

Conversely, the Bypass Strategy identified are a range of opportunities arising from the Bypass development that have implications for the town of Parkes as an appealing regional destination. The Bypass:

- Offers potential to build Parkes Shire and township as a visitor destination, rather than a just a stopover point as it currently is perceived to be
- Provides easy access to the Parkes Special Activation Precinct, which will be a key driver of employment following its establishment
- Removes heavy traffic from the Parkes town centre. Currently, 42% of traffic on the Newell highway is heavy vehicle traffic<sup>2</sup>. This will provide opportunity to improve the Parkes town centre by making it a more pedestrian and cyclist friendly CBD
- Encourages active transport improvements through the implementation of improved public amenities (i.e. street trees, street furniture, art and gathering places).

Proposed strategies identified in the Bypass Strategy to mitigate impacts and take advantage of opportunities include:

- Encouraging visitors to enter Parkes township from the gateway treatments, wayfinding, landscaping corridors and the establishment of a visitor stopover precinct
- Enhancing and activating Clarinda Street to become a vibrant food, retail and entertainment precinct
- Providing support to affected businesses to mitigate impacts of the Bypass.

To prepare for changes and ameliorate any negative consequences associated with the development of the Newell Highway Bypass and Parkes Special Activation Precinct, Parkes Shire Council engaged consultants, King and Campbell, to prepare a Parkes Western Entry Gateway Masterplan that was finalised in October 2023. The Plan explores the merits of land-use changes along the road corridor as well as opportunities for improvements to the entry

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<sup>14</sup> Parkes Shire Bypass Strategy



experience, including land use change, road, active transport and landscape improvements, wayfinding signage and tourism infrastructure and drainage improvements.

The preparation of the Masterplan is important as it provides a well-considered strategic plan to guide the development of an appealing new Gateway to the town. The vision is:

*To create an inviting, vibrant and memorable town entry from the proposed new Newell Highway Bypass, connecting the Parkes Special Activation Precinct and other major developments and centres further west of the Highway to the Parkes urban area in an enticing manner, that makes turning of the Highway worth it.*

It should also be recognised the Council is currently exploring reconfiguring Spicer Caravan Park to achieve optimum usage and investigating an alternative future site for a complimentary caravan park to capture bypass traffic.

## 7.2. Parkes Special Activation Precinct

**The Parkes Special Activation Precinct and Inland Rail project are significant development projects for Parkes that will consolidate its status as a key freight and logistics hub for NSW and Australia.**

Special Activation Precincts are dedicated areas within regional New South Wales which have been identified by the NSW Government to become thriving business hubs. They build on each region's competitive advantages to create jobs, drive investment and business opportunities and fuel regional economic development<sup>15</sup>.

Located 3km west of the Parkes township, the Special Activation Precinct will be a new and thriving enterprise hub, that will take advantage of its location at the only junction of Australia's two rail spines, the new \$10 billion Inland Rail connecting Brisbane to Melbourne that will intersect with the east-west rail line in Parkes and the Trans-Australian Railway<sup>16</sup>. Pacific National has committed \$35 million to start developing the Parkes Logistics Terminal adjacent to the Inland Rail<sup>17</sup>.

The 4,821ha Precinct builds on the previous work of Parkes Shire Council in developing the Parkes National Logistics Hub. From here, suppliers can access up to 80 per cent of Australia's population within 12 hours by road or rail. This allows the delivery of local products across Australia and around the world. The Parkes precinct will build on already-planned private and government investments, creating up to 3,000 jobs across a range of industries.

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<sup>15</sup> Parkes Special Activation Precinct Delivery Plan September 2023

<sup>16</sup> Parkes Special Activation Masterplan June 2020

<sup>17</sup> <https://www.nsw.gov.au/regional-nsw/regional-business-and-economy-nsw/special-activation-precincts/parkes-activation-precinct>



The vision for the precinct is:

*The Parkes Special Activation Precinct will be a hub of sustainability and enterprise that will enhance the local and regional community. Located at the epicentre of transport and logistics, the precinct will be a thriving inland port to national and global markets.*

The Precinct has been planned to:

- **Stimulate economic development and employment** and be a hub of sustainability and enterprise that will enhance the local and regional community
- **Be Australia's first United Nations Industrial Development Organisation eco-industrial park**, and the nation's leading circular economy precinct
- **Become an inland port**, transferring export ready goods to every major city and freight centre in Australia
- **Provide opportunities for new industries** in agriculture, freight and logistics, manufacturing, energy and resource recovery and transport.
- **Be a true eco-industrial park**, setting new benchmarks for efficient management and environmental performance standards in energy, waste, water, climate resilience and emissions
- **Incorporate Aboriginal planning and design principles** ensuring the Precinct has a 'sense of place', history and spirit when we pass it onto the next generation
- **Provides a flexible land use zone** allowing a wide range of employment and industrial uses in the area around the inland rail port – making the most of this opportunity.

**Of relevance to the Parkes Shire visitor economy, the precinct has been planned to support the town centre and local business** with the complementary land uses permitted in the Precinct that are intended to promote economic growth for the region whilst not competing with the Parkes town centre.

**Opportunities associated with the Commercial Gateway Sub-precinct may provide product development opportunities that cater to the needs of visitors and travellers to the area.** This precinct has been designed to provide a transition between the industry uses of the Special Activation Precinct and the township of Parkes. The sub-precinct is located prominently alongside the proposed Newell Highway bypass of Parkes, it also offers business opportunities to service local and travelling populations. Objectives of the sub-precinct are to:

- Provide a transition between the heavier industrial uses in other areas of the Precinct and the existing Parkes township
- Create the appropriate environment for businesses with more of a public interface
- Provide an attractive and welcoming entry to the Precinct
- Identify a gateway area to the Precinct off the Newell Highway that allows businesses to be located prominently
- Service local, Precinct and travelling populations with provision for a highway service centre, a truck depot and truck stop, and a motel or hotel



- Provide an entrance for development that requires vehicle visibility and promotion, within a high amenity sub-precinct with good public realm connection, landscaping and cultural heritage features.

Figure 4 highlights the location of this sub-precinct which is adjacent to the Newell Highway Bypass.



Figure 4: Map of the Parkes Township



### 7.3. Inland Rail Project

The Inland Rail project enhances the National Land Transport Network by creating a rail linkage between Parkes in New South Wales and Brisbane, providing a connection between Queensland and the southern and western States<sup>18</sup>.

Spanning more than 1,600km, Inland Rail is the largest freight rail project in Australia and one of the most significant rail infrastructure projects in the world. It will connect Melbourne and Brisbane via regional Victoria, New South Wales and Queensland enhancing national freight and supply chain capabilities, connecting existing freight routes through rail, roads and ports. This will result in freight being delivered faster and more reliably across Australia, and beyond to global markets. It will also mean safer, less congested roads and fewer carbon emissions. The project will also better connect businesses, manufacturers and producers to national and global markets and create new opportunities for Australian industries and regional communities during construction and beyond<sup>19</sup>.

Based on the program in the Business Case, Inland Rail would have through connection for the full Melbourne- Brisbane route and double stacking capability between Parkes and Brisbane within eight years. In ten years, Inland Rail would have double stacking capability along the full Melbourne to Brisbane route<sup>14</sup> (see Figure 5).

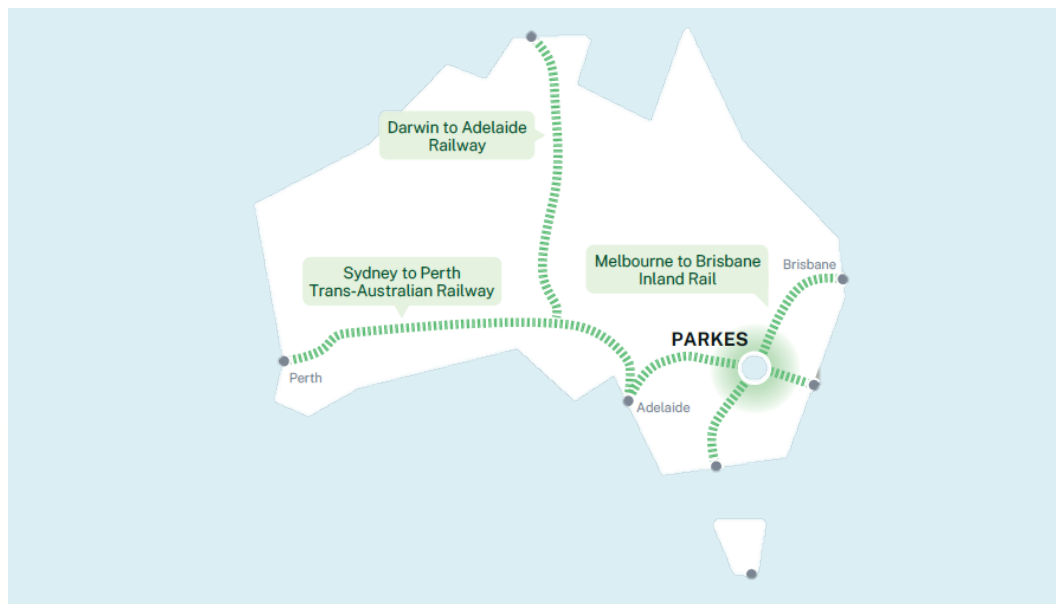


Figure 5: Map of Australia showing strategic location of Parkes.

<sup>18</sup> The Case for Inland Rail – Summary of the 2015 Business Case

<sup>19</sup> <https://inlandrail.artc.com.au/what-is-inland-rail/>





## 8. 8.0 Visitor Experience Development

Given the development of the Newell Highway Bypass, it is important that Parkes and its surrounds be positioned as an attractive stop-over destination and give new and enticing reasons and experiences for visitors to stop, stay and explore.

The DMP focus on visitor experience development and activation across Parkes Shire aligns with the NSW Visitor Economy Strategy Strategic Pillar - 'Show Case Our Strengths' through focusing on existing strengths and developing new opportunities to ensure place making, destination marketing, events and visitor experiences drive visitation.

The Community and Industry Survey undertaken as part of the DMP process also identified support for the development of new attractions and experiences (76%), increasing annual visitation (76%) and development of more local events (67%).

Experiences in Parkes Shire can be considered foundational or growth experiences. Foundational experiences drive the most significant number of visitors to the Shire and have the greatest potential to drive future visitation. Growth experiences are categorised as delivering some visitation from outside the Shire with further visitation potential if they continue to be supported.

The Foundational and Growth visitor experience themes for Parkes Shire are presented in Figure 6.

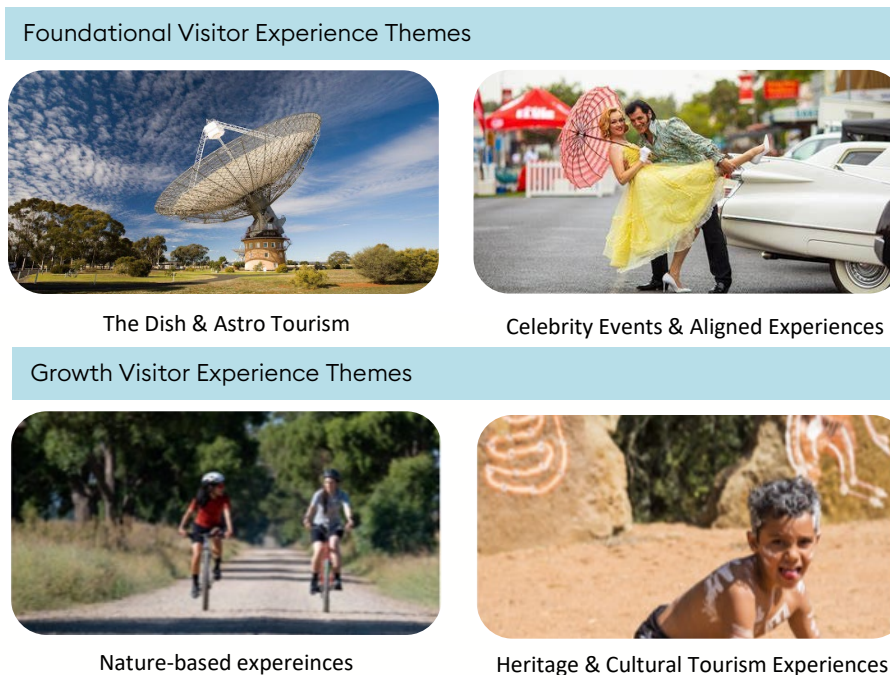


Figure 6: Foundational and Growth Visitor Experience Themes



In addition to the above experience themes, destination events may have the potential to generate visitation to Parkes Shire and can be considered an emerging theme. Destination events are defined as events that drive economic development through a significant leisure, sporting or business event attracting visitation primarily out of the Shire.

**The following sections further explain the significance of these events and experience for the growth and development for the Parkes visitor economy to 2030.**

### **8.1. Foundational Visitor Experiences**

The on-going recognition by Parkes Shire Council to coordinate the Parkes Elvis Festival and more recently the Trundle ABBA Festival as drivers for destination awareness and visitation to the Shire is significant. Parkes Shire is also home to the celebrated 'Dish' that is managed by the CSIRO.

The unique and 'celebrity' appeal of these events and attractions provides Parkes Shire with an important competitive advantage over other regional destinations.

There is, however, potential to further enhance existing and develop new aligned product and experiences and establish new destination marketing strategies to leverage the strengths of these assets to appeal to new and repeat visitors to further build destination appeal and awareness in the areas of Elvis, ABBA and astro-tourism experiences.

#### **Celebrity Events and Aligned Experiences**

##### *Parkes Elvis Festival*

There is no doubt that the Parkes Elvis Festival is a significant hallmark event that has greatly helped to position Parkes as a distinct destination in NSW and Australia. Held since 1994, the Festival is recognised as one of the top three Festivals and Events in Australia. It attracts approximately 25,000 visitors annually and is estimated to have a global reach of 599 million<sup>20</sup>.

The NSW Visitor Economy Strategy 2030 identifies the Elvis Festival as one of Country NSW's hero events and is supported by Destination New South Wales through state significant event development funding to 2026.

The January 2023 event attracted an estimated 24000 visitors contributed an estimated that \$15 million to the Parkes visitor economy. The 2024 Festival Visitor Post-Event Survey found:

- 43% of attendees were from Regional NSW, 19% were from Sydney and 37% were from other states and territories.
- 92% of attendees were aged 45 years and over.
- 76% had been to the Festival before.
- 87% travelled to Parkes in a private vehicle.
- 80% said they were likely to and definitely will attend the Festival in 2025.

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<sup>20</sup> <https://www.parkeselvisfestival.com.au/about/festival-history/>



There are further opportunities to leverage the popularity of the Elvis reputation in Parkes through the curation of year-round Elvis experiences in and around the Parkes CBD including activation of a Parkes Elvis Central VIC in the CBD, revising the King's Castle experience, and developing the Gates of Gracelands precinct.

#### *Trundle Abba Festival (October)*

Building on the reputation of the Parkes Elvis Festival, the Trundle ABBA Festival was launched in 2012 by locals Ruth and Gary Crowley as a way of making Trundle a destination rather than a drive-through town. Trundle is located 65 kilometres from the Parkes township and is Australia's only and original ABBA Festival where all things ABBA are celebrated.

As well as providing economic benefits to the area, the Trundle ABBA Festival has been a morale boost and a source of nostalgic fun for the community of about 400 people. Importantly, the festival has grown from an attendance of 200 people in 2012 to a peak crowd of 4,000 in 2018 and leverages visitors who have also enjoyed the Parkes Elvis Festival.

The festival was, however, cancelled during 2020 and 2021 due to the COVID-19 pandemic and in 2022 due to floods. Recognising the significance of the Festival to the Shire, Parkes Shire Council took over the coordination of the event for its re-launch in October 2023 and will plan and deliver the 2024 event.

There is a real opportunity to grow and develop the Trundle ABBA Festival through synergies with the Parkes Elvis festival coordination in terms of event management expertise; shared resource opportunities and cooperative marketing strategies coordinated by Council.

#### *King's Castle*

The 'King's Castle' Elvis exhibit at the Henry Parkes Centre is also an attractor but requires some new thinking on how to present the memorabilia in a vibrant and appealing way. Parkes Shire is also home to the celebrated 'The Dish' that is managed by the CSIRO.

Stakeholder engagement undertaken to inform the Henry Parkes Centre Masterplan (2016) identified that Greg Page, the owner of the Elvis exhibit, considered that the current exhibition space is limited and inhibits visitor flows. He would like to see the 'Elvis Experience' broadened and higher visitor numbers to reach 20000 people.

#### *Visitor Information Centre Relocation*

During the Parkes Elvis Festival, a dedicated event information hub, Elvis Central, is located in the Parkes CBD. Elvis Central is the official festival merchandise and souvenir outlet at 203

Given the construction of the Newell Highway Bypass, consideration could be given to relocating visitor information services to the Elvis Central building or an alternative CBD location and creating a year-round destination experience in town.





Clarinda Street. During this time, the Parkes Information Centre remains open for visitors outside the CBD.

#### *Parkes Silo Art Trail*

Ever since the first silo art was created in 2015, more than fifty large-scale artworks have been beautifying silos across the country including Western Australia, South Australia, Victoria, New South Wales and Queensland. There are currently six silo art locations in New South Wales. Weethalle, Grenfell, Portland, Dunedoo, Barraba and Merriwa.

The Silo Art Movement is considered to be more than a visual spectacle; it is a dynamic force of transformation and rejuvenation. In its majestic strokes and grandeur lie the seeds of renewal for many towns and communities that once teetered on the brink of obscurity. It is not just art; it is a resurrection, a new dawn that ushers in hope, economic vitality, and social resurgence. Every mural, every painted silo is a testament to the unwavering spirit of Regional Australia. The movement transcends the boundaries of art, becoming a robust engine that drives tourism, invigorates local economies, and rekindles the social fabric of communities<sup>21</sup>.

There is an opportunity to create a significant silo art trail around the Parkes Shire given the strategic location of four silo installations in Parkes, Peak Hill, Bogan Gate and Trundle.

#### **The Dish and Astro-tourism Experiences**

The concept of Astro-tourism has expanded over the years, from dictionary definitions of 'activities by tourists paying to travel into space for recreation' to 'tourism using the natural resource of unpolluted night skies for astronomical, cultural, or environmental activities'. Dark skies are becoming a scarce resource as night lighting and atmospheric pollution increase. Astro-tourism opens new opportunities of bridging science and tourism, motivating alliances for starry nights, science, culture, and nature<sup>22</sup>.

#### *The Dish*

For Australians the story of 'The Dish' (as it's colloquially named) is cemented in the back of our minds through the celebrated film *The Dish*, released 21 years ago – telling the story (through a fictional narrative) of the important role played by the telescope during the historic Apollo 11 Moon landing in 1969<sup>23</sup>.

For astronomers, the Parkes Telescope is the most successful scientific instrument ever built in Australia and is unsurpassed in terms of the number of astronomers, both national and international, who have used the instrument, the number of research papers that have flowed

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<sup>21</sup> <https://www.australiansiloarttrail.com/new-south-wales-silo-art-locations>

<sup>22</sup> Fayos-Solà, E., Marin, C., Rashidi, M.R. (2016). Astrotourism. In: Jafari, J., Xiao, H. (eds) *Encyclopedia of Tourism*. Springer, Cham

<sup>23</sup> <https://spaceaustralia.com/feature/60-years-science-wonder-happy-birthday-dish>



from their research, and the sheer longevity of its operation (now over sixty years) that launched Australia into the world of 'big science' from the 1950s<sup>24</sup>.

For visitors, the giant dish is co-located with the Dish Café and the CSIRO Visitor Discovery Centre which features displays, hands on exhibits, a 3D theatre, retail store, children's space themed playground. Visitation to The Dish has grown from 68,427 visitors in 2014 to a peak of 133098 visitors in 2019 with the 50-year celebration of the 1969 moon landing. The Dish attracted approximately 100,000 visitors in 2023 with January, April and July are the Dish's busiest months<sup>25</sup>. 60% of visitors come from QLD and 30% are from NSW. It is also the CSIROs largest visitor facing site in Australia with the aim of engaging people in regional areas with science.

Visitor research undertaken to inform this DMP indicated that 51% of visitors visited or planned to visit the Dish during their trip to Parkes. Specifically, those who were day tripping to Parkes wanted to visit the Dish the most. This highlights the significance of the Dish as a visitor attraction and the potential to leverage further astro-tourism experience development opportunities that are linked to Parkes<sup>26</sup>.

To foster, encourage and promote astronomy in the region, the Central West Astronomical Society (CWAS) holds its annual festival of astronomy, or AstroFest, in July. The Festival brings to the people of the Central West, world renowned astronomers (professional and amateur) so they may share their enthusiasm and love of the astronomy. The two-day program comprises a one-day conference in Parkes, followed by a daytime program of astronomy viewings and talks at the CSIRO Parkes Observatory Visitors Centre<sup>27</sup>.

In 2023, The CSIRO upgraded the playground area and installed accessible paths and amenities. Plans are also underway to create two new visitor walks around The Dish. The first is an indigenous walk that will share local indigenous stories of the skies and native foods of the indigenous forest. The second is a walk around the other side of the Telescope to show historical pieces of scientific and telescope equipment. The CSIRO are exploring opportunities to create a significant astro visitor experience (e.g. planetarium and exhibition space) at the site and are keen to work collaboratively with Council and Destination New South Wales on this project. It is also important to recognise that visitor access to The Dish will remain a five-kilometre detour off the Newell Highway with the Newell Highway Bypass taking traffic around Parkes two kilometres south from The Dish turnoff.

There are opportunities to better connect The Dish to Parkes through creation of an astro-tourism experience in Parkes that is developed in collaboration with the CSIRO.

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<sup>24</sup> Robertson, P. (2011). An Australian Icon – Planning and Construction of the Parkes Telescope, University of Melbourne

<sup>25</sup> Parkes Dish visitor statistics 2014 to 2022 (YE December)

<sup>26</sup> Parkes Shire Visitor Survey, Urban Enterprise, 2023

<sup>27</sup> <https://www.cwas.org.au/astrofest/>



## 8.2. Growth Visitor Experiences

### Heritage and Cultural Experiences

Careful consideration is needed to present the heritage and cultural stories and artefacts of Parkes in a contemporary way including Bushman's Hill and Memorial Hill. This includes determining the best use of the Henry Parkes Visitor Centre, its attractions and visitor information centre given it will no longer be located on the Newell Highway thoroughfare.

#### *The Henry Parkes Centre*

The Henry Parkes Centre currently comprises the Parkes Visitor Information Centre and four heritage and cultural museums - The King's Castle Elvis Exhibit, Parkes Motor Museum, Moat Cottage Replica, Henry Parkes Museum and Antique Machinery Collection.

The Visitor Information Centre (VIC) has attracted around 26000 visitors per year over the five years 2015 to 2019. During the COVID-19 years (2020 and 2021) visitation declined by approximately 20% per year. The year ending 2022 has however reflected healthy growth to achieve 29000 visitors. Visitors to the VIC are mainly from NSW (46%), Victoria (15%), local residents (15%), and Queensland (13%). Visitors are mainly Families and those aged over 51 years<sup>28</sup>. Around 21% percent of visitors to the VIC pay to visit King's Castle and Vintage Car exhibits. It should be noted that the Parkes Historical Society manage ticket sales for access to the Henry Parkes Museum. This data was not available to inform this plan, but it can be assumed that visitor numbers are similar or less than those visiting the King's Castle and Vintage Car exhibits.

A Masterplan developed for the site in 2016 by Source Architects identified a number of proposals that outline a long term staged development of the Henry Parkes Centre including alterations to existing facilities, new landscape, wayfinding and signage works and potential new facilities to enhance the patron experience.

It should also be acknowledged that Council have recently engaged consultants to undertake a feasibility study for a proposed Parkes Regional Entertainment and Cultural Centre. If this Centre was approved consideration would also need to be given to the viability of the Centre for visitor information service delivery.

Given the construction of the Newell Highway Bypass, and concerns that incidental visitation to Centre and its attractions may be impacted, it is recommended that a new Masterplan should be developed for the site that considers: if this site is the best option for a new King's Castle experience; location of the vintage car display so it is more visible; if there is a need for a dedicated visitor information centre in this location; the creation of an Astro-tourism experience and the location and contemporary presentation of Henry Parkes Museum and its artefacts.

<sup>28</sup> Henry Parkes Centre, Visitors by State YE 2022



### ***Parkes Aviation Museum***

The Parkes Aviation Museum that is curated by Historical Aircraft Restoration Society Inc. (HARS) is also planning investment and expansion of its historical aviation museum at Parkes airport. HARS also host an Aviation Museum in Albion Park that is home to the former Qantas Boeing 747-438 aircraft.

Support for grant funding opportunities for the expansion of the Parkes Aviation Museum should be explored in cooperation with HARS Inc.

### ***Nature Based Tourism Experiences***

Nature based tourism is defined as leisure travel undertaken largely or solely for the purpose of enjoying natural attractions and engaging in a variety of nature-based activities. It includes a range of visitor experiences also associated with adventure, ecotourism, recreational activities, visiting natural attractions, health and wellbeing<sup>29</sup>. There are opportunities to promote nature-based tourism experiences provided by Goobang National Park, cycling trails, and new recreation experiences being developed in Parkes – the Akuna Wetlands, Kelly Reserve Splash Park and Lake Endeavour.

**The following identifies nature-based tourism projects recently developed or underway within Parkes Shire that will provide new and easily accessible nature-based cycle and recreation experience opportunities for residents and visitors:**

#### ***Peak Hill Gold Mine***

The Peak Hill gold mine was re-developed in 2002 as a Tourist Mine attraction located 400 metres from the Peak Hill town centre near the Newell Highway. In September 2007, Parkes Shire Council signed an agreement with lease-holder Alkane Exploration committing to keep the project running, through Council operating the tourist arm of the mine.

The Mine site provides a walking experience which requires a low to moderate level of fitness to complete most of the trails but, for less active visitors, there is easy access to the main viewing platform and a pleasant, flat return walk along the low wall of the main open cut with spectacular views across to the high wall. The site attracted around 5000 visitors for the year 2022/ 2023.

#### ***Cycle Trails***

Parkes Shire has over 1000kms of gravel trails for visitors to explore and promote a range of day and multi-day cycle routes and has recently launched new gravel cycle routes ranging from 20-120km loops, that are perfect for 'off road' cyclists. There are day and multi day routes including the 55km 'Dish Loop' to the famous CSIRO Parkes Observatory, and the 200km 'Parkes to Trundle' section visits the historic villages of Peak Hill and Trundle. Several new cycle trails, gravel routes and tours have also been launched within the broader Central West Region including the 345km 'Lachlan Valley Cycle Trail' which links the tourism of Forbes, Cowra, Eugowra, Gooloogong, Parkes and Canowindra and the 360km 'Orange and

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<sup>29</sup> Ecotourism Australia Nature Based Tourism in Australia Manifesto



Villages Bike Trail' that is made up of six-day cycling journey to wineries, cafes, farm-gates and restaurants across the Orange region<sup>30</sup>.

#### *The Parkes Wetlands*

The Parkes Wetlands **project** will redevelop the Parkes' former Sewage Treatment Plant maturation ponds into wetlands. The wetlands will create a crucial habitat for a range of native animals, affording birds, reptiles, mammals and invertebrates an important refuge, particularly during dry periods and prolonged drought. Planned future projects at the site include walking tracks, double-story bird hides, an amenities block, car parking, interpretive signage, cultural art and sculpture, over-water viewing platforms, and an outdoor learning space.

The transformation of this unused site into a fully integrated cultural, educational, recreational and eco-tourism space will, over time, create a high-impact birdwatching experience for locals and visitors, and provide a unique opportunity for travellers seeking ecotourism experiences. Stage 1 is due for complementation in December 2023. The project may also facilitate regional collaboration and investment in nature-based tourism across the Central West, such as the potential to develop a birdwatching trail linking the Parkes Wetlands to Gum Swamp in Forbes, Lake Cowal, and Lake Cargelligo.

#### *Kelly Reserve Splash Park*

**The Kelly Park Splash Park** is a free water play space at Kelly Reserve in Parkes. Council was awarded \$500,000 in funding from the NSW Government to create the Splash Park that will enhance the Kelly Reserve precinct as a social hub and gathering space, providing an entertaining and engaging space for the community and visitors to Parkes. The play space will be designed using the topography of the Lachlan catchment and the rivers, lakes, dams, weirs, and bores as inspiration. Interpretive signage will tell the story of water and explain the physics and engineering that surround natural and engineered water flow. The project will be completed in mid 2024 and has been co-funded by co- Northparkes Mines and the NSW Government.

#### *Lake Endeavour*

**Lake Endeavour** will become the first developed natural water location for recreational use in the Parkes Shire enable locals and visitors to enjoy the natural beauty of the lake. The NSW Government's Places to Swim program will deliver safety upgrades as well as the installation of new recreational infrastructure to encourage people to get active in, on and around Lake Endeavour - from swimming, kayaking and paddle boarding, to fishing, walking and relaxing by the water. The recreational use of Lake Endeavour has been a long-held desire the Parkes community and is expected to be completed in mid-2024<sup>31</sup>.

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<sup>30</sup> <https://www.visitcentralnsw.com.au/pedal-power-take-a-cycling-holiday-in-central-nsw>

<sup>31</sup> <https://www.parkes.nsw.gov.au/Council/News-media-and-projects/Projects-and-works/Activation-of-Lake-Endeavour>



Cycle tourism opportunities and recreation experiences provided by the Akuna Wetlands, Kelly Reserve Splash Park and Lake Endeavour need to be highlighted as part of the diversity of experiences in the Parkes Shire.

The following outlines other important nature-based tourism experiences that offer opportunities for visitor experience development that will require cooperation with NPWS and other agencies.

#### *Goobang National Park*

The Goobang National Park has been the traditional nature-based tourism experience offering for the Parkes Shire. Situated near Parkes and Dubbo, and between Peak Hill, Parkes and Molong, the Park offers scenic views, bush walking, bush camping, picnic areas, mountain biking trails, and 4WD touring. The cultural heritage of Goobang National Park is also significant. Named a National Park in 1995, Goobang traditionally belonged to the Wiradjuri people, who preferred the flatlands of the Herveys and Curumbenya Ranges. Ancient campsites and relics can be found at the park today, and along with them survive mythologies about the significance of the region. The Wanda Wandong Woodland trail and Burrabadine Peak Walking Track offer a short and moderate hiking opportunities around the park.

It should be noted that Peak Hill is located 27kms from Goobang National Park and has the potential to be positioned as the gateway to the Park and will remain a township on the Newell Highway. The town will, however, require entrepreneurial investment into product development such as food and beverage and accommodation to further activate it as an appealing place to stop.

#### *Snake Rock Aboriginal Area*

Snake Rock Aboriginal Area is a small park of 61 hectares that is located west of Peak Hill on the semi-arid plains of central west New South Wales in Wiradjuri Country. This park is significant to Wiradjuri People and managed jointly between the Peak Hill–Bogan River Aboriginal Advisory Committee and the National Parks and Wildlife Service under a memorandum of understanding. It derives its name from the Aboriginal artwork depicting a snake or river on the massive sandstone rock formation that dominates the park. The Park protects other Aboriginal heritage sites and regionally significant vegetation in what is otherwise a cleared agricultural landscape.

A Plan of Management was prepared and represents an important achievement in the ongoing relationship between NPWS and the local Aboriginal community. The plan contains a range of actions to protect the natural and cultural values of the park, including actions to support the local Aboriginal community in connecting to Country and actions to protect and improve the habitat of native plants and animals, including threatened species. The plan also



allows for low key recreation but, in order to provide adequate protection for this Aboriginal area, the plan puts in place a management approach which only allows people to visit the park with permission from the Peak Hill-Bogan River Aboriginal Advisory Committee and NPWS<sup>32</sup>.

Opportunities to showcase and enhance visitor experiences of Goobang National Park and Snake Rock Aboriginal Park should be explored through engagement with key stakeholders – Peak Hill-Bogan River Aboriginal Advisory Committee and the National Parks and Wildlife Service. Peak Hill could be developed as the gateway to nature-based experiences including Aboriginal cultural tourism experiences.

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<sup>32</sup> <https://www.environment.nsw.gov.au/research-and-publications/publications-search/snake-rock-aboriginal-area-plan-of-management>



Based on the previous discussion, the following table outlines the main visitor experience development objectives to guide visitor experience development for the Parkes Shire to 2030.

Table 5: Experience Development Framework		
2030 Objectives		
<b>Celebrity Events and Aligned Experiences</b>		
Primary Visitor Experiences	Parkes Elvis Festival	Continue to deliver a successful annual festival in alignment with the Parkes Shire Major Events and Festival Strategy
	ABBA Festival Trundle	Deliver the ABBA Festival in alignment with the Parkes Shire Major Events and Festival Strategy
	Parkes CBD	Cement the Parkes township as a must-stop destination in the Central West by creating year-round visitor experiences that leverage its celebrity status
	King's Castle Elvis Exhibit	Present a vibrant and enticing new visitor experience of the King's Castle collection to attract new and repeat visitors to Parkes
	Parkes Silo Art Trail	Create a silo art loop experience within Parkes Shire to attract visitors to explore Parkes and its towns and villages and connect to silo art trails across the Central West
	<b>The Dish &amp; Astro-tourism Experiences</b>	
	The Dish	Improve the connection of The Dish /CSIRO visitor experience to Parkes township
	Astro-tourism experiences	Create new and vibrant Astro-tourism experiences in Parkes that better connect visitors to significance of The Parkes Telescope in the moon landing and The Dish movie
Secondary Visitor Experiences	<b>Nature-Based Experiences</b>	
	Cycling	Improve promotion of cycling tourism opportunities in Parkes Shire and its surrounds
	Recreation	Continue to develop recreation and eco experiences for use by residents and visitors
	Peak Hill	Work with stakeholders to establish Peak Hill as the gateway to Goobang National Park
	<b>Heritage &amp; Cultural Experiences</b>	
	Henry Parkes Centre	Review the HPC Masterplan (2016) to present a new contemporary visitor precinct
HARS Parkes Aviation Museum	Support HARS to apply for relevant grant funding opportunities to support its plans for expansion of the museum	
Emerging Visitor Experiences	<b>Destination Events</b>	
	Events that attract visitors external to the Shire	Determine Council support for destination and business events that have the potential to attract considerable visitation from outside the Shire as part of the new Parkes Shire Event Strategy





**It is also important that future visitor experience development adopts a whole of destination approach that considers visitor access, experience connectivity, visibility and appeal across the Parkes Shire. Consideration of attractions and experiences in neighbouring LGAs should also be recognised to identify visitor flows and cooperative marketing opportunities.**

Figure 6 shows a map of Parkes, the broader Shire and neighbouring LGAs and identifies the locations of existing visitor attractions and experiences as well as the Newell Highway Bypass and Parkes Special Activation Precinct.

Figure 6: Conceptual view of Parkes Shire and its Visitor Attractions and Experiences



## 9. Destination Marketing

**There is an immediate need for a review of the Parkes Shire destination brand and positioning story.**

The current brand was developed in 2015 through the Parkes Brand Identity Guidelines. Parkes Shire currently uses a unified 'PARKES It all Adds Up' brand which was formulated from discovery workshops that identified the shared qualities of the diverse nature of Parkes are 'all positive'.

This brand is quite dated and not particularly engaging or consumer focused. It also fails to make a connection to any of the Shire's iconic assets, such as The Dish, Elvis Festival or ABBA Festival. This is a missed opportunity for the brand, as an iconic asset or event on a logo could have driven awareness to Parkes Shire through its recognition.

Interestingly, the Parkes Shire corporate brand addresses the weaknesses of the Parkes Shire destination brand, as it makes a clear connection to the region's iconic asset, the Dish. It is strongly recommended that a brand review process is undertaken in 2024 to create a new appealing consumer-facing brand.





## 10. Destination Management

To ensure the effective implementation of this plan, it is important the roles and responsibilities of Parkes Shire Council and other key visitor economy stakeholder organisations are clearly understood and communicated.

It is recommended that:

- Parkes Shire Council continues to be positioned as the umbrella authority to coordinate the implementation of this plan and provides support to implement the strategies and actions in the Parkes Shire Destination Management Plan to 2030
- The terms of reference of Council's Destination and Major Events Advisory Committee is reviewed to ensure effective business engagement and to provide strategic advice to assist Council to implement the priorities and actions in this plan
- Other key stakeholder organisations and agencies identified in this plan are encouraged to provide on-going support to the assist with the implementation of this plan.

Monitoring of the implementation of this plan is also important to ensure its vision and priorities are achieved and to provide new information which can be used to inform planning and decision making for the Parkes Shire visitor economy to 2030.



## 11. Strategic Priorities

Five strategic priorities have been established to guide work of Council and industry stakeholders to grow the Parkes Shire visitor economy over the next five years.

Table 6: Strategic Priorities		
Priority 1	Destination Management	Strengthen Council destination management arrangements for tourism and events to foster collaboration with local and regional stakeholders to ensure a sustainable, capable, and resilient visitor economy.
Priority 2	Destination Development	Adopt a whole-of-destination approach to continue to plan and develop infrastructure and facilities to enhance the appeal and amenity of Parkes Shire as a must-stop destination for visitors and business travellers to the Central West.
Priority 3	Event Development	Continue to deliver and grow outstanding destination events to drive destination awareness and visitation to the Parkes Shire
Priority 4	Destination Experience Development	Enhance existing visitor attractions and develop new 'bucket-list' visitor experiences aligned to the positioning strengths of Parkes Shire
Priority 5	Destination Marketing	Create a new destination brand identity and positioning story for the Parkes Shire and review destination marketing and visitor information service strategies to ensure a coordinated approach to promote the Parkes Shire as a vibrant must-stop destination

Appendix 3 shows alignment of these objectives to the Central West DMP and NSW Visitor Economy Strategy 2030.



## 12. Destination Action Plan

The following Destination Action Plan provides detail against each priority and associated actions for Council, industry and community stakeholders to implement cooperatively over the next six years to 2030.

The actions in this Plan have been assigned a priority time frame:

HIGH = commencing Year One

MEDIUM = commencing Years Two-Three

LOW = commencing Years Four-Six

### 12.1. Priority One: Destination Management

Strengthen Council destination management arrangements for tourism and events to foster collaboration with local and regional stakeholders to ensure a sustainable, capable, and resilient visitor economy.

Actions	Priority
1.1 Integrate the PSDMP into Council delivery program and annual operational plan	HIGH
1.2 Work cooperatively with relevant Council Departments and Committees to ensure the vision, priorities and actions of the PSDMP are communicated and the visitor economy is an important consideration of Council's strategies and plans	HIGH
1.3 Engage with local businesses to present the PSDMP vision, priorities and encourage an open-for-business attitude in preparation for the completion of the Newell Highway Bypass including	HIGH
1.4 Review the Terms of Reference for Council's Destination and Major Events Advisory Committee to meet four times per year and advise on the implementation of the PSDMP. Representatives should be selected on a basis of their knowledge and expertise in tourism for a three-year tenure and appoint a Chair of the Committee that is from the business community. Councillors should be observers to Committee meetings	HIGH
1.5 Present briefings on the implementation progress of the PSDMP to Council at least twice annually	On-going
1.6 Encourage and support tourism operators to participate in industry development initiatives provided by Council and key tourism stakeholders e.g. destination marketing, sustainable business and event development	On-going
1.7 Provide professional development opportunities for Council staff involved in destination and visitor economy to advance their strategic tourism knowledge and leadership capacity, i.e tourism and strategic land-use planning, destination research, event planning and evaluation, strategic marketing, digital marketing, crisis management planning and recovery.	On-going
1.8 Continue to work with key stakeholders to consider and plan for potential risks that may impact the local visitor including health pandemics, natural disasters, threats to natural and economic environments, and ensure visitor safety and security is assessed and integrated into current and future Council plans and policies	On-going



## 12.2. Priority Two: Destination Development

Adopt a whole-of-destination approach to continue to plan and develop infrastructure and facilities to enhance the appeal and amenity of Parkes Shire as a must-stop destination for visitors and business travellers to the Central West

Actions	Priority
<b>2.1</b> Continue to plan and deliver placemaking initiatives to establish Parkes Shire as a great place to live, visit and do business	On-going
<b>2.2</b> Continue to advocate and support the enhancement and development of infrastructure projects which will help drive visitor economy growth to the area such as recreation spaces, playgrounds, walking and cycle tracks, campground amenities, and consideration of accessibility for visitors with support needs	On-going
<b>2.3</b> Continue to improve the visual appeal, character and amenity of Parkes Shire towns and villages through the implementation of the Council strategies and plans, beautification and streetscape works, creation of new and enhancement of existing gateway entrances	On-going
<b>2.4</b> Create new and innovative gateway, wayfinding and visitor information in key locations to welcome and encourage visitors to stop, stay and explore the Parkes Shire that are aligned to a new Parkes brand (see Action 5.1)	HIGH
<b>2.5</b> Create new wayfinding signage to better connect The Dish to Parkes CBD in preparation for the opening of the Newell Highway Bypass	MEDIUM
<b>2.6</b> Continue to explore options for the redevelopment of the Spicer Caravan Park and a complementary caravan park to capture bypass traffic	MEDIUM
<b>2.7</b> Consider the viability of relocating visitor information services into the Parkes CBD in preparation for the opening of the Newell Highway Bypass	MEDIUM
<b>2.8</b> Identify suitable sites for free camping in Parkes, develop RV parking facilities near towns and villages, and continue to work with the CMCA to promote Parkes Shire as an RV friendly destination	MEDIUM
<b>2.9</b> Work with the NRMA and other stakeholders to establish fast EV charging stations in Parkes and other key locations within the Shire that are easily accessible for residents and visitors	MEDIUM
<b>2.10</b> Upgrade public amenities to include accessible toilets and baby change facilities	On-going



### 12.3. Priority Three: Event Development

Continue to deliver and grow outstanding major and destination events to drive destination awareness and visitation to the Parkes Shire.

Actions	Priority
<b>3.1</b> Finalise the Parkes Shire Major Events and Festival Strategy to guide the role of Council in supporting major, destination, community, sporting and business events	HIGH
<b>3.2</b> Develop and deliver a robust Community Events Financial Assistance Program to guide Council's continued support of a strong community events calendar in the Parkes Shire	HIGH



#### 12.4. Priority Four: Destination Experience Development

Enhance existing visitor attractions and develop new 'bucket-list' visitor experiences aligned to the positioning strengths of Parkes Shire.

Actions	Priority
<b>4.1</b> Explore opportunities to leverage the popularity of the Elvis reputation in Parkes through the curation of year-round Elvis experiences in and around the Parkes CBD	HIGH
<b>4.2</b> Review the Henry Parkes Centre Masterplan in collaboration with centre stakeholders to consider: <ul style="list-style-type: none"> <li>• The re-location of visitor information services to the Parkes CBD (see also Action 2.6)</li> <li>• Moving the Parkes Motor Museum to a more visible and larger location</li> <li>• Opportunities to create a refreshed and contemporary visitor experience for the Henry Parkes Museum &amp; Moot Cottage</li> <li>• If this site is the best option for a refreshed King's Castle experience and Gates of Graceland park</li> <li>• Creating a new astro-tourism experience in collaboration with the CSIRO</li> <li>• Re-brand the name of the Centre following decisions around exhibits and their locations</li> </ul>	MEDIUM
<b>4.3</b> Work with businesses to create a program of curated 'celebrity' memorabilia and displays (Elvis, ABBA, The Dish movie) to activate the 'celebrity' status of Parkes and Trundle townships year-round	MEDIUM
<b>4.4</b> Create new and vibrant 'celebrity' public art installations in Parkes and Trundle townships (Elvis, ABBA, The Dish)	MEDIUM
<b>4.5</b> Work with Graincorp to create a significant 'silo celebrity art loop' around the Parkes Shire given the strategic location of four silo installations in Parkes, Peak Hill, Bogan Gate and Trundle that celebrate Elvis, ABBA, The Dish and moon landing	MEDIUM
<b>4.6</b> Work with the CSIRO to explore opportunities to better connect The Dish to Parkes through new wayfinding signage and creation of new and contemporary astro-tourism experiences in Parkes that celebrate the important role of the Parkes Telescope in the 1969 Moon Landing and The Dish movie	MEDIUM
<b>4.7</b> Work with the CSIRO and other stakeholders (DNSW, DNCW) to support significant visitor experience development opportunities	LOW
<b>4.8</b> Work with HARS Inc. to identify grant opportunities for the expansion of the Parkes Aviation Museum	LOW
<b>4.9</b> Work with NPWS and the Peak Hill-Bogan River Aboriginal Advisory Committee to better promote and enhance visitor experiences for Goobang National Park and Snake Rock Aboriginal Park and explore interest of establishing Peak Hill as the gateway to these Parks	LOW
<b>4.10</b> Continue to engage with accommodation providers to encourage the refurbishment of their properties so Parkes continues to have a reputation for quality accommodation options	On-going





<b>4.11</b>	Continue to provide support to businesses investors for the development of new products and experiences (e.g. food and drink, retail and tour) to appeal to visitors	On-going
<b>4.12</b>	Identify government grant funding for infrastructure and tourism product, experience and event development for public and private sector projects	On-going



### 12.5. Priority Five: Destination Marketing

Create a new destination brand identity and review destination marketing and visitor information service collateral to ensure a coordinated approach to promote the Parkes Shire as a vibrant must-stop destination.

Actions	Priority
<b>5.1</b> Review the Parkes Region brand to establish a new consumer-facing brand that articulates engaging brand identities and positioning stories for Parkes and its villages that aligns to the Shire's positioning strengths ( <i>note this should be a visitor-facing brand not a Council brand</i> )	HIGH
<b>5.2</b> Engage with local business to communicate findings and encourage adoption of a new Parkes Shire brand	MEDIUM
<b>5.3</b> Review and enhance destination marketing and visitor information collateral (print and digital) to ensure an engaging and consistent approach that is based on the findings of the brand review process and aligned to the positioning experience strengths (Action 5.1)	MEDIUM
<b>5.4</b> Prepare a 3-year Destination Marketing Plan that identifies actions to target primary, secondary and emerging visitor markets	LOW
<b>5.5</b> Collaborate with DNCW, neighbouring LGAs and LTOs on regional destination marketing initiatives to drive visitation to Central West destinations (e.g. Newell Highway Promotions Committee, Central West cycle trails, Lachlan Valley Art trail, Silo Art Trail NSW)	On-going



### 13. Appendices

#### **APPENDIX 1: – Stakeholder Engagement Activities**

ROUND ONE – November/December 2022

**Council Staff Workshop** – with relevant Council units

##### **Stakeholder Meetings**

Central West Joint Organisation  
Destination Central West NSW  
Transport for NSW  
NSW Forestry Corporation  
Crownlands Orange  
Central West Regional Development

**Industry Workshops (3)** – with key local operators

Community and Business Survey – 34 responses  
Visitor Survey – 870 responses (140 in-region & 730 online)

ROUND TWO – November 2023

**Council Committee Meetings (2)**

**APPENDIX 2: Council Strategies and Plans Relevant to the Growth and Development of the Visitor Economy**

- Dalton Street Masterplan 2016/17
- Henry Parkes Centre Masterplan, April 2016
- Parkes CBD Vibrancy Strategy 2016
- Parkes Regional Entertainment Centre & Cultural Centre Feasibility Study, October 2023
- Parkes Shire Bypass Strategy
- Parkes Shire Community Strategic Plan 2035+
- Parkes Shire Delivery Program 2022/23 to 2024/25
- Parkes Shire Liveability Strategy, Draft October 2023
- Parkes Shire Local Strategic Planning Statement, 2020
- Parkes Western Entry Masterplan, March 2023



## APPENDIX 3: Alignment Parkes Shire DMP to VES 2030 and Central West DMP

	Road to Recovery	Build the Brand	Showcase Our Strengths
<b>VES 2030 Strategic Pillars</b>	A comprehensive program of marketing and industry development will ensure NSW recovers quickly from the impacts of COVID-19, bushfires, drought and floods and elevates its status as the premier visitor economy in the Asia Pacific.	Compelling new brands will be developed for Sydney and NSW to provide a strong foundation for differentiation, consumer messaging, local pride and competitiveness to turbocharge recovery and accelerate future.	NSW is a state of breathtaking diversity and bucket list visitor attractions and experiences. We will focus on existing strengths and develop new opportunities to ensure place making, destination marketing, events and visitor experiences drive visitation.
<b>Central West DMP Strategic Objectives</b>	Support the Central West NSW visitor economy to recover and be sustainable, capable and resilient.	Position and promote Central West NSW and its destinations to align to the Feel NSW brand.	Facilitate and enable the development or enhancement of world-class visitor experiences and accommodation.
<b>Parkes Shire DMP Strategic Priorities</b>	Strengthen Council destination management arrangements for tourism and events to foster collaboration with local and regional stakeholders to ensure a sustainable, capable, and resilient visitor economy.	Create a new destination brand identity and positioning story for the Parkes Shire and review destination marketing and visitor information service strategies to ensure a coordinated approach to promote the Parkes Shire as a vibrant must-stop destination.	Enhance existing visitor attractions and develop new 'bucket-list' visitor experiences aligned to the positioning strengths of Parkes Shire.



(Cont.)

	Invest in World Class Events	Facilitate Growth
<b>VES 2030 Strategic Pillars</b>	An accelerated investment in signature sporting and cultural events as well as business events will help position Sydney and NSW as the events capital of the Asia Pacific, drive visitation and enhance the social wellbeing of NSW residents.	Investing in infrastructure, job creation, industry resilience and sustainability, future planning, and better ways to do business will ensure the continued growth and future prosperity of the NSW visitor economy.
<b>Central West DMP Strategic Objectives</b>	Facilitate and enable the development or enhancement of world-class events.	Provide an enabling environment to attract investment in the Central West NSW visitor economy.
<b>Parkes Shire DMP Strategic Priorities</b>	Continue to deliver and grow outstanding destination events to drive destination awareness and visitation to the Parkes Shire.	Adopt a whole-of-destination approach to continue to plan and develop infrastructure and facilities to enhance the appeal and amenity of Parkes Shire as a must-stop destination for visitors and business travellers to the Central West.

## 8 CONFIDENTIAL MATTERS

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### RECOMMENDATION

That Destination and Major Events Advisory Committee:

1. Moves into Closed Session to deal with the matters below, which are classified as confidential under section 10A(2) of the *Local Government Act 1993* for the reasons specified:

#### 8.1 EVENTS AND FESTIVALS SPONSORSHIP PROSPECTUS UPDATE

This matter is considered to be confidential under Section 10A(2) - d(i) of the Local Government Act, and the Council is satisfied that discussion of this matter in an open meeting would, on balance, be contrary to the public interest as it deals with commercial information of a confidential nature that would, if disclosed prejudice the commercial position of the person who supplied it.

Further it is considered that discussions of this matter in open Council would, on balance, be contrary to the public interest as it would prejudice Council's ability to secure the optimum outcome for the community.

#### 8.2 EVENTS FINANCIAL ASSISTANCE PROGRAM

This matter is considered to be confidential under Section 10A(2) - d(i) of the Local Government Act, and the Council is satisfied that discussion of this matter in an open meeting would, on balance, be contrary to the public interest as it deals with commercial information of a confidential nature that would, if disclosed prejudice the commercial position of the person who supplied it.

Further it is considered that discussions of this matter in open Council would, on balance, be contrary to the public interest as it would prejudice Council's ability to secure the optimum outcome for the community.

2. Exclude the media and public from the meeting on the basis that the business to be considered is classified as confidential, pursuant to 10A(1), 10(2) and 10A(3) of the *Local Government Act 1993*.
3. Withhold reports and correspondence relevant to the subject business be withheld from the media and public as provided by section 11(2) of the *Local Government Act 1993*.
4. Make public resolutions made by the Council in Closed Session after the conclusion of the Closed Session, and record such resolutions in the minutes of the Council meeting.

### BACKGROUND, ISSUES AND COMMENTARY

In accordance with section 10A(2) of the *Local Government Act 1993*, Council may close part of its meeting to deal with business of the following kind:

- (a) Personnel matters concerning particular individuals (other than councillors).
- (b) Personal hardship of any resident or ratepayer.
- (c) Information that would, if disclosed, confer a commercial advantage on a person with whom Council is conducting (or proposes to conduct) business.
- (d) Commercial information of a confidential nature that would, if disclosed:
  - (i) Prejudice the commercial position of a person who supplied it: or
  - (ii) Confer a commercial advantage on a competitor of Council;

- (iii) Reveal a trade secret.
- (e) Information that would, if disclosed, prejudice the maintenance of law.
- (f) Matters affecting the security of Council, Councillors, Council staff and Council property.
- (g) Advice concerning litigation, or advice that would otherwise be privileged from production in legal proceedings on the grounds of legal professional privilege.
- (h) Information concerning the nature and location of a place or an item of Aboriginal significance on community land.
- (i) Alleged contraventions of any Code of Conduct requirements applicable under section 440.

It is my opinion that the business listed in the recommendation is of a kind referred to in section 10A(2) of the *Local Government Act 1993* and, under the provisions of the Act and the *Local Government (General) Regulation 2021*, should be dealt with in a part of the meeting that is closed to members of the public and the media.

Pursuant to section 10A(4) of the Act and clauses 14.9–14.10 of Council's Code of Meeting Practice, members of the public may make representations to the meeting immediately after the motion to close part of the meeting is moved and seconded, as to whether that part of the meeting should be closed.

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## **9 REPORT OF CONFIDENTIAL RESOLUTIONS**

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In accordance with clauses 14.22 and 14.23 of Council's Code of Meeting Practice, resolutions passed during a meeting, or a part of a meeting that is closed to the public must be made public by the Chairperson as soon as practicable. Such resolutions must be recorded in the publicly available minutes of the meeting.

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