

VISITOR ECONOMY STRATEGY & ACTIVATION PLAN

The Central Highlands region of Central Queensland inland from Rockhampton around Emerald includes stunning natural beauty such as Carnarvon Gorge and unique attractions including one of the world's largest sapphire fields.

PROJECT PURPOSE

Central Highlands Development Corporation (CHDC) sought help to prioritise the many opportunities available and understand how to most effectively use their limited human resources to achieve increased visitor expenditure and reduced seasonality.



CENTRAL HIGHLANDS QLD
Visitor Economy Strategy 2020-2022

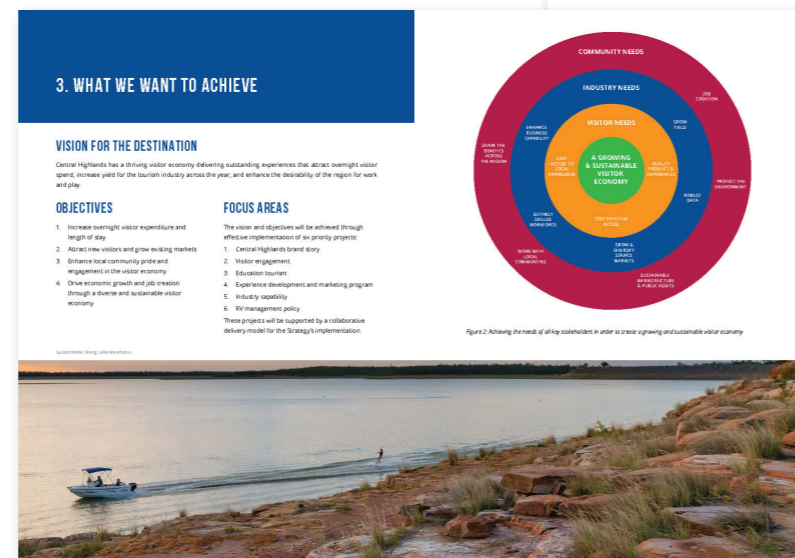
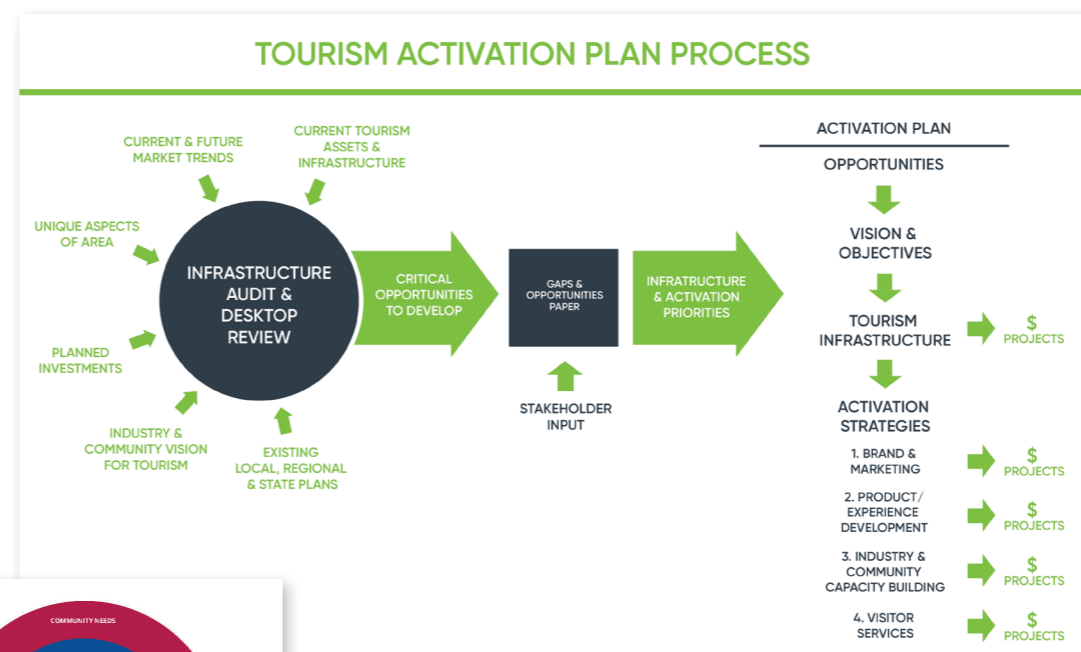


PROJECT OVERVIEW

The Tourism and Events Activation Plan developed for CHDC takes a focused approach in its recommendations, outlining just a few achievable priority projects.

Tilma Group collaborated with JJ Strategic Consulting using a project-based approach that was pragmatic and focused on activation and outcomes.

The following methodology outlines the project process which was based on extensive stakeholder consultation, a tourism and events audit, and desktop research:



A gaps and opportunities paper developed from desktop research was used to test ideas and trigger input from a variety of stakeholders. Their feedback fed the development of the tourism activation plan, ensuring this is an industry-led plan.

On completion, a 12-month strategic mentoring process commenced, with Tilma Group providing quarterly strategic workshops to assess progress and work on any potential barriers. The focus is 100% on outcomes!

OUTCOMES

This pragmatic plan was designed for straightforward implementation. It outlines how to grow the local visitor economy via catalyst projects that focus the community's efforts on what will have the biggest return on investment.

The plan was presented to Central Highlands Regional Council on completion and launched at their annual Tourism & Events Forum to overwhelming positive feedback and great enthusiasm from industry to start activation.

REFEREE

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From our first phone call with Tilma Group, I knew they knew their stuff and were fully engaged in what we wanted to achieve.

When we asked Tilma Group to quote on our three-year Tourism Strategy, they came back to us with a proposal for a Tourism Activation Plan that we could implement and achieve. That was right on the money - all of our previous strategies have sat on the shelf with limited outcomes.

Tilma Group's approach was highly consultative, including engagement with our tourism community, businesses and stakeholders, and our whole community - exactly what we needed to get our region on board and achieving together.

Their ability to engage with operators, Council and all stakeholders is helping us to achieve outcomes we did not even know were achievable.

The visitor economy strategy developed for us is the perfect strategy for us. Our tourism businesses have labelled it the best one we have seen for decades and are now very excited to get stuck in and achieve it.

We now have a pathway and roadmap to achieve great things over the coming years!

We highly recommend Tilma Group to other regional Councils and destinations.

PAUL THOMPSON, TOURISM DEVELOPMENT COORDINATOR, CENTRAL HIGHLANDS DEVELOPMENT CORPORATION

