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PROJECT PROFILE

OTHER IMPORTANT PLACES, PARTNERSHIPS & TOURING ROUTES

There are many sites, precincts and experiences across the broader DNCO region that already showcase the Wonder of Gondwana. Collectively, they bring to life a journey into Ancient Australia that recognises the inherent connection to Country of the Aboriginal communities throughout Country and Outback NSW while also highlighting the amazing opportunities to step back into Gondwanaland or marvel at Earth's riches formed by forces of nature.

This includes destinations as diverse as Mutawintji National Park with its sites of cultural significance to White Cliffs that offer unique and signature accommodation, Glenn Innes and Inverell where a visitor can fossick for sapphires and towns such as Gulgong that showcase the history of gold mining and a heritage streetscape that reflects our past. Coupled with museums and galleries that are home to the treasures of our past, Country and Outback NSW offers a spellbinding journey to connect Australians and our visitors from abroad to the extraordinary history and heritage of our timeless land.

However, as highlighted in the Wonder of Gondwana concept plan, the real opportunity lies in integrating the individual stories into a broader region-wide experience that can be marketed collectively. While ensuring each individual experience aims to be world-class, linked together, they can tell a truly remarkable story.

To bring this to life in a practical way, a dedicated touring route could be developed for the Wonder of Gondwana, which reinforces the experience themes and leverages the significant work done on the NSW Geotrails project as well as important partners such as the Australian Museum.

This Project Profile aims to highlight just some of the opportunities awaiting Country and Outback NSW.

OTHER IMPORTANT PLACES, PARTNERSHIPS & TOURING ROUTES



Mutawintji National Park - Photo: Shutterstock



Lake Mungo National Park - Photo: Shutterstock

CREATING SIGNATURE EXPERIENCES

To elevate and evolve these places, precincts or experiences there are three primary elements that should be considered and would take the most basic experiences to the next level.

- **Workshops, Masterclasses and Tours.** Create and plan out a series of immersive, engaging, fun and memorable workshops, tours and/or masterclasses worth sharing. There is an exciting opportunity to create some fun, engaging and at the same time educational experiences that would appeal to contemporary tourism markets. Also see [Experience Development Insights](#) and [Global Trends: Museums and Attractions](#).
- **Partners and Collaboration.** Collaborate with other institutions and local organisations to create and deliver the workshops, masterclasses or tours will be central to delivering high-quality experiences. For example, a collaboration between the Australian Museum, Australian Museum of Fossils and Minerals, the Bathurst Regional Art Gallery, a local amateur drama club, and students from Charles Sturt University could develop and deliver experiences through tours, workshops and masterclasses. These don't have to be available seven days a week. They could be once a month or on weekends only. It is also about testing the market to establish how often and when to offer your experience. Think outside the box about who can partner with you to develop and deliver an experience.
- **Content Creation.** A key to attracting more visitors and increasing awareness of an experience, business or destination is to create customer-centric content for marketing purposes. Content for marketing (especially through digital channels) should include video, images and copy. In developing content, it is really important to create a content plan to guide what content is to be created and how it will be distributed via marketing channels, for example your own website, social media channels, third party websites such as DNSW, or the local destination website. Creating content is all about [storytelling and engaging your customer with your brand](#).

OPPORTUNITIES FOR TRANSFORMING THE EXPERIENCE OFFER

Destinations or precincts:

- **Mutawintji National Park** is already an iconic destination that brings to life one of the primary experiential themes of the Wonder of Gondwana. It offers access for visitors to witness and take a journey into ancient Australia through showcasing incredible sites of cultural significance to the local Aboriginal communities. Mutawintji National Park already facilitates a visitor experience through self-guided tours, providing access for commercial tour operators and offering Aboriginal Discovery tours that share the story of Mutawintji. Creating remarkable content to better showcase the significance of this site and to inspire people to visit is a huge opportunity for the park. There is also an opportunity to work with the local Aboriginal community and the tourism sector to leverage the great work and experiences already on offer.
- **Mungo National Park** is a signature destination and experience that attracts a vast number of visitors each year. Even though Mungo is outside the DNCO region, it is still a significant site that showcases the Wonder of Gondwana, with inherent links to the array of sites of cultural significance as well as the story of megafauna that once roamed the region. The creation of remarkable content and utilising technology to improve and ensure that the interpretation of the site is engaging and inspiring is paramount for [better showcasing the stories of Mungo](#).

OTHER IMPORTANT PLACES, PARTNERSHIPS & TOURING ROUTES



Cobar Miners Memorial - Photo: Shutterstock



Gulgong main street - Photo: Shutterstock



Standing Stones, Glen Innes- Photo: Shutterstock



Hill End Uber

- **Cobar and Mount Grenfell** Cobar has a 100-year-old mining industry and offers a number of attractions and experiences that bring the mining history and stories to life. Creating new experiences and partnering with local community groups or organisations such as the Corridor Project (see the Corridor Project profile) would raise the profile and awareness of Cobar, whether they are contemporary or ancient stories. Cobar is also rich with many artefacts and Aboriginal artworks. This region includes Mount Grenfell, an Historic Site that protects Ngayampaa rock art. It's a short walk to this important Aboriginal site, and a more challenging one to a scenic lookout. For thousands of years before Europeans settled in this part of NSW, Ngayampaa people regularly gathered around the semi-permanent waterhole and took shelter in the overhangs of what is now Mount Grenfell Historic Site. Creating engaging content for Mount Grenfell and working with the local Aboriginal community and NPWS to identify stories and content to showcase the wonders of Mount Grenfell would further enrich it and assist elevate it to a more [transformational travel experience](#).
- **Gulgong** is a 19th-century gold rush town in Central New South Wales, which is part of the Mudgee Region. Gulgong already boast a number of museums, including the Holtermann Museum as well as the Red Hill mining precinct. Creating world class interpretation and content would be a game changer for this location as well as considering providing a single, multi-site ticket for entry into the Museums and Attractions of the township. See [Global Trends: Museums and Attractions](#).
- **Inverell** is a large town in northern New South Wales, Australia, situated on the Macintyre River, close to the Queensland border. Develop and promote a series of fossicking workshops with local fossickers and creating booking opportunities through sites such as Airbnb Experiences, Viator and the local visitor centre. This would also support and add value to the [Fossickers Way touring route](#).
- **Glen Innes** is a town located in the Northern Tablelands, in the New England region of New South Wales. Glen Innes could create their own fossicking experiences and also work in partnership with Inverell to develop masterclasses, workshops and more engaging content to build awareness of these experiences. This would also support and add value to the [Fossickers Way touring route](#). Collectively, they offer an opportunity to create amazing bookable experiences - be inspired by Airbnb Experiences.
- **Hill End** is a former gold mining town in New South Wales. Hill End has utilised events to showcase its history and to make it more accessible. It also offers opportunities for fossicking for gold. Profiling the workshops and experiences in Hill End is where an amazing opportunity exists to develop [remarkable content](#) to better showcase the destination.
- **Broken Hill** is an iconic Australian town and is a key destination in which to launch the story of the Wonder of Gondwana. It is also another destination where the Wonder of Gondwana meets the night skies. Broken Hill should be positioned as a central part of the journey into Ancient Australia. Broken Hill as a destination has already recognised the benefit in being positioned as a vibrant living Museum. Creating content and contemporary interpretation to allow the visitor to experience Broken Hill as an innovative and exciting Museum would help to further elevate the marketing and interpretation of the town and surrounding region. For inspiration check out a museum who does it well, MONA in Tasmania. See [Global Trends: Museums and Attractions](#).

OTHER IMPORTANT PLACES, PARTNERSHIPS & TOURING ROUTES



Source: Australian Museum website
(Albert Chapman Mineral Collection)



Source: Australian Museum Facebook
Photographer - Stuart Humphreys

Partnerships and Institutions:

- **University New England** - The University already partners and engages with local communities and industry to facilitate fossil digs in places such as Lightning Ridge. However, there are some amazing opportunities to develop workshops and masterclasses with students studying Indigenous culture. A local example that showcases how creating workshops and masterclasses relating to art can be used as [inspiration](#). These types of experience are increasingly in demand and create 'new news' for the destination.
- **Bathurst and Australian Fossil and Mineral Museum** - The museum already offers tours from time to time such as Dinosaurs in the Dark and leverages events such as the Bathurst Winter Festival to run such an experience. There is a huge opportunity for the AFMM to work more closely with the Bathurst Regional Art Centre, local amateur drama clubs and Charles Sturt University students to create a program of fun, engaging and exciting, tours, workshops or masterclasses to inspire curiosity. See [Global Trends: Museum and Attractions](#). The development of inspiring content and ensuring that all websites and channels to market are maintained and up to date is really important for driving engagement with the market.
- **Australian Museum** - With just under 500,000 visitors to the Australian Museum in 2017/2018 and a further 300,000 visitors to the Australian Museum's traveling exhibition, there is an amazing opportunity to reach an already interested market. Collaborating with the Australian Museum to promote the *Wonder of Gondwana* will be mutually beneficial for both the Museum and the promotion of the touring route and specific sites.

The Australian Museum already works very closely with sites such as the Australian Fossil and Mineral Museum in Bathurst and they own the Age of Fishes Museum in Canowindra. The *Wonder of Gondwana* concept provides an opportunity to develop new experiences and create engaging content that can be shared through the Australian Museum's marketing channels.

The Australian Museum can also provide international credibility for the project. For example, the museum manages the world renowned 'dig' site at The Willandra Lakes Region (a World Heritage Site in the Far West region of New South Wales).

One of the most visited exhibitions at the Museum is that of Australia's First Peoples. This also provides an opportunity to promote places of significance to Aboriginal communities across Country and Outback NSW, including Mount Grenfell, Mutawintji and Oxley Wild Rivers National Park.

The primary opportunities for collaboration with the Australian Museum would be to:

- » Promote the *Wonder of Gondwana - A Journey into Ancient Australia* at the Australian Museum and to better profile different sites and the touring route. Create a passport for kids where the first stamp can be given at the Australian Museum. This links the Australian Museum to the regions and also provides an opportunity for the Museum to promote its many other assets as part of a broader regional NSW offering;
- » Create an experience offer explicitly for the Australian Museum database to encourage people to visit and take a journey into Ancient Australia;
- » Collaborate with the staff of the Museum to deliver experiences such as being a palaeontologist for a day or creating a paid experience that includes some level of engagement at a dig; and
- » Campaign partnership opportunities to take the *Wonder of Gondwana* to market and to tell the wider story than just about one site or institution.

OTHER IMPORTANT PLACES, PARTNERSHIPS & TOURING ROUTES



Going on a road trip, Photo: Shutterstock

TOURING ROUTES

Road trips and drives are seeing a revival in interest for both domestic and international FIT (Free & Independent Travellers) markets. Touring routes are also an important initiative of Destination NSW's (DNSW) [drive tourism program](#).

The following touring routes are relevant to Country & Outback NSW in the context of the Wonder of Gondwana concept:

- Central to Outback NSW
- Waterfall Way
- Kidman Way
- The Long Paddock
- Darling River Run
- Fossickers Way
- A Tour of Caves and Fossils
- Greater Blue Mountains Drive

Including experiences into these itineraries that showcase the *Wonder of Gondwana* and the night skies, would reinforce NSW's regions as being so much more than just a destination-focused roadtrip. There is a significant opportunity to leverage both this revived interest in road trips and the DNSW drive tourism program for the *Wonder of Gondwana* project and to integrate content with self-drive itineraries, including through partnerships to help promote the drives and touring routes such as working with commercial vehicle rental companies.

The DNCO DMP recognised the importance of touring routes, ensuring that the touring routes are led by experiential offers rather than just identifying towns and sites along the way. The *Wonder of Gondwana* concept already showcases the importance of creating remarkable experiences, content and the use of technology to engage with the market and meet the needs of the market to 'drive' interest in taking a journey into Ancient Australia.

OTHER IMPORTANT PLACES, PARTNERSHIPS & TOURING ROUTES



Road Trip - Photo: Shutterstock

THE WONDER OF GONDWANA JOURNEY INTO ANCIENT AUSTRALIA ROAD TRIP

The *Wonder of Gondwana* road trip should be developed and linked to the night skies concept as part of the overall journey. This iconic Australian road trip can be promoted as a whole or as a series of shorter journeys. It offers an opportunity to launch the concept in a practical way that will resonate with target audiences.

Importantly, the Wonder of Gondwana is more than just a promotional tool for the destinations across Country and Outback NSW. It is also a way to tell a truly remarkable story about Ancient Australia. Touring routes have always facilitated collaboration across local government boundaries and bring to life a shared story.

Often touring routes are more about the towns and roads rather than the experiences. In a world where experiential and transformative travel is a key motivator, providing experiential content needs to be addressed as a high priority. The Wonder of Gondwana is a fantastic platform to bring a series of experiences together as a road trip.

Developing this experiential road trip will require:

- Packaging and bundling of experiences that showcase the Wonder of Gondwana to create 'new news'
- Utilise new technology to engage with the target markets, such as GPS technology, sharing economy platforms and the use of an app or mobile-optimised website, including its own URL that add value to the overall experience and provide a relevant visitor service.
- Linking sites of significance as well as incorporating other places as part of the road trip. There are many sites and places that would benefit from a designated experientially-led touring route.
- Leveraging other projects such as the **NSW Resources and Geoscience's Geotrails project**. Geotrails provide a unique tourism experience by guiding visitors on a journey that is focused on the local geology. Designed to promote an understanding of Earth Sciences, they enable people to explore the natural environment and learn about its diversity. Geotrails may feature walking tracks and driving routes, lookouts, points of interest, visitor centres and supporting information to encourage learning and an appreciation of our environment.

For further information, including definitions, interpretations and presentations relating to geotourism and the UNESCO Global Geopark movement, please refer to the following.

Definition

Geo- is a prefix derived from the Greek word *γη* or *γαια*, meaning "earth", usually in the sense of "ground or land"; as a prefix, it may also mean "global" or relate to the planet Earth.

It is defined as tourism which focuses on an area's geology and landscape as the basis of fostering sustainable tourism development. It begins with an understanding of the Abiotic (non-living) environment, to build greater awareness of the Biotic (living) environment of plants and animals as well as the Cultural environment of people, past and present. Hill End is a current example of a place reflecting national cultural significance: www.environment.nsw.gov.au/heritageapp/ViewHeritageItemDetails/

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Walls of China, Mungo National Park
Photo: Shutterstock

Further Explanations and Interpretations

Geotourism is a new form of sustainable tourism, based on the geological environment, that embraces all forms of nature and culture related tourism.

www.nationalgeographic.com/maps/geotourism/

Whilst ecotourism and biodiversity have been described in the academic literature for over thirty years, geotourism and its attendant concepts of geoheritage, geodiversity, geoconservation, and geotours, is relatively new.

Geotourism also represents the principal driver of the **UNESCO Global Geopark** movement.

A UNESCO Global Geopark uses its geological heritage, in connection with all other aspects of the area's natural and cultural heritage, to enhance awareness and understanding of key issues facing society, such as using our earth's resources sustainably, mitigating the effects of climate change and reducing natural disasters-related risks. By raising awareness of the importance of the area's geological heritage in history and society today, UNESCO Global Geoparks give local people a sense of pride in their region and strengthen their identification with the area. The creation of innovative local enterprises, new jobs and high quality training courses is stimulated as new sources of revenue are generated through geotourism, while the geological resources of the area are protected.'

For further details refer to www.geoexpro.com/articles/2017/03/unesco-global-geoparks/

Just as Gondwana refers to all of Australia, Geotourism refers to all elements that are outlined in the Wonder of Gondwana project - fossils, first nation, gems and night skies.

The use of Gondwana for the purposes of this project is as much a branding device for broad consumer engagement then it is a physical descriptor.

For further information please refer to;

www.slideshare.net/leisuresolutions/geotourism-adding-value-to-traditional-naturebased-tourism/

For further information on NSW geotrails please refer to

www.resourcesandgeoscience.nsw.gov.au/miners-and-explorers/geoscience-information/geotrails/

Also see [Geotourism - Adding Value to Traditional Nature Based Tourism presentation](#).

Collaboration and Partnerships

Project partners could include:

- Local Government
- Tourism operators
- Organisations such as the CORRIDOOR Project and the Australian Opal Centre (AOC)
- Destination NSW
- NRMA
- Qantas/Hertz (Fly/Drive)
- Telstra (Coverage)
- Service Stations (Rewards)
- Mobile applications like Campermate. [The Fossickers Way Link](#) provides an indication of how we could begin to leverage various road trips that make up the *Wonder of Gondwana* experience.