

From: noreply@hubspot.com noreply=hubspot.com@preview.hubspotstarter.net
Subject: Preview - Sturt's Steps Update
Date: 19 September 2020 at 11:36 am
To: lori@lorickmanagement.com.au

N



Update #6 2020

"When you talk, you are only repeating what you already know. But if you listen, you may learn something new." Dalai Lama

There is an important event that we encourage all businesses, organisations and activities that service tourists to attend.

Wednesday 23rd September from 3pm will be the time to be at your computer and jump onto our forum. [You can register your attendance here](#) and subsequently will receive the link to be able to join effortlessly.

In this forum you will hear an update on the project and the elements you will expect to start seeing in region and what is happening behind the scenes. In addition this forum is especially designed for businesses, landholders, towns and organisations that want to have tourists as part of their business. We will go through some of the basic elements of marketing to the tourists and discuss some of the ways you can get your activities set up to cater for a growing opportunity as Sturts Steps comes to life and attracts more tourists to the area.

As always I invite you to contact us with any questions, ideas or issues you may have in relation to the development of the Sturt's Steps Tourism Infrastructure Project.

Looking forward to seeing you all on the 23rd September!

Lori Modde

Project Manager

Sturt's Steps Tourism Infrastructure Project on behalf of



Etiquette tools provide useful

In the last newsletter we shared with you some key messaging that would assist in communicating to our new 'outback' visitors some things they need to know. From feedback we have received these have proven to be quite useful. If anyone has any feedback about improving this and spreading the news wider, please get in contact with us as it helps the industry as a whole.

[Download Outback Etiquette Tools](#)



Tender finalised for Work

We are pleased to announce the successful tenderer for the planning and specification works required for all construction elements of the project. Congratulations to Barnson Pty Ltd and we look forward to working with them on the next important stage of design and implementation. One crucial part of their contract is seeing what we can do to stabilise the remains of the Milparinka Post Office.

[Current Tender Information](#)



Data showing increase in visitor numbers

In 2019 visitation July to October through the Milparinka Visitors Centre was 1,480.

In 2020 visitation July to the first week in September 2020 was 1,308 with 7 weeks left in comparable time frames. This August saw a 43% increase on 2019! With the Health Department in NSW now removing their recommendation of avoiding non-essential travel for residents of NSW, we hope to see this increase in the last weeks of the peak season.



Signage Approvals complete and next steps

We are so pleased to report that we now have finalised all the approvals for the locations of the 116 signs that will help visitors traverse this touring route. Thanks so much to Crown Lands and Transport NSW for all their work to date on helping us through this. The next process is to apply for 'touring route' status through the Tourism Attraction Signposting Assessment Committee with all artwork, approvals and map.



IN THE NEWS - Brian Campbell started work on the wire sculpture to be placed in Sturt National Park as part of Sturt's Steps and was featured in this week's Coonamble Times.

NEW WEBSITE

As we progress to some of the tangible items in the project, the need to get a consumer facing website ready was emerging. So we are pleased to announce than the new website for Corner Country is [now live at www.visitcornercountry.com.au](http://www.visitcornercountry.com.au). This incorporates all region information for visitor consumption and includes the Sturt's Steps touring experience. The project based content will still be available at www.sturtssteps.com.au.

FOR PROJECT INFORMATION follow us on

LINKEDIN www.linkedin.com/company/sturtssteps

FACEBOOK <https://www.facebook.com/groups/sturtssteps/>

WEBSITE www.sturtssteps.com.au

FOR CONSUMER BASED INFORMATION follow us on

FACEBOOK <https://www.facebook.com/cornercountry.au>

WEBSITE <https://visitcornercountry.com.au/>

INSTAGRAM <https://www.instagram.com/sturtssteps/>



[Home](#) | [Sturt's Steps Touring Route](#)

The Corner Country Official Touring Route, Sturt's Steps

The Sturt's Steps Touring Route approximates the route taken by Charles Sturt's when his Inland Expedition came into the Corner Country in 1845. It connects about 1100 kilometre of sealed and unsealed roads from Broken Hill to [Milparinka](#), [Tiobourra](#) and [Cameron Corner](#) to create a circular touring loop and adventure experience for all visitors.

Originally designed by the [Milparinka Heritage and Tourism Association](#) in 2008, the route has been recognised as the "official" touring route of the region, and attracted significant funding through Restart NSW to expand the journey to include the now-sealed Silver City Highway and to build or enhance visitor experiences along the route.

What can the visitor expect in the future? Along the route will be wayfinder directional and attraction signs. New interpretive shelters or totem information posts will be built at places such as Yanco Glen, Pine View Station, Sturts Depot, Hawker Gate Road, Fort Grey, [Milparinka](#), [Tiobourra](#), Byjerkerno and more, providing information about Sturt's expedition, but also the settlement of the region, the land, transportation through the years and more. Some will have digital enhancements. New maps will be produced to ensure that travellers are safely on the right road.



Visitor Economy Development, Po Box 222, Galston, New South Wales 2159, Australia

[Unsubscribe](#)

Please note that you have been included on this newsletter distribution for very good reason. The success of any project is dependent on ensuring that everyone is across what is happening so that as opportunities arise or potential problems are perceived

dependent on ensuring that everyone is across what is happening so that as opportunities arise or potential problems are perceived they are brought to the attention of those that can influence the outcome. Please remember to reach out to the project managers at any time during this project delivery. [Click here](#) to contact the Project Manager. However if you would like to unsubscribe you can do so on the link above and we will be sorry to see you go.

Send free email today