
From: Jenny Bennett
Sent: Friday, 15 November 2013 5:02 PM
To: GPSC3
Subject: RE: Highlighted transcript - Inquiry into tourism in local communities

Dear Emma

Re the advice on Burrawang West I have found the following:

Advice regarding marketing of Burrawang West

When searching for Burrawang West using Google, Burrawang West Station comes up first. This is followed by a drop down item saying Burrawang West Station For Sale. The next is an Burrawang West Station Accommodation option. It is suggested that when looking for an experience, those searching in the web would choose:

<https://www.google.com.au/#q=burrawang+west+station>

Choosing this option, the following come up in order:

1. <http://www.burrawangwest.com.au/> - a website about Dorpa Sheep. There does not appear to be a website (at least optimised to the front page) describing the accommodation and/or experience at Burrawang West.
2. Burrawang West For Sale website links to real estate sites and copy
3. A link to Forbes Shire Council website community pages on Utes in the Paddock
4. A series of luxury travel websites marketing the Australian experience eg <http://www.totalluxuryaustralia.com.au/212/>

When choosing <https://www.google.com.au/#q=burrawang+west+station+accommodation> the following is at the top of the list: *Now available only for private bookings, accommodation provides for up to 29 guests. Completely private and confidential use of **Burrawang West Station** ...*

Searching via facebook comes up with nothing.

Trip advisor has no listing but does have a conversation from 2006: http://www.tripadvisor.com.au/ShowTopic-g580475-i10298-k492259-Burrawang_West_Station-Ootha_New_South_Wales.html

Centroc understands that Central NSW Tourism have built and are continuing to build journey experiences through their trails where Utes in the Paddock have been included. See Art Trail 4 at

<http://www.centralnswtourism.com.au/SoMuchToDo/Art-Trail>

Industry have been welcome to make contributions though Burrawang West have made no financial contribution to date.

The new GM at Lachlan has a tourism marketing focus and Forbes Shire Council is growing in its capacity in this area so they could be good places to seek further advice.

Centroc staff could approach Burrawang West if the State Standing Committee thought this was appropriate though the Committee seeking advice directly from them may be more appropriate.

Re the advice on the Newell, I have put in requests for this information but have had no advice back to date.

The transcript is reflective of my commentary.