



Presents

Preliminary Strategic Economic Development Plan



Executive Summary

The Foundation investigated the scale and capacity of the Shire by undertaking a number of separate studies into the diversity of the communities in the Shire and the huge differences that exist across the massive geographical area.

It must be borne in mind that the following information emanated from five days of meeting, travelling and discussing many aspects of the operations with a great variety of local residents. Obviously this is not a conclusive report. To provide that sort of detail would require further investigation and information gathering which the writer would be happy to provide if requested.

The report is broken into two sections. The first is the overall plan for the future for the Shire. It delves quite deeply into the marketing and promotional area as the writer believes that some concentration on agreeing to a PR plan which could include a television and newspaper campaign, production of some promotional literature and generally letting the rest of the world know that Lachlan is open for business could be a real positive for the Shire. It also includes some observations and recommendations in the areas of health, business and retail, all of which need further work.

The second section is an expose of the major centres in the Shire.

There are incredible opportunities for the Lachlan and its communities if the main players are prepared to invest money into the areas that could give the Shire very positive benefits.

In some sort of priority order, expenditure should be as follows: -

In the Marketing and Promotion area

- ❖ Revamping of the Council's main website
- ❖ Make decision regarding the PR position which will then enable on going promotion to take place
- ❖ Ensure signage is updated on Council's land for sale
- ❖ Production of brochures – only the PDF brochure if funds are short
- ❖ Some assistance with the smaller centres requirements

The list is very comprehensive but the items above, present a start to the new promotion and marketing area.

The Shire comprises the major centre of Condobolin with two other distinct and quite separate communities of Lake Cargelligo and Tottenham being other smaller towns in the area. This is all set in a massive area of 1,496,540 hectares. This size presents some unique challenges because of their geographical location and diversity.

Droughts and floods always present a challenge for communities and have a significant impact on the whole area. Combined with this, the challenge of on line shopping while impacting on the retail sector also presents opportunities to adapt and grow.

The importance of developing a plan for the Lachlan Shire is vital to ensure that the region continues to be the heart and centre of the State in more ways that one and grows and prospers into the future.

This preliminary plan has been developed to examine firstly: -

1. The Lachlan Strategy

The Lachlan Strategy is a plan to revitalise the Lachlan Shire by developing plans to make every centre within the Shire a vibrant and exciting place to live, work and play.

2. The second section of the plan is to look at each centre in more detail and to provide some suggestions and strategies to assist them with a plan to become vibrant centres. The three areas are:

- The Condobolin district
- The Tottenham district
- The Lake Cargelligo district

Section 1 - The Lachlan Strategy

Marketing and promoting the Shire to attract new residents, investors and businesses will need to be undertaken. It is only by encouraging new residents and businesses to relocate that the Lachlan Shire can grow and prosper. This is in line with Council's Community Strategic Plan – Direction No 2 – Grow a Resilient Economy.

This will require a complete revamp of the Shire's marketing and promotional strategy. The following plan, developed after a week of consultation, will assist in setting the new direction for the Shire.

The following table by way of background shows the distribution of employment in the Lachlan Shire.

ABS Snapshot

Industry Clusters by Employment in the Lachlan Shire

Agriculture Forestry and Fishing	32.1%
Health	10.6%
Education and Training	9.5%
Retail	8.5%
Manufacturing	5.8%
Accommodation & Food Services	5.0%
Construction	3.5%
Transport Postal and Warehousing	3.1%
Wholesale Trade	2.9%
Mining	2.7%

Source: Census figures 2011

Marketing and Promotion

Digital platforms

www.lachlan.nsw.gov.au is the main Council information portal.

It is apparent that not much has been done to revamp this site for a number of years. With the amount of information a Council is required to provide these days, it is probably best that this site is left in place as

Council's principal information site, however it does need to be redesigned to be more user friendly.

A look at some of the websites of surrounding Councils reveals that they have undertaken significant updates. Some good-looking sites are Dubbo, Orange and Bathurst.

There appears to be no separate website for Tourism. Most Council's have sites connected to Destination NSW. Some consideration should be given to investing in a Tourism site or combining an Economic Development and Tourism site. The link between these two areas is so strong; it is probably good to combine them into one site while still allowing the two areas to have a distinct profile.

The process for a new site has already begun. The Foundation for Regional Development has developed CountryNSW.com.au. As Lachlan is a member of the Foundation, direct access to the page can be provided. All that would then be required is registering an appropriate URL such as Lachlan.com.au and it would take the user directly to that page. The Foundation can work with the Shire to enhance the site as a tool for Tourism and Economic Development. Most Council's have multiple specialist sites rather than one site. As the community moves more and more into the digital age, multiple digital platforms are a necessity if Lachlan in its various forms is to communicate its messages.

Facebook and Twitter are both necessary and Council needs to develop a Facebook page and Twitter probably for each community.

Public Relations

Any overall Economic Development strategy needs to incorporate a Public Relations campaign. It is well recognised that Public Relations is estimated to be valued at four times the money spent on paid advertising and its costs are minimal compared to the alternative of paying to communicate a message.

The Public Relations campaign should not only cover core functions of Council and advice on what is happening in and around decisions made by Council but also about events in the various towns and villages across the Shire. It should be a resource for all to use.

With diverse and widespread media across three different locations, it will require the development of contacts in all the Media. After a period of time the newsrooms will begin to contact the Council's PR person seeking comment and looking for stories. With the 24-hour news cycle, the appetite for stories is growing, as are the platforms they are delivered on.

A brochure on the Lachlan Shire should be developed on Economic Development in Condobolin and Lake Cargelligo in particular. The Brochure should be produced in two forms - a hard copy version in semi-gloss by the local Newspaper or Progress Print to send to enquirers and to use for promotional purposes. It may be desirable to use a media outlet, as they may be able to reduce the cost by allowing local businesses to advertise in the magazine. It should also be produced in a PDF online format to enable the brochure to be sent electronically to enquirers.

Lachlan Shire has a number of options in terms of Public Relations staffing:

- Either allocate the Public Relations role to an established staff member such as Amy Strudwick, (she has a degree in Communications) whom may be able to undertake the task by working flexibly and be able to spend up to a day a week working from home.
- The new Manager for Grain Corp Nick Littlewood (0428-434546) who has just moved to Condobolin, indicated his wife Fiona ran the Communications area for Civil Aviation Authority and could be looking for some part time work.

Media

Each of the following newsrooms generates their own local news and is therefore an opportunity to promote the Lachlan Shire in its many aspects

ABC Central West - Orange

ABC Riverina – Wagga Wagga - Lake Cargelligo

ABC Western Plains (Dubbo) - Tottenham

Prime 7 Orange covers Condobolin and Tottenham

Prime 7 Wagga covers Lake Cargelligo

WIN TV Orange covers Condobolin and Tottenham

WIN TV Wagga covers Lake Cargelligo

Newspapers

There are 3 newspapers in the Shire 2 based in Condobolin but covering the whole area, plus the Lake news based in Lake Cargelligo. However inset rural magazines also provide regional coverage. The Western Magazine based in Dubbo and Southern Weekly based in Wagga need to be provided with all the information that is supplied to the other newspapers.

Marketing and promoting the Shire

Television

TV is still the best medium to capture a large and wide audience and below is some preliminary costing for a campaign.

A three-month advertising campaign on Prime or WIN TV should be able to target the Central West in the case of Condobolin and the Riverina in the case of Lake Cargelligo.

Budgeting for such a Campaign would be in the vicinity of \$2,000 per month per market plus the cost of production. It would be expensive to do a live shoot of an advertisement, however a static ad campaign with some good still camera shots would be approx. \$500 per market. All price estimates are plus GST.

Total proposed Budget

\$13,500 plus GST

CountryNSW Expo

It would appropriate for the Lachlan Shire to be part of the event in Sydney to be held on the 31st July and 1st and 2nd August 2015 at Sydney

Olympic Park. There is an opportunity through the Expo to promote the 3 areas of Condobolin Lake Cargelligo and Tottenham \$ 7,500. Plus GST

Real Estate

The value in the Shire's real estate when compared to other centres particularly to the east and south is extraordinary as can be seen by the table below

Residential pricing comparisons

Parkes	Forbes	West Wyalong	Griffith	Condobolin	Lake Cargelligo
\$75-87,000	\$70-80,000	\$95,000	\$149,000	\$30,250	\$12,500-20,000
Assumes standard block size of 800sqm				1,030sqm	1,909sqm

Nyngan	Cobar	Warren	Narromine	Condobolin	Lake Cargelligo
\$18,000	\$45,000	\$35,000	>\$45,000	\$30,250	\$12,500-20,000

Industrial Land

Parkes	Forbes	West Wyalong	Griffith	Condobolin	Lake Cargelligo
\$75,000	\$25,000	\$63-87,000	\$200,000	\$19,512	\$21,834
Assumes a minimum size of 2,500sqm				3,252sqm	1,782sqm

Council's Residential and Industrial land

Council should be congratulated for developing its own land for residential and industrial sale as it provides flexibility and an ability to meet the market to attract investment and relocations.

Now is the time to put in place a strategy to attract interest in buying the land. Consideration needs to be given to ensure any contracts of sale

have a clause in place to stop investors buying land and sitting on it to await increases in value by capital gain.

It is imperative that a marketing and promotion campaign is developed to draw interest to the land to potential investors who live beyond the Lachlan Shire. As can be seen in the Real Estate section, a comparison of the value of the land compared to neighbouring towns shows the Shire does have a significant pricing advantage.

It is important that a strategy is followed to attract interest and to ensure all leads are followed. If the Shire is to encourage agents to sell the land, the Agents must see Council support and assistance as complementary rather than competitive.

With Council holding a bank of residential and industrial land in Condobolin and Lake Cargelligo, promotion to date has been confused. Often the land does not have signage or if it does it refers people to Council with a previous Economic Development Officer as the contact point.

To date Real Estate agents have had to refer enquiries to Council; something which is not ideal. If the agents have an interest and are to receive a commission for sale they are going to be far more attentive in promoting the listings. Although this has now been corrected, some assessment should be undertaken on agent performance during the agency period. Future consideration should be given to moving to an exclusive agency arrangement. The advantage of an exclusive listing is experience will show the level of interest and effort by that agency arrangement will increase as they are more likely to market and promote the listings.

All enquiries directly to Council should be referred to the listing agents. This should reduce expectations that by going to Council it will be cheaper as no agency commission will be paid.

In addition Council needs to allocate a significant budget amount for marketing and promotion of residential and industrial land. To date the land has no signs on it or they have referred people to Council something not ideal when the land is at Lake Cargelligo and the contact person is in Condobolin.

On checking with other Councils who have their own Industrial land, the arrangements vary. Parkes Shire markets their own land but have little to offer and apparently have support bundles on offer to attract interest and relocations. On the other hand, Nambucca Shire called for expressions of interest to market the land on an exclusive basis for 3 months, they chose one agent at a commission rate of 2% and the agency agreed to market and promote the land. As part of the agreement although either can handle an enquiry during the three months exclusive agency agreement and commission is paid on all land sales to the agent, it is very much a partnership. Inverell Shire Council has its own industrial land for sale and is sold either by Council or local real estate agents. It is interesting to note that of all the land sold in the past few years, Council has sold 80% of the land.

Rental shortages

There is a severe shortage of rental property available particularly in Condobolin and it is difficult to find investors prepared to build homes for long-term rentals. It would be appropriate for Council to consider building a home with a view to on selling once completed with a good long-term tenant in the house and repeating the exercise once the first house is sold.

Ray White agent Tracie Robertson indicated she could find a “Spec” Builder to construct a property for rental. This should help overcome the rental shortage.

Health

With Australia’s population ageing, the challenge is to provide better health services for the residents of Lachlan Shire. In the centres where there is an MPS, ensuring a diverse range of medical services are available, is a top priority.

Many of the services are provided on an as-needed basis. Allied health providers are brought in as required. It is imperative that Council monitors the availability of services at the various MPS’. Council should monitor and ensure where possible that Physiotherapy, Speech and Occupational Therapists and Podiatrists are visiting each community at

least weekly to provide services. Where possible the establishment of private services based in one of the three principal areas would be an advantage. Often partners of Shire residents may not be working due to job availability or being “stay at home mums”. With support and assistance they may re-enter the workforce and be able to work at the MPS’ and also undertake private work.

Each of the three areas appears to be well serviced by Doctors but it needs to be monitored on a regular basis. It would be appropriate if senior staff and Councillors met with the Manager and the Area Manager to discuss concerns and challenges they are facing. Nothing will frighten potential investors and relocators away faster than a reduction in the standard of health services provided in a community. There is assistance provided by the Federal Government to relocate Allied Health and Doctors to rural areas. The Rural Doctors Assistance Scheme is now providing up to \$30,000 to encourage doctors to move to smaller communities.

Although Condobolin has a dentist, holiday relief should be organised to allow for professional relief or otherwise burnout is a real concern. Some consideration should be given to establish an ongoing working group to monitor and liaise with the Health Service if it doesn’t already exist.

Section 2a – The Condobolin area

1. Agriculture is the biggest employer and economic driver and every effort must be made to enhance and build this business cluster.

- a) Recruiting a veterinary surgeon is essential with so much livestock in the area and commodity prices are so much stronger. With a strong Cattle market up by approx. 50% on 12 months ago, good prices for fat lambs and a substantially improved wool market, the opportunity to re-establish a practice in Condobolin would seem to be a priority. With the improvement in commodity prices combined with a small animal domestic practice that a town like Condobolin would provide, it would seem that now is a good time to be proactive in recruiting a vet.

A local vet will once again reduce the leakage of dollars from the town, the more often someone has to travel for services, the more likely they are to spend dollars in that town.

The EDO in conjunction with the Local Land Services (32 Bathurst Street, Condobolin Phone: 6895 2152) should attempt to ascertain how a vet could be recruited. LLS should also have figures on the stock numbers in the Lachlan Shire and may even be able to indicate numbers in the three areas of the Shire. These figures could be advantageous in recruiting a vet.

Discussions could also be held with practices in Parkes, Forbes and West Wyalong. I would think one of the practices servicing those towns could be interested in a branch office particularly if Council indicates that they are serious about recruiting.

The Australian Veterinary Association may be able to assist and they appear to also have a Magazine where ads can be placed.

- b) Meetings with key farming groups such as NSW Farmers and major employers will help identify business opportunities they would like to see in Condobolin. It is then a matter of developing a target list of potential businesses and approaching them to ascertain interest in opening a branch in Condobolin.
- c) Cotton is the emerging opportunity - with new varieties more marginal country is growing cotton.

As more and more cotton is grown, opportunities for having a cotton gin based in Condobolin are becoming more of a reality. Companies such as Naomi Cotton or Auscott could be interested in opening a gin in a new market. They are based in Wee Waa.

- d) GrainCorp is rationalizing and updating a number of their facilities. The writer would encourage Council's EDO to contact the Southern Regional Manager, Sarah Roche Tel: 69268450 to ascertain their plans for Condobolin and other centres in the Shire to gauge whether there is any opportunity for further investment by GrainCorp.

2. Retail: This business cluster always presents a challenge and unfortunately retailers don't always move with the times in terms of trends and new directions. Too often retailers judge the success of their day on how many people walk in the door. The modern retailer uses his premises as a base and draws business to his retail shop by using websites, telemarketing, Facebook etc.

Retail training may also help educate businesses in Condobolin teaching new techniques to build their customer bases by utilizing new opportunities that exist with online marketing, web sites etc.

The Department of Regional Development and Small Business may be able to assist. Organisations such as the NSW Business Chamber and the Retail Traders Association could also provide advice and support on training. There are many examples of successful businesses that don't just rely on the local retail trade to exist. Birds Nest in Cooma employs over 100 people in a town of 8,500 is one example. Investigating the organising of the State Governments' Small Business Bus to visit would also bring benefits.

If Condobolin is to regain some retail vitality, all efforts must be made to ensure the former Target (Fosseys) premises is filled. A Sydney Solicitor, Ian Kalef phone, owns the building: 96613450 and I understand the General Manager has had a discussion with him about the future. The Local IGA outlet owned by the Chamen family has been tempted to branch out into clothing.

An opportunity may exist if you could persuade Discount Dave's to open in Condobolin. This business has multiple outlets in the Central West and is owned by David Bernardi from Forbes, phone: 68501000. It would be worth a phone call to see if he is interested in opening in Condobolin.

3. Manufacturing

Plymouth Brethren Community

Unusually for a country town, Condobolin has a strong manufacturing base. This is mainly associated with the Plymouth Brethren community. Some years ago they developed a Lachlan

Strategic Plan basically drawn from those businesses, some based in Condobolin and others in Lake Cargelligo. Businesses include:

WJ Dietrich and Co	Optimum Handling
Allshelter	Solutions
Maspro	Duratank
Regal Electro	Glacier Filtration
Aztec products	Stockpro
Advance accessories	Amco
CS Steel	Allegro Concepts
Terreppe Products	Alrick Manufacturing
Progress Printing	
Glacier Filtration	
Allpumps	

It is difficult to accurately gauge the number of people employed in their businesses but it appears approximately 100 are employed around Condobolin and the vast majority are not members of the Brethren faith. In Lake Cargelligo an estimate would be around 60 people.

In discussion with various members of the community in both Condobolin and Lake Cargelligo, the Brethren needs are minimal and are associated with residential land and beautification of the towns. In Condobolin premier or quality land is available around Officer's Parade however, the Brethren don't want to live in a cluster and prefer to live in the community. However they build big houses and prefer larger blocks. It is difficult for Council to continue to develop land if the land bank they already hold is not sold or at least substantially sold.

Investigation could also take place to ascertain if some land around the Golf Course could be developed for the premium end of the market. Council should be encouraged to meet with the Brethren regularly and encourage them to develop their own land as was suggested when the General Manager and I met Peter Wiggins from Felton Industries. This really is the only way Council can facilitate quality land availability when it holds residential land of its own. Another alternative is if Council has some small parcels of land it could maybe sell to satisfy this unusual demand.

The other matter raised was the beautification of the towns by planting exotic trees. This could also be discussed at a meeting with the leaders of the community. Green armies, the Brethren and Service Clubs could participate in such a project and plant the trees. Funding the trees would fall to Council although the service clubs may also have access to funds.

Discussion should also take place with the community to ascertain if there is any opportunity to attract other Brethren businesses or expand existing ones by appropriate support.

Section 2b – The Tottenham area

TOTTENHAM - COMMUNITY OF THE YEAR– 2012 WINNER

Under 15,000 Population Category in the Prime Regional Achievement and Community Awards in 2012.

The above award says it all!

A community with amazing civic pride and a “can do” attitude and who do care and help those members of the community who experience tragedy.

Beautification and enhancement of the park and major roads into Tottenham is important if there is a desire to encourage people to stop. Attractive parks with ample shade and easy parking for all sorts of vehicles will give visitors a reason to stop. It would be worthwhile as a project for the Tottenham committee to undertake some tree planting projects around the village and in conjunction with Council to develop some strategies to beautify the area.

With no local Real Estate agent it is difficult to have a point of contact to promote the value and the opportunities in the Tottenham market. After discussion with the Tottenham committee it became apparent that there was an opportunity with a local qualified agent to take on the role.

By working with Averill Berryman to help develop her business as Tottenham’s local Real Estate agent this need could be at hand. Ms Berryman needs to develop her own signage to place on Blocks of Land for

Sale and Houses for Sale and have a display window of Real Estate in Umang St with contact details. All these measures should have a positive impact on Tottenham.

Improving the entrance and exit signage to Tottenham maybe with a catch cry of a slogan such as “great place to visit, better place to live” could help attract people to stop.

Most smaller country villages have trouble attracting residents and particularly skilled and semi-skilled people. One way of attracting some people with skills would be for Council to employ a local with appropriate skills to undertake Council’s work in the village rather than Council sending tradespeople from Condobolin - a 260klm round trip which loses 3 hours a day in travel.

Also ensure their presence in the town is promoted and supported by the Newsletter and a Post Office and RMB mailer. It is also suggested that the promotion includes surrounding villages of Tullamore, Trundle and Fifield and any other surrounding villages in Bogan, Warren or Narromine Shires. Establish an area on all websites for Jobs and Business opportunities or work wanted full time and part time, day labour etc.

There is a Newsletter provided by the School. If there is an email version, perhaps its circulation can be expanded to include everyone in Tottenham who has an email address. The Tottenham Welfare Council could provide some financial support to ensure the newsletter is enhanced and expanded.

Some consideration could be given to rethinking the name of Tottenham Welfare Council to one, which doesn’t make the town look like a welfare recipient. Tottenham Committee or the like may be better.

Develop a Tottenham Brochure, mainly an E version that could be used by the hospital, the school, real estate agents and the Tottenham community to attract residents. The brochure should include answers to questions such as: -

1. Why Tottenham is such a great place?
2. How good is the Real Estate value?
3. Info on the School and what it offers

4. Reasons to live in Tottenham
5. Community – all the wonderful aspects
6. Events

Develop a database of past residents of Tottenham, children of current residents, Pitt St farmers who own property in the area but don't live there.

Also target building a database of residents in surrounding villages. This database could be used for many reasons but particularly could be used to promote events such as the Tottenham Expo, Picnic Races etc.

Think about developing an Events Calendar on the TottenhamNSW.com.au website. This could include P&C meetings, CWA meetings, events, motor cross, gymkhanas, Netball, Tennis and footy dates. This makes the Calendar look busier.

There are opportunities for grant funding to the enhancement of the community. Look beyond Council to Foundation for Rural and Regional Renewal, RAS Foundation, contact Kevin Humphries and Mark Coulton's offices to be included on their newsletter and media release list.

Tourism

Build events using Database to promote Picnic Races, which attract 1,000 people. Establish in the database information relating to regular home hosting service for events. Try and encourage the establishment of a B&B. Also consider hosting a Ball after Picnic Races

Invite a high profile Guest from the Media such as a local like Richard Perno from 2DU in Dubbo. Other potential media to approach are ABC Western Plains, Dugald Saunders or Andrew Dunkley or Rural Reporter Sally Bryant. More examples of media to tap into are 2CR, 2PK, 2WEB, Parkes Champion Post, Lachlander and Argus from Condo and Imparja TV. Offer the Media tickets to give away to help build the promotion.

Other activities, which could be promoted, are the Gymkhana and the monthly Motor Cross.

Try something different. Some unusual but popular functions are:

- Beaut Blokes Weekend such for 40+ singles
- Change of Sex Deb Ball - 10 local Guys dress up in Drag and wives and girl friends go as partners and are presented to a celebrity such as Mark Coultan
- The great Tottenham fly in - the newly sealed Airstrip should be used and promoted – build a database of Aero Clubs and build an event around the weekend.

Section 2c – The Lake Cargelligo area

This is the jewel in the crown of the Lachlan Shire with its natural lake rather than a dam and the town on the waters edge this is a unique asset for a town. In just over half a day I spent at Lake Cargelligo it made me realise how different the community was from Condobolin. As someone said to me, “where else can you go for a ski, walk to the bar and have a beer and a meal and walk to bed without leaving the lake’s edge. It is not just the distance - the sphere of influence is more south and into the Riverina and not to the west hence different media and news cycles.

Once again Agriculture is the main Industry probably closely followed by Tourism. The Lakes’ challenge is the distance from major centres and this once again requires a concerted campaign to draw attention to the wonderful attractions around the Lake.

Agriculture

The expansion and improvement in prices will see this sector inject economic activity into the Lake Cargelligo and the Lachlan Shire more generally. With cattle prices up by 40% on 12 months ago, fat lambs are pulling a strong price of around \$150 and wool prices up by 50%, things look very promising for the future.

Expanding any sector including Agriculture is often about supporting businesses by providing related industries to the sector; in other words, cluster improvement.

It is suggested that the EDO has a meeting with the large farmers in the district, agricultural suppliers and the locally based NSW Farmers Branch will identify what services and product are purchased outside Lake Cargelligo. Once those services have been identified, it then becomes a

process of developing a target list of businesses to approach to ascertain who might be interested in expanding or relocating to Lake Cargelligo.

Tourism and Events

Volunteers staff the Visitor Information centre in Lake Cargelligo and it is important they have regular contact from the Tourist Officer not just by phone but also regular visits at least monthly. This should provide opportunities for training of volunteers and also ensure they are up to date with promotions and other opportunities the Shire may be undertaking. It is difficult for the Tourist officer to visit when the person works 3 days a week due to restraints caused by child minding access. Due to these work restrictions there may be some opportunity to support tourism locally.

Some consideration could be given to Lower Lachlan Community Services picking up responsibility for Tourism and Economic Development in Lake Cargelligo. They receive a grant of \$50,000 from Lachlan Shire Council and they accept that funding needs to be pegged to outcomes. As they performed the Tourism function from 2005-08, it could be worthwhile having a discussion with them to ascertain if these functions could be performed locally.

Lake Cargelligo events calendar

January	Australia Day Breakfast & Celebrations
March	Tullibigeal Picnic Races
April - September	Netball, Rugby league and Aussie Rules games
June	Blue Waters Exhibition (Arts & Crafts)
August	Show Dinner
September	Lake Cargelligo Show
	Oliver Townsend Memorial Concert (bi-annual)
October	Tullibigeal Gymkhana
	West Milby Rodeo & Gymkhana

Lake Cargelligo Fisherama

November Melbourne Cup Luncheon

December Christmas Carnival

The published events calendar for the lake is at best thin and new events must be created to build activities that draw people from the larger region to the lake. A tourism and destination plan needs to be developed for Lake Cargelligo and time did not permit more than a short visit to gain an insight.

Council, in partnership with the Visitor Information Centre and the Tourism industry needs to develop some new events. Councils' Tourist officer should develop some strategies and opportunities to enhance and grow events. Development of a Sponsorship template for events across the Shire would aid in building events and festivals by providing additional resources for promotions and advertising.

Cr Paul Phillips mentioned in discussions that Lake Cargelligo used to host the BP 500 Motor Boat race. A check of Google does not show such an event existing anywhere today therefore it does highlight the opportunity of targeting an event to bring to the town or creating a similar event. Similarly, building or creating a significant Sailing Regatta will bring fresh dollars to the town and increase economic activity and build profile for Lake Cargelligo.

It is important when festivals and events are on the calendar that efforts are made to encourage retailers and Coffee shops are open to service an influx of visitors. It might not be possible for all to open, however a roster might be possible for weekends to ensure tourists are serviced.

The Council owned Caravan Park has new lessees who are young and enthusiastic and looking to find ways to improve occupancy at the facility. After discussions with one of the lessees, consideration might be given to moving the colourbond fence from around the Manager's house to provide views of the Lake for campers. This will also provide more non-powered Campsites and should increase occupancy. Councillor Hall can more adequately brief the staff on this proposal.

Residential and Industrial Land

As indicated in the Real Estate comparison table, the extraordinary value in Lake Cargelligo Real Estate should be a natural draw to the community for relocators and Investors. Now that the land is listed locally with Lake Cargelligo agents and with the community having some new agents, interest should increase, however the EDO needs to ensure that agent signage does appear on both sub-divisions.

Double-sided signage is needed on the Hillston Road adjacent to the Industrial land directing people to the land. The sign should mention blocks from \$21,834. Similarly for the residential land a double-sided sign on the Hillston Rd adjacent to the blocks should mention residential land from \$12,500.

As was stated earlier in the Plan, it is essential to build awareness of the value in the land by promoting the blocks beyond the Lake Cargelligo area and not just by relying on passing traffic, hence the suggestion to promote through a TV campaign initially in the Riverina regional TV area. Drawing interest from a wider and more diverse market place should encourage relocations of Industry and residents.

The residential and industrial land should also be promoted on Council's website and Facebook page and also on Lake Cargelligo's website and at events such as the CountryNSW Expo.

The Plymouth Brethren Community

Following discussions with Derek Mansley at Alrick the writer realized what an important part of the economy their businesses are to Lake Cargelligo. They employ approximately 60 people from not only the Brethren but also the wider community; their greatest challenge is the attraction of highly skilled staff.

The community's needs are not many apart from access to high quality residential land - something that is not a great concern at Lake Cargelligo compared to Condobolin. I would encourage senior staff and the EDO to meet with them at least every 6 months to discuss concerns and opportunities.

To assist in attracting staff to Lake Cargelligo the production of a brochure would be of assistance more in digital form and probably a short run supply of hard copy brochures. This would enable the brochure to be updated with new information to ensure it is kept current.

The brochure should cover:

- General information about the town
- Schools
- Medical and Health services
- Recreation information
- Clubs and Societies
- Retail information
- About water availability
- Real Estate general information with contact details of agents
- Council and Library
- Retirement living options
- Colourful and active photos