

TOURISM REPORT 2023

Quarterly Report
January- April 2023

COBAR SHIRE COUNCIL
PREPARED BY: DEMI SMITH
TOURISM MANAGER



OVERVIEW

This report provides an updated status report relating to Tourism and Events, Cobar Shire Council have carried out recently. This provides Council with a quarterly update of the Tourism teams progress from January – April 2023.

TOURISM

The Great Cobar Museum & Visitors Information Centre re-opened in December 2021 and has been operating at full capacity since opening. The Centre seen one of its best years yet for visitation in 2022 and has started off 2023 with the same flow.

Tourism Statistics

MONTH	MUSEUM	VIC	TOTAL VISITORS	TOTAL SALES
January 2023	405	639	1044	\$6861.35
February 2023	259	418	677	\$3970.50
March 2023	504	1331	1835	\$8011.20
April 2023	932	1527	2459	\$13,427.50
Total	2100	3915	6015	\$32,270.55

Museum Admissions

MONTH	ADULT	CONCESSION	FAMILY	TOTAL
January 2023	\$1100.00	\$635.00	\$800.00	\$2535.00
February 2023	\$540.00	\$610.00	\$360.00	\$1510.00
March 2023	\$840.00	\$1630.00	\$240.00	\$2710.00
April 2023	\$1760.00	\$2415.00	\$1260.00	\$5435.00
Total	\$4240.00	\$5290.00	\$2660.00	\$12,190.00

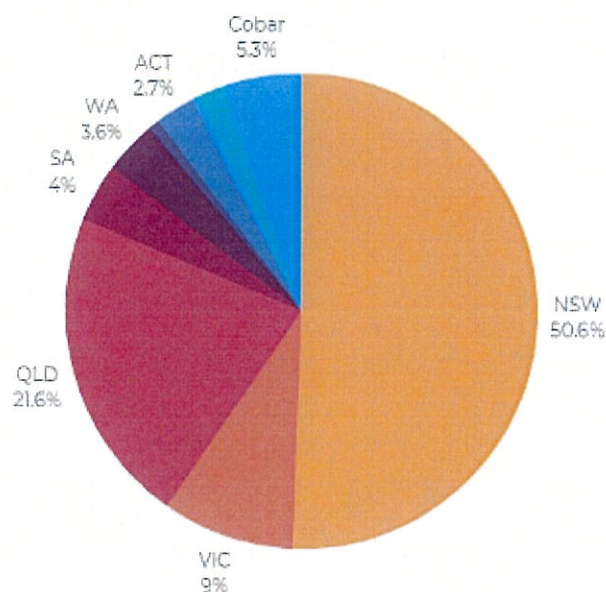
Shop Sales

MONTH	Sales
January 2023	\$4326.35
February 2023	\$2460.50
March 2023	\$4720.20
April 2023	\$7992.50
Total	\$19,499.55

Postcode Statistics

Post code breakdown January 2023 -April 2023

STATES	TOTAL
NSW	3189
VIC	569
QLD	1363
SA	253
WA	229
TAS	48
NT	25
ACT	170
INTERNATIONAL	127
COBAR	333



Tourism Committee

The Tourism Committee continues to meet on a monthly basis to discuss, organise and develop tourism initiatives for Cobar. The committee is a collective of community groups and organisations, tourism operators, councilors, businesses, tourism staff and community members who are passionate about Tourism, Events and Community Projects.

Marketing Strategy

Urban Enterprise was engaged by the Far North West Joint organisation as a consultant to prepare a Tourism Marketing Strategy for Councils Cobar, Bourke & Walgett. The strategy was approved by the Far North West Joint organisation and Gidgee Media was awarded the tender in March 2023 to develop the Historical Hotels tour.

Kidman Way Promotional Committee

Cobar Shire Council continues to be a member of the Kidman way promotional committee. The committee consist of the five shires located within the Kidman way who regularly meet to develop initiatives for marketing the Kidman Way tour route and promoting the destinations.

The Kidman Way Committee has engaged Rachel Anderson from assembled to manage the Kidman Way social media accounts and media marketing from January – April 2023.

The Kidman Way Committee have recently accepted Andrew Hull's proposal to develop a narrative for the Kidman Way traveling route that is aligned with the Sir Sydney Kidman "The Kidman Story". This is aligned with the Kidman Way Marketing Strategy. The committee have applied for a heritage grant that will assist with this project to be developed.

Tradeshows

The Kidman Way Committee have attended two shows this year. These include the Melbourne Super Show at Flemington from the 27th February to 3rd March 2023 and Sydney Super Show at Rosehill from the 18th-23rd April 2023. Staff representatives from each council attended these shows for the marketing purpose of promoting the Kidman Way tour route and promotional advertisement for own local shire areas.

Melbourne Super Show

Date: 27th February – 3rd March 2023

GATE/ Visitor Statistics

DAY	TOTAL
Wednesday	5,966
Thursday	5,337
Friday	6,896
Saturday	14,123
Sunday	15,623
Total	47,945

Sydney Super Show

Date: 18th April – 23rd April 2023

GATE/ Visitor Statistics

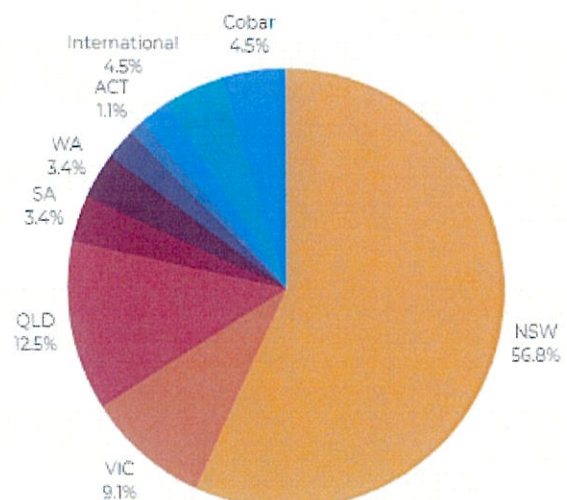
DAY	TOTAL
Tuesday	5,554
Wednesday	6,193
Thursday	5,132
Friday	7,378
Saturday	12,448
Sunday	11,057
Total	47,757

Admission	Number	Percentage
Adult	31,638	66.3%
Concession	11,226	23.5%
Child	4,893	10.2%
Total	47,757	100%

Sound Chapel

Private booking and postcode statistics

MONTH	Private bookings
January 2023	14
February 2023	11
March 2023	17
April 2023	42
Total	84



FESTIVALS & EVENTS

Council Tourism Staff continue to work closely and collaborate with numerous community groups, organisations, businesses and schools with events, festivals and marketing. Cobar Shire Council have hosted the following events from January – April 2023. These events include: Australia Day, WOW (Week of Women) & Seniors Week

Australia Day 2023

Australia Day celebrations were held on Thursday 26th January 2023 at the Cobar Memorial Swimming Pool. Council received \$20,000 in grant funding to assist with the event and hosted a Wet 'n Wild family fun day. The grant funding supported 8 Businesses & 7 Community/ Sporting groups who collaborated with Cobar Shire Council to host and assist with events held on the day.

Events held during the day included Triathlon, Business House swimming relays, the Great Duck race and It's a Knockout. Afternoon activities included a free BBQ lunch, free snow cones & slide, water obstacles and live music.

The awards and naturalisation ceremony were officiated by Mayor Peter Abbott and our Australia Day Ambassador Bronte Hendricks. 68 Nominations were received for this years Awards and 8 lucky Winners were awarded and 7 new citizens were naturalized on Australia Day.

Week of Women (WOW)

Cobar Shire Council were successful with the International Women's Day grant. The grant allowed Cobar Shire Council to host "WOW" (Week of Women). WOW consisted of arrange of activities and events held across the week from 6th-11th March 2023 to help empower and encourage women.

Events included WOW podcast launch by Sig Peters, Mediation sessions hosted by Jenn from Meralda Station, free gym session hosted by JKM Dynamic fitness, International Women's Day morning tea, snood workshop and WOW night a networking dinner and function for local women to attend. All events were a sellout and very well attended.

Seniors Week 2023

Cobar Shire Council hosted Seniors Week from 27th -31st March 2023. Cobar Shire Council were unsuccessful with Grant funding this year for the Seniors Week Festival but continued to develop a program of activities to support the event being held. A full week of activities included Pot Painting workshop, ramble down memory lane, Seniors Gala Dinner, Museum tours & morning tea, BINGO & boardgames. This year's attendance from seniors was down and some event were cancelled due to lack of numbers. The Seniors Gala dinner was the most supported event held during the week with 90 seniors attending. This event included a two-course meal and live entertainment.

Report Submitted by Demi Smith Tourism Manager