

EXPLORE
*St George
Region*
Destination Management Plan
2031

BOLLON DIRRANBANDI HEBEL MUNGINDI NINDIGULLY ST GEORGE THALLON
QUEENSLAND'S SOUTHERN OUTBACK



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ACKNOWLEDGEMENT OF COUNTRY

We acknowledge the traditional custodians on the land on which we live, work and play. We pay our respects to their Elders past, present and future.

BALONNE

*name derived from the local
aboriginal language meaning
'pelican', 'water', or 'running stream'.*

OASIS (noun)

a fertile spot where water is found.

**Home to 4,320 people
in 7 towns on 7 rivers**



Purpose

The St George Region Destination Management Plan (DMP) is a road map to guide us into the future as a connected, experience-rich Outback destination where visitors stay longer, explore more, and experience authentic country life, driving sustainable growth across all the towns and communities of Balonne Shire.

Tourism in the St George Region

What It Means. Why It Matters

The term 'visitor economy' referenced throughout this Plan recognises visitors travelling not only for leisure, but also for events, business, work, education or visiting friends and relatives. It reflects the many ways people experience the St George Region, whether stopping in or settling in, and includes the industries that welcome them, from accommodation, tours and attractions through to local shops, service providers, growers and producers who bring the region to life.

Sustainable, transformational and regenerative tourism in the St George Region is about creating real, grounded experiences, shaped by rivers, land and community, that go beyond the expected. This Plan embraces a quadruple bottom line approach, balancing economic, cultural, social and environmental outcomes to ensure tourism grows in a way that is both responsible and lasting, enriching visitors while strengthening the communities and landscapes that define this part of Outback Queensland.

DMP at a glance

VISION

An Outback Oasis where rivers run through the heart of every town, beneath endless skies and across wide open spaces, where stories come to life, visitors stay longer, explore more and experience Outback Queensland like nowhere else.



GOALS

GROW A YEAR-ROUND VISITOR ECONOMY

Drive consistent demand through compelling experiences and events to create sustainable businesses and organisations.

BUILD A DISTINCTIVE DESTINATION

Position the region as Australia's Outback Oasis—7 Towns, 7 Rivers through iconic experiences and attractions.

DRIVE LONGER STAYS & DEEPER EXPLORATION

Inspire visitors to stay longer, spend more and experience all towns.

DELIVER SUSTAINABLE COMMUNITY BENEFIT

Support local communities, culture and environment through responsible tourism, creating a lasting legacy.

STRATEGIC PRIORITIES

- 1 | EXPERIENCES**
Develop iconic experiences based on our key destination strengths of rivers, agritourism, pubs, arts and culture, into compelling reasons to visit.
- 2 | NATURE**
Leverage natural assets, waterways, dark skies and First Nations knowledge, delivering authentic, low-impact, nature-based experiences.
- 3 | EVENTS**
Grow a year-round calendar of events to drive visitation, activation and community pride.
- 4 | CONNECTIONS**
Connect towns, experiences and industry through strong partnerships, itineraries and shared delivery.
- 5 | BRAND**
Position the region as the Outback Oasis - 7 Towns, 7 Rivers, with a clear and compelling story.

OUR UNDERLYING PHILOSOPHY

We welcome visitors with genuine hospitality and work collaboratively across our towns and neighbouring regions. Guided by a quadruple bottom line, we balance economic, cultural, social and environmental outcomes, growing tourism in a way that enriches visitors while strengthening the communities and landscapes we call home.

Welcome to St George Region

Set across seven towns on seven rivers, the St George Region is an unexpected Outback oasis where rivers contrast vast landscapes and community come together to shape a truly authentic experience.

Spanning more than 31,000 square kilometres along the Queensland/New South Wales border, the region connects the communities of St George, Bollon, Dirranbandi, Hebel, Mungindi, Nindigully and Thallon. Each town offers its own character, shaped by waterways, rich history, productive landscapes and a relaxed, welcoming way of life.

Renowned for inland fishing, birdlife and vast open spaces, the region is also one of Australia's most productive agricultural areas, with cotton, grain, grazing and horticulture underpinning both its economy and visitor experiences. From iconic silo art to legendary pubs, and a vibrant calendar of events, the region invites visitors to slow down, explore deeper and enjoy an honest Outback Queensland experience.

Strategically located at the intersection of five major highways and touring routes, the region is a natural stop and increasingly, a place to stay and explore.

Travelling to the St George Region

BY CAR

The region is primarily accessed by road, within 4-6 hours' drive south-west of Toowoomba and Brisbane. Key routes include the Balonne, Moonie, Carnarvon, Castlereagh and Barwon Highways, with strong connections to major touring routes including, the Adventure Way (Brisbane to Adelaide) and Great Inland Way (Sydney to Cairns).

BY COACH

Regular coach services by Murrays Coaches connecting St George Region to major regional hubs, including Toowoomba, Brisbane, Cunnamulla, and Lightning Ridge.

BY AIR

Rex Airlines (Regional Express) is the primary air service provider for St George Region, offering flights connecting to Brisbane and Toowoomba, scheduled twice per week.



Strategic Context

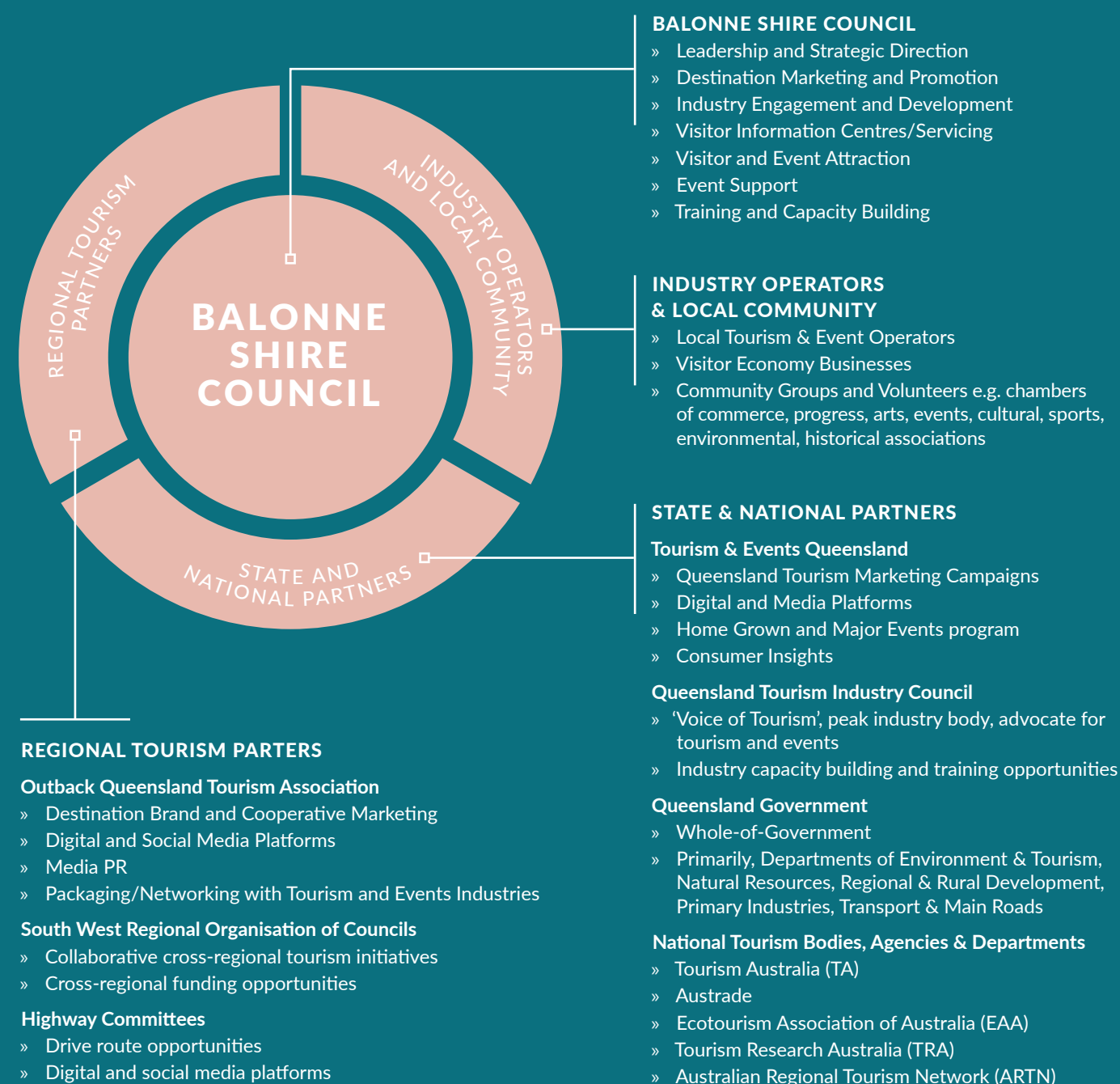
Framework Alignment

The St George Region Destination Management Plan is developed within the strategic framework of national, state, regional and local visitor strategies.



Collaboration

Creating a whole-of-region culture of collaboration across the Balonne Shire, bringing together the tourism and events industry, community, strategic partners and all levels of government will be critical to achieving long-term outcomes for the St George Region. This collaborative approach will maximise the quadruple bottom-line benefits of tourism, delivering positive economic, social, cultural and environmental outcomes.



TRENDS INFLUENCING

Visitor Demand

FROM SIGHTSEEING TO 'MEET THE LOCALS'

Travellers are moving beyond passive sightseeing, seeking personalised, hands-on experiences that connect them with people, place and story. Authentic, participatory travel through culture, food or behind-the-scenes access is now a key driver of destination choice.

Opportunity for St George Region

With its strong community, agricultural base and First Nations culture, the region is well positioned to deliver immersive 'meet the maker' experiences, local storytelling and hands-on farm and lifestyle encounters.

Source: Booking.com; Off-the-Map Travel

TRAVEL THAT GIVES BACK (NOT JUST TAKES)

Purpose-driven travel is on the rise, with visitors increasingly choosing destinations that support local communities, protect the environment and offer meaningful experiences. Many are willing to pay more for this.

Opportunity for St George Region

The region can position itself as a leader in regenerative tourism, where visitors contribute to local communities and culture, engage with nature and experience the Outback in a responsible, low-impact way.

Source: Virtuoso Global Traveller Report; Booking.com

CARAVAN & CAMPING: VALUE MEETS FREEDOM

Caravan and camping travel continues to grow across all demographics, driven by affordability, flexibility and family appeal. Many travellers are choosing regional destinations offering space, nature and value.

Opportunity for St George Region

The region is ideally suited to this market, with opportunities to expand camping infrastructure, riverside stays and itineraries that cater to touring families and grey nomads alike.

Source: Caravan Industry Association of Australia; Drive Market Trends

OUTDOOR ADVENTURES: RECREATIONAL FISHING & CYCLING

Outdoor recreation, particularly fishing and cycling, remains a major drawcard, with strong participation nationwide -15% of Australians cycle regularly and 1 in 5 adults go recreational fishing.

Opportunity for St George Region

As Queensland's inland fishing capital, the region can further leverage this strength alongside cycling trails, wildlife and nature-based experiences to attract active travellers and families.

Source: DAFF; Bike Tourism Queensland Report

THE GREAT AUSSIE ROAD TRIP REVIVAL

Drive tourism continues to surge, with travellers opting for shorter, more frequent trips and multi-stop journeys. Value, flexibility and accessibility are key decision drivers.

Opportunity for St George Region

Strategically located on major touring routes, the region can convert drive-through traffic into overnight stays by building upon and expanding suite of self-drive itineraries targeting new markets, e.g. bird watching.

Source: Tourism & Transport Forum; Drive Market Trends 2025-2026

AGRITOURISM: WHERE THE LAND TELLS THE STORY

Agritourism is one of Australia's fastest growing sectors, with visitors spending more, staying longer and engaging in more activities, particularly in regional areas.

Opportunity for St George Region

With strong cotton, grain and grazing industries, farm tours, station stays, local produce and native food experiences could create high-value, multi-layered visitor experiences.

Source: Tourism Research Australia, 2025

WELLNESS, WATER & WIDE-OPEN SPACES

Travel is increasingly linked to wellbeing, with visitors seeking nature, relaxation and opportunities to disconnect from busy lives.

Opportunity for St George Region

The region's river systems, bore baths, open landscapes and relaxed pace position it as a true Outback wellness destination, ideal for rest, reconnection and slow travel.

Source: Caravanning Queensland; Booking.com

TOWNSIZING: SMALL TOWNS, OUR ADVANTAGE

'Townsizing,' an emerging travel trend with visitors choosing "off the radar" smaller, lesser-known towns over crowded cities in search of opportunities to immerse themselves in local culture, supporting communities and small businesses, rather than chain hotels and tourist-heavy venues.

Opportunity for St George Region

The region is well positioned to capitalise on this trend through its "Outback Oasis - 7 Towns, 7 Rivers" with distinctive country towns offering stroll-friendly main streets, riverside experiences and a slower pace of life.

Source: Forbes July 2025, ABC12- Michigan

Visitor Economy Snapshot

EMPLOYMENT³
6.3%
1 IN 15

Tourism: Powering 1 in 15 Local Jobs

Tourism plays an important role in Balonne Shire's economy as part of the broader visitor economy, supporting local jobs, businesses and community vitality. According to Economy iD, the visitor economy contributes 6.7% of total employment (3.9% direct and 2.4% indirect), equating to approximately one in every 15 jobs. Beyond employment, visitor spending flows across accommodation, food services, retail, transport and experiences, helping sustain local enterprises, diversify the economic base and support essential services. Importantly, tourism also contributes to community pride, activates local events and encourages investment in infrastructure and amenities that benefit both visitors and residents, reinforcing its value as a key pillar of Balonne Shire's future.



157,630
TOTAL VISITORS P.A.¹



29M
TOTAL VISITOR
EXPENDITURE P.A.²



1,379
ACCOMMODATION
CAPACITY⁷

Purpose of Trip⁵

31%
PASSING
THROUGH

15%
HOLIDAY

11%
EXPLORING /
NEVER BEEN

7%
VISITING
FRIENDS &
RELATIVES

5%
COTTON



Grey Nomads

55+

PRIMARY TRAVEL PARTY⁵

Followed by Adventure-Seeking Families 30-49,
SINKS/DINKS 30-44



Queensland

29%

PRIMARY MARKET⁵

Followed by Regional NSW, VIC



3 Nights

AVERAGE
LENGTH OF STAY⁴



June–August

PEAK
VISITOR SEASON⁶

¹ Estimated, based on 10% captured by VIC

² Economy iD Balonne Shire 2023-24

³ Economy iD Balonne Shire 2020-21

⁴ ALOS 3 nights for Qld Country, 4 nights for Outback QLD, TEQ Regional Snapshots

⁵ 2024 St George Region Visitor Survey

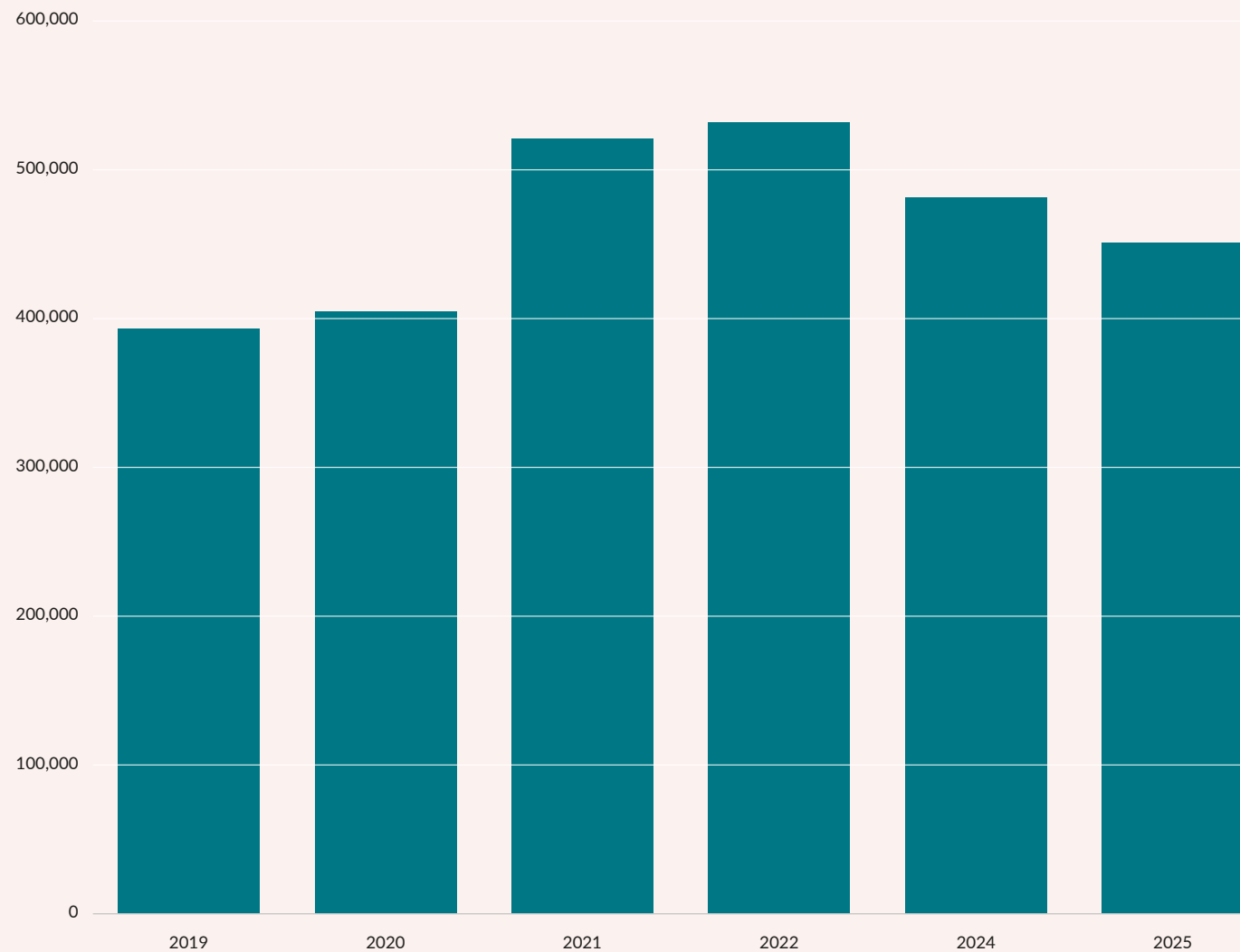
⁶ DMP online survey & industry consultation 2026

⁷ St George Region Conference & Events: A Planner's Guide

Visitor Spend

6-year trend analysis – 2019-2025 of annual visitor spend reveals estimated visitor spend peaked in 2021–2022, softened in 2024–2025 amid cost-of-living pressures, but remains well above 2019 levels.

Annual Visitor Spend 2019 – 2025



Source: Localis (Quarterly Estimated Total Visitor Spend, Balonne Shire)

Accommodation Snapshot

St George Region offers an estimated 1,379 accommodation rooms and sites, with a strong reliance on caravan and camping capacity. While this supports drive markets and grey nomads, limited hotel/motel stock can constrain growth during peak periods and major events.

Source: St George Region Conference & Events: A Planner's Guide

COMMERCIAL ACCOMMODATION	
Type	Capacity
Motels / Hotels	597 rooms
Backpacker / Budget	75 beds
Caravan Park Cabins	141 cabins
Caravan Parks: powered	386 sites
Caravan Parks: unpowered	168 sites
Onsite Vans	12 vans

Events Snapshot

Anchored by strong agricultural, equine and community-led events, the St George Region events calendar drives visitation with peak activity concentrated between April and September.

January

Australia Day Awards Ceremony

March

Grazing at the Watering Hole,
Thallon (Biennial)

Long Table in the Vines,
St George (TBC)

April

Dirranbandi Show & Campdraft
Easter in the Vines, St George

May

St George Show
Hebel Hotel Speed Shears

June

Yellowbelly Country Music
Festival, St George
Mungindi Border Battle

July

Mungindi Races
Bollon Polocrosse Carnival
Bollon Heritage Day (TBC)

August

Mungindi Show
St George 399 (Off-Road Racing)
Thallon Truck Pull (Biennial)

September

St George Campdraft
Nindigully Campdraft
Bollon Campdraft & Rodeo
St George Cup Races
Storyfest – South West

October

Battle on the Balonne (Triathlon),
St George
Nindigully Pig Races &
Country Music Festival

Throughout the Year

Dirranbandi & Hebel Campdrafts
(multiple dates)

Please note, this calendar highlights major events, does not include business events and is not an exhaustive list of all events across the region.

Event Venue Capacity

The St George Region offers significant capacity for large-scale outdoor events, festivals and agricultural events, with the flexibility to accommodate substantial crowds.

It also has a well-distributed network of small to mid-scale indoor venues (typically 100–300 capacity), supported by extensive outdoor event infrastructure.

Limited indoor capacity for events over 400 attendees reinforces reliance on outdoor venues and highlights the need for larger, all-weather facilities.

This would improve event viability during extreme heat and rainfall, while enabling more confident programming across low and shoulder seasons, supporting overall sustainability and year-round activation.

1,500 – 1,800

INDOOR EVENT CAPACITY

Large venues (300–400 capacity):
1,200 total combined

Mid-scale venues (100–120 capacity):
500 total combined

Small meeting spaces (under 20):
80 total combined

5,500+

OUTDOOR EVENT CAPACITY

Showgrounds, parks, racecourse

Strengths, Gaps & Opportunities



Strengths	Challenges & Gaps	Opportunities
Strategic drive location. Positioned on major touring routes (Adventure Way, Great Inland Way), capturing a high volume of drive-through visitors. '7 Towns. 7 Rivers.' natural advantage. Every town is located on a river, providing a strong foundation for fishing, birdwatching and nature-based experiences. Compact Outback region. Towns are located within close proximity (generally within an hour's drive), enabling easy exploration and multi-stop itineraries. Authentic Outback character. Iconic assets including historic Nindigully & Hebel Pubs, Thallon silo art and vast open landscapes deliver a distinct and memorable visitor experience. Dark skies and wide-open spaces. Increasingly valuable in a market seeking nature, remoteness and escape from urban environments. Strong agricultural backbone. One of Australia's most productive regions (cotton, beef, horticulture), with significant agritourism potential. Established community-led events and venues. Strong grassroots event culture across multiple towns. Welcoming, safe and connected communities. Strong sense of community, country hospitality and a safe, relaxed environment for visitors. Rare and abundant wildlife. Home to unique species including the endangered Northern Hairy-nosed Wombat, alongside rich birdlife and river ecosystems.	High proportion of pass-through visitation. A significant share of visitors do not stop or stay, limiting economic yield. Limited accommodation and workforce capacity. Constrains ability to grow visitation, host events and service demand. Infrastructure, access and connectivity gaps. Including transport options, digital connectivity and supporting visitor infrastructure. Limited hero experiences and bookable product. Insufficient depth of experiences to drive overnight stays and increased spend. Event delivery and infrastructure gap. Strong community events, but limited scale, coordination and infrastructure to grow hallmark events. Limited indoor, all-weather event capacity. No large venue to support events beyond ~400 attendees or enable year-round programming. Seasonality of visitation. Limited activation in summer and shoulder seasons. First Nations tourism underdeveloped. Strong cultural assets exist but are not yet fully realised as visitor experiences. Industry capability and investment constraints. Limited resources, coordination and confidence to invest in new product.	Convert drive-through visitors to overnight stays. Develop compelling stop-and-stay experiences, events and itineraries to increase yield. Leverage growth in key drive markets. Significant population growth across Toowoomba and Greater Brisbane presents a growing visitor base within a day's drive. Develop hero experiences and signature events. Build on existing assets (rivers, agriculture, landscapes) to create must-do experiences and hallmark events. Expand nature-based and lifestyle tourism. Growth sectors include caravanning, fishing, cycling, walking, wellness and agritourism. Position as a dark sky and nature escape. Capitalise on increasing demand for remote, uncrowded destinations with natural beauty. Encourage investment in distinctive, experience-led accommodation. Including boutique, nature-based and farm stays, reflecting the region's unique landscape and agricultural identity across all sectors from camping to corporate and luxury markets. Invest in all-weather event infrastructure. Develop larger indoor facilities to support event growth, reduce weather risk and enable year-round activation. Grow business events and small conferences. Leverage unique Outback setting for corporate retreats and off-site experiences. Strengthen First Nations tourism experiences. Develop authentic, cultural experiences linked to river systems and landscapes. Package and collaborate across towns and operators. Create multi-town and experience themed itineraries and event-linked packages to increase length of stay. Activate shoulder and low seasons. Develop experiences and events suited to warmer months and non-peak periods.

Target Markets

& MARKET POTENTIAL

TARGET AUDIENCE	GEOGRAPHIC SOURCE	KEY EXPERIENCES	STRATEGIC ROLE
Short Break Market (Experience Seekers)			
SINKs/DINKs (30–44) Adventure Families (30–49)	Brisbane & SEQld. Toowoomba & Darling Downs. Northern Outback NSW.	Boutique and nature-based stays. Food, wine and Outback pubs. Dark sky experiences. River-based relaxation and light adventure.	Drives high-yield visitation, repeat travel, & supports new experience.
Touring Market			
Grey Nomads (55+) Adventure Families (30–49)	Queensland, NSW, VIC.	Caravan touring and road trips. Inland fishing and river experiences. Wildlife encounters. Icon attractions and events.	Converts high-volume pass-through traffic into overnight stays, regional dispersal & increased spend.
Events Market			
Event attendees. Niche interest groups.	Queensland and interstate.	Festivals and community events. Campdrafts and music events. Agritourism and Outback experiences.	Drives visitation, potentially in shoulder/low season. Develops new markets.
Business Events Market			
Corporate, government Small groups	Brisbane, Toowoomba, regional Queensland/NSW	Conferences and retreats. Team building experiences. Cultural and agritourism activities.	Delivers high yield, midweek demand and off-peak activation.

Our Defining Difference

The St George Region offers an authentic Outback river oasis experience, where seven towns, each set on a river, are connected by vast landscapes, dark night skies, rich agricultural production and genuine country hospitality.

Unlike more commercialised destinations, the region delivers space, stillness and connection to nature, to people and to place. Its compact footprint allows visitors to experience multiple towns, rivers and landscapes within a short drive, creating a diverse yet accessible Outback journey.

With growing demand for uncrowded, nature-based and experience-led travel, the St George Region is uniquely positioned to offer something increasingly rare—an unspoilt, Australian Outback experience within a day’s drive of major population centres.

Into the Future

VISION

An Outback Oasis where rivers run through the heart of every town, beneath endless skies and across wide open spaces, where stories come to life, visitors stay longer, explore more and experience Outback Queensland like nowhere else.

GOALS



GROW A YEAR-ROUND VISITOR ECONOMY

Drive consistent demand through compelling experiences and events to create sustainable businesses and organisations.



BUILD A DISTINCTIVE DESTINATION

Position the region as Australia's Outback Oasis—7 Towns, 7 Rivers through iconic experiences and attractions.



DRIVE LONGER STAYS & DEEPER EXPLORATION

Inspire visitors to stay longer, spend more and experience all towns.



DELIVER SUSTAINABLE COMMUNITY BENEFIT

Support local communities, culture and environment through responsible tourism, creating a lasting legacy.

STRATEGIC PRIORITIES

1 | EXPERIENCES

2 | NATURE

3 | EVENTS

4 | CONNECTIONS

5 | BRAND

From Vision to Action

IMPLEMENTATION ROADMAP

Experiences

The St George Region's competitive advantage lies in its ability to deliver authentic, place-based Outback experiences that are deeply connected to its rivers, working landscapes and communities.

Consultation and travel trends confirmed strongest opportunities in river and water-based experiences, agritourism, events and creative activation, supported by the region's unique geographic advantage, seven towns, each connected to a river system.

Hero Experiences focuses on elevating these opportunities into immersive and memorable experiences that drive length of stay, visitor spend and regional dispersal, while strengthening local identity and community pride.

What success looks like in 2031

The St George Region is recognised as Australia's 'Outback Oasis', a rare inland destination defined by water, life and connection

- » A connected suite of Hero Experiences enables multi-day, multi-stop itineraries
- » Visitors stay longer and spend more, no longer just passing through
- » Agritourism and farm-based experiences are commercially viable
- » Towns are activated with evening experiences, increasing vibrancy and visitor spend
- » Pubs, people and storytelling are established Outback icons
- » Rivers are central to both visitor experience and community life, supporting recreation, events and wellbeing



RIVERS & INLAND WATERWAYS

'Outback Oasis' – 7 Towns, 7 Rivers

The defining and most distinctive asset of the St George Region is its network of rivers, with every town located on a waterway. This positions the region as a unique inland oasis, offering water-based experiences rarely associated with Outback Queensland.

Initiatives

- 1.1 Develop the '7 Towns, 7 Rivers' Signature Experience
- 1.2 Create Signature Water Experiences
- 1.3 Enhance Riverfront Infrastructure & Connectivity



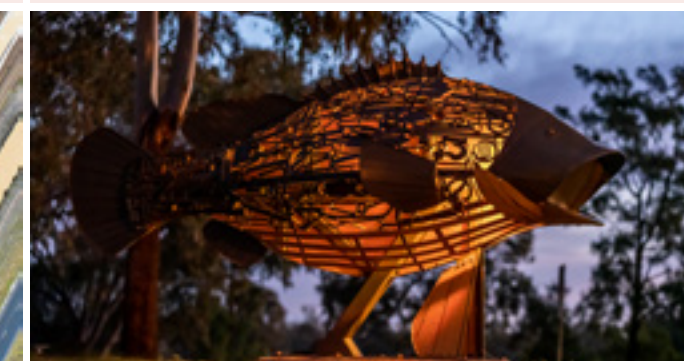
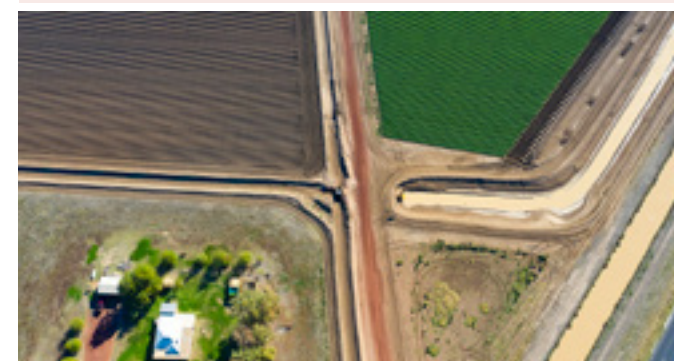
OUTBACK PUBS & CHARACTERS

'Outback Stories & Legendary Locals'

The region's pubs, people and personalities deliver a genuine, unscripted Outback experience, forming a core part of its appeal. Iconic locations such as Nindigully and Hebel provide the foundation for memorable, story-rich encounters.

Initiatives

- 1.7 Expand the 'Outback Pubs Trail'
- 1.8 Strengthen Hero Locations. Inspire others to create distinctive experiences
- 1.9 Leverage Film & Media Opportunities



AGRITOURISM

'Experience Life on the Land'

One of Australia's most productive agricultural regions, the St George Region offers visitors a rare opportunity to engage with working farms, food production and rural life. Agritourism is a priority growth sector, supporting diversification and strengthening regional identity.

Initiatives

- 1.4 Develop Iconic Agritourism Attractions
- 1.5 Develop new and enhance existing Signature Agritourism Experiences
- 1.6 Create a 'Food, Fibre & Farm' Trail

ARTS & CULTURE

'Creative Outback' - Arts, Creative & Place Activation

Arts and culture play a key role in animating towns, telling stories and extending the visitor experience into the evening, creating vibrancy and increasing dwell time.

Initiatives

- 1.10 Innovative Art Installations Activating Evenings & Shoulder Seasons
- 1.11 Expand First Nations Cultural Experiences
- 1.12 Enhance Public Art & Sculpture Trails

Nature

The St George Region's natural environment—its rivers, open landscapes, dark skies and wildlife—provides a strong foundation for a distinctive nature-based tourism offering.

Consultation highlighted nature and water-based tourism, birdwatching, cultural experiences and outdoor recreation as key opportunities, alongside growing demand for sustainable, experience-led travel.

Aligned with Queensland's Destination 2045, ecotourism will focus on low-impact, high-value experiences that protect natural assets, celebrate connection to Country and create meaningful visitor experiences that showcase and celebrate the rich cultures of the Kamilaroi/ Gamilaraay, Gunggari, Mandandanji, Kooma/ Guwamu, Bigambul and Euahlayi peoples.

What success looks like in 2031

- » The St George Region is recognised as an Outback Oasis for nature-based experiences, where water, wildlife and wide-open landscapes define the visitor experience
- » A growing suite of bookable nature-based and cultural experiences supports longer stays and year-round visitation
- » The region becomes known for dark skies, birdwatching and unique wildlife encounters
- » First Nations cultural experiences are supported and growing through respectful partnerships
- » Visitors engage with nature in low-impact, sustainable ways, increasing appreciation and stewardship of the environment

DARK SKIES & OPEN LANDSCAPES

'Under Endless Skies'

Night Sky & Nature Experiences

Minimal light pollution and vast horizons create exceptional opportunities for stargazing, night-time experiences and deep connection to place.

Initiatives

- 2.1 Further develop Night Sky Experiences
- 2.2 Integrate Dark Sky into Existing Experiences
- 2.3 Explore Dark Sky Accreditation Opportunities

Stargazing is the number one trend on Booking.com for 2025 with 62% of travellers saying they plan to travel for stargazing. Popular activities include 'star-bathing' (72 %), star guides (59 %), once-in-a-lifetime cosmic events (59 %) and constellation tracking (57%)

FIRST NATIONS CULTURE & CONNECTION TO COUNTRY

'Our Stories' – Cultural & Storytelling Experiences

The St George Region is home to rich and continuing First Nations cultures, offering opportunities for authentic, on-Country experiences that deepen visitor understanding and connection.

Initiatives

- 2.4 Encourage First Nations-Led Experiences
- 2.5 Integrate Culture Across Experiences
- 2.6 Elevate Cultural Storytelling & Interpretation

WILDLIFE & NATURE EXPERIENCES

'Nature. Raw & Real' – Wildlife & Outdoor Experiences

The region is home to rare and abundant wildlife, including the endangered Northern Hairy-nosed Wombat, and diverse birdlife across river systems and wetlands.

Initiatives

- 2.7 Develop Signature Wildlife Experiences
- 2.8 Showcasing the critically endangered wombat globally

From 2014 to 2023, nature-based activities among Australians has seen an overall growth of 47% in demand. Some activities grew by almost 85%, and around 50% more people are enjoying Australia's stunning great outdoors' Tourism Research Australia.



BIRDWATCHING & SEASONAL NATURE TOURISM

'Follow the Seasons' – Birdlife, Wetlands & Wildflowers

Birdwatching and nature-based tourism present strong opportunities to drive shoulder and low-season visitation, particularly during wet seasons and wildflower periods.

Initiatives

- 2.9 Position as a Birdwatching Destination
- 2.10 Seasonal Experience Development



WATER, RIVER & WELLNESS

'Outback Oasis' – Nature-Based Water Experiences

Building on the region's defining rivers, ecotourism will support low-impact, nature-based water experiences that complement the Hero Experience pillar.

Initiatives

- 2.11 Promote Nature-Based River Experiences
- 2.12 Encourage Wellness & Slow Tourism Development

Events

'REASONS TO VISIT ALL-YEAR ROUND' EVENTS, FESTIVALS & ACTIVATIONS

Events are a key driver of visitation, community pride and economic activity across the St George Region. Consultation identified events and activation as a priority opportunity, with strong potential to grow existing events and develop new experiences that reflect the region's character.

The region's strength lies in its grassroots, character-filled events, complemented by opportunities to develop river-based experiences, food and agritourism events, and small-scale business events.

What success looks like in 2031

- » A vibrant, year-round calendar of events drives consistent visitation across seasons
- » Signature events position the region as an Outback Oasis destination
- » Events encourage visitors to stay longer and explore multiple towns
- » Grassroots events are supported, sustainable and growing
- » The region attracts small-scale business and niche events aligned to its strengths
- » Events deliver strong community participation, pride and economic benefit
- » Strategic alignment of events reduces clashes and maximises regional impact



SIGNATURE & RIVER-LED EVENTS

'Outback Oasis in Action'

Building on the region's rivers and natural assets to create distinctive, place-based events.

Initiatives

- 3.1 Encourage River-Led Events Experiences
- 3.2 Develop a Signature Destination Event



COMMUNITY EVENTS & ACTIVATION

'Built by Community, Shared with Visitors'

Supporting and growing grassroots events that reflect the region's identity and strengthen community pride.

Initiatives

- 3.5 Support & Grow Existing Events with destination potential
- 3.6 Activate Towns & Evenings



AGRITOURISM, FOOD & PUB EVENTS

'From Paddock to Plate to Pub'

Leveraging the region's agricultural strength and Outback hospitality to create authentic, social and memorable events.

Initiatives

- 3.3 Integrate Events with Agritourism & Touring
- 3.4 Deliver Signature Pub-Based Experiences

BUSINESS & NICHE EVENTS

'Meet, Gather, Experience'

Developing opportunities to attract small-scale business events and niche markets aligned to the region's strengths.

Initiatives

- 3.7 Grow Business Events Market
- 3.8 Investigate All-Weather Event Infrastructure

STRATEGIC EVENT DEVELOPMENT & OPPORTUNITIES

Initiatives

- 3.9 Continue to coordinate a Regional Events Calendar
- 3.10 Leverage Major Event Opportunities, including the Brisbane 2032 Olympic and Paralympic Games.

Connections

'EXPLORE MORE. STAY LONGER' CONNECTING PLACES, PEOPLE & EXPERIENCES

Connections are critical to unlocking the full potential of the St George Region, connecting towns, experiences, industry and infrastructure to enable visitors to travel further, stay longer and experience more.

Consultation identified key challenges in infrastructure, access, workforce and industry capability, alongside strong opportunities to develop touring routes, trails and multi-day journeys.

This priority focuses on strengthening both physical connections (roads, trails, access) and industry connections (partnerships, skills and collaboration) to support sustainable growth.

What success looks like in 2031

- » Well-defined touring routes and itineraries connect all towns and experiences
- » Visitors stay longer and explore multiple locations
- » Improved access, infrastructure and connectivity
- » A more skilled, confident and collaborative tourism industry
- » Strong partnerships across local government, industry and regional organisations
- » Operators are investment-ready, sustainable and experience-focused
- » Workforce pathways support local employment and skills development

TOURING, TRAILS & MULTI-DAY JOURNEYS

'Explore More. Stay Longer'

Connecting experiences across the region to create compelling journeys.

Initiatives

- 4.1 Further Develop Signature Touring Routes & Trails
- 4.2 Enhance Walking & Cycling, Rail & River Connectivity
- 4.3 Wayfinding & Visitor Information

ACCESS & INFRASTRUCTURE CONNECTIVITY

'Getting Here and Getting Around'

Advocating for and supporting improvements that enable tourism growth.

Initiatives

- 4.4 Strategic Infrastructure & Essential Services Advocacy
- 4.5 Low-Impact Visitor Infrastructure & Interpretation
- 4.6 Support Sustainable Infrastructure Development

PARTNERSHIPS & COLLABORATION

'Strong Industry, Strong Destination'

Building a capable, confident and connected tourism industry.

Initiatives

- 4.7 Upskill Operators through Training and Regional Partnerships
- 4.8 Support Workforce Development
- 4.9 Partner to Address Workforce & Industry Challenges
- 4.10 Support Operators to be Investment & Grant Ready

SUSTAINABLE TOURISM & ACCREDITATION

Initiatives

- 4.11 Encourage Ecotourism Accreditation
- 4.12 Explore Destination-Level Accreditation

Brand

'OUTBACK OASIS. 7 TOWNS. 7 RIVERS' A STORY ONLY THIS PLACE CAN TELL

Consultation identified destination awareness and branding as a key priority and critical to ongoing brand awareness, attracting new markets and converting visitation.

The St George Region has a unique and ownable position, an **Outback Oasis**, where rivers, landscapes and community create a distinctive and unexpected Outback experience.

Core Brand Idea – Outback Oasis.

A rare place where water, life and community flow through Southern Outback Queensland.

- » **Ownable** – Few destinations can claim a river-connected Outback identity
- » **Differentiated** – Moves beyond 'red dirt Outback' to something unexpected
- » **Emotional** – Conveys discovery, connection, wellbeing and relief
- » **Flexible** – Applies across tourism, lifestyle, investment and community

What success looks like in 2031

- » The St George Region is recognised as Australia's Outback Oasis – 7 Towns, 7 Rivers
- » A clear and consistent brand is used across all marketing, events and experiences
- » Strong visual and storytelling content brings the region's people, nature and stories to life
- » Visitors clearly understand what makes the region different—and why to stay longer
- » The region contributes to positioning Outback Queensland as Australia's Outback, particularly in the lead-up to the Brisbane 2032 Olympic and Paralympic Games
- » Increased awareness translates into visitation, dispersal and yield growth

Initiatives

- 5.1 Define & Embed the Brand
- 5.2 Leverage Brand Heroes
- 5.3 Develop Content & Storytelling
- 5.4 Strategic Marketing and Media Partnerships
- 5.5 Digital & Visitor Conversion

Strategic role of brand

The brand strategy will:

- » Provide a clear and compelling reason to choose the St George Region
- » Bring together experiences, events and itineraries under one story
- » Strengthen destination awareness and market positioning in partnership with local industry, regional, state and national alliances
- » Drive longer stays, deeper exploration and increased yield



Why St George Region vs Balonne Shire

The name **St George Region** has been adopted as the consumer-facing identity for tourism, while **Balonne Shire** remains the formal local government name.

While Balonne Shire is well understood locally, it is largely unknown to visitors and not easily identified on a map, rather, it provides a simple and recognisable name for visitors. This distinction reflects a practical reality.

Importantly, the St George Region brand is not intended to diminish the identity of the Shire's towns, supported by the strength and individuality of each community, with creative developed in the brand suite for individual town adoption for Bollon, Dirranbandi, Hebel, Mungindi, Nindigully, Thallon and St George.

This approach aligns with tourism best practice, where a **lead destination name** is used to:

- » Improve discoverability and navigation for visitors
- » Strengthen marketing effectiveness in competitive markets
- » Create a clear and cohesive regional story



Action Plan

This Action Plan will only be realised through genuine partnership and a shared commitment to the St George Region. It brings together Balonne Shire Council, industry, community groups and not-for-profit organisations, business chambers, artists, producers, service providers, and regional, state, national and international agencies, each playing an important role in shaping the region's future.

While key stakeholders have been identified, delivery extends beyond any single organisation. It will take collective effort, local leadership and the passion of people who care deeply about this place to turn ideas into meaningful outcomes.

Strategic Priorities

1	2	3	4	5
Experiences	Nature	Events	Connections	Brand
Rivers & Inland Waterways	Dark Skies & Open Landscapes	Signature & River-Led Events	Touring, Trails & Multi-Day Journeys	Embed the Brand
Agritourism	First Nations Culture & Connection to Country	Agritourism, Food & Pub Events	Access & Infrastructure Connectivity	Leverage Brand Heros
Outback Pubs & Characters	Wildlife & Nature	Community Events	Partnerships & Collaboration	Content & Storytelling
Arts & Culture	Birdwatching & Seasonal Nature Tourism	Business & Niche Events	Sustainable Tourism & Accreditation	Strategic Marketing & Media Partnerships
	Water, River & Wellness	Strategic Event Development & Opportunities		Digital & Visitor Conversion

Abbreviations

AQ	Arts Queensland	OQTA	Outback Queensland Tourism Association
BDC	Bollon and District Community Group	QTIC	Queensland Tourism Industry Corporation
BSC	Balonne Shire Council	RADF	Regional Development Arts Fund
COC	St George & District Chamber of Commerce	SQ	Screen Queensland
DAF	Qld Department of Agriculture & Fisheries	SWIC	South West Indigenous Corporation
DSI	DarkSky International	SWROC	South West Regional Organisation of Councils
DPA	Dirranbandi Progress Association	TEQ	Tourism & Events Queensland
EA	Ecotourism Australia	TMR	Queensland Transport Main Roads
NSC	Nindigully Sports Community Inc	TPA	Thallon Progress Association

PRIORITY 1 Experiences

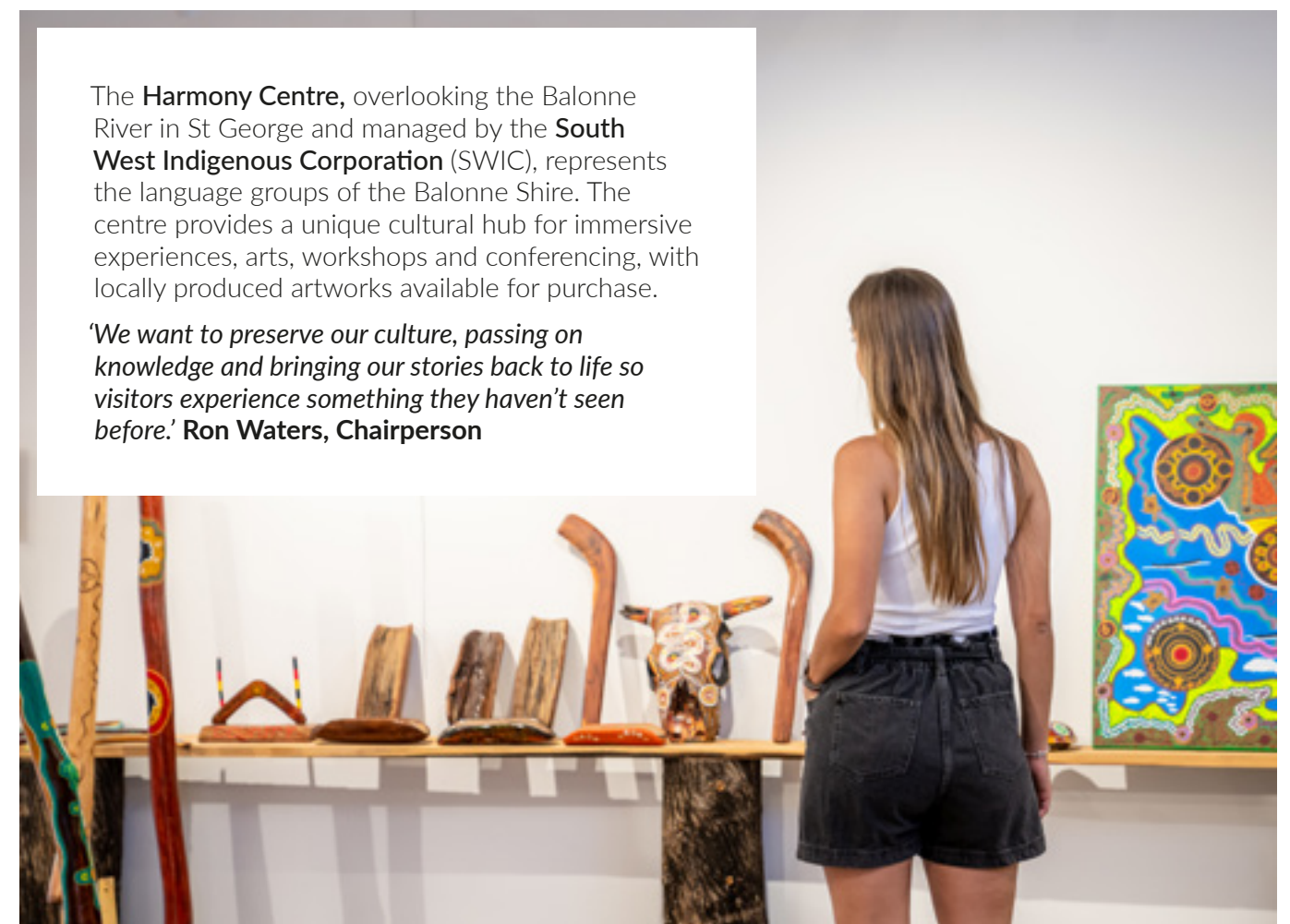
ACTION	KEY PARTNERS	2026-28	2028-30	2030-31
RIVERS & INLAND WATERWAYS 'Outback Oasis' 7 Towns, 7 Rivers				
1.1 Develop the '7 Towns, 7 Rivers' Signature Experience » Ongoing development of a unifying touring route and narrative connecting all towns based on river experiences to deliver the 7 Towns, 7 Rivers premise » Investigate concepts and potential funding sources of signature and innovative experiences e.g. solar lighting of bridges	BSC Industry operators Relevant State/ Federal agencies			
1.2 Create Signature Water Experiences » Encourage whole-of-region activation of river-based experiences by industry bodies and community associations: sunrise and sunset river experiences, dining on/over water, paddle steamer, house-boat concepts » Consider river-based experiences and seasonal programming adaptable to conditions e.g. during drought periods	BSC Industry operators Community associations			
1.3 Enhance Riverfront Infrastructure & Connectivity » Through town masterplans further develop walking and cycling trails linking towns to rivers (e.g. riverwalks, rail & river precincts) » Position region as a safe water destination through accessible water-based activities, , signage, lighting and amenities	BSC Relevant State/ Federal agencies			
AGRITOURISM 'Experience Life on the Land'				
1.4 Encourage Iconic Agritourism Attractions » Encourage iconic, one-of-a-kind visitor attractions that build on existing assets and experiences (e.g. Thallon Grain Education Centre leveraging silo murals and agritourism) » Investigate public and private funding partners	TPA BSC Relevant State/ Federal agencies			
1.5 Develop new and enhance existing Signature Agritourism Experiences » Streamline and simplify processes in line with the State Planning Policy (SPP) and Destination 2045 to support agricultural investment and diversification, including value-adding activities such as tourism/short-term accommodation, education, tourist attraction, shop/farm gates, food & drink outlet » Encourage farm/station stays, behind-the-scenes tours (cotton, cattle, sheep, irrigation)	BSC Industry operators			
1.6 Create a Food, Fibre & Farm Trail » Linking producers, local food experiences, farms, winery/distilleries, bush tucker	BSC Industry operators SWIC			

ACTION	KEY PARTNERS	2026-28	2028-30	2030-31
OUTBACK PUBS & CHARACTERS 'Outback Stories & Legendary Locals'				
1.7 Expand the Outback Pubs Trail » Further expand trail that links towns with iconic pub experiences into a themed route	BSC			
1.8 Strengthen Hero Locations. Encourage pub operators to develop experiences with locals e.g. campfire yarns and heritage storytelling	Industry operators, Community associations			
1.9 Leverage Film & Media Opportunities » Promote authentic Outback settings for filming and content creation to Screen Queensland, including iconic heritage pubs such as Nindigully and Hebel	Industry operators BSC, SQ			
ARTS & CULTURE 'Creative Outback' Arts, Creative & Place Activation				
1.10 Innovative Art Installations Activating Evenings & Shoulder Seasons » Build on water theme, exploring iconic water tower night activations (e.g. projections/light shows, holograms, digital storytelling, sound/music) » Encourage outdoor cinema and light-based trails	BSC Arts/community associations AQ			
1.11 Encourage First Nations Cultural Experiences » On-Country experiences, storytelling, and workshops » Where appropriate, partnering with industry operators and tours	SWIC/Harmony Centre Industry operators BSC			
1.12 Enhance Public Art & Sculpture Trails » Further enhance region-wide murals, bridge art, and sculpture installations » Develop icon town-name murals in each town to drive social media sharing of 7 towns	BSC Arts/community associations AQ/RADF			

PRIORITY 2 Nature

ACTION	KEY PARTNERS	2026-28	2028-30	2030-31
DARK SKIES & OPEN LANDSCAPES 'Under Endless Skies' – Night Sky & Nature Experiences				
2.1 Further develop Night Sky Experiences » Guided stargazing, storytelling and cultural interpretation » Support opportunities for male and female Indigenous guides to interpret night skies in line with Destination 2045 » Night photography, 'star-bathing' and constellation experiences	BSC, SWIC Industry operators			
2.2 Integrate Dark Sky into Existing Experiences » Events, riverfront activation and accommodation offerings	BSC, Industry operators Community associations			
2.1 Explore Dark Sky Certification Opportunities » Investigate Dark Sky certification opportunities, subject to funding, to position the St George Region as an accessible Outback Queensland dark sky destination, aligned with Destination 2045 and growing SEQ urban markets » Work with DarkSky International guidelines	BSC, DSI			
FIRST NATIONS CULTURE & CONNECTION TO COUNTRY 'Our Stories' Cultural & Storytelling Experiences				
2.4 Encourage First Nations-Led Experiences » Support new cultural experiences in line with Destination 2045	SWIC, BSC			
2.5 Integrate Culture Across Experiences » Encourage experiences to be included in tour packages, including the Outback Queensland Education Experience Program	BSC, SWIC			
2.6 Elevate Cultural Storytelling & Interpretation » Promote the Harmony Centre Cultural Program	BSC, SWIC			
WILDLIFE & NATURE EXPERIENCES 'Nature. Raw & Real' Wildlife & Outdoor Experiences				
2.7 Develop Signature Wildlife Experiences » Birdwatching trails, guided tours and citizen science experiences » Seasonal wildflower and wet-season experiences	Industry operators BSC Community associations			
2.8 Showcasing the critically endangered wombat globally » Develop an immersive virtual experience showcasing the critically endangered Northern Hairy-nosed Wombat, one of the rarest mammals in the world » Explore innovative approaches such as Explore innovative approached, such as live streaming wombats in their natural habitat to a global audience via digital platforms to raise awareness of endangered species in the St George Region and support funding for their protection, aligned with conservation and access restrictions	The Wombat Foundation QPWS BSC			

ACTION	KEY PARTNERS	2026-28	2028-30	2030-31
BIRDWATCHING & SEASONAL NATURE TOURISM 'Follow the Seasons' Birdlife, Wetlands & Wildflowers				
2.9 Position as a Birdwatching Destination » Continue to promote regional bird trail and guided tours » Further investigate events (e.g. Great Aussie Bird Count)	BSC QPWS			
2.10 Seasonal Experience Development » Encourage development of wildflower trails, wetland experiences and migratory bird experiences	BSC Industry operators			
WATER, RIVER & WELLNESS 'Outback Oasis' Nature-Based Water Experiences				
2.11 Encourage Wellness & Slow Tourism Development » Further leverage and support private enterprise to develop bore water assets for wellness and slow tourism experiences (e.g. bathing, relaxation, nature-based retreats), creating a distinctive Outback Oasis-style experiences not found elsewhere in Outback Queensland/Australia.	BSC Industry operators			



PRIORITY 3 Events

ACTION	KEY PARTNERS	2026-28	2028-30	2030-31
SIGNATURE & RIVER-LED EVENTS 'Outback Oasis in Action'				
3.1 Encourage River-Led Events Experiences » Fishing competitions, water sporting, birdwatching events » Seasonal events adaptable to water levels	Event organisers Sporting associations BSC			
3.2 Develop a Signature Destination Event » Develop concept plan for a profile-building event based on river, Outback Oasis theme. Potential as a biannual flagship event. » Investigate event funding opportunities e.g. TEQ Homegrown and new "Destination Kickstarter" fund	Event organisers BSC TEQ			
AGRITOURISM, FOOD & PUB EVENTS 'From Paddock to Plate to Pub'				
3.3 Integrate Events with Agritourism & Touring » Paddock-to-plate dining, harvest events and on-farm experiences » Pre/post touring packages aligned to events, such as rail and coach touring	Event organisers Producers BSC			
3.4 Deliver Signature Pub-Based Event » Develop a signature pub-based event trail across the St George Region (e.g. "7 Days, 7 Pubs"), activating iconic venues through coordinated programming » Shoulder and low-season event activation at iconic pubs such as Nindigully and Hebel	Industry operators Event organisers BSC			
COMMUNITY EVENTS & ACTIVATION 'Built by Community, Shared with Visitors'				
3.5 Support & Grow Existing Events » Continue to enhance capability, marketing and sustainability of local events » Encourage visitor participation and volunteer engagement	BCS Event organisers			
3.6 Activate Towns & Evenings » Encourage outdoor cinema, markets, light installations and small-scale activations » Encourage shoulder-season programming	BCS Community Groups			

ACTION	KEY PARTNERS	2026-28	2028-30	2030-31
BUSINESS & NICHE EVENTS 'Meet, Gather, Experience'				
3.7 Grow Business Events Market » Target small conferences, corporate retreats and special interest groups » Leverage accommodation, unique venues and experiences	BSC Industry operators			
3.8 Investigate All-Weather Event Infrastructure » Explore opportunities for large indoor/multi-purpose event paces to support year-round delivery » Investigate private sector partnerships for event infrastructure in line with Destination 2045	BSC Industry operators			
STRATEGIC EVENT DEVELOPMENT & OPPORTUNITIES				
3.9 Continue to coordinate a Regional Events Calendar » Reduce event clashes and maximise visitation across the region » Encourage event operators to ensure their events have ATDW listings	BSC Event organisers			
3.10 Leverage Major Event Opportunities » Identify pre and post event opportunities linked to the Brisbane 2032 Olympic and Paralympic Games	BSC			



PRIORITY 4 Connections

ACTION	KEY PARTNERS	2026-28	2028-30	2030-31
TOURING, TRAILS & MULTI-DAY JOURNEYS <i>'Explore More. Stay Longer'</i>				
4.1 Further Develop Signature Touring Routes & Trails » Continue to develop themed multi-day itineraries & trails » Link rivers, agritourism, events and cultural experiences in itineraries, e.g. Shearer's Trail, Food, Fibre & Farm Trail, Outback Pubs Trail, 7 Towns 7 Rivers Trail, linking to Destination 2045	BSC Industry operators Community groups			
4.2 Enhance Walking, Cycling, Rail & River Connectivity » Continue to improve trails and pathways linking towns to rivers and key attractions » Build on existing Rail & River precincts and town connections e.g. encouraging Dirranbandi, Thallon rail experience enhancements	BSC Community groups Industry operators			
4.3 Wayfinding & Visitor Information » Update maps, information shelters and digital tools (e.g. following road upgrades such as Bollon-Dirranbandi sealing) » Encourage and partner with industry operators and community groups to further enhance attraction/services signs » Ensure consistent and accessible visitor information across the region	BSC Community groups Industry operators TMR, QPWS			
ACCESS & INFRASTRUCTURE CONNECTIVITY <i>'Getting Here & Getting Around'</i>				
4.4 Strategic Infrastructure & Essential Services Advocacy » Air access, road networks, water and power infrastructure for tourism » Advocate collaboratively to strengthen the region's voice and engagement with relevant agencies	BSC SWROC QTIC, OQTA Relevant government agencies			
4.5 Low-Impact Visitor Infrastructure & Interpretation » Continue to advocate and work with National Parks and conservation agencies to improve low-impact visitor infrastructure that reduces environmental footprint while enhancing interpretation and visitor understanding (e.g. birdwatching)	BSC QPWS SWROC QTIC, OQTA			
4.6 Support Sustainable Infrastructure Development » Align tourism growth with community, infrastructure capacity and environmental considerations	BSC			

ACTION	KEY PARTNERS	2026-28	2028-30	2030-31
PARTNERSHIPS & COLLABORATION <i>'Strong Industry, Strong Destination'</i>				
4.7 Upskill Operators through Training & Regional Partnerships » Digital capability, storytelling, customer experience and business skills » Continue to share existing online regional and state programs	BSC OQTA QTIC			
4.8 Support Tourism Workforce Development » Promote tourism careers and pathways (including youth traineeships) » Explore opportunities to engage grey nomads as seasonal workforce	BSC Industry operators Community associations Grey Nomad Networks OQTA, QTIC			
4.9 Partner to Address Workforce & Industry Challenges » Collaborate with OQTA, QTIC and partners on workforce shortages, housing, insurance and regulatory barriers	BSC QTIC OQTA			
4.10 Support Operators to be Investment & Grant Ready » Build capability to access funding and grow sustainable businesses » Investigate funding for tailored mentoring and on-site business support	BSC Industry operators QTIC			
4.11 Support On-Farm Diversification » Training, mentoring and product development for agritourism aligned with Destination 2045	BSC Producers Qld Government			
SUSTAINABLE TOURISM & ACCREDITATION				
4.12 Encourage Ecotourism Accreditation » Support operators to achieve recognised sustainability certifications	BSC Industry operators EA			
4.12 Explore Destination-Level Accreditation » Investigate Ecotourism Australia Destination Certification opportunities	BSC EA			



PRIORITY 5 Brand

ACTION	KEY PARTNERS	2026-28	2028-30	2030-31
5.1 Further Define & Embed the Brand » Develop messaging including clear brand guidelines, tone of voice and storytelling framework to support the positioning, 'Outback Oasis' 7 Towns, 7 Rivers » Embed the positioning across all touchpoints » Align messaging across industry, council and regional partners with brand toolkit	BSC OQTA SWROC Industry operators			
5.2 Leverage Brand Heroes » Identify and promote clear brand hero experiences • Rivers & waterways 'Outback Oasis. 7 Towns, 7 Rivers' • Agritourism & food 'Experience Life on the Land' • Pubs & Outback characters 'Outback Stories & Legendary Locals' • Arts, culture and stories 'Creative Outback' » 'Explore More. Stay Longer' - Package these into compelling, multi-day itineraries and bookable experiences within region, and with neighbouring regions e.g. SWROC drive and trade itineraries. » Promote experiences through tourism and media partnerships with SWROC, OQTA, TEQ and Australian Society of Travel Writers » Further enhance annual program of experiences and event to the local community, tourism operators and visitors	BSC Industry Operators SWIC/ Harmony Centre OQTA, TEQ SWROC ASTW			
5.3 Content & Storytelling » Further feature First Nations content across regional tourism marketing channels and industry distribution with SWIC endorsed content » Develop high-quality content showcasing people, place and experiences » Capture seasonal stories, water, wildlife, events and landscapes » Support operators and marketing partners with content to strengthen digital presence and conversion	BSC Industry Operators SWIC/ Harmony Centre OQTA, TEQ ASTW			
5.4 Strategic Marketing & Media Partnerships » Partner with SWROC, OQTA and TEQ further positioning the region within Outback Queensland » Align with regional and state campaigns to maximise reach, particularly the SWROC Qld Drive Tourism Marketing Strategy 2032 » Promote in partnership with First Nations experiences through tourism and media partnerships » Leverage opportunities linked to the Brisbane 2032 Olympic and Paralympic Games	BSC Industry operators SWIC/ Harmony Centre OQTA,TEQ SWROC			



Consultation

Timeline

REVIEW Council preliminary consultation. Desktop Audit	Nov 2025 – Jan 2026
ONLINE INDUSTRY STAKEHOLDER SURVEY	Dec 2025 – Mar 2026
IN-REGION FACILITATED WORKSHOPS & INTERVIEWS Bollon, Dirranbandi, Hebel, Mungindi, Thallon, Nindigully, St George	Feb 2026
PHONE & VIRTUAL INTERVIEWS	Feb 2026 – Mar 2026
DISCUSSION PAPER Workshop and Survey Summaries	Mar 2026
DRAFT DESTINATION MANAGEMENT PLAN	Apr 2026
DESTINATION MANAGEMENT PLAN	May 2026

Stakeholder Engagement Summary

118 INDUSTRY & COMMUNITY REPRESENTATIVES	56 WORKSHOP ATTENDEES	50 SURVEY RESPONDENTS	12 ONLINE INTERVIEWEES
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Supporting Documents

DISCUSSION PAPER
– CONSULTATION SNAPSHOT

ONLINE SURVEY FINDINGS

St George Region

BOLLON DIRRANBANDI HEBEL MUNGINDI NINDIGULY THALLON
QUEENSLAND'S SOUTHERN OUTBACK

For the People
Salonne
Shire Council

MAY 2026

We extend our heartfelt thanks to the people and organisations who contributed their time, expertise, and insights into the development of this Destination Management Plan.



KRISTA HAURITZ
TOURISM • EVENTS • STRATEGY