



Railton Development Strategy

A 5-Year Action Plan

2014-19

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Introduction:

This Action Plan proposes a blueprint for economic development in the town of Railton through the years 2014-2019.

It posts five goals, then sets a series of specific actions to achieve those goals. To achieve the goals, a series of actions specific to the Railton area are proposed. These are in addition to the general actions that will be taken across the Kentish municipality, as detailed in the general *Kentish Economic Development Strategy* (document 2). Aspects of the Kentish Tourism, Retail and Agriculture plans (documents 3, 4 & 5) are also relevant to Railton and should be considered alongside this document.

The goals, and strategy, were produced after community consultation, asset mapping and SWOT Analysis of the Railton region, an assessment of regional economic theory, and incorporating recommendations of the Railton Tourism Strategy 2004. For data and assumptions that led to these conclusions, see *Kentish Economic Profile* (document 8).

Goals:

1. Improve the viability of existing businesses in Railton and surrounds
2. Increase business numbers and economic activity in Railton
3. Increase tourism visitation to Railton
4. Increase visitor expenditure in Railton
5. Leverage Railton's advantages for economic benefit

Actions:

General:

Develop official town "entry point" at north, south and eastern entry points. Entry point should preferably have topiary theme
Promote Railton as the industrial hub of Kentish
Identify land parcels in/near Railton (particularly with direct access to rail line) appropriate for industrial/manufacturing use
Identify and address obstacles to development of Railton as industrial/manufacturing hub of Kentish
Encourage businesses to develop "customer focus" skills among staff – particularly in relation to international visitors
Assist Railton businesses to become "networked" with businesses and organisations around them

Tourism:

Develop existing attractions
Increase and diversify topiary experience
Improve promotion and use of Tasmania Trail from Latrobe to Sheffield and interpretation of points of interest on that section of the Trail
Package existing attractions to showcase Railton as part of Kentish day-trip experience
Develop existing events:
Oktoberfest
Targa Tasmania lunchstop
Encourage more Mural Fest events in Railton
New attractions:
Identify and support Railton experiences that could be part of Cradle to Coast Tasting Trail
International-standard mountain bike facility on Kimberleys Lookout
Identify opportunities around Railton for adventure tourism experiences
Explore opportunities for development of experiences that make Railton a hub of family-based excursions (e.g. develop skate park, BBQs and other facilities as Goliath Park to make it popular venue for family activities)
New events:
Support development of new annual events, managed by local people with council assistance
Identify opportunities for motoring/car-based events in Railton
Promotion:
Ensure topiary maps available in Railton retailers
“Key points of interest” sign on main street (in shop window)
Promote Latrobe-Railton-Sheffield as a day trip loop
Develop Railton brochure
Promote Latrobe-Sheffield section of Tasmania Trail
Promote Railton to special interest groups, such as RV community and car clubs
Services & facilities:
Identify gaps in services & facilities for visitors
Develop appropriate services & facilities to attract RV community to Railton
Investigate potential for electronic tourism information kiosk in main street

Retail:

Buy Local campaign
Identify and investigate opportunities for new retail, goods and services opportunities in Railton, including general store/supermarket
Consider incentives for new businesses establishing in Railton (that do not provide competition to existing businesses)
Connect local businesses to opportunities around annual events
Encourage retailers to diversify products and income streams to combat seasonal downturns
Assist collaboration among Railton businesses around marketing, supplies, sales and issues of common interest

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