Wilmot-Moina Development Strategy

A 5-year Action Plan

2014-2019

Introduction:

This document presents actions to be taken between 2014 and 2019 to encourage increased economic activity in Wilmot-Moina. It posts five goals, then sets a strategy of specific actions to achieve those goals. The goals, and strategy, were produced after community consultation, asset mapping and SWOT Analysis of the Wilmot region, and an assessment of regional economic theory. For data and assumptions that led to these conclusions, see *Kentish Economic Profile* (document 1).

Goals:

1. **Increase number of, and improve existing, permanent tourism products**
2. **Encourage new annual events**
3. **Ensure Wilmot agricultural producers are connected to emerging opportunities**
4. **Ensure tourism and agriculture continue to make a strong contribution to the local economy**
5. **Population increase**

To achieve these goals, a series of actions specific to the Wilmot-Moina 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 1). 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.

Actions:

General:

Build a more diverse and robust Wilmot-Moina economy based on competitive advantage:
Identify and leverage emerging industries & opportunities that fit Wilmot region assets
Identify and leverage new opportunities in existing industries (e.g. tourism, agriculture, mining)
Address obstacles to economic growth
Create economy flexible to change, and that can identify opportunities as they arise, not after they have arrived (be pro-active, not reactive)
Give priority to developments that build on existing assets, strengths and competitive advantages, or overcome existing weaknesses or threats
Investigate means of attracting people to live, work, invest in and visit Wilmot area
Improve Wilmot business and organisations' connectedness to information, knowledge and opportunities relevant to their industry
Explore, support and assist mineral/geological opportunities

Tourism:

Identify and develop new attractions – priority to those that fit existing strengths (heritage, art, food, scenery, wilderness, alpine country)
Assist to develop new attractions and upgrade existing attractions
Identify adventure tourism opportunities in Wilmot/Moina
Link Wilmot businesses and organisations to Cradle to Coast Tasting Trail
Explore potential for highland/alpine-based experiences
Audit and promote Wilmot short-walk opportunities
Audit and promote points of historic interest
Identify opportunities for heritage-based experiences (including Wilmot Museum, Old Moina town, mining and trapper heritage)
Investigate potential for gold-panning and geology attraction at Moina
Investigate potential for nature-based experiences (walks, wildlife, views of highlands, accessible alpine country)
Identify tourism opportunities related to Lake Barrington, Lake Gairdner and Lake Cethana
Explore potential for fishing retreats/experiences on lakes Cethana, Gairdner or Barrington
Explore opportunities for free camping sites
Identify and develop new events – priority to those that fit existing strengths (heritage, art, food, scenery, wilderness, high country life)
Support Wilmot Visual Arts Competition and assist its expansion
Encourage more Mural Fest-related events in Wilmot area
Investigate potential for annual Wilmot-Cradle-Wilmot horse endurance ride
Develop new events, with priority for those in spring and autumn, to lengthen tourism season
Investigate viability of history-based events
Investigate and support other viable activities and events
Identify opportunities for food-based events

Leverage and upgrade existing events & attractions - priority to those that fit existing strengths (heritage, art, food, scenery, wilderness, high country life)
Develop more lay-off/lookout points on "Valley of Views" route between top of Gentle Annie Hill and Moina intersection
Work with local residents to expand Novelty Letterbox Trail
Support and assist Wilmot museum
Identify opportunities for events and attractions on days of Wilmot Market
Develop and diversify Wilmot art offering
Upgrade Bell Mountain Track and other existing short walks
Assess and assist to overcome obstacles to development of Dooley's Track as a scenic and historic interpretation experience
Promotion
Promote local distinctiveness
Improve Wilmot-Moina presence in Kentish Council promotion (including Wilmot brochure)
Include Wilmot attractions in municipality-wide brochures (such as waterfalls; day trip loops)
Build and promote Wilmot-Moina as a day trip destination
Promote region to car and motorcycle clubs as "a driving experience" (fun roads & gorgeous destination)
Pullover area and sign at Moina intersection promoting Wilmot business and attractions
Market as scenic route to Cradle Mountain and West Coast
Promote Wilmot & Moina as a cosy winter getaway
Competition: Video and photography of Wilmot/Moina region – raises profile, best images used in promotion, local provision of prizes
Assist local businesses to more actively promote on social media
Business assistance
Connect existing tourism businesses to other Kentish businesses and to networks outside Kentish through a network-based solution

Agriculture:

Identify new agricultural opportunities and assist Wilmot region producers to access them
Encourage Wilmot region producers to join Cradle to Coast Tasting Trail
Identify opportunities for Wilmot producers to supply local markets
Identify Tasmanian, mainland and international opportunities for Wilmot producers
Encourage viticulture
Assist boutique agriculture producers (e.g. organics and niche crops) to connect to existing small-agriculture networks and opportunities