

Visitor Economy Futures

Destination Riverina Murray

Cootamundra Gundagai Regional Council, Snowy Valleys Council, Wagga Wagga City Council

Funding requested: \$954,217

Summary: This 24-month program will support over 200 local businesses, creatives, producers, and event organisers in the Riverina Murray region to build skills and confidence in attracting visitors and growing the local tourism economy. As the region transitions from hosting HumeLink project workers back to a leisure-based visitor market, this program helps businesses prepare for long-term success.

Led by Destination Riverina Murray and delivered by tourism experts, the program includes 10 workshops covering key topics like branding, digital marketing, social media, visitor experience, and collaboration. All workshops are open to local businesses and designed to be practical and hands-on.

Twenty selected participants will receive tailored support valued at over \$25,000, including new websites, professional content creation, and marketing strategies. These assets will be developed with mentoring to ensure long-term use and impact.

The program builds on successful models used across the Riverina Murray region and is tailored to meet local needs. It provides a lasting framework to help businesses thrive beyond the HumeLink project, strengthening the region's tourism offering and supporting economic growth.

Community value: This program will help strengthen the local visitor economy by giving businesses creatives, and event organisers the skills and tools they need to attract and welcome more visitors. As the region prepares for life after the HumeLink project, it's important that local operators are ready to shift from servicing project workers to appealing to leisure travellers.

By offering practical workshops and tailored support, the program empowers over 200 participants to improve their marketing, digital presence, and visitor experience. Twenty selected businesses will receive hands-on help to create new websites, professional content, and promotional strategies—assets that will continue to benefit them long after the program ends.

The initiative builds confidence and capability across the community, helping small businesses and sole traders feel supported and connected. It encourages collaboration, local storytelling, and pride in the region's unique offerings.

Ultimately, the program creates a stronger, more resilient tourism sector that supports local jobs, boosts spending in the community, and helps Cootamundra Gundagai thrive as a destination. It leaves behind a lasting framework for growth and ensures the region is well-positioned for future success.



Provide feedback on the projects in your area

HumeLink East

Delivery Partners
 | 

HumeLink West

Delivery Partners
 | 

