

Social Media is King!

Many of you may not know that South West NRM has a section in our Natural Resource Management plan that deals with tourism. Why? We hear you asking, and thanks for the question.

Tourism is a very important economic contributor to the South West. The significant income generated by the tourism industry keeps many locals employed or running their own businesses. Without these businesses we may not have all the services we enjoy today, and it also assists in keeping our young people in the region.

The following is an excerpt from our NRM Plan: "According to local government staff working at visitor information centres throughout the region, the main reason visitors come to South West Queensland is for the 'outback experience', which is tied to vast and contrasting landscapes under big skies and welcoming nods from friendly locals. The region is rich in biodiversity, with native and naturalised vegetation communities supporting more than 90% of grazing activities and providing a unique regional identity."

Given we do have a unique outback experience, we need to let people know how to access it and therefore increase the tourism dollars spent here. To assist Visitor Information Centres and Local Governments to do this, South West NRM held two Social Media workshops in April - one in Charleville, and one in Cunnamulla. These workshops were run by Sam Morris from Wombat Creative, and explored strategies to improve social media exposure on Facebook, Twitter and other platforms.

At the conclusion of the workshops, Darren Jennings, our Regional Landcare Facilitator, conducted a session around how we can all work more collaboratively as a region to bring more visitors here. Work is currently happening behind the scenes to ensure we are communicating more effectively in order to assist each other in getting our messages out there. South West NRM are also working with the South West Regional Economic Development Association and Outback Queensland Tourism Association to ensure we use the synergies available to maximise exposure.

See our article on page 26 for more information about recent events supporting tourism in the South West.

Right: Sam Morris from Wombat Creative working with staff from the Local Government and Visitor Information Centre at Cunnamulla.



LOOK!

Did you know Charleville and the Bulloo Shire have their very own apps? Check out '**Charleville Outback Queensland**' and '**Bulloo Shire**' in your app store!

