



TENTERFIELD TOURISM COLLECTIVE

EXPLORE | RECHARGE | ADVENTURE | UNWIND

THE CONCEPT

- ❖ The Tenterfield Tourism Collective is an idea and premises to bring key influencers & ideas in the tourism space together under the one roof to share resources and provide a collective and collaborative environment to promote our key economic development area of focus.... Tourism.
- ❖ The Tenterfield Shire Council is considering to close the Tenterfield Visitors Information Centre (the VIC), a new tourism body is soon to be formed under the Tenterfield Chamber of Tourism, Industry & Business and Angry Bull Trails Mountain Bike project has now received its first round of funding, so all three entities need support to take their organisations and town forward.
- ❖ The Tenterfield Tourism Collective will have multiple organisations sharing a commercial space at 316 Rouse Street Tenterfield (if this can be secured), at a commercial rate agreed by the vendor.
- ❖ The idea enables Tenterfield Tourism to have a base for their Tourism Visitors Information Centre with a more modern and condensed version where volunteers could still perform their duties of promoting the Tenterfield Shire.
- ❖ This space will have multiple businesses (Suggested 4 to 5) contributing to the rent/outgoings of the commercial space which has a rental value of approximately \$26,000 per year including outgoings i.e approx. \$7,000 per year (\$135 per week) per entity as a guide.
- ❖ Initial period of occupancy would be 12 months to determine the success and commercial viability this also allows times for other options to potentially become available in 2024 including the proposed Angry Bull Trailhead (venue to be confirmed).



THE SUGGESTED SPACE

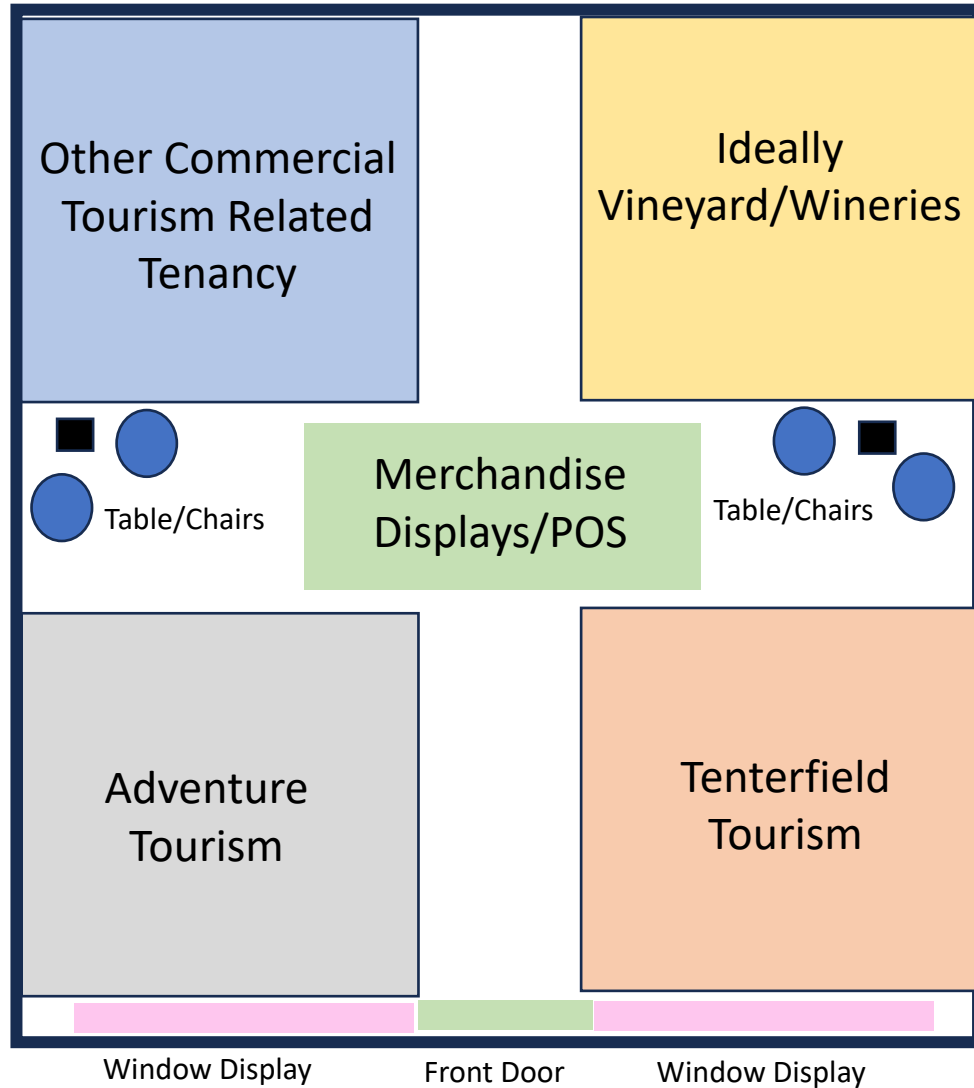
- ❖ **Address:** - 316 Rouse St Tenterfield – CBD Precinct– Northern end of the CBD on the right side of the road heading south which is closer to the target demographic for tourism - Brisbane/SEQ.
- ❖ **The Space** - Large front display area approx. 70m2 with combustion heater and reverse cycle air conditioner
 - 2 x office's
 - 2 x toilets
 - Large storage area out the back approx. 200m2 which would be ideal for information nights, wine tastings, art shows, storage and other events
- ❖ **Tenancy Space** – Suggested front of house space a quadrant type design i.e. each tenancy in 4 x corners of the front room space – with Adventure Tourism Concepts & Tourism taking the front two window displays and another two or three in the back corners - shared meeting rooms and central display for merchandise for Angry Bulls Trails & Tenterfield Tourism. Wall Space to be occupied by local photographer works, rural displays, shire map, wine displays and digital tourism display.
- ❖ **Overall Fitout** – To be designed by local and known Instagram identity Sandy Palmer from Paint Me White – Vintage | Modern | Classy Feel to be agreed by the vendor with a Digital Presence on the front windows to showcase the region when the premise is closed.
- ❖ **Co-Working Space with Wi-fi** – This space could also act as a co-working space for business-people that could potentially assist on the customer service front on designated days.
- ❖ **Signage** - Path & Building signage to promote Visitor Information
- ❖ **Timings** – Spring 2023 Opening
- ❖ Further images of the commercial space can be viewed at this link;
<https://www.domain.com.au/316-rouse-street-tenterfield-nsw-2372-16448275>



THE SUGGESTED SPACE CONTINUED....

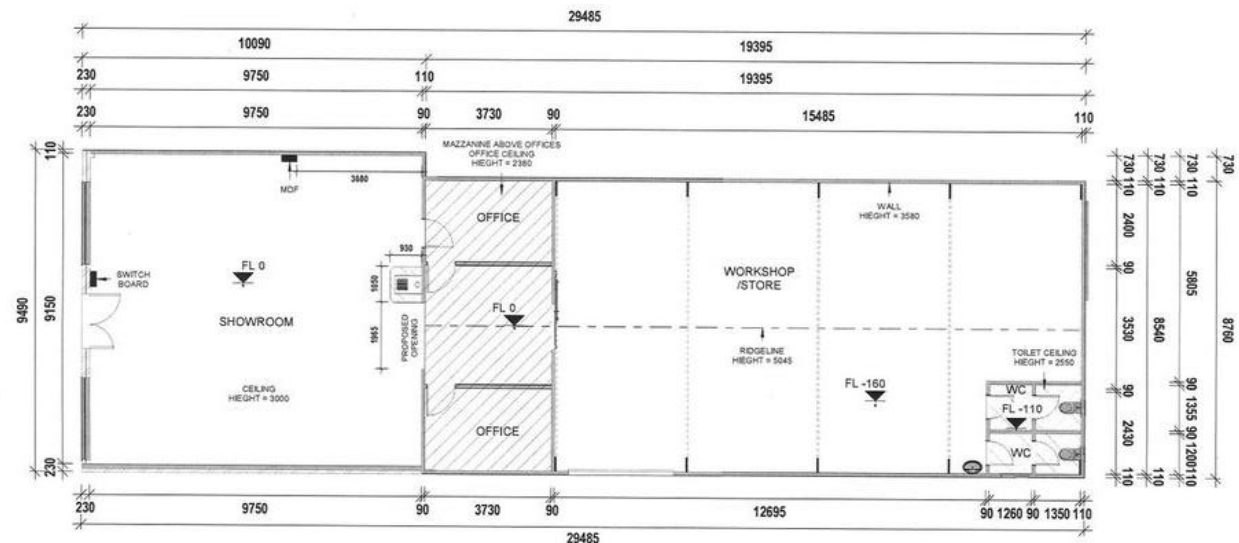
❖ External Premises

❖ SUGGESTED FRONT SPACE FLOORPLAN



❖ CURRENT FLOORPLAN

Photographic and Digital tourism Display



B Floor Plan
1:100

THE PROPOSAL (Draft)

- ❖ The Tenterfield Tourism Collective would like to present the below proposal to Tenterfield Shire Council, and we believe that this provides many solutions on many fronts for everyone involved.
- ❖ It is suggested that the new Tenterfield tourism body take over the lease of the building at an agreed commercial rate with the vendor and then sub leases (weekly rental amount plus outgoings) are created with separate entities/companies/businesses. The Tenterfield tourism body is to then derive revenue from these leases and other avenues.
- ❖ **What is required from Tenterfield Shire Council;**
- ❖ An annual tourism budget to be allocated with Tenterfield Shire Council that will be given to the Tenterfield tourism body and small portion of this annual amount is used to pay for the allocation of commercial rent to have a physical presence in the main street and CBD of Tenterfield. The balance of funds will be budgeted for best marketing/admin use on an annual basis.
- ❖ A commitment from Tenterfield Shire Council to allow all current tourism collateral in the VIC Centre to be moved across including brochures, brochure holders, maps of the town/shire and current business information/pamphlets that have been left by business owners to promote their business and key displays like Peter Allen paraphernalia.
- ❖ A commitment from Tenterfield Shire Council to work with the new tourism body to provide historical artifacts that could be displayed given the history of the town is a key tourism attraction. Any items of significance will remain the ownership of Tenterfield Shire Council but if deemed suitable for a tourist information centre it can be borrowed & documented.



THE PROPOSAL DRAFT CONTINUED...

- ❖ Tenterfield Shire Council to pay in full for a modern digital display to promote Tenterfield Shire including TV Screen for Window Display, In touch screens/touch screen kiosks etc and any other display required to hold tourism information.
- ❖ The details of the Tenterfield tourism body will be fleshed out in detail with Tenterfield Shire Council, Tenterfield Chamber of Commerce and the new Tourism entity but in the meantime, this proposal of finding a new home for the Visitors Information Centre (the VIC) we believe is a positive move to working towards a more collaborative and solution driven future for tourism in Tenterfield.
- ❖ To ensure we keep the momentum of some marketing of tourism in the Tenterfield Shire, this new tourism entity will take over all tourism social media pages the Tenterfield Shire Council own effective immediately. Business owners of all kind are very concerned at the current lack of marketing of our town to drive tourism hence this would be imperative to ensure this happens immediately.
- ❖ The new tourism entity would request that Tenterfield Shire Council provide key contact information and details around current & pipeline (if any) tourism marketing commitments around billboard signage/other signage and all other forms of media including print, radio, magazine and social plus commitments with other tourism bodies like New England High Country, Southern Downs etc to ensure that a smooth transition can take place.





CONTACT

For more information on the Tenterfield Tourism Collective & the new Tenterfield Tourism entity,

- ❖ Please contact Kristen Lovett & Kerri Hampton
- ❖ Emails: Kristen.Lovett@findex.com.au | kerri@mypropertybuyersagent.com.au
- ❖ Mobile's: 0408 665 649 | 0414 675 870