



Etheridge Shire Community Survey Enriching Tourism to Peripheral Australia Unearthing Etheridge

Why is the research being conducted?

Tourism is increasingly important to areas away from well-known destinations, primarily on the Australian coast. These areas called the Australian periphery, face longstanding challenges from unstable mining and agricultural sectors as well as environmental stressed such as unpredictable weather condition and bushfires. It is therefore crucial for the 'right' kind of tourism to be developed to support long-term community sustainability and resilience, development that meets community demands and expectations. Australians and international visitors are especially motivated to travel to peripheral Australia for closer encounters with the authentic culture and natural environment of the 'real' Australia, and are willing to pay a premium for these experiences. This project is being conducted to position Etheridge Shire in the sights of domestic and international visitors, as a unique destination for visitors seeking memorable quality experiences in the Australian periphery.

What does the research involve?

This project will involve three stages: (1) industry scan of documents; (2) community consultations; and (3) tourism masterplan development. The data collection will be conducted in Stages 1 and 2.

Why were you chosen for this research?

You are invited to take part in this research because your age is 18 and above and you are a local resident of Etheridge Shire.

By participating in this project, you will be asked to complete an online survey. We estimate that the survey will take no more than 15 minutes of your time. Your participation is completely voluntary. You have the right to refuse to answer any questions asked and you may withdraw from the process altogether at any time without penalty. Answering any questions, is an indication of your consent to be a respondent in this study.

Results: This study is expected to take six months to complete. Summary information arising from this study will be made available once the study is finished. We will also provide updates to participants periodically throughout the study via email. The data arising from this study will be used for a directions paper, tourism masterplan, grant applications, and scientific publications. Individual participants will not be identifiable in such a report.

To participate in this survey, please go to the following link;

<https://www.surveymonkey.com/r/ZRNZVP5>



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