

20/03/2019

The Editor
The Ovens and Murray Advertiser
Wangaratta, VIC

Dear Editor,

Re: Indigo Shire Tourism

I recently attended the “Lost Trades Fair” (losttradesfair.com.au) in Kyneton, Victoria. This was a two day celebration of the the trades and crafts common in Australia during the 19th and early 20th centuries. It was attended by more than 8000 people each day. To say that it was popular is an understatement. If you add in the stall holders, food vendors and support staff Kyneton would have had approximately 20,000 visitors over that weekend and the local economy would have received an injection of many thousands of dollars.

At the fair Macedon Ranges Shire Council had an information tent highlighting tourism and events in the district. There was some information on cycling and rail trails, however the overwhelming emphasis was on the history, arts, crafts, food and events of the Shire. I picked up a copy of the “Central Victoria Tourist News”. I have looked through it several times and have not found a single reference to cycling. This region is trading on its strengths and is not afraid to promote its “colonial” history.

It is past time time that Indigo Shire’s Councillors stopped listening to and wasting our money on consultants and re-balanced the Shire’s tourism strategy to reflect the strengths of our area, our history, arts, crafts, food and events. There is no need to keep “re-inventing the wheel”. Everything needed for a successful and prosperous tourism industry is already here. Perhaps then some of the many empty shops in our urban areas would reopen and employ a few people.

Yours sincerely,

John Harvey
Beechworth