



PRESS RELEASE JUNE 2014

Cobb Highway funding big win for tourism

This weeks announcement of \$50 million towards the sealing of the Cobb Highway will provide a boost to tourism numbers according to Peter McCrabb, President of The Long Paddock Committee.

“We have been involved in the lobbying to seal the Cobb Highway since the inception of The Long Paddock Committee in 1999. We greet this announcement with much excitement, knowing that this will provide a boost to tourism numbers across the region” added Mr McCrabb.

The unsealed section of the Cobb Highway runs from Ivanhoe to Wilcannia a distance of just over 120km. Sealing of this section will enhance The Long Paddock touring route and provide the most direct route from Victoria for tourists visiting the iconic outback towns of White Cliffs and Broken Hill.

“Sealing this section of the touring route will allow us to market the route as a touring loop – taking visitors from Victoria, along The Long Paddock and then heading either west to South Australia or east through Dubbo for their return journey to Victoria. It opens up the northern part of the touring route providing yet another option for visitors travelling north each year. For the Caravan and Camping market this will provide incentive to explore the region as a whole. We know from our research that visitors are sometimes nervous about travelling on unsealed roads – it will be great to re assure those visitors that access will now be all weather” added Mr McCrabb.

The announcement of the new \$50 million Western NSW Freight Productivity Program would represent a win for the region, with produces having greater access to southern markets and also opening up the area to tourists. “It is recognition of the contribution to the NSW economy of outback NSW, not only from primary producers but also from the ever growing tourism sector. This will have an immediate effect for the Central Darling Shire but also a flow on effect for shires to the south, as visitors travel along the touring route” said Mr McCrabb.

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About the Long Paddock- Cobb Highway Touring Route

The Long Paddock – Cobb Highway Touring Route follows The Cobb Highway (named for the famous coach company) from Echuca Moama on the Victorian border, through to Wilcannia leading to the iconic outback towns of Bourke, Broken Hill and White Cliffs.

The Long Paddock includes 47 road side information panels, located at various sites of significance along the route. These tell the stories and history of the region in words and images and are a great way to get to know the area.

Five great rivers, major museums, National Parks, Red Gum forests, wetlands and waterways, the flattest, natural open plains on Earth and one of the world's oldest geological landmarks – welcome to The Long Paddock.

www.thelongopaddock.com.au

Things to see and do on the way

Take The Long Paddock touring route

Visit the 47 information panels tell the story of the Long Paddock in words and images

Stop and take a photo of the 11 large scale public artworks located along the touring route

www.thelongpaddock.com.au

Visit the Back Roads Trail

Just off the Cobb Highway at Moama – visit paddock to plate producers including Pacedon Pork (traditional English pork products and Barham Avocados

www.backroadstrail.com.au

Stop at the Murray Valley National Park

At Moama stop in at the brand new Murray Valley National Park – Mountain Bike Track. Including a skills and pump track this is a must for all bike enthusiast

At Mathoura Stop at the Murray Valley National Park and view the internationally renowned Reed Beds Bird Hide

www.nationalparks.nsw.gov.au/Murray-Valley-National-Park

Drop in to Deniliquin

Visit the Peppin Heritage Centre in Deniliquin which includes a full replica of an 1880's school room and visiting exhibitions

www.denitourism.com.au



Indulge your taste buds at The Long Table Cafe - an on farm restaurant, showcasing local produce

www.longtablecafe.com.au

Capture the amazing sunset the Headless Horseman Sculpture located at the Black Swamp

Afterwards stop in to the Royal Mail Hotel for a quick drink

Have a great time in Hay

Throw a line in the Murrumbidgee River at Hay with some of the best Murray Cod fishing in Australia

Pick up a free bike from the Visitor Information Centre and explore the town

Head out to the historic One Tree Pub to take in the flattest land in the southern hemisphere

www.hay.nsw.gov.au/visithay.aspx

