

EC5 – Tourism Action Plan

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Tourism Action Plan

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TRIM 1457-1

EXECUTIVE SUMMARY

- The purpose of this report is to present to Council a Tourism Action Plan. In developing this Action Plan, it has been identified that there is a need for a more comprehensive Destination Management Plan to facilitate broad internal and external consultation, in-depth statistical research, economic forecasting, project prioritisation, budgetary consideration and further KPI development.
- It is recommended that Council supports the strategic directions and actions of the Tourism Action Plan to be utilised as a foundation for the development of a comprehensive Destination Management Plan.

REPORT

TOURISM ACTION PLAN

As identified in the Community Strategic Plan 2033 and the Wollondilly Economic Development Strategy, Council is committed to the further development of its tourism industry.

The Tourism Action Plan has therefore been developed to complement and further guide Council's current tourism related activities. The plan provides analysis of the current status of the tourism industry in Wollondilly and is a guiding framework for undertaking a range of tourism initiatives to support industry development.

The plan lays the foundation for the strategic directions and actions to be pursued by Council. It provides baseline data and information for the development of a comprehensive Destination Management Plan (DMP) which would include a Marketing and Branding Plan. Development of the DMP will require broad internal and external consultation, in-depth statistical research, economic forecasting, project prioritisation, budgetary consideration and further KPI development.

VISION AND STRATEGIES

The Tourism Action Plan outlines a vision and four Strategic Directions aligned to Council's Community Strategic Plan 2033.

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These are:

- Strategy 1: Destination Management, Development, and Marketing of Wollondilly
- Strategy 2: Partnerships and Support
- Strategy 3: Events and Festivals
- Strategy 4: Nature Tourism and Agriculture.

Associated projects and KPI/Outcomes are outlined under each of these four Strategic Directions.

DESTINATION MANAGEMENT PLANS

A Destination Management Plan (DMP) is a business plan for building and managing the visitor economy of a destination. The purpose of a DMP is to provide clear frameworks to guide Government support at all levels and to facilitate industry investment growth to deliver experiences that match and exceed visitor expectations.

Both the State and Federal Governments have identified the need for a well-developed DMP that adheres to best practice guidelines as a key requirement for accessing grant funding.

The development of a DMP, inclusive of a Marketing & Branding Action Plan for Wollondilly will build upon the current Tourism Action Plan. There will be a strong emphasis on prioritising new product and infrastructure development through more in-depth consultation and research (audits and economic forecasting). As well as, tourism brand concept development, marketing channel reviews, and recommendations to strengthen overall competitive positioning within the tourism sector.

DESTINATION NETWORKS

Destination NSW has established six (6) new Destination Networks with the aim of enabling up to \$300 Million of regional funding to be accessed, improved governance, improved effectiveness and destination management planning throughout Regional NSW.

Wollondilly has been included in the Sydney Surrounds South Destination Network together with Wollongong, Wingecarribee, Shellharbour, Kiama and Shoalhaven LGA's. The network will be developing a regional DMP, which will benefit from the information, insights and key strategic directions of the Wollondilly Tourism Action Plan.

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Wollondilly’s development of a DMP is supported by the network who have offered advice and guidance, as it will assist in positioning Wollondilly to be eligible and prepared to participate in joint marketing initiatives and to access grant funding streams.

A Wollondilly DMP will also take into consideration our regional positioning and linkages with Macarthur and Greater Western Sydney, including the impact and alignment of the recently released Western Sydney Visitor Economy Strategy.

DESTINATION MANAGEMENT PLAN TIMEFRAME

It is expected the DMP will be ready for consideration and adoption during the 2017/18 financial year. Although the DMP is a priority, there is difficulty in providing definitive timelines until a scope of works, availability of consultants and access to stakeholders are clarified with respect to the upcoming holiday season. However, stages and indicative timelines include:

DMP Development Stages	Month (Indicative)
Preparation and development of a DMP brief	Oct 2017
Consultant selection process	Nov 2017
Project commencement	Nov/Dec 2017
Project conclusion	March 2018
Councillor workshop	April 2018
Public exhibition	May 2018
Council meeting	June 2018

CONSULTATION

The Tourism Action Plan has been developed by the Economic Development and Tourism team in consultation with the Tourism and Heritage Community Advisory Committee. Formal exhibition of the Action Plan is not considered necessary.

However, the preparation of the DMP will require extensive consultation with all tourism stakeholders and a draft DMP will need to be placed on public exhibition prior to adoption by Council.

Council

Efficient and Effective Council
Report to the Ordinary Meeting of Council held on Monday 16 October 2017

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FINANCIAL IMPLICATIONS

The development of the DMP inclusive of a Marketing and Branding plan is estimated to cost between \$30-50,000 dependent on the scope of the final brief. These costs will be primarily for the engagement of specialist consultants. Funding is available in the current Economic Development and Tourism 2017-2018 budget.

The Destination Management Plan, once finalised and adopted, will result in budgetary implications for Council as it will identify a range of projects to be pursued over time with appropriate prioritisation. These budgetary implications will need to be considered in the process of creating the draft DMP and when Council adopts the final DMP.

ATTACHMENT INCLUDED IN A SEPARATE BOOKLET

1. Tourism Action Plan: 2017-2021

RECOMMENDATION

That Council supports the strategic directions and actions of the Tourism Action Plan, to be utilised as a foundation for the development of a comprehensive Destination Management Plan.