

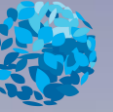
Unpacking the North Coast NSW Destination Management Plan

2022-2030



Today – A First Look at the DMP

1. Context of NSW Visitor Economy Strategy 2030 and regional/ local priorities
2. Trends and issues influencing a 10 year strategic plan
3. Emerging themes and directions for the plan
4. Implementation
5. Next Steps

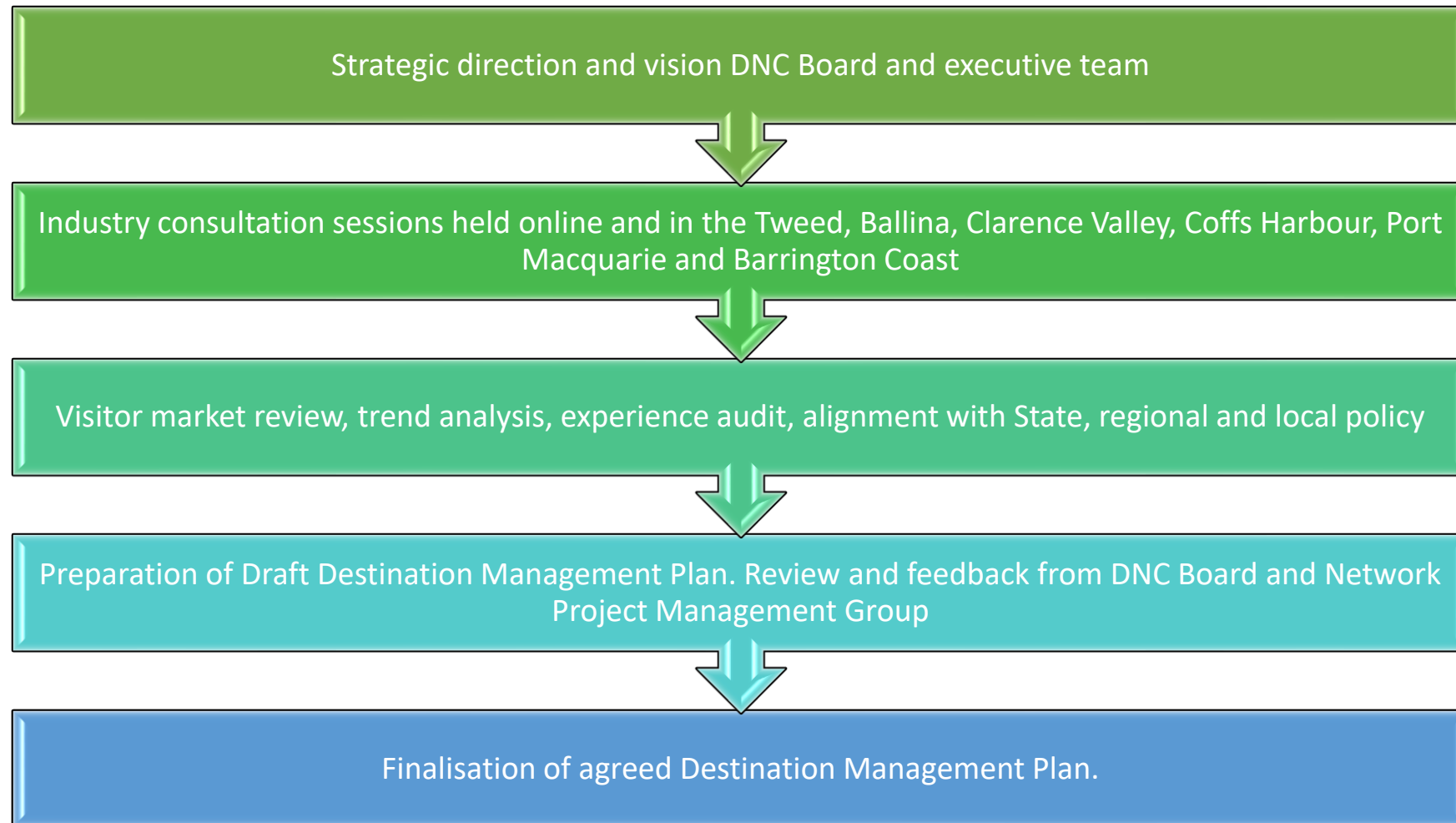


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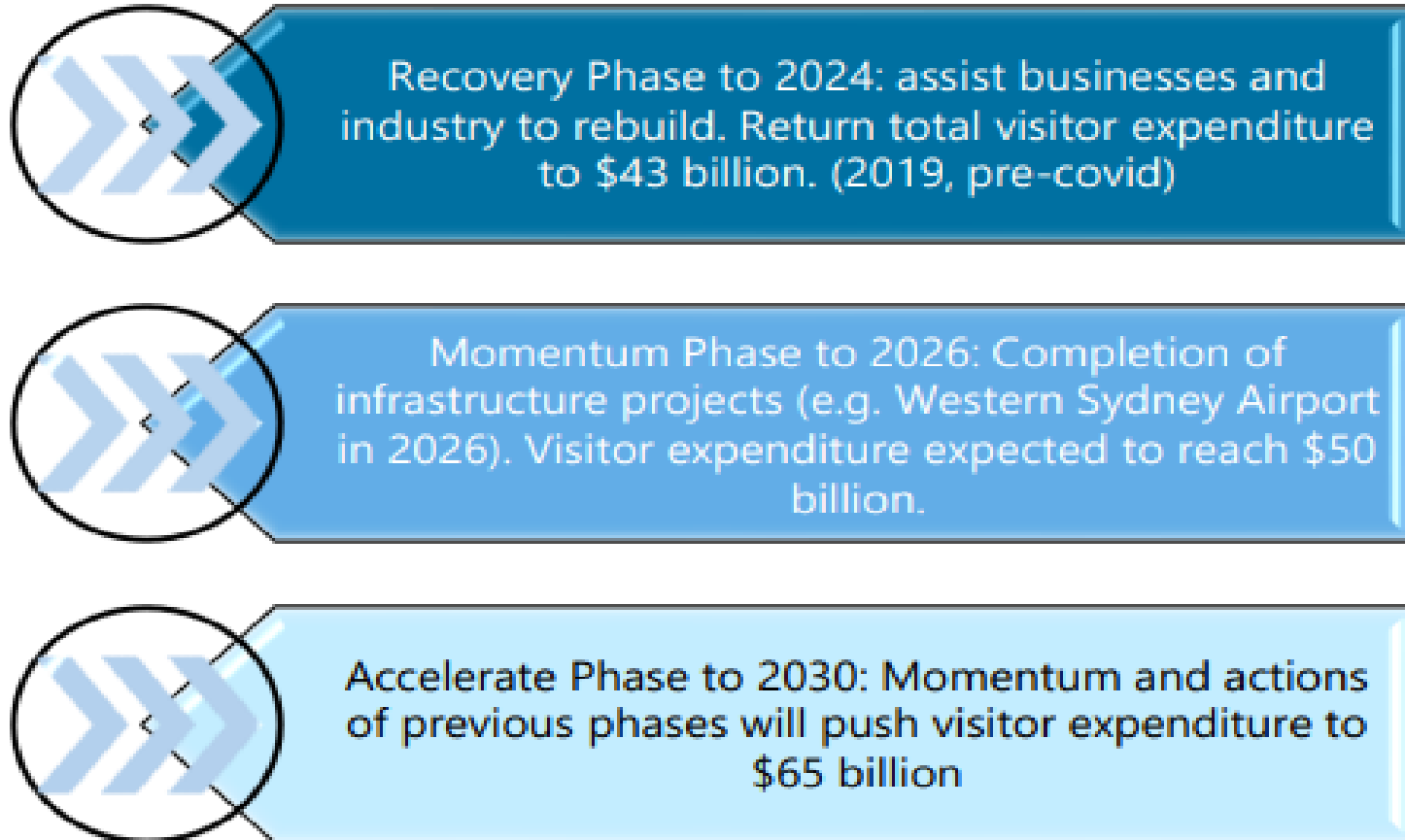
Context for the plan



Process



Strategic Context: NSW Visitor Economy Strategy (VES) 2030



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A roadmap to support all industries involved in the visitor economy to recover disasters and crises, while building up resilience for the future.



Strategic Context: Strong reliance on a wide range of state and local policies



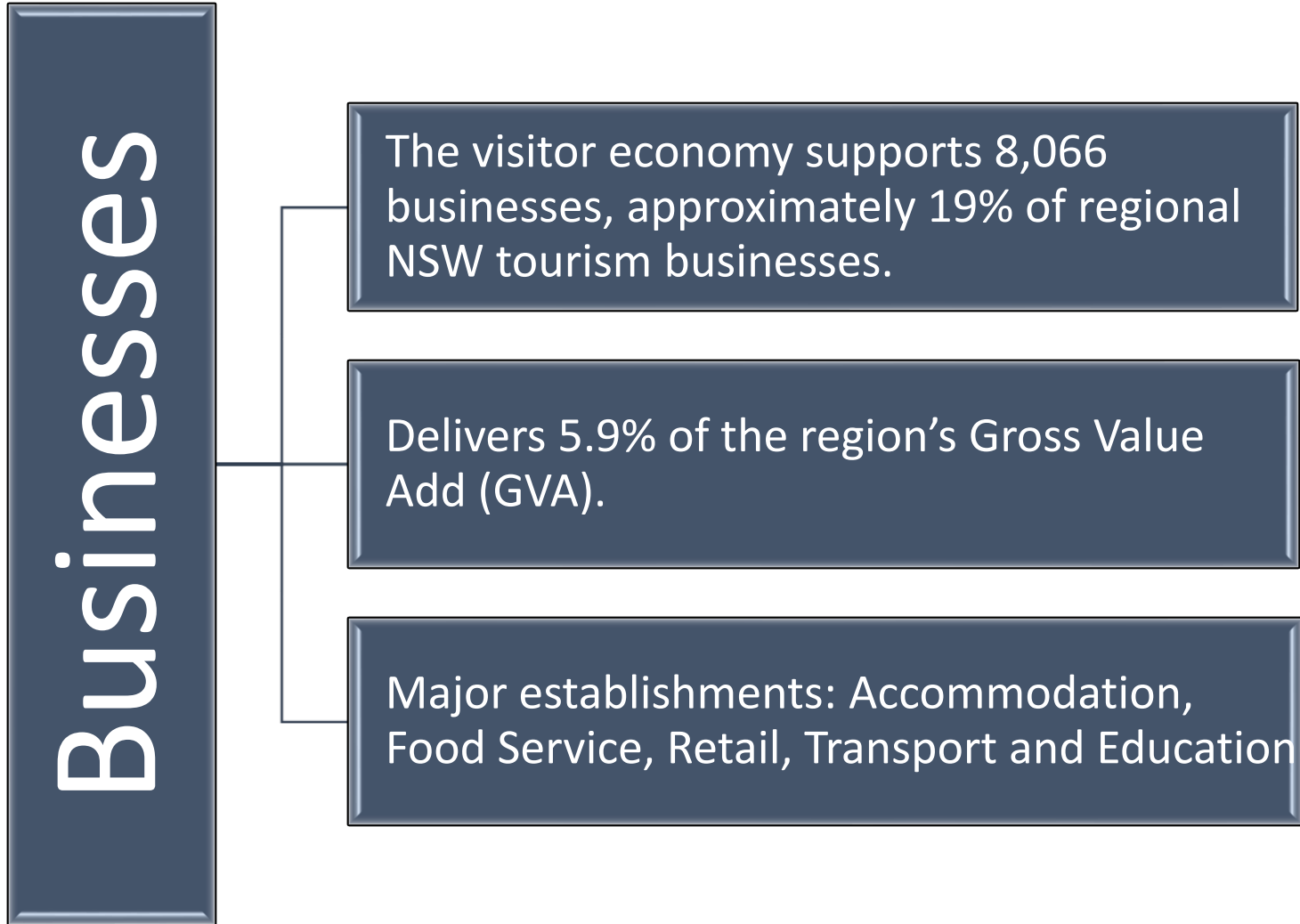
- Planning
- Economic development
- Community planning
- Heritage
- National parks and rural areas
- Infrastructure – digital and physical connectivity

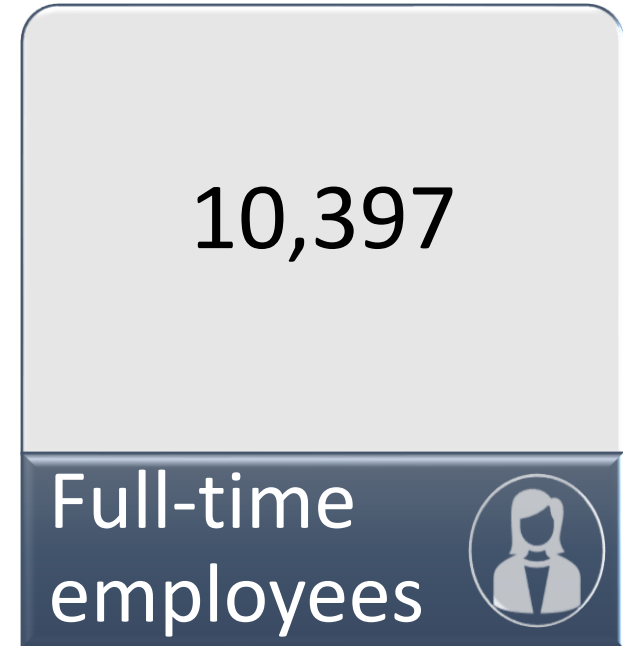


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Economic Context







Market Drivers and Trends





Growth in nature-based and cultural experiences:

- Increasing popularity of nature-based and authentic cultural experiences



Sustainability:

- up to 90% of travellers now seeking sustainable tourism options when they travel
- With NSW tracking toward 2030 targets of 35% carbon reduction from 2005 baseline levels, the visitor economy has an essential role to play in contributing to targets.



Health and Wellness:

- Demand for health and wellness experiences continues to grow
- The concept of 'slow travel' will have resonance with consumers looking to reconnect with places.



Safety and hygiene:

- Pandemic-influenced conservatism will continue to shape our travel expectations.
- Physical distancing, strong hygiene practices, flexible booking options, and increased service level expectations will remain as we emerge from the pandemic.



Events

- Pent-up demand for large events.



Self-drive and touring will continue to be key market segments:

- COVID-19 travel restrictions boosted the appeal of self-drive holidays from domestic customers.
- With record levels of RV and caravan sales, and continued popularity of 4WD vehicles, self-drive will continue to be a key sector for most destinations.



Demographic and social change:

- Accessibility will be consideration for all destinations.



Resilience:

- There is an urgency to drive recovery to pre-COVID-19 levels as soon as possible, however, supporting industry and destination resilience continue to be priorities.
- Economic uncertainty.

Vision and Positioning



Vision and Mission

Vision

To **sustainably grow** yield of visitors to North Coast NSW supporting the regional NSW goal of generating **\$25 billion** by 2030, **without compromising** the distinct **natural beauty** and **communities** that makes the **region** so unique.

Mission

To **maximise** the benefits of the North Coast NSW **visitor economy** and ensure the **sustainable future** of the **region**.

Positioning

North Coast NSW is positioned as a **natural escape** with a food bowl and plentiful local produce across its quirky communities. To ensure the region lives up to expectations, it must **deliver on health and wellness opportunities, food and local produce, camping and caravanning, arts and heritage and events** that promote its naturally spectacular and colourful image.

Visitor and Experience Profile

Visitor Market	Key Visitor Markets	Key Experiences
Day Visitors	<ul style="list-style-type: none"> • South East Queensland • Newcastle and Hunter region • Within the North Coast • Visiting Friends and Relatives 	<p>Nature-based Food and wine Beaches/ coastal Heritage Culture and arts Locally grown events</p>
Domestic Overnight (short breaks)	<ul style="list-style-type: none"> • Greater Sydney • Interstate (Queensland, Victoria) • Intra-region/ regional NSW 	
International	<ul style="list-style-type: none"> • Extended stays and touring • Visiting Friends and Relatives 	
Meetings, Incentives, Conference and Exhibitions (MICE)	<ul style="list-style-type: none"> • Intra-region • Greater Sydney, Newcastle, Melbourne and South East Queensland • Mid-week trade, with links to leisure trips/ extensions 	<p>Incentive offerings related to food and wine, coast, arts, and culture</p>

Destination Management Framework

Regional Vision

To sustainably grow yield of visitors to North Coast NSW supporting the regional NSW goal of generating \$25 billion by 2030, without compromising the distinct natural beauty and communities that makes the region so unique.

Strategic Pillars

Road to Recovery

Build the Brand

Invest in World Class Events

Facilitate Growth

Showcase our Strengths

Regional Strategies

Regional Strategies

Regional Strategies



Road to Recovery

VES 2030 Objective:

A comprehensive program of marketing and industry development will ensure NSW recovers quickly from the impacts of COVID-19, bushfires, drought, and floods and elevates its status as the premier visitor economy in the Asia Pacific.

Destination North Coast Objectives

- Return **visitor numbers to pre-COVID** levels by 2024.
- Manage **sustainable tourism growth**. Ensure that the rebuild of the industry is delivered in a way that leaves lasting positive benefits for community, businesses, and the environment.
- Provide **leadership and advocacy**. Advocate, lobby and engage with external stakeholders to represent and coordinate the needs of North Coast NSW visitor economy.

Road to Recovery – Regional Strategies

1	Experience delivery and product development
2	Strengthen regional collaboration
3	Accessible tourism
4	Enabling environment
5	Workforce development
6	Grow regional events
7	Sustainable and resilient destinations and businesses

Build the Brand

VES 2030 Objective:

Compelling new brands will be developed for Sydney and NSW to provide a strong foundation for differentiation, consumer messaging, local pride, and competitiveness to turbocharge recovery and accelerate future growth.

Destination North Coast Objectives

- Build **community pride and awareness** of the visitor economy's benefits across the region. Engage local communities as advocates for the visitor economy.
- **Strengthen partnerships** between LGAs across the region, leveraging joint itineraries to drive (multi) day trips and expenditure.
- **Support co-ordination and collaborative partnerships** to maximise impact and return on investment.
- Increase the **quantity of North Coast NSW product promoted digitally**. Work with operators to ensure that they are digitally connected to consumers and supporting platforms through ATDW and Get Connected.

Build the Brand – Regional Strategies



1	Support product and experience development
2	Strengthen regional collaboration
3	Accessible and inclusive tourism
4	Quality data an enabler of sound decision making
5	Workforce development
6	Grow regional events which reflect North Coast NSW's unique character
7	Sustainable and resilient destinations and businesses
8	Build digital capacity and depth of commissionable products

Showcase our Strengths

VES 2030 Objective:

NSW is a state of breath-taking diversity and bucket list visitor attractions and experiences. We will focus on existing strengths and develop new opportunities to ensure place making, destination marketing, events and visitor experiences drive visitation.

Destination North Coast Objectives

- Build authentic experiences around the region's **product strengths**. Lead with **nature, food and wellness** to engage visitors with the region.
- Focus on **increasing average length of stay and yield** in the domestic overnight visitor segment to grow visitor economy expenditure.
- **Increase yield among day visitors**. Ensure high standards of accessibility, creating spending opportunities, and extending the length of day trips to meet this ambition.
- **Improve the quality of commercial accommodation**, including adaptation of existing properties.

Showcase our Strengths – Regional Strategies



1	Experience delivery and product development that leverages our strengths including waterways and nature-based tourism
2	Support Commercial Accommodation – existing operators and new investment
3	Workforce development
4	Create accessible tourism destinations
5	Planning frameworks that enable appropriate development

World Class Events

VES 2030 Objective:

An accelerated investment in signature sporting and cultural events such as the 10 World Cups and Vivid Sydney as well as business events will help position Sydney and NSW as the events capital of the Asia Pacific, drive visitation and enhance the social wellbeing of NSW residents.

DNC Objectives & Strategies:

- Use **events to encourage greater visitor dispersal**.
- Position North Coast NSW as the **premium participative sporting event host** in Australia, utilising the facilities across the region to attract major sporting events.
- Support **development and activation of a calendar** of local leisure and business events that attract visitors across low and shoulder season.

World Class Events – Regional Strategies

1	Support event producers and managers to deliver accessible events.
2	Grow regional events via investment in MICE, a year around calendar, and support for participative sporting events
3	Build sustainable capacity of events through targeted training in partnership with key agencies.
4	Maximise the impact of business events and conferences

Facilitate Growth

VES 2030 Objective:

Investing in infrastructure, job creation, industry resilience and sustainability, future planning, and better ways to do business will ensure the continued growth and future prosperity of the NSW visitor economy.

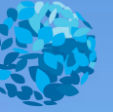
Destination North Coast Objectives

- Support the facilitation and attraction of **key infrastructure projects** that drive the visitor economy of the future.
- Advocacy for **streamlined planning processes**. Support tourism operators, and potential operators, to make it easier to do business.
- Support the industry to increase its **sustainability** through education. Assist operators and destinations to implement sustainable practices into their operations.

Facilitate Growth – Regional Strategies



1	Continue to support investment attraction for new products and experiences across North Coast NSW.
2	Facilitate improved ease of access via partnerships with airlines, airports and local councils.
3	Work with local government to support regulation and planning reform, making it easier for businesses to operate across the visitor economy.
4	Workforce development - advocate for taxation and industrial relations to make the visitor economy an exciting industry for long-term career prospects.
5	Grow regional events via supporting local governments to lead reviews into planning frameworks which ease approvals processes.
6	Support the application of sustainable practices and technological solutions to grow destination and businesses resilience and sustainability.



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Implementation



A Plan for the Region

Implementation

Stakeholders are encouraged to use the North Coast NSW DMP, as it sets out a series of **opportunities** and **strategic priorities** for the region, along with **actions** to address them.

Effective and efficient delivery of action items requires the **collaboration** of Councils, Local Tourism Organisations (LTOs) and industry

The **plan complements existing** regional economic development **strategies** and local destination management plans.

This DMP is a **working document**, providing flexibility to respond to changing market conditions. It is recognised that domestic and international markets are likely to be volatile over the short to medium term, therefore targets and this strategy will be subject to mid-term reviews at the end of the Recovery phase in 2024 and the Momentum phase in 2026.



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Next Steps



Next Steps

- Finalising the strategy.
- Alignment across regional destination network
- Publication –end of August