

Central NSW

Regional Tourism Plan 2004 – 2007





Tourism to Central NSW

The Central NSW tourism industry is an important, emerging one. In the year ended June 2002, total tourism expenditure in Central NSW amounted to **\$1.1 billion**.

The Regional Tourism Plan – Central NSW 2004-2007

The 3-year Central NSW Regional Tourism Plan has been prepared to provide a strategic direction for the sustainable development of Central NSW's tourism product and infrastructure. (A separate marketing plan provides the strategic direction for marketing Central NSW for tourism purposes.)

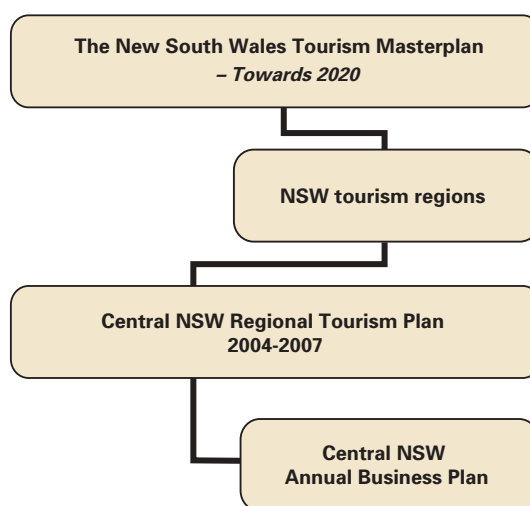
While the Regional Tourism Plan sets out strategies to be implemented over the next 3 years, it also canvasses longer term strategies.

It is envisaged that the Plan will be reviewed annually as part of the business planning process adopted by Central NSW Tourism, Central NSW's regional tourism organisation.

Towards 2020: the New South Wales Tourism Masterplan

The Regional Tourism Plan has been prepared in accordance with the tenets of the New South Wales Tourism Masterplan: *Towards 2020*.

Many of the strategies proposed in the Plan complement the umbrella strategies for the state set out in the Masterplan. By way of illustration, strategy 2.4.3 under the Masterplan suggests that consideration be paid to the preparation of a supplementary investment strategy as part of regional tourism plans prepared by regional tourism organisations. The Central NSW Regional Tourism Plan recommends that a program be developed to assist with facilitating investment in the region's tourism product and infrastructure.



How the Regional Tourism Plan was Prepared

The Central NSW Regional Tourism Plan was prepared after:

- a review was completed of consumer focussed visitor research already undertaken into Central NSW's tourism industry, including tourism marketing and regional profile reports;
- consultation with stakeholders in Central NSW's tourism industry; and
- liaison with the Plan's commissioning organisations: Tourism New South Wales and Central NSW Tourism.

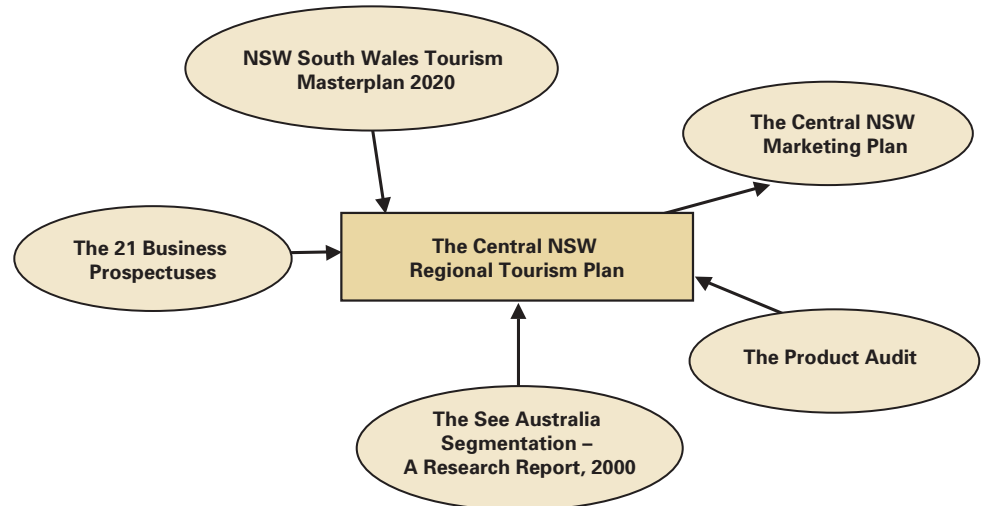


How to Read the Regional Tourism Plan

Copies of the complete Regional Tourism Plan are available from Central NSW Tourism and at the offices of Tourism New South Wales.

The Plan should be read in conjunction with, among other documents:

- business prospectuses prepared by Environmetrics Pty Limited and PacALLIANCE (Australia) Pty Limited for each of the Central NSW local government areas; and
- the Marketing Plan prepared by Central NSW Tourism and Tourism New South Wales.



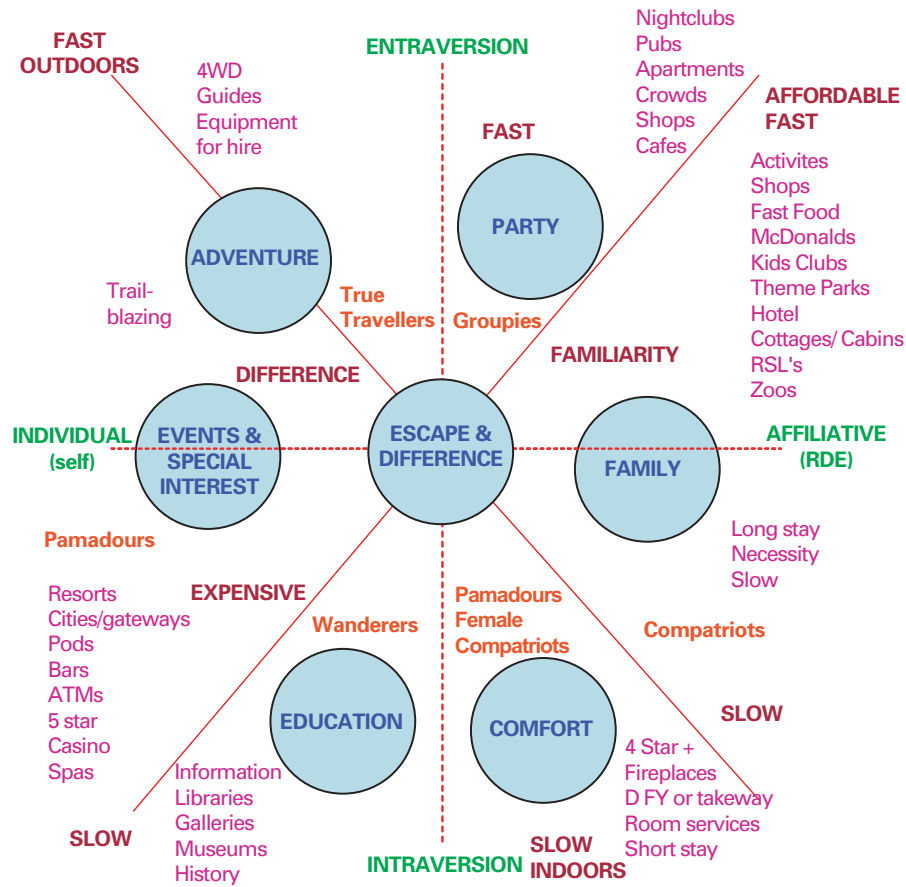
A Unique Plan

There are some unique features of the Central NSW Regional Tourism Plan.

- The Plan is the first regional tourism plan in the state that proposes strategies targeted to visitor groups defined according to See Australia's market segmentation. It is a **consumer oriented** Plan: strategies are designed to meet the needs of visitors to Central NSW.

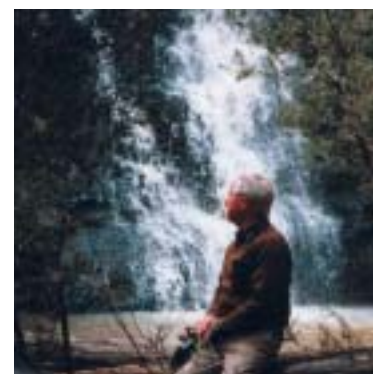
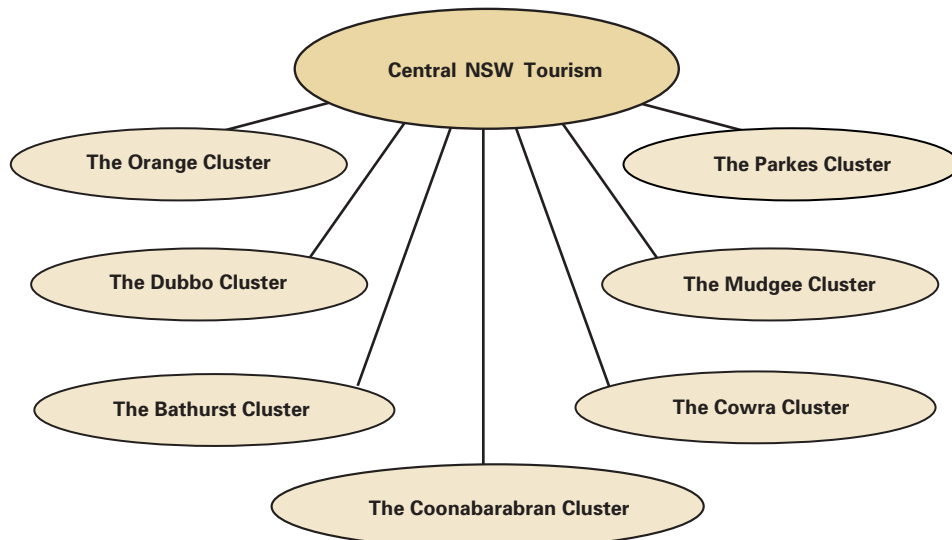
The See Australia Visitor Segments or Mind Sets	
Pampadours	The indulgence segment. Pampadours want it all. They seek out new places, new faces, a different culture, climate and food and activities not available or taken up at home. They travel outside school holidays. They avoid caravans; self contained accommodation; day trips and adventure or risk
Compatriots	Middle Australia. Compatriots travel with their family . They have to budget and look for value and accessibility. The children of Compatriots often have a role in deciding a holiday destination. Holidays are usually taken in single blocks, to allow maximum recharge.
Wanderers	Independent potterers . Nearly 1/2 of the Wanderers segment is retired. Wanderers take many holidays. They seek out value for money and take their holidays outside school holidays.
True Travellers	They are travellers , not tourists. They often holiday overseas where they immerse themselves in a different culture. They favour spontaneity. They respond to physical activity; personal fitness travel; adventure; risk and things they would not do at home.
Groupies	A segment with a skew toward youth, males and school and tertiary students. They travel in peer groups and in peak periods. They want party time ; bright lights; clubs and pubs: fishing or hunting trips by males; girls' weekends, school reunions etc..

The following diagram offers a framework for thinking about the optimal positioning of New South Wales' destinations. It brings together: consumer needs; perceptions of destination; activities infrastructure; experiences and target markets.



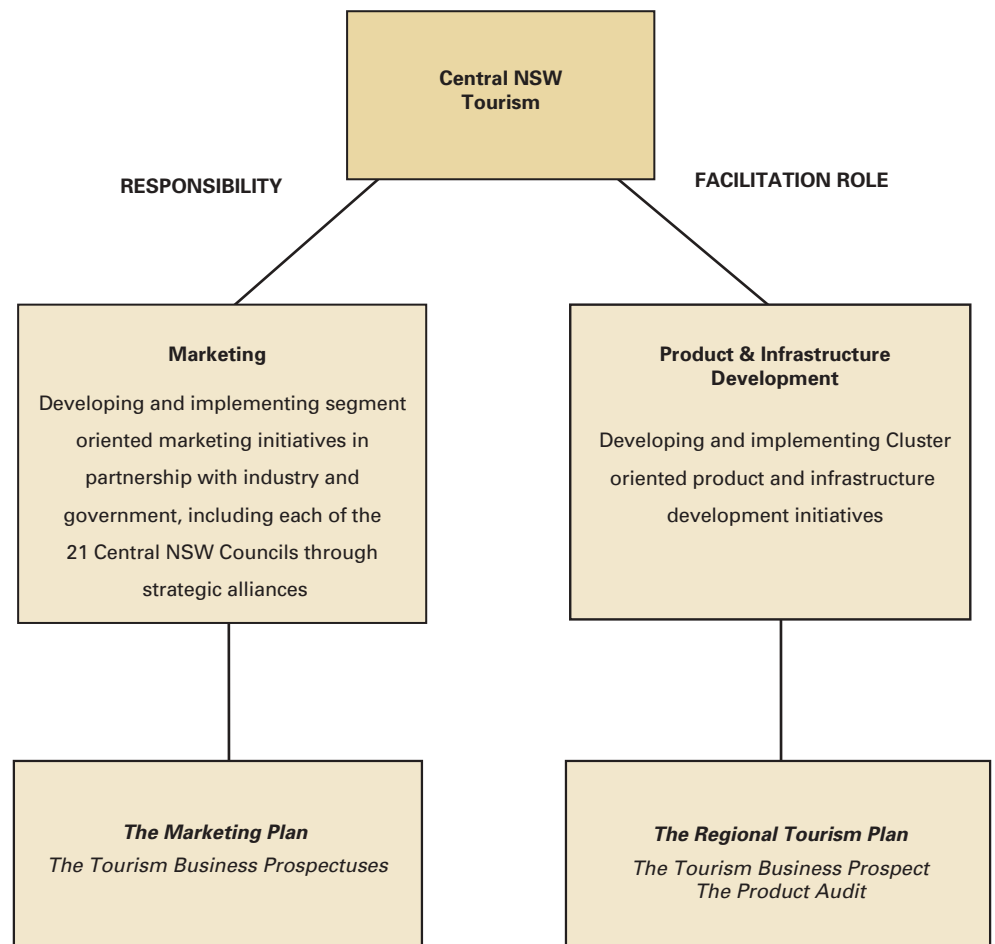
Source: Colmar Brunton Pty Limited

- The Plan is the first regional tourism plan in the state that proposes **cross collaboration** between 21 local government area organisations. It is proposed that strategic alliances targeting the See Australia segments will be formed showcasing regional product. The 7 groups or **clusters** will focus on product development through collaboration with industry, government and other stakeholders. The cross collaboration process will see economies of scale; streamlined administration processes and a reduction in the duplication of efforts for Central NSW.





- The Clusters will be administered by representatives of local government; industry (including the visitor information centres) and the community. They will be established with the assistance of Central NSW Tourism and will facilitate **industry participation** in the development of tourism product and infrastructure in accordance with the Regional Tourism Plan.
- Promotion of Central NSW will be facilitated by Central NSW Tourism through the creation of strategic alliances with local, state and federal agencies and private sector stakeholders.



6 High Priority Strategies for Central NSW

While a number of strategies are recommended in the Central NSW Regional Tourism Plan, 6 are of high priority.

No.	Strategy	Focus
1	Establish the Clusters: determine the representatives; the organisation mode and identify responsibilities: <i>to be facilitated by</i> Central NSW Tourism.	Cluster Establishment
2	Develop an investment facilitation program for the development of tourism product: <i>to be facilitated by</i> Central NSW Tourism in partnership with Tourism New South Wales; See Australia, DOTARS, the Clusters; economic development agencies and local government etc..	Investment Program
3	Develop a program for the better training of new employees in the tourism sector and the up-skilling of existing employees: <i>to be facilitated by</i> Central NSW Tourism and the Clusters, with assistance from See Australia and Tourism New South Wales.	Training Program
4	Monitor programs for the upgrading of signage to and within Central NSW and for the upgrading of roads, to improve visitor access to available tourism product (particularly from major highways): <i>to be facilitated by</i> Central NSW Tourism and each of the Clusters, in partnership with local and state government agencies.	Signage and Road Upgrades
5	Improve basic visitor services, including the range and quality of food and beverage and shopping services: <i>to be facilitated by</i> the Clusters with assistance from Central NSW Tourism; Tourism New South Wales and relevant state and federal government agencies (including See Australia)	Improving Visitor Services
6	A whole-of-region events and festivals calendar to be created, which includes, for instance, events scheduled for school holidays: <i>to be facilitated by</i> the Clusters, with assistance from Central NSW Tourism.	Events and Festivals Calendar



For Further Information

To find out more information or to obtain a copy of the Regional Tourism Plan or any other document referred to in this brochure, please contact the Executive Officer of Central NSW Tourism.

Post Office Box C283, CSU LPO
BATHURST NSW 2795

Phone: 02 6332 5888
Email: admin@explorercountry.com



For information on other regional plans in New South Wales, contact Tourism New South Wales.

General Post Office Box 7050
SYDNEY NSW 2001

Phone: 02 9931 1111
Website: www.tourism.nsw.gov.au



The Regional Tourism Plan was prepared for the Central NSW Tourism Organisation and Tourism New South Wales by TheStaffordGroup.

TheStaffordGroup
Post Office Box 683
WOOLLAHRA NSW 2025

Phone: 02 9327 5912
Fax: 02 9362 1750
Email: stafford@ans.com.au

