

# South Coast

Regional Tourism Plan 2003-2006



Tourism New South Wales



## Background

Tourism New South Wales (TNSW), in conjunction with each Regional Tourism Organisation (RTO) and other regional stakeholders, is progressively developing plans for the tourism industry in each region of New South Wales, as detailed in the Regional Tourism Action Plan that was released in June 2000.

The wider planning objective of these plans is to influence the thinking of government agencies at all levels to include the needs of the tourism industry and its customers when developing their own infrastructure, land-use and community based plans.

By establishing a more 'holistic' approach to planning for the future needs of regional tourism, these plans will assist the longer-term development of a sustainable tourism industry, as identified in Towards 2020 – New South Wales Tourism Masterplan, that is:

- tourism growth and destinations in NSW are sustainably managed;
- a positive climate for investment and enterprises in NSW is maintained, and
- tourism in regional and rural NSW is strengthened.

## The Aim

The South Coast Regional Tourism Plan 2003-2006 provides clear and achievable priorities for tourism development and marketing activities on the South Coast of New South Wales. It provides a coordinated whole-of-government approach to destination management over the next three years.

The implementation of the plan will be the responsibility of all stakeholders on the South Coast; government, private operators and community. This brochure provides an overview of the plan and its vision for the South Coast's future.



## South Coast NSW

The region covers the three local government areas of Shoalhaven City, Eurobodalla Shire and Bega Valley Shire and lies between the Great Dividing Range and the Tasman Sea from Berry, north of Nowra to the Victorian Border. Tourism is one of its major industries and is dependent on a set of core attributes, including:

- Extensive range of ecosystems, many protected in National Parks and reserves. Landscapes of rolling hills, and wooded pasture lands dotted with towns and villages
- Location of the closest beaches to Canberra and the northern section is only two hours from Sydney
- Well developed tourism infrastructure, including accommodation, attractions and events
- Successful investment in marketing over a long period by local and regional tourism bodies

These attributes have made the South Coast the most visited region in NSW, particularly as a short-break, touring and family holiday destination.

## Current Successes

The regional tourism industry is strong and successful.

- Regional industry turnover of \$883 million in 1998
- Supports 6,200 jobs or 14% of the workforce in the region
- 2.6 million overnight visitors staying a total of 10.3 million visitor nights, making it the fifth highest visited region in Australia behind Sydney, Melbourne, Brisbane and the Gold Coast.

## The Need for Development

The region is so successful that in 1998 for every resident of the region, there were 34 visitors, with a major bias towards summer visitation. The highly seasonal nature of visitation to the region impacts on the regional economy, environment and on infrastructure costs, as well as on the viability of tourism businesses.

Although the South Coast has been successful as a tourism region, it is these issues of the environment, social and economic sustainability of the industry that underlie this present marketing and development plan.

## Management in the Region

The South Coast Regional Tourism Organisation Inc. (SCRTO) is responsible for promoting and developing tourism in the region. It is a representative organisation of key tourism stakeholders including private tourist operators, local councils, and state government.

Tourism New South Wales is the state government department responsible for the promotion and development of tourism in the state as a whole.

The South Coast has a variety of other key stakeholders that have significant input into management including National Parks Service, Planning NSW and the Coastal Council.

# How the Plan was Developed

This plan has been built on considerable consultation and previous work already conducted by Tourism New South Wales, SCRTO, Planning NSW, Environment Australia and other local, regional and state governments.

Following the background review and field trips to the region, a Strategic Directions report was produced which canvassed options for the future direction of the tourism industry in the region. Consultation was undertaken with the SCRTO Board, TNSW and operators through workshops and interviews.

A draft plan was prepared that was reviewed by the executive of SCRTO and TNSW. The final plan was prepared following the review.

# The Region's Vision

To improve the yield from tourism and its contribution to the future development of the South Coast of New South Wales in economic, social, cultural and environmental terms.

# SCRTO Mission

To promote and position the South Coast of New South Wales both for visitation and development of Tourism infrastructure as the most popular coastal tourist destination area in New South Wales.

# Objectives

To achieve the region's vision, six objectives were identified:

## 1) Identify and target strategic market opportunities

Markets targeted by this strategy are those which will contribute to a more sustainable year round pattern of visitation and which have a clear connection to the strengths of the region, including:

- Nature tourism
- Art, Food and Wine production
- Cultural and Heritage tourism
- Visiting Friends and Relatives market
- The Touring market
- The Shortbreaks market

## 2) Foster tourism product to cater for target markets

Having identified target markets, the plan needs to ensure that the region has sufficient quality services to meet visitor demand, including nature based, luxury retreat and historic homes accommodation, built attractions, tours, events, shopping and town centres.

## 3) Encourage the sustainable development of infrastructure to support visitor requirements

Clearly, adequate infrastructure will play a vital role in future tourism growth. Improved transport networks linking the South Coast with key markets will greatly influence future opportunities.

## 4) Improve service levels

Operators will require continual education to understand market requirements and appropriate training and development of industry networks will continue to be important.

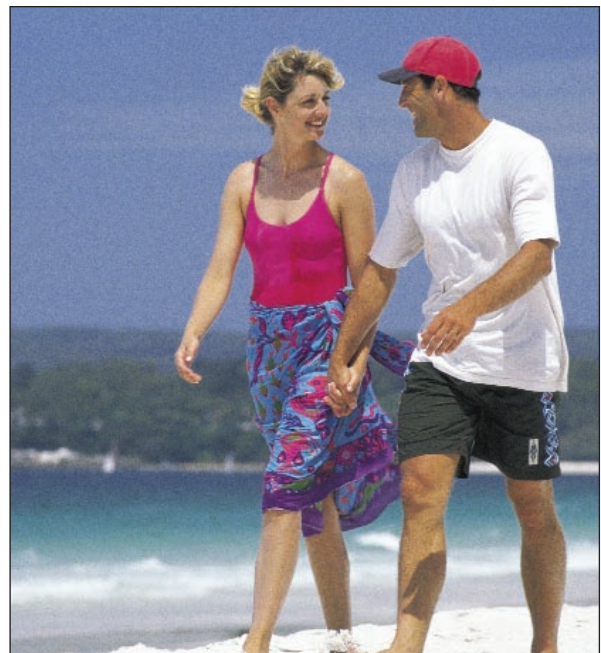
## 5) Market to target audience

Marketing strategies will address consolidation of existing markets, the development of new market segments including the inbound self-drive and touring markets. Promotions will include:

- Promotion of visitation in the shoulder and off peak seasons
- Packaging the regions attractions and accommodation together
- A clear delivery process of information utilising all mediums including print and electronic media, web based services, direct mail, telephone etc.

## 6) Create a SCRTO structure that has long term sustainability

The SCRTO will carry forward this Tourism Plan for the region, implementing or amending its recommendations as necessary. As part of the process the SCRTO will examine its own structure, as well as development and marketing teams.



# The Action Plan

These six objectives have led to the development of a comprehensive Regional Tourism Action Guide, which extends over three years and beyond and has 72 actions. The underlying philosophy is to link products and strategies to form networks of operators to package tourism product to capture target audiences.

Management of the plan is to be undertaken by SCRTO in conjunction with all the tourism stakeholders in the region.

Careful application of the resources available to the tourism industry on the South Coast will enable a sophisticated approach to the management of future opportunities. The vision, mission and objectives of the Plan will see this future underpinned by sustainable practices and growth in the tourism industry.

## Expected Outcomes

The expected primary outcomes of the Action Plan over time are:

- Higher levels of domestic and international visitors
- Extended length of stay
- Higher yield
- Expanded economic, employment and other benefits for the community

The strategy emphasises and protects the natural environment of the region whilst encouraging sustainable development that improves yield and creates a more even, year-round pattern of visitation.

The Tourism Plan was initially prepared by:

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and subsequently tailored by the South Coast Regional Tourism Organisation Inc. and Tourism New South Wales

## For More Information

To find out more information or to obtain a copy of the Tourism Plan, contact The Executive Officer of the South Coast Regional Tourism Organisation Inc

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For information on other regional plans across New South Wales, contact:

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