

## stateregional - State and Regional Development Committee Public Hearing - Central Coast Tourist Destinaaion Plan

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**To:** "stateregional@parliament.nsw.gov.au" <stateregional@parliament.nsw.gov.au>  
**Date:** 10/29/2012 3:07 PM  
**Subject:** State and Regional Development Committee Public Hearing - Central Coast Tourist Destinaaion Plan

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Dear Mr Todd Buttsworth,  
 Thankyou for the Inquiry last Friday 26 October regarding our CCROC Submission.  
 Marco Argolo and I appreciated the opportunity to provide input at the hearing.,

In response to one of the questions we were asked regarding *what strategies or steps the Central Coast is taking to promote/market Countrylink Services* I would like to refer the Committee to the current 3 year **Central Coast Tourist Destination Management Plan** (2010 to 2013) developed by Central Coast Tourism Inc, June 2010.

<http://www.visitcentralcoast.com.au/content/filelib/CCTDestinationManagementPlanlowres.pdf>

I note the following references that could be of interest:

*Page 2 "Visitor expenditure is valued at over \$750 million annually to the Central Coast region and directly employs approximately 6,000 people. In recent times, overnight visitation to our region has decreased, triggering the need for a new direction and a bold vision.*

*In order for the Central Coast tourism industry to progress and remain competitive, the region requires a strong, united strategic direction to lay down a vision for its future. The Central Coast Destination Management Plan for tourism fulfils this requirement and for the first time successfully brings together a holistic approach to the destination."*

**Strategic Priority** Page 5

**Improve partnerships and accessibility** Priority Project is **Regional Tourism Awards Program in partnership with Hunter Valley Tourism**

**Recommended priority areas for the next 3 years** Page 20.

▣ **Provide better public transport systems and connections for tourists (and locals, of course) to get around easily**

**Strategies to Achieve the Vision** Page 24

*"The Central Coast region currently suffers due to a bad reputation of poor public transport, dispersed tourism product and the 'great divide' caused by the Sydney – Newcastle Freeway. To overcome this, the region should:*

- ▣ *Improve accessibility and encourage movement throughout the region through tourist drives and public transport*
- ▣ *Encourage packaging of products and experiences*
- ▣ *Promote a united tourism destination with recognition for service excellence through a Business Excellence and Awards Program."*

**Partnerships, Packaging and Accessibility** Page 28

*Packaging workshops to connect local product*

- ▣ *Develop a hinterland tourist drive*
- ▣ *Business and event leverage marketing (e.g. Mariners)*
- ▣ *Prepare a regional Signage Plan*
- ▣ *Package rail with tourism experiences (opportunity to build product along rail)*
- ▣ *Investigate the viability of holiday public transport shuttle*  
(Gosford – Terrigal – Ettalong – Woy Woy – Gosford) linked to rail packages

Regards



**Steven Green**

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