

**Inquiry into Tourism in Local Communities**  
**Bruce Marshall 8 November 2013**

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**1. Return on investment of Government Funds**

Tourism Snowy Mountains, as decreed by destination NSW

- Especially the grouping of Tumbarumba, Tumut and Bombala in the Region and consequent ineffectiveness of the TSM CEO

Destination NSW's inability to provide funds for regional tourist organisations

- From an annual budget of \$130,000,000

Only 6% or \$7.2 million is provided for marketing and events in regional NSW

- Sydney centric
- Administration soaking up much of the money
- Little left for funding marketing programs or events
- \$50,000 minimum contribution from local business or organisation to be eligible for a dollar for dollar subsidy.

**2. Important of Tourism to Snowy River Shire**

- Totally reliant on Tourism

Economic viability of the Snowy Mountains? **Some observations:**

- Lack of 'Non winter' tourism
- Effectively 2 months July & August extent of our winter season
- Climate change may even challenge this
- Without a lift the inability to charge a premium \$ that may allow you to survive the long summer
- The loss of the well healed skier to overseas which fortunately has been replaced by the common man who unfortunately don't have the same disposable income

Jindabyne as a community is asleep in terms of addressing our need to develop year round tourism or even a vision for the area. – Totally dependent on Resorts to bring in the skiers in winter.

**Snowy River Shire just as bad**

Say they are unable to raise funds for marketing, product improvement and event development.

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### **3. Value of Tourism on Local Government Areas**

a. Infrastructure – only way services will be viable in our area is with the tourist numbers to sustain them. i.e. non winter

- Lake levels – Queenstown – Snowy Hydro consideration of lake levels
- KNP Access to product – conservation bias
- K.A.G.W- frustrated by entrenched attitudes and regulations at NPWS

**N.B.** I do acknowledge more recent acceptance of “recreation” in NSW’s National Parks.

b. Social impacts – small number of established local farmers may feel disenfranchised but I believe the benefits far outweigh the negatives e.g. employment of locals, schooling locally

#### **c. Employment Opportunities**

An industry that is heavily skewed towards weekend holiday experiences – our proximity to Canberra and Sydney – and yet we have an employment award system which discourages us from employing on weekends. e.g. Easter 2013

### **Way forward for Snowy River Shire**

What I did at LCR :    - Marketing levy  
                                  - Activities Levy

#### **Our focus is on events:**

- |                   |                                 |
|-------------------|---------------------------------|
| - Weddings        | - yoga week ends                |
| - Conferences     | - Segway tours                  |
| - Sporting events | - river sledding                |
| o Triathlon       | - cuisine events celebrity chef |
| o Mountain biking |                                 |
| o Running         |                                 |

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### **The Vision – Snowy Mountains – The Outdoor Adventure Capital of NSW's**

An event every weekend – not enough to entertain our guests at present

Snowy River Shire / Jindabyne need's a mechanism for raising money

- Council to have the power to levy business houses by rates
  - Council to NOT have the power to spend the money – Tourism Snowy Mountains to control the spending of money.
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- More money from Destination NSW's to back events
  - Keep NPWS focused on spending Centenary Funds in the Thredbo/Jindabyne area
  - More money to fund **local Tour operators** – *Assistance in setting up. Chicken and egg problem - need the tourist activity to entertain the tourist but tourist activity not viable until tourists are here.* Maybe start up assistance e.g. mountain bike to Kosciuszko  
Regulated employment awards and seasonal nature of our area make these more viable for the self employed/owner operator
  - Thredbo Co. has been doing it – LCR is doing it  
We need Jindabyne's Business to be doing it