

General Purpose Standing Committee No 3

Inquiry into tourism in Local Communities

Supplementary Questions: Central Coast Tourism

1: Can you outline the scale of the infrastructure plans? What is the cost and time-frame?

The document referred to at the hearing is the Central Coast Tourism Opportunity Plan 2013 (TOP). This plan was the result of the first Central Coast Destination Management Plan for Tourism 2010 – 2013.

The purpose of the TOP was to identify and align viable catalyst tourism projects with both local town planning schemes, government strategies and plans and to determine a way forward.

Among other things the TOP aims to:

- Identify tourism infrastructure upgrades to support tourism growth
- Identify the need for new investment that supports the ongoing development of tourism to meet future visitor expectations and demands
- Provide relevant research based information on tourism supply and demand
- Provide a mechanism of engagement with infrastructure providers and potential investors about the needs of the industry and investment opportunities
- Provide an agreed focus for infrastructure providers, private investors and the tourism industry

The TOP outlines 5 catalyst projects and a further 44 potential investment projects. The document provides an analysis of the 5 catalyst projects and a top Line cost benefit analysis for two of the projects.

Both documents - Central Coast Destination Management Plan for Tourism 2010 – 2013 and the Central Coast Tourism Opportunity Plan are available for viewing on the Central Coast Tourism site – link below

<http://www.visitcentralcoast.com.au/membership>

The key stakeholders in the development of both documents are:

Gosford City Council
Wyong Shire Council
Central Coast Tourism

Collaboration and input through workshops sessions included representatives from the following organisations:

Central Coast Regional Development Australia
Central Coast Regional Development Corporation

NSW Business Chamber
TAFE – Central Coast Campus

Department of Premier and Cabinet
Department of Trade and Investment
National Parks and Wildlife Service
Local Businesses

Central Coast Tourism Membership – representatives from accommodation, attractions and hospitality

2: What type of Visitors? Where do they come from?

Primary domestic market for the Central Coast is Sydney. NVS Statistics for the year ending December 2012 value the direct economic benefit of tourism to the region is \$800 million. This is made up of just under 3.8 million day trip visitors (average spend \$70), nearly 1.3 million overnight visitors (average spend \$143) and approximately 32,800 International guests (average spend \$42).

3: What type of employment? Part-time or Full time – how much is taken up by working visas travelers?

4: Is there a shortage of employment or workers?

I presume Gosford City Council will also address this question.

Approximately 40,000 residents commute daily to Sydney due to the fact they are not able to find full time employment on the Central Coast. Due to the seasonal nature of the Tourism industry ie peak summer season and high weekend visitation, part time /seasonal employment is available periodically however, this is not ideal and means our skilled workers must commute. The short answer is we need more full-time employment to secure more skilled workers.