

INQUIRY INTO TOURISM IN LOCAL COMMUNITIES

Organisation: Narrabri Shire Council

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**LEGISLATIVE
COUNCIL**

Our Reference: PJ:PJ
Your Reference: NSW Legislative
Council
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Monday, 23rd June, 2013

The Director,
General Purpose Standing Committee No 3,
Legislative Council, Parliament House,
Macquarie Street,
SYDNEY NSW 2000

To: Hon Natasha MacLaren-Jones MLC

Re: Inquiry into Tourism in local communities

Social and Cultural Impacts of Tourism on the Narrabri Shire

Tourism is a fast growing industry and valuable sector, contributing significantly to the Narrabri Shire's economy and the lives of our community.

1. The value of tourism to NSW communities and the return of investment of Government Grants and funds.

- Worth \$45 million to Narrabri
- Spend per visitor \$296
- Spend per night \$179

2. The value of tourism to regional, rural and coastal communities

- Tourism affects everyone directly or indirectly – tourism has a huge economic value in rural areas especially during economic drought as services are more recession proof than goods.
- Tourism is a service and experienced based industry
- Community owner/operated businesses keeps the money in the community – employment, training, product, services, food, travel, entertainment etc.

3a. The impacts of tourism on Local Government Areas including:

- Infrastructure services provision and asset management

- Regional structures under resourced – roads, public facilities, Libraries, community facilities etc
- Tourism fosters community pride and facilitates cultural exchange between communities and visitors – such as interaction between cultures and learning new traditions.
- Tourism can raise awareness – branding local products and can raise awareness of social issues and needs.
- Limited funds to rebuild or maintain the most basic infrastructure
- Regional structures rely heavily on volunteers who are struggling to cope with competing demands from their own businesses
- No internet services in some places
- Access to other surrounding LGA's No air service in town, no access to Gunnedah by bus travel
- Local Government areas showcasing the real life and lifestyle experience of the destination – encouraging visitors to experience the personality and true character of our country towns.

3b) Social impacts

- Community concerns losing its cultural identity.
- Community owner/operated tourism related businesses keep the money within the community.
- Community involvement in the planning and implementation of tourism – helps foster ownership and pride within the community.
- Socio-cultural – lack of information, false impressions, misinformation, poor communication and poor knowledge
- Negative perceptions and attitudes towards visitors - Community support – little understanding of the impact of tourism to a region
- Ill feeling towards tourism - delays/obstructions to tourism product and development & lack of Council support
- Open communication channels, poor consultation, transparency and involvement in the community levels at all stages of development and planning.
- Global Financial Crisis
- Drought, Flood & Fire
- Exchange Rate
- Stagnant Domestic Tourism Sector
- Increasing Competition – cheaper to go to New Zealand or Asia than to travel throughout regional Australia – Increase in Outbound travel
- Demographic Shift
- Economic impact tourism can bring to a region
- Demand on service delivery

3c) Unregulated tourism

- Service standard issues

- Accountability following govt regulations
- Cowboys operating without correct DA's etc

3d) Employment opportunities

- Lack of skilled labour – training opportunities
- Seasonal work
- Distance and lack of accommodation makes it hard to recruit and keep trained staff.

4. The marketing and regulation of tourism

- Measuring and evaluating tourism
- Cooperation marketing between LGA's
- Community support – lack of understanding of the impact of Tourism within the community/Council
- Job specific training and regulation of Tourism Managers/Tourism Officers

5. The utilisation of Special Rate Variation to support local tourism initiatives.

- Narrabri Shire Council has charged a Tourism Rate Levee of 0.00841 for the past 16 + years to support and fund tourism marketing for the Shire.

6. Any other related matter

- Seasonality

Should you require any further details please do not hesitate to contact me.

Yours sincerely,

Penny Jobling
TOURISM MANAGER

