

## **INQUIRY INTO TOURISM IN LOCAL COMMUNITIES**

**Organisation:** Wellington Council

**Date received:** 10/10/2013

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## **THE VALUE AND IMPACTS OF TOURISM IN LOCAL COMMUNITIES**

**Roundtable discussion points pertinent to Wellington LGA to inform the NSW Legislative Council General Purpose Committee No.3 during their inquiry into the value and impacts of tourism in local communities- Thursday 10 October 2013.**

Terms of reference Topics:

### ***1. The Value of tourism to New South Wales communities and the return on investment of Government grants and funds***

- Direct funding to our local international heritage sites such as Wellington Caves would maintain the value and heritage of these locations, offering return on investment for sustainable tourism income to our LGA.
- Strategic funding is crucial for Wellington and other small regional NSW centres towards regular, reliable and reasonably priced public transport to increase visitor access to our LGA, in particular the international market.

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

- Wellington is a stopover location for tourists between Melbourne and Brisbane. The flow through income to our community is valuable to the local businesses reliant on passing trade and accommodation.
- Domestic overnight tourism injects \$18 million annually into the Wellington LGA's local economy (Destination NSW, 2011). This represents a huge significance to our small regional community's local economy.
- Tourism is the fifth largest industry by employment in the Wellington LGA, employing 8% of local residents (Australian Bureau of Statistics, 2011).
- The majority of tourism businesses in the Wellington LGA are owned by locals, therefore there is minimal risk of outside leakages.

### ***3. The impacts of tourism on Local Government Areas, including:***

#### ***a. Infrastructure services provision and asset management***

- Tourism currently generates \$18 million to the Wellington LGA (Destination NSW, 2011). The asset maintenance of local infrastructure is crucial to encouraging stop over visits; for example our multi award winning park in the CBD.
- Infrastructure development of essential visitor services, such as the Wellington Visitor Information Centre and public toilets is a necessity within our LGA.

#### ***b. Social impacts***



- The benefits gained through aesthetic appearance and recreational activities are prevalent in Wellington as the advancement of accommodation at Lake Burrendong has increased the opportunities for purchase of groceries and camping supplies on the drive through Wellington on route to Lake Burrendong.
- Event Tourism in the Wellington LGA has built social cohesion by reinforcing ties within the community.

#### ***c. Unregulated tourism***

- Effective tourism management in Wellington has developed policies to reduce environmental impact to assist in sustaining the future of Mt Arthur Reserve with waste disposal and pollution controls in place.

#### ***d. Employment Opportunities***

- Wellington Currently has 7 Hotels, 4 Motels, 5 Caravan Parks, 1 Retreat, 6 B&B's 10 Cafes/restaurants (Wellington Community Guide, 2013) with a multiplier of 7. This delivers a large employment component for our community.
- The tourism industry's employment rate within the Wellington LGA (accommodation and food services, art and recreation services) is approximately 8% (Australian Bureau of Statistics, 2011).

### ***4. The marketing and regulation of tourism***

- Wellington Council has limited resources for Tourism promotion and marketing activities and is reliant on grants and funds to assist in this promotion

### ***5. The utilisation of special rate variations to support local tourism initiatives***

- N/A as local accommodation providers generally offer a standard rate.

### ***6. Any other related matter***

- Future funding opportunities for small communities under 10,000 is suggested for comprehensive tourism research. This is to ensure a more informed approach to regional tourism that is based on facts rather than opinions.
- Since agriculture is the primary Gross Regional Product in regional communities (injecting \$42.1 million dollars into the Wellington LGA'S economy RDA, 2012) there is a palpable opportunity to capitalise on Gastronomic Tourism, where local food and wine are stimulating factors to attract overnight visitors to smaller communities, and gain 'authentic' tourism experiences.
- Australia's Indigenous culture is a key point of differentiation particularly in regional communities such as the Wellington LGA. 41% of international visitors want to see aboriginal art, craft or a cultural display (Tourism Australia, 2010) therefore to increase the international market, funding is required to capitalise on this for regional communities.