

INQUIRY INTO TOURISM IN LOCAL COMMUNITIES

Name: Mr David Sheldon

Date received: 28/06/2013

1. The Value of tourism to New South Wales Communities and the return on investment of government grants and funds.

Elm Cottage Tumut, through the Partnership funding program 2012-13 period. This was a Destination campaign with Elm cottage as the backdrop.

Accommodation up 32.5% this included winners of prize Elm Cottage offers to the SES, RFS and Snowy Care flight. Revenue up 28.8%. This relate to guests each guest spending a minimum of \$340 outside accommodation during their stay. Average length 4.5 nights. DNSW has results from this campaign.

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

The value of tourism to New South Wales communities read specifically in dollar term equates to over 60% of the overnight expenditure of the nation's total which exceeds \$50 billion. It should be noted regional centres contribute over 50% of this total. The flow on effect can be measured in several ways, for example in the Snowy Mountains with over \$480m pa from Tourism. This tourism dollar equates to over \$11,000 per annum for every man woman or child residing in the Snowy Mountains (region comprises LGA area Cooma, Snowy River, Tumbarumba and Tumut). This unfortunately is not reflected in many LGA's and communities understanding of the Industry.

It must be stated that over 46c in every tourist dollar remains within the region so the economic benefit continually circulates.

The other benefit that the Industry contributes which is often overlooked is the development of the social fabric and development within communities.

In Regional areas this equates to new cultures with different Industry sectors opening their doors.

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

(a) From the Snowy Mountains view very little as infrastructure improvements outside KNP are virtually non existent specifically the for Visitor Economy.

(b) In this regard it is extremely hard to measures as both the community at large and the LGA have very little understanding of the overall beneficial impact and the width of the brush stroke the Visitor Economy reaches.

© Most Councils(LGA's) turn a blind eyes to this. It not only effects those Business's that have ticked all the regulatory boxes it greatly impacts on giving a true reflection on the Industries overall economic and social benefit to not only the state but also to the local regions. This should be a priority for Local Governments.

(d) The Visitor economy offers diversity.

4. The marketing and regulation of tourism. Marketing from a state level; More work required for the regions. Regional Australia now contribute to over 50% to the overnight expenditure. What could be achieved in reaching the Government goal of doubling the overnight expenditure by 2020 if specific regional campaigns mounted from the state perspective without price as the call to action.

Within NSW there are too many Industry Organisations/ associations, LGA's etc. Australia has a recognised peak regional body representing regional Australia, The Australian Regional Tourism Network, but as and has been typical within NSW for many years, everyone know better, why not use the people that have an understanding of regional issues and have their feet firmly entrenched in Regional Australia? I would greatly appreciate addressing the committee on this issue alone, using the Destination Management Plan is the perfect example of double handling.

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

This is not high on any radar within the Snowy Mountains, Cooma LGA have a levy. Due to a complete lack of understanding of the Visitor Economy much resources and dollars are spent in appeasement instead of a realisation to the benefits of the Industry to the overall community.

6. any other related matter.

The Industry within NSW at all levels from Government down to the local LTA has not been extremely clear with it's messages re the Industry or its value. There are too many voices chasing Government handouts with a real lack of understanding. Other states do it well why can't we in NSW.

There is no national standard for Visitor Information Centres. Most of the Centres are an economic drain on LGA's.

Where is there a regional plan/roadmap.