

INQUIRY INTO TOURISM IN LOCAL COMMUNITIES

Organisation: Shellharbour City Council

Date received: 10/07/2013



5 July 2013

RECEIVED

10 JUL 2012

LEGISLATIVE
COUNCIL

All communication addressed to:
General Manager
Shellharbour City Council
Locked Bag 155, Shellharbour City Centre, NSW 2529

PHONE: 02 4221 6111
FAX: 02 4221 6016
DX 26402 Shellharbour City Centre
EMAIL: records@shellharbour.nsw.gov.au
WEB: www.shellharbour.nsw.gov.au

The Hon Natasha Maclaren-Jones MLC
Chair
General Purpose Standing Committee No 3
Legislative Council
Parliament House
Sydney NSW 2000

Inquiry into Tourism in Local Communities

Dear Madam

Tourism Shellharbour is the peak body for Tourism in the Shellharbour Local Government Area. It is a member based industry association that represents tourism businesses in Shellharbour. Tourism Shellharbour is responsible for the coordination of the tourism sector, provision of information services including the operation of a Visitor Information Centre and the marketing and promotion of the City.

Tourism to Shellharbour brings \$59 million p.a. into our local economy and it is estimated that 400 jobs depend on tourism (based on full time equivalent jobs, therefore the actual number of people employed is greater).

However much of the Tourism visitation is seasonal with very high peaks. These peaks, whilst good for business, place a great strain on local infrastructure and services. These costs are borne by Shellharbour Council representing the local community.

Further the seasonal nature of the industry requires investment from the private sector that is not fully utilised for most of the year. This means that investment in tourism does not generate the returns that other industry sectors enjoy.

The NSW Government has placed an aspirational target for Destination NSW and the Tourism Industry to achieve a doubling of the overnight Visitor Economy by 2020.

Tourism Shellharbour is a member of the South Coast Regional Tourism Organisation that has embraced that target and has set its own target of doubling the overnight visitor economy for the South Coast by 2020.

To achieve this, Shellharbour City Council believes that:

1. The NSW Government should give greater support to Regional Tourism bodies. In saying this the South Coast Regional Tourism Organisation:
 - a. Notes that approximately 50% of all domestic tourism visitation in NSW occurs in the regions (DNSW figures).

The Hon Natasha Maclaren-Jones MLC
Inquiry into Tourism in Local Communities

- b. Acknowledges that the current Government has increased support over the previous administration.
 - c. However we believe that it should go further and that Regional Tourism should get the same support levels with the same funding formulae that Sydney gets.
2. The NSW Government should give greater support to those Councils whose areas incur significant costs in hosting large visitor numbers yet have no means of deriving direct benefit from those visitors. These costs are in services provided and infrastructure maintained. The Councils are contributing to the Visitor Economy by meeting these costs.
 3. The NSW Government should proceed with the construction of the Second Airport to relieve the pressure on Mascot. If something is not done NSW will lose more market share to other states and to competing overseas destinations. Shellharbour City Council is not entering the debate on where the Second Airport should be located.
 4. The NSW Government should undertake the necessary steps to see the creation of the Very Fast Train, at least between Sydney and Melbourne. Shellharbour City Council believes that such an asset would be a huge benefit to the State's Visitor Economy.

Shellharbour City Council recommends these actions to you and would be happy to discuss these further at some time in the future.

Yours sincerely

Michael Willis
General Manager