

**Submission  
No 40**

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

**Organisation:** Central Coast Tourism

**Date received:** 28/06/2013

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# **General Purpose Standing Committee No 3**

## **Inquiry into Tourism in Local Communities**

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

The Central Coast has experienced a steady decline in visitor numbers and nights since 2007. Central Coast Tourism, in response to this decline, identified a need for a Destination Management Plan (DMP) to provide a clear direction and reverse the trend. The development of the Central Coast Destination Management Plan for Tourism 2010 -2013 took a holistic approach to developing appropriate tourism strategies that contribute to the liveability and prosperity of the region without comprising its future. This DMP was the central reference point for the development and delivery of tourism product and services and the implementation of marketing strategies for the Central Coast.

At the time of the development of the DMP (2010) visitor expenditure was valued at \$750 million. Statistics provided by Destination NSW, year ended December 2012, shows visitor expenditure for the Central Coast region at \$800 million.

Outlined in the DMP, was the need for the region to develop a Regional Infrastructure and Investment Plan to prioritise public and tourism infrastructure projects and investment opportunities, as well as identify product development opportunities and their fit within the planning segments. The Central Coast Tourism Opportunity Plan (TOP) was released in April 2013.

The Central Coast has now developed (draft form) the regions next DMP 2013 -2016 to further address the needs of the region and ensure continued success and development.

Through the Destination Management process and consultation with local stakeholders, local government and the community it was clear the region needed to renew, revitalise and redevelop. Access to Government grants and other funding has been vital to our success thus far and will continue to be an important and necessary catalyst for improvements and our future. NOTE: From 1 July 2013, to access funding from Destination NSW regions are now required to have a DMP .

### **2. The Impact of Tourism to Regional, rural and coastal communities**

Tourism impacts a number of sectors in the economy. Visitors inject approximately \$800 million of direct expenditure into the Central Coast Economy which contributes to over \$1.4 billion of indirect expenditure across sectors including retail, transport and education.

For the Central Coast region, tourism directly or indirectly contributes to approximately 11,120 jobs. For every \$72,000 of tourism spend in the Central Coast region, one full-time employment position is created (Source: DNSW Tourism Statistics Y/E Dec 2012, measurements of tourism value across

sectors have been extrapolated based on the professional estimates of EC3 Global, using the national data outlined in the Tourism Satellite Accounts, prepared by Access Economics).

### **3. The Impacts of Tourism on Local Government Areas, including:**

(a) Infrastructure services provision and asset management

(b) Social Impacts

(c) Unregulated tourism

(d) Employment opportunities

The above would be best answered by the Gosford City Council and Wyong Shire Council, however, Tourism through development and investment has the potential to significantly increase the number of locals employed. Over 40,000 locals commute out of the region each day to work, the social and economic impact/benefit of more local employment would be substantial.

### **4. The Marketing and Regulation of Tourism and 5. The Utilisation of Special Rate Variations to support Local Tourism Initiatives**

Central Coast Tourism receives vital support from both Gosford City Council and Wyong Shire Council. As referenced in the NSW State Government Visitor Economy Taskforce Report, Gosford City Council has in place a Business /Tourism Development rate which is dispersed to Central Coast Tourism and special tourism/business development projects.

This support is essential for Central Coast Tourism Inc to develop, market and promote the region as a significant tourist destination in the domestic and international markets, to achieve increased visitation/expenditure, and to provide customer service to visitors and to its members

### **6. Any Other Related Matters**

Short Term Holiday Letting :

The Central Coast region does not have enough Motel/Hotels and resorts to fully cater to the regions visitors. The Holiday Letting industry contributes significantly to the region, however there are concerns over the lack of regulation for this area of the industry.

Penalty rates:

The Central Coast tourism industry consists of a majority of small business owners. As a destination, we must ensure the 'visitor experience' is a memorable one. To do this is it important to ensure attractions, restaurants and function centres are able to deliver a quality experience with skilled employees. Penalty rates are a major concern for these small businesses and often result in a lack of product 'open for business' in peak times. Offering support or compensation in this area would greatly increase our destination appeal and ability to tailor experiences for different markets.