

**Submission
No 24**

INQUIRY INTO TOURISM IN LOCAL COMMUNITIES

Organisation: Kiama Tourism

Date received: 28/06/2013

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



RECEIVED

28 JUN 2012

LEGISLATIVE
COUNCIL

June 2013

Dear Madam,

RE: Inquiry into Tourism in Local Communities

Kiama Tourism is a not for profit organisation that represents tourism in the Kiama Municipality. This region encompasses the townships of Kiama Downs, Minnamurra, Kiama, Jamberoo, Gerringong and Gerroa.

Since the mid 1800's Kiama has been a popular tourist destination attracting both holiday makers and day trippers. Today, the tourism industry is the main economic activity and employer in Kiama Local Government Area. In 2010/11, Kiama LGA attracted an estimated 250,000 domestic visitors who stayed one or more nights in Kiama (711,000 visitor nights), 623,000 day trippers and 30,000 international visitors.

Direct expenditure within the LGA by domestic visitors was in the order of \$156.7 million, with tourism responsible for the direct employment of 1,010 people and 500 indirect positions (total of approximately 1,500 tourism-dependent jobs).

While tourism is an enormous contributor to the local economy, it also places great strains on local infrastructure and services particularly during the peak tourism season where visitor numbers triple. Kiama Council is burdened with these peaks and struggles to maintain upkeep on the facilities that tourists and the local community enjoy. These amenities can be as simple as toilets, playgrounds, parks/picnic facilities and parking.

As a not for profit organisation we are reliant on support from the local Council, however find ourselves under-resourced and unable to commit the funds required for marketing and product development, what should be our two major roles. Instead, we find 55% of our expenses eaten up in payroll to service the Visitors Centre that services the needs of 100,000 visitors each year.

We also find that to be able to compete in the destination and tourism market, the need for increased private sector investment is required. However understand that due to the seasonal nature, the capital is not available due to profitable returns only occurring for a few months of the year.



To assist you with your inquiry, Kiama Tourism believes that:

- 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.
- The NSW Government provide greater support to Regional Tourism
- A second Sydney airport is required to service the International Tourism market
- A better transport network is required between Sydney and Melbourne – the fast train being an ideal opportunity
- The NSW Government support the expansion of Canberra Airport to be able to operate international arrivals and departures.

I look forward to hearing the results of the inquiry.

Yours faithfully

Sally Bursell
Manager
Kiama Tourism