

# AMENDED ITEM

23 September 2015  
To the Ordinary Council Meeting

Director's Report  
Community and Recreation Services  
Department

## 5.2 Tourism Framework and Plan 2015-2017

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TRIM REFERENCE: F2004/07096 - D12074145

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### SUMMARY

Wyong Shire Council recognises that tourism is an opportunity for the Shire, through the creation and support of jobs, the economic benefit it brings to local businesses and the destinations and attractions that it delivers for all residents to benefit from.

This framework has been developed to articulate Council's role in the facilitation of tourism outcomes for the Wyong Shire and outline Council's approach with tourism partners. The plan outlines Council's approach to tourism for 2015-17, details actions and how outcomes will be evaluated.

### RECOMMENDATION

***That Council adopt the Tourism Framework and Plan 2015-2017.***

### BACKGROUND

Council has recognised that tourism is an opportunity for the Shire, through the creation and support of jobs, the economic benefit it brings to local businesses and the destinations and attractions that it delivers in benefits for all residents.

Research suggests that for Wyong Shire to be successful in making tourism a driver for development, Council needs a strong tourism asset base and appropriate and effective planning, management and promotion of the destination.

The key outcome of the Regional Tourism Opportunity Plan (2013) developed by The Stafford Group for Wyong Shire Council, Gosford City Council, Regional Development Australia and Central Coast Tourism is to help reverse declining visitor numbers and to facilitate the development of sustainable tourism within the Central Coast region.

Council's Tourism Framework and Plan 2015-17 links to this and addresses the opportunities and gaps.

Tourism is traditionally focussed on the Federal and State government with regional tourism organisation delivering outcomes in relational areas in collaboration with local authorities, visitor information centres, tourism operations, businesses, support services and residents.

Council has considered that it needs to have more strategic management and promotion of tourism, investment and employment for the Wyong Shire and that developing a more

strategic management approach is needed as well as investigating the best options for future support for tourism.

The WSC Tourism Framework and Plan 2015-17 has identified that Council's role in tourism is one of facilitation. The framework is based on the premise that no one factor drives successful tourism outcomes and that collaboration and partnerships across a number of different areas are proven approaches to achieving successful tourism outcomes for an area.

Council's approach to this for 2015-17 will be:

- Continue working with Central Coast Tourism as the regional tourism organisation, to assist in facilitating increased visitation to the Wyong Shire through better co-ordination, improved success with external funding and partnerships around events and tourism promotion until June 2016
- Investigate options for a Shire wide events and promotions body to be fully funded and supported by Council and negotiate with Central Coast Tourism, The Entrance Town Centre Management, Wyong Regional Chamber of Commerce and Greater Toukley Vision to effect Council's direction
- Support Central Coast Destination Management Plan (2013-17) strategic priorities with Council's actions
- Deliver a range of projects and activities to support tourism across planning, development and destination marketing.

The outcomes of Council's tourism actions will be evaluated over the duration of the two year plan. The expected outcomes are positive economic returns, contribution to a vibrant destination and a strong identity for the Wyong Shire, with visitors feeling informed, excited and welcomed.

- A strong place identity will be measured by increases in awareness and positive perceptions of Wyong Shire and positive experiences translated to increased visitation and spending. This will be through biennial perception surveys, marketing campaign outcomes and drawing on reporting from external tourism partners about visitor numbers and expenditure
- Successful outcomes for Council's sponsorship program, events strategy and sports tourism focus will be measured through positive economic returns
- Visitor perceptions will be measured through biennial surveys and drawing on information from external tourism partners.

### **Components and Resources**

The Tourism Framework and Plan brings together a number of existing components and strategies across Council, together with external partnerships to provide a strategic direction for Council's role in facilitating tourism. These are the sponsorship program, event strategy, sports tourism, place brand identity and activation, Shire rejuvenation, Visitor Information Services, destination planning and management and tourism promotion and product development.

Council actions under the Tourism Plan will be managed within existing resources.

The Tourism Framework and Plan has also been developed around the tourism deliverables required of the four external organisations currently funded by Council. Should these arrangements change, the Tourism Framework and Plan will be reviewed.

A key action of the Tourism Plan in 2015 is to consult with tourism operators to find out what they need and what Council can do to support their needs and ultimately through a partnership approach, improve tourism outcomes for the Wyong Shire.

### **Links to Community Strategic Plan (2030)**

The proposal supports the delivery of the economic development objectives of the Community Strategic Plan.

### **CONSULTATION**

Consultation was undertaken with the relevant Council business areas responsible for the different components and strategies comprised in this framework. These are the sponsorship program, event strategy, sports tourism place brand identity and activation, Shire rejuvenation, tourism product and development. The Tourism Framework and Plan 2015-17 will be shared with external partners.

### **CONCLUSION**

This report provides details of the WSC Tourism Framework and Plan 2015-2017. The report outlines Council's approach to tourism for 2015-17, details actions and how outcomes will be evaluated.

### **ATTACHMENTS**

- 1 WSC Tourism Framework and Plan 2015-2017 V0.1 July 2015 D12087533



Wyong Shire Council  
Tourism Framework and Plan  
2015 - 2017

V0.1  
Teresa Walters  
30 July 2015

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Tourism Framework and Plan 2015-2017

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Tourism Framework and Plan

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Approved by:

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## **Summary**

Wyong Shire Council recognises that tourism is an opportunity for the Shire, through the creation and support of jobs, the economic benefit it brings to local businesses and the destinations and attractions that it delivers for all residents to benefit from.

Tourism is traditionally focused on the State and Federal Government with regional tourism organisations delivering outcomes in regional areas in collaboration with local authorities, visitor information centres, tourism operators, businesses, support services and residents. Council's historic approach to tourism has been to sponsor external organisations that were invested in tourism to deliver Shire wide promotion and marketing. The four main organisations Council provides funding to do this are Central Coast Tourism, The Entrance Town Centre Management, Wyong Regional Chamber of Commerce and Greater Toukley Vision.

Following a renewed interest in how tourism is supported in the Wyong local government area as part of Council's overall plans to have more strategic management and promotion of tourism, investment and employment, Council is reviewing the former approach and investigating the best options for future support of tourism.

## Background

We need to articulate what a successful tourism space looks like for the Wyong Shire. Research in this area for local government in South Africa<sup>1</sup> indicates that a successful tourism space is achieved for essentially three reasons:

- First, many localities, such as beach resorts or spas, are 'discovered' by private sector entrepreneurs or developers who identify, in these places, certain opportunities for development, triggering the growth of accommodation and recreational facilities, tourist attractions or conference centres;
- Second, other localities become tourism spaces as a result of local initiatives which sometimes are driven out of necessity for new economic opportunities;
- Finally, other localities emerge as tourism spaces by default, if not against the will of the local inhabitants then at least often without their direct encouragement, as a result of much enhanced levels of personal mobility.

The research suggests that for Wyong Shire to be successful in making tourism a driver for development we need a strong tourism asset base – developing and identifying a total tourism product or portfolio of products which will attract visitors. Secondly, appropriate and effective planning and management of tourism at destinations is critical.

Information from Regional Development Australia and Destination NSW records shows that tourism can be a key driver for local economic development for some, but not for all locations.

### **Links to Central Coast Tourism and Regional Development Australia**

The key outcome of the Regional Tourism Opportunity Plan (TOP 2013) developed by The Stafford Group for Wyong Shire Council, Gosford City Council, Regional Development Australia and Central Coast Tourism was developed to help reverse declining visitor numbers and to facilitate the development of sustainable tourism within the Central Coast region. They have identified the following strategic priorities:

1. Activate the waterfront
2. Enhance and promote the sporting and recreational benefits of the Central Coast
3. Attract and grow major sporting, cultural and lifestyle events
4. Make the region more accessible.

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<sup>1</sup> Professor Christian Rogerson, School of Tourism and Hospitality Management: Faculty of Management, University of Johannesburg (2013)



The catalyst investment projects identified in the plan are:

1. Mt Penang Tourism Precinct
2. The Waterfront Development at Gosford
3. Motorsport Precinct
4. Pioneer Dairy Sporting Hub
5. Tourism Hub at the Entrance.

There are other opportunities identified in the plan that link to some of the issues/opportunities identified in this document, therefore Council should develop a framework that addresses the gaps and provide strong linkages to the TOP and WSC's Economic Development Strategy.

## Approach

No one factor drives successful tourism outcomes and collaboration and partnerships are proven approaches to achieving this for an area. A Tourism Framework has been developed to articulate Council's role in the facilitation of tourism outcomes for the Wyong Shire and outline our approach with tourism partners.

For 2015-17, Council's approach to tourism will be to:

- Continue working with Central Coast Tourism as the regional tourism organisation, to assist in facilitating increased visitation to the Wyong Shire through better co-ordination, improved success with external funding and partnerships around events and tourism promotion until June 2016
- Investigate options for a Shire wide events and promotions body to be fully funded and supported by Council and negotiate with Central Coast Tourism, The Entrance Town Centre Management, Wyong Regional Chamber of Commerce and Greater Toukley Vision to effect Council's new direction
- Support Central Coast Destination Management Plan (CC DMP) strategic priorities with Council's actions
- Deliver a range of projects and activities to support tourism across planning, development, destinations and promotions.

## Outcomes and Evaluation

The outcomes of Council's tourism actions will be evaluated over the duration of the two year plan:

- A **strong new place identity** for Wyong Shire will be easily recognised and understood. It will be measured by increases in awareness, positive perceptions of Wyong Shire, and positive visitor experiences translated to increased visitation and spending. This will be measured through the biennial perception surveys, marketing strategy outcomes and drawing on reporting from external tourism partners about visitor numbers and expenditure.
- Successful outcomes for Council's sponsorship program, events strategy and sports tourism focus will be measured through **positive economic returns** for Wyong Shire and contributions to a vibrant destination. This will be measured by number of out-of-area event participants, visitor expenditure and positive perceptions. Shire rejuvenation projects and Tourism Product Development will support this outcome.
- Visitors feel **informed, excited and welcomed** in the Wyong Shire, recommending it as place to visit. Easy and accessible visitor services are available and satisfaction and perceptions are measured through the biennial survey and drawing on information from external tourism partners.

## **Delivery**

Council will deliver a range of projects and activities through the following themes to support the visitor economy and CC DMP strategic priorities:

1. Planning
2. Development
3. Destinations
4. Activities
5. Promotion

The detailed actions are contained in page 12.

## Measure and Indicators

Tourism outcomes are long range and cumulative and therefore challenging to measure value in real time or in direct outcomes from specific activities.

The following indicators can help inform Council on the value and return of investment in tourism for the Wyong Shire. These indicators together with visitor numbers and expenditure provided by Central Coast Tourism will be what Council's tourism contribution will be measured on.

Indicator	Measure	Data source	Responsibility
Ability of a destination to deliver quality and competitive tourism services			
1. Number of jobs in tourism industries in Wyong LGA	Percentage increase	ABS Census (every 4 years)	CCTI
Attractiveness of a destination			
2. Increase in recognised new, or improved tourism products and attractions in Wyong LGA	Percentage increase	Tourism operators	CCTI
3. Increased awareness of Central Coast region within the target audience ( <i>out-of-market ie: non-residents</i> )	Positive outcomes from CCTI destination marketing campaigns and measured investment results of campaign activity for Wyong specifically eg: overnight bookings	CC DMP Marketing metrics eg: online statistics, brochure requests  Bookings / Visitor expenditure	CCTI
4. Increased community value placed on the benefits of tourism ( <i>in-market ie: community and businesses</i> )	Awareness measured through local campaign and increased awareness demonstrated through activity	CC DMP Marketing metrics  CCT membership acquisition	CCTI
5. Increased recognition of Wyong Shire and its attractions ( <i>out-of-market eg: Sydney residents</i> )	Awareness levels measured through surveys	Reputation survey	WSC
6. Visitor satisfaction rating for Wyong products <i>Collate existing research from key tourism operators</i>	Positive experiences demonstrated over a variety of tourism products	Operators' existing research	CCTI / WSC

## Tourism Framework

### Central Coast Destination Management Plan

Outlines objectives and priorities for the development of tourism on Central Coast with specific Council actions to support delivery.

### Third party Funding Agreements

Outline deliverables for third parties to support tourism and promotion of Wyong LGA. Current agreements with Central Coast Tourism, The Entrance Town Centre Management, Greater Toukley Vision and Wyong Chamber of Commerce.

### WSC Tourism Plan

Outlines Council's commitment to tourism and provides direction for staff and Councillors.

#### Components

- Event strategy
- Sponsorship
- Sports Tourism
- Place brand identity and activation
- Shire Rejuvenation
- Visitor Information Services
- Tourism promotion
- Tourism product development,
- Destination planning and management

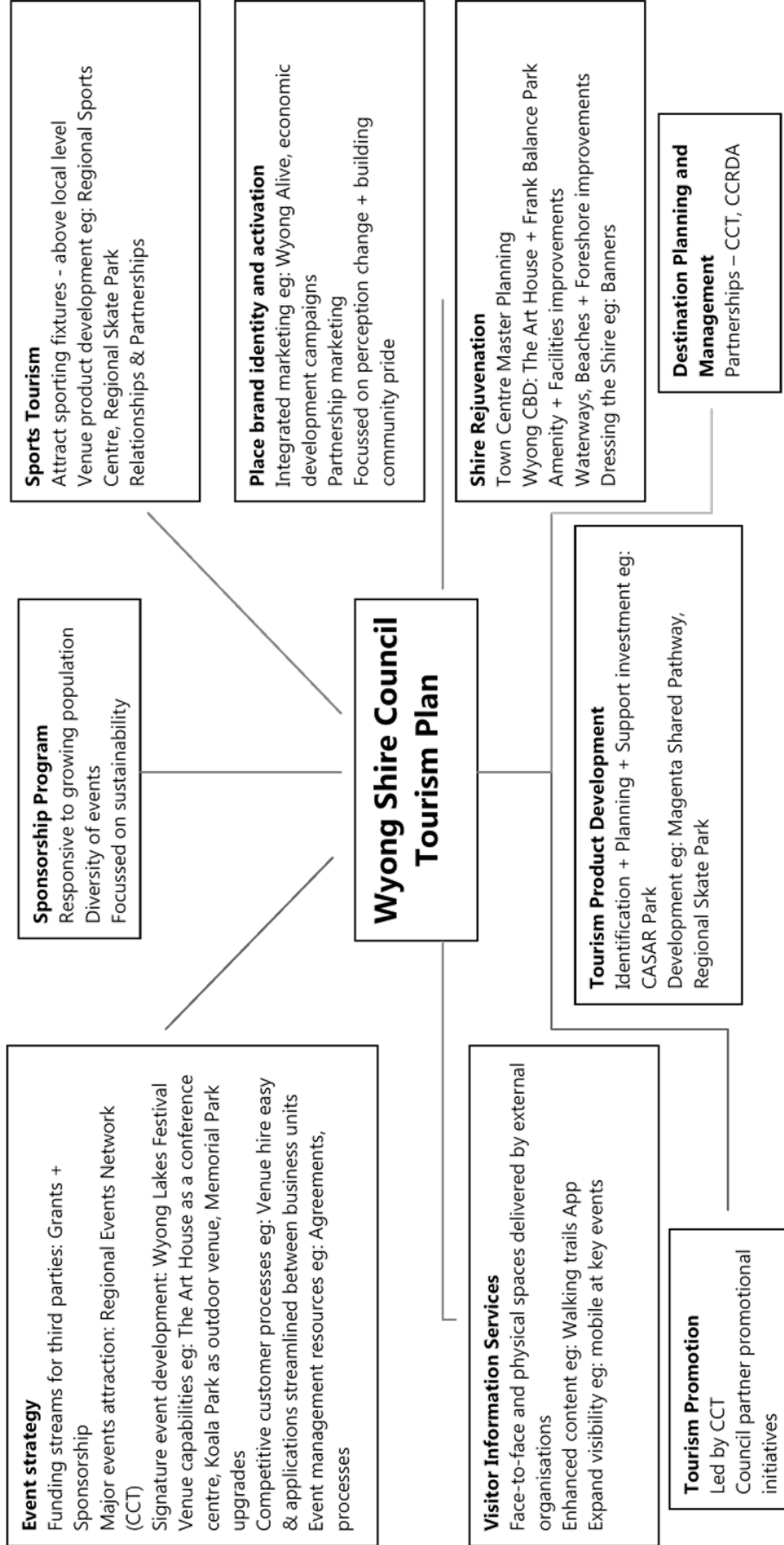
#### Resources

Council staff

- Manager Customer and Community Relations
- Section Manager Marketing, Tourism & Communications
- Tourism Officer
- Events Manager & Sports Development and Events Officer
- Input from Economic Development, Community Partnerships & Planning
- Website, Content Development

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## Relationships and Partnerships



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## Tourism Plan Actions 2015-17

Action	Time Frame	Responsibility	Budget
1. Council continue to support Central Coast Tourism Incorporated to deliver tourism promotion and the tourism associated deliverables for the Central Coast region and Wyong Shire until June 2016. And at that time Council review the deliverables and agreement in line with the development of Council's four year strategic plan.	Immediate-Long Term (2015-17)	CCR / Marketing, Tourism & Corporate Communications	
2. Council investigate the options for the establishment of a Shire wide events and promotions body.	Immediate – Short Term (2015-16)	CRS/PED	not required
3. Council support CC DMP strategic priorities with the Council actions outlined in Section 4	Immediate – Long Term (2015-17)	CCR-Comms & CPP OSR, PED	per activity
4. That Council deliver a range of projects and activities through the following themes to support the visitor economy and CC DMP strategic priorities: 4.1 Planning 4.2 Development 4.3 Destinations 4.4 Activities 4.5 Promotion			
<b>4.1 Planning</b>			
a. Council to encourage tourism operations through the Local Environment Plan or the Development Control Plans	Mid-Long Term (2016-17)	PED	not required
b. Facilitate local business improvements through Masterplans: - Masterplan calendar for priority areas: Ourimbah, Wyong	Short-Long Term (2015-17)	PED	not required
c. Ensure linkages to Council's strategic plans and activities for all tourism activities: - Strategic Plan, Local Community Plan, Skate Park strategy, Community Facilities Strategy, Playground Strategy, Disability Action Plan, Economic Development Strategy.	Short-Long Term (2015-17)	CCR OSR CPP	not required

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4.2 Development	Mid – Long Term (2016-18)	PED / CCR - Comms	as required
<p>a. Deliver the short term priority actions in Council's Economic Development strategy (s. 4.4):</p> <ul style="list-style-type: none"> <li>- Develop a Wyong Tourism Opportunity Plan and better facilitate delivery of Wyong's priorities in Central Coast Tourism Opportunity Plan</li> <li>- Establish the Tuggerah Regional Sporting and Recreation Complex at Pioneer Dairy</li> <li>- Develop a Wyong Shire Events strategy</li> <li>- Work with private sector to ensure provision of adequate facilities (conference halls, recreation opportunities)</li> <li>- Develop The Art House</li> <li>- Support proposed tourist developments such as Chinese Theme Park and CASAR Park, motorsports precinct</li> </ul>		PED / CCR - Comms OSR CPP PED CPP PED	as required
<p>b. Integration of investment and tourism promotion:</p> <ul style="list-style-type: none"> <li>- Develop investment prospectus outlining new product development opportunities identified in TOP and aligning with identified market needs eg: mountain biking, ecotourism</li> <li>- Positive messaging from Council through media relations and other activities to encourage investment</li> </ul>	Short-Mid Term (2016-17) Immediate-Long Term (2015-17)	CCR – OSR & CPP CCR-Comms	as required
<p>c. Support CC Regional Development Australia on content for <a href="http://investcentralcoast.com.au">investcentralcoast.com.au</a>.</p>	Short-Long Term (2016-17)	PED & CCR Comms	not required
<b>4.3 Destinations</b>			
<p>a. Deliver key initiatives to support tourism:</p> <ul style="list-style-type: none"> <li>- Magenta Shared Pathway</li> <li>- Regional Skate Park</li> <li>- Tuggerah Regional Sports Centre</li> </ul>	Short-Mid Term (2015-16) Short-Mid Term (2015-16) Mid- Long Term (2016-17)	OSR OSR OSR	As per project budgets



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	Mid-Long Term (2016-17)	PED	As per project budgets
<p>b. Brand destination and promotion strategy:</p> <ul style="list-style-type: none"> <li>- Welcome signage at key locations</li> <li>- Place signage to distinguish villages and link sites</li> </ul>			not required
<p>c. Council continue to develop and support a diverse calendar of events:</p> <ul style="list-style-type: none"> <li>- Review region's events calendar and identify gaps and opportunities</li> <li>- Review Council Sponsorship Grant categories to address any gaps or opportunities and better integrate tourism outcomes into criteria; or develop new category of sponsorship.</li> </ul>	<p>Complete</p> <p>Mid-term (2016-17)</p>	<p>CCR-Comms</p> <p>CCR-Comms</p>	
<b>4.4 Activities</b>			
<p>a. In collaboration with Central Coast Tourism facilitate better relationships with the Wyong tourism industry:</p> <ul style="list-style-type: none"> <li>- Undertake an annual Wyong tourism forum to identify the opportunities and challenges for the Wyong Shire tourism operators</li> <li>- Investigate applying for a Regional Visitor Economy Fund to support a specific marketing campaign for Wyong LGA</li> </ul>	<p>Short-Mid Term (2015-16)</p>	<p>CCR-Comms CPP</p>	<p>\$10,000 (est)</p>
<p>b. Improve visitor information services in the Shire by:</p> <ul style="list-style-type: none"> <li>- Provide more information at Ourimbah rest stop through a pop-up style stand, coinciding with peak tourism seasons</li> <li>- Deliver mobile visitor services at a key regional events together with The Entrance official Visitor Information Centre</li> <li>- Support the volunteers at Toukley Gallery with some training and improving facilities eg: TV screen, brochure stand</li> </ul>	<p>Short term (2016)</p> <p>Short-Mid Term (2016)</p> <p>Short Term (2016)</p>	<p>CCR - Comms</p> <p>TETCM</p> <p>CCR-Comms</p>	<p>\$10,000 (est)</p>
<p>c. Collaborate with CCTI to determine signage needs in the area and support lobbying to State Government for funding</p>	<p>Mid-Long Term (2016-17)</p>	<p>CCR-Comms</p>	<p>not required</p>

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<p><b>4.5 Promotion</b></p> <p>a. Council to improve the focus of tourism information in existing communications channels to promote the value and benefits of tourism to the community and businesses:</p> <ul style="list-style-type: none"> <li>- Council website</li> <li>- Welcome letters to new residents with introductory pack to tourism</li> <li>- Shirewide: share information on initiatives</li> <li>- Extend The Entrance visitors guide to incorporate profile and information about the areas north of Tuggerah Lakes</li> </ul>	<p>Immediate Immediate Immediate Immediate</p>	<p>CCR-Comms CCR-Comms CCR-Comms CCR-Comms &amp; TETCM</p>	<p>not required</p>
<p>b. Council to improve the delivery of timely and relevant content to CCTI to support DMP marketing initiatives:</p> <ul style="list-style-type: none"> <li>- Wedding venue promotion: provide a summary of special interest places</li> <li>- Conferences, meetings</li> <li>- Regular updates on new Council initiatives relevant to tourism</li> <li>- Imagery and Footage: To fit the CCTI key themes for promotion</li> </ul>	<p>Short term (2016) Short term (2016) Immediate Short-ongoing</p>	<p>CCR-Comms CPP</p>	<p>as per project budgets</p>
<p>c. Council to leverage promotion of existing Council activities that improve the experience and attractiveness of the region for visitors:</p> <ul style="list-style-type: none"> <li>- Spring Clean annual day with bonus kerbside collection</li> <li>- Anti-graffiti initiative</li> <li>- Library visitor membership promotion/partnership with accommodation</li> <li>- Free WiFi in parks and libraries</li> </ul>	<p>Short Term</p>	<p>CCR-Comms CPP</p>	<p>not required</p>
<p>d. Council to activate WSC sponsored regional events with innovative promotional initiatives.</p>	<p>Immediate</p>	<p>CCR-Comms</p>	<p>\$10,000</p>

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## Attachment 1

## Summary of Council Actions for Central Coast Destination Management Plan for the Visitor Economy (2013 – 2017)

Strategic Priorities from CC DMP	Actions from CC DMP <i>Includes only actions where WSC has a role; excludes CCTI only actions</i>	Council Action <i>Links to Council actions in section 2</i>	Council time frame	Council Resource
1. <b>Build a sustainable visitor economy to support future investment</b>	Adopt a more co-ordinated approach across council and the RTO to attract and deliver major sporting events as well as Meetings, Incentives, Conferences, Events and the Education market by expanding the role of the Central Coast Regional Events Alliance to include an event attraction sub-committee.	Participate in the Regional Events Alliance  Support applications for large events to be held on the Central Coast where appropriate  <i>Linked to Council Action 4.3c</i>	Immediate – Long Term (2015-17)  Immediate – Long Term (2015 – 17)	CPP  CCR & OSR
	<i>Central Coast Regional Events Alliance is one of the five priority projects of CC DMP: Enhance and promote the sporting and recreational benefits of the Central Coast and Attract and grow major sporting, cultural and lifestyle events are two of the four strategic priorities for TOP.</i>	Participate in the Regional Events Alliance  <i>Linked to Council Action 4.3c</i>	Immediate – Long Term (2015 – 17)	CCR Comms, Events & OSR
	Leverage events that have the potential to have a greater economic impact by engaging other parts of the economy including performing and visual arts, educational, entertainment, cultural and heritage experiences			
	Support Councils and private investors to create new places for visitors and locals to experience the natural assets of the region including projects identified in the Tourism Opportunity Plan	Construction of the Magenta Shared Pathway  Support Motorsport Precinct through CASAR project  Construction of Tuggerah Regional Sporting Complex	Short-Long Term (2015-19)  Short-Long Term (2015-17)  Mid-Long Term (2015-17)	OSR  Sponsorship & Grant  OSR  PED
	<i>The 5 TOP Catalyst Projects are one of the priority projects of CC DMP and three of these are in the Wyong LGA.</i>	Support TETCM in future planning of the tourism Hub at The Entrance <i>Linked to Council Action 4.2a</i>		
	Build local pride through a local awareness campaign and familiarisation program with the tourism industry	Council web page updates Develop an annual marketing plan to	Immediate – Long Term (2015-17)	CCR-Comms

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Strategic Priorities from CC DMP	Actions from CC DMP <i>Includes only actions where WSC has a role; excludes CCTI only actions</i>	Council Action <i>Links to Council actions in section 2</i>	Council time frame	Council Resource
		<p>promote the benefits of tourism to Wyong LGA</p> <p>Conduct an annual Tourism Forum with Wyong LGA operators and CCTI</p> <p>Facilitate local business improvements through masterplans</p> <p>Review and reduce 'red-tape' barriers to stimulate visitor business through tourism friendly laws eg: waive fees for businesses for street furniture during key tourist season; create space for RVs particularly in non-peak times</p>	<p>Short-Long Term (2015-2017)</p> <p>Short-Long Term (2015-2017)</p> <p>Mid-Long Term (2016-2017)</p> <p>Mid-Long Term (2017-18)</p>	<p></p> <p></p> <p>PED</p> <p>PED</p>
	<p>Councils and the Tourism Organisations to identify and promote a suite of investment incentives to encourage new product development and investment</p> <p><i>Actively encourage product development and enhancement is one of the five priority projects of the CC DMP</i></p>	<p><i>Linked to Council action 4.5</i></p> <p>Support the development of an investment prospectus outlining new product development opportunities that align with identified market needs eg: Tourism Hub at the Entrance, Motorsport Precinct</p> <p><i>Linked to Council Action 4.2b</i></p> <p>Lobby for government funding for improved transport links</p>	<p>Long Term (2017)</p>	<p>CCR-Comms &amp; PED</p>
<p><b>2. Connect People and Places</b></p>	<p>Build the links throughout the region by the development of improved infrastructure connecting villages, products and experiences supported with better public/private transport options</p> <p><i>Make the region more accessible is one of the four strategic priorities for TOP</i></p>	<p>Place signage to distinguish different 'villages' within Wyong LGA</p> <p>Construction of the Magenta Shared Pathway, if grant funding secured</p> <p><i>Linked to Council Action 4.5</i></p>	<p>Immediate-Long Term (2015-17)</p> <p>Short-Long Term (2015-17)</p> <p>Short –Long Term (2015-19)</p>	<p>GM office</p> <p>CCR-Comms facilitate</p> <p>OSR</p>
	<p>Take a more flexible approach to placemaking utilising the NBN and 'pop up' style infrastructure</p>	<p>Recognition of tourists with temporary Welcome signs in high traffic areas during peak times</p>	<p>Immediate-Mid Term (2016-17)</p>	<p>CCR – Comms &amp; TETCM</p>

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Strategic Priorities from CC DMP	Actions from CC DMP <i>Includes only actions where WSC has a role; excludes CCTI only actions</i>	Council Action <i>Links to Council actions in section 2</i>	Council time frame	Council Resource
		<p>Provide more information at Ourimbah rest stop through a pop-up style stand, coinciding with peak tourism seasons</p> <p>Deliver mobile visitor services at a key regional events together with The Entrance official Visitor Information Centre</p> <p><i>Linked to Council Action 4.5</i></p>	<p>Immediate-Long Term (2016-17)</p>	<p>CCR-Comms facilitate</p>
	<p>Take a lead in active engagement in social media and other integrated marketing initiatives to reach 'tribes' and influencers of travel to grow niche visitation</p> <p><i>Integrated social media strategy is one of the five priority projects of CC DMP</i></p>	<p>Participate in relevant CCTI joint marketing initiatives as part of Council's annual marketing plan</p> <p>Provide regular updates to CCTI on Council initiatives on content relevant to visitor initiatives</p> <p>Activate WSC sponsored regional events with innovative digital initiatives</p> <p><i>Linked to Council Action 4.5</i></p>	<p>Short-Long Term (2015-17)</p> <p>Immediate-Long Term (2015-2017)</p> <p>Immediate-Long Term</p>	<p>CCR-Comms</p> <p>CCR-Comms</p> <p>CCR-Comms</p>
	<p>Create new scenic iconic Hinterland and Coastal Drives with spectacular lookouts, interpretive signage and new nature walks</p> <p><i>Create and promote iconic trails is a one of the five priority projects of CC DMP</i></p>	<p>Support development of a prospectus outlining new product development opportunity</p> <p><i>Linked to Council Action 4.2b</i></p>	<p>Mid-Long Term (2016-17)</p>	<p>PED</p>
	<p>Develop new iconic water trails to show visitors new places and showcase the open and natural spaces. eg: canoe/kayaking, motorised boat trails etc.</p> <p><i>Create and promote iconic trails is a one of the five priority projects of CC DMP</i></p>	<p>Support development of a prospectus outlining new product development opportunity</p> <p><i>Linked to Council Action 4.2b</i></p>	<p>Mid-Long Term (2016-17)</p>	<p>PED</p>
	<p>Leverage Council's investment in WiFi and innovative technologies to create immediate response campaigns for</p>	<p>Participate in relevant CCTI joint marketing initiatives as part of Council's annual</p>	<p>Short-Long Term (2015-17)</p>	<p>CCR-Comms &amp; Libraries</p>

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Wyong Shire Council

WSC Tourism Framework and Plan V0.1 30 July 2015

Strategic Priorities from CC DMP	Actions from CC DMP <i>Includes only actions where WSC has a role; excludes CCTI only actions</i>	Council Action <i>Links to Council actions in section 2</i>	Council time frame	Council Resource
	visitors	marketing plan Promotion of Council's libraries & parks for free WiFi in regions' tourism guides and website tourism pages. Promotion of Council libraries visitor membership with accommodation <i>Linked to Council Action 4.5</i>	Short-Long Term (2015-2017) Short-Long Term (2015-17)	CCR-Comms & Libraries & OSR CCR-Comms & Libraries
<b>3. Target more active travellers</b>	Utilise the success of the Mariners to promote the destination for sports tourism to capitalise on our extensive sports infrastructure. Create a strong events calendar that drives off-peak and mid-week visitation	Participate in Regional Events Alliance and support applications for sporting events where appropriate <i>Linked to Council Action 4.3c</i> Review events calendar for Wyong LGA and identify gaps and opportunities. Results to inform Council Sponsorship categories Participate in Regional Events Alliance <i>Linked to Council Action 4.3c</i>	Immediate-Long Term (2015-2017) Short-Long Term (2015-17)	CCR-Comms & CPP CCR-Comms
<b>4. Activate the Destination and Natural Assets</b>	Develop an investment prospectus for ecotourism opportunities including accommodation and attractions Further develop amenities for mountain biking such as a mountain bike park working with State level partners including Forestry and National Parks	Support development of eco-tourism product <i>Linked to Council Action 4.2b</i> Develop a framework for mountain biking industry <i>Linked to Council Action 4.2b</i>	Mid-Long Term (2016-17) Long Term (2017)	PED OSR