



Wyong Shire Council Quarterly Report

July-September 2010

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Value of Tourism to the Central Coast and Wyong Shire

Value of Tourism to the Central Coast and Dobbell Area Tourism Employment

Tourism delivers \$762 million in expenditure to the Central Coast annually*

Tourism employs almost three thousand people in Wyong

*Electorate
of Dobbell*

COMPOSITION OF RESIDENTS' EMPLOYMENT

Industry Sector	Employment (full-time equivalent)	% of total Employment	National Average
Tourism	2,924	5.2%	5.7%
Accommodation/Casinos/Gambling	430		
Cafes/Restaurants/Pubs/Clubs/Taverns	501		
Tourism retail	923		
Tourism-related transport	275		
Other tourism	795		
Transport (non tourism-related)	1,548	2.8%	2.5%
Air/Water	75		
Road/Vehicle hiring	1,080		
Rail	393		
Other	51,392	92.0%	91.8%
Manufacturing (non tourism-related)	5,527	9.9%	11.0%
Agriculture/Forestry/Fishing	604	1.1%	3.9%
Mining	188	0.3%	0.9%
Other	45,073	80.7%	76.0%
TOTAL	55,864	100%	100%

*Source: National Visitor Survey, year ended June 2010

Central Coast Tourism Key Achievements 2010

Central Coast Tourism Key Achievements 2010

Creation of the first ever Destination Management Plan for the Central Coast region

Complete overhaul of membership structure resulting in an additional 97 new members

Central Coast Tourism organisational restructure refocusing key roles on industry engagement, including the creation of membership service and business development roles

Enacted a new Constitution increasing the representation of skills based positions and industry members on the Board

Establishment of an MOU with both Wyong Shire Council and The Entrance Town Centre Management for the provision of tourism services for the Central Coast

Key Deliverables to Wyong Shire Council

Central Coast Tourism / Wyong Shire Council MOU Key Deliverables

Deliverable	Status	Comment
1. Apply recurrent funding from Wyong Shire Council to deliver actions in Destination Management Plan (DMP)	Achieved & ongoing	Some priority projects within DMP already achieved- see page 11 for details
2. Deliver and support accredited visitor services in Central Coast region	Achieved & ongoing	MOU agreed with TETCM; regular meetings held; formal BookEasy training completed; familiarisation programs planned
3. Promote tourism and events in Wyong Shire and include in quarterly reports to Council	Achieved & ongoing	Events assistance and promotion provided to numerous Wyong Shire events – see Slide 31
4. Lead implementation and review of the DMP	Achieved & ongoing	Central Coast Tourism continues to increase awareness of DMP and lead implementation of actions

Central Coast Tourism/ Wyong Shire Council MOU Key Deliverables

Deliverable	Status	Comment
5. Develop annual Business Plan based on DMP and submit to WSC by 30 Sept 2010	Completed	Business Plan submitted 25 Oct 2010
6. Within 2 months of end of each quarter, provide WSC with progress report against actions in DMP and tourism/event activity in Wyong Shire	Completed	This is the report due 30 November Next reports due 28 Feb; 31 May and 31 Aug 2011
7. Provide a tax invoice to WSC in first business week of each quarter for amount of recurrent funding for that quarter	Completed	8 Oct invoice sent 1 Oct 2010 Next invoices due 7 Jan and 8 April 2011

Central Coast Tourism/ Wyong Shire Council MOU Key Deliverables

Deliverable	Status	Comment
8. Notify Council in writing of any urgent or contentious issues that may place Council at risk	Completed	No issues
9. Provide Council a final report of how CCTI met obligations under MOU and audited financial statement by 31 Oct 2011	Pending	Will be provided October 2011 as per terms of the MOU
10. Secure public liability & workers compensation insurance	Completed	Public Liability \$20M: QBE Policy #140A489330BPK (exp. 22/8/2011) Workers Compensation : GIO Policy #WC198052157 (exp. 30/6/2011)

Central Coast Destination Management Plan Report

Destination Management Plan Report

Priority 1: Activate the Waterfront

- Working closely with Gosford City Council on the draft Local Environmental Plan to assess current planning guidelines to ensure they encourage sustainable tourism development along waterfront areas. Full presentation was made to Gosford Council on 4 August. Will work with Wyong Shire Council as Wyong LEP is reviewed in 2011.
- In conjunction with Regional Development Australia, NSW Industry & Investment, Gosford City Council and Wyong Shire Council, CCT is leading the development of a Regional Tourism Investment & Infrastructure Plan for the Central Coast. Consultant commissioned, literature review completed. Prioritization of infrastructure projects planned for January-March.
- Repositioned the Central Coast brand to align to the Destination Management Plan Brand Blueprint. Brand vision confirmed as “The Central Coast will be recognised as NSW’s premier waterfront lifestyle destination.”
- Facilitating The Entrance revitalization and enhancement steering groups and assisting applications for funding through NSW Industry & Investment.

Destination Management Plan Report

Priority 2: Enhance and promote the lifestyle and culture of the Central Coast

- Repositioned the Central Coast brand and implemented marketing campaigns targeting short breaks from Sydney and redeveloped the visitcentralcoast.com.au website.
- Have created a local discount pass for attractions and tour operators which will feature in the new regional guide.
- Implemented a \$70,000 conferencing and business events campaign to offset shoulder season declines which generated over 1,000 conference leads directly to members.
- Launched The Legendary Pacific Coast touring route with a \$200,000 campaign in the Sydney market utilizing the Triple M Grill Team morning crew to undertake a road trip from Sydney to Brisbane featuring outside broadcasts at destinations along the route. www.pacificcoast.net.au launched and iPhone app released.

Destination Management Plan Report

Priority 3: Attract and grow here, business and tourism events

- Commissioned the development of a Central Coast events strategy which was finalised and released in November.
- Held the Central Coast Events Summit at Mingara on 18 October which was attended by over 60 event coordinators and facilitated by Central Coast Tourism and Tourism NSW.
- Assisted a number of events in securing grants under the Tourism NSW Regional Flagship Events program. The Central Coast 5 Lands Walk and Peats Ridge Sustainable Music Festival were recently announced as successful applicants.
- Formed a Central Coast Event Alliance consisting of event coordinators, Council event managers and Central Coast Tourism to better plan for, coordinate and schedule events on the Coast
- Begun investigation into a potential hero event for the Central Coast.

Destination Management Plan Report

Priority 4: Improve partnerships, packaging and accessibility

- Held joint Central Coast and Hunter Tourism awards in Newcastle in September. The 2011 awards will be held on the Central Coast. Bluetongue Brewery identified as a possible venue.
- Established MOU's with both Councils for the implementation of the Destination Management Plan.
- Improved partnerships with membership and industry through regular marketing meetings, networking functions, e-news, training and membership services.
- Facilitating an accessible tourism precinct working group for the Northern Lakes area in conjunction with local stakeholders, Wyong Shire Council and the community.
- Provided opportunities for Central Coast Tourism members to attend product and packaging workshops.

Support Provided to The Entrance Town Centre Management
and
Wyong Shire

Support Delivered to Wyong Shire & The Entrance Town Centre Management

- Provided onsite BookEasy training to TETCM
- Created and managed Ourimbah Campus 2010 Science & Engineering Challenge website
- Provided support for Central Coast Tourism and TETCM transition period of running TEVIC
- Provided tourism businesses in Wyong Shire training for BookEasy via phone, Kariong training sessions and onsite
- Implemented open invitation program to Toukley District Arts Society and TETCM to attend site familiarisations and product update opportunities
- Collated bookings activity and report for TEVIC team
- Introduced tourism display stand at Borders Westfield Tuggerah
- Held the Central Coast Events Summit for event coordinators based in Wyong Shire

Central Coast Tourism Facilitated Accommodation Bookings
for Wyong Shire Tourism Operators
April – October 2010

*Bookings -
Accommodation
in
Wyang Shire
Year to Date
October 2010*

Name	Member Level	Membership cost	Bookings Apr-Oct	ROI
A Paradise Park Cabins	Regional	\$396.00	\$0.00	0.00%
Allamanda Retreat	Regional	\$396.00	\$0.00	0.00%
Al Mare Beachfront Retreat	Regional	\$396.00	\$100.00	25.25%
Beachfront at Blue Bay	Regional	\$396.00	\$1,150.00	290.40%
Big 4 Monterey Tourist Park	Regional	\$396.00	\$1,050.00	265.15%
Blue Lagoon Beach Resort	Regional	\$396.00	\$0.00	0.00%
Central Coast Holiday Parks	International	\$0.00	\$2,312.00	2312.00%
Chittaway Motel	Regional	\$396.00	\$1,754.50	443.06%
The Coachman Motor Inn	Regional	\$396.00	\$0.00	0.00%
El Lago Waters Resort	National	\$1,584.00	\$0.00	0.00%
Hibiscus Lakeside Motel	Regional	\$396.00	\$910.00	229.80%
Kims Beach Hideaway	National	\$1,584.00	\$0.00	0.00%
Lake Front Motel	Regional	\$396.00	\$782.00	197.47%
Lake Haven Castle Cottage	Regional	\$396.00	\$0.00	0.00%
Lavender House by the Sea	Regional	\$396.00	\$230.00	58.08%
Mantra Koondah Waters Golf & Spa F	National	\$1,584.00	\$664.00	41.92%
Norah Head Lighthouse Reserve Trust	National	\$0.00	\$54,005.00	54005.00%
Norah Head Lighthouse Tours	National	\$0.00	\$1,171.00	1171.00%
Oaks Waterfront Resort	Regional	\$396.00	\$2,509.00	633.59%
Ocean Front at The Entrance	Regional	\$396.00	\$11,153.00	2816.41%
Quality Inn The Willows	Regional	\$396.00	\$1,005.00	253.79%
Quay West Resort, Magenta Shores	National	\$1,584.00	\$969.00	61.17%
Shelly Beach Cabins	National	\$1,584.00	\$0.00	0.00%
Sun Valley Tourist Park	Regional	\$396.00	\$0.00	0.00%
The Beachcomber	Regional	\$396.00	\$655.00	165.40%
The Reef Resort - The Entrance	Regional	\$396.00	\$0.00	0.00%
Toowoan Bay Cottage	National	\$0.00	\$580.00	580.00%
Two Shores Holiday Village	Regional	\$396.00	\$0.00	0.00%
Waldorf Apartment Hotel - The Entranc	Regional	\$396.00	\$4,995.00	1261.36%
Watersedge Motel	Regional	\$396.00	\$3,070.00	775.25%
Dunleith Tourist Park Referrals Only	Regional	\$396.00	N/A	N/A
Lakeview Tourist Park Referrals Only	Regional	\$396.00	N/A	N/A
Camp Breakaway Referrals Only	Regional	\$396.00	N/A	N/A

Media Exposure for Wyong Shire Tourism Operators

Media Exposure for Wyong Shire 2010

Media Visits:

Tourism NSW China Media Group: Treetops Adventure Park

Jenny Ringland, Daily/Sunday Telegraph journalist: Norah Head Lighthouse

Mike Smith, 2UE radio – live cross: Whale watching at Crackneck Point

Media Filming:

Studio 2 NZ Australia promotion:

Treetops Adventure Park & Pelican Feeding at The Entrance

Marketing Initiatives – The Legendary Pacific Coast Touring Route:

Two of the five legendary Central Coast experiences are located in Wyong:

Pelican Feeding at The Entrance; Norah Head Lighthouse

Included as secondary experiences:

Shopping at The Entrance; Crackneck Point

Media Releases Issued for Wyong Shire Tourism Operators

Central Coast Tourism Press Releases for Wyong Businesses 2010

Experience Everything Under the Australian Sun: Mingara Recreation Club
And the Award goes to ... : TreeTop Adventure Park

Warning – Loosen your Belt when you come to the Central Coast: Toukley Indian Restaurant, Best Indian/Sub Continent Restaurant

Top 10 Remedies to Fight SAD this Winter: The Entrance Farmers Markets; The Entrance Winter Blues & Jazz Festival; Gathering of the Clans; Norah Head Lighthouse Keepers Quarters; Mantra Kooindah Waters; Quay West Magenta Shores

Hot Offers to Drive you Coastal This Winter: The Entrance Pelican Feeding; Bateau Bay Ten Pin Bowling; TreeTop Adventure Park; Circus Stuff Workshops; Elephant Shop; Norah Head Lighthouse; Ocean Front Motel

Spring to Life on the Central Coast: Mountain bike in Ourimbah State Forest

Eight Things to Do this October: The Entrance Farmers Markets; Mingara Recreation Club; Chromefest

Last Chance to Exploit Special Offers: Mingara Recreation Club; Tuggerah Lakes Mardi Gras Festival

Northern Lakes Precinct
Accessible / Disability Tourism Initiative

"Accessible Tourism Precinct" Assistance in Wyong Shire

- Participation on the committee for the Northern Lakes Disability Tourism Precinct.
- Creating website www.accessibletourism.com.au to showcase Lakes Beach Project, Audit for disability services and accessible activities, accommodation and attractions in the Wyong Shire LGA.
- An invitation has been sent to Simon Darcy – Senior Professor in Leisure Sport and Tourism at the University of Technology Sydney- Australia's foremost academic on accessible/disability tourism to attend a committee meeting. Simon has accepted the offer to attend and a date is to be confirmed.

Wyong Shire Tourism Operator Site Inspections

Central Coast Tourism Site Inspections in Wyong Shire in 2010

Norah Head Lighthouse	Blue Lagoon Beach Resort
The Entrance Town Centre Management & VIC	Bluetongue Brewery
TAFE Ourimbah Campus – Hospitality & Tourism	Coachman Motor Inn
Quay West Resort Magenta Shores	Chittaway Motel
Mantra Kooindah Waters / Karinyas Restaurant	Rijdale B&B
Mingara Recreation Club	Big 4 Monterey Mannering Park
Oaks Waterfront Resort The Entrance	Halekulani Bowling Club
The Entrance Reef Resort	The Entrance Community Centre
Kims Beach Hideaway	The Beachcomber
Westfield Tuggerah	Chipmunks Tuggerah
Toowoan Bay Holiday Park	Borders Westfield Tuggerah
Norah Head Holiday Park	Two Birds Gallery
Camp Breakaway	Pro Dive Central Coast
Treetop Adventure Park	Roses2Go farm
Beachfront Blue Bay	Shelly Beach Golf Club
Allamanda Resort	Dunleith Caravan Park
Westfield Tuggerah	

Wyong Shire Industry Meetings

Central Coast Tourism Participation in Industry meetings in Wyong Shire during 2010

Wyong Shire Council

Business Enterprise Centre

NSW Business Chamber

Central Coast Training Group (Greg Best)

Craig Thomson

Mariners development in Wyong Shire

Northlakes Toukley Rotary (Halekulani Bowling Club)

The Entrance Peninsula Community Precinct Committee

Wyong Chamber of Commerce

The Entrance Town Centre Management & VIC

Regional Development Australia Central Coast

Northlakes Toukley Rotary

Friends of Central Coast Campus (at Wyong Campus)

Innovations Festival

Norah Head Lighthouse Trust

Central Coast Business Showcase at NSW Parliament House

Central Coast Sports Federation

Restaurant & Catering Awards

The Entrance Revitalization project



Central Coast Tourism Participation in Industry meetings in Wyong Shire during 2010

Central Coast Spotlight & Australian Bureau of Statistics meeting at NSW Business Chamber

Booth at B2B Buy Local Festival 13 May – Wyong Race Course

Represented at Focus on the Coast Forum held at RDA (Climate Change for Business)

Represented at Focus on the Coast Forums held at RDA (Arts and Culture)

Wyong Shire Council Performing Arts Presentation

Development of a Central Coast Social Enterprise Strategy

Met with Sunset Scenic Tours – potential new tourism product for The Entrance area

Bendigo Bank Youth Forum – Wyong Council

Youth Connections re Northern Lakes Disability Tourism Precinct Committee projects

SLSC CC (Chad Griffith) regarding promotion of Surf Clubs

Dive operators meeting at Kariong with Pro Dive, Killarney Vale attending

Launch of the 10 Big ideas for the Central Coast

Sports Events strategy

Friends of Central Coast Campus (at Wyong campus)



Promotion of Events in Wyong Shire

Central Coast Tourism Promotions of Wyong Events 2010

Through www.visitcentralcoast.com.au , Twitter and Facebook Social Media, visitnsw.com.au and Imag editorial:

The Entrance Farmers Markets
Australia Day Celebrations
ANZAC Day memorial services
Easter celebrations
Gathering of the Clans
Independent Power Boat Club Race Meet
Country Music Festival Busking Competition

Paws & Claws Walk for a Cause
Major entertainment acts at Mingara
Gig guide – including Wyong Shire venues
Warnervale Annual Fair
Beat Street
Toowoan Bay Village Sunday
Blue Hammer Auction

Christmas in July celebrations
Whale Dreamers Festival
The Entrance Winter Blues & Jazz Festival
Food & Fun in Toukley Village
Family Fun Day @ Kooindah Waters
Central Coast 4th Annual Charity Quilt Show
Central Coast 14th Annual Doll & Bear Show

State of Origin screening venues
Buy Local Business Festival
Careflight Charity Day
Craig Parry Classic
Sculptures by the Greens
Central Coast Village Markets
Australian Masters Snooker Championship



Wyong Shire Businesses
Membership of Central Coast Tourism

Existing Central Coast Tourism members at 1st April 2010 (Wyang)

A Paradise Park Cabins
Budgewoi Holiday Park
Camp Breakaway
Canton Beach Holiday Park
Chittaway Motel
El Lago Waters Resort
Kims Beach Hideaway
Toowoon Bay Cottage
Lake Front Motel
Lake Haven Castle Cottage
Lake House B&B
Lakeview Tourist Park
Lavender House B&B
Dunleith Caravan Park
Hibiscus Lakeside Motel
Mantra Kooindah Waters
Norah Head Holiday Park
Oaks Waterfront Resort

Ocean Front Motel
Quay West Magenta Shores
Shelly Beach Cabins
Sun Valley Tourist Park
Toowoon Bay Holiday Park
Two Shores Holiday Village
Waldorf Apartments
Diggers @ The Entrance
Mingara Recreation Club
The Greens The Entrance
Shelly Beach Golf Club
A Dozen Roses
Amazement
Cedar Park Lavender Farm
Chipmunks Tuggerah
Long Jetty Catamaran Hire
Norah Head Lighthouse
Springfield Trails

Tour de Long Jetty
Treetop Adventure Park
Two Birds Gallery
Pro Dive
Wyang District Museum
The Entrance Arts & Craft Markets
Warnervale Air
Westfield Tuggerah
Burbank Nurseries
Centrum Printing
Hunter Institute TAFE
Keen 2 Tour
NSW National Parks & Wildlife
Red Baron Tours
Surf Life Saving Central Coast
Terry McDermott Surf Coaching

Total: 52

New members to Central Coast Tourism since 1st April 2010 (Wyong)

Al Mare Beachfront Retreat
Allamanda Retreat
The Beachcomber
Beachfront at Blue Bay
Big 4 Lake Macquarie
Blue Bay Caravan Park
Buccaneer Motel
Boutique B&B Group
Bateau Bay B&B
The Coachman Motor Inn
Forresters Beach B&B
Rijdale B&B
Orana Holiday Units
The Entrance Reef Resort
Waterfront Tourist Park
Club Toukley
Doyalson Wyee RSL Club
Coastal Limousines

Bang Rak Thai
Chang Thai @ The Entrance
The Coffee Club
Cold Rock Ice Cream
Michel's Patisserie
Ming Dragon
The Entrance Ice Creamery
The Entrance Kebab King
Lake Haven Shopping Centre
Adrift Surf
Borders Books
Fashion Array
Maddie's Boutique
Miss Devine Collections
Richard's Old Bookshop
6S Health
Coco for Beauty Therapy
Dezire Hair & Fashion

Healing Haven
The Entrance AMCAL Chemist
Lakeside Dry Cleaners
Annexe's Galore
Adventure Golf Mingara
Yarramalong Macadamia Farm
Greater Toukley Vision
Rotary Club of the Entrance
Toukley Chamber of Commerce
Wyong Regional Chamber
Ecomist
First National Real Estate
Zenith Tuggerah P/L
Business 2 Business
Leela Thai Massage
Red Bus Coach Service
Coastal Liner
Gorgeous Please, Hair Design

Total: 54 New Wyong Shire Members

Member Comparison: Sept 09 - Sept 10 (all Central Coast)

ACCOMMODATION MEMBERS	Total operating on the Coast	Member of CCT Sept 2009 (34.9% of market)	Member of CCT Sept 2010 (54.6% of market)
Property Type:			
Cabin Parks	24	19	20
B&B & Self Contained	70	15	34
Hotel / Resorts	28	11	21
Motels	35	10	13
Pub Stays/Backpackers	6	2	1
TOTAL	163	57	89
Clubs	Total operating on the Coast	Member of CCT Sept 2009 (19% of market)	Member of CCT Sept 2010 (26.1% of market)
Registered Clubs	42	8	11
Restaurants & Cafes	Total operating on the Coast	Member of CCT Sept 2009 (11% of market)	Member of CCT Sept 2010 (15.4% of market)
Restaurants	201	23	31

Booking and Visitor Statistics

Visitor Information Centre Bookings Sep - Oct 2010

Bookings:	Sep-10	#Sep-10	Oct-10	#Oct-10	YTD Jul-Oct 10
2010	\$11,349	33	\$39,378	73	\$86,297
	Sep-09	#Sep-09	Oct-09	#Oct-09	YTD Jul-Oct 09
2009	\$18,422	65	\$29,977	95	\$87,434
Comparison %	-38%		31%		-1%
Bookings by Centre:	Sep-10	#Sep10	Oct-10	#Oct10	YTD Jul-Oct 10
The Entrance VIC	\$345	3	\$2,191	12	\$5,939
Gosford VIC	\$0.00	0	\$300	1	\$545
Kariong VIC	\$7,942	21	\$33,739	47	\$69,900
Internet / Online	\$3,062	9	\$3,148	13	\$9,913
Total	\$11,349	33	\$39,378	73	\$86,297

Visitor Information Centre Door Counter Statistics Sep - Oct 2010



Kariong VIC	Sep-10	Oct-10	YTD Jul-Oct 10
	2,132	1,957	7,763
	Sep-09	Oct-09	YTD Jul-Oct 09
	2,649	2,608	10,116
Comparison %	-20%	-25%	-23%
Gosford VIC	Sep-10	Oct-10	YTD Jul 10-Aug 10
	1,115	1,130	4,277
	Sep-09	Oct-09	YTD Jul 09-Aug 09
	1,225	1,215	4,658
Comparison %	-9%	-7%	-8%

*Door counter statistics for The Entrance VIC not available



Mail outs & Distribution Packs from Visitor Centre Sep - Oct 2010



	Sep-10	Oct-10
Mail outs & Distribution Packs	201	171
Email & online enquiries & Info pack requests	146	152



Summary

Central Coast Tourism has developed a new strategy for the destination, as well as the organisation and moved definitively to enact change and improve its engagement with the industry

The Destination Management Plan has served to increase the awareness of the value of tourism to the Central Coast and laid a platform for stakeholder engagement

Central Coast Tourism is delivering measurable results to the tourism industry and now plays a central role to policy formation in tourism and economic development planning efforts with RDA, councils, TNSW, NSW Industry and Investment

The Central Coast tourism industry requires further investment, prioritisation and resourcing to drive economic development on the coast

An extension of the MOU with Wyong Shire Council for a period of 3 years, in line with the Destination Management Plan, is critical to deliver certainty and a strategic approach to tourism for the future



ENDS

