

Sapphire Coast

Vision and Platform for Growth



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Image @davey_rogers

Welcome

Mayor - Bega Valley Shire

The Bega Valley Shire is the largest coastal local government area in NSW and has the longest coastline; 225 kilometres along the beautiful Sapphire Coast. The shire sits in the south-eastern corner of NSW, halfway between Sydney and Melbourne and three hours' drive from the nation's capital, Canberra.

Tourism is one of our main industries and vital to our local economic prosperity.

The economic impact of the Black Summer bushfires and COVID-19 on our shire has been profound, with tourism and hospitality businesses hit particularly hard. Ensuing challenges continue, with ongoing supply constraints and staff shortages.

However, the international border closure triggered substantial growth in domestic visitation, with more Australians exploring and connecting with the Sapphire Coast and our picturesque hinterlands. Our local tourism industry has proved to be adaptable and resilient.

Bega Valley Shire Council continues to support industry recovery and the ongoing development and promotion of sustainable high-quality year-round experiences for visitors and locals alike.

With state and federal grant funding support, we deliver projects that enhance tourism experiences and attraction to the region.

The visitor economy creates employment, not only in the tourism and hospitality sector, but throughout retail, service and other sectors, with positive flow-on impacts for the whole shire.

The Sapphire Coast Vision and Platform sets an achievable vision for our future that is inclusive, focussed on our unique points of difference, aligned to our key tourism partner positioning and developed to build industry and workforce capacity.

This vision and platform will help drive and grow our local industry and provide far-reaching benefits across the shire.

Cr Russell Fitzpatrick

Mayor
Bega Valley Shire

Chair - Destination Southern NSW

As Chair of the Destination Southern NSW Board I am excited for the future of the Sapphire Coast region. The natural attributes provide an enviable canvas on which to build world class visitor experiences, positioning the region as a must visit destination for both domestic and international visitors.

I commend Bega Valley Shire Council and Sapphire Coast Destination Marketing on their collaboration to bring the Sapphire Coast Vision and Platform to life, through a focus on building world class nature based experiences, transitioning to new and higher yielding markets and partnering with the broader region to align with Destination Southern NSW and State based strategies and priorities. The alignment of the Sapphire Coast visitor experience themes and destination positioning with that identified within our Destination Management Plan reinforces the consumer focus at both the local and regional level, a formula for sound destination management.

Through our Board and operational team we look forward to working with the region, its leaders and industry to help them bring their vision to life and collaboratively grow the regional visitor economy as a priority economic development sector.

Richard Beere

Chair
Destination Southern NSW

Destination Planning

The Sapphire Coast Vision and Platform (TF2030) is designed to assist tourism businesses, both existing and new, with a focused approach to further developing tourism, guiding experience and industry development, marketing and promotion through to 2030. Planning has been informed with input from research, workshops, interviews and a review of existing strategies.

TF2030 also assists different levels of government, local tourism organisations and other interested stakeholders to understand the current state of play and the roles and opportunities that the visitor economy brings to the local community.

Industry, government agencies and community stakeholders have generously contributed their knowledge and experience to assist with generating strategic directions, opportunities and the actions identified.

TF2030 aims to build on Sapphire Coast Tourism strategies and direction of previous years, notably the Australia's Coastal Wilderness Experience Development Strategy and Sapphire Coast Heritage Tourism Strategy.

Aligning with Destination Southern NSW (DSNSW) Destination Management Plan

Most importantly TF2030 aligns closely with key strategies for Southern NSW in the Destination Southern NSW Destination Management Plan (DMP).

Aligning closely with the strategies of DSNSW will enhance investment and support for our regional priorities and enable industry to access support from relevant industry development programs.

Destination Southern NSW is tasked with coordinating tourism related strategies and projects in the southern NSW region encompassing the following eight local government areas:

- Bega Valley Shire Council (BVSC) **Coast**
- Eurobodalla Shire Council **Coast**
- Snowy Monaro Regional Council **Snowy Monaro**
- Goulburn Mulwaree Council **Tablelands**
- Hilltops Council **Tablelands**
- Queanbeyan-Palerang Regional Council **Tablelands**
- Upper Lachlan Shire Council **Tablelands**
- Yass Valley Council **Tablelands**

Vision For Sapphire Coast



Image courtesy of Sapphire Coast Destination Marketing

Value of Tourism in Bega Valley Shire

The visitor economy is a key contributor to the Bega Valley (BVSC) economy. Prior to the Black Summer bushfires and COVID-19 pandemic in the year ending June 2018 the Sapphire Coast (Bega Valley) region recorded over an estimated 1 million visitors spending \$499 million.

Recently the visitor economy has returned closer to pre-pandemic levels with year ending December 2021 recording an estimated 817,000 visitors, spending \$366 million. This level of spend and visitation is estimated to have contributed to approximately 3,139 jobs.

According to the Tourism and Transport Forum report, *Supercharging Australia's Future*, Tourism contributes 7 jobs per \$1 million spend. In the Bega Valley, it could be estimated, that over 3,500 jobs are directly linked to tourism, making the shire heavily reliant on a flourishing tourism economy.



Total visitors
817,000



Visitor spend
\$366m



Domestic
487,000



Jobs
3,139

Partnership Framework

A truly regional approach is critical to success. As a small region, we must fully leverage partnerships with Federal, State and Local stakeholders to enhance promotion and experience development. Below broadly outlines the focus for our key strategic partnerships.



Align with and access the resources of Destination Southern NSW to assist local operators in experience development, market development and grant programs.

South Coast Local Government Areas

Partner with South Coast tourism organisations to collaborate on joint advertising campaigns, touring route marketing and other strategic collaborations.



Leverage DNSW channels to promote the region in domestic and international markets. Access DNSW programs to assist local operators to develop, promote and sell their tourism products.

TOURISM AUSTRALIA

Leverage Tourism Australia, Coastal and Aquatic and food and wine, campaigns to increase promotion of Sapphire Coast international ready experiences.



Exploit growing cruise visitation to develop new experiences for the self-drive market and implement strategies to bring cruise visitors back to the region on overnight visits.



Provide support to Canberra to position 'Coast' touring as a must do experience for Canberra domestic and international visitors.



Work closely with the Department of Regional NSW to leverage funding opportunities to support regional recovery and deliver tourism and economic benefits for the region.

Local Visitor Economy Relationships & Responsibilities

Bega Valley Shire
Tourism Service Contractor

Visitor Centres

Industry

Overall destination planning, management and 'Sapphire Coast' brand custodian
▼
Industry leadership and representation with State and Federal partners
▼
Experience/product development planning and implementation

Promotion of member product and services
▼
Support for local town events
▼
Provision of visitor services via accredited Visitor Information Centre
▼
Advocate and support Sapphire Coast Destination Positioning

Promote own businesses in domestic / international markets
▼
Provision of visitor information to customers
▼
Engage in industry development opportunities
▼
Align promotion with the region's destination positioning

Consultation: Gaps, Challenges & Opportunities

A comprehensive and collaborative approach to identifying the Sapphire Coast region's strengths, weaknesses, opportunities and threats was undertaken to inform this work.

Consultation with industry and community stakeholders included open-invitation workshops, additional individual phone interviews, in-person meetings, desktop research and in-region visits that

shaped the development of the SWOT analysis and informed the vision.

The draft plans were shared extensively with industry and their feedback is incorporated into this final version.

The following analysis summarises the most prominent themes and issues in the Sapphire Coast, as they relate to tourism.

STRENGTHS	OPPORTUNITIES
<ul style="list-style-type: none"> • Proximity to key markets Sydney, Melbourne and Canberra • Pristine marine and natural environment • Diverse unpopulated landscape • Appeal to broad range of visitor markets • Temperate climate • Established signature events in region • Visible authenticity of local produce • Low rise development • Merimbula Airport and Port of Eden access • A community of small villages within easy distance to each other • Established cross-border relationships 	<ul style="list-style-type: none"> • Increase the available product/experiences that can be incorporated into Cruise Ship on-shore and International Trade itineraries. • Light to Light development - first hut to hut walk in NSW • Aboriginal tourism development e.g. Bundian Way • Packaging products and experiences for Sydney to Melbourne International drive market • Improve signature events to attract short stay neighbours and align with or celebrate the Unique Destination Positioning • Attract sporting/group events to region • Strengthen South Coast collaboration
WEAKNESSES	THREATS
<ul style="list-style-type: none"> • Shortage of 'export ready', online bookable, market products in the region • No suitable hotel accommodation to suit regional conferencing • Low standard of current accommodation • Seasonality – busy summer season but lacking low and shoulder volume • Access to National Parks (unsealed roads), barrier with international market hiring cars • NPWS infrastructure does not match demand of increased visitation or visitor expectation • Strata-style ownership of accommodation • Lack of awareness in Sydney market • Lack of competitive airfare prices and frequency • 'Lifestyle' tourism workforce • Lack of destination marketing investment 	<ul style="list-style-type: none"> • Neighbouring Eurobodalla & Shoalhaven have similar offerings and shorter travel for key markets • Competitor regions' ability to invest in marketing and infrastructure • Operators and accommodation providers not widely embracing 'export ready', online bookable, modern market-ready requirements • Competition in traditional markets from low cost, but high appeal overseas destinations • Challenge of balancing increase of visitors and management of the natural environment, which unperpins the brand. • Growing retirement population needs versus visitor needs • Visitor accommodation reverting to residential



Image courtesy of Sapphire Coast Destination Marketing

Focus for Success

The destination will focus on three key pillars. These growth pillars rely on one another to optimise success.

Building a compelling and shared destination brand will provide the guidance and motivation to drive improvements in experience delivery and competitiveness, this in-turn will enable the destination to develop new sustainable markets.

Unique Destination Positioning

Building a compelling Brand

Aspirational approach.

Truly unique positioning to ensure competitiveness and not just line up with other like 'beach/nature' destinations.

High appeal to new markets whilst maintaining connection with existing markets.

Internationally competitive.

Experience Development

Increasing Competitiveness

Align actions with Destination Southern NSW themes to leverage opportunities.

Prioritise support for Sapphire Coast experiences closely aligned with the destination positioning.

Prioritise investment in industry development programs to increase bookable, export and modern market ready product.

Market Development

Transitioning to a year round destination

Maintain our strong connection with traditional domestic self-drive markets.

Capture domestic cruise ship visitors to return as self-drive overnight visitors.

Grow our share of short-stay domestic visitation in the shoulder seasons.

Build international visitation from the high value traveller market.

Unique Destination Positioning

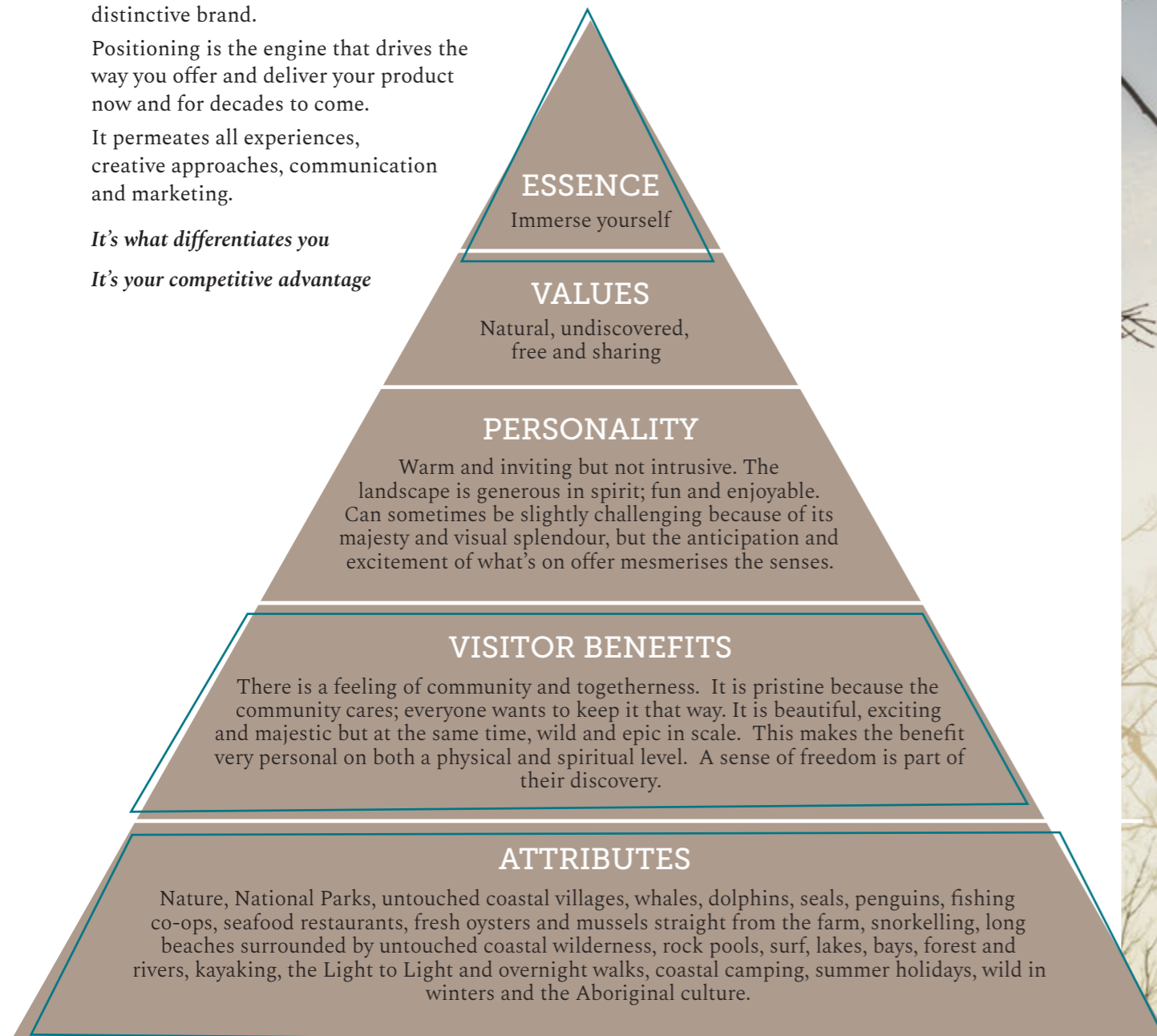
Destination Positioning is a region's distinctive brand.

Positioning is the engine that drives the way you offer and deliver your product now and for decades to come.

It permeates all experiences, creative approaches, communication and marketing.

It's what differentiates you

It's your competitive advantage



Positioning Statement

Sapphire Coast is a hidden, but easily accessible pocket of Australia's epic coastline, where you can celebrate and share your love of nature and go 'wonderfully wild'

Our wild is wonderful, inspiring, welcoming and immersive across all our uniqueness, incredible nature, unspoilt coast, rich culture and wonderful people.

Sapphire Coast is a compelling year round tourism

destination, offering internationally competitive, unique and immersive world-class, nature based experiences.

The towns and villages complement the stunning landscape with passionate chefs and artisans providing unique connections with the pristine oysters, seafood and produce of the region. The warm and welcoming locals create year-round festivals to celebrate this unique place with visitors and community alike



What Makes Us Unique?

Walking Tracks

Easy or challenging, family or pioneer, the Sapphire Coast is surrounded by walks that enable visitors to immerse themselves in nature.

Immersive Waters

Where the warmer waters of the north are immersed in the colder waters of the south, creating one of the most diverse marine ecosystems in the world. The region is recognised as a hotspot of whale activity, with a total of 16 species found at different times of the year.

The Nadgee Wilderness

Extends across the border from Victoria into New South Wales where it meets the Cape Howe Wilderness. Adjoining Croajingolong National Park this is the largest unmodified coastal area in south-east Australia. Together, they form the boundaries of the UNESCO World Biosphere Reserve.

Light to Light

The Light to Light walk from Boyd Tower in the north to Green Cape in the south is accessible at four points. Visitors can choose to walk sections of the track or take two to three days to explore the full 31 kilometre length. Walkers traverse a variety of landscapes, including scrubby heath lands, pristine bays, rugged cliffs and tall open forests. The walk is soon to become the first 'hut to hut' walk in a NSW National park.

National Parks

The region's national parks enjoy a wild unspoilt coastline, fringed by forests and mountains that are home to diverse flora and fauna. In fact, our parks and forests account for 70% of the entire Sapphire Coast region - they are open 24 hours a day, seven days a week.

Local Produce

Headlined by two great ocean currents meeting, creating a superhighway for thousands of species of marine life that deliver up pristine, award winning, oysters and seafood. Rich grazing land, famous for dairy and underpinning small producers across the region. Passionate, creative chefs making the most of what land and sea offer.

Ancient Landscape

A place of significant cultural and ceremonial importance for the Yuin Nation with pathways, mountains and streams telling of rites of passage and traditional law. At the setting of the sun, Mt Dromedary (Gulaga), throws her shadows across the earth. Gulaga once flanked a huge strato-volcano, part of a string of Australian east coast volcanoes marking the continent split that formed the Tasman Sea.

Towns & Villages

Warm, creative and welcoming communities with a sense of charm reflecting the region's natural beauty. Characters that change with the landscape, time out with artisans to understand a craft and uncovering hidden designer gems and the locals who created them.

Experience Development

Experience Development Themes

Great visitor experiences, aligning closely to a destination positioning, are the key to success in a competitive tourism marketplace. The focus of experience development in the Sapphire Coast will align with the themes for tourism development and marketing that have been identified in the recent Destination Southern NSW DMP:

Immerse Yourself in Nature

Refreshing, exceptional nature-based experiences.
Personal, uncurated encounters with nature.
Personal challenges through active holidays.

Our Heritage and Culture

Indigenous connections present and past.
Arts, Culture and Events.
Early European and multicultural Australia.

Remarkable Journeys

Be enticed by stunning landscapes and experiences to journey across the region.
Journey by car, adventure by kayak, bike or walk.

Savour the Southern

The freshest produce, shaped by the seasons, shared in distinctive settings.
Connect with the characters and stories behind the places and produce.



In addition to the four main experience themes, the DSNSW DMP identified the following as important 'stories' relating to the Sapphire Coast to develop and share:

- Produce of the region from the ocean and hinterland, including fresh local seafood and oysters, dairy and cheese, restaurants and cafes
- Diversity in the hinterland villages
- Be surrounded by nature and wild places – the majority of the region is National Park
- Access to wildlife – encounters with wildlife on land and in the sea
- An active holiday – walk, paddle, swim, fish, soft adventure
- Experience remote coves and beaches through water-based and active access
- Immerse yourself in the coastal environment through high quality, multi day walks

Market Development

The Sapphire Coast's traditional visitor comes from nearby major cities and regional areas, primarily on a family holiday and in most cases limited to school holiday periods. While this market is the cornerstone of our tourism economy, it has low potential for any significant growth into the future and is increasingly challenged by strong competition.

Growth opportunities are ideally with growing domestic visitor markets prepared to visit in shoulder and even low season, seeking immersive experiences in nature, coast, community and local produce. This growth opportunity also brings higher spend potential.

The projected recovery of domestic Australian tourism is set to spike in 22/23 with a 31.7% increase in visitor nights for NSW. This growth will taper with the return of international visitation with the 5 year average growth projections dropping to 4.9%.

Prior to the COVID-19 pandemic international visitor arrivals were projected to grow by 5.1% annually to 2028/29, comparing this to the domestic growth highlights the need to continue increased efforts to tap into international visitation.³

The region currently attracts a small proportion of international visitors, despite having the natural assets to significantly grow this sector. Like many regional destinations the Sapphire Coast industry distributes very little product in international trade channels, resulting in a lack of awareness of the destination as a whole. International Trade Distribution plays a pivotal role in driving awareness for regions as well as demand for bookings.

Partnerships with neighbouring regions to develop world-class touring routes and to participate in

collective international marketing programs provides an efficient method to grow the international market.

Cruise-Return overnight visitors

An estimated 37 cruise ships and 62,000 passengers will visit the Port of Eden, and the Sapphire Coast in 22/23.

An enduring and lucrative, if not obvious, benefit will be the opportunity to showcase the region to the tens of thousands of visitors arriving annually by cruise ship. Many will return as overnight visitors and disperse across the region.

The Port enjoys an unusually high disembarkation rate at around 94%, suggesting the stunning visual aspect of the port is of high appeal to passengers and likely to enhance return visitation.

Mega - Trends²

Trends in domestic visitation include a move away from the traditional annual longer break toward multiple short breaks throughout the year. This trend both challenges and creates opportunities for the Sapphire Coast. The short break trend also sees visitors spending more to immerse themselves in a destination and its premium experiences.

Festivalisation – festivals add to the excitement of a destination and increasingly appeal to those organising major conferences and events.

New luxury is now defined by small brands with big stories. This is driven largely by the opportunity for genuine engagement and interaction with local people, nature, heritage and arts, and culture.

Market Insights Domestic

Market	Why they come	Primary source market	Barriers to growth	Seasonality	Yield	Priority
Established Family	School Holidays and longer breaks. Share experiences in nature. Family Tradition Visiting Family and Friends	Metro and Regional VIC Canberra Region Regional NSW Sydney	International 'low cost' markets Perception value for money low Move to shorter breaks	Peak Period	High (longer stay)	Maintain
Young Family	Nature experiences Walkers Getaway with friends Short Breaks Visiting Family	Metro and Regional VIC Canberra Region Regional NSW Sydney	International 'low cost' markets Perception value for money low	Shoulders	Medium	High
Nomads	Food and Wine Caravan trips Visiting Family and Friends	Metro and Regional VIC Canberra Region Regional NSW	Free Camping	Shoulders	Low	Maintain
Couples no Kids - any age	Nature experiences Walkers Getaway with friends Short Breaks Adventure	Metro and Regional VIC Canberra Region Regional NSW Sydney	International 'low cost' markets Perception value for money low	Shoulders	High	High
Conference	New undiscovered location Short travel time Small groups	Metro and Regional VIC Canberra Region Regional NSW	Lack of large 'brand' hotel and accom Cost of air travel	Shoulder Off Peak	High	Grow
Accessible	Nature experiences Getaway with friends Short Breaks Visiting Family	Metro and Regional VIC Canberra Region Regional NSW	Poor facilities and information	All	High	High

² Destination Marketing Store and <https://skift.com/2017/01/12/the-megatrends-defining-travel-in-2017/>

³ Tourism forecasts 2019, Tourism Research Australia

Market Focus



Maintain

Maintain our strong connection with traditional domestic markets, and high length of stay, by continuing to promote the destination, its unique positioning and new products and experiences in key markets.

Build

Build international visitation, from the high value traveller markets of Europe, UK and USA, by increasing the number and quality of commissionable products and experiences.

Capture

Capture domestic cruise ship visitors, to return as self drive overnight visitors, by increasing the depth and breadth of products and experiences available in Cruise Ship itineraries. And the visibility of the region's unique destination positioning.

Grow

Grow our share of short-stay domestic visitation in the shoulder seasons through improved and increased signature events, number of products and experiences and improved experience delivery overall.

Source Markets

Source	Current Share	Comment	Priority
Domestic			
Canberra Region	15% (ACT region)	Medium Awareness, short Stay, Adventure	High
Melbourne	20%	Medium Awareness, Traditional Families, Longer stays	High
Regional NSW	20% (other NSW)	Medium Awareness, Traditional Families, Short Stay	High
Regional VIC	30% (other VIC)	Medium Awareness, Traditional Families, Short Stay	High
Sydney	15%	Low Awareness	Medium, High - Cruise Return
International			
UK/Europe	60%	Visiting friends and relatives, Nature focused, High spend, Extended length of stay, Return visitors, Disperse into region	High
USA/Canada	15%	Nature focused, High spend, Extended length of stay, Return visitors, Disperse into region, Premium service expectations	High
China	8%	Travelling with relatives, Larger groups, Local produce (oysters) Shopping, Short stay (overnight), Low dispersal into regions	Low
New Zealand	6%	Visiting friends and relatives, Adventure, Road trips	High
Singapore/ Malaysia/ Hong Kong	4%	Food and shopping focus, Canberra focus, High spend Return Australian visitors	Medium

*Note: figures are historical data as at 2019 prior to the impact of bushfires and COVID-19

PRIORITY ACTIONS

Actions & Responsibility

For regional plans to be implemented successfully there must be a whole of industry approach to collaborate, commit, share and participate in direction. All industry, operators and stakeholders have a role to play in our Tourism Future.

Market Development		
Growth opportunities are ideally with growing visitor markets prepared to visit in shoulder and even low season, seeking immersive experiences in nature, coast, community and local produce.		
	Action	Responsibility
Industry Leadership and Engagement	<p>Improve and grow industry experiences and operator skills to improve competitiveness</p> <p>Leverage DNSW NSW First program workshops, webcasts, guides and assistance.</p>	<p>Lead: BVSC/Tourism Services Provider, Industry</p> <p>Support: Destination NSW, Local Tourism Organisations, Industry</p>
Sapphire Coast Promotion	<p>Ensure all promotional content aligns with destination brand values and raises awareness of the Sapphire Coast brand aligned hero experiences and attractions</p> <p>Focus resources on encouraging visitation in shoulder seasons.</p> <p>Attract media visits that align closely with the Sapphire Coast brand and experience development themes</p> <p>Partner neighbouring destinations to create marketing efficiencies and to ensure touring itineraries take a broader regional approach</p>	<p>Lead: BVSC/Tourism Services Provider</p> <p>Support: Local Tourism Organisations, Visitor Information Centres, Industry</p>
Accessibility	<p>Provide leadership and support to improve and grow volume and awareness of accessible products and experiences</p>	<p>Lead: BVSC/Tourism Services Provider, Industry</p> <p>Support: BVSC Access committee, Industry, Visitor Information Centres</p>
Cruise Eden	<p>Exploit growing cruise visitation to stimulate new experiences suitable for the self - drive market and implement strategies to bring cruise visitors back to the region on overnight visits</p>	<p>Lead: BVSC/Tourism Services Provider, Cruise Eden</p> <p>Support: Eden Tourism, Industry</p>
International	<p>Position Sapphire Coast as the preferred coastal experience for international visitors via Canberra</p> <p>Raise awareness of Sapphire Coast with international trade - Wholesalers, Retailers Inbound Tour Operators. Encourage export ready product development for these distribution channels</p> <p>Position Sapphire Coast as nature's heart of the Sydney Melbourne Coastal Drive</p>	<p>Lead: BVSC/Tourism Services Provider</p> <p>Support: Destination NSW, Local Tourism Organisations, Visitor Information Centres, Industry</p>
Event Development	<p>Support signature event development and sustainability of existing events with focus on shoulder seasons</p>	<p>Lead: BVSC/Tourism Services Provider, Event managers</p> <p>Support: Local Tourism Organisations, Visitor Information Centres, Industry</p>

Key Partnerships	
Capitalise on all partner activity, investment and strategies to add value to experience development and marketing programs	
Action	Responsibility
Destination Southern NSW and Destination NSW Access activity, investment and strategies to leverage promotion and industry development opportunities including NSW First workshops, webcasts, resources and assistance.	Lead: BVSC/Tourism Services Provider, Event managers Support: Destination NSW, Local Tourism Organisations, Visitor Information Centres, Industry
Visit Canberra Position Sapphire Coast as the preferred coastal experience for Canberra domestic and international visitors	Lead: BVSC/Tourism Services Provider
NSW National Parks (NSW NP) Ensure region and industry engage with 'light to light' initiatives and opportunities Improve access and use while being sensitive to the unique nature of our parks	Lead: BVSC/Tourism Services Provider Support: Industry
Cruise Eden Exploit growing cruise visitation to develop new experiences for the self - drive market and implement strategies to bring cruise visitors back the region on overnight visits	Lead: BVSC/Tourism Services Provider, Cruise Eden Support: Local Tourism Organisations, Eden Tourism Industry

Experience Development		
Ensure experience development focus aligns closely with the Destination Southern NSW experience development themes.		
	Action	Responsibility
Brand Toolkit	Update and promote industry wide adoption of Sapphire Coast Brand Toolkit to inform experience development.	Lead: BVSC/Tourism Services Provider Support: Local Tourism Organisations, Visitor Information Centres, Industry
Savour the Southern	Encourage 'local produce' event and experience development Prioritise 'local produce' content Promote Sapphire Coast Wilderness Oyster Trail in digital channels	Lead: BVSC/Tourism Services Provider Support: Local Tourism Organisations, Visitor Information Centres, Industry
Immerse Yourself in Nature	Promote and support development of immersive nature-based experiences Promote hero walks in digital content Support NSWNP Light to Light Walk activation and encourage experience development	Lead: BVSC/Tourism Services Provider, NSW NP Support: Local Tourism Organisations, Visitor Information Centres, Industry
Remarkable Journeys	Support development of Bundian Way experiences Develop Sydney to Melbourne Coastal Drive itineraries, packages and partnerships AND Canberra Touring Route partnerships	Lead: BVSC/Tourism Services Provider, Bundian Way Committee, NSW Government Support: Local Tourism Organisations, Visitor Information Centres, Industry Lead: BVSC/Tourism Services Provider, Sydney Melbourne Touring Inc

Our Heritage and Culture	Encourage the development of heritage and cultural content for marketing channels. Promote signature cultural events in partnership with stakeholders Promote Indigenous tourism product and content in digital channels	Lead: BVSC/Tourism Services Provider/South East Arts/Bega Valley Regional Gallery Support: Event Managers, Visitor Information Centres Lead: BVSC/Tourism Services Provider/Local Aboriginal Lands Councils
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	Action	Responsibility
Infrastructure and Planning	Deliver high quality tourism infrastructure focused on key assets including: <ul style="list-style-type: none"> • Snug Cove Precinct development • Port of Eden development • Merimbula Airport • National Circularity Centre - Bega • National Parks - seal roads & accessibility • CBD redevelopments and heritage • Foreshores and associated activation, access and environmental protection • Recreational infrastructure associated with tourism visitation • Key road and bridge upgrades 	Lead: Bega Valley Shire Council and appropriate State or Federal Government agency
Visitor Information	In consultation with Visitor Information Centres provide high quality, brand relevant and consistent visitor information Support the provision of high quality visitor information centre customer service experience Align VIC and town tourism marketing with key destination messages and branding Prioritise promotion of key experiences reflecting the destination brand	Lead: BVSC/Tourism Services Provider, Visitor Information Centres Support: Local Tourism Organisations, , Industry Lead: Visitor Information Centres Support: BVSC/Tourism Services Provider Lead: BVSC/Tourism Services Provider, Local Tourism Organisations, Visitor Information Centres Support: Industry
Governance and funding	Collaborative industry relationships and communication locally and with State and National stakeholders Seek support for new tourism funding model to increase resourcing for industry and destination development and marketing Raise awareness and understanding of the value of tourism	Lead: BVSC Support: Tourism Services Provider, Visitor Information Centres, Industry Lead: BVSC Support: Local Tourism Organisations, Industry Lead: BVSC Support: Local Tourism Organisations Industry



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