



# THE ENTRANCE PENINSULA

## COMMUNITY PRECINCT

ENCOMPASSING: THE ENTRANCE; THE ENTRANCE NORTH; LONG JETTY TOOWOON BAY; BLUE BAY; SHELLY BEACH & MAGENTA

[www.theentranceprecinct.org](http://www.theentranceprecinct.org)

### The Chief Executive Officer of Central Coast Tourism, Ollie Philpot 21 September, 2010 at 7:00pm “Central Coast Tourism’s Destination Management Plan”

Oliver stated his presentation by saying he wanted to give us some confidence in his credibility as Central Coast Tourism’s CEO. Oliver comes from Queensland and has spent ten years in the Tourist Industry. Before taking up this position he was the Australian Product Manager for Virgin Blue Holidays and prior to that he had seven years with Tourism Queensland and became their Director of International Marketing



Ollie Philpot at Avoca Beach near the site where the *Adelaide* will be scuttled. Picture: PETER CLARK

At tourism Queensland he was involved in the "Best Job in the World Campaign" The objective of the campaign was to create international awareness of the Islands of Queensland’s Great Barrier Reef. This campaign gained global news coverage, from CNN stories to BBC documentaries, and Time magazine articles and everything in between. Estimated media coverage is valued at over AUD\$400 million. The campaign was ranked 8th on the international list for the world’s top 50 PR stunts of all time and reached an audience of approximately 3 billion through media coverage.

He has also been involved in regional tourism for the Gold Coast, Sunshine Coast and Tropical North Queensland. He commenced as CEO Central Coast Tourism ( CCT ) in January The History of the relationship with Wyong Shire Council has been checked and Oliver has worked hard to improve that relationship. Wyong Shire Councillor, Lynne Webster is now a member of the CCT board. At a local level he is working closely with The Entrance Town Centre Management’s Paul Barnes and they are working jointly on a number of projects.

When Oliver took office it was clear, even though CCT had won a number of awards that it was not up to standard as far as a regional tourism organisation goes:

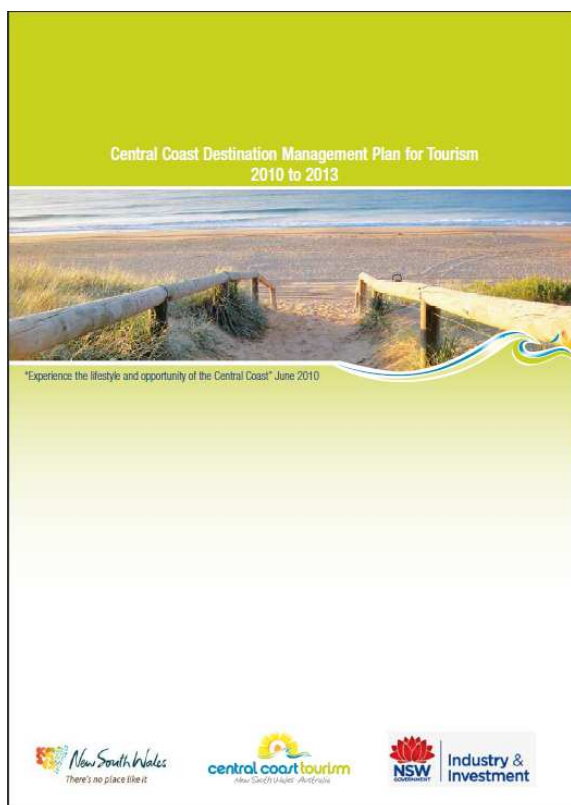
- The was no clear strategy.
- There was a haemorrhaging membership. CCT lost 120 members over a two year period
- There was conflict at board level
- There was conflict within the staff
- CCT had no agreed vision

Oliver has breathed new life into the organisation. He began with a plan by introducing "destination management". It is a proven tool used widely in the tourism industry It means a transparent, coordinated and engaged planning process to determine what the priorities for a destination are as far as a tourism industry is concerned.

Regional tourism organisations are no longer just about marketing. Now CCT has a responsibility to engage in a whole range of issues: On the demand side, generating new tourists, and on the supply side, ensuring that the tourism products are appropriate for our target market; to create a sense of place; to be involved in urban planning and a whole range of things, not just marketing. Destination Management is about a planning process where agreements are made along the way and are documented.

EC3 Global, an experienced environmental management and tourism consultancy firm, was engaged to help in the planning process and after six months "The Central Coast Destination Management Plan for Tourism 2010 to 2013" was produced.

Oliver handed copies of this plan to those in attendance. The document is available at: <http://www.centralcoasttourism.com.au/uploads/documents/CCT%20destination%20Management%20Plan%20draft%201.2.pdf>



The plan was produced by running workshops across the Central Coast with over 150 stakeholders involved; Tourism Operators, Councils, Community Groups attended. We now have a document that clearly defines the vision for CCT.

Oliver then quizzed the audience on if they thought the tourism was performing well over the last five years or well. The general opinion was that the tourism industry was not performing well.

Oliver then informed us that evidentially the Central Coast has had five consecutive years of decline. This surprises a lot of people because there is a perception that the Central Coast is growing in population and business and that tourism is following this. This is not the case. The Central Coast has a real issue as a tourism destination.

What is of major concern is the total number of nights stayed within the region. This has gone from 4.1million to 3.2 in less than four years. Accommodation is the backbone of the industry and they are felling this. The

Oaks and the Waldorf at The Entrance are feeling this. This is why the Destination Management Plan has become so important. It is now an agreed document signed off by both Councils with a Memorandum of Understanding with CCT to implement the plan. The current campaign has been limited to on line and radio due to severe budget constraints in CCT.

Oliver addressed the perception that a raise in petrol prices impacts on tourism destinations and advised that a Queensland study revealed that it had no impact on people driving to Queensland as an extra \$40 to \$60 was small impact on the holiday budget.

Oliver than proceed to take us through what the document States:

On Page 5, The Executive Summary there is a statement of CCT's vision:

**" The Central Coast will be recognised as New South Wales' premier waterfront lifestyle destination. "**

The key word in the vision statement is **"Waterfront"**. It is the thing that defines the Central Coast. People intuitively know that the Central Cast has access to waterfront. We have more than two times the waterfront of Sydney Harbour. There is consensus that the future of tourism accommodation and tourism experiences in The Central Coast is built around the waterfront. It is the key from a marketing point of view, it is the key to our identity and it is the key from a development point of view. We really need to look

at the planning restrictions we have around the waterfront. We need an outcome where tourists rate access to premium waterfront locations.

The Plan identifies Sydney ( 61% of visitors ) and regional NSW as our target market. Ninety percent of visitors come from NSW. Previously there was an over emphasis on the international market. Tourism NSW uses a series of Traveller Types in its marketing strategies; ie, 'holiday mindsets', based on a 'state of mind' rather than on specific demographics alone. From this research, five holiday mindsets were derived: Pampadours, Compatriots, Wanderers, True Travellers and Groupies.

- PRIMARY:
  - Compatriots (29%) Quintessentially middle market, female skew, want DFY (do-it-for-you) but forced to compromise, family-focused, role-driven, good shoulder market, activities focused, budget conscious, like resorts and don't like camping, favour 3-star but aspire to 5-star, self-contained an advantage.
- SECONDARY:
  - Wanderers (26%) Adult couples, empty nesters, frequent tourists, DIY, great off-peak market, keen observers, wide range of preferences in transport, favour difference, continue 'Darby & Joan' lifestyle when travelling, like to potter.
  - Pampadours (20%) Up-market, DFY (do-it-for-you), indulgent, female skew, white collar/professional skew, overseas travel frame of reference, fashion-conscious, travel in couples, 5-star preference, avoid young children/family destinations.

Our region's primary competitors are local. Based on a radius of 200km from Sydney are: Mid North Coast, Hunter Valley, Blue Mountains and the South Coast. All these regions are performing better than the Central Coast. They are all developing new products, new attractions, new accommodation far quicker than we are. That is a major issue.

The Plans " **Destination Blueprint** " is the most important part of the plan. It is about building an identity for the Central Coast.

**Regional Positioning:** The Central Coast is the ideal waterfront destination for short breaks from Sydney and Regional New South Wales

**International Positioning:** Central Coast will be a primary destination within the context of the Pacific Coast Touring Route.

**Brand Vision:** The Central Coast will be recognised as New South Wales' premier waterfront lifestyle destination

This Plan is something that can be used by a number of stakeholders. It is something that the Central Coast has lacked and now provides us with a vision and a strategy for the future.

The recommended priority areas for the next three years are:

#### **Activate the Waterfront**

- Enhance the availability, accessibility and quality of waterfront experiences on the Central Coast and use these to underpin promotions as a premier waterfront destination.
- Secure the ex-HMAS Adelaide and package Central Coast dive sites.

Bring investment into the region from outside investors / visitors focused on waterfront enhancement and access.

#### **Enhance and Promote the Lifestyle and Culture of the Central Coast**

- Build the 'pride' in the region (need self-esteem and belief)
- Reverse the visitor number decline – target more mid-week visitors
- Promote lifestyle, manage growth and day trip demand
- Create a brand identity "more than just beaches"
- Support Cultural/Indigenous tourism development initiatives

### **Attract and Grow Hero, Business and Tourism Events**

Previously there was no way of knowing what events took place on the Central Coast. There is now an events strategy. Seventy eight events have been identified that have the potential to attract tourism. We need to prioritise these and as a community pick some winners: Five to ten events that will become our hero events.

- Develop a Central Coast Events Strategy
- Provide improved facilities to host events
- Establish a hero nature-based event
- Develop and promote a comprehensive events calendar
- Support events to gain access to grant funding

### **Improve Partnerships and Accessibility**

There is an issue that Central Coast tourism operators do not work together, they do not engage in the distribution system of tourism together very well.

- Focus on business awareness and education
- Unify the Central Coast with a common story
- Partnerships between businesses and National Parks to present Parks and Reserves to visitors
- Deliver the Regional Economic Development & Employment Strategy (REDES) - that's jobs (locally) and investment (tourism)
- Better public transport systems and connections for tourists (and locals, of course) to get around easily

This Plan is very important because it is the framework of what CCT is trying to achieve in the next three years, it is what our funding partners have endorsed and it is what we have agreed to adhere to with the local Councils.

Oliver stressed the importance of having the needs of tourism be addressed in Wyong Shire's "Local Environmental Plan 2011".

A general discussion followed on the strengths and weakness of The Entrance as a tourism destination. The number of activities for people to choose at the Entrance has decreased over the years. The problem identified was the lack of things to offer tourists to do.

Vivienne Scott warmly thanked Oliver for his attendance and informative presentation.

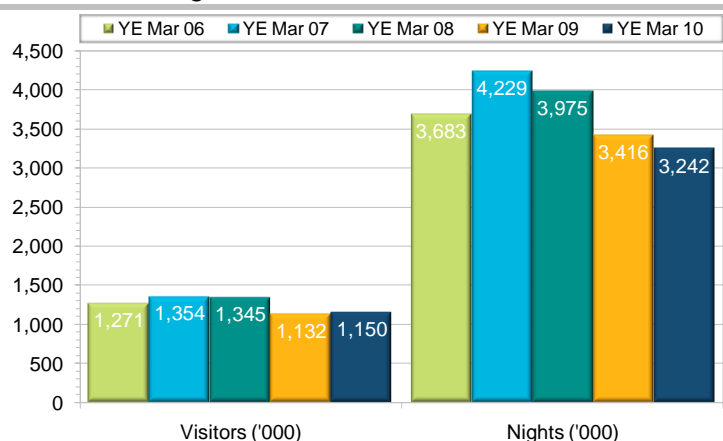






### Domestic Overnight Travel <sup>(1)</sup>

#### Visitors and nights



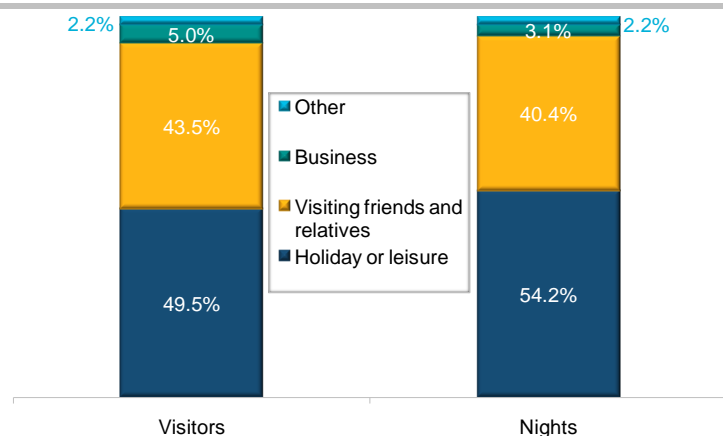
Central Coast received nearly 1.2 million domestic overnight visitors - up by 1.6% on YE Mar 09. Visitors spent over 3.2 million nights in the region - down by 5.1% on YE Mar 09.

Note: The number of trips taken domestically by Australians decreased by 2.7 percent on last year and by 5.3 percent compared to four years ago.

#### Market share

The region received 7.1% of visitors and 5.7% of nights in regional NSW. Compared to YE Mar 09, the share of visitors was up by 0.2% pts and the share of nights was down by 0.1% pt.

#### Purpose of visit to the region



'Holiday or leisure' (49.5%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (43.5%) and 'business' (5.0%).

'Holiday or leisure' (54.2%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (40.4%) and 'business' (3.1%).

#### Accommodation

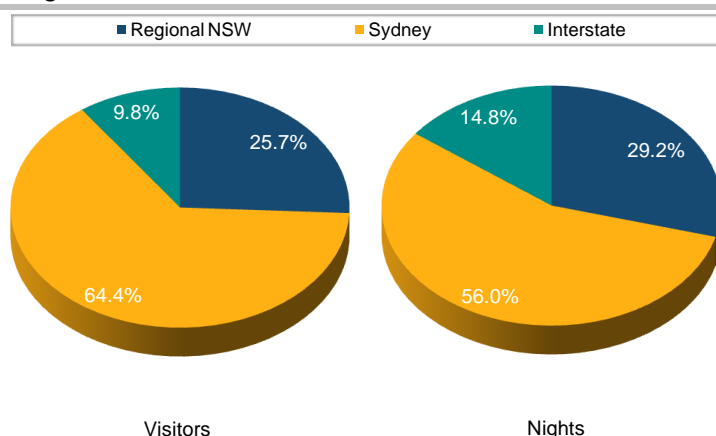
'Friends or relatives property' (49.1%) was the most popular accommodation used for nights in the region. 'Caravan park or commercial camping ground' (12.9%) was the 2<sup>nd</sup> most popular, followed by 'rented house, apartment, flat or unit' (11.2%) and 'standard hotel, motor inn, below 4 star' (9.5%).

#### Age

'35 to 44 years' (19.2%) was the largest age group of visitors to the region, followed by '65 years and over' (18.3%).

Central Coast is composed of: Gosford and Wyong. For information on the shaded areas, click on [http://corporate.tourism.nsw.gov.au/LocalAreaStatistics\\_p2821.aspx](http://corporate.tourism.nsw.gov.au/LocalAreaStatistics_p2821.aspx)

#### Origin



The region received 90.2% of visitors and 85.2% of nights from **intrastate** (Sydney contributed more than regional NSW for both visitors and nights).

**Interstate** contributed 9.8% of visitors and 14.8% of nights in the region (each interstate market contributed less than 5 percent to both visitors and nights).

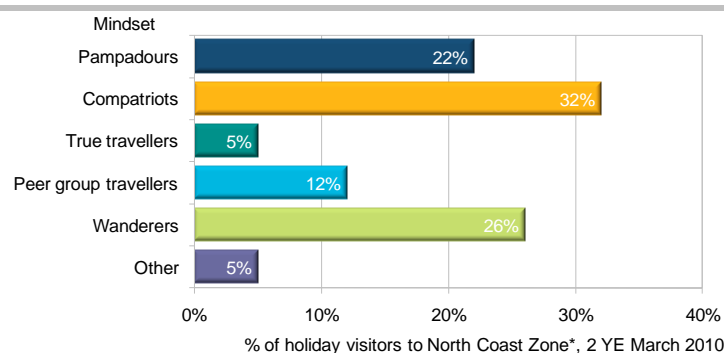
#### All transport

'Private or company vehicle' (90.2%) was the most popular form of transport used by visitors to the region, followed by 'railway' (4.4%) and 'air transport' (4.0%).

#### Activities

'Eat out at restaurants' (55.9%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (54.6%) and 'go to the beach' (42.9%).

#### Australian Travel Mindsets <sup>(2)</sup>



The 'compatriots' (32%) was the largest travel mindset of holiday visitors to the North Coast zone\*, followed by the 'wanderers' (26%) and the 'pampadours' (22%).

*Pampadours* - want luxury; *Compatriots* - mostly families; *True travellers* - want depth of experience; *Peer group travellers* - seeking a fun experience with friends; and *Wanderers* - taking time to explore and discover.

(2) Source: Inside Story, 2YE Mar 10

\* combined regions of Northern Rivers and Mid North Coast, plus selected local areas of The Hunter and Central Coast regions.

#### Expenditure (incl airfares and transport costs) <sup>(3)</sup>

Domestic overnight visitors spent \$465 million in the region. On average, they spent \$143 per night in the region.

(3) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Mar 10, TRA

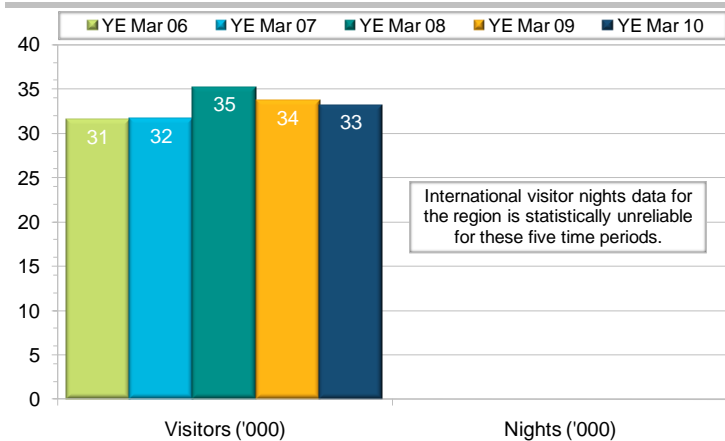
# Travel to Central Coast

## Year ended March 2010

Total visitors ('000)	4,620
Domestic nights ('000)	3,242
Total expenditure (million)	\$785

### International Overnight Travel <sup>(4)</sup>

#### Visitors and nights



Central Coast received 33,100 international overnight visitors - down by 1.4% on YE Mar 09. International visitor nights data for the region is statistically unreliable for these five time periods.

Note: The number of overnight trips to Australia by international visitors increased by 2.6 percent on last year and by 4.7 percent compared to four years ago.

#### Market share

The region received 5.5% of visitors to regional NSW. Compared to YE Mar 09, the share was down by 0.2% pts.

#### Purpose of visit to the region

'Visiting friends and relatives' (46.7%) was the largest purpose for visitors to the region, followed by 'holiday / pleasure' (45.0%) and 'business' (10.1%).

#### Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	35.8%	12	Singapore	1.1%
2	New Zealand	14.8%	13	Netherlands	1.1%
3	USA	10.9%	14	Japan	0.9%
4	Germany	5.7%	15	India	0.8%
5	Mainland China & HK	3.5%	16	Malaysia	0.7%
	Mainland China	1.0%	17	Thailand	0.5%
	Hong Kong	2.5%	18	Middle East & Nth Africa	0.3%
7	Ireland	3.3%	19	Italy	0.2%
8	Canada	3.0%	20	Indonesia	0.1%
8	Switzerland	2.9%	21	Taiwan	0.1%
9	France	2.7%		Other Asia	0.8%
10	Scandinavia	2.1%		Other Europe	3.8%
11	Korea	1.5%		Other Countries	3.5%

The UK (35.8%) was the region's largest source market of visitors, followed by New Zealand (14.8%) and the USA (10.9%).

#### Accommodation

'Home of friend or relative' (69.6%) was the most popular form of accommodation used for nights in the region, followed by 'rented house / apartment / unit / flat' (16.7%) and 'serviced apartment' (4.1%).

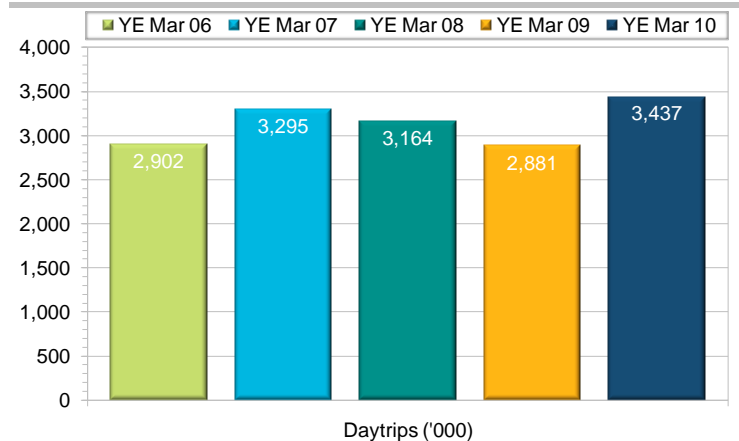
#### Expenditure (excl package expenditure) <sup>(5)</sup>

Expenditure by international overnight visitors spent \$30 million in the region. On average, they spent \$61 per night in the region.

(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Mar 10, TRA.

### Domestic Daytrip Travel <sup>(1)</sup>

#### Daytrips



Central Coast received over 3.4 million domestic daytrip visitors - up by 19.3% on YE Mar 09.

Note: Nationally, the number of domestic daytrips taken by Australians increased by 8.7 percent on last year and by 12.9 percent compared to four years ago.

#### Market share

The region received 11.0% of daytrips to regional NSW. Compared to YE Mar 09, the share was up by 0.9% pts.

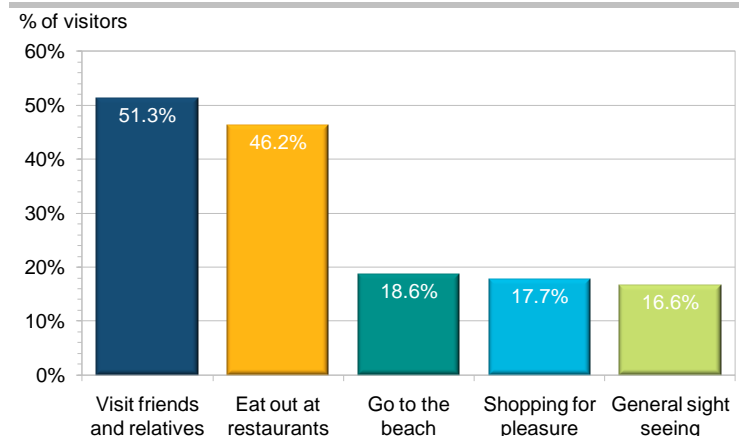
#### Main purpose of trip

'Visiting friends and relatives' (44.8%) was the largest purpose for visitors to the region, followed by 'holiday or leisure' (42.0%) and 'business' (7.1%).

#### Age

'45 to 54 years' (18.2%) was the largest age group of visitors to the region, followed by '65 years and over' (17.9%) and '55 to 64 years' (17.6%).

#### Activities



'Visit friends and relatives' (51.3%) was the most popular activity undertaken by visitors to the region, followed by 'eat out at restaurants' (46.2%) and 'go to the beach' (18.6%).

#### Expenditure <sup>(6)</sup>

Domestic daytrip visitors spent \$290 million in the region. On average, they spent \$84 per trip to the region.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Mar 10, TRA