

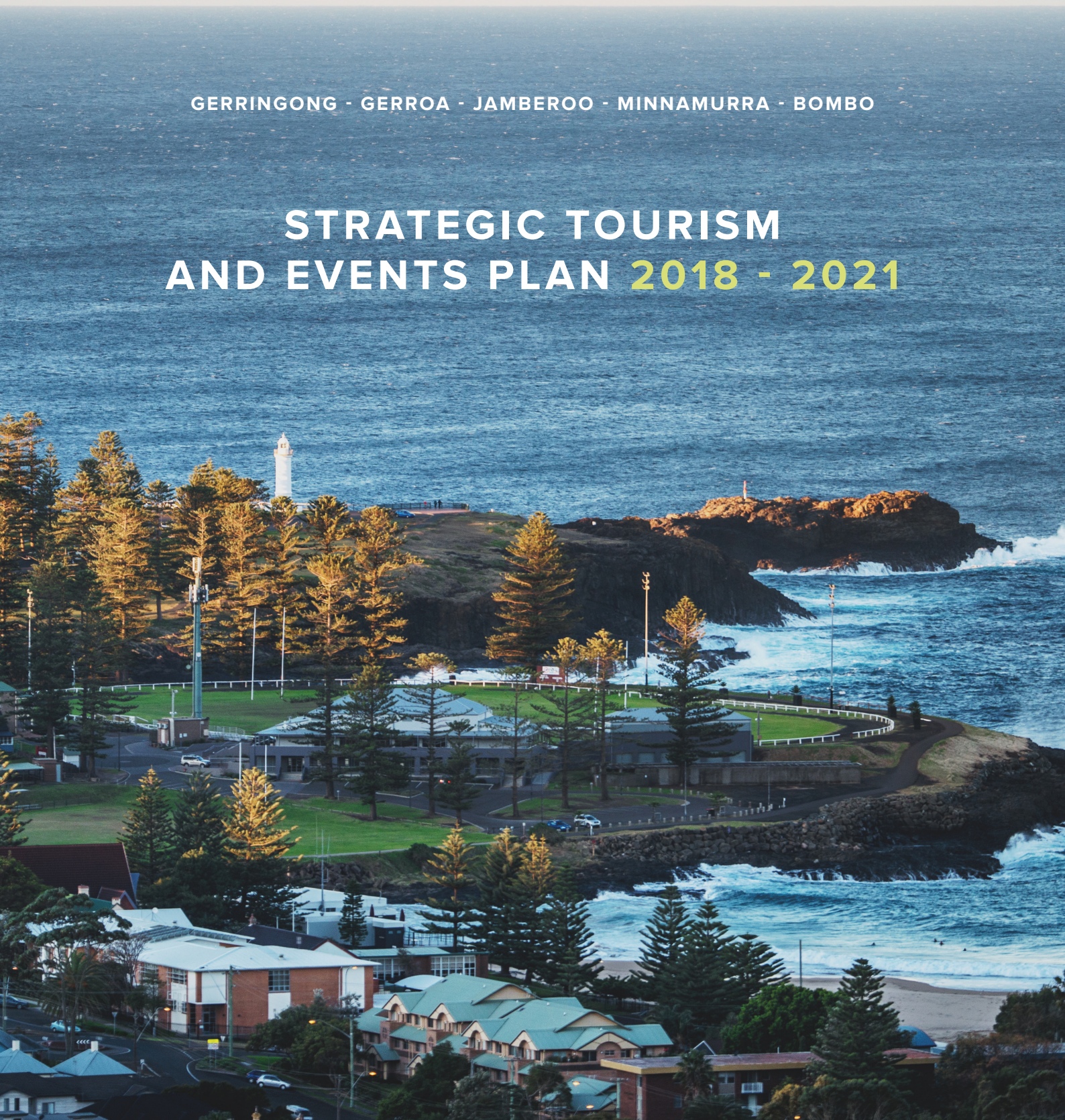
DESTINATION

# Kiama

SOUTH COAST N.S.W. AUSTRALIA

GERRINGONG - GERROA - JAMBEROO - MINNAMURRA - BOMBO

## STRATEGIC TOURISM AND EVENTS PLAN 2018 - 2021





# STRATEGIC TOURISM & EVENTS PLAN 2018 - 2021

Tourism is a highly competitive global industry that operates in an ever changing environment. Changing economic conditions, technology, community and consumer preferences.

The NSW Government has a goal of doubling overnight visitor expenditure by 2020, recognising that regional tourism is vitally important in meeting this target.

Since the mid 1800's Kiama has been a popular tourism destination and tourism is vital for the Kiama economy, currently contributing over **\$187million annually** and an estimated **1,510 direct and indirect jobs**.

The face of tourism in Kiama has recently changed. Kiama Municipal Council has brought together all tourism operations, marketing and strategic planning in-house. The new entity of tourism and events in Kiama will be known as Destination Kiama.

This Tourism and Events Plan sets out our strategic positioning and priorities.

TOURISM IN KIAMA CONTRIBUTES OVER \$187 MILLION TO THE LOCAL VISITOR ECONOMY ANNUALLY. THIS GENERATES AN ESTIMATED 1,510 DIRECT AND INDIRECT (FTE) JOBS.

N.B Estimates are subject to modelling assumptions



KIAMA WELCOMES AN ESTIMATED **983 000 VISITORS** ANNUALLY (360 000 **DOMESTIC** OVERNIGHT VISITORS, 610 000 **DOMESTIC** DAY VISITORS & 13 000 **INTERNATIONAL** OVERNIGHT VISITORS) MORE THAN **100,000** OF THESE VISITORS UTILISE THE KIAMA VISITORS CENTRE THESE ARE ALL YOUR **POTENTIAL CUSTOMERS!**



## Our Vision:

Kiama will welcome and inspire visitors year round to experience our distinctive natural landscapes, relaxed lifestyle, arts, culture and events.

## Our Purpose:

Achieving economic and social benefits for our municipality by sustainably growing tourism and events.

## Objectives

1. Attract visitors to Kiama, generating overnight visitor expenditure (OVE) on a sustainable basis
2. Identify and embrace opportunities to grow overnight visitor expenditure
3. Build awareness of the importance and value of the visitor economy
4. Provide a framework for the co-ordination of key stakeholders and resources needed to deliver the plan

- Growing events
- Visitor servicing
- Industry development

## Our Values

- Being consumer led
- Strategic and focussed
- Agile and responsive
- Inclusive and engaging

## Measures of success

- Sustainable growth in overnight visitor expenditure (OVE)
- Industry engagement and support
- Profitable tourism enterprises
- An expanded year round events calendar
- Strong partnerships

## These will be delivered through

- Setting the vision, direction and priorities for tourism and events in the Kiama municipality
- Community and industry engagement
- Tourism experience and destination development
- Marketing and promoting visitation to Kiama
- Identifying, prioritising tourism development opportunities

## BE PART OF SOMETHING BIGGER!

DESTINATION KIAMA BRINGS A **RENEWED FOCUS** ON TOURISM AND EVENTS TO OUR REGION. KIAMA COUNCIL HAVE COMMITTED A COMBINED OVERALL BUDGET OF **\$900K** TO TOURISM, OF WHICH **\$200K** IS FOCUSED ON MARKETING AND PROMOTION ALONE.



# STRATEGIC FRAMEWORK

## Destination and Experience Development

- Determine our destination promise
  - Identify our Hero Experiences. For example:
    - Nature based experiences – blowhole, surfing, swimming, beachcombing, walking, rainforest, fishing, whales, cycling
    - Lifestyle – food & drink, café culture, shopping, well-being, markets, agri-tourism
    - Arts and culture
    - History and heritage – Indigenous and European
    - Events – sporting, cultural, weddings, music, community
  - Identify our destinations core emotional benefit / promise (e.g. A place to reconnect with nature, yourself, loved ones)
- Deliver on our destination promise
- Encourage and support our tourism and events industry to continue to innovate and deliver quality visitor experiences
- Celebrate innovation, collaboration best practice and success
- Encourage accessible visitor experiences, infrastructure and services

## Market and promote visitation to the Kiama Area

- Develop and implement a Marketing Plan focussed on growing overnight visitor expenditure, that includes:
  - Clearly articulating our target markets & best propositions.

For example:

- Domestic:
  - Visiting Friends and Relatives
  - Leisure – Families, Empty Nesters, Millennials
  - Business - Conferences
- International
  - Leisure - Self Drive
- The creation of online strategy inclusive of our digital and social assets
- Partnering with Destination NSW, Destination Sydney Surrounds South, Tourism Australia and surrounding Local Government and Tourism Organisations
- Investigating commercial partnership opportunities
- Marry our brand and branding with our destination promise
- Maximise visitor expenditure throughout the Municipality
- Measure and report results and outcomes
- Leverage external funding opportunities
- Foster partnerships, collaboration and cross promotion between businesses

## Deliver and promote a year round events strategy

- Develop a Kiama Events strategy, including:
  - Identify, prioritise and resource Council owned and run events
  - Identify (internal and external) support available for event organisers
  - Develop criteria and process for Council event funding and support
  - Attract (and retain) major events to the Kiama area
  - Create/ support a new major event for the Kiama area

- Identify appropriate resourcing
- Increase promotion of events
- Build linkages and partnerships between event organisers and tourism businesses
- Leverage external funding opportunities and partnerships and partnerships
- Pursue and leverage Destination New South Wales event funding, development and marketing opportunities
- Investigate new event opportunities & partnerships. For example: Business events, leisure events and weddings
- Develop a year round events calendar
- Develop an Events Manual for event organisers
- Encourage more events to list with the Australian Tourism Data Warehouse

## Industry Development

- Foster ongoing innovation, adaptation and continuous improvement
- Identify tourism and event industry development / business capability needs.
- Provide industry development opportunities. For example:
  - Google Garage
  - Trip Advisor Best Practice
  - Social media – Facebook / Instagram / i Movie etc
  - Customer Service
  - Being Trade Ready
  - Australian Tourism Data Warehouse

DESTINATION KIAMA OFFERS **PROFESSIONAL SUPPORT** VIA QUALIFIED STAFF WHO WILL GUIDE AND **ASSIST YOU** WITH INFORMATION RELATING TO YOUR TOURISM BUSINESS.



- Visit other regions to be inspired and learn from best practice / famil
- Tourism trends
- Events Bootcamp
- Storytelling
- Accessible tourism

## Community and Industry Engagement

- Engage and mobilise the tourism industry and the broader community on/for our tourism vision and our destination promise
- Encourage, support and celebrate success
- Foster collaboration between organisations and businesses. For example:
  - Hold quarterly meetings with the Chamber of Commerce
- Provide networking and engagement opportunities. For example:
  - Host Bi-Monthly Tourism After Hours Events held throughout the Municipality



- Hold an annual Tourism and Event Forum
- Conduct an annual survey of industry
- Ongoing in person engagement via industry and community visits, discussions, meetings, presentations etc.
- Hold bi-monthly Tourism Advisory Committee meetings throughout the Municipality
- Foster excellence in our Tourism and Events Sector. For example: Investigate the creation of a reward and recognition program

## Tourism Development and Strategic Partnerships

- Identify and prioritise tourism development issues and opportunities. For example:
  - Increased accommodation capacity
  - Accessibility
  - Directional and informational signage needs
  - Walking and cycling trails
  - Main Street and Retail precincts
  - Amenities (BBQ's, toilets, playgrounds, parks etc.)
  - New Visitor Experiences e.g. whale watching, culinary tourism, agri-tourism, nature based tourism, steam trains etc.)
  - Investment attraction
  - Improvements to planning and policies etc
  - Access – road, rail, air and sea
  - Kiama Harbour Master Plan
- Support the Kiama Arts Precinct development
- Implement the Kiama Holiday Parks Master Plan
- Develop key partnerships with government, trade and other stakeholders. For example
  - Destination NSW & Destination Sydney Surrounds South

THE KIAMA VISITORS CENTRE HAS BEEN THE **WINNER OF SEVEN SOUTH COAST TOURISM AWARDS, INCLUDING AN INDUCTION INTO THE HALL OF FAME. WINNER OF NINE ILLAWARRA TOURISM AWARDS.**



- Distribution and tourism trade partners
- Commercial entities
- Peak industry bodies
- Build relationship within and across Council
- Improve road, rail, air and sea access

## Visitor Servicing

- Seamless provision of accurate, timely, friendly and helpful visitor information across all visitor touch points. For example:
  - Locals/ Ambassadors/ Volunteers program
  - Event servicing
  - Peak time – Pop up Visitor Servicing
  - In house and online information, content and publications
  - Retail
  - Tourism attractions and accommodation
- Foster and recognise excellence in customer service
- Continue to operate an accredited and respected Visitor Information Centre

THE **KIAMA VISITORS GUIDE** IS OUR BIGGEST PUBLICATION WITH **65,000 COPIES** BEING DISTRIBUTED ANNUALLY THROUGHOUT AUSTRALIA.



## Our Next Steps:



DESTINATION  
**Kiama**  
SOUTH COAST N.S.W. AUSTRALIA



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