

DESTINATION MANAGEMENT PLAN – GROUP NOTES
31 MARCH 2015

(A) EVENTS SECTOR – Bruce Nichols

GROUP

Liz Nichols, Hoe & Garden Show
Shelley Darke, Mali Brae
Sky, Manage My Events
Donna McIntosh, Manage My Events
Clr Graham McLaughlin
Clr Holly Campbell

WHAT ARE WE DOING WELL IN THE EVENTS SECTOR?

- Arts month and Studio trail
- Positioning and tapping into our locality and geographically location
- Array of easy activities i.e. bushwalking
- Maintained longevity with events i.e. Tulip Time/Bong Bong Picnic Races - how do we replicate this across other events
- Maintaining character/heritage in theming of events

WHAT CAN WE DO TO IMPROVE THE VISITOR ECONOMY IN THE EVENTS SECTOR?

- Support for event managers/organisers
- Having a Destination Events Strategy supported with strong leadership and funding from Council
- DSH website not known as a strong referral system/booking service needs a referral/blog similar to Trip Advisor so viewers can look at providers i.e. restaurants, accommodation houses and make judgement based on others comments
- The concept of theme months i.e. 'Wine Time' 'Wedding Time' is limiting to events that that don't align with the months theme
- Promotion of smaller events i.e. weddings, conferences etc.

(B) ACCOMMODATION SECTOR – John Gray

GROUP

Robyn Dove, Pines Pastoral
Brian Davis, Heronswood B&B
Jesse Kornoll, Peppers Manor House
John Griffin, Fitzroy Inn
Adam Griffin, Fitzroy Inn
Tom Marsic, Peppers Craigieburn
Alana Friend, Peppers Craigieburn
Maryanne

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WHAT ARE WE DOING WELL IN THE ACCOMMODATION SECTOR?

- Accommodation in the Southern Highlands is of high standard. Tripadvisor is proof. The standard of accommodation is improving.

WHAT CAN WE DO TO IMPROVE THE VISITOR ECONOMY IN THE ACCOMMODATION SECTOR?

- Introduce and promote more midweek accommodation.
- Introduce unique specials
- Two night min stays over weekends are not such a good option anymore, introduce one night stays and discount if not sold
- Accommodation operators would like a working committee to discuss further improvements

(C) ATTRACTIONS, TOURS AND TRANSPORT SECTOR – Steve Horton

GROUP

Bruce Robinson, Montrose Berry Farm
Steve Evans, Southern Highlands Photographic Tours
Val Jaminez, Joadja Ghost Town
Elisa Jaminez, Joadja Ghost Town

WHAT ARE WE DOING WELL IN THE ATTRACTIONS, TOUR & TRANSPORT SECTOR?

- Bradman Centre & Illawarra Fly as attractions
- Availability and range of Accommodation (Yes and No)
- Marketing the destination

WHAT CAN WE DO TO IMPROVE THE VISITOR ECONOMY IN THE E ATTRACTIONS, TOUR & TRANSPORT SECTOR?

- Create more destinations/attractions
- Agri-tourism expansion
- LEP improvements/changes
- More destinations aimed at younger generation
- Encourage locals to embrace Tourism Industries – there is a resistance from locals
- Encourage networking from Tourism Industry
- Better communications within all of the industry
- Everyone in business is a tourism ambassador directing people to attractions/accommodation etc. We need to work more collaboratively on this

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(D) FOOD & WINE GROUP – Philip Martin

GROUP

Nick Padol, Food Path Tours
Jill Dyson, Food Path Tours
Kym Burrows, Sutton Forest Olives
Alana, Peppers Craigieburn

WHAT ARE WE DOING WELL IN THE FOOD & WINE SECTOR?

- Growing great food
- Each of stakeholders doing well
- Exposure at markets is good
- Cellar Doors are good at supporting each other and communication
- Food & Wine Festival provides a good showcase for region, (issue if cost & getting message across of how much it costs)

WHAT CAN WE DO TO IMPROVE THE VISITOR ECONOMY IN THE FOOD & WINE SECTOR?

- Get more Restaurants in Sydney to showcase local product
- Initiate a Progressive lunch in region
- Improve Growers/producers communications with each other
- Need to improve amount of local produce into retail venues
- Need to focus on mid-week visitation (as weekends are generally busy)
- Raising awareness of local food product through marketing
- Unifying food & wine producers on web-site, venues
- Get more Food & Wine operators to be members of SHFood & Wine Association

(E) HERITAGE AND ARTS GROUP – Jenny Kena

GROUP

Clare Macarthur-Stannam, CMS Productions
Harlem Hall & Rose, Berrima District Museum
Graham Bowe, Moss Vale Chamber
Jennifer Bowe, CWA
Garry Barnsley, Booktown and Needlecraft

WHAT ARE WE DOING WELL IN THE HERITAGE & ARTS SECTOR?

- Communication channels are open through the WSC Newsletter

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- Some of the Concert Events such as Southern Highlands Concert Band, Serendipity Choir, Southern Highlands Symphony Orchestra
- Good space for small productions in the Bowral Memorial Hall and the Mittagong Playhouse
- Great Historic Town Walks and the Berrima River Walk
- Gaolbreak Event in Berrima (Australia Day)
- Sturt Centre
- Antique Shops

WHAT CAN WE DO TO IMPROVE THE VISITOR ECONOMY IN THE HERITAGE & ARTS SECTOR?

- Develop a bigger space for travelling concerts with a space capacity of 400
- New Theatre Investment
- Getting the Visitor to move beyond shopping and eating
- Better Interruptive Signage and Investment in signage
- Empowering all the shopkeepers to be Ambassadors for some of the Walks and Museums & to suggest other things to see & do
- Look at building a National Collection (ie. Wood Turning, photographic items etc)
- Continuing to improve the Heritage Walks making them more accessible to everyone one
- Programs to increase the skills for people involved within volunteer organisations, one of the main areas was marketing.