



**MANY
EXPERIENCES**

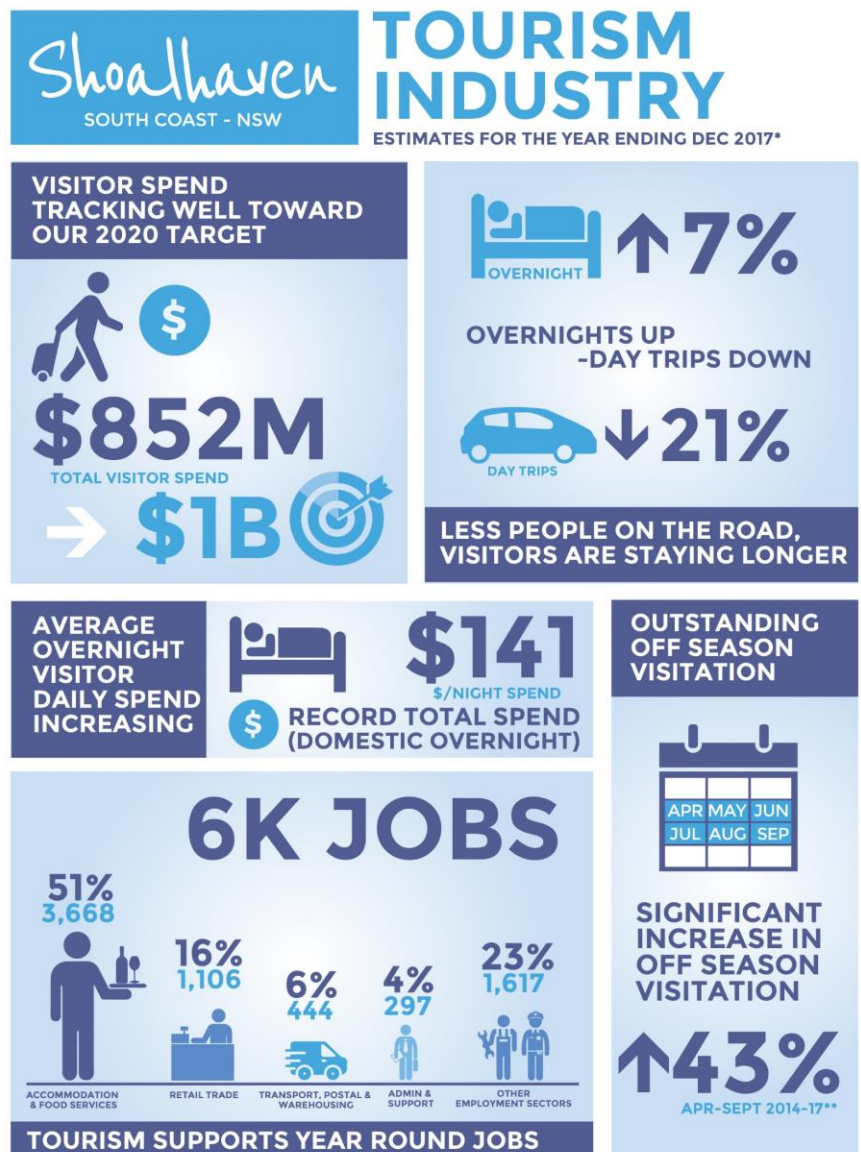
One destination

#unspoilt

Shoalhaven

SOUTH COAST - NSW

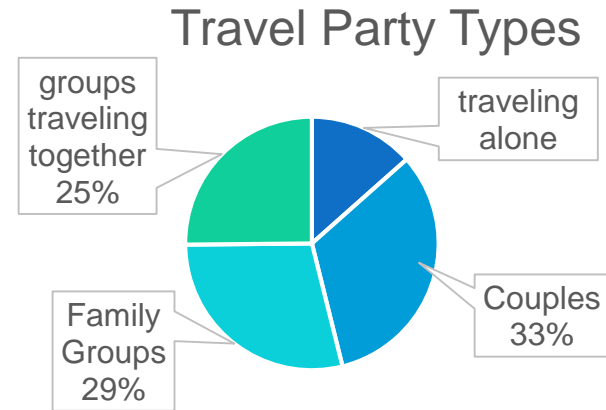
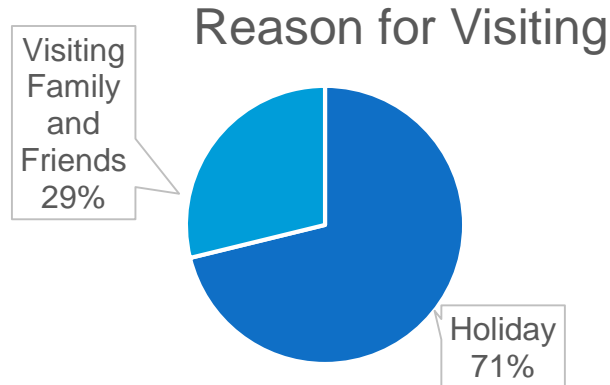
National Role of Tourism in our region



* Visitor volume data extracted from Tourism Research Australia; National Visitor Survey & International Visitor Survey; Years ending Dec 2016 & Dec 2017 (** Apr-Sept Qtrs 2014-15 & Apr-Sept Qtrs 2016-17) . Spend is modelled visitor expenditure (Tourism Research Australia). © Data copyright remains property of Tourism Research Australia. All data is subject to sample survey error and/or modelling assumptions.

Shoalhaven

Who are our visitors?



3 out of 10
visitors are
here for
family + friends

Shoalhaven Tourism

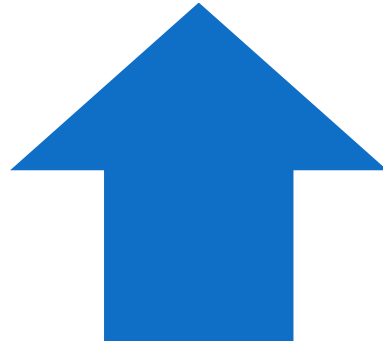
Is currently actively engaged with **over 1000 local businesses and events**. Supporting directly via advocacy, promotion and training. We also work with many State and Federal Gov Agencies.

Our past vs our future

best practice?

2012-2017
Tourism Master Plan

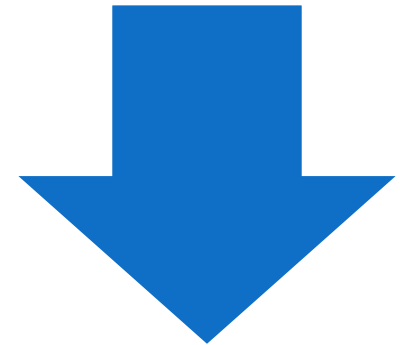
\$1 billion
expenditure by 2020



Customer Experience?

Community Living?

Environmental Health?



Is economic growth enough? Should all 4 areas be a measure of success?

Shoalhaven

Future Proofing?

Should this matter to tourism?

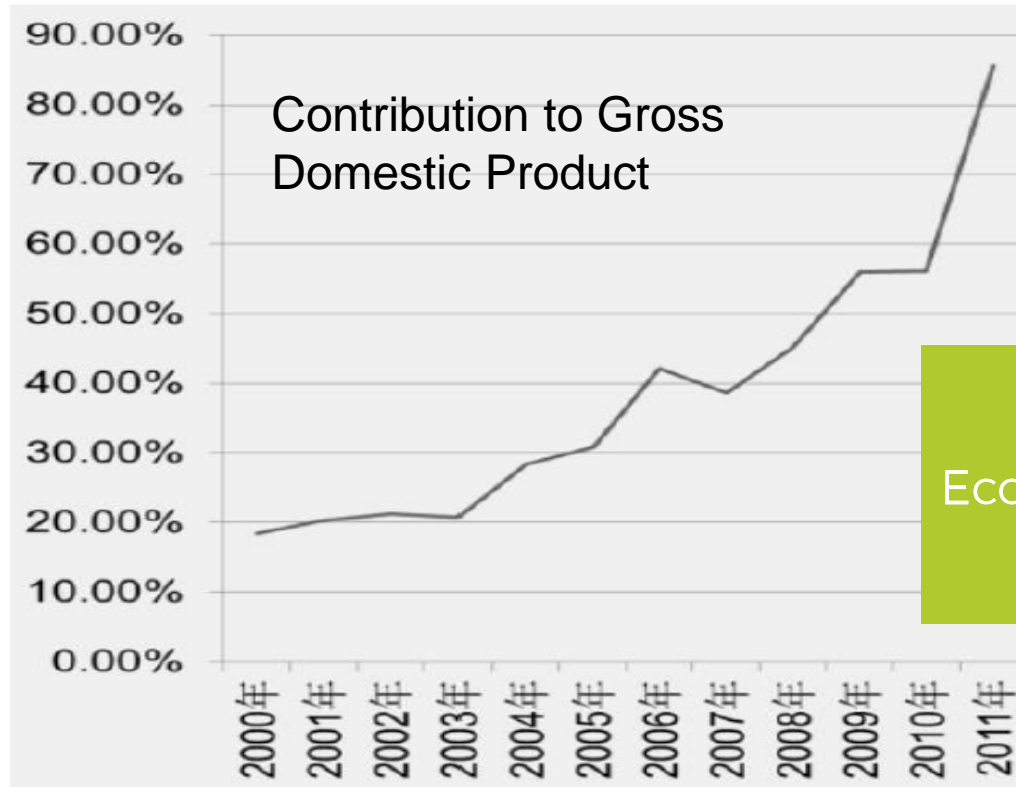


Business Sustainability
is most often defined as
**meeting the needs of
the present without
compromising the
ability of future
generations to meet
theirs.**

It is generally measured
in three ways,
**people, planet +
profits.**

Read more: [The 3 pillars of corporate sustainability | Investopedia](https://www.investopedia.com/articles/investing/100515/three-pillars-corporate-sustainability.asp#ixzz5GCOeHSCV)
<https://www.investopedia.com/articles/investing/100515/three-pillars-corporate-sustainability.asp#ixzz5GCOeHSCV>

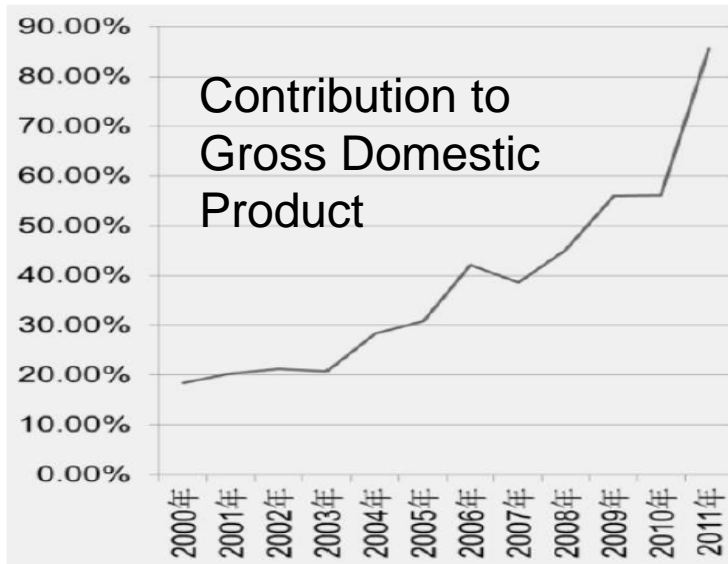
Hunagshan in 2008



Economic Growth



Bigger Picture



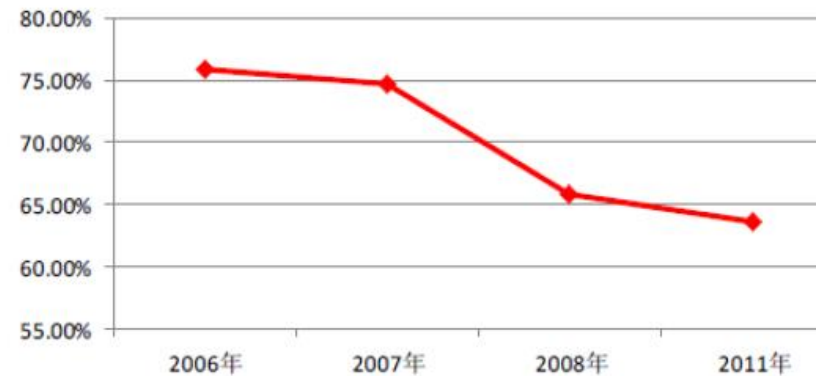
Economic Growth



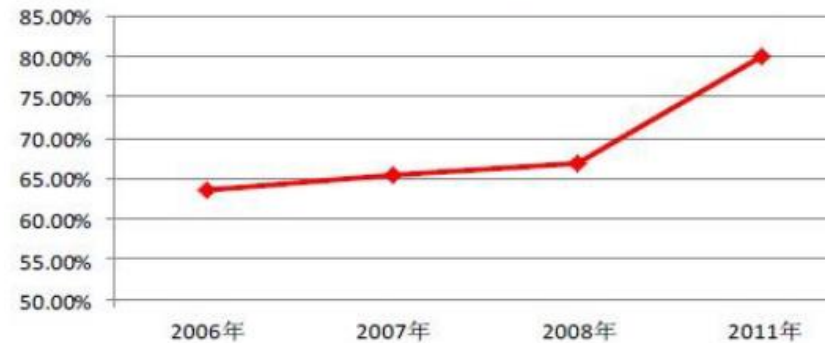
Community



Residents who think tourism has improved living standard greatly



Residents who think tourism has led to price rise



Customer Experience 2008



Promoted experience



Actual experience

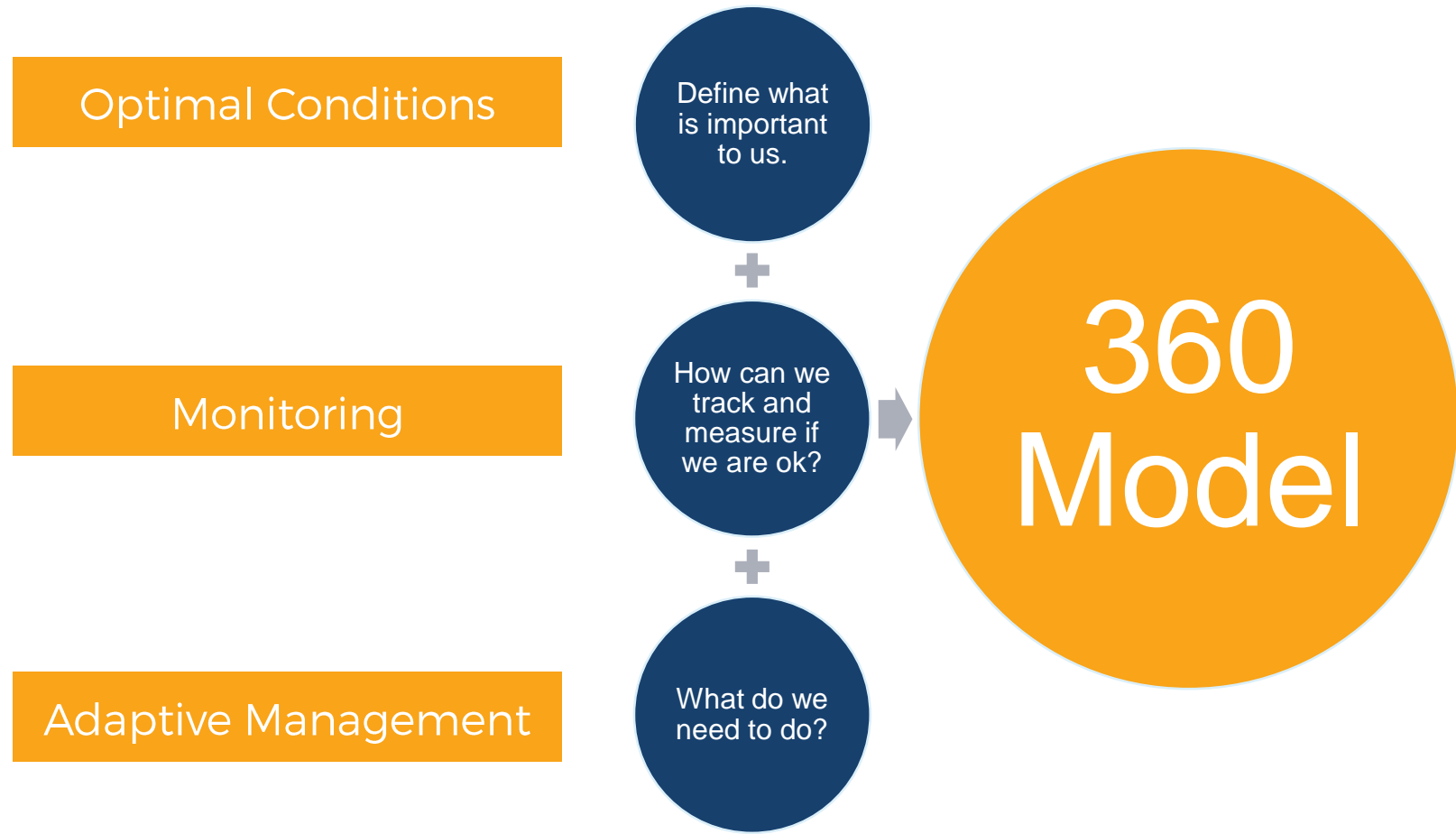
Visiting Community



Shoalhaven

The 360 Model

What are you talking about?



Where to start?

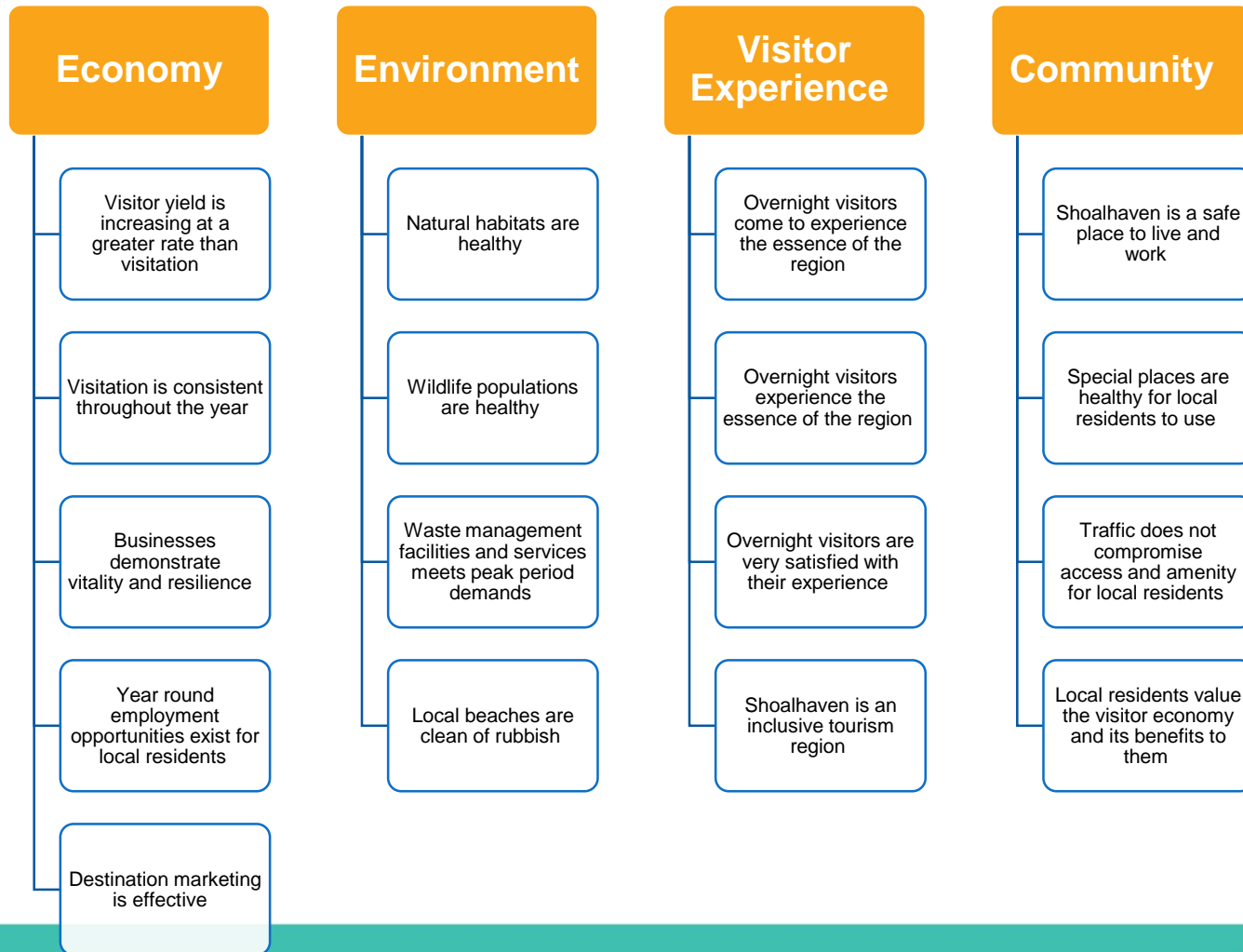
What's important?

The main opportunities for engagement to date have been:

- 35 Face to face and phone meetings in the region *including DNSW, NPWS, internal council stakeholders, NPSW, Forestry's, JB Marine Park, Business Chambers, STAG, Local Business and advocates + more.*
- A workshop with the Shoalhaven Tourism Advisory Group; and
- Presentation to Natural Resources and Flood Plain Management Committee
- 2 Community consultation workshops, Nowra and Ulladulla *invited to attend including CCB representatives, NPWS, internal council stakeholders, NPSW, Forestry's, JB Marine Park, Business Chambers, STAG, Local Business and advocates + more.*

Optimal Conditions

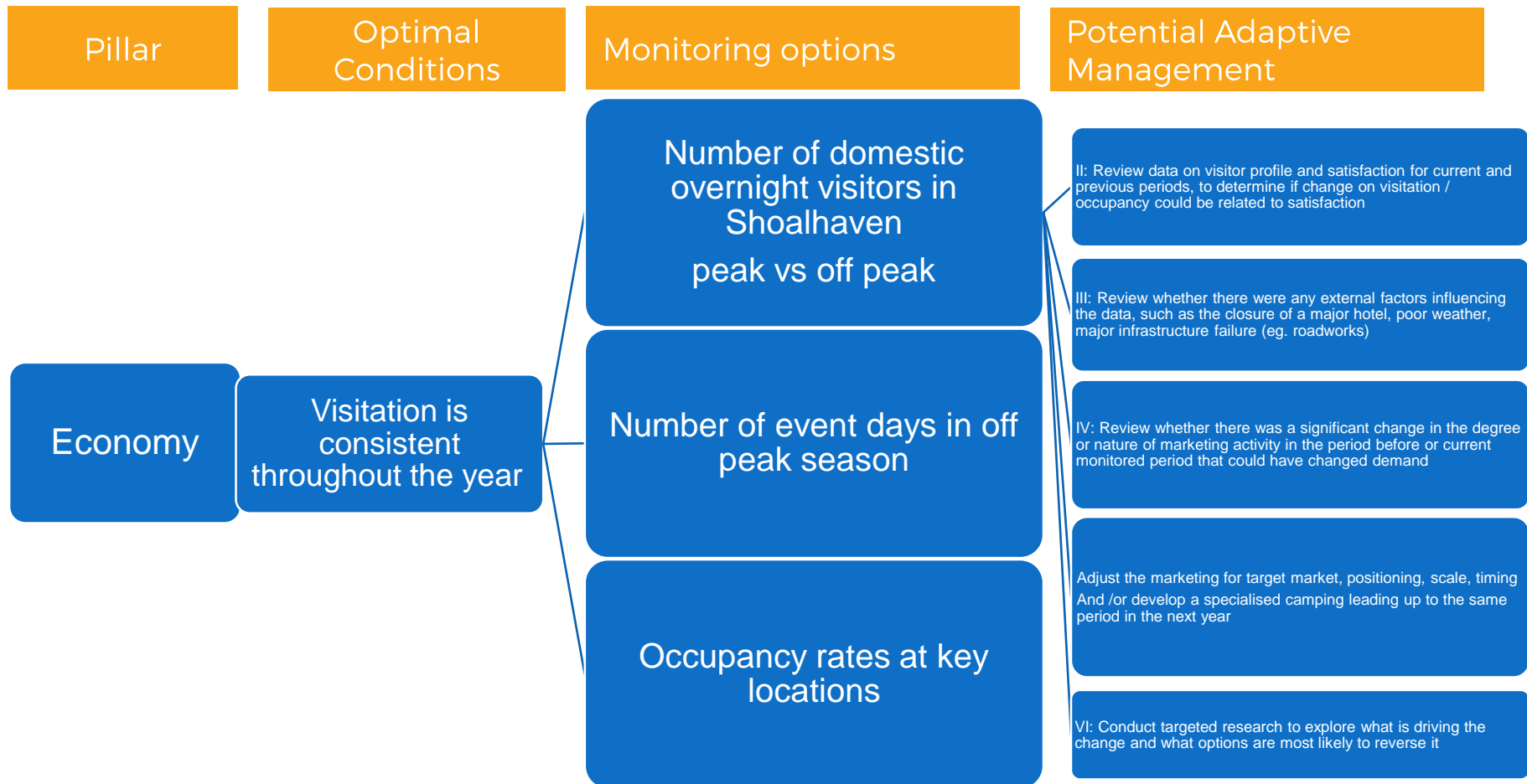
What's important?



Shoalhaven

An example...

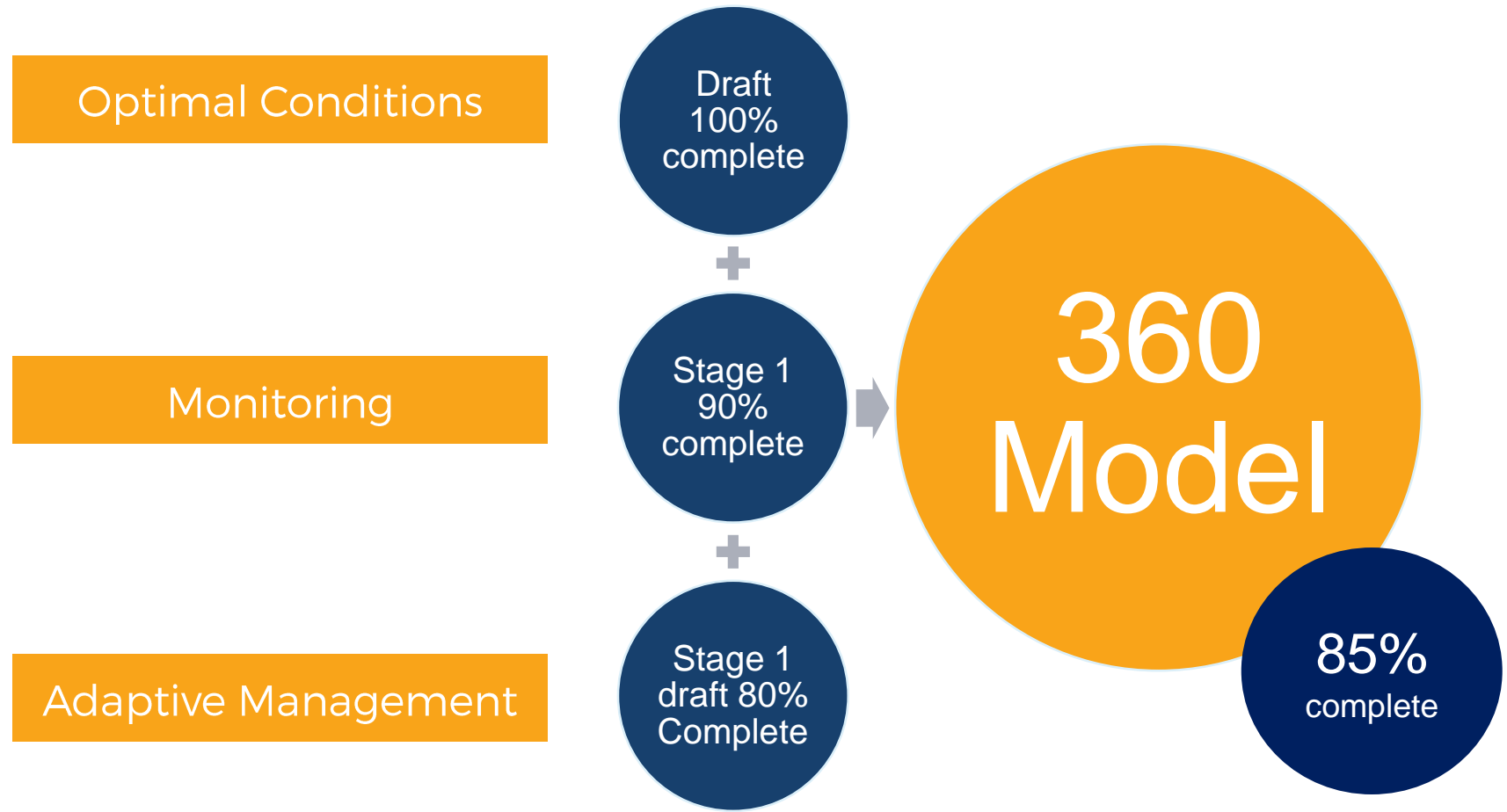
Adaptive management



Shoalhaven

The 360 Model

A starting point...



Shoalhaven

What's next?

The Model Online

How will you be able to find out how we are tracking?

Economic



50%
complete

Shoalhaven

What's next?

Destination Management

- Destination Management Planning
- Ongoing stakeholder engagement to manage adaptive management outcomes
- Potential partnership with UOW

An aerial photograph of a tropical coastline, featuring a bay with turquoise water, a sandy beach, and waves crashing against a rocky shore. The image is framed by a collage of diamond-shaped tiles in various shades of blue and green, creating a geometric border. The word "Questions?" is written in white, bold, sans-serif font across the upper left portion of the image.

Questions?