



# **Attachment Folder**

**Shoalhaven Tourism Advisory Group**

**Monday 25 July 2016**

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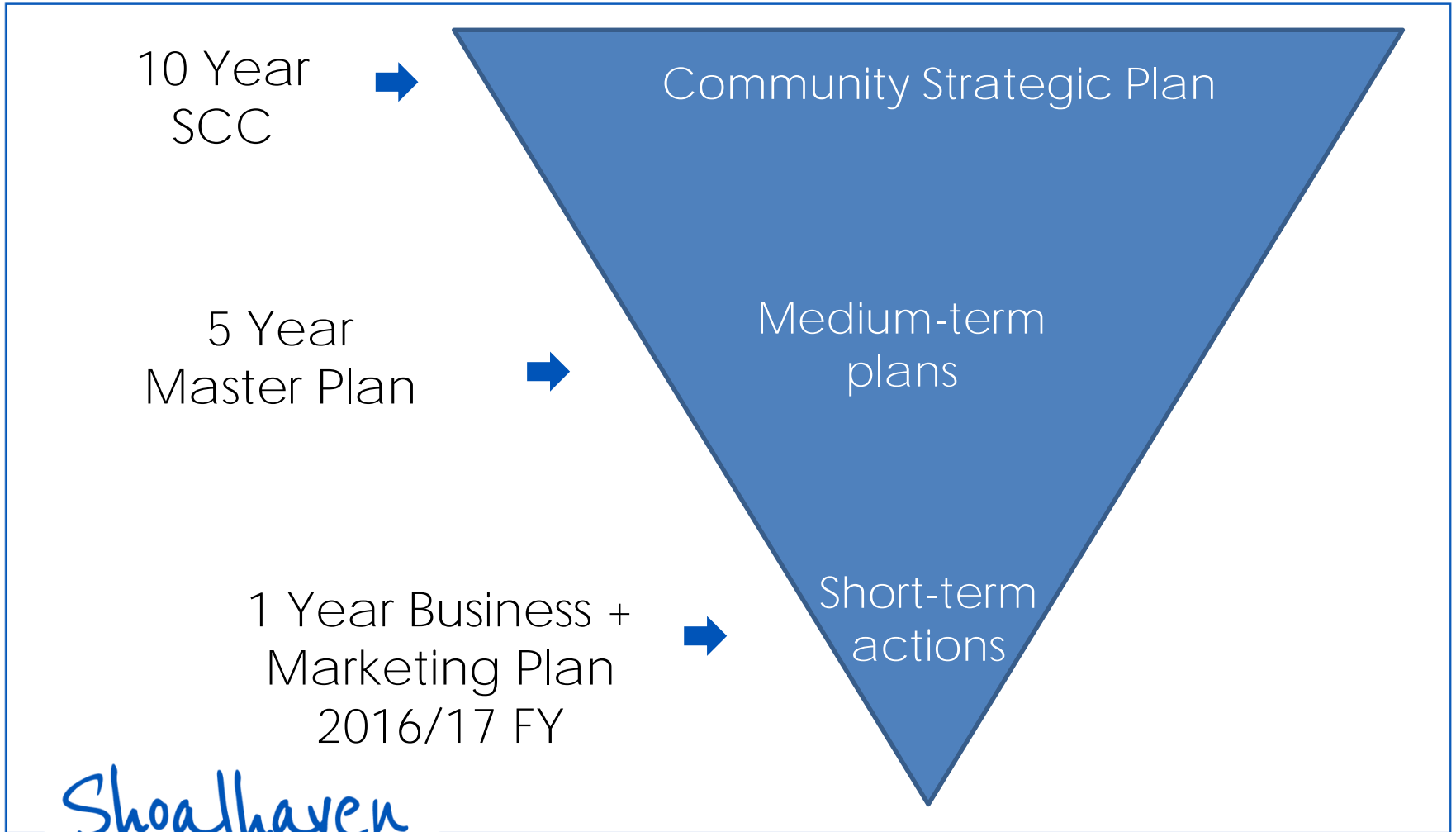
### Corporate and Community Services

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# Shoalhaven Tourism Marketing Strategy 2016/17

# Purpose

# Distillation Process



# Vision

To achieve annual tourism revenue of \$1 billion by 2020

- Shoalhaven City is the most visited, day trip and overnight, Local Government Area in NSW, outside of the Sydney region
- The Tourism Master Plan vision is for Shoalhaven City to retain this position and by 2017, be recognised as a year-round destination, valued for its quality environment and visitor experiences.

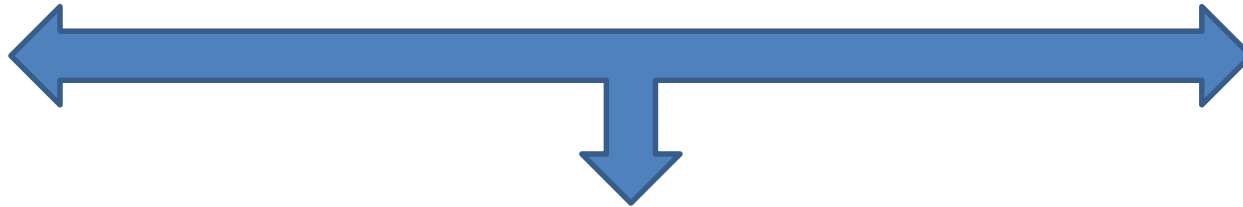
# Mission

“To provide visitors to the Shoalhaven LGA with a world class experience that encourages them to do more, stay longer and come back time and time again.”

# Linking Vision & Mission

**A**CCESS to information in formats appropriate to our target audiences (in person, in print, digitally etc)

**B**UILD infrastructure and events that will attract more visitors to do more and stay longer (more beds, new events strategy, affluent target markets)



**C**OLLABORATE with tourism stakeholder universe to maximise opportunities, amplify synergies and create a larger share of voice nationally [and internationally]



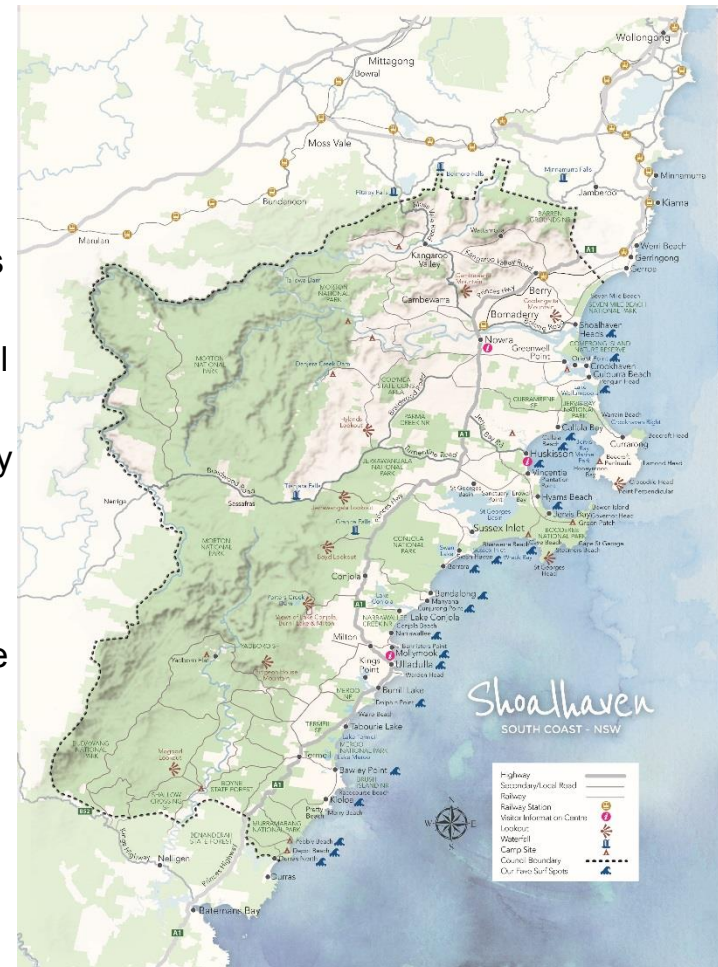
# Background

# Snapshot | market trends

- Tourism is an important economy driver to the South Coast of NSW largely due to the geographical location, placed in close proximity to major population cities; Sydney and Canberra. This has been boosted by increasing upgrades to major roads.
- The Shoalhaven LGA is perfectly placed – both in tourism product diversity and geographical positioning.
- For the **DOMESTIC MARKET**, life is hectic and fast-paced, and a “staycation” is a great option to get away from it all in a way that is easily accessible and stress-free. Increasing demand from the consumer for tailored niche markets; food and wine experiences, pet friendly; active holidays; family friendly and more.
- For the **OVERSEAS MARKET**, the Shoalhaven represents the quintessential “Aussie experience” – pristine beaches, natural wonders, aboriginal cultural experiences, iconic Australian wildlife and a fast-growing food and wine scene that has achieved recognition both nationally and internationally
- **INCLUSIVE TOURISM** (aka accessible tourism, travel designed for the special needs of those with physical disabilities or other limitations) is also gaining increasing prominence domestically, and the Shoalhaven has a number of motivated tourism business operators who are championing this movement in the region.

# Snapshot | tourism product

- The most visited NSW LGA outside Sydney for day and overnight visits
- The vast majority of visitors are from Sydney (37.5%), followed by regional NSW (22.4%), Canberra (18.1%) and Victoria (15.1%)\*
- 49 diverse towns and villages, and 109 magnificent beaches
- The area is rich in natural assets including a picturesque coastline, and diverse National Parks and Forests (75% total land area).
- History is prominent in towns such as Berry, Kangaroo Valley and Milton
- Specific tourism product areas are gaining greater prominence:
  - The activity-based sector focused on Jervis Bay, where dolphin and whale watching is a major drawcard for tourists
  - The burgeoning food and wine scene is gaining increased attention both domestically and internationally.



\* Tourism Research Australia 2015

# Tourist Profiles



# Snapshot | the “new” tourist

## Domestic

### Demographics

- Visitors to our region are currently generally middle-aged with high incomes and older kids
- Families and older couples remain core market but they are increasingly being joined by small-medium size groups of women and wedding parties.

### Expectations

- The new tourist is far more educated, sophisticated and demanding than previous generations
- Tourists are less loyal to a destination, and less tolerant of mediocre product/customer service

### Information sources

- The internet now being the primary tool used to research and purchase travel, the use of social media to communicate and the emergence and rapid take-up of smart phones and tablets and ‘tools’ such as Apps and QR Codes

### Behaviour

- Day trips and weekend stays are prominent outside of traditional peak holiday seasons; tourists need reasons to stay longer and spend more.

### *Emerging Trend*

Independent travellers from China, Korea and to a lesser extent India, as well as larger groups from the Middle East.

# Snapshot | customer mosaic

## CURRENT DOMESTIC CUSTOMERS



- Margaret + Robert
- 50+
- Working full time
- Married
- Travelling as part of a couple or with kids
- On a holiday
- Earning on average between \$100,000 and \$150,000 pa.
- Likes; cafes, spending time with family, good customer service, easy access to information.
- Influenced by family and friends.
- Enjoy eating and drinking; like to balance life with activity based experiences.

# Snapshot | customer mosaic

## CURRENT DOMESTIC CUSTOMERS



- Jackie
- 55+
- Retired, on a pension or working part time;
- Traveling alone or with a friend or relative;
- Visiting family or friends;
- Earning on average between \$25,000 - \$85,000 pa;
- Likes; special deals, value for money, vouchers, cafes, spending time with family, soft and safe active experiences;
- Influenced by family and friends;
- Largely risk adverse.



# Snapshot | customer mosaic

## FUTURE DOMESTIC CUSTOMERS



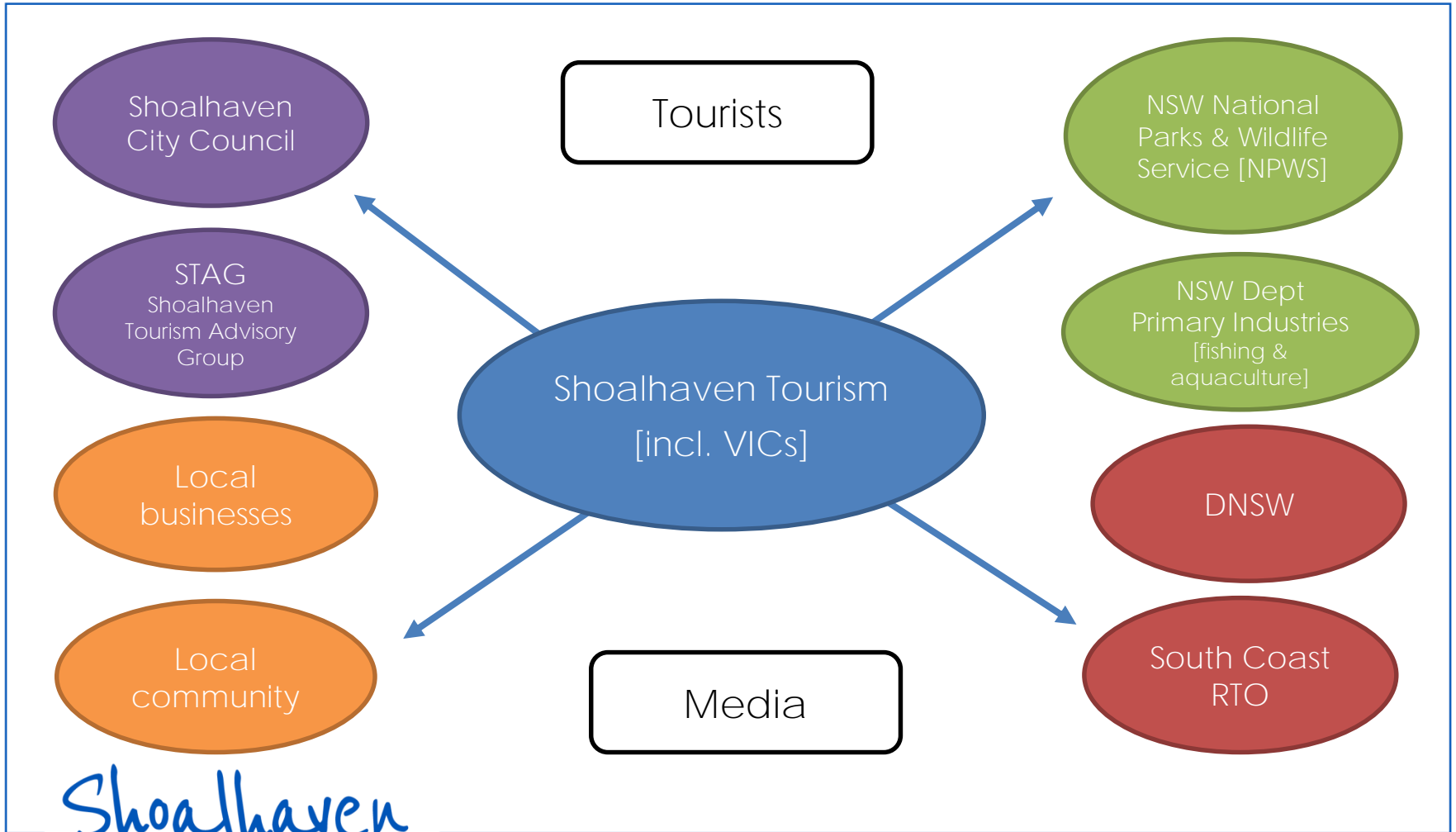
- Matt and Alison
- 35+
- Both working full-time, children in school or day care
- Travel as a family and with friends
- Visiting family or friends
- Earning on average between \$90,000-\$150,000 pa.
- Likes - special offers, holiday deals, vouchers, family and couples activities, finer things in life (if travelling without children)
- Influenced by social media, traditional media, family and friends.
- High demand for childcare and children's holiday activities that involve childcare.
- Love going to the snow and on a cruise ship where adults can spend time with kids but also have kids in school holiday fun activities while adults spend time together.



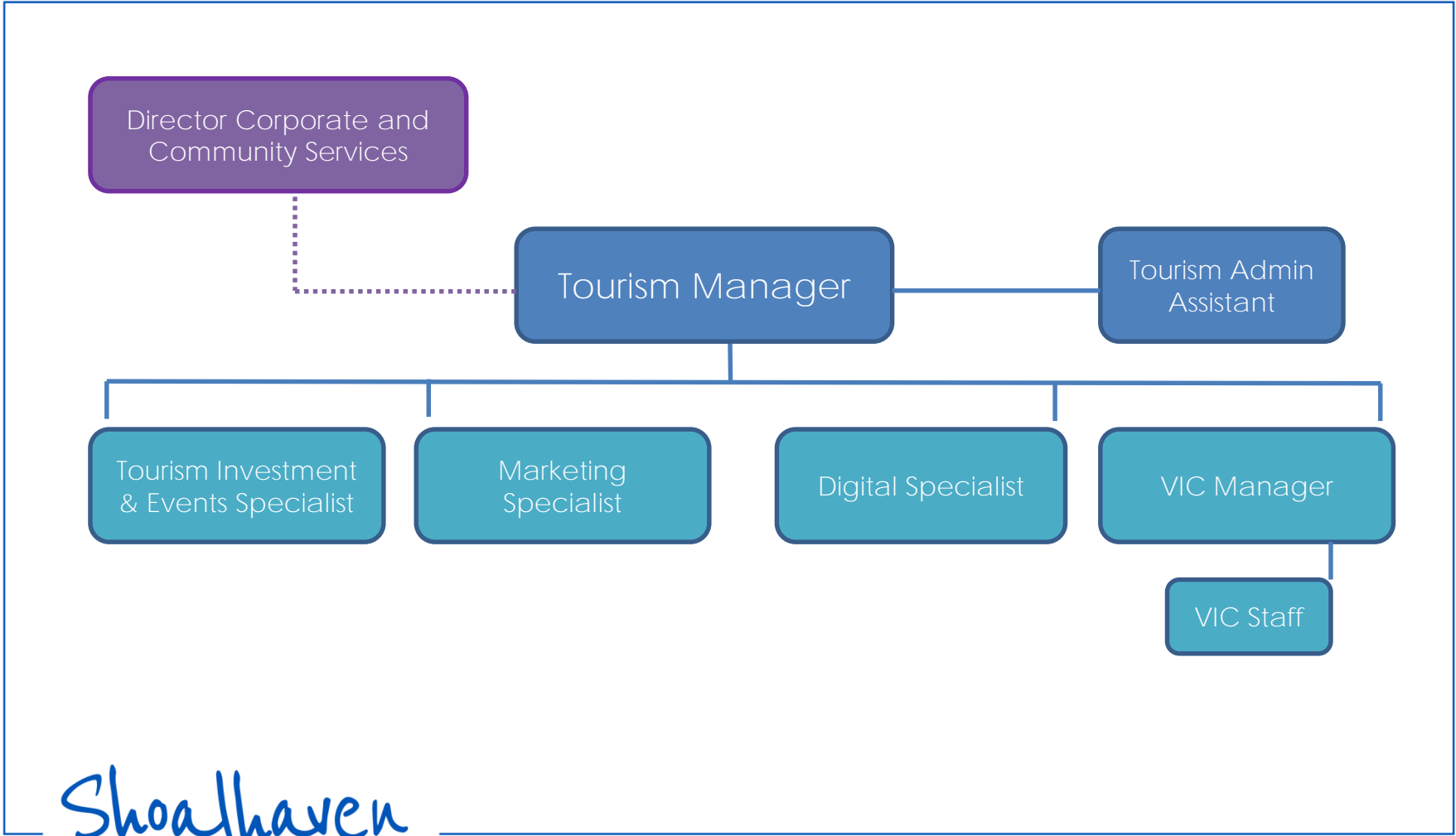
# Stakeholder Universe



# External



# Internal



# 2016 Marketing Strategy

# Marketing SWOT

## STRENGTHS

- Strong links with industry e.g. DNSW, SCRTO
- VIS staff dedicated and knowledgeable
- STAG – highly motivated group championing tourism, facilitating positive relationships
- Diverse product offering in the region - unspoilt area, safe beaches, engaged community, iconic hero product
- Collaboration between operators targeting same market e.g.: Discover JB, Shoalhaven Wine Coast, Milton Food Trail, Aust. Oyster Coast.
- Increased staff resources - new Marketing Specialist

## WEAKNESSES

- Low recognition of broader Shoalhaven brand/49 towns & villages
- Lack of perceived communication between Tourism HQ and local community
- Lack of appropriate quality product
- Lack of online presence and content
- Lack of international ready operators
- Lack of quality and accessibility of Tourist information
- Disproportionate spread of visitors, many visitors in popular small towns which are at maximum capacity

## OPPORTUNITIES

- Access to grants (DNSW)
- Media interest – on the increase both in terms of tourism product and location, especially with bloggers
- Digital/social media including website development
- Tourist desire for customised experience = opportunity to tailor product to show case the Shoalhaven identity
- New Shoalhaven branding offers chance to upgrade and update all tourist information including brochures
- International destination for Asian market with engaged and motivated operators.
- New breadth of product due to potential Shoalhaven/Kiama Merger

## THREATS

- Similar domestic destinations e.g. Kiama LGA, Eurobodalla LGA, Queensland
- Competitor LGAs vying for contestable grant e.g. DNSW grants
- VIC inability to meet consumer needs
- Overseas destinations offering similar experiences often for less cost e.g. Bali, Fiji
- Seasonal high demand for tourism product
- Limited forecast growth in the domestic travel market

# Marketing Plan



# Priority Areas

| Priority Area                      | Objective  |
|------------------------------------|--|
| Brand and Promotion                | Promote the Shoalhaven brand into existing core markets, high yield industry market segments including international, to drive tourism asset utilisation year round. |
| Product and Packaging              | Support and encourage Tourism Operators to promote product effectively, and create packaged product for market.  |
| Digital Engagement                 | Develop cutting edge digital assets infrastructure to meet customer demand with focus on packaging product to drive spend.   |
| Visitor Information Communications | Design and produce high quality and innovative Visitor Information communications throughout the region to drive increased spend and regional dispersal.             |
| Industry Links                     | Share industry information and insights, work collaboratively toward best practice to meet visitors demand for innovation.   |

# Objective 1 | Brand & Promotion

| Brand & Promotion   |   | PLAN   |  |   |
|---|---|--|--|---|
| Objective   | Current Situation   | Actions  | Priority/<br>Timing  | KPI's   |
| Promote the Shoalhaven brand into existing core markets, high yield industry market segments including international, to drive tourism asset utilisation year round | <ul style="list-style-type: none"> <li>• Low recognition of broader Shoalhaven brand/49 towns &amp; villages</li> <li>• New Shoalhaven branding offers chance to upgrade and update all tourist information including brochures and factsheets</li> <li>• Media interest – on the increase both in terms of tourism product and location, especially with bloggers</li> <li>• Good growth of low base of travellers from Asia</li> <li>• Highly seasonal visitation</li> <li>• Some towns at max capacity, causing issues, such as Hyams Beach</li> </ul> | <ul style="list-style-type: none"> <li>• Finalise current brand including design templates and taglines</li> <li>• Upgrade all materials to reflect new branding</li> <li>• Develop external and internal communications plan</li> <li>• Implement PR strategy</li> <li>• Create and implement one major VFR campaign</li> <li>• Develop and grow customer database and direct marketing schedule</li> <li>• Marketing support and brand integration for towns and villages</li> <li>• Update billboards and screen content in public areas, and utilise for paid advertisings</li> <li>• Support key events to drive visitation of key markets at low peak times</li> </ul> | <p>April '16</p> <p>June '16<br/>June '16</p> <p>Ongoing<br/>March '17</p> <p>Ongoing</p> <p>Ongoing</p> <p>September '16</p> <p>Ongoing</p> | <ul style="list-style-type: none"> <li>• 10 in depth feature articles in high-end national publications</li> <li>• Create five new trails to move people across region</li> <li>• Deliver one community pride and VFR campaign</li> <li>• Create Visitor Guide Annually</li> <li>• Create two major guides a year (walks, Surfing)</li> <li>• One major beaches campaign</li> <li>• Refresh billboard artwork twice a year</li> <li>• Increase digital presence in market by 20%</li> <li>• Create event support strategy</li> <li>• Increase visitor spend by 5% annually</li> </ul> |

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# Objective 2 | Product & Packaging

| Product and Packaging   |  | PLAN  |   |  |
|---|--|---|---|--|
| Objective   | Current Situation  | Actions   | Priority/<br>Timing   | KPI  |
| Support and encourage Tourism Operators to promote product effectively, and create packaged product for market. | <ul style="list-style-type: none"> <li>Tourist desire for customised experience = opportunity to tailor product to showcase</li> <li>International destination for Asian market with engaged and motivated operators</li> <li>Diverse product offering in the region - unspoilt area, safe beaches, engaged community, iconic hero product</li> <li>Collaboration between operators targeting same market e.g.: Discover JB, Shoalhaven Wine Coast, Milton Food Trail, Aust. Oyster Coast</li> <li>Lack of international ready operators</li> <li>Lack of appropriate quality product</li> </ul> | <ul style="list-style-type: none"> <li>Upgrade online accommodation booking and packaging system</li> <li>Continue to develop and grow operator direct marketing schedule</li> <li>Assist in facilitating networking events</li> <li>Offer training to operators in sales and marketing</li> <li>Develop new branded packaged product for domestic market</li> <li>Audit current tour operators and packages in market to identify gaps and opportunities</li> <li>Determine commissions and profit targets to reinvest in marketing</li> <li>Work with DNSW on building international capacity of operators</li> <li>Support Discover Jervis Bay in acquisition of China market</li> </ul> | <p>December '16</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>December '16</p> <p>August '16</p> <p>December '16</p> <p>October '16</p> <p>February '17</p> | <ul style="list-style-type: none"> <li>Upgrade Bookeasy site and increase annual income by 20%</li> <li>Monthly Operator emails, fortnightly famils to region</li> <li>Host 4 networking events per year</li> <li>Deliver 10 marketing courses per year</li> <li>Develop 4 premium packages with operators</li> <li>Support DNSW and TA workshops</li> <li>One major campaign encompassing drives, tours and trails</li> </ul> |

# Objective 3 | Digital Engagement

| Digital Engagement  |   | PLAN  |  |  |
|---|---|---|--|--|
| Objective   | Current Situation   | Actions   | Priority/<br>Timing  | KPI's  |
| Develop cutting edge digital assets infrastructure to meet customer demand with focus on packaging product to drive spend, presenting an exciting brand and aspirational experiences. | <ul style="list-style-type: none"> <li>Development of Digital/social media strategy including website underway</li> <li>Lack of online presence and quality content</li> <li>New Marketing Specialist to assist and advice Digital Assistant</li> </ul> | <ul style="list-style-type: none"> <li>Finalise Digital Strategy</li> <li>Distribute EOI and develop new website designed for desktop and mobile</li> <li>Deliver monthly important information to both visitors and operators via EDM</li> <li>Create seasonal campaigns for SEO and SEM</li> <li>Keep social media content plans updated and share with DNSW and TA</li> <li>Invigorate Twitter and Instagram presence</li> <li>Create quality blog content fortnightly</li> <li>Develop advertising schedule across social channels in line with key messaging</li> <li>Deliver content in interactive and aspirational digital formats for visitor information services</li> <li>New Photography and video content for website and operators</li> </ul> | <p>April '16<br/>December '16</p> <p>Ongoing</p> <p>Quarterly</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>December '16</p> | <ul style="list-style-type: none"> <li>Launch new tourism website</li> <li>Increase Unique Visitors by 10% YOY</li> <li>Create 20 new experience videos</li> <li>500 new quality images for bank</li> <li>2 new digital visitor kiosks</li> <li>4 major digital campaigns annually across search and social</li> <li>20 new experience blogs published</li> <li>5 new drone videos of region</li> <li>Increase social following/engagement by 10%</li> </ul> |

# Objective 4 | VIS Communications

| Visitor Information Communications   |  | PLAN  |   |  |
|--|--|---|---|--|
| Objective  | Current Situation  | Actions   | Priority/<br>Timing   | KPI's  |
| Deliver high quality Visitor Information Services throughout the region, online, in print and in person. | <ul style="list-style-type: none"> <li>Current VIC does not meet consumer needs</li> <li>VIS staff dedicated and knowledgeable</li> <li>Nowra VIC to move to SEC</li> <li>Ulladulla VIC integrated with library and has identity issues</li> <li>Independent village and town info services disparate in look, feel and collateral</li> <li>Online visitor resources inaccessible</li> </ul> | <ul style="list-style-type: none"> <li>Review and update marketing collateral with focus on experiences and consumer needs</li> <li><b>Assist with all marketing for VIS's</b> including installation of touch screen directories</li> <li>Assist in Visitor's Mobile services development</li> <li>Work in partnership with VIS Manager to understand market dynamics and desires</li> <li>Research options to deliver info in innovative digital format</li> <li>New signage and advertising in VICs, new staff uniforms</li> <li>Create and deliver 2017 Visitors Information Guide.</li> <li>Redesign and distribute Surfing and Top Walks brochures</li> <li>Research in-language signage [digital guiding services] for major internationals</li> </ul> | <ul style="list-style-type: none"> <li>Jan '16 - Ongoing</li> <li>June '16</li> <li>June '17</li> <li>Ongoing</li> <li>June '16</li> <li>December '16</li> <li>August '16</li> <li>September '16</li> </ul> | <ul style="list-style-type: none"> <li>decrease printed collateral by 50% and increase digital collateral by 50%</li> <li>Deliver interactive online visitor web portal (live chat, forum?)</li> <li>Create plan for recommendations culture (staff picks etc)</li> <li>Create Plan for unifying look and feel of 'satellite' VIS</li> <li>Create customer service plan and training for VIC staff with VIC manager</li> </ul> |

# Objective 5 | Industry Links

| Industry Links  |  | PLAN  |  |   |
|---|--|---|--|---|
| Objective   | Current Situation  | Actions   | Priority/<br>Timing  | KPI's   |
| Share industry information and insights, work collaboratively toward best practice to meet visitors demand for innovation | <ul style="list-style-type: none"> <li>Strong links with industry e.g. DNSW, SCRTO</li> <li>STAG – highly motivated group championing tourism, facilitating positive relationships</li> <li>Access to grants (DNSW)</li> <li>Competitor LGAs vying for contestable funds e.g. DNSW grants</li> </ul> | <ul style="list-style-type: none"> <li>Create and implement one major campaign with SCRTO and destination NSW</li> <li>Leverage off NSW winner at QATA Award for 'Unspoilt'</li> <li>Research RVEF funding opportunities from DNSW</li> <li>Optimise promotion of content via DNSW and TA</li> <li>Support collaboration between South Coast LGAs</li> <li>Research packaged product across SCROTO LGAs such as drives and trails to encourage diversity of visitors</li> </ul> | <p>April '16</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>August '16</p> | <ul style="list-style-type: none"> <li>One major DNSW campaign – Unspoilt</li> <li>Attend one DNSW and one TA conference</li> <li>Participate in one regional Drive campaign</li> <li>Supply all new images and video to DNSW and TA</li> <li>Apply for at least one grant</li> <li>Create plan to optimise content to TA and DNSW</li> </ul> |

# Brand Identity



# Promotional Pillars

Coastal & Aquatic

Food & Wine

Nature /  
Adventure

Weddings /  
Events

Niche  
Product

# Promotional Calendar

| Winter 2016   | Winter Warmers – food, wine, farmgate |
|---------------|---------------------------------------|
| Spring 2016   | Adventure – Surfing                   |
| Summer 2016/7 | Family fun – activities, reconnecting |
| Autumn 2017   | Nature – whales, dolphins, seals      |
| Winter 2017   | Adventure – walks, fishing, golf      |

# One Day Ideas

- Advocate for car share services (near key train services) into region eg. such as GoGet
- Investigate destination partnerships with reality show and drama shows filming in region
- Investigate placement of free wifi in picturesque locations where connectivity is currently poor





# Appendices

**TOURISM** *drives almost*

**\$700 MILLION** **PER YEAR**

*into the local economy &*

**7000  
JOBS**

*for locals*



\*Tourism Research Australia Dec 2015

**MANY EXPERIENCES - ONE DESTINATION**

1300 662 808  
SHOALHAVEN.COM.AU



*Shoalhaven*  
SOUTH COAST - NSW



# Shoalhaven RECORDS

# 4.5 MILLION VISITOR NIGHTS

*per year*

**1.3 MILLION** *domestic overnight*

**40,000** *international*

**1.4 MILLION** *day visitors*

\*Tourism Research Australia Dec 2015



MANY EXPERIENCES - ONE DESTINATION

1300 662 808  
SHOALHAVEN.COM.AU



Shoalhaven  
SOUTH COAST - NSW

# Appendix 1

## Shoalhaven Tourism and VIC Customer Satisfaction Survey Report 2015 | Key Findings

- Overall the survey indicates that there is a range of areas for improvement in the services being provided by ST and the VIC
- Clarification of the role of ST and Visitor Services both in terms of services to visitors and services to industry
- Identify that the core activity if ST and VIC is potential and existing visitors and all product and services should be directed at this focus. Operator services are a separate matter
- Improve customer interface and customer service provision
- Communication to be provided to the industry generally that contains a greater level of detail and relevant information in relation to the products, campaigns, timing and budgets
- A greater level of direct involvement with operators and improved knowledge of the industry
- The ongoing development of the relationships with the industry
- The ongoing development of Product Information knowledge
- A review of the direct booking system and the use of a Channel Manager to improve interface with the visitors and operators
- A review of the referral system
- Increased presence in the field by staff leading to a greater level of direct communication
- Improved levels of Famils and industry information sessions
- Review current information distribution process to ensure it has a broader coverage.

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# Appendix 2

## DNSW, Internet use by visitors to NSW 2014 | Key Findings

- For both domestic and international markets, holiday visitors to NSW were the biggest users of the Internet for sourcing information and for booking
- Increasingly, the internet is the most commonly used source of information used before the trip for both the international and domestic markets to NSW
- The domestic market has a high preference for pre-booking accommodation via the Internet; entertainment, activities and events were LESS likely to be pre-booked online perhaps reflecting the lower online presence of these businesses
- Domestic visitors to NSW aged between 30-44 years are the biggest users of the Internet; international visitors to NSW were aged 15-29 years
- The importance of travel agents has decreased.

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# Appendix 3

## Expedia, Travel Decisions in a Multiscreen World 2014 | Key Findings

- Mobile device ownership continues to grow steadily – TODAY the mobile travel audience is BIGGER than the PC travel audience with engagement on mobile spanning all travel stages and categories of content
- While mobile bookings are at 6% of the market, over 70% of travellers are engaging with content via their mobile device on a monthly basis
- Mobile bookings will continue to grow – most who have booked on mobile will again, many who have yet to book on mobile intend to in the future
- Those who aren't booking are looking and you need to be where they are
- Consumer experience on mobile across stages has room to grow, ad relevancy and grabbing attention are key to driving mobile ad clicking

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#experienceunspoilt



# Appendix 4

## Tourism Research Australia Forecasts Autumn 2014 | Key Findings

### TOTAL SPEND ON TRACK FOR MODERATE GROWTH, BUT GROWTH IN INTERNATIONAL VISITOR SPEND TO OUTPACE GROWTH IN DOMESTIC TOURISM SPEND

- By 2022–23, total tourism expenditure will reach \$119 billion in real terms. As domestic tourism enters a low-growth period, the growth of total visitor expenditure is forecast to be primarily sourced from inbound expenditure. From 2012–13 to 2022–23, the share of inbound visitor expenditure is forecast to increase from 29 per cent in 2012–13 to 36 per cent in 2022–23.

### A MORE POSITIVE OUTLOOK FOR GROWTH IN INTERNATIONAL VISITOR ARRIVALS

- The improved global economic outlook, especially the sustained economic recovery in Australia's traditional inbound source markets—including the United Kingdom and United States—and for leisure travel has led to an upward revision of forecast growth for Australia's international visitor arrivals for this year and 2014–15.

### CHINA TO BE THE MAIN SOURCE FOR GROWTH

- China is the largest contributor to both the growth of inbound arrivals and inbound expenditure. In terms of visitor numbers, from 2012–13 to 2022–23, China will contribute about 24 per cent to the total growth. Further, about 40 per cent of inbound tourism expenditure will be sourced from China over the forecast period.

### MORE AUSTRALIANS ARE FORECAST TO TRAVEL OVERSEAS

- The forecast growth for Australians travelling overseas has been upgraded marginally in 2014–15. This is on the back of a slightly higher-than-expected Australian dollar and cheaper airfares due to strong growth of international air capacity to Australia.

### MODERATE GROWTH PROSPECTS FOR DOMESTIC TOURISM

- Forecast growth of domestic overnight travel remains low in the next two years, after a period of solid growth.

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Outdoor Pursuits Media Famil  
Nov 2015 (ongoing)  
MEDIA COVERAGE REPORT  
Prepared for Shoalhaven Tourism



# MEDIA MATERIALS

## Land Adventure Itinerary Taster



### Play Outdoors in the Unspoilt Shoalhaven!

#### Itinerary Taster – Land Adventure!

Just an hour and a half drive from Sydney, the beautiful unspoilt Shoalhaven is a nature enthusiasts dream with a multitude of outdoor activities on offer in stunning locations. From bush tucker to bushwalking - there is something to suit everyone! <http://shoalhaven.com.au>

#### Recommended Activities | Have a Land Adventure

##### South Coast United Mountain Bikers | Experience cross country trails

SCUM is a mountain bike club, formed with the aim to foster mountain biking at competitive and social levels. The club is based in the Shoalhaven area of the NSW South Coast; surrounded by some awesome State Forests. SCUM has built and managed 3 amazing cross country trails. Whether you're looking for a quick spin or a full day in the bush, "Come and ride with SCUM". <http://www.scum.asn.au/>

##### Murrawadeen Bush Tours | History, heritage and culture

Experience the unique culture of local Huskisson Aboriginal people by local Aboriginal guides through their bush with Murrawadeen Bush Tours. With the added experience of bush tucker tastings and the open experience and learning advantage of family, history, heritage and culture. By far one of the best bush tucker guided walks on the South Coast. Tours operate throughout summer holiday periods. <http://shoalhaven.com.au/what-to-do/murrawadeen-bush-tours/>

##### Free Motion Sports | Step out of your comfort zone

At Free Motion Sports they believe that life begins at the end of your comfort zone, a land unknown is a journey waiting to be discovered. Their adventure sport tours will take you to some of the most beautiful locations in the world! The cleanest beaches in the world with not a soul in sight, water so crystal clear, you'll be mistaking it for a postcard. The natural awe of stone caves and formation is breathtaking; they aim to share this beauty with as many like-minded people as they can! Adventure sports include trekking, abseiling, wakeboarding, water-skiing – and more!

<http://www.freemotionsports.com.au/>

##### Gourmet Picnics | Unique picnic caterer on the NSW South Coast

Born from a long held love of enjoying the sunshine, the great outdoors and the relaxed feeling of savouring tasty morsels under the dappled sunlight of a large gum tree, Bonbouche is a unique picnic caterer based in the beautiful NSW South Coast region. At Bonbouche you will find a picnic or hamper that is perfect – just for you. Whether it's for a romantic picnic for two, a celebration for more or even a marriage proposal (who could say no!), Bonbouche's picnic catering is unique and memorable. Each hamper is individually handmade, using the most delicious and fresh local South Coast produce, which is organic wherever possible. <http://bonbouche.com.au/>

**Climb Nowra | Nowra is world famous for rock climbing!**

At Climb Nowra they love introducing first time climbers to the "Vertical World" of rock climbing. And in Nowra, Shoalhaven NSW there is no better place to start! The company is based on the belief that experience speaks louder than words. <http://www.climbnowra.com.au>

**Bushwalking and Hiking Trails | Explore the region by foot!**

Be sure to pack your walking shoes as there are a multitude of walking trails to suit every age and level of fitness. <http://shoalhaven.com.au/what-to-do-in-shoalhaven/walks-in-the-shoalhaven/>

**MUST-DO WALKS!****White Sands Walk | Greenfields to Hyams Beach**

The White Sands walk and the Scribbly Gum track are interconnected walking tracks which together create a beautiful – and easy – loop walk. Start the White Sands walk at Greenfield Beach picnic area, or if you'd like a longer walk, you can start from Plantation Point, north of Greenfield Beach. From Greenfield Beach picnic area, you'll pass Chinamans, Hyams and Seamans beaches, so remember to take your swimmers if you fancy a quick dip along the way. You'll be treated to incredible bay views at various points along the track, which is a top spot for birdwatching and the occasional glimpse of dolphins. The return leg along the Scribbly Gum track takes you away from the coastline, through tall forest and woodland, finishing up at the top of Greenfield Beach picnic area. Spy some furry locals including possums and gliders. <http://www.nationalparks.nsw.gov.au/things-to-do/walking-tracks/white-sands-walk-and-scribbly-gum-track>

**Coomies Walk | Four lookouts offering panoramic views of the Tasman Sea**

This is a walk to four lookouts near Currarong offering great views over the Tasman Sea. Take in the view of the Merimbula ship wreck at Whale Point or stop by at Wilson's Beach to have a swim or to take in the view of Lobster Island and Lobster Bay. As you make your way to Mermaid's Inlet be sure to explore Gosang's Tunnel, which can be crawled through to a cliff shelf (a great place for lunch and whale watching!). <http://currarong.org.au/wp-content/uploads/2011/07/Coomies-Walk1.pdf>

**Pigeon House Walk | Magnificent panoramic views attracting 8,000 visitors each year**

The climb to the summit of Pigeon House Mountain is becoming an increasingly popular activity with over 8,000 people making the effort each year. From the top of the mountain there are magnificent panoramic views of the rugged cliffs and gorges carved by the Clyde River and its tributaries. Dominating the view to the north-west are two elongated plateaux of Byangee Walls and The Castle. On a good day, coastline stretching from Point Perpendicular in the north to Mount Dromadery in the south can be seen, making the walk a most rewarding experience. <http://shoalhaven.com.au/what-to-do-in-shoalhaven/walks-in-the-shoalhaven/>

**The Castle Walk | For serious bush walkers**

The Castle is a challenging day walk for serious bush walkers which is 11km and has an 800m ascent. There are spectacular views from the top and it is usually a lot less crowded than Pigeon House (also has great views of Pigeon House). It is advised to go with someone who knows the route well as it is not well signposted and there are multiple tracks. It takes about 10 hours. <http://bushwalkingnsw.com/walk.php?nid=807>

**Bomaderry Creek Walk | A small oasis**

Bomaderry Creek is a small oasis of bushland adjacent to the town of Bomaderry. The walk includes patches of remnant rainforest, spotted gum forest, dry woodland and small hanging swamps. The small gorge is rich in Aboriginal heritage and sheer sandstone faces. The track follows Bomaderry Creek which has carved a course through sandstone forming impressive cliffs, rock walls, overhangs and caves. Visitor facilities include a grassed picnic area with sheltered tables, gas barbecue and toilets. There are two tourist walks you can follow: Walk One is a 5.5 kilometre return walk along the eastern and western tracks. It takes about three hours. Walk Two is a 1.4 kilometre return walk along the western track to rock crossing returning to the track head via Mossy Gully. It takes about one hour.

<http://shoalhaven.com.au/what-to-do/bomaderry-creek-walking-track/>

**Shoalhaven City Archers | Beginner courses available**

The Shoalhaven City Archers club has a field course, target and clout range catering for both kids and adults. The club regularly holds a beginner introduction to archery course - Come 'N' Try. The Come 'N' Try introduction course is designed to teach you the basic technical and safety aspects of archery.

<https://www.facebook.com/shoalhavencityarchers>

**Sleep Tight | A great variety of accommodation options**

The Shoalhaven region is home to a wide range of accommodation options to suit every kind of traveler. Depending on the location of the activities you wish to undertake, suitable accommodation will be arranged for you.

**Holiday Haven Tourist Parks | 12 award-winning holiday parks to choose from!**

Holiday Haven Tourist Parks offer 12 award winning holiday parks, stretched across 125kms of Australia's eastern coastline. The holiday parks are located in Kangaroo Valley, Shoalhaven Heads, Culburra Beach, Currarong Beachside, Huskisson White Sands, Huskisson Beach, Swan Lake, Bendalong Point, Lake Conjola Entrance, Ulladulla headland, Burrill Lake and Lake Tabourie. <https://www.holidayhaven.com.au/>

**Quest Nowra | Brand new serviced apartments**

The brand new Quest Nowra serviced apartments offers guests a relaxed and comfortable Nowra accommodation experience. Business or leisure travellers looking for Nowra accommodation will enjoy 4 levels of superbly furnished, fully equipped serviced apartment accommodation. Choose from 81 studios, one and two bedroom serviced apartment accommodation. This purpose built property is a great alternative to a traditional hotel, featuring kitchen and laundry facilities, separate living/dining area, LED TV, WIFI, Foxtel, onsite undercover car parking, gymnasium and conference room facilities.

[http://www.questapartments.com.au/Accommodation/475/Australia/NSW\\_Regional/Quest\\_Nowra/Welcome.aspx](http://www.questapartments.com.au/Accommodation/475/Australia/NSW_Regional/Quest_Nowra/Welcome.aspx)

**For more information**

Web | <http://shoalhaven.com.au>

Facebook | <https://www.facebook.com/visitshoalhaven>

Twitter | <https://twitter.com/visitshoalhaven>

Instagram | [visitshoalhaven](https://www.instagram.com/visitshoalhaven)

Hashtags | #unspoiltshoalhaven #unspoilt #shoalhaven #experienceunspoilt #nature #outdoors

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Please contact Liz Kerr @LBPR | 0412 378 879 | [liz@lbpr.com.au](mailto:liz@lbpr.com.au)

## Water Wonderland: Itinerary Taster



### Play Outdoors in the Unspoilt Shoalhaven!

#### Itinerary Taster – Water Wonderland!

---

Just an hour and a half drive from Sydney, the beautiful unspoilt Shoalhaven is a nature enthusiasts dream with a multitude of outdoor activities on offer in stunning locations. The Shoalhaven truly is a water wonderland with a vast array of water activities on offer. From surfing to stand-up paddle boarding, water-skiing to wakeboarding – water babies will be in their element! <http://shoalhaven.com.au/>

#### Recommended Activities | Explore this Water Wonderland

##### Dive Jervis Bay | Explore seagrass meadows and rocky reefs!

Jervis Bay has been a marine park since 2003 and is a vast, beautiful and complex natural system. The clear blue waters, the spectacular white beaches, the rugged landscape, mangroves, seagrass meadows and rocky reefs offer some of the most diverse diving along the east Australian coast: it is regarded by many as the Southern alternative to the Great Barrier Reef. Explore the underwater world with Dive Jervis Bay which offers a range of experiences such as boat dives, snorkelling trips and seal dives. <http://www.divejervisbay.com/>

##### Walking on Water | A wide variety of water sports in stunning locations

There are a wide variety of water sports and activities to choose from in this water wonderland – and did we mention the breathtaking backdrops? Walking on Water operate water sports activities and lessons based out of Ulladulla in the southern Shoalhaven. They offer surf lessons, stand up paddle boarding lessons and hire, water skiing, wakeboarding, wake surfing, tubing, diving, kayak hire and tours and a 'surf safari' where they take surfers of all abilities to lesser known breaks and beaches around the Ulladulla area.

<http://wow-watersports.com.au/>

##### Kayaking | Explore nature's best kept secrets!

The waters of the Shoalhaven are paddling heaven with its extensive network of rivers, estuaries, lakes and beaches. The world is a gentler place when viewed from a kayak skimming over some of the cleanest water on the planet and exploring nature's best kept secrets. There is a wide selection of local kayaking spots – however with over 109 beaches, and 1000km of coastline along beaches and waterways, you're sure to find your own favourite. Kangaroo Valley Kayaks are a kayaking company located at the entry of the Kangaroo River where your kayaking adventure starts. Hire a single kayak, double kayak or family canoe to enjoy meandering down the Kangaroo River over several rapids with 5 km journey of spectacular scenery and wildlife.

<http://kangaroovalleykayaks.com.au/>

**Surf's Up! | Stunning surf spots to suit the novice to the professional**

The Shoalhaven is home to over 109 beaches - so there sure are multitude of great spots to catch a wave! There are also a range of surf schools in the region. Learn to Surf in Mollymook with surfing legend Pam Burrige, known as one of Australia's first professional surfer girls who blazed the trail for a generation of surfers to come. Pam won NSW State, National and in 1990 the ASP World Title. Her surf lessons are held on some of the most beautiful beaches on the South Coast and cater to all ages and skills. <http://www.pamburridge.com/>

**Dolphin and Whale Cruises | Witness these majestic creatures up close**

Cruise the beautiful crystal clear waters of Jervis Bay and view the resident pods of dolphins. There are a number of tour operators in Jervis Bay that offer a range of experiences from dolphin and whale watching tours to boom netting cruises.

<http://www.jervisbaywild.com.au/>

[http://www.dolphinwatch.com.au/dolphin\\_watch\\_cruises.html](http://www.dolphinwatch.com.au/dolphin_watch_cruises.html)

**Fishing | Scenic locations to sink a line**

Whether it is from a boat, off some rocks, on the shore of the beach or by the banks of a river – fishing in the Shoalhaven is a real treat. You can even enjoy a day out on the many fishing charters available throughout the region. You will be spoilt for choice with a wide range of scenic locations to sink a line! Popular spots for fishing include Jervis Bay, Burrill Lake and Ulladulla.

<http://shoalhaven.com.au/>

**Sleep Tight | A great variety of accommodation options**

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[http://www.questapartments.com.au/Accommodation/475/Australia/NSW\\_Regional/Quest\\_Nowra/Welcome.aspx](http://www.questapartments.com.au/Accommodation/475/Australia/NSW_Regional/Quest_Nowra/Welcome.aspx)

**For more information**

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Twitter | <https://twitter.com/visitshoalhaven>

Instagram | visitshoalhaven

Hashtags | #unspoiltshoalhaven #unspoilt #shoalhaven #experienceunspoilt #nature #outdoors

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**Please contact Liz Kerr @LBPR | 0412 378 879 | [liz@lbpr.com.au](mailto:liz@lbpr.com.au)**

## MEDIA IMAGES



Various images provided by local business. Here is a snapshot:



## MEDIA COVERAGE

## Distribution of Media Coverage

### ATTENDING MEDIA OUTLETS

- Take 5 Magazine: 6<sup>th</sup> Biggest Selling Magazine in Australia; Weekly readership: 600,000; Circulation: 157, 483
- Great Walks Magazine: Great Walks magazine includes fantastic travel features, spectacular photography, comprehensive gear guides, tips, advice and easy-to-use maps for people who like to get out and experience life the way nature intended - on foot. Readership: 30,000

### EXPRESSION OF INTEREST: 2016

The following media outlets have expressed interest in visiting in early 2016 (See page 24 for more information):

- RIDE Cycle Review
- Australian Mountain Bike
- Kite Magazine
- Angela Kelly (Freelance Travel Writer)
- Contented Traveller
- The Daily Telegraph

### EXPOSURE SUMMARY

So far, 17 pieces of on-message media coverage has been achieved. This includes a great mixture of print and online editorial as well as promotion across social media channels.

| OUTLET             | COVERAGE TYPE                      | TOURISM PRODUCT PROFILED | DATE APPEARED / SCHEDULED |
|--------------------|------------------------------------|--------------------------|---------------------------|
| Take 5<br>6 pieces | Social Media Promotion (Instagram) | Walking On Water         | November 2015             |
|                    | Social Media Promotion (Instagram) | Walking On Water         | November 2015             |
|                    | Social Media Promotion (Instagram) | Walking On Water         | November 2015             |
|                    | Social Media Promotion (Instagram) | Jervis Bay Wild          | November 2015             |

| OUTLET                   | COVERAGE TYPE                             | TOURISM PRODUCT PROFILED   | DATE APPEARED / SCHEDULED |
|--------------------------|---|--|---------------------------|
|                          | Social Media Promotion (Instagram)        | Bonbouche  | November 2015             |
|                          | Print Editorial – 'Postcard From' Feature | Destination overview<br>Nautilus Apartments<br>Bonbouche<br>Jervis Bay Wild Hiking<br>Walking On Water | March 2016                |
| Great Walks<br>11 pieces | Social Media Promotion (Facebook)         | Grotto Walk  | November 2015             |
|                          | Social Media Promotion (Facebook)         | Bomaderry Creek Walking Track  | November 2015             |
|                          | Social Media Promotion (Instagram)        | Bomaderry Creek Walking Track  | November 2015             |
|                          | Social Media Promotion (Instagram)        | Bomaderry Creek Walking Track  | November 2015             |
|                          | Social Media Promotion (Instagram)        | Bomaderry Creek Walking Track  | November 2015             |
|                          | Social Media Promotion (Instagram)        | Bonbouche  | November 2015             |
|                          | Social Media Promotion (Instagram)        | The Grotto   | November 2015             |
|                          | Social Media Promotion (Instagram)        | Walking Trails   | November 2015             |

| OUTLET | COVERAGE TYPE                      | TOURISM PRODUCT PROFILED                      | DATE APPEARED / SCHEDULED |
|--------|------------------------------------|---|---------------------------|
|        | Social Media Promotion (Instagram) | Currarong                                     | November 2015             |
|        | Print Editorial                    | Day Walks feature<br>Quest Nowra<br>Bonbouche | Feb/Mar 2016              |
|        | Digital Editorial                  | Quest Nowra                                   | Feb/Mar 2016<br>TBC       |



## Take 5



Editorial Feature in March 2016 issue

Circulation: 164,687

**your Holiday**  
Insider tips and the best places to go

# Postcard from Shoalhaven

Soak up the sunshine in this unspoilt South Coast gem

**A**fter a busy few months, I've been dying to get away from the big city and get some R and R in the sunshine. So when an opportunity to travel to Shoalhaven on the NSW South Coast came up, I couldn't have been more excited! My boyfriend, Nick, was keen on a beachside getaway, so we jumped in the car and drove down for the weekend. Neither of us had visited the coastal region before and we were thrilled to discover that this little piece of paradise has a great reputation for a reason.



POSTAGE

From: **Emma Norris, 24, Sydney, NSW.**



Paddle boarding was the best!

**Where to stay**  
We stayed in the Nautilus Apartments in the small town of Huskisson, which is part of Jervis Bay. Our newly refurbished studio room was quiet, clean and the perfect size for two people. We were only a stone's throw from the picturesque Huskisson beach and were surrounded by plenty of restaurants, cafes and cool shops. Everything you could possibly need is just a minute's walk away, including a chemist, grocery shop and newsagency.

**Where to eat**  
Staying in the heart of Huskisson, we were spoilt for choice with dining options. On the night we arrived, we ventured down to The Huskisson for a drink and feed. With its fantastic pub grub and live music, it's not hard to see why this waterfront hotel is very popular with both locals and visitors. On Saturday, we decided to take advantage of the great outdoors and dine al fresco by the beach. Nikki from Bonbouche Picnic Catering delivered us the most exquisite, hand-selected picnic hamper. It was full of seafood, cheese, fruit, antipasto, salads and desserts, and even came with a picnic rug and cushions! Nick and I are massive pizza fans, so that evening we couldn't go past Italian restaurant Faro Bianco on Owen Street. We were really impressed by their selection of wood-fired pizzas and even treated ourselves to some delicious gelato afterwards. For breakfast, there were plenty of gorgeous rustic cafes in the nearby towns of Nowra and Berry.

**Best bits**  
We had an absolute blast doing a two-hour stand-up paddle boarding session at the stunning Lake Conjola. It took me a little while to get the hang of this tricky activity, but Simon from Walking On Water was extremely patient and a good sport. We also loved going on the Jervis Bay Wild Summer Eco Cruise, because we got to check out some of the gorgeous local beaches. I couldn't contain my excitement when some whales and dolphins made an appearance!

**Worst bits**  
Although we were treated to sunny weather for most of our stay, we did get a little bit of rain. But, even that was okay because we made the most of it by doing a bit of four-wheel driving in the nearby Yerrilyong State Forest.

**On a budget**  
There's no need to break the bank on accommodation in Shoalhaven. The Nautilus

66 **Take5**

Take 5



Editorial Feature in March 2016 issue

Circulation: 164,687

*For a tranquil break, you can't beat Jervis Bay*

*Our wildlife cruise was a real highlight*

**Emma's tips**

- \* Most of the local shops close quite early, so make sure you grab everything you need before night falls.
- \* On the weekends, it's worth making a booking at some of the more popular restaurants in the area, as they can fill up fast.
- \* If you decide to go on a Jervis Bay Wild cruise, make sure you bring plenty of warm clothes as it can get rather windy and cold on the boat.

*Do yourself a favour and try the local pizza*

*Our picnic lunch was to-die-for*

**Must-do**

*Spend the day at Hyams Beach, which borders Jervis Bay National Park and Booderee National Park. According to Guinness World Records, it has the whitest sand in the world.*

**Jervis Bay National Park is a real beauty**

Apartments are reasonably priced at around \$380 a night for a family room.

There are also plenty of places to camp in the area, including Seven Mile Beach Holiday Park. Located near the beautiful village of Gerroa, you'll find both powered and unpowered camping sites, as well as cosy beachside cabins.

**SEND US YOUR HOLIDAY SNAPS**  
we'll pay **\$100**  
See our story coupon on page 13.

**The lowdown**

|   |  |  |
|---|--|--|
| <b>GETTING THERE</b><br>If driving isn't an option, a Shoalhaven Shuttle can pick you up from Sydney. | <b>BEST TIME OF YEAR TO GO</b><br>May to November, Shoalhaven is the best spot for whale watching! | <b>THE PRICE OF A BED</b><br>Nautilus Apartments family rooms start at \$380, <a href="http://www.nautilusjervisbay.com.au">www.nautilusjervisbay.com.au</a> |
|---|--|--|

PICTURES: GETTY IMAGES



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## Take 5

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Social Media Promotion (Instagram)

Stand-up Paddleboarding - Walking On Water

306 followers



 **emmajnorris92**  
Kalani Lake Conjola [FOLLOW](#)

ashh\_clarkk, ashcamblog and webics 2d  
like this

**emmajnorris92** Hard days work on a Friday  
stand up paddle boarding. Nick was way  
happier than he looks! #shoalhaven

[Log in to like or comment.](#) 



## Social Media Promotion (Instagram)

Stand-up Paddleboarding - Walking On Water

306 followers



**emmajnorris92**  
Kalani Lake Conjola

[FOLLOW](#)

elletee91, ashcamblog and heather\_aboff like this 2d

[Log in to like or comment.](#) ⋮

Social Media Promotion (Instagram)

Stand-up Paddleboarding - Walking On Water

306 followers



**emmajnorris92**  
Kalani Lake Conjola

[FOLLOW](#)

clodaghmangan, heather\_aboff, ashh\_clarkk, julija\_r, bettinaroy and evieshafy like this

emmajnorris92 SUP #shoalhaven #nature #unspoiltshoalhaven

Log in to like or comment.



Social Media Promotion (Instagram)

Summer Eco Cruise - Jervis Bay Wild

306 followers



emmajnorris92  
Jervis Bay Wild

FOLLOW

d\_aureus, adri\_clan, sammy\_creative, 2d  
bexinbondi, nick615 and  
glamping\_out\_caravans like this

emmajnorris92 Jervis Bay Wild summer  
eco cruise, #shoalhaven

Log in to like or comment.



Social Media Promotion (Instagram)

Bonbouche Picnics

306 followers



 **emmajnorris92**  
Jervis Bay FOLLOW

clodaghmangan, sammy\_creative, ashcamblog, ashh\_clarkk, julija\_rl, nick615, glamping\_out\_caravans, lolsthebaker, xiwirub and lana\_\_\_\_13 like this

**emmajnorris92** @bonbouchepicnics definately know how to put a picnic together! Not the worst way to spend a Saturday afternoon! #shoalhaven

Log in to like or comment. ...

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## Great Walks

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Social Media Promotion (Facebook)

Grotto Walk - North Nowra

3, 270 page likes



**Great Walks Magazine**  
16 hrs · 🌐

Riverside or clifftop? Great Walks chose the upper Grotto Walking Track over looking the beautiful Shoalhaven River.  
#shoalhaven #unspoilt #experienceunspoilt #nature



Like Comment Share

TrekFit Australia, Michael Corgill, Karen Gresham and 24 others like this.

The image shows a Facebook post from 'Great Walks Magazine'. The post text describes the 'Upper Grotto Walking Track' and includes hashtags. Below the text are four photographs: a green directional sign for the 'Upper Grotto Walking Track', a scenic view of the Shoalhaven River, a white informational sign for 'THE GROTTA WALKING TRACK' with various icons, and a green post with a sign on top. The post has interaction buttons for 'Like', 'Comment', and 'Share', and a list of users who liked it.



Social Media Promotion (Facebook)

Bomaderry Creek Walking Track

3, 270 page likes



**WALKS** Great Walks Magazine  
November 27 at 3:57pm · Edited · 🌐

Visit Shoalhaven thank you for inviting Great Walks Magazine to experience Bomaderry Walking Track today. Let's do this!  
Like: Visit Shoalhaven  
#unspoiltshoalhaven #unspoilt #shoalhaven #experienceunspoilt #nature #outdoors

A photograph of a hiker wearing a black t-shirt, shorts, a cap, and sunglasses, standing in a grassy field next to a green sign that reads "Bomaderry Creek Walking Track". The hiker is holding a walking stick. The background shows a road, trees, and a utility pole under a cloudy sky.

👍 Like    💬 Comment    ➦ Share

Lindy Hughson, Les Shipley, Walkingwobytwo Ryan and 22 others like this.

## Social Media Promotion (Instagram)

Bomaderry Creek Walking Track

492 followers



 **greatwalksmag**  
Bomaderry Creek ... [FOLLOW](#)

22 likes 2d

**greatwalksmag** @visitshoalhaven thank you for inviting Great Walks Magazine to experience Bomaderry Walking Track today. Let's do this! #unspoiltshoalhaven #unspoilt #shoalhaven #experienceunspoilt #nature #outdoors #bomaderry #bushwalking #bushwalkers #walks #bushwalk #walking #walkingtime #walking #justwalk #walk #bushwalks #walkingtrail #greatwalk #walk #instawalk #instawalking >>[ ]sign up greatwalks.com.au #greatwalksmag for #greatwalks #walkingtracks #walkingtrails #walkingtrail #keepwalking #walkingtime  
**visitshoalhaven** @greatwalksmag perfect day for an adventure! Can't wait to hear all about it! 🌲🌳🌲  
**vintage\_neon** @joahblue  
**tarzyq** @benji\_317 lets do this?

Log in to like or comment. ⋮

## Social Media Promotion (Instagram)

Bomaderry Creek Walking Track

492 followers



greatwalksmag

FOLLOW

37 likes

2d

**greatwalksmag** This bench looks inviting. 2.5km in following the eastern track. Time to hydrate and take in the sounds of birds and flowing water.

#bomaderrycreekwalkingtrack  
#unspoiltshoalhaven #unspoilt  
#shoalhaven #experienceunspoilt #nature  
#outdoors #takeabreak #nsw #visitsw  
#destinationnsw

**greatwalksmag** #hiking #hikers #hiker  
#hike #hikelife #hikeday #hiked  
#hikingadventures #hikingadventure  
#instahike #hikingworldwide #hikingtrail  
#hikingtrip [visit](#)  
greatwalks.com.au/signup

**gokazoom** This is nice :)

**shakuto** 😊

Log in to like or comment.

⋮



## Social Media Promotion (Instagram)

Bomaderry Creek Walking Track

492 followers



greatwalksmag  
Bomaderry Creek ...

FOLLOW

27 likes

2d

greatwalksmag Are you watching me Mr Rock?? This formation resembles the talking rock from the 80's classic [#neverendingstory](#) who's with me? [#shoalhavan](#) [#outdoors](#) [#nature](#) [#experienceunspoilt](#) [#unspoilt](#) [@bomaderrycreekwalkingtrack](#)

greatwalksmag [#trail](#) [#trails](#) [#trailrunner](#) [#instatrail](#) [#instatrek](#) [#trailrunners](#) [#trailporn](#) [#trek](#) [#trekking](#) [#thetrailife](#) [#trailife](#) >> [Visit greatwalks.com.au/signup](#) << [#greatwalksmag](#) for [#greatwalks](#) [#walkingtracks](#) [#walkingtrails](#) [#visitnsw](#) [#seeaustralia](#) [#nsw](#) [#destinationnsw](#)

Log in to like or comment.



Social Media Promotion (Instagram)

Bonbouche

492 followers



 **greatwalksmag**  
Nowra, New South ... [FOLLOW](#)

11 likes 1d

**greatwalksmag** A wonderful picnic was waiting for us after completing the 5.5k loop of the Bomaderry Creek Walking Track. @greatwalksmag would like to thank #shoalhavan and #bonbouche for the lovely gourmet picnic. #picnic #lunchtime #yum #yummy #yummo #bomaderrycreek #walkingtrack #bomaderry  
jan.ruben 🇺🇸

Log in to like or comment. ...

# Social Media Promotion (Instagram)

The Grotto – North Nowra

492 followers



 **greatwalksmag**  
The Grotto FOLLOW

37 likes 1d

**greatwalksmag** Riverside or clifftop? Great Walks chose the upper Grotto Walking Track over looking the beautiful Shoalhaven River #shoalhaven #unspoilt #experienceunspoilt #nature #unspoiltshoalhaven #nsw #visitsw #destinationnsw

**greatwalksmag** #trailrunning #trail #trailrun #trails #trailrunner #instatrail #instatrek #trailrunners #trailporn #trekking #thetrailife #traille >>  Signup greatwalks.com.au << @greatwalksmag for #greatwalks #walkingtracks #walkingtrails williamdesallas 🐾🐾

Log in to like or comment. ⋮

## Social Media Promotion (Instagram)

Walking Trails in the Unspoilt Shoalhaven

492 followers



 **greatwalksmag**  
Nowra, New South ... [FOLLOW](#)

19 likes 1d

greatwalksmag @greatwalksmag spent an amazing day hiking @shoalhaven. Here's a few of our highlights.  
#shoalhaven #nature #unspoilt  
#unspoiltshoalhaven#experienceunspoilt  
#outdoors  
#hiking #hikers #hiker #hike #hikelife  
#hikeday #hiked #hikingadventures  
#hikingadventure #instahike  
#hikingworldwide #hikingtrail #hikingtrip  
visit [greatwalks.com.au/signup](http://greatwalks.com.au/signup)

Log in to like or comment. ...



# Social Media Promotion (Instagram)

## Currarong Beach – Wreck of the S.S Merimbula

492 followers



greatwalksmag  
Currarong Beach

FOLLOW

22 likes

1d

greatwalksmag Our final walk of our visit to Shoalhaven took us to the wreck of The S.S Merimbula . Unfortunately the tide was in and the wreck was only partly visible. A Great Walks top-tip; check tide table. #ssmerimbula #outdoors #experienceunspoilt #unspoiltshoalhaven #unspoilt #shoalhaven #weekend #getaway #hiking #hikers #hiker #hike #hikelife #hikeday #hiked #hikingadventures #hikingadventure #instahike #hikingworldwide #hikingtrail #hikingtrip visit greatwalks.com.au/signup #visitsw #seeaustralia #nsw #destinationnsw habitualhiker @el\_s Xmas road trip

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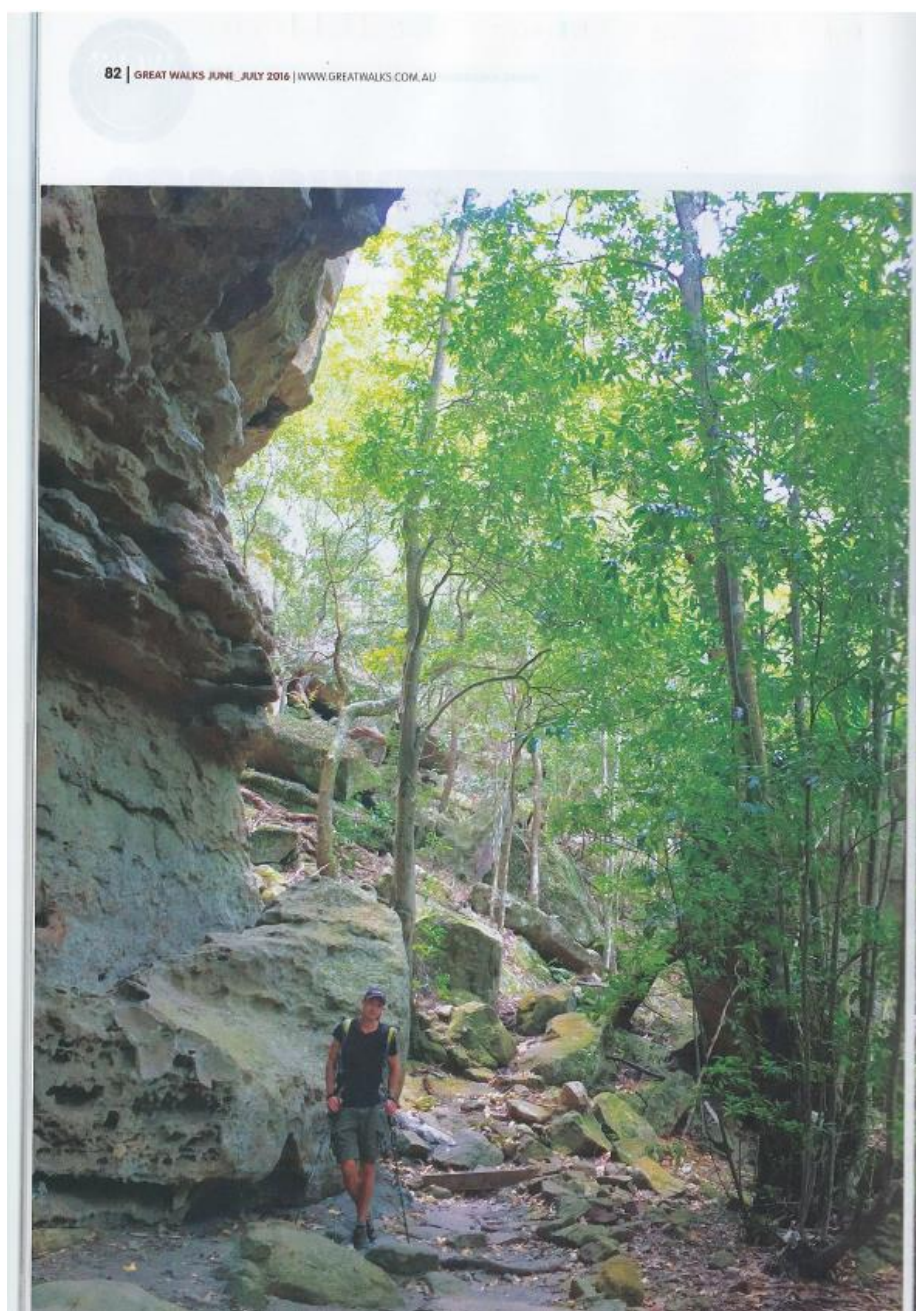
## Great Walks

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# GREAT WALKS

Editorial feature in June/July's edition

Readership: 30,000





# Great Walks

## GREAT WALKS

Editorial feature in June/July's edition

Readership: 30,000

| 83


GREAT DAY WALKS  
SHOALHAVEN  
NSW

# SHORT AND SWEET

Offering lovely day walks, the Shoalhaven region is the ideal place to retreat to for the weekend.

WORDS **KATIE AVIS**  
PHOTOS **KA AND BOBBY BUTLER**

**Clockwise from opposite page:**  
All set for a great day walk.  
Some of the walks require a bit of a rock scramble.  
A blissful part of the Bomaderry Walking Track.




Great Walks



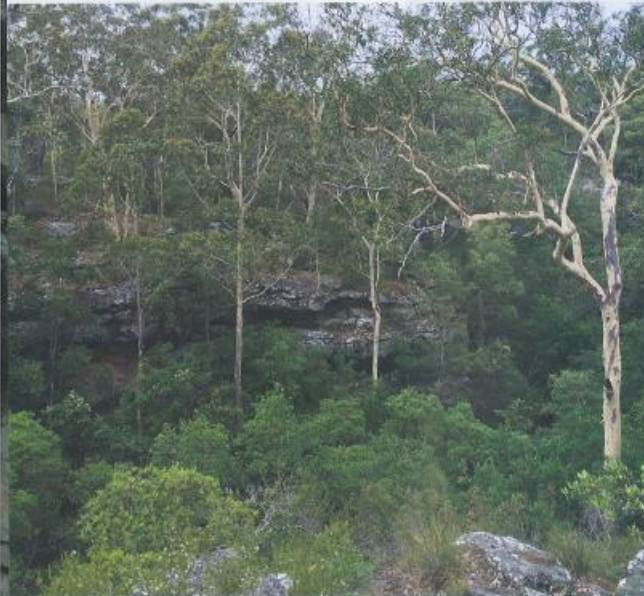
Editorial feature in June/July's edition

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**“THE BOMADERY CREEK WALK TRACK IS AN OASIS OF CALM IN AN OTHERWISE BUSY AREA.”**

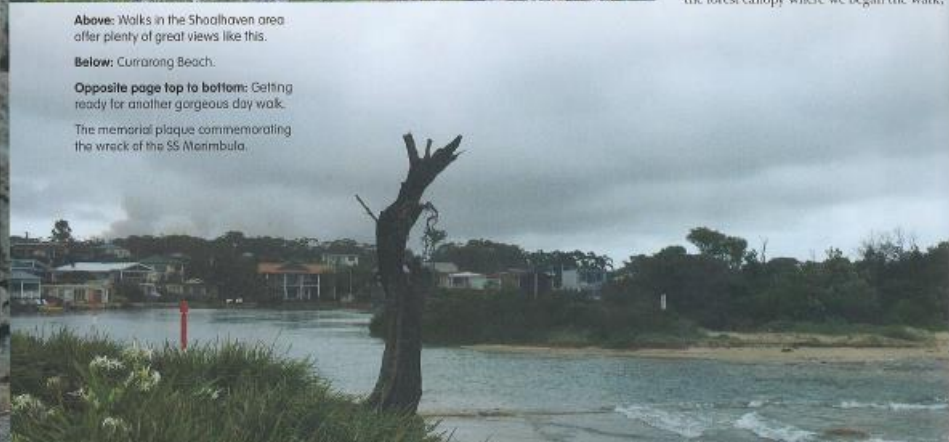


Above: Walks in the Shoalhaven area offer plenty of great views like this.

Below: Currarong Beach.

Opposite page top to bottom: Getting ready for another gorgeous day walk.

The memorial plaque commemorating the wreck of the SS Menmbula.



NINETY minutes south from Sydney, this natural and unspoilt playground is home to a multitude of walks and activities for all members of the family. *Great Walks* was recently invited to experience some of the highlights of this walker friendly region. The drive down offers unrivalled views of the NSW coastline and after an hour and a half we arrive at Nowra, our base for the weekend. Centrally located within the region, the small town boasts shops, pubs, restaurants and all the services needed for a weekend getaway. Our home for the weekend is Quest Service Apartments, close to all amenities and warm and cosy. Perfect time to hit the sack...

**Bomaderry Creek Walk Track**

After a hearty breakfast, we set off for the first walk of the day. Only 3.8km outside Nowra and close to the thriving town of Bomaderry, the Bomaderry Creek Walk Track is an oasis of calm in an otherwise busy area. There are two tracks to choose from: the 1.4km return western walk via Mossy Gully or the longer 5.5km walk along the eastern and western tracks. With time on our side and near perfect weather conditions we choose the eastern walk.

The network of tracks go down to forest floor through patches of bush, lush green rainforest and spotted gum trees, running parallel with Bomaderry Creek, which has carved its way through coarse sandstone. The magnificent, steep cliff faces provide the walls of the forest and encompass the creek as if protecting it from the outside world, giving presence to the sounds of the rainforests and the wildlife that call it home. The return loop of the track involves a slight climb to reach the forest canopy where we began the walk;



## Great Walks

# GREAT WALKS

Editorial feature in June/July's edition

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... view from the lookout, however, makes this gentle uphill walk worthwhile.

**The Grotto', North Nowra**  
After returning to our Nowra base for a on-bouche picnic lunch, we head out for our second walk of the day. The Grotto is located 3km north of the town centre, hidden away in an otherwise residential area. This steep cliff face leads down to the Shoalhaven River bank, with a rambling track starting from the lookout post. Taking in the views of the river and Nowra district, we start our descent down the rocky track leading to an old farm and orchard – some of the apple trees remain today. Further viewing platforms provide panoramic views of the river itself, before the track meanders back to the top of the cliff face.

**Abraham's Bosom Reserve**  
After another restful night we're up and raring to go, this time heading east towards the Shoalhaven coast. Abraham's Bosom Reserve earned its name from the first captains sailing the east coast of Australia, who likened the security and shelter of the Beecroft Headland to that of the description of paradise in the Old Testament.

The Beecroft Headland has two walking tracks, which allows walkers to cover much of the reserve and absorb the enchanting seascapes and serene bushland.

We first opt for the 2.5 km return walk known as the 'Wreck Walk' – an easy gradient on a well maintained track, which in itself has two loop routes that lead to the wreck site of the SS *Merimbula*. The end of the track leads to a sandy open bay, from which you can see the wreckage of the ship that ran aground during a violent storm on March 27th, 1928. All passengers and crew made it to the safety and sanctuary of Abraham's Bosom, a reminder of why the cape was given this name. With storm clouds rolling in overhead and the wind whipping up a storm, we follow the lead of the Merimbula survivors and return inland.

Returning to neighbouring Currumbin, we enjoy coffee overlooking the beautiful Dolphin Reserve while contemplating a weekend well spent away from the city. We are only 195km away from the city, but it honestly feels like a million miles...

*Great Walks was a guest of Shoalhaven Tourism*

**Need to know** [www.shoalhavenholidays.com.au](http://www.shoalhavenholidays.com.au)





Join us from 16 – 29 September for a fully escorted special pilgrimage. This is your chance to follow the trails of medieval pilgrims bound for Camino de Santiago.

2016 is an important year for pilgrims as it has been declared a 'Holy Year of Mercy' by Pope Francis, which only happens every 25 years. In 2016 believers can obtain a plenary indulgence – the forgiveness of sins. Special events will be taking place in Santiago de Compostela and the Holy Door of the cathedral (Porta Santa) will be open.

**Highlights include:** • visiting beautiful Barcelona • Gaudi's Sagrada Familia • architecture, history and culture of San Sebastian • walking the Galician countryside • Leon Cathedral's Gothic interior • meeting fellow pilgrims along the way!

View the full itinerary on our website:  
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As an added bonus, if you book and pay your deposit by 10th June 2016, **you will receive £120, valued at \$200\*** to spend on your trip!

Limited seats available so call us on 03 9596 7100 NOW!

\*Conditions apply. Offer ends 1 Sep '16, unless sold out prior. Availability is limited. Prices are correct as of 1 Feb '16 but may fluctuate if exchange rates, fees, taxes or currency changes. For full terms and conditions, see our website.

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**\* 2016/17 Strategy & Action Plan \***

# **Events and Investment**

**Date prepared | July 2016**

# Strategic Alignment



# DPOP & Masterplan Links

## DPOP – Delivery Program & Operational Plan

- Attract more event attendees through an enriched program of events
- Attract and facilitate the development of built tourist assets consistent with the Tourism Master Plan
- Advocate for and facilitate key project investment with priority on employment generating projects
- Develop and implement the events strategy in line with the Tourism Master Plan

## Tourism Masterplan

- Meet the Shoalhaven's tourism objectives and targets, the focus needs to be on events that are **drivers of visitation** – ie: those events which generate either overnight stays or attract day trippers from outside the City as opposed to local/community events which are targeted at Shoalhaven residents
- Ensure that the **infrastructure, facilities and services** needed to support the growth of the tourism sector are in place.

# Council's Role

## Provider and Facilitator

Provides financial support for events directly or under the Events Partnership Program and provider of venues. Assistance to make events and investment happen by taking an advocacy, regulatory, advisory and facilitator role through relationship management and action

## Communicator and Promoter

Generates interest in events and new investment by enhancing communication and promotions, using public relations and leveraging the profile of Council to ensure economic benefits are maximised

## Planner

Plans for improved facilities to support events and visitor services, integrated masterplans and effective approval processes

## Leader

Advocates for and provides an events and investment focus, acts as a catalyst for partnerships (including grants) and co-operative arrangements

## Developer

Develops stakeholder capacity to create and run sustainable events and develop infrastructure that meet needs and retains the "unspoilt" branding

Shoalhaven

SOUTH COAST - NSW

# Snapshot | Event trends

- The Shoalhaven is perfectly placed – both in tourism product diversity and geographical positioning to increase its event offering and standard.
- Events are important drivers of regional tourism. Tourism Research Australia states event goers are likely to attend more than one event, which provides opportunities for cross-promotion using databases and direct marketing. Almost one-quarter of Australians have been to at least one event in a regional area in the last two years.
- Business events attract a high level of daily spend, they also have the ability to occur during shoulder and off peak times which benefit the region.

## **Current Gaps in Shoalhaven's event offering**

- Locally owned 'Iconic Shoalhaven' events that drive visitation from outside the region
- Business events and conferences that target high yield visitors
- Top quality sporting events that occur in shoulder and off peak periods

# Snapshot | Investment trends

- Tourism Research Australia indicates that the Australian investment environment continues to be one of the most attractive globally.
- Domestic overnight trips reached 81.4 million for the first time on record in 2014 an increase of 7.4% compared to 2013.
- Mixed-use developments are becoming increasingly important, with stand alone hotel development still difficult to quantify.

## **Current Gaps in Shoalhaven's investment offering**

- Corporate, branded hotels in Nowra to service the corporate and entertainment markets, as well as inbound tour groups
- Quality serviced apartments – Nowra and some larger coastal towns
- High quality 5 – 6 star ecotourism accommodation experiences
- 4 – 5 star resort style accommodation

# Situation Analysis | Internal

## Strengths

- Council support/backing of tourism events and investment
- STAG – highly motivated group championing tourism and facilitating positive relationships
- An events program and established relationships
- Large variety of established successful events
- Engaged businesses
- Committed/engaged community members
- Unspoilt area, not overly developed in an inappropriate way
- Availability of assets in key locations for potential sale or partnership opportunities
- Growing recognition of the Shoalhaven in the marketplace

## Weaknesses

- Lack of infrastructure and ageing infrastructure limits growth in events and investment
- Peak period accommodation saturation
- Over-reliance on an ageing event volunteer network
- Quality and accessibility of tourism event information
- Currently no events sponsorship opportunities calendar to drive the formation of submissions to win **potentially 'iconic Shoalhaven' events**
- Effort going into short-term district and regional events that may lack link to brand and long term loyalty to the Shoalhaven
- Lack of tracking and reporting to prove wins
- Lack of a suite of materials including events and investment prospectus tailored to core markets
- Lack of "locally owned" iconic events that draw visitation from outside the region
- Conflict between preserve vs expand mindsets



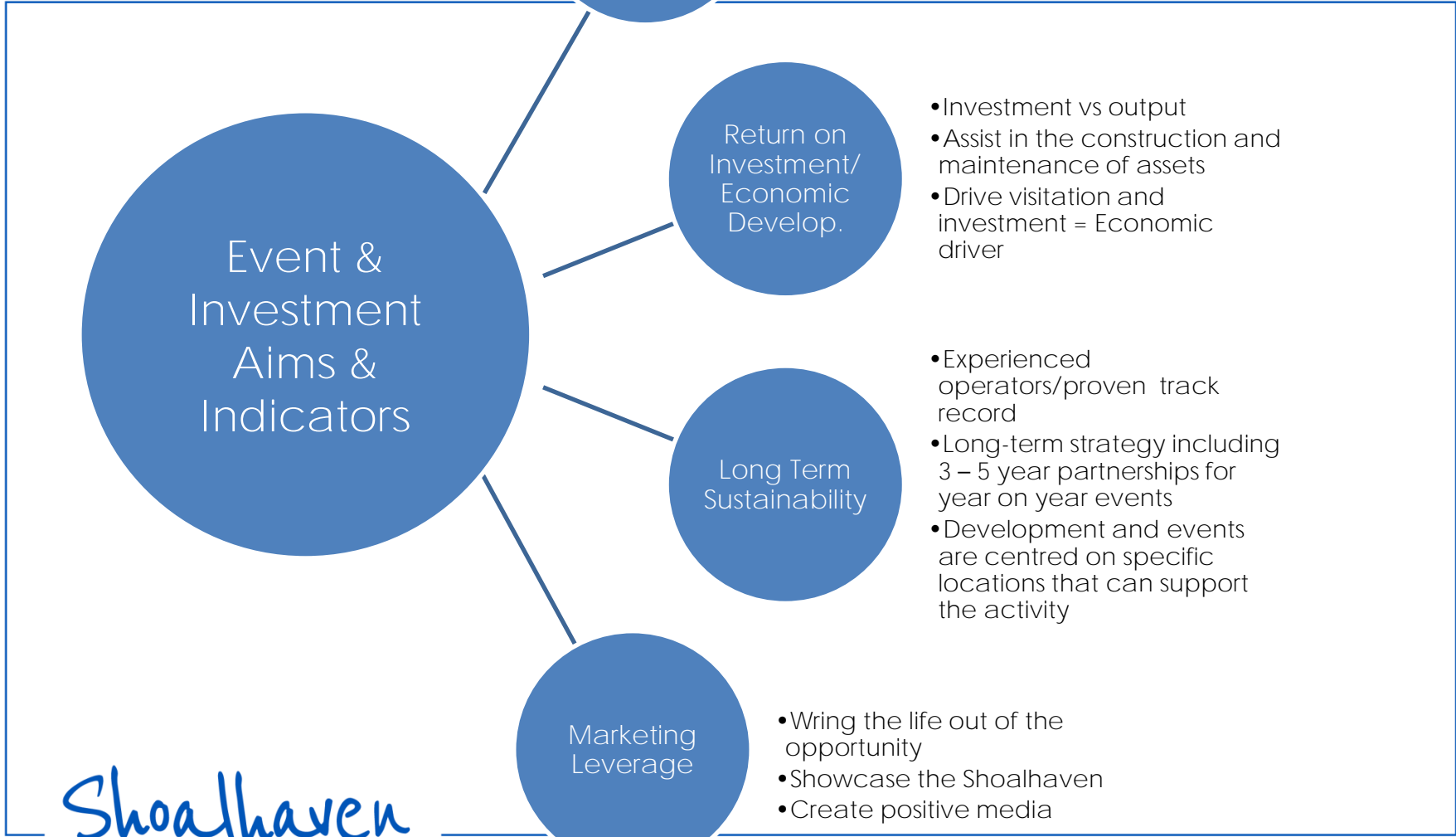
# Situation Analysis | External

## Opportunities

- Accommodation availability in shoulder and off peak periods
- Major tourism activities in the area (fishing, walking tracks, rock climbing, kayaking, cycling, wellness and eco-tourism)
- Ability to use the unique natural assets to grow events and investment.
- Growth in food & wine movement that can be capitalised on with events
- Development of a major motor sports complex will create event and investment opportunities
- Scope to create a year round destination
- Commitment from Council to support tourism events programs and tourism investment and development
- Short drive from capital cities resulting in a large potential market
- Shoalhaven River corridor and other major waterbodies, as a place for events and tourism infrastructure development
- Capitalise on the strong rail link from Sydney to Bomaderry
- Substantial State and Federal Government grants for regional employment generating projects

## Threats

- Lack of accommodation, particularly apartment style and serviced, which inhibits large events
- Ageing infrastructure
- Competitor LGAs vying for contestable funds e.g. DNSW grants
- Destinations with better infrastructure to meet demands of large events e.g. Wollongong better equipped to service MICE market
- Seasonal high demand for tourism product
- Over reliance on an aging volunteer network and event organisers
- State legislation; prevents some strategic desirable outcomes
- Planning and environmental approvals processes
- Layering of multiple planning contrails impede development
- Inaction due to conflict between difference planning issues eg: traffic, environment, heritage, vocal community groups



# Strategic Action Plan 16/17

# Infrastructure

DPOP Priority

| Issue / Opportunity / Initiative | Critical Steps  | Action   | Action Dates   |
|----------------------------------|---|--|--|
| Infrastructure investment        | <ul style="list-style-type: none"> <li>Identify opportunity's in line with council and the master plan to attract tourism investment. For example; Corporate branded hotel in Nowra, High quality ecotourism accommodation, power to key event areas</li> </ul> | <ol style="list-style-type: none"> <li>Develop a comprehensive list of possible tourism infrastructure funding sources, including possible local business stakeholders</li> <li>Develop a core competence in obtaining grants</li> <li>Promote grants to the community</li> <li>Develop a way to track priorities and success</li> <li>Develop a process to identify gaps and prioritise solutions for filling identified gaps</li> <li>Assist in the process to identify planning and approval impediments and find solutions</li> <li>Assist in ensuring stakeholders view SCC as 'open for business'</li> </ol> | <p>February onwards</p> <p>Ongoing</p> <p>Ongoing August onwards</p> <p>September</p> <p>February onwards</p> <p>Ongoing</p> |
| Identify new opportunities       | <ul style="list-style-type: none"> <li>Identify possible new opportunities for basic infrastructure</li> <li>Work within council to turn opportunities into reality</li> </ul>  | <ol style="list-style-type: none"> <li>Research event infrastructure gaps and specify locations and details</li> <li>Develop a comprehensive list of possible event funding sources</li> <li>Fill gaps by linking opportunities, funding and commercial partners</li> </ol>  | <p>May onwards</p> <p>July</p> <p>Ongoing</p>  |

# Events + Investment

DPOP Priority

| Issue / Opportunity / Initiative    | Critical Steps  | Actions   | Action Dates   |
|-------------------------------------|---|---|--|
| Drive investment in events          | <ul style="list-style-type: none"> <li>Develop and manage event sponsorship opportunities calendar to ensure event possibilities are not missed</li> <li>Develop and manage funding / grants calendar</li> <li>Devise and submit submissions</li> </ul>                     | <ol style="list-style-type: none"> <li>Partner with local providers to grow interest in business events and conferences</li> <li>Ensure VIC and SEC staff are briefed and involved in event attraction process and the role of the Events and Investment Specialist</li> <li>Streamline the events support process to ensure more time is spend on attracting and growing events</li> </ol>   | <p>March onwards</p> <p>July</p> <p>July</p>   |
| Drive investment in tourism         | <ul style="list-style-type: none"> <li>Identify opportunities in line with the strategy and seek tourism investment in the region</li> <li>Work on practical ways to clear the road blocks and reputation of SCC to make the path easy and smooth for investment</li> </ul> | <ol style="list-style-type: none"> <li>Advocate for a single point of contact for enquiries about development opportunities and their status</li> <li>Streamline the events support process to ensure sufficient time is dedicated to attracting tourism investment</li> <li>Ensure key contacts are included appropriately (Appendix 2 - Key Contacts and Communication Methods)</li> <li>Create a tourism investor database</li> <li>Undertake investor familiarisations</li> </ol> | <p>February onwards</p> <p>July</p> <p>February onwards</p> <p>February<br/>June onwards</p> |
| Events + Investment Collateral Bank | <ul style="list-style-type: none"> <li>Develop a core suite of event and investment materials tailored to core markets</li> </ul>   | <ol style="list-style-type: none"> <li>Develop a draft suite of event and investment materials tailored to core stakeholders</li> <li>Develop an Events Guide that is freely available to all event organisers including checklists and case studies</li> </ol>   | <p>April</p> <p>August</p>   |

# Events + Investment

DPOP Priority

| Issue / Opportunity / Initiative              | Critical Steps   | Actions  | Action Dates                                       |
|---|--|--|--|
| Leveraging funds in partnership programs      | <ul style="list-style-type: none"> <li>Review current partnership program</li> <li>Develop and implement new plan</li> <li>Generate \$70k in events partnership additional income</li> </ul>                             | <ol style="list-style-type: none"> <li>Meet with key stakeholders to develop new partnerships program guidelines</li> <li>Secure additional funding from partners</li> <li>Align the partnerships program with a specific program of events</li> <li>Formalise reporting processes to demonstrate success</li> </ol>   | <p>May</p> <p>June/July<br/>June</p> <p>July</p>   |
| Event investment transparency                 | <ul style="list-style-type: none"> <li>Create and ratify core event sponsorship criteria parameters to guide decision making around investment in external activities</li> <li>Test and measure effectiveness</li> </ul> | <ol style="list-style-type: none"> <li>Formalise criteria based on Event and Investment Aims</li> <li>Review our partnership with Sports Marketing Australia</li> <li>Continue to use REMPLAN to assess ROI</li> <li>Develop a formalised reporting mechanism to measure effectiveness</li> </ol>  | <p>April</p> <p>July</p> <p>Ongoing<br/>August</p> |
| Build and support the current events calendar | <ul style="list-style-type: none"> <li>Assist community to grow and develop current event calendar</li> <li>Work to assist in the sustainability of current community events, lead by volunteers</li> </ul>              | <ol style="list-style-type: none"> <li>Develop a streamlined events marketing support process (Appendix 3 - Event Marketing Support)</li> <li>Fine-tune the sponsorship agreement process and funding applications</li> <li>Identify key volunteer run events, developing a framework of support over a 3 year period to ensure sustainability and growth</li> </ol> | <p>March</p> <p>May</p> <p>May</p>                 |

# Budget Snapshot

| AREA  | INCOME       |
|---|--------------|
| Investment Budget (e.g. printing, familiarisations) | \$10,000     |
| Events Budget                                       | \$90,000     |
| Events Partnership Program                          | \$70,000 min |
| TOTALS  | \$170,000    |



## Appendix 2 – Key Contacts and Communication Methods (internal)

|  |  |
|--|--|
| <p>Mayor's<br/>Office/Councillors</p>        | <ul style="list-style-type: none"> <li>• Give as much notice as possible when requesting quotes and/or attendance from both Mayor and Councillors</li> <li>• Interactive events PDF finalised, no need to send to Mayor's PA</li> </ul>  |
| <p>Economic<br/>Development</p>              | <ul style="list-style-type: none"> <li>• Regular meetings to discuss possible projects and develop feasible tourism development ideas</li> <li>• Sit within the Economic Development team once a week to work together on linked projects</li> </ul>   |
| <p>Media Manager</p>                         | <ul style="list-style-type: none"> <li>• Send draft media release 10 working days prior to release for comment and final release for distribution amongst chosen channels</li> <li>• Provide required information in the lead up to the event</li> </ul>   |
| <p>Marketing/Graphic<br/>Design</p>          | <ul style="list-style-type: none"> <li>• Provide final media release for information purposes and web activation</li> <li>• Work with Marketing Specialist to wring the life out of the opportunities</li> <li>• Allow one week lead time for interactive Event PDF/advert/banner development</li> </ul> |
| <p>Rangers &amp; Property</p>                | <ul style="list-style-type: none"> <li>• Ensure inclusion in emails regarding upcoming events</li> <li>• Monthly meeting to encourage communication, discuss upcoming opportunities and generate ideas</li> </ul>  |
| <p>Planning and<br/>Development</p>          | <ul style="list-style-type: none"> <li>• Involvement early is important to foster understanding and ownership</li> <li>• Regular meetings to discuss opportunities, ideas and cross over projects</li> </ul>   |
| <p>Shoalhaven Tourism<br/>Advisory Group</p> | <ul style="list-style-type: none"> <li>• Regular updates during STAG meetings</li> <li>• Provision of information when required</li> </ul>   |

Appendix 2 cont. – Key Contacts and Communication Methods (external) <sup>89</sup>Other Gov.  
Departments

- Communicate with key contacts on an as needs basis
- For example; NSW National Parks and Wildlife Service, Regional Tourism Organisations, Tourism Australia, Dep. Premier and Cabinet

## Destination NSW

- Regular meetings to discuss possible projects and ways to work together
- Provide information when required on upcoming events and opportunities

Event Partnership  
Program Members

- Communicate regularly through face to face meetings and email
- Provide required information in the lead up to events and seek involvement where required
- Provide a detailed report on exposure and benefits annually

Investors/Developers/  
Land Owners

- Regular communication regarding their requirements and assistance where needed
- Provide information on opportunities and link with potential partners
- Arrange and host familiarisations on priority projects

Event  
Owners/Organisers

- Regular communication regarding their requirements and assistance where needed
- Provide information on opportunities and link with potential partners
- Arrange and host familiarisations on priority projects

# Appendix 3 – Events Marketing Support

## Tier 1

- High profile events which encourages out of region visits
- Council financial support
- Aligns with Shoalhaven's marketing themes and attracts core segments
- Great images and quality content
- Outside of peak season
- Significant/Unique event

1. Posting to Facebook, Twitter and Instagram (depending on audience) once a week in the month leading up to the event and two posts when the event is first announced
2. Paid ads on FB to targeted audience - dark post
3. Featured post on Shoalhaven Tourism website
4. Include in tourism talk and Customer EDM
5. Change FB and Twitter banner to event image for the week prior the event
6. Listed on events calendar
7. Provision of welcome interactive PDF

## Tier 2

- Moderate numbers expected
- Could be council supported
- Good quality pictures and content available
- Outside of peak season

1. Posting to FB twice in the month leading up to the event
2. Feature post on Shoalhaven website
3. Included in EDM and Tourism Talk
4. Listed on events calendar
5. Provision of welcome interactive PDF

## Tier 3

- Little Council involvement
- Lack of quality content
- Does not directly align to marketing themes
- Low significance to Shoalhaven

1. Listed on events calendar