

ORD06

SUBJECT: PRE PUBLIC EXHIBITION - DRAFT DESTINATION MANAGEMENT PLAN

FROM: Director Sport, Community and Activation

EDMS #: 23/530297

PURPOSE OF REPORT

The purpose of this report is to seek Council's endorsement to place the draft Destination Management Plan (DMP) on public exhibition.

BACKGROUND

The draft DMP, provided as an **attachment** to this report, has been developed to outline Council's priorities for stimulating and growing Camden's visitor economy. It sets the framework for Council as an enabler of the visitor economy and tourism development over the next five years.

Councillors were briefed on to the draft DMP on 17 October 2023.

MAIN REPORT

The draft DMP outlines Council's priorities for stimulating and growing the visitor economy throughout Camden LGA. The draft DMP provides a framework to deliver the key directions of the Camden Community Strategic Plan (CSP) and the priorities of the Local Strategic Planning Statement (LSPS) which relate to visitor economy and tourism development.

Consultants Urban Enterprise were commissioned to develop the draft DMP in collaboration with Council officers.

STRATEGIC CONTEXT

The draft DMP aligns with key Council and regional strategies, including:

- Camden Community Strategic Plan 2022-2036;
- Camden Local Strategic Planning Statement 2020;
- Camden Economic Development Strategy 2022-2026;
- Camden Cultural Activation Strategy 2022-2026;
- Destination NSW Visitor Economy Strategy 2030;
- NSW Visitor Economy Industry Action Plan 2030;
- NSW Destination Management Plan 2019;
- Sydney 24-Hour Economy Strategy 2020;
- Western Sydney Visitor Economy Strategy 2018 to 2022; and
- Western Sydney District Plan 2018.

The draft DMP builds on the principles within these key documents and outlines a holistic approach to visitor economy and tourism development, which prioritises diversification, industry growth, visitor attraction and opportunities to leverage growth from the Western Sydney International Airport (WSIA) and Aerotropolis.

CONSULTATION PROCESS

The development of the draft DMP was underpinned by robust stakeholder engagement to ensure that it is grounded in local aspirations, responds to local needs and is supported by local stakeholders.

Various methods of engagement were utilised to gain insights from industry, stakeholders and Council, including:

- 87 survey responses from local businesses and community members via *Your Voice Camden*;
- Three industry workshops in region, with attendance by eleven tourism operators;
- One workshop with representatives from Council's Advisory Committees;
- Two workshops with Council officers; and
- 10 one-on-one interviews with stakeholders, including:
 - Service NSW for Business;
 - Tharawal Local Aboriginal Land Council;
 - Transport for NSW;
 - Western Parkland City Authority;
 - Western Sydney International Airport.

Key outcomes sought from the draft DMP include:

- Marketing and promotion activities;
- Investment support and information;
- Investment into road and transport infrastructure;
- Product development; and
- Improvement of visitor amenities and services.

CAMDEN DESTINATION MANAGEMENT PLAN

Council's approach to developing the visitor economy will be guided by the Vision and Themes identified in the draft DMP. Council's vision for the visitor economy reads:

'Camden will realise its potential as a destination of choice, through a connected industry that provides engaging experiences for all visitors, and showcases our diverse cultural, heritage and rural landscapes.'

Guided by the above vision, the draft DMP identifies four themes that provide the framework for stimulating a vibrant and diversified visitor economy. The themes expand into priority projects and deliverables which outline Council's approach to implementing the DMP.

The four Themes include:

1. Create vibrant and activated places;
2. Drive demand and yield;
3. Strengthen brand and showcase unique identities; and
4. Facilitate industry growth and collaboration.

Council will work collaboratively with stakeholders to achieve the objectives identified in the draft DMP, develop attractions and tourism product, celebrate Camden's rich identity and facilitate industry growth.

PUBLIC EXHIBITION

Building on the existing website, which was created for community consultation for development of the draft plan, public exhibition of the draft DMP will be implemented through *Your Voice Camden*, which will provide options for provision of feedback.

The following activities are proposed for the public exhibition of the draft DMP:

- A Submission Form to facilitate provision of feedback;
- A call back request option to discuss the draft DMP with a Council officer;
- Provision of the draft DMP to external stakeholders who were previously consulted and inviting feedback via *Your Voice Camden*;
- Hard copies of the draft DMP placed at Council's libraries, Camden Civic Centre, Alan Baker Art Gallery, Camden Visitor Information Centre and Council's Administration Building; and
- A Communications Plan to inform the community of the public exhibition period.

It is proposed to place the draft DMP on an extended public exhibition period, starting from mid-November 2023 to February 2024.

FINANCIAL IMPLICATIONS

There are no direct financial implications as a result of this report, with existing operational budgets available to deliver outcomes identified within the draft DMP.

CONCLUSION

The aim of the DMP is to guide visitor economy growth over the next five years and consider Camden's visitor economy potential holistically across a range of market opportunities.

Through the DMP, Camden will realise its potential as a destination of choice through a connected industry that provides engaging experiences for all visitors, and showcases our diverse cultural, heritage and rural landscapes.

It is recommended that Council endorse the draft DMP to be placed on public exhibition.

RECOMMENDED

That Council:

- i. endorse the draft Camden Destination Management Plan to be placed on public exhibition for an extended period commencing from mid-November 2023 to February 2024;**
- ii. if no unresolved submissions are received during the public exhibition period, adopt the draft Camden Destination Management Plan effective from the day after the close of the exhibition period; and**
- iii. if any unresolved submissions are received during the public exhibition period, receive a further report to consider the submissions.**

ATTACHMENTS

- 1. Draft Destination Management Plan**