

# The Value of Tourism to Councils and Destination Networks in the Region

Richard Everson, GM Destination Southern NSW





# The Council <> Tourism Disconnect

Crookwell, Southern Tablelands





The power of tourism to transform communities

Port of Eden





Your presenter, Richard Everson

Left – Allied Grain Systems, Young, Right – Country Guesthouse Schonegg, Murrumbateman





1. Tourism delivers value
2. The tourism triangle – LGA, Destination Network, and Destination NSW, is the key

Two messages

# Key Areas of Tourism Impact

Tourism has the capacity to support a range of social and wellbeing outcomes.



Destination  
Southern NSW

HEALTH

EDUCATION

EMPLOYMENT

HOME  
(SECURITY OF  
HOUSING)

SOCIAL AND  
COMMUNITY  
WELLBEING

SPORT  
(Personal  
Fitness)

## How do we measure value?

<https://regionaltourism.com.au/project/social-impact/>





# Economy

Wild Brumby Schnapps Distillery, Crackenback

## Businesses from tourism characteristic industries



Total businesses  
**203,264**



Change vs last year  
**+1.4%**



Change vs pre-pandemic  
**+7.9%**

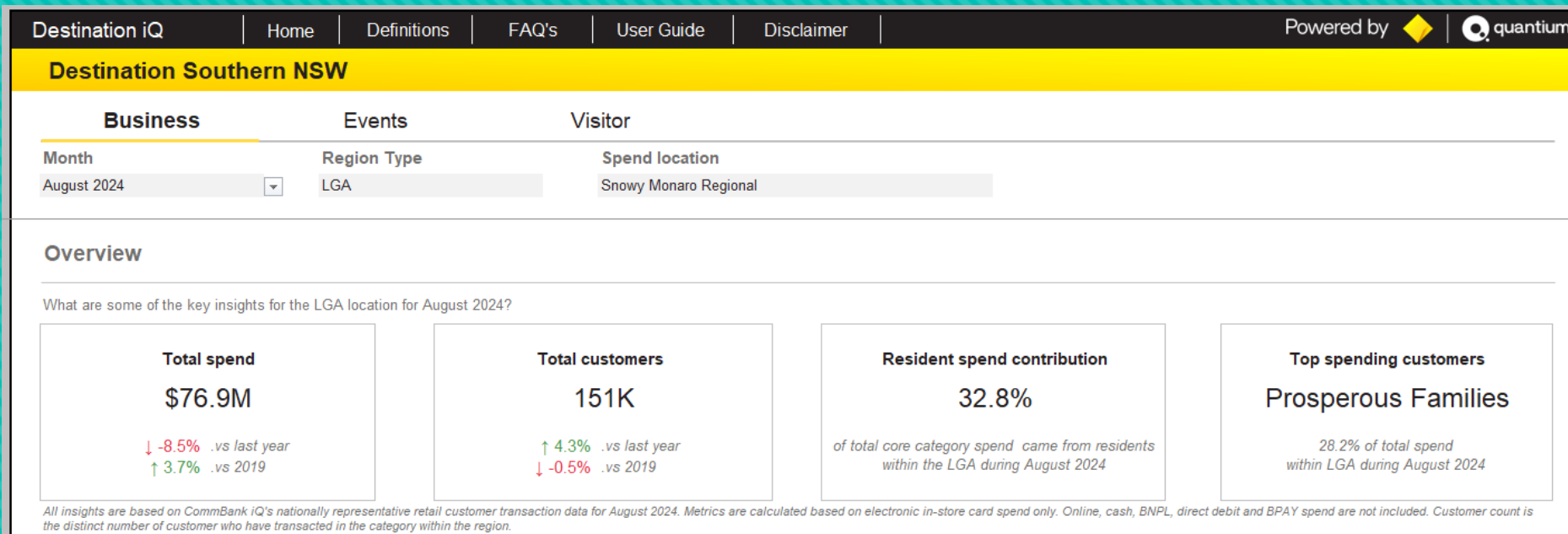


% of all Australian  
businesses  
**7.6%**

# Tourism is a growth industry

## Economy





Tourism is an export income generator  
Tourism supports home grown businesses

Economy

Source: CommBank Destination iQ





# Social and Community Wellbeing

The Diggings, Kosciusko National Park





**Tourism creates and places a value on shared community assets**

**Tourism generates vibrancy**

**Tourism builds local identity and pride**

## Social and Community Wellbeing

The Diggings, Kosciusko National Park





# Education

Ngaran Ngaran Culture Awareness, Narooma





**Education drives tourism**

**Tourism drives education**

Education

Ngaran Ngaran Culture Awareness, Narooma



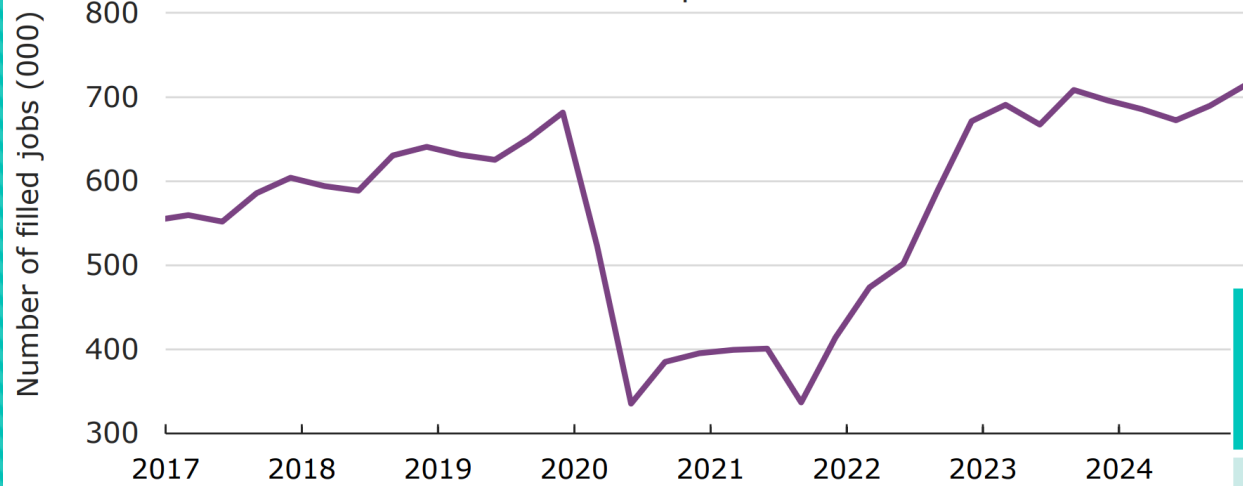


# Employment

Linder Socks, Crookwell



Tourism filled jobs  
Number as at quarter end



## Tourism % of Total Employment

|              |     |
|--------------|-----|
| National     | 4.4 |
| Southern NSW | 8.7 |
| Bega Valley  | 11  |

## Employment

Source: Tourism Satellite Account: quarterly tourism labour statistics, Bega Valley Shire Council



**Tourism jobs are growing**

**Tourism provides career mobility and flexibility**

**Tourism creates jobs for humans, not machines**

Employment

Linder Socks, Crookwell





# Health, Sport, and Fitness

Thredbo, Snowy Mountains



**Tourism promotes active lifestyles**

**Tourism promotes sports**

Health, Sport, and Fitness

Blue Pool, Bermagui





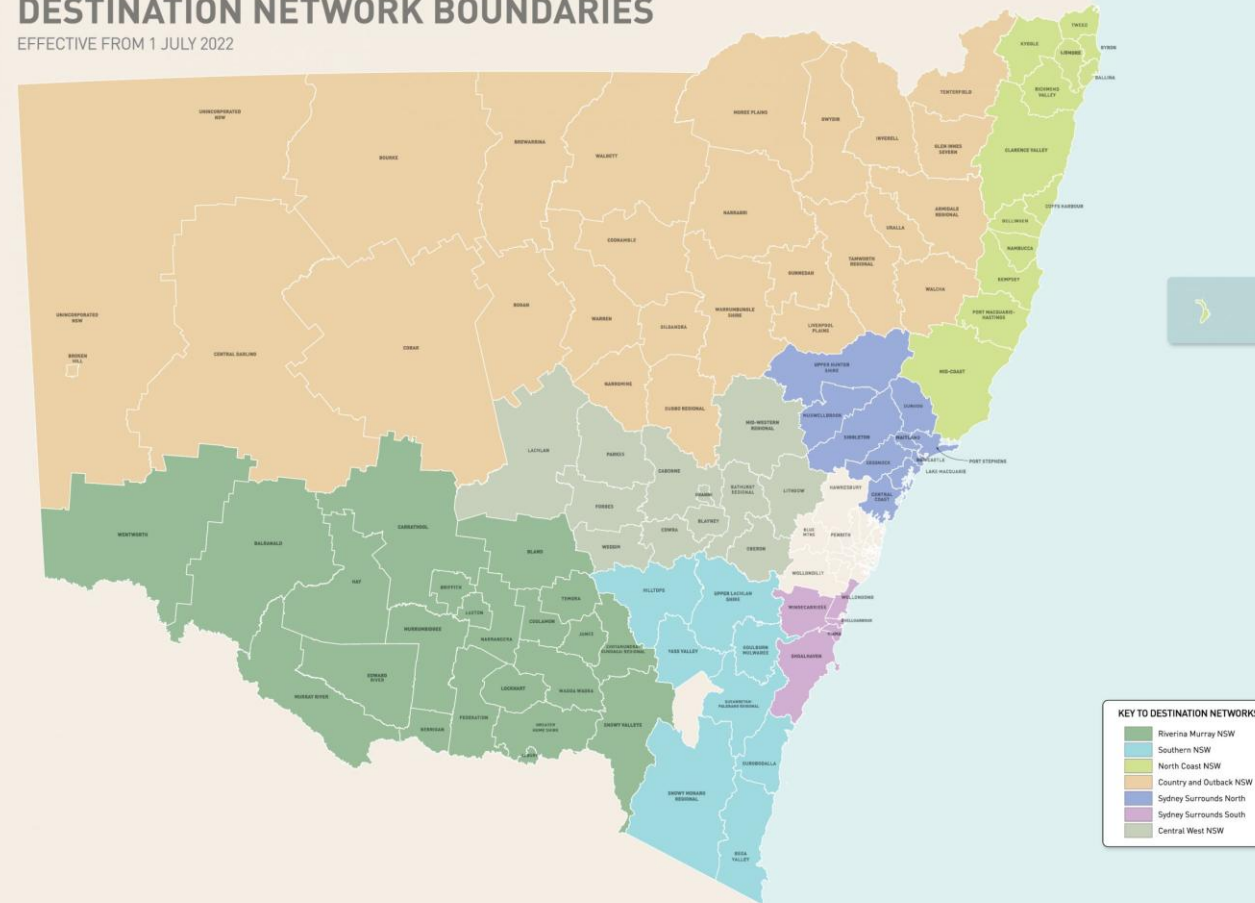
# Introducing the Destination Networks

Lerida Estate, Collector



## DESTINATION NETWORK BOUNDARIES

EFFECTIVE FROM 1 JULY 2022



# The Destination Networks

<https://www.destinationnsw.com.au/about-us/destination-networks>





# The Tourism Triangle





### Strategy

Delivering strategic  
priorities via our Destination  
Management Plan



### Coordination & Advocacy

Connecting industry  
and support agencies



### Building Capacity

via sector-wide  
projects



### Building Capability

by supporting industry  
operators

# The role of Destination Networks





## Visitor Economy Strategy 2030 Review Report summary



### Strategy

Delivering strategic  
priorities via our Destination  
Management Plan



Destination  
Southern NSW

**LGA – Community Strategic Plan /  
Destination Action Plan**

**DN – Destination Management Plan**

**Destination NSW – Visitor Economy  
Strategy 2030 / Review**

# The role of Destination Networks

<https://www.nsw.gov.au/sites/default/files/noindex/2024-10/visitor-economy-strategy-review-summary.pdf>





Coordination  
& Advocacy

Connecting industry  
and support agencies

eNews

Website

Stakeholder engagement e.g. Southern Yarns

Data

## The role of Destination Networks

Southern Yarns, Troopers Rest, Braidwood





Building Capacity

via sector-wide  
projects



Destination  
Southern NSW

Rail trails

Cruise sector

MTB sector



# The role of Destination Networks

Image credit: Flow MTB Gravity Eden





Building Capability  
by supporting industry  
operators

## Building business maturity

- Ideation
- Business ready
- Tourism ready
- Distribution ready

## Building inventory

# The role of Destination Networks

Jenny Robb, IDM 'How to do tourism in 2024' Workshop, Banjo Paterson Hotel, Jindabyne





Link to Destination  
Southern NSW website



Link to Value of Tourism  
to Councils Summary

# Conclusion

Trappers Bakery, Goulburn