

**DR23/003 2022 LGNSW DESTINATION AND VISITOR ECONOMY CONFERENCE
DELEGATE REPORT**

**S004-
T00019**

Delegate: Rob Pollock OAM - Councillor
Attachments: Nil
Community Goal: 5 Our engaged community with progressive leadership
Community Strategy: 5.2 Proactive, responsive and strategic leadership
Delivery Program Link: 5.2.1 Be proactive leaders with a focus on 'community better'
Operational Plan Link: 5.2.1.3 Explore opportunities for Councillors to be more accessible to the community

EXECUTIVE SUMMARY

The 2022 LGNSW Destination and Visitor Economy Conference was held from 17-19 May in the Central West with the support of Orange City, Cabonne Shire and Blayney Shire councils.

Councillor Rob Pollock OAM attended the Conference and presents his delegate's report.

The three-day event brought together local government staff and Councillors, key industry stakeholders and local operators to discuss insights and the ever-changing world facing visitors.

RECOMMENDATION

THAT the delegate report from Councillor Rob Pollock OAM on 2022 LGNSW Destination and Visitor Economy Conference held in Orange be received and noted.

BACKGROUND

I attended the 2022 LGNSW Destination and Visitor Economy Conference that was held from 17-19 May in the Central West town of Orange with the support of neighbouring councils of Cabonne Shire and Blayney Shire.

“Dare to Dream” was the theme of the conference and it was convened to bring together staff, Councillors, key industry stakeholders and local operators to discuss insights and the ever-changing world facing visitors.

A brief summary of the key notes, presentations and highlights included:

- The original program was severely disrupted by COVID absences.
- Several discussions confirmed the importance of visitor recommendations in ongoing successful tourism marketing and visitation and by remote the experience and level of service, helpfulness and welcoming.
- Experience is more important than marketing. The theme of Bring you customer alive.
- The Manager of the Orange Visitors Centre and Regional Art Gallery demonstrated the value of a permanent and growing art collection both in value (dollars) and as an attractor.
- The diversity could be described as “Art is what ideas and feelings look like”.

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- Looking to the future:
 - The importance of electric vehicle master plan mapping in NSW
 - The development of 'HIPCAMP' and the ramifications for traditional campgrounds and private camp rentals.
- Individual tours demonstrated the diversity of the smaller towns surrounding orange and their particular attributes.
- An address by a local indigenous elder outlined opportunities for tours relating to their history and life practices, empathising the need for reliable and regular availability.
- The Tourism Industry Council presented their top awards including recognizing Narooma as a highly commended in the category of towns under 50,000 population.

CONCLUSION

I believe the Conference was a valuable insight into the ever-changing world facing visitors and appreciate the opportunity as Council's delegate.