

Eurobodalla Destination Action Plan (EDAP) identifies and details the strategies and actions included in the table below. The table only provides a brief outline of the strategies and action and should be read in conjunction with the EDAP for context and rationale.

The **Prioritised Action Plan** prioritises the strategies and action in line with the three phases of the **NSW Visitor Economy Plan 2030**, which also aligns with the **Destination Southern NSW Destination Management Plan (DMP)**. It identifies an indicative timeframe for achieving core deliverables, assigns high-level responsibilities and highlights primary linkages to facilitate implementation. **It is subject to availability of resources** (both human and financial) and an **appropriate governance model**.

EDAP is a **whole-of-Council plan** with significant opportunities to engage and actively involve stakeholders, industry, and the community.

Phases aligned to the NSW Visitor Economy Strategy 2030 (except for phase 4, Game Changer projects):

1. **Recovery: 2024** (High priority) – this phase includes those actions that are **ongoing** throughout the duration of the DMP as well as those that aren't time specific
2. **Momentum: 2025 – 2026** (Medium-term priority)
3. **Accelerate: 2027 – 2030** (Longer-term priority) - Subject to an annual review and evaluation of EDAP – Priority Action Plan to be updated in the context of available resources and emerging or incomplete priorities over the previous phases (2024 – 2026 inclusive)
4. **Game-changer projects**: these projects require more detailed planning and resources, as a result they aren't allocated a specific timeframe for implementation.

Key to the table below:

- E – Enablers for Success (shaded green)
- S – Supply: Quality Experiences (shaded orange)
- D – Demand: Marketing & Visitor Services (shaded blue)

Acronyms used:

- CLNSW – Crown Lands NSW
- DSNSW – Destination Network Southern NSW
- DNSW – Destination NSW
- DRNSW – Department of Regional NSW
- ESC – Eurobodalla Shire Council
- FCNSW – Forestry Corporation NSW (State Forests)
- FY – Financial Year
- LALCs – Local Aboriginal Land Councils
- NPWS – NSW National Parks & Wildlife Service
- VES – NSW Visitor Economy Strategy 2030

REF	STRATEGIES	ACTIONS	INDICATIVE TIMEFRAME	PRIMARY RESPONSIBILITIES, PROGRAM PARTNERS & LINKAGES
VES PHASE: RECOVERY 2024 (High priority) - includes ongoing actions				
1.1	Build a broad base of support for the visitor economy with residents and local businesses as well as across all areas of Council	i. Implement a proactive, annual communication program with residents and businesses to facilitate a more positive understanding of the value of the visitor economy to the region	– 2024 then ongoing	<ul style="list-style-type: none"> – ESC-Lead subject to & in collaboration with ongoing governance arrangements (per 1.5 below) – Involve the Business Chambers, community groups and local organisations – Identify local champions who can support and communicate the benefits of the visitor economy to the LGA
1.2	Facilitate genuine and effective industry engagement	i. Develop and implement a shared engagement and capacity development program , including a regular visitor research program to provide meaningful insights into the LGA's visitor economy and the dynamic and evolving nature of consumer behaviour in tourism, travel and events (Refer EDAP for detailed Actions i. – v. inclusive)	– 2024 then ongoing	<ul style="list-style-type: none"> – ESC-lead subject to & in collaboration with ongoing governance arrangements – Involve industry
1.5	Resolve the tourism delivery model and governance arrangements	i. As an initial step, create an ongoing Industry Advisory Group , which can provide advice to Council on the implementation of the EDAP as well as other matters relating to the visitor economy	– High Priority – 1 st QTR 2024	<ul style="list-style-type: none"> – ESC lead – Involvement of the Industry Advisory Group

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		ii. Commence a review of and confirm governance/ delivery structure arrangements as a high priority	– Commence governance review within 12 weeks of EDAP adoption	
2.1	Implement a product and experience development program	i. Implement an experience and product development program as part of a broader annual industry capability development program focused on enhancing existing and developing new experiences, products, accommodation and events	– 2 nd half 2024 then ongoing annually	– ESC-lead subject to & in collaboration with ongoing governance arrangements – Industry Advisory Group – Ongoing liaison with DSNSW & DNSW
2.2	Events	ii. Review the Eurobodalla Events Strategy	– 1 st half 2024 - Review and update strategy	– ESC-lead – Involvement of the Industry Advisory Group & industry stakeholders – DSNSW & DNSW
2.5	Establish a pathway to genuine sustainability at the destination & business level	i. Commence the sustainable destination accreditation process ii. Encourage more operators to achieve ecotourism accreditation or similar iii. Investigate support for the Biosphere Reserve nomination for the Tilba sub-region	– 2024 – 2025 then ongoing	– ESC-lead – Ecotourism Australia and/or EarthCheck
3.1	Evolve Eurobodalla's destination brand	i. Review and evolve Eurobodalla's destination brand, All Kinds of Natural	– High priority – <i>Underway - commenced in late 2023</i>	– ESC-lead – <i>Involve industry & key stakeholders through engagement & consultation</i>

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3.2	Create a destination marketing plan to guide all marketing and marketing-communication activities	i. Develop a multi-year marketing plan (three-year) to guide marketing campaigns, content creation, and other activities across owned, earned, and paid channels to reach the target market segments (<i>inclusive of actions ii – vi in EDAP</i>)	<ul style="list-style-type: none"> – High priority – <i>Underway - commenced in late 2023</i> 	<ul style="list-style-type: none"> – ESC-lead – <i>Involve industry & key stakeholders through engagement & consultation</i>
3.3	Develop an identity and marketing action plan for Mogo Adventure Trails	<ul style="list-style-type: none"> i. Review and refresh the identity and brand guidelines for Mogo Adventure Trails ii. Develop a marketing plan to promote Mogo Adventure Trails and other signature trail experiences across the LGA 	<ul style="list-style-type: none"> – High priority – <i>Underway - commenced in late 2023</i> 	<ul style="list-style-type: none"> – ESC lead – <i>Involve industry & key stakeholders through engagement & consultation</i> – Links to: <ul style="list-style-type: none"> • Narooma Mountain Bike Trails • Coastal Headlands Walking Trail • Collaboration with Sapphire Coast and other LGAs involved in South Coast trail experiences, including the South Coast Walks
ONGOING & NON-TIME SPECIFIC ACTIONS				
1.4	Collaboration within and across LGA boundaries	<ul style="list-style-type: none"> i. Continue regular communication with surrounding LGAs and other stakeholders involved in the NSW South Coast, including Destination Southern NSW ii. Identify a small number of projects (for example, mountain biking and cycle tourism and well as food trails) to demonstrate 	<ul style="list-style-type: none"> – Ongoing 	<ul style="list-style-type: none"> – ESC-lead – Key stakeholders identified, including surrounding LGAs, Sapphire Coast Tourism, Shoalhaven Tourism, DSNSW, DNSW,

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		<p>collaboration on the NSW South Coast in line with the Regional Priorities from the Destination Southern NSW DMP</p> <p>iii. Continue regular engagement with Commonwealth and State Government agencies with program or land management responsibilities within Eurobodalla</p>		DRNSW, NPWS, FCNSW, CLNSW, Traditional Owners, LALCs, among others
1.6	Foster and facilitate a strategic approach to attracting investment and talent , including grant funding	<p>i. ESC should monitor and provide advice and support to local businesses, organisations and community or volunteer groups to apply for visitor economy or other grants that can assist them grow, revitalise or enhance their experience or offering, including for events</p> <p>ii. Identify cross-boundary infrastructure projects that enhance experiences on the NSW South Coast. This includes robust master planning, feasibility and return on investment analysis</p> <p>iii. Share insights into best practice workforce strategies with industry to shift focus on to the quality of the employee and invest in their ability to grow and learn to create meaningful career pathways</p>	– Ongoing	<ul style="list-style-type: none"> – ESC-lead – Involve the Industry Advisory Group – Ongoing liaison with DSNSW, DNSW, DRNSW and other government agencies – Links to <i>Advancing Eurobodalla</i>
2.1	Implement a product and experience development program	<p>ii. Encourage an increase in the supply and diversity of sustainable tourism, including eco-accredited accommodation, experiences and products</p>	– Ongoing	<ul style="list-style-type: none"> – ESC-lead subject to & in collaboration with ongoing governance arrangements – Involve industry

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				<ul style="list-style-type: none"> - Ecotourism Australia & similar organisations such as EarthCheck
2.2	Events	<ul style="list-style-type: none"> i. Continue to support the existing Hallmark events, including opportunities for collaboration with smaller and/or community events as well as the trail network, including food trails 	<ul style="list-style-type: none"> - Ongoing support for Hallmark Events while review of Events Strategy undertaken 	<ul style="list-style-type: none"> - ESC-lead
2.3	Attract investment for infrastructure and facilities that deliver shared benefits for residents and visitors	<ul style="list-style-type: none"> i. Attract investment for and implement priorities identified within the <i>Nature Based Tourism Study</i> and the <i>Wayfinding Strategy</i> ii. Focus on infrastructure and facilities planned but as yet unfunded for significant experiences such as the Mogo Adventure Trails iii. Identify and prioritise connectivity with core features of the destination, including towns and villages, waterways and all elements of the experience 	<ul style="list-style-type: none"> - Ongoing 	<ul style="list-style-type: none"> - ESC-lead - Links to: <ul style="list-style-type: none"> • Nature Based Tourism Study • Wayfinding Strategy
2.4	Attract funding or investment to realise priorities identified within ESC's Place or Master Plans	<ul style="list-style-type: none"> i. Attract investment for and implement priorities identified within ESC's Place Activation Plans or Masterplans 	<ul style="list-style-type: none"> - Ongoing 	<ul style="list-style-type: none"> - ESC-lead - Links to ESC's Place or Master Plans, including: <ul style="list-style-type: none"> • Batemans Bay Waterfront Masterplan and Activation Strategy

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				<ul style="list-style-type: none"> • Mogo Village Place Activation Plan • Moruya Airport Master Plan (currently being reviewed by ESC)
3.4	Elevate visitor servicing in line with ESC's Visitor Services Strategy	i. Consider the visitor servicing needs and optimise channels to best reach target market audiences at the right stages along the customer or visitor journey and maximise visitor yield	– Ongoing	<ul style="list-style-type: none"> – ESC-lead – Industry Advisory Group – Involve industry
3.5	Targeted approach to attracting the VFR market	i. Implement a hyper-local campaign to activate residents to invite their friends and relatives (VFR market) to visit	– Timing TBD then Ongoing	– ESC-lead
VES PHASE: MOMENTUM 2025 – 2026 (Medium-term priority)				
1.3	Co-design of a model for Aboriginal cultural experiences <i>Commence planning 2nd half of 2024</i>	i. In collaboration with local First Nations organisations, host a First Nations tourism operators expo to strengthen local networks, showcase the current experience offering and inspire new market entrants ii. Work with DNSW, NSW Aboriginal Tour Operators Council (NATOC) and Dept of Regional NSW to undertake an experience development program for Aboriginal cultural experiences	<ul style="list-style-type: none"> – Commence planning in 2024 – Potentially host forum in 2025 	<ul style="list-style-type: none"> – ESC to facilitate – Local First Nations businesses & community reps, including LALCs – NATOC – DNSW – DSNSW – Potential to involve Welcome to Country
2.1	Implement a product and experience development program	iii. Implement a program to connect major industry tourism operators with local tourism and hospitality providers	– 2025	– ESC-lead

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				<ul style="list-style-type: none"> - Involve the Industry Advisory Group and broader industry - DSNSW & DNSW
2.6	Enhanced focus on culinary and agri-tourism	i. Develop a strategic approach to supporting culinary and agritourism across the LGA	- Early 2025	<ul style="list-style-type: none"> - ESC-lead - Involve the Industry Advisory Group and broader industry - DSNSW & DNSW
VES PHASE: ACCELERATE: 2027 – 2030 (Longer-term priority)				
<p>Subject to an annual review and evaluation of EDAP – Priority Action Plan to be updated in the context of available resources and emerging or incomplete priorities over the previous phases (2024 – 2026 inclusive)</p>				

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GAME CHANGER PROJECTS – Timing subject to availability of resources (human & financial), attracting investment as well as robust and credible planning processes & feasibility assessments				
2.7	<p>Game changer projects for the region</p> <p><i>Subject to available resources, completing business cases and feasibility studies and attracting investment from public or private sources and/or public-private partnership (PPP) opportunities</i></p> <p>Consider opportunities for grant programs such as the Commonwealth Government's Regional Precincts and Partnerships Program</p>	<p>i. Progress concepts, feasibility analysis and place master-planning for the Narooma Rocks' Rock Oyster Country precinct proposal</p> <p>ii. Prioritise place activation planning for Narooma and Tilba to facilitate linkages with existing businesses and encourage the development and growth of new or emerging nature-based, agritourism and culinary experiences, events and the arts sector.</p> <ul style="list-style-type: none"> Review existing precinct master plans involving Quota Park and Fosters Bay as a high priority <p>iii. Identify and progress waterway access points – this would support increased access for nature-based activities and tours (paid experiences as well as access for recreation)</p> <p>iv. Progress the development, maintenance and ongoing enhancement of the mountain bike trail network and facilities at Mogo and Narooma – include connectivity of trails across the LGA and to enable or improve access for other forms of cycle tourism, including gravel bikes</p>	<p>– To be determined</p>	<ul style="list-style-type: none"> ESC-lead Industry Advisory Group Involve industry – incl. to identify opportunities for private sector investment or public-private partnerships (PPP) NSW Government agencies as appropriate to each project <p><i>The NSW Government's cost benefit analysis framework provides an important step towards effective business case development and feasibility assessment, essential to progress these projects. Refer: Destination Southern NSW DMP 2022 – 2030</i></p>

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		v. Support other significant visitor-related projects on lands managed by NSW Government agencies , including NPWS, Forestry Corporation and Crown Lands NSW, especially to enable connectivity at a landscape-scale		