



Economic Development Committee

**Thursday 3 December 2020
5.00pm
Council Chambers
209 Comur Street, Yass**

ECONOMIC DEVELOPMENT

NOTICE OF MEETING

A meeting of the Economic Development will be held in Council Chambers 209 Comur Street, Yass, on Thursday 3 December 2020, commencing at **5.00pm**

AGENDA

Page No.

Acknowledgement of Country

- 1. Apologies**
- 2. Declaration of Conflict of Interest**
- 3. Confirmation of Minutes**
Minutes of Economic Development Committee held on 12 November 2019
- 4. Staff Reports**
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 - 4.4 Tablelands Destination Development Project Update 33
- 5. General Business**
- 6. Next Meeting**

Close of Meeting Time

Councillor Allison Harker

CHAIR



Minutes of the Economic Development Committee

Tuesday 12 November 2019

5.30pm

Council Chambers

209 Comur Street, Yass

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Minutes of the Economic Development Committee held on 12 November 2019

Present

Cr Harker, Cr Frost, Kim Williams, Evelyn Everson, Sean Haylan, Roger Buckman, Andrew Curlewis

In attendance: Chris Berry, Georgia Patmore

1. Apologies

Graeme Shaw, Sheri Norton, Cr Reid

Absent:

Carolina Merriman, M Flannery

2. Declaration of Conflict of Interest

Nil

3. Confirmation of Minutes

COMMITTEE DECISION

That the minutes of the Economic Development Committee held on 4 June 2019 be confirmed.

Williams/Everson

4. Staff Reports

4.1 ANNUAL REPORT 2018/19

SUMMARY

The *Standard Committee Constitution & Instrument of Delegation* provides for the preparation of an Annual Report.

COMMITTEE DECISION

That the 2018/19 Annual Report be endorsed.

Williams/Haylan

ACTION

A report be presented to the next meeting on quantifying the value of hosting events.

4.2 ECONOMIC DEVELOPMENT & TOURISM OPERATIONS REPORT

SUMMARY

To provide the Committee with an update on the operational activities undertaken by the Economic Development and Tourism Business Unit.

COMMITTEE DECISION

That the Economic Development & Tourism Operational Report be noted.

Curlewis/Frost

ACTION

- 1. A temporary lifting of the Alcohol Free Zone restrictions be investigated for an organised event to allow for wine tasting.**
- 2. Consideration be given to a 'Buy from the Bush' type campaign/promotion.**

4.3 ECONOMIC DEVELOPMENT AND TOURISM RESOURCING

SUMMARY

To present an update on the resourcing of the Economic Development & Tourism Business Unit.

COMMITTEE DECISION

That the report on the resourcing for the Economic Development & Tourism Business Unit be noted.

Everson/Buckman

5. General Business

5.1 RURAL RESILIENCE FUNDING

Funding available for an event on mental health to be run by a community group. Suggestions were made for Men's Shed, NSW Farmers, High School Year 12 Coordinators to consider organising such an event

5.2 LINK BETWEEN MAINSTREET AND BANJO PATERSON PARK

Roger Buckman suggested the demolition of the NRMA Building to create a link between the mainstreet and Banjo Paterson Park as a green linkage. Business Chamber had identified this a possible mainstreet project and even supported University of Canberra students prepare some concept plans.

ACTION

That a report be presented to a future meeting on the development of a mainstreet plan including reference to the previous work undertaken by the Business Chamber.

6. Next Meeting

February 2020

The meeting closed at 7.20pm

4.1 ECONOMIC DEVELOPMENT AND TOURISM OPERATIONS REPORT

SUMMARY

To provide the Committee with an update on the operational activities undertaken by the Economic Development and Tourism Business Unit.

RECOMMENDATION

That the Economic Development and Tourism Operational Report be noted.

FINANCIAL IMPLICATIONS

Operational activities are included within the Economic Development and Tourism budget.

POLICY & LEGISLATION

Nil.

REPORT

1. Background

The Economic Development and Tourism (EDT) Business Unit delivers a variety of services to the Yass Valley business community and specifically the tourism industry with the ultimate goal of positioning Yass Valley as a place to visit, live, work and do business. This report serves as an update on a number of projects recently undertaken, in development or due for completion in the next three to six months; it is not intended to be a complete report on all the operational activities of the EDT Business Unit. Reporting has been consolidated to align to the seven strategic pillars of the business unit as outlined in Business Plan for 2020/21.

From Late February 2020 the Tourism and Economic Development Business Unit moved from reporting to Director of Planning to reporting to Director of Corporate and Community.

Note: From March to current all activities have been impacted by varying extent by COVID Legislation and Rulings.

2. Industry Development and Engagement

Following the start of new Tourism & Business Liaison Manger activity was initiated to meet and greet or phone/zoom [where possible] with Industry Partners and Businesses including [but not limited to] Yass Valley Business Chamber- Breakfast with introduction to Cristy and Director of Corporate and Community, Mark Eady, Canberra District Wine Industry Association, Makers of Murrumbateman, NSW Farmers and Individual businesses.

BUSINESS AUDITS:

- Business Audits were commenced in April 2020 under the following classifications:
 - o All Businesses
 - o Wine Industry
 - o Producers [Food and Non-Food]
- All Audits are on-going and are being updated on weekly basis to ensure capturing the scope of all businesses in Yass Valley.
- Current number of businesses in Yass Valley is a business

COVID SUPPORT:

Business Support: sourced and formatted communications to Industry re available support, funding opportunities specifically offered to Businesses by State and Federal Governments for COVID support.

Clarification on COVID Procedures:

- Business Support has been provided to individual businesses upon request where additional information required or clarification required by businesses and including liaising with Southern Health where required to obtaining clarity on meanings outlined in health Orders, Industry specific plans and actions.
- This has included plans, QR codes, filming, tours, winery clarification where not referenced.

Small Business Month 2020:

- In collaboration with YVBC Yass Valley Business Chamber – successful application for Grant Funding for \$2,000 to support conducting 2 x Social Media Workshops as identified by YVBC as part of Small Business Month in October.
- Superb Marketing and Oakwood Digital engaged by YVBC to conduct workshops – at two different levels Beginners and Advanced.
- Additional workshop instigated as result of sell-out to first workshop conducted by Oakwood Digital.
- Acquittal currently in process.

3. Product and Experience Development

Limited engagement in regard to this pillar in past 6 months from Industry, activity will be focussed in the New Year and requests for support and assistance with DA Applications are beginning to come through. These requests are both directly and via Planning Team in response to DA's lodged.

Product & Experience Audit:

- A Product and experience Audit was conducted with Destination NSW and Destination Southern NSW to audit current experiences available and listed within Australian Tourism Data Warehouse for the Yass Valley.
- Moving forward as part of Tablelands Destination Development Project [TDDP] gaps in experience and product offerings have been identified and will be assigned a priority number as part of delivering the Yass Valley Destination Action Plan.

Economic Impact Assessments: via Economy ID these have been performed for businesses/organisations upon request to support Grant and DA applications.

- Moppity Vineyards x 3 [Construction and Business] New Cellar Door/Function Centre for Grant Submission
- Nick O'Leary Wines x 2[Construction and Business Operation]: New Cellar Door/Function Centre for Grant Submission
- Murrumbateman Field Days x 3 [Consumer Impact – excluding Exhibitors]
- Yass Riverbank Markets x 6: Base and Target Visitor Numbers

4. Strategic Partnerships

Following start of new Tourism & Business Liaison Manger activity was initiated to meet and greet or phone/zoom [where possible] with identified Strategic Partners including Industry Associations and other entities including [but not limited to :

Destination NSW

Destination Southern NSW:

- Initial meetings and project engagement and participation as requested.

- Fortnightly meetings with peers initiated following COVID implications in market and ongoing participation on these – sharing of activity, resources.

Tablelands Group: ongoing liaison with peers as part of TDDP and sharing of resources, activity.

Regional NSW: initial introduction and working with Rhonda Laurie; and following engagement with recent appointment Liz Dixon, responsible for Yass Valley, Hilltops and Queanbeyan Palerang.

CRJO:

- Economic Development Working Group Meeting held in Bega in February and ongoing meetings bi-monthly to share activity and input on projects where requested.
- Following the change of Executive Officer a new meeting schedule has been established and working group meetings initiated on bi-monthly basis, with exceptions for specific products.
- Chair of ED working group is Martin Darcy [QP]

Business Australia:

- Establishment of contact with regional representative David Barbalet and meeting to overview of services and support offered. Ongoing contact with communication on updates of Business AU Programs.

Events:

CBR Tablelands: participation in CBR Tablelands Stall at Canberra Show February 2020 with Upper Lachlan and Hilltops.

5. Destination Marketing

Tablelands Destination Development Project [TDDP]:

A separate summary has been prepared to support this as an Agenda item

Spring Marketing Campaign:

- Spring campaign was commenced with focus on planning for later and focussing on products and experiences “open for business” and has continued to evolve as rules changed. This is currently still in market.

Future Marketing Campaigns:

- are currently being reviewed in light of recent changes, and will focus on call to action to increase visitation.
- These include Seasonal Campaigns [Summer/Autumn], Print and Outdoor Executions.

Love NSW:

- Funded by Destination NSW [via DNSW] and initiated in March the campaign was to support telling the business story in response to Bushfire challenges and why people should visit their business and the greater LGA. COVID delayed shoot and this was completed in September with a slight shift to the original brief.

Pillars chosen were: Wine, Food & Beverages [a dual shoot with Helm/Vitners Daughter and Grazing] and Outdoors/Nature [Lake Burrinjuck and Reflections Holiday Park]. Content is currently in market and also supplied F.O.C to Business that took part.

Content Library:

- content library was reviewed and gaps identified during Visitor Centre Doors Closed.
- Project was put to market to address gaps in library and a need to update images and video footage.
- Project is currently being completed by supplier.

Media/VIP Visits:

- Sunrise telecast from Four Winds Murrumbateman in August

- Visit by Minister Ayres and Wendy Tuckerman 1 October: Lunch with Businesses followed by site visits in Binalong and Murrumbateman [x 2]

6. Destination Information Services

Destination Information Standards

- This has been an ongoing moving goal-post in order to provide the most up-to-date and accurate information on what is open in the Yass Valley and ensuring up-to-date online as well as displayed at VIC.
- This continues to change as businesses re-open and rules change.
- Focus in coming months will ensure information is all updated and fit for purpose with consistent formats and displays.
- New Year will see an update of VIC internal maps and collateral, plans and content is currently WIP for this.

7. Event Management and Support

- New Business Unit Pillar in 2020/21 vs 2019/20.
- Currently working on new markets with community organisations as part of setting up new process [See projects] – Bookham, Yass Riverbank Markets
- Murrumbateman Field Days: cancelled for 2020, working with to support with Event Impacts for Grant submissions. Next steps to outline support for 2021 – and format [ie support, action plan]

8. Visitor Centre

COVID Safe:

- Yass was the last visitor centre to close to public in Southern NSW .
- During Closure CONTACTLESS Service continued – acting as concierge and contactless delivery of products supported by new online store and catalogue.
- VIC is registered with Service NSW with COVID Safe plan which outlines all requirements and checks for safe operation.

Strategy Reviews:

- The following have been reviewed by team, led by Georgia Patmore
- Merchandise Strategy – Leading into the cooler months & end of financial year, when information centre sales are at a low – The team are putting together a merchandise strategy to make sure that they are consistent with the line of merchandise supplied by local producers & stakeholders. As well as this, it included purchasing an amount of high-turn over ‘souvenir’ products to increase sales and fulfil the demand of smaller, ‘cheaper’ items.
- VIC Layout: linked to Merchandise strategy, layout was reviewed and as result in some re-arrangement additional space for key areas consumers had identified via feedback that they would like to have access to, a greater “cellar door” was established, now stocking 60 wines from local businesses as well as additional produce – food and pet friendly additions and greater selection of local no-food produce including yarns and pottery. The new strategy is seeing support from both locals and tourists and first months have shown that the response to requests is seeing increase in \$ sales vs prior year.

Resourcing:

- New Tourism and Business Liaison Manager, Cristy O’Sullivan commenced 24 February.
- Recruitment of Trainee Destination Marketing Officer was conducted in August. Stephanie Collier commenced September 2020.
- Additional casuals are currently being recruited to fill a shared pool – shared with other Corporate and Community Business functions [Library, Customer Service, Finance and as required]

9. Projects 2020/21:**9.1 Economic Development Framework:**

Review, Develop and implement Economic Development Strategy for Yass Valley.

Status:

Current Status: In development, Overview presented to Councillor Workshop for Inputs November xx. Draft in progress for target completion December 2020.

9.2 Industry Development and Engagement:

Development of Industry Action Plans as part of YVC Economic Development Strategy:

- Agribusiness
- Tourism
- Small Business
- Wine

Current Status: In development, Tourism Action plan completed as part of Tablelands Destination Development Project. [see separate Agenda Item]

9.3 Product and Experience Development:**9.3.1 Murrumbateman Winery Trail**

- Currently in Design Phase.
- Initial trail completed and presented to residents at Murrumbateman Markets in July.

9.3.2 Development, adoption and Implementation of YV Event Strategy and Yearly Plan & Calendar

- New Business Unit Pillar in 2020/21
- Currently working with Planning Team to establish revised process, application templates [that can be used for Grant Funding – NSW Government/ Best Practice]
- EDT Team will be first point of contact in process prior to submission for approvals [DA/Section 68]
- Review of opportunities for a Yass Valley Signature Event

9.4 ED/Tourism Grants for Identified Projects: [See separate Agenda Items]**9.4.1 Wayfinding****9.4.2 Tablelands Tour****9.4.3 Others As Identified: Including “Yass High Street” see separate attachment****9.5 Enhance Visitor Information: Visitor Guide – 2020/2021**

Creation and Distribution of New Visitor Guide for Yass Valley.

- Currently working with designers on final business interest forms and guide
- To go to market December/January for Business inclusion
- Kits for businesses running Farm stay/Airbnb/Short Term Accommodation are currently being prepared on legislation from Fair Trading applicable December 2020 and Planning legislation due for implementation early 2021 to ensure we can maximise business involvement in Visitor Guide and assist business with understanding the new legislations and assist businesses with path to minimise any planning exclusions/non-conformity.

ATTACHMENTS: Nil

4.2 YOUR HIGH STREET: NSW GOVERNMENT GRANT OPPORTUNITY

SUMMARY

To provide the Committee with an overview of “Your High Street” NSW Government Grant available and seek inputs to where YVC may apply for funding to activate elements of current YVC Main Street Strategy.

RECOMMENDATION

For discussion and input.

FINANCIAL IMPLICATIONS

Any financial implications of this grant due staff time or financial contribution will be put to Council and incorporated in a quarter budget review and the 2021/22 budget.

POLICY & LEGISLATION

Nil.

REPORT

1. Background

Building on the success of the award-winning Streets as Shared Spaces grants program, the NSW Government announced the Your High Street grant program in November 2020. Your High Street aims to enhance the amenity and functionality of high streets throughout NSW to support local business recovery, boost economic stimulus in response to the pandemic, improve the comfort and experience for the community, and enable permanent improvement projects. Grants of up to \$1 million are available for councils to deliver improvements for a high street by May 2022.

The program supports delivery of the Premier’s Priority to increase the proportion of homes in urban areas within 10 minutes’ walk of quality green, open and public space.

Under Your High Street funding for high streets is available to:

- Improve/increase number of uses over day and night
- Improve safety and comfort for people
- Improve local accessibility and connections
- Increase footfall and capacity for trade for businesses

NSW Planning Department has released a refreshed Public Space during COVID-19 survey in parallel to the Your High Street grant program, to find out how the use of public spaces, including high streets, might have changed as the pandemic continues. This follows a survey released earlier this year, which sought community feedback on the use and value of public spaces in NSW during the pandemic. Feedback was compiled in the Public Spaces: Streets as Shared Spaces Engagement Report (PDF 4.5 MB). Insights from both surveys will inform the Department to better plan and deliver public spaces, which meet community needs both now and into the future.

Yass Valley Councils current Main Street Strategy was finalised in 2014, and has been identified as a strategy for updating in the current business year. The timing required to do due diligence in completing and ensure full community consultation will not allow updating and completing in time as well as then scoping grant submission to shovel ready for the grant submission due date of 29 January 2021.

The current strategy whilst requiring an update, sets a framework to apply for Grant Funding to setup for any development and strategy moving forward looking at current infrastructure.

In addition “Digital Yass Valley – Smart Region” and Yass Valley Business Chamber Yass Main Street Community Workshop Action Plan have been referenced to review opportunities for Main Street improvement in line with current strategy.

Yass Main street is defined as that section of Comur Street between Browne Street and Riverbank Park extending into the cross streets to the extent of existing commercial development for the purpose of the current Main street Strategy.

Current Infrastructure challenges on Main Street:

- Power: no central line is in place [i.e. to run Christmas Lights in trees power will need to come from Energy Australia or liaise with businesses to run from their supply]
- Water: no irrigation lines run down street, impact on cleaning and also plants [however in light of recent drought conditions this needs to be looked at in greater depth and considered if appropriate]
- Connectivity: identified in Digital Yass Valley, an objective to explore new connectivity options such as free public Wi-Fi. “Wi-Fi Hotspots for Tourists and local use”
- Smart Poles – current street light poles can hang banners, with newer poles an ability to include WIFI connectivity, CCTV cameras.
- Pavements: with businesses maintenance, setting up lines, suppliers have pulled up and re-laid pavements, sometimes with safety challenges and a varied look and feel down the Yass Main street.

2. Proposal

To submit fully costed and shovel ready grant submission addressing Yass Main Street basic infrastructure, that will setup Main Street for any activations/actions that are identified in a future full review of the Yass Valley Main Street Strategy.

These may include:

- Installation of power lines down both sides of street [this will setup for greater usage at night where required]
- Installation of Smart poles and accompanying infrastructure and technology to implement free Wi-Fi for tourists and locals.
- Pavement: replacement of pavement in Main Street to ensure aesthetic appeal and greater safety, this may/may not include addressing guttering challenges in certain parts of street] and secure inventory to conduct ongoing repairs [in keeping with heritage and aesthetic look and feel]

ATTACHMENTS: Nil

4.3 IDENTIFIED TOURISM PROJECTS

SUMMARY

To provide the Committee with an overview of Identified Tourism Projects eligible for Round 5 BBR Funding.

RECOMMENDATION

For review and discussion.

FINANCIAL IMPLICATIONS

The following overview is at Blue Sky stage, a full costing will need to be outlined and presented for approval and included in the 2021/22 Budget prior to Grant Submission.

POLICY & LEGISLATION

Nil.

REPORT

1. Overview

The Building Better Regions Round 5 Funding [Federal Funding] was mentioned in Budget Announcements in October, however program criteria and opening date announcement are yet to be announced, and Government contacts advise this is imminent.

Announced at a top level, it was stated “pools available for Tourism Infrastructure Projects” [Subject to any restrictions on Bushfire LGA’s/International Tourist Priority LGA’s being initiated].

Currently Two Tourism Infrastructure Options have been identified:

1. Winery Way-finding & Winery Signage
2. Murrumbateman Tourism Office/Canberra District Wine Centre [Satellite Council Office]

Initially three projects were identified, one [Project 4] will require significant scoping and pre lodgement negotiation and consultation to be “SHOVEL-READY” (**Attachment A**)

In final analysis projects 1 & 2 are recommended to combine as two Stage Project, as Project 3, Project 4 to be further investigated and scoped ongoing for future.

Resources will prohibit addressing all three in this round

A councillor Workshop was held on 2nd November to identify agreed priority and way forward.

Next step is Business and Industry Engagement to gain appetite for Support to initiate project to scope fully for Shovel Ready Projects.

Project 1 - Winery Way-finding is a cross LGA Project and would include ACT, Yass Valley would be the lead council as the heart of the Canberra District Wine Region.

ATTACHMENTS: A. 2020 - BBR Options Tourism Infrastructure EDC Overview - November 2020 [↓](#)



**Building Better Regions Round 5
OPTIONS – 2020/21
OVERVIEW
Councillor Workshop
2 November 2020**

OVERVIEW

- Building Better Regions Round 5 Funding mentioned in Budget Announcements, program criteria and opening date announcement imminent.
- Announced at top level, “pools available for Tourism Infrastructure Projects” [Subject to any restrictions on Bushfire LGA’s/International Tourist Priority LGA’s being initiated]
- Currently Two Tourism Infrastructure Options identified:
 - Winery Way-finding & Winery Signage
 - Murrumbateman Tourism Office [Satellite Council Office]
- Initially three projects identified, one [Project 4] will require significant scoping and pre lodgement negotiation and consultation to be “SHOVEL-READY”
- In final analysis projects 1 & 2 are recommended to combine, as Project 3, Project 4 to be further investigated and scoped ongoing for future.
- Resources will prohibit addressing all three in this round
- To identify agreed priority and way forward

1. WINERY WAYFINDING & SIGNAGE:

CANBERRA DISTRICT

1. WINERY WAYFINDING & SIGNAGE: CURRENT SIGNAGE

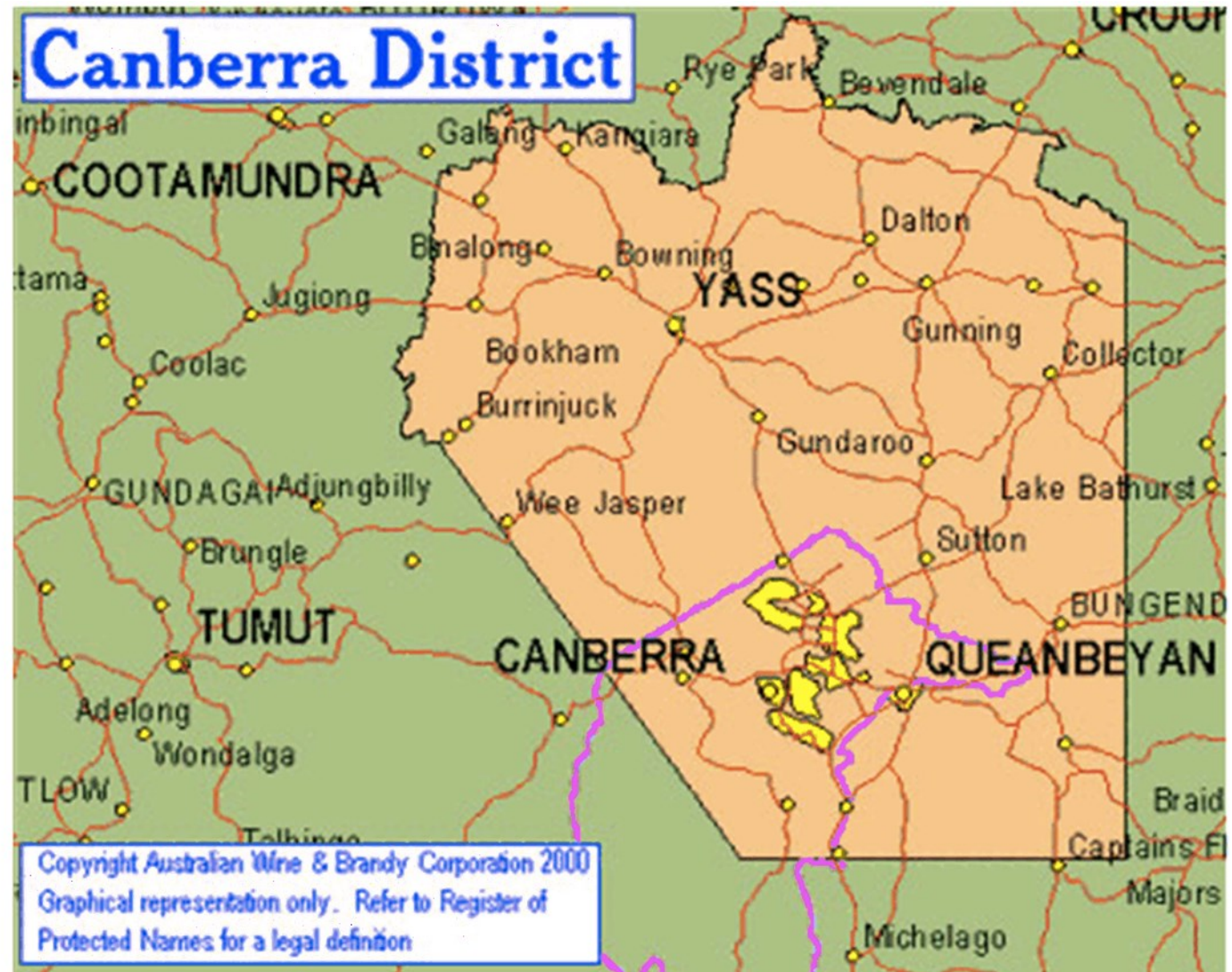


1. WINERY WAYFINDING & SIGNAGE: HUNTER VALLEY WINE COUNTRY EXAMPLES



Current Signage from Goulburn offers one route....
And similar for other directions.

1. THE CANBERRA DISTRICT GI



1. WINERY WAYFINDING & SIGNAGE:

- Scope: To Clearly Signpost Canberra District Wine Region to assist Visitor Way-finding and travelling.
- Including but not limited to:
 - Entrance Points on Highways [as per GI Map: YVC, QP, ACT, Goulburn, Hilltops]
 - Sub-Region Trails: Murrumbateman, Gundaroo, Bungendore, Yass.
 - Reassurance Signage: Km's to Winery/Attraction
- Estimated Cost:
 - Minimum 150K – 200K Investment [Across All Parties] – based on Orange Signage covering basic welcome to region x 3 and updated RMS Signs [Total project cost \$70K in 2015]
 - Given Federal Funding, ACT can be involved [as opposed to NSW Funding]
 - Opportunity to submit for Federal Funding an opportunity to minimise CDWIA \$ in project, to look at “time” or in kind support of application given the financial implications of 2020.
 - To review full scope and costing
- Split:
 - YVC/ACT/QP/UL 50%: BBR: 50%
 - Council Split based on Share of Wineries in Region – CDWIA & Non-Members

1. WINERY WAYFINDING & SIGNAGE:

COUNCIL [S]	SUPPORT [In Theory]	STAKEHOLDERS	OPPORTUNITY	CHALLENGES
YVC	✓	Internal Council Departments	Clearer Signage	Time & Resources
Queanbeyan Palerang	✓	Canberra District Winemakers/ Operators	Increased Visibility	Community
Upper Lachlan	✓	Shire Communities	Sub Regions Identified	Wine Region Internal – Members CDWIA/Non- Members
ACT Govt.		DSNSW/DNSW	Wine Region Identification – Branding Opportunity at Entrance Points	
Goulburn Mulwaree/ Hilltops	TBC		Priority Pillar: DNSW, DSNSW, Tablelands	

2. MURRUMBATEMAN VISITOR CENTRE

SATELLITE OR RELOCATE...OR COMBINATION

2. VISITOR CENTRE MURRUMBATEMAN

COUNCIL [S]	SUPPORT [In Theory]	STAKEHOLDERS	OPPORTUNITY	CHALLENGES
YVC	✓	Internal Council Departments	Focus on Canberra & Coast Visitation as they head to Yass.	Time & Resources
		Shire Communities	Appropriate location to target Barton Highway Traffic as they come through	Site Selection – current v use by NSW Education [Old Schoolhouse] Jones Park
		Murrumbateman Community	Opportunity for cross collaborative site – Historical/Cultural/ Indigenous?	Staffing of Both [Currently]
		DSNSW/DNSW	Combine with Winery Wayfinding for funding – to speak with Dept. Investment	Volunteers if used – limited from Industry

2. VIC MURRUMBATEMAN

- Scope:

Review of Murrumbateman site [and Selection] for Operation of Visitors Centre/ Canberra Wine Centre/Satellite Council Office

- Functionality:

- Main VIC at Murrumbateman with capacity to be satellite administration to take payments
- Direct benefit to Wine Industry and would add much needed presence in town centre
- Defacto Cellar door for Wine producers who are not at a size or scale to have their own.
- Current VIC could be satellite to Murrumbateman or alternatively VIC as part of new CP
- Current VIC could be repurposed for housing community groups, business hub, or let out for income.

2. VIC MURRUMBATEMAN

- Scope:
Review of Murrumbateman site [and Selection] for Operation of Visitors Centre/
Canberra Wine Centre/Satellite Council Office
- Including but not limited to:
 - Site Selection
 - Site Fitout
 - Collaboration to Setup Visitor/Historical/Indigenous/Wine Centre
 - Consideration to operate two centre's? Or One plus small office in New Council Building...
- Estimated Cost:
 - TBC
- Split:
 - YVC: BBR: 50%?? TBC

3. PROPOSED FINAL PROJECT: CANBERRA DISTRICT WINE REGION PROJECT: WAYFINDING

Scope:

Stage 1: Canberra District Wayfinding Signage

+

Stage 2: Canberra District Wine Centre/Murrumbateman VC/Satellite Council
Office

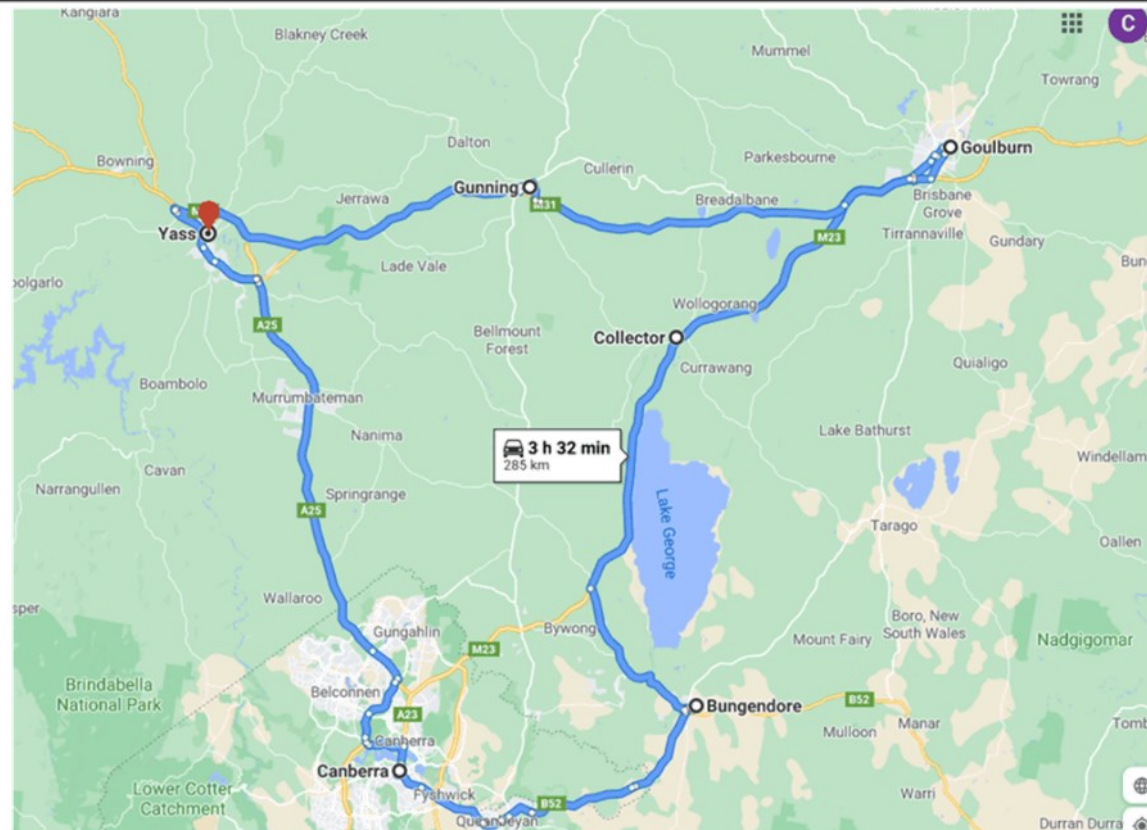
- Including but not limited to:
 - Site Selection
 - Site Fitout
 - Collaboration to Setup Visitor/Historical/Indigenous/Wine Centre/Satellite YVC/Customer Service
- Estimated Cost:
 - TBC:
- Split:
 - TBC: Stage One: Councils/BBR; Stage 2: YVC/BBR

4. TABLELANDS TOUR:

CROSS REGION CYCLING PATH

- To Scope out for future Federal funding projects to be shovel ready in 2021/22

4. TABLELANDS TOUR: CROSS REGION CYCLING PATH



NB: Whilst Map to Left follows Main Highways/ Roads it is proposed that the “Tour” follow other roads with where possible a pathway established separate to the road.

4. TABLELANDS TOUR: CROSS REGION CYCLING PATH

LEG	START POINT	END POINT	ROAD
Yass Canberra	YASS	MURRUMBATEMAN	which road takes you here - main highway? Include number etc ie M35 and Road Name
	Murrumbateman	Sutton	which road takes you here - Old highway/alternate road
	Sutton	CANBERRA	Barton Highway
	Total Leg Yass - Canberra		
Canberra Bungedore	CANBERRA	BUNGENDORE	
	Total Leg Canberra - Bungedore		
Bungedore Collector	BUNGENDORE	COLLECTOR	
	Total Leg Bungedore - Collector		
Collector Goulburn	COLLECTOR	GOULBURN	
	Total Leg Collector - Goulburn		
Goulbourn Gunning	GOULBURN	GUNNING	
	Total Leg Goulburn - Gunning		
Gunning Yass	GUNNING	YASS	
	Total Leg Gunning - Yass		

4. TABLELANDS TOUR: CROSS REGION CYCLING PATH

COUNCIL [S]	SUPPORT [In Theory]	STAKEHOLDERS	OPPORTUNITY	CHALLENGES
YVC	✓	Internal Council Departments	Clearer Signage	Time & Resources
Queanbeyan Palerang	Initial Phone discussion, challenge with resourcing	Cycling Organisations – To be identified	Project in line with identified recreational priorities DNSW/DSNSW	Community
Upper Lachlan	Initial Phone discussion, challenge with resourcing	Shire Communities	Cross Regional Collaboration within Tablelands for Businesses	Scope of Project within Funding submission timeline
ACT Govt.	TBC	DSNSW/DNSW	Business Opportunities linked to Tour Route	
Goulburn Mulwaree	TBC	Identified NSW & Federal Govt. Departments		

4. TABLELANDS TOUR: CROSS REGION CYCLING PATH

- Scope: To design Cycling Trail that provides a Tablelands Tour across participating councils
- Design of Trail to incorporate:
 - Yass, Collector, Bungendore, Goulburn, Canberra,
 - Cycle path not on Main Highways where possible [alternate roads]
 - Including but not limited to:
 - Wayfinding – Signage, Maps, Stop Point Signage
- Estimated Cost:
 - Minimum 7 Figures
- Split:
 - TBC
 - Not included in 2020/21 Budget

4.4 TABLELANDS DESTINATION DEVELOPMENT PROJECT UPDATE

SUMMARY

To provide the Committee with an update for Tablelands Destination Development Project including Tablelands Destination Development Plan and Yass Valley Destination Action Plan.

RECOMMENDATION

That the Plans be noted as part of the overall pending Economic Development Strategy.

FINANCIAL IMPLICATIONS

Operational activities are included within the Economic Development and Tourism budget.

POLICY & LEGISLATION

Nil.

REPORT

1. Background

The Destination Southern NSW Destination Management Plan 2018 to 2021 identifies the development of the Southern Tablelands sub region as a priority project. The Southern Tablelands sub-region comprises the five Local Government Areas (LGAs) – Goulburn Mulwaree Council, Hilltops Council, Queanbeyan Palerang Regional Council, Yass Valley Council, and Upper Lachlan Shire Council.

Destination Southern New South Wales (DSNSW) committed \$50,000 to establish the Tablelands Destination Development Project that was supported by \$25,000 from the LGA Councils.

A Tablelands Destination Development Steering Committee was established through the development of this project that includes the tourism manager (or equivalent) from each Council, representatives from DSNSW, Destination New South Wales (DNSW) and Visit Canberra to ensure each party is represented taking into account local priorities and broader cross border opportunities to grow the visitor economy.

The Tablelands Destination Development Plan 2020 to 2025 and five integrated LGA Destination Action Plans have been prepared to guide the collaborative work of the LGAs, DSNSW and state/territory tourism stakeholders to grow, develop and promote the Southern Tablelands region and its towns and villages as a distinct new, appealing and competitive tourism region in NSW. The aim is to grow the visitor economy in the region over the five-year period 2020-2025 by 40%.

The development of the plans has involved extensive stakeholder engagement with senior Council executives, some elected representatives of each Council, and local tourism industry and community stakeholders. The completed plans have been presented to the General Managers of each LGA, the Board of Destination Southern NSW, and senior executives within Destination NSW and Visit Canberra who have expressed their support including in-kind support from Destination NSW for activities that might include content development (for example).

Early stage actions from the Tablelands Destination Development Plan include the development (in progress) of a regional brand identity and positioning story for the Southern Tablelands that has been supported by a further investment from the NSW Government (through DSNSW) of \$25,000.

The Tablelands Destination Development Plan was developed to create a roadmap to guide the collaborative work of local, regional and state tourism stakeholders to grow, develop and promote the

Tablelands region and its towns and villages as a distinct new, appealing and competitive tourism region in NSW.

Daytrips currently account for the bulk of visitors to the region. Increasing direct visitor expenditure and overnight visitation are therefore important to growing the region's visitor economy. Five experience platforms - Country Life, Food, Drink & Produce, Australian Heritage, Nature & Outdoors & Country Festivals & Events - have been developed to assist in driving and coordinating tourism product and experience development across the Tablelands region.

These platforms align with the four experience pillars identified in the Destination Southern New South Wales Regional DMP – Savour the Southern, Remarkable Journeys, Challenge Yourself in Nature, and Our Heritage Past.

2. Yass Destination Action Plan

The timing of recruitment and start date of new Tourism and Business Liaison Manager placed Yass in a unique position in the development of the Tablelands Destination Management Plan and the Yass Valley Destination Action Plan as opposed with other councils. Yass was the last of the LGA's to take part in the project.

This enabled insights identified in research to be included into Business Unit Plans for 2020/21 and actions identified by ED Team to be also noted for inclusion. Other councils with timing are in position of now working out how to include identified activity and re-write plans.

3. Next Steps

1. MOU and Agreement presented to LGA General Managers for Signing and Final Agreement
2. Finalisation of Tablelands Branding
3. Appointment of Leads for Projects from Steering Committee [based on Identified Specialties]
4. BLER Application by Destination Southern NSW for Trail Development
5. Identification of Other Funding Opportunities where relevant for Grant Submission

ATTACHMENTS: A. Tablelands Destination Management Plan 2020-2025 (*Under Separate Cover*) ➡
 B. Yass Valley Destination Action Plan 2020-2025 ⬇



Yass Valley Destination Action Plan 2020 to 2025

July 2020



Disclaimer

The information contained in this Plan is intended only to inform and should not be relied upon for future business investment or other decisions. It is expected that any specific recommended actions should be analysed and appropriate due diligence undertaken prior to making any investment decisions.

Recommended actions contained in the Yass Valley Destination Action Plan 2020 to 2025 have been made on the basis of assumptions, methodology and information provided from many sources. The authors, and Destination Southern New South Wales, accept no responsibility or liability for any errors, omissions or resultant consequences including any loss or damage arising from reliance on the information contained in this Plan.

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Destination Southern New South Wales committed funding to the project that was supported with funding from Yass Valley Council.

Destination Southern New South Wales and the consultant wish to thank Council staff that provided substantial input to the planning process.

Sincere thanks are also offered to Destination New South Wales, Visit Canberra and the Destination Southern New South Wales Board for their strategic advice and support of this Plan.

This Plan has also been developed in consultation with tourism industry operators, interested individuals and representatives of community groups across the Yass Valley who made considerable contributions and comments. Their interest and support of the planning process is important and highly appreciated.



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Acronyms used in this report

DAP	Destination Action Plan
DNSW	Destination New South Wales
DSNSW	Destination Southern New South Wales
LEP	Local Environment Plan
LGA	Local Government Area
LSPS	Local Strategic Planning Statement
TDDP	Tablelands Destination Development Plan
YVDAP	Yass Valley Destination Action Plan



1.0 Introduction

Destination Southern New South Wales commissioned the preparation of the Tablelands Destination Development Plan (TDDP) 2020 to 2025, and integrated local Destination Actions Plans (DAPs), to create a collaborative Regional Visitor Economy Action Planning Framework to guide the work of local, regional and state tourism stakeholders to grow, develop and promote the region's visitor economy to 2025.

The Tablelands Destination Development Project¹ is identified as one of seven priorities derived in the *Destination Southern New South Wales Regional Destination Management Plan (DMP) 2018 to 2020*.

The Project involves Destination Southern New South Wales (DSNSW), Destination New South Wales (DNSW) and the five Southern Tablelands' Local Government Areas (LGAs) – Goulburn Mulwaree Council, Hilltops Council, Yass Valley Council, Upper Lachlan Shire Council and Queanbeyan-Palerang Regional Council. DSNSW committed funding to the project that was supported with funding from the LGAs.

The aim of the project is to prepare a realistic, achievable and collaborative Regional Visitor Economy Planning Framework that fosters learning, trust and rapport amongst stakeholders to create a roadmap to work collaboratively to grow, develop and promote the region and its towns and villages as a distinct new, appealing and competitive tourism region in NSW.

The region has achieved incremental growth over the past ten years and each LGA has been working individually, some with relatively limited resources (human and financial), to grow their local visitor economies. All stakeholders agree, the time is right to kick start a new way to think about how to further develop and sustainably grow the visitor economy so it can be better positioned as an appealing and emerging tourism region in NSW.

The Tablelands Destination Development Plan 2020 to 2025 is an important outcome of comprehensive research, analysis and stakeholder engagement processes. The Yass Valley Destination Action Plan (YVDAP) 2020 to 2025 has been prepared to provide specific local level priorities and associated actions to develop and grow the Yass Valley visitor economy. Destination Action Plans (DAPs) have also been prepared for Goulburn Mulwaree, Upper Lachlan, Hilltops and Queanbeyan-Palerang that integrate with the priorities of the Tablelands Destination Development Plan.

The implementation of this Plan will require effective leadership and strategic management from Yass Valley Council and its staff that is supported by the cooperation and engagement with the local tourism industry.

¹ The name Tablelands is currently used to identify the region. A proposed brand review process will determine a clear brand identity and positioning story for the region.

The Yass Valley Destination Action Plan is an important part of the Tablelands Destination Development Project. Priorities for the next five years focus on strengthening Council's destination management arrangements to drive a strategic approach to the growth and development of the Yass Valley visitor economy; greater support for events that generate awareness of the Yass Valley and provide opportunities for visitors and residents to celebrate and experience country life and regional wine and food; ensuring tourism is considered as an important part of Council strategic land use, community and infrastructure planning; adopting a proactive approach to attract and support private sector investment; advocating the benefits of growing the visitor economy to Council, industry and the community; and aligning Yass Valley marketing activities to recommendations of the Tablelands Destination Development Plan.

Figure 1: Tablelands Regional Visitor Economy Action Planning Framework



2.0 Tablelands 2025 Visitor Economy Objectives

Tablelands Visitor Economy Vision 2025

By 2025, the Tablelands will be recognised as a distinct tourism region within NSW offering diverse attractions and experiences to attract overnight and daytrip visitors to explore the region year-round. The visitor economy will be acknowledged as an important contributor to the social and economic fabric of the region.

Tourism is currently estimated to contribute \$539 million worth of direct visitor expenditure to the Tablelands visitor economy¹.

Tablelands Visitor Economy Objectives 2025



- To grow visitor nights by 40%
- To grow overnight spend per trip by 40%
- To grow domestic day visits by 40%
- To grow domestic day visit spend per trip by 20%
- To grow direct visitor expenditure to the region by 40%²

¹ TRA (2018) visitor regional expenditure data at LGA Profiles

² It should be noted that the TRA data provides the only consistent measures of visitation and visitor expenditure data. Visitor economy objectives are based on analysis of this data at the time of preparation of this Plan. Achievement of benchmark goals may also be influenced by external factors such as changes to broader economic conditions and other unforeseen conditions/influences.

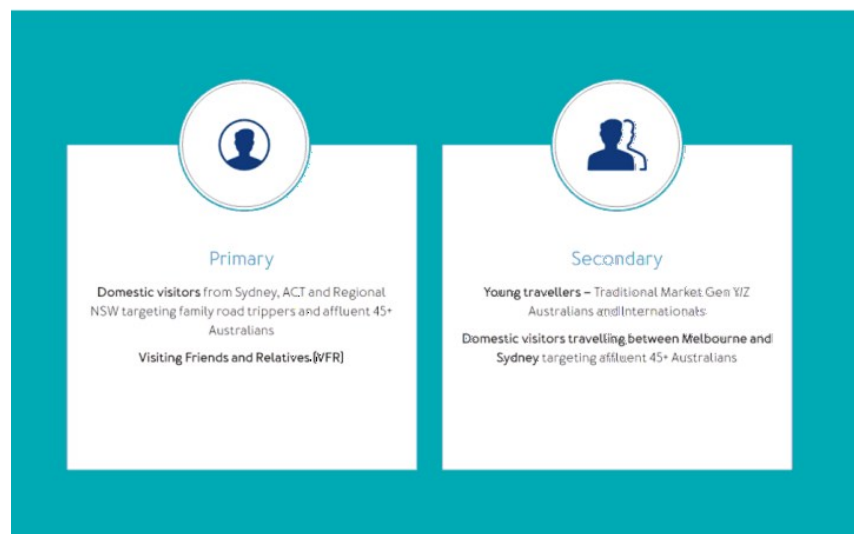
Tablelands Experience Platforms

Five experience platforms are proposed to drive and coordinate tourism product and experience development across the Tablelands region over the next five years. It is proposed that experience trails be created to link key tourism products with country towns and villages allowing visitors to experience and enjoy country life whilst encouraging visitor dispersal across the region.



Key Visitor Markets

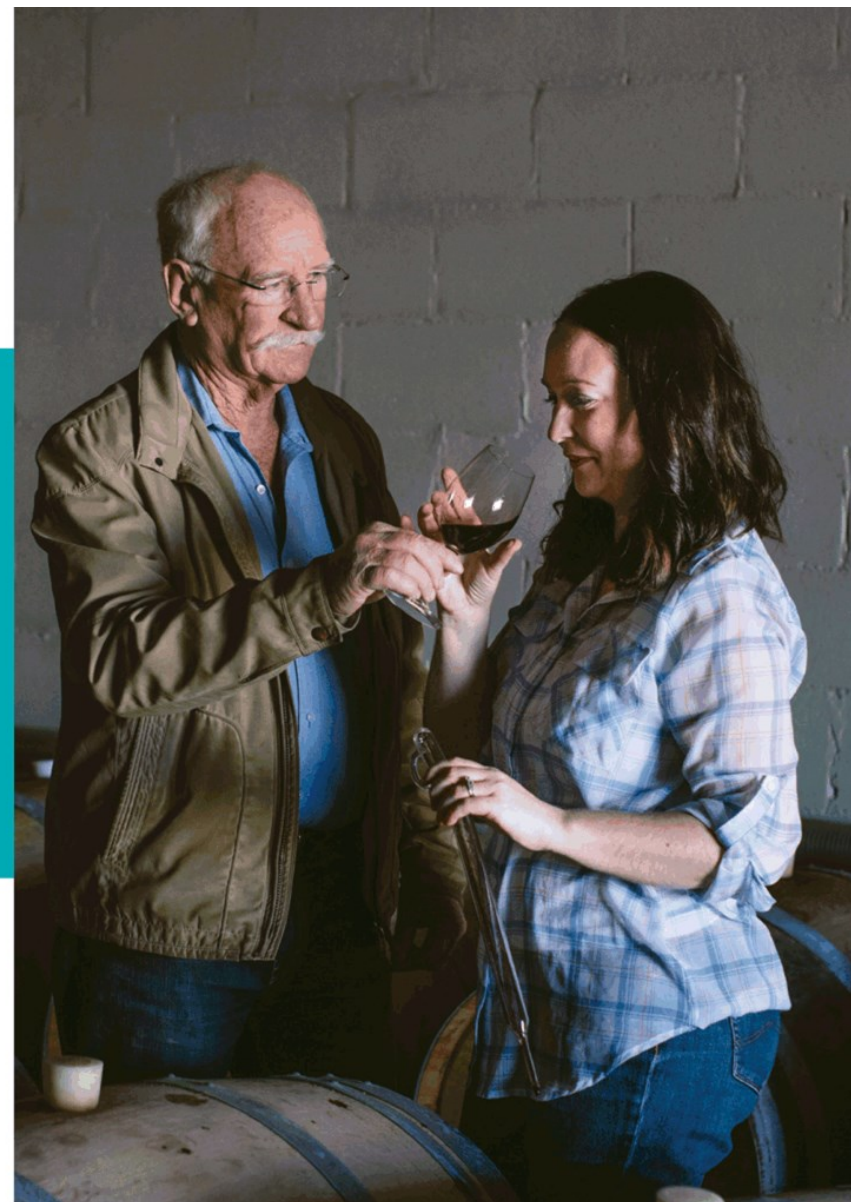
Based on visitation research findings and recommendations of the Tourism Research Australia "The Beach, Bush and Beyond" report on the regional dispersal for Australian tourists*, the focus for Tablelands marketing initiatives should be concentrated on the following key visitor markets with the intention of attracting repeat and new visitors and encouraging them to stay and explore the region:



As further explained in Strategic Priority 3, a brand review and identity process should confirm which visitor markets [geographic, demographic and psychographic] are best targeted to achieve effective growth over the next five years.

See more explanation in the Tablelands Destination Development Plan 2020 to 2025.

* Tourism Research Australia (2019) The Beach, Bush and Beyond: Understanding Regional Dispersal of Australian Tourists, October



3.0 Growing the Yass Valley Visitor Economy

Enhancing Yass Valley as a contemporary and appealing regional destination and as an important gateway to Canberra and the Tablelands region is important to increasing visitor expenditure, overnight stays and daytrips to the area and the broader region.

Yass Valley Council has an important role in leading and guiding the development and promotion of tourism and events to create awareness of the area and encourage visitation to grow the Yass Valley visitor economy.

Continuing to strengthen Council, local business and community support for tourism and events, and encouraging and supporting private sector investors to develop and promote tourism products and experiences are necessary to attract visitors to stay and explore the area and drive economic growth.

In line with the other Tablelands LGAs, the Yass Valley visitor economy has been growing incrementally over the past decade. There is, however, an opportunity to better harness the gateway locations of Yass and Murrumbateman, and the area's visitor accommodation capacity to attract people to stay longer and explore the local area and the broader Tablelands region.

Importantly, the Canberra District Wine Region can be considered a major draw card experience in region that is strong enough in its own right to attract potential new and repeat visitors to the area. There is potential to better leverage this experience strength to attract visitors to stay and explore the region and link to the region's reputation for quality food, produce, new distilleries and local artisans.

On-going development of infrastructure, amenities and Council place-making planning initiatives are also essential to enhance the appeal and character and aesthetics of Yass and its local villages for residents and visitors. There is also a need for further investment to enhance recreation experiences including family friendly walking and cycle tourism offerings.

To attract visitors to stay longer and explore the area will require improved engagement with local tourism and hospitality operators (and support for new investors) to develop and promote tourism product and experiences that capitalise on the area's experience strengths – country lifestyle, rich Australian heritage and culture, nature and outdoor recreational opportunities, local arts and artisans, authentic country festivals, country retail and hospitality offerings – restaurants, cafes, bars and pubs. There are also value-add opportunities for agricultural businesses through the further development of on farm and agri-tourism experiences.

Working with local industry is important to growing the Yass Valley visitor economy. Although Yass Valley Council has an Economic Development Committee, it is recommended that a Tourism Advisory Group be established to facilitate better engagement between Council and leading tourism operators that can advise on the implementation of the Yass Valley Destination Action Plan 2020 to 2025, better engage local industry operator interests in developing Yass Valley as an appealing tourism destination, and advocate the benefits of working together to grow and develop the local visitor economy. Clear terms of reference for membership selection and tenure should be developed for the Group.

¹TRA (2018) Local Government Area Profiles, Goulburn Mulwaree and TRA (2019) NCS and IVS database. Accessed 6 March 2020.

Sustainable tourism development is important to continue to protect the significant environmental, heritage and community values. The preparation of the Yass Valley Council 2040 Local Strategic Planning Statement (LSPS) is timely and has the potential to address opportunities and challenges to drive the growth and development of the sustainable development of tourism of the area. Proposed objectives are important to enhancing the Yass and its villages as appealing places to visit and to encourage private sector investment.

Aligning Council's work in tourism and events to the priorities of the Tablelands Destination Development Plan 2020 to 2025 is also critical to achieve improved visitor economy outcomes for the Yass Valley region. In particular, there are plans for the five Tablelands LGAs to work collaboratively to better cluster and promote tourism products and experience strengths across the region (see TDDP Priorities 3 and 4).

Yass Valley Visitor Economy Drivers

- Close proximity to Canberra and the Australian Capital Territory
- Canberra District Wine Region that is positioned as one of the leading wine regions in New South Wales
- Yass Valley has a good range of accommodation options for overnight visitors including the recent development of new property in Murrumbateman
- Council resourcing support for tourism
- Private sector investment and passionate local entrepreneurs that have recognised the potential of the area.

Yass Valley Local Strategic Planning Statement (LSPS)⁹

The LSPS sets out the 20 year vision for land use within the Local Government Area, outlining how growth and change will be managed into the future. It defines the special characteristics, which contribute to Yass Valley's identity and recognises the shared community values to be maintained and enhanced.

The LSPS explains that the majority of future growth will be focused in the existing settlements of Yass and Murrumbateman as well as the early stages of the proposed cross border development at Parkwood. It is recommended Yass strengthen its role in the region and grow into a Regional Centre of 20,000 people. Murrumbateman would grow into a major town/large district town of 10,000 people. The villages of Binalong, Bookham, Bowning, Gundaroo, Setton and Wee Jasper are expected to retain their small village character and only accommodate minimal growth.

Six Planning Priorities are proposed to guide future growth of these settlements. Planning Priority Six is specifically relevant to growth and development of the visitor economy - 'maximise opportunities for tourism, industry and investment within the Yass Valley'. The focus of this priority is fostering an adaptive and innovative agricultural industry, growing the visitor economy and providing opportunities for the establishment of new businesses and ensuring our local planning tools are flexible and responsive to both existing and new businesses is critical. It is further highlighted that at present, the provisions within the Yass Valley LEP are relatively rigid and unless a use falls within standard NSW land use definitions it is currently automatically prohibited. Altering the structure of the land use tables would enable uses, which are rapidly evolving to be considered. An important action has been to convert the land use zone tables within the Yass Valley LEP 2013 from 'closed to open'.

The other five Planning Priorities will also contribute to enhancing the appeal of the Yass Valley for residents, visitors and investors:

- **Planning Priority 1:** Secure an additional water supply for Yass and Murrumbateman
- **Planning Priority 2:** Focus growth in Yass and Murrumbateman
- **Planning Priority 3:** Protect the area within 5km of the Yass Valley/ACT border with the ACT from residential intensification
- **Planning Priority 4:** Protect and conserve the natural environment, built and Aboriginal cultural heritage of Yass Valley
- **Planning Priority 5:** Advocate to NSW Government for services and infrastructure to support growth within Yass Valley.

⁹Yass Valley Council Draft Local Strategic Planning Statement, October 2019



4.0 Yass Valley Visitor Economy Vision 2025

The following vision was created from engagement with local government, industry and community stakeholders and will be used to guide the implementation of the Yass Valley Destination Action Plan to 2025.

By 2025, Council and industry will be working cooperatively to develop and position the Yass Valley as home to the Canberra District Wine Region offering visitors opportunities to stay and explore Tablelands' food, wine, drink, local artisans, distinct Australian heritage and culture, nature based tourism opportunities, and country festivals and events.

This vision aligns with regional and local economic, community and planning visions for tourism.

Strategy	Vision for tourism
The Tablelands Regional Community Strategic Plan 2016 to 2036	Jointly develop appropriate tourism opportunities and promote the region as a destination [Strategic Priority: Our Economy: Strategy EC2]
Southern Tablelands Regional Economic Development Strategy 2018 to 2022	To grow the region's core strengths in agriculture, energy, extractive industries, and tourism and deliver a highly livable community which attracts and rewards residents and visitors. One of five strategic elements identified in the Strategy is to 'enhance the livability of the region and grow its visitor economy'.
Yass Valley Council Draft Local Strategic Planning Statement 2020 to 2040	To build and maintain sustainable communities while retaining the region's natural beauty*.

*Aligns with the vision of the Tablelands Regional Community Strategic Plan 2016 to 2036



5.0 Yass Valley Visitor Economy Opportunities and Challenges

The following important challenges and opportunities were identified through research and engagement activities undertaken to grow the Yass Valley visitor economy:

Key Opportunities

- Creating integrated compelling tourism experience themes and trails – e.g. food and wine, heritage, nature
- Activating the area's heritage in an exciting, authentic and contemporary way – e.g. the Hume story
- Packaging accommodation and experiences to encourage overnight stays
- Recent appointment of a new Tourism Manager with strong tourism and wine industry experience
- Providing support to Wee Jasper to further position it as a key nature based destination
- Developing an event strategy to identify and attract events that align the destinations experience strengths to grow year-round visitation
- Showcasing the area as part of Canberra District Wine Region 50th birthday in 2021 and Yass Valley's food and wine to Sydney and Canberra through pop-up events
- Supporting and promoting local art, artisans and culture – e.g. creating stories related to Murrumbateman Makers
- Continued infrastructure planning and development to improve the appeal and amenity of Yass and surrounding villages – e.g. cycling ways, road infrastructure, main street beautification
- LEP amendments that establish 'open zones' to encourage and support business investment
- Encouraging and promoting sustainable development – e.g. sustainable transport, environmental practices
- Further proposed private sector commercial development in Murrumbateman
- Approval for a gin distillery in Wee Jasper
- Attracting international visitors, longer term, as Canberra International Airport achieves international services.

Key Challenges

- Encouraging Council, industry and community to support a shared vision for tourism
- Brand name confusion – Yass Valley Australia, Canberra District Wine region, Murrumbateman wineries
- Encouraging visitor dispersal from Yass to the broader Tablelands region
- Improving visitor information and directional signage to highlight important attractions and encourage visitor dispersal
- Overcoming Yass centric views
- Funding for infrastructure improvements including sourcing alternative water supply for Yass and Murrumbateman
- Planning for crises – bushfires, pandemics
- Bias in perceptions about the value of heritage attractions
- Adopting a strategic approach to activating heritage attractions given they mainly managed and operated by volunteers
- Improving road infrastructure
- Finding alternative uses for heritage buildings for their adaptive reuse and encouraging maintenance/restoration of heritage buildings that are privately owned.



6.0 Strategic Priorities

Six strategic priorities and associated actions have been established to achieve an achievable and realistic plan to guide the cooperative work of Council and industry to grow and develop the Yass Valley visitor economy over the next five years.

Priority	Action	Strategy
1	Destination Management	Strengthen Council destination management arrangements for tourism and events to drive a strategic approach to the growth and development of the Yass Valley visitor economy that integrates with priorities and actions of the Tablelands Destination Development Plan.
2	Destination Infrastructure Development	Ensure tourism is considered as an important part of Council strategic land use, community and infrastructure planning.
3	Destination Product and Experience Development	Adopt a proactive approach to attract and support private sector investment to create and deliver a range of contemporary and authentic tourism products and experiences to encourage new and repeat visitors to stopover, stay and explore the area.
4	Destination Events	Support the growth and development of hallmark and destination events that generate awareness of the Yass Valley region and showcase the Tablelands' food, wine, drink and produce.
5	Destination Engagement	Advocate the benefits of growing the visitor economy to Council, industry and the community.
6	Destination Marketing	Align Yass Valley marketing activities to recommendations of the Tablelands Destination Development Plan.

Priorities and associated actions in this Plan have been assigned stakeholder responsibility within a priority time frame:

- IMMEDIATE within six months (by December 2020)
- HIGH within the first year (by July 2021)
- MEDIUM within two to three years (by July 2023)
- LOW within the next four to five years (by July 2025)

The following pages explain these priorities and identify associated actions to be implemented over the next five years to 2025 to drive and grow the Yass Valley visitor economy.



Destination Management

Priority 1: Strengthen Council destination management arrangements for tourism and events to drive a strategic approach to the growth and development of the Yass Valley visitor economy that integrates with priorities and actions of the Tablelands Destination Development Plan.

Actions	Priority
1.1 Support DSNISW to present the TDDP and YVDAP 2020 to 2025 to Council and executive staff, explain proposed resourcing (human and financial) to implement the TDDP, and seek support for cooperation and adoption of the YVDAP into Council's Operational Planning Framework [TDDP Action 1.6].	IMMEDIATE
1.2 Integrate the YVDAP 2020 to 2025 into Council's Operational Planning Framework.	IMMEDIATE
1.3 Establish an Agreement with DSNISW and the 4 Tablelands LGAs to work cooperatively and contribute resources to implement the TDDP over the next five years [TDDP Action 1.7].	IMMEDIATE
1.4 Work cooperatively with relevant Council departments to ensure the priorities and actions of the YVDAP 2020 to 2025 are communicated and the visitor economy is an important consideration of Council's strategies and plans.	IMMEDIATE
1.5 Review Council's budget for tourism and events to adequately resource the management, development and marketing actions of the YVDAP 2020 to 2025 and TDDP 2020 to 2025.	HIGH
1.6 Present the TDDP and YVDAP 2020 to 2025 to local tourism industry leaders and explain proposed Council and Committee responsibilities to implement the TDDP.	IMMEDIATE
1.7 Consider establishing a Tourism Advisory Group to advise on the implementation of the YVDAP. Representatives should be skills based and selected on a basis of their knowledge and expertise in tourism for a 2-year tenure.	HIGH
1.8 Support local villages with an interest in tourism to understand and link their local initiatives to the priorities of the YVDAP.	HIGH
1.9 Facilitate quarterly meetings with the Tourism Advisory Group to work cooperatively to advise on the implementation of the YVDAP.	ON-GOING
1.10 Present briefings on the implementation progress of the TDDP and YVDAP to Council at least twice annually.	IMMEDIATE
1.11 Participate in bi-monthly meetings with the TDDP Project Steering Committee to discuss and support the implementation of the TDDP and YVDAP [TDDP Action 1.8].	ON-GOING
1.12 Participate in the Tablelands Professional Development Program that provides professional development opportunities for LGA Tourism Managers to advance their strategic tourism knowledge and leadership capacity – e.g. strategic land-use planning, crisis management planning and recovery, tourism research, event planning and evaluation, strategic marketing, industry development [TDDP Action 5.1].	ON-GOING
1.13 Assess and plan for potential environmental and economic risks related to the local visitor economies that ensures visitor safety and security is assessed and integrated into current and future Council plans and policies [TDDP 1.12].	HIGH
1.14 Contribute to a review of the TDDP collaborative delivery arrangements in 2024 (Year 4) to evaluate its efficacy [TDDP Action 1.9].	LOW
1.15 Evaluate annual implementation of YVDAP 2020 to 2025 action across all Council divisions.	MEDIUM/LOW

Destination Infrastructure Development

Priority 2: Ensure tourism is considered as an important part of Council strategic land use, community and infrastructure planning.

Actions	Priority
2.1 Work with Planning and Environment Division to ensure tourism is considered as part of the implementation of actions of the LSPS to drive a strategic and coordinated approach to the growth and development of the Yass Valley visitor economy.	IMMEDIATE
2.2 Continue to advocate and support the enhancement and development of key infrastructure projects that will help drive visitor economy growth to the area (e.g. drive routes such as the Old Hume Highway route, the Hume and Hovell Track, walking and cycle tracks, camping ground amenities).	IMMEDIATE
2.3 Improve the visual appeal, character and amenity of towns and villages through beautification and streetscape works and enhancement of gateway entrances.	ON-GOING
2.4 Continue to identify suitable sites for overnight stays and develop parking facilities near towns and villages to further establish Yass Valley as an RV friendly destination.	HIGH
2.5 Create a family-friendly walking and cycling routes to encourage sustainable transport options and enhance the appeal of Yass and its villages for residents and visitors (e.g. Murrumbateman Winery Trail).	MEDIUM
2.6 Create a consistent approach to tourism and wayfinding signage for the Canberra District Wine Region and across the Yass Valley LGA, and provide key visitor information at gateways to the Yass Valley (Yass, Murrumbateman, Bowning, Gundaroo and Binalong) that links to recommendations of the Tablelands Tourism Signage Strategy [TDDP 2.8].	MEDIUM
2.7 Identify and leverage government grant funding for infrastructure and tourism product, experience and event development [TDDP 2.7].	ON-GOING

Destination Product and Experience Development

Priority 3: Adopt a proactive approach to attract and support private sector investment to create and deliver a range of contemporary tourism products and experiences to encourage new and repeat visitors to stopover, stay and explore the area.

Actions		Priority
3.1	Work with the TDDP Steering Committee to implement tourism product and development actions identified in the TDDP Strategic Priority 2) related to the 5 experience platforms - Country Life, Food, Drink & Produce, Australian Heritage and Nature and Outdoors, Country Festivals and Events.	IMMEDIATE
3.2	Prepare fact sheets and material for Council's Economic Development website and business development initiatives to promote new tourism business development opportunities and how to seek support from Council (e.g. showcase hospitality and business opportunities associated with proposed LEP zoning changes).	HIGH
3.3	Create engaging case studies of local private sector investors that have developed successful tourism enterprises and promote these as part of Council's Economic Development website and business development initiatives to help attract new tourism entrepreneurs to the area.	HIGH
3.4	Provide support to local operators to grow and enhance their businesses and deliver high-level support to new investors seeking opportunities to establish tourism operations in the area.	ON-GOING
3.5	Work with local wine associations, Hilltops Council, Upper Lachlan Shire Council and Queanbeyan-Palerang Regional Council to implement recommendations of the 2019 DNSW Product and Experience Audit Report and Gap Analysis Industry Development Plan for the Canberra District Wine Region.	HIGH
3.6	Work with local wine associations, Hilltops Council and Queanbeyan-Palerang Regional Council to develop a Wine Tourism Industry Mentoring program for Tablelands' wineries seeking to grow their wine tourism experiences as part of the development of a Tablelands Industry Mentoring Program (TDDP 2.4).	HIGH
3.7	Explore changes to Development Control Plans for rural lands to support development of agri-tourism, farm gates, farm stays, on-farm experiences, and country weddings and events.	HIGH
3.8	Work with the local hospitality operators and local producers to include and promote use of regional drink and produce on menus in cafes, restaurants and pubs that will link with the proposed Tablelands Food, Drink and Produce Growth Strategy (TDDP 2.7).	MEDIUM
3.9	Work with heritage stakeholders and interested tourism operators to create a bookable Yass Valley cultural tourism tour experience that provides opportunities for visitors to engage and experience the rich Australian heritage story of the Yass Valley (Aboriginal and European) in an appealing and contemporary way that links to the creation of the Tablelands Australian Heritage Cultural Experience Trail (TDDP 2.9) [NB: the experience should be more than museum openings and self-guided walking tours and also consider night-time experiences].	MEDIUM
3.10	Continue to encourage and support investment in the development of new accommodation and the upgrade of existing accommodation facilities (e.g. motels, hotels, serviced apartments, caravan and camping parks) to provide quality facilities for visitors to stay and explore the area (including farm-stays, short term holiday letting and accessible accommodation) (TDDP 2.6).	ON-GOING

Destination Festivals and Events

Priority 4: Support the growth and development of hallmark and destination events that generate awareness of the Yass Valley region and showcase Tablelands' food, wine, drink and produce.

Actions		Priority
4.1	Work with wine industry associations to create an event to celebrate the 50-year birthday of the Canberra District Wine region that could be rolled out as an annual Tablelands Food, Drink and Produce event to showcase wine, drink and food across the region and create a program for delivery of regular pop-up events in Sydney and Canberra.	IMMEDIATE
4.2	Support festivals and events that establish Yass Valley as a vibrant destination for year-round country festivals and events that positively impact the visitor economy and align with the TDDP experience platform 'Country Festivals and Events' and proposed Tablelands Events Framework (TDDP 2.3).	ON-GOING
4.3	Prepare a Yass Valley Destination Event Strategy that establishes a hierarchy of tourism events (major events, destination events, and community events) to identify strategies and actions to procure and support tourism events to increase visitation expenditure across the year, attract event funding support, and to leverage public and private sector investment for new event infrastructure and facilities relevant to the local area (TDDP 2.6).	MEDIUM

Destination Engagement

Priority 5: Advocate the benefits of growing the visitor economy to Council, industry and the community.

Actions		Priority
5.1	Support the TDDP Steering Committee to deliver a Tablelands Destination Development Awareness Program for Councillors and relevant Council staff to advocate the importance of tourism as part of Council's physical and community infrastructure planning and development, to attract quality tourism and hospitality investment and provide exceptional experiences for visitors and residents (see TDDP Action 5.2).	HIGH
5.2	Work with the Yass Valley Business Chamber to prepare and formalise an annual Yass Valley Industry Engagement Program to improve engagement with local tourism operators and businesses to communicate the priorities of the YVDAP and TDDP and encourage cooperation to grow the Yass Valley visitor economy as part of the Tablelands region.	HIGH
5.3	Work with the TDDP Steering Committee to create a Tablelands VFR program that educates and informs the community about the significance of tourism for their local areas, enhances their pride and highlights key experiences to attract their family and friends to visit (TDDP Action 5.3).	MEDIUM

Destination Marketing

Priority 6: Align Yass Valley marketing and tourism and event evaluation activities to recommendations of the Tablelands Destination Development Plan.

Actions		Priority
6.1	Continue to undertake local promotional activities until recommendations of the regional brand review and marketing coordination framework are determined (TDDP Strategic Priority 3).	IMMEDIATE
6.2	Create bookable experience-clusters/trails to package accommodation, food, drink, produce, artisan and heritage attractions, events and nature and outdoor products and experiences to attract visitors to stay longer and explore the area (TDDP 2.2)	HIGH
6.3	Work with the TDDP Steering Committee to implement cooperative marketing actions identified in the TDDP (Strategic Priority 4).	HIGH
6.4	Work with the TDDP Steering Committee to track visitor economy growth (TDDP Strategic Priority 6).	HIGH

7.0 Implementation

Monitoring of the implementation of this Plan, and the Tablelands Destination Development Plan, is important to ensure its vision and priorities are achieved and to provide new information that can be used to inform planning and decision-making for the Yass Valley visitor economy over the next five years.

Stakeholder Roles and Responsibilities – Yass Valley Destination Action Plan 2020 to 2025

To ensure the effective implementation of this Plan, it is important that the roles and responsibilities of Yass Valley Council and other key tourism stakeholder organisations are clearly understood and communicated.

It is recommended that:

- **Yass Valley Council** is positioned as the umbrella authority to coordinate the implementation of this Plan, and provides support to implement the strategies and actions in the Tablelands Destination Development Plan over the next five years
- **A Yass Valley Tourism Advisory Group** is established comprising industry leaders with considerable knowledge of tourism to provide regular strategic advice to assist Council to implement the strategies and actions in this Plan and assists Council to encourage industry engagement to grow and develop the Yass Valley visitor economy
- **Other key stakeholder organisations and agencies identified in this Plan** are encouraged to provide on-going support to the assist with the implementation of this plan.

Stakeholder Roles and Responsibilities – Tablelands Destination Development Plan 2020 to 2025

- **Destination Southern New South Wales** advocates the Plan's endorsement with tourism stakeholders across local, regional and state levels, and coordinates resources to assist with implementation of key priority strategies and actions
- **The Tablelands Destination Development Project Steering Committee** is responsible for implementing the priorities and actions in this Plan over the next five years
- **Other key stakeholder organisations and agencies identified in this Plan as having a supporting role** are encouraged to provide on-going support to the assist with the implementation of strategies over the next five years in addition to the adoption and inclusion of relevant actions into their own plans and initiatives.

