

Local Government Tourism Conference 2020

Monday 16 March – Wednesday 18 March 2020, Rydges Horizons Snowy Mountains, Jindabyne

Create your own adventure!

PROGRAM

MONDAY 16 MARCH		
Arrive 1.00pm	LUNCH for VIC Special Interest Group attendees	
1.30pm	<u>Topic:</u> Special Interest Group – Visitor Information Centres <u>Theme:</u> Servicing the Customer of the Future	
	Introduction and overview	
1.45pm	<u>Topic:</u> Servicing the customer of the future: Increasing visitors and revenue in today's market?	
	The new Albany Tourism and Information Hub opened in 2018. The visitor centre is one of the most advanced in the State of Western Australia with touch screen technology, digital windows and virtual reality headsets. The investment has paid off. Since relocating to the centre of town with a new layout and different format, the Albany Visitor Centre has won awards, increased its visitor numbers by 76% and its revenue by 32% in 12 months.	Hamish Fell , Consultant, Fell Consulting
2.30pm	<u>Topic:</u> Partnering to please the discerning visitor: NSW National Parks and Wildlife Service (NPWS) and Snowy Valleys Council Case Study	
	Case Study – Snowy Valleys Council has entered into an MOU with NPWS. As a result, NPWS contributes funding towards the centre's operation.	Kym Armstrong , Visitor Centre Supervisor (Jindabyne), NSW National Parks and Wildlife Services (invited) Mira Dobrasin , Visitor Centre Supervisor (Tumut), NSW National Parks and Wildlife Services (invited)
3.15pm	AFTERNOON TEA	
3.35pm	<u>Topic:</u> Customer Journey Mapping: What will the customer personas of the future look like?	
	A customer journey map visualises the steps a visitor might go through in engaging with a VIC or a destination before, during and after a visit. It is based on personas that	Rebecca White , Director, Tourism e-School

Program is correct at this time, please note speakers may change.

	represent specific types of visitors. It is important to visualise their needs, actions, emotions and pain points.	
3.50pm	Breakout Sessions: Customer Journey Mapping	
	Session A: New to customer mapping or need a refresher?	Rebecca White , Director, Tourism e-School
	Session B: Implementing your customer map into your VIC	Paige Rowett , Director, Tourism e-School
4.50pm	Panel: AVIC Industry Advisory Group	
	This interactive session will explore the strategic priorities you would like the members of the Industry Advisory Group to focus on. The session will start with an IAG representative panel discussion followed by audience Q&A.	Industry Advisory Group Representatives and DNSW (invited)
5.40pm	Special Interest Group – Visitor Information Centres conclusion and close at 5.45pm	
3.00pm – 5.00pm	Trade Exhibition set up	
	Smartphone video workshop A customised hands-on video workshop to extend the reach and quality of Smartphone video marketing and how to leverage off it.	Anthony Vallario , Content Producer/Director, Zoom School
6.00pm – 8.30pm	Welcome Reception, Rydges Horizons Snowy Mountains, Jindabyne Official proceedings: MC-Chief Executive, LGNSW <ul style="list-style-type: none"> • Welcome from Cr Peter Beer, Mayor of Snowy Monaro Council • Address by Caravan Camping Industry Association <p>Followed by delicious canapes and drinks as guests network, relax and settle in to this picturesque Snowy Mountains hotel.</p>	

TUESDAY 17 MARCH

7.00am	Early morning group wellbeing activity: Yoga (Hotel Gym) Start the day with a blend of traditional yoga moves combined with mat work pilates, which will leave participants feeling energised and relaxed. Suitable for beginners.	
8.00am	Trade exhibition opens with NETWORKING BREAKFAST (Exhibition Room)	
9.00am	Opening formalities (Summit Room)	
	LGNSW President's Welcome and Ministerial Welcome for Tourism	Cr Linda Scott , President, LGNSW The Hon. Stuart Ayres MP, Minister for Jobs, Investment, Tourism and Western Sydney (invited)

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		<p>Jenny Aitchison MP, Shadow Minister of Primary Industries, Investment and Tourism, and Medical Research (invited)</p> <p>Facilitator: Racquel Boyd, Project Director, KJA Associates (invited)</p>
9.30am	Opening keynote (45 mins talk and 15mins Q&A)	
	<p>Tourism Bay of Plenty is a Regional Tourism Organisation located in the central North Island of New Zealand. It is one of the top holiday destinations. Tourism Bay of Plenty's Plan 'Te Ha Tapoi' The Love of Tourism is recognised as an exemplar within the sector.</p>	<p>Kath Low, Head of Destination Marketing, Tourism Bay of Plenty, New Zealand</p>
10.30am	MORNING TEA (Exhibition Room)	
11.00am	Safety management presentation and mock crisis management workshop	
	<p>Tourism officers are often responsible for encouraging tourists, but what happens when discouragement is the safest option?</p>	<p>Jon Corbishley (JC), Director/Risk Manager, The Safety Officer Pty Ltd</p>
12noon	Topic: "Data as a means to an end"	
12.05pm	Breakout sessions: Measuring the impact of the visitor economy (Summit Room)	
	<p>Session A: Getting Started From anxious to empowered – sourcing and using data to drive visitation and investment</p>	<p>Carolyn Childs, CEO, My Travel Research</p>
	<p>Session B: Implementation and results You've got the data now what? Present data effectively to attract visitors and investors</p>	<p>Dave Parsell, CEO, Localintel</p>
1.00pm	LUNCH (Lakes Room)	
1.45pm – 5.00pm	Mini Workshops (12 sessions x 55 mins each)	
LOCATION	Summit Room (150PAX) – Regional council focus	
1.45pm – 2.40pm	<p>Regional Stream 1 Host Council Case Study – Partnering with State Government and Snowy 2.0 Navigating a major, multi-billion-dollar project within the Snowy Monaro LGA. A game changer project involving challenges and opportunities unprecedented in the normal workings of Local Government</p>	<p>Peter Bascomb, General Manager, Snowy Monaro Council</p>

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2.45pm – 3.40pm	Regional Stream 2 Open for business? Visitors after natural disaster	Carmen Risby , Head of Tathra Chamber of Commerce, Tathra Caitlin Reid , Tourism Officer, Tenterfield Shire Council
3.40pm	AFTERNOON TEA (Exhibition Room)	
4.00pm – 5.00pm	Regional Stream 3 Addressing skills shortages and attracting skilled workers to regional towns	Austrade (invited)
LOCATION	Squires Bar or McEvoy's Lounge (40PAX) – Forward planning focus	
1.45pm – 2.40pm	Planning for the Future Stream 1 Tourism or the Visitor Economy? Advocating better for regional tourism both locally and nationally	Facilitated by Coralie Bell , Chairperson, Australian Regional Tourism Update
2.45pm – 3.40pm	Planning for the Future Stream 2 Destination Management Plan (DMP) – Health check your DMP	Facilitated by Janet Mackay , Director, TRC Featuring a panel of council case studies: Fiona Barden , Section Leader, Coffs Harbour City Council Melanie Morson , Manager Visitor Experience, Ku-ring-gai Council Daniel Cove , Manager Tourism & Visitor Services, Bathurst Regional Council
3.40pm	AFTERNOON TEA (Exhibition Room)	
4.00pm – 5.00pm	Planning for the Future Stream 3 DMP Advanced – Activation Planning What's next after DMP? Destination Activation – the role of Local Government in developing a sustainable destination	Facilitated by Linda Tillman , Managing Director, Tilman Group Featuring case study from Sarah Workman , Tourism Officer, Byron Shire Council
LOCATION	The Lakes Room (80PAX) – Metropolitan council focus	
1.45pm – 2.40pm	Metropolitan Stream 1 Assessing feasibility of cultural facilities as tourist destinations	Facilitated by Dr Lynda Kelly , Managing Director, Lynda Kelly Networks
2.45pm – 3.40pm	Metropolitan Stream 2 Getting on board for the new Sydney Airport	Amanda Brisot , General Manager, Western Sydney Business Connection (invited)
3.40pm	AFTERNOON TEA (Exhibition Room)	
4.00pm – 5.00pm	Metropolitan Stream 3 Encouraging day trippers to stay overnight, featuring Adrenalin Tourism case study	Shelley Lee , Event Development Officer, Penrith City Council (invited)
LOCATION	Embers Restaurant (40PAX) – Special interest focus	

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1.45pm – 2.40pm	Special Interest Stream 1 Indigenous Tourism: Working with Indigenous communities	Dwayne Bannon-Harrison , Chair (NATOC) NSW Aboriginal Tourism Operators Council Case study from Daniel Murphy , Manager Economic Development, Bega Valley Shire Council
2.45pm – 3.40pm	Special Interest Stream 2 Working with planners and the planning system. Featuring a case study on land use planning and the barriers to destination weddings	Steve Thompson , Director of Planning and Strategy, Locale Consulting
3.40pm	AFTERNOON TEA (Exhibition Room)	
4.00pm – 5.00pm	Special Interest Stream 3 Cruise Tourism	Natalie Godward , Cruise Development Manager, NSW Port Authority Michael Mihajlov , Director Destination Management, Carnival Australia
5.00pm	Session closes	
5.30pm	Transfer to offsite dinner venue, Rydges Thredbo Alpine Hotel	
6.00pm – 10.00pm	<p>Predinner drinks/canapes and entertainment: Experience the picturesque views of the mountain high pass with an exclusive chairlift ride up through the stunning valley of the Thredbo resort.</p> <p>Conference Dinner: Guests will experience mountain dining at its best whilst enjoying a delicious 3-course menu with all the atmosphere of a Swiss Chalet in the Kosciuszko Room.</p>	

WEDNESDAY 18 MARCH

7.30am	NETWORKING BREAKFAST (Exhibition Room)	
8.30am – 11.00am	Site visits (buses will depart from Rydges Horizons Snowy Mountain)	
8.30am	<p>Site visit #1 – Meeting Changing Demands (Wildbrumby Distillery)</p> <p>Tour the grounds of the world-class spirits distillery and hear from owner Brad Spalding about the business, which has been re-invented over the years with an expansion into accommodation, art sculptures and gin and vodka making. Enjoy morning tea on the terrace with stunning views of the distillery's sculpture garden within the grounds.</p>	Brad Spalding , founder, Wildbrumby Distillery
	Site visit #2 – Sightseeing Safety (Guided Thredbo Valley Track tour and Segway experience)	Jay Williams , guide, Lake Crackenback Doug Chatten , guide, Snowy Mountains Back Country

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	Learn from a backcountry expert about visitor safety in natural environments before you take a walk on the Thredbo Valley Track. The experience is a shared mountain bike/walking track that meanders through the Kosciuszko National Park, with morning tea at Lake Crackenback Resort and Spa where you can trial the resort's popular Segways.	
	<p>Site visit #3 – Off-peak Visitation – “Gone Fishin” (Lake Jindabyne Trout Fishing Adventures and Gaden Trout Hatchery)</p> <p>Visit a successful fly-fishing business and trout hatchery to learn about the importance of the hatchery to the community. Morning tea will be packed for you to enjoy within the one-hectare parkland on the banks of Thredbo River.</p>	Steve Williamson , guide, Lake Jindabyne Trout Fishing Adventures Department of Industry Staff
11.00am	MORNING TEA (Exhibition Room)	
11.15am	Capitalising on Business Events	Facilitated by Deanna Varga , Director, MayvinGlobal Panel: Helen Parker , Manager Regional Conferencing, DNSW (invited) Caroline Gair , Director of Supplier Relations, CiEvents (invited) Kim Hague , Dubbo City Council (invited)
12noon	Intro to Digital Marketing	Facilitated by Kate Faithorn , CEO, Leonards Advertising
12.05pm	Breakout Sessions: Digital Marketing sponsored by Leonards Advertising	
12.05pm	Session A – Digital Marketing 101: Getting the right digital marketing assets on deck for your region	Facilitated by Sam Canpadee , Google Specialist, Threesides Marketing
	Session B – Digital Marketing Masterclass: Digital marketing leadership and making your region a digital leader from 2020 and into the future	Facilitated by Todd Wright , Director, Threesides
12.45pm	Closing keynote speaker	To be confirmed
1.25pm	Wrap up and conference close	
1.30pm	LUNCH (Exhibition Room)	
2.30pm	Transfers to Cooma Airport for 4pm Rex flights	

Program is correct at this time, please note speakers may change.



Map Zoom: 1698 m | Scale: 1:10,000

SIGNATURES AND SEALS ONLY

The Common Seal of the Berrigan Shire Council was hereunto affixed this 21st day of March 2007 in accordance with a resolution of the Council passed on the 21st day of March 2007.

General Manager

Mayor

Executed By ABA JV HOLDINGS PROPRIETARY TO S127 of THE CORPORATIONS ACT 2001

SECRETARY DIRECTOR 193HLEY STREET BERRIGAN NSW 2870

Charlley K Kelly DIRECTOR



DEPARTMENT OF LANDS

In approving this plan certify that all necessary approvals in regard to the location of the land shown herein have been given.

Signature: Date: File Number: Office:

Subdivision Certificate

I certify that the provisions of s109J of the Environmental Planning and Assessment Act 1979 have been satisfied in relation to the proposed

Subdivision of land hereon

Berrigan Shire Council

Date of endorsement: 21.2.07 Accreditation no.: Subdivision Certificate no.: 23/2007 File no.: 101/07/DA/DA

Note: When this plan is to be lodged electronically in the Land and Property Information system it should include a signature in an electronic or digital approved format by the Registrar-General.

PLAN REFERENCE 9338/03-04/3014(4) (CHECKLIST)

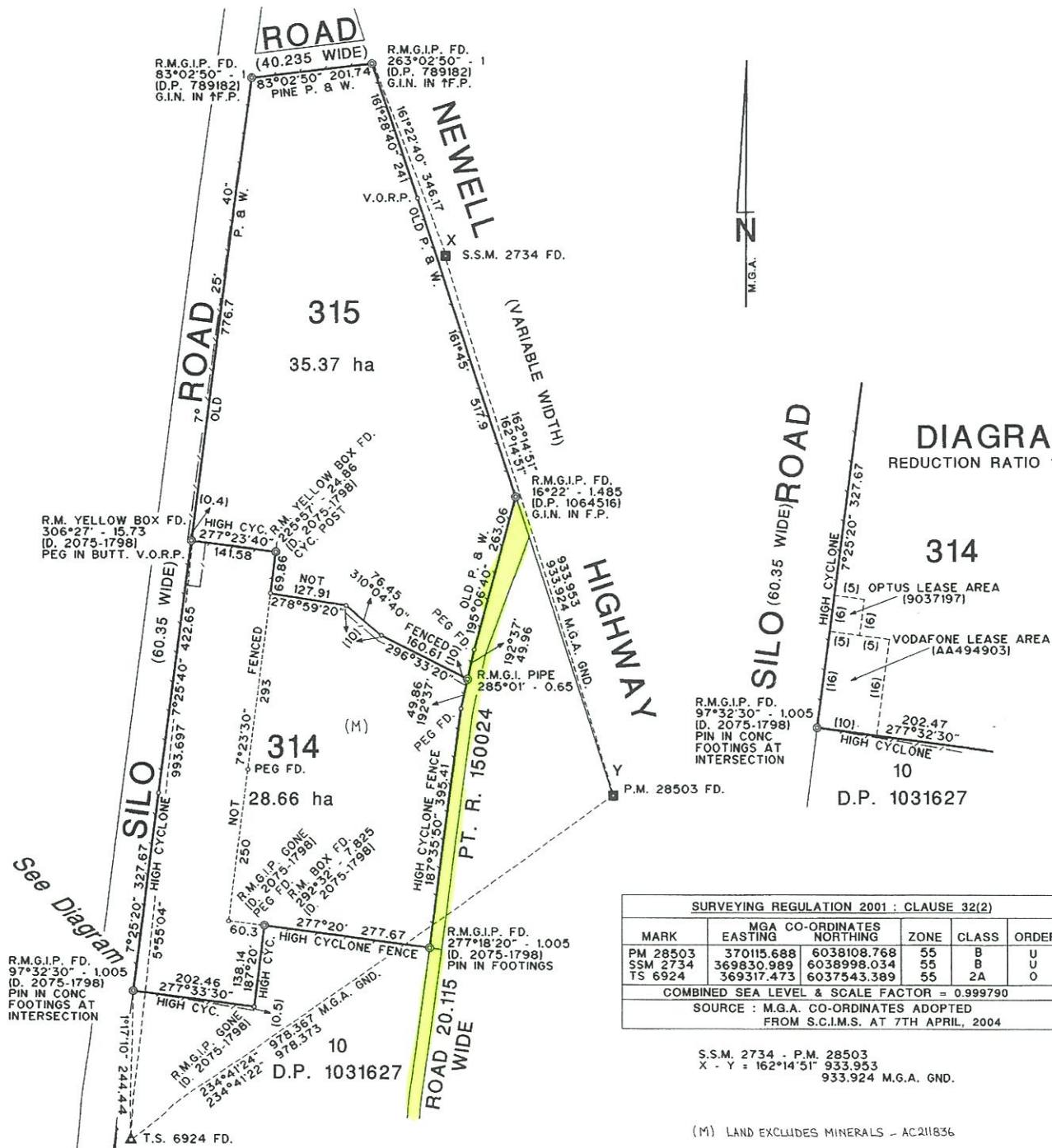


DIAGRAM REDUCTION RATIO 1 : 500

Table with 6 columns: MARK, MGA CO-ORDINATES EASTING, MGA CO-ORDINATES NORTHING, ZONE, CLASS, ORDER. Includes data for PM 28503, SSM 2734, TS 6924 and a combined sea level & scale factor.

S.S.M. 2734 - P.M. 28503 X - Y = 162°14'51" 933.953 933.924 M.G.A. GND.

(M) LAND EXCLUDES MINERALS - AC211836

Doc:DP 1121397 P /Rev:14-Dec-2007 /Sts:SC.OK /Prt:17-Dec-2007 09:33 /Pgs:ALL /Seq:1 of 1 WARNING : Electronic Document Supplied by LPI NSW for your Internal Use only.

OFFICE USE ONLY

Registered 12.12.2007 Title System: TORRENS Purpose: SUBDIVISION Ref. Map: PARISH Last Plan: D. 2075-1798 D.P. 1064516

PLAN OF SUBDIVISION OF LOT 207, D.P. 752296 & LOT 313, D.P. 1064516

Lengths are in metres. Reduction Ratio 1:5000

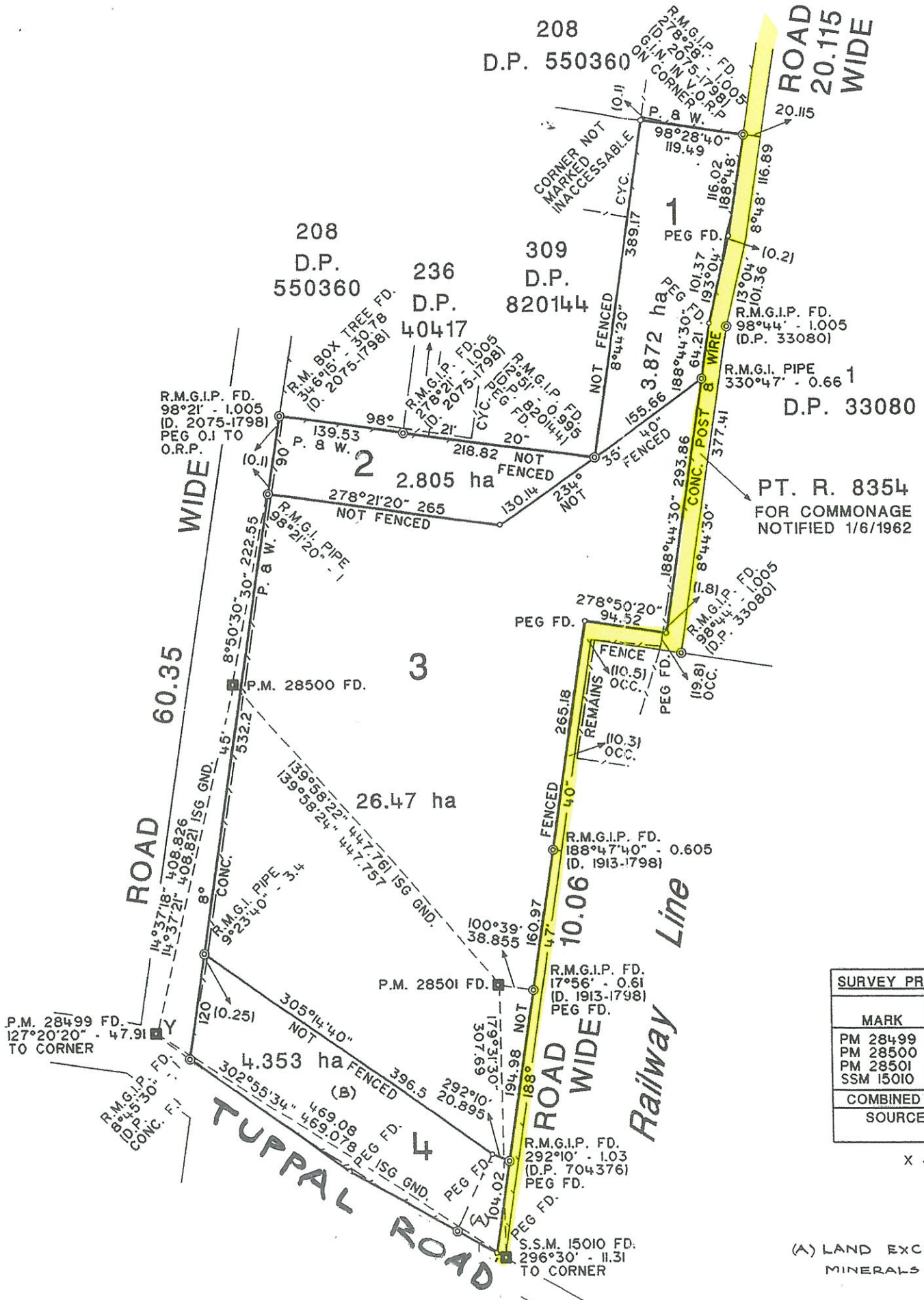
LGA: BERRIGAN Locality: TOCUMWAL Parish: TOCUMWAL County: DENISON (23)

This is Sheet 1 of 1 in this plan sheets Delete if inoperative

SURVEYING REGULATION 2001 BRIAN LESLIE MITSCH DENILQUIN, N.S.W. 2710 is a surveyor registered under the Surveying Act 2002, certify that the survey represented in this plan is accurate, has been made in accordance with the Surveying Regulation 2001 and was completed on 26TH MARCH, 2004 The survey relates to LOTS 314 & 315

Plans used in preparation of survey/completion. D. 2075-1798 D.P. 789182 D.P. 1031627 D.P. 1046321 D.P. 1064516

PANEL FOR USE ONLY for statements of intention to dedicate public roads, to create public reserves, drainage reserves, easements, restrictions on the use of land or positive covenants.



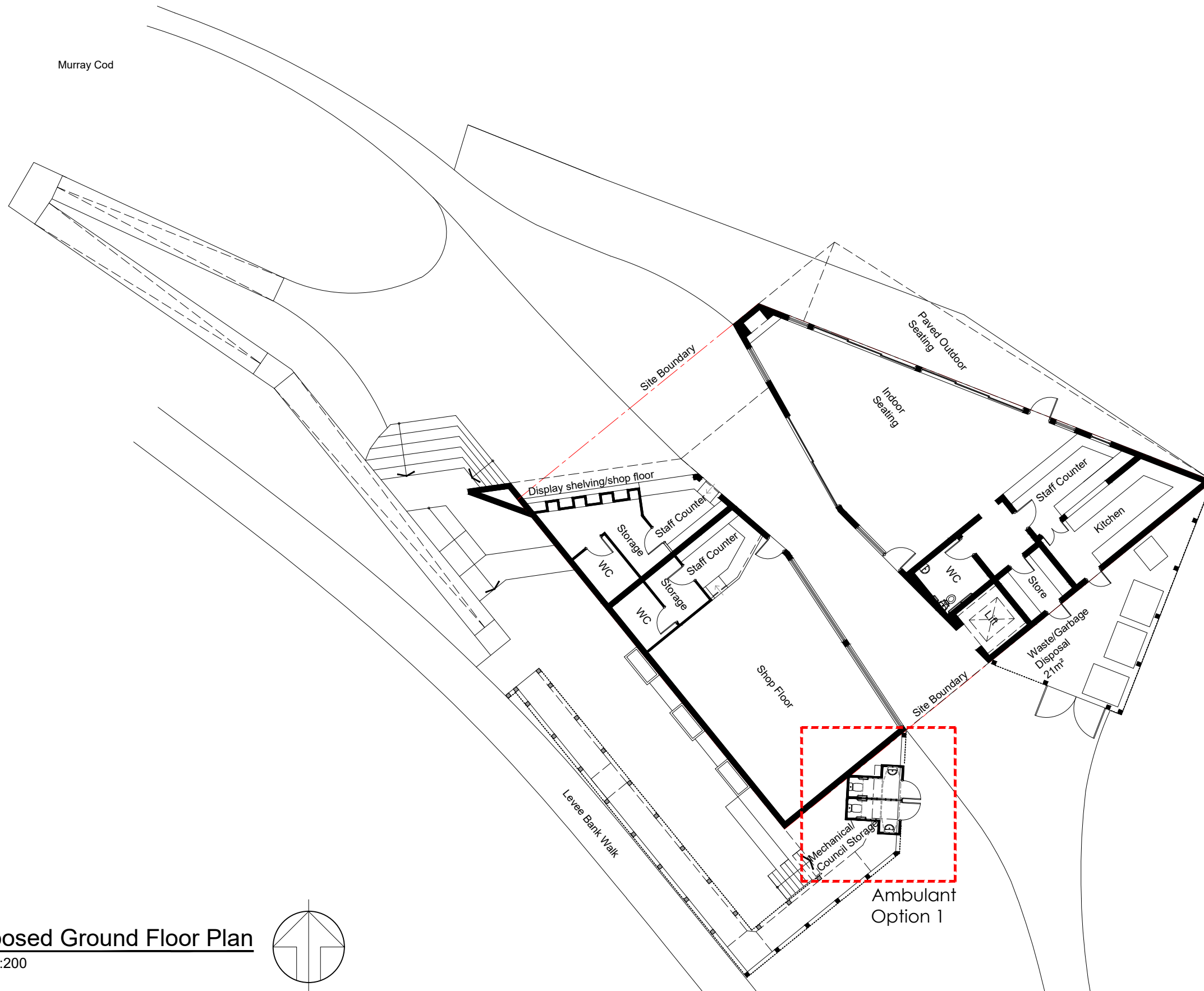
SURVEY PRACTICE REGULATIONS	
MARK	ISG CO-ORDINATE EASTING
PM 28499	349723.783
PM 28500	349826.985
PM 28501	350114.945
SSM 15010	350117.495

COMBINED SEA LEVEL
SOURCE : ISG CO-ORDINATE L.I.C. AT 2

X - Y = S.S.M. 15010 TO CORNER 302°55'

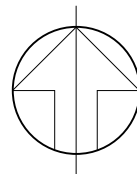
(A) LAND EXCLUDES MINERALS COMPRISE
(B) LAND EXCLUDES MINERALS COMPRISE

Murray Cod



Indoor Seating (as shown) = 53
 Outdoor Seating (as shown) = 42
 Total = 95

01 Proposed Ground Floor Plan
 - Scale 1:200



Client:
 Berrigan Shire Council
 56 Chanter Street, Berrigan 2712
 Phone (03) 5888 5100
 mail@berriganshire.nsw.gov.au
 www.berriganshire.nsw.gov.au

Project Name:
 Tocumwal Cultural Precinct Development
 Deniliquin Street
 Tocumwal NSW 2714

Lot 42 DP 1122397

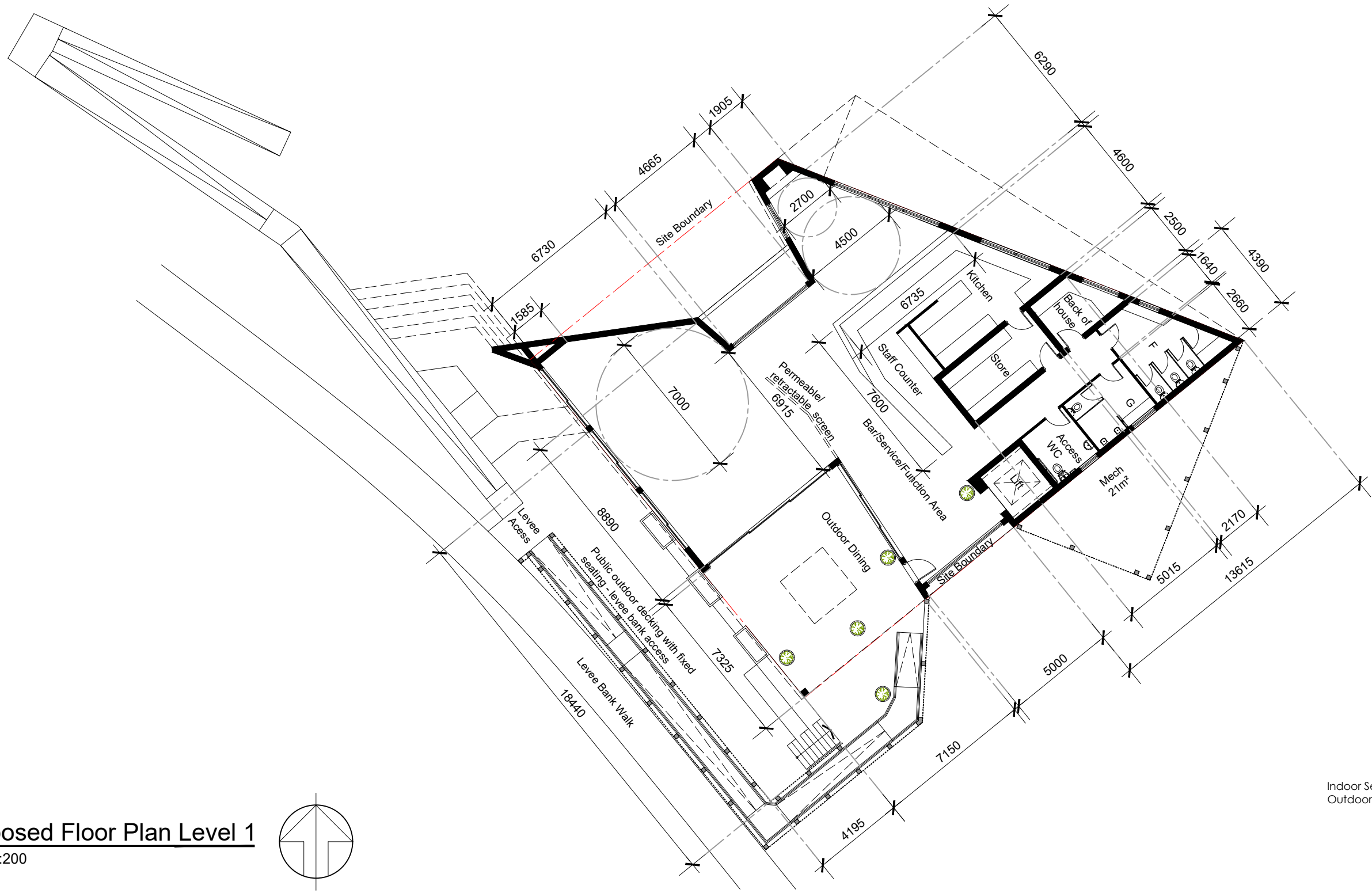
Architect :
GPG architecture & design

Registration No: 7497
 Website : gpgarchitecture.com.au
 Phone: 02 6926 5665
 Mobile: 0413 99 44 08

Date: 03-12-19
 Drawn by: C Paradise
 Checked: GG 7497

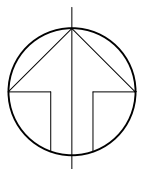
Project No: 1905
 Drawing No: A0003

Drawing Name: Proposed Ground Floor Plan



Indoor Seating (as shown) = 102
 Outdoor Seating (as shown) = 39
 Total = 141

01 Proposed Floor Plan Level 1
 Scale 1:200



Client:
 Berrigan Shire Council
 56 Chanter Street, Berrigan 2712
 Phone (03) 5888 5100
 mail@berriganshire.nsw.gov.au
 www.berriganshire.nsw.gov.au

Project Name:
 Tocumwal Cultural Precinct Development
 Deniliquin Street
 Tocumwal NSW 2714
 Lot 42 DP 1122397

Architect:
GPG architecture & design
 Registration No: 7497
 Website : gpgarchitecture.com.au
 Phone: 02 6926 5665
 Mobile: 0413 99 44 08

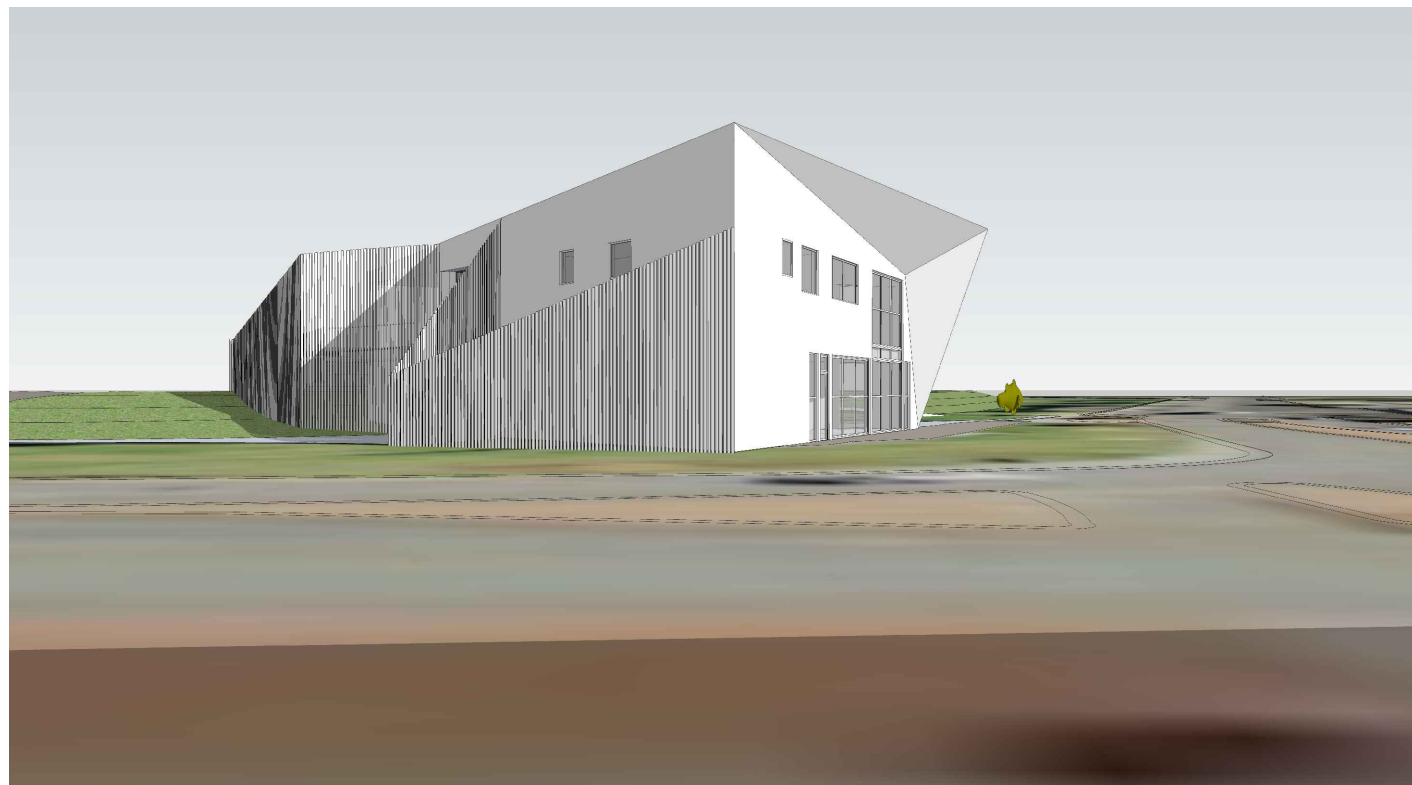
Date: 04-11-19	Drawn by: C Paradise Checked: GG 7497
Project No: 1905	Drawing No: A0004
Drawing Name:	Proposed Level 1 Floor Plan



9am Summer Solstice - North View Deniliquin Rd



11am Summer Solstice - Northwest View Deniliquin Rd



10am Winter Solstice - Northeast View Deniliquin St



3pm Summer Solstice - West View Deniliquin Rd



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Project Name:

Tocumwal Cultural Precinct Development
 Deniliquin Street
 Tocumwal NSW 2714

Lot 42 DP 1122397

Architect :

GPGarchitecture & design

Registration No: 7497
 Website : gpgarchitecture.com.au
 Phone: 02 6926 5665
 Mobile: 0413 99 44 08

Date: 23-10-19	Drawn by: C Paradise Checked: GG 7497
Project No: 1905	Drawing No: A0007
Drawing Name: 3D Visualisations	



6pm Summer Solstice - Southwest View Levee Bank Footpath



6pm Summer Solstice - Southeast View Boat Ramp Rd



10am Winter Solstice - East View Deniliquin St



Client:

Berrigan Shire Council
 56 Chanter Street, Berrigan 2712
 Phone (03) 5888 5100
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Project Name:

Tocumwal Cultural Precinct Development
 Deniliquin Street
 Tocumwal NSW 2714

Lot 42 DP 1122397

Architect :

GPGarchitecture & design

Registration No: 7497
 Website : gpgarchitecture.com.au
 Phone: 02 6926 5665
 Mobile: 0413 99 44 08

Date: 23-10-19	Drawn by: C Paradise Checked: GG 7497
Project No: 1905	Drawing No: A0008
Drawing Name: 3D Visualisations	

Berrigan Shire Council

2019 NSW Population Projections

2019 Population Projections for Berrigan help us understand the future size of the population and composition of households in the Shire.

The 2019 Population Projections indicate that the population of Berrigan is estimated to remain stable, changing by 100 people between 2016 and 2041, from 8,600 to 8,700. Berrigan's population is estimated to remain stable as retirees move there from Victoria and other parts of NSW.

The working age population (aged 15-64) is estimated to decrease by 4,700 in 2016 to 4,350 in 2041 – a change of 350.

The number of children aged 14 and under is estimated to change by 100 children, from 1,500 in 2016 to 1,400 in 2041.

The number of people aged 65 and over is estimated to increase from 2,400 in 2016 to 2,900 by 2041 - a change of 500.

Supporting communities in Berrigan

The NSW, Federal and local governments are delivering infrastructure and capital works that may change future population patterns and growth beyond what is shown in the projections. For example:



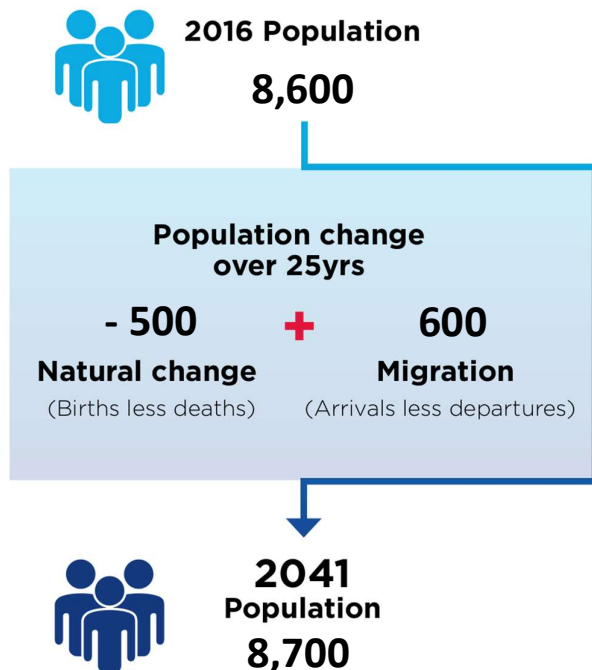
The \$395k Berrigan War Memorial Swimming Pool upgrade to enhance a popular local facility



The \$489k Barooga adventure playground expansion



The \$498k Tocumwal Recreation Reserve facilities upgrade



What are the NSW Population Projections?

The NSW Population Projections estimate the future NSW population based on assumptions for fertility, life expectancy and migration. They represent possible demographic futures based on the best assessment of how the NSW population may change over time, including population size, age profile and residential location. These projections are based on assumptions known at the time of publication. These projections are a tool used by the Government in the planning of services and infrastructure such as schools, hospitals, transport and community services.

Future decisions, such as infrastructure investments and land use plans, will change future population patterns including growth and distribution. These projections do not change the vision set out in Regional Plans or affect local plans and strategies such as the Local Strategic Planning Statements and Local Housing Strategies.

Berrigan Shire Council

2019 NSW Population Projections

Key Indicators: Projected Population, Households and Dwellings - all data at 30th June

	2016	2021	2026	2031	2036	2041
Total Population	8,600	8,600	8,700	8,700	8,750	8,700
2016 Population Projection	8,400	8,350	8,200	8,000	7,800	
Total Households	3,900	3,900	3,950	4,000	4,050	4,050
Household Size*	2.16	2.16	2.15	2.12	2.09	2.08
Implied Dwelling Projection**	4,550	4,600	4,650	4,700	4,750	4,750

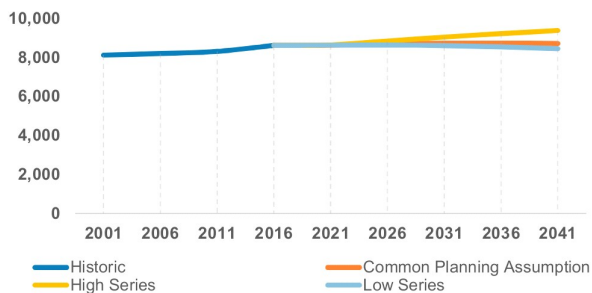
*Average persons resident per occupied private dwelling

**Dwellings required if the population forms households in the same ways as in 2016

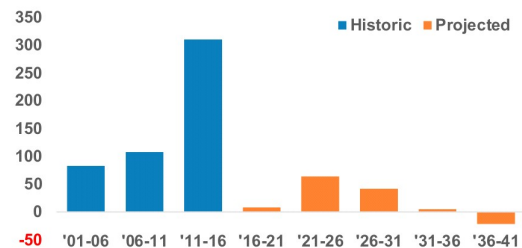
Population change

	2016-21	2021-26	2026-31	2031-36	2036-41	2016-41 (25-year change)
Population change	0	100	0	50	-50	100
Average annual growth rate	0.0%	0.2%	0.0%	0.1%	-0.1%	0.0%
Births	450	450	450	450	450	2,250
Deaths	550	550	550	550	600	2,800
Natural change	-100	-100	-100	-100	-150	-550
Net Migration (all)	100	150	150	150	150	700

Historic and Projected Population

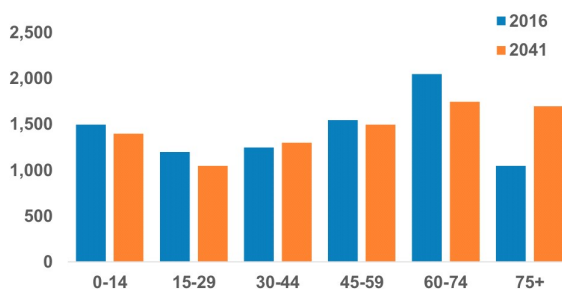


Population change



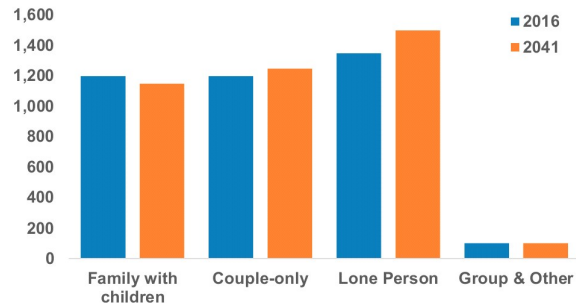
Population by Age

	2016	2041
0-14	1,500	1,400
15-29	1,200	1,050
30-44	1,250	1,300
45-59	1,550	1,500
60-74	2,050	1,750
75+	1,050	1,700



Households by Type

	2016	2041
Family with children	1,200	1,150
Couple-only	1,200	1,250
Lone Person	1,350	1,500
Group & Other	100	100
Total	3,850	4,000



Information is rounded to the nearest 50, which can introduce discrepancies in totals and differences.