

EGROW 01

Draft Destination Management Plan 2019 - 2023

Strategic Direction	Generating Opportunity Create an attractive environment for investment
File Ref	348778.2018
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EXECUTIVE SUMMARY

The draft Destination Management Plan (DMP) is a five year plan detailing Council's priorities for the development of the visitor economy in Liverpool. The draft DMP provides strategic direction and defines Council's role and commitment to meeting the needs of the visitor economy in Liverpool.

Growing Liverpool's visitor economy is part of Council's broader vision to stimulate the local economy via increased visitor spending, facilitation and creation of employment opportunities and increased demand for local goods and services. A strong visitor economy will showcase and celebrate Liverpool's assets across the entire local government area – its people and lifestyle, rich cultural diversity, heritage, natural assets and events. Marketing and promotion will enhance Liverpool's profile, thereby building and strengthening community pride and raising investor confidence.

The vision contained within the draft DMP is to become an attractive visitor destination, loved and promoted by its locals for its diversity, heritage and nature.

The DMP's objective aims to build a thriving visitor economy and increase the economic benefits that flow from tourism to local businesses and communities through unique visitor experiences.

The draft DMP has four strategic directions:

- Promote Liverpool as a core visitor destination through increased engagement and support from locals.

- Support local businesses, groups and organisations to build and develop the visitor economy and their tourism products.

- Celebrate Liverpool's diversity and utilise it to grow and strengthen the visitor market base.

- Attract new businesses, events and investment to engage locals and increase visitation to Liverpool.

The draft DMP has already been endorsed by the Tourism and CBD Committee.

RECOMMENDATION

That Council:

1. Endorse the Draft Destination Management Plan for public exhibition and;
2. Receive a report in March 2019 detailing any submissions received and for the adoption of the Destination Management Plan, or if no submissions are received, delegate to the CEO to adopt the plan.

REPORT**1. BACKGROUND****1.1 Introduction**

Liverpool and South West Sydney's tourism and visitor economy sector has experienced substantial growth over the last decade, despite a historically non-interventionist approach by Council. This can be attributed to the rapid population, particularly of CALD groups, which facilitates considerable visiting friends and relatives numbers; business growth; and growth of industries such as retail, industrial, health and education.

The development of a Destination Management Plan was first explored by the previous Building Our New City Committee of Council in 2016. A draft Plan was created by a consultant but was not progressed any further.

Since then, Council has recognised the rapid growth in the Western Sydney visitor economy as an opportunity to be proactive about growing the sector, beginning with appointing a Tourism Development Officer. The Liverpool Destination Management Plan (DMP) presented to Council addresses the recent growth in the region's visitor economy. It aims to grow the visitor economy so it is economically, socially and environmentally sustainable whilst increasing Liverpool's appeal and competitiveness as a destination and lifestyle choice. The DMP focuses on strengthening the existing market base and diversifying into new markets to increase visitation. It is anchored by the need to engage the local community to actively participate in local tourism experiences, in order to change perceptions of Liverpool as a visitor destination.

The visitor economy in the DMP is defined as people who travel outside of their usual area for holiday, leisure, events and festivals, business, conventions, exhibitions, education, visiting friends and relatives and employment. The visitor economy provides benefits to a broader economy through employment, investment, infrastructure development and export growth.

1.2 Liverpool City Council Objectives

The DMP provides the direction and framework for growing Liverpool's visitor economy. The DMP defines Council's role and commitment to meeting the needs of the visitor economy.

The draft DMP aligns with directions from Council's Community Strategic Plan, *Our Home, Liverpool 2027*, specifically the following goals:

Direction 1: Creating Connection

- Celebrate diversity, promote inclusion and recognise heritage
- Implement access and equity for all members of the community
- Provide community facilities which are accessible to all

Direction 2: Strengthening and protecting our environment

- Exercise planning controls to create high-quality, inclusive, urban environments

Direction 3: Generating opportunity

- Meet the challenges of Liverpool's growing population
- Attract businesses for economic growth and employment opportunities
- Create an attractive environment for investment

Direction 4: Leading through collaboration

- Seek efficient and innovative methods to manage our resources
- Increase community engagement

The draft DMP also delivers on various actions and principles articulated in other Council plans including, but not limited to the *Cultural Strategy 2017-2021*, *City Activation Strategy 2018-2023*, and *Liverpool Economic Development Strategy 2013-2023*.

The draft DMP has already been endorsed by the Tourism and CBD Committee, with one minor suggestion from the Committee on data collection being now incorporated into the draft.

2. DRAFT DESTINATION MANAGEMENT PLAN

2.1 Purpose of the Plan

The purpose of the draft DMP is to detail Council's priorities for the development of the visitor economy in Liverpool. Growing Liverpool's visitor economy is part of Council's broader vision to stimulate the local economy via increased visitor spending, facilitation and creation of employment opportunities and increased demand for local goods and services. A strong visitor economy will showcase and celebrate Liverpool's assets – its people and lifestyle, rich cultural diversity, heritage, natural assets and events. Marketing and promotion will enhance Liverpool's profile, thereby building and strengthening community pride and raising investor confidence.

2.2 Destination Vision and Directions

The draft DMP has a vision, objectives and strategic directions which were identified to determine the actions and delivery of the Plan, these include:

Vision

To become an attractive destination, loved and promoted by its locals for its diversity, heritage and nature.

Objective

To build a thriving visitor economy and increase the economic benefits that flow from tourism to local businesses and communities through unique visitor experiences.

Key strategic directions:

Promote – promote Liverpool as a core visitor destination through increased engagement and support from locals.

Support – support local businesses, groups and organisations to build and develop the visitor economy and their tourism products.

Celebrate – celebrate Liverpool's diversity and utilise it to grow and strengthen the visitor market base.

Attract – attract new businesses, events and investment to engage locals and increase visitation to Liverpool.

2.3 Actions

The draft DMP proposes a series of actions which will assist in achieving Council's objective for a thriving visitor economy. The core actions are outlined below:

1. Develop a visitor brand identity and marketing campaign plan
2. Position Liverpool as a multicultural hub
3. Investigate the sustainability of a Visitor Information Centre
4. Develop a way finding strategy which will assist visitors in the CBD and surrounds
5. Work with surrounding LGAs to create a visitor destination network for the region
6. Assist and support local businesses, groups and organisations in the development of the visitor economy, whilst attracting new businesses for future growth
7. Improve the visitor experience journey through a variety of trails
8. Investigate the influence the Western Sydney Airport will have on the local visitor economy
9. Investigate a potential site for a recreational vehicle holiday park within Liverpool LGA
10. Grow Liverpool's presence on guided holiday itineraries
11. Grow the local sports tourism market

12. Establish Liverpool as a culinary tourism destination
13. Grow event-based visitation
14. Establish Liverpool as a leading destination for medical tourism and events
15. Capitalise on Liverpool's rich colonial, military, migration, Indigenous and industrial heritage
16. Build a strong education-based visitor economy
17. Increase visitor economy investment attraction
18. Provide ongoing support to the accommodation sector in Liverpool
19. Position Liverpool as a shopping destination
20. Determine baseline visitation figures

2.4 Evaluation and Review

This DMP will be reviewed every two years, considering the following:

1. Council's ongoing commitment to the purpose and objectives of the DMP;
2. Mechanisms to collect feedback on Council's activities in growing the visitor economy;
3. Whether the manner in which Council manages this Plan and related activities is professional, transparent and accountable;
4. Whether conflicts of interest are identified and activities terminated should a conflict of interest arise that cannot be resolved;
5. Achievements against the Action Plan; and
6. Determine next steps through the development of an Action Plan for the following two years.

CONSIDERATIONS

Economic	<p><u>Further develop a commercial centre that accommodates a variety of employment opportunities.</u></p> <p>Deliver and maintain a range of transport related infrastructure such as footpaths, bus shelters and bikeways.</p> <p>Encourage and promote businesses to develop in the hospital health and medical precinct (of the City Centre).</p> <p>Facilitate economic development.</p> <p>Facilitate the development of new tourism based on local attractions, culture and creative industries.</p>
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Environment	Protect, enhance and maintain areas of endangered ecological communities and high quality bushland as part of an attractive mix of land uses.
Social	<p>Raise awareness in the community about the available services and facilities.</p> <p>Provide cultural centres and activities for the enjoyment of the arts.</p> <p>Support policies and plans that prevent crime.</p> <p>Preserve and maintain heritage, both landscape and cultural as urban development takes place.</p> <p>Deliver high quality services for children and their families.</p>
Civic Leadership	<p>Undertake communication practices with the community and stakeholders across a range of media.</p> <p>Foster neighbourhood pride and a sense of responsibility.</p> <p>Facilitate the development of community leaders.</p> <p>Encourage the community to engage in Council initiatives and actions.</p> <p>Deliver services that are customer focused.</p> <p>Actively advocate for federal and state government support, funding and services.</p>
Legislative	There are no legislative considerations relating to this report.

ATTACHMENTS

1. DRAFT Destination Management Plan (Under separate cover)