Planning for Recovery
Tourism and Economic Development

Destination Management

Inspires Next Generation of Leaders & Workforce Attraction

Equitable Economic Development & Protect Local Resources

Validate Public Funding

Elevates Destination Branding
Case Study
Marysville

Marysville
10 years on
The Good News

- **Community**
- Steady Road
- Community driven
- Significant public and private investment.
- Residents and businesses have returned
- Growth Opportunities
Good News

- **Tourism Industry**
  - Increased investment in main attractions, accommodation, rentals
  - 2018 saw the largest number of visitors to the region in the last 10 years
  - Increased major events on the calendar
  - Multiple regular community-run events
The Bad news

- **Community**
- Economic growth has plateaued
- Risks to sustainable growth:
  - Ageing population
  - Skilled employees
  - Attracting young families and business investment
- Economic leadership
- Brand clarity
Key Insights

• Shift the horizon
• Aligned approach
• One clear, properly incorporated independent organisation
• Shared vision, develop a road map, long-term strategy and phase it in
• Integrated destination development initiatives – rather than marketing
• Add and diversify product
• Push back to focus on long-term strategy
Women in Tourism

• Industry development
• Strategic destination planning
• Product development
• Trade engagement
• Operations
• PR communications
• Marketing
• Business development
Short Term

1. Provide a review of the current status of tourism destinations accessibility and which products are open for business now.

2. Provide SME tourism businesses with mentoring advice

Medium Term

1. Work with local authorities and official recovery agencies to develop master plans

2. Provide support to community stakeholders to ensure an inclusive, local and practical approach
Reach out to us

Women in Tourism Facebook Group
“Where you come from does matter – but not nearly as much as where you are headed.”