



Yass Valley Destination Action Plan 2020 to 2025

July 2020



Destination
Southern NSW

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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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



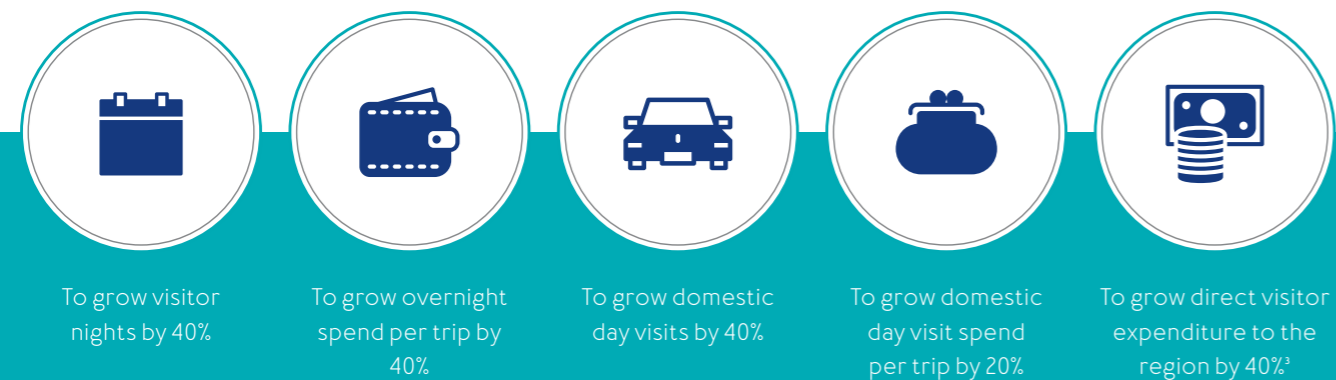
2.0 Tablelands 2025 Visitor Economy Objectives

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 economy².

Tablelands Visitor Economy Objectives 2025



² TRA [2018] visitor regional expenditure data at LGA Profiles
³It 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:



Primary

Domestic visitors from Sydney, ACT and Regional NSW targeting family road trippers and affluent 45+ Australians

Visiting Friends and Relatives (VFR)



Secondary

Young travellers – Traditional Market Gen Y/Z Australians and Internationals

Domestic visitors travelling between Melbourne and Sydney targeting affluent 45+ Australians

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 experiences 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.

*TRA (2018) Local Government Area Profiles, Goulburn Mulwaree and TRA (2019) NVS 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)⁵

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, Sutton 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 LGA 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.



⁵Yass 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 enticing, 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 DSNSW 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 DSNSW 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 DAP.	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 Councils 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.



Destination
Southern NSW