



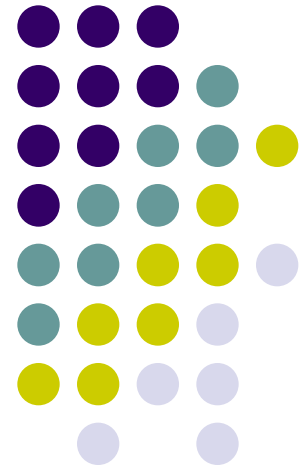
**'New England
to Coffs Coast
Cross Region
Sustainable
Tourism
Strategy'**



***Waterfall Way
Facilitating Green
Travel
Opportunities***

Peter Lloyd

November 2008



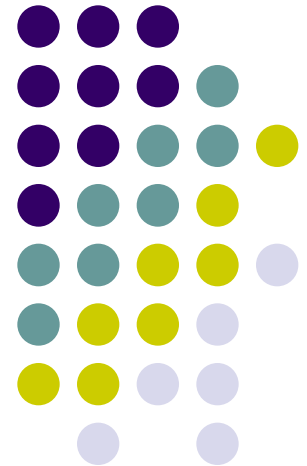
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Background

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The Project: To research and implement a coordinated cross-regional strategy leading to

The Development and Promotion of a Differentiated Nature-Based and Ecotourism Destination

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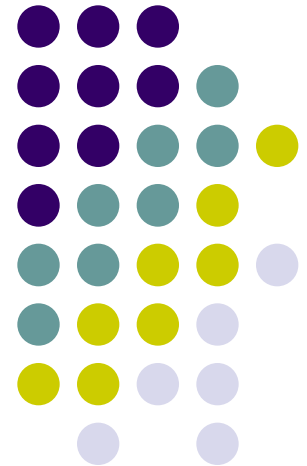
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Method:

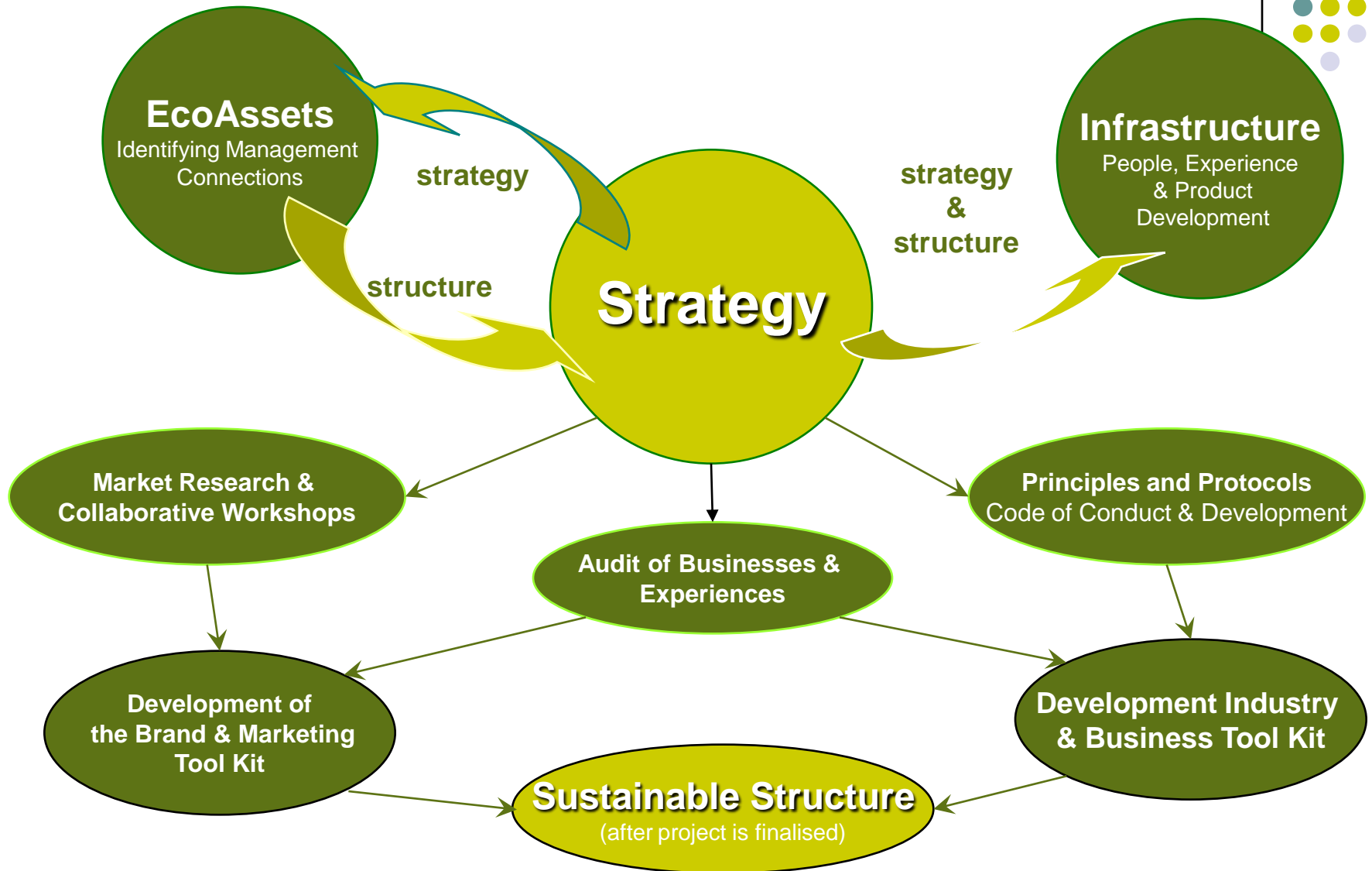
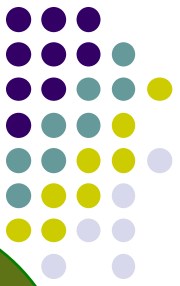
- Establish project management group, set goals, priorities and timelines
- Identify and engage project work team
- Assess goals against budgets
- Incorporate **Green Travel** principles



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Collaborative process



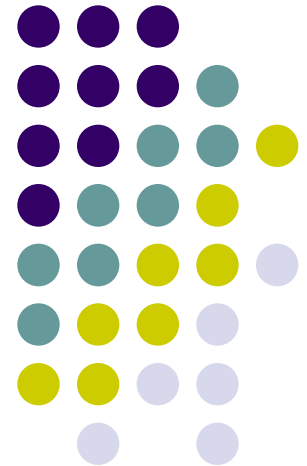
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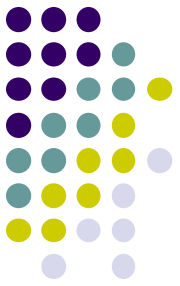
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Process – key components

- Regional resources - people, places and products
- Comprehensive stakeholder consultation with:
Commonwealth Government, seven councils,
NPWS, Regional Tourism Organisations, Tourism
NSW, education and training providers, tourism
and allied businesses, local communities.



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Process continued.....

Development of a Regional Business Plan through:

- Outcomes from public consultation and stakeholder groups
- Research from industry bodies
- Input from Project Management Committee members

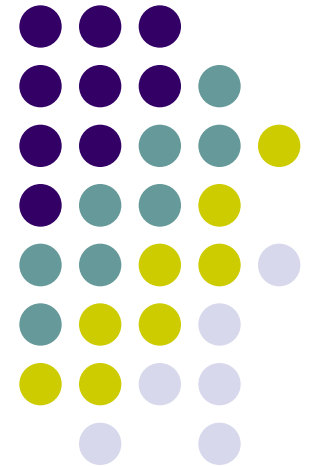
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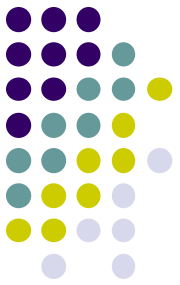


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**The Regional Business Plan has led to the
creation of a distinctive inter-regional
brand for** *Waterfall Way*



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Branding designed to:

- Complement existing regional brands
- Provide distinctive added value
- Focus on clean, green image of the region from highlands to sea
- Offer value for stakeholder use
- Link with regional, state and national ecotourism themes and campaigns

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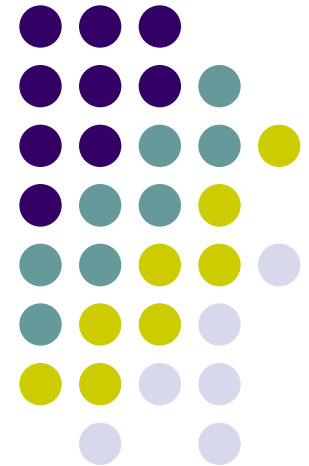
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Outcomes – short term

- Regional nature and ecotourism business plan
- Regional brand
- Development of Tool Kit for industry
- Development of regional collateral focusing on Green Travel principles
- Development of interactive website



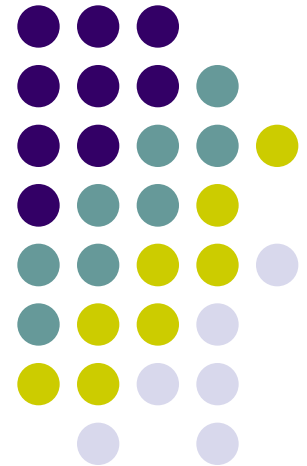
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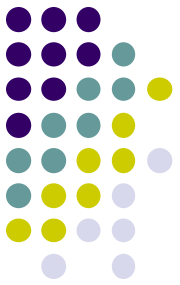
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Outcomes – long term

- Development of industry-owned marketing co-operative
- Provision of tools for businesses and communities to achieve sustainable outcomes
- Empowerment to local communities
- Increased visitation, revenue and yield



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So why is this project different?

What does it offer to enhance nature-based and Green Travel opportunities?

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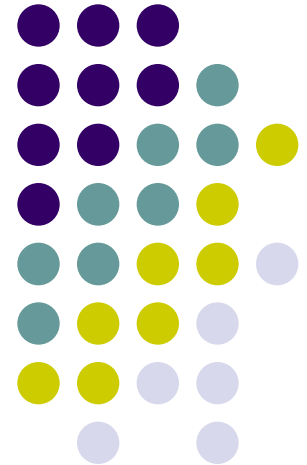
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Collaborative approach:

1. Consultation 'with communities', 'in communities'
2. Inclusive stakeholder workshops
3. Ability to listen, communicate and act
4. Feedback and review with all participants



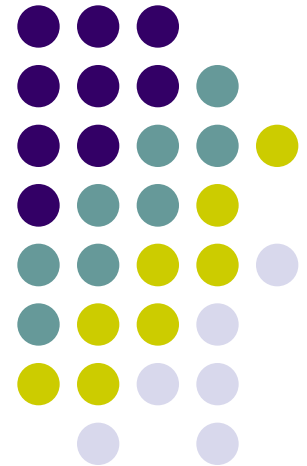
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The outcomes:

1. Agreement on stories to be told and “living the journey”
2. The connection between nature, places and people
3. Incorporating an understanding of climate change impacts
4. An appreciation of the benefits offered by adopting Green Travel principles



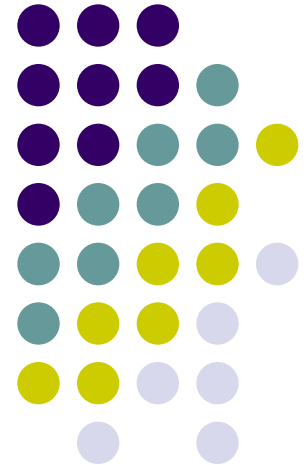
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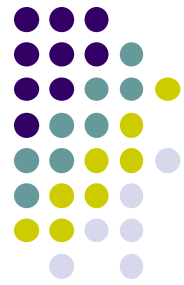


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Outcomes:

1. The project offers practical and simple solutions
2. Provides for a framework to build a business-based cooperative
3. Provides a practical Tool Kit
4. Provides appropriate collateral to build image and business opportunities





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