

Wollondilly DMP Submission Summary

HPE REF	ORGANISATION	SUMMARY	SUMMARY	ACTIONS FOR DMP	REPORT TO COUNCILLORS
594	External	<ul style="list-style-type: none"> Harvest Trails and Markets have tried to build up the agri-tourism offering in the Wollondilly Shire Still a few members in the Wollondilly Harvest Trail and hoping that the DMP (food tourism) might give new impetus and encourage more local businesses to engage Harvest Trails and Markets are interested in supporting the Wollondilly DMP https://www.harvesttrailsandmarkets.com.au/farm-gate-trails/wollondilly/ 	<ul style="list-style-type: none"> Show of support for agri-tourism in the DMP Support for the development of Food Tourism in the Wollondilly Shire 	<ul style="list-style-type: none"> Support noted. 	<ul style="list-style-type: none"> The DMP includes recommendations for a Food Tourism Strategy. Feedback / support noted.
601	External	<p>Page 35 – 4.4.1 Access to Yerranderie</p> <ul style="list-style-type: none"> The word ‘freedom’ should be removed and maybe can camp in and which offers Reference to ‘forgotten ghost town’ Yerranderie was forgotten from the late fifties until the early seventies and reopened by the then owner Valerie Lhuede and known to many as the Ghost Town The public access to Yerranderie is from the West on the Oberon Colong Stock Route now a public road. Access from the western side of the WSC is known as access from the East Restricted access in managed by Water NSW and escorted by Water NSW not NPWS <p>Page 51 – 6.1.12</p> <ul style="list-style-type: none"> The Rail Trail from Thirlmere to Mittagong is a wonderful idea and could be extended There are so many opportunities for Wollondilly and Wingecarribee Councils 	<ul style="list-style-type: none"> Public access to Yerranderie as mentioned in the DMP is not comprehensive Clarification of escort to Yerranderie Support of Rail Trail between Wollondilly and Wingecarribee LGAs 	<ul style="list-style-type: none"> Council to fact check access and escort to Yerranderie and amend DMP as required. 	<ul style="list-style-type: none"> Council to fact check access and escort to Yerranderie and amend DMP as required. Feedback / support noted
613	External	<p>Page 23 – Table 5: Accommodation Audit</p> <p>Page 82 - Table 14: Accommodation Audit – Full Findings</p> <ul style="list-style-type: none"> Kiah Ridge (full name Kiah Ridge Christian Conference Centre) operational scope is beyond that of school camps. It services a broader range of clients (community groups, churches, private bookings etc) It is available for general/private bookings – we have often had private bookings for those visiting the area for sporting events, or people using our facility as a central destination to gather people together for a private booking (be it for a social activity, family gathering, etc) We also have hosted weddings in the past (as recently as December 2017), so we do have significant potential to grow into a high quality conference venue In the process of developing a master development plan for the centre, which will look to strengthen our operation and diversify our offerings slightly 	<ul style="list-style-type: none"> Clarification of accommodation services of Kiah Ridge Christian Conference Centre 	<ul style="list-style-type: none"> Need to add a new heading for Conference Centres and add Kiah Ridge Christian Conference Centre and amend the tables and subnotes to reflect any changes to the figures in the tables on Page 23 and 82 	<ul style="list-style-type: none"> Feedback / support noted. Minor modifications to DMP – addition of conference centre to accommodation audit

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628	External	<ul style="list-style-type: none"> Planning in the DMP has been covered in previous WTAI Reports Implementation of projects will be the key to success Achieving the ideas in the DMP will be costly and time consuming to implement dependent on commercial / independent interests Appreciate that the Shire has been recognised by the State (Government) as having tourism advantages over other LGAs Tourism has struggled due to lack of support and indecisive management WTAI have recently increased its membership and there is increased interest in tourism in the community Pepper Tree Ridge has been in operation for over 20 years and was not approached to obtain guests / overnight stay statistics The DMP incorrectly states that there are 5 rooms when there are 6 rooms (1 being a self-contained unit) 	<ul style="list-style-type: none"> General support of DMP Implementation of projects will be the key to success Clarification of accommodation audit 	<ul style="list-style-type: none"> Need to amend the figures on Pepper Tree Ridge on Page 23 and 82 	<ul style="list-style-type: none"> Feedback noted. Minor modifications to DMP – amend accommodation data
641	External	<ul style="list-style-type: none"> There are potentially more animal lovers (e.g. dog breeders) in the Shire possibly due to large properties and cheap land prices Opportunity for dog / animal related marketing / parks / shows / events (people will travel for activities with their children) Opportunity for fishing events (at the Wollondilly pool / dam etc) Animal related opportunities are an untapped market – local animal stay / vet because we cannot accommodate people's pets and they are wanting the option If there were good dog related facilities / events during the day for the family and dogs / cats then my guests would be thrilled A strength of the area is not just cycles but dirt bikes and road bikes, why not make the category bigger and include all bikes Most boys that my son and daughter are friends with own dirt bikes from a young age and most of the adults we know ride either 4 wheelers, road bikes or dirt bike. Our family are cycle owners and so are our good friends.. but happy for this to be a big push for the area since we have so many mechanics and bike enthusiasts (e.g. bike) There are also huge amounts of people into machinery – car show people, train nuts, tractors, everyone has their truck license (including me) so maybe that can be a point of distinction / shows, events etc Sporting events – there are also huge number of horse people / riders etc around here Definitely need some kind of pride / cleanliness local campaign to train people to be outward looking and clean etc First thing that my guests see when they take the Bargo exit is a main road full of rubbish that has been dumped or thrown out of people's cars then 	<ul style="list-style-type: none"> General support for the DMP Comments on gaps with Council's service delivery Concern over lack of public transport infrastructure for residents and visitors 	<ul style="list-style-type: none"> Add details on Kalinya Gardens (as an accommodation provider) to relevant sections of the DMP The Lodge – 8 guests The Homestead – 16 guests 	<ul style="list-style-type: none"> Feedback noted. Minor modifications to DMP – addition of accommodation data

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		<p>they see weeds and overgrown mess along with a really dowdy local sign – How about great signage – well designed and inspiring, indicating the slogan for the area etc</p> <ul style="list-style-type: none"> Definitely need facilities... but why not start with something more fundamental, rather than just indoor jumping centres, I think that a huge outdoor park, won't matter where in the Wollondilly / Picton / Bargo etc like the massive ones that have great equipment, bike tracks, cricket nets, clever climbing, even a large wooden structure to climb in (unique / like a huge pirate ship etc), BBQs, toilets etc. I know that I would travel huge distances and spend a lot of time at parks that made a fabulous day for our family. I know that the Southern Highlands have a couple, but it is colder there, and they are all small. I know that my friends from those areas would bring their families down here in order to go somewhere that would be fabulous to entertain their kids / meet friends / eat out, spend money etc Accommodation – I noticed that Kalinya Gardens is not even on the audit. We are fairly new to the market, so I understand why but we are aiming to be 5 star / high end. We have had perfect reviews so far and we have had return bookings. We are aiming for boutique... I am aiming to be eco... I am aiming to team up with local businesses to push experiences and provide experiences and high quality services for guests... we are getting bookings for high-end corporate groups... we are a historical Australian colonial venue... we are approached every week to have people's weddings.... we have won the Wollondilly garden competition.... we are getting people begging us to offer them an appropriate option to stay, host their birthday, event or wedding.... I am interested in what support there might be for developing our site and encouraging your plans. I have had trouble with people's attitude on council. I feel that most staff that I have come across have been unhelpful and often even aggressive. I love the vision and the planning but I would be wanting help... real help – funding (as far as I could see, no money has been allocated to accommodation), council approvals, development help, training, marketing I noticed there is a section on international guests.. I am also interested in this market... but unless we offer high quality services, particularly great food / wine and great accommodation, we will not get the traveller and we will not get good enough internet traffic (guest Instagram advertising) or good reviews for guests to return or send their friends. The marketing needs to be translated, the signs need to be translated, photos in marketing re what the international guest is after (e.g. photos of a bath and shoe racks for Japanese guests). I know that there was mention of close to Sydney being a negative possibly.... I disagree... people are wanting to stay... they just say that there are no good 			

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		<p>options!</p> <ul style="list-style-type: none"> • People say that they often book with us because we are close to get to after work on a Friday and good for getting home on a Sunday... close to the freeway exit etc • I am concerned about the lack of public transport to the area for residents and guests • I am also concerned about the planned development going on for the area. I think if we lose the history and rural feel then just put housing development as it creeps south then we might as well not bother. People are not coming to visit another suburb in Sydney. They are coming for a close to Sydney slice of country for the weekend! • I am happy to speak with you further about the type of guest we are getting and the feedback we are getting from them so far. I do struggle with many of the issues you have outlined in the proposal e.g. lack of facilities or things to refer guests to and am thrilled that there might be strategic solutions coming • I agree that we get a lot of visitors to families in the area. As far as I can tell from my feedback – family and friends end up staying in Mittagong / Bowral / Camden instead where there are options for them to be comfortable. • Ultimately, I agree with you. This area is undervalued and has great potential for tourism 			
647	External	<p>Page 11. 2.3 About Wollondilly</p> <p>Figure 5 Map of Wollondilly and surrounding LGAs</p> <ul style="list-style-type: none"> • Note that the rural area of Darkes Forest is missing from the most eastern section of the map. This area, like some other isolated sections within the Shire are accessed via another Shire. <p>Page 30. Barriers to growth</p> <p>4.1.1. Freedom camping is not free (cost to council)</p> <ul style="list-style-type: none"> • It should be noted this also applies to other agencies mentioned in the document such as NPWS • A good local example is Wingecarribee Shire has a Reserve at Berrima on the Wingecarribee River with a small section dedicated to camping (4 sites for caravan, tent or mobile home) @ \$17.50 per night, maximum 2 nights, no camp fires, organised direct through council • This could be done say at Bargo River Reserve (note that only part of this reserve is identified and utilised) 	<ul style="list-style-type: none"> • Considerable commentary on DMP 	<ul style="list-style-type: none"> • Add 'Darkes Forest' to Figure 5 Map on Page 11 • Council to fact check access and escort to Yerranderie and amend DMP as required. • Add the following to the DMP Page 83. Table 15. Product Audit – Full Findings – Cataract, Cordeaux Dam, Dharawal National Park, Avon Dam and Nepean Dam 	<ul style="list-style-type: none"> • Council to fact check access and escort to Yerranderie and amend DMP as required. • Minor modifications to DMP – additions to product audit • Feedback / support noted


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		<p>Page 31. 4.1.6. Challenges in activating NPWS</p> <ul style="list-style-type: none"> Most of the National Parks within Wollondilly Shire are within Sydney’s Drinking Water Catchments (that were gazetted well before becoming National Parks). There could be a challenge to have major tourism in these areas that would not impinge upon the water quality objectives of these areas. It should be noted that the majority of these areas within the Shire can be accessed now <p>Page 32. 4.1.10. Waterway access constraints</p> <ul style="list-style-type: none"> There are many other waterways within Wollondilly Shire that could be better utilised instead of Warragamba Dam such as Bargo and Nepean Rivers <p>Page 35. 4.4.4. Access to Yerranderie</p> <ul style="list-style-type: none"> The document has East and West wrong. There is a public road to Yerranderie from the West Yerranderie is like several other isolated locations within Wollondilly Shire that is accessed through other council areas such as the (great) McMahons Lookout (overlooking the Cox arm stored waters of Warragamba Dam and a vast area of Wollondilly natural area) via Wentworth Falls (Blue Mountains City Council), Wedderburn airfield and Dharawal National Park via Wedderburn (Campbelltown City Council), Darkes Forest via Old Princes Highway (Wollongong City Council) and of course the residents not only at Yerranderie but nearby Bindook, New Yards, Millnigang etc. from the west (Upper Lachlan Shire), Barrallier from Wombeyan Caves Road (Wingecarribee Shire) Bush walking is currently permissible into National Parks / Water NSW lands from many locations within Wollondilly Shire, all are true “Great Walks”. I doubt a truly “great walk” would be one that is along the road as is suggested. <p>Page 47 / 48. 6.1.7. Great walk experience.</p> <ul style="list-style-type: none"> It should be noted that there is already a “great walk experience” (and has been for many years) within Wollondilly Shire. The Mittagong to Katoomba walk is mainly within Wollondilly Shire and passes through several National Parks and World Heritage Area. <p>Page 51. 6.1.11. Kayaking and trekking at Thirlmere Lakes.</p>			

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		<ul style="list-style-type: none"> There is no mention of kayaking on the Nepean River that has become quite popular above and below Douglas Park down to Menangle. What about the Bargo River. Perhaps Council could provide better access say at Maldon? What about trekking along the Bargo River or Stonequarry Creek? <p>Page 51. 6.1.12. Rail Link.</p> <ul style="list-style-type: none"> Excellent idea to restore the old “Loop Line” rail link to Mittagong or utilise this corridor for walking / push bikes. Doubtful if both could co-exist as rail do not like having people within the rail corridor while trains are travelling along the line (major safety issue). Note that motor bike activity is already utilising this area. Could multi use recreational activity (horse riding, push bikes, motor bikes and walkers / trains co-exist? (Safely) <p>Page 51. 6.1.13. Recreational attractions.</p> <ul style="list-style-type: none"> There used to be a very popular bungee jumping enterprise on the old Maldon Bridge site. An historic and lovely scenic area as well. Perhaps such a recreational activity could be reactivated? <p>Page 53. 6.1.16. Small scale aviation hub.</p> <ul style="list-style-type: none"> Suggests The Oaks may offer greatest potential. It should be noted that the main road (Burraborang Road) goes through the middle of this old WW2 airfield and now only the southern section is used. As far as known the northern section is another private property. There is also Wedderburn airfield within the Shire that grew substantially after the closure of Hoxton Park airfield. Wilton airfield for the parachute centre could also be considered, if houses are not built over it. The old WW2 Bargo airstrip still exists but abandoned (on Crown Land?) could be reactivated? <p>Page 54. 6.1.18. Warragamba Dam Visitor Centre</p> <ul style="list-style-type: none"> Water NSW recently closed down (and demolished?) its conference centre at Warragamba that also provided accommodation, with grand views etc. It was open to the public at cost. <p>Page 83. Table 15. Product Audit – Full Findings</p>			

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		<ul style="list-style-type: none"> Missing from this table is: - Cataract Dam - Cordeaux Dam - Bents Basin State Conservation Area - Dharawal National Park <p>Summary / Comment.</p> <ul style="list-style-type: none"> If Council is genuine about attracting more visitors to our area and needs to “show the way”, it will need to invest in some recreational infrastructure such as: develop walking tracks and parking on its own reserves (e.g. Bargo River, Mermaids Pool, Pot Holes etc) canoe / kayak access, portage, Nepean & Bargo Rivers It seems quite hypocritical that Council is suggesting to “open the door” for access to restricted sections of water catchment areas, now also gazetted as National Parks but have placed “no parking” signage along Rockford Road to prevent the increased recreational use of both Mermaids pool and the “pot holes” on the Bargo River. Council has also gated off the access to disused old Maldon Bridge. This area has not been mentioned in the DMP. This was the site of a Bungee Jumping enterprise some years ago and area of great history and scenery. It could also be a good place for kayaks to enter the river. Great fishing in the area and upstream is the Maldon Weir. Council also gated off Lysaghts Road between Wedderburn and Bulli Road near Appin. This is the access to Wedderburn airfield and Dharawal National Park (the majority of this park is within Wollondilly Shire) The signage and gating off of these isolated areas was probably justified and for good reasons such as safety, illegal dumping, stolen vehicles, fires etc. Most likely the exact same reasons as National Parks, Crown Lands and Water NSW have gated off areas that Council seeks to open up. 			
653	External	<p>WTAI awaits direction from Council as to how we can assist and “Value Add” to the efforts of your Tourism team.</p> <p>Major Points Summary:</p> <ul style="list-style-type: none"> Lacking an “All of Council” approach. No point Tourism plugging away if other departments are not actively supporting the development of Tourism infrastructure, events etc Most memorable and accurate statement by Albert Stafford – PUT OUT THE 	<ul style="list-style-type: none"> Considerable commentary on the DMP General support for the DMP including additional comments on potential opportunities Comments on gaps with Council’s service delivery and need for alignment of strategic and operational objectives between departments Comment on the need for all council 	<ul style="list-style-type: none"> Thirlmere Festival of Steam Event to be added to the DMP 	<ul style="list-style-type: none"> Thirlmere Festival of Steam Event to be added to the DMP Feedback / support noted

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		<p>RED CARPET, NOT THE RED TAPE.</p> <ul style="list-style-type: none"> The community needs an Education Campaign not just about the benefits of Tourism but also needs to be clear that Tourism spend DOES NOT affect Road repairs budget. Filming – Does the State Government still decree that Councils cannot charge film crews for use of public infrastructure eg paths, roads, parks & sportsground. A great idea applied by Screen NSW but if we can only apply for Cost Recovery then I question why we target the market. Better to divert them to private landholdings. I would also suggest part of their Filming Approval includes encouragement to use local services & not bring their catering trucks & coffee vans. I am disappointed there is no future plans in the DMP for Free 48 hour camp zones for Grey Nomads in any towns other than Warragamba. I recognise you are planning to target a user pay Holiday Park but you must realise that Self Contained RV sector DO NOT pay \$40 a night for a sardine can site. Grey Nomads spend a minimum of \$100 a day in each town they stay, supermarkets, service stations, café / restaurant / pub / clubs & retails stores. A small set up cost of a sign & a bin is all that's required. Not Boom Gates & computerised booking systems. Product Audit on back page – does not include cafes / restaurants / pubs / clubs / gift shops. The Equestrian / Farm Activities section is also rather incomplete. It concerns me that there is no mention of Marketing budget (only rebrand \$30k). It is unrealistic to expect private sector to fully fund all promotions. Our area will not attract the Big Players if they can see the Council is not committed to effectively promoting the area. There appears to be no Arts & Cultural development in this Plan in the areas of Infrastructure, events or promotion. This area provides a balance to the “Roads, Rates & Rubbish” image of Council and we would be delighted to see some inclusions for this sector of our community. <p>Page 4 & Page 30.</p> <p>Table 1 Barriers to growing Wollondilly's Visitor Economy</p> <p>Product & supporting infrastructure</p> <ul style="list-style-type: none"> “Freedom camping is not free to Council (it costs)” Other Councils simply erect a sign indicating 48 hrs free RV stop for Self-Contained vehicles only. There is no toilet or shower facilities, no bins etc. 	<p>departments to be made aware of the importance of tourism to the Wollondilly economy</p> <ul style="list-style-type: none"> Comment on the need to amend the LEP to enable tourism opportunities Comment on the need to relax DA controls for events 		

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		<ul style="list-style-type: none">• Grey Nomads in self-contained RVs do not expect these amenities.• The Warragamba RV Park is major overkill & putting in a Boom gate with computerised booking / tracking system is OTT. I fear using Warragamba as the “Model” for Free camps in other towns is not indicative of this sectors visitation and the statistics on Warragamba will not be reflective of the existing RV visitation. Picton, Appin & Thirlmere are already having lots of RV visitation but the RVs are at risk of being fined as it isn’t legal at this stage.• Installing Dump Points listed on CMCA, Wikicamps etc has attracted the RVs to visit so why not capitalise on this.• RV free camp, a paddock with a sign. 7 RVs on site.  <p>Page 4 Table 1. Product & supporting infrastructure “Restricted trading hours”</p> <ul style="list-style-type: none">• I agree, in Picton they all close on Monday except for Common Ground. Who closes on Saturday? Perhaps consider pulling all café owners together for a meeting & encourage them to work together & to have their days off on different days. Picton Hairdressers used to close on Mondays, I didn’t & we cleaned up.• Closing early on weekend days is crazy, we enjoyed visiting the cafe at Warragamba last Sunday, and arrived at 1.15pm but kitchen closed at 1pm & café closed at 2pm. Tourists were roaming as we left so the take away store was the only food option. Could a Coffee van in the park suffice? <p>Page 4 Table 1. Product & supporting infrastructure “Lack of Council funding”</p> <ul style="list-style-type: none">• Comparing Wollondilly with other Councils like Southern Highlands, Blue Mountains & Illawarra is pointless if Council does not commit to a marketing budget.• My learnings are: - LGA & Regional RTOs promote to bring visitors to the			

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		<p>doorstep. Businesses then compete for their share of the pie with their advertising \$.</p> <ul style="list-style-type: none"> It is unrealistic to expect the private business sector to fund all marketing. I note \$30k allocated for rebranding but.... <p>Page 22 3.Product audit. 3.11</p> <ul style="list-style-type: none"> Bookable units “caravan parks (30%) “ A questionable statistic. Bargo & Oakdale are full of permanents. In 11 years running the VIC we never once were successful in booking a casual van site for a visitor. <p>Page 22 3.Product audit. 3.11</p> <ul style="list-style-type: none"> “there is one formalised NPWS camping ground which provides unpowered sites.” I would hardly class Yerranderie as part of our stats for camping grounds, it is inaccessible from here & skews the statistics, plus alleviates NPWS of any responsibility to open their lands in the future for campers. If an RV or caravanner reads this & heads off looking for Yerranderie they will be rudely awakened. <p>Page 23 Table 5</p> <ul style="list-style-type: none"> K Ranch Arena noted as having 45 powered sites. Are general travellers allowed to book in for an overnight stay at K Ranch? If not this is again skewing our camping stats to look better than they really are. <p>Page 33 4.2.3 & 4.2.6</p> <ul style="list-style-type: none"> There is no mention of the 30 year strong Thirlmere Festival of Steam which attracts between 16,000 – 20,000 annually (weather dependant) has statistically proven (in past) that over 50% of the visitors are from out of area & anecdotal evidence (FB comments) some travel from other states to attend. IlluminARTE is fabulous but no evidence of visitation has been collected to indicate it is a Tourism event. It certainly has potential to be a Tourism event but is not currently marketed out of the region nor has any work been done to attract the bus market. Dam Fest & Bold Jack Donohue festivals at Warragamba, Appin Wheels Festival also have huge potential for visitation from out of area. If Council assisted with some tracking mechanisms & on site visitation surveys they would find visitors from Sydney, Illawarra & Blue Mountains attend these 			

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		<p>events.</p> <ul style="list-style-type: none"> NSWRM in house events including Day Out with Thomas are hugely successful Tourism attracting events & are not mentioned. It is quite insulting to see the IlluminARTE is the only event mentioned in this DMP. <p>Page 34 4.3.1</p> <ul style="list-style-type: none"> WTAI is awaiting clarification of Council's role vs WTAI's role vs Chambers of Commerce roles, when the DMP is finalised. <p>Page 38 Activation Area 2</p> <ul style="list-style-type: none"> Do not expect private sector to do all marketing & promotion of the area, it won't happen. Our community needs a big education campaign that Roads & Pothole repairs are a different pot of funds. If money is spent on Tourism (inc promotion) the locals need to understand it is not to the detriment of road repairs. <p>Page 45 6.1.4 "Evening based activities"</p> <ul style="list-style-type: none"> Private operators experience onerous DA requirements to put on evening based events such as concerts as is evidenced in the cancellation of Antill Park Golf Club's recent Country Music Concert. Consideration should be given to "relaxing" the compliance rules & regulations for one off small scale events like this. Antill Park is a prefect venue for Twilight Cinema. Council could consider allocating staff to spend time assisting private sector operators to fill the DA forms in at a grass roots level. The proposed "Event Kit" will go some way towards helping but Council staff one-on-one help (not just guidance) will encourage new event organisers to go forward, community groups often see the requirements, get intimidated & the event gets put in the "Too Hard Basket" <p>Page 46 6.1.5 Food Tourism Strategy</p> <ul style="list-style-type: none"> Food tourism strategy is another name for the "Rural Tourism Strategy" that was already underway up until 5 years ago. We are reinventing the wheel here. Full consultation was done in past & compliance issues were addressed. WTAI will be reactivating the website www.wollondillyharvestexperience.com.au. We trust this will assist in 			

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		<p>Council's efforts.</p> <p>Page 50 6.1.10 Nature photography experiences & tours.</p> <ul style="list-style-type: none"> Consider adding Rail Photography – by far the largest visitor numbers in the area of photography come to photograph heritage trains. Consideration should also be given to Rail photography platforms & designated safe areas. In consultation with NSW RM & Rail Safety experts. <p>Page 51 6.1.11 Kayaking and trekking at Thirlmere Lakes</p> <ul style="list-style-type: none"> Camping in Thirlmere Lakes NP should be lobbied for with NPWS. I travel in many environmentally sensitive NPWS parks around NSW & they make a lot of money from us. Why not Thirlmere Lakes NP? <p>Page 51 6.1.13 Rail trail from Thirlmere to Mittagong</p> <ul style="list-style-type: none"> Council needs to consult with NSW RM. You either have trains on track OR cycle / walking tracks. Both will never happen with the rail cuttings south on the Loopline. This section makes the DMP look questionable. Consider removing it. <p>Page 51 6.1.13 Recreational attractions(s) for locals and visitors</p> <ul style="list-style-type: none"> Push for heritage funding to fix Maldon Suspension Bridge & bring back Bridge Swinging. Years ago there was a Macarthur based off road karting club who tried to lease the land at Maldon Suspension Bridge car park (currently a dump / storage site for RMS I believe) Consider revisiting this idea. Push developers of Wilton to consider Nepean River walks, photography platforms, funicular (A funicular is one of the modes of transportation which uses a cable traction for movement on steep inclined slopes) through VPAs. Push developers of Picton Vault Hill Estate to go forward with walking track & simple lookout on Vault Hill through VPAs. <p>Page 53 6.1.17 UNESCO World Heritage Gateway Signage</p> <ul style="list-style-type: none"> Encourage DNSW & RMS to re revisit the onerous TASAC requirements for signage. Totally unrealistic even for World Heritage Listed sites on motorway. <p>Page 54 6.1.18 Warragamba Dam Visitor Centre as a function venue</p>			

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		<ul style="list-style-type: none"> It's disgusting that the Dam VIC do not promote anything other than themselves – our taxes pay for this place. Last time I was there (12 months ago) I asked for a Visitor Guide & a map of the area. Nothing. They need to be pushed to allow display of local Warragamba / Silverdale businesses brochures & shire information as in the past. <p>Page 57 6.2.3 Growing filming and film tourism in the shire</p> <ul style="list-style-type: none"> When I was Film & TV officer we were not allowed to charge for use of Council facilities e.g. streets, parks, sportsgrounds etc. Cost recovery only. This is good on paper theory but not useful as an economic generator. Film approvals should include a commitment to use of local goods & services e.g. they would turn up with own Food Trucks instead of purchasing food & beverages from local businesses. Could that be written into the Filming Approval process? Is Council still feeding sites into the Screen NSW Researchers website? <p>Page 59 6.2.5 Positioning Wollondilly as a niche medical tourism hub</p> <ul style="list-style-type: none"> At the other end of the chain is the funeral industry. Memorial Gardens / Crematoriums attract huge visitation both for funeral & visits to gravesites after. <p>Page 60 6.2.7 Visitor information services review</p> <ul style="list-style-type: none"> I note in NZ the growing trend to call the VIC Welcome Centres, they not only service the visitors but are an introductory service for new residents & people researching buying in the area. Perhaps a Welcome Centre at Wilton funded by VPAs should be encouraged, after all it's the Developers who are creating the need & will be requiring a Sales Centre. Welcome Centres also service the growing RV sector with long bay park ups, dump point & water supply. Free 48 hr camp is also close by at some. <p>Page 61 6.3 Event Development</p> <ul style="list-style-type: none"> Again no mention of Thirlmere Festival of Steam as the largest Tourism event in the Shire, attracting large numbers of visitors which has proven statistics of 16,000 – 20,000 & not guestimates. 			

HPE REF	ORGANISATION	SUMMARY	SUMMARY	ACTIONS FOR DMP	REPORT TO COUNCILLORS
		<p>Page 61 6.3 Event Development</p> <ul style="list-style-type: none"> Consider relaxing the onerous compliance issues for the startup events. DAs for a start-up event (especially by a community group) are enough to send them running. Consider a more hands on approach whereby Tourism / event staff actually help fill out their forms. Just giving a \$500 community grant is not enough. In the words of Albert Stafford – Put out the red carpet – not the red tape. <p>Page 66 6.4.6 Tourism industry networking events</p> <ul style="list-style-type: none"> Does this recommendation to hold 4 networking events (with an allocated \$4k budget) indicate WTAI is wasting their time doing the Tourism After 5 functions? 			
654	External	<p>Table 1 “Other challenges “ states:</p> <p>Currently, the Local Environmental Plan (LEP) provides a limited framework for tourism and tourism development opportunities.</p> <p>Yet figure 3: DMP opportunities summarised does not mention the LEP needs to be revised to allow for greater investment opportunities for tourism businesses, particularly accommodation.</p> <p>Yet Figure 1 on the following page provides a graphical summary of Wollondilly’s visitor economy. Importantly, it demonstrates that while visitation to the Shire has been growing, a large proportion of the visitor market (83%) are domestic day trippers. While the domestic day tripper market is an important sector, visitor spend data demonstrates that the domestic and international overnight visitor markets are far higher yielding and, while only representing 17% of total visitation to the Shire, generated 55% of all spend.</p> <p>This DMP, therefore, deliberately focuses on initiatives to increase overnight visitation to the Shire and to grow the average length of stay, as these will deliver far higher economic benefits including local jobs and investment. In order to have overnight visitation we need placed for visitors to sleep. The LEP frightens potential investors away. The Council is paying lip service to its own DMP if it does not have a root and branch review of the LEP to see where tourist accommodation in its various forms, free camping, caravan parks, motels, hotels, hostels, glamping etc. can be located and its clear requirements for investors to</p>	<ul style="list-style-type: none"> Considerable commentary on the DMP General support for the DMP including additional comments on other potential opportunities Comments on gaps with Council’s service delivery and need for alignment of strategic and operational objectives between departments Comment on the need for the general community to be made aware of the importance of tourism to the Wollondilly economy Comment on the need to amend the LEP to enable tourism opportunities Comment on the need to relax DA controls over development 	<ul style="list-style-type: none"> DMP needs to include statement that Council is open to business investment 	<ul style="list-style-type: none"> Feedback / support noted DMP needs to include statement that Council is open to business investment

HPE REF	ORGANISATION	SUMMARY	SUMMARY	ACTIONS FOR DMP	REPORT TO COUNCILLORS
		<p>follow.</p> <p>Basically it is too hard to invest in Wollondilly so investment flows elsewhere.</p> <p>It would appear sensible to promote accommodation on the entrances to Picton. There have been many comments that tourism starts in Picton and flows out to the other areas (apart from Theresa Park / Warragamba which should join Penrith / Camden LGA).</p> <p>There should be a drive in information centre / caravan park at the Picton Rd / Hume Highway intersection.</p> <p>Brewery tourism in Picton is an obvious link to Picton’s recent past. Picton is known industry wide and the starting point of craft brewing in Australia</p> <p>“Come to Picton for beer and the hunter valley for Wine” could be a DNSW slogan.</p> <p>There needs to be a great walk from Picton to Couridjah along the loop line, blue gum creek, little river, Nattai river to Yerranderie. This will put Picton on the Map.</p> <p>There needs to be a major function centre / restaurant based on reservoir hill / mushroom tunnel precinct.</p> <p>Complete the walking track from Picton station to the golf course and back over Vault Hill.</p> <p>The DMP needs to call these, and other items out and state they will be completed in a set time. Otherwise it’s a waste of money writing the DMP. It’s all motherhood and no substance.</p> <p>I can’t see Wollondilly in its present form being marketable, it doesn’t capture a traveller’s imagination. It’s too spread out and not defined in people’s consciousness. I’ve listened to arguments for tourism in Wollondilly for 30 years now and have seen really no progress, in a period in Australia’s history when tourism has become the 4th biggest export earner from a very low base. More of the same will produce more of the same, i.e. nothing.</p> <p>The question needs to be asked why is this the case? The answer is Wollondilly is not a product and/or does not have the products that can compete with</p>			

HPE REF	ORGANISATION	SUMMARY	SUMMARY	ACTIONS FOR DMP	REPORT TO COUNCILLORS
		<p>surrounding areas.</p> <p>We desperately need access to the world heritage areas as stated in the DMP.</p> <p>We need accommodation and destinations like breweries, distilleries, function centres, wellness / medical centres.</p> <p>In order to have these facilities we need an LEP, which is inviting to investors and a Council, which can assess applications quickly, cheaply and professionally. The community is being screwed by Council for its own small-minded motives in this regard at present.</p> <p>The DMP needs to state Council is open for business for investment.</p> <p>It is pointless saying we need more nighttime activities. Operators need to make a ROI and they will invest where they can get a return. Clearly, the demographics of this area do not support entertainment. We need to start at the start and increase the population, density of population and knowledge based industries like schools, TAFE, university campuses, science research, so that we have a base population to support the businesses required to provide the night time activities. In the same way, as the population increases accommodation will be provided, tourism has a better footing to start.</p> <p>Make some statements, make it happen or save the money on your department and put \$500,000 pa into fixing the flooding in town. Less talk, more action is what is required.</p>			
656	External	<p>Feedback on the DMP from Yerranderie Management Committee (YMC) is as follows and the feedback is limited to item 4.4.1. Access to Yerranderie on page 35.</p> <ul style="list-style-type: none"> The first paragraph states “forgotten ghost town” (45) as taken from NPWS Yerranderie – Regional Park document. Although NPWS may consider the town forgotten, for ex residents and their families of Yerranderie and Burragorang Valley and current owners at Yerranderie and nearby areas it always was and still is a town within Wollondilly Shire and never forgotten. Yerranderie is a community village, albeit small and remote. The statements of access to Yerranderie from both the East and West in the DMP appear incorrect and confusing. There is public access to Yerranderie from the West, through other Shires. A lot of this Public Road is within Wollondilly Shire. There are also other Public Roads within Yerranderie and surrounding area. The road from the East (Oakdale) is restricted access through Water NSW 	<ul style="list-style-type: none"> General support for the DMP Public access to Yerranderie as mentioned in the DMP is not comprehensive Clarification of escort to Yerranderie 	<ul style="list-style-type: none"> Council to fact check access and escort to Yerranderie and amend DMP as required. 	<ul style="list-style-type: none"> Council to fact check access and escort to Yerranderie and amend DMP as required. Feedback / support noted

HPE REF	ORGANISATION	SUMMARY	SUMMARY	ACTIONS FOR DMP	REPORT TO COUNCILLORS
		<p>Water Quality Protection Zone and National Parks.</p> <ul style="list-style-type: none"> • The statement of “There is a need to “open the door” to the conversation for how improved access to Yerranderie can be provided through the Western side of Wollondilly Shire.” Also states a great walk likely to use this route. • YMC thinks the meaning of this statement is to have a discussion about access from the East (not West, is this correct?) • If this is the case several things should be seriously considered: • Access from the East is via Sheehys Creek Road, Oakdale. This is a Public Road and is excluded from the National Park. It was gated off for Warragamba Special Area Water Quality Protection Zone and for the mines (when operational at the time). This Public Road stops short of the Nattai River. The next section is via a bridge and length of road that is in fact still a mining purpose road and ends at the old Valley 1 coal mine. The road then becomes formed dirt fire trail that skirts Lake Burragorang then crosses the Wollondilly River then onto the original Yerranderie Main Road at the locked gate on the Water Quality Protection Zone. • Sheehys Creek Road is in poor condition, the top end has the edges fretted away. It is subject to rock falls. There are no safety rails. Over the edge is a steep cliff. Signage indicates that you drive on the opposite side of the road and it is limited to one way traffic and two way radio is required to see if anyone is on the mountain section of road. YMC has raised a question with Wollondilly Shire as to who now is responsible for the maintenance of this Public Road, Wollondilly Shire, National Parks, Mines or Water NSW. This would need to be resolved prior to “open the door” to improve access to Yerranderie. • The bridge across the Nattai River belongs to a mining company. If it were removed, who would build a new one? Ownership and maintenance need to be determined. A section of road both sides of the bridge is covered by mining lease also. • The dirt fire road (W4) is subject to closure (by Water NSW/NPWS) during wet weather, bush fires and operational requirements. It can be a dangerous road when wet. The river crossing is closed when the Wollondilly River is in flood. • The document states that a great walk would also use this road. It should be noted that bush walking is currently and legally carried out in the area through parts of Wollondilly Shire to Yerranderie over Beloon Pass. It is doubtful that a “Great Walk” would be along a fire trail. • The raising of Warragamba Dam Wall will impact this road. The bottom section of Sheehys Creek Road and Nattai Bridge along with sections of W4 fire road and the Wollondilly River will all be inundated by many metres of water. Other alternate routes would also be impacted the same. An improved access from the West to Yerranderie may assist. 			

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		<ul style="list-style-type: none"> The Yerranderie Management Committee supports the Yerranderie area for recreational purposes providing it retains and maintains its history and heritage as a town within Wollondilly Shire. 			
657	External	<ul style="list-style-type: none"> I am particularly interested in the Wollondilly Trek I participated in with Councillors. I saw first-hand what a magnificent opportunity Wollondilly has to develop and market the Trek as a "Great Walk Experience". I would be happy to work with Council to assist in the development of this experience. 	<ul style="list-style-type: none"> Support for the DMP and the Wollondilly Trek 	<ul style="list-style-type: none"> Not Applicable 	<ul style="list-style-type: none"> Feedback / support noted
660	External	<p>Page 35. 4.4.1. Access to Yerranderie:</p> <ul style="list-style-type: none"> ‘A forgotten ghost town’ is perhaps misleading and a more suitable description could be a ‘unique historic village’ as it is a functioning village of Wollondilly Shire and always has been to the residents, ex-residents and descendant families. The description of East & West access appears inaccurate. FIT - free independent traveller access is from the WEST via the Oberon – Colong Stock Route. Access from the EAST is via Sheeys Creek Road, Oakdale and is highly restricted as the land is Schedule 1 Exclusion Zone for water quality protection and so to “open the door” to conversation to improve that access would require a consideration of the following; Accessing Yerranderie from the East / Oakdale is restricted as it Schedule 1 Water Catchment exclusion zone to protect water quality and so excludes general tourism. The Catchment is for the Warragamba system and so linked to 4.1.10 though not noted there. Additionally, the Sheeys Creek road is in very poor condition limited to single lane traffic with steep cliffs subject to rock falls, no guard rails and steep over edge drop and road tenure convoluted. Major work would be necessary to upgrade for general tourism so who wears the cost? Access is also affected by weather conditions, closures can be effected during periods of wet weather, fire season and during fires. Major sections of the road are under the threat of inundation if the raising of Warragamba Dam Wall is adopted. There is an existing walking route across the Catchment and it is unlikely a walking route would utilise the East access road. <p>Page 64. 6.4.4 Separating the Tourism and Heritage Community Advisory Committee</p> <ul style="list-style-type: none"> Heritage is an important aspect of Wollondilly as well as tourism. It is important the emphasis on heritage is not undermined or lost in further 	<ul style="list-style-type: none"> General support for the DMP Public access to Yerranderie as mentioned in the DMP is not comprehensive Clarification of escort to Yerranderie Support for the establishment of a dedicated Heritage Community Advisory Committee (separate to the Tourism Community Advisory Committee) 	<ul style="list-style-type: none"> Council to fact check access and escort to Yerranderie and amend DMP as required. 	<ul style="list-style-type: none"> Council to fact check access and escort to Yerranderie and amend DMP as required. Feedback / support noted

HPE REF	ORGANISATION	SUMMARY	SUMMARY	ACTIONS FOR DMP	REPORT TO COUNCILLORS
		<p>developing tourism. The Wollondilly Heritage Centre & Museum is a Council owned facility and repository for historic objects, archives and photographs and I often find Council Staff contacting the Centre for information. On a larger scale the built environment needs protection and so it is crucial to have a heritage advisory group.</p> <ul style="list-style-type: none"> Recent signs / murals that have been erected in the various villages seem to be missing descriptive text and I would think inappropriately placed; for example the one at The Oaks is the Picton Viaduct and I think Warragamba has one representing the 'Kungla' (Estonian Cooperative at Thirlmere) which I thought would have been placed at Thirlmere. A heritage group could and perhaps should have had input on the development and placement of the murals. 			
662	External	<ul style="list-style-type: none"> After reading the Wollondilly Destination Management Plan compiled by Stafford Strategy for the Wollondilly Shire Council it is evident from the statistics provided therein that the shire is showing growth in regards to population, domestic development, job generation and visitor economy. Although there are a few tourist attractions which meet the expected standards there are many that are sub-standard. In my opinion spending money and time to upgrade these attractions will not improve visitor numbers to the shire. Just as the Gold Coast has the theme parks and beaches, the Hunter Valley has wineries and gardens and the Blue Mountains has magnificent vistas and Scenic World the Wollondilly Shire needs to develop one or two large attractions which will attract a wide age group and a diversity of interests. I would suggest that the Wollondilly Shire Council consider further development of the three existing tourist attractions namely The NSW Rail Museum, Warragamba Dam and George IV Inn in Picton. If these existing attractions are further developed to attract a wider market then the smaller attractions will have increased visitations. The Wollondilly Shire Council would therefore need to negotiate with the larger operators and through lengthy discussions and community consultations come to some agreement as to how these attractions could be further developed. For example, the NSW Rail Museum may wish to investigate accommodation in rail carriages, extending the train rides to Colo Vale with breakfast on the station, a model train exhibition and sales, restaurants in rail carriages, exclusive dining in Pullman carriages, a theatre showing railway movies, e.g. The Railway Children, Thomas movies, The Great Train Robbery etc. and educational facilities for both adults and children. Another area of expansion could be workshops for train enthusiasts as well as photographic and artistic weekends Also an area could be made available for 	<ul style="list-style-type: none"> Considerable commentary on the DMP General support for the DMP including additional comments on potential opportunities Comment on the need for Council to better facilitate business opportunities 	<ul style="list-style-type: none"> Not Applicable 	<ul style="list-style-type: none"> Feedback / support noted

HPE REF	ORGANISATION	SUMMARY	SUMMARY	ACTIONS FOR DMP	REPORT TO COUNCILLORS
		<p>corporate functions and trade fairs. Likewise, Warragamba Dam and George IV Inn Picton also have the potential to develop further which could include the towns of Warragamba & Picton.</p> <ul style="list-style-type: none"> • Picton is accredited on the internet as being one of the most haunted towns in Australia. The re-introduction of the ghost tours would entice another sector of the community to visit Picton and the surrounding attractions. • As a result of increased visitations to these major attractions the smaller tourist attractions would benefit by increased exposure and financial rewards and visitors would come to the area for an overnight visit. Similarly, other retail outlets and cafes would also benefit. This would also encourage new operators to invest in new business opportunities such as a bus tours throughout the shire to places of historical interest, farm gate tours and Art Trails. • To encourage operators and investors in the shire, the Wollondilly Shire Council would need to consider making the process more user friendly in getting approval for new tourist facilities. Although safety is a priority, operators need to feel they are being supported by the council. • In conclusion, spending money and time on furthering existing attractions will benefit the shire as a whole and contribute to the economic future of the Wollondilly Shire. 			
666	External	<ul style="list-style-type: none"> • Thank you for the opportunity to comment on Council's Draft Wollondilly Destination Management Plan. The document is very comprehensive and our group endorses the aim of supporting sustainable growth and ensuring the viability and resilience of the tourist industry. • There are some excellent ideas within the document and our responses to some of those are listed below. <p>Page 6. 1.7 Opportunities for Activating Wollondilly's Visitor Economy</p> <p>Diversifying the NSW Rail Museum Experience</p> <ul style="list-style-type: none"> • Discussions need to be held with stakeholders in relation to this. There is great potential within this area to implement some innovative tourist strategies. For example, the NSW Rail Museum may wish to investigate accommodation in rail carriages, extending the train rides to Colo Vale with breakfast on the station, a model train exhibition and sales, restaurants in rail carriages, exclusive dining in Pullman carriages, a theatre showing railway movies, eg The Railway Children, Thomas movies, The Great Train Robbery etc. and educational facilities for both adults and children. Another area of expansion could be workshops for train enthusiasts as well as photographic and artistic weekends. An area could be made available for corporate 	<ul style="list-style-type: none"> • Considerable commentary on the DMP particularly in relation to Heritage opportunities • General support for the DMP • Support for the establishment of a dedicated Heritage Community Advisory Committee (separate to the Tourism Community Advisory Committee) 	<ul style="list-style-type: none"> • Not Applicable 	<ul style="list-style-type: none"> • Feedback / support noted

HPE REF	ORGANISATION	SUMMARY	SUMMARY	ACTIONS FOR DMP	REPORT TO COUNCILLORS
		<p>functions and trade fairs. Our organisation is prepared to be involved with exhibitions.</p> <ul style="list-style-type: none"> Likewise, Warragamba Dam and George IV Inn Picton also have the potential for further development that could include the towns of Warragamba & Picton. <p>Signage</p> <ul style="list-style-type: none"> There is a need for better signage at the entry to our villages based on a planned design strategy. For example, some villages including Mount Hunter and Thirlmere and Oakdale have attractive gateway signage whereas others like The Oaks and Tahmoor display generic ‘tombstones’ at their entries. Picton has an attractive stone entry sign to reflect its ‘stone quarry’ history. Similarly Picton boasts heritage signage to public buildings that is not seen in other towns. Recent examples of signage include the new murals or ‘picture walls’ which are dotting the Shire. Whilst these are a good idea there seems to be no correlation of the picture to the location; for instance Warragamba boasts a sign for KUNGLA which is located in Thirlmere (no historic content to this – just a chicken) and The Oaks has a Picton image on the toilet walls. The signage should reflect the individuality of the villages’ heritage and history and be consistent in design where possible. There should be a design plan for heritage signage and local communities should be asked for their input. <p>Indigenous Tours</p> <ul style="list-style-type: none"> Our centre supports this concept but local traditional owners need to be included in any plans before the plans / ideas are discussed. There are sites along the promoted Great Walk that are not appropriate for visiting by non-Indigenous people and others which are too fragile. There is a protocol to be observed. <p>Great Walk</p> <ul style="list-style-type: none"> If the ‘Great Walk’ idea eventuates, it needs the associated interpretive signage that includes local history and promotes the Heritage Centre as a point of further information. <p>Revitalisation of Town Centres</p> <ul style="list-style-type: none"> Our group supports this concept and is very happy to be included in any 			

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		<p>discussions about The Oaks.</p> <p>Small Scale Aviation Business Hub</p> <ul style="list-style-type: none"> Interpretation could include the history of The Oaks Airfield and our centre could have a permanent display to support this, using some of the interesting stories within our collection. <p>4. Barriers to Growth – Other Challenges</p> <p>Page 35. 4.4.1 Access to Yerranderie</p> <ul style="list-style-type: none"> The current access from Oakdale is too problematic for general tourism because of weather conditions that affect the roads and rivers and the prospect of bush fires in summer. Apart from that, the current plans for a Great Walk will be severely affected by the planned extension to the wall of Warragamba Dam because the waters will rise behind the dam and flood significant areas identified for walking. <p>Page 35. 4.4.2 Significant Day Trip Visitor Market</p> <ul style="list-style-type: none"> Our organisation is obviously part of the ‘day trip’ visitor market and could be part of any projects that Council supports to make day trips and even weekend trips viable. Our proximity to Sydney provides a perfect market for weekend activities and a local tour operator could be sought, with Council’s help, to operate or coordinate the activities. We should take advantage of any agri-tourism. There are opportunities in our area for visits to a dairy, spelling properties for horses, orchards, pottery establishments etc. These could be linked with hot air ballooning over Razorback so displaying the rural vista. The Heritage Centre has displays relating to farming that would fit in with the concept of spending a weekend exploring the rural nature of Wollondilly. The focus initially needs to be on consolidating and improving the existing facilities we already have. The concept of developing one or two large attractions that will appeal to a wide age group with a diversity of interests is a good one but may be difficult to achieve. <p>Page 40. 6. Activating the Vision</p> <p>In addition our organisation supports the following ideas and will consider what part we can play in them.</p>			

HPE REF	ORGANISATION	SUMMARY	SUMMARY	ACTIONS FOR DMP	REPORT TO COUNCILLORS
		<ul style="list-style-type: none"> evening events with possible use of our venue biking experiences submitting photos to the Photo Library of our exhibitions and significant items etc content on digital APPS a Destination Events Calendar for the whole of Wollondilly/Macarthur Up skilling and business development programs for small operators <p>Page 64. 6.4.4 Separating the Tourism and Heritage Community Advisory Committees</p> <ul style="list-style-type: none"> The separation of tourism and heritage TAGs is understandable. Our concern is that the Heritage Aspects of the Shire are not lost during a tourism push. The document gives little attention to heritage and that is of concern to us. We believe there still should be a committee that has as its main task protecting and preserving our heritage. Obviously our group would like to be involved in this. This is especially important in view of the fact that cultural / heritage tourism is currently at 26% visitation! This needs to be actively promoted and built up. Perhaps the heritage stream could combine with the Arts stream to strengthen the input. <p>Page 65. 6.4.5 Creation of a Tourism Advisory Group (TAG)</p> <ul style="list-style-type: none"> The TAG team must include representatives from the Tharawal and Gundungurra Traditional Owners if any plans are made that affect them, not just tourism. <p>Page 60. 6.2.7 Visitor information Centre review</p> <ul style="list-style-type: none"> The conversation regarding the Visitor Information centre needs to include more research. Perhaps the current site is not the best place for it. Does the one in the Southern Highlands receive more visitors? A VIC should be located in a site that has good toilet facilities and easy car parking for cars and caravans. It should include Internet access to accommodation and attractions and be open every day until 5.00pm. Many of our group believe a take away map is a useful addition for travellers. Not all places have good mobile phone access and a map shows a wider range than a phone so the choices are better. Additionally we feel that employment options for local people should be considered. These future plans should generate enough jobs to balance the 			

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		<p>cost of spending ratepayers' money to set up and maintain the ventures. The benefits for residents should be specified and elaborated upon.</p> <ul style="list-style-type: none"> In conclusion we recognise the impressive work done by Stafford Strategy and look forward to seeing many of these ideas come to fruition. Our organisation is very willing to be involved in those parts that are relevant to us. 			
668	External	<ul style="list-style-type: none"> The tone of the plan infers that there are some key opportunities that are restricted by NPWS and Water NSW. Many of these restrictions relate to access across Water NSW catchment areas and are legislative, not subjective decision making. Given that any significant change to these arrangements is unlikely, the DMP may be better placed focussing on currently available potential opportunities. The DMP focuses on aligning with DSSN rather than to the south and there is a missed opportunity for aligning with key destinations such as the Southern Highlands. Wollondilly is assumed to be a nature-based destination and aligned with the Blue Mountains. More thought to how realistic that is with the land restrictions that exist, and ways to align with agriculture, food and wine experiences should have greater consideration. The DMP needs to focus on more realistic opportunities for Wollondilly: A significant proportion of the LGA is national park or catchment that is mostly inaccessible due to rugged terrain. The areas that are accessible may not be as appealing to international markets when compared with those in the Blue Mountains, which has highly developed international market appeal - it would be very difficult to compete. The DMP for Wollondilly could instead focus on developing some of the business already attracting international markets, such as agritourism. NPWS is aware of growth opportunities for domestic visitors to the LGA, such as Thirlmere Lakes, but questions the relevance of this for the international market. Plan has west and east mixed up in several places regarding access to Yerranderie. The plan discusses that there is no walking access to Yerranderie from the East. However, there is an established walking route allowed through Schedule 1 catchment lands which starts at Hilltop, which is in Wingecarribee LGA. There is also a bushwalking route and easement through schedule 1 lands which provides access to Yerranderie from the north. A map is available at: http://www.gphipps.com/bushwalking/mittagongToKatoomba.shtml There is some Crown and private land around Yerranderie which could be considered for potential tourism related development. Yerranderie has an airstrip and is a short flight from Camden. Opportunities to develop a product could focus on this key unique selling point and is a 	<ul style="list-style-type: none"> Considerable commentary on the DMP particularly in relation to nature based activities through WaterNSW / NPWS land Commentary on the difficulty to develop visitor experiences in NPWS and WaterNSW land due to legislation General support for the DMP including development of agri-tourism (food and wine) Commentary in relation to engagement and inclusion of major stakeholders in the delivery of DMP Projects 	<ul style="list-style-type: none"> Not Applicable 	<ul style="list-style-type: none"> Feedback / support noted

Wollondilly DMP Submission Summary

HPE REF	ORGANISATION	SUMMARY	SUMMARY	ACTIONS FOR DMP	REPORT TO COUNCILLORS
		<p>potential opportunity for Wollondilly.</p> <ul style="list-style-type: none"> The Great Walk proposal does not fit with that suggested in the Blue Mountains LGA DMP i.e. Mount Solitary. The Great walk proposal mentions maintaining trails to a high standard and discusses hard roofed / cabin accommodation. There are potential resource implications for NPWS with this proposal, particularly around construction and upgrading of trails and legislative and planning constraints around access and accommodation within wilderness areas and catchment lands that need to be considered. Several of the proposed activities including kayaking within Thirlmere Lakes need to consider the current issues around water levels. Consideration needs to be given to focus on developing local CTOs and working with local businesses to develop and deliver product. Existing popular products like Burragorang lookout and Warragamba Dam have great potential and should also be a focus of the DMP for development and promotion. 			
669	External	<p>Page 44. 6.1.3 Diversifying the NSW Rail Museum experience</p> <ul style="list-style-type: none"> THNSW believes relying on a Harry Potter event underestimates the museum's core potential and is a very short-term solution to a long-term destination management challenge. THNSW investigated a potential Harry Potter event with Warner Bros in 2015. Unfortunately, the licensing costs (if at all attainable) far outweigh the benefits and are likely to be short-lived. Over the past two to three years, the NSW Rail Museum has seen tremendous growth as a direct result of investing in our brand and operating heritage trains more frequently on the Thirlmere Heritage Railway. We therefore believe longer-term growth opportunities for the NSW Rail Museum should be focused on initiatives that complement the museum's central theme and overall purpose. <p>This could include:</p> <ul style="list-style-type: none"> Expanding our once per week 45-minute steam train rides to potentially 5 or even 7 days per week. This type of regular and consistent steam train operation would activate a significant inbound tourism market opportunity never before seen in Wollondilly and has the potential of delivering the area, in tourism terms, a Puffing Billy equivalent that currently doesn't exist within NSW – <i>see Appendix 1</i>. Introducing new, permanent product opportunities such as 'Driver for a Day' experiences as part of a 7-day loop line operation as per above. 	<ul style="list-style-type: none"> Considerable commentary on the DMP particularly in relation to NSW Rail Museum General support for the DMP including additional comments on potential opportunities Need to align potential opportunities to the strategic objectives and direction of the NSW Rail Museum Support for the establishment of a dedicated Heritage Community Advisory Committee (separate to the Tourism Community Advisory Committee). 	<ul style="list-style-type: none"> Add to the DMP: 'Transport Heritage NSW have previously investigated the potential for a Harry Potter event with Warner Bros. The licensing costs (if at all attainable) far outweigh the benefits and are likely to be short-lived. It is suggested that longer-term growth opportunities that complement the museums' central theme and overall purpose be supported. Thirlmere Festival of Steam Event to be added to the DMP Transport Heritage NSW believe that 	<ul style="list-style-type: none"> Feedback / support noted Addition of Harry Potter licensing Thirlmere Festival of Steam Event to be added to the DMP

HPE REF	ORGANISATION	SUMMARY	SUMMARY	ACTIONS FOR DMP	REPORT TO COUNCILLORS
		<ul style="list-style-type: none"> Transforming the <i>Thirlmere Festival of Steam</i> into a landmark annual event through a new partnership between the NSW Rail Museum and Wollondilly Shire Council – see further feedback in relation to this under item 6.3 <i>Events Development</i>. <p>We feel the above presents a more natural progression for the museum, is aligned to community and stakeholder expectations, and presents a realistic, sustainable, year-on-year growth opportunity for Wollondilly Shire.</p> <p>Appendices</p> <ul style="list-style-type: none"> Appendix 1 – The potential – Puffing Billy Victoria Appendix 2 – NSW Rail Museum visitation and passenger growth since 2015-16 Appendix 3 – Projected visitor numbers with increased operating days <p>Page 51. 6.1.12 Rail trail from Thirlmere to Mittagong</p> <ul style="list-style-type: none"> The term ‘rail trail’ is usually used in the context of removing an existing railway line and replacing it with a walking and/or cycling track. THNSW will not support any proposals that are detrimental to existing heritage train operations and the heritage significance of the loop line corridor. THNSW is planning to undertake a feasibility study to determine future opportunities for the Thirlmere to Mittagong loop line. THNSW would welcome the support and assistance of Wollondilly Shire Council in undertaking this project at the appropriate time. Therefore, THNSW suggests the term not be used within the DMP and instead be replaced with simply supporting the need to undertake a feasibility study without pre-determining what the study will find. For example, the study may find it’s more favourable to reinstate the line for just heritage trains (without a bike track). <p>Page 61. Activation Area 3: Events Development</p> <ul style="list-style-type: none"> THNSW agrees with the need to develop a separate major events calendar to showcase hallmark events in the Shire. THNSW works with a number of local councils around NSW to stage various community events throughout the year. Maitland City Council (MCC) conducts seven flagship events each year, which attract over 130,000 people and injects over \$20 million into the local economy. * 			

HPE REF	ORGANISATION	SUMMARY	SUMMARY	ACTIONS FOR DMP	REPORT TO COUNCILLORS
		<ul style="list-style-type: none"> One of those events is the annual Hunter Valley Steamfest, which celebrates the region's rail heritage and attracted some 60,000 visitors in 2018. Yet despite the success of this event, THNSW is disappointed the draft DMP fails to neither identify nor mention the potential to further grow and develop the annual Thirlmere Festival of Steam. While the Festival of Steam is a community led initiative, THNSW continues to inject significant resourcing to assist the community with staging this event on an annual basis with very little assistance from Council. THNSW customer data shows a high amount of forward ticket sales from outside the region to this event, particularly within the Greater Sydney-basin, Central Coast, Wollongong and Canberra, demonstrating this is far more than just a local community event. It's important to note, very few events in Wollondilly (if ever) have attracted national media coverage. In 2018, the Thirlmere Festival of Steam attracted several hours of free <p>Page 31 4.1.9 Limited signage (interpretation and directional)</p> <p><i>Interpretative signage</i></p> <ul style="list-style-type: none"> THNSW is open to working with and supporting Wollondilly Shire Council with developing interpretative signage, particularly around the rail corridor where there are areas of heritage significance. <p><i>Directional signage</i></p> <ul style="list-style-type: none"> While dependence on signage is becoming less important in a world becoming dependent on GPS technology, THNSW agrees that more directional signage is required, particularly from the Hume Highway when travelling from Sydney (southbound) or Goulburn (northbound). <p>Page 32. Marketing & Destination Awareness</p> <ul style="list-style-type: none"> THNSW believes there are more synergies and opportunities to leverage off existing brands within the Destination Sydney Surrounds South network (instead of the Blue Mountains, which forms part of a separate network). While establishing a stand-alone destination brand for "Wollondilly" is admirable, it may be more advantageous to explore whether opportunities exist to extend the already well-established Destination Southern Highlands brand given the ease of access and traffic flow between the two areas (as opposed to the Blue Mountains where access between the two regions is 			

HPE REF	ORGANISATION	SUMMARY	SUMMARY	ACTIONS FOR DMP	REPORT TO COUNCILLORS
		<p>with less easy).</p> <p>Page 45. 6.1.4 Evening-based activities</p> <ul style="list-style-type: none"> The NSW Rail Museum has seen tremendous success with Light Up, an evening photography event that sees a steam train operate from Thirlmere to Buxton and return. Again, with Council's support we could potentially expand our evening activities to a more consistent and regular offer. <p>Page 61. 6.3.2 IlluminARTE expansion</p> <ul style="list-style-type: none"> THNSW agrees with the concept of expanding the illuminARTE event beyond just Picton to other areas in the Shire on multiple days. The Thirlmere Heritage Railway, which commences in Picton, could be leveraged to provide a link between Picton and other towns in the Shire to explore other illuminARTE installations along the corridor from the comfort of on-board a heritage train. <p>Page 65 6.4.5 Creation of a Tourism Advisory Group</p> <ul style="list-style-type: none"> As a heritage organisation, we believe separating the existing Tourism and Heritage Community Advisory Committee is a sensible suggestion. THNSW would support the establishment of a Tourism Advisory Group in its place, as well as potentially a separate group focused on heritage management in the Shire. 			
670	External	<p>The Advisory Committee for the Greater Blue Mountains World Heritage Area (GBMWH) is jointly appointed by the NSW Minister for Environment in conjunction with the Commonwealth Minister for the Environment. An important role of the Advisory Committee is to provide advice and updates to government on the protection, management, presentation and celebration of the GBMWH.</p> <p>Thank you for the opportunity to provide input on the draft Wollondilly Destination Management Plan (DMP) that includes the GBMWH. Thirlmere Lakes National Park is one of the eight reserves that make up the GBMWH and not an additional World Heritage listed site.</p> <p>As you would be aware, the GBMWH provides settings for recreation and tourism that are outstanding and increasingly rare by world standards, on the doorstep of Australia's major city. The GBMWH Strategic Plan outlines ten key issues for the protection, conservation and presentation of the cultural and natural heritage of the Greater Blue Mountains, in particular <i>Recreation and</i></p>	<ul style="list-style-type: none"> Considerable commentary on the DMP particularly in relation to nature based activities through the Greater Blue Mountains World Heritage Area (GBMWH) Commentary on the difficulty to develop visitor experiences in GBMWH due to legislation Statement on the guiding principles relating to tourism in the GBMWH Commentary in relation to engagement and inclusion of major stakeholders in the delivery of DMP Request that all references in the DMP state 'Greater Blue Mountains World 	<ul style="list-style-type: none"> All references in the DMP to state 'Greater Blue Mountains World Heritage', not just 'Blue Mountains World Heritage' Thirlmere Lakes National Park is one of the eight reserves that make up the GBMWH and not an <u>additional</u> World Heritage listed site. 	<ul style="list-style-type: none"> Feedback / support noted All references in the DMP to state 'Greater Blue Mountains World Heritage', not just 'Blue Mountains World Heritage' Thirlmere Lakes National Park is one of the eight reserves that make up the GBMWH and not an <u>additional</u> World Heritage listed site.

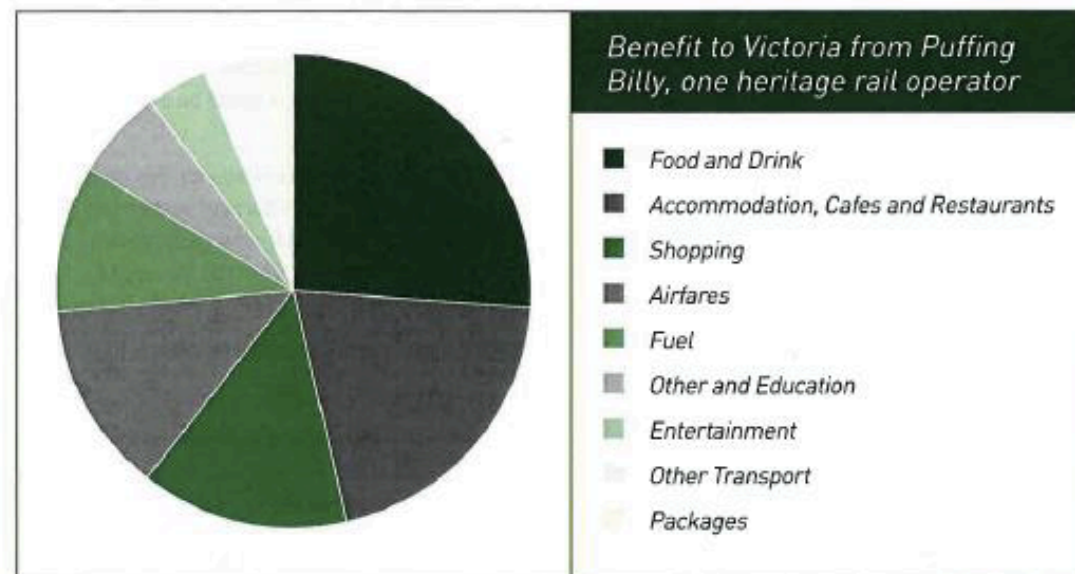
HPE REF	ORGANISATION	SUMMARY	SUMMARY	ACTIONS FOR DMP	REPORT TO COUNCILLORS
		<p><i>visitor use</i> with the objective to provide for an appropriate range of recreation and visitor use, consistent with the protection of World Heritage and related values; and <i>Social and economic issues</i>, that, consistent with the protection of World Heritage and other values, optimise the potential and existing social and economic benefits derived from visitation to the GBMWhA.</p> <p>The tone of the plan infers that there are some key opportunities that are restricted by NSW National Parks and Wildlife Service NPWS and Water NSW. Many of these restrictions relate to access across Water NSW catchment areas and are legislative, not subjective decision making. Given that any significant change to these arrangements is unlikely, the DMP may be better placed focusing on currently available potential opportunities.</p> <p>A significant proportion of the Wollondilly LGA is the GBMWhA/national park or catchment that is mostly inaccessible due to rugged terrain. The AC recommends:</p> <ul style="list-style-type: none"> • Wilderness areas remain undisturbed and free of all infrastructure, commercial uses and large numbers of people, where natural processes can thrive and visitors can renew their spirit • New accommodation and new private facilities be located outside national parks • Improved government investment in low impact, well maintained toilets, walking tracks and basic, good quality camping facilities; and • Built accommodation, visitor support infrastructure and services are directed off park to adjoining towns and appropriate rural areas, as this location will provide the greatest benefit to communities and parks. <p>Several of the proposed activities including kayaking within Thirlmere Lakes need to consider the current issues around water levels.</p> <p>Please ensure authors refer to Greater Blue Mountains World Heritage, not just Blue Mountains World Heritage throughout the document.</p>	Heritage’, not just ‘Blue Mountains World Heritage’		
671	External	<p>WaterNSW has the following specific comments:</p> <ul style="list-style-type: none"> • As a general principle WaterNSW does not support amplification or intensified tourism activities within the Scheduled 1 Special Areas. • In Schedule 2 Special Areas, any new proposal would generally not be supported by WaterNSW unless it meets all the standard assessment criteria below: <ol style="list-style-type: none"> 1. It is for an activity that cannot be carried out elsewhere 	<ul style="list-style-type: none"> • Considerable commentary on the DMP particularly in relation to nature based activities in Catchment areas • Concern that the DMP does not adequately consider the regulatory environment regarding the declared catchment, and Controlled and Special Areas 	<ul style="list-style-type: none"> • Change Page 54 6.1.18 to Warragamba Dam Visitor Centre was opened in 2009 • Inclusion in the DMP of the existing Mittagong to Katoomba walking track where 	<ul style="list-style-type: none"> • Feedback noted and amendments made to the DMP where appropriate

HPE REF	ORGANISATION	SUMMARY	SUMMARY	ACTIONS FOR DMP	REPORT TO COUNCILLORS
		<p>2. It is for an activity or purpose that will benefit WaterNSW's management of the Special Areas, or provide a broader public benefit</p> <p>3. It will not compromise the integrity, operation or management of any WaterNSW infrastructure or catchment area</p> <p>4. The activity will not</p> <ol style="list-style-type: none"> Lower the quantity of water in the water storage or catchments Lower the quality surface and groundwater inflows to water storages or catchments Have a negative impact on the ecological integrity of the Special Areas Additionally, any new proposal will not be supported by WaterNSW unless we or the consent authority is satisfied the proposal will have a neutral or beneficial effect on water quality <ul style="list-style-type: none"> WaterNSW is concerned that the DMP does not adequately consider the regulatory environment regarding the declared catchment, and Controlled and Special Areas, and their objectives of requiring all development to have a neutral or beneficial effect on water quality, and the protection of ecological integrity, particularly with regards to statements in Section 4.4.4 of the DMP. The Australian Drinking Water Guidelines call for the supply of water to be the highest practicable quality. Prevention of contamination provides greater surety than removal of contaminants by treatment, so the most effective barrier is protection of source waters to the maximum degree practicable. WaterNSW opposes any relaxation of planning provisions, which would result in compromising water quality. WaterNSW notes the proposal for a great walk overnight experience. As a significant portion of a route would be through the declared Sydney catchment area, WaterNSW would be a significant stakeholder. We request the opportunity to be involved in the proposed feasibility assessment. We request Council have regard for the existing walking corridor which already provides for walkers to access through Schedule 1 Special Areas on a route between Katoomba and Mittagong, before finalising the DMP. The proposal to include a WaterNSW representative on the Tourism Advisory Group (TAG) is noted (Page 65 6.4.5). WaterNSW will consider sending a representative should the TAG be established. The proposal to discuss the potential with WaterNSW to profile the Warragamba Dam Visitor Centre as a function venue for special events (Page 54 6.1.18 and Page 73 Table 9) is noted. Warragamba Dam Visitor Centre has not been recently redeveloped as suggested in the DMP, and was reopened in its current form in 2009. 	<ul style="list-style-type: none"> Statement on the standard assessment criteria relating to tourism in Schedule 2 Special Areas Request that Council have regard for the existing walking corridor which already provides for walkers to access through Schedule 1 Special Areas on a route between Katoomba and Mittagong, before finalising the DMP. Noted that the DMP has proposed that the Warragamba Dam Visitor Centre could become a function venue for special events Consideration of membership of the proposed Tourism Advisory Group. 	<p>appropriate</p> <ul style="list-style-type: none"> Inclusion of the WaterNSW standard assessment criteria relating to tourism in Schedule 2 Special Areas be included in the DMP 	

Transport Heritage NSW Appendices

Appendix 1: The Potential – Puffing Billy Victoria

Below is an excerpt from the NSW Government's *All Aboard! A Fresh Start for Transport Heritage in NSW* published in 2013 showing the Puffing Billy's overall contribution to the Victorian economy.



The overall total annual regional spend for those visiting Puffing Billy is:

International visitors spending \$86 per day (assume 33% related to Puffing Billy)

Contribution to the Victorian Economy would be:

72,750 visitors x \$86 per day x 0.33 = \$2,064,645

Interstate visitors spending \$148 per day (assume 80% related to Puffing Billy)

Contribution to the Victorian Economy would be:

37,975 visitors x \$148 per day x 0.8 = \$4,496,240

Intrastate visitors spending \$92 per day (assume 80% related to Puffing Billy)

Contribution would be

134,750 visitors x \$92 per day x 0.8 = \$9,917,600

TOTAL DIRECT CONTRIBUTION IS \$16,478,485.

With multiplier of 3,

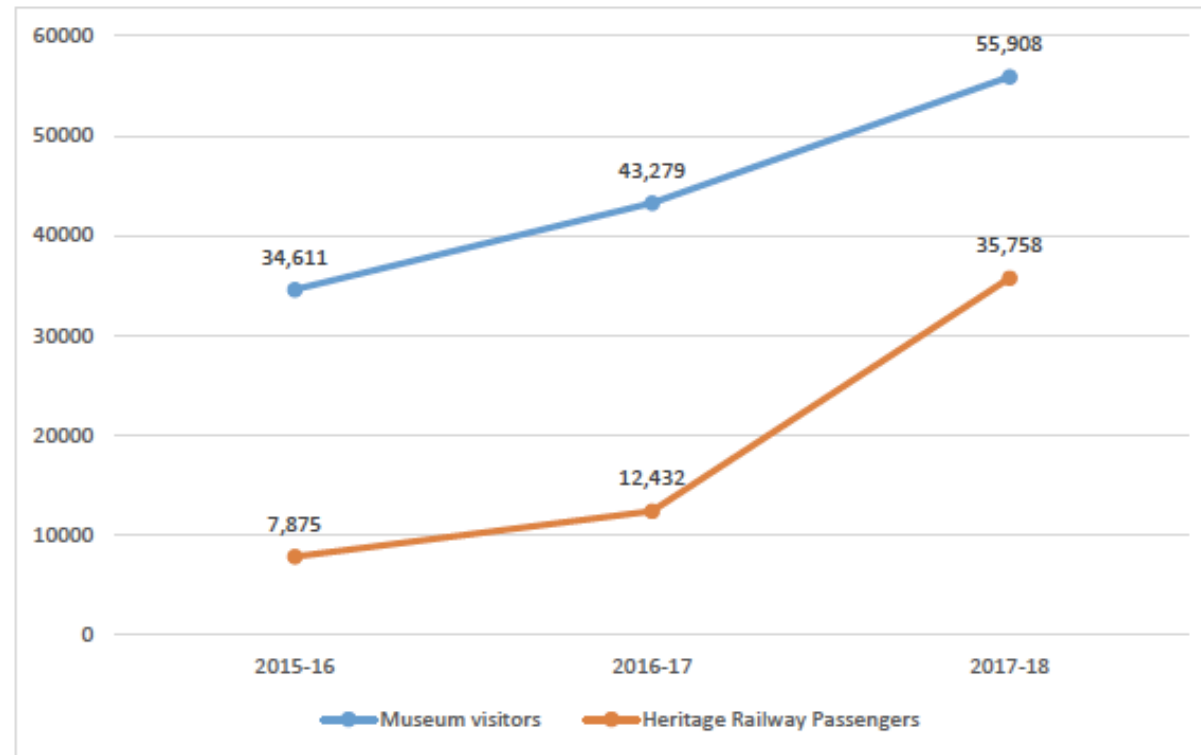
**CONTRIBUTION OF PUFFING BILLY TO VICTORIAN ECONOMY
IS \$49.4m per year**

**One job in tourism created for every \$82,000 of input from tourism.
PLUS JOBS FROM INDIRECT CONTRIBUTION**

Source: Tourism Victoria Research October 2010

Appendix 2: NSW Rail Museum visitation and passenger growth since 2015-16

The below graphs shows strong growth in NSW Rail Museum visitor and passenger numbers since 2015-16 as a result of increasing operating days on the Thirlmere Heritage Railway.



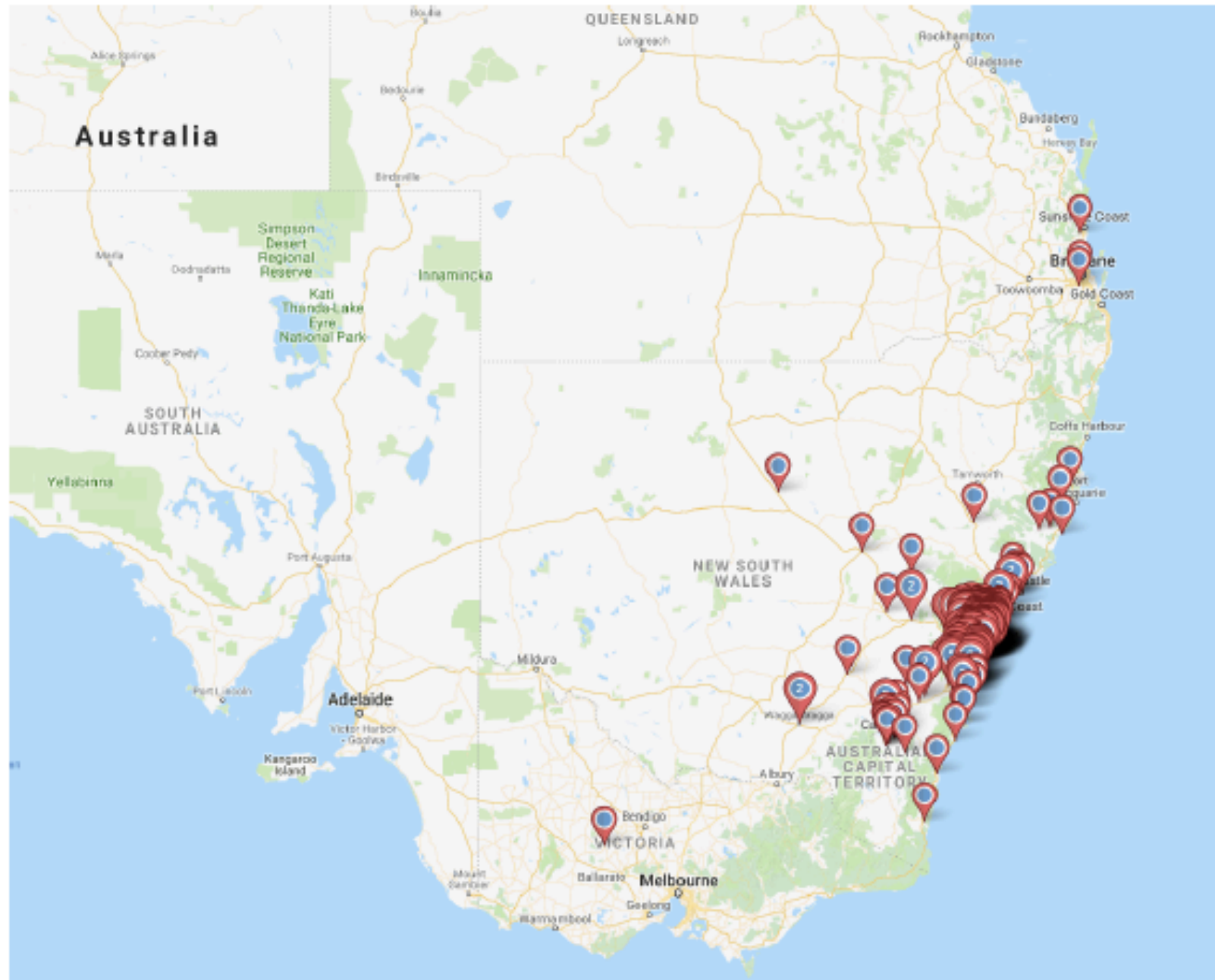
Appendix 3: Projected visitor numbers with increased operating days

The below table shows the average number of operating days in 2017-18 and current passenger numbers on the Thirlmere Heritage Railway against potential passenger numbers if operating days were increased over time.

	FY2017-18 operating day results	Increased operating day results – medium term	Increased operating days – longer term
Total operating days	79 (avg. 1.5 operating days per week)	158 (avg. 3 operating days per week)	237 (avg. 4.5 operating days per week)
Total passengers	35,758	Approx. 71,500	Approx. 107,000

Appendix 4: Thirlmere Festival of Steam online ticket sales locations

The below map shows spread of online tickets sales of just 700 customers (out of 5,500) for the 2018 Thirlmere Festival of Steam.



Appendix 5: Maitland City Council Events

See Maitland City Events Prospectus at:

www.maitlandevents.com.au/events/



BURTON AUTOMOTIVE GROUP HUNTER VALLEY STEAMFEST

RAILWAY STATION PRECINCT, CENTRAL MAITLAND

 **13 & 14 APRIL 2019**

Steamfest provides a fun and family friendly look into days gone by with a diverse program including historic steam train trips, vintage machinery displays and demonstrations, live music, interactive heritage walks and displays, vintage car display, market stalls, food stalls, kid's activities and more.

WEBSITE