

# Destination Central Coast

Industry update - April 2023



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NEW SOUTH WALES



## ACKNOWLEDGEMENT OF COUNTRY

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We acknowledge the  
Traditional Custodians  
of the land on which  
we live, work and play.

We pay our respects to Elders, past, present and emerging and recognise their continued connection to these lands and waterways.

We acknowledge our shared responsibility to care for and protect our place and people.



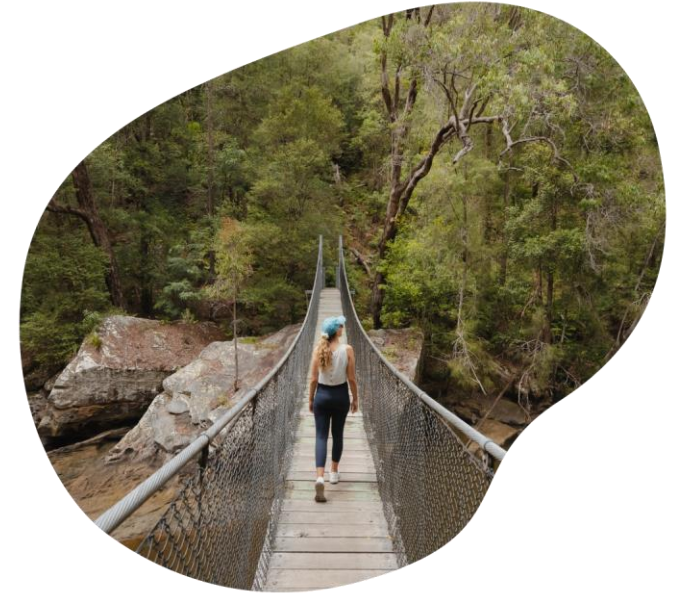
An aerial photograph of a large, winding lake surrounded by dense green forests. The sky is blue with some light clouds. In the foreground, a large forested peninsula is visible. The lake is filled with numerous small white boats, and a larger white boat is visible in the lower right. On the right side, a small settlement with several buildings is nestled in the forest. The word "SPENCER" is overlaid in white capital letters on the lower left side of the image.

SPENCER

# 2023 Tourism milestones

It's been a busy start to the New Year! Here's what we've been working on...

- Annual **Hero Destination shoot** - travel photographer James Vodicka
- **Tourism Always On Digital Ad Campaign** in market with Leonards Digital Agency
- Our **ECO Cohort** grows: Australian Reptile Park, Bells of Killcare, Pretty Beach House officially join as ECO Applicants!
- **Bushfire Local Economic Recovery Fund** – 11x Content creators commissioned to drive production phase. 6x major photo shoots completed across Ecotourism, Agritourism and Aboriginal tourism themes, plus Trail activities like cycling, walking, and SUPing.
- **NEW Local Guides** launching on LoveCentralCoast.com  
(*Garry Purchase, Glitta Supernova, Weave, Bianca Nelson*)
- Hosted first 2023 **Tourism Industry famil** at Firescreek Botanical Winery, Holgate
- **DSSN** award \$10k funding to produce 10x more Town Centre Guides with local artists
- And... in national news...



**FINALIST STATUS!**

**2023 National Banksia  
Sustainability Awards**

*‘Rewilding destination  
marketing from the inside out’*



The National Banksia Sustainability Awards

**Currie Communications**

The Marketing and Communications for Impact Award



**currie**

# Upcoming goals to kick

April 2023: New Tourism projects and opportunities in play

- **FIFA Women's World Cup** host destination – leveraging this rare chance with regional campaigns and activities
- Finalising our submission for 'Spencer' as a Tiny Town nominee in the **NSW Top Tourism Town Awards 2023**
- Representing our export-ready tourism experiences at **ATE 2023**
- Launching the **Digital Deep Dive program - EOIs open until 6 April**
- Range of **tactical campaigns** in market leading into off-peak/ Winter season
- Launching **consumer edm** for Love Central Coast
- Onboarding new Destination PR agency – **This is Helm.**
- **Central Coast Visitor Information Centre** at The Entrance – opening to the public this Easter Long Weekend!



# ECO Destination program

Destination Central Coast

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# What we've achieved since 2021

Since the launch of the Central Coast ECO Destination program:

- 1 newly certified **Australian ECO Destination**
- 4 newly ECO Certified businesses making **7 ECO Certified experiences** on the Coast
- 2 years in Green Destinations global **Top 100 Sustainability Stories List**
- 1st year in **National Banksia Sustainability Awards** – reaching Finalist status!
- Central Coast in **The Green Travel Guide** along with our ECO Certified operators
- **Green Caffeen partnership** - reusable cup campaign rolled out across +30 Central Coast cafés
- **+52,000 eyeballs** on ECO Certified listings and **+7,700 visits** to ECO hubs on LoveCentralCoast.com
- **Hunter Hunter** and **COAST** magazine collabs - ECO themed photo shoot, editorial, first ECO Destination “ad”
- National media spots in QANTAS Travel Insider, Australian Traveller, Sydney Weekender, Women’s Weekly and many more!
- **Destination Management Plan 2022-25** – strategic Theme focus on ‘Ecotourism’ Projects & Action Plan







# What's coming up in 2023

Destination Central Coast's ECO program of work will focus on:

- **Hero short film** showcasing our region's assets + adventures as an ECO Destination
- Collaborating locally - **Take 3 for the Sea** on ECO visitor messaging campaigns in key litter reduction areas
- Embed **ECO Destination messaging** in always on Tourism campaign activity
- ECO marketing tips - **Guide for Industry** (Rooted Storytelling)
- Journey to achieve next level of certification – **Ecotourism Level**
- Partnership with **Ecotourism Australia** and Australian ECO Destinations
- And...
- ...a **NEW funding incentive** for industry!

# Central Coast ECO Advocates

2023 Industry incentive program

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# ECO Advocates – EOI opportunity

First launching in 2021 with funding from WWF-Australia, we're continuing to support eligible Central Coast tourism operators to pursue their own ECO or Sustainable Tourism Certification journey.

**\$600 funding for up to 10x operators\***

**a) FINANCIAL SUPPORT**

*Discounted annual membership with Ecotourism Australia*

**OR**

**b) RESOURCE SUPPORT**

*1:1 Ecotourism Consultant sessions with Navigate Tourism to assist with application (~5 hours)*

**PLUS**

Inclusion in **ECO Advocate Content Package** supported by wider ECO Destination marketing campaign – **PR, Photography & Videography** activities with Destination Central Coast!

*\*Available to non-ECO Certified operators only who have not previously received incentive.  
Excludes Strive 4 Sustainability Scorecard.*

# Submit your EOI

Submissions open 5 April, 2023

Submissions close 3 May, 2023



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Enjoy your ECO Site Visit!



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PROUDLY SUPPORTED BY  
**Australian Wildlife and  
Nature Recovery Fund**

[LOVECENTRALCOAST.COM/INDUSTRY-HUB-ECOTOURISM-FOR-BUSINESS](https://LOVECENTRALCOAST.COM/INDUSTRY-HUB-ECOTOURISM-FOR-BUSINESS)

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