

MEDIA RELEASE

For Immediate Release: Thursday, 18 April 2013

Central Coast releases the Tourism Opportunity Plan

Central Coast, NSW ... Central Coast Tourism Chairman, Bob Diaz, is delighted to release the Tourism Opportunity Plan for the Central Coast.

“This document has identified new investment and development opportunities vital to meet future visitors’ expectations and demands.

“Without investment in these projects and experiences there is no doubt that the region will lag behind our competitors and visitor numbers will decline.

“Central Coast Tourism will work together with the local councils, the State and Federal Governments and Regional Development Australia to encourage investment in the region to ensure that we maximise the grow opportunities of both visitor numbers and length of stay” confirms Diaz.

44 investment and infrastructure opportunities have been identified and of these five are classified as catalyst projects which will have a significant impact towards supporting sustainable tourism growth in the region.

The five catalyst projects are (in no particular order):

- Pioneer Diary Sporting Hub
- Tourism Hub at The Entrance
- The Waterfront Development at Gosford, Stage 1
- Mt Penang Tourism Precinct
- Motorsports Precinct

Mayor of Gosford City, Councillor Lawrie McKinna said this research is a valuable tool for the Central Coast in moving forward.

“The Tourism Opportunity Plan identifies important investment opportunities for the Central Coast and can be used as a driver for growth and development in our region.

“Council is pleased to see the Gosford Waterfront Development included as a catalyst project in this plan as this redevelopment will have a flow on affect for the revitalisation of our entire region,” said Clr. McKinna.

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"Anything we can do to support Central Coast Tourism and highlight the great investment opportunities available in our region can only be of benefit to the local economy' states Mayor of Wyong Shire Council, Councillor Doug Eaton.

"We are keen to work with Central Coast Tourism in helping to attract people to our region and grow our visitor economy.'

The TOP's recommendation that an Industry Action Group should be formed has already been addressed through Regional Development Australia's Strategic Implementation Group, who will now also be charged with developing an implementation schedule for the projects identified in the TOP.

[Click here to view the Tourism Opportunity Plan in full.](#)

Media Enquiries & Interviews: (Available after 11 am, Thursday, 18 April 2013)

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Notes to the Editor:

Central Coast Tourism Inc. is non-profit and financially supported from its own industry base (through a membership structure), by Gosford City and Wyong Shire Councils and also Destination NSW. Its role is to develop, market and promote the region as a significant tourist destination in the domestic and international markets, to achieve increased visitation/expenditure, and to provide customer service to visitors and to its members.

The visitor economy plays an influential role in shaping the Central Coast, with visitor expenditure estimated at \$800 million* annually. As the tourism industry continues to grow, Central Coast Tourism helps Gosford City and Wyong Shire prosper through its destination marketing efforts. *Source: *Destination NSW, Visitor Statistics YE Dec 12*