



AUSTRALIA'S ULTIMATE COASTAL WALKING ADVENTURE ON THE EDGE OF THE LARGEST ISLAND ON EARTH



Destination
Sydney Surrounds South



Destination
Southern NSW

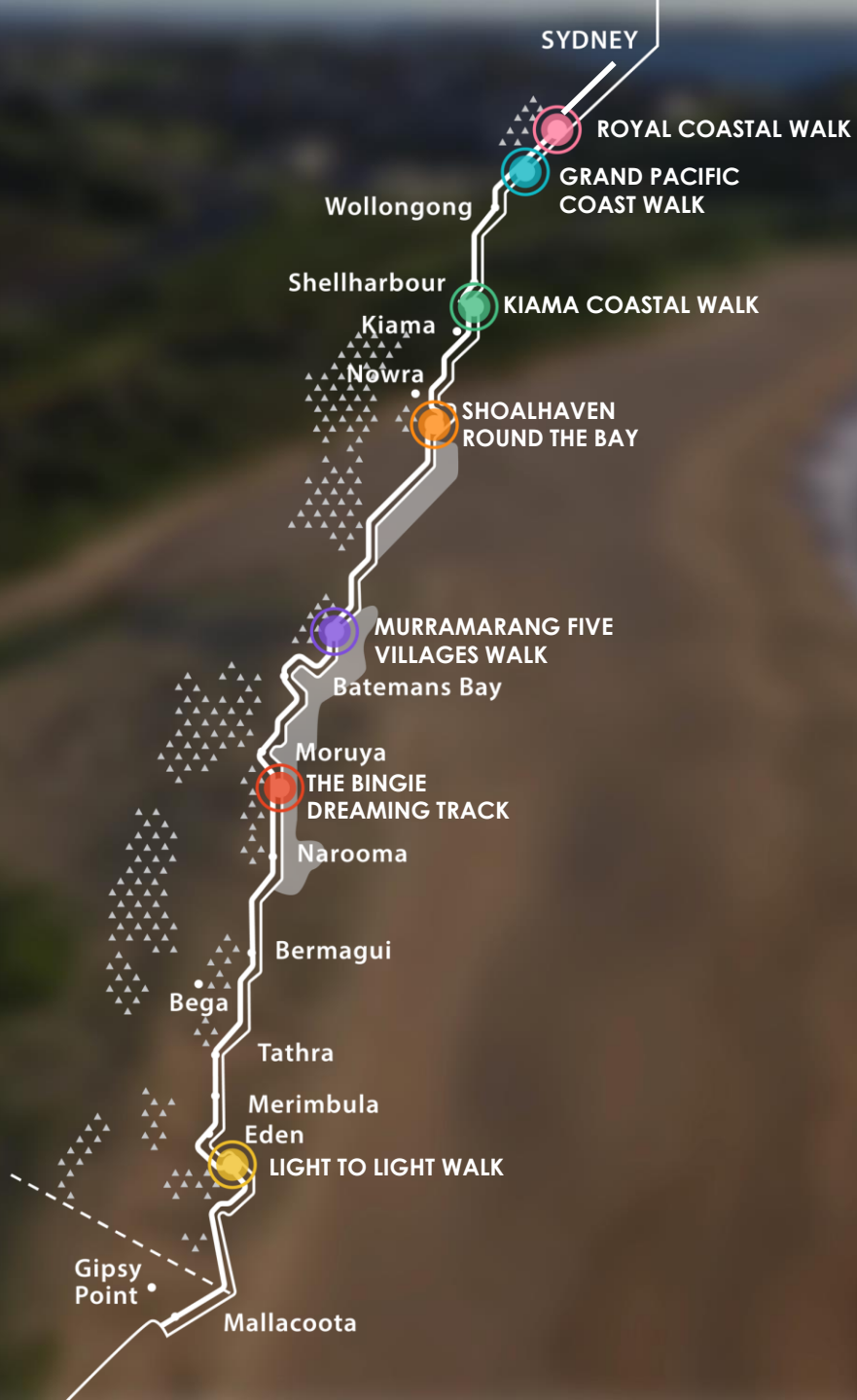
THE OPPORTUNITY

Walking is a part of the global 'adventure travel' market which the United Nations World Tourism Organisation (UNWTO) estimates has DOUBLED in size in the past five years.

While NSW receives over one third of walking visitors to Australia the market has only grown by 41% since 2014, FAR LESS than global growth.

Is this because NSW is the only state without a multi-day walk that is considered iconic or nationally significant?





EXISTING SIGNATURE WALKS AND INVESTMENT

Significant federal, state and local government investment has and continues to be made along the NSW South Coast including 'Hero' walks and approx. 60 other walks of varying length.

Let's bring these walks together under one brand and tell the world about it

INTRODUCING THE GREAT SOUTH COAST WALK

- 660kms in length (60 walks of varying length)
- 400+ beaches
- 91 coastal lakes
- 12 national parks and 6 nature reserves
- 400 significant wetlands
- 3 major bays (Jervis, Batemans and Two-Fold)
many harbours and marine hubs



INTRODUCING THE GREAT SOUTH COAST WALK

www.greatsouthcoastwalk.net currently promotes the walk and includes information on track routes, points of interest, places to stay, track conditions, itineraries, highlights and 'track issues' and alternative routes.

Spanning seven local government areas this walk is currently promoted as an experience that can be completed in eleven sections with each section averaging 60 km.

In the main, each of these walks start and finish in or close to local towns and villages which have the potential to become walking 'hubs' for visitors.



CURRENT STATUS

(where we are now)

The South Coast's walking experiences are developed and promoted separately

- Walking tracks are a strategic priority for all local and state governments
- Individual walks are developed and promoted independent of each other
- Competing for the same market
- Competing for same funds
- No distinctive offering
- Offering is diluted competitive market place
- No single portal for information and booking
- No national or signature experiences that define the region
- Visitors choose 'easier and bookable options e.g. Tasmania, New Zealand
- Limited economic benefit from trail network



POTENTIAL OPPORTUNITY

(where we want to be)

The South Coast is positioned as Australia's premier coastal walking destination

- One umbrella brand
- The power of collective marketing, providing cut through
- Signature walks and supporting experiences
- Step on/ Step off walking opportunities – aspirational and bucket list of must do's
- One portal with all information for walking on the south coast
- Supported by quality accommodation offerings
- Meets different needs of market
- Improved links to towns, villages with economic and employment benefits
- Encourages low season, mid-week and repeat visitation
- Offers integrated land and marine experiences
- Commercial operators packaging, promoting and selling multi-day South Coast Walks

ACTIVATING THE GREAT SOUTH COAST WALK HAS THE POTENTIAL TO

Deliver

●●●●●●●●●●

+ 1 MILLION

ADDITIONAL VISITORS

Generate

UP TO

\$80 MILLION

IN EXPENDITURE

Stimulate

+ 530

ADDITIONAL JOBS

IN THE SOUTH COAST REGION OVER THE NEXT 10 YEARS.

POTENTIAL BENEFITS OF THE GREAT SOUTH COAST WALK

Australia's ultimate coastal walking adventure on the edge of the largest island on earth



COMMERCIALISING THE WALK

IT WILL APPEAL TO A RANGE OF SEGMENTS OF THE WALKER MARKET:



DAY WALKS

Taking an hour-long amble or all-day rigorous walk and returning to accommodation the same day.



MULTI-DAY WALKS

From backpacking on a one-night overnight trip to section-hiking large portions of the Great South Coast Walk. Multi-day walkers can tackle any stretch of the Great South Coast Walk.



THE 660KM THROUGH WALK

Walking the entire Great South Coast Walk supported by commercial operators who arrange for transfers to and from walking tracks and accommodation.

AND WILL ENABLE INDUSTRY TO PROMOTE, PACKAGE AND SELL;

- Guided day and overnight walking packages
- Transport
- Baggage Transfer
- Supporting services for independent walkers – water crossing(s), accommodation, baggage transfer, return transport, maps and guides, food drops
- Walking supplies e.g. maps, map cases, clothing, repellent, blister treatment
- Accommodation
- Cafes, restaurants and catering service
- Supporting soft adventure activities – canoeing, kayaking, diving, snorkeling, whale watching, etc.



WHAT ARE THE PROJECT OBJECTIVES

- Bring all the existing South Coast NSW walks together under one brand and tell the world about it
- Position the South Coast of NSW as the premier walking destination in Australia
- Exploit the growing recreational walking market worldwide
- Establish the first mainland NSW 'Great Walk'
- Stimulate low season, mid-week and repeat visitation via domestic and international markets
- Increase the average length of stay and overnight expenditure of domestic and international visitors to the region
- Stimulate industry investment to package, promote and sell walking experiences
- Generate health and wellbeing benefits for communities on the South Coast.

Next Steps

Establishing the Great South Coast Walk to compete with other iconic walking experiences and 'Great Walks' will require the following critical actions:

1. **Commitment from stakeholders** to work towards the shared vision, branding and marketing strategy
2. Development of tourism products and packages to support the Great South Coast Walk; and
3. **Continued investment in walking track infrastructure** that will enable the best experiences with a focus on leading walking experiences, support experiences and, thirdly, gaps in the trail

1. SHARED VISION - LEADERSHIP AND CO-ORDINATION

- A. Circulate the Opportunity Analysis and **seek commitment** to work towards the shared vision for the Great South Coast Walk.
- B. **Establish a co-ordinating agency** to lead the establishment of the Great South Coast Walk including branding and marketing.
- C. Establish roles and responsibilities of the co-ordinating agency and stakeholders in the development of the Great South Coast Walk.
- D. **Work with state government agencies** to embed the concept of the Great South Coast Walk into strategic plans such as the NSW Nature Tourism Strategy and the South Coast Marine Tourism Strategy.

2. BRAND IDENTITY AND MARKETING

- A. **Confirm the name of the walk** and develop a brand strategy in consultation with stakeholders.
- B. Develop a marketing strategy to support the brand with appropriate messages for target audiences developed **in partnership with stakeholders**.

3. COMMERCIAL OPPORTUNITIES

- A. Work with stakeholders to facilitate the development of existing and **new commercial opportunities** within the region that will support the Great South Coast Walk.
- B. **Establish a 'walk friendly' town initiative** to assist in growing yield and allowing easy access and dispersal of visitors to walking product.

4. CENTRAL INFORMATION / BOOKING PORTAL

- A. Work with partners to develop a **centralised information and booking system** for the Great South Coast Walk as part of the marketing strategy.

5. CONTINUED INVESTMENT

- A. **Develop an investment strategy** for the co-ordinated development of walking tracks and associated linkages and that support the development of the Great South Coast Walk as a continual trail from Sydney to the NSW border.

The concept of a Great South Coast Walk has been endorsed by the following organisations:

Bushwalking NSW

Peak body for bushwalkers
in NSW and the ACT



Canberra
Bushwalking Club



Shoalhaven
Bushwalkers



Milton NPA



PRESS ON REGARDLESS
Sydney University
Bushwalking Club



Far South Coast
Branch NSW



ACT National Parks
Association



Brindabella
Bushwalking Club



The Bush Club



Illawarra
Ramblers Club



Illawarra NPA



Light to Light
Camps



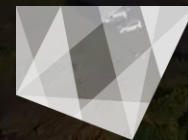
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