



NEW SOUTH WALES

# DESTINATION MANAGEMENT PLAN

2018 – 2022

Support Documentation



*Love the Lake*

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*Lake Macquarie City Council acknowledges the traditional custodians of the land, the Awabakal People. We pay respect to knowledge holders and community members of the land and acknowledge and pay respect to Elders past, present and future.*

# Supporting Documentation

## 1. Industry consultation

The Stafford Group facilitated community and industry consultation as part of the DMP process, with the key points and recommendations identified by stakeholders used to inform the update of the DMP.

Key stakeholders were invited to attend a workshop on Friday 15 September 2017 to gather and discuss ideas on the direction and future of tourism in Lake Macquarie. This workshop was largely attended by local tourism operators, representatives from the regional tourism organisation and Lake Macquarie councillors (full list of attendees can be seen below in Table 12).

Table 11 summarises the key outcomes and recommendations from the workshop, some of which have already been included and explored in this document.

Table 1: Industry consultation, key outcomes

Category	Key points/recommendations
<b>1. Lake Macquarie's key assets and features</b>	<ul style="list-style-type: none"> <li>• Aquatic features, particularly the Lake and beaches</li> <li>• Proximity to Sydney</li> <li>• Catherine Hill township, being the oldest township on the Lake</li> <li>• The diversity on offer, including urban landscape, culture, walks, and cycleways</li> <li>• Accessibility via road and rail</li> <li>• Variety of outdoor and adventure-style activities</li> <li>• Value for money reflected in both resources and pricing</li> <li>• Shopping</li> <li>• Range of activities and safe environment</li> <li>• Aboriginal heritage</li> <li>• Strength of the VFR market</li> <li>• Health facilities including day surgery and specialists</li> <li>• Sporting facilities</li> <li>• Scale of the boating community and the use of the Lake</li> </ul>
<b>2. Key challenges impacting the Lake Macquarie visitor economy</b>	<ul style="list-style-type: none"> <li>• Lack of a clear identity</li> <li>• Lack of wayfinding, particularly on the motorway</li> <li>• Lack of a clearly designated, or central, tourism hub</li> <li>• Lack of sufficient quality (higher end or branded) accommodation</li> <li>• Lack of a charter boat opportunity on the Lake</li> <li>• Poor public transport within Lake Macquarie</li> <li>• Lack of tourism product on, or next to, the Lake</li> </ul>
<b>3. Regional differentiation</b>	<ul style="list-style-type: none"> <li>• Lake Macquarie could be differentiated from surrounding regions such as the Central Coast and Newcastle, through the following: <ul style="list-style-type: none"> <li>• Lifestyle tourism</li> <li>• A 'getaway' from city life</li> <li>• Change of pace</li> <li>• Uncrowded beaches</li> <li>• Free parking space on sand</li> <li>• Adventure playground</li> <li>• Diverse natural environment</li> <li>• A central hub with close links to Hunter Valley wine country, the mountains, and Port Stephens</li> <li>• The quality and range of sporting facilities (sport and leisure capital of the region)</li> <li>• Diverse range of products</li> </ul> </li> </ul>
<b>4. Opportunities for the future development and expansion of the visitor economy</b>	<ul style="list-style-type: none"> <li>• Water-based activities, with a particular focus around the Lake</li> <li>• The scale of the school market and opportunity to grow this</li> <li>• Access to the water, which needs to be strengthened for visitors</li> <li>• Creating a dedicated tourism hub, ideally beachside, and offering accommodation, conference centre, attractions and a town centre</li> </ul>

	<ul style="list-style-type: none"> <li>• Focusing on the shoulder season and including new product and development</li> <li>• Looking to develop unique events (recognising the opportunity created from the Super boats event)</li> <li>• Positioning Lake Macquarie as a sailing hub</li> <li>• Focusing on a tourism hub for family-based activities</li> <li>• Consider changing the name to Lake Mac</li> <li>• Encouraging a major tourism operator to establish in the area</li> <li>• Developing the night-time economy</li> <li>• Developing park and open-space infrastructure for events such as an outdoor amphitheatre, improved event spaces</li> <li>• Growing the events sector more generally</li> <li>• Adding value to tracks and trails which currently exist but which offer few commercial activities</li> <li>• Providing larger regional accommodation facilities</li> <li>• Establishing jetties and moorings for local and visitor use and to improve access to the Lake</li> <li>• Looking at improving the flexibility of land use to proactively encourage more tourism development</li> <li>• Linking activities through improved accessibility</li> <li>• Finding locations for waterfront bars and cafes</li> <li>• Offering a marketing focus on the health sector</li> <li>• Enhancing existing walking trails by introducing facilities such as pop-up cafes and other supporting commercial facilities</li> <li>• Developing brand recognition and associated investment in brand development</li> <li>• Providing increased access for accessible tourism</li> </ul>
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Table 2: List of attendees (industry stakeholder consultation)

Organisation	Key Contact
Lake Macquarie City Councillors	Cr Barney Langford Cr Colin Grigg Cr David Belcher
Lake Macquarie Tourism	Bianca Gilmore Sharon Walker Ellie Taylor
Destination Sydney Surrounds North	Glen Caldwell
LMCC – City Strategy	Tony Farrell
LMCC – Communications and Customer Service	Kate Davies
LMCC – Community Planning	Andrew Bryant
LMCC – Corporate Support	Sean Lucy
LMCC – Cultural Services	Jacqui Hemsley Debbie Abraham
LMCC – Integrated Planning	Sharon Pope Adam Ovenden
LMCC – Property (Holiday Parks)	Kate Cramp Garry Ellem
LMBVE	Gordon Maxwell Janene Lowe Lesley Faulkner
Lake Macquarie Tourism Operators	Allan and Debbie Murray Mark Hellier Peter Brown Peter Johnson Tori Wright
Belmont Wetlands State Park	Helen Rogers

## 2. Key data and documents

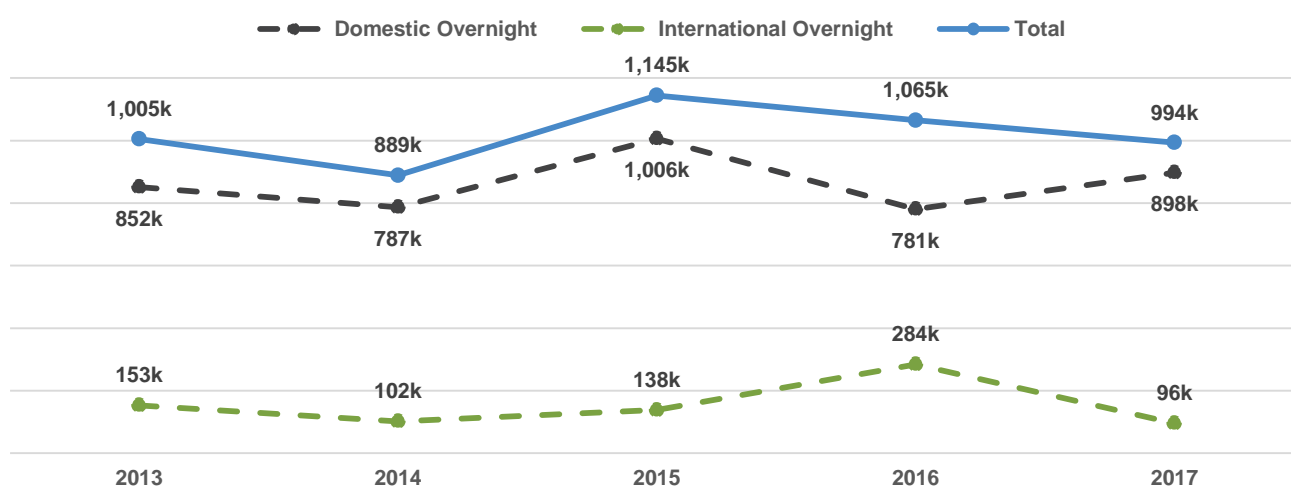
### 1.2.1. Visitor market analysis

#### *Visitor nights*

Although there was an overall increase in visitation, Figure 5 shows that there was some fluctuation in the number of visitor nights (both domestic and international). The total number of visitor nights averaged around a total of 1 million, predominantly driven by domestic stays (averaging 85% of total), with international visitors averaging 15% of total nights stayed.

However, while domestic visitor nights experience a slight increase over time (5%), international visitor nights declined by almost 40%, including a significant decrease between 2016 and 2017. Despite this, international visitor nights reflect a higher proportion of total international visitation, which indicates a longer period of stay compared to domestic overnight visits (see below Key Activities section).

Figure 1: Visitor nights in Lake Macquarie (2013-17)<sup>1</sup>



#### *Average length of stay*

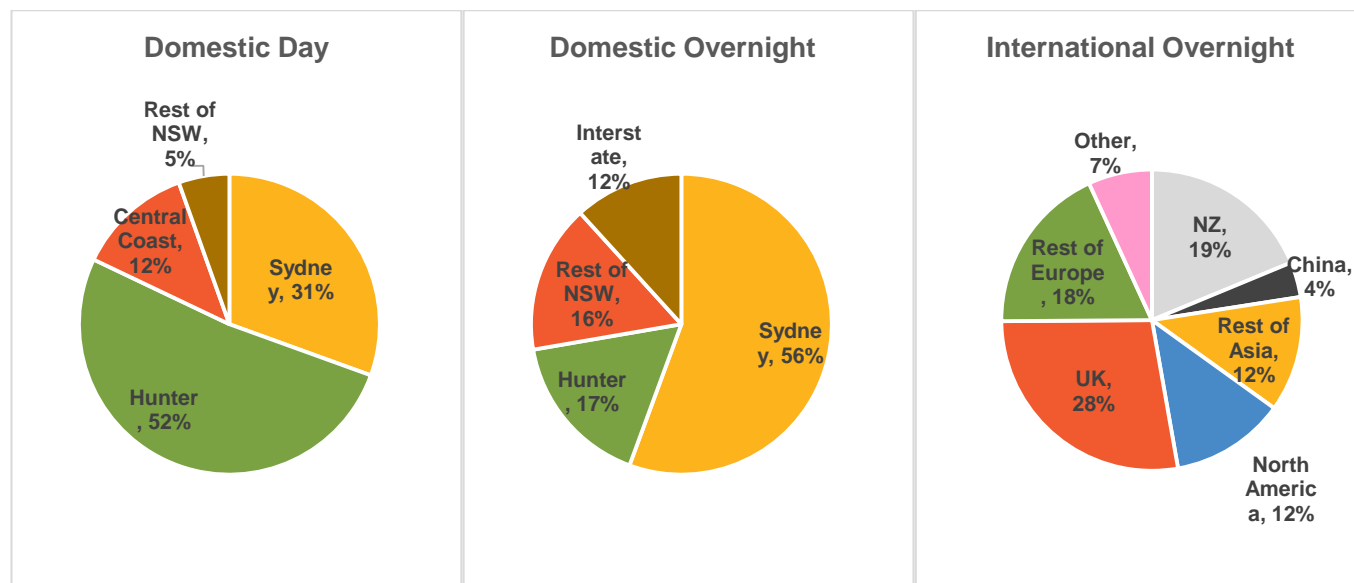
The average length of stay (ALOS) over the past five years was 2.7 nights for domestic visits and 17.4 nights for international visits. This is typical of the profile of international visitors and also explains why they comprise a large proportion of total visitor nights. However, the group considers the holiday/leisure figure for international visitors is typically lower than the published figure, as international workers on short-term contracts may possibly be skewing the results along with international students.

<sup>1</sup> Ibid



## Source markets

Figure 2: Origin of visitors to Lake Macquarie, by visitor type (five-year average, 2013-17)<sup>2</sup>



## Purpose of visit

Over the past five years, the purpose of visit to Lake Macquarie has been equally driven by 'holiday' purposes as well as visiting friends and relatives (VFR), both comprising 41% of total visits, with 'other' purposes comprising the remaining 18%<sup>3</sup>.

Figure 7 shows the purpose of visit, by visitor type, to Lake Macquarie over the past five years, which indicates the following:

- Domestic day trippers are primarily driven to the area for 'holiday' purposes (43%), followed by VFR (36%) and other (21%).
- On the other hand, overnight visits – both domestic and international – are driven by VFR (52%), followed by 'holiday' purposes (35-36%) and other (12-13%).

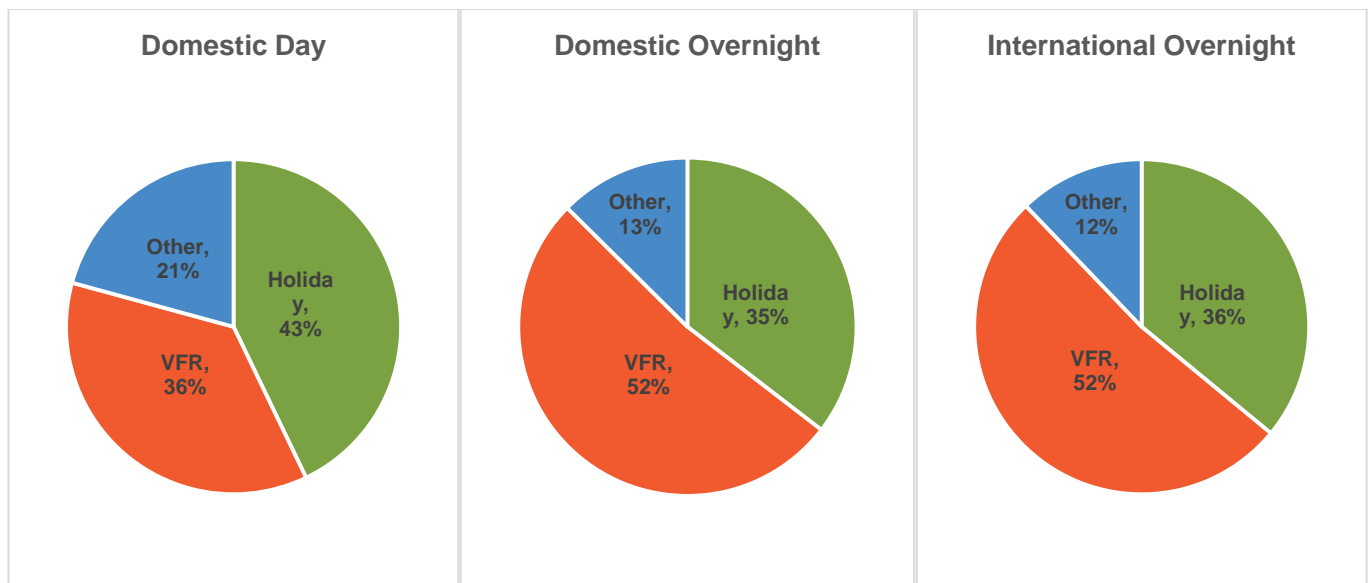
These results are significant in the context of the visitor economy, as it demonstrates that visitors are equally drawn to the area by friends and relatives as well as holiday/leisure activities (although these are not mutually exclusive).

The holiday market typically provides a more valuable contribution to the Lake Macquarie visitor economy, through either spending on accommodation or leisure activities. However, the VFR market also provides opportunities to grow the Lake Macquarie visitor economy, as their exposure to the area may generate repeat visitation for holiday purposes (independent of family/friends).

Figure 3: Purpose of visit to Lake Macquarie, by visitor type (five-year average, 2013-17)<sup>4</sup>

<sup>2</sup> Ibid

<sup>3</sup> 'Other' includes business, education and in-transit purposes.



### Key activities

Figure 8 details the primary key activities undertaken by visitors to Lake Macquarie, as a five-year average from 2013–17. The results show the most common activity across all visitor types is ‘social activities’<sup>5</sup>, presumably driven by the variety of town centres and retail precincts. This is followed by ‘outdoor/nature’ activities<sup>6</sup> and ‘active/sports’ activities<sup>7</sup>, both of which could be attributed to the unique range of natural attractions and outdoor experiences throughout Lake Macquarie.

Interestingly, only 5% of domestic visitors participated in art or heritage-based activity, while 7% visited a local attraction. These activities were far more popular among international visitors; however, it indicates a lack of built attractions/experiences (i.e. tourism product) and/or lack of awareness throughout the area. This is explored in greater detail throughout this document.

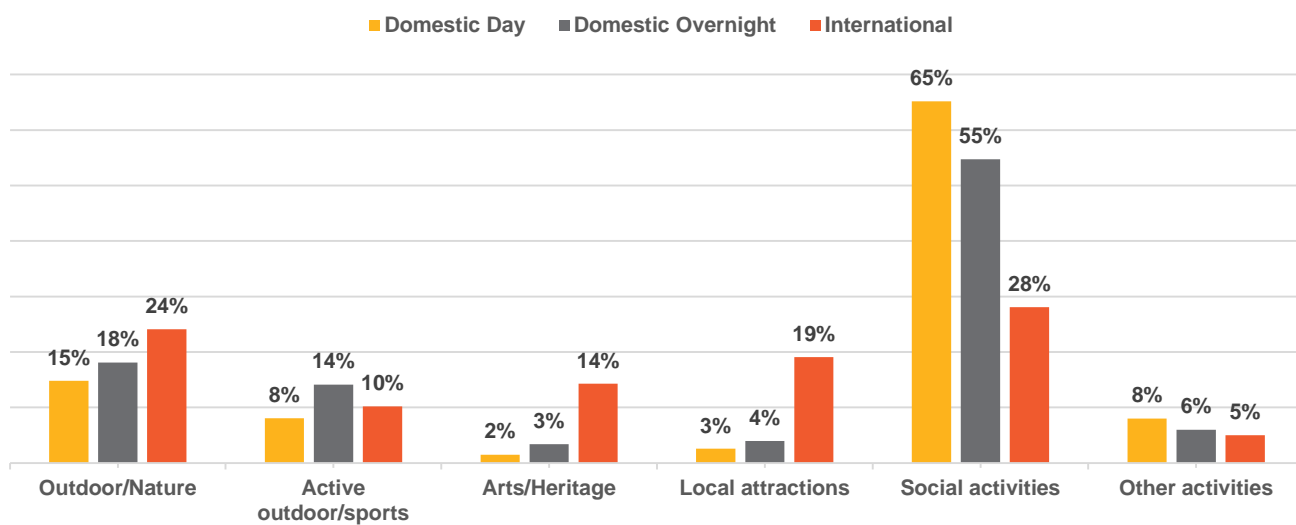
<sup>4</sup> Ibid

<sup>5</sup> Includes visits to pubs/clubs, shopping, eating out/dining at restaurant, etc

<sup>6</sup> Includes going to the beach, visiting parks, bushwalking, etc

<sup>7</sup> Includes surfing, watersports, golfing, cycling, etc

Figure 4: Key activities by visitors to Lake Macquarie (five-year average, 2013-17)<sup>8</sup>



Understanding these key activities provides insight into some of the primary motivations for visiting Lake Macquarie, which is important to help identify the target markets, as well as opportunities to help grow the visitor economy.











<sup>8</sup> International Visitor Survey and National Visitor Survey, Tourism Research Australia, 2017



## Market Positioning – Lake Macquarie Visitor Target Markets

### 1. Visiting friends and relatives

Table 3: VFR market snapshot<sup>9</sup>

	<p>Lake Macquarie received approx. 445,000 VFR visitors in 2017, driven by domestic day trippers (60%), followed by domestic (40%) and international (1%) overnight visits.</p> <p>Overall, this represents the primary purpose of visit, along with holiday purposes, comprising 41% of the total visitor market.</p>
	<p>Over the past five years, the number of VFR visitors to Lake Macquarie has remained relatively constant. However, domestic VFR visitors to NSW has increased by 19.1%, outperforming growth in 'holiday' visitors.</p> <p>In addition, VFR nights to NSW has also increased by almost 24% over the past five years.</p>
	<p>Domestic overnight VFR visitors spent over \$1.2 billion in Sydney and Surrounds in 2016, while domestic day VFR visitors spent \$407 million, demonstrating the higher yield generated by overnight visitors when compared to day visitors.</p> <p>Per visitor per trip, domestic overnight VFR visitors to Sydney and Surrounds spent \$345, in comparison to domestic day trippers at \$65.</p> <p>Major expenditure items for domestic overnight VFR visitors to NSW include food, drink and accommodation (51% of total expenditure) followed by transportation (19%), airfares (13%) and shopping (12%).</p>
	<p>70% of VFR visitors to NSW are from intrastate, with the majority of interstate visitors coming from Queensland (12%) or Victoria (9%).</p> <p>Regional NSW is the largest source of intrastate VFR visitors (44%), while Sydney comprises 26% of VFR market.</p>
	<p>The majority of the domestic VFR market to NSW travel via private vehicle or company car (78%).</p>
	<p>In comparison to the non-VFR domestic overnight market to NW, the VFR market involves a higher proportion of those travelling alone (35% compared to 28%), as an adult couple (29% compared to 24%) or family group (20% compared to 16%).</p>
	<p>After visiting friends and relatives, the most popular activity for domestic overnight VFR visitors to NSW was to "eat out, dine at a restaurant or cafe (56%), followed by "go shopping for pleasure" (24%), pubs/clubs (22%) and "go to the beach" (21%).</p>
	<p>Typically, the majority of domestic overnight VFR visitors to NSW are aged from 15 to 29 (27%), 50 to 59 (18%) and 60 to 69 years (18%).</p>
	<p>Tend to be younger than those visiting relatives</p> <p>Tend to travel alone or in groups without children</p> <p>Tend to spend more on food and drinks and pubs and nightclubs.</p>
	<p>Tend to be older people</p> <p>Tend to be friends and family groups travelling with children</p> <p>Are more likely to go shopping</p> <p>Are more likely to spend money on transport, souvenirs, gifts and other shopping</p>

### What the market is looking for?

The VFR market is looking for a mix of experiences and events which also enables them to catch up with friends and relatives. These visitors are often keen to pursue nature and food and beverage experiences. Areas such as Lake Macquarie, which offers a range of different experiences, are often very appealing. The potential for dining

<sup>9</sup> Destination NSW, Domestic VFR travel to NSW, 2015








out is important, recognising that locals/hosts want to share exciting dining options with visiting friends and relatives.

Locals/hosts are looking for experiences to take their visiting friends/relatives to which: showcase the uniqueness of the region; are an experience you can only do within that particular region; and/or which is a higher quality experience than what is offered elsewhere.

The VFR market is a valuable catalyst in encouraging locals to get out and try product and experiences in their own area which they may otherwise not do.

## 2. Family market

Table 4: Family market snapshot<sup>10</sup>

	<p>In 2014, there were 5.9 million domestic overnight trips undertaken by NSW residents who travelled with their families. This market stayed a total of 75.5 million nights.</p> <p>Around 14% of the family market travelled to the Hunter Region.</p> <p>Majority of visitors travelled for holiday purposes (54%), while around 40% travelled to visit friends and relatives.</p>
	<p>From 2010 to 2014, the NSW domestic overnight family travel market <i>decreased</i> by around 11% (739k), despite initial increases from 2005 to 2010 of around 14%.</p>
	<p>The family travel market spent a total of \$4.5 billion in 2014, with an average spend of \$761 per person.</p>
	<p>Although data for seasonality is limited, it is widely accepted that this market is highly seasonal, predominantly travelling during school holidays as well as weekends.</p>
	<p>The NSW family visitor market predominantly undertakes social activities (90%), which includes VFR, sightseeing, shopping, eating out or attending an event. These are followed by outdoor/nature activities (35%), sports (22%), visiting local attractions (20%) and arts/heritage activities (17%).</p>
	<p>The preferred accommodation choices for this market is friends or relatives' property (39%), followed by hotel/motel (27%) caravan or camping (10%) and renting a house/apartment (9%).</p>
	<p>The main sources of information prior to taking the trip were: internet sites (36%), previous experience (32%) and friends or relatives (15%), while 33% did not receive any prior information about the trip.</p>

### What the market is looking for?










The family market is looking for traditional-style and “easy” holidays, typically based on the following features:

- affordability;
- ease of access;
- a diverse range of activities; and
- ‘family-friendly’ accommodation facilities.

<sup>10</sup> Destination NSW, NSW family travel market, 2015

### 3. Short break market

Table 5: Short break market snapshot<sup>11</sup>

	<p>In 2015, there were 7.4 million domestic short break trips to NSW, who stayed 13.7 million nights. NSW leads other Australian states and territories in domestic short break visitors.</p> <p>The Hunter Region comprises 12% of this market, which equates to almost 900,000 visits.</p>
	<p>From 2006-2015, the short breaks market in NSW grew by 14% (900,000 trips), in line with growth that occurred in the Australian short break market (also 14%).</p>
	<p>The majority (74%) of domestic short break visitors to NSW came from within NSW, almost evenly divided between Sydney residents (38%) and Regional NSW residents (36%). Interstate short break visitors mostly came from Queensland (10%), Victoria (7%) and ACT (7%).</p>
	<p>The March quarter is the most popular time of year for domestic short break travels to NSW.</p> <p>This market also typically prefers a weekend/public holiday getaway, rather than weekday travel.</p>
	<p>The preferred accommodation choices among domestic short break visitors to NSW included staying in a standard hotel, motel or resort (22%), staying with friends or relatives (17%), luxury hotel/resort (14%), holiday park or commercial camping ground (14%) or a rented house/apartment (11%).</p> <p>The domestic short break market, therefore, has a much higher tendency to stay in commercial accommodation when compared with the domestic NSW visitor market overall (where, for the same period, 41% of visitors stayed with friends/relatives and only 14.7% stayed in a standard hotel, motel or resort).</p>
	<p>Adult couples were the most common travel party among domestic short break visitors to NSW (32%), followed by friends and/or relatives (28%) and friends and/or relatives travelling with children (27%).</p>
	<p>The top activities for domestic short break visitors to NSW were social activities (87%) such as eating or dining out, sightseeing, going to the beach and/ or doing shopping, followed by outdoor/nature activities (47%), sports (30%), local attractions (22%), arts/heritage activities (22%).</p>
	<p>In 2015, 27% of short breaks in NSW were undertaken by those aged 15-29, followed by 40-49 (20%).</p>
	<p>Proximity (travel time to/from home) and ease of travel. The more popular short break destinations tend to be no more than 1-2 hours away from home.</p>

#### What the market is looking for?





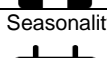





The short break market is looking for well-located and easily accessible destinations (1-2 hours' drive) which could offer specific experiences, including:

- relaxation and replenishment;
- quality and indulgence;
- pampering and well-being;
- quality food and dining experiences; and
- stylish accommodation, whether it be upmarket or more niche/boutique.

<sup>11</sup> Destination NSW, Short breaks to NSW, 2015

#### 4. Nature tourism market

Table 6: Nature tourism market snapshot<sup>12</sup>

	<p>In 2016, there were 26.9 million nature-based visitors to NSW. The majority of these were domestic day trippers (47%), domestic overnight visitors (42%) and international visitors (12%). The Hunter Region comprises around 26% of the NSW nature tourism market, totalling over 7 million visitors. This includes 5.8 million domestic and 1.2 million international visitors.</p>
	<p>From 2012 to 2016, there was 41% growth (7.8 million) in nature-based visitation to NSW. Spend by nature-based visitors also grew, increasing by 43% or \$5.5 billion. From 2012-2016, nature-based tourism to the Hawkesbury region also experienced growth, increasing by 77% (12,000 visitors) in the international visitor market and by 29% (9,000 visitors) in the domestic overnight market.</p>
	<p>Nature-based visitors to NSW spent \$18.3 billion. Domestic overnight nature-based visitors to NSW spent \$747 per trip - \$170 more per trip than the average domestic overnight visitor to NSW. Domestic day nature-based visitors to NSW spent \$90 per trip - \$15 less per trip than the average domestic day tripper to NSW.</p>
	<p>Sydney was the largest source of domestic overnight nature-based visitors (35%) and domestic day trip nature-based visitors (55%) across NSW.</p>
	<p>In the past five years, January has been the most popular month among Domestic overnight nature-based visitors to NSW for returning to their trip. Months with the lowest percentage of those returned from their trip varied among May, June and August. The peak season for these tourists are the summer months, with winter being the low season (although there are relatively strong shoulder seasons in spring and autumn). Majority of visits usually occur over the weekends.</p>
	<p>'Friend or relatives' property' (31%) was the most popular accommodation type used by domestic overnight nature-based visitors in NSW. 'Hotel/resort/motel or motor inn' (19%) was the second most popular, followed by 'holiday park or commercial camping ground' (18%).</p>
	<p>For domestic overnight nature-based visitors, 'Adult Couple' was the most common travel party (28.3%), closely followed by travelling with 'Friends or relatives' (27.3%).</p>
	<p>The most popular activities undertaken by domestic overnight visitors included the beach (65%), bushwalking (28%) and visiting national/state parks (25%).</p>
	<p>The youth market (15-29 years) was the largest age group among domestic overnight nature-based visitors (25%) and domestic day trip nature-based visitors (30%) to NSW. This was followed by the 60+ market for domestic overnight nature-based visitors and the 30-39 and the 40-49 market for domestic day nature-based visitors.</p>
	<p>Domestic overnight nature-based visitors to Australia primarily used the internet as their main source of information about their trip (47%) and this information source was at a higher rate than that of other visitors (34%).</p>

#### What the market is looking for?

The research shows that visitors don't want the same nature-based holiday wherever they go. They want to experience something different, something out of the ordinary, and something which prompts an emotional reaction. They want to experience something special which will turn their short break away into a lifelong memory. These experiences include the following.








- Standout walking journeys across the landscape – and short walks to build tourism experiences on foot.
- Native wildlife experiences – bush close to the city, interactive tree-top animal viewing experiences.
- Marine/aquatic wildlife experiences.

<sup>12</sup> Destination NSW, Nature based tourism to NSW, 2016

- Connecting food, wine and nature by developing exclusive opportunities to utilise spectacular natural settings for innovative accommodation, dining or events.
- Creating infrastructure such as zip lines or cable cars, which enable visitors to experience nature from the treetops, mountaintops, underground or underwater.
- Investing in emerging niche markets, including geo-tourism, bird watching and mountain biking.

## 5. Over 55s market

Table 7: Over 55s market snapshot<sup>13</sup>

	<p>In 2017, the Over 55s market totalled approx. 570,000 visitors, comprising 71% domestic day trippers, 28% domestic overnight visits and 1% international visits.</p> <p>This market represents the largest visitor segment by age group, representing 43% of all domestic day-trippers, 38% of domestic overnight visits and 43% of international visits.</p>
	<p>Over the past five years (2013-17), the over 55s market to Lake Macquarie has significantly increased, by a total of 44%, from 394,000 visits to 569,000 visits.</p> <p>This increase has been predominantly driven by increases in domestic overnight visits (63% increase), followed by domestic day trips (38%) and international visits (35%).</p>
	<p>In 2014, the over 55s market spent a total of \$5.6 billion in NSW, with international visitors spending around \$1 billion and domestic visitor spend at \$4.7 billion.</p> <p>For the domestic market, spend per visitor is around \$611.</p>
	<p>Although there is limited data available for the seasonality of the over 55s market, generally speaking, this market comprises a large number of retirees who are not subject to seasonality. As such, they may have higher than typical visitation during low seasons and even during weekdays.</p>
	<p>The preferred accommodation choices for this market, for domestic visitors, is a friends or relative's property (45%), followed by hotel/motel (33%) and caravan or camping (12%).</p>
	<p>Adult couples were the most common travel party among domestic over 55 visitors to NSW (45%), followed by lone travellers (26%) and friends and relatives (18%).</p>
	<p>According to the Over 55s Monitor Survey, the most important reasons for travel by over 55s is to spend time with family or friends (55%), get away from daily routine (42%), have fun (37%), spend time with partner (34%), and relax mentally (32%).</p>

### What the market is looking for?








The research shows that the Over 55s market is relatively active, with a preference for outdoor-based activities such as walking, cycling, fishing and watersports, and would, therefore, be drawn to the range of tourism products on offer at Lake Macquarie. In addition, the market like to explore multiple areas during a single trip and looks for flexible, affordable accommodation (e.g. caravan and camping) to enable this.

<sup>13</sup> Destination NSW, Over 55s to NSW, 2015



## 6. Caravan and camping market

Table 8: Caravan and camping market snapshot<sup>14</sup>

	<p>The domestic caravan and camping market reflects constant growth.</p> <p>In 2016, NSW received 4 million domestic caravan and camping visitors, who stayed 17 million nights. This market also comprised of an additional 100,000 international visitors</p> <p>Domestic caravan and camping visitors stayed, on average, four nights in NSW. This was 25% longer than the average for all visitors to NSW (3.2 nights).</p> <p>The Hunter region was the third most popular destination in NSW for the domestic caravan and camping market, comprising 11% of total market share, or 240,000 visitors, who stayed a total of 660,000 nights.</p>
	<p>Over the past five years, the number of domestic caravan and camping visitors to NSW has grown by 29% or 900,000 visitors. The number of nights spent has also grown, increasing by 21% (additional 3 million nights).</p> <p>TRA data for 2016 shows that the market has achieved the highest recorded annual growth in overnight trips and visitor nights since data was first recorded in 1998. This unprecedented growth saw Australians take a total of 11.7 million caravan and camping overnight trips (a 9% increase on 2015).<sup>15</sup></p> <p>The length of time spent caravanning and camping has also grown, with 51.6 million domestic visitor nights recorded (up 16% on 2015) in Australia<sup>16</sup></p> <p>Over the past two years in NSW, the number of recreational vehicles and caravans registered has grown significantly, increasing by 21% and 13% respectively. NSW experienced the largest growth in registrations out of all states and territories in Australia.<sup>17</sup></p>
	<p>On average, caravan and camping visitors to NSW spent \$800 per trip and \$179 per night (average for all domestic overnight visitor spend is \$175 per night or \$578 per trip).</p> <p>Expenditure has grown from \$2.1billion in 2012 to \$3 billion in 2016.</p>
	<p>Regional NSW was the largest source of domestic caravan and camping visitors to NSW (40%), followed by Sydney (25%) and Queensland (17%).</p>
	<p>In 2016, 'adult couple' (35%) was the most common travel party of commercial domestic caravan and camping visitors to NSW, followed by 'friends and relatives' (28%) and 'family group' (28%).</p> <p>For non-commercial domestic caravan and camping visitors to NSW, the biggest travel party is 'friends and relatives' (37%), followed by 'alone' (23%) and 'adult couple' (22%).</p>
	<p>The market is highly seasonal, with around 17% of total visits during January, and almost a third during the summer months.</p> <p>Winter received the lowest number of visitors, accounting for 19% of total trips.</p> <p>Generally speaking, the highly seasonal markets tend to visit over weekends and holidays, rather than weekdays.</p>
	<p>In 2016, the youth market (15-29 years) was the largest age group of non-commercial caravan and camping visitors (29%) to NSW. The next biggest groups were 30 to 39 years (19%) and 40 to 49 years (18%).</p> <p>For commercial domestic caravan and camping, the largest age group was 40-49 years (22%), followed by 15-29 years (19%) and 60-69 years (18%).</p> <p>The evidence suggests that caravan and campers are not dominated by the older grey nomads, but rather, reflect a far wider age demographic.</p>

### What the market is looking for?

In general, the caravan and camping market seek affordable, low-cost accommodation and tend to embrace the natural environment and outdoor activities, which are prevalent throughout Lake Macquarie. They are also seeking social interaction, through mingling with other campers.

In addition, a sub-category of more upscale camping – glamping – has been growing across the country, and could be included as part of the visitor market analysis. They are seeking more boutique, upscale products to complement the nature-based activities, such as unique dining experiences.

<sup>14</sup> Destination NSW, Domestic caravan and camping travel to NSW, 2016

<sup>15</sup> <http://www.caravanindustry.com.au/unprecedented-growth-in-aussie-caravan-and-camping-holidays>

<sup>16</sup> Ibid

<sup>17</sup> Postcode data report, Caravan Industry of Australia

## Visitor expenditure

This section examines visitor expenditure. However, due to a lack of available data, and changes in the reporting method after 2014, we only included expenditure from 2015 and 2016. Visitor expenditure is particularly important to the Council, given the broader state-wide objective to double overnight visitor expenditure between 2010 and 2020.

Table 19 shows that, from 2015 to 2016, visitor expenditure increased by \$10 million (or 6%), which corresponds with increases in visitation of 8% over the same period (see Figure 5 above). As expected, visitor expenditure is driven by domestic overnight visitors (50%) and domestic day trippers (46%).

Table 9: Visitor expenditure in Lake Macquarie<sup>18</sup>

	2015 (\$m)	2015 split (%)	2016 (\$m)	2016 split (%)
Domestic Daytrip	\$80m	48%	\$81m	46%
Domestic Overnight	\$80m	48%	\$88m	50%
International Overnight	\$7m	4%	\$7m	4%
<b>Total</b>	<b>\$167m</b>	<b>100%</b>	<b>\$177m</b>	<b>100%</b>

Of particular importance is the increase in high-yielding domestic overnight expenditure (from \$80 million to \$88 million) despite decreases in visitation over the same period. This is attributed to increases in domestic overnight spend per visit from \$271 to \$280 (Table 20), which is a positive outcome and the result of increased spending on tourism-related products and experiences.

Overall, spend per visit experienced a marginal increase from 2015 to 2016, driven by domestic overnight visitors. Although there was a decline in international overnight spend per visit, this market represents the highest yielding visitor segment, primarily due to longer average length of stays. In addition, as this market comprises a small percentage of total visitation, there was no impact on total international expenditure, which remained constant at \$7 million.

Table 10: Spend per visit in Lake Macquarie<sup>19</sup>

\$	2015	2016
Domestic Daytrip	\$104	\$102
Domestic Overnight	\$271	\$280
International Overnight	\$829	\$758
<b>Total</b>	<b>\$155</b>	<b>\$158</b>

Significant investment in new/existing product, infrastructure, market development and marketing and promotion is required to continue the upwards trend in visitor spend and help Council achieve its 2020 expenditure targets. In addition, opportunities to attract a greater number of international visits could also be considered by Council, as they are the highest yielding visitor type and are of great value to the visitor economy.

<sup>18</sup> International Visitor Survey and National Visitor Survey, Tourism Research Australia, 2015 & 2016

<sup>19</sup> Ibid

### 1.2.2. Key documents

The documents and data used to help develop the updated Lake Macquarie DMP are listed in Table 21.

Table 11: Lake Macquarie DMP key data and documents

Level	Organisation	Document
National	Tourism Research Australia	International Visitor Survey and National Visitor Survey (2014, 2015)
National	Australian Trade and Investment Commission	Tourism 2020
State	Destination NSW	LGA Profile – Lake Macquarie (2014, 2015)
State	Destination NSW	Market segments (various) (2015, 2016)
State	Department of Planning and the Environment (NSW)	Hunter Regional Plan 2036
State	Department of Industry (NSW)	Visitor Economy Industry Action Plan
Regional	Hunter Tourism	Hunter Valley Visitor Economy Destination Management Plan (DMP) Strategic Priority 4.12
Local	Lake Macquarie City Council	2017 Community Vision and Values
Local	Lake Macquarie City Council	Community Strategic Plan 2017-2027 – Our Future in Focus
Local	Lake Macquarie City Council	Smart City, Smart Council Digital Economy Strategy 2016-2020
Local	Dantia	DANTIA Strategic Plan
Local	Lake Macquarie City Council	2017 Community Vision and Values
Local	Lake Macquarie City Council	Lake Macquarie City Community Strategic Plan 2017-2027 – Our Future in Focus
Local	Lake Macquarie City Council	Destination Management Plan (2013)
Local	Lake Macquarie City Council	DRAFT Arts, Heritage and Cultural Plan 2017-2027 (2017)
Local	Lake Macquarie City Council	Lake Macquarie City Community Strategic Plan 2017-2027 (2017)
Local	Lake Macquarie City Council	Lake Macquarie City Partnership Program 2017-2018(2017)
Local	Lake Macquarie City Council	Lake Macquarie Tourism Marketing Action Plan July 2016-June 2017 (2016)

### 3. Lake Macquarie product audit

#### 1.3.1. Accommodation

Type	Estimated number of establishments	Approximate average capacity per establishment
Airbnb	170+	4
Apartment (Serviced)	3	108
Bed and Breakfast	15+	4
Homestay	1	4
Hotel/Motel	17	90
Lodge	1	30
Luxury	1	68
Residential College - Government	2	230
Residential College - Private	1	72
Resort	2	284
Self-Contained	200+	6
Holiday Park	9	337
Airbnb	170+	4
Apartment (Serviced)	3	108

#### 1.3.2. Attractions

Type of Attraction	Specific Activity	Operator / Number of Operators	Location in City
Entertainment attractions	Bowling	Strike Bowling	Charlestown
		SuperStrike	Warners Bay
	Escape Rooms	(Exitus) Strike Bowling	Charlestown
	Ice Skating	Hunter Ice Skating Centre	Warners Bay
	Indoor Golf	Holey Moley Golf	Charlestown
	Indoor Play Centre	Megamania Playland Cafe and Family Restaurant	Charlestown
		Spring-loaded Trampoline Centre	Gateshead
		Tin Lids Play Centre	Morrisset
	Karaoke	Strike Bowling	Charlestown
	Laser Tag	Strike Bowling	Charlestown
	Virtual Reality	Unreal VR	Charlestown
	Model Trains	Lake Macquarie Live Steam Locomotive Society	Edgeworth
	Nostalgia Display	Lost in the 50's American Classic Cars	Cameron Park
	Outdoor Playground	Lake Macquarie Variety Playground	Speers Point
		Other LMCC Playgrounds	Located around the City
	Paintball	Delta Force	Freemans Waterhole
	Aerial	Airborne Flight Training	Lake Macquarie Airport

Type of Attraction	Specific Activity	Operator / Number of Operators	Location in City
Classes / Lessons / Workshops	Art	Finite Gallery	Caves Beach
		Lake Macquarie City Art Gallery	Booragul
		Trish Menegazzo's Art Studio / Gallery	Marks Point
		Yara Balba Stables	Mandalong
	Horse Riding	AAA Horse Riding and More	Cooranbong
		Yara Balba Stables	Mandalong
	Kayaking	The School of Yak	Lake Macquarie
	Sailing	Discover Sailing School	Lake Macquarie
		Lake Macquarie Sailing Charters	Lake Macquarie
		Sailability	Belmont
	Watersports	SUP / Kiteboarding / Windsurfing – Kite & SUP Pty Ltd	Warners Bay
		Surfing	Redhead – Learn to Surf Newcastle
			Blacksmiths – Newcastle Surf School
	Yoga	Various	Various
Entertainment	Clubs	30+	Located around City
	Pubs	20+	Located around City
	Cinema	Hoyts	Charlestown
Entertainment	Cinema	Reading Cinema	Charlestown
		Event Cinema	Glendale
		Lake Cinema	Boolaroo
	Theatre	Lake Macquarie Performing Arts Centre	Warners Bay
Farming/Food/Produce	Agriculture	Waldon's Flower Farm	Wyee
	Nursery	Cherry Road Nursery	Eleebana
		Whalan's	Edgeworth
			Hillsborough
		Poppy's Garden Centre	Gateshead
		Wyee Nursery	Wyee
	Orchard & Fruit Picking	Waldon's Flower Farm	Wyee
	Produce	Lake Macquarie Farmers Markets	Speers Point
		Toronto Farmers & Artisan Market	Toronto
		Swansea Fisherman's Co-op	Swansea
Cultural Attractions	Gallery	Lake Macquarie City Art Gallery	Booragul
		Fig Design Gallery	Wangi Wangi

Type of Attraction	Specific Activity	Operator / Number of Operators	Location in City
		Art Quill & Co Pty Ltd	Arcadia Vale
		Mandalong Gallery	Mandalong
	Pop Up Cultural Space	SEEN @ Swansea	Swansea
	Historical Societies	Eastlakes Historical Society	Swansea
		Lake Macquarie & District Historical Society	Toronto
	Museum	Dobell House	Wangi Wangi
		Sunnyside Historical Home and South Sea Island Museum	Cooranbong
		West Wallsend High School & Community Museum	West Wallsend
	Public Art Works	Block By Block Art Walk	Belmont
		Boundary Street Mural	Dudley
Historical Sites and Heritage Locations	Collections	Lost in the 50's American Classic Cars	Cameron Park
		Speers Point Library Community History collection	Speers Point
	Interpretation Panels	Bicentennial Plaque Sites	Various
		Glenrock SCA	Kahibah
		Green Point Foreshore Reserve	Belmont
		Rathmines Park	Rathmines
	Historic Bridges	Swinging Bridge	Cooranbong
	Historic Buildings/Structures	Awaba House	Booragul
		Catho Pub	Catherine Hill Bay
		Catholic Church	Cooranbong
		Coal Loading Jetty	Catherine Hill Bay
		Miners Cottages	Catherine Hill Bay
		Lambton Colliery	Redhead
		Old Post Office	Cooranbong
		Rathmines Bowling Club	Rathmines
		Redhead Shark Tower	Redhead
		Toronto Hotel	Toronto
	Self-Guided Walks	Fernleigh Track	Belmont
		Green Point Foreshore Reserve	Belmont
Landmarks and Buildings	Iconic Structures/Locations/Natural Attractions	Coal Loading Jetty	Catherine Hill Bay
		Mt Sugarloaf and The Sugarloaf Range	West Wallsend
		Red Bluff Boardwalk	Eleebana
		Shark Tower	Redhead
		Sea Caves	Caves Beach
Maritime	Marinas	Marmong Point Marina	Marmong Point
		Marks Point	Marks Point
		Trinity Point (operational 2018)	Morisset Peninsula
		Wyee	Wyee
	Yacht Clubs	Toronto Royal Motor Yacht Club	Toronto
		Lake Macquarie Yacht Club	Belmont
		Belmont 16 Footers	Belmont
Mining and Industry	Underground Mining	Lake Coal	Chain Valley Bay

Type of Attraction	Specific Activity	Operator / Number of Operators	Location in City
		Centennial Coal	Wangi Wangi
		Oceanic Coal	West Wallsend
	Power Station	Eraring	Eraring
		Wangi Wangi (closed)	Wangi Wangi
	Solar Farm (proposed)	Vales Point	Mannering Park
Natural Attractions	Beaches/Rivers/ Waterways	Lake Macquarie is the largest permanent coastal saltwater lake in the Southern Hemisphere - twice the size of Sydney Harbour.	Centre of City
		There are four patrolled beaches staffed by Council lifeguards and local surf lifesaving clubs. Patrols operate from the September school holiday period through to April.	Blacksmiths, Catherine Hill Bay, Caves Beach, Redhead
		Lake Macquarie's coastline measures over 30km, with other non-patrolled beaches and rock platform sections.	Burwood Beach, Dudley Beach, Nine Mile Beach, Pinny Beach, Munmorah SCA
		Dora Creek is the largest tributary running into Lake Macquarie.	Dora Creek
		Cockle Creek is a secondary tributary flowing into Lake Macquarie.	Boolaroo
		Lake Swimming Spots	Croudace Bay, Marks Point (Naru), Pelican, Toronto, Swansea
		Grannies Pool (recently upgraded)	Blacksmiths
	Natural Attractions	Lake Macquarie	Centre of City
		Beaches	Coastline
		Watagan Mountains	Lake Macquarie West
		Walking Trails	Located around City
		Gap Creek Falls	Watagan National Park
		Sea Caves	Caves Beach
	Whales/Dolphin/Fish	Dolphin sightings in lake	Lake Macquarie
		Lake Macquarie is a fishing sanctuary (i.e. no commercial fishing)	Lake Macquarie
		Whale sightings offshore	Caves Beach, Munmorah State Conservation Area, Redhead



Type of Attraction	Specific Activity	Operator / Number of Operators	Location in City
	Mountains / Lookouts / Caves	Blacksmiths Breakwall	Blacksmiths
		Butterfly Caves (sacred indigenous site)	West Wallsend
		Macleans Lookout, Monkey Face Lookout, Muirs Lookout	Watagan Mountains
		Mt Sugarloaf	West Wallsend
		Reids Reserve	Swansea Heads
	National and State Parks and Reserves	Awabakal Nature Reserve	Dudley
		Belmont Wetlands State Park	Belmont
		Glenrock SCA	Kahibah
		Green Point Foreshore Reserve	Belmont
		Hunter Wetlands	Sandgate
		Lake Macquarie SCA	Located around City
		Moon Island Nature Reserve	Swansea
		Munmorah SCA	Catherine Hill Bay
		Pulbah Island Nature Reserve	Lake Macquarie
		Tingara Heights Nature Reserve	Tingara Heights
		Wallarah National Park	Caves Beach
		Watagans National Park	Lake Macquarie West
	Parks and Gardens	115 Council-Owned Parks & Playgrounds	Located around City
		29 Designated Off-Leash Dog Exercise Areas (including three sections of beaches)	Located around the City
Scenic Drives and Walks	Drives	Belmont - Booragul via The Esplanade	North Lake Macquarie
		Catherine Hill Bay via Flowers Drive and Montefiore Road	Catherine Hill Bay
		Wangi Loop via Watkins Road and Dobell Drive	Wangi Wangi
	Walks	Warners Bay Foreshore Shared Pathway	Warners Bay
		20 walks promoted in Walking Trails Guide	Various
Signage	Signage	City Entry Statements	Various
		Town Centre and Suburbs	Various
Shopping	Shopping Centres	The Bay Shopping Centre	Bonnells Bay
		Belmont Citi Centre	Belmont
		Belmont Central Shopping Centre	Belmont
		Charlestown Square	Charlestown
		Hilltop Plaza	Charlestown
		Jewells Plaza	Jewells
		Stockland Glendale	Glendale
		Morriset Square	Morriset

Type of Attraction	Specific Activity	Operator / Number of Operators	Location in City
		Lake Macquarie Fair	Mt Hutton
		Warners Bay Village	Warners Bay
	Markets	All Saints Markets	Belmont
		Lake Macquarie Farmers Markets	Speers Point
		Toronto Farmers & Artisan Market	Toronto
		Morisset Markets and Auctions	Morisset
		Swansea Markets Quinn Park	Swansea
		Swansea Markets Bowman Street	Swansea
		Toronto Lions Club Markets	Toronto
		Toronto Monthly Markets	Toronto
		Warners Bay Markets	Warners Bay
		Wyee Markets	Wyee
	Destination Shops	Mortels Sheepskin Factory	Warners Bay
		The Elephant Shop	Cooranbong
		Wyee Nursery	Wyee
		Boutique Shopping	Belmont
			Toronto
			Warners Bay
		Antiques Dealers and Charity Shops	Various
		Lake Macquarie City Art Gallery Giftshop	Booragul
		Art Quill & Co Pty Ltd	Arcadia Vale
		Gallery & Grind	Belmont
		Mandalong Gallery	Mandalong
		Ocean Blue Gallery	Belmont
		Saretta Art & Design	Toronto
Spas and Retreats	Day Spa	Serenity Lodge Day Spa	Balcolyn
		The Secret Garden Day Spa	Warners Bay
		Utopia Day Spa	Warners Bay
Water-Based Recreation	Charter / Cruise	Lake Macquarie Catamaran Charters	Wangi Wangi
		Lake Macquarie Fishing Charters and Cruises	Swansea
		Lake Macquarie Sailing Charters	Lake Macquarie
		Lake Macquarie Yacht Charters	Belmont
	Tours	Jet Buzz Jet Boat	Cams Wharf
		Out and About Adventures	Various
		The School of Yak	Lake Macquarie
	Hire - Boat	Jet Buzz	Cams Wharf
		Cruze 'N' Snooze	Lake Macquarie
		Lake Macquarie Houseboats	Lake Macquarie
		Lake Macquarie Blue Water Houseboats	Belmont
	Hire - Watersports	Jet Buzz	Cams Wharf

Type of Attraction	Specific Activity	Operator / Number of Operators	Location in City
		Kite & SUP Pty Ltd	Warners Bay

### 1.3.3. Destination information

Service	Type	Operator / Number of Operators	Location in City
Dining	Fine Dining	Brownsugar Restaurant + Function	Warners Bay
	Cafes	70+	Located around City
	Restaurants	50+	
	Take Away/ Fast Food	70+	
Entertainment	Pubs/Clubs	50+	Located around City
	Cinemas/Theatres	5	Charlestown, Warners Bay, Boolaroo, Glendale
Retail	Specialty Arts and Crafts	Lake Macquarie City Art Gallery Giftshop	Booragul
		Art Quill & Co Pty Ltd	Arcadia Vale
		Gallery & Grind	Belmont
		Mandalong Gallery	Mandalong
		Ocean Blue Gallery	Belmont
		Saretta Art & Design	Toronto
	A wide range of retail services is available at each major town centre as well as small and large shopping centres located around the region. Retail services include fashion boutiques, jewellery and accessories, food and wine, gifts and toys, health and beauty, leisure products, travel agents and major supermarkets.		
Parking	Caravan, Cars, Coach	There is free public parking at all beaches and town centres.	
	RV, Overnight	There is no free overnight camping in Lake Macquarie.	
Dump Point	There is a dump point available to guests at every holiday park and at Australian Motorhomes, Gateshead, accessible to the public for a small fee.		
Service Station	LPG	Petrol stations are located on major roads and at each town centre, all with LPG available.	
Motor Mechanic	Motor mechanics are available in each town centre and other selected locations.		
Volunteer Network	Service Clubs	There are seven RSL branches in Lake Macquarie, at Swansea, Pelican, Cardiff, Speers Point, Toronto, Wangi Wangi and Morisset.	
	Visitor Information Centre	The Lake Macquarie Visitor Centre is serviced by paid staff.	
Major Banks	ATM's, Branches, Foreign Exchange	Major branches of banks can be found in every town centre, with ATM's also available in pubs, clubs and petrol stations.	

Service	Type	Operator / Number of Operators	Location in City
Accredited Visitor Information Centres	The official Lake Macquarie Visitor Information Centre is located on the Pacific Highway in Swansea.		
Transport	Air Services	Newcastle Regional Airport	Williamtown
	Coach Services	Busways	East Lake Macquarie – Central Coast
		Greyhound	Service is available at Charlestown when bookings are made.
		NSW State Transit Buses	Services north, east and south Lake Macquarie.
		Hunter Valley Buses	Services destinations in west Lake Macquarie.
	Infrastructure	Lake Macquarie Transport Interchange	Cardiff - Glendale
	Rail Services	Sydney Trains	The railway line runs along the western side of the Lake. Major Intercity stations include Wyee, Morisset, Fassifern and Cardiff. NSW TrainLink services only Fassifern.
		NSW TrainLink	
	Transfers	MD Rides	Lake Macquarie-based business servicing Newcastle, the Central Coast to Sydney Airport and Cruise Terminal.
Digital / Tech Assets	Co-Working Space	DaSH smart hub	Charlestown
	Free Wi-Fi	Libraries	Belmont
			Cardiff – newly renovated 'digital hub'
			Charlestown
			Edgeworth
			Morisset
			Speers Point
			Swansea
			Toronto
			Wangi Wangi
			Windale
		Charlestown Square	Charlestown
		McDonalds Restaurants	Various
	Website	<a href="http://www.visitlakemac.com.au">www.visitlakemac.com.au</a>	
	Apps	Walking and Kayaking Trails mobile site	
		Mobile-friendly Visit Lake Mac website	

Service	Type	Operator / Number of Operators	Location in City
	YouTube Channel	<a href="http://www.youtube.com/channel/UCWZ1GRDmTJJVrn1C5NbMVyg">www.youtube.com/channel/UCWZ1GRDmTJJVrn1C5NbMVyg</a>	
	Twitter	<a href="http://www.twitter.com/visitlakemac">www.twitter.com/visitlakemac</a>	
	Facebook	<a href="http://www.facebook.com/visitlakemac">www.facebook.com/visitlakemac</a>	
	Instagram	@lakemacquarietourism #lovelakemacquarie (hashtag also used across other forms of social media)	
	Strategy	Digital economy strategy – 'Lake Mac Smart City, Smart Council'	
Sporting Facilities	Athletics	Hunter Sports Centre – draft concept designs for expansion have been developed	Glendale
	Soccer	Lake Macquarie Regional Football Facility – the \$13 million official 'Home of Football' in Northern NSW and the only official Football FIVES facility in NSW. Also includes two full-size FIFA accredited synthetic fields, complemented by a full-size turf field, and extensive change room facilities, a fully licensed cafe, along with parking for over 120 vehicles, with extensive overflow parking nearby in Speers Point Park.	Speers Point
		Other soccer fields	Located around the City
	Rugby	Multiple grounds/courts located around City	
	AFL		
	Rugby League		
	Cricket		
	Netball		
	Basketball		
	Tennis		
	Indoor Pool	Council Owned	Toronto
			West Wallsend - refurbished 2015/2016
		Privately Owned	Warners Bay
			Valentine
	Outdoor Pool	Council Owned	Charlestown – concept plan completed
			Morisset
			Speers Point
			Swansea – concept plan completed
	Bowls	There are at least 17 bowling clubs located around the City, in major town centres and smaller communities also.	
	Other	Five Golf Courses	Belmont
			Charlestown
			Argenton
			Toronto
			Morisset
		Lake Macquarie BMX Club	Argenton

Service	Type	Operator / Number of Operators	Location in City
		Sailing/Yacht Clubs	There are three major sailing clubs on the lake at Belmont and Toronto. There are also additional sailing clubs that use other facilities as their base, for example, Wangi Amateur Sailing Club uses the Wangi RSL as their headquarters.
		Surf Clubs	Redhead
			Blacksmiths
			Caves Beach
			Catherine Hill Bay
		Motocross Track	Ryhope
		Newcastle Kart Racing Club Track	Cameron Park
		Skate Parks	Bolton Point
			Bonnells Bay
			Cardiff
			Cameron Park (2019)
			Charlestown (2018)
			Croudace Bay
			Holmesville
Rathmines			
Swansea			
Windale			
Wyee			
Major Industry	Lake Macquarie has developed into a major hub for small- to medium-size business with knowledge and technology-based industries exhibiting strong growth. With a diverse industry base, Lake Macquarie is not reliant on particular industries. The three leading industries as a proportion of employment in Lake Macquarie are Retail Trade, Manufacturing, and Health and Community Services.		
Medical Services	Lake Macquarie offers a wide range of public and private medical facilities. The area's public hospital is located in Belmont, with the larger John Hunter Hospital located close by in Newcastle. Lake Macquarie Private Hospital is located in Warners Bay. Doctors surgeries, pathologists, specialty medical services and pharmacies are available in all town centres and some smaller localities.		
Disability Services	A range of disability care services is available in Lake Macquarie. The Lake Macquarie City Council Disability Inclusion Action Plan 2017 – 2021 outlines Council's strategies and work program to improve access to services and facilities for people with a disability, including the provision of accessible toilet facilities, ramps and lifts to Council's community and recreational facilities.		
	All Abilities Playground	Lake Macquarie Variety Playground (LMCC)	Speers Point

Service	Type	Operator / Number of Operators	Location in City
	Accessible Sailing Program	Sailability	Belmont
	Accessible Park Facilities	Including parking, pathways, picnic tables and toilets (LMCC)	Various
	Beach Wheelchairs	LMCC	Blacksmiths, Caves Beach, Redhead
	Boat Ramps with accessible facilities	LMCC	Various
	2 x Holiday Parks with accessible cabins and facilities	LMCC	Swansea, Blacksmiths
	Non-Council Accessible Accommodation	Privately owned motels	Various
	Swim Centres with accessible facilities	LMCC	Various

### 1.3.4. Events

Event Classification	Event Type	Event Name	Location
Classes / Lessons / Workshops	Aerial	Airborne Flight Training	Lake Macquarie Airport
	Art	Finite Gallery	Caves Beach
		Lake Macquarie City Art Gallery	Booragul
		Trish Menegazzo's Art Studio / Gallery	Marks Point
		Yara Balba Stables	Mandalong
	Horse Riding	AAA Horse Riding and More	Cooranbong
		Yara Balba Stables	Mandalong
	Kayaking	The School of Yak	Lake Macquarie
	Sailing	Discover Sailing School	Lake Macquarie
		Lake Macquarie Sailing Charters	Lake Macquarie
		Sailability	Belmont
	Watersports	SUP / Kiteboarding / Windsurfing – Kite & SUP Pty Ltd	Warners Bay
		Surfing	Redhead – Learn to Surf Newcastle
			Blacksmiths – Newcastle Surf School
	Yoga	Various	Various
Markets	Bric-a-Brac	All Saints Markets	Belmont
	Fresh Produce	Lake Macquarie Farmers Markets	Speers Point
		Toronto Farmers & Artisan Market	Toronto



Event Classification	Event Type	Event Name	Location
	Mixed Offering	Morisset Markets and Auctions	Morisset
		Swansea Markets Quinn Park	Swansea
		Swansea Markets Bowman Street	Swansea
		Toronto Lions Club Markets	Toronto
		Toronto Monthly Markets	Toronto
		Warners Bay Markets	Warners Bay
		Wyee Markets	Wyee
Exhibitions and Shows	Agriculture, Field Days, Produce	Lake Macquarie Agricultural Show	Morisset
	Art	Lake Macquarie Art Bazaar	Warners Bay
		Dobell Festival of Arts and Crafts	Wangi Wangi
		Lake Macquarie Art Gallery regular and special exhibitions and events	Booragul
Festivals and Celebrations	Celebration, Commemoration, Religious Festivals	Anzac Day Dawn Services	Various
		Carols by Candlelight	Various
		Lake Macquarie Festival (Australia Day)	Speers Point
		New Year's Eve	Various
	Special Interest	Catalina Festival	Rathmines
		Float Your Boat	Lake Macquarie
		Lake Mac Big Weekend	North Lake Macquarie
		Lakefest (including Boatfest)	West Lake Macquarie
Performances	Comedy, Drama, Musicals, Dance	Local Companies	Various
	Music, Orchestra, Jazz, Opera	Music in the Podium	Warners Bay
	Performances	Tributes in clubs	Various
		Performances by Australian and small-scale international performers in clubs	Various
Sport	Cycling	Loop the Lake	Circuit track around the Lake
	Rodeo	Morisset Rodeo	Morisset
	Golf	Lake Macquarie International Amateur Golf Championship Charlestown Cup	Belmont and Charlestown
	Marathons / Running / Walking	Lake Macquarie Running Festival	Warners Bay
		Fernleigh 15	Fernleigh Track
		Hunter Track Classic	Glendale
	Rowing / Canoeing / Kayaking	Paddlefest	Speers Point

Event Classification	Event Type	Event Name	Location
	Swimming	Caves Beach Ocean Swim	Caves Beach
	Sailing / Yachting	Heaven Can Wait for 24 Hour Charity Yacht Race	Toronto
	Surfing	Lake Mac Festival of Surfing	Redhead
	Watersports	Offshore Superboat Championships (2016 – 2021)	North Lake Macquarie
Sport	Local, Regional and State Competitions	Lake Macquarie hosts a variety of sporting events every year, including the special events listed above in addition to regional and state competitions for sports such as athletics, BMX, netball, bowls, football and surf lifesaving.	Various

### 1.3.5. Product hire

Hire Item	Operator Name	Location
Bicycles	Boomerang Bikes	Warners Bay
Boats - Houseboats	Cruze 'N' Snooze	Lake Macquarie
	Lake Macquarie Houseboats	Lake Macquarie
	Lake Macquarie Blue Water Houseboats	Belmont
Boats – Leisure	JetBuzz	Cams Wharf
Boats – Paddleboats	JetBuzz	Cams Wharf
Camper Trailers	Newcastle Car & Truck Rental	Argenton
Vehicles - Standard	Cardiff Rent-a-Car	Cardiff
	Newcastle Car & Truck Rental	Argenton
	Thrifty	Charlestown
Vehicles – Classic Cars / Limousines	A-Class Chauffeured Cars & Limousines	Bolton Point
	Chic Chevs	Hillsborough
	Dollface Garage	Warners Bay
	Toronto Limousines and Personal Transport	Toronto
Watersports – Kayaks	JetBuzz	Cams Wharf
Watersports – Stand Up Paddleboards (SUP)	JetBuzz	Cams Wharf

Hire Item	Operator Name	Location
	Kite and SUP	Warners Bay
Watersports – Windsurfing Equipment	Kite and SUP	Warners Bay

### 1.3.6. Tours/paid activities

Type of Tour	Operator Name	Location
Abseiling / Rock Climbing	Out and About Adventures	Various
Art and Craft Workshops / Lessons	Finite Gallery	Caves Beach
	Lake Macquarie City Art Gallery	Booragul
	Trish Menegazzo's Art Studio / Gallery	Marks Point
	Yara Balba Stables	Mandalong
Aerial Activities – Joy Flights	Airborne Flight Training (Microlight + Gyrocopters)	Lake Macquarie Airport
	Matt Hall Racing (Aerobatics)	Lake Macquarie Airport
	Skyline Aviation (Helicopters)	Lake Macquarie Airport
Aerial Activities – Helicopter Tours	Skyline Aviation	Lake Macquarie Airport
Aerial Activities – Hang Gliding	Airborne Flight Training	Lake Macquarie Airport
Aerial Activities – Skydiving	Skydive the Beach	Lake Macquarie Airport
Boating – Cruises	Lake Macquarie Catamaran Charters	Wangi Wangi
	Lake Macquarie Fishing Charters and Cruises	Swansea
	Lake Macquarie Sailing Charters	Lake Macquarie
	Lake Macquarie Yacht Charters	Belmont
Boating – Sailing	Lake Macquarie Catamaran Charters	Wangi Wangi
	Lake Macquarie Sailing Charters	Lake Macquarie
	Lake Macquarie Yacht Charters	Belmont
Boating – Sailing Lessons	Discover Sailing School	Lake Macquarie
	Lake Macquarie Sailing Charters	Lake Macquarie
Bushwalking / Hiking	Out and About Adventures	Various
Fishing - Deep Sea / Game / Lake	B&L Deep Sea Fishing & Cruises	Swansea
	Lake Macquarie Fishing Charters and Cruises	Swansea
Go Karting	Newcastle Kart Racing Club (Group Bookings)	Cameron Park
Horse Riding	AAA Horse Riding and More	Cooranbong
	Yara Balba Stables	Mandalong
Jet Boat Thrill Ride	Jet Buzz	Cams Wharf
Kayaking	Out and About Adventures	Various
	The School of Yak	Lake Macquarie
Scuba Diving / Snorkelling	Snorkel & Dive Safari Swansea	Swansea
Surfing	Learn to Surf Newcastle	Redhead
	Newcastle Surf School	Blacksmiths Beach
Train Ride	Lake Macquarie Live Steam Locomotive Society	Edgeworth

Type of Tour	Operator Name	Location
Watersports - SUP	Kite & SUP Pty Ltd	Warners Bay
Watersports – Windsurfing / Foilboarding	Kite & SUP Pty Ltd	Warners Bay
Whale Watching	Lake Macquarie Fishing Charters and Cruises	Swansea
Wine / General Sightseeing Tour	Best Tour	Toronto
	MD Rides	Lake Macquarie
Yoga	Various	Various

### 1.3.7. Self-guided activities

Activity	Location
4WDDriving	Belmont Wetlands State Park (Nine Mile Beach)
	Watagan Mountains
Abseiling / Rock Climbing	Glenrock SCA
	Watagan Mountains
Bird Watching	Various
Boating	Lake Macquarie
Boating – Jet Ski	Beaches
	Lake Macquarie
	Swansea Channel
Boating - Sailing	Lake Macquarie
Bushwalking / Hiking	Various
Camping	Holiday Parks
	Munmorah State Conservation Area
	Watagan Mountains
Cycling	Various
Dining Out	Various
Fishing – Beach	Beaches
Fishing – Crabbing	Beaches
	Rock Platforms
	Lake Macquarie
Fishing – Land Based	Lake Macquarie
	Swansea Channel
Fishing – Boat	Lake Macquarie
	Open Ocean
	Swansea Channel
Flora and Fauna Spotting	Various
Frisbee Golf	Rathmines
Golf	Argenton
	Belmont
	Charlestown
	Morisset
	Toronto
	West Wallsend
Kayaking / Canoeing	Dora Creek

Activity	Location
	Cockle Creek
	Lake Macquarie
Mountain Biking	Awaba State Forest
	Awabakal Nature Reserve
	Glenrock SCA
	Lake Macquarie Nature Reserve
	Wollarah National Park
Photography	Various
Picnic / BBQ	Various
Scuba Diving	Catherine Hill Bay
	Swansea Bridge
Self-Drive Tour	Various
Shopping – General	Charlestown Square
Shopping – Specialty (e.g. antiques)	Various
Sightseeing	Various
Snorkelling	Lake Macquarie
	Little Beach
	Catherine Hill Bay
Swimming	Beaches
	Lake Macquarie
	Swim Centres
Tennis	Various
Walking (Leisure)	Various
Watersports – Kiteboarding	Beaches
	Lake Macquarie
Watersports - SUP	Lake Macquarie
Watersports - Surfing	Beaches
Watersports – Wakeboarding	Lake Macquarie
Watersports – Waterskiing	Lake Macquarie
Watersports - Windsurfing	Lake Macquarie
Whale Watching	Beaches

## 4. Previous actions listed in the 2013 DMP

Table 22 lists the previous actions that were included in the 2013 DMP, including project progress, ongoing actions, as well as actions that are no longer relevant. The purpose of this is to understand the volume of work that has already been undertaken by Council and relevant stakeholders, in order to strengthen the Lake Macquarie visitor economy. The ongoing actions listed in the table are still relevant and applicable to the Lake Macquarie visitor economy.

Table 12: Previous actions listed in the 2013 DMP

Action	Date of expected completion	Responsibility	Progress (Not relevant/ Complete/Ongoing)
<b>Actions no longer relevant</b>			
Develop a prioritisation market strategy with Hunter Destination.	N/A	N/A	Hunter Destination now defunct
Work with Hunter Destination to establish a visitor economy research program .	N/A	N/A	N/A - Hunter Tourism no longer exists
<b>Completed actions</b>			
Develop a series of online video content of unique experiences to target and promote the online and mobile channels.	N/A	N/A	Complete – YouTube series
Link Lake Macquarie product into the legendary Pacific Coast Touring Route program.	N/A	N/A	Complete – LMT part of this successful program that included annual campaigns, advertising and publications
Investigate options to establish free or low-cost camp sites for the touring RV market.	N/A	N/A	Complete
Investigate the Implementation of a Lake Macquarie Ambassador Program.	Medium term	LMT	Complete but ongoing work to be done with VFR market
Encourage and support the international standard sporting complex at Speers Point.	Long term	Northern NSW Soccer, LMC	Complete
Review visitor services to establish a multi-tiered offering (combine services with a community building provision) and embrace the digital economy in visitor information provision.	N/A	N/A	Complete – VIC and Swansea Centre management combined
Support industry by providing a membership program (in partnership with LMTA), uniting businesses in the visitor economy.	N/A	N/A	Complete – Partnership Program Ongoing
<b>Ongoing actions</b>			
Extend and build on the Lake Macquarie Destination brand, 'Love the Lake'.	Short term	LMT	Ongoing with promotional plans
Develop nature-based online tools and guides to encourage visitation around the city and utilise Lake Macquarie's best natural assets of Lake, beach and mountains.	Short term	LMT	Ongoing – Walking Trails Guide amends completed 2017; Parks, Picnics and Playgrounds Guide completed 2017. Continuing to develop Guides
Develop cooperative marketing opportunities around experiences	Short term	LMT, LMTA	Ongoing
Encourage new product development in areas such as tour operations and water activities.	Long term	LMTA, LMT	Ongoing
Investigate the feasibility of creating a historical and cultural experience trail linked to existing product .	Medium term	LMT	Current project – due for completion 2018
Expand digital promotions with a focus to increase social media engagement through pre, during and post trip information.	Short term	LMT	Ongoing
Develop and implement social media and targeted digital campaigns.	Short term	LMT	Ongoing
Investigate the feasibility of additional mobile phone apps.	Medium/Long term	LMT	Ongoing
Develop and implement an annual targeted integrated marketing plan	Short term	LMT	Ongoing – completed annually
Develop action plans for expanding underrepresented niches including conferencing, culture and heritage and nature-based.	Medium/Long term	LMT, LMTA, VEH	Ongoing
Become more active in familiarisations with the City and media.	Short term	LMT, VEH, LMTA	Ongoing – LM Tourism invests in an annual public relations program
Examine and prioritise the infrastructure needs with those already	Medium term	LMT	Ongoing

planned by Council and industry including those in the Council 10-year plan.			
Encourage investment and development that will take the visitor economy forward, be sustainable and deliver quality year-round visitor products and experiences.	Long term	ED Board, LMTA, LMT,	Ongoing
Support the protection and preservation of the natural, historic, cultural and lifestyle assets of the City that form the basis for visitation and influence how visitors can see and do whilst in the area	Long term	LMC	Ongoing
Encourage and support the completion of the Fernleigh Track from Belmont to Blacksmiths/Swansea .	Long term	LMC	Ongoing
Encourage and support the development of new experiences, activities and product around Lake Macquarie.	Medium/long term	LMT, LMTA	Ongoing
Support the development of the broader Hunter destination and to market key sectors including the VFR, family market, touring by car, short break and nature tourism markets.	Short/Medium term	LMT, VEH	Ongoing
Work with the community to consider options of holding a significant event outside of peak season and/or growing existing and successful events.	Long term	LMC, LM Community, LMC OB	Ongoing – Development of Float Your Boat
Target industry and government investment and grants.	Medium term	LMT, VEH, LMTA	Ongoing
Effectively measure and analyse fast changing consumer trends	Medium term	LMT	Ongoing
Create a sense of arrival with the continuation of City entry signage in the city.	Long term	LMC	Ongoing
Work and communicate with adjacent LGAs to develop a broader product and benefits for visitors.	Medium term	LMT	Ongoing
Work with Cruise Hunter to maximise visits from cruise passengers.	N/A	N/A	Ongoing



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## **LAKE MACQUARIE CITY**

DESTINATION MANAGEMENT PLAN  
2018–2022  
SUPPORT DOCUMENTATION

**Prepared by Lake Macquarie Tourism**

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