



FREYCINET PENINSULA

Destination Action Plan 2017–2020

June 2017



Acknowledgments

The development of the Freycinet Destination Action Plan has been facilitated by David Reed through the Department of State Growth.

The process brought together representatives from all stakeholder groups that benefit from the visitor economy; local government, state government agencies, industry and the community to develop a plan. This Plan seeks to identify the challenges and opportunities facing the Freycinet Peninsula in tourism terms.

Specifically we would like to thank the individuals that participated in the plan development process:

Facilitator

David Reed

Destination Action Plan Leadership Group

ATTENDEES WORKSHOP 1

Mayor Michael Kent	Brad Coelho	Justin King
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Donna Stanley	Sharon Johnston	Kylie Bates
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Ken Dean	Nick Johnston	Julia Fisher

ATTENDEES WORKSHOP 2

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Jen Newman	Justin King	Julia Fisher
Fiona Gordon	Sam Brewster	Jen Hackett
John O'Donnell	Susan Carins	

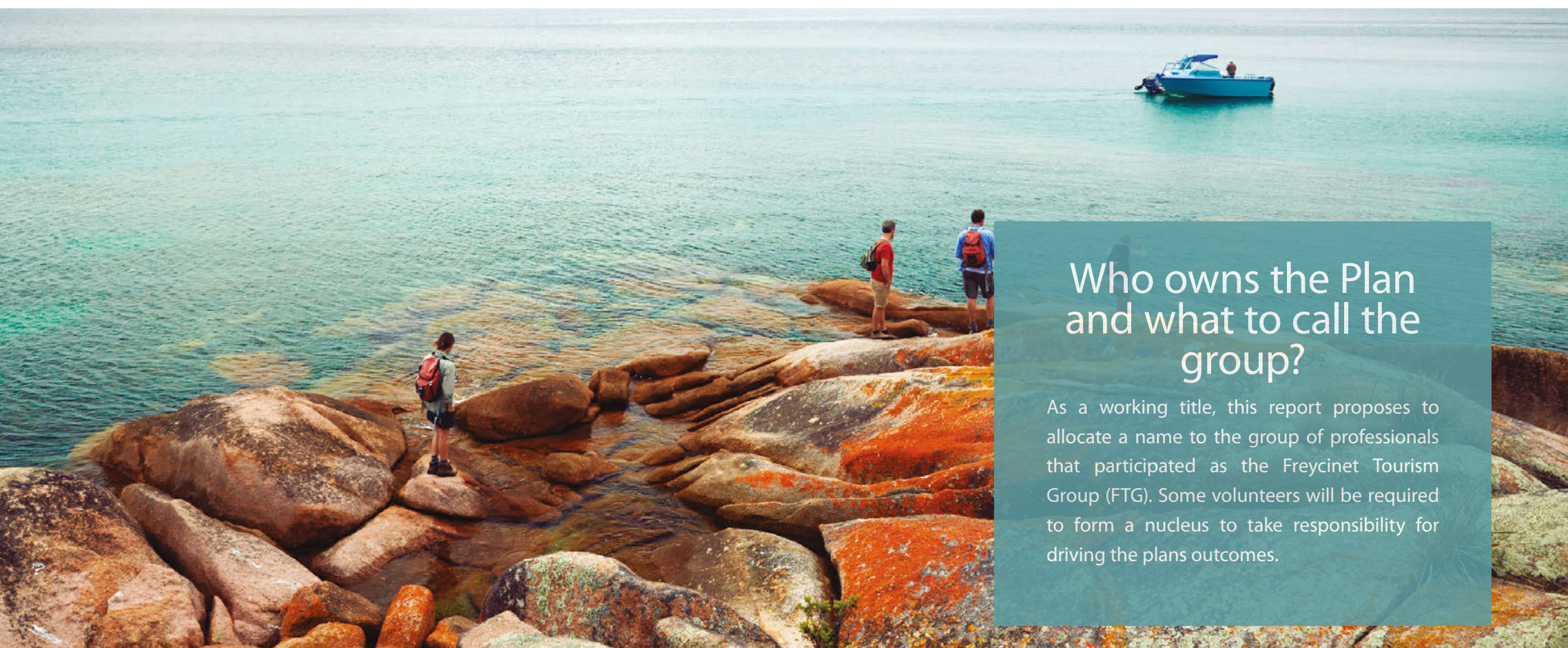
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Introduction

This planning process recognises that visitors to the region are attracted by the destination and experiences that we offer and therefore the development, management and promotion of the unique attributes of this area is pivotal to the success of the entire region. The Plan also recognises that the Freycinet National Park is one of Tasmania's key icons – it's imagery and experience is a major catalyst for visitation to the region and it is an integral part of the Tasmania Brand. It is by far the most visited national park in the State.

The Destination Action Plan for Freycinet identifies the priority strategies and actions that, if implemented, will enhance the competitiveness of the area as a sustainable primary visitor destination for the region and the State for years to come.

The Plan has been prepared with input from business and community representatives who considered and reached consensus on the opportunities and challenges facing Freycinet and agreed the key priorities and actions that would make a positive difference to the growth and sustainability of the visitor experience and the visitor economy.



Who owns the Plan and what to call the group?

As a working title, this report proposes to allocate a name to the group of professionals that participated as the Freycinet Tourism Group (FTG). Some volunteers will be required to form a nucleus to take responsibility for driving the plans outcomes.



The visitor economy

'Tasmania's East Coast is the 6th most tourism-dependent region in Australia.'

Source: Tourism Research Australia.

Recent visitation figures to the State, demonstrate that there is double digit growth to the region and this has been going on for three consecutive years.

Objectives

The common objectives for tourism are:

1. To increase visitor numbers
2. To increase visitor length of stay
3. To increase visitor expenditure
4. To increase visitor dispersal (geographically and seasonally)
5. To increase visitor satisfaction.



Our Collective Vision for the Future Freycinet Plan

'For the Freycinet Peninsula to remain a pristine, wild and safe destination – a suite of measures needs to be undertaken in 2017 concerning three elements of traffic, transport and overcrowding.'



To activate the Plan

There are two streams:

1. Engagement (where having a 'voice' and being represented is essential to larger scale planning development, but the outcomes are not the group's responsibility) and
2. Involvement (where the responsibility for the outcomes rests with the group).

The Plan has three elements

1. A research project be immediately initiated into a traffic and transport management system.
2. Major infrastructure improvements be implemented that will follow the recommendations of the traffic and transport management system, as well as a longer term resolution to the Peninsula's sewerage treatment requirements.
3. A 'Visitor Experience Management Project' needs to be initiated. This would include topics of new walks/bike trails, Cape Tourville, Blue Stone Bay, Friendly Beaches and Mt Stacey, new products, off season product and package development (including events), strategy development to manage current visitation levels, online pre-visit profile and how to emotionally connect customers, staff and operators with local food and wine.





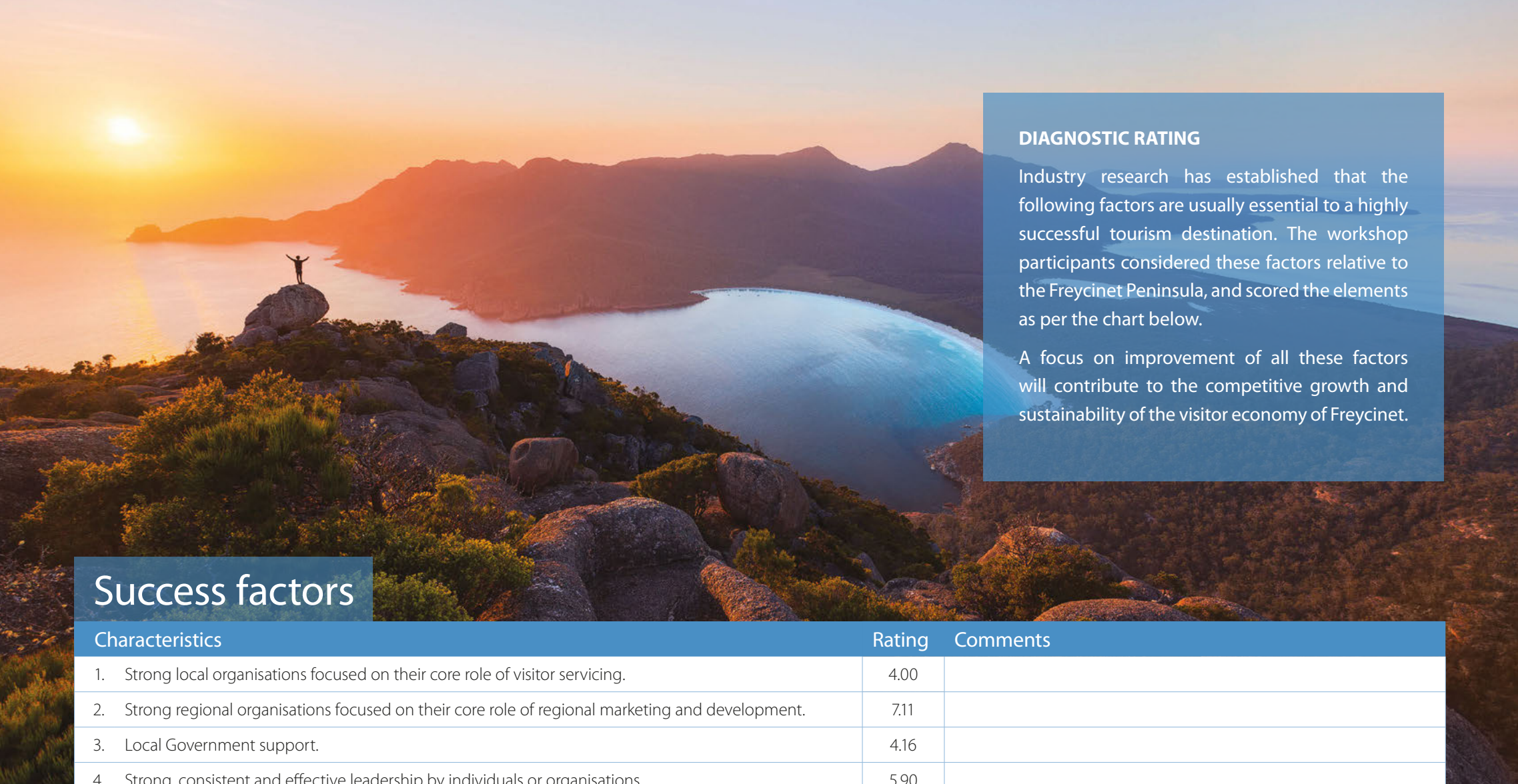
Our challenges

- Major potential brand damage from:
 - Overcrowding across the walks and beaches
 - Parking overflows over many months
 - Sewerage overflows
- Too much emphasis on the Wineglass Bay Lookout – there is a need to tell visitors about the other attractions and activities in the area, particularly prior to arrival
- A Visitor numbers/Experience Management Project
- Sustainability
- The lack of available staff accommodation is a major barrier to growth.



Our opportunities

- Build a car park outside of the park and service it with a transport system
- Major traffic infrastructure required
- Address sewerage issues
- A traffic and transport study to fully understand the dynamics and characteristics of visitor parking requirements across all types of vehicles
- Product development
 - Greater focus on emotional connectivity with food and wine
 - Greater focus on regional food and beverages
 - Consideration of Cape Tourville and its traffic/visitation
 - Development of new walks and/or lookouts
 - Off peak packages for experiences over 2 or 3 nights
 - Develop packages including flights from Hobart
 - Better leverage events – move them into winter months, and leverage accommodation options
- Review signage in the town to ensure the best possible visitor experience
- Need for full service Visitor Information Centre
- Pre-arrival information for visitors
- How many visitors at any one time would denigrate the experience
 1. On Wineglass Bay Beach?
 2. At the Wineglass Bay lookout?
- What is the carrying capacity per hour on the track up to the lookout?
- Down the other side?
- Investigate early and later visitation – can we use daylight saving to its maximum?
- Stretching visiting hours through a colour coded pass for various hours of the day – not a day pass – a morning or afternoon pass only
- Develop greater returns from visitors – with guided/hosted walks, more ranger engagement opportunities; champagne breakfast/sunrise on the beach, evening cheese platter at the lookout etc. – guided/interpreted experiences
- Look at more walking/cycling options including:
 - Walking and or bike track from Coles Bay via Richardson's Beach into the Park
 - Day/overnight walks (Bluestone Bay, Lighthouse, Friendly Beaches, and Mt Stacey)
- Staff accommodation options to be considered within new traffic management and transport study
- Other topics mentioned were:
 - History room, more security required
 - Car park and staff village at Llandaff – transport system from there
 - Coles Bay by-pass road A Bio Region from the turn off.



DIAGNOSTIC RATING

Industry research has established that the following factors are usually essential to a highly successful tourism destination. The workshop participants considered these factors relative to the Freycinet Peninsula, and scored the elements as per the chart below.

A focus on improvement of all these factors will contribute to the competitive growth and sustainability of the visitor economy of Freycinet.

Success factors

Characteristics	Rating	Comments
1. Strong local organisations focused on their core role of visitor servicing.	4.00	
2. Strong regional organisations focused on their core role of regional marketing and development.	7.11	
3. Local Government support.	4.16	
4. Strong, consistent and effective leadership by individuals or organisations.	5.90	
5. Strategic planning for the region with economic, social, environmental and cultural objectives supported by local destination plans.	3.60	
6. Consistent visitor service excellence, infrastructure and products.	3.81	
7. Research driven cooperative marketing.	5.22	
8. A breadth and depth of tourism infrastructure, experiences and events matched to market demand.	3.00	
9. Supportive communities which understand the value of tourism.	3.66	
10. Excellent communications.	4.00	



Next Steps

1. For a representative of the group to be appointed to the management committee that is being established by Parks to oversee the revisit of the Freycinet Master Plan. Stakeholders on that committee will include Parks and Wildlife Service, East Coast Tourism, Glamorgan Spring Bay Council, and Freycinet Tourism Group. This steering committee is initiating a traffic and transport system review process with both long and short-term objectives. It will also have the carriage of the sewerage solutions for the Peninsula.
2. This Plan will have a launch in June 2017 for the community and stakeholders in Coles Bay where the Plan and next steps can be further discussed.
3. The FTG group will reconvene after the launch to work collectively on the program of a 'Visitor Experience Management Project' and allocate responsibilities and timelines for various product development initiatives.
4. The group will continue as a 'facilitated working group' until December 2017, when future activities and responsibilities will be discussed.