

# ST HELENS

DESTINATION ACTION PLAN 2019 - 2021

JULY 2019



SUPPORTED BY



# Acknowledgements

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

## PARTICIPANTS IN THE PLAN DEVELOPMENT PROCESS:

### Workshop 1

Rebecca King (Facilitator)	Peter Paulsen	Tim Gowans
Tom Dicker	Peter Robinson	Ben Pettman
Anna Hoffman	Anita Weekes	Jayne Richardson
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Jonathan Wong	Julie Llewellyn	Linda Overend
Chris MacGregor	Michelle Appleby	Christian Attfield
Andrew MacGregor	Glenn McGuinness	Ruth Dowty
Emma Astley	John Brown	Alison Wallace
Meredith Churchill	Chris Hughes	

### Workshop 2

Tim Gowans	Mark Bowden
Meredith Churchill	Ben Pettman
Peter Paulsen	Nick Crawford
Anna Hoffmann	Emma Astley
Matt Gibson	Mike Dubreuil
Anita Weekes	Ruth Dowty
David Duggan	Alison Wallace
Jayne Richardson	
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# Priorities

The priorities identified have been split into three categories:

- Priorities in the **'OWN'** category belong to the DAP Leadership Group – the group will implement these priorities.
- Priorities in the **'COLLABORATE or WATCH'** categories will either be contributed to or monitored by the DAP Leadership Group. These projects are considered vital but beyond the capacity of the leadership to implement. The leadership group will add value to these priorities wherever possible.



## OWN

These are the actions the DAP group will OWN. Below are the priorities the group will work on immediately. Projects for the future are listed at the end of the document.

### PRIORITY 1

*Create new event(s)*

The group intend to create a new event (or series of events) for the area. Ideas that may be included in the consideration of this priority include:

- Annual 'Lighting of the Bay of Fires' bonfire and BBQ winter event celebrating Tobias Furneaux voyage
- A food and wine/wine harvest festival, long lunch, sea urchin/ abalone bake off
- Pursue an 'extreme event' – biking/kayaking/distance running/ sailing
- Build on the existing Bay of Arts Prize
- Create a bike festival that is not race focused. Festival should include a trade show, music and food
- Water-based – e.g. dragon boats, sailing, surfing
- Explore ways to encourage the community to create a high frequency of events during the off season that avoid 'already taken' dates
- Explore ways to ensure that local producers are showcased within existing and new events.

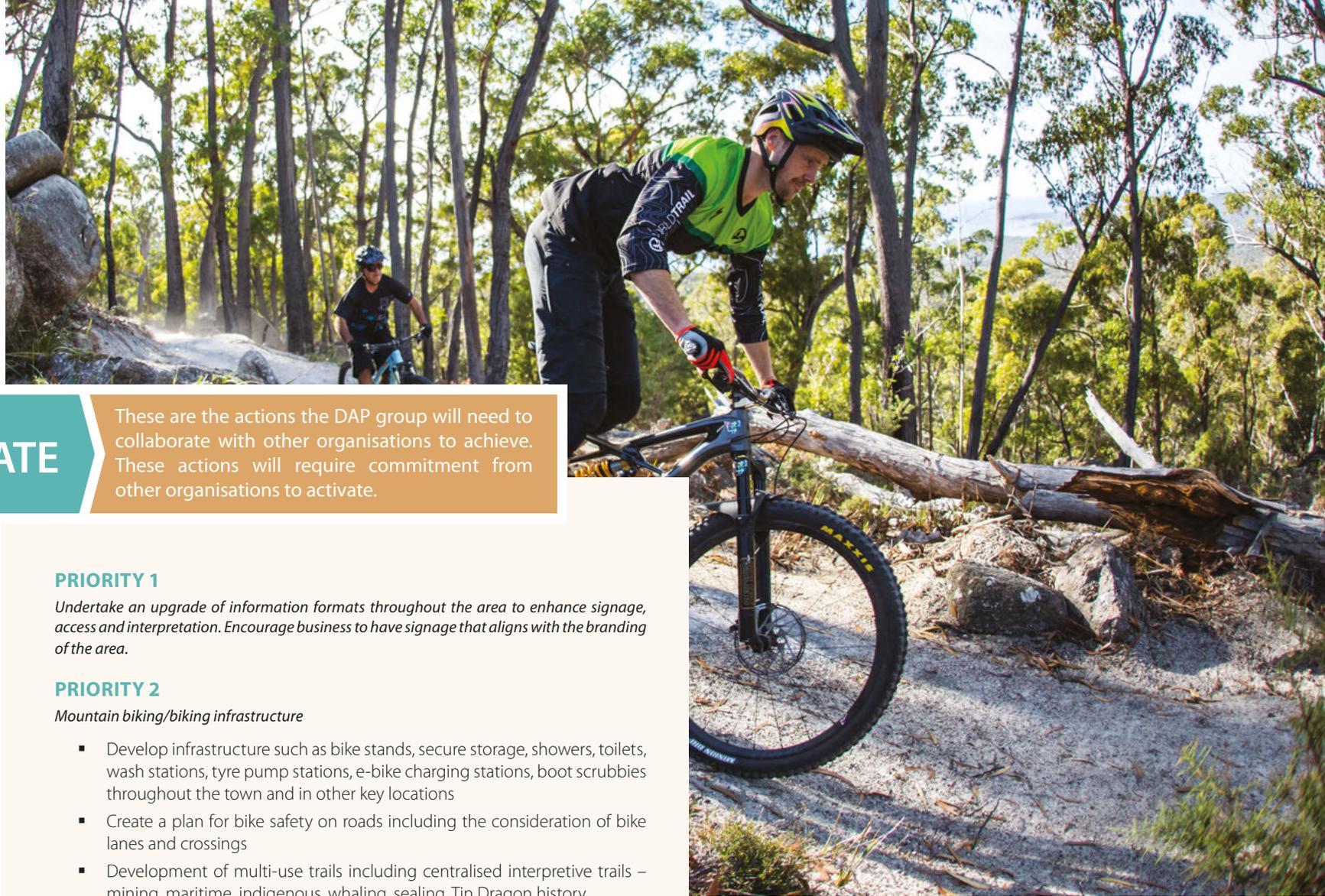
### PRIORITY 2

*Work collaboratively with organisations such as East Coast Tourism, Tourism Tasmania, State Growth Tourism Supply, Events Tasmania, Business Tasmania, Coordinator General, Break O Day Council, Parks and Wildlife, Caravanning and Camping organisations to encourage regional dispersal*

### PRIORITY 3

*Create an 'ask a local' campaign including local volunteers (t-shirts, badges)*





## COLLABORATE

These are the actions the DAP group will need to collaborate with other organisations to achieve. These actions will require commitment from other organisations to activate.

### PRIORITY 1

*Undertake an upgrade of information formats throughout the area to enhance signage, access and interpretation. Encourage business to have signage that aligns with the branding of the area.*

### PRIORITY 2

*Mountain biking/biking infrastructure*

- Develop infrastructure such as bike stands, secure storage, showers, toilets, wash stations, tyre pump stations, e-bike charging stations, boot scrubbers throughout the town and in other key locations
- Create a plan for bike safety on roads including the consideration of bike lanes and crossings
- Development of multi-use trails including centralised interpretive trails – mining, maritime, indigenous, whaling, sealing, Tin Dragon history

### PRIORITY 3

*Respect the environment by developing 'plastic free' and other campaigns*



### WATCH

These are the activities that the group believes are vital and wants noted in the Plan but are beyond the capacity of the group to implement. The leadership group will add value to these priorities wherever possible.

- Negotiate with UTAS to consider having a Sport and Wellbeing campus in the destination
- Regular MTB skills clinics/workshops
- Develop boat parking facilities at St Helens Point
- Develop significant event infrastructure at the MTB trailhead including power and waste
- Explore grant funding and sponsorship opportunities to build facilities
- Multilingual signage on rubbish and recycling facilities
- Undertake a long term parking strategy to future proof development, particularly more uniform parking at Binalong Bay
- Undertake environmental protection and interpretation work
- Create a water park for the community and visitors to enjoy
- Encourage local cafes or catering business to develop lunch boxes for mountain bikers, walkers or beach visitors
- Government departments to create incentive schemes for potential developers to the area
- Identify opportunities for investment and redevelopment of existing accommodation stock in the area
- Open park/recreation/rest area in CBD and foreshore
- Artificial reef at Binalong Bay

While the leadership group has determined its initial priorities they do not want to lose sight of these additional opportunities and will action them or integrate them with other activities as appropriate.

## OWN

- Develop a local communications plan that enables open communication, highlighting success stories and the value of the visitor economy. Utilise user generated content and educate locals and retailers on the core messages to communicate with visitors
- Encourage businesses to develop alliances to achieve common goals
- Hold short monthly networking opportunities showcasing local businesses and products
- Encourage developments to be sympathetic to the natural environment and use natural building materials
- Consider a formal launch event for the new Destination Action Plan to engage and motivate industry stakeholders and community
- Consider and implement appropriate community and industry communication channels such as a local newsletter, website, email and social media
- Develop a plan for sustainability and succession planning to ensure the ongoing success of the DAP group
- Re-establish a sustainable Destination Action Plan Leadership Group



### COLLABORATE

- Consider establishing a local volunteer and employee monthly service award program
- Develop a school adventure and learn to ride programs
- Encourage social clubs such as Rotary, Lions and the RSL to collaborate and participate in the visitor economy
- Grow the bike club including skills development, advocacy, events and environmental responsibility
- School to develop student awareness, knowledge of local history and places of interest
- Undertake a skills gap analysis and work with the Trade Training Centre and Business and Employment to educate and train employees
- Upskill Visitor Information Centre team to understand MTB requirements
- Encourage operators and event organisers to develop event packages including itineraries, attractions accommodation, food and wine offerings
- Explore funding opportunities such as sponsorship from large organisations and Events Tasmania
- Explore ways to build event management skills within the community, including grant writing workshops
- Look into event opportunities connecting with indigenous history and stories





## COLLABORATE

continued

- Quality calendar of events that is visible across various websites, accessed at the Visitor Centre and regularly updated
- Work with Triathlon organisations to host a major triathlon event in the off season
- Development multi-user track connecting Georges Bay path to St Helens
- Explore the concept of developing a 'sound shell' on the foreshore or another significant event location
- Use of Bendigo BOCS for more activities especially on rainy days
- Continue to develop good relationships with Break O'Day Council including GM, Mayor and Councillors
- Develop a relationship with Marine and Safety Tasmania (MAST)
- Engage with Parks and Wildlife and encourage them to facilitate the upgrade of signage in Parks and Reserves
- Lobby Local, State and Federal members of parliament when appropriate
- Share ideas with other DAP groups and join the 'Super DAP' group.



## COLLABORATE

continued

- Work closely with the Chamber of Commerce and other organisations to encourage active memberships
- Develop an access strategy, including public transport vehicles and flights from Launceston to St Helens
- Encourage a developer to create a boutique drink factory and outlet in town - such as craft beer or cider
- Encourage accommodation to install electric car charging stations
- Encourage all operators to become bike friendly accredited
- Encourage and educate businesses to be open weekends, late nights and public holidays
- Encourage bike operators to develop tours such as a cycle and food tour or a cycle and history tour
- Encourage different types of accommodation development including homestay and farmstay
- Encourage food businesses to use sustainable food practices
- Encourage MTB businesses into the area to offer a network of shuttles
- Encourage operators to install free WIFI across all accommodation





## COLLABORATE

continued

- Encourage quirky things such as front garden libraries
- Encourage some operators to have pet friendly accommodation or homing for pets
- Encourage the development of a local tour business that visits products such as vineyards
- Encourage the development of adventure tourism business other than biking such as kayak, walking, gear hire, snorkelling etc.
- Encourage the development of food and beverage vans at the beginning or end of MTB trails
- Encourage the establishment of an e-Bike tours and hire company
- Encourage the opening of a 24 hour Gym and Fitness centre
- Explore the opportunity and capacity to host larger conference gatherings
- Work with other organisations to create a centralised Digital Hub with free WiFi etc
- Encourage local cafes or catering business to develop lunch boxes for mountain bikers, walkers or beach visitors.