

East Coast Tasmania Tourism Destination Management Plan 2021-2025

Addendum: Incorporating T30 Strategy Points

The East Coast Tasmania Tourism Destination Management Plan 2021-2025 is a dynamic document designed to respond to evolving strategies and priorities. In line with this commitment, we are pleased to present an addendum that includes additional points and revised content to further enhance our tourism strategies for the region.

ECTT is committed to integrating the below T30 Strategy points into our DMP:

Reduce emissions:

The T30 strategy places a strong emphasis on sustainability and environmental responsibility. We will encourage active participation in the Tasmanian Industry Council for Tourism (TICT) led program focusing on reducing emissions across the tourism sector.

The ECTT will also undertake an audit of our own emissions in line with the TICT led program and implement an internal program to reduce those.

Events infrastructure:

We will work with our East Coast event organisers, council partners and other stakeholders to ensure that event venues and facilities meet sustainability and accessibility standards, fostering diverse and eco-friendly events.

Long-term infrastructure planning:

We will strengthen our advocacy for robust road infrastructure development across the East Coast region. We will continue to advocate for investments in road improvements and enhancements to facilitate seamless travel experiences, in line with the long-term goals of the T30 strategy.

ECTT is seeking funding to complete the East Coast Positive Impact Plan which will:

1. Address the threats associated with tourism growth and the need for community involvement in the design and management of visitor experiences
2. Identifies the lack of a singular place brand and decision making framework that the tourism industry, Councils and PWS can embrace to unite the East Coast tourism vision and experience
3. Evolve the tourism planning approach to more united and connected process to deliver positive impacts for community, culture and conservation alongside the visitor economy.

Arrival of new Spirit of Tasmania Ships - planning:

We are actively engaging in the planning process for the Spirit of Tasmania ferry services, ensuring that the needs and expectations of East Coast visitors and businesses are well-represented. We will collaborate with relevant stakeholders to improve the ferry service experience.

Accessibility:



We will work with tourism operators, council partners, Parks and Wildlife and other government agencies and stakeholders to enhance accessibility for all visitors to the East Coast region, including those with disabilities. We will advocate for investment in infrastructure and services to ensure that our tourism offerings are inclusive and barrier-free, aligning with the T30 strategy's principles of diversity and inclusion.

We will undertake an audit of tourism businesses on the east coast which have accessible infrastructure and ensure those businesses promote that correctly on relevant platforms.

Workforce training:

We will partner with various organisations to revamp workforce training programs to incorporate current initiatives, such as leveraging the Jobs Hubs, to upskill the local workforce to ensure that our tourism industry benefits from a well-trained and motivated workforce, as per the objectives of the T30 strategy.

We will work directly with Managers of tourism based businesses to learn from each other on how best to incorporate sustainable initiatives for better business practices.

Off-Season campaign and partnership marketing:

We will actively collaborate with regional businesses and Tourism Tasmania to create attractive off-season packages and promotions, aligning with the T30 strategy's goals of year-round tourism. ECTT will support the update of the Off Season campaign and partnership marketing efforts to reflect the evolving needs and preferences of travellers.

Conclusion:

This addendum represents our commitment to staying current and adaptable in the ever-changing landscape of tourism management. By incorporating the additional points and revising existing content in alignment with the T30 strategy, we aim to create a more vibrant, sustainable, and enriching tourism destination on the East Coast of Tasmania. Together with our stakeholders and the local community, we look forward to realising these goals and enhancing the East Coast's reputation as a world-class travel destination.

For more details on the updated content and the integration of additional points into the East Coast Tasmania Tourism Destination Management Plan 2021-2025, please refer to the full document.