

# AGM welcome – Ann Prendergast

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- Welcome Councillors, Graham Perry CEO Inland NSW Tourism & Industry and participants
- Congratulations on taking a **whole destination approach** for developing our region over the next 10 years.
- Congratulations to **Destination Southern Highlands** for winning a bronze medal for *Destination Marketing* at the recent 2013 Australian Tourism Awards & **GOLD** at 2013 NSW Tourism Awards



# support

- It is vital that a **united** approach to tourism and economic development is achieved between Council, industry and community.
- Council is **committed** to the development of the region and the importance that tourism and economic development play in the progress of the Shire and surrounding areas.
- Council will continue to provide leadership and support but the **ownership** of destination management is a combined effort between all areas.

# tourism, economic development and events

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- Council continues to support Tourism, economic development and events. New possibilities that Council's Destination Southern Highlands team will be exploring further include:
  - Tough Mudder event
  - Kangaroo March Re-enactment 2015
- A new **Economic Development and Tourism Peak Committee** has been formed which includes 9 community representatives. The objective of this committee is to:
  - Provide a cross-Council approach to advance tourism and economic development
  - Act as a conduit between Council and the community to capture initiatives and information.
  - Monitor delivery of strategic tourism and economic objectives as set out in Council's Community Strategic Plan



# looking ahead

- Recruitment of **Economic Development Manager** will soon be underway
  - This role will have a close working relationship with Destination Southern Highlands, Chambers of Commerce and industry
  - Emphasis of role will be to pursue new business and lifestyle opportunities for the Shire
- **Destination Southern Highlands** unit rebranded.
  - Unit continuing to develop the profile of the Shire through marketing campaigns that engage community and industry
  - Success of *My Heart Lives Here* campaign