

ENGAGEMENT REPORT



DESTINATION MANAGEMENT PLAN

'A collaborative roadmap for building and managing a destination's visitor economy'.



Project methodology

1

COMPREHENSIVE VISITOR ECONOMY AUDIT

Ongoing. Determine Maitland's visitor patterns, source markets and overall capacity to cater for visitors, large scale events and conferences. Summarise findings to determine a product gap analysis.

2

STAKEHOLDER ENGAGEMENT

January to June. An inclusive approach to ensure complete ownership and support of the DMP, as outlined in this report.

3

REFINEMENT OF IDEAS

July to September. Refine and source further detail for the opportunities identified during the engagement.

4

DRAFT DESTINATION MANAGEMENT PLAN

November. The Draft DMP will go to Council for endorsement and then on public exhibition for consideration and feedback. Update the Plan for approval to commence implementation.

5

IMPLEMENTATION

Commence 2020. To facilitate the successful implementation of Maitland's DMP, an action plan will be developed. This will identify who the responsibility sits with, potential partners, budget estimate, timeframe and performance indicators.

'Best practice Destination Management is a holistic process that ensures tourism adds value to the economy, social fabric and ecology of our communities.'

Australian Standing Committee on Tourism (ASCOT)





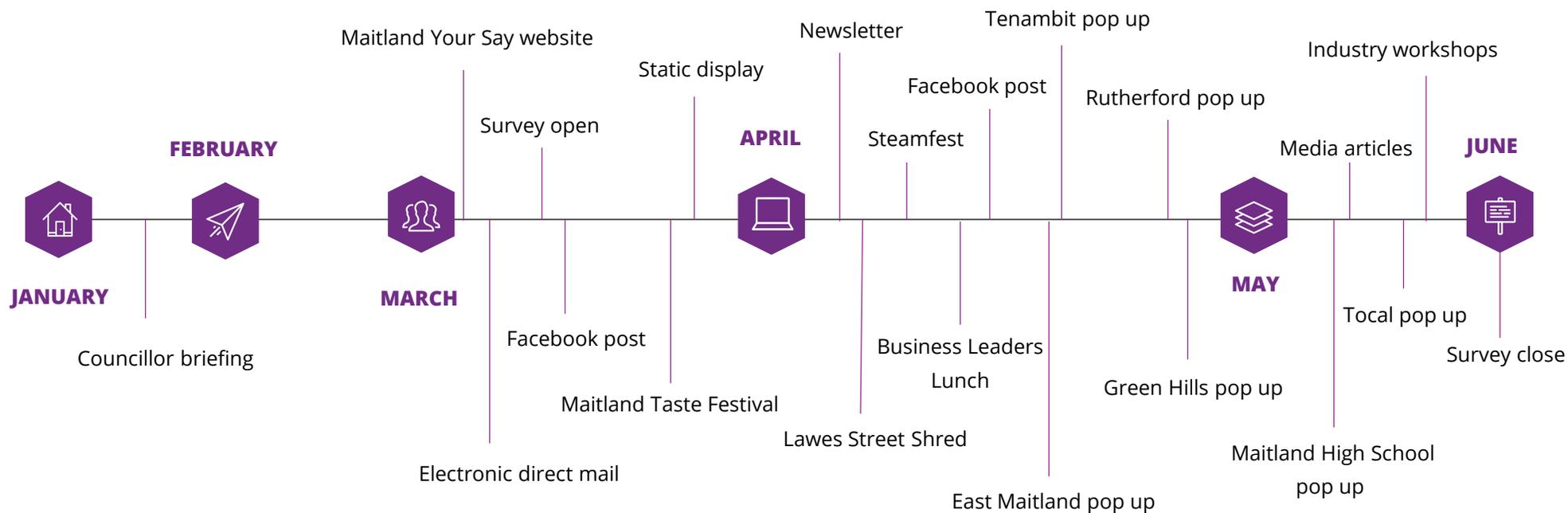
Engagement objective

Development of the Destination Management Plan (DMP) will take into consideration the feedback received from the local community, industry, businesses and other stakeholders to create a collaborative roadmap for building and managing Maitland's visitor economy.



Engagement timeline

January to June 2019



How we engaged?

Channels

1,100+

IDEAS AND SUGGESTIONS

for new or improved activities and attractions to consider

60

INDUSTRY STAKEHOLDERS

Attended three workshops

3,659

REACH

On social media

524

WEBSITE VISITORS

maitlandyoursay.com.au

35

BUSINESS LEADERS

Completed interactive survey

344

SURVEYS

Online surveys completed

729

FACE TO FACE

Through pop up stands

Identified key themes

What the community and industry want to see



RIVER ACTIVATION

Boat/ramp access, water facing restaurants, cycle path, evening activities, dinner cruise, canoes, kayaking, lighting along the river



ARTS, HERITAGE AND CULTURE

Promote the history and heritage sites of Maitland with the creation of an arts and cultural precinct, outdoor art installations/trails, performing arts centre, concerts and international acts at Town Hall, interactive museum and gallery experiences



SPORTS AND RECREATION

Water park, wave pool, major sporting events, cycle path, mountain bike trails, walking trails, more recreation facilities



CONCERT AND EVENTS

More music festivals, major sporting events, night events, improve Council's flagship events and healthier food options



FARMLAND AND NATURE

Farm tours, local produce, farm stays, bike rides, nature walks and educational farm experiences



CONNECTIVITY BETWEEN ATTRACTIONS

Cycleways and walkways to connect Walka Water Works, Central Maitland and Morpeth



ACCOMMODATION ALTERNATIVES

Farm stays, caravan park, eco cabins, camping/glamping and boutique hotel at Walka Water Works, RV friendly sites, hotel/motel style accommodation particularly in Central Maitland

'It's about the heritage of the city. There are so many gorgeous buildings that come from the gold rushes and the gorgeous Victorian facades, beautiful buildings that should be shown off.'

Suggestion via Maitland Your Say Survey



Identified priority destinations

Via Community and Industry feedback



MORPETH

Strengthen the heritage product offering, with more events and activations, an interactive museum experience and accommodation options like a caravan park within easy walking distance



TOCAL

Identified as the ideal hub for agritourism with its location and connection to a variety of educational farm experiences



WALKA WATER WORKS

Create an all encompassing visitor destination with a café, restaurant and bar/brewery, function centre particularly to cater for weddings, accommodation options and better amenities



CENTRAL MAITLAND

Maitland Regional Art Gallery, No.1 Sportsground and The Levee were identified as important attractions within Central Maitland. The heart of Maitland needs better shared pathway connection with Morpeth and other areas of the LGA, access to visitor information, hotel accommodation, river activation, heritage experiences and more food and beverage options facing the river



MAITLAND GAOL

Enhance the visitor experience with outdoor movie nights and more contemporary interpretation of the site as well as more themed events, boutique food and wine festivals, pop up bars and restaurants.

'Have a dedicated arts & food district from MRAG to the Church roundabout – mix food and art!'

Suggestion at Maitland Taste Your Say pop up



Four key focus areas

Identified by industry stakeholders



Accommodation such as hotel/motel, tourist parks, glamping, RV, farm stays etc. are vital to growing the visitor economy

PRODUCT DEVELOPMENT



Need a strong brand to grow awareness of Maitland as a visitor destination

MARKETING & PROMOTION



Interactive visitor website with themed itineraries, walking tours, history, climate, calendar and transport options

VISITOR SERVICING



Partner with key stakeholders to attract investment. Industry networking and collaboration is key

PARTNERING



Observations and Connections

Learnings from other engagements



MAITLAND GAOL

- Themed events, boutique food and wine festivals, pop up bars and restaurants
- Outdoor movie nights and more contemporary interpretation of the site
- Increased community usage such as community gardens and weekend farmers market
- Link the Gaol to other interesting locations throughout Maitland, with the station suitably located across the road from the site
- Accommodation to suit a range of needs from backpackers to exclusive boutique style accommodation



COMMUNITY SATISFACTION SURVEY

- Maitland Regional Art Gallery, Maitland Gaol, Walka Water Works and the Visitor Information Centre are important community facilities
- Festivals and major events are the best performing Council service with the community, however feedback indicates event accessibility (getting to and around) can be improved
- Creating a beautiful city and surrounding areas is a priority for residents

'A great place to live is a great place to visit.'

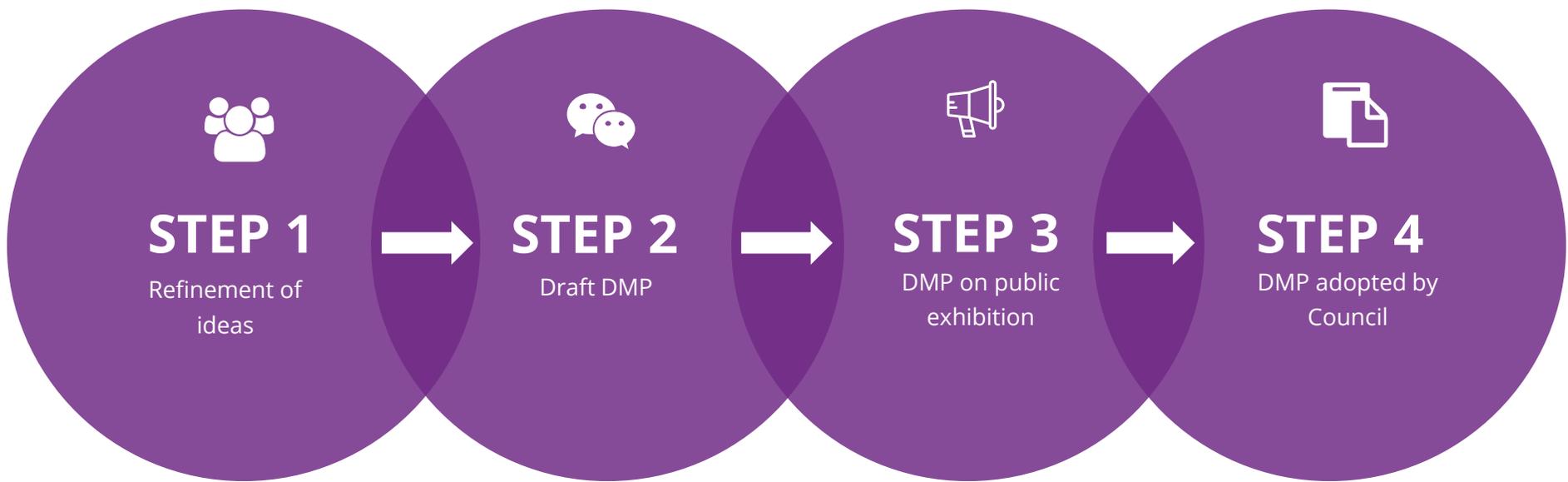


EVENTS RESEARCH

- Steamfest generates the greatest economic impact for Maitland, attracting 22,533 visitors in 2017 and injecting over \$1m into the local economy
- Steamfest and Bitter and Twisted attract the highest number of visitors from outside the LGA
- Bitter and Twisted has the highest net promoter score of the flagship events with 72% of respondents likely to recommend the event to family and friends

Next steps

Development of the DMP



Implementation to commence in 2020





QUESTIONS

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