



Central Coast Council  
Central Coast Destination Management Plan 2018-2021:  
Final Report and Progress of Actions 2021

Final  
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4 November 2021



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# Central Coast Destination Management Plan 2018-2021: Final Report and Progress of Actions 2021

## 1. Progress on strategic priorities

The Central Coast Destination Management Plan 2018-2021 sets out three key strategic priorities, supporting key projects and underlying actions to assist Council to take a proactive facilitative role in delivering economic and community benefits for tourism across the Central Coast region.

Tables 1-3 summarises the progress of Council actions in 2021, Year 4 of the plan, to support the strategic priorities for the Destination Management Plan.

Please note actions achieved in 2021 were impacted by NSW public health orders and travel restrictions imposed from June to October 2021.

### 1.1 Strategic Priority 1: Drive visitor expenditure through targeted campaigns

Priority Project 1: Develop and implement a new Destination Brand and targeted campaign activity, in partnership with Central Coast Council (CCC), to deliver a clear single message for the destination.

The events of 2020 and 2021 have had unparalleled impacts on Australia's visitor economy and the Central Coast has not been immune. Although the region saw good growth from 2019 to early 2020, the year end December 2020 showed declines in most measurements consistent with all regions in the Australian visitor economy.

Council and the Central Coast tourism industry have worked hard in H1 2021 to capitalise on the boom in intra-state travel and rebound from the declines of late 2020, with \$975m in visitor expenditure achieved as at June 2021 from domestic day trip and domestic overnight visitors. This is down -3.5% on the pre COVID-19 (business as usual) expenditure data at year ending June 2019, but remarkably represents +10% growth in visitor expenditure on the Central Coast compared with year end June 2020.

Council's Tourism Team rolled out several large scale, high impact marketing and tourism campaigns and initiatives during 2021 to harness the opportunity at hand for the Central Coast to rebound from declines in late 2020. These include:

- **Destination Brand campaign:** The Central Coast's new Destination Brand was launched in mid-2020 with out of home advertising running until January 2021, to drive brand ownership amongst residents and leverage the increased volume of visitors in region over Summer.

Phase 2 of the national rollout commenced from April 2021 with a paid content partnership in conjunction with Destination NSW and a targeted paid social media ad campaign launching 7 of the 12 local ambassador stories on Love Central Coast socials: Instagram, Facebook and YouTube. Results from this campaign that ran until 30 June 2021:

Facebook & Instagram

- 1,525,039 impressions / 297,210 unique views
- 31,100 people estimated to recall ad in 2 days (avg.)
- 28,765 people watched 95% of videos
- Likes Campaign: +1,876 new followers

YouTube

- 422,700 impressions
- 48,505 video views (+30secs)

The last five ambassador stories were due to be launched in July 2021 but postponed, due to restart in Nov 2021.

- **Industry Brand Toolkit:** Following the launch of the new Destination Brand, an industry brand toolkit was developed and launched in October 2021. The purpose of this toolkit is to provide local businesses with simple guidelines and an easy-to-use set of assets and templates for using our Love Central Coast brand alongside their own, along with free access and training for applying these using design platform Canva.
- **Tourism digital and social media campaigns:** Dedicated tourism paid advertising campaigns to promote the Central Coast's unique selling points and incorporating the new Destination Brand commenced in June 2021, paused from July and restarted from mid-October 2021.
  - Objectives: Awareness and conversion
  - Audience: Sydney+20km, Newcastle+20km and Central Coast & surrounds
  - Channels: SEM (Google), Google dynamic display, Outbrain native, Social media (Facebook and Instagram)
  - CTA: LoveCentralCoast.com

This was complimented by an SEO audit of LoveCentralCoast.com and associated improvements recommended and many actioned to improve the site's speed, organic traffic and ranking on search engines.

- **Love Local campaign:** The Tourism Team pivoted marketing efforts during COVID-19 lockdowns in 2020 to commence a Love Local campaign, a content campaign driven through digital and social channels to encourage spend across local businesses and tourism operators amongst Central Coast residents. Eight initial guides were developed showcasing over 184 local businesses.

In 2021, seven additional Love Local guides were published showcasing 288 local businesses. Guides were released to promote gifting local for key holidays such as Valentine's Day, Easter, Mother's Day and Father's Day. Then with lockdown restrictions from late June 2021 another three guides were published promoting

restaurants and cafes with takeaway or ready-made meals, online shopping boutiques and bespoke retailers, and fresh food and drink producers with home delivery services.

- **Love Central Coast website:** The official Central Coast destination website, launched in May 2018, was handed back to Council's Tourism Team to manage from June 2020. Council was successful in receiving \$50,000 in funding from the Austrade Bush Fire Recovery Fund to redevelop the website in line with the new Destination Brand and showcase local operators. This work was undertaken by a local agency and launched as LoveCentralCoast.com in November 2020.

In 2021, two further development / upgrade projects have been undertaken to make exploring, planning and booking across the site as seamless as possible.

- **Love Central Coast social media:** Organic management of the Love Central Coast Instagram, Facebook and YouTube channels by the Council Tourism Team continued as an 'always on' activity throughout 2021.

Followers across these channels have increased by +51% YoY Oct 2020 vs 2021 to almost 53,000 followers. Facebook page reach +41.2% YoY (Oct 2020 – 2021) and Instagram page reach +149.7% YoY (Oct 2020 – 2021). These statistics demonstrate the significance of these channels in driving marketing and economic outcomes for tourism operators and the destination as a key tourism choice for visitors.

- **Content partnerships:** Council has undertaken a range of paid content marketing initiatives to build awareness and drive visitation and expenditure for the region. These include:
  - Australian Traveller print content and digital advertising campaigns
    - 'Reclaim Summer' in market from November 2020 to February 2021
    - 'Hinterland Autumn' in market from March to June 2021
  - Holiday with Kids 'Rediscover the Central Coast' print feature and digital advertising campaign – in market from November 2021
  - Sitchu 'Summer on the Coast' digital content and advertising campaign – in market from November 2021
- **Blank Canvas Central Coast:** Council's Tourism Team was successful in receiving \$29,000 in funding from Austrade's Regional Tourism Bushfire Recovery Grant via DSSN to drive visitation, increase spend and profile local makers & creators (in line with the Destination Brand). Blank Canvas Central Coast was a month-long creative pop-up shop activation showcasing 12 local makers & creators across Ettalong and Long Jetty shops throughout April 2021. Some top-line results:
  - 1,235 visitors to the shops
  - \$13,456 total spend at the shops
  - 94.7% of the grant funding spent was with local Central Coast businesses
  - Many of the participants reported increased social followings and future opportunity leads as a result of their participant in the activation.

- **Public relations and media:** A strategic 'always on' destination media and PR program were carried out throughout 2020-21 financial year, targeting media outlets across newspapers, magazines, TV, radio, digital outlets, bloggers and influencers to further the Central Coast destination storytelling both locally, nationally, to a Sydney metro and broader regional NSW audience. This program continued with the re-appointment of the Destination PR contract with Scout PR in July 2021.

From June to October 2021, much of this paid media and PR approach was disrupted, so PR messaging again took on a 'buy local, support local, love local' and 'what's new' angles. The full program of PR activity re-commenced in mid-October 2021.

2021 PR highlights include:

- 144 pieces of media coverage and 33 media visits coordinated in collaboration with Central Coast Council's PR agency, Scout PR, achieving a total publicity value of \$943,000.
  - Central Coast coverage featured in premium media outlets both print and online, including Traveller, The Australian, The Daily Telegraph, Stellar Magazine, Sunday Life Magazine, Vogue Living, AWOL, Sitchu, Broadsheet, Escape, News.com.au, Concrete Playground, Australian Traveller, Time Out, Maserati Magazine, Hunter Hunter and many more.
  - Dedicated Central Coast episodes and content featured on broadcast media including Better Homes & Gardens TV, Sunrise, The Project, Farmer Wants A Wife, A Current Affair, Sydney Weekender (6 stories) with a total national viewership of 1,000,000+ and valued up to \$280,000.
- **Industry Services:** Tourism Central Coast's contract for providing tourism industry services for Council expired in November 2020. These services were performed in-house with Council's Tourism Team until procurement was completed and consultant Wandering Glider was appointed in April 2021.

Industry services activities in 2021 included:

- Industry Events: Face-to-face events have not been possible in 2021, however these have been replaced with highly informative and engaging monthly industry webinars since April 2021 that are attended by over 30 participants each month.
- Industry Communications:
  - eDMs - Monthly sent to database of over 1,000 contacts. For Feb-Oct 2021 these averaged an open rate of 35.04% (above industry ave 16.7%) and click through rate of 10.31% (above industry ave of 2.7%).
  - Facebook Group – A Facebook closed user group for the Central Coast Tourism Industry was launched in June 2021 and as at October 2021 has 121 members.
  - Website Hub – A dedicated tourism industry hub section of LoveCentralCoast.com was launched in June 2021 to house important information readily-available for industry partners to access anytime - <https://www.lovecentralcoast.com/industry>

- Industry Engagement: Throughout 2021, the Industry Services contractor has conducted a minimum of 20 monthly contacts with industry, providing access to information and updates on marketing initiatives, funding and business support, and assistance with creating / improving their business listings on LoveCentralCoast.com.

Table 1: Supporting Actions and Opportunities Summary:

Action	Partners (Bold to lead)	Timing	Progress
1.1 Work with the Destination Network and DNSW to scope and deliver a targeted campaign for the Sydney long-stay market seeking a beach and nature-based escape.	<b>CCC, DSSN, DNSW, Industry</b>	Ongoing	Activities ongoing (Also driving national visitation) -Have a Little Adventure Campaign – Major campaign first launched September 2018, Major Campaign re-launched August 2020 -Destination Brand Campaign – Launched September 2020 - Destination Brand Ambassador campaign Q1 2021 -Destination NSW editorial and media partnership – Q1 2021 - Tourism digital and social media campaigns launched June 2021, paused, restarted Oct '21
1.2 A revamped Council website, linked to the destination website, to drive local and VFR awareness.	<b>CCC</b>	Ongoing	Ongoing development has been occurring from 2018: -Visitor Website Phase one completes with new visitor website in market since May 2018 -Visitor Website Phase two development updates occurring to broaden website to encompass destination brand, content and business listings launched November 2020 -Place Marketing Website in market for 3-year duration of This is the Central Coast place pride campaign to 2020 - Two web development projects undertaken in 2021 to improve user experience and functionality. - Always on content calendar to support website content being kept up to date
1.3 Implement a Regional Signage Strategy following the place strategy and branding of each village with a	<b>CCC</b>	2019	-Wayfinding strategy completed -Town Centre Identity Packages under development in 2020

Action	Partners (Bold to lead)	Timing	Progress
clear village and town centre identity			
1.4 A year-round 'always on' social media campaign focused on the region's strong attributes and unexpected experiences	<b>CCC, Industry</b>	Ongoing	Content ongoing and featuring diverse experiences from local businesses. -Always on paid social campaign run from 2018 to H1 2020. Since then, targeted campaigns have been run. -Always on organic social strategy has run since 2018 and will continue to run beyond 2021.
1.5 International product mentoring to increase the range and depth of experiences on offer at international trade shows such as the Australian Tourism Exchange (ATE)	<b>Destination NSW, Destination Network Sydney Surrounds North and Industry</b>	Ongoing	<p>Destination Network Sydney Surrounds North secured 2 booths at ATE 2020 as part of the Destination NSW network, of which several Central Coast products were to be on display. Due to COVID-19, ATE 2020 was cancelled. DSSN continued their work with Lighthouse Tourism and implemented the International Strategy which saw a number of Central Coast operations create 'bookable experiences', sell their products through Online Travel Agents and work towards partnering with Inbound Tour Operators.</p> <p>ATE 2021 was a smaller hybrid event that was attended by a couple of larger Central Coast operators and Council's Industry Services Contractor attended as a day visitor. DSSN worked with DNSW on a new product showcase in March 2020 where 3 out of the 9 DSSN spots were Central Coast Businesses. These were Distillery Botanica, Sydney Oyster Tours and Hardy's Bay Yacht Charters.</p> <p>DNSW updated their NSW First Program into an online platform as they continued to assist operators in the region during COVID-19 restrictions. These online resources were distributed to Central Coast tourism operators during 2021 and are available on the industry website hub.</p>



Actions	Partners (Bold to lead)	Timing	Progress
1.6 Introduce a customer experience monitoring and mentoring program, measured through analysis of visitor satisfaction ratings such as TripAdvisor (using programs such as ReviewPro)	<b>CCC,</b> Industry	Ongoing	<p>Free access to twelve Tourism Tribe 'Upskill During Lockdown' workshops focused on improving digital capability was provided to 52 tourism operators from April to May 2020, including access to ongoing refresher training through Tourism Tribe membership.</p> <p>DNSW's mentoring programs were distributed to Central Coast tourism operators during 2021 and are available on the industry website hub.</p> <p>In 2021, hosted dedicated industry development webinars such as - 'Brand Your Social Media with Canva' workshop and Hunter Region Business Hub 'Website Essentials' workshop.</p>

## 1.2 Strategic Priority 2: Encourage Visitor Dispersal

Priority Project 2: Establish an events strategy program which maintains and grows off-peak, multi-day events.

Visitation to the Central Coast traditionally peaks during the summer months of December and January, with lowest visitation traditionally experienced from June through to August. The DMP recognises that a focus on sustainable tourism that encourages mid-week, off-peak and dispersed visitation can have a positive impact on tourism expenditure and a contribution to the community through employment and building local pride.

COVID-19 related public health and travel restrictions has significantly impacted the tourism landscape during 2020 and 2021, however due to the Central Coast's proximity to Sydney, Council's Tourism Team have been able to take actions to ensure the region is leveraging any opportunities and preparing to capitalise on tourism as an early driver for economic recovery post outside of restrictions.

Actions completed in 2021 to encourage visitor dispersal and recovery preparedness include:

- **Business events:** Building marketing assets to aid in the promotion of the Central Coast as a business events destination, a key market segment that drives mid-week and higher yield visitation to the region. Council's Tourism Team has successfully applied for and received two Tourism Australia grants to support this activity:
  - Tourism Australia Business Events Boost Program 2020-21 – secured \$15,000 and completed all required activities for this grant to end June 2021. Outputs included creating a dedicated business events page on LCC.com website

(<https://www.lovecentralcoast.com/connect-on-the-coast>), shooting a suite of business events photography and two trade marketing content partnerships (Mice.net April 2021 and Spice Media May 2021). Council also supported this grant by funding the creation of a digital Meeting Planners Guide brochure hosted on new website page. This grant had in-kind support of six key operators - Crowne Plaza Terrigal, Glenworth Valley Outdoor Adventures, Australian Reptile Park, Firescreek Winery, Pearls of Australia, TreeTops Australia.

- Tourism Australia Business Events Boost Program 2021-22 – secured \$20,000, commenced agreed activities to deliver by end June 2022. Outputs include creating a dedicated business events promotional video, hosting a corporate familiarisation, and running two trade marketing campaigns.
- **Eco Destination Certification:** Council's Tourism Team secured \$30,000 Eco Destination Certification Funding through the EcoTourism Australia and WWF partnership. This initiative aligns with several strategic actions from the DMP, TOP and 2020 Eco and Rural Tourism Study.

It is a 2+ year journey to certification that once achieved will give us an internationally recognised stamp of approval and help to attract an increasing number of visitors seeking sustainable travel experiences. Aiming to be certified by June 2022.

As part of the ECO Destination Certification program, local tourism operators will have the opportunity to pursue certification and be supported with tools to help their business become more sustainable.

In October 2021 the Central Coast was recognised on the global stage in the 2021 Top 100 Destination Sustainability Stories List, with the Coast proudly being the only finalist from NSW. Our region's winning story focused on our refreshed approach to tourism, led by Marketing and Tourism's new 'Love Central Coast' campaign, recognising the intrinsic value of our region's natural and cultural assets, sharing inspiring stories of local Brand Ambassadors.

- **Events:** Council continues to position the Central Coast as a premier destination for major events to reinforce the Central Coast's ability to grow as a tourism destination. The Plan states its vision is making *'the Central Coast the natural choice for travel within regional related to major events, as well as leisure and business travel'*. The Plan also lists as a priority project; *'Establish an events strategy program which maintains and grows off-peak, multi-day events that attract out of region visitation'*. Events can play a significant role in visitor dispersal by creating specific reasons to visit, encourage repeat or multi-day visitation and generate visitor expenditure during traditional off-peak times.

Events in 2021, and subsequent visitation and dispersal, have been significantly affected due to COVID-19. Despite these impacts, events in 2021 continued to

contribute towards and stimulate the local visitor economy. Council ran its own highlight events and supported local events on the Central Coast during 2021 by:

- Proceeding with the Grants and Sponsorship Program, funding from Council aims to support events with broad appeal to visitors.
- On behalf of the tourism industry, Council's Tourism team prepared to exhibit at Get Local business events tradeshow under DNSW in July 2021, event was postponed to October 2021, then again to February 2022.
- The ongoing management of high-quality sports facilities, the Central Coast Regional Sporting and Recreation Complex in Tuggerah (officially opened in March 2019) has attracted close to 100,000 visitors to date, injecting more than \$10M into the local economy. The facility has attracted a raft of Australian and international sporting teams including the Central Coast Mariners (soccer), Melbourne Rebels (rugby union) and New Zealand Warriors (rugby league 2020 and 2021). Other sports to have used the facility for major competitions and trials include cricket, AFL, touch football, oz tag, softball and quidditch.
- Despite COVID-19 restrictions, Council remained committed to delivering a robust calendar of events (or virtual substitutes) across 2021 in order to support economic outcomes for local businesses and tourism operators during this difficult period. Examples of regionally significant events delivered by Central Coast Council include:
  - Relish the Coast Food Festival in May 2021, a celebration of the Central Coast's passion for good food, fine wine and amazing local produce.
  - Harvest Festival, June long weekend (Calga, Somersby, Peats Ridge, Mangrove Mountain, Kulnura and Yarramalong areas) focused on highlighting local producers and business of the Central Coast hinterland region through a series of events and experiences.
  - ChromeFest is normally delivered at The Entrance in October with over 60,000 visitors to the region across three days. Due to COVID-19 this event was delivered online in 2020 and 2021
  - School holiday activations in town centres including Toukley, Gosford, The Entrance and Woy Woy.
  - Central Coast Lakes Festival, November 2021, one of the Coast's highly anticipated annual events and 2021 has a new format in line with NSW Public Health Orders.

*Table 2: Supporting Actions and Opportunities Summary:*

<b>Actions</b>	<b>Partners (Bold to lead)</b>	<b>Timing</b>	<b>Progress</b>
2.1 Develop a business case for new mountain bike trails to	<b>CCC</b> , NPWS	Ongoing	- Mountain Bike Feasibility Study completed in March 2021. Subsequent Mountain Bike Strategy

attract a world-class event to the Central Coast			will be finalised by end 2021. - Completed the development of the Pedestrian Access and Mobility Plan 2019-2029 and Bike Plan 2019-2029
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<b>Actions</b>	<b>Partners (Bold to lead)</b>	<b>Timing</b>	<b>Progress</b>
2.2 Ensure Council Planning guidelines for beach events are supportive of flexible uses and promote the steps required to run beach-based events	<b>CCC</b> , LGA NSW	2018	Achieved. Procedures completed for processing applications for events on beaches Central Coast Council Officers work within the Special Event Guidelines and seek advice from the appropriate Asset Manager to accommodate special requests for beach events. In addition the Draft Central Coast Major Events Strategy has been undertaken.
2.3 Create an investment platform for new nature-based tourism projects through an Ecotourism and Rural Tourism Opportunities Study	<b>CCC</b> , State Govt	2019-2021	Eco and Rural Tourism Study Complete in 2020. Council Tourism team secured funding from the Bushfire Local Economic Recovery (BLER) Fund Grant in 2021 to deliver on some of the study actions between 2022-2023.
2.4 Map and develop Management Plans for sacred sites to ensure they are not impacted by future outdoor recreation programs	Indigenous Groups, <b>CCC</b>	2021	Ongoing. To be action by 2022-2023 BLER Fund Grant.
2.5 Utilise the new Central Coast Regional Sporting and	<b>CCC</b>	2019/20	Ongoing.

Recreation Complex to host, not only sporting events, but also more community and social events through the multipurpose indoor complex.			Central Coast Regional Sporting Complex opened in March 2019, attracting over 100,000 visitors to date. The facility has been used by teams including the Central Coast Mariners (soccer), Melbourne Rebels (rugby union) and New Zealand Warriors (rugby league 2020 and 2021).
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<b>Actions</b>	<b>Partners (Bold to lead)</b>	<b>Timing</b>	<b>Progress</b>
2.6 Develop heritage trail in Gosford to complement other cultural attractions	<b>CCC</b>	2019/20	Extensive research report completed by Heritage Officer. Heritage trails, signage and maps in progress - Gosford heritage trail app launched in June '21 - The Gosford Heritage Interpretation Plan recommends further development of walking tour - The Wyong Heritage walk was completed in December 2018 - Wyong Heritage Walk Guided or Self-guided Tours hosted in July and Nov 2021
2.7 Create interconnected cycleways to encourage exploration across the region	<b>CCC</b>	2019/20	Achieved - Pedestrian Access and Mobility Plan and Bike Plan adopted in 2019. Implementation commenced. - Council continues to invest in expanding on the 737kms of shared pathways across the region

### 1.3 Strategic Priority 3: Boost Community Support through Tourism Employment

Priority Project 3: Develop entrepreneur, innovation hubs and mentoring programs, specifically targeting youth employment in the tourism sector to lift the overall visitor experience, product development and investment attraction.

The Plan identifies that tourism can be an opportunity to capitalise on and develop the Central Coast's available workforce, and particularly seeks to provide employment pathways for young people. Initiatives undertaken across 2021 to drive employment in the tourism sector include:

- During 2021 tourism operators were provided training and education opportunities to upskill including free access to DNSW virtual education sessions on maximising business listings for tourism product, DNSW's online mentoring programs distributed by Council to Central Coast tourism operators and are available on the LoveCentralCoast.com industry website hub. Council's Tourism Team hosted dedicated industry development webinars such as - 'Brand Your Social Media with Canva' workshop and Hunter Region Business Hub 'Website Essentials' workshop. As well as monthly webinars facilitated by featuring a broad range of informative presenters.
- Council delivered the Love Local campaign from March 2020 to date Nov 2021 when COVID-19 restrictions were in place in order to continue driving economic outcomes for local businesses pivoting their offerings, to enable them to continue operating and keep staff employed.
- In addition to the Business-to-Consumer campaign is a Business-to-Business initiative 'Bigger Backyard' funded by Council, aimed at driving Business-to-Business spend amongst Central Coast businesses. As at late 2020, 556 Central Coast businesses have signed up and pledged to spend a combined total of \$28.23 million locally across the year. The three-fold economic impact (multiplier effect) is \$84.69 million for the year.
- Council ideated and developed the Youth in Tourism Ambassadors Program which was set to launch in March 2020, but was put on hold due to COVID-19.

The Tourism Team continues to leverage available grant and funding opportunities, with three successful grant applications received in 2021 (as at 31 October 2021), totalling \$300,000:

- \$250,000 NSW Government and Australian Government Bushfire Local Economic Recovery (BLER) Fund: Funding will be used for tourism product development of tourism categories affected by the bushfires as listed below and development of associated dedicated web presence.
  - Aggregation of special event business listings on LCC.com - weddings, excursions, and sporting categories
  - Development of interactive trails on LCC.com for eco/rural categories (e.g. waterways, hinterland, MTB etc)
  - Development and promotion of the indigenous product category
- \$30,000 Austrade Regional Tourism Bushfire Recovery (RTBR) Grant: Central Coast Town Centre Guides project will be a series of bespoke maps and guides (print and

online) and a marketing campaign for 12 identified towns in the region. To be completed by June 2022.

- \$20,000 Tourism Australia Business Events Boost Program Fund: secured to help position Central Coast as an ideal choice for business events. Funding to create a dedicated business events destination video, host a corporate familiarisation trip and deliver two trade media marketing campaigns promoting the new assets. To be completed by June 2022. To be completed by June 2023.

Table 3: Supporting Actions and Opportunities Summary:

Action	Partners (Bold to Lead)	Timing	Progress
3.1 Further investigate the opportunity for the Central Coast to be recognised as a National Surfing Reserve	CCC, Industry	Long Term	Opportunity is incorporated in the Tourism Opportunity Plan 2019-2024 and will be an action in the upcoming Destination Management Plan 2022-2025.

## 2. Measures of Success

The success of the Destination Management Plan is measured through growing the value of the visitor economy above growth forecasts, targeting visitor dispersal and growing community support for the visitor economy.

As at 30 June 2021, \$975m in visitor expenditure was achieved for the Central Coast region across domestic day and domestic overnight visitors. *Source: Tourism Research Australia*

### Accolades awarded in 2021

- February 2021 - The Entrance named a Finalist in Wotif's Aussie Town of the Year Awards 2021
- May 2021 - Won 'Most Compelling Itinerary' in the NSW Top Tourism Town Awards 2021 for Ettalong Beach itinerary
- October 2021 - The Central Coast recognised in 2021 Top 100 Destination Sustainability Stories List (Central Coast was one of five Australian destinations on the list, the only one from NSW)
- October 2021 – Central Coast Council Tourism Team named a finalist in the NSW Tourism Awards 2021 – category: Local Government Award for Tourism.