



ECONOMIC DEVELOPMENT COMMITTEE

01 April 2025



COMMUNITY STRATEGIC PLAN 2018-2028

ONE – CENTRAL COAST IS THE COMMUNITY STRATEGIC PLAN (CSP) FOR THE CENTRAL COAST LOCAL GOVERNMENT AREA

ONE – CENTRAL COAST DEFINES THE COMMUNITY'S VISION AND IS OUR ROADMAP FOR THE FUTURE

ONE – CENTRAL COAST BRINGS TOGETHER EXTENSIVE COMMUNITY FEEDBACK TO SET KEY DIRECTIONS AND PRIORITIES

One - Central Coast will shape and inform Council's business activities, future plans, services and expenditure. Where actions are the responsibility of other organisations, sectors and groups to deliver, Council will work with key partners to advocate on behalf of our community.

Ultimately, every one of us who live on the Central Coast has an opportunity and responsibility to create a sustainable future from which we can all benefit. Working together we can make a difference.

RESPONSIBLE

WE'RE A RESPONSIBLE COUNCIL AND COMMUNITY, COMMITTED TO BUILDING STRONG RELATIONSHIPS AND DELIVERING A GREAT CUSTOMER EXPERIENCE IN ALL OUR INTERACTIONS.

We value transparent and meaningful communication and use community feedback to drive strategic decision making and expenditure, particularly around the delivery of essential infrastructure projects that increase the safety, liveability and sustainability of our region. We're taking a strategic approach to ensure our planning and development processes are sustainable and accessible and are designed to preserve the unique character of the coast.

 **Good governance and great partnerships**

G2 Engage and communicate openly and honestly with the community to build a relationship based on trust, transparency, respect and use community participation and feedback to inform decision making

There are 5 themes, 12 focus areas and 48 objectives

COMMUNITY STRATEGIC PLAN 2018-2028 FRAMEWORK

All council reports contained within the Business Paper are now aligned to the Community Strategic Plan. Each report will contain a cross reference to a Theme, Focus Area and Objective within the framework of the Plan.

The infographic details the following structure:

- THEME: BELONGING**
 - Focus Area: OUR COMMUNITY (Objectives: G1, G2, G3, G4)
 - Focus Area: COMMUNITY GOVERNANCE AND LOCAL GOVERNMENT (Objectives: G5, G6)
- THEME: SMART**
 - Focus Area: A GROWING AND COMPETITIVE REGION (Objectives: C1, C2, C3, C4)
 - Focus Area: A PLACE OF OPPORTUNITY FOR PEOPLE (Objectives: O1, O2, O3, O4)
- THEME: GREEN**
 - Focus Area: ENVIRONMENTAL WELL-BEING FOR THE FUTURE (Objectives: E1, E2, E3)
 - Focus Area: INCREASED RAIN WATER RESILIENCE (Objectives: R1, R2)
- THEME: RESPONSIBLE**
 - Focus Area: GOOD GOVERNANCE AND GREAT PARTNERSHIPS (Objectives: G1, G2)
 - Focus Area: BELONGING THROUGH INFRASTRUCTURE (Objectives: I1, I2)
 - Focus Area: SAFETY AND WELLBEING & DEVELOPMENT (Objectives: D1, D2, D3, D4)
- THEME: LIVEABLE**
 - Focus Area: RELIABLE PUBLIC TRANSPORT AND CONNECTIONS (Objectives: T1, T2, T3)
 - Focus Area: SAFE AND HEALTHY LIVES (Objectives: H1, H2, H3)
 - Focus Area: WELL-BEING, RESILIENCE AND SUPPORT SERVICES (Objectives: S1, S2, S3)



Oath or Affirmation of Office

Councillors are reminded of their Oath or Affirmation of Office to undertake their duties in the best interests of the people of the Central Coast and Council and to faithfully and impartially carry out the functions, powers, authorities, and discretions vested in them under the *Local Government Act 1993*, or any other Act to the best of their ability and judgement. Councillors are also reminded of their obligations under the Code of Conduct to disclose and appropriately manage conflicts of interest.

Disclosures of Interest

Councillors are reminded of their obligation under Council's Code of Conduct to declare any conflict of interest in a matter considered by Council.

Pecuniary interest: A Councillor who has a **pecuniary interest** in any matter with which the Council is concerned, and who is present at a meeting of the Council at which the matter is being considered, must disclose the nature of the interest to the meeting. The Councillor must not be present at, or in sight of, the meeting:

- a) At any time during which the matter is being considered or discussed, or
- b) At any time during which the Council is voting on any question in relation to the matter.

Non-Pecuniary conflict of interest: A Councillor who has a **non-pecuniary conflict of interest** in a matter, must disclose the relevant private interest in relation to the matter fully and on each occasion on which the non-pecuniary conflict of interest arises in relation to the matter.

Significant Non-Pecuniary conflict of interest: A Councillor who has a **significant** non-pecuniary conflict of interest in relation to a matter under consideration at a Council meeting, must manage the conflict of interest as if they had a pecuniary interest in the matter.

Non-Significant Non-Pecuniary interest: A Councillor who determines that they have a non-pecuniary conflict of interest in a matter that is **not significant** and does not require further action, when disclosing the interest it must also be explained why the conflict of interest is not significant and does not require further action in the circumstances.

Recording

In accordance with the *NSW Privacy and Personal Information Protection Act 1998*, you are advised that all discussion held during the Open Council meeting is recorded for the purpose of livestreaming the public meeting and verifying the minutes. This will include any public discussion involving a councillor, staff member or a member of the public.

Meeting Notice

**The Economic Development Committee
of Central Coast Council
will be held in the Council Chamber,
2 Hely Street, Wyong,
on Tuesday 1 April 2025 at 5.00pm,
for the transaction of the business listed below:**

1 Reports

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John McNamara
Chairperson

1.1 INTRODUCTION: WELCOME, ACKNOWLEDGEMENT OF COUNTRY, AND APOLOGIES

John McNamara
Chairperson

ITEM 1.1 WELCOME

ACKNOWLEDGEMENT OF COUNTRY

We acknowledge the Traditional Custodians of the land on which we live, work and play.

We pay our respects to Darkinjung Country, and Elders past and present.

We recognise the continued connection to these lands and waterways and extend this acknowledgement to the homelands and stories of those who also call this place home.

We recognise our future leaders and the shared responsibility to care for and protect our place and people.

RECEIPT OF APOLOGIES

ITEM 1.2 DISCLOSURES OF INTEREST

Chapter 14 of the *Local Government Act 1993* ("LG Act") regulates the way in which the councillors and relevant staff of Council conduct themselves to ensure that there is no conflict between their private interests and their public functions.

Section 451 of the LG Act states:

- "(1) A councillor or a member of a council committee who has a pecuniary interest in any matter with which the council is concerned and who is present at a meeting of the council or committee at which the matter is being considered must disclose the nature of the interest to the meeting as soon as practicable.*
- (2) The councillor or member must not be present at, or in sight of, the meeting of the council or committee:*
 - (a) at any time during which the matter is being considered or discussed by the council or committee, or*
 - (b) at any time during which the council or committee is voting on any question in relation to the matter.*

- (3) *For the removal of doubt, a councillor or a member of a council committee is not prevented by this section from being present at and taking part in a meeting at which a matter is being considered, or from voting on the matter, merely because the councillor or member has an interest in the matter of a kind referred to in section 448.*
- (4) *Subsections (1) and (2) do not apply to a councillor who has a pecuniary interest in a matter that is being considered at a meeting, if:*
- (a) the matter is a proposal relating to:*
 - (i) the making of a principal environmental planning instrument applying to the whole or a significant part of the council's area, or*
 - (ii) the amendment, alteration or repeal of an environmental planning instrument where the amendment, alteration or repeal applies to the whole or a significant part of the council's area, and*
 - (a1) the pecuniary interest arises only because of an interest of the councillor in the councillor's principal place of residence or an interest of another person (whose interests are relevant under section 443) in that person's principal place of residence, and*
 - (b) the councillor made a special disclosure under this section in relation to the interest before the commencement of the meeting.*
- (5) *The special disclosure of the pecuniary interest must, as soon as practicable after the disclosure is made, be laid on the table at a meeting of the council and must:*
- (a) be in the form prescribed by the regulations, and*
 - (b) contain the information required by the regulations."*

Further, the Code of Conduct adopted by Council applies to all councillors and staff. The Code relevantly provides that if a councillor or staff have a non-pecuniary conflict of interest, the nature of the conflict must be disclosed as well as providing for a number of ways in which a non-pecuniary conflicts of interests might be managed.

Recommendation

That Committee members and staff now disclose any conflicts of interest in matters under consideration at this meeting.

ITEM 1.3

CONFIRMATION OF MINUTES



Recommendation

That the Committee confirm the minutes of the previous Economic Development Committee held on Tuesday 4 March 2025.

Summary

Confirmation of minutes of the previous Economic Development Committee held on Tuesday 4 March 2025.

Attachments

1   MINUTES - Economic Development Committee - 4 March 2025 D16705628



Central Coast Council

Economic Development Committee

Held in the Council Chamber
2 Hely Street, Wyong

04 March 2025

MINUTES

Attendance

Members

Mayor Lawrie McKinna
Cr John McNamara
Cr John Moulard
Cr Trent McWaide
Cr Belinda Neal
Cr Kyle MacGregor

Status

Present
Apology
Present
Present
Present
Apology

Guest

Alex Guan, General Manager, Worldvillage Holding Pty Ltd
(owner/applicant)
Chris Shannon, Western Practice Director, Mecone

Status

Present until completion
of item 1.4
Present until completion
of item 1.4

Cr Jane Smith
Cr Doug Eaton

Present
Present

Staff

Mel Smith, Director Community and Recreation Services
Jamie Loader, Director Environment and Planning
Sue Ledingham Unit Manager Economic Development
Shannon Turkington Unit Manager Strategic Planning
Louise Rampling, Unit Manager Governance Risk and Legal
Stephanie Prouse, Section Manager Councillor and Democratic
Services
Briony Stiles, Team Leader Civic Support
Karen Unsted, Civic Support

Status

Present
Present
Present
Present
Apology
Present
Present

Minutes of the Ordinary Meeting Economic Development Committee of Council (cont'd)

Deputy Chair Lawrie McKinna, declared the meeting open at 5:01pm

The Deputy Chair read an Acknowledgement of Country statement.

REPORTS

1.1 Introduction: Welcome, Acknowledgement of Country, and Apologies

5:01 pm

Chairperson John McNamara has provided an apology for this meeting in advance.

1.2 Disclosures of Interest

5:02 pm

Councillor B Neal declared a non-pecuniary, non-significant interest under the Local Government Act on item 1.4 *Old Sydney Town Planning Proposal*, as she has connections with a person working on the project. She will participate in the meeting discussion and voting on the item.

A MOTION TO MOVE THE RECOMMENDATION was *MOVED* by Councillor MOULAND and *SECONDED* by Councillor MCWAIDE:

That Committee members and staff now disclose any conflicts of interest in matters under consideration at this meeting.

FOR: UNANIMOUS

CARRIED

1.3 Confirmation of Minutes of Previous Meeting

5:03pm

A MOTION TO MOVE THE RECOMMENDATION was *MOVED* by Councillor MOULAND and *SECONDED* by Councillor NEAL:

That the Committee confirm the minutes of the previous Economic Development Committee meeting held on 4 February 2025.

FOR: UNANIMOUS

CARRIED

Minutes of the Ordinary Meeting Economic Development Committee of Council (cont'd)

1.4 Old Sydney Town Planning Proposal

5:03 pm

A MOTION TO MOVE THE RECOMMENDATION was *MOVED* by Councillor MOULAND and *SECONDED* by Councillor NEAL:

That the Committee notes this information report on the Old Sydney Town Planning Proposal.

FOR: UNANIMOUS

CARRIED

1.5 Economic Development Strategy Actions Update

5:52 pm

A MOTION TO MOVE THE RECOMMENDATION was *MOVED* by Councillor MOULAND and *SECONDED* by Councillor MCWAIDE:

That the Committee:

- 1 Notes the progress of the actions identified in the Economic Development Strategy 2020 – 2040.***
- 2 Endorses the evaluation of the existing Economic Development Strategy and development of a new Economic Development Strategy and four-year implementation plan.***

FOR: UNANIMOUS

CARRIED

1.6 General Business and Review Action Log

6:20 pm

Nil

The Meeting concluded at 6:25.

Minutes of the Ordinary Meeting Economic Development Committee of Council (cont'd)

ECONOMIC DEVELOPMENT COMMITTEE – ACTION LOG				
Item	Meeting Date	Action	Responsible Officer	Status
EDC Item 1.3 High Speed Rail - Economic Benefits for the Central Coast	04.02.2025	Provide members a copy of the High Speed Rail business case if available.	Director Environment and Planning	The Business Case is not a publicly available document
EDC Item 1.4 Destination Management Model and Destination Marketing Strategy Operations Report	04.02.2025	Provide information on how Councillors may get involved with content and marketing to improve public understanding and perceptions of Council.	Director Community and Recreation Services	A internal process is being finalised with Communications and Civic Support to share content and images with Councillors. Councillors will be notified shortly.
EDC Item 1.5 Business Economic Development Operations Report	04.02.2025	Report to committee at the April meeting with revised table of the statistics for the 2020-2040 strategy.	Director Community and Recreation Services	Noted, scheduled for April Committee Meeting.
EDC Item 1.5 Business Economic Development Operations Report	04.02.2025	Provide members with a detailed report of deliverables achieved.	Director Community and Recreation Services	Agenda item for March Committee Meeting.
EDC Item 1.5 Business Economic Development Operations Report	04.02.2025	Update members at the next meeting with: <ul style="list-style-type: none"> the plan's revision schedule, the Strategy's annual reports of actions and updates, and the annual action plans since 2020 	Director Community and Recreation Services	Agenda item for March Committee Meeting.

Minutes of the Ordinary Meeting Economic Development Committee of Council (cont'd)

ECONOMIC DEVELOPMENT COMMITTEE – ACTION LOG				
EDC Item 1.5 Business Economic Development Operations Report	04.02.2025	Provide the Director Community and Recreation Services with information or link to media of the Lake Macquarie potential initiative discussed.	Member – Councillor Jane Smith	
EDC Item 1.5 Business Economic Development Operations Report	04.02.2025	Provide copy of the documents that were include in the strategic themes under the strategic plans, or the status of where they are up to at the next meeting.	Director Community and Recreation Services	This has been provided as attachments in the Councillor BigTin Can
EDC Item 1.6 General Business	04.02.2025	Invite the Old Sydney Town Developers March or April meeting, and add a latest proposal report to that meeting's agenda.	Director Environment and Planning	The Old Sydney Town Developers are presenting at the 4 March Committee meeting
EDC Item 1.4 Old Sydney Town Planning Proposal	04.03.2025	An economic impact statement and proposal be provided to the members in due course	Director Environment and Planning	
EDC item 1.6 General Business		Report on Central Coast Air Show to be provided at the next Economic Development Committee meeting.	Director Environment and Planning	
EDC item 1.6 General Business		Provide the committee with an update report on Waratah Super Battery project, including components if possible.	Director Environment and Planning	
EDC item 1.6 General Business		Provide the committee with an update report on the Food Innovation Hub	Director Community and Recreation	

Minutes of the Ordinary Meeting Economic Development Committee of Council (cont'd)

ECONOMIC DEVELOPMENT COMMITTEE – ACTION LOG				
EDC item 1.6 General Business		Provide members an update on the Gosford Waterfront project once council has received information from the Hunter and Central Coast Development Corporation (HCCDC)	Director Community and Recreation Services	

UNCONFIRMED

1.4 ECONOMIC UPDATE ON MINGARA DEVELOPMENTS ON THE COAST INCLUDING MINGARA RETIREMENT LIVING DEVELOPMENT

Presenter:

Andy Yelds, Chief Property Officer, and additional representative of Mingara Leisure Group

Item No: 1.5
Title: Economic Indicators Update Report
Department: Environment and Planning

1 April 2025 Economic Development Committee

Reference: F2025/00095 - D16649617

Author: Andrew Powrie, Business Economic Development Manager

Manager: Sue Ledingham, Unit Manager Customer Marketing and Economic Development

Executive: Melanie Smith, Director Community and Recreation Services

Recommendation

That the Committee notes the economic indicators update report.

Report purpose

To inform the committee on the latest statistics for the community and economic indicator targets identified in Central Coast Economic Development Strategy 2020-2040 and advise on other data sets and economic indicators sourced and used to track how the Central Coast economy is performing.

Executive Summary

Council adopted the first Central Coast Economic Development Strategy 2020-2040 (the Strategy) in 2020.

In the Strategy there are seven (7) broad-facing community and economic indicator targets identified to be monitored at 5-yearly intervals; spanning from population, job growth, employment self-containment through to visitor numbers and the value of the local economy.

This report specifically provides an updated scorecard on progress against the indicators that were tabled in the Strategy, and also provide an overview on other key economic indicators tracked on an ongoing basis.

Background

At the Economic Development Committee meeting held Tuesday 04 February 2024 Council Staff have an action to:

- *Report to the committee at the April meeting with revised table of the statistics for the 2020-2040 strategy.*

This report addresses that action and includes other data sets and economic indicators sourced and used for the Committee to consider.

Report

In the Strategy, seven (7) long term broad-facing community and economic indicator targets were identified in the implementation plan. These indicators are classified as leading indicators. A leading indicator predicts how the economy could perform in the future and is based on current trends and the impact of any proposed future activities and interventions.

The seven economic indicators in Table 1 show the measures at the time of the Strategy development, targets set over the 20 year period and the updated results of those targets as at March 2025.

TABLE 1: Economic Development Strategy Indicators Update March 2025

Economic Development Strategy 2020-2040 Indicators – Current status								
Description	2020	Goal by 2040	2024 Scorecard	2025 Target	2030 Target	2035 Target	2040 Target	Gap
Population	342,047	Medium series population projections	351,934 *(ERP 2023)	361,965	369,932	389,849	429,684	87,637 people
Jobs	126,459	1.5 new jobs per new dwelling	140,478 *(ID 2023)	142,966	149,569	166,077	199,091	72,632 jobs
Employment Self Containment	71.7%	10% enhancement	70.1% (21 Census)	73.5%	73.5%	77.1%	78.9%	7.2 % points
Tourism visitors	4.7M nights	50% increase in share of Greater Sydney Tourism market	5.5M (ID 2024)	7.9M	10.8M	12.4M	14.8	9.9M nights
GRP per capita	\$39,343	In line with Greater Sydney GRP per capita	\$56,240 (ID 2022)	\$52,595	\$61,981	\$71,368	\$80,755	\$41,322
Gross Regional Product	\$13.5B	In line with Greater Sydney GRP per capita	\$19,793 (ID 2023)	\$17.7B	\$20.5B	\$25.4B	\$34.7B	\$21.2B
Household Income	\$1,594 per week	In line with Greater Sydney	\$1,543 (21 Census)	\$1,761 p/w	\$1,880 p/w	\$1,999 p/w	\$2,118 p/w	\$524 p/w

Note: (*ERP Estimated Resident Population) (*ID delivers an online economic profile for Council)

Progress against 2020-2040 targets

1. **Population** continues to be forecast at the lower end of the scale under 1% per year (which has been the trend across the last decade). The 2021 Census population was 346,596 and the current population estimate as of the 30 June 2023 is 351,934. Noting that the Census may have been at a point in time too early given the regional relocation trend that occurred across the country at the end of the COVID pandemic.
2. **Local Jobs** continue to grow at a higher rate than the population. The jobs number grew to 140,478 for the 2022-23 financial year from 126,459 in 2020. Health Care, Construction and Retail continue to be the largest employment sectors, making up 46.6% of all employment in the LGA.
3. **Employment Self Containment** measures the proportion of resident workers who are employed within the boundaries of the LGA or region. It indicates the number of residents that have employment outside the LGA or region in which they live. The 2021 Census employment self-containment number was 70.1%, up from 68.4% in 2020. The Census also showed that the region's work-from-home numbers grew significantly during the COVID period and, based on current opal travel data that continues to be the case, with train numbers still well down from the averages before the Pandemic. The region's actual self-containment is estimated to be higher given that scenario.
4. **Tourism** is one of our key enabling industries and visitor night numbers reached a record high of 5.5M in March 2024. Despite the challenges faced by the tourism sector since 2020 due to COVID-19, the Central Coast visitor economy has shown significant resilience, rebounding and exceeding pre-pandemic levels with domestic overnight travel increasing by 4.1% Year-On-Year, according to the Tourism Research Australia March 2024 data. A challenge for the LGA still remains that commercial visitor accommodation property numbers (motels/hotels) have remained the same for a number of years, with a small proportion undertaking renovations. There are several new accommodation properties recently coming into the market, and in the pipeline. These developments along with marketing campaigns focussed on extended stay itineraries and the reopening up of the international market are expected to positively impact overnight stays.
5. **Gross Regional Product** (GRP)- From an industry perspective GRP continues to recover and grow at a very good rate post the COVID Pandemic. It now sits at \$17.5B for the 2022-23 financial year. GRP per capita for the 2022-23 financial year was \$56,240 (which sits about the 1st 2025 target of \$55,959).
6. **Household Income** declined at Census 2021 to \$1,543 compared to the 2016 average of \$1,594, down just over \$50 per household . The challenge has been the COVID Pandemic on this number with many residents being displaced from the labour market at that point in time.

Other data sets sourced and economic indicators monitored

Council also sources a selection of other data sets and sources that are monitored in real-time and updated either monthly or quarterly:

- Labour Market – Employment, Unemployment, Participation Rate, JobSeekers, Youth Allowances, Job Vacancies.
- Retail Spend.
- Tourism - Hotel and Short-Term Rental Occupancy.
- Housing Affordability/Availability - Rental Affordability Index, residential vacancy rates, asking rents, property market trends.
- Social Security/NDIS/Pension recipients.
- Crime Statistics.
- Opal Travel Data.
- Parking Data.

These economic indicators are used to populate in real time Council's Economic Dashboard which is placed on Council's Website: <https://www.centralcoast.nsw.gov.au/central-coast-economic-dashboard>. All data updates are also presented to representatives from the Federal Government, State Government and Regional Agencies at Council's Regional Economy Taskforce meetings on a fortnightly basis.

Presentation will be provided at the Committee meeting for further discussion on the latest updated economic indicators from the data sets listed above.

Stakeholder Engagement

Nil.

Financial Considerations

Financial Year (FY) Implications.

The proposal does not have financial implications for the current year or outer years in the LTFP.

Budget and Long-Term Financial Plan (LTFP) Impact.

The FY adopted budget includes the impact for this proposal.

Link to Community Strategic Plan

Theme 2: Smart

Goal C: A growing and competitive region

S-C3: Facilitate economic development to increase local employment opportunities and provide a range of jobs for all residents.

Risk Management

There have been no risks identified in the preparation of the report. An opportunity exists to review the data sets as presented to the Committee for consideration in future reporting.

Critical Dates or Timeframes

Nil.

Attachments

Nil.



Item No: 1.6
Title: Destination Management Plan 2022-2025 Progress Report 2024
Department: Community and Recreation Services

1 April 2025 Economic Development Committee

Reference: F2021/01913 - D16712609
Author: Penelope Wood, Destination Management Officer
Manager: Bianca Gilmore, Section Manager Destination Marketing and Visitor Services
Executive: Melanie Smith, Director Community and Recreation Services

Recommendation

That the Committee:

- 1** *Receives the 2024 progress report and Attachment 1 on the Progress of Actions of the Central Coast Destination Management Plan 2022-2025.*
- 2** *Receives a further Report on the progress of the Destination Management Plan in twelve months to finalise the Central Coast Destination Management Plan 2022-2025.*

Report purpose

To inform the Economic Development Committee on the progress of Central Coast Council's actions in 2024 in relation to the Central Coast Destination Management Plan 2022-2025 (CCDMP).

Executive Summary

The visitor economy is vital to the Central Coast economy, impacting the region's social, cultural, and environmental landscape. According to the latest data from Tourism Research Australia year ending September 2024, the Central Coast attracted 5.2 million visitors, 5.5 million overnight stays, contributing \$1.3 billion to the local economy. To ensure management of the visitor economy sector, the Council has developed the CCDMP, which aligns the community, industry, and Council with State and Regional government priorities.

The CCDMP is a four-year strategic roadmap for sustainable tourism development and destination management. It sets out the destination's vision, overarching objectives and performance targets, offering a roadmap for investment in strategies, plans, feasibility studies and campaigns linked to identified Priority Projects and Action Plans.

The CCDMP identifies six (6) themes for investment, and encompassing 42 aspirational projects, of which 17 have been identified as priority projects each with respective actions and stakeholder leads. It's the role of all stakeholders linked to the CCDMP to ensure the long-term viability and sustainability of the tourism sector to enable growth of the Central Coast visitor economy.

The CCDMP 2024 progress report highlights achievements, with 24 actions completed, an increase of 19 from the previous year and an additional 15 actions currently underway, expected to be completed this year or moving into future years.

Background

The CCDMP has been developed to align with visitor economy goals outlined in strategic policy and direction of relevant national, state and local government bodies. The CCDMP is supported by a three-year marketing strategy and ancillary strategic documents.

At the Ordinary Council Meeting of 26 March 2024, Council was presented with the 2023 progress report of the CCDMP2022-2025 and resolved that they received the progress report, as well as to concurrently receive a further progress report of the Destination Management Plan in twelve months.

The following recommendations were endorsed by Council at its meeting of 26 March 2024 (82/24 and 83/24 Resolved):

That Council:

- 1 Receives the 2023 Report and Attachment 1 on the Progress of Actions of the Central Coast Destination Management Plan 2022-2025.*
- 2 Receives a further Report on the progress of the Destination Management Plan in twelve months.*

As per resolution 83/24, Council continued to drive actions of the CCDMP, for the months preceding the meeting of 26 March 2024 until the following progress report. The results from the last twelve months of actions including ongoing progress are attached to this report.

Report

The visitor economy is a key driver of the Central Coast's economy, creating jobs, supporting local businesses and fostering community development. It generates significant revenue across sectors such as accommodation, dining, retail and attractions. Additionally, the visitor economy encourages investment in infrastructure, including transport, public facilities and accommodation, enhancing the region's overall liveability.

Each year, the visitor economy injects millions of dollars into the Central Coast economy, standing alongside major industries such as retail, manufacturing, property and business services, and health and community services. Despite the challenges faced by the tourism sector since 2020 due to COVID-19, the Central Coast visitor economy has shown significant resilience, rebounding and exceeding pre-pandemic levels, as evidenced by Tourism Research Australia data for the year ending September 2024.

Key Tourism Research Australia data for the year ending September 2024 includes:

- Central Coast had a total of 5.2 million visitors, 5.5 million overnight stays with \$1.3 billion injected into the local economy.
- The value of the Central Coast's visitor economy in 2024 increased by \$236 million compared to 2019, achieving a 21.5% growth.
- Domestic overnight travel is +4.7% YOY. The average stay is 2.7 nights with visitors spending an average of \$493 per visitor.
- International visitor average length of stay was 17.5 days, an increase of 41.1% in 2024 compared to 2019, spending approximately \$739 per trip.

The visitor economy key metrics in the CCDMP report differ from those presented in the February 2025, Economic Development Committee's Destination Management Model and Destination Marketing Strategy Operations Report, due to differences in reporting periods. The Economic Development Committee Report reflected Tourism Research Australia data figures for year ended June 2024, while the CCDMP report incorporated updated data from year ended September 2024.

Destination Management Plan

The CCDMP is a four-year strategic roadmap for sustainable tourism development and destination management. The CCDMP outlines the vision and goals for the destination and provides a business case for proposed visitor economy investments, strategies and actions.

The CCDMP has been aligned with strategic policy and direction of the NSW Government's Visitor Economy Strategy 2030 and Statewide Destination Management Plan (2019), and the Destination Sydney Surrounds North (DSSN) Destination Management Plan 2022 – 2030.

It also considers related Central Council plans including but not limited to:

- Central Coast Community Strategic Plan
- Central Coast Council Operational Plan
- Central Coast Council Long Term: Economic Development Strategy.

Key stakeholder groups include:

- Central Coast Council and its business units
- Community members
- Tourism industry operators and bodies
- Land management organisations such as NSW National Parks and Wildlife Service (NPWS), and Forestry Corporation of NSW

- Darkinjung Local Aboriginal Land Council (DLALC)
- State Government such as Destination NSW (DNSW), Destination Sydney Surrounds North (DSSN), and Transport for NSW.

The CCDMP's success relies on collaboration with these key stakeholder groups, as not all actions identified are the sole responsibility of Council to implement.

The current CCDMP sets out six strategic themes with subsequent projects and actions:

- 1 Identity, Awareness, and Placemaking
- 2 Eco Destination, Nature, Water, and Trails
- 3 Produce, Creators, and Culture
- 4 Events, Festivals, and Conferencing
- 5 Enabling Infrastructure
- 6 Industry Development and Collaboration.

The success of the 2022-2025 CCDMP is measured on project actions achieved and through macro performance targets:

- Grow overnight visitation by 10%
- Increase visitor expenditure by 15%
- Increase hinterland visitation by 20%.

Council will begin developing the next Destination Management Plan (2026 to 2029) in mid-2025, engaging with industry and community stakeholders to ensure it meets the evolving needs of visitors, businesses, and residents.

CCDMP current status

Implementation of the CCDMP is coordinated by Council and delivered through internal teams and external partnerships contributing to the overall success of the region's visitor economy. The current CCDMP is set to expire at the end of 2025.

The CCDMP is measured against the macro performance targets, and the TRA data year ending September 2024 compared to year ending September 2021 reveals that:

- Overnight visitation (domestic) has grown by 34%, which is 24% above 10% target
- Increased visitor (domestic) expenditure by 63%, which is 48% above 15% target.

In 2024, completed actions increased by 19, reaching 24, an increase of 380% compared to previous year. Of the remaining 18 actions, 15 are underway due to be completed this year with a potential of a number continuing into future years due to the complexity of the action. Three actions are under review for the next CCDMP.

Status	2024	2023
Complete	24	5
Underway	15	29
Yet to commence	0	5
Deferred	3	3

- 24 actions completed:
 - 1.2 Coast to country touring itineraries
 - 1.3 Seasons of Central Coast marketing campaign
 - 1.7 Local ambassador program
 - 1.8 Sydney marketing program - 'an escape on your doorstep'
 - 2.3 Develop a signature water based 'eco-tourism' experience/s that strengthens brand identity
 - 2.5 Achieve recognition as a national surfing reserve
 - 3.1 Hinterland agritourism 'visitor ready' program
 - 3.3 Foodie events program
 - 3.4 Develop foodie itineraries, including expanding the meet the makers trail
 - 3.5 Support investment in distillery and brewery experiences in the hinterland
 - 4.2 Investigate long-term opportunity for business events bureau
 - 4.3 Develop a business events marketing and attraction action plan
 - 4.4 Food and produce events
 - 4.5 Investigate events transport services
 - 4.6 Events review – review funding framework, resourcing, and development application process to ensure support for tourism events
 - 5.2 Accommodation investment
 - 5.4 Visitor servicing improvements, including implementing wayfinding signage strategy, deliver visitor guides and regional maps, and reinvestment in The Entrance VIC
 - 5.6 Support accessible tourism development
 - 6.1 Central Coast tourism excellence program
 - 6.3 Business networking and communication
 - 6.4 Promotion of education pathways – utilising Gosford education precinct
 - 6.5 Build industry tools and resources, including industry toolkit
 - 6.6 Industry famils to boost industry awareness of local offering
 - 6.7 Business export ready program promotion.

- Three actions under review for consideration into the next CCDMP. These actions were investigated by Council units to determine if they are viable to complete within the current CCDMP. Based on current plans and resourcing, they may require deferral:
 - 3.6 Development of an arts and cultural precinct
 - 5.3 Implement car park monitoring infrastructure
 - 5.5 Identify critical infrastructure needs and develop a visitor infrastructure investment plan.

Details on the progress of all 42 actions in the CCDMP are included in (Attachment 1 – Central Coast Destination Management Plan 2022-2025: Progress of actions 2024).

CCDMP highlights

- 1.3 Season of Central Coast marketing campaign and 1.8 Sydney marketing program - 'an escape on your doorstep'
 - Always On Marketing Campaign:
 - Social and digital marketing campaign creating 39 million impressions and over 480,000 clicks.

- Theme 2 Eco destination, nature, water and trails
 - ECO Destination Status:
 - Advancement toward ECO Destination Certification to the next level from Nature to Ecotourism level.
 - ECO Advocate program:
 - 12 ECO Certified operators and 18 additional operators on their sustainability journey.
 - Pelican Time:
 - Launched the new eco-friendly Pelican Time educational experience at The Entrance attracting 33,163 visitors year-to-date (YTD).

- 2.7 Investment in walking trails and shared pathway
 - Magenta Shared Pathway:
 - Completed in December 2024 and promoted across Central Coast Council channels.
 - Magenta Shared Pathway trail developed on Love Central Coast.

- 5.2 Accommodation investment
 - Accommodation Audit:
 - Audit completed and Central Coast Visitor Accommodation Futures Study & Development Action Plan received November 2024 with a Prospectus in early 2025.

- 5.4 Visitor servicing improvements, including implementing wayfinding signage strategy, deliver visitor guides and regional maps, and reinvestment in The Entrance VIC.
 - Town Centre Wayfinding Signage Strategy:
 - Design Packages for Ettalong Beach and The Entrance developed.
 - Central Coast Visitor Centre:
 - Opened the upgraded Visitor Centre at The Entrance and welcomed 31,187 visitors year-to-date (YTD), reflecting a 24% increase from the previous year.

- 5.6 Support accessible tourism development
 - Hidden Disabilities Sunflower program:
 - Launched program internally with training briefing for Central Coast Visitor Centre staff, dedicated CHIP staff page, A4 posters and digital slides.
 - Digital Access Cards:
 - Launched Digital Access Cards supporting accessible and inclusive tourism.
 - Six Access Cards developed and launched on Accessible and Inclusive Experiences landing page on lovecentralcoast.com.

- 6.1 Central Coast tourism excellence program
 - Industry programs:
 - Delivered Tourism Excellence Program and Tourism Fundamentals Playbook via workshops and 1:1 mentoring with 15 industry members from June-August 2024.

- 6.3 Business networking and communication
 - Industry programs:
 - Delivery of 15 programs and events such as the Digital Deep Dive and Tourism Excellence Program, along with participation in trade shows like Asia-Pacific Incentives and Meetings Event and Australian Tourism Exchange.

- 6.6 Industry famils to boost industry awareness of local offering
 - Industry programs:
 - Attended ATE2024 and hosted Vivid famils, and additionally delivered two half-yearly industry famils.

Awards and recognition

Some notable achievements by Council's tourism team (Destination Central Coast) and the local industry which have contributed to the region's growth are reported below.

- Destination Central Coast
 - Winner of the Gold Award for Local Government Award for Tourism at the 2023 NSW Tourism Awards.
 - Global Top 100 Green Destinations Story for four consecutive years.
 - First Place for Destination Management at the Global 2024 Green Destinations Story Awards at ITB Berlin.
 - Finalist for Nature & Scenery at the Global 2025 Green Destinations Story Awards, marking the second year of recognition at ITB Berlin.
 - Double finalist in the 2024 NSW Tourism Awards for Destination Marketing and Campaigns and Visitor Services.

- Local Tourism Industry
 - Australian Reptile Park Gold Winner in 2023 Qantas Australia Tourism Awards for Major Tourist Attraction.
 - Firescreek Botanical Winery finalist in 2024 NSW Tourism Awards for Winery, Brewery and distillery.
 - Fun Haus Factory state winners in 2024 NSW Business Awards for Outstanding 24-Hour Economy Collaboration Category' for "Origami -Folding Light & Sound.
 - Australian Reptile Park winner in 2024 Central Coast Business awards for Outstanding Visitor Experience.
 - Narara Ecovillage finalist in 2024 Banksia Sustainability Awards for Place Making.
 - Amber Lane Distillery winner in Sydney Royal Distilled Spirits Show for Single Malt Whiskey.
 - Hawkesbury Brewing Co won gold in Sydney Royal Beer and Cider Show for two craft beers.
 - The Wild Flower Bar & Dining 'Commended - A Good Restaurant' in 2024 Central Coast Restaurant Chef Hat Awards.
 - The Cowrie 'Commended - A Good Restaurant' in 2024 Central Coast Restaurant Chef Hat Awards.
 - Yellowtail 'Commended - A Good Restaurant' in 2024 Central Coast Restaurant Chef Hat Awards.
 - L'islede France 'Commended - A Good Restaurant' in 2024 Central Coast Restaurant Chef Hat Awards.

These figures and accolades reinforce the Central Coast's position as a thriving destination, with tourism continuing to drive economic growth.

Stakeholder Engagement

This CCDMP is informed by independent research and analysis, as well as consultation with industry representatives, community groups, broader community and businesses, Council and Government stakeholders. The engagements were undertaken virtually via videoconferencing, and online discussion and feedback across August and September 2021 due to COVID-19 restrictions.

The CCDMP was developed incorporating feedback generated from:

- Stakeholder engagements with key government agencies and key local operators with investment potential identified by Council.
- Four industry workshops attended by over 30 industry members, undertaken across the sub-regions of North Coast, South Coast, Hinterland and Gosford to identify specific issues and opportunities.
- A wide-reaching community and business online survey, distributed by Council to over 5,000 contacts to broaden the understanding of challenges and opportunities. The survey received approximately 650 responses.

- Workshop and follow-up consultation with internal Council stakeholders including representatives from planning, economic development, open space and recreation, community and culture, events and placemaking, environmental management, Central Coast Stadium and communications, marketing and customer engagement.

In 2025, extensive industry and stakeholder consultation will be conducted during the development of the Central Coast Destination Management Plan 2026-29.

Financial Considerations

Financial Year (FY) Implications.

The proposal does not have financial implications for the current year or outer years in the LTFP.

Budget and Long-Term Financial Plan (LTFP) Impact.

The FY adopted budget includes funding for this proposal and the LTFP includes funding for the ongoing impact.

At its meeting held 19 October 2020, Council resolved the following:

1108/20 That any motions put before Council for the remainder of this term of Council that have financial implications require the Chief Executive Officer to provide a report on how those additional costs will be met.

The following statement is provided in response to this resolution of Council.

Council actions listed and budgets nominated within the CCDMP are noted from existing programs and budget allocations. Where nominated funds are outside this scope, priority levels will be considered. The CCDMP includes securing investment and grant funding to deliver projects and Council's internal Marketing and Tourism teams will continue to actively apply for grant opportunities to enable completion of actions in the CCDMP.

Where actions have been identified in the CCDMP as the responsibility of parties outside Council, Council is consulting with those stakeholders to ensure their commitment to funds and deliverables noted.

Link to Community Strategic Plan

Theme 2: Smart

Goal E: Environmental resources for the future

S-C4: Promote and grow tourism that celebrates the natural and cultural assets of the Central Coast in a way that is accessible, sustainable and eco-friendly.

Risk Management

Risks to Council's reputation from poorly coordinated actions or under-resourced teams to progress the strategies of the CCDMP within the allocated timeframe. Risk is mitigated through a dedicated internal team, resourceful stakeholder consultation, internal collaboration, and the strategic provision of actions in existing and newly founded Council strategies and operational plans.



Critical Dates or Timeframes

The CCDMP Progress of Actions 2024 report will be presented at the Ordinary Council Meeting on 29 April 2025.

A further report on the progress of actions will be provided in early 2026 to finalise the Central Coast Destination Management Plan 2022-2025.

Council will begin developing the next Destination Management Plan (2026-2029) in mid-2025, engaging with industry and community stakeholders to ensure it meets the evolving needs of visitors, businesses, and residents.

Attachments

- | | | |
|---|--|-----------|
| 1  | Attachment 1 Destination Management Plan 2022-2025 Progress of | D16641556 |
|  | Actions 2024 | |

Attachment 1

CCDMP 2022-2025: Progress of actions 2024



Central
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Attachment 1 - Central Coast Destination Management Plan 2022-2025: Progress of actions 2024

Progress on strategic framework with six Themes

The Central Coast Destination Management Plan (CCDMP) sets out six key strategic Themes to guide investment. Each Theme outlines supporting Priority Projects and Actions Plans to assist Council to take a proactive, facilitative role in delivering economic and community benefits for the visitor economy across the Central Coast region.

Destination Central Coast is Council's internal team that facilitates, and delivers actions, along with service areas within Council and external partners.

Tables 1-6 summarises the progress of Council actions in Year 3 to support the strategic Themes of the CCDMP.

1 Theme 1: Identity, Awareness, and Placemaking

Theme 1 Focus: Building a strong brand identity to ensure the Central Coast is recognised as a premium and compelling holiday destination. Creating rich and active places across the seasons, a vibrant night-time economy, and a sense of place will rewrite the Central Coast narrative.

Four Priority Projects identified:

- *Central Coast Township Revitalisation Project*
- *Night-Time Activations and Enhancements*
- *Seasons of Central Coast Marketing Campaign*
- *Coast to Country Touring Itineraries*

Table 1: Theme 1: Identity, awareness, and Placemaking Projects; Project and Actions summary:

Project and Actions	Partners (Bold to lead)	Priority	Progress
1.1 Central Coast Township Revitalisation Project (Priority Project) • Identify towns of the Central Coast that need amenity improvements that will strengthen their	CCC (Central Coast Council), Industry, Chambers of Commerce	Medium	Action underway Town Centre amenity improvements are undertaken annually to meet service needs, these include aesthetic upgrades, business engagement and improvements, place making initiatives and signage.

Project and Actions	Partners (Bold to lead)	Priority	Progress
<p>appeal to the visitor economy.</p> <ul style="list-style-type: none"> Undertake a Central Coast Tourism Township Streetscape and Foreshore Masterplan for identified towns. 			<p>Street Design Guideline and Landscape Specifications was adopted by Council May 2024. Council is now preparing a draft Landscape and Street Design chapter to be included in the Development Control Plan 2022.</p> <p>Wyong District Place Plan requires funding to complete appropriate Traffic and Economic modelling. This is in response to the Pacific Highway upgrades and planning reforms to accommodate the predicted growth and to test the projects identified in the development of the plan.</p> <p>Gosford has been identified for roads, streetscape and amenity improvements. Identified priority projects include a Pedestrian, Transport and Traffic study along with streetscape improvement plans for Mann Street and Showground Road.</p> <p>This is an ongoing action and will likely be incorporated into the next DMP 2026-2029.</p>
<p>1.2 Coast to Country touring itineraries (Priority Project)</p> <ul style="list-style-type: none"> Identify touring itineraries that link coastal destinations with hinterland products. Develop and promote itineraries on 	CCC , DNSW / DSSN	Short	<p>Action complete</p> <p>Destination Central Coast developed 15 itineraries to drive visitor dispersal from coast to country and promoted these through the Love Central Coast website and "Always On" digital campaign to over a100k social audience.</p> <ul style="list-style-type: none"> New curated Itineraries promoted in 2024 include: <ul style="list-style-type: none"> Things to do in Jilliby and Dooralong during Harvest Festival.

Project and Actions	Partners (Bold to lead)	Priority	Progress
Love Central Coast website.			<ul style="list-style-type: none"> ○ Things to do in Yarramalong and Kulnura during Harvest Festival. ○ Things to do in Mangrove Mountain and Peats Ridge during Harvest Festival. ○ Harvest Festival Foodie Wonderland 2023 Schedule. ○ Things to do in Somersby during Harvest Festival. ○ Ultimate eco adventure tour. ○ Central Coast from headland to hinterland. ● Itineraries on LoveCentralCoast.com grew +69% YoY (151,732 total pageviews in 2024). ● Paid social ads on three itineraries in market October – December 2024 as part of Always On Content Strategy: <ul style="list-style-type: none"> ○ 136,171 Impressions. ○ 76,198 Reach. ○ 7,037 Clicks.
<p>1.3 Seasons of Central Coast Marketing Campaign (Priority Project)</p> <ul style="list-style-type: none"> • Work with a marketing agency to develop a Seasons of Central Coast marketing campaign. • Deliver the campaign over a two-year period. 	CCC , DNSW / DSSN, Industry	Short	<p>Action complete</p> <p>Destination Central Coast (DCC) launched its first seasonal tourism advertising campaign during the off-peak Winter season of 2023, targeting Sydney and key interstate fly and drive markets.</p> <p>In 2024 DCC launched the 'Eco Destination Adventures' consumer marketing campaign, aimed at promoting off-peak travel during July and August.</p> <p>Additionally, the "Always On Tourism" ad campaign has rolled out seasonal messaging, including the Central Coast Spring Campaign</p>

Project and Actions	Partners (Bold to lead)	Priority	Progress
			<p>(September to December 2024). This campaign has achieved over 1.5 million impressions and 5,000 goal completions.</p> <p>Always On campaign statistics include:</p> <p><u>June – October 2023</u> Impressions: 18,309,937</p> <p><u>November 2023 – February 2024</u> Impressions: 11,277,668</p> <p><u>March – May 2024</u> Impressions: 18,311,479</p> <p><u>June – August 2024</u> Impressions: 9,889,777</p> <p><u>September – November 2024</u> Impressions: 2,403,684</p>
<p>1.4 Gateway interventions at Mooney Mooney and Bushells Ridge</p> <ul style="list-style-type: none"> Undertake a feasibility study and concept design for gateway interventions for the Central Coast. This will consider prioritising sites followed by concept design. 	<p>CCC, local artists</p>	<p>Medium</p>	<p>Action underway Project is paused pending further action from State Government including Destination NSW and Transport for NSW signage program. Action to be reviewed and considered for the next DMP.</p>
<p>1.5 Night-time activations and enhancements (Priority Project)</p> <ul style="list-style-type: none"> Undertake a night-time activation and enhancement strategy which identifies 	<p>CCC, Chambers of Commerce, Industry</p>	<p>Medium</p>	<p>Action underway A Night Time Economy Discussion Paper was adopted by Council in April 2024.</p> <p>Development of an Action Plan is in progress. Two Central Coast town centres (Terrigal and Gosford) with industry-led submissions, have</p>

Project and Actions	Partners (Bold to lead)	Priority	Progress
intervention concepts for night-time economy precincts, understanding barriers to night-time activity (including zoning, compliance).			completed the NSW Government's 24-Hour Economy Strategy's Uptown Accelerator program in October 2024.
1.6 VFR (Visiting Friends and Relatives) marketing campaign (discover your own backyard) • Develop a discover your own backyard campaign for Central Coast locals. This should include social media campaign linking with community Facebook pages, use of Instagram to promote the region's assets.	CCC, Industry	Ongoing	Action underway Marketing planning is underway for the Visiting Friends & Relatives campaign. The campaign is scheduled for implementation during the 2025 shoulder season (February-March 2025) and will be executed primarily through social media. Creative campaign assets are being developed to effectively engage both locals and their guests.
1.7 Local ambassador program • Continue to use local ambassadors to promote local products and destinations.	CCC, Industry	Ongoing	Action complete Destination Central Coast delivered two key tourism marketing and content development campaigns featuring 36 'Local Advocates' showcased in Local Guides via Love Central Coast, plus 15 'Brand Advocates' showcased via published stories in the 'Create Your Story' campaign. Council invested in asset production of videography, photography and editorial with promotion ongoing since 2022. 2024 results: Local Guides with 10,994 total views with an average engagement of 1 minute 11 seconds.

Project and Actions	Partners (Bold to lead)	Priority	Progress
			Create your story with 824 total views, with average engagement of 41 seconds.
1.8 Sydney marketing program - 'An escape on your doorstep' • Develop targeted campaigns to Inner Sydney and North Western Sydney to escape to the Central Coast.	CCC , DNSW	Ongoing	Action complete Destination Central Coast developed and executed targeted campaigns aimed at the Sydney and Surrounds market, promoting the Central Coast as an ideal escape destination. Monthly campaigns (Always On and What's On) from November 2023 – December 2024, highlighted the region's unique selling points driving visitation and boosting the visitor economy. This resulted in a total advertising spend of \$232,081 resulting in 50 million impressions and a reach totalling 9.9 million.
1.9 Product packaging • Work with Hinterland and Coastal attractions businesses to package products to domestic and international markets.	Industry , CCC	Short-Medium	Action underway Destination Central Coast has developed product bundling opportunities for the local tourism industry on LoveCentralCoast.com. This initiative includes promoting and participating in Destination NSW industry programs, such as the Experience Development Workshop and the NSW First Program, to help businesses become export ready. Additionally, Destination Central Coast will showcase these export-ready operators as a packaged offering at the Australian Tourism Exchange 2024, promoting the Central Coast to both domestic and international buyers.

1.2 Theme 2: Eco Destination, Nature, Water and Trails

Theme 2 Focus: Celebrating the unique coastal and hinterland environment through product development and supporting infrastructure, facilities and services to create unparalleled and motivating nature based and wellness experiences.

Three Priority Projects identified:

- Waterway tourism activation strategy
- Darkinjung Waterway Tour and Overnight Camping experience
- Develop a signature water based 'eco-tourism' experience/s that strengthens brand identity

Table 2: Theme2 Eco Destination, Nature, Water and Trails Projects, Project and Actions summary:

Project and Actions	Partners (Bold to lead)	Priority	Progress
<p>2.1 Waterway tourism activation strategy (Priority Project)</p> <ul style="list-style-type: none"> • Undertake a masterplan and activation plan for the Central Coast's key estuaries including Brisbane Water, Kincumber Broadwater, Tuggerah Lake and Budgewoi Lake. 	<p>CCC, NSW National Parks & Wildlife Service</p>	Medium	<p>Action underway</p> <p>Five Coastal Management Programs (CMP) are currently being developed, each with a 10-year lifespan in alignment with the NSW Coastal Management Framework. This framework outlines a 5-stage process for the development and implementation of CMPs. CMPs are scheduled for delivery between 2025 to 2026, pending final adoption and certification.</p> <p>Destination Central Coast activated waterway tourism through the promotion of 'Waterways & Coastlines' visitor information hub on LoveCentralCoast.com, developed in collaboration with the Catchments to Coast team.</p> <p>This is an ongoing action and will be considered into the next DMP 2026-2029.</p>
<p>2.2 Darkinjung Waterway Tour and Overnight Camping Experience (Priority Project)</p> <ul style="list-style-type: none"> • Support Darkinjung in the development of an indigenous cultural experience. 	<p>Darkinjung Local Aboriginal Land Council, CCC, NSW National Parks & Wildlife Service</p>	Short-Medium	<p>Action underway</p> <p>Destination Central Coast has established an ongoing partnership with the Darkinjung Local Aboriginal Land Council, which has led to the development of the new 'Aboriginal Experiences' visitor hub on LoveCentralCoast.com.</p> <p>This hub will promote local cultural tourism products. The next steps involve product development and</p>

Project and Actions	Partners (Bold to lead)	Priority	Progress
<ul style="list-style-type: none"> Undertake a feasibility study and business plan for the establishment of the experience. 			promotion, carried out in respectful collaboration with the Darkinjung Local Aboriginal Land Council.
<p>2.3 Develop a Signature Water Based 'Eco-Tourism' Experience/s that Strengthens Brand Identity (Priority Project)</p> <ul style="list-style-type: none"> Promote the opportunity to establish a signature water based eco-tourism experience that includes linkages with seafood. 	Industry, CCC	Medium	<p>Action complete</p> <p>Destination Central Coast supported the launch of a new waterway-based ecotourism product in 2023-24, promoting an immersive oyster experience on the Hawkesbury River with Sydney Oyster Farm Tours. This experience is the first ECO Certified oyster farm in New South Wales, an achievement supported by Council's Eco Advocate Incentive program for industry, in partnership with Ecotourism Australia.</p>
<p>2.4 Undertake a mountain biking strategy for Central Coast which identifies opportunity for investment in mountain biking</p> <ul style="list-style-type: none"> Complete a mountain biking strategy drawing on the feasibility study for mountain biking recently completed. 	CCC, Forestry Corporation of NSW, NSW National Parks & Wildlife Service	Short	<p>Action underway</p> <p>In December 2024 Council resolved for a report on Mountain Bike Infrastructure that is appropriate for open space use to be presented to Council by May 2025.</p> <p>Council has made preliminary budget provisions in 2025-26 for a Mountain Biking Strategy to be developed.</p>
<p>2.5 Achieve recognition as a National Surfing Reserve</p> <ul style="list-style-type: none"> Complete registration to 	CCC	Medium	<p>Action complete</p> <p>Norah Head named a National Surfing Reserve officially on 27 November 2022, led by Norah Head National Surfing Reserve Committee, supported by Council, Darkinjung Local Aboriginal Land Council and community groups.</p>

Project and Actions	Partners (Bold to lead)	Priority	Progress
<p>become a recognised National Surfing Reserve.</p> <ul style="list-style-type: none"> Utilise the National Surfing Reserve status in marketing and online media. 			<p>Destination Central Coast committed to ongoing promotional support on relevant channels.</p>
<p>2.6 Develop a coastal nature trail from Frazer Park to The Entrance</p> <ul style="list-style-type: none"> Investigate the feasibility for a coastal trail linking Frazer Park with The Entrance. 	CCC , NSW National Parks & Wildlife Service	Medium	<p>Action underway</p> <p>Delivery of a 1-2 year masterplan is underway with Transport for NSW and NSW National Parks and Wildlife Services, who are at the memorandum of understanding (MOU) stage, and anticipated to finalise in March.</p> <p>This masterplan will assess feasibility, constraints, opportunities, marketing and community needs.</p> <p>This is an ongoing action and will be incorporated into the next DMP 2026-2029.</p>
<p>2.7 Investment in walking trails and shared pathways</p> <ul style="list-style-type: none"> Working with NSW National Parks & Wildlife Service investment and promote short walks of the Central Coast. Delivery of shared pathway opportunities, including Point Clare to Gosford Railway Shared Path and the 	CCC , NSW National Parks & Wildlife Service	Medium	<p>Action underway</p> <p>Destination Central Coast launched a new 'Trails' visitor hub on LoveCentralCoast.com in 2024 as part of the Bushfire Local Economic Recovery Fund project, mapping more than 100 self-guided trails.</p> <p>The shared pathway from Gosford to Point Clare railway remains identified as one of two signature projects in the Central Coast Bike Plan 2019-2029. Currently unfunded for design and/or construction.</p> <p>The remaining signature project - the Magenta shared pathway continuation was completed in December 2024.</p>

Project and Actions	Partners (Bold to lead)	Priority	Progress
continuation of the Magenta Shared Path.			This is an ongoing action and will be incorporated into the next DMP 2026-2029.

1.3 Theme 3: Produce, creators, and culture

Theme 3 Focus: Central Coast should showcase the diverse local narratives and tell the stories of the Coast's makers and creators, the abundant natural produce, and the layers of culture and heritage.

Three Priority Projects identified:

- *Hinterland Agri-Tourism 'Visitor Ready' Program*
- *Oyster 'Food Brand' and Supporting Product Development*
- *Foodie Events Program*

Table 3: Theme 3 Produce, creators, and culture Projects, Project and Actions summary:

Project and Actions	Partners (Bold to lead)	Priority	Progress
3.1 Hinterland AgriTourism 'Visitor Ready' Program (Priority Project) • Develop a visitor ready program with the support of DNSW.	CCC , DNSW	Medium	Action complete Destination Central Coast implemented a visitor ready program through the following initiatives: <ul style="list-style-type: none"> • Launched a new 'Hinterland' visitor hub on LoveCentralCoast.com. • Developed a digital and printed seasonal guide named, "Pick Your Own Farm Gates". DCC is committed to maintaining ongoing consultations with Destination NSW's Agritourism product management team to advance any visitor ready activities and training aimed at enhancing the local Central Coast tourism industry.
3.2 Oyster 'Food Brand' and Supporting Product	Oyster Industry , CCC	Short-Medium	Action underway In 2024, Destination Central Coast established a dedicated hub titled, 'World of Pearls and Oysters on the

Project and Actions	Partners (Bold to lead)	Priority	Progress
<p>Development (Priority Project)</p> <ul style="list-style-type: none"> • Work with the Oyster industry to develop a regional Oyster brand and marketing plan to raise the awareness of the Oyster industry as a commodity. 			<p>Central Coast' on LoveCentralCoast.com, featuring:</p> <ul style="list-style-type: none"> • Oyster food products (Broken Bay Akoya pearl oyster). • Visual map showcasing oyster products and bookable experiences. • Educational resources on sustainable oyster practices. <p>A marketing plan is currently in progress with Destination Central Coast to enhance the promotion of the regional oyster brand in 2025.</p>
<p>3.3 Foodie Events Program (Priority Project)</p> <ul style="list-style-type: none"> • Develop a foodie events program which promotes local produce, Central Coast branded farmers markets. 	CCC , Central Coast Food Alliance	Medium	<p>Action complete</p> <p>Destination Central Coast developed a 'Cuisine and Culture' hub featuring local foodie events such as Harvest Festival and local markets. The events and hub promoted monthly in the 'Always On' and 'What's On' paid digital marketing campaigns.</p>
<p>3.4 Develop foodie itineraries, including expanding the Meet the Makers Trail</p> <ul style="list-style-type: none"> • Audit and implement a food trail connecting hinterland and coast. 	Local food industry , CCC	Short	<p>Action complete</p> <p>Destination Central Coast implemented a Central Coast Makers Trail itinerary to enable supportive promotion on LoveCentralCoast.com, featuring the current expanded 12x businesses trail, to be promoted to consumers in collaboration with Central Coast Industry Connect in 2025.</p>
<p>3.5 Support investment in distillery and brewery experiences in the hinterland</p>	Industry , Central Coast Food Alliance, Independent Brewers Associations, CCC	Medium-Long	<p>Action complete</p> <p>Destination Central Coast developed a dedicated consumer page on LoveCentralCoast.com representing key, award-winning regional distilleries, breweries and fruit winery, supporting operators to showcase regional strength in</p>

Project and Actions	Partners (Bold to lead)	Priority	Progress
<ul style="list-style-type: none"> Promote enhancement and investment in hinterland destination breweries and distilleries. 			<p>beverage industry and credibility for seeking grant funding.</p> <p>Highlights from local breweries and distilleries include:</p> <ul style="list-style-type: none"> August 2024 - Firescreek Botanical Winery supported through Council's funded Eco Advocate Incentive program to become first winery in Australia to achieve ECO Certification and a Finalist in Winery, Brewery and Distillery category at NSW Tourism Awards 2024. October 2024 - Amber Lane Distillery achieves Champion Small Batch Spirit trophy at 2024 Royal Australian Spirits Awards and Best Cask Strength Whisky medallion. Oct 2024 - Destination Central Coast partnered with Distillery Botanica to host a Garden and Distillery Tourism Industry Famil. <p>Dec 2024 - Independent West Australian craft brewery, Beerfarm, announced the 2025 build of new brewery and taphouse in Glenworth Valley.</p>
<p>3.6 Development of an arts and cultural precinct</p> <ul style="list-style-type: none"> Identify a potential location for development of a cultural precinct on the Central Coast. 	CCC	Long	<p>Action deferred</p> <p>Wyong is identified in the Central Coast Cultural Plan as a Cultural Hub on the Central Coast. Noted as an action in the Cultural Plan, progress on this action is paused while updated plans and resourcing are reviewed. Action to be reviewed for consideration in 2026-2029 DMP.</p>

1.4 Theme 4: Events, Festivals and Conferencing

Theme 4 Focus: Delivering signature events aligned to the region’s comparative strengths, utilising the regions natural assets to build a strong event brand and growing the business and conferencing events sector to develop a robust and sustainable year-round visitor economy.

Three Priority Projects identified:

- *Develop Harvest Festival into Signature Event*
- *Central Coast Stadium Precinct Masterplan*
- *Business Events Marketing and Attraction Action Plan*

Table 4: Theme 4 Events, Festivals and Conferencing Projects, Project and Actions summary:

Project and Actions	Partners (Bold to lead)	Priority	Progress
4.1 Develop concept of Harvest Festival • Prepare a business plan for the future development of the Harvest Festival in conjunction with industry, with the aim of shaping and enhancing the concept, and improving the event quality.	CCC , Hinterland industry	Short	Action underway Event Marketing & Digital Strategy completed by Council in April 2024, guiding the future development of the Harvest Festival to market the event and attract out of area visitation. The strategy included enhancing the concept through owned channels such as LoveCentralCoast.com to guide visitors throughout the hinterland. In addition to the strategy, Council conducted an EOI to hinterland operators (industry) to take part in the event. Event hubs that shape the overall Harvest Festival, were developed in collaboration with industry. Council conducted a post event survey for insight into improving event quality for future years.
4.2 Investigate long-term opportunity for business events bureau • Following growth and investment in conferencing and accommodation, investigate the	CCC , DNSW	Long	Action complete After some investigation, it has been concluded that the existing Destination Central Coast, Business Events Hub adequately serves the needs of business events venues on the Central Coast.

Project and Actions	Partners (Bold to lead)	Priority	Progress
<p>potential for a business and events bureau for the Central Coast.</p>			<p>Currently, Destination Central Coast is actively promoting business events through initiatives, including:</p> <ul style="list-style-type: none"> • An online Business Events hub on LoveCentralCoast.com that offers multiple resources. • Regional representation at Asia Pacific Incentives and Meetings Event (AIME) 2024. • A feature in Spice Magazine 2024. <p>Representation at Destination NSW Business Event Showcase 2024.</p>
<p>4.3 Develop a business events marketing and attraction action plan</p> <ul style="list-style-type: none"> • Undertake a business events marketing and attraction plan. 	<p>CCC, Business events and accommodation sector</p>	<p>Medium</p>	<p>Action complete</p> <p>Destination Central Coast developed a Business Events Marketing and Attraction Plan to support local industry throughout 2025, including:</p> <ul style="list-style-type: none"> • Business Events hub on LoveCentralCoast.com providing resources including business event brochure to local industry and out of region prospects. • Photography and videography assets produced to support promotional efforts of business events. • Regional representation at Asia Pacific Incentives and Meetings Event (AIME) 2024 to promote Central Coast as a business events destination. • Spice Magazine feature 2024 promoting Central Coast to the business events sector. <p>Regional representation at Destination NSW Business Event Showcase 2024 promoting Central</p>

Project and Actions	Partners (Bold to lead)	Priority	Progress
			Coast as a business events destination to wholesalers.
<p>4.4 Food and produce events</p> <ul style="list-style-type: none"> Promote opportunities for food and produce events. 	Industry, CCC	Medium	<p>Action complete</p> <p>Destination Central Coast conducted an EOI requesting interested vendors to engage with local foodie events, supporting the annual Council-run events program, including Harvest Festival, Taste of Toukley and Taste of Wyong. The EOI was promoted through Destination Central Coasts' consumer marketing channels.</p> <p>In 2024, Harvest Festival attracted an estimated 51,000 attendees, resulting in a regional economic boost of \$6.1M generated from promoting the produce-rich Hinterland. Taste of Wyong had 11 local eateries involved in the event with 3,500 in attendance. Taste of Toukley had 11 local eateries involved in the event with 2,000 in attendance.</p>
<p>4.5 Investigate events transport services</p> <ul style="list-style-type: none"> Investigate opportunity for flexible transport initiatives to support events across Central Coast. 	CCC, Transport for NSW	Long	<p>Action complete</p> <p>Central Coast Council trialed several flexible transport initiatives to support events across the Central Coast.</p> <p>Harvest Festival 2024 trialed a shuttle from public parking to a key event location. Trial was deemed successful and will be added 2025 event.</p> <p>Good Times Summer program occurred from December 2023 to January 2024. The program included a shuttle service providing safe evening travel to key locations across the event.</p>

Project and Actions	Partners (Bold to lead)	Priority	Progress
4.6 Events Review – review funding framework, resourcing and development application process to ensure support for tourism events • Undertake an internal review of events funding, resourcing and approach to events development for the tourism sector.	CCC	Short-Medium	Action complete An Event Marketing & Digital Strategy and Event Branding & Creative Strategy completed and received by Council in April 2024, guiding the future technical, functional and visual application of a holistic approach to Council's portfolio of internally managed annual festivals and events. Recommendations for implementation are included and aligned to the DMP.

1.5 Theme 5: Enabling Infrastructure

Theme 5 Focus: The Central Coast will develop strong foundations for visitor economy growth through infrastructure, transport connections, accommodation and visitor services that support a thriving Central Coast.

Two Priority Projects identified:

- *Connecting Central Coast - Public Transport Advocacy Project*
- *Accommodation Investment*

Table 5: Theme 5 Enabling Infrastructure Projects, Project and Actions summary:

Project and Actions	Partners (Bold to lead)	Priority	Progress
5.1 Connecting Central Coast - Public Transport Advocacy Project (Priority Project) • Continue to support the connecting Central Coast public	Transport for NSW, CCC	Short	Action underway Central Coast Strategic Regional Integrated Transport Plan is underway with Transport for NSW and NSW Government to support the advancement of the Central Coast's public transport.

Project and Actions	Partners (Bold to lead)	Priority	Progress
transport advocacy project.			
5.2 Accommodation Investment (Priority Project) • Undertake detailed accommodation opportunities and investment study with supporting investment prospectus.	CCC	Medium	Action complete An Accommodation Audit was completed in 2024. A Central Coast Visitor Accommodation Futures Study and Development Action Plan is underway followed by a Prospectus due in early 2025.
5.3 Implement car park monitoring infrastructure • Implement infrastructure in key visitor nodes to monitor and investigate carparking usage and the need for carparking expansion.	CCC	Medium	Action deferred Central Coast Carparking Study and Implementation Plan 2020-2025 endorsed by Council in 2021. Long-term priority for Council, to be further developed and actioned in 2028-2030. Action to be reviewed for consideration in 2026-2029 DMP.
5.4 Visitor servicing improvements, including implementing wayfinding signage strategy, deliver visitor guides and regional maps, and reinvestment in The Entrance VIC • Review visitor services plan and implement key actions including review of signage, physical	CCC	Medium-long	Action complete Destination Central Coast completed first Town Centre Wayfinding Signage Strategy packages (Ettalong Beach and The Entrance) in 2024. Suite of new, on-brand visitor servicing collateral developed by Destination Central Coast including marquee, wooden map, interactive visitor centre screen, neighbourhood guides and postcards, printed regional map and Visitor Guide.

Project and Actions	Partners (Bold to lead)	Priority	Progress
information assets and distribution and collateral.			Destination Central Coast distributed Central Coast Visitor Guide Vol 3 with 15,000 delivered in region and 19,000 out of region to other visitor centres and information points.
<p>5.5 Identify critical infrastructure needs and develop a Visitor Infrastructure Investment Plan</p> <ul style="list-style-type: none"> • Identify critical needs and opportunities for visitor economy infrastructure investment. • Develop business cases for key infrastructure investment projects to attract State and Federal Government Funding. • Identify funding programs to fund this investment. 	CCC , State Government	Short-medium	Action deferred To be reviewed and undertaken in the next Destination Management Plan post 2026.
<p>5.6 Support Accessible Tourism Development</p> <ul style="list-style-type: none"> • Identify key visitation locations and enable accessible tourism through facilities and infrastructure. 	CCC	Short-medium	Action complete New Accessible and Inclusive experiences hub launched on LoveCentralCoast.com, featuring tourism content development in collaboration with The Access Agency in 2024. The project resulted in 6x digital Asset Cards showcasing key access information for the Central Coast Visitor Centre, Australian Reptile Park, Iris Lodge Alpacas, accessible beaches, parks and reserves.

Project and Actions	Partners (Bold to lead)	Priority	Progress
			Accessible and Inclusive Tourism is further supported by Council adopting the Hidden Disabilities Sunflower program at the Central Coast Visitor Centre and key customer service sites in region.
5.7 Support RV touring • Identify investment required to support RV touring and visitation, including signage and dump points. • Undertake co-operative marketing with neighbouring Councils, the Pacific Drive and DNSW.	CCC, Neighbouring Councils Pacific Drive DNSW	Short-medium	Action underway Central Coast Council holiday parks, including Patonga Camping Ground, are equipped to support RV touring with tourist-powered sites, including convenient drive-through options and dump point facilities for waste disposal. The Pacific Drive marketing program funding has been discontinued by DNSW.

1.6 Theme 6: Industry Development and Collaboration

Theme 6: Central Coast will empower and support industry development through engagement, collaboration, training and enhanced connection to create a resilient and visitor ready industry across the Central Coast.

Three Priority Projects identified:

- *Central Coast Tourism Excellence Program*
- *Development Approval Business Concierge*
- *Business Networking and Communication*

Inclusive:

- **Quarterly tourism workshops** to provide opportunity for industry input into Council activities
- **Annual Central Coast Year in Review and Planning Session** - Council present developments in last year, industry provides input into tourism planning for the next year.

Table 6: Theme 6 Industry Development and Collaboration Projects, Project and Actions summary:

Project and Actions	Partners (Bold to lead)	Priority	Progress
<p>6.1 Central Coast Tourism Excellence Program (Priority Project)</p> <ul style="list-style-type: none"> • Development of a tourism industry excellence program in conjunction with DNSW, focusing on customer experience improvement and development of 'visitor ready' businesses. • Industry to drive and promote program. 	CCC, Industry, DNSW	Short-Medium	<p>Action complete</p> <p>Delivered Tourism Excellence Program and Tourism Fundamentals Playbook via workshops and 1:1 mentoring with 15 industry members from June-August 2024, led by Tourism Tribe and Destination Central Coast. Promoted and supported DNSW NSW First Program to industry to develop visitor ready products.</p>
<p>6.2 Development Approval Business Concierge (Priority Project)</p> <ul style="list-style-type: none"> • Investigate the delivery of a development approval concierge to support businesses in the development approvals process. 	CCC	Medium-Long	<p>Action underway</p> <p>Delivery of a development approval (DA) concierge underway. DA concierge is identified as a priority project in 2025/26.</p> <p>To be reviewed and continued in the next Destination Management Plan.</p>
<p>6.3 Business Networking and Communication (Priority Project)</p> <ul style="list-style-type: none"> • Quarterly tourism workshops to provide an opportunity for 	CCC, Industry	Short	<p>Action complete</p> <p>Destination Central Coast delivered quarterly workshops including Tourism Industry Networking events, Premium Experience Design Course, Tourism Excellence Program, Digital Deep Dive and attendance at trade events. These programs</p>

Project and Actions	Partners (Bold to lead)	Priority	Progress
<p>industry input into Council activities.</p> <ul style="list-style-type: none"> Annual Central Coast Year in Review and Planning Session. 			<p>facilitated opportunities for industry to network and input into Council's activities.</p> <p>Destination Central Coast conducted a year in review Tourism Industry Networking Event showcasing visitor economy progress for the year, the Destination Marketing Strategy was presented to industry at the March Tourism Industry Event and the Destination Management Plan was reviewed in February 2024.</p>
<p>6.4 Promotion of education pathways – utilising Gosford Education Precinct</p> <ul style="list-style-type: none"> Work with the education and training sector and industry to ensure linkages exist between training providers and businesses. 	Training Providers, CCC	Short-Medium	<p>Action complete</p> <p>Destination Central Coast supported linkages between training providers and businesses throughout 2024 including 'Choose Tourism' student forum hosted at Glenworth Valley, delivered by Destination NSW, Austrade, Thrive2030 and Destination Sydney Surrounds North. Approximately 70 students from 6 schools across the region were engaged with local tourism and hospitality operators.</p> <p>Additionally, a new world-class facility announced in August 2024 will enhance education pathways and contribute to the ongoing revitalisation of Gosford's CBD with the \$67M Central Coast campus of Newcastle University in Gosford centre.</p>
<p>6.5 Build industry tools and resources, including industry toolkit</p> <ul style="list-style-type: none"> Provide Destination Central Coast assets and branding to be used by industry including Love Central 	CCC	Short	<p>Action complete</p> <p>Destination Central Coast successfully developed and provided, branded destination assets for ongoing use by local industry since 2022, including the Love Central Coast Industry Brand Toolkit, logo assets and custom campaign photography to support high quality destination marketing.</p>

Project and Actions	Partners (Bold to lead)	Priority	Progress
Coast guidelines and image library.			
6.6 Industry Famils to boost industry awareness of local offering <ul style="list-style-type: none"> • Undertake half yearly famils for industry to discover products, assets and activities offered throughout Central Coast. 	CCC		Action complete In 2024, Destination Central Coast attended ATE2024 and hosted Vivid Famils, and additionally delivered two half-yearly Industry Famils: <ul style="list-style-type: none"> • 26 August at Noonaweena Mindfulness Experience Breakfast with 30 industry members (local growers, makers, creators and hospitality venues) to connect with ECO Certified hinterland property. • 15 October at Distillery Botanica with 30 industry members on a distillery tour to understand craftsmanship of their award-winning spirits.
6.7 Business export ready program promotion <ul style="list-style-type: none"> • Support businesses to become export ready through promotion of programs offered by DNSW. 	DNSW, Central Coast Industry	Medium	Action complete Destination Central Coast continue to support local businesses by proactively marketing the free NSW First Program in collaboration with Destination NSW, promoting export ready workshops (Experience Development Workshop at Mercure Kooindah Waters Golf & Spa Resort), and attending the Australian Tourism Exchange (ATE) 2024 in Melbourne. Through ATE, the Central Coast was promoted to domestic and international tourism partners with 84 appointments. Currently the region has 16 emerging export-ready products to pursue marketing to the international audience.



Item No: 1.7
Title: DA Statistics
Department: Environment and Planning

1 April 2025 Economic Development Committee

Reference: F2025/00095 - D16748736
Author: Alison Millerchip, Section Manager Business Support and Systems
Manager: Andrew Roach, Unit Manager Development Assessment
Executive: Jamie Loader, Director Environment and Planning

Recommendation

That the Committee notes the Development Application statistics contained within the report.

Report purpose

To present to the Economic Development Committee current Development Application statistics.

Executive Summary

Development Application statistics are provided below for the information of the committee.

Report

The tables and figure on following pages represent a summary of the current Development Application assessment statistics (as at end February 2025).

The number of development applications, at end February 2025, stands at 823. This is a reduction from 918 at the start of the financial year. Development Applications 'in the system' for longer than 12 months stands at 146 at end of February 2025, which is a reduction from a peak of 186 in August 2024. There has been a month-on-month reduction in DA's older than 12 months for the period from August 2024 onwards.

There are 36 current matters currently before the Land & Environment Court (broken down in Figure 1, following page).

1.7 DA Statistics (cont'd)

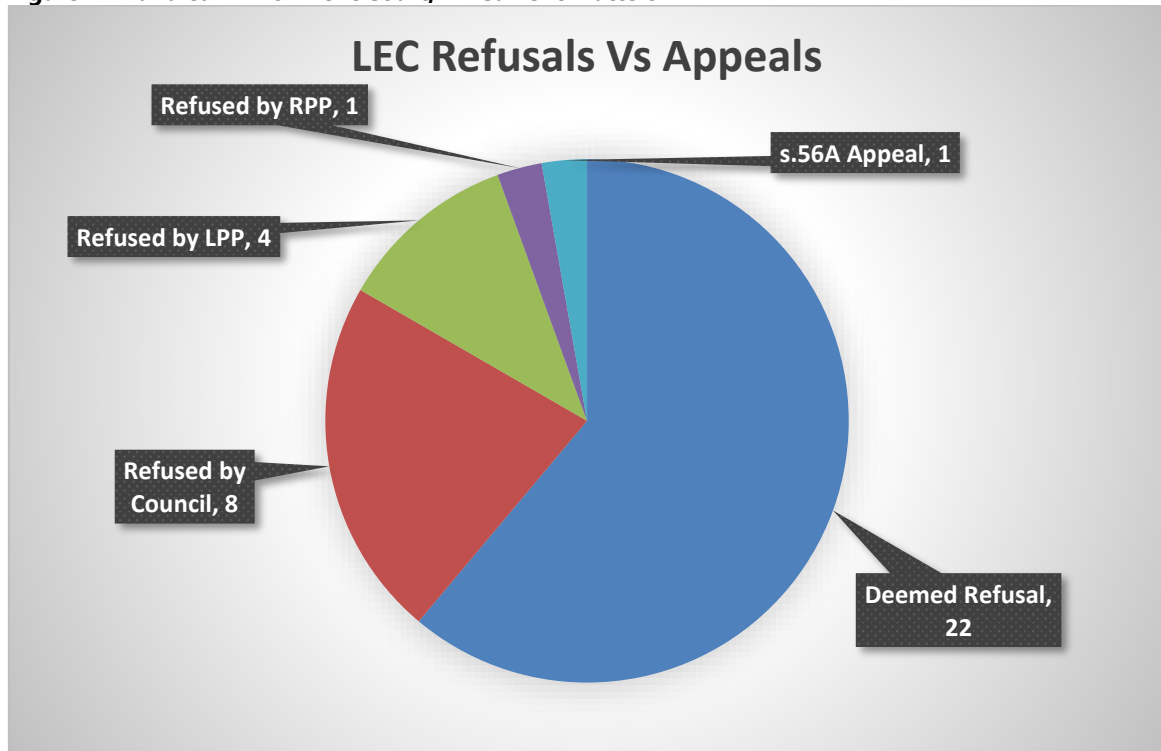
Table 1: Development Application Data

Measure	At end February 2025
Total Outstanding DA's	823
DA's Over 12 Months Old	146
Value of DA's Determined (YTD)	\$169,479,844.80
No. of Outstanding LEC Matters	36
DA's Before LPP	15
DA's Before RPP	19

Table 2: Development Application Assessment Timeframes

Measure	February 2025	Financial Year to Date (July 2024 - Feb 2025)
DA Mean Assessment Days (Gross Calendar Days)	144	151.5
DA Median Assessment Days (Gross Calendar Days)	86	91.5
DA Mean Assessment Days (Net Business Days)	88	90
DA Median Assessment Days (Net Business Days)	54	50.5

Figure 1 – Land & Environment Court, All Current Matters



Stakeholder Engagement

Nil.

Financial Considerations

Financial Year (FY) Implications.

The proposal does not have financial implications for the current year or outer years in the LTFP.

Budget and Long-Term Financial Plan (LTFP) Impact.

The FY adopted budget includes funding for this proposal and the LTFP includes funding for the ongoing impact.

Link to Community Strategic Plan

Theme 4: Responsible

Goal I: Balanced and sustainable development

R-12: Ensure all new developments are well planned with good access to public transport, green space and community facilities and support active transport.

Risk Management

The presentation of statistics presents no risk to Council.

Critical Dates or Timeframes

Nil.

Attachments

Nil.

1.8 GENERAL BUSINESS AND REVIEW ACTION LOG

**ITEM 1.8
GENERAL BUSINESS**

REVIEW ACTION LOG