

Tourism

Actions included in the 2019/20 Operational Plan support the following objectives included in the Community Strategic Plan 2030:

- SE2 We encourage economic growth and diversity

Changing how we do things

Lithgow's greatest long-term economic challenge is to grow and attract businesses and visitors, with increasing job opportunities for our resident workforce, which will grow the local economy (and population) as more dollars are retained locally.

Accordingly, Council has established a new Economic Development, Tourism and Events Division and appointed a Senior Manager who will take ownership of the delivery of Lithgow's future economic development and tourism initiatives.

The new structure will provide strategic direction to enable business and workforce capacity building, growth and new investments.

Council realises it cannot be the only player in local economic development, with economic development in the Lithgow region needing partnerships between all levels of government, the business community and residents, so the way forward will see the implementation of programs and projects that are strongly underpinned by local and regional collaboration.

Key Council Plans & Strategies

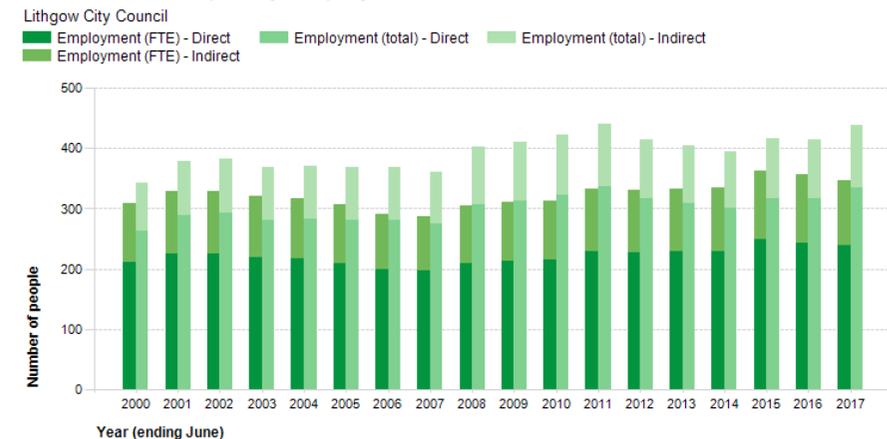
- Economic Development Strategy
- Tourism Destination Management Plan

Key Facts

- In 2016/17, the total tourism and hospitality sales in Lithgow LGA were increased from \$88.9m (2015/16) to \$92m. The total value added for 2016/17 was \$47.2m increased from \$46.7m (2015/16).
- In 2016, there were 543 people who made up the tourism and hospitality workforce in Lithgow City Council, of this 39.6% worked full-time and 59.7% worked part-time or were away from work.

Source: <https://economy.id.com.au/lithgow/tourism>

Tourism and hospitality employment



Source: National Institute of Economic and Industry Research (NIEIR) ©2016
Compiled and presented in economy.id by .id the population experts

SE2 – WE ENCOURAGE ECONOMIC GROWTH AND DIVERSITY

DELIVERY PLAN (2017-2021)	OPERATIONAL PLAN (2019-2020)			
Delivery Program Action (4 years)	Action	Performance Measure	Target	Responsible Department
SE2.2 A strong tourism Industry that maximises benefits from visitors to the Lithgow LGA.	SE2.2.1 Manage the Visitor Information Centre and use online tools to enable in-location visitor dispersal, experiences and spend.	Increase social media presence and customer satisfaction measure by visitor comments and annual survey.	100% complete	Tourism
	SE2.2.2 Deliver LithGlow and Halloween as Council's two signature events.	Events delivered and sponsorship secured.	100% complete	
		Events researched, debriefed and reported.	100% complete	
	SE2.2.3 Provide professional support and advice to notable LGA festivals and events and support Australia Day festivities in Lithgow.	Support provided to local tourism events.	100% of enquiries assisted	
		Marketing and promotional support of local events via online platforms.	100% complete	
		Deliver temporary programs and events within the Cultural Precinct including Blast Furnace Park.	2 per annum	Community & Culture Tourism
		Promote Australia Day events to the community.	100% complete	Tourism
		Official Ceremony coordinated and promoted to official guests and the community.	100% complete	Community and Culture
		Deliver Christmas in the Plaza and install Christmas decorations.	100% complete	Tourism
	Participate in Railfest 2019, the festival celebrating 150 years since the opening of the Bowenfels line	100% complete	Community & Culture	

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SE2.2 A strong tourism Industry that maximises benefits from visitors to the Lithgow LGA.	SE2.2.4 Research, identify and secure larger-scale events that deliver profile, visitation and economic benefit.	Implementation of the Events Attraction Package. <ul style="list-style-type: none"> • Events opportunities research conducted. • Events approached and secured. 	100% complete	Tourism
	SE2.2.5 Refresh gateway and tourism signage in LGA.	Gateway billboards updated annually.	100% complete	
	SE2.2.6 Enhance and create strong partnerships with local tourism businesses.	Visit tourism businesses on a regular basis to ensure visitor information and marketing communications are current and up to date.	50 per annum	
		Develop and implement joint Council and Industry tourism marketing programs.	2 per annum	

TOURISM PROGRAM INCOME AND EXPENDITURE 2018/2019

Project	Project Costs \$	Funded from Sponsorship \$	Funded from Net Revenue \$
Events	188,000	(40,000)	(128,000)
Halloween	120,000	(40,000)	(80,000)
Lithglow	30,000		(30,000)
Lithgow Railfest - 150 years of rail Festival	10,000		(10,000)
Australia Day	8,000		(8,000)
Christmas In Lithgow	20,000		(20,000)
Signage	50,000		(50,000)
Tourism Signposting Production and location of destination signage to create an attractions trail, located at each of the key attractions in the Lithgow destination.	50,000		(50,000)