

# Shoalhaven Tourism Master Plan 2012-2017

## Appendix 1

### Workshop Summaries and Localities Notes



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### Note:

1. **The Workshop Tables summarise the views expressed by participants at the Workshops and are not necessarily the views of Shoalhaven City Council, the Shoalhaven Tourism Board and/or the Tourism Consultant, Jenny Rand & Associates.**
2. **While all care has been taken in preparing the Product Audit Tables, the information may not be comprehensive. The Tables were compiled from a mix of sources including the Shoalhaven Tourism Data Base, information provided by Workshop participants, local tourist brochures, field work observations and internet searches.**

## INTRODUCTION

As part of the preparation of the Tourism Plan, 12 locality-based workshops were conducted. The workshops were open to the public. The notes from the workshops and the locality assessment are summarised in the following Tables. In addition, workshops were also conducted with the Association of South Coast Accommodation Association (ASCA) and Jervis Bay Tourism.

Information sought from the Workshops included:

- Key attractions, activities and experiences offered by each of the areas – points of difference and unique selling points.
- Markets attracted to the area.
- Issues impacting on tourism in the area.
- Opportunities to strengthen and grow tourism.
- Priorities (from the local perspective), for improving the product and infrastructure base of the area.

The information was collated and sent back to the workshop participants (who had provided legible email addresses) and to Local Tourism Groups to ensure that the information accurately reflected the matters discussed at the workshops.

### Workshops Held

- Nowra
- Shoalhaven Heads
- Berry
- Kangaroo Valley
- Greenwell Point
- Culburra
- Currarong Point
- Callalla Bay – Callalla Beach – Myola
- Jervis Bay & St Georges Basin
- Sussex Inlet – Cudmirrah – Berrara
- Milton
- Ulladulla
- Bawley Coast
- ASCA
- Jervis Bay Tourism

## 1. NOWRA – BOMADERRY & SURROUNDS

### NOWRA, BOMADERRY & SHOALHAVEN RIVER CORRIDOR AREAS TO EAST & WEST OF NOWRA

Nowra-Bomaderry is the administrative and service centre of the City, and presents as such. The area does not have a strong positive profile or reputation, a result of a combination of factors including the poor presentation of the town particularly along the length of the Highway corridor, the traffic congestion problems that have plagued the town for years and a reputation for social problems. Lack of a branded 4-4.5 star hotel / serviced apartments is a major constraint for the town, limiting the ability of the City to grow the corporate, conference, meetings, entertainment, event and international visitor markets.

The perception of Nowra does not do the town justice. The presentation of the centre town is being continually improved and there has been substantial investment in the parks and reserves. The town has a concentration of quality venues, including the Entertainment Centre, Showground and the Nowra Raceways complex, two high standard golf courses plus a range of State-standard sporting facilities as well as substantial areas of natural bushland, both within and surrounding the town, and quality walking experiences. The town also has a mix of contemporary cafes. The recent opening of Nowra Fresh (specialising in local seafood and meats) is also proving very popular with visitors to the area. Rail access to Bomaderry is an asset, particularly in terms of the potential to hold large events (eg Music Festivals) in the town. The proposed Motor Sports complex and BMX-Mountain Bike complex will further strengthen the sports and recreational base of the town and provide additional venues for events and activities.

The Shoalhaven River is a significant, but totally under-capitalised upon asset, for both Nowra and the City. The River is very popular for fishing, boating, water sports and canoeing, with the River passing through visually stunning gorge country upstream of Nowra. Access to the River is relatively limited, with the access points being poorly signposted. The rural areas surrounding Nowra are scenically very attractive. Nowra is also the gateway to the National Parks and State Conservation Area along the middle reaches of the Shoalhaven River, a position that is not recognised nor capitalised upon.

Priority Projects	Main Issues
<ul style="list-style-type: none"> <li>• Significantly improve Riverside precinct – visitor facilities, cafes (or a mobile coffee cart initially), fishing jetties, viewing area, extension of walking /cycling trails. Need for a water play area</li> <li>• Improved accommodation – 4-4.5 star (not 5 star)</li> <li>• Address traffic issues – by-pass needs to happen</li> <li>• Complete sealing of MR 92 and ensure effective signage</li> </ul>	<p><u>Shoalhaven River</u></p> <ul style="list-style-type: none"> <li>• Limited places to access the river (Shoalhaven Heads, Nowra, Greenwell Point – main access points)</li> <li>• Grossly underutilised asset</li> <li>• 4 cruise operators have closed</li> <li>• Operators have limited knowledge of existing cruise operator – no promotional signage – needs a large sign on the Sailing Club.</li> <li>• House-boats – area that Houseboats have to stay in is too restrictive – not worth hiring them</li> <li>• No-where to hire canoes or pontoons</li> </ul> <p><u>Accommodation</u></p> <ul style="list-style-type: none"> <li>• Lack of a corporate hotel – needed to grow the corporate &amp; conference markets</li> </ul>

- Some operators will not package or work together
- Sites available / planning controls – do not allow properties of suitable scale to be viable
- Riverside motel development site – project fell over as developers couldn't attract financial backing

#### Presentation

- Nowra looks like a service town not a tourist town
- Overshadowed by lifestyle destinations – Berry, Milton, Huskisson

#### Road Network / Traffic

- Passing traffic doesn't stop – goes straight through, stops in South Nowra – challenge of how to encourage travellers to come into town.
- Traffic bottleneck through Nowra – people have a negative perception

#### Retail

- Not enough up-market choice - few traders but not of the concentration needed to become a recognised up-market shopping destination
- Relatively low vacancy rate – possibly around 6 shops

#### Events

- Not delivering to their potential
- Communication issues – operators don't know that events are on, don't include them on their websites. The events are listed on the Shoalhaven Holidays website – operators can link to this
- Need support from Council to better coordinate & market events
- Need for seed funding – possibly reducing over 3 years to enable events to be established
- Too much paperwork / too difficult to get DAs for events / expensive to get traffic management plans
- Visit NSW website – no events listed for the South Coast (note: DNSW will only list signature events)
- Question on whether the Events Manager / Events Board are delivering – how much value have they added to the area (\$0.5m so far).

#### Anti Social Behaviour

- Anti social behaviour by youth in Nowra

	<ul style="list-style-type: none"> <li>• Area not effectively policed by either rangers or police / no visible police presence</li> <li>• Skateboarding in town centre is an issue</li> <li>• Don't see the Crime Prevention Van in Nowra often enough</li> </ul> <p><u>Council / Regulatory Framework</u></p> <ul style="list-style-type: none"> <li>• Communication issues within Council – someone being interviewed on the ABC about events and activities – Council has given out the wrong information about Nowra. Requests from journalists for tourism / events information is not being passed onto the Tourism section.</li> <li>• Other areas (eg Forster, Entrance) have great facilities – eg water play areas for children – why can the Councils in these areas build these facilities, but Shoalhaven Council can't</li> <li>• Council – lacks vision</li> <li>• No will to help / find solutions / be pro active</li> <li>• Too hard to do business with / not open for business</li> <li>• DA process is too difficult and convoluted. Suggestion that Council should lodge a couple of dummy applications and just see how difficult it is. Council doesn't have anyone to help step people through the DA process.</li> <li>• Council not efficient in processing DAs, then as time limit approaches panics and approves less than optimal developments, rather than working with developer / applicant / community to get the best outcomes for the City</li> <li>• Need for some form of customer service personnel to help people invest in the City</li> </ul> <p><u>Information Services</u></p> <ul style="list-style-type: none"> <li>• Visitor Information Centre not well located</li> <li>• No information at Bomaderry Railway Station for visitors</li> <li>• No information outlet in the town centre</li> <li>• No information at Coach Terminal in Stuart Place – people looking for timetables. An information outlet in this location could potentially be staffed by Volunteers</li> </ul> <p><u>Promotion</u></p> <ul style="list-style-type: none"> <li>• Nowra doesn't get the publicity that other centres attract</li> </ul> <p><u>Visitor Facilities</u></p> <ul style="list-style-type: none"> <li>• No where for visitors to shower</li> <li>• No where for people arriving by train / waiting for coaches to leave luggage</li> </ul> <p><u>Opening Hours</u></p> <ul style="list-style-type: none"> <li>• Not much open on Sundays – note – now that some of the cafes are opening, there are</li> </ul>
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	<p>people in town on Sundays</p> <ul style="list-style-type: none"> <li>• Art Gallery closed on Sunday, which is the day that Bundanon is open and there are people interested in Art in the area</li> </ul> <p><u>Entertainment Centre</u></p> <ul style="list-style-type: none"> <li>• Too expensive for community groups</li> <li>• Local Physical Culture Club wanted to hold a regional event in the Centre which would have generated visitors into Nowra – couldn't afford the \$3000+ hire fee and were not prepared to take the risk that they could cover the costs</li> </ul> <p><u>Public Transport</u></p> <ul style="list-style-type: none"> <li>• Limited options for people arriving by train at Bomaderry</li> <li>• Bus services between Nowra and other destinations are relatively limited</li> <li>• Bus services operating along the Highway - limited</li> </ul>
<p><b>Strengths</b></p>	<p><b>Opportunities</b></p>
<ul style="list-style-type: none"> <li>• Shoalhaven River</li> <li>• Located on highway</li> <li>• Train service (however there is an 'end of the line' mentality)</li> <li>• Wineries / food &amp; wine</li> <li>• Sporting facilities –as a basis for attracting events</li> </ul>	<ul style="list-style-type: none"> <li>• Signature events – build a strategy around the best events in Nowra. Potential events include: <ul style="list-style-type: none"> <li>- Race meets – 2 / year attract around 4000 people, 90% of horses come from outside the area – held on Sundays – potential to organise something in town on Saturdays to encourage people to stay the weekend</li> <li>- Dragon Boat races – attract teams from outside the area.</li> <li>- Nowra Triathlon</li> </ul> </li> <li>• Promote Nowra as a daytrip destination to people holidaying in the region</li> <li>• Hub &amp; spoke development with Nowra as the Hub</li> <li>• Use electronic bill boards along Highway corridor to promote the area and events to people caught up in traffic jams</li> <li>• Utilise pontoons on the River for events and activities</li> <li>• Capitalise on Aboriginal skills and assets <ul style="list-style-type: none"> <li>- Dance group – has travelled the world</li> <li>- Good artists</li> <li>- Wreck Bay Aboriginal community doing good things with schools &amp; universities</li> <li>- Few small operators</li> </ul> </li> <li>• Improved communication and networking – to get business operators to talk to tourism operators / show case products etc</li> </ul>

Changes Occurring in the Area	Under Utilised Assets
<ul style="list-style-type: none"> <li>• Image of Nowra is changing</li> <li>• Influx of sea change businesses – across a range of retail &amp; service sectors</li> <li>• Increase in cafes &amp; restaurants</li> <li>• New businesses are bringing more energy into the area</li> <li>• Still not attracting major investment – investment is going into small business</li> <li>• Town Centre improvements / beautification of Junction Court is about to commence - improve presentation &amp; shopping environment</li> </ul>	<ul style="list-style-type: none"> <li>• Shoalhaven River corridor (see notes above)</li> <li>• Race course – only used 14 days per year, however has great infrastructure – food, beverage outlets, fully fenced etc</li> <li>• Bomaderry Creek Walk &amp; other Walks in area</li> <li>• Shoalhaven Entertainment Centre – needs to: <ul style="list-style-type: none"> <li>- Have a program of children’s shows in school holidays</li> <li>- Explore opportunities to host film festivals</li> <li>- Restructure its pricing – too expensive for community groups</li> </ul> </li> </ul>
Comments on the broader City	
<p><u>Marketing</u></p> <ul style="list-style-type: none"> <li>• The family market is well marketed to</li> <li>• There has been good work done on raising awareness of the City – driving consumers to Shoalhaven Holidays website</li> <li>• Now need to concentrate marketing on smaller niches markets</li> <li>• Operators not taking advantage of Daily Deals sites</li> <li>• Need for an APP (currently being developed)</li> </ul> <p><u>Strengths</u></p> <ul style="list-style-type: none"> <li>• Quality environment – scenically attractive – beaches, rural, national parks</li> <li>• Not overdeveloped like other coastal destinations (eg Coffs Harbour)</li> <li>• Still affordable</li> <li>• Reputation for Eco Tourism (Paperbark Camp – attracts publicity for the area)</li> </ul> <p><u>Coastal Destinations</u></p> <p>Two tier economies in some areas – quality properties being booked outside of school holidays, but low and mid market properties not popular. Money not being spent in some areas (eg Shoalhaven Heads) due to low standard of shops, cafes etc.</p>	

## Markets Attracted

Mainstream	Events	Special Interest / Activity Based	Other
Corporate – main mid-week market  Wet weather destination for the LGA Day trippers – for shopping & services	Events bring people into the area	Water skiing & wake boarding Boating Fishing Golf Horse racing	International visitors – starting to see more coming through the area  Need to be driving visitation through conferences & meetings

Visiting Friends & Relatives			
Families – caravans along the river – high number of holiday vans			
<u>Observations</u>			
Nowra is not seasonal – year round visitation			
Nowra – wet weather destination however visitation is concentrated at Stocklands			

## Product Audit

Attractions & Activities	Accommodation <sup>1</sup>	Facilities	Other
<b>Nowra (South of River)</b>			
<u>River foreshore reserves</u> - Shared pathway - Viewing platform - Public Wharf & boat ramp - Picnic area - Hanging Rock Lookout - Ben’s Walk  Shoalhaven River Cruises  <u>Museums</u> - Fleet Air Arm Museum - Meroogal - Nowra Museum  Shoalhaven Arts Centre – regional gallery Emerging cafe scene  Shoalhaven Putt Putt Golf Skydive Nowra Outdoors & Beyond – Kayaking Awesome Trike Tours Shoalhaven Houseboats	<u>Motels</u> Archer Resort & Conference Centre (48 rooms) Pleasant Way (20 rooms) Marriott Park (15 rooms) Nowra Motor Inn (32 rooms) Parkhaven Motor Lodge (30 rooms) Riverhaven Motel (22 rooms) Springs Resort Shoalhaven Sports Motel (46 rooms)  <u>Caravan Parks</u> Shoalhaven Caravan Village Willows Van Park Nowra Restpoint (Big 4)  <u>Group Accommodation</u> The Guesthouse (12 rooms)  <u>Guest House</u> The White House Heritage Guest House (9 rooms)	Public wharf & boat ramp – just east of the Bridge  Shoalhaven Entertainment Centre Roxy Cinema Complex Shoalhaven Ex-Services Club  Nowra Sailing Club Shoalhaven Rowing Club  <u>Nowra Raceways</u> Archer Racecourse - Shoalhaven City Turf Club Nowra Paceway & Speedway Pine Bowl Greyhound Track Motor Sports complex (proposed)  Sporting facilities / playing fields Showground Nowra Olympic + waterslides Yerriyong Motorcycle Track, South Nowra Nowra Rifle Club Worrigeer Links Golf Course	Regional shopping centre Stocklands Mall  University of Wollongong Shoalhaven Campus  HMAS Albatross

<sup>1</sup> A more comprehensive list of accommodation available is provided in Appendix 3.

Attractions & Activities	Accommodation <sup>1</sup>	Facilities	Other
<p>Marriott Park – large playground, lake &amp; toilet &amp; picnic facilities</p> <p>Flat Rock Dam</p> <p>Shoalhaven State Forest – mountain biking</p> <p>Triparina Nature Reserve</p> <p>Worrigeer Nature Reserve</p> <p>Currumbene State Forest – competitive mountain bike trails</p> <p>Twilight Markets (summer)</p> <p>Nowra Fresh – local produce</p>	<p><u>Self Contained</u></p> <p>+ 2 Shoalhaven Holiday Planner</p> <p>+2 Stayz</p>	<p>Shoalhaven Polo Ground</p> <p>Pet Boarding facilities (2)</p>	
<b>North Nowra – Bomaderry</b>			
<p><u>Bomaderry</u></p> <p>Bomaderry Creek Regional Park &amp; Walking Tracks</p> <p>Shoalhaven City Lanes – 10 pin bowling</p> <p>Bomaderry Creek / reserve / historic bridge</p> <p><u>North Nowra</u></p> <p>Nowra Wildlife Park</p> <p>Nowra Ski Park</p> <p>Rotary Park &amp; Grays Beach riverside reserves – toilets, limited picnic facilities</p> <p>Rock Hill Lookout</p> <p>The Grotto Walking Track</p> <p><u>Producers / Specialty Food</u></p> <p>Nowra Hill Vineyard – Cellar Door</p> <p>Cafes &amp; restaurants</p>	<p><u>Motels</u></p> <p>Avaleen Motor Inn (6 rooms + 4 apts)</p> <p>Balan Village Motel (25 rooms)</p> <p>Bomaderry Motor Inn (23 rooms)</p> <p>Bounty Motor Inn (20 rooms)</p> <p><u>Hotel</u></p> <p>Bomaderry Hotel (3 rooms)</p> <p><u>Caravan Parks</u></p> <p>Tree Haven Tourist Park, Bomaderry</p> <p>Nowra Wildlife Park, North Nowra</p> <p>Shoalhaven Ski Park, North Nowra</p> <p><u>Self Contained</u></p> <p>Waymount Farm, North Nowra (1)</p> <p>+2 Stayz listed properties</p>	<p><u>Bomaderry</u></p> <p>Aquatic Centre</p> <p>Bomaderry Bowling Club</p> <p>Basketball Stadium</p> <p>Nowra Players Historic Theatre</p> <p>Lions Park Boat Ramp – Bomaderry Creek</p> <p>Playing fields &amp; tennis courts</p> <p><u>North Nowra</u></p> <p>Nowra Golf Club – Function &amp; meeting rooms</p> <p>Greys Beach – boat ramp &amp; pontoon</p> <p>Playing fields</p> <p>Hockey field – national standard</p>	<p>Bomaderry Railway Station</p> <p>Fishing Co-op – seafood sales</p>
<b>Cambewarra, Tapitallee (Tap), Bangalee, Illaroo, Watersleigh, Bugong</b>			
<p>Steven Daley Ceramics, Tapitallee</p> <p>Lyrebird Ridge Organic Winery, Bugong</p> <p>Bundanon – Arthur Boyd Gallery, Illaroo</p> <p>Riverside Gallery &amp; Events Centre, Illaroo</p>	<p><u>Guesthouse</u></p> <p>The Carriages, Tapitallee (5)</p> <p><u>B&amp;B</u></p>	<p>Shoalhaven Conference &amp; Outdoor Centre</p>	<p>Bugong Road – connects through to Mt Scanzi Road in Kangaroo Valley</p>

Attractions & Activities	Accommodation <sup>1</sup>	Facilities	Other
<p>Cambewarra Estate Wines, Bangalee</p> <p>Bugong National Park Browns Mountain Area Cambewarra Nature Reserve Morton National Park</p>	<p>Arcadia B&amp;B, Cambewarra</p> <p><u>Group Accommodation</u> Bangalee Scout Camp, Tapitallee (100 tent sites, 1 railway carriage, 1 lodge)</p> <p>Shoalhaven Conference &amp; Outdoor Centres, Watersleigh (26 rooms) &amp; Kaloona</p> <p><u>Self Contained</u> Willandra Country Cabins, Tapitallee (2) Tapitallee Lodge (5) Dellawarra Cottage, Cambewarra (1) Lyrebird Ridge (2) + properties listed on Stayz</p>		
<b>Long Reach, Burrier, Yalwal, Bamarang</b>			
<p><u>Yalwal</u> Danjera Dam – picnic facilities Historic sites – cemetery, gold workings 4WD trails</p> <p>Morton State Conservation Area Morton National Park – Ettrema Wilderness Grassy Gully Historic Goldfields site Northern track-head – Two Rivers Walk</p> <p>Baronga Riding Academy</p>	<p><u>Caravans &amp; Camping</u> Coolendel, Burrier Grady’s Riverside Retreat, Burrier Camping - Yalwal</p> <p><u>B&amp;B</u> Jungara B&amp;B, Longreach</p> <p><u>Self Contained</u> Shoalhaven Lodge, Longreach Bamarang Bush Retreat, Burrier Longreach Riverside Retreat, Bamarang</p>		
<b>Terara, Numbaa, Brundee</b>			
<p>Very attractive drive – river + rural scenery Comerong Island Ferry Jindyandy Mills, Brundee Riverside Reserve – Terara Shoalhaven Nursery Shoalhaven River Boat Hire</p> <p><u>Producers</u> Green &amp; Gold Veges Terara Vegetables</p>	<p><u>Self Contained</u> Crows Nest Cabin, Terara Merribee House, Numbaa</p>	<p>Terara House – The Stables Function Centre (230 seats) + 2 cabins for accommodation</p> <p>Merribee House Function Centre – 150 guests</p>	<p>No signposting to Ferry from Highway, first sign is after the Culburra turnoff</p>

Attractions & Activities	Accommodation <sup>1</sup>	Facilities	Other
Duck & chicken egg sales			

## 2. SHOALHAVEN HEADS & SURROUNDS

### SHOALHAVEN HEADS, COOLANGATTA, SEVEN MILE BEACH

Shoalhaven Head provides a traditional beach holiday with recreational fishing and going to the beach being the main activities. The area is popular with the family market during school holidays and retirees at other times of the year. Visitation is highly seasonal. First impressions of the town – the Shoalhaven Heads Road corridor / shopping centres are not positive.

As a tourist area, Shoalhaven Heads is in decline. It is highly dependent on the recreational fishing market with this market being in decline as a result of commercial fishing in the Shoalhaven River. Commercial fishing is also impacting negatively on the environmental amenity of the area, with pollution of the beach at the River Road Reserve. Opportunities for diversifying the market base of the area are relatively limited with the current product, with the opportunities being:

- Overflow / more cost effective location to stay than Berry
- Golf market – course will be 18 holes by the end of the year
- Bird watching – needs to be part of product development

These markets are never going to be large.

There is one prime development site – located at the entrance to Seven Mile Beach and adjacent to the golf course. The site is relatively small and suited to a more up-market holiday apartment complex – may need to be 2-3 stories. Attracting investment will be difficult as the town presents as tired and run-down. It is going through a transition from a coastal village to a dormitory suburb.

Priority Projects	Main Issues
<p>Control / manage fishing in the Shoalhaven River to increase fish for recreational fisherman</p> <p>Additional accommodation – quality accommodation – 1 night stay. (Note: There is a prime tourism development site adjacent to the main beach access and golf course. Owned by the Australian Postal Institute (need to check zoning).)</p> <p>Resolve issues with the aboriginal land in the centre of town and significantly improve the presentation of the town centre.</p>	<ul style="list-style-type: none"> <li>• Loss of the fishing and family markets – the market is dependent on fishing and the Beach at River Reserve. Fishing stocks have been decimated by the commercial fishing (netting), people are not catching fish. In addition the netting is destroying the eel grass which is washing up on the beach and decaying – odors and deterioration of the water quality. Council has erected signs to say the water is contaminated &amp; not suitable for swimming – this area was the main attraction for people staying in the caravan park.</li> <li>• Village is presenting as tired and run-down</li> </ul>

	<ul style="list-style-type: none"> <li>- Poor presentation of the village centre – bush surrounding the centre is owned by the Aboriginal Land Council – not maintained – weed infested. Future of the land is yet to be determined. Council haven’t enforced the order to clean up the land</li> <li>- Old signs</li> <li>- Poor presentation of businesses</li> <li>• Aging accommodation – caravan parks &amp; holiday homes – minimal 1 night stay accommodation – Heads Hotel. no quality accommodation in winter – people don’t think about staying in a caravan park</li> <li>• Northern access road not signposted</li> <li>• Population – retirees – don’t want change</li> <li>• Highly seasonal – summer holidays, Easter &amp; October long weekend</li> <li>• Lifecycle stage – decaying</li> <li>• Council not supportive – ward structure is a constraint to getting anything done. Council is anti-any development, not proactive, not helpful.</li> </ul>
<b>Strengths</b>	<b>Opportunities</b>
<ul style="list-style-type: none"> <li>• Proximity to Sydney – 1.5-2 hours</li> <li>• River and the Beach</li> <li>• Seven Mile Beach National Park</li> <li>• Wineries close by</li> <li>• Large Licensed Club</li> <li>• Shore bird Habitat – Comerong Island Nature Reserve – access to the island</li> </ul>	<ul style="list-style-type: none"> <li>• Needs product development to change market mix</li> <li>• Marina in Berry’s Bay – plans have been prepared</li> <li>• API Site near golf course / beach – quality accommodation</li> <li>• Bird watching – ‘Runway’ – migratory birds, sea birds and waders</li> <li>• Cycleway links to Gerroa, Berry and Nowra</li> </ul>

## Markets Attracted

Mainstream	Events	Special Interest / Activity Based	Other
<p>Families from the south western and western suburbs of Sydney – generational – returning each year</p> <p>Families stay 4 weekends in January – dad takes the boat out and fishes for the first 2 weeks and then goes back to work – comes back on weekends. Mum &amp; kids hang around – catch up with families who have been coming to the area for years. Market is declining due to loss of recreational fishing</p> <p>Retirees – fishing driven – aging and declining market</p>	<p>Shoalhaven Heads Kite Fliers – hold a flight day – first Sunday of each month</p> <p>Music events – Mountain Ridge Winery</p> <p>Golf</p> <p>Bowls</p> <p>Weekly produce market at the Heads Hotel</p>	<p>Fishing</p> <p>Bird watching (small)</p> <p>Wine</p>	<p>Conferences / Corporate groups – Coolangatta estate</p>
<p><b>Observations</b></p> <p>Fishing market is becoming disillusioned with the area – going further south to Greenwell Point and St Georges Basin (Note: Greenwell Point workshop identified visitors who used to stay at Shoalhaven Heads are now staying at Greenwell Point and Culburra).</p>			

## Product & Infrastructure

Attractions & Activities	Accommodation	Facilities	Other
<p><b>Shoalhaven Heads</b></p>			
<p>Seven Mile Beach National Park Beach / CH Gumley Reserve – surf club, small playground, viewing platforms (3), Picnic &amp; BBQ facilities</p> <p>Comerong Island Nature Reserve</p> <p>Shoalhaven River</p> <p>Coolangatta Mountain – Big Foot</p> <p><u>River Rd Reserve</u></p> <p>Picnic facilities</p> <p>Boat ram</p>	<p>Mountain View Caravan Park</p> <p>Tall Timbers Caravan Park</p> <p>Coastal Palms Holiday Park</p> <p>Shoalhaven Heads Tourist Park</p> <p>Camellia Caravan Park</p> <p>The Heads Hotel / Motel</p> <p>Lorsens on the River – holiday cabins</p> <p>4 properties listed on Stayz under Berry listing - (No listings for shoalhaven Heads – not a stayz location)</p>	<p>Sports &amp; Social Club (Bowls)</p> <p>Community Centre + public toilets</p> <p>25m pool + toddlers</p> <p>Skateboard ramp</p> <p>Surf Club Function Room</p> <p>Boat Ramps</p> <ul style="list-style-type: none"> <li>- River Road (near caravan park) – park &amp; picnic facilities, playground + exercise equipment</li> <li>- Wharf Road – single lane + toilets</li> </ul>	<p><u>Shops</u></p> <p>Single sided strip – 3 developments</p> <p>Centre presents very poorly</p> <p>Real Estate x 2</p> <p>Medical Centre x 2</p> <p>Takeaway</p> <p>Thrifty Hardware</p> <p>Chemist</p> <p>Lettuce Inn – Supermarket</p> <p>Bottle Shop</p>

Attractions & Activities	Accommodation	Facilities	Other
Playground Fish cleaning station Exercise Park Shelter sheds – including a group shed  <u>Shorebird Habitat - 'Runway'</u> Interpretation Seats Mosaic Toilets Walking tracks to Beach & Comerong Island  <u>Curtis Park Arboretum</u> Small Playground Picnic area Men's Shed Too small a site to become an attraction  Coolangatta Estate – Golf Course Shoalhaven Heads Golf Course  Produce markets weekly at Hotel  <u>Wineries</u> Coolangatta Estate Mountain Ridge Seven Mile Vineyard Two Figs		- Hay Avenue – single lane, fish cleaning  Golf Courses – Public & Coolangatta	<u>Village centre</u> St Vincent de Paul Butcher Bakery Chinese Restaurant Hairdresser Vet Pizza shop  Friendly Grocer Post Office Newsagent  Table Talk Cafe The Heads Hotel - restaurant
<b>Coolangatta</b>			
Coolangatta Estate Winery & Golf Course (9 holes) Big Foot	<u>Motel</u> Coolangatta Estate (35 rooms)  <u>Self Contained</u> Branwen's retreat (1)	Coolangatta Cattery – pet boarding  Meeting facilities at Coolangatta Estate	
<b>Seven Mile Beach</b>			
National Park Picnic area - Picnic shelters – including a group shelter - Toilets & change room - Walking tracks – not well defined	Used illegally by camper vans		

### 3. BERRY & SURROUNDS

#### BERRY, BERRY MOUNTAIN, BUNDAWALLAH, BELLAWONGARAH, BROUGHTON VALE, MEROO MEADOW, JASPERS BRUSH, WOODHILL MOUNTAIN, FAR MEADOW, BEAUMONT, BROGERS CREEK, BERRY EAST (BETWEEN BERRY & SEVEN MILE BEACH)

Berry and surrounds is a lifestyle destination. Berry is marketed under the slogan of 'Where it all begins'. Berry is a mature destination – the challenge facing the town is to retain its status as a high profile destination. This will require addressing infrastructure (primarily toilets, parking, information and signage issues) to improve the visitor experience, continuing to encourage and support a program of small events and activities distributed throughout the year,

Priority Projects	Main Issues
<ul style="list-style-type: none"> <li>• Improve information &amp; information services</li> <li>• More public toilets</li> <li>• Address parking issues, possibly using Showground</li> <li>• Improved marketing &amp; promotion of the town</li> <li>• Upgrade Courthouse &amp; School of Arts – as venues for functions and activities.</li> <li>• Additional commercial accommodation offering one night stays</li> </ul>	<ul style="list-style-type: none"> <li>• Accommodation constraints on weekends &amp; public holidays</li> <li>• Most properties have a minimum 2 night stay – market is generally looking for one night stay</li> <li>• Synergies &amp; interdependencies not well recognised or understood</li> <li>• Higher profile restaurants booked out weeks in advance</li> <li>• Poor service in some cafes &amp; restaurants</li> <li>• Public toilets grossly inadequate – often long queues. Access issues to toilets in Alexandra Street – no steps down to the street level</li> <li>• Parking – difficult at peak times – parking spaces should be marked to improve capacity</li> <li>• Poor information services               <ul style="list-style-type: none"> <li>- Level 3 outlet not signposted + No support / communication from Shoalhaven tourism / VIC</li> <li>- Do not have a good information directory in main street</li> <li>- Need for a good map (Berry Alliance is looking to produce a map)</li> <li>- Chamber is improving its website</li> </ul> </li> <li>• Operators have to belong to multiple associations to get their properties included on web sites – Berry Chamber, Kangaroo Valley Tourism &amp; ASCA.</li> </ul>

Priority Projects	Main Issues
	<ul style="list-style-type: none"> <li>• Shoalhaven Tourism marketing – too coastal / caravan park focused</li> <li>• Taxi service is not reliable – doesn't operate on Sundays</li> <li>• Berry By-Pass – how will this impact on the town?</li> <li>• Vandalism &amp; graffiti are starting to become issues</li> <li>• Council not helpful – always reasons why can't do things</li> <li>• Limited size of accommodation properties - cannot accommodate a coach tour group – have to stay in Nowra or Kiama</li> </ul>
Strengths	Opportunities
<ul style="list-style-type: none"> <li>• Proximity / accessibility to Sydney, Illawarra &amp; Southern Highlands – Kiama – Berry – KV triangle</li> <li>• Highway location + connecting roads to coastal areas with strong holiday visitation</li> <li>• Combination of attractive scenery (green rolling hills, surrounding escarpment), historic buildings, specialty shopping, cafes &amp; restaurants &amp; wineries.</li> <li>• Speciality shops – no national traders - most shops are open 7 days per week, local foods</li> </ul>	<ul style="list-style-type: none"> <li>• Expand program of small events and activities</li> <li>• Cycleway along Coolangatta Road to Broughton Creek + upgrade reserve</li> <li>• Wineries tour bus (small coach tours), serve as centre of the South Coast Wineries</li> <li>• Walking information and maps for short bush walks</li> </ul>

## Markets Attracted

Mainstream	Events	Special Interest / Activity Based	Other
<p><u>Day trippers</u> – year round, but peaking on weekends &amp; during school holidays</p> <ul style="list-style-type: none"> <li>- Destination based</li> <li>- Passing traffic</li> <li>- Biker groups</li> <li>- Car Clubs</li> <li>- Coach tour groups</li> </ul> <p><u>Overnight Markets</u> Visitation concentrated on weekends &amp; public holidays</p> <p>Couples – generally affluent</p>	<p><u>Weddings</u> Concentrated in Spring &amp; Autumn Average Size 70-90 people Can be 3-5 weddings per weekend in peak time Tends to fill accommodation – Sport &amp; Rec camp popular</p> <p>Wine Festival – June Long weekend (area already at capacity)</p> <p>Vineyard / Winery events – bring in people</p>	<p>Food &amp; Wine enthusiasts / Foodscape &amp; other similar tours</p> <p>Cooking school attendees (Tuesdays)</p> <p>Gardening enthusiasts (garden events)</p>	<p>Potential tree changers – stay in the area to get a feel and look around</p>

Mainstream	Events	Special Interest / Activity Based	Other
<p>- 30-40 years – generally want 1 night stay - 50-60 years – often 2-3 nights - Popular with same sex couples</p> <p>Special celebrations – tend to be aspirants looking for something special – don't have a lot of money</p> <p><u>Self contained accommodation</u> Couples &amp; groups of couples Girls time away Families &amp; Groups of families (more affluent)</p> <p><u>Corporate</u> Generated by Nowra – people prefer to stay in Berry (eg health professionals, lawyers, sales representatives)</p>	<p>Berry Show – mainly generates day visitors</p> <p>Celtic Festival (May)</p> <p>Small Farm Field Days</p> <p>Quarterly Chicken Auctions</p> <p>Berry Garden Festival - 8 gardens + art work October</p> <p>ABC Open Gardens (different event)</p> <p>Arts / entertainment events in Nowra – stay in Berry</p> <p>Antique day at School of Arts (commercially run twice per year)</p> <p>Very Berry Christmas event</p>		
<p><u>Observations</u></p> <p>Day trippers often want to stay the night – generally not possible – motels quickly booked out, other properties – 2 night stay minimum</p> <p>International – 2-3% of visitors – often coming as VFR</p> <p>Sydney main source of overnight visitors</p> <ul style="list-style-type: none"> <li>- Shire, north shore northern beaches, eastern suburbs</li> <li>- Aspirants – western &amp; south western Sydney</li> </ul> <p>Aspirants can be targeted through consumer shows – food, wine, gardening</p> <p>Marketed under the slogan of 'Where it all begins' – not sure what this means</p> <p>Coach tour groups – low yield – seniors not big spenders, Asian groups – just use the toilets – generally don't spend.</p> <p>Gabby's Christmas in July – popular with coach tour groups</p> <p>Chamber runs television advertising on regional TV pre-Christmas promotion</p> <p>Growth capacity of weddings in spring and autumn – limited – some potential in Winter &amp; Summer</p> <p>Most weekends – accommodation at or close to capacity – need mid-week visitors not weekend visitors</p> <p>Relatively high level of repeat visitation – both day and overnight visitors</p> <p>Planned stop by many regular highway travellers</p> <p>Garden Festival probably can't be extended although good participation and brings coach groups. * participating gardens, event has been going for 20 years</p>			

## Product & Infrastructure

Attractions & Activities	Accommodation	Facilities	Other
<b>Berry Township</b>			
<p>Specialty shopping – lifestyle, homewares, boutiques, galleries</p> <p>25 eateries, including The Hungry Duck (high profile), top two restaurants in Shoalhaven</p> <p>Berry Historic Museum</p> <p>Treat Factory</p> <p>Broughton Mill Farm Cooking School</p> <p>Berry Markets- monthly</p> <p>Massage &amp; spa treatments</p> <p>Bicycle hire (but no cycleways)</p> <p>Town walk – being improved</p> <p>Gabby’s – Christmas in July</p> <p>Foodscape Tours – rumoured that Mauve O’Mara is also starting tours</p>	<p><u>Motel</u> Berry Village Motel (25 rooms) Bangalee Motel (12 rooms)</p> <p><u>Hotels</u> Great Southern Hotel (7 rooms) Berry Hotel (10 rooms, 1 apt)</p> <p><u>Guesthouse</u> Broughton Mill Farm (5 rooms) Berry Inn (13 rooms)</p> <p><u>Group Accommodation</u> Berry Sport &amp; Recreation Centre (dormitories – 90 beds, 4 cabins)</p> <p><u>B&amp;Bs</u> Alfies @ Berry Posthouse Rooms Retrospect B&amp;B Berry Orchard B&amp;B Blaneys B&amp;B</p> <p><u>Self Contained</u> Bundara Farm Cottages (2) Figlea Cottages (3) George Street Cottage (1) Marigold Cottage (4) Hill Crest Cottage (1)</p> <p>42 properties in Berry township listed in Stayz</p> <p><u>Camping</u> Berry Showground – some powered sites</p>	<p><u>Conference &amp; Function Centres</u> Gabbys at Berry Broughton Mill Farm Berry Village Motel Silos Broughton Mill Farm</p> <p><u>Non Catered Venues</u> Berry School of Arts Berry Courthouse</p> <p>Swimming Pool</p> <p>Showground</p> <p>Berry Bowling Club</p> <p>Apex Park &amp; Rotunda</p>	<p>South Coast Rail line – regular services to Sydney</p> <p>Taxi Service</p> <p>Centre anchored by an IGA supermarket</p>

Attractions & Activities	Accommodation	Facilities	Other
	<u>Booking Agents</u> Berry Getaways South Coast Holidays		
<b>Surrounds</b>			
Broughton Creek – including boat ramp, limited picnic facilities, toilets  <u>Wineries</u> Silos Estate & Wileys Estate + restaurant Two Figs Morellis Wines Jasper Valley Wines + cafe Cambewarra Estate  Berry Mountain Farm  Seven Mile Beach + Seven Mile Beach National Park  Drawing Room Rocks Walk	<u>Jaspers Brush</u> Woodbyne Boutique Hotel (7 rooms) Jasper Cottage (1) The Vines (1) Silos estate (1 cottage, 4 suites) Aurora @ Berry (2 lodges) 9 Stayz (including some of above)  <u>Woodhill</u> Drawing Rooms of Berry – Woodhill (3 rooms, 3 cottages) 4 Stayz  <u>Broughton Vale</u> Ferngrove Estate B&B Abbeywood B&B 9 Stayz  <u>Bundawallah</u> 5 Stayz  <u>Bellawongarah</u> The Yert at Lothlorien B&B Bellawongarah B&B (3 rooms, 1 cottage) Wombat Hill B&B + 3 Stayz  <u>Beaumont</u> 5 Stayz  <u>Far Meadow</u> The Lodge (1) Sojourn (2) 5 Stayz	Boat ramp – Broughton Creek  Jaspers Brush Airfield – recreational flying	

Attractions & Activities	Accommodation	Facilities	Other
	<u>Berry Mountain</u> Mullengrove Cottage (1) 7 Stayz <u>Back Forest</u> Back Forest Retreat  <u>Meroo Meadow</u> 4 Stayz <u>Berry East</u> (between Berry & Seven Mile Beach) 10 Stayz  <u>Brogers Creek</u> 2 stayz		

## 4. KANGAROO VALLEY

### KANGAROO VALLEY, UPPER KANGAROO VALLEY, BENDEELA, WATTAMOLLA

Scenically a very attractive valley with rich rolling pastures surrounded by steep forested slopes and escarpments. The Valley is well known for outdoor activities and has a strong environmental focus. The Kangaroo River is a significant part of the attraction of the area, however the town is not well connected to the River. The heritage buildings and structures in the Valley and village centre are also attractions and contribute to the character of the Valley. The valley has a 'dual personality' – At the budget end of the market the area is very popular for camping and river based activities, while at the mid-top end of the market, the Valley has a concentration of high-end B&Bs and self contained hosted accommodation. The village centre product and experience needs to be significantly improved as it is under-delivering. Hampden Bridge creates a strong sense of arrival for south bound traffic – in contrast, there is no strong sense of arrival when accessing the village from the south.

Priority Projects	Main Issues
<ul style="list-style-type: none"> <li>• Improved Information services –(Note: While it has been requested that Council establish a manned information centre in the Valley, Council has advised that it does not have the resources to do this. As such other options need to be considered).</li> <li>• Council to provide assistance to event organisers and to local operators to assist them to improve their internet / digital presence</li> </ul>	<ul style="list-style-type: none"> <li>• Businesses closed Tuesday and Wednesday – nothing available in town (Thursday to Monday the centre is busy).</li> <li>• Poor customer service standards in some of the businesses.</li> <li>• Need for a public toilet in the shopping centre</li> <li>• Showground – needs a new pavilion</li> <li>• High dependence on volunteers – to run museum &amp; organise events – difficulty in getting people to volunteer + volunteer burnout – need for Council to assist</li> <li>• Need for visitor research within each town &amp; village</li> <li>• Pioneer Museum is too small – missing the chance to collect modern day material that relates to the Valley.</li> <li>• Information services are poor – no directory, local centre now closed, businesses don't have time to provide information</li> <li>• Properties in KV are being purchased by people from outside the area and used as weekenders and for holiday and short-stay rental accommodation. Three impacts :               <ul style="list-style-type: none"> <li>- Increasing prices – locals can't afford to buy into the market</li> <li>- Reduction in base residential property – impacting on the viability of businesses</li> <li>- Competition with commercially operated properties – oversupply of</li> </ul> </li> </ul>

	<p>accommodation.</p> <ul style="list-style-type: none"> <li>• Concentration of micro &amp; small businesses – need Council to assist operators to develop business and marketing skills.</li> <li>• Shoalhaven Tourism marketing concentrates too much on the coast and the big operators, not enough on the small operators.</li> </ul>
<b>Strengths</b>	<b>Opportunities</b>
<ul style="list-style-type: none"> <li>• Scenery &amp; setting</li> <li>• Kangaroo River + pondage</li> <li>• Heritage buildings and sites – including Hampden Bridge within is a local icon</li> <li>• Main route – 650,000 cars per year – north western gateway to Shoalhaven City</li> <li>• Proximity to Berry – triangular route – Sydney – Kiama – Berry – KV - Sydney</li> <li>• Concentration of accommodation – suitable for short breaks</li> <li>• Bendeela SCA – massive influx of people during school holidays</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage through traffic to stop – 650,000 cars per year</li> <li>• Develop farm produce / local producers – need for agri tourism strategy - Alot of food and artisan producers in the Valley – dispersed and generally not open to the public – need for a centre in the Valley (eg a co-op) where goods can be show-cased and sold. (Note: while the potential is there, there has to be ‘desire’ amongst the producers).</li> <li>• Develop eco tourism (first plastic bag free town)</li> <li>• Develop soft adventure / outdoor / activity based tourism – mountain bikes, cycling, bushwalking, canoeing, kayaking, horseriding</li> </ul>

## Markets Attracted

Mainstream	Events	Special Interest / Activity Based	Other
<u>Village</u> Day trippers Through Traffic Families (mainly caravan parks) VFR Adult couples & groups of couples  <u>Hinterland Self Contained – Short Breaks</u> Adult couples Groups of Couples Families Groups of Families	King of the Mountain (32km race, around 150 entrants)  Folk Festival (1200/ day for 3 days – 3600 total – maximum size would be 5,000)  Annual Show  Arts Festival – Bi-annual  Upper River Festival  Monthly Markets	Mountain Bikers Golf Campers Canoeists Biker groups Car Clubs Bush Walkers	Duke of Edinburgh students Schools programs Youth & Church Groups  Corporate – Team building - Outdoor training - Golf - Meetings  Parents visiting students at the Scots College Campus

Mainstream	Events	Special Interest / Activity Based	Other
<u>Bendeela</u> Families – school holidays & weekends Groups of families Groups of younger people Touring caravans & motorhomes – all age groups School groups Church groups Scouts, guides etc Can get up to 2000 people camping			

## Product & Infrastructure

Attractions & Activities	Accommodation	Facilities	Other
<b>Kangaroo Valley</b>			
Kangaroo River / Lake Yarrunga Hampden Bridge & Viewing area  Bendeela State Conservation Area  Flavours of the Valley Cooking School  Kangaroo Valley Adventure Company Wilderness Experience Training Operation Challenge Kangaroo Valley Safaris – Canoe Hire Mountain Bike Hire Man from Kangaroo Valley Trail Rides Valley Yoga  Pioneer Museum & Park  The Gallery – art Wood Gallery Galeria Aniela Fine Art Gallery KV Pottery  <u>Wineries &amp; Produce</u>	<u>Resort</u> KV Golf & Country Resort (26 cottages)  <u>Motel</u> Pioneer Motel (22 rooms)  <u>Caravan Park</u> KV Glenmack Caravan Park Kangaroo Valley Tourist Park  <u>Group Retreat</u> KV Bush Retreat (lodge -22 beds, 8 cabins – total capacity 68 beds)  <u>Church Retreats</u> Youthworks has two cottages – Clifton Cottage & The Rectory for Retreats  <u>Guest House</u> Wombatalla Guest House (2 rooms)  <u>Health Retreat</u> Cedarvale Health & Lifestyle Retreat (6	<u>Osborne Park</u> Showground + Pavilion + adjoining area for camping Community Hall Swimming Pool – 25m Toilets  Walking / Cycling Track from north of Bridge to Nugents Road  KV Golf Course – 18 holes  <u>Riverside Park</u> 3 tennis courts Picnic & BBQ Walking track to river Toilets Half court Basketball Wineries Map – no information on Kangaroo Valley	<u>North of Bridge</u> Jing Jo cafe Restaurant Museum Kangaroo Valley Safaris – Canoe Hire Mountain Bike Hire  <u>South of Bridge</u> K Rural Supplies – camping & fishing supplies + antiques & old wares Friendly Grocer & Service Station Leadlights  <u>Mt Scanzia Road</u> Nursery Gallery  <u>Shopping Centre</u> Homelea Cottage – Lollies & Gifts The Gallery & Studio General Store & Newsagent KV Bakehouse Hampden B&B Friendly Inn Hotel & Beer Garden

Attractions & Activities	Accommodation	Facilities	Other
<p>Yarrawa Estate Winery Kangaroo Valley Estate KV Olives +range of producers</p> <p>Morton National Park Kangaroo River Nature Reserve Bendeela Reserve</p> <p>Canoeing Mountain biking Fishing (fresh water – Bass) Bushwalking</p> <p><u>Bush Walking Trails</u> Three Views Walk Old Meryla Road Griffens Fire Trail McPhails Trail Village Walk Red Walk – Kangaroo River Nature Reserve</p>	<p>rooms)</p> <p><u>B&amp;B</u> Cloudsong in Kangaroo Valley (4 cabins) Donaries Luxury B&amp;B Janette Cottage B&amp;B Kangaroo Valley Views Karralika Springs Riveroak Lodge Roo Corner Tall Trees Tyndale B&amp;B Valley Park Cottage &amp; B&amp;B</p> <p><u>Self Contained</u> Alcheringa Allambie Cabins Applegrove Arundel of Kangaroo Valley (2) Banksia Park Cottages (5) Big Bell Farm (3) Blue Gum Retreat Camp David Cedars Cottages Crystal Creek Meadows Cottages + Spa (4) Greenwood Cabin Glanmack Park Hampden Cottage Hamilton Country Retreat Jenoma Cottage KV Timber Cabin Little Pig Creek Minimbah Farm Cottages (2) Morton Valley Views Orange Blossom Retreat Rathkells Farm River Bliss Riverside Skyfarm</p>		<p>Chemist Real Estate (x2) Post Office Wood Gallery Pioneer Motel Cafe Fudge House Takeaway Nursery Jacks Coffee House &amp; Takeaway Halycan Bookshop Antique Shop Collections Computer Shop Beautician</p>

Attractions & Activities	Accommodation	Facilities	Other
	<p>Terralong Farm (2)  The Heavens Mountain Escape  The Rye House  The Millet House on Melross  The Studio (Gallery)</p> <p>(Note: properties marked yellow were signposted or gate signs – but not included in Council list).</p> <p>103 properties (including most of the properties above) listed on Stayz – located in Kangaroo Valley, Upper KV and Wattamolla</p>		
<b>Surrounds</b>			
<p>Tallowa Dam – 21km</p> <p>Cambewarra Mountain Lookout &amp; Tea Rooms</p> <p>Lyrebird Ridge Organic Winery</p> <p>Morton National Park  Cambewarra Nature Reserve</p>	<p><u>Beaumont</u>  Barefoot Springs B&amp;B  Red Dog Retreat (2)</p> <p><u>Barrengarry</u>  The Heavens (3 cottages)  Cedar Cottages (4)  Camp David (1)</p> <p><u>Budgong</u>  Lyrebird Ridge Winery &amp; B&amp;B</p> <p><u>Bendeela</u>  SCA Camping Ground (up to 2000 people)</p> <p><u>Upper Kangaroo Valley</u>  Camping</p>		

## 5. GREENWELL POINT

Greenwell Point is a small fishing village located on the Shoalhaven River at the confluence of the Shoalhaven and Crookhaven Rivers. The village has a small port and is home to one of two small commercial fishing fleets remaining in Shoalhaven City. Greenwell Point is one of a few 'recognised' game fishing ports in NSW and widely known for the quality of the fishing and its oysters. The village offers a range of visitor accommodation including 'retro' cabins and shacks. The Greenwell Point waterfront area is very attractive and popular for fishing, boating and picnics. The small shopping centre needs a streetscape program to improve presentation.

Priority Projects	Main Issues
<p>Marina – fuel, water, sewerage discharge outlet, moorings for visiting boats, showers, chandlery</p> <p>Completion of the foreshore shared pathway</p> <p>Traffic calming / improved pedestrian access across access road to the foreshore</p> <p>Improve presentation of main street – explore ways of developing / enhancing fishing village atmosphere. Improve connection to the waterfront.</p> <p>Scenic Drive – Terara – Jindy Andy Lane, Greenwell Point – Culburra – Currarong – Beecroft Headland – Callala Bay</p> <p>Upgrade the access road into Greenwell Point.</p>	<p><u>Marine Infrastructure</u></p> <ul style="list-style-type: none"> <li>• No longer able to get petrol on the waterfront for boats – need for a marina or boat service centre – need to proceed with the Plan / concept developed by the Marina Executive Review Committee</li> <li>• Nowhere for visiting yachts to tie up – have to tie up to existing moored boats, also no showers, fuel, water.</li> <li>• No sewerage discharge outlet for boats – have to go to Nowra</li> </ul> <p><u>Other</u></p> <ul style="list-style-type: none"> <li>• Shared pathway in foreshore reserve (from Albert to Church Street) has not been completed</li> <li>• Very dangerous for children along the waterfront – need for traffic calming infrastructure</li> <li>• Link between waterfront and shopping centre needs improvement – can't be accessed by scooters &amp; wheelchairs</li> <li>• Greenwell Point Road in poor condition – dangerous in parts – a lot of visitors towing boats.</li> <li>• Hotel presents poorly – both inside and out.</li> <li>• Shopping Centre presents poorly.</li> </ul>

Strengths	Opportunities
<ul style="list-style-type: none"> <li>• High profile fishing destination – known for game fishing – one of the higher profile game fishing ports in NSW (Port Stephens, Greenwell Point, Bermagui). Oyster leases attract the fish. (Note – game fishing also out of other ports). Access to offshore – reefs &amp; Sir John Young Banks fishing ‘hot spot’.</li> <li>• Known for its oysters – oysters bring the day trippers in. Has oyster sales outlets – but could do far more with the product and its presentation as an oyster destination</li> <li>• Accessible as a day trip destination from Sydney</li> <li>• Fishing village atmosphere – physical constraints will never allow the town to grow – opportunity to retain and develop character of the village</li> <li>• River foreshore area – regional facility – very popular</li> <li>• Area suitable for people with disabilities</li> <li>• Chinese restaurant in Club – has a very good reputation – people travel from Sydney (note: there maybe opportunities to develop feature oyster dishes)</li> <li>• Prawn fishing – local ‘Royal Reds’ – but no longer caught commercially, affected by Tallowa Dam</li> <li>• Whales &amp; dolphins in the waters around the Greenwell Point – haven’t been promoted</li> <li>• Charter vessels – could pick up at other river locations if jetty infrastructure is in place</li> <li>• 1930s-1960s fishing cottages – opportunity for ‘retro cute’ upgrades – retain character</li> </ul>	<ul style="list-style-type: none"> <li>• Marina – with opportunity to for public berths to tie up + services – continue to build fishing and touring yacht market. Also possibility of dry boat storage facility.</li> <li>• Destination for boat touring on the Shoalhaven River – people launching at Nowra and Shoalhaven Heads, Crookhaven Heads, Orient point – calm weather also possible to come from Currarong &amp; Jervis Bay</li> <li>• Oysters – some form of oyster bar and/or asian style oyster / seafood restaurant. Higher profile on harvest trail – a destination for seafood.</li> <li>• Holidays for people with disabilities</li> <li>• Retain / enhance fishing village character</li> <li>• Scenic drive – from Nowra taking in Greenwell Point, Culburra Beach, Currarong and the Callala area.</li> <li>• Eco Tours of Comerong Island</li> </ul>

## Markets Attracted

Mainstream	Events	Special Interest / Activity Based	Other
<p><u>School holidays</u> Families</p> <ul style="list-style-type: none"> <li>- Sydney (70%)</li> <li>- Rural NSW (Wagga to Dubbo)</li> <li>- Canberra</li> </ul> <p>Sydney – mainly south western area, Shire + some north shore</p> <p>Retirees</p> <p><u>Weekends</u> Day trippers Fishing Fishing Charters</p> <p>Strong &amp; growing market of Sydney / Illawarra Residents bringing International and interstate visitors (VFR) to Greenwell Point for day &amp; Short stay trips</p>	<p>Fishing competitions Boating activities</p>	<p>Fishing</p> <ul style="list-style-type: none"> <li>- Individuals / families</li> <li>- Social groups</li> <li>- Fishing club</li> </ul> <p>Boat, shore, game fishing</p> <p>Boating Jet Skis (come down river at high speed)</p> <p>Biker Groups (eg Ulysses Club) Car clubs (eg Bristol Car Club comes down 3x per year)</p> <p>Touring Yachts – 1+ per week</p> <p>No growth in canoeing or kayaking – but Crookhaven River is ideal for this activity</p>	<p>People looking for pet friendly</p> <p>People with disabilities – at grade access to jetties – allows people in wheelchairs to fish, also disabled toilets + swimming pool is suitable for people with disabilities</p>
<p><u>Observations</u> A lot of first time visitors in the past 1-2 years Holiday makers coming across from Shoalhaven Heads – looking at Greenwell Point as an alternative destination – better fishing. Weather in Sydney is a key driver of weekend visitation Highly seasonal – January averaging around 80% for the month, June to Mid September – 40%. Weekends – often at or close to capacity – weather dependent</p>			

## Product & Infrastructure

Attractions & Activities	Accommodation	Facilities	Other
<b>Greenwell Point</b>			
Shoalhaven Crookhaven Rivers  Titania Park becomes Greenwell Point Foreshore Reserve Public Wharf Jetty / pontoons Foreshore shared pathway Playground Fish cleaning  Oyster Barn / outlets / seafood outlets – fish & chips by the water (140 ha oysters in the Shoalhaven river)  Escape Fishing Charters Silver Star Charters  Gallery  <u>Activities</u> Fishing – shore, boat & game fishing Fishing competitions bring large numbers of competitors Boating Oysters / seafood dining	<u>Motels</u> Anchor Bay Motel + Pelican Rock Restaurant Greenwell Point Hotel / Motel  <u>Caravan Park</u> Anglers Rest Caravan Park Pine Park Tourist Grounds & Marina Coral Tree Lodge Caravan Park  <u>Self Contained</u> Board Walks Holiday Accommodation (cabins) Anchor Bay Cottage (1) Dragonflys Rest (1) Coral Tree Lodge The Waterfront Cottages (3) GP Bowling & Sports Club Cottage (1)  Pet friendly accommodation available  High proportion of owner-occupied dwellings 13 properties listed on Stayz	Public Wharf Regional boat ramp Jervis Street Public Wharf – closed to public  Bowling & Sports Club + boat ramp + fish weigh station  Anglers Rest CP Boat & Kayak Hire  Swimming Pool  GP Reili Healing Centre  Visitor Information – Ambassador Centre at community gallery  <u>Eateries</u> DJs fish & Chips Back Gate Seafoods & Restaurant Pelican Rocks Restaurant GP Hotel Bistro GP Chinese	Oyster leases & Oyster Sales  Union Church (historic church – ideal for weddings)  Number of fresh and cooked seafood outlets  <u>Shops</u> Liberty Petrol + general store

## 6. CULBURRA-CROOKHAVEN HEADS-ORIENT POINT

Mature to declining destination – established family holiday area for more than 60 years. The area is starting to attract turnover of the traditional holiday homes, with these homes being taken up for both residential and as weekenders. Some refurbishment of the fibro cottages – ‘Fibro Majestic’, ‘Forty Towels’, ‘Fibro-licious’. The shopping centre presents poorly. Signage is also an issue. The Culburra Shopping Centre presents poorly.

Priority Projects	Main Issues
<ul style="list-style-type: none"> <li>• Shared pathway from shops to Penguin Head – Warrain Beach – Lake</li> <li>• Upgrade the Crookhaven Heads headland reserve – improve signage and interpretation, continue to undertake weed control and bush regeneration, explore opportunities for the refurbished lighthouse</li> <li>• Improve directional signage and provide a quality information board.</li> <li>• Provide fishing platforms around the Orient Point and Crookhaven Heads area.</li> <li>• More activities for kids – BMX track</li> </ul>	<ul style="list-style-type: none"> <li>• No shared pathway between shops and Penguin Head, Warrain Beach and Lake – children riding on the road.</li> <li>• Very poor directional signage to Beach, Lake etc. Information board at service station is out of date and not well presented.</li> <li>• Area not well maintained by Council – no one point of contact for maintenance issues.</li> <li>• Anti social behaviour &amp; theft from cars – not enough policing</li> <li>• Need for fishing platforms / pontoons near Crookhaven Heads boat ramp – conflict between cars &amp; boats using the boat ramp and people fishing and swimming in the area.</li> <li>• Shopping Centre is tired and presents poorly – vacant shops – graffiti, garden needs maintaining and improving, building facades need painting etc. Vacant service station is an eyesore – too expensive to buy and clean up the site.</li> <li>• Lake Wollumboola – has silted up – can no longer use for swimming and sailing.</li> <li>• Orient Point Wetlands belong to Council – Orient Point has a bush care group, however needs a major injection of labour to turn this into an attraction.</li> <li>• Popular dog off the leash area – Nowra people bring their dogs out – need for ‘doggy pooper’ bag dispensers.</li> <li>• Not enough accommodation for 1 night stays – motel is very small.</li> <li>• Council is not helpful – give lots of reasons on why things can’t be done, but no suggestions for finding solutions</li> </ul>

Strengths	Opportunities
<ul style="list-style-type: none"> <li>• Waterways – 2 beaches, access to Shoalhaven &amp; Crookhaven Rivers</li> <li>• Lake Wollumboola – bird hotspot – black swan colonies</li> <li>• Rich aboriginal cultural history</li> <li>• Crookhaven Heads – historic lighthouse</li> <li>• Penguin Head – whale watching infrastructure</li> </ul> <p>Regional boat ramp</p> <ul style="list-style-type: none"> <li>• Modern Woolworths – anchors the shopping centre and retains expenditure in town, also has liquor store</li> </ul>	<ul style="list-style-type: none"> <li>• To improve activities for kids / make the area more child friendly with safe shared pathways etc.</li> <li>• Build Whale Watching tourism</li> <li>• Build bird watching market</li> </ul>
<p><u>Proposed Developments</u>          670 lot subdivision along the river          Golf Course (to the west of the retirement village)</p> <p>Lake Wollumboola Protection Association seeking to have the Lake listed as a Ramsar Wetland</p>	

## Markets Attracted

Mainstream	Events	Special Interest / Activity Based	Other
<p><u>School holidays</u>            Families            Groups of families</p> <p><u>Out of Holidays</u>            Retirees            Fishermen / fishing clubs</p> <p><u>Weekends</u>            Holiday home owners            Short breaks market – couples and families</p>	<p>Love Culburra Festival – mainly a local event</p> <p>Sand castle competition</p> <p>Markets up to 50 stallholders, held same day as Berry</p>	<p>Fishing            Boating            Body Boarding / Surfing            Bird Watchers – individuals &amp; clubs            Canoeing</p>	<p>School and university excursions – Lake Wollumboola</p> <p>People holidaying with dogs</p>
<p><u>Observations</u>            Sydney is the main market – primarily from the southern and south western sectors            Starting to see more people coming in from Canberra on MR 92 – no signage on this road</p>			

Attractions & Activities	Accommodation	Facilities	Other
<b>Culburra</b>			
<p>Culburra Beach Warrain Beach (SLSC) Penguin Head – viewing platforms, whale watching interpretation</p> <p>Surf School &amp; Board Hire</p> <p><u>Lake Wollumboola – 2 recreation areas</u></p> <p>1. <u>Lakeside Park</u></p> <ul style="list-style-type: none"> <li>• Part of Jervis Bay National Park</li> <li>• Largest shallow saline lagoon on South coast</li> <li>• Bird hot-spot - Threatened species habitat – over winter grounds for migratory birds – 33 species protected under international agreements. Recognised by Birdlife International as an ‘Important Birding Area’ (IBA)</li> <li>• Little Tern Nesting Area - school children’s project of decoy birds</li> <li>• Endangered Green &amp; Gold Bell Frog</li> <li>• Yellow Belly Gliders</li> <li>• Interpretation:</li> <li>• Lakeside Park – toilets, swings, picnic facilities, playground</li> </ul> <p>2. <u>Boat Ramp</u> Boat ramp – sailing craft only – single lane poor condition, toilets Picnic facilities, walking track</p> <p><u>Tilbury Cove</u> Protected beach Toilets, playground, BBQ, walking track Interpretation on bush regeneration</p>	<p>Culburra Beach Motel</p> <p><u>Self Contained</u> B.e.a.utiful Beach House The Treehouse Culburra Benjamin’s Beach House Culburra Beach Holiday Villa Culburra Beach House Culburra Beach Units Dandeloin Fern Way Beach House Summer Holiday Sur Le Sable Villa Mer</p> <p>145 properties listed on Stayz.</p> <p>Estimated at 60% residential &amp; 40% holiday homes</p>	<p>Culburra Bowling &amp; Recreation Club PCYC Nowra-Culburra SLSC Sports complex – ovals + 2 tennis courts</p>	<p>Shopping Centre</p>

<p><u>Other</u>  Cycle track – shopping centre to Crookhaven Heads caravan park &amp; to Orient Point</p> <p>Cycle track – to Orient Point</p> <p>Surf School &amp; Board hire</p> <p>Monthly Markets</p> <p>Moongate – on private property (heritage listed)</p>			
<b>Crookhaven Heads</b>			
<p>Crookhaven Heads – Lighthouse – poor condition – no interpretation , walking track and viewing platforms, 2 chairs at the saddle (Lighthouse being restored)</p> <p>Lookout, opposite caravan park – also has a directory</p> <p>Regional boat ramp (1 lane) &amp; jetties, fish cleaning, large car park, picnic tables, toilets</p>	<p>Crookhaven Heads Tourist Park</p>	<p>Regional Boat Ramp</p>	
<b>Orient Point</b>			
<p><u>Robert Lonesborough Reserve</u>  Toilets  Boat ramp – single lane  Picnic table jetty &amp; floating pontoons  Fish cleaning table</p> <p><u>Orient Point Wetland Reserve</u>  Unformed walking track through the reserve - overgrown</p>		<p>Boat Ramp</p>	<p>Shop  Post Office</p>

## 6. CURRARONG –BEECROFT PENINSULA PRECINCT

Currarong is a very small coastal village, protected north facing, surrounded by bushland. Large caravan park and concentration of holiday homes (around 70% of dwellings). Access point for the Beecroft Peninsula / Point Perpendicular Light House and Abrahams Bosom Reserve – potentially a signature walking destination for the South Coast / City. The area is known for its kangaroos and prolific birdlife.

Priority Projects	Main Issues
<p>Upgrading the walks and facilities in Abraham Bosoms Reserve</p>	<ul style="list-style-type: none"> <li>• Track head for Abraham Bosoms Reserve Walks – signs in poor condition –barely readable</li> <li>• No toilets near track head</li> <li>• Beecroft Peninsular – army bombing range – often closed outside of school holiday periods – no access to the beaches, Lighthouse, Point Perpendicular during these times</li> <li>• Minimal infrastructure in Jervis Bay and Conjola National Parks</li> </ul>
Strengths	Opportunities
<p>High quality of the coastal environment – spectacular coastal scenery, safe / protected beaches, forest down to the shoreline, clear water</p> <p>Access to the ocean + Jervis Bay</p> <p>Walking trails in Abrahams Bosom Reserve</p> <p>Southern headland of Jervis Bay, Lighthouse, Point Perpendicular, bay beaches, forest environment</p> <p>Shipwrecks – point of difference</p> <p>Kangaroos</p> <p>Jervis Bay National Park</p> <p>'Retro' holiday atmosphere</p>	<ul style="list-style-type: none"> <li>• Round the Bay walking / mountain bike track</li> <li>• Raise profile of bushwalking in the area – Abrahams Bosom Reserve as one of the 'must do' / signature locations for the City</li> </ul>

## Markets Attracted

Mainstream	Events	Special Interest / Activity Based	Other
<u>School holidays</u> Families Groups of families Groups of couples – professional people  <u>Weekends</u> Couples & groups of couple		Fishing Boating Camping – Beecroft Peninsula Canoeing / paddling Divers Bird Watchers Bushwalkers	Some FIT Internationals
<u>Observations</u> Perceived as one of the 'gems' of the South Coast - relax, chill out destination.			

## Product & Infrastructure

Attractions & Activities	Accommodation	Facilities	Other
<b>Curragong</b>			
<u>Abrahams Bosom Reserve</u> Track head Beecroft Head Walking tracks - Wreck walk 1hr easy - Lobster Bay 1.5hr easy - Mermaid Inlet – 2 hrs easy - Coomies Walk 9km – 3 hrs Wreck of the SS Merimbula Wild flowers  <u>Abrahams Bosom Beach</u> Picnic area & BBQ Toilets  <u>Curragong Beach - reserve near shop</u> Picnic area, gazebo  Curragong Creek – popular for fishing	Curragong Tourist Park  <u>Self Contained</u> Penny's by the Sea B&B At the Rock Pool Beach House Avalon Blue turtle beach House Coasters Retreat Curragong Waterfront Honeysuckle Cottage K&L Cottage La Gulette Sandcastle Sandy Shores Sea Berries Seyschelles The Elements Guest House The Getaway Zara's Place	Curragong Bowling & Recreation Club  Skate Ramp  Tennis Courts  Boat ramp – regional facility – 2 lanes Boat ramp – small ramp providing access to Curragong Creek  Zac's Place cafe / restaurant (popular)	General Store, Bottleshop & Takeaway  Flowering blossom trees – near entrance sign – will make a strong entry statement in the future  Historic rotunda in Park  Kangaroos

<p>Currarong Arts &amp; Crafts Salet Wines – Cellar Door</p> <p>Reefs – popular for snorkelling</p>	<p>(Note: 86 houses listed on Stayz – including some of the properties above) Estimate only 10-20% owner -occupied</p>		
<p><b>Booderee National Park</b></p>			
<p>Point Perpendicular Lighthouse Point Perpendicular – geological feature Honeymoon Bay Long Beach Target Beach Bushwalks</p>	<p>Honeymoon Bay camping area – ballot system – school holidays only</p>	<p><b><u>Rangers Station</u></b> <b><u>Interpretation</u></b></p> <ul style="list-style-type: none"> <li>- Firing range</li> <li>- Flora / Fauna</li> <li>- Managing ammunition</li> <li>- Aboriginal heritage</li> <li>- Geology</li> <li>- Places of interest</li> </ul>	
<p><b>Jervis Bay National Park</b></p>			
<p>Track out to Kinghorne Point Carama Inlet / Hare point Kinghorn Point area Coonemia Creek / Lake Wollumboola- canoeing and bird watching</p>			

## 7. CALLALA BAY – CALLALA BEACH – MYOLA PRECINCT

Three small villages located along the northern foreshore of Jervis Bay, with the villages separated by bushland and wetland. Small caravan park and a concentration of holiday homes. Callala Bay is the home for the Jervis Bay sailing club, with the area also being popular with anglers and canoeists. There is a shared pathway link between Callala Beach and Callala Bay. The recently opened Currumbene Creek punt service provides a cycle and pedestrian link from Myola to Huskisson.

Priority Projects	Main Issues
<ul style="list-style-type: none"> <li>• Extend the jetty so that cruise operators can pick-up at Callala Bay – note: Plan has been prepared by Council</li> <li>• Widen the boat ramp</li> </ul> <p>Then:</p> <ul style="list-style-type: none"> <li>• Foreshore shared pathway – Stage 1 should be Wowly Creek to Sailing Club</li> <li>• Address car parking &amp; facilities at boat ramp</li> <li>• Facilities at Wowly Creek – toilet, picnic area</li> <li>• Tourist Drive – loop taking in Greenwell Point, Culburra, Currarong, Callala area</li> <li>• Whale / Dolphin Watching Platform &amp; Interpretation – eastern side of Wowly Creek</li> </ul> <p><u>Infrastructure:</u></p> <ul style="list-style-type: none"> <li>• Signage from the Princes Highway – Forest Road</li> </ul> <p><u>Accommodation</u></p> <ul style="list-style-type: none"> <li>• Accommodation that will accept overnight stays – self contained</li> <li>• Caravan Park</li> </ul> <p>Potential sites – adjacent to the Club – both privately owned land &amp; land owned by the Club</p>	<ul style="list-style-type: none"> <li>• Not signposted from the Princes Highway – only Currarong is signposted</li> <li>• GPS systems give the wrong information / maps show Forest Road as dirt</li> </ul> <p><u>Accommodation</u></p> <ul style="list-style-type: none"> <li>• No motel or caravan park – therefore not included in accommodation directories</li> <li>• No property that will accept one night stays</li> <li>• Zoning issues with land adjacent to Club – motel approved but not the right type of accommodation – need self contained – rural zoning prevents more than 3 buildings.</li> </ul> <p><u>Marine Infrastructure</u></p> <ul style="list-style-type: none"> <li>• Jetty too short – original plans were for a deep water jetty</li> <li>• Jetty – platform for getting into boats not suitable for people who are not fit / agile</li> <li>• Boat ramp – 1<sup>3/4</sup> size – needs to be wider – move the logs on either side and it would be wide enough</li> <li>• Insufficient car parking around boat ramp</li> <li>• No fuel for larger boats in Jervis Bay – have to travel around to Greenwell Point</li> <li>• No boat hire</li> <li>• No weighing station for fishing / fish cleaning facilities</li> </ul> <p><u>Recreation Facilities</u></p> <ul style="list-style-type: none"> <li>• No walking track around the foreshore</li> <li>• No facilities at Wowly Creek – need a toilet</li> <li>• No wet-weather activities</li> </ul> <p><u>Other</u></p> <ul style="list-style-type: none"> <li>• Highly seasonal</li> <li>• Minimal exposure in print media</li> <li>• Club could be playing a more high profile role.</li> </ul>
Strengths	Opportunities
<ul style="list-style-type: none"> <li>• Beautiful environment – best part of the Bay / Home of the Dolphins</li> <li>• 2-2.5 hours from Sydney – will be quicker when Highway upgraded</li> <li>• Good shops &amp; services – attractive village centre</li> <li>• Closest Jervis Bay access point to Nowra</li> </ul>	<p>Connect to rest of Bay –through Jetty</p> <p>Develop marine sector – need to address issues identified above</p> <p>Link with Mountain biking in Currumbene State Forest</p> <p>Walking tracks / Wildflowers in Jervis Bay National Park</p> <p>Callala Creek wetlands – potential for walks</p>

	Build a dolphin viewing platform – Callala Bay near Wowly Creek
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## Markets Attracted

Mainstream	Events	Special Interest / Activity Based	Other
<u>School holidays</u> Families with young children  <u>Outside of School Holidays</u> Owners of the holiday houses on weekends – Spring & Autumn Sydney weekenders in rental accommodation Retirees	<u>Mountain Biking (SC United MB)</u> 4 tracks – have held National titles  <u>Triathlon</u> 2 per year – don't spend time or money in the area  <u>Sailing Club</u>	Sailing Boating / Sailing Canoeing Fishing Mountain biking – Currumbene Creek State Forest Cycling	Weddings

## Product & Infrastructure

Attractions & Activities	Accommodation	Facilities	Other
<b>Callala Bay</b>			
Beaches Callala Point  <u>Watt Street</u> Jetty Boat Ramp Toilets Sailing Club  <u>Bicentennial Park</u> Toilets & picnic facilities Footbridge to Callala Beach Bicycle track linked to sports complex Interpretation at Callala Creek  <u>Wowly Creek</u> No facilities	Sea Shanty  Around 25 rental properties on Stayz & Rentahome  One agent quoted 38 rental properties, the other 50, large proportion of properties in the area are in short term rental market	<u>Sporting Complex</u> Soccer field Skate ramp Community Centre Basketball court  Shared pathway – from footbridge along Lackerstein Street to sports complex  Ramp & Jetty at end of Watt Street  Footbridge Reserve – limited interpretation  <u>Sailing Club</u> Callala Junior Sailing School Jervis Bay Cruising Yacht Club Jervis Bay Sailing Club	<u>Shopping Centre</u> Bay Village meats Hairdresser Coast 4 life real estate Red rock Pizza Restaurant Newsagency Callala Cellars Raine & Horne RE Video Spot IGA Takeaway Chickens Bakehouse Chemist Bait & Tackle Butcher Cafe Vacant

Attractions & Activities	Accommodation	Facilities	Other
Close to Jervis Bay National Park Red Head  <u>Activities</u> Sailing Boating / Canoeing / Kayaking Fishing Beach		Sailability – program for people with disabilities	Hardware
<b>Callala Beach</b>			
Callala Beach Jervis Bay National Park  <u>Activities</u> Fishing Beach	Baywinds Callala Beach Apartments Little Ripper Restaway Seapark The Riveria  Club – area used for camping adjacent to the Club  Around 99 rental properties on Stayz & Rentahome	Callala RSL Country Club – has auditorium Golf Course – nearly 18 holes Bowling Greens  Callala Beach Community Centre – picnic, BBQ facilities + toilets  Numerous access points to the beach	<u><b>Shops</b></u> Friendly Grocer Pizza Takeaway Hairdresser – Tusk Hair & Beauty Cafe  Bask Beach Boutique & Mobile Massage  Chatham Gallery
<b>Myola</b>			
Currambene Creek Callala Beach Bushland reserves at both ends of the town  <u>Activities</u> Fishing Beach Boating	Myola Tourist Park – very small – mainly permanent holiday vans  Myola Waterfront Jetty House Villa Paradiso  Around 6 rental properties on Stayz & Rentahome	Boat ramp at the southern end has been closed  Boat ramp at the northern end – toilet facilities	Punt access to Huskisson (service recently introduced)  Network of Forest Roads

## 9. JERVIS BAY & BASIN PRECINCT

Bay - HUSKISSON, WOOLAMIA, VICENTIA, HYAMS BEACH, BOODEREE NATIONAL PARK

Basin – ERROL BAY, OLD ERROL BAY, SANCTUARY POINT, ST GEORGES BASIN, BASIN VIEW

Hinterland – TOMERONG, WORROWING HEIGHTS, FALLS CREEK

The Bay & Basin area incorporates the area between the Princes Highway and Jervis Bay, bounded by Currumbene Creek in the north and St Georges Basin in the south. Jervis Bay (waterbody, Booderee National Park and St Georges Basin (waterbody) are the main attractions of the area. Jervis Bay is known for its pristine environment – crystal clear waters, squeaky white sand, temperate reefs, and extensive marine life – resident dolphin pods, whales during the seasonal migration, seals and giant stingrays. The dolphin cruises are one of the main attractions on the South Coast, and the only attraction in the City that draws international tour groups. The Booderee National Park attracts over 400,000 visitors per year, with the area popular for camping, bush-walking and nature-based activities. The Aboriginal run tours within the National Park are one of the few opportunities for visitors to learn about Aboriginal heritage and culture within the Region. The Bay supports a range of commercial water-based activities including scuba diving, snorkelling, canoeing, sea kayaking and stand-up-paddling. Cycle hire is also available. The Lady Denman Ferry Museum and complex is a popular attraction.

St Georges Basin is a designated NSW Recreational Fishing Haven and one of the most popular fishing destinations on the South Coast. The artificial reefs established by NSW Fisheries have been very successful in increasing fish stocks. In 2010/11 the University of Wollongong undertook an assessment of recreational fishing in Shoalhaven City, with the Study finding that St Georges Basin was by far the most popular fishing destination in the City (65% of all anglers identified). Recreational fishing is a year-round activity that helps to underpin the local tourism sector.

Commercial accommodation is concentrated in Huskisson, with two large waterfront caravan parks, three motels and a range of B&Bs and hosted accommodation properties. The redevelopment of the Huskisson Hotel will provide the area with 38 quality boutique hotel rooms and meeting function facilities, further strengthening Huskisson's role as the tourist hub of the area. The area has a number of high profile accommodation properties, including the Paper Bark Camp Eco Resort, and the historic cottages at Hyams Beach. Holiday rental accommodation and holiday homes are spread throughout the Bay and Basin villages.

The shared pathway between Huskisson and Vincentia is very popular for cycling and walking, while the White Sands Walking track from Vincentia to Hyams Beach attracts a high level of use. The Bay to Basin Cycleway attracts a high level of local 'commuter' use. The recent introduction of a punt service between Huskisson and Myola provides the opportunity to extend the walking and cycling way network and also provides access from Huskisson to the mountain bike and fire trails in the Callala area. The boat ramps around both the Bay and Basin attract a high level use year-round, with many of the ramps operating at or close to capacity during summer weekends and school holidays. Marine services in the area are very limited and there are long waiting lists for moorings and berths. Boat servicing facilities in the area are considered a priority for Jervis Bay.

The development of the Stocklands shopping complex will change the dynamics of the area. It will also provide the opportunity to reposition or redevelop the Vincentia shopping centre as a lifestyle centre or possibly as a small resort / visitor accommodation node. The presentation and experience offered by the Sanctuary Point shopping centre needs to be significantly improved. Directional signage is a major issue within the area, with first time visitors to the area often getting lost. Shoalhaven Council has recently undertaken a signage audit in the area and has allocated funds to address this issue.

Priority Projects	Main Issues
<ul style="list-style-type: none"> <li>• Huskisson - Council to acquire RSL Club car park and retain as park / open space to protect views and character of the town</li> <li>• Access across Currumbene Creek – to link the Bay settlements (pedestrian / cycle is essential, car desirable)</li> <li>• Round the Bay walk / cycleway – put it back on the agenda</li> <li>• Extend foreshore shared pathway from Huskisson town centre to Lady Denman</li> <li>• Marine service centre – wet &amp; dry berths, petrol, amenities, chandlery, facilities for visiting yachts &amp; cruisers, sewerage pump out etc</li> <li>• Significant improvement to the wharf area – increase the number of moorings,</li> <li>• More commercial accommodation – including backpacker hostels and possibly overflow camping areas in peak times</li> <li>• Address issues with information – need directories + employed staff.</li> <li>• Wreck dive in the Bay – install a wreck</li> </ul> <p><u>Other</u></p> <ul style="list-style-type: none"> <li>• Traffic calming in main street</li> <li>• Improvements in directional signage to and within the area</li> <li>• Upgrading of access roads</li> <li>• Address parking issues</li> <li>• Establish a lookout at Huskisson</li> <li>• Provide access from Huskisson down to the beach – stairs</li> <li>• Removal / replacement of out of date / poorly maintained advertising signs</li> <li>• Continue to improve presentation of gateway arrival points and main routes through the area</li> </ul>	<p><u>Accommodation:</u></p> <ul style="list-style-type: none"> <li>• Caravan Parks &amp; Motels – too expensive, price gouging in peak seasons.</li> <li>• Weekends &amp; peak times – difficult to get one night stays – have to pay a premium. Mainly 7 nights during school holidays and 2 nights on weekends. People sleeping in their cars – not enough camping areas in peak times.</li> <li>• Area becoming too expensive for families</li> <li>• Holiday rental properties – not policed – can get noise issues</li> <li>• No back-packer properties</li> </ul> <p><u>Marine Infrastructure</u></p> <ul style="list-style-type: none"> <li>• Limited marine infrastructure – public wharf inadequate, no services for boats – lack of facilities is preventing expansion of cruise &amp; charter activities as well as nautical tourism. No fuel, no moorings for visiting boats, public wharf at capacity.</li> <li>• No facilities to attract and host small (not the large) cruise vessels.</li> <li>• Difficulties for small boats such as dive operators accessing wharf facilities – not a boat friendly environment.</li> <li>• Possible opportunity for dry storage</li> </ul> <p><u>Access &amp; Transport</u></p> <ul style="list-style-type: none"> <li>• Public transport is very poor – Nowra Coaches offer a limited service, but route &amp; timetable difficult to understand</li> <li>• Woollamia Road – poor condition, need a bike path linking Woollamia and Huskisson.</li> <li>• No access across Currumbene Creek / No boat access to Callala Bay as jetty is too short – needs to be extended. (Note: Punt currently operating on a trial basis)</li> <li>• Need to address coach drop and pickup and coach parking in the town.</li> </ul>

	<p><u>Visitor Information</u></p> <ul style="list-style-type: none"><li>• Visitor Information Centre – volunteers are struggling to cope with demand at peak times. Space is not large enough – queuing causes problems. Volunteers are older and don't like to use computers. (Booderee Visitors Centre 450,000 per annum). Space limitations in Lady Denman shop area</li><li>• Need for an information bay on the entry roads into the area.</li></ul> <p><u>Signage</u></p> <ul style="list-style-type: none"><li>• Signage – very poor &amp; ineffective – would like to see coordinated signage addressed as part of a style guide.</li><li>• Improve signage from Princes Highway. Remove signage to Jervis Bay Village – too confusing.</li><li>• Provide signage from the MR 92</li><li>• Poor quality / standard and/or lack of maintenance of private signs – signs need to be kept up to-date and well maintained.</li><li>• Confusion with Jervis Bay Village</li></ul> <p><u>Huskisson Town Centre</u></p> <ul style="list-style-type: none"><li>• Car Parking – major issue in peak times – parking time limits need to apply to encourage turnover</li><li>• Need to protect the view over the Creek and wharf – this is an essential part of the character of Huskisson</li><li>• Business trading hours – businesses often shut by 3pm on weekends and school holidays</li><li>• Need for pedestrian lights in the main street – operate at peak times</li><li>• DCP / Development guidelines in place, but Council ignores them.</li><li>• Foreshore shared pathway ends in the town centre – needs to be extended to Lady Denman</li></ul> <p><u>Other</u></p>
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	<ul style="list-style-type: none"> <li>Exposed to north easterly winds in summer – need access to Callala area – where it is more sheltered – or go to St Georges Basin</li> <li>Increase in anti-social behaviour – not enough police in peak times</li> <li>Market branding – Shoalhaven means nothing – there is no such place – the area needs to be marketed as Jervis Bay. The Bay is known both nationally and internationally.</li> <li>Garbage services not adequate in peak times</li> <li>Main roads through the area need to be kerbed &amp; guttered</li> <li>Volunteer burnout – events &amp; VIC</li> </ul> <p><u>St Georges Basin</u></p> <ul style="list-style-type: none"> <li>Very shallow – trailable boats only</li> <li>Poor cousin – gets forgotten</li> <li>Boat ramps at capacity at weekends – not enough boat trailer parking</li> <li>Only petrol on the water is at Sussex Inlet</li> <li>Sanctuary Point shopping centre – presents very poorly – needs to be ‘unified’ through landscaping and pathways.</li> </ul>
<p><b>Strengths</b></p>	<p><b>Opportunities</b></p>
<ul style="list-style-type: none"> <li>Beautiful beaches &amp; coastline – white sands, crystal clear waters, forested backdrop</li> <li>White sands – squeaky clean, whitest in world</li> <li>Booderee and Jervis Bay National Parks &amp; Jervis Bay Marine Park</li> <li>Point Perpendicular – icon – often can only be reached by boat from Huskisson as the Beecroft Peninsula is closed for Navy use.</li> <li>Dolphins, Whales &amp; other marine life – Seal colony, turtles, giant rays</li> <li>Huskisson – lifestyle centre - direct connection with waterfront</li> <li>Closest beach to Canberra – need to promote more actively in this market</li> <li>Lady Denman a high standard attraction, but has limited opening hours.</li> <li>St Georges Basin – designated NSW Recreational Fishing Haven – one of the most popular fishing locations in NSW</li> </ul>	<ul style="list-style-type: none"> <li>Provide marine infrastructure to enable growth in nautical tourism and charter and cruise activities</li> <li>Style Guide to control the type and characteristics of development – ensure unique Bay style &amp; presentation</li> <li>Additional accommodation – all types (investigate options for overflow camping areas in peak times)</li> <li>Promotion into Canberra / promotional &amp; directional signage on MR 92</li> <li>Grow cruise ship sector – concentrating on the small, exclusive cruise vessels</li> <li>Install a wreck dive in the Bay</li> <li>Expand the event program – concentrating on small quality events that reflect the capacity and character of the area</li> </ul>

	<ul style="list-style-type: none"> <li>• Redevelopment of Vincentia – once the Stockland development is open – possibly opportunities for a lifestyle centre, or developing as a resort with accommodation above the shops.</li> <li>• Grow the fishing and recreational boating market – capitalising on the ‘Recreation Fishing Haven’ designation.</li> </ul>
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## Markets Attracted

Mainstream	Events	Special Interest / Activity Based	Other
<b>Bay Areas</b>			
<u>School holidays</u> Families Groups of Families Young adults  <u>Weekends / Short Breaks</u> Young adult couples Groups of Couples Young families Older couples Womens weekend away Groups of men – activity based  <u>Year Round</u> Coach Tour groups – average around 2 / day Sydney – Melbourne Touring traffic – both domestic & international	<u>Triathlon</u> Elite Energy 3 day event Major disruption to community Generates return visits  <u>Sea Change / Arts Festival</u> Struggles – difficult to attract volunteers  Whale festival  Santa Ride – community event but attracts Sydney/Wollongong participants  Huskisson Pictures – Film Festivals	Cyclists – clubs, BUGS, social groups, individuals – very popular weekend & summer evening activity  Scuba divers Fishing – individuals & charter Water sports / Activities – particularly canoeing & kayaking  Whale & dolphin watching	<u>International</u> Paperbark Camp – 30% Campervans Back packers – mainly self-drive  Tour groups – mainly Korean and Chinese day trippers (whale watching advertised on TV in Korea)  School excursions
<u>Observations</u> Visitation is weather-dependent – determined by weather in Sydney leading up to weekends Concentration of professional people – Inner west, northern beaches, Canberra Very high weekend occupancy year-round – generally full if fine weather			
<b>Basin Area</b>			

Mainstream	Events	Special Interest / Activity Based	Other
<p><u>School holidays</u> Families Groups of Families Grandparent tourism – retirees looking after grand children Strong VFR market</p> <p><u>Weekends</u> Day trippers – Nowra and Illawarra to launch boats &amp; fish Families &amp; groups of families Fishing clubs Social groups of fishermen Retirees</p>	Fishing tournaments	Fishing Boating Sailing Wind surfing	
<p><u>Observations</u> Recreational fishing growing significantly as fish stocks increase Increasing number of visitors of middle eastern descent – large groups to picnic and fish Draws mainly from the southern and south western suburbs of Sydney – budget to mid market – price sensitive</p>			

## Product & Infrastructure

Attractions & Activities	Accommodation	Facilities	Other
<b>JERVIS BAY</b>			
<b>Huskisson</b>			
<p>Specialty shopping – boutiques, lifestyle, galleries</p> <p>Cafes &amp; restaurants (14 eateries) Husky Pub (heritage building)</p> <p>Lady Denman Complex – Museum + grounds + wetlands board walk + meeting rooms</p> <p>Shoalhaven Bike Hire</p> <p>Coastal foreshore shared pathway – Harbour to Vincentia- Interpretation on Harbour</p>	<p><u>Hotel / Motel</u> Husky Pub (7 rooms) Huskisson Beach Motel (32 rooms) Huskisson Bayside Motel (31 rooms) Jervis bay Motel (15 rooms)</p> <p><u>Caravan Parks</u> Huskisson Beach Tourist Resort Huskisson White Sands Tourist Park</p> <p><u>Guest house</u> Sandholme Guest House (7 rooms)</p>	<p>Huskisson Cinema</p> <p>RSL Club Huskisson Bowling Club</p> <p>Swimming Pool</p> <p>Sports complex + tennis courts</p> <p><u>Marine Services</u> Tackle Outlet Service Station &amp; Marine Service Centre</p>	

Attractions & Activities	Accommodation	Facilities	Other
<p>section</p> <p><u>Beaches</u> Shark Net Huskisson Collingwood</p> <p>Curumbene Creek Moona Creek</p> <p>Homemade Jams &amp; Pickles – home gate sales</p> <p>Lady Denman Markets (monthly)</p> <p>Jervis Bay National Park – Photography workshops</p> <p><b><u>Water-based activities:</u></b> <i>(operate out of Huskisson and/or Woollamia)</i></p> <p><u>Fishing Charters</u> Bay &amp; Basin Sports Fishing Jervis Bay Fishing &amp; Sightseeing Charters</p> <p><u>Scuba Diving</u> Dive Jervis Bay Deep 6 Diving Jervis Bay Crest Diving Ocean Trek Diving</p> <p><u>Dolphin / Whale Watching / Cruises</u> Dolphin watch Cruises – Jervis Bay Whales Dolphin Wild Jervis Bay Sailing Charters</p> <p><u>Charter Boats</u> Ocean Trek Simos Afloat</p>	<p><u>B&amp;B</u> CeeSpray on Owen Huskisson B&amp;B Jervis Bay Guesthouse Dolphin Sands &amp; Cottage</p> <p><u>Self Contained</u> Anglesea Lodges (7) Seaview Apartments (7) Huskisson Holiday Cabins (7) Diamond Cottages (2) JJs at Jervis Bay (2)</p> <p>+3 Shoalhaven Holiday Planner +98 on Stayz</p>	<p>Mobile massage services</p>	

Attractions & Activities	Accommodation	Facilities	Other
<p><u>Boat Hire</u> Husky Hire a Boat</p> <p><u>Sail Boat Hire</u> Jervis Bay Charters</p> <p><u>Stand-Up Paddle</u> Jervis Bay Stand-up Paddle</p> <p><u>Kayaking</u> Jervis Bay Kayak Company – hire &amp; tours Outdoors &amp; Beyond</p> <p><u>Canoeing</u> Canoe with a View</p> <p><u>Jet Boating</u> Sling Shot</p> <p><u>Wind Surfing</u> Dr Surf (both Bay &amp; Basin) Kite surfing – Collingwood Beach</p> <p><u>Surfing</u> JB Surfing Lessons</p>			
<b>Woollamia</b>			
<p>Regional Boat Ramp – double lane + jetty + pontoons + picnic area (no BBQ) + toilets</p> <p>River moorings – Currumbene Creek</p> <p>Bonsai nursery</p> <p>Healing Therapies</p> <p>Woollamia Nature Reserve – appears to be no formed access</p>	<p><u>Eco Resorts</u> Paperbark Camp (12 tents)</p> <p><u>Caravan Parks</u> Jervis Bay Caravan Park Jervis Bay Cabins &amp; Hidden Creek Camping</p> <p><u>B&amp;B</u> Avondale Lodge B&amp;B Season Good Cottage B&amp;B</p> <p><u>Self Contained</u> Woollamia Village Retreat (7) +1 Shoalhaven Holiday Planner</p>	<p>Gunyah Restaurant – Paperbark Camp</p>	

Attractions & Activities	Accommodation	Facilities	Other
	+4 Stayz		
<b>Vincentia</b>			
<p><u>Beaches</u> Collingwood Orion Barfleur Nelsons Blehein Greenfield</p> <p><u>Plantation Point Reserve</u> - picnic facilities, boat ramp (sail boats &amp; Kayaks), viewing platform</p> <p><u>Shared Pathways</u> Vincentia – Huskisson Vincentia – Sanctuary Point</p> <p><u>White Sands Walking track</u> – coastal walk – unsealed, bicycles not permitted</p> <p><u>Blenheim Beach</u> Walking tracks &amp; picnic area</p> <p><u>Jervis Bay National Park</u> Greenfield Beach Picnic area White Sands &amp; Scribbly Gum Walking Tracks</p>	<p><u>Motel</u> Dolphin Shores (14 rooms, 4 serviced apts)</p> <p><u>Serviced Apartments</u> Jervis Bay Apartments (4) Ashwill Apartment (1)</p> <p><u>B&amp;B</u> Sanddancers B&amp;B Bay View B&amp;B Gartness B&amp;B Nelson Beach Lodge Tree Tops of Jervis Bay</p> <p><u>Self Contained</u> Albion Sunrise (2) Moona Beach Bungalows (2) Beach Breaks (2)</p> <p>+29 Shoalhaven Holiday Planner +201 Stayz</p>	<p>Golf Course (13 holes + 5 under construction)</p> <p><u>Bay &amp; Basin Leisure Centre</u> Heated 25m indoor pool Heated indoor leisure pool with beach entry Heated indoor toddler pool Indoor 40m water slide Spa Gymnasium Fitness classes Creche / Cafe / Sports shop</p>	<p>Shopping Centre – anchored by Bi Lo Number of eateries – takeaway, cafes, restaurants</p> <p>New shopping centre development</p>
<b>Hyams Beach</b>			
<p><u>Beaches</u> Chinamans Beach Hyams Beach</p> <p>Waterfront reserves – toilets, picnic facilities, playground</p> <p>Snorkelling Hyams Beach Store &amp; Cafe</p>	<p><u>Self Contained</u> Hyams Beach Seaside Cottages (7) Walters Holiday Flats (4)</p> <p>+ 6 Shoalhaven Holiday Planner + 40 Stayz</p>		

Attractions & Activities	Accommodation	Facilities	Other
<p>Surrounded by Jervis Bay National Park</p> <p>Plateau above area – Bristlebird Habitat – endangered birds</p>			
<b>Booderee National Park / Jervis Bay</b>			
<p>Booderees National Park &amp; Botanical Gardens</p> <p><u>Beaches</u> Iluka Green Patch Murrays Steamers Wreck Bay (Aboriginal Land) Cave Beach Bherwerre</p> <p>Lighthouse ruins Walking tracks</p> <p>Headlands, cliffs, vantage points, geological features</p> <p>Aboriginal cultural tours &amp; activities</p>	<p><u>Camping</u> Caves Beach (35 sites) Green Patch (77 sites) Bristol Point (16 sites)</p> <p><u>Self Contained</u> Christians Minde (5) Kullundi Homestead (10) Bay of Plenty Lodges (1 x32 bed lodge, 15 cabins)</p>	<p>Parks Visitor Centre</p> <p>Shop at Jervis Bay Village</p>	
<b>ST GEORGES BASIN AREA</b>			
<b>Erowal Bay</b>			
<p><u>Wrights Beach</u> – bay beach - Single lane boat ramp - Gurumby Creek Nature Reserve (along foreshore)</p>	<p><u>Caravan Parks</u> Bream Beach Bushy Tail Caravan Park (United Mine Workers Union)</p> <p><u>Self Contained</u> Dungowah Holiday Units (5)</p> <p>+ 2 Shoalhaven Holiday Planner + 10 Stayz</p>	<p>Double lane boat ramp General store with petrol Playground</p> <p>Tennis Courts</p>	

Attractions & Activities	Accommodation	Facilities	Other
<b>Old Errowal Bay</b>			
	<u>Self Contained</u> Sea shacks (2))  + 1 Shoalhaven Holiday Planner + 2 Stayz		
<b>Worrowing Heights</b>			
	<u>Eco Resorts</u> Eco Huts (3)  <u>Self Contained</u> Worrowing Cottages (3) Worrowing Houses (3)  + 1 Shoalhaven Holiday Planner		
<b>Sanctuary Point</b>			
Shared pathway – Vincentia to Sanctuary Point  Foreshore reserves  Palm Beach – boat ramp, picnic shelters, BBQ, toilets Bikes @ the Basin – bicycle hire	<u>Motel</u> Golf View (10 rooms) <u>Serviced Apartments</u> Paradise Beach Apartments (2)  <u>Caravan Parks</u> Palm Beach <u>B&amp;B</u> Paradise Beach Apartments My Place Sanctuary Point B&B By the Beach B&B  <u>Self Contained</u> By the Beach Apartments  + 11 Shoalhaven Holiday Planner + 58 Stayz	<u>Paradise Point</u> Pizzeria & Takeaway  <u>Boat Ramps</u> Paradise Point Sanctuary Point Palm Beach <u>Golf</u> St Georges Basin Country Club – 18 hole golf course, function room (130 banquet style), 3 bowling greens, 2 tennis courts, live entertainment	‘i’ signage to information bay – but no directory in bay  Shopping Centre – anchored by IGA  Sports Complex  Cafe / Shop close to Palm Beach
<b>St Georges Basin</b>			
Aloha Caravan Park Boat Hire	<u>Caravan Parks</u> Aloha	<u>Boat Ramps</u> Island Point The Basin Road	Local shopping centre

Attractions & Activities	Accommodation	Facilities	Other
	<u>Self Contained</u> Jervis Bay Caravans (6)  + 2 Shoalhaven Holiday Planner +16 Stayz		
<b>Basin View</b>			
Collingwood Street reserve – boat ramp, jetty & picnic area  Corramy Regional Park – picnic facilities & walking tracks	<u>Self Contained</u> +1 Shoalhaven Holiday Planner +3 Stayz	Boat ramp & jetty – Collingwood Street Boat Ramp – Bothaven Street	General Store
<b>HINTERLAND</b>			
<b>Tomerong</b>			
	<u>B&amp;B</u> Coach House B&B  <u>Self Contained</u> +2 Shoalhaven Holiday Planner +1 Stayz	Pet Boarding – Kennels & Cattery	
<b>Falls Creek</b>			
Valhalla Horse Riding	<u>Self Contained</u> Parma Farm Cottages (3) Valhalla Horse Riding & Farm Stay (4) Currumbene Cottages (3) Farm Stay		

## 10. SUSSEX INLET PRECINCT

### SUSSEX INLET, BERRARA, CUDMIRRAH, SWANHAVEN & BADGEE

The Sussex Inlet area incorporates the township of Sussex Inlet and the villages of Swanhaven, Cudmirrah and Berrara. The first tourism venture in the area dates back to the 1880's with the opening of the Christian's Minde Guesthouse on the eastern side of the Inlet. This was followed by the development of a holiday camp on the western side of the Inlet. By the 1950's the area was established as a very popular holiday destination with holiday camps (growing into caravan parks), cottages and holiday houses. Many of the caravan parks and holiday homes in the area date from the 1930s through to the 1960s. These properties are now ripe for redevelopment and gentrification and urban renewal is occurring.

The urban renewal process provides a prime opportunity to attract quality tourism development. **Sussex Inlet is the only location in Shoalhaven City that has large foreshore sites in private ownership that have the capacity to accommodate medium-larger accommodation complexes.** The precinct has a number of significant advantages:

- Established, well known and popular destination.
- Variety of water-bodies – access to St Georges Basin (fishing hot spot), Swan Lake, Surf beaches and Berrara Inlet.
- Ideally located to draw day trippers, coming by boat, from the northern side of St Georges Basin and potentially from the Booderee National Park area, to dine, shop, cycle etc. There are also cycle routes through the Conjola National Park from Cudmirrah to the Bendalong-Manyana area which could potentially 'deliver' day visitors to the Sussex Inlet area.
- Very attractive foreshore areas – between Jacobs Drive and Badgee Lagoon Inlet and around the boat ramp off Lake Haven Drive.
- The older caravan parks potentially provide large development sites, with the sites having the advantage of being in one ownership (reduce land acquisition costs). There is a strip of older parks along River Road with frontage to the foreshore as well older caravan park and cabin sites adjoining the shopping centre. Older caravan parks and holiday cabins occupy around 50-60% of the area between Jacobs Drive and the Badgee Lagoon Inlet.
- Shopping centre that links with and is highly accessible from the foreshore, with a large club located on the foreshore. There are a number of vacant lots and older buildings in the centre that are ripe for redevelopment.
- Highly modified foreshore environment.
- The Sussex Inlet Marine Centre, provides the only petrol and marine service centre on St Georges Basin. It also operates one of the few remaining boat hire businesses in the Shoalhaven.
- Infrastructure and activities in place to support tourists – surf club, cycleways, boat hire, boat ramps, jetties, golf course, bowling club and other sporting facilities.

Priority Projects	Main Issues
<p><u>Sussex Waterfront</u> This is an area in transition – it has the potential to become a popular destination with cafes, restaurants etc facing onto the foreshore, with the area becoming a boating destination for people who launch on the northern side of the Basin.</p> <ul style="list-style-type: none"> <li>- Regional boat ramp to access St Georges Basin</li> <li>- Mini marinas – series of longer jetties – with berths for 6-8 boats (Note – 40 private jetties between Boat Shed at Jacobs Street and the reserve at River Street + a tie up moorings)</li> <li>- Public jetty – to enable boats to come across from the northern shore of St Georges Basin and stop at Sussex Inlet to visit cafes/ restaurant / explore shopping centre – also hire bikes along waterfront and explore the area</li> <li>- Strengthen link between shopping centre and waterfront / jetty</li> <li>- Extend lighting along foreshore path to River Road to include all caravan parks</li> </ul> <p><u>Connect up the shared pathways</u></p> <ul style="list-style-type: none"> <li>- Complete the foreshore path around to Bowling Club</li> <li>- Extend Swanhaven – Cudmirrah shared pathway to Berrara to the South and Sussex Inlet to the north Consider pathway out to surf club</li> </ul> <p><u>Golf Course</u></p> <ul style="list-style-type: none"> <li>- Extend to 18 holes – land is available</li> </ul> <p><u>Signage</u></p> <ul style="list-style-type: none"> <li>- Billboard signage on the Princes Highway</li> <li>- Improved directional signage within the area</li> <li>- Information directory at entry to the area</li> <li>- Improved information at track head for Conjola National Park mountain bike trail</li> </ul> <p><u>Shopping centre</u></p> <ul style="list-style-type: none"> <li>- Continued improvement in presentation</li> <li>- Improve merchandising and customer service skills of operators</li> </ul>	<ul style="list-style-type: none"> <li>• Regional boat ramp is in the wrong location – needs to be at Neilson Lane to provide access to St Georges Basin. (Boats are not going down the inlet – channel silted up and bar difficult, but channel is the major problem))</li> <li>• Boat ramps at capacity – queues at peak times</li> <li>• Insufficient boat moorings</li> <li>• Shopping centre and waterfront area in transition – needs a Style Guide to develop a distinct character</li> <li>• Information services <ul style="list-style-type: none"> <li>- Lack of a proper Visitor Information Centre – CTC not adequate</li> <li>- Need for an information board at the entrance to the area</li> <li>- Civic Guide near RSL Club – wrong location – people have to travel through main street to find it.</li> </ul> </li> <li>• Parking issues – difficult to stop in main street</li> <li>• Traffic – main shopping becomes very congested in peak periods and at weekends</li> <li>• Golf Course only 11 holes – strong demand for 18 holes – Council is trying to block this. Approx half of rounds played are visitors – important component of tourism product.</li> <li>• Shopping centre – dated and lacks vibrancy, limited trading hours, poor merchandise mix and display, needs continued improvement in presentation. Increasing number of charity shops (note these can become an attraction through marketing).</li> <li>• Zoning provisions – not conducive to quality development</li> <li>• ‘Can’t Do’ rather than ‘Can Do’ Council</li> <li>• Limited number of sponsors for events – too many events needing prize money</li> </ul>
<p><b>Strengths /Assets</b></p> <p><u>Mix of different waterways:</u></p> <ul style="list-style-type: none"> <li>• Cudmirrah &amp; Berrara Beaches</li> <li>• Inlet</li> </ul>	<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Nautical based tourism – mini marinas + boat touring destination for boats launched on the northern side of St Georges Basin</li> </ul>

<ul style="list-style-type: none"> <li>• St Georges Basin <ul style="list-style-type: none"> <li>- Recreational fishing – improved significantly – artificial reefs, stocked by Fisheries</li> </ul> </li> <li>• Swan Lake <ul style="list-style-type: none"> <li>- Waterskiing / Speed boating / sailing</li> </ul> </li> </ul> <p>Fishing destination – high profile – continuing to improve with stocking of St Georges Basin</p> <p>Access to the Conjola National Park – walking, mountain bike trails, off-road trails</p> <p>Great location for families – safe, range of things to do, activity based</p> <p>One of few areas where boat-hire is still available and demand is increasing – well managed fleet.</p> <p>Base for fishing charters to St Georges Basin, increasing demand.</p> <p>Private airstrip – could become the basis for recreational air touring</p> <p>Good sporting &amp; recreational facilities – golf, tennis, skateboard park, cycleways, bowls</p> <p>Ocean &amp; Earth Factory Outlet – draws people off the highway into the town</p> <p>Very strong community – strong volunteer base</p> <p>Large number of caravan parks – concentration of small privately owned parks along the foreshore – significant redevelopment potential for quality cabins, apartments and lifestyle shops, restaurants and cafes.</p> <p>Emergence of new accommodation styles, chalets on community title blocks possible model for caravan park redevelopment</p>	<ul style="list-style-type: none"> <li>• Foreshore area as a significant lifestyle destination (potential to achieve medium to longer term through quality redevelopment along foreshore &amp; in shopping centre)</li> <li>• Golf market – dependent on extending the golf course.</li> <li>• Grow the family &amp; grandparent tourism market – off season through activities for kids – eg fishing clinics, mountain biking, cycling – extension of the shared pathways.</li> <li>• Explore potential to utilise the air strip for aero club fly-ins.</li> <li>• Only area in Shoalhaven City with large water front sites (caravan parks) in private ownership – potential for redevelopment.</li> </ul>
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## Markets Attracted

Mainstream	Events	Special Interest / Activity Based	Other
<p><u>School holidays</u> Families Grandparent tourism – children staying with grandparents during school holidays</p> <p><u>Outside of School Holidays</u> Retirees – fishing, golf, active lifestyle</p> <p><u>February</u> Families with pre-school aged children and older visitors</p> <p><u>Weekends</u> Holiday homes – used regularly as weekenders Holiday vans – weekenders Water ski enthusiasts</p> <p><u>Origin</u> Sydney - South West - Shire - St George Illawarra Canberra</p> <p>High level of repeat visitors</p>	<p>Fishing competitions – a number of catch &amp; release competitions</p> <p>Note- July fishing competition brings in 400 competitors for 2 weeks – draws from Sydney to the Victorian border and the western and south western areas of the State</p> <p>Vintage Boat Parade – Australia Day SIBYC _Sailing Regatta (Feb) Choppers for Charity Day (Feb) BROE Fishing Classic (May) Family Fishing Carnival (7 days July) Bream Classic (2 days July) Webber Fishing Classic (Nov)</p>	<p>Fishing Boating Waterskiing / Wakeboarding Golf Surfers Dragon Boats</p> <p><u>Very Small Markets</u> Microlights Recreational flyers</p>	
<p><u>Observations</u> Old holiday houses have been sold and instead of being used a couple times per year are being used as weekenders for around 9 -10 months of the year July – high occupancy due to fishing carnivals August – September very quiet Canberra promotion undertaken by the RSL Club and funded by the Shoalhaven Tourism Board was very successful – significant increase in visitors from Canberra In the past, have been included in marketing as part of Jervis Bay &amp; Basin – physically separate with a different market mix</p>			

Attractions	Accommodation	Facilities	Other
<b>Sussex Inlet</b>			
St Georges Basin / Inlet Cudmirrah Beach  Conjola National Park  Ocean & Earth Factory Outlet  Boat hire outlets – becoming rare in the Shoalhaven  Foreshore reserves – shared pathways, picnic facilities, fishing platforms & Jetties  JB Surf School  <u>Activities</u> Fishing Boating Golf Tennis Surfing	<u>Caravan Parks</u> Sussex Inlet Holiday Park Alamein Caravan Park Seacrest Caravan Park - Takeaway Riverside Holiday Park Sussex Palms Holiday Park Sussex House Caravan Park Cedar Pines Caravan Park Inlet Anchorage Holiday park Siesta Van Park Tafola Van Park Laguna Lodge Holiday Park Riveria Caravan Park Badgee Park Caravan Park – high standard Kalua Caravan park – very poor quality  <u>Motels</u> Ranch Motel (attached to Bowling Club) SI Motel (main street) Jopon Cafe & Motel + SA Sussex Shores RSL Club Motel / Units  <u>Self Contained</u> Alonga Waterfront Cottages Bentley Waterfront Cabins Calm Waters Waterfront Cottages Cedar Pines Lakeside Cabins (14) Laguna Lodge Mounties @ Sussex (14 dwellings) Haven @ Sussex (also owned by Mounties) The Inlet Cottages Sussex Shores RSL Units Wyreepi Waterfront Apts  <u>B&amp;B</u> Cockatoo Cottage Inlet Waters	Surf Life Saving Club – small function rooms  SI Bowling Club – 2 bowling greens + motel SI RSL Sports & Recreation Club (town centre with views over the inlet) – includes bowling greens  <u>Boat Ramps</u> Lakehaven Drive – regional ramp – 2 lane + pontoon + jetty Sussex drive Neilson Lane  <u>Boat Hire</u> SI Marine Centre (inlet main street) Bentley Motel Boat Hire Riveria C’Park – canoe & boat hire + shop Neilson Lane Boat hire Alonga Caravan Park Calm Waters – 20’ Pontoon hire Southside Marine  Bike hire – 2 outlets in town Surfboard hire (service station)  Sports complex Aquatic Centre Tennis courts 11 hole golf course BMX track – Thompson Street  Cinema  Service Station	<u>Shopping Centre</u> SPAR Supermarket SI Tavern SI Bakery SI Pharmacy NAB Jopen Cafe Just Marin – gifts Travel Agent PO Optometrist Seafood Medical Centre Thrifty Link Hardware Gift Shop x 2 Beautician Hairdresser Laundromat Chiropractor Fruit & Veges Hairdresser Op Shop Bottle shop Chicken Diner Inlet Pizza Cafe Surf Shop Raine & Horne RE Surf Shack Newsagent Boutique OP Shop Fish & Chips Tattoo parlour Cafe-restaurant Cake Shop Florist Tackle Shop & Toy Box

Attractions	Accommodation	Facilities	Other
	Sussex Inlet Houseboats		
<b>Berrara</b>			
<p><u>Berrara Creek</u></p> <ul style="list-style-type: none"> <li>- Part of the Conjola National Park</li> <li>- Closed estuary</li> <li>- Threatened shore bird habitat</li> <li>- 150+ birds</li> </ul> <p><u>Berrara Cove Reserve (Silver Sands Drive)</u></p> <ul style="list-style-type: none"> <li>- Viewing platforms</li> </ul> <p>Kirby's Beach Monument Beach</p> <p>Rock Pool – Mermaids Pool Waterfalls – Berrara Creek</p> <p>Conjola National Park – walking tracks / Mountain bike track</p> <p>Walter Hood Wreck – walking track – goes through to Bendalong</p> <p>Lets' go Sailing</p>	<p><u>Self contained complex</u> Berrara Beach Holiday Chalets</p> <p><u>Holiday Houses</u> Bunkys by the Sea Chalet Chic Berrara Beach Cottage Berrara Beachcomber</p>	<p>Picnic area, toilets, walking track to beach Interpretative material</p> <p>Walking tracks to beach</p>	
<b>Cudmirrah</b>			
<p>Cudmirrah Beach Swan Lake – scenically attractive</p> <p><u>Conjola National Park</u></p> <ul style="list-style-type: none"> <li>- Network of dirt roads</li> <li>- Drive / mountain bike markers but no maps or information on what to see (Goonawarra Drive)</li> <li>- Walter Hood Ride 22km</li> <li>- Heath Circuit 24km</li> </ul> <p><u>Swan Lake</u> Sailing &amp; waterskiing</p>	<p>Surfside Caravan Lodge – all permanent holiday vans. (No park name sign)</p> <p>Swan Lake Tourist Village – council park + store</p> <p>Lakeside Cabins &amp; Holiday Village Tennis Courts</p>	<p>Community Hall</p> <p>Contemporary store + quality apartments PO / General Store /Petrol</p> <p>Recreation reserve on Swan Lake inlet</p>	

Attractions	Accommodation	Facilities	Other
Picnic area, bbq, toilets Bird Habitat / Angophora Forests  <u>Ski Park Reserve</u> Located just north of Cudmirrah Picnic area, Toilets Boat ramp – 1 lane Start of shared pathway to Swanhaven			
<b>Swanhaven</b>			
Swan Lake - picnic area, toilets Start of the shared pathway	Lake Springs Cabins – very old fibro cabins  Snappy Gums Caravan Park – just north of Swanhaven – mainly permanent vans The Dunes Resort – mainly permanent vans Takeaway & General Store	Picnic area  Reserve – crn of Lake & Yaroma Av Playground	

## 11. MILTON WORKSHOP

Established 1860, promoted as 'Gateway to the Budawangs'

Priority Projects	Main Issues
<p><u>Milton</u></p> <ul style="list-style-type: none"> <li>• Get the town working properly – put in the infrastructure needed to support tourism – traffic, car parking, toilets, information, signage, lighting, landscaping etc</li> <li>• Build skills of business operators, encourage operators to work together</li> </ul> <p><u>Ulladulla</u></p> <ul style="list-style-type: none"> <li>• Extend harbour, provide marina, improve marine infrastructure</li> <li>• Improve presentation of the town centre</li> <li>• Address issues of VIC – if possible relocate to a more suitable location</li> </ul>	<p><u>Marine Infrastructure</u></p> <ul style="list-style-type: none"> <li>• Ulladulla Harbour, too small &amp; dysfunctional – wharf heights not suitable for charters – need more suitable jetties – pontoons</li> <li>• Can't grow charter / cruise / fishing sector until Harbour is improved</li> <li>• 2+ year wait to get a berth – waiting list</li> <li>• Harbour needs to be expanded &amp; a marina developed</li> <li>• Queues at ramps at peak times / Insufficient boat trailer parking</li> </ul> <p><u>Accommodation</u></p> <ul style="list-style-type: none"> <li>• Holiday houses competing against motels – 2 night stay replaced 7 night stay</li> <li>• Overcrowding in holiday houses – numbers not policed</li> <li>• Partying / anti social behaviour – impacts on neighbours</li> <li>• No insurance</li> <li>• Managing agents not open after hours – no one to ring to complain to</li> <li>• Police won't act</li> <li>• Insufficient beds in the area to grow events</li> </ul> <p><u>Milton Shopping Centre</u></p> <ul style="list-style-type: none"> <li>• Most businesses close on Tuesday / close early – also close on public holidays</li> <li>• Toilets difficult to find (no signage) – not suitable for coach groups, queues at peak times</li> <li>• Coloured lights used to be popular – need to re-instate – issues with RTA – could possibly use LED / Solar powered lights</li> </ul> <p><u>Traffic &amp; Parking</u></p> <ul style="list-style-type: none"> <li>• Need for pedestrian lights in main street</li> <li>• Parking a major issue – visitors can't access the parking area – no right turns etc. Parking areas downhill of shopping centre – difficult for elderly, only one P sign</li> <li>• Shop owners park in prime spots</li> <li>• No coach drop off &amp; pick-up zones and parking areas</li> <li>• Difficult for caravans / people with boat trailers to stop</li> <li>• Queues / congestion in peak times – need for the by pass to proceed</li> </ul>

	<p><u>Information</u>  Board outside of Post Office – 20+ years old  Board near Hotel  Ulladulla VIC – not ideal, staff not knowledgeable, too difficult for caravans, wrong side of road. Needs a new centre – on highway near Harbour</p> <p><u>Positioning</u></p> <ul style="list-style-type: none"> <li>• Promoted as ‘Gateway to the Budawangs’ – but no signage of information on the Budawangs in the Milton area</li> <li>• Ulladulla – higher profile than Milton or Mollymook</li> </ul> <p><u>Regulatory Environment</u></p> <ul style="list-style-type: none"> <li>• Council not proactive – reasons why you ‘can’t, not find ways so that you ‘can’.</li> <li>• There are areas where Council could help / coordinate / provide advice</li> <li>• Conditions on events – prohibitive / too costly to get the necessary reports</li> <li>• Waterways – difficult to get permits / approval for water sports, activities &amp; events</li> <li>• RTA – restricts what can be done with signage, landscaping, lighting, banners etc. Can’t erect bill board advertising on approaches to the area</li> </ul> <p><u>Hinterland</u></p> <ul style="list-style-type: none"> <li>• Condition of road to Pigeon House Mountain – 2WD but in poor condition – needs to be graded regular – multiple ownership – Parks &amp; Wildlife, Forests, Council</li> <li>• Pigeon House Tea Rooms have closed – yet signs are still up on the Highway &amp; local roads.</li> <li>• Need to identify, sign, promote walking tracks, mountain bike tracks etc – some operators have limited knowledge of hinterland products</li> </ul> <p><u>Ulladulla</u></p> <ul style="list-style-type: none"> <li>• One track for All – fallen into disrepair – needs to be revamped</li> <li>• Businesses not working together to support initiatives – eg New Years Eve Fireworks – very disappointing only lasted a few minutes.</li> <li>• No longer have paddle boats on the Harbour – this was a popular attraction, encouraged highway travellers to stop</li> <li>• Town Centre not attractive – trees used in landscaping are inappropriate – not enhancing the area</li> </ul> <p><u>Beaches</u></p> <ul style="list-style-type: none"> <li>• Not enough patrolled beaches in the area over summer – need patrols at Lake Conjola, Rennies &amp; Race Course Beaches. Beaches further south not patrolled.</li> </ul>
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	<p><u>Tourism Board</u></p> <ul style="list-style-type: none"> <li>Needs to be involved in product &amp; infrastructure development</li> </ul> <p><u>Other</u></p> <ul style="list-style-type: none"> <li>Lack of coordination / communication within townships (Milton operators work better together than Ulladulla), and between the townships &amp; villages in the sub-region</li> <li>People not pulling together – too many individuals, too parochial</li> </ul>
<p><b>Strengths</b></p> <p><u>Milton</u></p> <ul style="list-style-type: none"> <li>Highway location &amp; proximity to the beach</li> <li>Setting – rural scenery &amp; historic buildings – atmosphere &amp; character</li> <li>Lifestyle shops – quality merchandise, no national traders or chain stores, cafes &amp; restaurants</li> </ul> <p><u>Ulladulla</u></p> <ul style="list-style-type: none"> <li>1st point after Kiama where Highway meets the sea</li> <li>Harbour – could be a major attraction</li> <li>Service centre</li> </ul> <p><u>Mollymook / Narrawallee</u></p> <ul style="list-style-type: none"> <li>High profile surfing area</li> <li>Cluster of higher standard accommodation</li> <li>Bannisters Point Lodge – Rick Stein Restaurant – high profile, generates publicity for the area</li> </ul> <p><u>Other</u></p> <ul style="list-style-type: none"> <li>Beaches &amp; waterways – suitable for a diverse range of boating &amp; water based activities</li> <li>Pigeon House Mountain – icon</li> <li>National Parks &amp; State Forests</li> </ul>	<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>Futures Park – aquaculture / marine research – will have a secondary tourism component</li> <li>Council should buy land on corner of Wason &amp; Thomas Street for parking</li> <li>Change attitudes &amp; mentality towards visiting the coast in winter – concentrate on spas, wood fires, lifestyle shopping, restaurants, activities – bush walks, mountain biking, wine &amp; cheese packages, water activities using wet suits.</li> <li>Build the corporate conference &amp; team building markets</li> <li>Use Showground for event parking &amp; run shuttle buses</li> <li>Build activity base of the region – consumers want activities &amp; experiences – encourages expenditure</li> <li>Potential to do more in developing &amp; promoting hinterland activities – needed to continue to build off-season markets</li> </ul>

## Markets Attracted

Mainstream	Events	Special Interest / Activity Based	Other
<p>Highway travellers – transit market – difficulties with parking and toilets not visible – deters people from stopping</p> <p><u>School holidays</u> Families Groups of Families Couples without children</p> <p><u>Outside of School Holidays</u></p> <p>Couples market – school holidays &amp; weekends – Canberra is a growth market Winter popular – promote log fires</p> <p>Women only – retreats / weekends away</p> <p>Self funded retirees – market in decline for motels – shifted to caravan parks</p> <p>Touring caravans &amp; motorhomes.</p>	<p>Scarecrow festival – coach wanting to come – can’t get accommodation, area doesn’t have infrastructure (eg parking, toilets) to support coach groups. Note: festival mainly attracts regional residents + their visiting friends &amp; relatives – 4000 attendees –area at capacity</p> <p>Wine Festival &amp; Escape Arts Fest – suitable for couples – brings people into the area from Sydney &amp; Canberra</p> <p>Blessing of the Fleet Ulladulla – huge family market – draws from South Coast, Illawarra, Sydney, Canberra</p> <p>Surf boat regatta Mollymook</p> <p>Markets</p>	<p>Food – Bannister’s holds a long table luncheon on Mondays – 90 people</p> <p>Surfing</p> <p>Bushwalking</p> <p>Water sports</p> <p>Golfers</p>	<p>Conference market / corporate retreats (Bannisters)</p> <p>Self drive international, including camper vans – Sydney to Melbourne coastal route</p> <p>Wedding market is growing (Cupitts Winery, Beaches, Golf Club)</p>
<p><u>Observations</u> Market for accommodation – 50% Sydney, 33% Canberra, 10% Illawarra, also Southern Highlands Market is changing Higher yielding markets are the corporate, conferences &amp; couples Couples market is a year-round weekend market – good winter market</p>			

## 12. ULLADULLA WORKSHOP

Priority Projects	Main Issues
<ul style="list-style-type: none"> <li>• Improve harbour &amp; marine infrastructure – expand harbour, improve access &amp; facilities</li> <li>• Significantly improve presentation of the town – entry routes &amp; town centre – strengthen link between shopping centre &amp; Harbour</li> <li>• Link up &amp; extend cycleway network from Narrawallee through to Burrill Lake</li> <li>• Improve visitor information services</li> </ul>	<p><u>Marine Infrastructure</u></p> <ul style="list-style-type: none"> <li>• Don't have a serviceable harbour. Floating pontoon has helped, but still not enough</li> <li>• Harbour too small – needs to be extended</li> <li>• Not enough commercial product – whale &amp; dolphin watching, charters etc</li> <li>• Paddle boats need to go back in the Harbour</li> </ul> <p><u>Cycle Infrastructure</u></p> <ul style="list-style-type: none"> <li>• Sections of cycleways – not joined up, four dedicated tracks</li> </ul> <p><u>Events</u></p> <ul style="list-style-type: none"> <li>• Difficult to generate manpower (volunteers) and funding for events – should be some funding available from Tourism Levy money</li> <li>• No coordination between areas – clashes with Bateman's Bay &amp; Eurobodalla Shire</li> <li>• Need for event noticeboards (on Highway approaches), flags &amp; banners to advertise events</li> </ul> <p><u>Signage</u></p> <ul style="list-style-type: none"> <li>• Need for improved signage along the Highway corridor, although good new entry sign approach (paid for by Council).</li> </ul> <p><u>Coaches</u></p> <ul style="list-style-type: none"> <li>• Lack of drop-off zones and parking areas and facilities for coaches</li> <li>• Accommodation too small to take coach groups</li> <li>• Topography is an issue for seniors</li> </ul> <p><u>Information &amp; Marketing</u></p> <ul style="list-style-type: none"> <li>• Ulladulla VIC – staff have limited knowledge – need to get out &amp; do famils</li> <li>• Staff give out incorrect information</li> <li>• More PR marketing &amp; industry / media famils needed</li> <li>• More promotion of Ulladulla sub-region as a destination</li> <li>• Cycling brochure needs updating</li> </ul> <p><u>Presentation</u></p> <ul style="list-style-type: none"> <li>• The town is not attractive – presents poorly.</li> </ul>

	<p><u>Hinterland</u></p> <ul style="list-style-type: none"> <li>• Tourist Drive 3 decommissioned due to ongoing theft of signs by locals</li> </ul> <p><u>Regulatory</u></p> <ul style="list-style-type: none"> <li>• Council – lacks vision</li> <li>• Council blocks / obstructs – not helpful – not proactive</li> <li>• RTA – significant controls – prevents things happening along the highway corridor – need a by pass</li> </ul>
<b>Strengths</b>	<b>Opportunities</b>
<ul style="list-style-type: none"> <li>• Harbour – Council is developing a board walk to encourage businesses to activate the harbour foreshore</li> <li>• Strong visual &amp; performing arts community in the sub-region</li> <li>• Dunn Lewis Centre, great future potential for events</li> </ul>	<ul style="list-style-type: none"> <li>• Build marine based tourism – dependent on improvements to the Harbour</li> <li>• Build conference, meetings &amp; event markets</li> </ul>

## Markets Attracted

Mainstream	Events	Special Interest / Activity Based	Other
Passing Traffic – year round – Ulladulla a highway service centre  <u>School Holidays</u> Families – mainly Sydney but increasing from Canberra  <u>February / March</u> Families with pre-schoolers  <u>Outside of School Holidays</u> Retirees Touring Caravans & Motorhomes Corporates / sales reps	Bowls Pennants – 100+ competitors  Tennis tournaments - Seniors – 200 players - Open (Nov) - Juniors – 4 carnivals / year  Arts Escape Festival brings visitors into the area, free events  Harbour Feast – timing is poor	Mountain bikes Cyclists / BUG Groups  Dive markets – dive schools coming down & staying in the area  Fishing / fishing charters	Coach market – don't have the facilities & infrastructure to support this market
<b>Observations</b>			

### 13. ULLADULLA – MILTON – MOLLYMOOK & SURROUNDS – PRODUCT & INFRASTRUCTURE AUDIT ULLADULLA, MILTON, MOLLYMOOK, NARRAWALLEE, BENDALONG, MANYANA, CUNJURONG POINT, BERRINGER LAKE, FISHERMANS PARADISE, LAKE CONJOLA, CONJOLA PARK, CONJOLA, YATTE YATTAH, BURRILL LAKE, DOLPHIN POINT, LAKE TABOURIE, PIGEON HOUSE MOUNTAIN & HINTERLAND

Ulladulla is the service centre for the southern part of the City, with the town known as a fishing port and for its Blessing of the Fleet event. It is one of the few locations on the NSW coast where the Highway meets the sea. The Ulladulla district extends from Bendalong in the north through to Lake Tabourie in the south and includes the Morton National Park (Budawang Wilderness Area) to the west. The area offers a diversity of experiences and attractions – the popular coastal villages, coastal lakes – popular for fishing, boating and water based activities, the surf breaks at Manyana and Mollymook Beach, historic Milton with its lifestyle shops, galleries and eateries, Ulladulla Harbour, the iconic Pigeon House Mountain Didthul and nature and outdoor based experiences in the surrounding National Parks & State Forests.

The District has a range of accommodation, including two well-known up market properties – Bannisters and the Ulladulla Guest House. Mollymook has a concentration of serviced apartments, motels and holiday rental accommodation. Caravan parks and holiday rental properties dominate the coastal villages, with B&B and hosted accommodation clustered in and around Milton. Motels are located along the Highway corridor from Milton through to Ulladulla, and further south at Burrill Lake and Lake Tabourie. The motels in the district are primarily older style properties, some of which are very tired and dated.

The National Parks and State Forests within the District are an under-promoted and under-utilised asset. In addition to Pigeon House Mountain Didthul there are a number of lookouts along the escarpment that provide spectacular views east over the coast and west to the Budawang Wilderness Areas. There are also a range of picnic areas and walking tracks in both the coastal and hinterland parks. Most of these Park areas are not well signposted, with promotional material (other than for Murramarrang National Park further south) being limited.

The Ulladulla District is essentially a microcosm of the South Coast bringing together many of the key coastal, rural and national park experiences.

Attractions & Activities	Accommodation	Facilities	Other
<b>Ulladulla</b> - Service centre for the southern Shoalhaven and one of the few locations on the NSW South Coast where the Princes Highway meets the sea. Although well known, the Harbour is an under-utilised asset. The retail, commercial and urban development in the area has resulted in Ulladulla losing its 'sleepy, fishing harbour' atmosphere and character. The overall visual impact and first impressions of the town are poor- an urban corridor along the northern entry route, and an industrial corridor along the southern entry route.			
Ulladulla Harbour – two seafood cafes, fresh seafood outlet, fishing charters, swimming pool	<u>Motels</u> Motel Harbour Royal (21 rooms) Colonial Palms (13 rooms) Pigeon House Mountain (16 rooms)	Ulladulla Visitor Information Centre – as part of Civic Centre – not an ideal location.  Ulladulla – Milton Bowling Club	

Attractions & Activities	Accommodation	Facilities	Other
<p>Warden Head Lighthouse</p> <p>Rennies Beach Racecourse Beach</p> <p><u>Boat &amp; Fishing Charters</u> Surf &amp; Fish Charters Ulladulla Fishing Charters Ulladulla Boat Charters / Diving Supplies Ulladulla Dive &amp; Adventure Centre Warrigal Ocean Fishing &amp; Pleasure Cruise</p> <p><u>Scuba Diving</u> Pleasure Cruises Australia Ulladulla Dive &amp; Adventure Centre</p> <p>Shopping Centre – anchors include Coles, Woolworths, Aldi, Franklins, Target + range of specialty &amp; lifestyle shops, cafes &amp; restaurants</p> <p><u>Indoors</u> Funland Time Zone 10 pin bowling – Dunn Lewis Centre Ulladulla Leisure Centre</p> <p><u>Walking Tracks</u> One Track for All – interpretative walk Coomee Nulunga Cultural Tracks / Warden Head Light House Reserve Wildflower Reserve</p> <p><u>Art Galleries</u> Giriwa Garuwanga Ulladulla Guesthouse gallery Dunn Lewis Centre Gallery</p> <p><u>Arts &amp; Craft Workshops</u> Dunn Lewis Centre – School holidays</p>	<p>Sandpiper Motel (13 rooms) Harbour Foreshore Motel (9 rooms)</p> <p><u>Hotels</u> Marlin Hotel (21 rooms)</p> <p><u>Guest House</u> Ulladulla Guest House (9 rooms + 2 apts) South Coast Travellers Rest (3)</p> <p><u>Caravan Parks</u> Beach Haven Holiday Resort, Racecourse Beach Ulladulla Headland Tourist Park</p> <p><u>Back Packers</u> South Coast Travellers Rest (2 rooms)</p> <p><u>B&amp;B</u> Secrets of the Sea</p> <p><u>Self Contained</u> Ulladulla Holiday Village (28 cottages) + 5 Shoalhaven Holiday Planner +37 Stayz</p>	<p>Milton -Ulladulla Ex-Services Club Dunn-Lewis Entertainment Centre – meeting &amp; function rooms Ulladulla Civic Centre - auditorium</p> <p>Ulladulla Leisure Centre Acadia Twin Cinemas</p> <p>LetzScoot – Scooter Hire</p> <p>Skate Board ramp</p> <p>Ulladulla Boat Ramp (Crescent Street) Harbour</p> <p>Mountain Bike Trails – Kings Point</p>	

Attractions & Activities	Accommodation	Facilities	Other
<p><u>Producers</u> Cupitts Winery Fishermen’s Wharf Seafood Seafood outlets / prawn sales</p> <p><u>Events</u> Blessing of the Fleet Monthly markets (Harbour)</p> <p><u>Tours</u> Gondwana Coast Fossil Walk Heritage Tourism History Tours</p>			
<p><b>Milton / Yatte Yattah (YY) / Woodstock</b> - Milton is a mature, established day-trip destination as well as a service centre for Highway travellers. It is also emerging as an accommodation node for quality, boutique B&amp;B and hosted accommodation. Retaining the historic character and rural setting of the town is a priority.</p>			
<p>Milton historic town - Lifestyle centre – mix of cafes, art galleries, boutiques, homewares, antiques etc (more art / local artisan focused than Berry)</p> <p>Waratah Farm Gerbera Farm</p> <p>High Tea – Milton B&amp;B</p> <p><u>Events</u> Monthly markets Escape Arts Fest (10 days) Milton Show (2 days, March) Milton Scarecrow Festival (June Long Weekend) Milton Settlers Fair (October Long Weekend)</p> <p><u>Yatte Yattah</u> Yatte Yattah Nursery &amp; Cafe Yatte Yattah Pottery</p> <p><u>Woodstock</u> Skirmish Ulladulla (Paintball) Gzone Flower Farm</p>	<p><u>Motels</u> Milton Village Motel (9 rooms)</p> <p><u>Hotels</u> Star Hotel (3 rooms)</p> <p><u>Caravan Park</u> Milton Tourist Park</p> <p><u>B&amp;B</u> Meadowlake Lodge, Milton Milton B&amp;B Mrs Top at Milton Times Past B&amp;B Acacia Cottage, Woodstock</p> <p><u>Self Contained</u> Milton Country Cottages (2) Lakeshore Lodge, Woodstock (4) + 5 Shoalhaven Holiday Planner + 11 more listed in Stayz</p>	<p>Milton Village Swimming Pool Milton Theatre Public toilets (difficult to find) Milton Showground Frogs Holler sports Ground</p>	<p>Significant parking issues No coach or caravan parking</p>

Attractions & Activities	Accommodation	Facilities	Other
<u>Hinterland</u> Granite Falls & George Boyd Lookout Porters Creek Dam, Pointer Gap Lookout & walking trails to Mt Bushwalker			
<b>Mollymook – Narrawallee</b> - main Beach for Ulladulla – popular for holidays & short breaks			
Mollymook Beach – renown surf breaks Beachside cafes Regional scale playground Colliers Beach  Narrawallee Beach Jones Beach  Two 18 hole golf courses Narrawallee Creek + walking trail  <u>Surf Schools</u> PamBurrige Ulladulla Surf School Beach craft  Blue Scope 4WD Adventures  Bannisters Day Spa Rick Stein Restaurant (Bannisters)	<u>Resort</u> Bannisters Point Lodge (32 rooms)  <u>Motels</u> Mollymook Seaspray (9 rooms) Mollymook Seascape (10 rooms + 4 apts) Paradise Haven Motel Apartments (18 apts) Beachhouse Mollymook (16 rooms) Dolphins of Mollymook (16 rooms) Surfbeach Motel & Apartments (15 rooms) Ocean View Motel (12 rooms) Mollymook Motel (11 rooms) Mollymook Shores (27 rooms + 1 apt)  <u>Serviced Apartments</u> Clyde Apartments (3) Breakers Apartments (7) Mollymook Cove Apartments (8)  <u>Caravan Park</u> Mollymook Caravan Park  <u>Self Contained</u> Mollymook Aquarius Apartments (2) At Outriggers Mollymook (3) Mollymook Beach Units (6) A Mollymook Beach Seaview (2) Mariners on Mollymook (5) Surfrider Apartments (6)  + 5 Shoalhaven Holiday Planner + 256 Stayz – Mollymook / Narrawallee	Mollymook Golf Club (Hilltop)  Boat ramp - Narrawallee	Small local shopping centre
<b>Bendalong / Manyana / Cunjurong Point (CP) / Berringer Lake (BL)</b> - epitomises 'Return to Coastal Village Life' branding and essence of the South Coast. Bendalong – iconic scenery;			

Attractions & Activities	Accommodation	Facilities	Other
Manyana – surfing destination; villages surrounded by the Conjola National Park			
<p><u>Bendalong</u>  <u>Beaches</u>  Monument Beach  Flat Rock Beach  Dee Beach  Washerwomens Beach – toilets (including disabled), picnic shelter, BBQ)  Boat Harbour – 2 boat ramps, toilets, playground, picnic facilities  Shell Grit Beach  One Tree Beach  Inyadda Beach</p> <p><u>Walking Tracks</u>  Red Head walking track – not sealed  Monument Track heading north from North Bendalong – not signposted</p> <p>Area surrounded by Conjola National Park – various walking, mountain bike &amp; possibly 4WD tracks</p> <p>Pam Burridge Surf School</p> <p><u>Manyana</u>  <u>Beaches</u>  Inyadda Beach – viewing platform, toilets, Hooded Plover Nesting Area  Manyana Beach – viewing platform, toilets, swings</p> <p><u>Cunjurong Point</u>  <u>Beaches</u>  Cunjurong Point – Toilets, small playground, picnic tables, walking track  Lake Conjola foreshore – picnic area, wood BBQ, toilets, single lane boat ramp, interpretation</p>	<p><u>Caravan &amp; Camping</u>  Bendalong Point Tourist Park  Rustic Caravan Park, BL</p> <p><u>Backpackers</u>  Rapenea Cottage, Bendalong (2 dormitories – 40 beds)</p> <p><u>Self Contained</u>  <u>Bendalong</u>  Allawah Beach Cabins, Bendalong (10 – appears to be being redeveloped)  31 Stayz</p> <p><u>Manyana</u>  2 Shoalhaven Holiday Planner  93 stayz</p> <p><u>Cunjurong Point</u>  Don Hearn’s Cabins, CP (6)  14 Stayz</p> <p><u>Berringer Lake</u>  Berringer Lake Holiday Cottages (4)  4 Stayz</p>	<p><u>Boat Ramps</u>  Bendalong – 2 single lane ramps at Boat Harbour</p> <p>Cunjurong Point – single lane ramp into Lake Conjola</p> <p>Berringer Lake – boat launching area for Lake Berringer (off Lake Conjola) – not sealed.</p> <p><u>Community Hall - Manyana</u></p> <p>Tennis Courts - Manyana</p>	<p><u>Bendalong</u>  Friendly Grocer + Petrol + Newsagent + takeaway  Pizza Shop – Friday &amp; Saturday Nights</p> <p>Poor directional signage throughout the area. No signage to the Beach at Manyana</p> <p>Only Blue Sign in area is to Berringer Lake at intersection of Inyadda Drive &amp; Berringer Road</p>

Attractions & Activities	Accommodation	Facilities	Other
<p><u>Berringer Lake</u> Berringer Lake, foreshore reserve, boat ramp (not sealed)</p>			
<p><b>Lake Conjola (LC) / Conjola / Conjola Park / Fishermans Paradise</b> - very popular for fishing, canoeing, boating and water sports (water skiing, wakeboarding etc). Siltation of the channels in the Lake is becoming an issue.</p>			
<p>Conjola Beach – have to walk through caravan park to access</p> <p>Lake Conjola – various access points – Boat ramp in caravan park</p> <p>Narrawallee Creek Nature Reserve – walking trail to Creek &amp; Pattimore's Lagoon</p> <p>Conjola National Park – access road to the Lake</p> <p>Boat &amp; Canoe Hire, LC</p> <p><u>Walking on Water + Ulladulla Surf School</u> Surf lessons Water Ski &amp; wakeboard lessons Speed boat rides Inflatable rides Professional boat driver training</p>	<p><u>Caravan &amp; Camping</u> Lake Conjola Entrance Tourist Park, LC Island View Caravan park &amp; Cottages, LC Conjola Lakeside Van Park, LC (Big 4) Lake Conjola Deepwater Resort, LC (not signposted)</p> <p><u>B&amp;Bs</u> Sinclairs Country Retreat, Conjola (5 units, 24 beds) The Break @the Lake, Conjola Narrawallee Creek Studio, LC</p> <p><u>Self Contained</u> <u>Lake Conjola</u> 4 Shoalhaven Holiday Planner 21 Stayz</p> <p><u>Conjola</u> 1 Stayz</p> <p><u>Conjola Park</u> 4 Stayz</p> <p><u>Fishermans Paradise</u> 3 Stayz</p>	<p>Lake Conjola &amp; District Bowling &amp; Recreation Club (2 greens)</p> <p>General Store &amp; Post Office</p>	
<p><b>Burrill Lake – Dolphin Point</b></p>			
<p>Burrill Beach Dolphin Point – beach along inlet</p> <p>Meroo National Park – western side of</p>	<p><u>Motels</u> Edgewater (10 rooms) Burrill Pines (10 rooms)</p>	<p>Community Hall</p>	<p>Small shopping local shopping centres – both sides of bridge</p> <p><u>South</u></p>

Attractions & Activities	Accommodation	Facilities	Other
<p>Highway</p> <p>Burrill Lake Cruises &amp; Fishing Charters Canoe Hire (Bungalow Tourist Park)</p> <p>Lions Park – playground, toilets, picnic facilities, fishing platforms, cycle tracks</p> <p>Dolphin Point Headland – picnic facilities, toilets &amp; viewing platforms</p> <p>Hot Glass Gallery</p> <p>Isis Day Spa</p> <p>Putt Putt Golf (Bungalow Tourist Park) Bird Feeding (Bungalow Tourist Park)</p> <p>Woodburn State Forest – 4WD trails Barnunj State Recreation Area (abuts Dolphin Point – no facilities)</p> <p>Sailing – Southern Bay Waterskiing – Kings Point</p>	<p><u>Group Accommodation</u> Lagoon Point Conference &amp; Camping Area (7 cabins, 200 camp sites)</p> <p><u>Caravan &amp; Camping</u> Bungalow Park (Big 4) Dolphin Point Tourist Park Lake Burrill Tourist Park</p> <p><u>Self Contained</u> Lake Edge Holiday Units (7) The Pines + 18 Stayz</p>		<p>IGA Post Office / Newsagent Cafe Hairdresser Real Estate Agent</p> <p><u>North Side</u> Hot Glass Studio Fish &amp; Chips / Seafood sales Stand-up Paddle Lessons Bait n Tackle Shop Bottle Shop</p>
<b>Lake Tabourie</b>			
<p><u>Southern Side</u> Foreshore walk Foreshore reserve – beach access point – BBQ, picnic &amp; toilet facilities</p> <p><u>Northern Side</u> 4WD / walking trails to Wairo Beach through Meroo National Park Reserve – Toilets, wood BBQs, picnic facilities Interpretation</p> <p>Meroo National Park to north &amp; south of town</p>	<p><u>Motel</u> Tabourie Lake Motor Inn, Restaurant &amp; Function Rooms</p> <p><u>Caravan &amp; Camping</u> Lake Tabourie Caravan Park Wairo Beach Holiday Park</p> <p><u>Self Contained</u> + 19 Stayz</p>	<p>General store – bottle shop &amp; petrol</p> <p>Shared pathway, linking north &amp; south areas</p>	<p>No signage at foreshore walk track head or at beach reserve access point – distance to beach</p> <p>Change from spotted gum to Bangalay &amp; Banksia Forests</p>

Attractions & Activities	Accommodation	Facilities	Other
Termeil State Forest to the west of the highway, south of the Lake			
<b>Pigeon House Mountain – Hinterland</b> - The Morton National Park is highly accessible from the Ulladulla area, with Pigeon House Mountain Didthul being a high profile and widely recognised landmark. There is a cluster of visitor facilities (lookouts, walking tracks, day use picnic areas) that are readily accessible from the coastal holiday areas. The Ulladulla District is the 'Gateway to the Budawangs' a relationship that needs to be strengthened and capitalised upon.			
<p>Pigeon House Mountain – picnic area &amp; walking trail</p> <p>The Castle – Walking Trail</p> <p>Morton National Park camping grounds – access points to the Upper Clyde River, lookouts &amp; walking trails</p> <p>State Forests – Forest roads &amp; 4WD trails</p> <p>Shallow Crossing – recreation reserve</p> <p>Clyde River Berry Farm, Mogood</p> <p>Brooman – 'ghost town' – abandoned wooden huts</p>	<p><u>B&amp;B</u> Acacia Cottage, Woodstock</p> <p><u>Self Contained</u> Clyde River Retreat, Morton (1) Milton Country Retreat, Morton (1) Bhundoo Bush Cottages, Morton (2)</p> <p><u>Camping</u> Shallow Crossing Camping Ground (28 sites) National Park Camping Grounds (4 primitive camp grounds - Blue Gum Flat, Yadbora Flat, Long Gully, Wog Wog)</p>		

## Ulladulla Sub-Region Summary – Attractions & Activities

### Water- based Activities

Surfing Schools	Scuba Diving	Fishing / Boating Charters	Boat / Canoe Hire	Waterski / Wakeboarding / Stand up Paddle	Boat Ramps
PamBurrige Ulladulla Surf School Beach Craft	Pleasure Cruises Australia Ulladulla Dive & Adventure Centre	Burrill Lake Cruises & Fishing Charters  <u>Ulladulla</u> Surf & Fish Charters Ulladulla Fishing Charters Ulladulla Boat Charters / Diving Supplies Ulladulla Dive & Adventure Centre Pleasure Cruises Australasia MV banks Warrigal Ocean Fishing & Pleasure Cruise	Lake Conjola General Store  Lake Tabourie Tourist Park  Shallow Crossing Camp Ground	Walk on Water (commercial)  Kings Point – Water Ski Club  Stand-up Paddle Lessons – Burrill Lake	Bendalong (2)  <u>Lake Conjola</u> Cunjurong Point Berringer Lake Fishermans Paradise Lake Conjola – entrance  Narrawallee Ulladulla (2)  <u>Burrill Lake</u> Kings Point (water ski) Moore Street (sailing) Kendall Cr (north side) Maria Ave (south side)  Lake Tabourie (north side)

## Outdoor Activities

Walking Tracks	Golf	Mountain Bike Tracks	Tours	Other
<p><u>Ulladulla</u>            One Track for All – interpretative walk            Coomee Nulunga Cultural Tracks / Warden Head Light House Reserve            Wildflower Reserve</p> <p><u>Narrawallee Creek</u>            Narrawallee Creek Nature Reserve – walking trail to Creek &amp; Pattimores Lagoon</p> <p><u>Bendalong area</u>            Red Head walking track Monument Track heading north from North Bendalong            Conjola National Park – various walking, mountain bike &amp; possibly 4WD tracks            Cunjurong Point walking tracks</p> <p>Lake Tabourie – foreshore walk</p> <p><u>Hinterland</u>            Morton National Park            Pigeon House Mountain – picnic area &amp; walking trail            The Castle – Walking Trail            Budawang National Park walking tracks            Meroo National Park – around Burrill Lake &amp; further south</p>	<p>Mollymook (Beachside)            Mollymook (Hilltop)</p> <p><b>Bowls / Bowling Clubs</b>            Lake Conjola            Mollymook Beach            Milton-Ulladulla</p> <p><b>Croquet</b>            Milton- Ulladulla Croquet Club</p>	<p>Kings Point</p> <p>Morton National Park – management trails – touring routes</p>	<p>Bluescope 4WD Adventure Tours</p> <p>Milton-Ulladulla History Tours</p> <p>Jamana Gunya</p> <p>Gondwana Coast Fossil Walk</p>	<p>Skirmish Ulladulla Ulladulla Sea Pool</p> <p>Whale watching platform, Warden’s Head</p>

## Other

Food Producers	Wineries	Art Galleries	Main Events	Indoor Activities	Pampering
<p>Seafood, Ulladulla Harbour Prawn Sales, Ulladulla</p> <p>Clyde River Berry Farm, Mogood</p>	<p>Cupitt's Winery, Ulladulla Bawley Vale Estate</p>	<p><u>Burrill Lake</u> Hot Glass Gallery</p> <p><u>Milton</u> Kingsstudio Abstract Artform Green House Gallery House of Jules Art Studio Millhouse Art Society Milton Timber Gallery</p> <p>Escape ArtsFest</p> <p><u>Ulladulla</u> Ulladulla guest House Giriwa Garuwanga Dunn Lewis Gallery</p> <p><u>Yatte Yattah</u> Yatte Yattah Pottery</p>	<p><u>Ulladulla</u> Blessing of the Fleet, Monthly markets (Harbour)</p> <p><u>Milton</u> Monthly markets Escape Arts Fest (10 days) Milton Show (2 days, March) Milton Scarecrow Festival (June Long Weekend) Milton Settlers Fair (October Long Weekend)</p>	<p>Funland Time Zone 10 pin bowling – Dunn Lewis Centre Ulladulla Leisure Centre</p> <p>Arcadia Cinemas, Ulladulla Milton Theatre</p>	<p>Bannisters Point Day Spa Isis Days Spa, Burrill Lake</p>

## 14. BAWLEY COAST

### BAWLEY POINT, KIOLOA, TERMEIL, EAST LYNNE, DEPOT BEACH, NORTH DURRAS, MURRAMARANG & MEROO NATIONAL PARKS, CLYDE RIVER VALLEY

The Bawley Coast extends from Lake Tabourie south to Durras North and west to include the Clyde River Valley. The area is marketed as 'The Bawley Coast - A Natural Escape'. It includes the small villages of Bawley Point, Kioloa, Depot Beach and Durras North along the coast and the East Lynne and Termeil service centres along the Princes Highway corridor. The area is best known for the 'surfing kangaroos' at Pebbly Beach. The surf breaks at Bawley Point are rated on global surf sites as 'world class', with the scuba diving in the area also highly rated. Horse riding is available at Termeil during school holidays. There are also two wineries in the area as well as a few local farm gate outlets.

Most of the precinct is native forest, with the Precinct incorporating the southern section of the Meroo National Park, the northern part of the Murramarang National Park along the coast, the Bimberamala and Budawang National Parks to the west of the Clyde River and the Flat Rock, Brooman, South Brooman and Clyde State Forests to the west of the Princes Highway. In contrast to the coastline to the north, the Bawley Coast is rugged, with the coastline characterised by a series of rocky headlands, sheer cliffs, small inlet beaches, and rocky offshore islands. Along most of the coastline, the forest extends to the sea, with the forest dominated by Spotted Gums – beautiful, tall trees that reach heights of up to 50m, with an understorey of burrawang palms. The Murramarang Aboriginal Area is an attraction for the Precinct. Both the Murramarang National Park and State Forests are criss-crossed by a network of unsealed forest roads which provide opportunities for cycling, bushwalking and forest drives.

National Parks operates three camping grounds (camp sites and cabins) within the Murramarang National Park, with the areas being very popular with both the Sydney and Canberra markets. Other accommodation in the Precinct includes six caravan parks, hosted self contained accommodation, B&Bs and holiday rental properties. Some of the hosted accommodation properties provide eco friendly, 4 star standard accommodation. Primitive camping is available in the Meroo National Park to the north and in the State Forests. There is also a commercial camp ground at Shallow Crossing on the Clyde River. A small local shopping centre is located at Bawley Point, with general stores at Kioloa and Durras North. Bawley Bush Cottages has a function – meeting room, capable of accommodating 80 people banquet style. The Australian National University has a coastal campus at Kioloa, with the Centre having conference and meeting facilities and on-site accommodation (90 beds).

Priority Projects	Main Issues
<ul style="list-style-type: none"><li>• Shared pathway – Kiola to Bawley Point Shopping Centre</li><li>• Kiola Boat Ramp and reserve area</li><li>• Maintenance of the Murramarang Aboriginal area, the walk to Mt Durras and the Ingold Lookout area (needs to be cleared)</li><li>• Improve telecommunications – preferably without a tower – use other technology</li></ul>	<ul style="list-style-type: none"><li>• Seasonality – very short summer season</li><li>• No shared pathway between Kiola and Bawley Point Shopping Centre</li><li>• Poor telecommunications</li><li>• Not enough accommodation properties doing one night stays</li><li>• Difficult to get food after business hours – takeaways – have early closing hours</li></ul>

	<ul style="list-style-type: none"> <li>• Poor customer service</li> <li>• Too many holiday rental properties – not paying commercial levies</li> <li>• Recycle bins – need to extend the weekly collection one additional week (Council to be commended for moving to weekly collection in peak times)</li> <li>• Johnston Street – major potholes – impacts on access to headland</li> <li>• Bawley Point Road – Princes Highway intersection – dangerous due to limited sight lines – needs to be 80km speed limit not 100.</li> <li>• Minimal cross promotion</li> <li>• Inappropriate development – not in-keeping with character and environment</li> </ul> <p><u>National Parks &amp; Forestry</u></p> <ul style="list-style-type: none"> <li>• Aboriginal area needs to be maintained – tracks overgrown – can no longer see middens. No signage/ information from Racecourse Beach</li> <li>• Walk to Mt Durras needs maintenance &amp; signage</li> <li>• Ingold Lookout – over grown – needs to be cleared</li> <li>• Mt Mogood??? Also overgrown</li> <li>• Gold mining history and sites in the State Forests – not identified or promoted – need to be assessed to determine if they have potential</li> <li>• No Discovery Programs in the area – need for guided walks as per Booderee National Park</li> <li>• Minimal infrastructure in / information on Meroo National Park</li> </ul> <p><u>Marine Infrastructure</u></p> <ul style="list-style-type: none"> <li>• Boat Ramp at Kiola – issues with the design &amp; operation of the ramp – issues with boat trailer parking – overcrowded – conflict with pedestrians, particularly children as there is no footpath.</li> <li>• Boat ramp at Bawley Point – only usable under certain conditions</li> </ul> <p><u>Safety</u></p> <ul style="list-style-type: none"> <li>• Unpatrolled beaches – bad rips – need for educational signage on how to recognise a rip and what to do if caught in the rip. (ANU Campus has good information about rips)</li> <li>• More angel wings – put at popular swimming locations</li> </ul>
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Strengths /Assets	Opportunities
<ul style="list-style-type: none"> <li>• Pristine Beaches / clarity of the water</li> <li>• Spectacular setting – rugged topography, coves, headlands, wet sclerophyll forest &amp; rainforest – spotted gums &amp; budawangs</li> <li>• Lack of development</li> <li>• Back to nature / back to basics</li> <li>• Pebbly Beach – high profile due to surfing Kangaroos</li> <li>• ‘South Coast style’</li> <li>• National Parks &amp; Forests</li> <li>• Marine Park</li> <li>• Beautiful hinterland – ranges, forest trails, Clyde River, Pigeon House, Brooman &amp; Shallow Crossing</li> </ul>	<p><u>Dive tourism</u> – opportunity to promote the area more as a dive destination</p> <ul style="list-style-type: none"> <li>• Great location for shore-based dives – not too far to carry gear to beach.</li> <li>• Brush Island – Grey Nurse Shark Sanctuary</li> <li>• Bawley Point</li> <li>• Note: No dive infrastructure (boat, shops, air)</li> </ul> <p><u>Food &amp; Wine Tourism</u></p> <ul style="list-style-type: none"> <li>• Need to link up the Hawkesbury Harvest and Southern Harvest Trails</li> <li>• Some products in the area – Berry Farm (not signposted), Honey, 2 wineries, East Lynne – smoked fish &amp; eel</li> </ul> <p><u>Hinterland</u></p> <ul style="list-style-type: none"> <li>• Need to identify &amp; position destinations in the hinterland and surrounding area and include as part of the attraction base of the Bawley Coast – ideal area for soft adventure by city people who own 4WDs – forest trails provide an off road experience for in-experienced 4WD drivers – walks, drives, swimming holes, picnic areas, lookouts</li> </ul> <p><u>Other</u></p> <p>Weddings - Growth market – spring &amp; summer weekend market  Mountain bikers  Bushwalkers  International self drive – Sydney to Melbourne Coastal Route  Travelling with dogs</p>

## Markets Attracted

Mainstream	Events	Special Interest / Activity Based	Other
<p><u>School holidays</u> Families</p> <p><u>Outside of School Holidays</u> Retirees International FIT – mainly campervans</p> <p><u>February</u> Families with pre-school aged children</p> <p><u>Weekends</u> Weddings Couples – mainly professionals</p> <p><u>Touring</u> Overnight – Coast Route Sydney to Melbourne</p> <p><u>Origin</u> 55-60% Sydney - Illawarra 35-40% Canberra High level of repeat visitors – generally first time visitors come back</p>	<p>Ironman – 166 competitors – held in peak season</p> <p>Overflow from events in Ulladulla and Batemans Bay</p>	<p>Surfing – winter market – surf is better Kayaking Recreational Boating Fishing – shore &amp; boat based Bushwalking Mountain Bikes Scuba – dive shops &amp; groups out of Canberra</p> <p>4WD + trail bikes – west of Highway</p>	<p>ANU Students and researchers</p>
<p><u>Observations</u> Map / information centre have started to make a difference – people moving around more Web site up and running – not optimised for key word searches Area is ideal for same sex couples – how can they build this market? Travelling with pets – one of the caravan parks accepts dogs</p>			

## Product & Infrastructure

Attractions & Activities	Accommodation	Facilities	Other
<b>Bawley Point</b>			
<u>Beaches</u> Racecourse Bull Pup Murramarang Gannet Cormarant Bawley  Well known surf breaks  Willinga Point Headland – lookout + walking track to Willinga Lake  Bawley Point Recreation Reserve – playgrounds, toilets, BBQ & picnic area  Murramarang Aboriginal Area – walking track + interpretation – track is overgrown / can't see midden / no signage from Racecourse Beach parking area on Murramarang Road  Dulkara Art Gallery  <u>Activities</u> Surfing Kayaking Recreational Boating Fishing Bushwalking Mountain Bikes Scuba	<u>B&amp;B</u> Bawley B&B Bawley Homestead Interludes @ Bawley  <u>Self Contained</u> At Bawley Bawley Point Bungalows Blackberry Cottage Bungle Hill Cottages Casuarina Holiday Cottages Gammet Beach House Bawley Bush Cottages Windreef Wonga  <u>Caravan Park</u> Racecourse Beach Tourist Park – major investment in upgrading the park – resort style park – jumping pillow, resort pool, tennis court, playground	Boat Ramp – only accessible on some conditions  Shared pathway along Murramarang Road to shopping centre – popular for walking & cycling  Bawley Beach Cafe  Level 3 information Centre – Newsagent Store  <u>Shopping Centre</u> IGA supermarket Macca's Fishing & Camping Chemist Surfside Properties Real Estate Hairdresser Newsagent Bottle Shop Cafe  Shopping centre environment well presented – with small reserve + picnic tables Centre lacks character / atmosphere – dated / staid  Bawley Bush Cottages – conference & function facilities	No vehicle access to Lake Willinga  No signage to beaches or to the Point

Attractions & Activities	Accommodation	Facilities	Other
<b>Kioloa</b>			
Kioloa Beach Merry Beach Murramarang National Park	Kioloa Beach Holiday Park Merry Beach Caravan Park – quality cabins  <u>Self Contained</u> Kiola Holiday Cabins Kingfisher Cottage  <u>Group</u> ANU Coastal Campus	Community Centre (modern & ideal for small self-catered functions) Public toilets Boat Ramp + toilets + picnic area Tennis Courts Netball court Oval  General Store + takeaway + restaurant	ANU Coastal Campus – accommodation + auditorium  No shared pathway between Kiola and Bawley Shopping Centre  Merry Beach to Pretty Beach walking track – also used for mountain biking
<b>Pretty Beach</b>			
Pretty Beach Walking track to Merry Beach Lookout on the walking track	P&W camping ground & cabins	P&W	
<b>Termeil</b>			
Fern Gully Winery Timber Tops Horse Riding Ingolds Knob Lookout (not signposted from the Highway) Access road to Brooman  <u>Bawley Point Road</u> Bawley Vale Winery Wildflower Farm Honey+ Candles + Bee Wax products  Meroo National Park to the north east – forest roads through to Meroo Lake & Beach  Brooman State Forest – network of forest roads  Access to Pigeon House Mountain  (Note: wineries are becoming noticed by visitors – becoming part of the attraction	Mimosa Wildflower Farm + Cottages	Service Station + General Store + Takeaway  Winery Information Directory Sign – poorly located at Bus Stop	Intersection of Highway & Bawley Point Road appears dangerous – limited site lines – 100km speed limit  No signage to attractions to the west of the Highway  No information on Bawley Point at service station  Relatively short distance from Highway to Bawley – compared to other locations  Attractions of Meroo National Park not signposted

Attractions & Activities	Accommodation	Facilities	Other
base)			
<b>East Lynne – Princes Highway</b>			
Boyne State forest to the south west – lies in Eurobodalla Shire  South Brooman State Forest  Old Highway – connects East Lynne to Termeil  Forest roads + access to Shallow Crossing  Soulrider Surf School		Liberty Petrol Station – ‘award winning’ pies, smoked fish & eel; cafe	
<b>Pebbly Beach</b>			
Pebbly Beach Kangaroos	Parks & Wildlife Camping Ground  S&Y McFarlane Holiday Cottages Pebbly Beach Holiday Cabins	Day Visitor area \$7 fee – P&W ticket machine Toilets Picnic facilities Information directory	Kangaroo Surfing video – went viral attracting international visitors
<b>Depot Beach</b>			
Depot Beach National Parks walking tracks - Rainforest walk - Durras Mountain	<u>Parks &amp; Wildlife</u> Visitor Centre + 50 camp sites + 10 cabins - Cabins booked out all school holidays and nearly every weekend - Campsites – booked out for 7 weeks at Christmas and warmer weekends. Midweek – touring vans, internationals & backpackers  Depot Beach Cabins	P&W Visitor Centre – maps, interpretation	
<b>North Durras</b>			
North Durras Beach Durras Lake – boat ramp- unformed ramp – 4 knot speed limit  Murramarang National Park – spotted gum forest – Discovery Trail walk	<u>Caravan Parks</u> Joalah Holiday Park – Family Parks of Aust Durras Lake North Holiday Park + General Store Durras Beach North Tourist Park  Joalah – quality park	General Store (at caravan park) – surfboards and canoes for hire	

Attractions & Activities	Accommodation	Facilities	Other
Beach access through National Park track (north head)	Other Parks have older caravans		
<b>North Durras Road</b>			
Honey for Sale			Signage at the Highway intersection – out of date and in poor condition
<b>Upper Clyde River Valley</b>			
State Forests National Parks Shallow Crossing Clyde River Old Gold mining relicts Brooman 'ghost town' Scenic driving / 4WD driving	Camping		