Central Coast Council

Regional Economy Strategies Webinar

Economic Development Strategy, Destination Management Plan and Events Strategy

11 February 2026

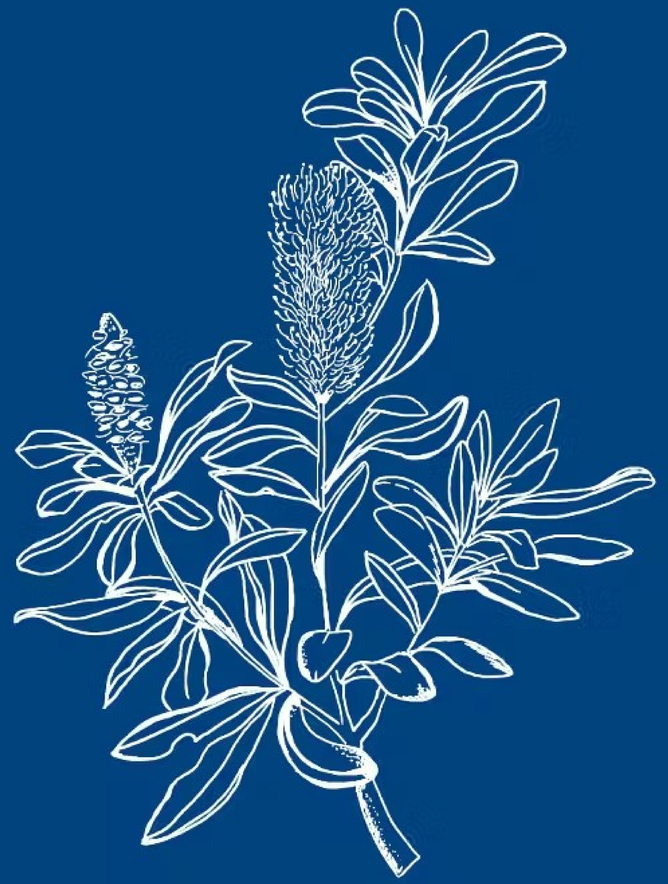
Acknowledgement of country

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

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

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

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



Welcome

Purpose

- To provide a high-level overview of the draft strategies and invite live feedback to inform our engagement with the community on these important regional economic strategies.

Agenda

- Regional Economy Strategies
- Economic Development Strategy
- Destination Management Plan
- Events Strategy
- Q&A
- Close

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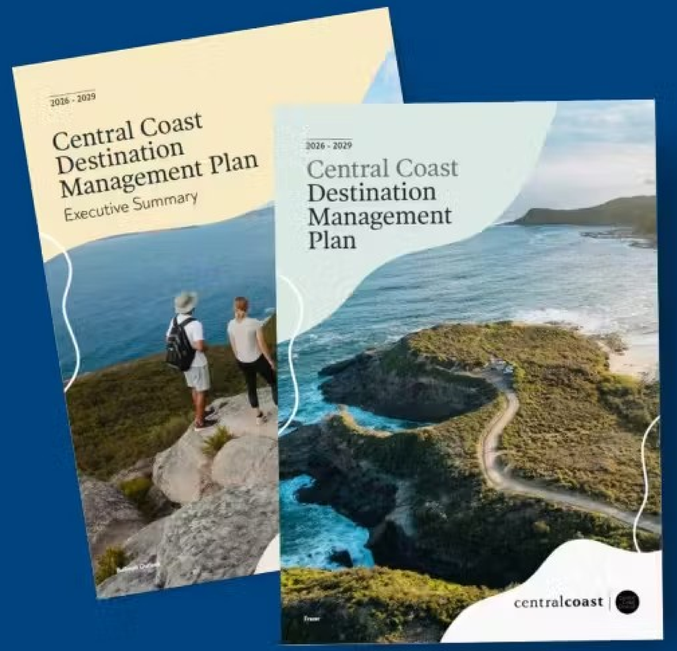
Suite of documents for regional economic growth



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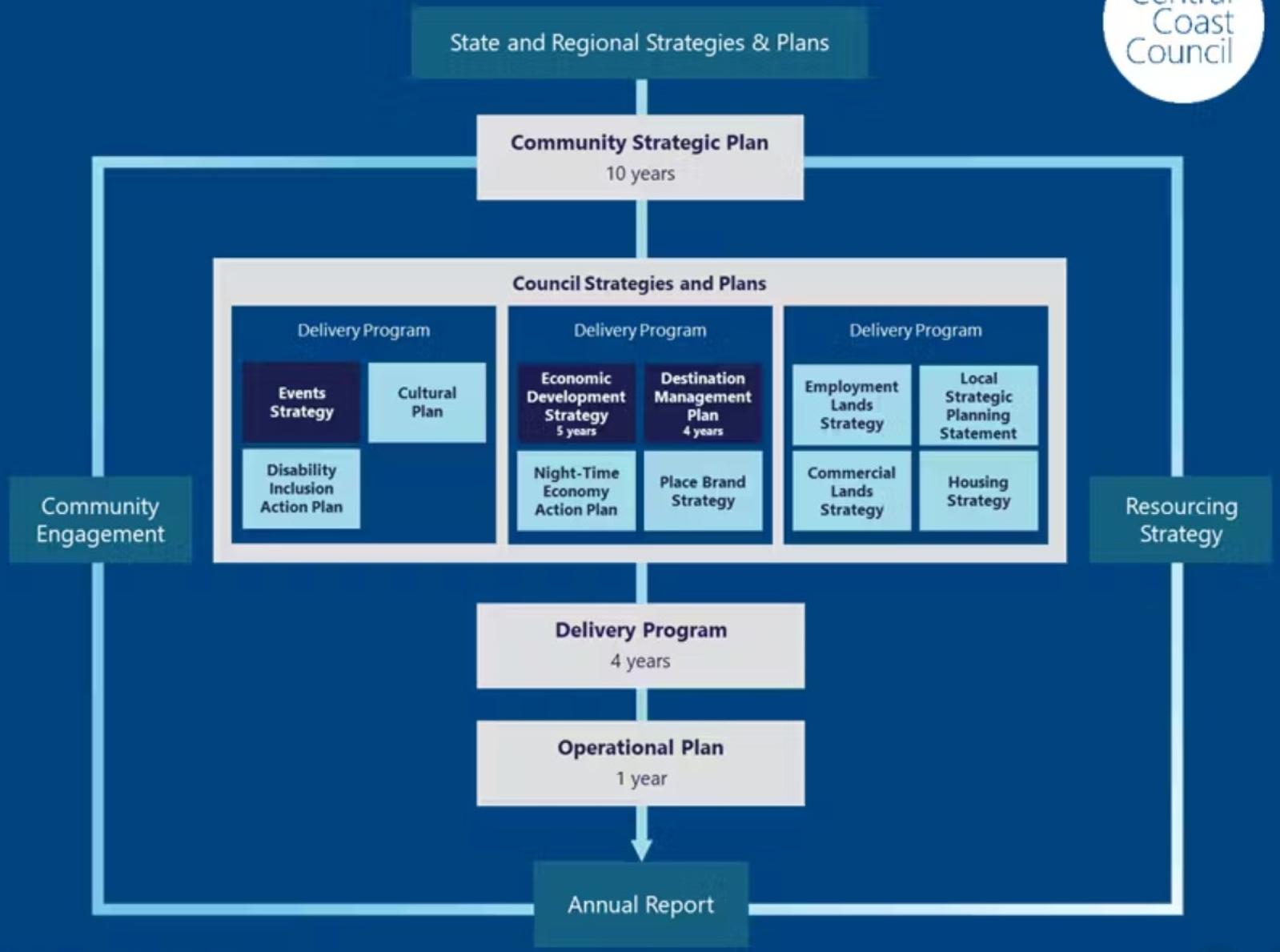
Strategic Overview

The Economic Development Strategy, Destination Management Plan and Event Strategy have been developed together addressing the overarching Community Strategic Plan.

Delivery of actions is through the Delivery Plan and Operational Plan



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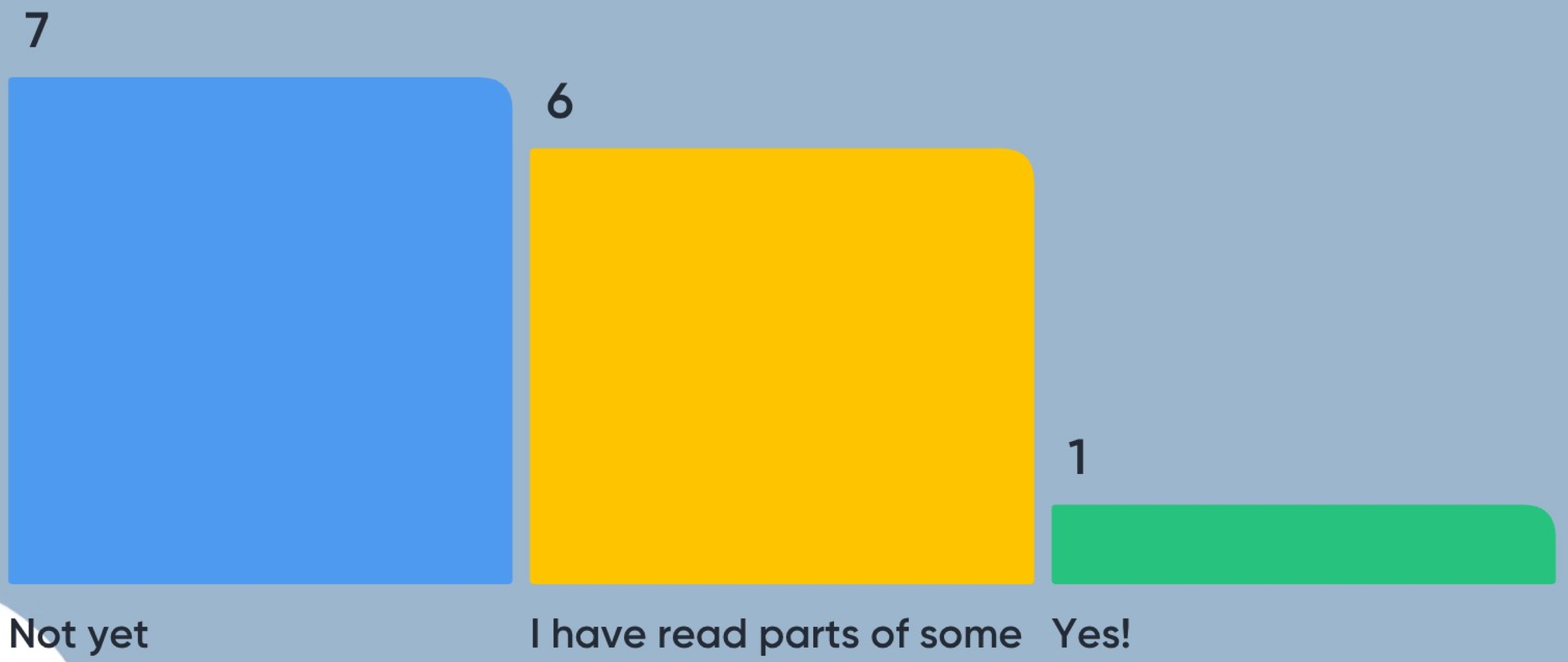
* Strategies and plans listed are not all inclusive, rather strategies and plans relevant to this discussion.

Have you read the Economic Development Strategy, Destination Management Plan and Events Strategy?



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14

Economic Development Strategy Vision

"To build a resilient growing economy through people, place and partnerships – creating opportunities that support local industry, strengthen communities and enhance the Central Coast as a great place to live, work and visit."

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Economic Development Strategy
Holistic approach

Central Coast Council

People - The Heart of the Economy
Developing local talent, skills and opportunities for meaningful employment.

Place - The Stage for Growth
Creating vibrant, connected and attractive communities that foster identity and pride.

Partnerships - Collective Strength
Working with industry, education providers, government and the community to drive long-term prosperity.

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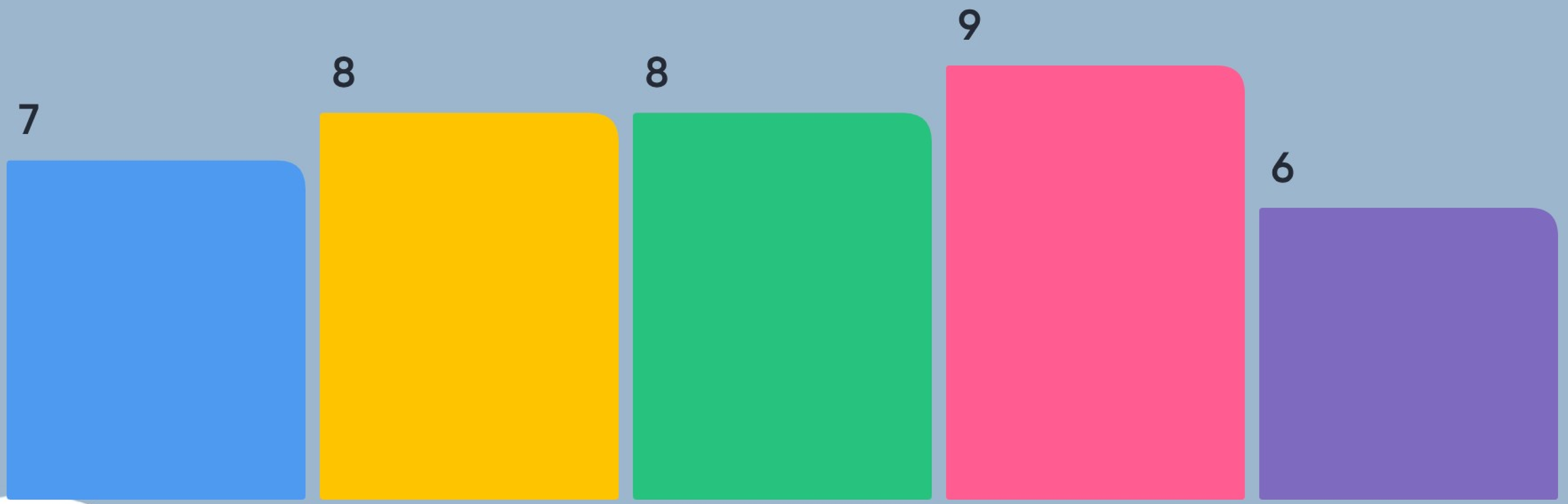
Economic Development Strategy
Five Strategic Themes

Central Coast Council

Theme	Description
Theme 1: Industry Growth and Support	Support local industry and attract strategic investment **to drive business growth and create quality jobs.**
Theme 2: Place, Identity and Activation	**Strengthen town centres** through place-based planning, cultural initiatives, and **vibrant public spaces** that reflect local identity.
Theme 3: Destination Brand and Visitor Economy	**Grow the region's profile** as a leading destination through targeted marketing, events, and storytelling that **enhance visitor and community experiences**.
Theme 4: Infrastructure and Connectivity	**Prioritising and advocating for essential infrastructure** including transport, roads, and digital networks to **enable growth and improve** access for residents, workers, and visitors..
Theme 5: Strategic Alliances for Regional Growth	Establish **formal partnerships** with government agencies and industry to support investment, workforce development, and inclusive economic participation.

Which themes should council prioritise? (Select up to three)



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13

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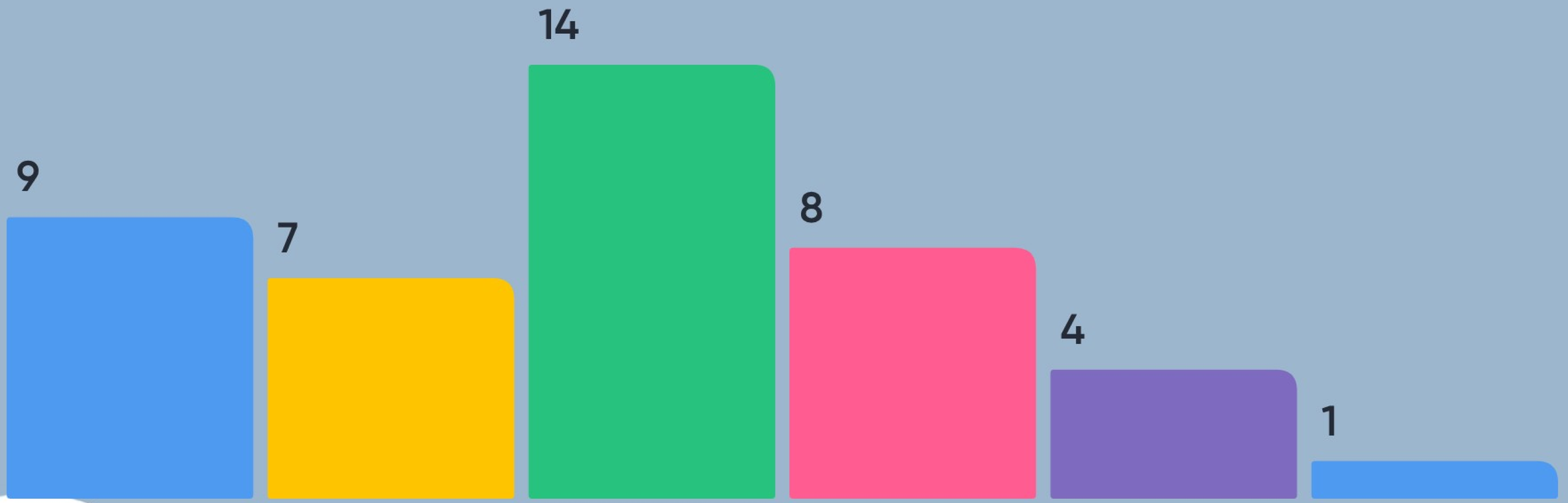
Which outcomes should this Economic Development Strategy prioritise most strongly to support the region's long-term goals to 2030?(Select up to three)



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Destination Management Plan Vision

"The Central Coast will be recognised as a leading Ecotourism destination, where nature and culture, makers and creators unite from headland to hinterland to deliver unforgettable experiences."

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Destination Management Plan
Guiding Principles

Central Coast Council

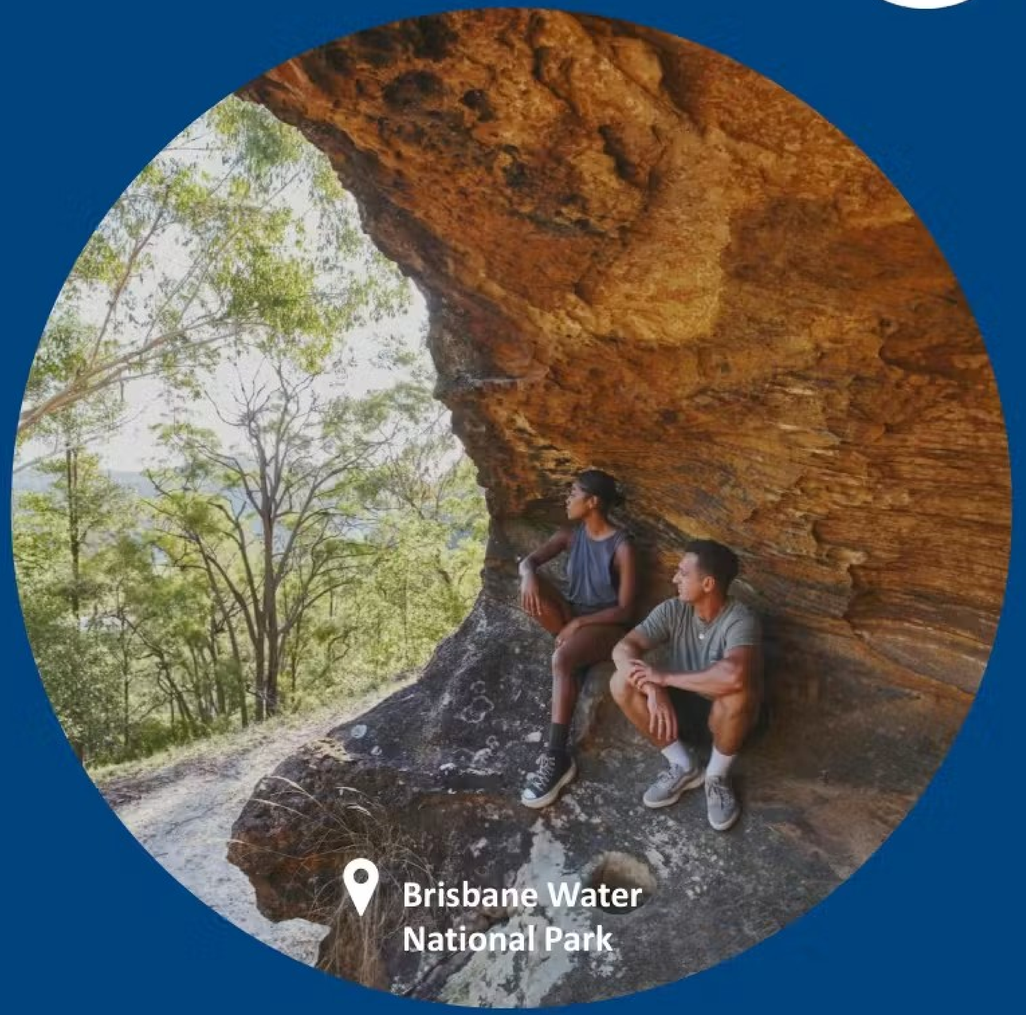
Brand Delivery: Foster alignment between brand messaging and the visitor experience.

Ecotourism Credentials: Embed Ecotourism principles into all products and experiences.

Visitor Centric: Embed a tourism-first mindset across all initiatives on the Central Coast.

First Nations: Recognise and integrate the local First Nations story throughout the visitor experience.

Tourism Advocacy: Develop a Council-wide, community and industry understanding of the value of the visitor economy.



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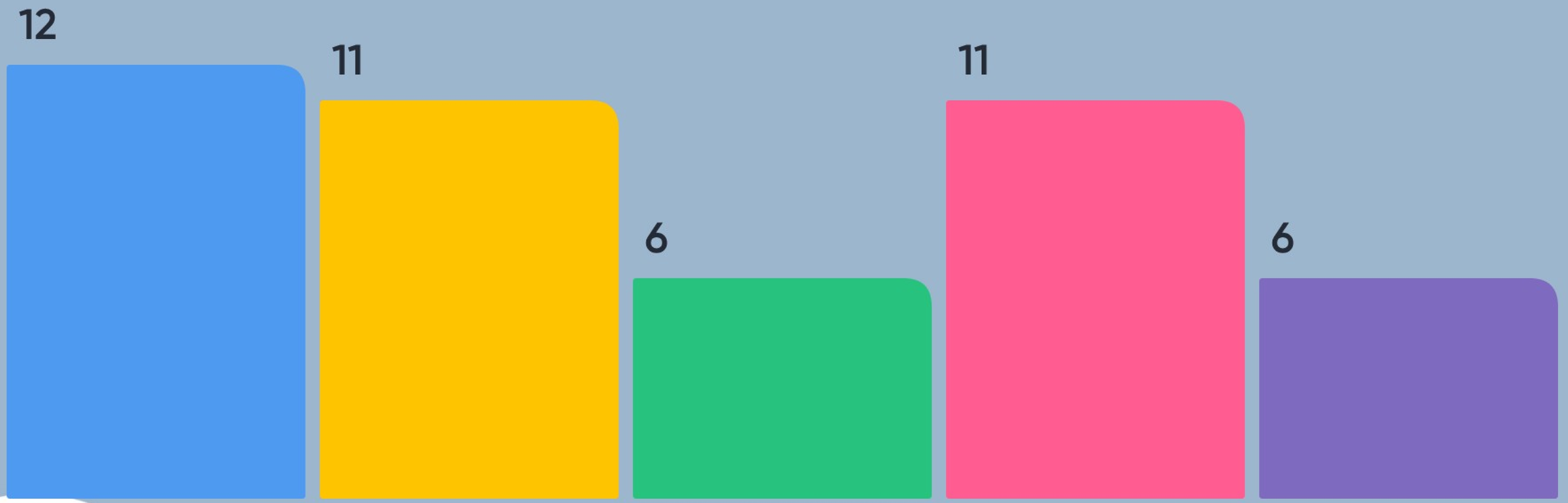
Destination Management Plan
Five Strategic Themes

Theme	Description
Theme 1: Identity, Awareness and Place	Continue to build and strengthen the Love Central Coast brand and ensure that experience of **place aligns to visitor expectations** and continues positively to **shift public perception** of the Central Coast.
Theme 2: Regional Connectivity	Strengthen **connectivity of tourism product and destinations** to create a seamless tourism region and a **clear visitor journey with a strong sense of place**.
Theme 3: Tourism Product and Infrastructure	Increase the choice, quality and quantity of tourism products and tourism infrastructure to **provide compelling, class-leading experiences, with reference to needs and opportunities** across Central Coast subregions.
Theme 4: Signature Events	**Invest, attract and develop hero tourism events** that can contribute to increased visitation and raise positive awareness of the Central Coast as a leading, year-round destination.
Theme 5: Industry Development	Encourage **industry excellence and support tourism business growth** and development to meet visitor needs.

What themes should Council prioritise? (Select up to three)



How important is it to you that tourism in the Region prioritises environmental sustainability?

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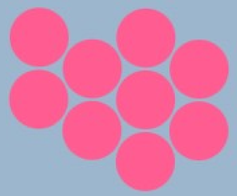
0 1 - Not at all important

0 2 - Slightly important/Low importance

2 3 - Moderately important/Neutral



9 4 - Very important

4 5 - Extremely important:

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Events Strategy Vision

"The Central Coast will be recognised as a leading event destination – vibrant, thriving and set in nature, where unforgettable experiences drive community pride, boost liveability and fuel economic growth."

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Events Strategy
Guiding Principles

Central Coast Council

Enhances Liveability, Wellbeing and Social Cohesion

Environmentally Sustainable

Drives Economic Growth and Local Prosperity

Supports Key Industries

Fosters Innovation and Creativity

Inclusive and Accessible

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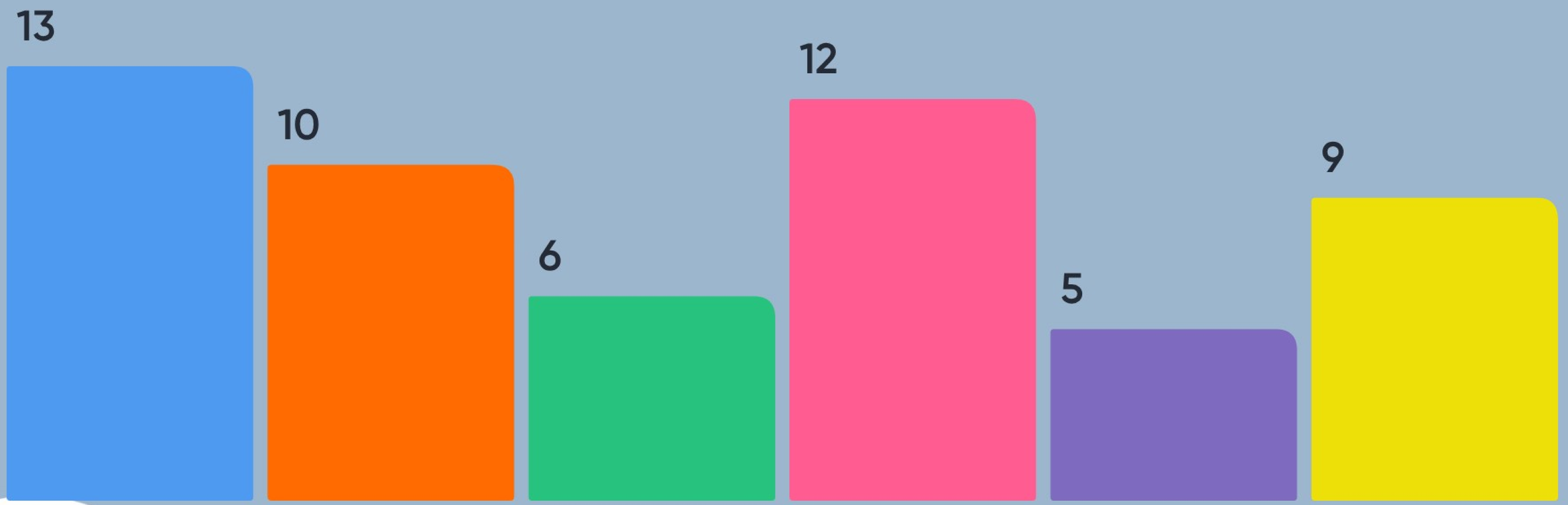
Events Strategy
Five Strategic Priorities

Theme	Description
Build a Diverse and Innovative Events Portfolio that Supports a Growing Region	Events are a powerful platform to celebrate and promote the Central Coast's identity, connecting people to place and sharing our region's character with broader audiences.
Strengthen the Region's Economy	Unlocking the economic potential of events is key to a thriving and resilient Central Coast. Events generate significant benefits including attracting visitors, increasing overnight stays and stimulating spending across hospitality, accommodation, retail and transport.
Support Event Sustainability and Inclusive Event Delivery	Creating events that are inclusive, environmentally responsible and accessible are essential to building a region that is future-focused and reflective of community values.
Streamline Events Processes for External Event Providers	Clearer pathways, centralised information and consistent support will make it easier for organisers to plan and deliver successful events across the Central Coast.
Reposition the Central Coast as a Destination of Choice for Event Operators	The Central Coast's natural beauty, cultural depth and lifestyle appeal offer a strong foundation to promote the region as a vibrant and welcoming destination for events of all scales.

What type of events would you like to see on the Central Coast?



Where would you like to see events on the Central Coast? (type your preferred suburb or location below)

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16

Q&A

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Thank you

Scan to review the draft strategies and provide feedback via YVOC

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