



DIRECTOR SHIRE SERVICES REPORT

14th February 2006

DSS9 MID NORTH COAST REGIONAL TOURISM FILE: * GRW

SUMMARY:

Reporting on a request for funds for signage.



DESCRIPTION:

Brian Stokes, Executive Officer / Marketing Manager North Coast NSW Tourism Inc., has sought a contribution of \$2,500.00 to enable an upgrade of Gateway Visitor Information Centre signage.

As part of its marketing campaigns the Board of North Coast NSW Tourism has been discussing the need to upgrade the Gateway Visitor Information Centre signage across the region. These are the large blue signs on the main arterial routes depicting the region and the approaching Visitor Information Centres.

The upgrade is required due to a resolution by North Coast NSW Tourism's Member Councils to revise the naming of the tourism region to the Mid North Coast NSW. As the resolution occurred at the North Coast NSW Tourism 2005 AGM in October 2005, the upgrade was not reflected in their initial Business Plan and Budget.

Of the six existing signs throughout the region three will require replacing and the remaining three existing signs will require minor structural change. An additional two signs are to be erected to reflect the inclusion of Nambucca Heads and Bellingen Shire Visitor Information Centres onto the signs following recent accreditation.

The RTA has offered to co-manage the design, production and installation of signage and has committed \$19,900 towards the project. North Coast NSW Tourism is seeking an equal contribution of \$2,500.00 from each of the eight Member Councils in order to erect the new signage.

REPORT IMPLICATIONS:

- *Environmental*

There are no environmental considerations.

- *Social*

The signage forms a region-wide network promoting the Mid North Coast as a whole and is a key marketing and communications tool in servicing the millions of visitors who travel to and across the region.

- *Economic (Financial)*

Funds are available in the Tourism Promotions Budget should Council decide to allocate funds for the upgrade of Gateway Visitor Information Centre signage.

- *Policy or Statutory*

There are no policy or statutory implications.

- *Director's Review*

It is important that signage across the region is consistent and Council is urged to adopt the recommendation.

RECOMMENDATION:

That the allocation of \$2,500.00 for the upgrade of Gateway Visitor Information Centre signage be approved.

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K J Finnie
DIRECTOR SHIRE SERVICES