



TRRA SUPPORTS TOURISM STRATEGY INITIATIVE

Tomaree Ratepayers and Residents Association (TRRA) congratulates Port Stephens Council and Port Stephens Tourism Ltd for their foresight in engaging specialist tourist consultants to produce a long term strategy for the tourism sector.

TRRA has made a submission to the consultants outlining its vision for the future and needs of tourism in Port Stephens. This submission points out that TRRA believes that the tourist industry provides a sound base for the future economy of the Tomaree Peninsula. However, the Association has stressed that its development and promotion needs to be based on sophisticated market research and quality development of visitor facilities.

The submission agrees with the sentiment of our tourism marketing banner 'Blue Water Paradise', which sums up the key attractions of the area for residents and visitors alike. Our spectacular coastline, the Port with its white sandy beaches, aqua water and marine life, combined with bushland reserves are the core attractions which need to be managed sustainably and preserved at all costs.

Acting Chairman Geoff Washington has suggested that there needs to be an effort to develop products which appeal to markets beyond those which have been relied upon traditionally. For example, it has been suggested that a centrally located interpretive centre/museum displaying our marine life and historical themes associated with Worimi culture, early exploration and settlement, local industries, and our nationally important World War II history would build on current tourism attractions and provide a much-needed off-season and educational facility.

The Submission calls for increased attention to enhancing the approach road to the Tomaree through control of unsightly development and signs. It also identifies 'Tourism Hotspots' which urgently need upgrading and better maintenance. Another suggestion is provision of a supplementary Tourist Information Facility before the intersection of Nelson Bay Road and Port Stephens Drive.

TRRA has recommended that there is need for planning controls which ensure that Nelson Bay develops a unique architectural style and sense of place which sets it apart from its competitors. A Fisherman's Wharf style restaurant and market precinct at the western end of D'Alboro Marina has also been proposed.

The full submission can be viewed on TRRA's website www.trra.com.au.

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