

# CAMDEN COUNCIL

## Media Release

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19 August 2016

### **New Plans To Guide Tourism Growth in Camden And Macarthur**

Camden Council has demonstrated its commitment to boosting local tourism, adopting the first ever Camden-specific Destination Management Plan along with a Plan for the Macarthur region.

These Plans set the framework for how Camden and Macarthur tourism will be managed in the future, providing Council with an insight into areas such as:

- Key visitor markets and segments
- Preferences for experiences
- Forecast visitor growth
- Existing and potential experiential strengths of the region
- Economic benefits. Council's Economic Development Strategy (2013/14 – 2016/17) distinguishes tourism as a key target sector.

Mayor of Camden, Councillor Lara Symkowiak, said she was excited to see the Plans adopted at this week's Council meeting.

"Several actions in the Camden Destination Management Plan have either commenced or progressed, including the proposed relocation of the Aviation Museum to Camden Airport, the conversion of the Macaria Building into a public art gallery, the Events Calendar, Gateway Landscaping and the Narellan Sports Hub."

"With a budget of \$9.86 million, Stage 1 of the Narellan Sports Hub is expected to be completed in April 2017. Ultimately, the Hub will include a 44 court netball complex, athletic facilities, a multisport ground, a centrally located building and approximately 1000 car parking spaces. This venue could be used for state and national sporting events, which would attract local, state, interstate and even international visitors."

"Council is excited to have a Camden-specific Destination Management Plan for the first time, as it identifies positive outcomes that we can facilitate for the Camden LGA exclusively."

"Examples include growth in tourism related employment, greater visitor spend and stay time, a stronger relationship between Council and tourism operators, and a higher profile brand identity that better emphasises Camden's uniqueness within greater Sydney."

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“Meanwhile, the Plan complements other Council plans and strategies, such as Camden 2040, the Economic Development Strategy and the Camden Town Centre Vision.”

“I’m very pleased that we have developed a Camden-specific Plan, while also continuing our important role in the broader Macarthur region.”

“Since 2005, Camden Council has collaborated with Campbelltown City Council to promote tourism in Macarthur. This partnership will be solidified by the Macarthur Destination Management Plan, which proposes to strengthen the Macarthur Brand Identity in connection with the Camden and Campbelltown sub-brands.”

“The Destination Management Plans are vital to economic growth in both the Camden LGA and the entire Macarthur region.”

Other key focuses in the Macarthur Destination Management Plan include:

- Stimulating regional investment
- Developing a Tourism Industry Taskforce
- The Regional Sports Centre Precinct, the Regional Food Precincts and Hubs, and improving the Regional Arts Hub

Council, tourism industry stakeholders and industry operators all participated in development of the Plans to ensure they captured the region’s vision for the future.

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