



Strategic Plan 2017-2018

The **mission** of the Newcastle Tourism Industry Group (NTIG) is to:

- a) provide a unified voice for tourism in Newcastle;
- b) maximise industry participation in tourism planning, development and marketing;
- c) educate all businesses that tourism is everybody's business.

The **objectives** of the Newcastle Tourism Industry Group are to:

- 1) provide a coordinated voice for planning affecting tourism in Newcastle
- 2) provide a forum for relevant issues and opportunities facing members to be identified and addressed;
- 3) collectively identify opportunities for cooperative marketing, product and industry development;
- 4) create and develop a spirit of unity, goodwill and fellowship among members in the interests of the tourism industry in Newcastle.

The mission and objectives will be achieved in 2017-18 by the strategies and actions outlined below. The strategies and actions continue work already underway by NTIG, as well as, build on the feedback from the member workshop held in November 2016.

For 2017-18, there are four focus areas: **member benefits**; **visitor experience**; **alignment** with other key organisations; and **advocacy** for tourism in Newcastle.

Focus Area	Strategy	Action		Timing	Target and measure
Member benefits	Value add to the benefits for NTIG members	1	Deliver monthly member meetings including industry relevant speakers and networking opportunities	Monthly (except January)	Number of attendees at each event. Feedback from members (obtained through biennial workshop and member survey in alternate years).
	Maintain effective relationships with members	2	Regular email communications to members including chairperson report; meeting notes and relevant industry information including forwarding workshop, podcast or learning opportunities	Ongoing	Feedback from members (survey/workshop).
	Encourage learning and development opportunities	3	Trial four significant (game changing) industry based famils/site visits to promote knowledge of local facilities and attractions	As opportunity arises	Numbers at events and feedback from members (survey/workshop)
Visitor Experience	Work collaboratively with visitor service providers to identify opportunities to improve the visitor experience in Newcastle	4	Complete audit and review of existing product, building on work completed by NCC in 2016	Dec 2017	Annual update to members on new or improved products.
		5	Develop 5a) A roadmap to guide new businesses establishing in Newcastle 5b) A template to assist operators to develop product improvement plans	June 2017	Roadmap and new template available on NTIG website being used by members.
		6	Complete visitor service project through NCC Economic Sponsorship program.	June 2017	Project delivered
	Identify opportunities to facilitate product, development, growth and visibility in Newcastle	7	Update the NTIG website to ensure industry relevant information including links to resources available from DNSW, TA, grant opportunities, tourism data sites	Ongoing	Increase in business tools and info resources on the NTIG website.
	Work with NCC and other key stakeholders to explore new events and deliver major events in Newcastle such as Supercars	8	Work with members to deliver positive event experiences	Ongoing	Feedback from members, clients and event reviews.

Focus Area	Strategy	Action		Timing	Target and measure
	Work with Regional Events Task Force (Hunter Joint Organisation of Councils) to deliver framework for regional events including renewed infrastructure	9	NTIG to liaise between members and the Regional Events Task Force	Ongoing	Quarterly updates from Events Task Force
Alignment	Maintain effective relationships with key organisations including the Destination Network Sydney Surrounds North, Newcastle Airport, Newcastle Transport, major venues, DNSW, HDC, TA, TAC and visitor economy groups across the state	10	Establish a relationship with the Destination Network, Keolis Downer, government agencies, local media and relevant politicians and communicate Newcastle priorities and issues.	Dec 2017	External comms plan implemented. Information reported to members.
		11	Meet Newcastle Airport on a regular basis to share information and partner to deliver appropriate local projects and campaigns	Dec 2017	Information updates to members
		12	Develop external communications plan, including key messages for NTIG.	April 2017	Number press releases and number of quotes in press from NTIG.
Advocacy	Grow the membership of NTIG, to strengthen the profile and voice of the group	13	Continue to employ a sales agent to increase the membership of the group	Dec 2018	Increase the membership by 30%
		14	As part of external comms plan produce one page key messages and member benefit statement to promote and consolidate the role of the group	March 2017	Key messages distributed
	Develop policy framework for NTIG addressing priority infrastructure, events, community vibrancy and value of tourism	15	Draft policy statements	May 2017	Policy statement(s) published to NTIG website.
		16	Review CBD Masterplan launched in 2015, including infrastructure requirements and provide update to members	May 2017	Updated plan and priorities