



Education Stakeholders HAVE YOUR SAY

Facilitated session

4:00pm

Tuesday 6/5/2014

Bathurst Library

WHY GET INVOLVED?

Did you know that your students and their parents are considered visitors?

Do you want them to have access to more activities?

Are you marketing yourself to students and parents outside of the region?

Have you tapped into the International Education Market?

Do you hire your facilities for meetings, events or conferences?

Do you have student groups that provide entertainment and activities for hire?

> *Destination management* an ongoing process in which tourism, industry, government and community leaders plan for the future and manage a destination.



Bathurst Region Destination Management Plan

"The Tourism Research Australia International Visitor Survey identifies international education as one of Australia's biggest overseas tourism earners with students spending around A\$6.5 billion in Australia during 2010-11"

Australian Trade Commission

Bathurst Regional Council has commissioned Seed Business Solutions to develop a Destination Management Plan (DMP) for the LGA.

The primary objective is to develop a 5-year Destination Management Plan that incorporate):

> Bathurst, the region and its linkages > The people involved (operators & visitors) > The product or output > The best process/es required

To produce a plan that is meaningful and achievable WE NEED YOU to share with us, your vision, goals and experiences.

Recognising that you are busy, we are conducting a workshop for Education stakeholders, that should take less than 2 hours.

At the workshop, we'll be asking you for your insights about Tourism activity in the region. We'll be asking you about the good, the bad and the magnificent, in terms of the region, as it is now.

We'll also be asking you to share with us, your vision for how the sector should be developed.

Come prepared, because one of questions will be asking you how willing you are to support the development of the region too.... Because at the end of it all, the more willing you are to collaborate, the more likely you (and the region) are to succeed.

For further information contact: Megan Dixon, Principal Consultant, megan@seedbusinesssolutions.com.au

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BATHURST REGIONAL COUNCIL 