



MEDIA RELEASE

SENATOR NICK SHERRY

Minister for Small Business
Minister Assisting on Deregulation and
Public Sector Superannuation
Minister Assisting on Tourism

DR MIKE KELLY AM, MP

Parliamentary Secretary for Agriculture,
Fisheries and Forestry
Member for Eden-Monaro

NEW VISION FOR EDEN'S MARINE NATURAL HERITAGE

The Australian Government has unveiled two initiatives to boost tourism on the Sapphire Coast.

A Master Plan for the Sapphire Coast Marine Discovery Centre in Eden will make the region even more attractive to visitors, while a Visitor Profile and Satisfaction Report reveals visitors are more satisfied with their stay on the Sapphire Coast than the national benchmark.

The Member for Eden-Monaro, Dr Mike Kelly AM MP, unveiled both initiatives in Eden today.

“More outdoor research programs and training sessions for groups of all ages can only enhance the standing of Eden among marine-life enthusiasts,” Dr Kelly said.

“An even better Sapphire Coast Marine Discovery Centre will bring Eden closer to becoming known as the place to learn about whales and dolphins. It's a showcase for facts about these fascinating creatures, the way they live and feed, and their migration patterns.

“A more visible Sapphire Coast Marine Discovery Centre will enhance the memories that visitors take away with them. In turn, word-of-mouth will bring more visitors to this place,” Dr Kelly said.

The Centre brought in expertise to draft a Master Plan for the next phase of development with the help of \$40,000 from the Australian Government's TQUAL Grants program, which was announced in 2009.

“The Australian Government understands the importance of tourism to the broader economy,” said the Minister Assisting on Tourism, Senator Nick Sherry.

“That's why visitor profiles are so important. By knowing more about what visitors expect and think, local tourism industries can tailor their local products and services more effectively.

“For the Sapphire Coast, 56 per cent of the visitors surveyed said they were very satisfied. That's five percentage points above the average benchmark gathered from regions across the country.

“Importantly, there are suggestions to make things even better. The report suggests focusing on ‘things for the kids to do’ when marketing the region – especially for first-time visitors.

“This report is just one of the ways in which the Australian Government is working with communities to make the tourism industry stronger,” Minister Sherry said.

The Sapphire Coast Visitor Profile and Satisfaction Report is available at www.ret.gov.au/tra

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