



The Palm Beach & Whale Beach Association Inc.

www.pbwba.org.au | PO Box 2 Palm Beach NSW 2108

SUBMISSION TOURISM – DESTINATION MANAGEMENT PLAN JULY '19

Thank you for the opportunity to comment on the Destination Management Plan. Overall we applaud this management plan and believe it covers well the importance of a sustainable visitor economy.

Please find below a few issues we would like to make special mention of on behalf of the Palm Beach and Whale Beach Association.

- We believe there is an opportunity to mention the indigenous connection and history of the area. Utilise the wealth of information collected by The Avalon Historical Society as a start.
- Council, National Parks & Wildlife and the State Govt must work co-operatively to provide visitors with appropriate facilities in the Barrenjoey Lighthouse precinct and Gov Phillip Park.
- There needs to be a strong focus on efficient and easy public transport to all areas of the Northern Beaches. Active travel should be encouraged between places of interest, beaches, villages, parks etc via footpaths. A footpath along Barrenjoey Rd between Careel Bay and Iluka Rd (south) is required.
- There needs to be careful attention paid to parking. Protecting the local businesses and communities and providing as much as possible for visitors. Wayfinding signs and real time parking information are essential for an improved visitor experience.
- There should be more government support of the Blue Highway (ferries) as this will improve transport and accessibility for tourism and the local community
- There needs to be an increase in public toilets, garbage facilities and visitor information especially in Palm Beach
- There needs to be more support for the local businesses to ensure that the villages remain vibrant. The footpath outdoor dining fees need to be reviewed as a priority. The current economic climate for retail will only continue to see more shop closures if the council does not support their local small business stakeholders.
- The Government needs to remove barriers where appropriate to create more accommodation options for visitors. The current lack of options is forcing the growth of the Air BnB style accommodation which causes other pressures on the community.

Thank you and kind regards,

Richard West AM

President