



# **CAPE YORK TOURISM DEVELOPMENT ACTION PLAN**

**2016 - 2021**

CAPE YORK TOURISM DEVELOPMENT ACTION PLAN 2016 – 2021

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**Acronyms**

CYSF – Cape York Sustainable Futures  
 BEC – Cape York Business Enterprise Centre  
 TCY – Tourism Cape York  
 CYA – Cape York Alliance  
 TTNQ – Tourism Tropical North Queensland  
 CYNRM – Cape York Natural Resource Management  
 TO – Traditional Owner



Prepared by Cape York Sustainable Futures 2015 – 2016  
 Supported by the Queensland Government

## ABOUT THIS PLAN

### PRINCIPLES OF OPERATION:

- Consultation will be undertaken with TO and Land Trust groups before any action impacting on their land is taken, such as formalising a loop road link and groups will be encouraged to become directly involved in management of the tourism resource
- Consultation will be undertaken with relevant Councils and agreement reached on any installations or actions within their jurisdiction, such as directional and/or interpretive signage
- The Plan is to be read within the context of continuing land tenure issues and Native Title claims and delivery of actions will be influenced to an extent by such issues
- The Tourism Plan is a **living document** and will continue to evolve as the tourism industry and infrastructure in Cape York develop and new opportunities arise
- The sources of data for the content are wide ranging including all the studies undertaken by CYSF over the past 6 years, CYSF Forums and workshops held through the region, past studies and reports by external agencies, community and council plans and specific tourism related consultants reports.

## EXISTING SITUATION 2016

**THE DESTINATION:** Tourism is one of the four pillars of the Queensland Governments economic development strategy. The Government has outlined target growth rates to double Queensland's tourism expenditure from \$15Billion to \$30Billion per year by 2020 through Destination Q.

Under the State endorsed TNQ Destination Management Plan TNQ is the third priority growth destination out of the 13 Regional Tourism Offices (RTO's) in QLD. Of the State's Tourism growth 80% will be from the top 4 RTO's, TNQ is the only RTO outside of South East Queensland delivering this level of growth for the State. There is potential to grow the tourism industry in TNQ by 77% from \$2.6 Billion to \$4.6 Billion per year by 2020 (reference DTP, 2014).

Touring is identified in the plan as a primary driver for increase in visitors and expenditure to the region. This action plan will assist in the delivery of the increase in the growth of the Tourism Industry in the region in particular the Drive market.

Cape York is a remote destination and offers a wilderness experience and diverse landscapes. Over 80% of domestic travellers to the region use their own vehicles, the balance using hire cars or commercial tour operations. Cape York has its own distinct identity as an iconic region of northern Australia. The name itself represents the brand and 'trade mark'.

**LOCAL KNOWLEDGE OF TOURISM INDUSTRY:** Tourism is an emerging industry on Cape York Peninsula that is well behind our nearest neighbour, the Gulf. There are many opportunities available for new tourism product, including Indigenous experiences, which have been explored by CYSF for a number of years with the local Traditional Owner Groups across the Cape. To enable this to happen, there would need to be business support services provided to assist groups in the initial years.

The face of Cape York tourism has been gradually changing over the past few years, but with the progressive sealing of the Peninsula Development Road, the evolution can be expected to pick up pace. The challenge will be to maintain a high level of quality service, environmental management and diversification of attractions and experiences to retain and grow the changing tourist demographic. Cape York has always relied on the drive market, and will continue to do so for the foreseeable future. The changes to tourist visitation expected will see a different type of tourist coming to Cape York. Apart from the 4WD and fishing enthusiasts, visitation will increase (and already has) to include shorter term travellers in conventional vehicles and caravans/motorhomes who can be expected to pursue different interests and who will be looking for quality accommodation and entertainment. Fly in/fly out visitation is also likely to expand. The opportunities opening up are immeasurable and present great potential for jobs and career growth, small business development and investment.

Many opportunities across Cape York for new tourism product



Tourism is an emerging industry on Cape York Peninsula

## SWOT ANALYSIS

| CAPE YORK PENINSULA TOURISM SWOT SCAN  |  |
|--|--|
| <p><b>Competitive Advantages</b></p> <ul style="list-style-type: none"> <li>• Tourism compatible with environmental conservation</li> <li>• Brand “Cape York Peninsula” is well known nationally and internationally</li> <li>• Existing regional airport network</li> <li>• Historic legacy of large areas of virtually untouched landscape</li> <li>• Environmental and heritage values of world standard</li> <li>• Resident population has intimate knowledge of landscape and committed to future of region</li> <li>• Progressive sealing of the PDR</li> <li>• Personally challenging/Stretching personal boundaries</li> </ul> | <p><b>Opportunities – addressing the gaps</b></p> <ul style="list-style-type: none"> <li>• Partnerships with indigenous communities, clan groups and individuals</li> <li>• Infrastructure – accommodation for those travelling in conventional vehicles</li> <li>• Tourism – high end safari and eco style tourism, fly in-fly out; bush camps; green season tourism and tag-a-long tours; Pajinka Resort redevelopment; Laura and Coen accommodation; super yachts at Cooktown; hire cars at selected locations; marinas at Weipa and Cooktown</li> <li>• Controlled commercial use of National Parks</li> </ul> |
| <p><b>Needs/Gaps in supply &amp; services</b></p> <ul style="list-style-type: none"> <li>• Infrastructure – construction and maintenance</li> <li>• Accommodation</li> <li>• Extend tourist season</li> <li>• Tourism Experiences</li> <li>• Service standards, hospitality industry skills</li> </ul>   | <p><b>Impediments</b></p> <ul style="list-style-type: none"> <li>• Uncertainty surrounding land tenure including native title</li> <li>• Seasonality</li> <li>• Infrastructure – roads</li> <li>• Myriad of legislation</li> <li>• Lack of collaboration</li> <li>• Lack of current market intelligence</li> </ul>   |

## INFRASTRUCTURE IMPROVEMENTS:

### Areas for expansion include:

- **ROADS** – the PDR is being progressively upgraded. Linkage of the loop road network to the PDR with appropriate signage will encourage visitors to explore further afield and as a result bring increased income to communities
- **PORTS, SLIPWAYS:** multi use facilities which enable access by tour ships
- **AIRPORTS AND AIR SERVICES:** consideration of reviewing the pricing structure to facilitate access
- **ACCOMMODATION:** Luxury; basic, camping, campervan/caravan; business accommodation
- **COMMUNICATIONS:** improved mobile phone coverage with increased towers and improved internet access
- **STANDARDS** – delivery of experiences and services to standards consistent with target market expectations

*Brand “Cape York Peninsula” is well known nationally and internationally*



The opportunities opening up are immeasurable and present great potential for jobs and career growth, small business development and investment.

## MARKET SEGMENT ANALYSIS

Around 90% of visitors are domestic with the balance international travellers. Cape York is perceived as being a remote wilderness with high cultural and environmental values. The bulk of visitors are mature aged, traveling in 4WDs and preferring to camp. With the sealing of the PDR this composition can be expected to change, with the region more accessible to conventional vehicles and with the potential for short term trips with people looking for suitable accommodation. Caravans are already arriving in Bamaga, something unheard of a few years ago.

**COMPETITOR ANALYSIS:** The main competitors are:

- Savannah Way which accesses 4 World Heritage sites and 20 National Parks across northern Australia
- Kakadu which offers similar attractions and with a high standard in accommodation
- Kimberley again offering a wide diversity of attractions and with world standard accommodation
- Central Australia offers a well-structured and managed experience out of Alice Springs with a strong indigenous element
- Overseas e.g. Southern Africa which offers a wealth of wildlife experiences and world class safari accommodation generally not available in Australia, and given lower air fares a trip can be financially on a par with a visit to Cape York.

**MARKETING AND PROMOTION:** currently the target market is the 4WD mature aged traveller seeking a wilderness experience, however it will be essential to factor in potential changes with the progressive sealing of the PDR. Potential new markets include younger age brackets with conventional sedans and fly in/fly out possibilities with local car hire at the destinations. Tourism Cape York will continue be proactive in the areas of promotion and marketing for the economic development of Cape York tourism business. TCY will be active in product development, industry advocacy and tourism strategy and planning.

**INFRASTRUCTURE ANALYSIS:** existing tourism infrastructure is booked to capacity during the tourist season and low occupancy rates in the off season. A push to extend the tourism season, which will take greater hold with the sealing of the PDR, will see occupancy rates rise and additional tourist accommodation to meet the expected rise in demand. Access to the region is improving each year and the length of time for road closures reducing. A planned bridge over the Jardine will dramatically increase visitation into the NPA. Infrastructure priorities are the continued improvements to the PDR, communication and increased mobile phone coverage, improved facilities at air ports, normalisation of the port at Weipa and dredging of the Endeavour River to enable large passenger ships to land.

**VISITOR SERVICES EVALUATION:** information on Cape York is readily available on the web through TCY and a range of other websites. Visitors tend to plan their trips well in advance however information signage at key locations is required to improve the local experience. Information bays in Cooktown, Weipa and possibly Coen would be valuable additions to the visitor experience. As with most remote destinations, customer services are generally of a basic standard and there is a reliance on back packers for labour during the tourist season. Compared to other similar destinations the quality of services is on a par although not up to the standard of safari accommodation in e.g. southern Africa. There are no identified career paths within the local tourism industry and operators of motels often find obtaining qualified and high standard staff difficult. Opportunities exist for training of indigenous guides and hospitality personnel.

## SMALL AND MICRO BUSINESS EVALUATION:

Small and micro businesses in Cape York like other remote localities face a number of hurdles:

- Many are unwilling to 'help themselves' and take up support,
- There is a lack of training and support services and Government support and presence supporting small business is patchy
- The businesses are not as sophisticated as their urban, city counterparts. They do not access the internet as often and tend not to do so for training and support purposes

- The businesses tend to have a cultural approach to business support that relies on relationships. They prefer one-on-one support and are not attracted to using internet and few have the time or finances to attend workshops.
- Structured business support services will be essential for Cape York to be competitive



With the sealing of the PDR this composition can be expected to change, with the region more accessible to conventional vehicles and with the potential for short term trips with people looking for suitable accommodation.



## WHERE ARE WE NOW?

### Tourism Cape York Current & Aspirational Target Markets

Cape York's main tourism market appears to be mature Australian mostly self-drive domestic adventurer, together with German-speaking Europeans, British, Americans and New Zealanders travelling as part of a tour group or in hire vehicles. Tourism in the Cape York Peninsula Area has one focus in the lower Cape based around Cooktown as the destination. This includes commercial tours from Cairns as well as self-drive tourism. The other major tourism focus is longer trips to the tip of Cape York on commercial tours and by self-drive tourists.

The tourism industry on Cape York is, predominantly, seasonal. Driving/land based touring activities are restricted to the dryer months between May and November due to the monsoonal troughs and limited access on unsealed roads. Access is available year round to Cooktown via road and air, and to The Tip and the Torres Straits via air and sea. Some activities, for example fishing, can continue year round.

Target market is self-drive domestic and international visitors, who enjoy camping or modest accommodation:

- 4WD adventure seekers
- Secondary market, fly/cruise/drive on shorter holidays
- Fishing enthusiasts
- People seeking authentic indigenous experiences
- People of all nationalities and ages seeking an Australian outback/remote area adventure.
- Birdwatchers

Generally visitors are those who appreciate nature, remote areas, natural landscapes, eco-friendly experiences, indigenous experiences and uncrowded holidays.

### Opportunities and strategies to further grow the most profitable existing and emerging customers:

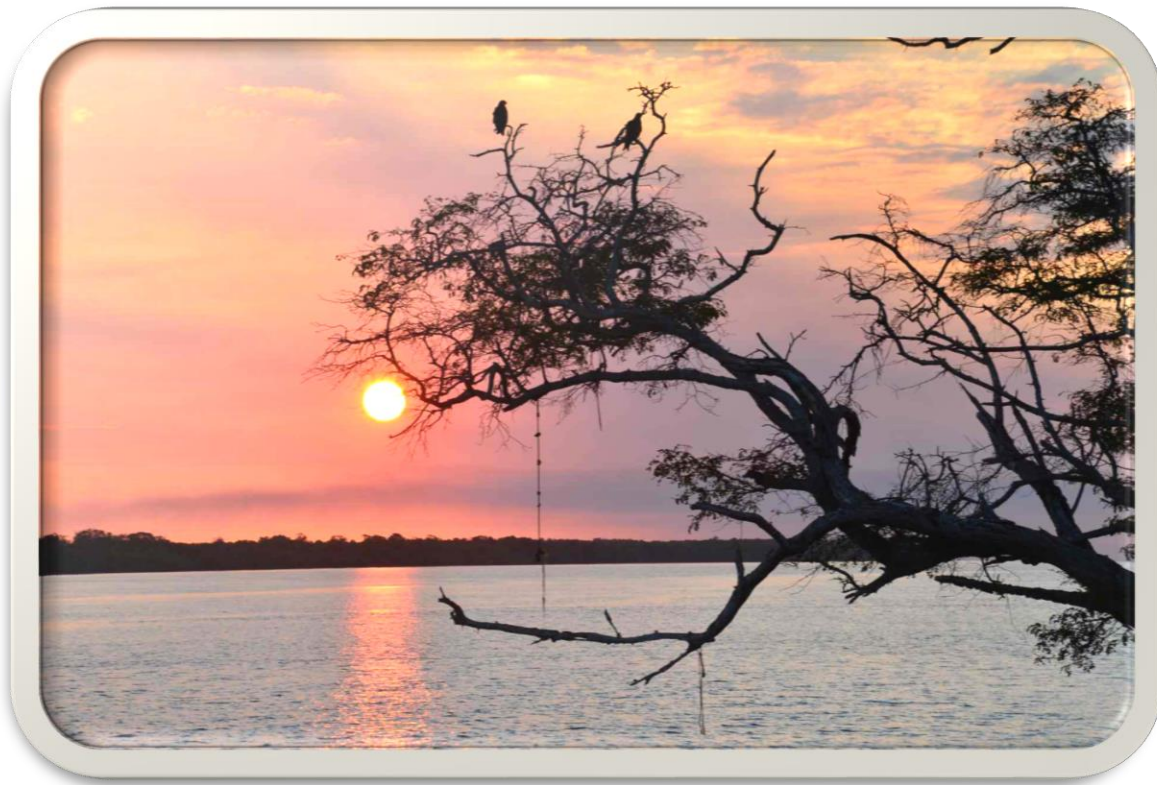
- Destination Promotion: To promote Cape York as a destination, with its many places, experiences and journeys. *Epic by Nature...*
- Visitor Orientation: To facilitate pre-trip planning and during visit orientation of the attractions, activities and experiences which make Cape York *Epic by Nature* for self-drive visitors.

## CAPE YORK TOURISM 2020

By 2020 Cape York Tourism will deliver visitors a unique tourism experience which is adventurous, demonstrates our indigenous heritage and tropical lifestyle and culture. The plan will increase visitor numbers and expenditure for the TNQ region and be showcased as the 'world's best destination to engage with nature'. Growth of the industry will have demonstrated:

- Encapsulates a region unique in its history, adventure, culture, environment in a responsible and sustainable manner, preserving the visual amenity
- increased private enterprise investment with tourism as a major economic driver and employer in the region
- partnerships with indigenous communities and National Parks and a respect for all residents of Cape York, with increased indigenous involvement at all levels in the industry, as land owner/operators and employees with distinct career paths
- diversification of the tourism product and destinations, identifying characteristics of each sub-region and providing for the interests of adventure seekers and sealed road travellers alike
- through collaboration, leverage off tourism initiatives with TTNQ and other LTOs and opening of additional market sectors such as fly drive, fly in/fly out, sea access

- a secure investment environment and a coordinated business support structure to assist existing and new businesses
- collaboration between operators to strengthen the tourism footprint for the region
- networking between local, regional, state and national tourism agencies and stakeholders
- expansion of tourism related infrastructure and amenities such as a sealed PDR, accommodation and expanded camping facilities
- extension of the tourism season shoulders to encompass 'green season' activities and destinations and extended length of stay of tourists through using the loop road network off the PDR
- a coordinated transport service and directional and interpretive signage to improve travellers' experience of the region



## ACTION PLAN: STRATEGIC PRIORITIES

**Strategy 1** – Develop Tourism as an economic driver for the region

**Strategy 2** – Encourage market diversification through tourism product development based on the natural and cultural assets of the region

**Strategy 3** – Raising awareness of tourism industry networks

**Strategy 4** – Develop and maintain quality recreation infrastructure and public amenities to support tourism in the Cape such as recreation areas, cultural facilities, tourism information facilities, service areas, signage and tourism product.

**Strategy 5** – Use the Cape York Tourism Loop Road network, local events, and regional linkages to attract tourists and repeat visits

**Strategy 6** – Facilitate provision of business support services to enhance skills and capabilities

**Strategy 7** – Support alliances between local operators, the Indigenous Community and the Local Tourism Organisation

**Strategy 8** – Promote development of the 7 sub-regions for the tourism market

## STRATEGY 1 – DEVELOP TOURISM AS AN ECONOMIC DRIVER FOR THE REGION

| Key Strategies |   | Actions  | Responsibility                                   | Timeline    | Funding                                       |
|----------------|---|--|--|-------------|---|
| 1.1            | Establish a tourism destination strategy for Cape York  | Reaffirm key destinations including the Torres Shire<br>Seek funding to hold a series of forums to sell the importance and value of tourism to stakeholders, businesses, councils to develop a draft strategy across the 7 sub-regions.<br>Facilitate communication between local residents and operators and the tourism industry<br>Circularise strategy widely among local and regional tourism agencies and finalise   | CYSF/TCY<br><br>TTNQ<br><br><br>All stakeholders | Medium term | Local/State and/or Commonwealth               |
| 1.2            | Undertake a needs analysis of tourism accommodation needs, with a view to development of a regional accommodation prospectus to support investment in this sector and to be marketed to potential investors in Queensland, Australia and overseas | Seek funding to engage a consultant with expertise in tourism related accommodation and infrastructure development to:<br>undertake a detailed analysis of all current accommodation availability (incl camping) ;<br>assess future needs and the level and style of accommodation required (visitor type)<br>undertake an analysis of tourism spend rates and potential income<br>plan for development of a draft prospectus  | CYSF/TCY<br><br>TTNQ                             | Medium term | State and/or Commonwealth                     |
| 1.3            | Develop strategies to position Cape York within the wider Australian and international tourism context and grow the contribution of Cape York to overall tourism income   | Seek funding to engage a consultant to undertake an in depth market and competitor analysis of the potential of Cape York in relation to other remote locality tourism destinations to improve competitiveness<br>Evaluate the changing market demographic to better position Cape York to take advantage of changes<br>Attend travel shows and maintain a web presence<br>Capitalise on the lower dollar to attract overseas visitors through leveraging off TTNQ initiatives in Cairns | CYSF/TCY<br><br>TTNQ<br><br>TEQ                  | Long Term   | State and/or Commonwealth                     |
| 1.4            | Develop a broad based tourism industry awareness program to enhance understanding of the benefits of the industry and deliver throughout the region to Councils, chambers, businesses and schools   | Seek funding and partners to:<br>develop the program<br>deliver to all centres<br>evaluate outcomes  | CYSF/TCY<br><br>TTNQ<br><br>TEQ                  | Long term   | State and/or Commonwealth<br><br>(NATI grant) |
| 1.5            | Encourage the development of partnerships between industry and indigenous communities and towns on Cape York  | Seek funding and partners to:<br>identify the investment potential of specific attractions/sites<br>increase access to land<br>undertake a review of the CYSF investment prospectus as necessary   | CYSF/TCY<br><br>Partners<br><br>Consultancy      | Long term   | State and/or Commonwealth                     |

Develop strategies to position Cape York within the wider Australian and international tourism context



## STRATEGY 2 – ENCOURAGE MARKET DIVERSIFICATION THROUGH TOURISM PRODUCT DEVELOPMENT BASED ON THE NATURAL AND CULTURAL ASSETS OF THE REGION

| Key Strategies |   | Actions   | Responsibility   | Timeline                       | Funding   |
|----------------|---|---|--|--------------------------------|---|
| 2.1            | Facilitate and support the development of new tourism related business ventures   | <ul style="list-style-type: none"> <li>Promote through the website the opportunities identified in past studies to investors and the industry</li> <li>Assess the viability of opportunities identified</li> </ul>  | CYSF   | Short term                     | In house<br><br>State/federal                                 |
| 2.2            | Encourage alternative, niche markets into the region and formalise the process  | <ul style="list-style-type: none"> <li>Seek funding to actively target niche groups and develop specific group itineraries and packaging of tours to attractions</li> <li>Develop the concept of 'green season' tourism and encourage operators to consider planning for longer seasons; identify attractions which have the capacity to stay open longer each year</li> <li>Work with other stakeholders to develop package tours involving fly-in/fly-out; a mixture of air and sea access</li> </ul> | CYSF<br>TCY<br>CYA<br>Chambers<br><br>CYSF<br>stakeholders | Medium term                    | State and/or Commonwealth                                     |
| 2.3            | Following necessary land holder/manager agreements, encourage usage of the Loop Road Network off the PDR, installing appropriate directional and information signage. (Once implemented, MOUs with agencies may be required to ensure continuity and maintenance) | <ul style="list-style-type: none"> <li>Develop itineraries and orientation based on the new Cape York Tourism Loop Road network and link to the TTNQ and TEQ drive tourism program</li> <li>Liaise with TMR concerning state policy and priorities and develop a detailed signage strategy including types of signs and locations and seek funding to implement the strategy</li> <li>Promote the loop road network to tourism agents and operators and 4WD and van groups</li> </ul>                   | CYSF/TCY/CYA<br><br>Councils<br>Chambers<br><br>TMR        | Short term                     | In house<br><br>State and/or Commonwealth<br><br><br>In house |
| 2.4            | Encourage development of a sea based tourism access program to diversify the market base  | <ul style="list-style-type: none"> <li>Liaise with relevant agencies and seek potential partners in developing a sea based tourism program</li> <li>Assess the infrastructure requirements to support such as expansion of the client base</li> </ul>   | CYSF/TCY<br><br>Partners<br><br>CYSF                       | Long term<br><br><br>Long term | In house initially<br><br><br>State and or Commonwealth       |
| 2.5            | Encourage traditional owners and land custodians to become involved in tourism development to provide employment opportunities  | <ul style="list-style-type: none"> <li>Liaise with TO groups to ascertain who would be interested in tourism development (at whatever scale) on their lands and assist with advice on best actions to take</li> </ul>   | CYSF<br>TCY<br>CYA   | Short term                     | In house and by Cape York Alliance                            |

## STRATEGY 3 – RAISING AWARENESS OF TOURISM INDUSTRY NETWORKS

| Key Strategies |   | Actions   | Responsibilities                     | Timeline  | Funding                   |
|----------------|---|---|--------------------------------------|-----------|---------------------------|
| 3.1            | Educate local tourism businesses on the broader national and international tourism networks | Provide a web based advisory service through TCY  | TCY/CYSF<br>Chambers                 | Medium    | In house                  |
| 3.2            | Encourage TTNQ representatives to visit the region to provide advisory sessions             | <ul style="list-style-type: none"> <li>Approach TTNQ and provide prospective itineraries for marketing to attract more visitors</li> <li>Request TTNQ run a marketing workshop for Cape York businesses</li> </ul>  | TTNQ<br>CYSF                         | Medium    | TTNQ                      |
| 3.3            | Arrange visiting speakers involved in national and international tourism to forums          | <ul style="list-style-type: none"> <li>Seek funding to enable visitation</li> <li>Draw up a list of prospective speakers</li> <li>Ascertain from liaison with state agencies when eminent speakers are visiting the region/state</li> </ul>   | CYSF<br>TTNQ                         | Long term | State and/or Commonwealth |
| 3.4            | Raise the hands on experience level of businesses   | Undertake road trips through the region involving tourism personnel and undertake workshops on the role Cape York plays within the wider tourism industry network   | CYSF/TCY<br>TTNQ                     | Long term | State and/or Commonwealth |
| 3.5            | Raise the profile of tourism as a career option for school students                         | <ul style="list-style-type: none"> <li>Liaise with education, tourism industry, hotel chains and local operators to develop a 'tourism as a career' program for schools</li> <li>Discuss the possibility for vacation placements with operators and accommodation/hotel chains</li> </ul> | CYSF<br>TAFE<br>TTNQ<br>Hotel chains | Long term | In house initially        |



**STRATEGY 4 – DEVELOP AND MAINTAIN QUALITY RECREATION INFRASTRUCTURE AND PUBLIC AMENITIES TO SUPPORT TOURISM IN THE CAPE SUCH AS RECREATION AREAS, CULTURAL FACILITIES, TOURISM INFORMATION FACILITIES, SERVICE AREAS, SIGNAGE AND TOURISM PRODUCT.**

| Key Strategies |  | Actions   | Responsibility  | Timeline            | Funding  |
|----------------|--|---|---|---------------------|--|
| 4.1            | Develop a strategic open space plan for the region   | <ul style="list-style-type: none"> <li>Work with all councils to develop the strategy through a series of workshops</li> <li>Produce the strategy and evaluate inclusion into local government future development</li> <li>Maintain roads of open routes and loop roads on a timely basis each year.</li> </ul>   | Councils<br><br>CYSF<br><br>Chambers, Progress Associations                 | Medium to Long term | State and/or Commonwealth<br><br>Local governments |
| 4.2            | Identify specific tourism infrastructure and amenities that are important to servicing an emerging tourism industry. | Engage a consultant to: <ul style="list-style-type: none"> <li>Undertake a detailed assessment of existing infrastructure</li> <li>Assess future tourism expansion potential in the light of improvements to the PDR</li> <li>Assess the types of tourists to be catered for in the future and</li> <li>Assess the infrastructure, accommodation and other needs</li> </ul> | CYSF/TCY<br><br>Councils, Local Operators, Chambers, Progress Associations. | Medium              | State and/or Commonwealth<br><br>Local governments |
| 4.3            | Encourage local operators to link into their local tourism organisation – Tourism Cape York                          | Encourage them to: <ul style="list-style-type: none"> <li>Maintain membership with the local tourism organisation - Tourism Cape York.</li> <li>Participate in the LTO's promotional activities such as their annual visitor guide.</li> </ul>  | CYSF/TCY<br><br>Councils, Local Operators, Chambers, Progress Associations. | Short               | In house   |
| 4.4            | Preserve the visual amenity of the region by developing a waste management and disposal strategy                     | <ul style="list-style-type: none"> <li>Identify key locations for installation of disposal facilities, amenities</li> <li>Develop signage and advice re disposal points</li> <li>Education of the travelling public through the website and 4WD, caravan and camping publications/websites</li> </ul>   | CYSF/TCY<br>Councils, Local Operators, Chambers, Progress Associations.     | Short/Medium        | State and/or Commonwealth<br><br>Local governments |

*Work with Councils to develop strategic open space across the Cape York Region*

## STRATEGY 5 – USE THE CAPE YORK TOURISM LOOP ROAD NETWORK, LOCAL EVENTS AND REGIONAL LINKAGES TO ATTRACT TOURISTS AND REPEAT VISITS

| Key Strategies |   | Actions   | Responsibilities                   | Timelines  | Funding                            |
|----------------|---|---|------------------------------------|------------|------------------------------------|
| 5.1            | Highlight adventure etc. value of the internal Cape York Tourism Loop Road network following all necessary agreements | Circulate the map prepared in 2016 and have it available on the website   | TCY/CYSF                           | Short term | In house                           |
| 5.2            | Build on existing international and national events to the south  | Assess the potential of events such as the bike rides to lure visitor to the Cape<br>Open discussions with Events Cairns, TTNQ and other agencies   | TCY/CYSF                           | Long term  | In house                           |
| 5.3            | Promote existing events   | Using the TCY web site advertise upcoming events. Although this is already done, consideration should be given to how a higher profile can be obtained through web based promotion  | TCY                                | Short term | In house                           |
| 5.4            | Promote development of cultural and artistic events/festivals across the region                                       | On a sub-regional basis assess the potential for coordinated cultural events to attract visitors to communities   | CYSF Agencies                      | Long term  | In house initially                 |
| 5.5            | Encourage production of smaller art products to meet tourist requirements   | <ul style="list-style-type: none"> <li>Raise awareness within the communities of specific needs for tourism related art products (e.g. smaller for ease of carriage)</li> <li>Develop a marketing strategy for each centre or as required for sale of smaller items</li> <li>Investigate web based digital marketing and sales process</li> </ul> | TCY<br><br>Consultant              | Long term  | In house<br><br>State/Commonwealth |
| 5.5            | Raise the level of exposure of the artistic qualities of Cape York artists  | Assess potential for development of coordinated art tours to showcase specific communities such as Lockhart River, Aurukun etc. for potential international interest  | CYSF<br><br>Cairns artistic groups | Long term  | In house initially                 |
| 5.6            | Promote linkages to other regions to direct tourist flow into Cape York   | Through mapping and the website promote linkages from the Savannah Way, Tablelands and Cassowary Coast  | TCY/CYSF                           | Short term | In house                           |

*Raise the level of exposure of the artistic qualities of Cape York Artists and promote the development of cultural and art events*



## STRATEGY 6 – FACILITATE PROVISION OF BUSINESS SUPPORT SERVICES TO ENHANCE SKILLS AND CAPABILITIES

| Key Strategies |   | Actions  | Responsibilities   | Timeline  | Funding  |
|----------------|---|--|--|---|--|
| 6.1            | Develop a series of Cape York relevant business support programs for delivery across the region | <p>Liase with business services providers concerning the current and future needs of small and micro businesses and identify needs and source funding to facilitate delivery of necessary support</p> <p>Evaluate business standards across the region and seek funding to engage a professional business evaluator to document the level of business operations and to recommend improvements</p> <p>Increase exposure of Cape York businesses to all available resources and pursue joint funding submissions to supplement the NA Tourism Initiative grant to enable:</p> <ul style="list-style-type: none"> <li>• delivery of information giving sessions in all centres and</li> <li>• to provide resource and support material to be available in each centre over the longer term and provide for the continued reinforcement of information</li> </ul> <p>Raise awareness with the small and micro business community of the skills they are lacking to be fully competitive and resilient. Include in the NATI grant activities to provide small group and one-on-one sessions with small business over a period of 1 year to clearly explain the range of skills and resources required to be really competitive in business</p> | <p>CYSF/BEC</p> <p>partners Business services groups</p> <p>councils</p> | <p>Short term</p> <p>Medium term</p> <p>Medium term</p> | <p>In house</p> <p>State and/or Commonwealth</p> |
| 6.2            | Raise awareness of tourists to the facilities and services available                            | Through the website and Travel Guide link travellers to the service providers (fee for service basis)  | CYSF/TCY   | Short term  | Self-funded                                      |

## STRATEGY 7 – SUPPORT ALLIANCES BETWEEN COUNCILS, CHAMBERS OF COMMERCE, LOCAL OPERATORS, THE INDIGENOUS COMMUNITY AND THE LOCAL TOURISM ORGANISATION BETWEEN COUNCILS, CHAMBERS OF COMMERCE

| Key Strategies |  | Actions  | Responsibilities                                  | Timeline    | Funding                                     |
|----------------|--|--|---|-------------|---|
| 7.1            | Encourage Local Councils to support their Local Tourism Organisation - TCY   | Promote the LTO to Councils, Land Trusts and TOs in Cape York and the Torres Shire showcasing the benefits of collaboration to further grow and promote tourism across the region        | CYSF/TCY<br><br>CYA                               | Short term  | Councils                                    |
| 7.1            | Encourage local operators to link into their local tourism organisation – Tourism Cape York                                    | Seek funding to support road trips and forums in each locality   | CYSF/TCY  | Short term  | State and/or Commonwealth                   |
| 7.2            | Encourage active networking between tourism related businesses to create a more formal tourism cluster for the region          | Promote through the above mentioned road trips and through the web site.<br><br>Seek funding to obtain the services of a recognised 'Cluster' developer to deliver a series of workshops | CYSF/TCY  | Medium      | State and/or Commonwealth                   |
| 7.3            | Improve the digital and electronic skills of all tourism businesses to enable greater advantage to be reaped from the internet | Seek funding to run a series of hands on workshops to lift skills levels   | CYSF/BEC/TCY                                      | Long        | State and/or Commonwealth                   |
| 7.4            | Develop a more coordinated approach among operators, TOs and Councils to Cape York tourism development                         | Arrange an annual 'conference' to discuss issues to raise with relevant agencies and government to grow tourism in Cape York   | CYSF/TCY<br><br>Councils<br><br>TTNQ<br><br>Parks | Medium term | State and/or Commonwealth funding essential |

Promote the LTO to Councils, Land Trusts and TOs in Cape York and the Torres Shire showcasing the benefits of collaboration to further grow and promote tourism across the region

## STRATEGY 8 – PROMOTE DEVELOPMENT OF THE 7 SUB-REGIONS FOR THE TOURISM MARKET

| Key Strategies |  | Actions  | Responsibility  | Timeline            | Funding                   |
|----------------|--|--|---|---------------------|---------------------------|
| 8.1            | Highlight the attractions and potential of each sub-region for the tourism markets including the further development of sub-regional strategies. | <ul style="list-style-type: none"> <li>Identify the 'must see' attractions for each sub-region and highlight in the loop road information and in the sub-region brochures</li> <li>Develop itineraries linking the sub-regions so travellers can 'choose their adventure'</li> <li>Assess signage needs in consultation with land managers/owners</li> </ul> | CYSF/TCY/CYA /Councils, Land Trusts & TO's<br><br>Parks   | Short term          | In house                  |
| 8.2            | Develop a coordinated approach to tourism development across each sub-region including the further development of sub-regional strategies.       | Develop specific strategies to identify the most appropriate path for tourism development and coordination across each sub-region  | CYSF/TCY/Land Trusts & TO's.<br>Councils<br>TTNQ<br>Parks | Medium to long term | State and/or commonwealth |
| 8.3            | Identify specific cases for consideration of joint ventures/partnerships   | <ul style="list-style-type: none"> <li>Build on previous work undertaken by CYSF to select the most likely opportunities to attract external private support, and</li> <li>Provide links from potential partners and investors to local business/potential developments</li> </ul>   | CYSF  | Medium term         | External funding required |
| 8.4            | Develop a digital marketing process for sub-regions within the context of Cape York  | <ul style="list-style-type: none"> <li>Web based marketing strategy to include maps and road information, attractions, itineraries</li> <li>Identify niche market attractions</li> </ul>   | TCY   | Medium term         | In house                  |

### REGIONS

Northern Peninsula/Torres Strait

Western Cape York – Weipa, Mapoon, Napranum & Aurukun

Eastern Cape York – Iron Range (including Portland Roads, Lockhart River)

Overland Telegraph Track

Central Cape York – Hann River Roadhouse, Musgrave Roadhouse, Coen, Archer River, Moreton Telegraph Station, Bramwell Tourist Park, Bramwell Junction & National Parks in the vicinity

Kowanyama & Pormpuraaw

Lower Cape York – Bloomfield Track, Bloomfield, Wujal Wujal, Cooktown, Hopevale, Laura, Lakeland & Palmer River.



FUTURES



**TOURISM**  
**CAPE YORK**

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