

## Shaping the Future of the Nambucca Valley: Your Voice Matters

Nambucca Valley Council is in the process of developing an Economic Development and Tourism Strategy to help guide the future direction of the region. This Strategy, in conjunction with other existing council strategies, will work together to build a thriving and sustainable economy for Nambucca Valley for the coming five years.

To get involved, in the coming weeks, Council is conducting community and industry drop-in sessions and an industry survey (**closing 5pm Friday 21 February 2025**). Through these we are looking to understand what the business community's current challenges are and what we need to do together to shape a resilient and sustainable economy for the future.

We invite you to share your thoughts and views and we look forward to working together on building the future of Nambucca Valley.

## Frequently asked questions

### ***What is economic development and why do we need a strategy?***

Economic development is initiatives or programs that work to improve the economic wellbeing of a community including its businesses and its people. An Economic Development Strategy works to identify actions that Council and the community can work on to increase the economic well-being of businesses and industry to improve the economy of the Nambucca Valley and more broadly to improve the standard of living for the whole community. Council is dedicated to putting in place strategies suitable specifically for Nambucca Valley and align to our region and community vision and values.

### ***Why include tourism?***

Economic development for the Nambucca Valley includes the economic, social benefits and costs that tourism brings to our region. A thriving and sustainable destination showcases our region's unique offerings, attracts investment, generates employment and can positively affect businesses in our region. Visitors to our region and the resulting economic activity, contribute to the prosperity of our community. Attracting the right type of visitor to our region helps us to have sustainable visitor growth that can strengthen jobs, build inclusive and accessible places and help to build our community connectedness. Reviewing key opportunities in the tourism sector such as agritourism, First Nations tourism and developing visitor experiences help to benefit not only visitors but also the residents, businesses and communities.

### ***Who should be attending a drop-in session?***

We invite you to come and talk about economic development and tourism by sharing your perspectives, insights and opportunities for the Nambucca Valley by attending an **in-person drop in session**.

You are welcome to come in and share your thoughts and stay for as long as you wish - whether it be five minutes or longer.

Sessions will be delivered across the region to provide the opportunity for you to share insights on the strength of the local region, challenges and prioritise opportunities for the future.

The locations for the drop-in sessions are:

LOCATION	DATE	TIME
<b>Macksville Senior Citizens Centre</b> 39 Princess Street, Macksville	Tuesday 11 February 2025	10:30am - 1:30pm
<b>Nambucca Heads Small Hall</b> 21 Ridge Street, Nambucca Heads	Tuesday 11 February 2025	5:00pm - 7:30pm
<b>Bowra Hub</b> 2 Coronation Street, Bowraville	Wednesday 12 February 2025	8:30am - 11:30am

### ***Who should be filling in the survey?***

For those who are unable to attend a drop-in session, we have a survey open for all local businesses from all sectors who are interested in the economic development of the region. We would like to hear from every sector including:

- retail
- tourism business including experiences
- wellness and health
- manufacturing
- agriculture
- real estate
- professional services.

The information received through the survey and drop-in sessions will help to inform the strategic direction and actions of the strategy.

### ***How will I hear about the results from the survey and sessions?***

The outcomes from the survey and drop-in sessions will help to form the strategic direction and the actions for the strategy.

The draft strategy will be available on Council's website in mid-2025 and we will be accepting public comment on this draft. More information will be provided closer to that time.

If you have any questions about this project, please contact Matthew Sykes at [matthew.sykes@nambucca.nsw.gov.au](mailto:matthew.sykes@nambucca.nsw.gov.au).