

Local Business and Tourism

Our villages have a relatively small full-time residency, with significant peaks in occupancy during holiday seasons, in holiday homes, accommodation, Airbnb, Holiday Parks and National Park cabins and campgrounds. The tourism attracts nature lovers to surf, swim, beach or bushwalk and fish.

Our local businesses comprise primarily food service, event venues, accommodation, retail, trades, fuel station and health, personal or home services. Mostly small family run businesses.

Our local area is also home to unique properties, including ANU Kioloa Coastal campus as a unique tertiary education and research facility, Willinga Park an equestrian and conference facility, Jackson's Ranch a wedding and event venue and Bawley Vale Estate, a local winery, wedding and event venue and Cleary's property, developing a biodiversity conservation sanctuary.

Local tourism businesses include Tasman and Ingenia Holiday Parks. National Parks also operate a campground and cabins at Pretty Beach.

The National Park walks including the recently developed Murramarang Coastal Walk attracts nature loving hikers and bushwalkers to start or finish the walk at Pretty Beach, some 20,000 in the first year. These eco tourists often seek out our accommodation, retail and food service offering.

Our retail offer includes an IGA, Pharmacy, Newsagency & Post Office, Bottle Shop, Bakery, Take-away, Tattoo and giftware. We have a penchant for good food and coffee, frequenting Luci's café, FLO coffee van, Merry St Restaurant, Merry Street café and Saltwood café, as valued gathering places.

Our local businesses operate in a seasonal environment, with peak season challenging capacity and low season relying on local trade. Our area experiences an inverse relationship between productivity and swell size, with notable declines when the whales are breaching.

Some of our small local businesses generously gave incredible support to our local community during the bushfires in 2019/2020.

The peak demand period during the 2019/2020 bushfire event, also posed significant issues for small villages, such as ours. This ensued the largest human evacuation in Australia's history, from the south coast in 2019, to mitigate the risk. With one road in and out, self-sustainable water and sewerage, managing tourism peak loads is an important safety and sustainability issue.

As part of the Strategic Planning, we are asking local businesses, unique local Properties and Holiday Parks for their input, to share their goals, business and development plans and asking how we can best support them. Importantly, we are also looking to ensure that the private or commercial interests serve our natural environment protection and community objectives.