



## PROJECT BRIEFING | Great South Coast Walk

### Background

The 'Great South Coast Walk' (GSCW) is a concept that connects over 660km of existing and proposed coastal walking tracks on the NSW South Coast, stretching from Bundeena on the southern fringe of Sydney to Mallacoota in Victoria.

Covering seven NSW local government areas, including Sutherland, Wollongong, Shellharbour, Kiama, Shoalhaven, Eurobodalla and Bega Valley Councils, and encompassing many coastal villages and towns, the walk is currently promoted as an experience that can be completed in 11 sections with each averaging 60km. These walks typically start and finish in or close by local towns and villages which have the potential to become 'walking hubs' for visitors.

### Project objective

Significant Federal, State and Local Government investment has been and continues to be made on existing and planned infrastructure in the region, however, these experiences tend to be developed and promoted in isolation. The exception is a dedicated website to promote the entire experience; developed and maintained by a community member, who is an experienced walker and passionate advocate for the overall concept.

Destination Sydney Surrounds South (DSSS) believe, and analysis suggests, that there is a significant opportunity to position the South Coast as a premier coastal walking destination through the development of the GSCW.

### Key Contacts

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### Project inclusions

DSSS is currently working with project partners and stakeholders, including [Destination Southern NSW](#) (the Destination Network covering the region to the south of DSSS) to advance the concept, key activities and actions to be delivered through the project include:

- Engage expert marketing consultants who have a deep connection to/affinity with the South Coast region and ensure they have a detailed understanding of the unique positioning of the overall concept.
- Develop a brand identity and establish market position for the GSCW. This umbrella brand will bring together and leverage a series of established walks allowing greater cohesion and marketability of the existing assets.

The brand identity and related work that will be delivered through the project will underpin the success of the GSCW and position the South Coast as Australia's premier coastal walking destination.

### Project partners

To deliver this project, DSSS will be partnering with South Coast based destination branding and industry development specialists, [The Destination Agency](#).

### Next steps



Stay in touch for project updates, announcements will be made via our regular *Destination Download* industry update - scan the QR code here to [join our mailing list](#), and also through our [LinkedIn](#) page.