

EX-HMAS ADELAIDE TOURISM BENEFITS TO THE CENTRAL COAST



The Ex-HMAS Adelaide Artificial Reef Project is an exciting initiative to create an artificial reef and dive site on the NSW Central Coast that will be a draw card for Australian and international visitors. The dive site will be located off Avoca Beach near Terrigal and is the first of its kind in NSW.

Why the Central Coast

The coastal waters of the NSW Central Coast are the ideal spot for creating an artificial reef. Already identified as one of the state's premier tourist destinations with top surf beaches, good fishing and great diving, it is well positioned for day trips as well as longer term holiday visits. Located between Sydney and Newcastle the Central Coast offers easy access for travelers from both cities with existing road, rail and air infrastructure in place. The Ex-HMAS Adelaide will provide the only large, easily accessible ship wreck close to Sydney which is supported by an established diving industry on the Central Coast with good water access already available from a number of locations.

Economic Potential

Numerous artificial reefs have been created around the world to enhance dive tourism and boost regional economies. International experience has shown that the economic benefits generated by artificial reefs are significant.

The latest advice from Central Coast Tourism predicts that the Ex-HMAS Adelaide will provide a significant economic boost for the Central Coast by generating:

- Approximately 5,000 divers per annum
- \$4.5M economic expenditure by divers in the region per annum
- \$18M over four years
- \$181,000 in permit revenue over 4 years
- Approximately 90% of divers will come from outside of the region
- \$870 spent in the region per tourist diver
- \$340 spent in the region per local diver

The above estimates have been based on experience from the Ex-HMAS Brisbane which is located approximately four and half nautical miles from the entrance to Mooloolaba Harbour on the Sunshine Coast, Queensland.

Recreational Benefits

The Central Coast already provides a variety of dive sites (caves, reefs, wrecks etc) including shore and boat dives suited to all levels. Although other former warships have been scuttled in Australia to create artificial reefs, the Ex-HMAS Adelaide will be the only former warship dive site in NSW. The Ex-HMAS Adelaide artificial reef has been prepared specifically for divers and will add to the variety of existing dive opportunities in the local area for both local users and tourists.

Tourism opportunities associated with the Ex-HMAS Adelaide include charters, accommodation, dive schools, add-on tours, holiday/diving packages, educational and research tours and merchandising. There has already been international interest from groups seeking to dive on the Ex-HMAS Adelaide.

The Ex-HMAS Adelaide will also provide a world class diver training facility for occupational divers and recreational divers alike.

Promoting the Ex-HMAS Adelaide Artificial Reef

To maximise the tourism potential of the dive site, the NSW Government has engaged Central Coast Tourism to undertake all booking and marketing activities for the site on its behalf. Central Coast Tourism will market the opportunity to scuba dive the Ex-HMAS Adelaide Artificial Reef to the tourism industry both in Australia and internationally.

Central Coast Tourism will also be responsible for the sale of permits to dive the Ex-HMAS Adelaide and taking bookings for moorings.



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