

Help shape Noosa’s future

Hastings Street Association and Event Director of Noosa Concours d’ Elegance, Alesha Gooderham is encouraging residents to take a few minutes to complete the community survey for the draft Destination Management Plan, acknowledging that busy lives often get in the way of participating in consultations.

“Sometimes feedback doesn’t reflect the true feeling of a community - not because people don’t care but because they simply haven’t had the time,” she said.

“We’re so fortunate to call Noosa home and for our Council to make well-informed decisions, they need to hear from as many of us as possible. Every one of us has something to offer.”

Gooderham, a local resident who is raising a family and working closely with Noosa’s business community, added: “Whether you live in the hinterland, in our coastal villages, or along the river, we each have a role to play.”

“No one owns Noosa; we’re simply caretakers, and that perspective reminds us why contributing to this survey matters,” she said. Visit yoursaynoosa.qld.gov.au.

Alesha Gooderham is urging residents to have a say on the DMP.



What makes our DMP different?
A bold regenerative plan to restore, enhance, and ensure Noosa is left better than we found it—for the people and nature that call it home

The draft Destination Management Plan (DMP) aims to set a new standard for tourism - one that restores, enriches, and empowers.

Inspired by principles of regenerative tourism, the plan aims to encourage visitors to care for Noosa as guardians, not just guests.

“Unlike traditional tourism plans that focus on attracting more visitors, this plan comes from the community,” Noosa Council Director Strategy and Environment, Kim Rawlings said.

“It steers Noosa towards becoming a regenerative destination - where we collectively contribute through our actions and behaviour to

improve the place we all love – residents and visitors.”

Rawlings said the draft DMP encourages long-term stewardship, supports local businesses and promotes experiences that align with community values.

“It’s designed to ensure tourism benefits locals as much as visitors,

preserves our natural beauty and relaxed lifestyle, and eases pressure on infrastructure and neighbourhoods.”

“So future actions might include simple experiences where visitors can take part in native tree planting, cleaning beaches, or engaging in cultural storytelling programs.”

Youth leading conservation



Passionate wildlife rescuer and youth representative Jarrah Small.

Award-winning conservationist Jarrah Small has thrown her support behind Noosa Council’s Destination Management Plan, calling it a vital step toward protecting the region’s natural beauty and biodiversity for future generations.

“I’ve lived in the Noosa region for quite a few years now doing my conservation work,” Jarrah said.

“My generation is looking to the future, wondering if the rich biodiversity and natural beauty of Noosa will still be here for us. That’s why we’re dedicated to protecting and nurturing our region so it remains just as vibrant, wild and welcoming for decades to come.”

The 2022 Noosa Biosphere ‘Young Eco Leader’ Award

winner believes regenerative tourism – a major focus of the draft Destination Management Plan – will play a vital role in shaping Noosa’s future.

“Regeneration means we’re not only looking out for what’s happening right now, we’re also looking out for what’s going to happen in the future,” she said.

“Wherever you go in Noosa, there’s going to be some part of nature you’ll discover—whether it’s the river, the ocean and beaches, the hinterland or the mangroves. Even just walking down the street, you’re bound to see so many beautiful birds and other wildlife.”

The 16-year old, who is a passionate wildlife rescuer and youth representative on the Noosa Biosphere Reserve Foundation Board, has a clear message for Noosa residents and visitors to our shire.

“Help us leave this beautiful biosphere reserve better than how you found it. Respect our wildlife and environment, and look out for what’s around you,” she said.

Head to yoursaynoosa.qld.gov.au to view the draft Destination Management Plan and have your say before 14 September.

Surfing towards a sustainable future
Stand up and protect Noosa’s beauty and beloved breaks

Growing up surfing Noosa’s pristine breaks, Dean Brady and Kirra Molnar know the value of protecting what makes this place special.

A professional longboarder and President of the Noosa World Surfing Reserve, which advocates for the protection and sustainable enjoyment of Noosa’s surf spots, Kirra is urging the surfing community to stand up and have their say on the draft Destination Management Plan (DMP).

“My favorite thing about growing up and surfing in Noosa is the community and how it protects the places that we love,” she said.

“I hope that Noosa still looks like it does in 10 or 20 years with a beautiful national park that surrounds perfect waves. So jump in and contribute to a future that regenerates and respects.”

Dean, founder of Noosa Surfing Academy, agrees. “Our actions today write tomorrow’s story. If you’re here for the beauty, respect it. We all have a role in keeping Noosa natural, safe, and surfable for generations,” he said.

“It comes down to us individually wanting to respect and look after this beautiful land. We’ve got to just do what we can as individuals, as small businesses,

to keep looking after this place, protecting it, respecting it and sharing it with each other and the visitors that come to Noosa to enjoy its beauty.”



In Brief



The DMP – what you told us last time

Council received more than 3000 pieces of community feedback in September 2023 to inform the draft DMP.

- You told us:
- 75% said protect and steward our environment.
 - 72% said improve the management of short-term accommodation.
 - 69% said improve traffic management and reduce congestion.
 - 55% said align tourism with community values.

Your voice, Noosa’s future

There’s still time to attend one of the DMP community information sessions near you.

- Pomona Markets, Saturday 16 August, 6:30am – 12pm
- Cooroy Library, Saturday 16 August, 2-4pm
- RACV Noosa Resort, Monday 18 August, 7-9am & 5-7pm

Head to yoursay.noosa.qld.gov.au to register.

You can also pop in to one of the Coffee Chats around the Shire:

- Harvest Fresh, Cooroy, Saturday 16 August, 11am – 1pm
- Canteen, Noosa Junction, Monday 18 August, 11am-1pm