

NEW TOURISM OPPORTUNITIES IN REGIONAL VICTORIA

- Brad Ostermeyer, Executive Director Infrastructure
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Regional Victoria's Economy

Some macro statistics

- Regional Victorian economy is worth about \$67 billion
- Contributes 1/3 of Victoria's \$36 billion export trade
- Over 650,000 regional Victorians are employed across the State



The Visitor Economy in Regional Victoria

Macro

- Regional Victoria attracts over 13 million domestic and over 400,000 international visitors per year.
- Over 110,000 regional Victorians are employed in the industry.

The Challenge

- Tasmania attracts 1.18 million visitors per annum, \$2 billion yield
- Greater Geelong and the Bellarine attract 4.4 million visitors per annum, \$820 million yield



Victoria's Strategy for Regional Victoria

- Victoria's Regional Statement (November 2015)
- Growing the food and fibre, and tourism sectors in particular
- Regional Partnerships – a new model
- Challenge – how do we continue to grow visitation and extract much greater yield from that visitation



Growing the Visitor Economy

Components

- Products, Attractions, Services
- Infrastructure and Skills
- Effective marketing
- Consumer take-up



Government's Role

- Enabling Private sector investment
- Product Development
- Infrastructure Provision
- Education and Skills
- Marketing



Recent Government Investments

- \$20.2 million towards the \$30.2 million Grampians Peaks Trail
- \$8 million towards the \$12 million Sovereign Hill by Day and Night
- \$33.24 million towards the 2nd stage of the Geelong Performing Arts Centre
- \$10 million towards the \$34 million Shepparton Arts Museum
- \$10 million towards the \$30 million Latrobe Creative Precinct



New Initiatives for Regional Victoria

- Tourism Investment Pipeline
- Regional Events Fund
- Regional Tourism Infrastructure Fund



Tourism Investment Pipeline

- March 2016 – Ministers wrote to Regional Tourism Boards and local government
- Pipeline of 350+ projects generated
- Pipeline Analysis
 - assessment of impact
 - analysis of status (Concept to Implementation)
 - identification of pathways



Assessment of Impact

Economic benefits (weighted 40%):

- expected increase in visitor numbers
- expected increase in visitor yield
- expected increase in jobs and wider economic benefits
- demonstrated visitor demand for product/experience

Alignment with State and Regional Priorities (weighted 35%):

- consideration of current State Government:
 - economic policy
 - social policy
 - environmental policy
- alignment with Local Government priorities, Destination Management Plans and Regional Strategic Plans

Project Viability (weighted 25%):

- demonstrated project viability and ongoing sustainability
- value for money, including ability to leverage investment
- accessibility (including proximity to transport routes) dispersal, location and integration with other visitor experiences/products

Pathways



- Government facilitation
- \$20 million Regional Events Fund
- \$101 Regional Tourism Infrastructure Fund
- Further development
- Other funding sources

Regional Events Fund

- \$20 million to attract, develop, market and grow events in regional Victoria
- Support for
 - costs associated with securing, hosting and marketing new events
 - implementation of strategies to increase visitation to existing events
- Expression of Interest process now open
- visitvictoria.com



Regional Tourism Infrastructure Fund

- \$48.2 million towards the upgrade of the Phillip Island Nature Parks
- \$9.8 million towards the Shipwreck Coast Master Plan
- \$4 million towards \$8 million Budj Bim Master Plan Stages 1 and 2 Implementation
- \$39 million unallocated
 - Feasibility Studies/Business Cases
 - Capital Projects



Regional Partnerships

Determining regional priorities

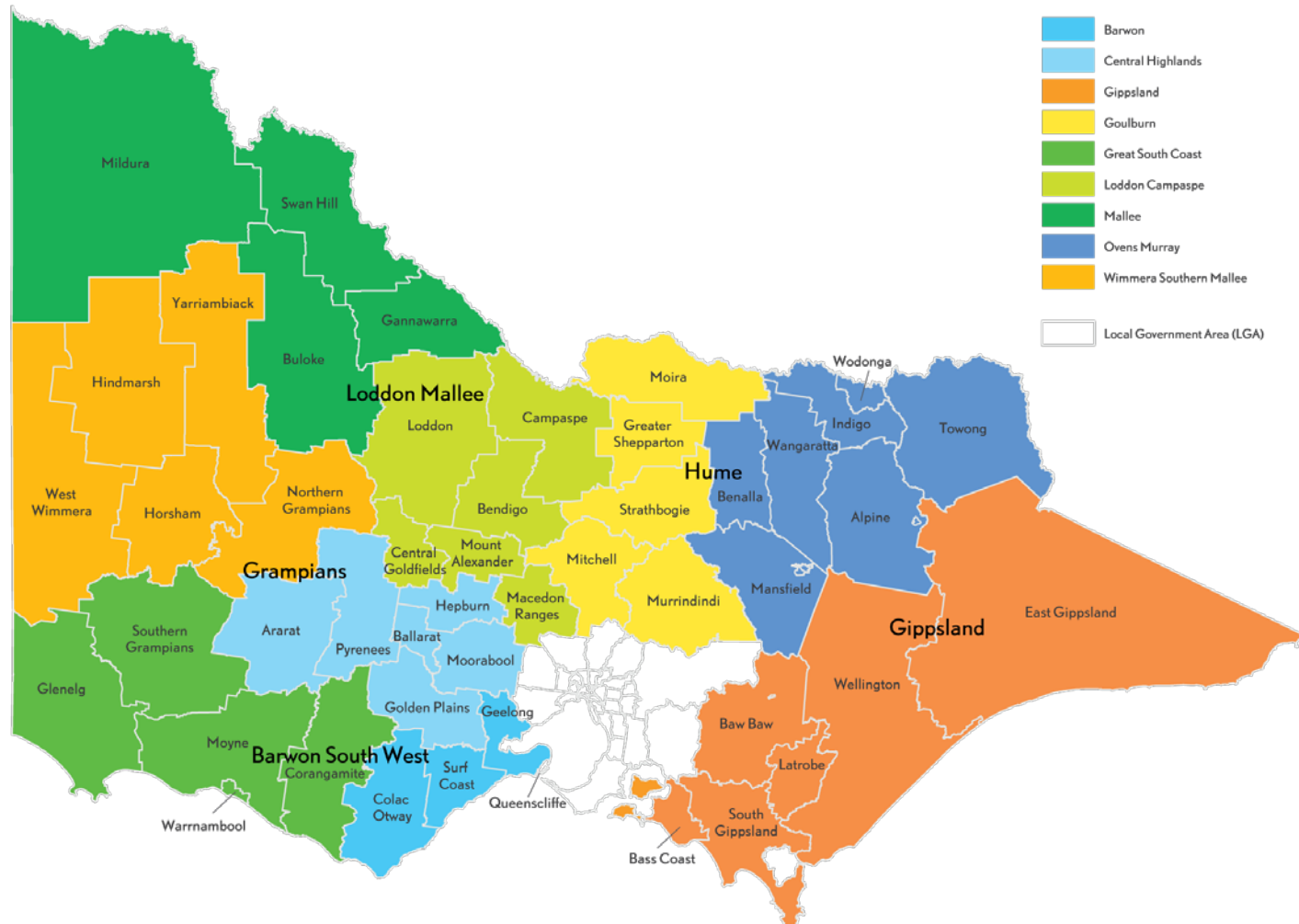
Stan Liacos, Regional Director Loddon Mallee

Context

- Regional Economic Development and Services Review
- Victoria's Regional Statement
- Whole of Government

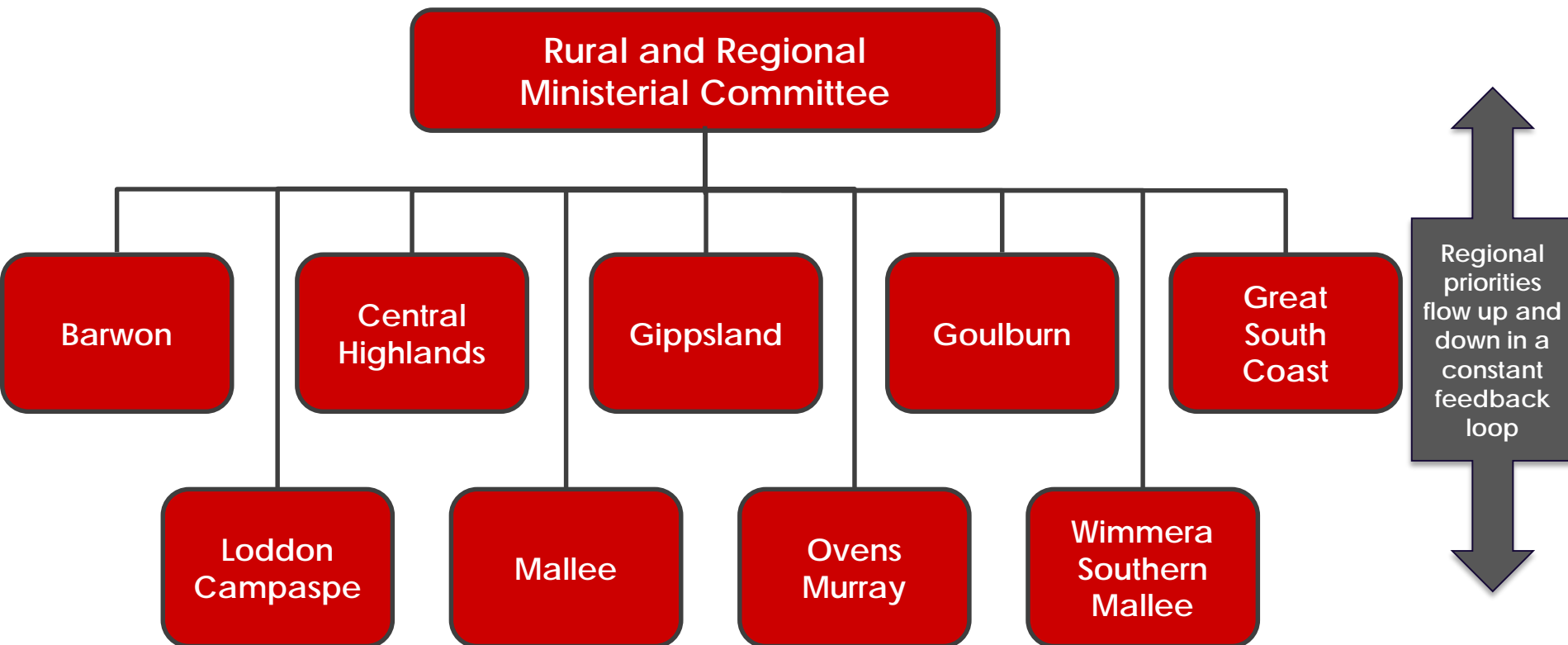


Regional Partnership Boundaries



Regional Partnerships: New Governance Model

A new way to direct the priorities identified by regional communities straight into the heart of government



Regional Partnership: Membership

- Community and business leaders (apx. 8-10)
- Local Government CEOs in each region
- RDA representative
- Deputy Secretary from State Government

RDV Regional Directors – will be Executive Officers and Secretariat for Regional Partnerships (with support from other State Government Regional Directors)

Regional Partnerships will...

- Engage with communities and develop regional priorities
- Organise Regional Summits – community and government leaders
- Build on existing strategies and plans
- Present to government and influence prioritisation
- Track progress of priorities and focus on outcomes
- Establish working groups as required
- Engage and collaborate in the region and build ownership and understandings
- Take a whole of government approach – include focus on regional skills, education attainment, regional tourism etc.

Regional Partnerships - Next Steps

- Recruitment and appointments (Feb - June)
- Appointments announced (July)
- Inductions and familiarisation (August)
- Initial meetings (August - October)
- Nine “Regional Summits” (October - December)
- On-going work (2017 – beyond)

DISCUSSION

- How can Government best support growth in the Visitor Economy?
- How can you leverage off Government investment/activity in the Visitor Economy?
- How can Government support you?

