

Matthew Jackson

Chief Executive Officer



Who We Are and What We Manage?



- **4.1M hectares (18% of Victoria)**
- **161 different parks:**
 - 45 national parks
 - 26 state parks
 - 30 metropolitan parks
 - 60 other parks
- **70% of Victoria's coastline:**
 - 13 marine national parks
 - 11 marine sanctuaries
- **Local Port Manager:**
 - Western Port, Port Phillip Bay and Port Campbell
- **Waterways Manager:**
 - Yarra and Maribyrnong Rivers
- **12,000 registered aboriginal heritage places**
- **3,000 historic places**
- **Over 25,000 built assets (\$1.8 billion)**
- **1,200 staff (984 FTE)**



Who Visits Us?



- **98.5M annual visits:**
 - 37.8M to national parks
 - 44.6M to piers and jetties
 - 16M to metropolitan park
- **Annually up to \$200M in avoided health care costs to Victoria**
 - 23M for physical activity
 - 12M for playing with children
 - 17M for sight-seeing and nature
- **Camping and accommodation bookings:**
 - 237,000 visitors
 - 102,000 bookings
- **Over 1,000 commercial agreements**
- **193,000 attending education and interpretations experiences**
- **449 licensed tour operators**



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Parks Victoria and the Visitor Economy – Where We Fit in?

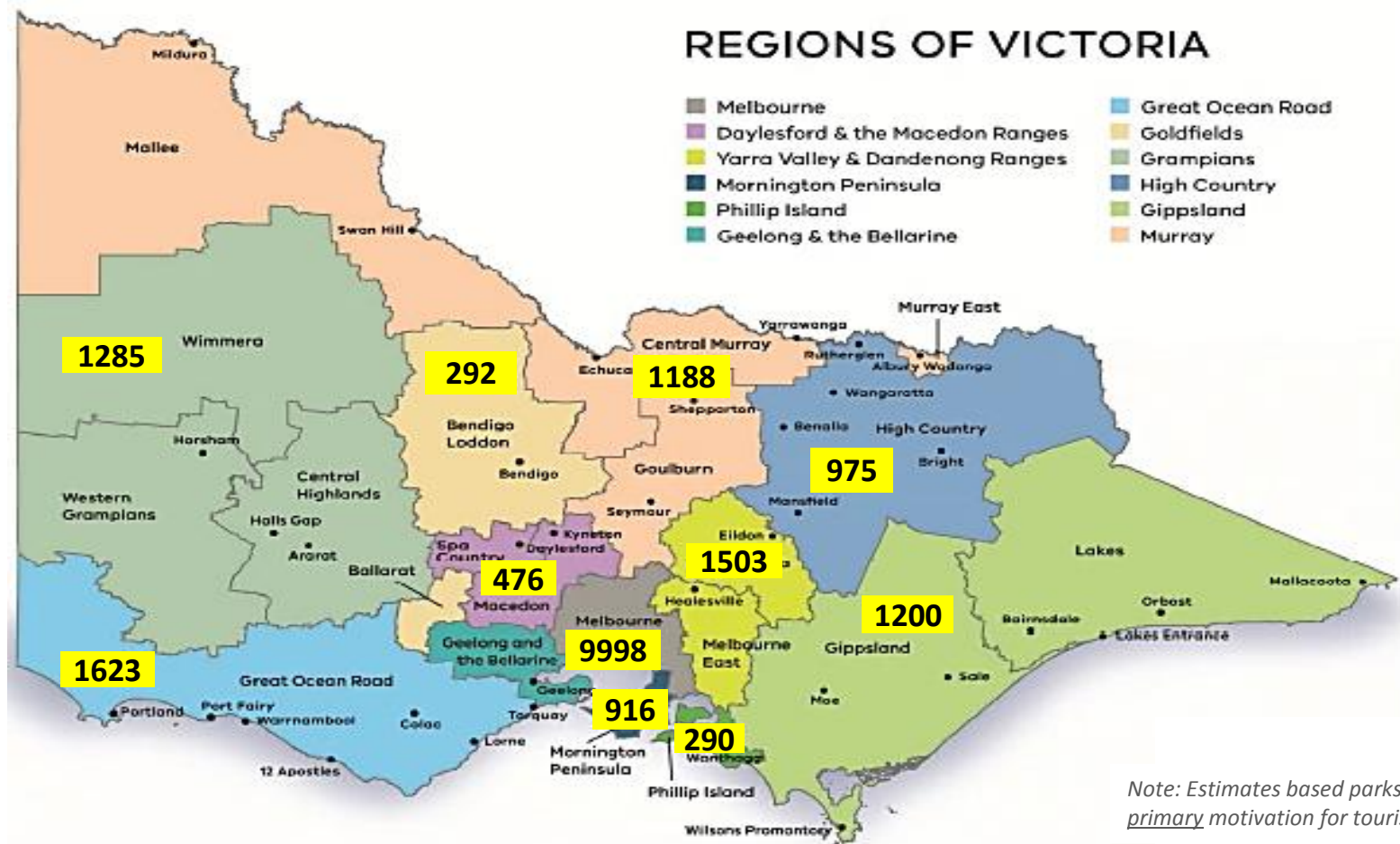


Park Attributable Tourism Expenditure - \$2.1B



Note: Estimates based parks being the primary motivation for tourist visit

Park Attributable Jobs - 20,470 (FTE)



Victorian Visitor Economy Action Plan - Parks Victoria is involved in the delivery of 43 of the 130 actions including:

- Infrastructure at key tourist attractions
- Reduction of red tape
- Growing Aboriginal tourism
- Continuing to implement the Walk Victoria's Icons portfolio
- Supporting regional events
- Increase regional dispersal
- Grow the number and type of licensed tour operators
- Develop recreational infrastructure
- Increase accessibility for our visitors



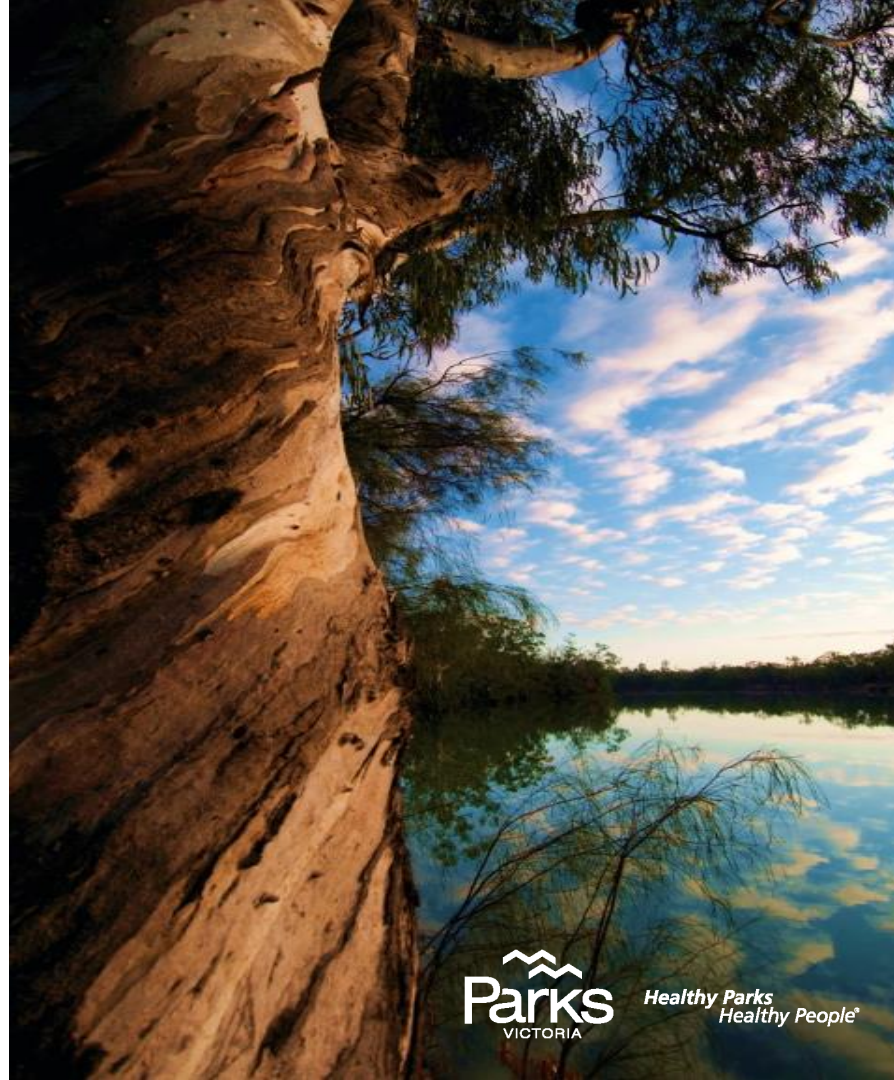
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Image by Vanessa Bluett

Key Messages

Shaping Our Future Vision focusing on:

- Connecting People and Parks
 - Conserving Victoria's Special Places
 - Providing Benefits Beyond Boundaries
 - Organisational Excellence.
-
- Parks Victoria is in tourism
 - **Reform** our commercial experiences and products
 - Work collaboratively and **proactively** with the tourism sector
 - **Reform** our tour operator licence and permit process
 - **Reform** our online and social media platforms and market our parks directly
 - **Reform** our content library to be creative, innovative and immersive
 - Provide new content to Visit Victoria, Tourism Australia and Tourism Industry Partners



Licensed Tour Operators



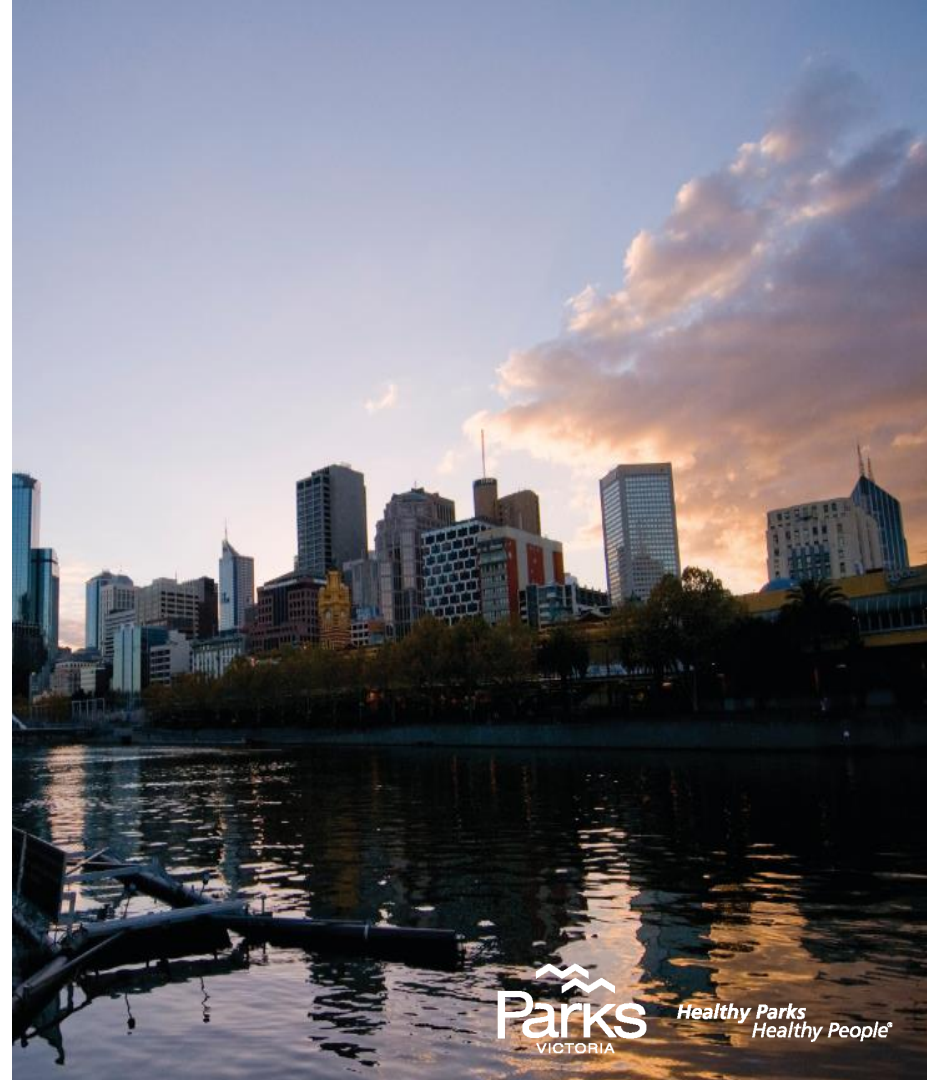
- **Actively working to cut red tape and reduce the burden on small business**
- **Red Tape Commissioner:**
 - Governments Small Business Review targeting tour operator licensing
- **Clearer and easier for operators to do business in our parks**
- **Online applications and multiple year permits proposed**
- **Parks Victoria and Outdoors Victoria:**
 - Holding a joint nature-based tourism forum
 - Interactive discussion with tour operators and recreation providers
 - Suggestions on what else and where else they would like to operate



Activating the Yarra River



- **Key area of focus for Parks Victoria**
- **Very important to Melbourne's visitor economy**
- **Heart of an expanding city**
- **Expression of Interest (EOI) calling for event providers concept ideas**
- **EOI short term food and beverage floating commercial activations:**
 - Key locations will be selected
 - Pilot project to test temporary floating infrastructure
 - From November 2017 until March 2018
 - Aligns with Victoria's major events and peak periods



ONLINE TRANSFORMATION

By 2020 we will transform Parks Victoria's approach to digital engagement

RELEVANT

**ACCESSIBLE
& DIVERSE**

INSPIRING



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Re-building of our online systems:

- Parkstay booking system
- www.parks.vic.gov.au
- Enhance social media presence
- New proactive approach on how we promote our parks, park experiences and wildlife
- New marketing strategy for the next five years:
 - Corporate Strategy – All of what Parks Victoria does
 - Consumer Strategy – Key experiences and products
- More immersive content and relevant information and provide this to our partners
- Better support for our tour operators and commercial partners
- Work with Visit Victoria and Tourism Australia to align content for the “Nature and Wildlife” campaign in 2018/19



Current Major Capital Projects



Shipwreck Coast

\$9.8m for Stage 1 of Shipwreck Coast Master Plan received in 2016/17:

- New pedestrian bridge at Port Campbell to link the town to Port Campbell National Park
- New visitor lookouts at Twelve Apostles and the Blowhole
- First stage of the digital interpretations strategy
- Public wi-fi solution
- Completion 2019
- In progress \$7M to improve sewer and water services to the Twelve Apostles existing visitor centre



Grampians Peaks Trail

Walk Victoria's Icons program

- **\$30.2M investment:**
 - \$20.2M Victorian Government
 - \$10M Commonwealth Government
- **144km long:**
 - 13 days and 12 nights
 - 12 hiker camps
 - Stage 1 complete (60km)
 - Stage 2 in progress (84km)
 - Full completion in late 2019



Our People



Image by David Paul MV

The logo for Parks Victoria, featuring a stylized mountain range above the word "Parks" and "VICTORIA" below it.

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\$18M over two years received in 2017/18 State Budget:

- 70 new staff including new rangers in regional Victoria
- Focus on visitor services and community engagement
- Enhance our science and marine research program
- Bilingual rangers at key visitor nodes during the peak summer period
- Strengthen the campground volunteer host program
- Enhanced maintenance and park presentation




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THANK YOU



Plenty Gorge Park


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