



Destination Planning Update on activities

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Victoria's Tourism Recovery Package includes actions to strengthen destination planning

The Victorian Government announced the \$465 million Tourism Recovery Package as part of the 2020/21 budget to help Victoria recover and grow the visitor economy

The Tourism Recovery Package will be delivered over four years, with strategic planning work to be phased in over that time.

The package will deliver improved coordination of state-wide, regional and local level priorities via a destination management planning process including:

- a **state-wide Visitor Economy Plan** to help prioritise and fast track tourism products and experiences across Victoria
- **pillar plans** that prioritise areas of competitive advantage (for example, **nature-based and First Peoples'** plans) to direct investment and lift visitation and yield
- Support for regional tourism boards to do destination management planning, industry development activities and **provide a direct voice into Government**
- **Community engagement guidelines** to improve social licence and local support for new tourism projects.

These new state-wide planning and coordination activities will guide public and private investment into tourism experiences, drive visitation, and help Victoria maximise its tourism potential.

The package includes \$280m for tourism infrastructure projects

The initial infrastructure focus is on delivering Flagship tourism projects outlined in the State Budget 2020-21:

- Gippsland Tourism Recovery Package:
 - Cape Conran
 - Raymond Island Koala Sanctuary
 - Additional camping in Far East Gippsland
 - Snowy River Bridge
 - Nunduk Spa & Retreat
 - Metung Hot Springs
- Wilsons' Prom Revitalisation
- Falls to Hotham
- Grampians Peak Trail and McKenzie Falls
- Brambuk Cultural Centre
- Mallee Silo Art
- Prosecco Road – Early Works
- Ballarat Centre for Photography

The Package also aims to attract more visitors both to Victoria and encourage Victorians to travel more within the state, with:

- \$58 million in funding for Visit Victoria to market within Victoria and nationally
- Renewal of the Regional Events Fund to support events outside of Melbourne.

A state-wide destination planning process will identify key tourism priorities for Victoria

The State-wide Visitor Economy Plan will help us to maximise our already strong offering of visitor experiences

The plan will be a bold and ambitious vision for tourism that will:

- Identify existing projects to **guide further Government investment** and support to reinforce our already strong experience offering
- **Identify priority projects and priority locations** for tourism initiatives
- **Clarify roles and responsibilities** across state and local government, regional tourism boards, industry and other stakeholders.
- The plan will be guided by and **align with regional and local marketing activities**, as well as Visit Victoria's marketing activity and a state-wide brand framework.
- The plan will be flexible, and consider challenges such as bushfires, and other key economic challenges for regional Victoria such as diversification and transition from traditional industries.

It will also aim to attract investment in higher-yielding regional products, to improve our attractiveness to visitors who want to stay longer and spend more.

The Visitor Economy Plan will be a guiding document for communities and industry to look at and think about how their future tourism priorities fit within the state-wide framework.

We expect to deliver this plan by the end of the year.

Alongside this work, we will also deliver industry development activities to complement the Plan and help drive attraction and outcomes :



Support to improve **digital capability** in tourism businesses through tailored training models, for skills such as digital marketing and supply chain. Tourism supply chains are quite different to other sectors and can be opaque to new starters and small operators. Digital sales, promotion and business is a core component of success.



A workforce audit to **assess state-wide tourism workforce requirements and gaps**. The audit will address issues such as seasonality, career perceptions, training opportunities and industry and government coordination on workforce challenges.



Regional level workforce plans to **help industry plan to build and maintain the workforce that it needs** now and in the future. We know that there is already work being done in many regions on this issue – we want to build on this work and help regions plan to address these concerns.

Pillar plans will set priorities in areas of competitive strengths to enhance these sectors

Nature – based Tourism Plan

Victoria has many nature-based experiences, including:

- Diverse alpine, parkland, rainforest, desert and marine landscapes across a relatively compact area
- An established, strong spa and wellness offering
- Half of all Australian bird species, a third of mammal species and many protected, pristine areas.

The Nature-based Tourism Plan will set out the Government's priorities for leveraging our world-class natural assets to create high-quality tourist products, primarily through:

- Identifying high priority strategic sites near public land and key natural assets
- Establish a marketing approach (led by Visit Victoria) that aligns with new product development and positions Victoria as a leading destination for nature-based tourism.

The plan would also help to stimulate related industries, and support transition (for example, from forestry or manufacturing)

First Peoples Tourism Plan

While we have many tourism experiences in this sector, we want to enhance our partnerships with Traditional Owner groups, Aboriginal communities and community controlled organisations to harness the potential of these products.

Victoria has an untapped competitive advantage for First Peoples' tourism experiences.

- We have many products at different developmental stages and can focus on building opportunities
- established Aboriginal businesses and experiences in some areas of Victoria (e.g. Budj Bim has considerable growth potential)
- a range of rock art sites across Victoria (the majority in Grampians/Gariwerd).

In many cases, opportunities are long term development propositions. These opportunities can help us differentiate ourselves in the international travel market.

The First Peoples' tourism plan will be self-determined, and identify tourism goals and priorities that are most relevant for the Victorian Aboriginal community.

Pillar plans will set priorities in areas of competitive strengths to enhance these sectors

Arts and Culture



Victoria has many historic and contemporary arts and cultural experiences with strong leveraging potential:

- regional galleries with major exhibition or event capability
- smaller towns can be hubs for artist workshops
- broad festival and event offerings, with a range of performing arts and music venues.

Food and Wine



Victoria has comparative advantages in food, wine, and culinary experiences of all kinds:

- considered the food basket of Australia with multicultural cuisine, produce and experiences
- premium wine, world- famous regional restaurants and festivals, and farmgate experiences and farmers markets.

Live Music



Victoria's live music industry is world famous, with hundreds of live music venues across the state. A live music plan could:

- Identify areas across the state that could host (or already have) significant live music precincts)
- Make the most of the social, economic and cultural opportunities that a vibrant live music industry provides to help regional areas diversify their economies and attract visitors to spend across broader businesses (e.g hospitality and accommodation)



Who we are and what's next

TEVE's new Destination Planning Team has been established to deliver priority plans and guidelines to support regional tourism across Victoria

- A new unit within Tourism and Events will be the key point of contact on destination planning work within government.
- We are also working additional activities, including
 - Supporting regional destination management planning
 - Community engagement guidelines
 - Support for Regional Tourism Boards.



How you can contribute

We will be consulting with stakeholders across all of our destination planning and tourism work.

We will be in touch to advise on consultation for the State-wide Visitor Economy Plan soon.

Otherwise, please get in touch with us at any time (below details).

Key contacts

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