

Western Melbourne Tourism

Public Galleries and Australian Festival Association Forum

Richard Ponsford - Executive Officer

melbourne's **west**



Context of Western Melbourne Tourism



Council Partners



Other Board Partners

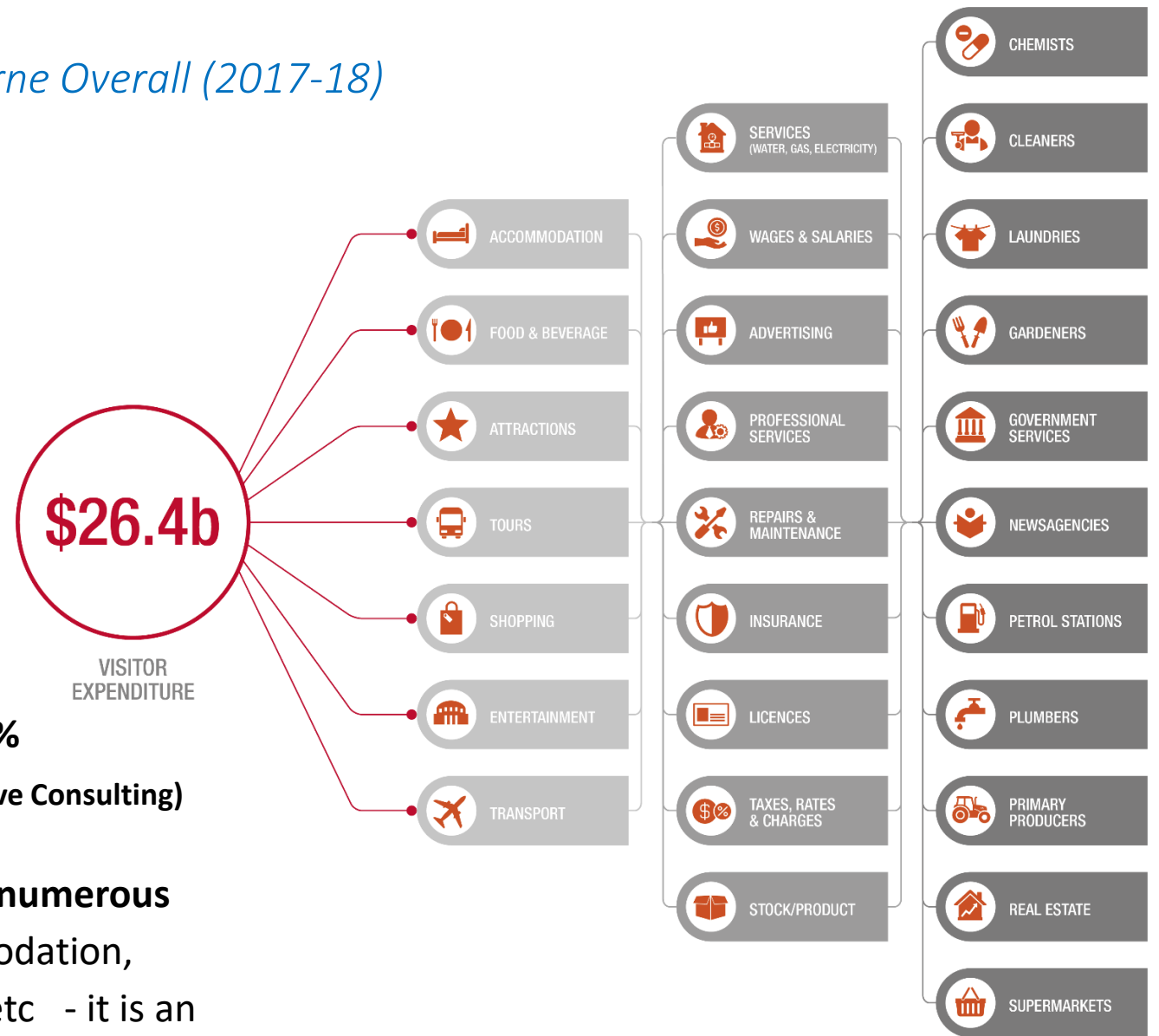


Economic contribution of tourism (pre-Covid)



Economic Output - West vs Melbourne Overall (2017-18)

WHAT VALUE DO VISITORS BRING?
\$1.45b
THE VISITOR ECONOMY WAS ESTIMATED TO BE VALUED AT \$1.45 BILLION.



- Share of the jobs in Melbourne's west is **approx 4.5%** or **approximately 13,000 jobs** (Source: REMPLAN/ Decisive Consulting)
- **Tourism has a 'cascading' economic impact across numerous 'industries'** ie across attractions, venues, accommodation, restaurants, cafes, shopping, transport and health etc - it is an aggregate of 'conventional industries'

TOTAL TOURISM SPEND IN VICTORIA'S REGIONS

TOTAL TOURISM SPEND IN VICTORIA'S REGIONS

(DAYTRIP, DOMESTIC AND INTERNATIONAL OVERNIGHT)

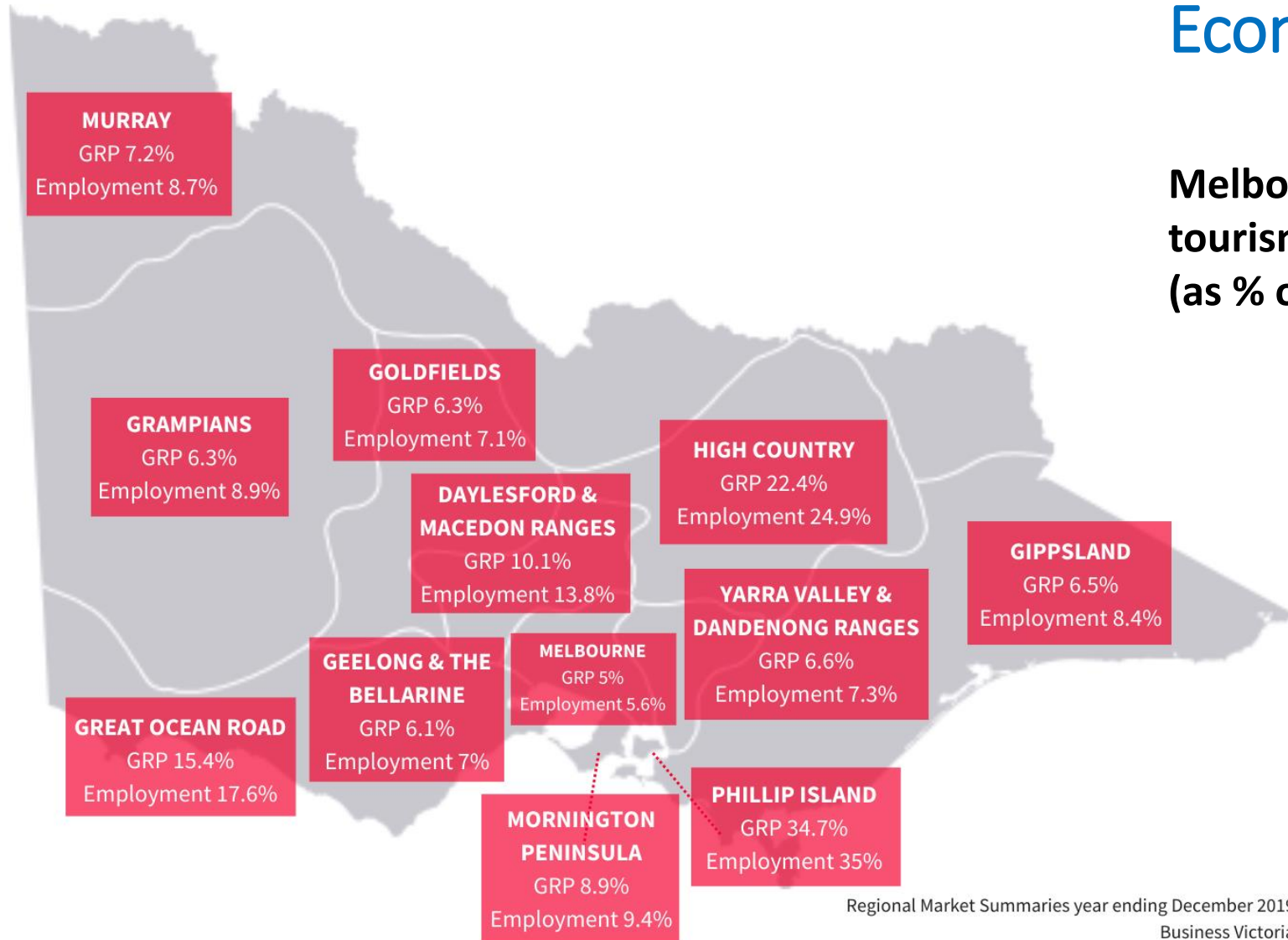
1	MURRAY	\$1.5 BILLION	▲ 14.7%
2	GREAT OCEAN ROAD	\$1.4 BILLION	▲ 3.0%
3	VICTORIA'S HIGH COUNTRY	\$1.3 BILLION	▲ 20.3%
4	MORNINGTON PENINSULA	\$1.2 BILLION	▲ 14.1%
5	GOLDFIELDS*	\$1.2 BILLION	▲ 9.5%
6	GEELONG AND THE BELLARINE	\$1.1 BILLION	▲ 9.5%
7	GIPPSLAND	\$1.0 BILLION	▲ 16.6%
8	YARRA VALLEY & DANDENONG RANGES	<i>\$756 MILLION</i>	▲ 0.7%^
9	DAYLESFORD & THE MACEDON RANGES	\$500 MILLION	▲ 21.1%^
10	PHILLIP ISLAND	\$481 MILLION	▼ -6.9%
11	GRAMPIANS*	\$460 MILLION	▼ -4.2%^



^ Figures noted in italics should be interpreted with caution due to variability in the data (international component).

Economic Output

Melbourne compared with the tourism regions of Victoria (as % of local GRP and Employment)



Regional Market Summaries year ending December 2019
Business Victoria

HOW MANY VISITORS DO WE HAVE?

4.1m

MELBOURNE'S WEST ATTRACTED
4.1 MILLION VISITORS IN 2018
(12.8% of Greater Melbourne's visitation).



76%

DAY VISITORS



19%

DOMESTIC
OVERNIGHT



5%

INTERNATIONAL

WHAT IS THEIR REASON FOR VISITING?

JUST OVER

1/2

OF VISITORS ARE VISITING
FRIENDS & RELATIVES (VFR).



51%

VFR



33%

HOLIDAY



10%

BUSINESS



6%

OTHER

Source: Tourism Research Australia year ending December 2018.

Victorian visitor spending collapsed with COVID recession

Spend in June quarter 2020 Vs June quarter 2019 in Victoria

- Interstate domestic overnight visitor spend down by 93%
- Intrastate domestic overnight visitor spend down by 78%
- International borders closed

After June 2020 situation got worse in Victoria

- Second wave of virus infections
- Stage 4 lockdown for Melbourne and Stage 3 for Regional Victoria
- State borders closed to Victorians probably until just before Christmas

Change in Payroll jobs from 14 March to 3 October 2020

ABS Industry	Victoria	Australia
Accommodation and food services	-29%	-17%
Arts and Recreation	-25%	-13%
Construction	-7%	-5%
Retail Trade	-8%	-4%
Wholesale Trade	-6%	-4%
Financial Services	1%	2%
Education & Training	-8%	-2%
Health Care & Social Assistance	1%	1%
All Industries	-8%	-4%

Victorian –
Accommodation &
Food Services worst
virus affected industry
nationally by job
losses – BUT the true
horror disguised by
JobKeeper

Over three times
worse job losses than
State average

Melbourne West LGAs face one-two from the COVID recession on visitor economy



Loss of SA3 employment on Single Touch Payroll ATO system from 14 March to 3 October 2020 (ABS)		Share of LGA businesses on JobKeeper at end of May 2020 (Taylor Fry)	
Essendon	8%	Moonee Valley	44%
Keilor	8%		
Brimbank	10%	Brimbank	40%
Hobsons Bay	7%	Hobsons Bay	42%
Maribyrnong	9%	Maribyrnong	47%
Melton - Bacchus Marsh	7%	Melton	41%
Wyndham	7%	Wyndham	43%

Sources: ABS Weekly Payroll Jobs and Wages - Payroll Jobs Indexes Statistical Area Level 3 (SA3) to 3 October 2020
 Taylor Fry (actuaries), <https://taylorfry.com.au/articles/jobkeeper-reliance-may/>, using Federal Treasury data

What explains different forecast falls in visitor economies in 2020/21

Melbourne CBD is the most severely impacted area

Melbourne's west is close behind:

- *No international esp VFR/ day trips*
- *Business/meetings travel*
- *Loss of events*
- *International students*



Economic Impacts

Prediction Year	2020/21		2022/23	
	Fast	Slow	Fast	Slow
<i>Alternative scenario for recovery</i>				
Melbourne's west visitor economy direct tourism spending (after inflation) and visitor economy total jobs	-40%	-51%	6%	-4%

Under the two scenarios in Melbourne's West **5,855 or 7,609 total jobs are predicted to be lost (from a total of just over 13,000 jobs)** due to falls in visitor economy spending in 2020/21 compared to 2019.

Even a further two years later in 2022/23 total jobs due to visitor economy spending in the region is expected to be 834 more or 565 jobs less compared to 2019 under the two scenarios.

Its not all bad news ...big budget wins for the West

Werribee Open Range Zoo Master Plan: *Transforming from Two to Six Experiences*



- Capable of engaging 1,500,000 visitors per year
- Mixture of vehicle and walking safaris – new dimensions of experience and engagement with wildlife, including new home for Melbourne Zoo’s elephant herd
- Engaging the night economy
- 350 jobs
- Project Value: **\$84 mill**





Suspension Bridges & Gondola
Connection Elevation

ZOOS
VICTORIA



Whitten Oval – *Stage 2 Redevelopment*



- **\$36.6 million towards a new 1500-seat EJ Whitten stand**



Melbourne's Urban Parks – Funding for Upgrades to Visitor Facilities

Incl
Brimbank Park
Organ Pipes

Overall – \$49.9mill

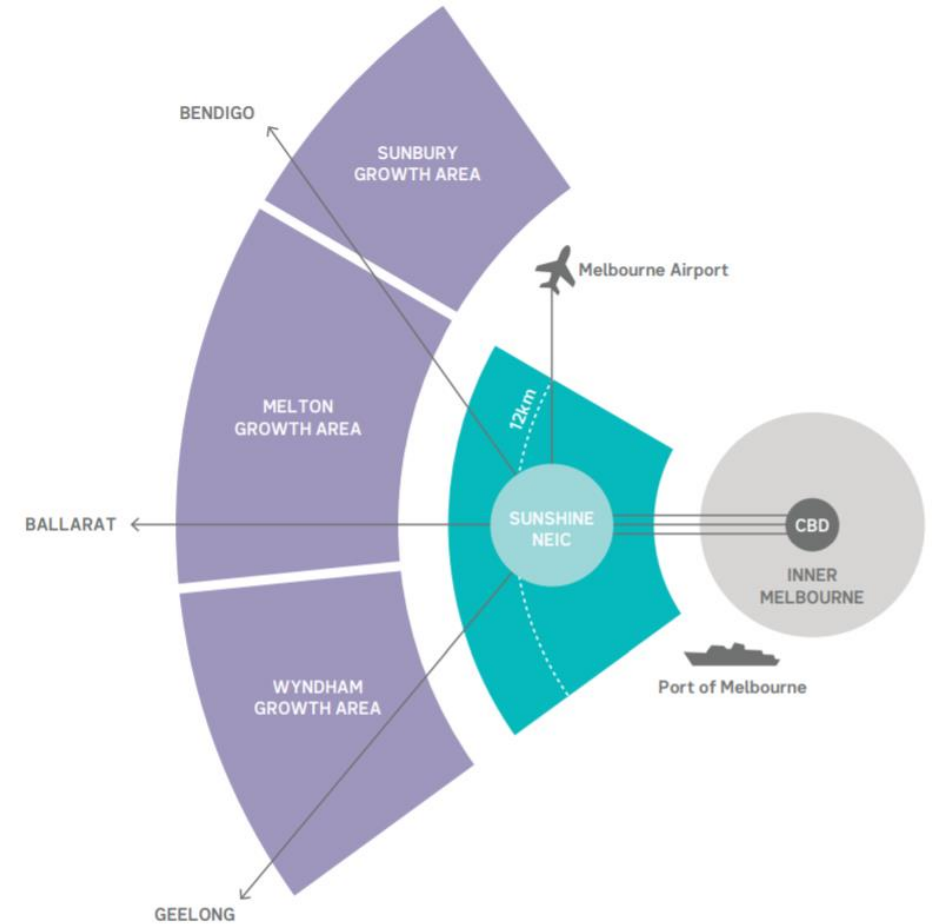
MELBOURNE AIRPORT RAIL AND SUNSHINE SUPER HUB



Melbourne Airport Rail Link



- **Sunshine will be the new visitor locus in the west**
- **Millions of visitors traversing and connecting in the region**
- **Capture traffic – evolve from a hub to a destination**

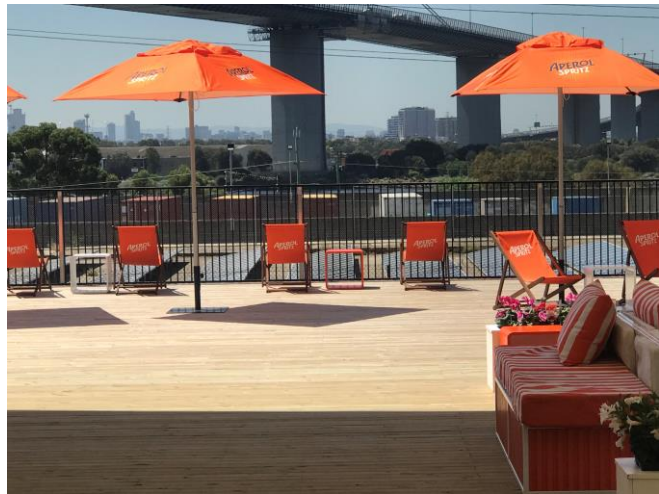


GRAZELAND

A Foodies Playground

- A new culinary destination – opening March 19 2021 – *postponed 12 months*)
- Expected to attract 30,000 people a week
- 50 food outlets/ 3 licensed bars
- Artisan stalls of handmade and locally-designed products
- Activation and live on-stage entertainment, roving artists and performers
- Architect-designed by Push Projects, Grazeland's footprint will be more than 10,000 square metres (land leased from Museum Victoria and adjacent to Scienceworks)





GRAZELAND



Covid19 Recovery



WMT Recovery responses: *1 year + 2 year approach*

- **Sharing information**
- **Research + Data**
- **Promoting 'Business as Unusual'**
- **Advocacy to Government / Leveraging funding available**
- **Industry and business support**
- **Marketing content for a new era of social distance**
- **Positive recovery activity /confidence building**

WMT Stakeholder Engagement in the Recovery Process

- **Vic Govt - Department of Jobs Precinct and Regions/ VTIC** – Recovery Package Submission to the Cabinet (*one of three reps from Greater Melbourne*)
- **Greater Melbourne Tourism Recovery Forum** (chaired by the Victoria Tourism Industry Council) - *WMT is representing the region*
- **Committee For Melbourne** – Visitor Economy Reference Group (VERG) - Road to Recovery Task Force/ ‘Lets Melbourne Again’

- **Visit Victoria** /Recovery Marketing eg *Stay Close, Go Further; Click for Vic; Visit Melbourne; ATDW*
- Individual **Western region Council Recovery Roundtables** on Tourism
- **Local Council Tourism Forum** (all Councils across Greater Melbourne - hosted by CofM)
- **Victoria University Roundtable** – School for the Visitor Economy

- **Western Melbourne Tourism Board** itself

Recent WMT Recovery Activity

CONVERSATIONS ON RECOVERY



melbourne's west





TUE 16 MAR

Caroline Springs Crawl

A progressive dinner across three of Caroline Springs' favourite eateries.

Izumi, Caroline Springs



TUE 30 MAR

Melton Crawl

A festive night all about bold flavours and good times.

Latin Food and Wines, Melton



WED 17 MAR

Altona Crawl

Living large on Pier Street, one snack at a time.

Hangar Café 1One2, Altona



WED 17 MAR

Moonee Ponds Crawl - SOLD OUT

Tasting the latest and the greatest the Ponds has to offer.

The Mighty Moonee Ponds, Moonee Ponds



16 - 23 MAR

Seddon Crawl

You know that it's Melbourne's most liveable suburb, but it's also one of the most edible.

Luxsmith, Seddon



THU 18 MAR

St Albans Crawl - SOLD OUT

A moveable feast taking in the flavours of Vietnam, Korea, China and India.

Quang Vinh, St Albans



TUE 23 MAR

Werribee Crawl - SOLD OUT

Follow the river for a tasting trail of Werribee's hottest and newest dining destinations.

Wolf on Watton, Werribee



25 - 31 MAR

West Footscray Crawl

Ferments and beer! Pizza and wine! Filipino desserts!

Zymurgy, West Footscray

- Progressive dining experience
- 12 locations
- 18 events across the West (Mar 12- 31)
- Supporting local neighbourhoods
- Showcasing best hospitality with food host
- Reconnecting people/ Covid friendly

melbourne's west

+



+





Hangin' LOCAL

- Engaging 5000 international students at Victoria University
- Video content showcasing Melbourne's west - 'championed' by international students
- Modules of experience for international students (delivered by Get Lost Travel)
- Also leveraging visiting friends and family



CHEF VS STUDENT



Hanging LOCAL VIRTUAL

STUDY MELBOURNE

melbourne's west

VICTORIA UNIVERSITY

Hanging Local - Virtual Chef Versus Student



Maddie Latham



Zenith

SCHEDULED LOCAL VIRTUAL

Angus Brown

Alex

Sol

Priya Gambhir

Milan bhusal



Lauren Bok (she/her)

melbourne's west

+



+



Hanging
LOCAL
SCAVENGER!

SATURDAY
20 MARCH FOOTSCRAY
27 MARCH SUNSHINE
10 APRIL WERRIBEE

The promotional graphic has a teal background with white dashed lines. It features two circular images: one in the top right showing a group of five young people running happily outdoors, and one in the bottom left showing a man and a woman walking in a shopping mall. The text "Hanging LOCAL SCAVENGER!" is prominently displayed in the upper left, with "LOCAL" in a large, white, 3D-style font. The event details are listed in a white circle on the right side.

Hanging Local Scavenger !

- Engaging VU students
- X 3 Covid-safe Scavenger Hunt experiences
- Free and fun for students
- Supporting local businesses

What's on in the West

Monthly e-newsletter with 2000+ subscribers

The (Virtual) Best of the West

With Stage 3 restrictions back in place in Melbourne, this month we are focusing on uncovering the gems of Melbourne's west - places that you can visit from the comfort of your home, the tastes of the west that you can get delivered to your door or takeaway and wide-open spaces where you can breathe in the serenity.

Virtual Tours



Werribee Park Mansion

Werribee Park Mansion is one of the largest and most opulent properties in Victoria.

Now you can take a 3D virtual tour of the mansion's Renaissance Revival architecture from the comfort of your home.

[Watch now](#)

melbourne's **west**

WHAT'S ON-LINE in the West



Virtual Fun



Animal Frothing

Moonee Ponds bottle shop **Fizz + Hop** has been painstakingly recreated in the popular computer game Animal Crossing - and they'll be hosting a virtual beer tasting inside the game for one night only.

[Meet the villagers](#)

Instagram

@love_the_west

6.8K+ followers (35% increase - last 12 months)

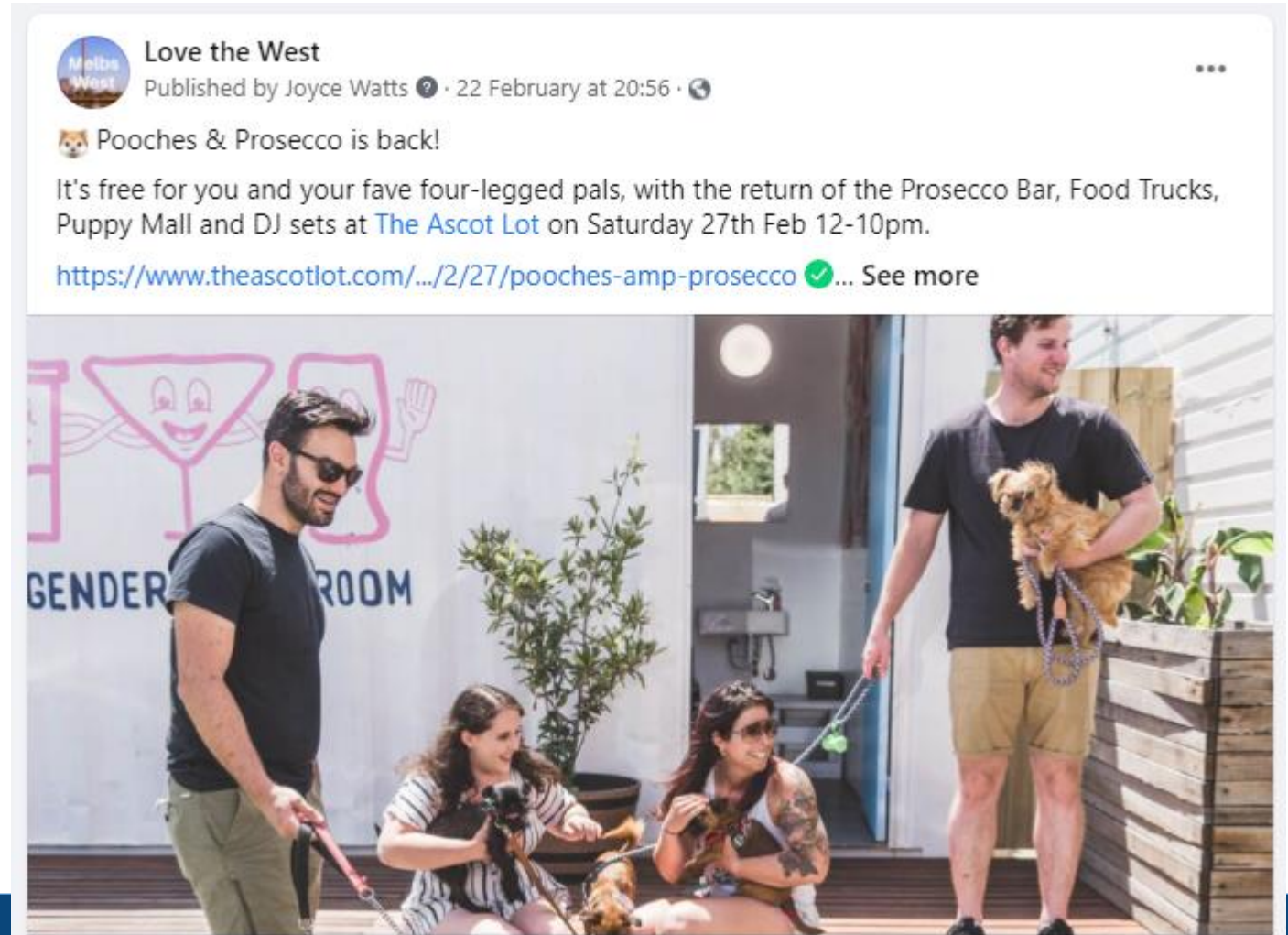
#MelbsWest



Facebook - 4.4K following 15% increase last 12mths



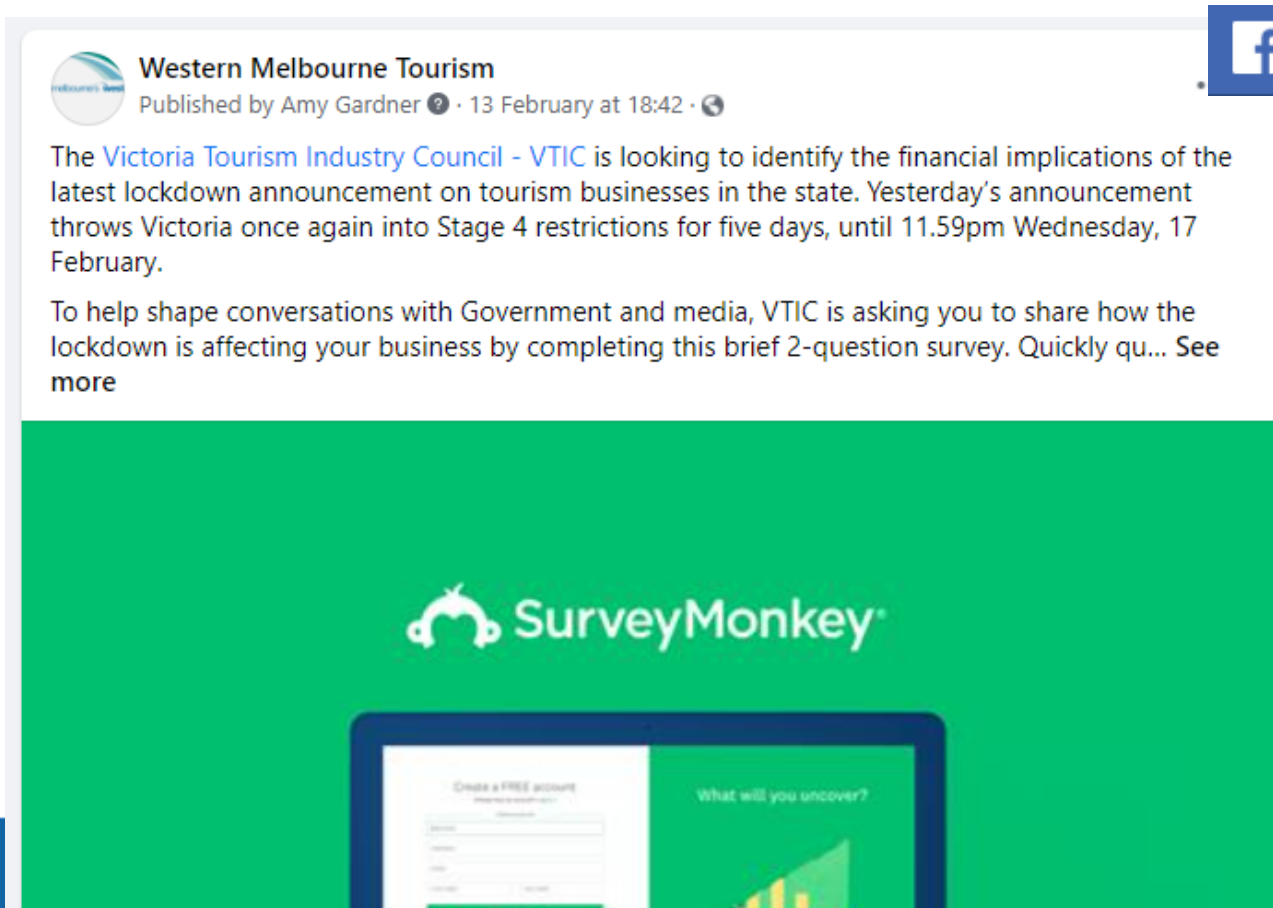
THURS, 6 AUG
Chef vs Student Ep 1
43 people went



Industry Platforms *Western Melbourne Tourism*

Frequently updated tourism industry content for Melbourne's west


- [Website and eDMs](#) – Sharing industry events, professional development, news and resources
- [Linked In and Facebook](#) – Promoting industry events and news



Western Melbourne Tourism
Published by Amy Gardner · 13 February at 18:42 · 🌐

The [Victoria Tourism Industry Council - VTIC](#) is looking to identify the financial implications of the latest lockdown announcement on tourism businesses in the state. Yesterday's announcement throws Victoria once again into Stage 4 restrictions for five days, until 11.59pm Wednesday, 17 February.

To help shape conversations with Government and media, VTIC is asking you to share how the lockdown is affecting your business by completing this brief 2-question survey. Quickly qu... See more



Western Melbourne Tourism
191 followers
1w · 🌐

The Victorian Government has released a Circuit Breaker Action Business Support Package that provides financial support to eligible businesses impacted by the recent snap lockdown. ...see more



Circuit Breaker Action Business Support Package

Media Western Melbourne Tourism

SUPPORT LOCAL #InThisTogether

Still loving the west

Businesses in Melbourne's west continue to inspire us with their ability to adapt and meet our community's changed needs.

Our friends at Western Melbourne Tourism know that we can uncover some tasty gems simply by exploring new businesses in our own backyard.

You can help your local community get through COVID-19 by buying local when possible. In doing so, we support our neighbours and contribute to the livelihood of local families.

Here are a few more suggestions, from Western Melbourne Tourism's long list of favourites in Wyndham, to get you started.

The Social Sutra, Werribee

Have brunch delivered to your door or save 15 per cent when you pick up your order. The mixed berry and ricotta pancakes are our top pick. www.facebook.com/thesocialsutra

The Coffeologist, Point Cook

Head to this drive-through café window for quality coffee and homemade treats. The Coffeologist has also started selling a Breakfast Essentials pack for \$20 which includes a fresh loaf of bread, 2 litres milk, half dozen free range eggs, two muffins of the day and one coffee. Add 200g bacon for \$5, yes please! www.facebook.com/thecoffeologist

The Park, Werribee

You just can't go wrong with craft beer and delicious pub grub delivered to your door. Pick-up is also available. www.theparkwerribee.com.au



Have brunch delivered to your door with The Social Sutra in Werribee. (Pictures: Supplied)

Sprinkles Ice Creamery, Lollies 'n More, Tarneit

Did someone say doughnuts delivered? Yes and sweet treats galore. There are more than 60 ice cream flavours to choose from and local barista, Andrew from 92 Degrees, is stationed outside for your takeaway coffee fix. Indulge your sweet tooth, pop in-store or order for delivery. www.facebook.com/sprinklesicecreamerynollies

Junior Rangers, Parks Vic

In more normal times, Parks Victoria provide a great range of events for kids to get out in

nature and learn exciting new things. For now, they're providing a range of online resources and DIY activities for kids to discover plants, bugs and critters in their own backyard. www.juniorrangers.com.au/make-and-do

Wolf on Watton - Werribee

Local brothers James and Nathan opened Wolf on Watton last year with a menu all about enjoying, celebrating and sharing good food. Nowadays, when you and your family are hungry like a wolf, enjoy free delivery (within 5km) or pick up daily from 9am - 8pm. www.wolfonwatton.com.au/online-ordering

SO ☕

by Gemima Cody

How the west has won (our tastebuds)

When current restrictions lift, there are a number of good reasons to head west.

Chef Howard Stamp and partner Dijana Necovski are due to open their first solo restaurant, **Bar Thyme**, at 227 Barkly Street, in Footscray's former House of Injera before the end of February.

A farm-raised Brit, Stamp grew up with an appreciation for well-tended produce. Locally, he has worked for the MoVida group, Green Park Dining and was pivotal at the Lincoln Hotel.

All of the above will influence Bar Thyme, a 35-seat bistro (50 without restrictions) that name checks the natural wine and offal-loving Brawn in London among its influences.

Stamp's parents' vinyl collection and 1976 turntable is ready to roll, and producers will be key. The house cocktail (a sherry-thyme spritz) was designed by a friend. Wines will lean natural "for the same reasons we source organic produce - because we don't want chemicals in our food or drinks", says Stamp.

The menu will regularly change, but expect classic rillettes, large pieces of beef cooked rare, Basque-style, with a little olive oil and salt, and whole fish or lobster tails over the grill.

There will be a regular hand-rolled pasta dish and vegetable staples, too.

Too small? Go big at **Grazeland**, a giant dining



precinct at 20 Booker Street, Spotswood, due to open as a "permanent food festival" on March 5, a full year after it was scheduled.

The site will resemble popular food truck sites like Welcome to Thornbury, but vendors, including That's Amore Cannoleria, 48h pizza and Calcutta Club, will have custom-built stalls.

Three bars, a stage for live music and space for retail vendors to set up at weekends will complete the action-packed picture. Grazeland will operate



Grazeland (above), a food food precinct, is due to open in early March after a year's delay; visit Julian Hills and the Hop Nations team at Zymurgy during a West Footscray food crawl.

weekends-only, and is just a hop from Scienceworks for families wanting to get a full day from their myki fare. grazeland.melbourne.

Want more west? In late March, the Melbourne Food and Wine Festival and the Eat Drink Westside program join forces for Westside

Crawls, including a tour that takes in hotspots such as Zymurgy, the new craft beer barn with food by fine-dining chef Julian Hills of Navi (pictured, left), and Harley and Rose, the wine-oriented pizza haven from two former Cumulus chefs. melbournefoodandwine.com.au

Que

Any

away

alter

a sel

service

team

ensur

Meet Gigi's, the new wine bar in Balaclava


Balaclava has a new wine bar tucked into the arcade that runs service team ensuring all guests have consistent access to everything they need, at their door. www.questapartments.com.au

space with an open kitchen behind the bar. There's more seating

vegan dishes are also dotted through the menu. don't tell anyone but the

To find out more about what's on in Melbourne's west and how you can support local businesses, visit www.melbourneswest.com.au or follow on Facebook and Instagram: @love_the_west

Because of Covid19, what lies ahead now.....?

- *How will travel consumer behaviours change?*
 - *How will markets change?*
 - *Who makes it through?*
 - *What opportunities for the Arts /Cultural/Events sector?*
- 

More of:

- **Hyper Local (viz Neighbourhoods)**
- **Local dining**
- **Visiting places that you know and trust**
- **Reconnection with friends and family**
- **Outdoor/Nature based experiences**
- **Customised /personalised – One:one**
- **Makers and Creators (Visit Victoria)**
- **Car travel/ itineraries**
- **Travel in family/known groups**
- **An expanded virtual world**

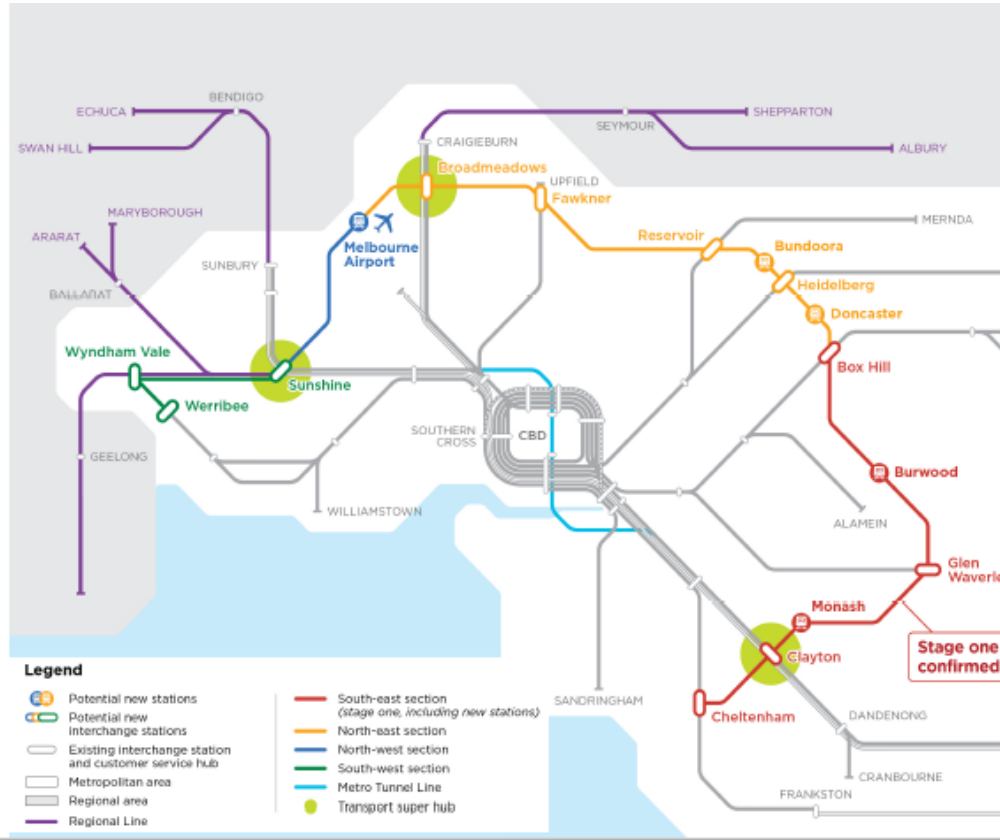
Less of:

- **Large events and gatherings/sport**
- **Live music and performance**
- **Group/Package touring**
- **Corporate and business**
- **International**

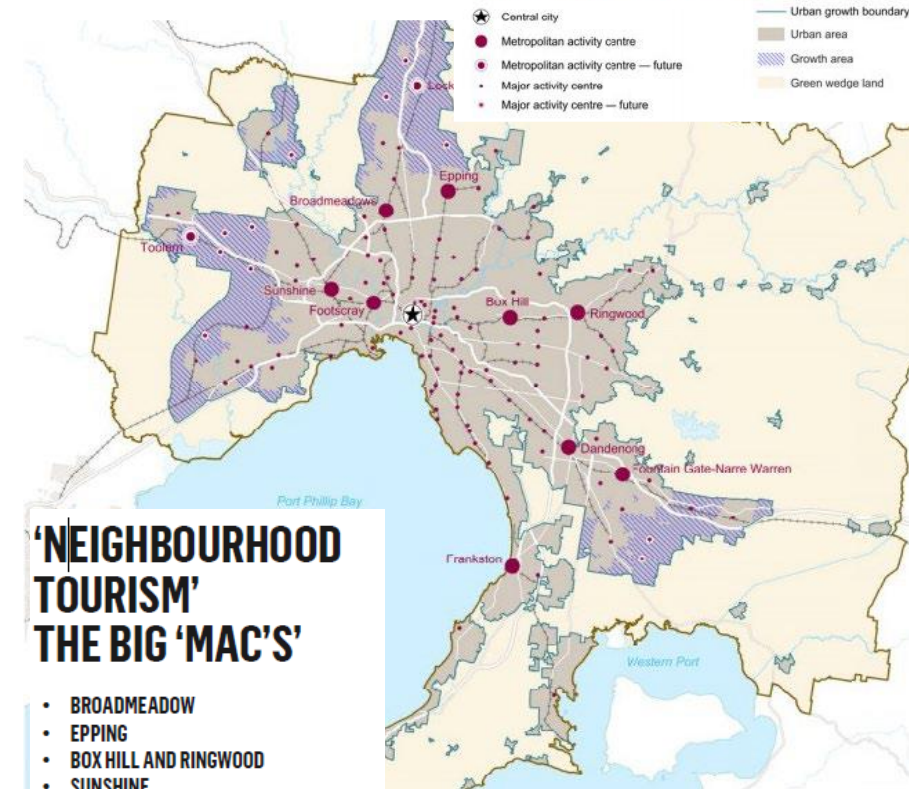
CURATING CULTURE AND VALUE OF PLACE 'NEIGHBOURHOOD TOURISM' GREATER MELBOURNE

MISSING MIDDLE AND OUTER

URBIS.COM.AU



Metropolitan and major activity centres



'NEIGHBOURHOOD TOURISM' THE BIG 'MAC'S'

- BROADMEADOW
- EPPING
- BOX HILL AND RINGWOOD
- SUNSHINE
- FOOTSCRAY
- DANDENONG AND FOUNTAIN GATE
- FRANKSTON
- GEELONG

URBIS.COM.AU



Neighbourhoods as destinations

- Parklets
- Outdoor Dining
- Activations & performance
- Compete for “local”

Footscray & Yarraville

TimeOut

Time Out Worldwide has named **Yarraville and Footscray** as, **globally, the 5th and 13th coolest neighbourhoods respectively** in the last two years

Compiled with the help of local Time Out editors and experts, ranks 50 of the planet's cultural and culinary hotspots.

Footscray and Yarraville are the only Melbourne suburbs to make the list.



As one Footscray resident put it: "It's multicultural, has great bars and food, and it's cheap(er) and has fewer annoying wanker bros than other parts of the city." [Read about some of our favourite things to do in Footscray right now.](#)



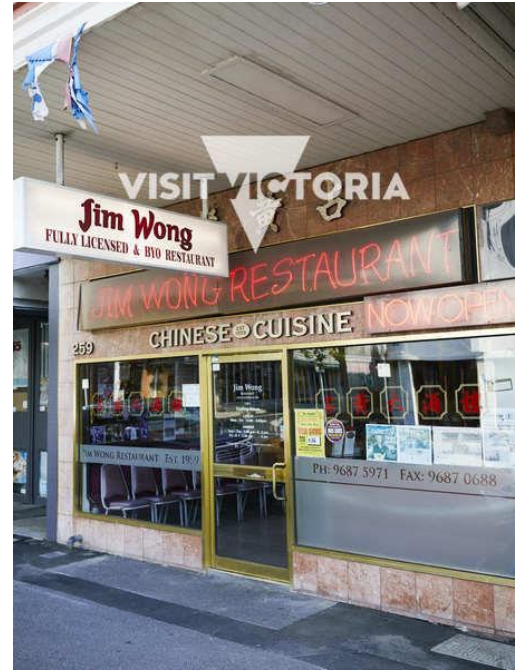
The **Visit Melbourne** campaign will remind Australians that Melbourne and Victoria offer a vibrant and thriving experience for them to enjoy.

The creative focuses on the depth and breadth of the experiences on offer - positioning Melbourne and Victoria as an energetic, confident, and optimistic place to visit.

It highlights new experiences across Melbourne and Victoria to showcase to Australians - who may think they have experienced all there is to offer in Melbourne and Victoria - that there is an endless list of new and compelling experiences for them to return to.



VISIT MELBOURNE



HOLIDAY *here* THIS YEAR



**Tourism Australia
increasing
its focus on cities**

As part of the *Holiday Here This Year* campaign, Tourism Australia is rolling out an awareness and confidence building initiative designed to encourage Australians to start travelling back into the cities. The initiative focuses on safety and flexibility messaging and aims to rebuild consumer confidence in city breaks in support of the broader 'City Escapes' campaign activity that will launch in early March.



**LET'S
MELBOURNE
AGAIN**

Connect With Us

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 @love_the_west