

REGIONAL TOURISM ACTION PLAN 2009-2012

Report card December 2010



The *Regional Tourism Action Plan 2009-2012* (RTAP) was released in December 2008 and fulfils a key commitment of the *10 Year Tourism and Events Industry Strategy* focusing on long-term growth opportunities. This report card has been developed to highlight the key outcomes of the strategy over the past 12 months.

Performance indicators	Measure	2009-10 Target	2009-10 Actual
Victorian tourism Gross State Product (direct and indirect)	\$billion	16.4	\$15.8 billion (2007-08)*
Victorian tourism employment (direct and indirect)	Number (000s)	190	184,800 (2007-08)*
Total domestic visitor expenditure in regional Victoria (daytrip and overnight estimates)	\$billion	5.8-6.5	6.1
International overnight visitor expenditure in regional Victoria (overnight estimates only)	\$million	245-300	299
Total accommodation takings in regional Victoria	\$million	290-335**	334**
Room occupancy rates in regional Victoria	Per cent	43-48**	46.5**
Brand health position on key attributes: <ul style="list-style-type: none"> • Great place to tour by car • Offers quality regional food and wine experiences • Offers spa and well-being experiences 	Ranking	Maintain and/or establish lead	Victoria has maintained its lead for these attributes

Results for the year ending June 2010.

*Latest available - updated results due March 2011.

**To note: this is the annual target and result for 2009/2010. The RTAP notes quarterly targets for these measures from the Survey of Tourist Accommodation.

Improving regional industry structures			
Actions	Timing	Status and expected completion date	Overview of outcomes
Provide further assistance to support the new industry structures in Gippsland and Grampians.	2009	Ongoing.	External reviews of both Regional Tourism Boards (RTBs) will be conducted shortly.
Lead the development of a new RTB in the Murray in association with Tourism New South Wales, Local Government and other stakeholders.	2009	Complete.	An RTB has been established for the Murray region.
Lead the development of a new RTB in Daylesford and the Macedon Ranges in cooperation with Local Government and other local stakeholders.	2009	Complete.	An RTB has been established for the Daylesford and Macedon Ranges region.
Work with industry, Local Government and other stakeholders to evolve industry structures in Victoria's High Country and Goldfields.	2009-10	In progress.	<p>The establishment of an RTB for the North East Victoria region is in progress. It is anticipated the RTB is operational from January 2011.</p> <p>An implementation committee has been established for the development of an RTB in the Goldfields region. It is expected that Board directors and Chief Executive will be appointed by April 2011.</p>
Investigate the current alignment of Geelong and Bellarine Peninsula with the Great Ocean Road campaign region. Work with industry, Local Government and other stakeholders to evolve industry structures in the Great Ocean Road.	2010-11	In progress.	An agreed structure for the Great Ocean Road RTB is still to be finalised. This is a priority action for early 2011.

Consult with industry stakeholders to evolve industry structures to take on a wider role for Mornington Peninsula, Phillip Island and Yarra Valley and Dandenong Ranges.	2010-11		<p>Yarra Ranges Regional Marketing Ltd has undertaken an internal review of its operations. It is expected that a formal RTB will be established in 2011.</p> <p>An implementation committee has been established for the development of an RTB for Mornington Peninsula. It is expected that the RTB will be operational by 1 July 2011.</p> <p>The RTB implementation process has not commenced in Phillip Island.</p>
Improving the supply and quality of tourism experiences			
Actions	Timing	Status and expected completion date	Overview of outcomes
Investment attraction			
Attract and facilitate investment in tourism product that is consistent with the natural assets and product strengths of each region.	2009-12	Ongoing.	Tourism Victoria continues to work with the private sector to attract and facilitate major tourism investments which complement the tourism strengths of regional Victoria. Key projects currently underway include Lake Eildon, Puffing Billy Railway upgrades, Cowes to Stony Point Ferry and a Mt Buller Master Plan.
Communicate and promote the new <i>Tourism Investment Guidelines</i> to stakeholders.	2009-10	Complete.	Tourism Victoria promotes the new <i>Tourism Investment Guidelines</i> via the corporate website tourism.vic.gov.au
Facilitate a whole-of-Government approach to realise regional specific priorities through vehicles such as the Tourism Task Group (TTG).	2009-12	Ongoing.	The TTG has prioritised and expedited the delivery of key projects, including the scuttling of HMAS Canberra in 2009.

Review the planning framework that applies to regional Victoria to identify opportunities that may provide greater alignment with investment objectives, whilst maintaining the integrity of environmental and rural considerations.	2009-10	Complete.	Tourism Victoria engaged Coomes Consulting to investigate the impacts of the Green Wedge Zone and the Rural Zones on investments in industry and tourism product. The report provides recommendations to improve the planning framework whilst maintaining the integrity of the respective zones. Tourism Victoria continues to work with the Department of Planning and Community Development to agree on an implementation mechanism for recommendations contained in the report.
Implement key recommendations from <i>Victoria's Nature-based Tourism Strategy 2008-2012</i> , particularly in relation to the Crown land leasing terms.	2009-12	Ongoing.	As a part of the delivery of <i>Victoria's Nature-based Tourism Strategy 2008-2012</i> , the Victorian Government amended the Crown Land (Reserves) Act 1978 and the Forests Act 1958 to enable longer lease terms for new tourism investment.
Support the Land Bank initiative led by the Department of Sustainability and Environment for development of tourism projects on public land.	2009-12	Ongoing.	Tourism Victoria has provided support for the Land Bank initiative.
Infrastructure			
Complete an analysis of regional airports to determine their logistical and commercial capacity for high volume tourism and business traffic.	2009-10	In progress.	Formal review to commence in 2011.
Work with regional stakeholders to deliver infrastructure projects that will leverage new investment in tourism product.	2009-12	Ongoing.	Tourism Victoria has provided funding assistance and strategic advice to assist in the delivery of State significant infrastructure projects including the Apollo Bay Harbour redevelopment, Marysville redevelopment, Geelong Mineral Springs Bathhouse and Point Nepean Hotel redevelopment. In addition, Tourism Victoria has also provided funding assistance to many private-sector projects.
Signing			
Progress the implementation of the <i>New Tourism Signing Project: An Integrated Approach to Signing Victoria's Geographic Tourism Destinations of National and International Significance</i> .	2009-12	In progress.	Due for completion March 2011. Signs are currently being installed across the State.

<p>Develop industry guidelines for:</p> <ul style="list-style-type: none"> • A tourism signing policy template for adoption by Local Government based on the signing guidelines; • Establishing and managing a regional/local tourism signing committee including case studies of best practice models (e.g. Mornington Peninsula). 	2009-10	Ongoing.	<p>A tourism signing policy template has been prepared. Tourism Victoria continues to work with Vic Roads and Regional Tourism Boards to implement the policy across the State.</p> <p>A tourism signing committee has been established in the Yarra Valley and Dandenong Ranges.</p>
Visitor Information Centres			
<p>Work with Tourism Alliance Victoria to ensure a smooth transition to the new Visitor Information Centres Accreditation Guidelines to minimise impact while ensuring ongoing improved customer service.</p>	2009-10	Ongoing.	<p>New guidelines have been developed. Tourism Victoria is working with relevant industry bodies to implement the guidelines.</p>
Accessibility			
<p>Implement <i>Tourism Victoria's Accessible Tourism Plan 2010-2013</i>.</p>	2009-10	Ongoing.	<p><i>Tourism Victoria's Accessible Tourism Plan 2010-2013</i> was released in August 2010. Initial discussion held with Travellers Aid to assist in implementation.</p>
<p>Ensure the tourism industry has a greater understanding of the importance of improving access and information for visitors with a disability.</p>	2009-12	Ongoing.	<p>Implementation of <i>Tourism Victoria's Accessible Tourism Action Plan 2010-2013</i> is in progress and includes disseminating information about accessible tourism on Tourism Victoria's consumer website and Tourism Excellence website.</p>

Increasing consumer demand for regional tourism experiences			
Actions	Timing	Status	Overview of outcomes
Destination marketing			
Introduce the enhanced Regional Marketing Program (RMP) and revised grant guidelines.	2009-10	Complete.	A review of the 2007-2009 RMP was undertaken, resulting in the development of a new \$6 million 2009-2012 RMP
Develop and launch the major Daylesford, villages of Victoria/spa and wellbeing campaign.	2009-10	Complete.	The Daylesford spa and wellbeing campaign was launched in 2009 to position Daylesford as a premier spa and wellbeing village. Major campaign activity during 2010 included television, online, print media and cinema advertising into Sydney, Brisbane and Adelaide.
Develop and launch the new nature-based marketing campaign.	2009-10	Complete.	The Great Ocean Walk interstate marketing campaign commenced in 2010, including the launch of the <i>Art of Walking</i> , a documentary featuring the journeys of three high-profile walkers on the Great Ocean Walk. The documentary has been screened in Australia, New Zealand, the United Kingdom, Germany, Italy and Asia.
Implement the new seasonal marketing program, highlighting key product strengths and destinations in regional Victoria throughout the year.	2009-10	Ongoing.	Seasonal marketing campaigns were developed and implemented throughout 2010, including: <ul style="list-style-type: none"> • A Melbourne - Winter Collection campaign • Regional spring/summer campaigns promoting fashion, fun and the outdoors • Promotion of arts, theatre and cultural heritage as well as Victorian ski villages in winter
Develop fly/drive campaigns to promote visitation to regional Victoria.	2009-11	Ongoing.	A number of fly/drive campaigns were developed with airline and travel partners during 2010, including with Tiger Airways and Flight Centre/Escape Travel.

Continue the marketing of Victoria's food and wine strengths.	2009-12	Ongoing.	<p>In 2009, a major campaign was developed to highlight Victoria's strengths in food and wine. The King Valley wine region in Victoria's High Country was identified as the hero destination for phase one of the campaign.</p> <p>The campaign continued in market in 2010, with a focus on reaching the key interstate market of Sydney.</p>
Deliver Annual Tourism Victoria Marketing and Development Plans to stakeholders to enable industry to more effectively plan for and participate in marketing and related initiatives.	2009-12	Ongoing.	<p>Marketing and Development Plans for 2010/11 were released in March 2010. The Plans enabled regions to more effectively budget and plan for cooperative activity. 2011/12 plans are due to be released in early 2011.</p>
Leverage opportunities for Tourism Australia's National Landscapes initiative to promote key regions internationally such as the Murray, Gippsland, Victoria's High Country and Great Ocean Road.	2009-10	Ongoing.	<p>Victoria's High Country has supported the Australian Alps National Landscapes program and is a member of the Australian Alps National Landscapes management committee.</p> <p>Through bushfire recovery funding, support has been provided to Australia's Coastal Wilderness National Landscape in the Gippsland region through the Sydney-Melbourne Coastal Drive.</p>
E-Marketing			
Enhance the capabilities of visitvictoria.com by integrating online booking.	2009-10	Complete.	<p>Online booking went live on visitvictoria.com on 6 June 2009.</p>
Develop a new online booking, training and education program for regional operators.	2009-10	Complete.	<p>Tourism Victoria coordinated a range of online industry training during the year including workshops in Wangaratta, Warrnambool, Halls Gap, Bendigo, Mildura and Melbourne.</p>
Ensure consistency of visitvictoria.com and regional website content and product listings.	2009-10	Ongoing.	<p>Tourism Victoria is working with Regional Tourism Boards to implement the Local Tourism Online Strategy, to integrate content of local tourism websites and www.visitvictoria.com.</p>

Encourage regional operators to take up online distribution opportunities.	2009-12	Ongoing.	Tourism Victoria continues to implement online training programs across Victoria.
Touring/Alliance marketing			
Further develop Sydney Melbourne Touring.	2009-12	Ongoing.	Throughout 2010, Tourism Victoria worked with Sydney Melbourne Touring to conduct marketing activities per a General Service Agreement.
Provide further assistance to the Great Southern Touring Route, particularly for targeting key international markets.	2009-12	Ongoing.	Throughout 2010, Tourism Victoria worked with the Great Southern Touring Route to conduct marketing activities per a General Service Agreement.
Events			
Work with regional events organisers, Regional Tourism Boards, Regional Tourism Associations and Local Government to improve the quality of regional events and associated marketing activities.	2009-12	Ongoing.	During 2010, Tourism Victoria directly supported over 60 events in regional Victoria to improve their tourism marketing activities and their program content. This amounted to a contribution of more than \$800,000 in cooperative funding.
Continue to work with the Victorian Major Events Company to attract world-class major events to regional Victoria.	2009-12	Ongoing.	During 2010 Tourism Victoria supported world class regional events including the Rip Curl Pro Surfing (Bells Beach), Moto GP and World Superbike Championships (Phillip Island), Geelong Sailing Week, UCI World Road Cycling Championships (Geelong) and finalised the bid for the 2014 World Masters Rowing Regatta (Ballarat).
Continue to work with Regional Development Victoria to maximise the benefits of regional events.	2009-10	Ongoing.	Through funding provided by Regional Development Victoria, 68 events, including 44 associated with the Country Victoria Events Program, have received funding to develop tourism marketing strategies and enhance their program content.

Work closely with Tourism Alliance Victoria, the Victorian Tourism Industry Council, the Melbourne Convention and Visitors Bureau and Local Government to attract business events to regional Victoria.	2009-12	Ongoing.	Tourism Victoria conducted a review of business events in Regional Victoria. A program to specifically attract business events to regional Victoria will commence in 2011.
Research			
Work with the Regional Research Reference Group (RRRG) to deliver key research projects, including an investigation into consumer decision making processes/collateral use and the biennial <i>Regional Awareness and Perceptions Study (RAPS)</i> .	2009-12	Ongoing.	The 2009 RAPS findings were released in 2010. Tourism Victoria will work with the RRRG to undertake a research project during 2011.
Addressing skills, service standards and environmental sustainability			
Actions	Timing	Status and expected completion date	Overview of outcomes
Tourism excellence			
Expand the Tourism Excellence Program.	2009-10	Complete.	Funding grants for the 2010/11 Tourism Excellence Program have been allocated to all Regional Tourism Boards to continue the rollout of the program across regional Victoria, including training workshops and business audits.
Support regional tourism operators' participation in the RACV Victorian Tourism Awards to improve business professionalism and standards and increase marketing and promotion of the event.	2009-12	Ongoing.	127 tourism businesses entered the 2010 RACV Victorian Tourism Awards, an increase of 27 per cent from 2009. For the first time, Tourism Awards Project Managers were appointed in each region to assist first time entrants with the preparation of their submissions.
Support the new <i>National Tourism Accreditation Framework</i> and assist in the implementation of the new accreditation scheme in Victoria.	2009-12	Ongoing.	Tourism Victoria continues to participate in the joint working group on accreditation to develop a <i>National Tourism Accreditation Framework</i> .
Host regional tourism managers at quarterly forums to share information, discuss key issues and provide new insights about regional tourism development.	2009-10	Ongoing.	The inaugural Regional Tourism Managers Forum was held in February 2010.

Workforce development			
Complete the <i>Workforce Development Plan</i> in consultation with other Government agencies.	2009-10	Complete.	The <i>Victorian Tourism Workforce Development Plan 2010-2016</i> was completed in August 2010.
Environmental sustainability			
Undertake further strategic planning to assess the implications of climate change on the Victorian tourism industry.	2009-12	Ongoing.	Tourism Victoria is supporting Victoria University's Climate Change and Tourism Adaptation Research Project in the Great Ocean Road region to help develop knowledge of the impacts of climate change on the tourism industry.
Prepare a <i>Sustainable Tourism Action Plan</i> based on three key themes: sustainable destinations, sustainable enterprises and sustainable visitors.	2009-12	Complete.	The <i>Environmentally Sustainable Tourism Strategic Plan 2009-2012</i> was completed in October 2009.
Work with other agencies to ensure that tourism objectives are considered in relevant sustainability plans and activities to address climate change across government.	2009-12	Ongoing.	Tourism Victoria is working with relevant government agencies and industry bodies to implement the <i>Environmentally Sustainable Tourism Strategic Plan 2009-2012</i> , including the Victorian Employers' Chamber of Commerce and Industry, City of Melbourne, Victoria University and tourism operators.
Implement actions arising from the national cross-government and industry plan on climate change.	2009-10	Ongoing.	As a member of the climate change sub-committee of the Australian Steering Committee on Tourism, Tourism Victoria is working with other State Tourism Organisations to implement the actions from the plan.
Develop new sustainability content for Tourism Victoria's corporate and consumer websites including information on climate change issues, visitor environmental guidelines and information on green tourism businesses.	2009-10	Complete.	New sustainability content has been added to Tourism Victoria's corporate and consumer websites.
Develop and update <i>Crisis Communications Handbook</i> for tourism businesses to help plan for, respond to and recover from crisis events.	2009-10	Complete.	The comprehensive <i>Open for Business</i> document was launched in February 2010. The guide was prepared particularly for small businesses and is an essential resource to for crisis management planning by tourism businesses. Crisis management training was convened for businesses and crisis media training conducted for regional tourism managers.

