Destination Phillip Island Regional Tourism Board logo

Regional Tourism Board - A0046398G

Minister for Regional Development

Hon Jaala Pulford MP

8 Nicholson St

East Melbourne VIC 3002

Ms Leigh Kennedy

Regional Director - RDV Gippsland 33 Breed Street

Traralgon VIC 3844

# Review of DEDJTR'S Regional Service Delivery Model

Thank you for providing the opportunity to Destination Phillip Island Regional Tourism Board (DPI) to have input into the above review.

The recent implementation of skills based regional tourism boards (RTBS) across the state has achieved a much more coordinated and focussed view of regional tourisms key priorities.

These include;

* Investment attraction
* Industry development
* Marketing Campaigns
* Securing partnerships (particularly local government networks}

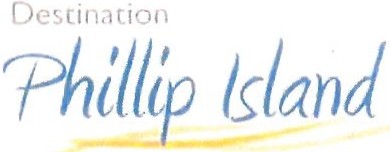
While each of these boards is at different stages of evolution it is fair to say much work has been already done.

We are certainly pleased the new state government has instigated this review which we are hopeful will lead to the betterment of regional tourism.

I understand the government is due to include the Visitor Economy as a 7th pillar of economic activity which is great news for our industry. We are very confident the tour ism and events sector can deliver real regional stimulus to create and sustain new jobs given the right structures are in place.

These include;

* Establishing a much closer working relationship between Regional Tourism Boards and Regional RDV's.
* The creation of a focussed regional co-ordination unit within Tourism Victoria to prioritise tourism projects and plans which have been identified by regional boards in their strategic plans.
* Tourism Victoria playing a major role in the overall development of State Government funded regional Victoria projects
* RDV and Tourism Victoria engaging with other state bodies which have an impact on tourism. (Vic Roads and Transport come to mind)
* Working together to identify projects which have cross regional benefits.



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Closer to home,based on land mass, Phillip Island is the smallest regional tourism area in Victoria. On the flip side Phillip Island is also the most tourism dependant region in Victoria measured as;

* A contribution towards gross regional product of $653m
* 37.9% GRP for the entire Bass Coast Shire.
* Employing 5700 people
* 38% of the regions workforce

There has been steady growth in private sector spending, mainly refreshing existing tourism product and introducing new product however there has been minimal spending in the public sector.

Our relationship with Gippsland RDV needs to be much closer. Greater Gippsland has a lot of priorities other than tourism but as stated before we have a massive reliance on tourism.

RDV have recently funded a 20 year tourism plan for Phillip Island and this project is being managed by the Bass Coast Shire. It is essential RDV,the Bass Coast Shire and DPI develop a strong partnership to ensure public sector projects identified in this plan come to fruition

DPI has prioritised two key projects which will not proceed without public sector funding. They are;

* The Phillip Island Nature Park's Summerland's Project including the rebuild of the Penguin Parade arrival and experience infrastructure.
* The establishment of the Phillip Island to Mornington Peninsula Car Ferry

As an existing attraction the Penguin Parade receives the highest number of International Visitors in the State and remains the key point of difference to the rest of Australia.The current facilities are old and run down not in keeping with its importance. They are also occupying an area which needs to be returned to Penguin habitat. This project is a good example of where a whole of State approach is required to protect and reinvigorate this key icon.

The car ferry is the missing link in establishing an exciting new touring experience in the self- drive market linking Gippsland, Phillip Island, Mornington Peninsula to the Great Ocean Road. Given the number of stakeholders involved this project needs strong Government leadership.

Please feel free to contact me if you require further information or clarification . Yours Sincerely,



Fergus Cameron Chairman

Destination Phillip Island

