

Regional Infrastructure Fund Visitor Economy – Information Sheet

1. Context

The Regional Infrastructure Fund (RIF) is the primary infrastructure program of the Regional Jobs and Infrastructure Fund (RJIF). It will provide funding for major infrastructure projects through the following four program streams:

- Visitor Economy
- Productive and Liveable Cities and Centres
- Enabling Infrastructure
- Rural Development.

The RIF aims to harness key regional strengths to improve the productivity and liveability of regional Victoria. It will invest in major infrastructure projects to create or enhance the conditions for economic growth, and to build diversified and sustainable regional economies that are resilient to change.

2. Visitor Economy

Infrastructure projects under this program stream will create new, or redevelop existing tourism and cultural assets that demonstrate a significant impact on the visitor economy. In particular, projects must attract increased visitors to the region and deliver an improved experience for those who visit and reside in regional Victoria.

Supporting investments in cultural assets is vital to developing culturally vibrant regional communities and in diversifying its economic base. Cultural assets improve the attractiveness and liveability of regional Victoria.

They also provide opportunities for regional and community education, and encourage engagement and community cohesion. Strengthening regional Victoria's cultural assets is also important in attracting regional visitors through activities such as major events and festivals, and in increasing opportunities for ancillary spending in retail, hospitality and accommodation.

A strong regional Victorian tourism sector provides significant employment and economic opportunities. It also improves regional Victoria's liveability and attractiveness.

By investing in the sustained growth of regional Victoria's visitor economy, this program stream seeks to build on the identified regional strengths, including its natural assets, in order to attract private sector investment and deliver robust and diverse regional economies.

2.1 Activities that will be considered

Through the Visitor Economy program stream, infrastructure grants for major tourism projects may be available for:

- projects that showcase nature-based experiences including opportunities in state and national parks
- multi-use and single use trails in regions with an existing tourism sector
- new adventure or experiential tourism opportunities
- projects that enhance existing tourism experiences or remove barriers to growth of the tourism sector
- projects that support regional Victoria's development as a year-round destination.

Infrastructure grants for cultural projects may be available for:

- regionally significant performing arts centres and regional art galleries
- regionally significant museums which manage extensive collections or archives
- projects which enhance existing cultural experiences or remove barriers to the growth of existing cultural sectors.

3. Application process

All project applications will be considered on an individual basis and will need to address distinct criteria.

Criteria for major tourism infrastructure projects may include how the project will:

- leverage private sector investment
- showcase a region's natural assets
- increase visitation to the region including intrastate, interstate and international visitors
- support and encourage services that complement or grow existing visitor economy activities
- increase the yield associated with tourism activities
- adopt Universal Design principles to create environments useable by all people.

Criteria for cultural infrastructure projects may include how the project will:

- showcase or re-define existing regional cultural assets
- increase visitation to the region including intrastate, interstate and international visitors
- improve access, quality and frequency of cultural activities
- support or expand regional investment and business opportunities
- improve community and cultural connectedness
- adopt Universal Design principles to create environments useable by all people.

Applicants will be required to demonstrate the project's ability to address each of the core RIF criteria outlined in the RIF application guidelines.

Prior to submitting an application, applicants are advised to:

- read this information sheet and the guidelines for the RIF carefully to establish eligibility
- discuss the proposed application with your local RDV office
- read the terms and conditions for the funding offered.

4. Contact Details for Regional Offices

For further information and details on the application process please contact your local RDV office. RDV regional offices are located across Victoria.

Ballarat

111 Armstrong Street Nth. Ballarat 3350
Tel: (+61 3) 5327 2800
Fax: (+61 3) 5327 2830
Email: information.ballarat@rdv.vic.gov.au

Bendigo

Level 1, 56-60 King Street, Bendigo 3550
Tel: (+61 3) 4433 8000
Fax: (+61 3) 4433 8099
Email: information.bendigo@rdv.vic.gov.au

Geelong

Level 2, Harrison Place, 237 Ryrie Street, Geelong 3220
Tel: (+61 3) 5215 6000
Fax: (+61 3) 5215 6099
Email: information.geelong@rdv.vic.gov.au

Horsham

Wimmera Business Centre
62 Darlot Street, Horsham 3400
Tel: (+61 3) 5381 2762
Fax: (+61 3) 5381 2514
Email: information.horsham@rdv.vic.gov.au

Melbourne

Level 31, 121 Exhibition Street, Melbourne VIC 3000
Tel: 13 22 15
Email: rdv@rdv.vic.gov.au

Mildura

131 Langtree Avenue, Mildura VIC 3500
Tel: (+61 3) 5051 2000
Fax: (+61 3) 5051 2020
Email: information.mildura@rdv.vic.gov.au

Shepparton

79a Wyndham Street, Shepparton 3630
Tel: (+61 3) 5895 4100
Fax: (+61 3) 5822 2554
Email: information.shepparton@rdv.vic.gov.au

Swan Hill

324 Campbell Street, Swan Hill 3585
Tel: (+61 3) 5036 4823
Email: information.swanhill@rdv.vic.gov.au

Traralgon

33 Breed Street, Traralgon 3844
Tel: (+61 3) 5116 7300
Fax: (+61 3) 5175 0324
Email: information.traralgon@rdv.vic.gov.au

Wangaratta

Wangaratta Government Centre
1st Floor, 62 Ovens Street, Wangaratta 3677
Tel: (+61 3) 5722 7101
Fax: (+61 3) 5722 7109
Email: information.wangaratta@rdv.vic.gov.au

Warrnambool

Old Police Station
South West TAFE
9 Gilles Street, Warrnambool 3280
Tel: (+61 3) 5561 4135
Fax: (+61 3) 5561 3851
Email: information.warrnambool@rdv.vic.gov.au

Wodonga

111-113 Hume Street, Wodonga 3690
Tel: (+61 2) 6059 0200
Fax: (+61 2) 6059 0250
Email: information.wodonga@rdv.vic.gov.au

www.rdv.vic.gov.au