TRANSFORMING THE SHIPWRECK COAST VISITOR ECONOMY
THE SHIPWRECK COAST

The Shipwreck Coast Master Plan will transform the region into a world class tourist destination. An investment of $152 million will deliver more than 1,300 jobs and over $840 million in economic development.

The Shipwreck Coast stretches over 28 kilometres of Victorian coast from Princetown to the Bay of Islands and includes the Port Campbell National Park, the Twelve Apostles Marine National Park and the Bay of Islands Coastal Park.

This coastline is accessible via the Great Ocean Road, and is one of Australia’s iconic tourist destinations.

The Great Ocean Road attracts more than 6 million tourists each year. The Shipwreck Coast is regularly featured alongside Uluru and the Great Barrier Reef on international tourism marketing campaigns.

It takes approximately three hours to travel to the Shipwreck Coast from Melbourne.

30% of international visitors to Victoria visit the Shipwreck Coast, primarily the Twelve Apostles.
WHAT IS THE SHIPWRECK COAST MASTER PLAN?

The Victorian Government developed the Shipwreck Coast Master Plan to harness the huge growth of inbound tourism to the region and to deliver significant economic benefits to the region, Victoria, and Australia.

At an estimated total cost of $340 million (excluding private investment), the Shipwreck Coast Master Plan recommends the delivery of 72 complementary projects.
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A Business Case and Implementation Sequencing Plan was completed in November 2016 recommending $152 million investment over four years to deliver world class facilities to secure the Shipwreck Coast as an iconic “must-see” destination on the world stage.

The delivery of 37 integrated visitor infrastructure assets across the Shipwreck Coast will transform the visitor experience and the visitor economy.

The $152 million transformative stage is a package of interdependent projects that need to be delivered sequentially to drive the transformation process, enable private investment and realise the economic benefit.

The $152 million Stage has a benefit cost ratio of 5.63 (excluding revenue generation/cost recovery options).
ECONOMIC BENEFITS

Economic benefits of the $152 million Stage:

• $840 million in economic development over 20 years through incremental visitor spend in the region;

• up to 581 direct and indirect FTEs during the four-year construction period for public infrastructure assets and 52 ongoing jobs;

• more than 1,300 direct and indirect FTEs over the nine-year construction period from private investment opportunities; and

• more than 800 FTEs by 2030 in support of the operation of the best prospect private sector developments.
The $152 million Stage will unlock private sector investment into tourism infrastructure. The Shipwreck Coast has currently nine potential private sector development opportunities. The accommodation ranges from luxury and eco lodge to glamping and camping.

Of the nine, five have the potential to be delivered within five years generating a combined investment of $174–$215 million and potentially creating an additional 1,300 direct and indirect FTE jobs during construction and 800+ FTE on-going local jobs.

### Multi Criteria Assessment Results

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### Private Sector Development Opportunities
The Shipwreck Coast is second only to the Great Barrier Reef for tourist visitors.

The Great Ocean Road attracts more than 6 million tourists each year. This will rise to more than 8 million tourists in the next decade.

It is an internationally recognised tourist icon featured in Tourism Australia’s campaigns and is a key part of the Australian tourism brand.
On 4 February 2018, AirAsia X Malaysia announced that they will operate twice daily flights out of Avalon Airport from late 2018.

Announcing the new flights, Federal and State Governments were both keen to highlight that:

- Avalon Airport is the closest international airport to the Great Ocean Road.
- These new flights will further open up the Great Ocean Road to international tourists and will provide a significant boost to tourism in the area.

Up to 500,000 international passengers are projected to move through the airport in the first year of operation.

In March 2018 Visit Victoria also announced a major Chinese TV campaign featuring the famous actor Li Xian.

The campaign aims to attract further wealthy young Chinese to the Shipwreck Coast.

Images of the Shipwreck Coast are heavily featured in this $5 Million advertising and social media campaign.
GROWTH FROM ASIA

Tourism Australia are forecasting a boom in tourism from Asia.

For the decade to 2024/25 the official national forecasts from the TRA indicate that 71% of forecast growth in arrivals is expected to come from Asia with:
- Asian visitor arrivals set to increase from 2.2 million to 5.5 million; and
- Non-Asian visitor arrivals increasing from 2.9 million to 4.2 million.

The Chinese market will provide very large growth in inbound leisure arrivals (44%) with an annual average growth of 15% per annum in the coming decade.

Translating this into actual arrivals – in 2014/15 there were 684,000 leisure arrivals from China, by 2024/25 the official forecast is for 2,643,000 leisure arrivals from China to Australia.

Additionally, Tourism Australia market research has established that the dominant inbound growth market of China has visitors that put far more weight on visiting natural coastal areas than the average inbound visitor in deciding where to visit.

While increased visits to the Shipwreck Coast is positive news, the dramatic increases will place further pressure on the existing infrastructure.
THE CURRENT SITUATION

The Shipwreck Coast tourism infrastructure requires a major overhaul to meet visitor expectations, safety standards and to cater for future demand. It is dated, with most of the infrastructure built in the 1980s to supply considerably less visitors per year.

Existing infrastructure even if renewed as currently configured will see the key sites on the Shipwreck Coast reach capacity in ten years – and be unable to accommodate any increase in visitors.

Strategies to limit or halt growth in tourist numbers will then need to be implemented.

Transformative investment is needed now.
OVERCROWDING
IMMEDIATE RISKS
INFRASTRUCTURE BOTTLENECK / ECONOMIC IMPACT

Inadequate infrastructure is limiting the economic benefits to Australia.

Even with the high level of visitation, the Shipwreck Coast suffers from low economic yield.

The average visitor spends 20 minutes viewing the Twelve Apostles despite investing 8 hours travelling to the site from Melbourne and returning. Length of stay is short and spend per visit is low.

People visiting the region place significant demand on infrastructure and the environment, and leave little in the way of contribution to the regional economy. Most visitors do not even go into Port Campbell, the nearest commercial centre.

As visitation continues to rise overcrowding, safety concerns and visitor dissatisfaction will become even more pronounced.
INFRASTRUCTURE BOTTLENECK / ECONOMIC IMPACT

The Shipwreck Coast while it is of low yield to the region is a significantly high yield for Victoria and Australia

The Shipwreck Coast is estimated to have contributed between $712 million and $782 million in incremental visitor spending to Victoria in 2015, representing between 10% and 11% of total incremental visitor spending from international and interstate leisure visitors.

This significant economic benefit to Victoria and Australia is at risk if something is not done to lift visitor satisfaction rates.

Increasingly, international tourists are relying on ‘word of mouth’ recommendations through social media and sites such as TripAdvisor. A poor experience at the Shipwreck Coast can be communicated instantly around the world and can impact the overall perceptions of Australia as a destination.
REPUTATIONAL RISK TO AUSTRALIAN TOURISM

INTERNATIONAL VISITORS TO 12 APOSTLES

Monash University Study 2017 showing the gap between expectation and satisfaction for international visitors.

The site is clearly failing to meet visitor expectations.
Now, the site presents a significant risk to the growth of Australia’s tourism industry. Visitor safety and visitor experience is deteriorating and is expected to worsen.

**Commitment to delivering public infrastructure is required to secure in excess of $200 million in private sector investment.**
THE SOLUTION

The key challenge is to turn the site from a day trip to a multi-day tourist destination and to increase overall capacity to handle the projected growth in visitors, whilst providing increased yield.

The $152 million Stage, will transform and secure the area as a world class tourist destination and unlock its potential.

The SCMP aims to:

• Deliver a significant shift in the visitor experience proposition for the Shipwreck Coast, with flow through benefits to the national, Victorian and regional economy.

• Transform the way the region and its natural assets are consumed. A dispersed visitation and access approach based from vastly improved Visitor Experience Centres including Park + Ride hubs connected to the Great Ocean Road enabling a variety of experiences to suit different user groups and visitor target markets.

• Create an opportunity for longer and overnight stays by creating opportunities for high quality accommodation, additional iconic product and attraction developments.

Facilitation of private sector investment in high value private sector accommodation and attraction development projects, are critical to achieving the forecast economic and employment benefits.

The SCMP and supporting Business Case has been developed following extensive consultation with industry and community and is the agreed best way forward.
THE $152 MILLION STAGE WILL DELIVER

• A bold Glenample Visitor Experience Centre and new Visitor Pods offering a dispersed approach to only using the most technologically advanced forms of interpretation to improve the visitor experience and visitor economy proposition of the Shipwreck Coast.
• New world class visitor facilities at core iconic sites such as the Twelve Apostles and Loch Ard Gorge to address visitor capacity and sustain a quality visitor experience.
• A new approach for people to access and engage with the Coast, its hinterland and towns including a new pilot shuttle service with park and ride hubs connected to the Great Ocean Road and construction of the Twelve Apostles Trail from Port Campbell to Princetown.
• The potential for longer duration of stay by supporting conditions for activation of high quality accommodation and additional iconic tourism product development with the Shipwreck Coast.
• Select town infrastructure in Port Campbell and Princetown to support the role of regional towns for the visitor economy of the area.
• A rehabilitation and revegetation program to conserve and protect the parks, improve habitat, increase biodiversity and raise awareness of the cultural and indigenous heritage of the Shipwreck Coast.

Together these initiatives have the potential to shift the perception of the Shipwreck Coast from being a predominantly day visit to a broader offering while addressing the immediate visitor capacity and visitor experience needs.
EXISTING COMMITMENT TO EARLY WORKS

The Victorian Government has identified the Greater Ocean Road as the State’s number one tourism priority.

In 2016/17 and 2017/2018, the Victorian Government has invested $20.2 million to commence implementation of the SCMP and address short term visitor management issues.

A further $4.85 million has been committed to activate private investment in the region. Local government has committed a budget of between $2-3 million for urban design construction works in Port Campbell.
COMMUNITY SUPPORT

The SCMP has widespread support from stakeholders including:

• 12 Apostles Tourism and Business Association
• Barwon Regional Partnership
• Colac Otway Shire Council
• Corangamite Shire Council
• Glenelg Shire Council
• G21 - Geelong Region Alliance
• Great Ocean Road Regional Tourism
• Great South Coast Group
• Great South Coast Regional Partnership
• Moyne Shire Council
• Parks Victoria
• Regional Development Australia Barwon South West
• Surf Coast Shire Council
• Visit Victoria
• Warrnambool City Council
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