

# Industry Project Update #1

Destination Management Plan. Have Your Say.



## Major Project Update #1

### Destination Management Plan

As announced at our Industry Summit in June, the Yarra Ranges Tourism team are currently embarking on an important strategy for our tourism region. This work will create a strategic masterplan to support all aspects of managing the visitor economy, culminating in a comprehensive 10-year Destination Management Plan (DMP) supported by four Local Area Plans (LAP) and an integrated Workforce Development Plan.

The Plans are being generously funded by the State Government, Yarra Ranges Council, Nillumbik Shire Council and Yarra Ranges Tourism.

***...ultimately this work seeks to ensure the Yarra Valley and Dandenong Ranges retain their competitive advantage as a world-class tourism destination...***

The DMP will lay the foundations for sustainable destination growth, prosperity and development for the region. The plan will balance economic priorities with the social, environmental, and cultural fabric of the region, identifying how we can further strengthen the visitor economy and our recovery efforts as a key tourism destination for Victoria.

This work will be a catalyst for a more collaborative approach of all stakeholders to managing the visitor economy across our region.

The DMP and LAPs will include:

- evaluating the region's assets, experiences and needs for the future
- clarifying the boundaries, capability and capacity of tourism in the region and its major sub-areas
- a supporting evidence base for future strategies looking at case studies and best practice exemplars for prioritisation
- making recommendations on infrastructure needs from a practical delivery and game-changing perspective
- ensuring both the new and existing projects/businesses in the region are provided with the necessary support to ensure their long-term success
- identifying pathways for resourcing the plan with physical and financial support

Successful DMPs involve the engagement of key stakeholders and relevant members of the community as well as conducting research. We will be engaging with a wide range of stakeholders to gain a broad range of insights and perspectives. The three key local government areas of Yarra Ranges, Nillumbik and Manningham will be included in the plan as well as state agencies, traditional owner groups, visitors, residents and of course local industry.

Yarra Ranges Tourism has appointed [ODIN360](#) following a competitive tender process to deliver this plan. This consultation process will be ramping up over the weeks ahead, and we are asking for your input. We will be conducting surveys, interviews and workshops to garner industry insights into the future needs of our tourism destination.

The development of the LAPs will drill down to the opportunities and challenges facing key tourism towns within the region. These will establish achievable priorities to increase their competitiveness within the visitor economy and address the dispersal of visitors across the region and address off-peak periods.

The final aspect of our work is the preparation of a Workforce Development Plan. This will analyse key data as it relates to the future jobs and skills required in the Yarra Valley and Dandenong Ranges visitor economy. This will help to inform the future recommendations for businesses, training pathways, infrastructure, services, housing and transport to sustain a skilled workforce to support our industry.

Further work by our industry experts from ODIN360 and Yarra Ranges Tourism will take place into the new year with the final plans to be completed by mid-2023.

We look forward to your input and keeping you updated with our progress along the way.

Kind regards

**Simon O'Callaghan**

CEO

## How do I have my say on the future of tourism in our region?

All Industry partners will be asked for their insights through an online survey in the coming week. Taking around 15 minutes this will be the first step to having your say about the priorities and barriers of our region.

A selection of businesses will also be invited to participate in workshops focused on the segments of:

- Food and Beverage
- Accommodation
- Attractions Tours and Transport
- Local Associations

We hope that you can prioritise some time to get involved.

If you have any questions on this project, please contact Stacey Daniel - Project Manager [stacey@yarrarangestourism.com.au](mailto:stacey@yarrarangestourism.com.au)