

Yarra Ranges Tourism

The YVDR Destination
Management Plan

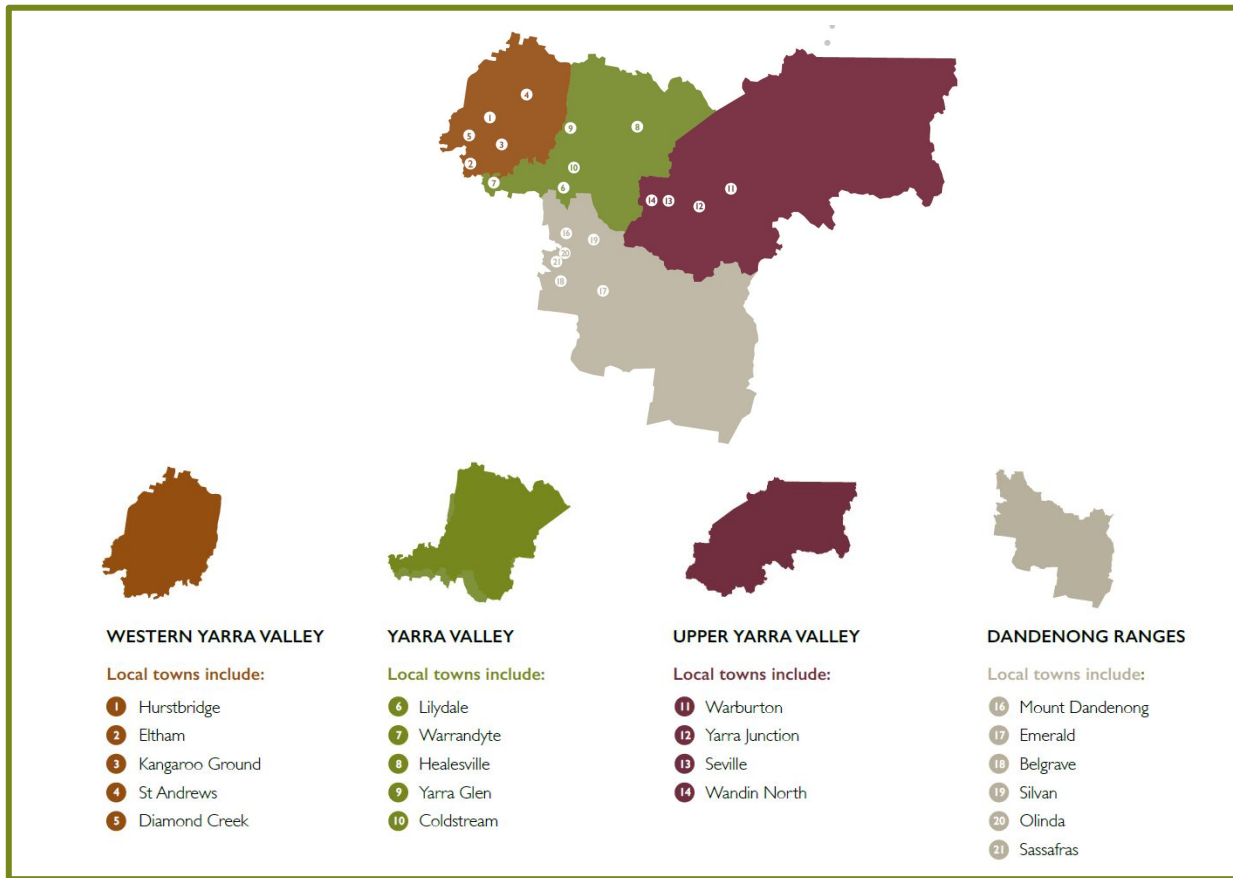
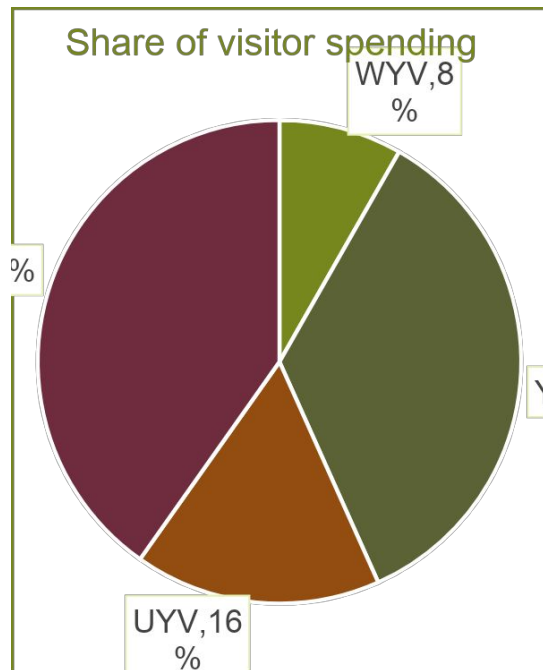
Steven Wright
ODIN360



The DMP Eco-system



The 4 Local Areas

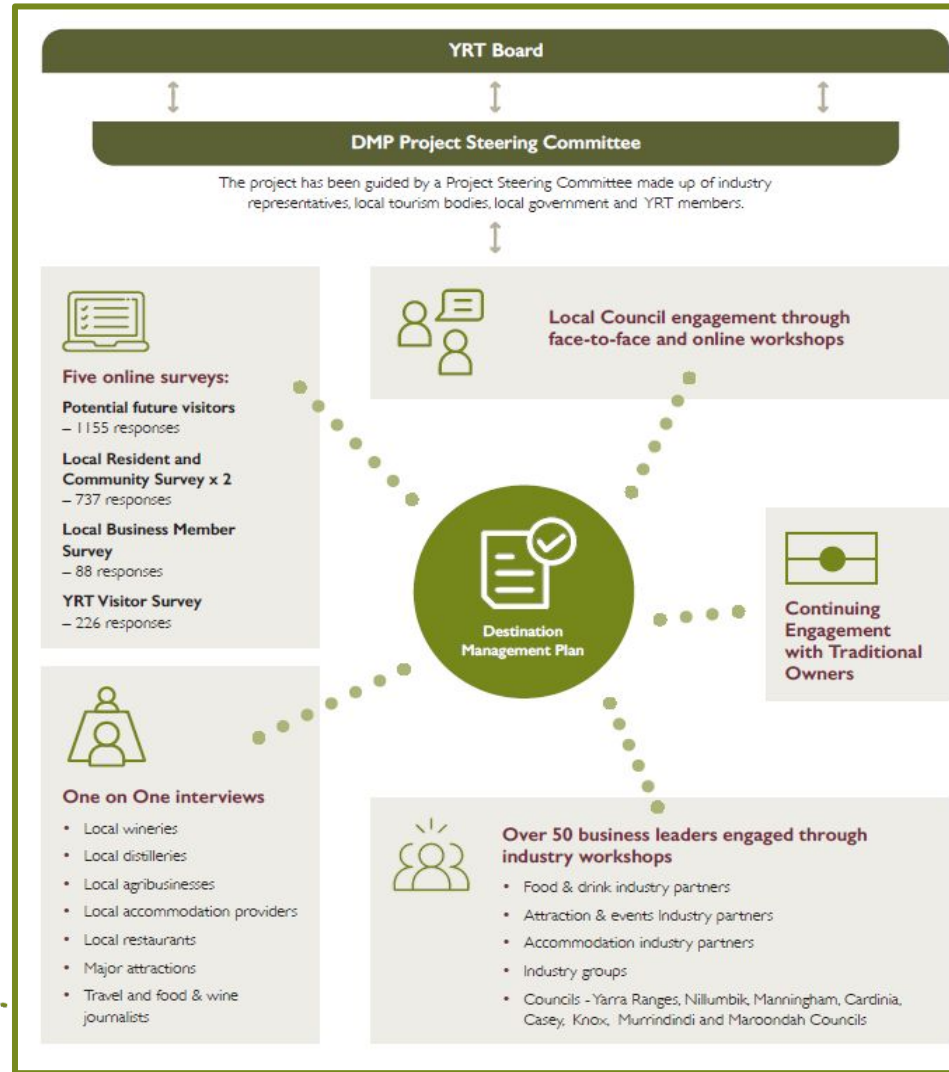


Consultation Process

Extensive consultation has been undertaken with more to come

July 2023 – month long consultation period

- ❑ 3 x workshops
- ❑ 4 x Drop ins
- ❑ Online feedback



Consultation Insights – Local Residents

“

We love the lifestyle of our region. It's peaceful, close to nature and people are friendly.

”

“

We enjoy natural beauty and open spaces, as well as cafes and restaurants.

”

“

Tourism is important but we have a strong preference for sustainable growth. We do not want tourism growth to have a negative impact on our lives or the environment.

”

**Very positive but
concerns about
potential over tourism**

94%

believe “life is good” in the region

86%

agree that tourism is “very important” or “important” to the region

3 to 4 days

is what 40% of residents believe to be the ideal time for visitors to experience the region

3 in 4 people

support sustainable growth



Consultation Insights – Local Industry

“
Tourism is critical to our region and our business, and we're ready for a change in the image of tourism in the region.
”

“
We want growth but are mindful of overcrowding and congestion.
”

“
We need continued local and state government support to thrive.
”

**Sustainable growth
is sought**

99%

say tourism is critical to the region...and 90% agree it's vital for their business

50%

want strong growth for tourism...but only 30% expect to see strong growth

80%

believe State government support is “extremely important” for tourism



DMP for Sustainable Tourism

SUSTAINABLE DEVELOPMENT GOALS

Through the preliminary analysis undertaken, it is expected that outcomes related to the following SDGS will be achieved:



AREA	MODULE
	1. Sustainable Management Ensuring the region has a clear direction and is well managed Management Structure and Framework Stakeholder Engagement Managing Pressure and Change
	2. Socio-Economic Sustainability Ensuring the benefits of tourism remain in the region for the benefit of locals as not just the visitors Delivering Local Economic Benefits Social Wellbeing and Impacts
	3. Cultural Sustainability Ensuring the rich history of the First Peoples are told and embedded across the region and that their cultural sites are not only protected from damage but also enhanced Protecting Cultural Heritage Visiting Cultural Sites
	4. Environmentally Sustainability Protecting the land upon which we live and visitors enjoy . carefully manage visitors and protect the important Green Wedge Zone. Conservation of Natural Heritage Resource Management Management of Waste and Emissions

Major Challenges for Tourism in the YVDR

1 HIGHEST RATIO OF DAY TRIPS TO OVERNIGHT TRIPS OF ALL REGIONS OF VICTORIA



2 HIGH CONCENTRATION OF TRIPS ON THE WEEKEND



3 SKILLS AND LABOR SHORTAGES



- ☐ Predicted that day trips to YVDR will grow from **6m** pre-Covid, **4.5m** in 2022 to **9.1m** in 2032, principally on weekends.
- ☐ Visitors are coming. This will lead to significant social license issues with road, congestion, potential environmental issues and overcrowding.
- ☐ Doing nothing is not an option.
- ☐ DMP is not designed to attract more of the same visitor. Its focus is to manage those numbers by attracting new segments and encouraging more mid-week and overnight stays



Purpose of YVDR DMP

To enhance the liveability of the region, lift social license for tourism and grow the visitor economy in a sustainable manner.

1 Drive regional economic benefit by change visitor travel behaviour

- (a) – Increase regional economic benefit
- (b) – Shift day trip to overnight visitation
- (c) – Shift weekend to mid-week visitation

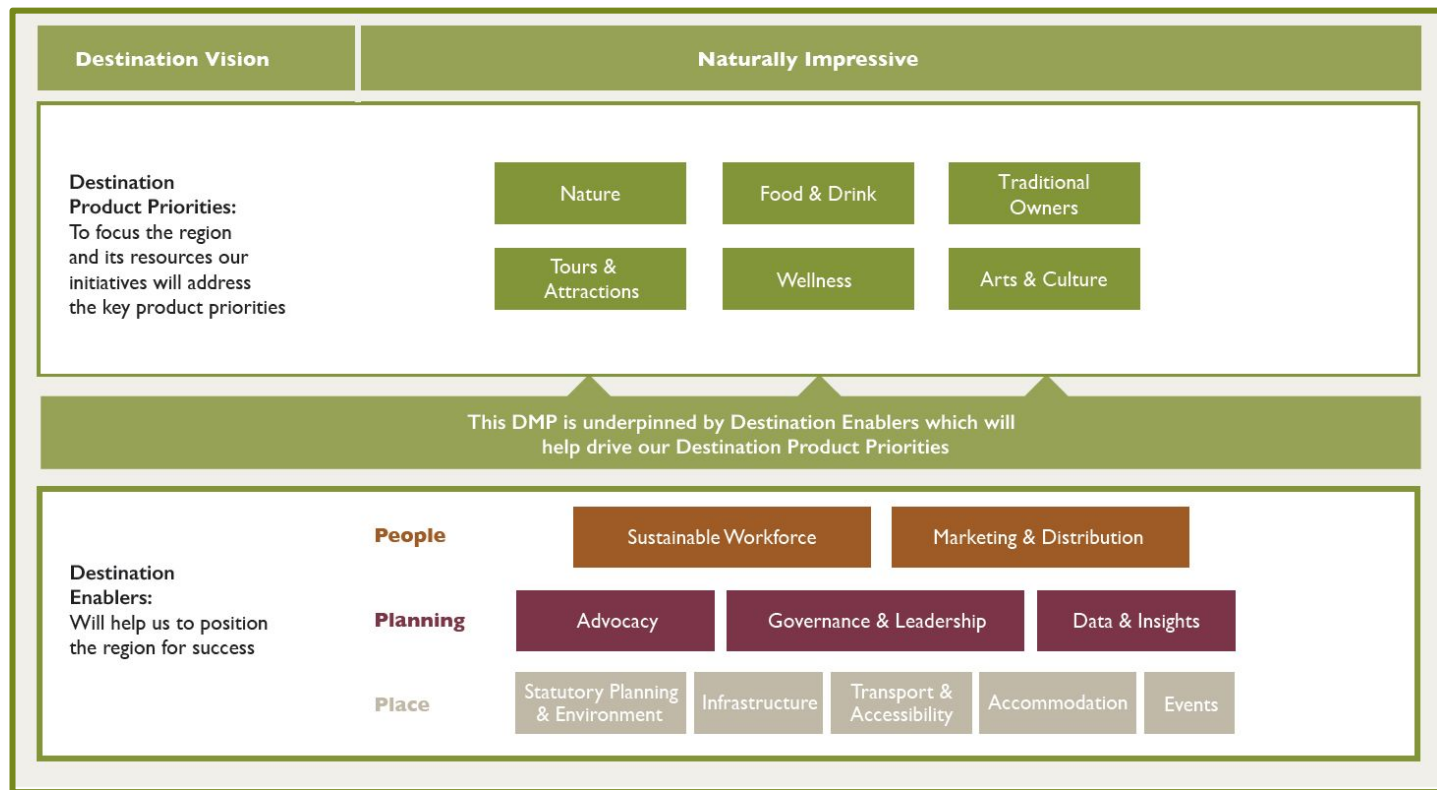
2 Improve the visitor experience

3 Improve liveability

4 Improve support for tourism in YVDR



How this will be achieved – Product Priorities and Enablers



Local Area Differences

Local Area	Nature	Food and Drink	First Peoples	Tours and Attractions	Wellness	Arts and Culture
Western Yarra Valley Area	●	●	●			●
Yarra Valley Area	●	●	●	●	●	●
Upper Yarra Valley Area	●		●		●	
Dandenong Ranges	●	●	●	●	●	●
● Current Core Product ● Emerging Product						



Eight Strategic Priorities – Products and Enablers

1. The Catalyst for Success:

Developing a night-time and mid-week visitor economy

2. Statutory Planning & Environment:

Sustainable development for today and tomorrow

3. Accommodation:

For visitors to enjoy & workers to call home (1450 new hotel rooms)

4. Transport & Accessibility:

Easing congestion and better access for all

5. Developing and leveraging new attractions and experiences

- a. **Nature:** Leveraging world class nature-based experiences
- b. **Food & Drink:** Elevating the region's reputation
- c. **First People's Experiences:** Embedding Traditional Owners values & experiences across tourism

6. Leadership and Advocacy

- a. **Governance & Leadership:** Delivering efficiently
- b. **Advocacy:** One Voice, One Message for sustainable tourism

7. Sustainable Workforce:

Growing the region's capabilities for the future

8. Marketing & Distribution:

Changing visitor travel behaviour



Four Emerging Initiatives

1. New Experiences & Attractions

Wellness:

Broadening the region's appeal & economy

Tours & Attractions:

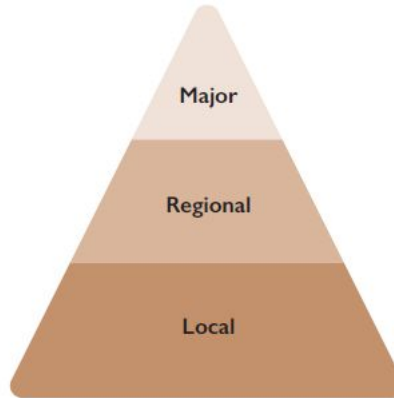
Developing new itineraries while supporting industry icons

Arts Culture & Heritage :

A new regional framework

2. Events:

Showcasing the Naturally Impressive region :



3. Infrastructure

Investing for a sustainable future

4. Data & Insights

For an Informed Future



Each Priority includes:

- ☐ Vision
- ☐ Overview
- ☐ Current state of play
- ☐ What the region needs
- ☐ How this will be achieved
- ☐ Key action items, responsible agency and timeframe

Product Priority	Action Items	YRT ROLE			Lead Org.	Partners	Timing
		Deliver	Partner	Advocate			
Nature – Passive Recreation	1. Undertake an audit of current facilities and amenities at nature related sites (key rivers, parks, lakes and gardens) focussing on user needs including accessibility, water stations, toilets, emergency management plan, signage and wayfinding with key action & advocacy outcomes.			✓	Parks Vic	Local Councils, DEECA, Melbourne Water	S
	2. Create regional pricing policies to encourage mid-week use and preferred pricing for locals which may include parking, discounts at attractions, transport discounts.			✓	Parks Vic	Local Councils	M
	3. Create marketing plans to showcase the Chelsea Australian Garden at Olinda by Philip Johnson and other iconic gardens in the region (Alfred Nicholas, Dandenong Ranges Botanic, Arboretum, Burnham Beeches, Tulip Festival etc) to enable development of multi destination and overnight visitation.	✓			Parks Vic	Local Councils, Industry, YRT	S
	4. Develop product for guided walks, wildlife and bird watching with potential alignment to Traditional Owner experiences. Ngurrak Barring has potential for this. Particular focus should be given to flora and fauna that is either endangered or at risk in the region to increase awareness and education of visitors. (e.g. Eltham Copper Butterfly, Powerful Owl, Brush-tailed phascogale, Matted Flaxlilly, Charming Spider Orchid, Rosella Spider Orchid, Helmutted Honey Eater and Leadbeater's Possum).		✓		Industry	YRT	S



Next Steps

1. July 2023 – month long consultation period
 - ☐ 3 x industry workshops
 - ☐ 4 x community drop-ins
 - ☐ Online feedback for all
2. August 2023 – feedback consolidated and final plan approved by YRT Board and Project Steering Committee



THANK YOU

