

YARRA VALLEY AND DANDENONG RANGES

LOCAL AREA PLAN

DECEMBER 2023 V1.0

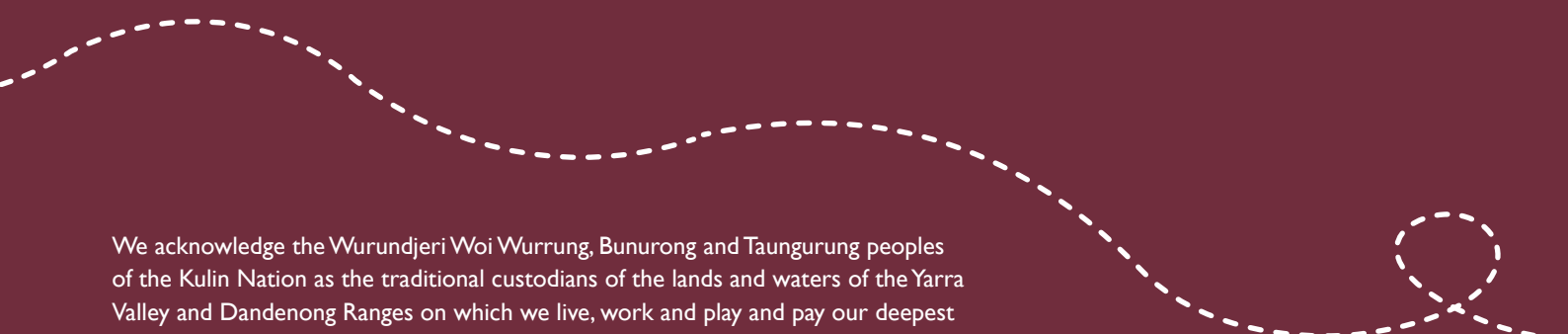
UPPER YARRA VALLEY



YARRA RANGES TOURISM

Contents

1.	Welcome	3
2.	The Upper Yarra Valley - Naturally impressive - Today and tomorrow	4
3.	What is a Local Area Plan?	6
4.	Adopting world's best practice for a sustainable tourism destination	7
5.	Overview of the Region	9
6.	Importance and Role of Tourism in Upper Yarra Valley	10
7.	What we heard through consultation	12
8.	SWOT	18
9.	Key objectives	19
10.	Strategic Priorities and Additional Regional Initiatives	21
	10a Upper Yarra Valley Priorities and Initiatives	22
	10b. Regional Priorities and Initiatives	33
	Glossary	45



We acknowledge the Wurundjeri Woi Wurrung, Bunurong and Taungurung peoples of the Kulin Nation as the traditional custodians of the lands and waters of the Yarra Valley and Dandenong Ranges on which we live, work and play and pay our deepest respect to Elders past and present.

I. Welcome

The Upper Yarra Valley is a place that locals cherish and visitors love to explore.

And for good reason.

The region's captivating natural attributes – popular camp grounds, mountain bike trails through the lush landscape, snow fields, sparkling rivers and streams and abundant wildlife – offer beauty at every turn.

Cosy country dining, local cafes and restaurants with fresh farm produce and afternoon teas in quaint towns provide the perfect outing.

Famous attractions – Cement Creek Redwood Forest, Warburton Rainforest Gallery, Lilydale to Warburton Rail Trail, Warburton Mountain Bike trails, Yarra River and Mount Donna Buang – build happy memories for every generation.

For all these reasons, visitor enthusiasm for the Upper Yarra Valley is strong.

This is especially true when it comes to day trip visitors, with these types of visitors set to double in the next decade. This poses a core challenge for the region to manage.

Local people and businesses support growing tourism. They recognise the positive impact tourism has on the regional economy in creating new jobs and offering more attractions for locals to enjoy.

But this support is dependent on tourism development and growth being sustainable and regenerative.

In essence, this means being able to accommodate more visitors and offer more experiences, but without reducing the region's liveability and ensuring the region's natural attributes remain preserved and protected.

Doing nothing is not an option. Without a change in tourism strategy, visitor growth will increase congestion on local roads and in towns, put pressure on existing amenities and negatively impact the natural environment.

This Local Area Plan (LAP) for the Upper Yarra Valley is accompanied by a broader Destination Management Plan (DMP) for the Yarra Valley and Dandenong Ranges. While the DMP sets a strategy across the entire YVDR region, sub-regional action plans have also been developed for each of the Local Areas – Nillumbik (Western Yarra Valley), Yarra Valley, Upper Yarra Valley and Dandenong Ranges. The LAPs align to the DMP.

These plans set out a high level 10-year plan which identifies the core strategic directions to deliver sustainable tourism for the region.

The LAPs and the DMP outline initiatives and investment for areas – such as transport, accommodation, planning, food & drink, events and attractions, essential

services and local amenities. Each initiative helps meet four key objectives – all aligned to creating and ensuring sustainable tourism including:

1. Grow economic benefits of tourism by changing visitor travel behaviour
 - a. increase visitor yield and length of stay
 - 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 Yarra Valley

Importantly, the plans adopt a world's best practice sustainability framework. It ensures that Traditional Owner guiding principles and cultural values are also embedded in the delivery of these plans.

To give it the best chance of success, this LAP and DMP will be implemented and guided by engagement with state and local governments, industry and tourism businesses, workers, Traditional Owners, educational institutions, community organisations, local residents and visitors.

There are challenges to address, however these are outweighed by a unique and exciting opportunity – to harness a collective goodwill to prepare the region for the predicted future tourism demand whilst maintaining the "Naturally Impressive" appeal to visitors and locals.



2. The Upper Yarra Valley – Naturally Impressive – Today and tomorrow

The Yarra Valley and Dandenong Ranges destination vision

“Naturally *Impressive*”

The Yarra Valley and Dandenong Ranges (YVDR) is a diverse region that has a range of attributes that appeal to and are embraced by visitors and residents. However, the stand-out value across all the research and analysis is the region’s connection to nature.

Showcasing and preserving the Green Wedge and natural attributes

The large areas of natural environment across the YVDR (known as the Green Wedge area) and the region’s other natural attributes, are a key strength that should be protected to ensure future visitation and the ongoing liveability of the region.

Commonly referred to as the “Lungs of Melbourne”, or “Melbourne’s Playground”, the YVDR region offers a plethora of opportunities for people to undertake both active and passive natural experiences. This connection to nature is

represented in more than just the natural landscape and scenery.

From the First Peoples culture and stories and thriving arts scene, to local provenance of food and drink and farm gate experiences, many of the region’s popular key attractions have a strong connection to nature.

While the research has certainly identified that this Green Wedge aspect appeals to residents, businesses and visitors, it’s important to understand what the future holds and how changes to the Green Wedge could impact the region.

The key market trends also indicate a growing attraction to wellness and the

“NATURALLY IMPRESSIVE”

The Naturally Impressive vision was inspired by the YVDR’s strong connection to nature. It reflects a desire to impress visitors with the region’s natural beauty and outstanding experiences and services that residents can also embrace and enjoy. It aspires to create a memorable destination that family and friends excitedly talk about as their next holiday destination.

restorative sense of nature, with nature-based tourism and sustainability key factors for some leisure segments. The children of today (future visitors and residents) talk about “touching grass” after being immersed in the digital world.

It’s believed this desire to be close to nature will only grow stronger.

As a key local area within the wider YVDR, the Upper Yarra Valley will deliver a Naturally Impressive experience.



Our aspiration for the Upper Yarra Valley in 2033

In line with the regional destination vision of “Naturally Impressive” for the Yarra Valley and Dandenong Ranges as described in the Destination Management Plan, the Upper Yarra Valley will aspire to be described in this way in the future:

If you're looking for a destination that's wonderful to visit all year around, look no further than the Upper Yarra Valley.

Let's start in summer. Find a spot by the Yarra River – it runs crystal clear around here – and escape the heat. Dip your toes in and watch the water cascade over the rocks or blow up a tube and float down with friends and family for more of an adventure. Kids will love the nearby waterparks, where you'll meet plenty of locals enjoying this fun way to keep cool.

Spread out a picnic rug and find a shady spot on the banks of the river near Warburton. If you're feeling peckish, head up to the main street and choose your favourite flavour ice cream, or put together a picnic of locally grown fresh produce and

artisan bread from a nearby market before idling away a summer evening.

Ready to take things up a notch? Head into Autumn with a visit to the world class Warburton Mountain Bike Destination. Experience the ultimate adrenaline rush – or just work on your skills and fitness – as you ride the gold standard trails.

As the leaves turn, the Upper Yarra Valley's beauty is also dialed up. Towns transform into brilliant reds, ambers and yellows. It's perfect weather to pitch a tent or book a cabin at one of the nearby caravan and camp grounds that have excellent new facilities. Avoid the hassle of parking and hop on a bus to the majestic Redwood Forest. Feel a hush descend as you walk through endless rows of some of the world's tallest trees. Take the kids for the ultimate game of hide and seek.

Feeling a bit chilly? We'll help you embrace winter and warm you up at the same time. Head up to Mount Donna Buang – and then whizz down the snowy slopes. Whether you're a serious skier or stick to making snow

people and snowballs, it's the perfect day out. The new amenities are being enjoyed by locals and visitors alike.

After a day at the slopes, or even a brisk winter's walk all rugged up, there's nothing better than settling into a comfy chair in front of the fireplace at a local pub. Enjoy a locally made wine, gin or beer and a hearty meal with a modern take on the usual pub fare to warm you up nicely.

While the valley is green all year long, you'll enjoy seeing bursts of colour at every corner as you hike and ride and through the Upper Yarra Valley's endless trails in springtime.

Get energized on an invigorating hike up to La La Falls. Walk through the dappled sunlight breaking through the thick forest and stop as you spot creatures big and small in their natural habitat. Get to the top and let the water run over your outstretched fingers. Doesn't get any fresher than this.

The Upper Yarra Valley has something for everyone. Don't believe us? Come and see for yourself. Any time.



3. What is a Local Area Plan?

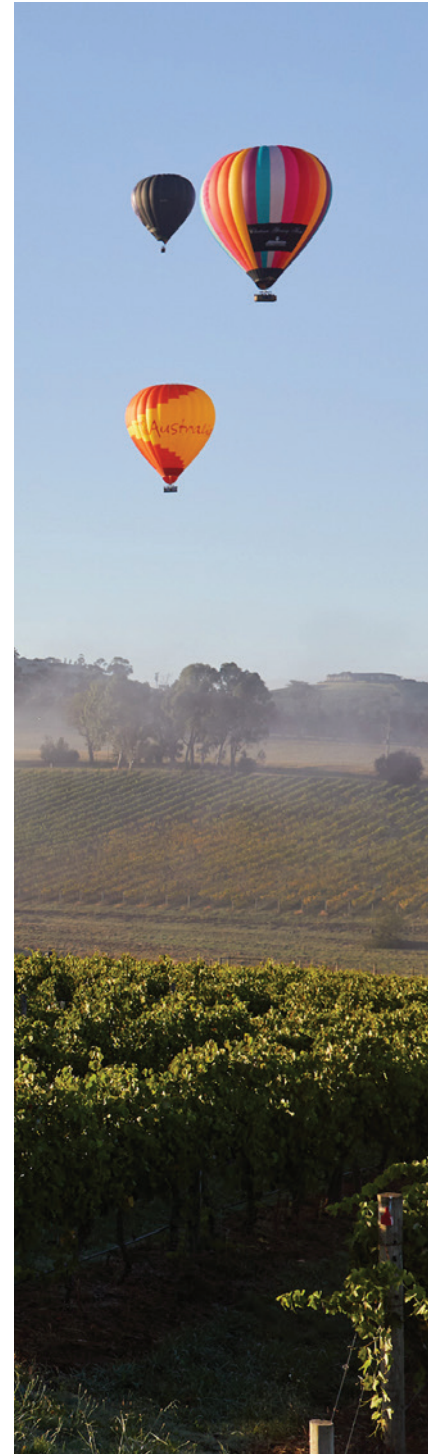
Yarra Ranges Tourism (YRT) is developing a comprehensive 10-year Destination Management Plan (DMP) for the Yarra Valley and Dandenong Ranges (YVDR) region. The DMP will be underpinned by four Local Area Plans (LAP) – Western Yarra Valley, Yarra Valley, Upper Yarra Valley and Dandenong Ranges.

Creating a DMP and LAP are key elements of the development of a best practice tourism planning framework that will help to ensure that the benefits of

tourism are maximised and any negative impacts minimised.

Ultimately, the DMP aims to enhance the quality of life for YVDR residents, support industry and create a positive and sustainable experience for visitors.

Key stakeholders in the framework include State Government, Local Council, YRT, First Peoples, Tourism Industry, visitors to the YVDR and, most importantly, the local community.



What is a Destination Management Plan?

A DMP is a shared strategic plan that outlines the management and development initiatives for tourism across a region, such as the YVDR. It is a catalyst for a more connected and collaborative approach and includes a range of sustainable objectives and actions to enhance the benefits of tourism while minimising potential negative impacts.

What is a Local Area Plan?

A Local Area Plan (LAP) summaries the key actions and priorities in the DMP that are relevant to that area. It provides a snapshot for the community of those

actions and priorities and highlights other relevant local community based issues that have been identified through the consultation and research stages.

The implementation of both the DMP and LAP will be critical to meet the DMP's four key objectives being to:

- Drive regional economic benefit by changing visitor travel behaviour (more mid-week and more overnight)
- Improve the visitor experience
- Improve liveability of YVDR for the local community
- Improve support for tourism amongst the local UYV community

4. Adopting world's best practice for a sustainable tourism destination

During the development of this DMP and LAP, one message was overwhelmingly clear; the region's natural attributes are inextricably linked to why locals love living there, and what compels visitors to explore the region and creates a positive experience for them.

Combined with locals and visitors cherishing the region's connection with nature, there is a strong collective commitment to respecting and preserving the environment and, in doing so, maintaining its beauty for the region's future generations.

As such, this DMP and LAP adopts a world's best practice sustainability framework developed by the Global Sustainable Tourism Council (GSTC). This approach will ensure the YVDR will be developed as a sustainable tourism destination.

The GSTC framework includes:

The GSTC Sustainable Destination Criteria are underpinned by four key areas with 10 modules and 176 individual indicators.

The key areas and modules are:

		
AREA		MODULE
	<p>1. Sustainable Management</p> <p>Ensuring the region has a clear direction and is well managed</p>	<p>Management Structure and Framework</p> <p>Stakeholder Engagement</p> <p>Managing Pressure and Change</p>
	<p>2. Socio-Economic Sustainability</p> <p>Ensuring the benefits of tourism remain in the region for the benefit of locals and not just the visitors</p>	<p>Delivering Local Economic Benefits</p> <p>Social Wellbeing and Impacts</p>
	<p>3. Cultural Sustainability</p> <p>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</p>	<p>Protecting Cultural Heritage</p> <p>Visiting Cultural Sites</p>
	<p>4. Environmentally Sustainability</p> <p>Protecting the land upon which we live and visitors enjoy. Carefully manage visitors and protect the important Green Wedge areas.</p>	<p>Conservation of Natural Heritage</p> <p>Resource Management</p> <p>Management of Waste and Emissions</p>

4. ADOPTING WORLD'S BEST PRACTICE FOR A SUSTAINABLE TOURISM DESTINATION

The GSTC criteria also support the following United Nations Sustainable Development Goals

SUSTAINABLE DEVELOPMENT GOALS

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



All actions under the DMP will be linked back to this sustainability framework.

Applying these criteria to this LAP will support 14 of the 17 SDG.

5. Overview of the region

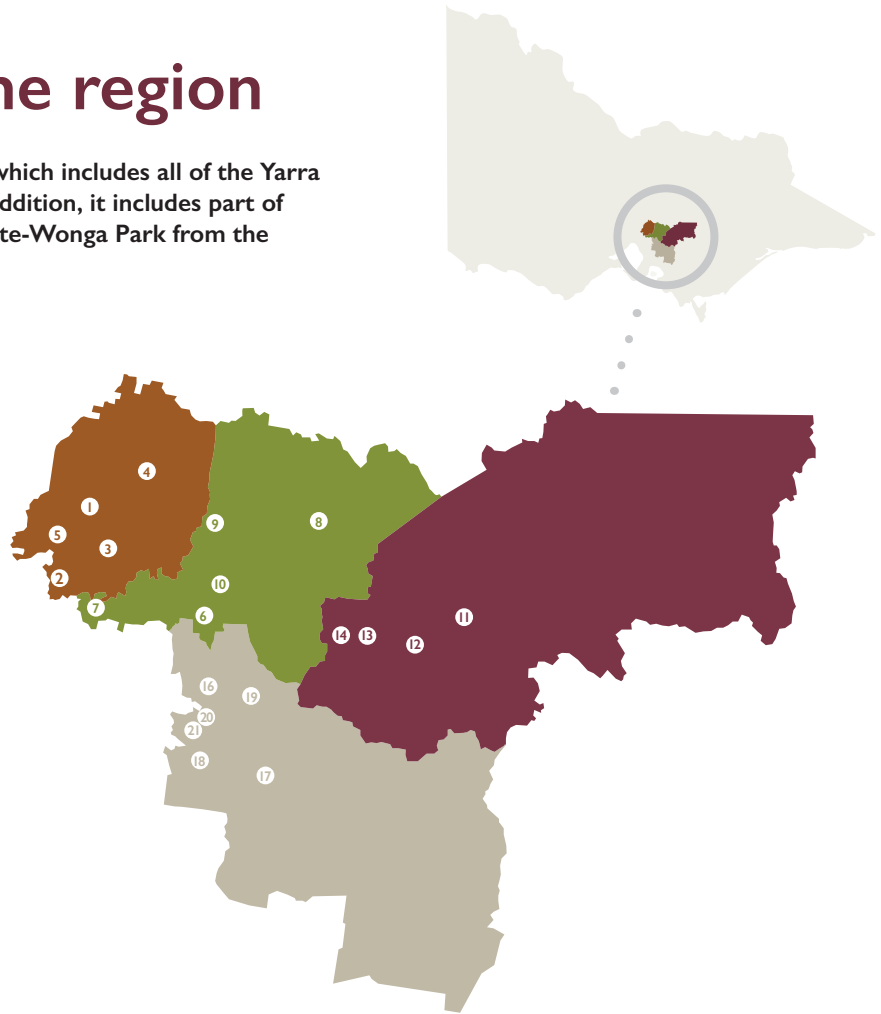
This LAP is part of the broader YVDR region which includes all of the Yarra Ranges and Nillumbik Shire Council areas. In addition, it includes part of the Cardinia Shire Council area plus Warrandyte-Wonga Park from the Manningham City Council area.

The four LAP areas are:

- Western Yarra Valley
- Yarra Valley
- Upper Yarra Valley; and
- Dandenong Ranges

This Local Area Plan focuses on the Upper Yarra Valley region.

Note: The towns listed provide an overview of the geography of the regions and are placed on the map to help the reader understand the area in reference to the towns listed. This list is not intended to be indicative of the strategic importance of tourism in the region.



Regional Visitor Profiles

YRT commissioned Customer Frame in September 2022 to undertake an extensive project to create a common set of customer profiles/visitor personas for the YVDR region. This would enable industry to:

- develop a collective and harmonised view of the customer
- enable a clear, consistent and common understanding of the region’s tourism customers, beyond demographics alone, and
- help drive deeper customer empathy, find new opportunities and help the region become more resilient from disruption.

Those personas are currently available for YRT partners to use as a partnership benefit. Personas assist those with and without marketing skills in their business to be more consistently targeted with their promotional efforts. In conjunction with YRT’s personas it is important to note that Visit Victoria also has personas which underpins Visit Victoria’s drive and fly marketing and work will need to be undertaken to identify how this could be used to inform industry in building their products and services for the region.



WESTERN YARRA VALLEY

Local towns include:

- 1 Hurstbridge
- 2 Eltham
- 3 Kangaroo Ground
- 4 St Andrews
- 5 Diamond Creek



YARRA VALLEY

Local towns include:

- 6 Lilydale
- 7 Warrandyte
- 8 Healesville
- 9 Yarra Glen
- 10 Coldstream



UPPER YARRA VALLEY

Local towns include:

- 11 Warburton
- 12 Yarra Junction
- 13 Seville
- 14 Wandin North



DANDENONG RANGES

Local towns include:

- 16 Mount Dandenong
- 17 Emerald
- 18 Belgrave
- 19 Silvan
- 20 Olinda
- 21 Sassafra

6. IMPORTANCE AND ROLE OF TOURISM IN UPPER YARRA VALLEY



These local areas were developed based on detailed economic analysis of the visitor economy in each region. This included:

- size of the visitor economy
- international / national visitor profile
- length of stay
- activities and attractions in each area; and
- day trip versus overnight visitation.

For example, Yarra Valley has a much higher percentage of international visitors than Upper Yarra Valley. Whilst Upper Yarra Valley has the highest percentage of day trips.

6. Importance and Role of Tourism in Upper Yarra Valley

Tourism and the related visitor economy is an extremely important part of the Upper Yarra Valley local area economy.

- The Upper Yarra Valley area accounts for just under 5% of the total population of the YVDR region.
- 30% of all jobs in the Upper Yarra Valley are created directly through

visitor spending in the Upper Yarra Valley. This is the largest share of jobs across the four local areas.

- Across the YVDR, the Upper Yarra Valley accounts for 16% of all total visitor spending, behind the Dandenong Ranges and Yarra Valley local areas.

- Domestic day trips contribute to 47% of total visitor spend whilst overnight stays by Victorians contribute to 42%.
- More than 150,000 holiday domestic visitor nights are spent in the Upper Yarra Valley. The Upper Yarra Valley accounts for 31% of the total domestic holiday visitor nights across the YVDR region.

The five key activities undertaken by visitors to the Upper Yarra Valley were:

- Eat out/ Dine in a café
- Bushwalking
- Sightseeing
- Visit national parks
- Visit wineries

This region also over-indexed in those undertaking cycling activities.

Share of domestic holiday visitor nights with selected activities in the trip to the region over the 8 years ending September 2022	Visit national parks/state parks	Visit botanical or other public gardens	Bush-walking/ rainforest walks	Cycling	Visit wildlife parks/ zoos/ aquariums	Tourist trains	Visit wineries	Eat out/ dine at a restaurant and/or cafe	Sightseeing/ looking around
Yarra Valley	21%	7%	22%	3%	13%	3%	37%	68%	38%
Western Yarra Valley	40%	24%	26%	3%	0%	0%	35%	75%	51%
Upper Yarra Valley	31%	3%	44%	15%	2%	0%	19%	61%	34%
Dandenong Ranges	32%	9%	49%	2%	1%	5%	6%	54%	31%

Source: Tourism Research Australia Domestic Visitor Surveys

6. IMPORTANCE AND ROLE OF TOURISM IN UPPER YARRA VALLEY

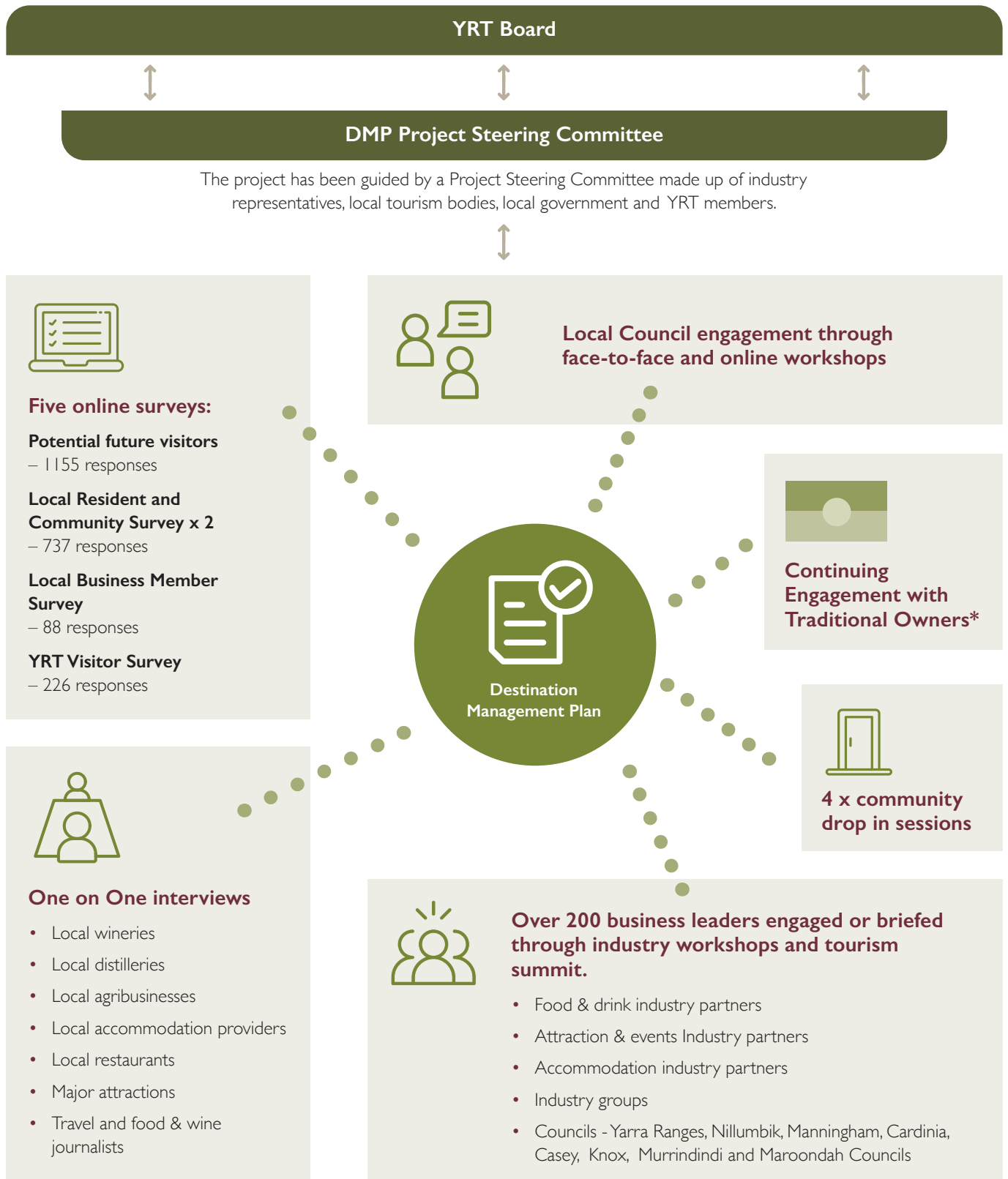
Item	Western Yarra Valley	Yarra Valley	Upper Yarra Valley	Dandenong Ranges	Balance
Population (source ABS 2021)	62,895 18%	63,457 18%	16,799 5%	160,161 46%	43,291 12%
Visitor Economy jobs due to direct impact of visitor spending (source ODIN360 visitor economy industry estimates pre covid 2018-19 against ABS 2021)	4.5% Construction - 13% Education and Training - 15% Health Care and social assistance - 14%	10.5% Construction -12% Education and Training -9% Health Care and Social Assistance -12%	30% Construction -13% Education and Training -16% Health Care and Social Assistance -13%	8.7% Construction 13% Education and Training - 16% Health Care and Social Assistance - 11%	1.2% Construction 17% Education and Training - 8% Health Care and Social Assistance - 11%
Share of Visitor spending per annum (source ODIN360 estimate and TRA Data 2019)	8%	34%	16%	39%	2%
Primary contributors to total spend in the region (source ODIN360 estimate and TRA Data 2019)	Domestic Daytrip = 39% Intrastate Visitor Nights = 30%	Domestic Daytrip = 44% Intrastate Visitor Nights = 36%	Domestic Daytrip = 47% Intrastate Visitor Nights = 42%	Domestic Daytrip = 40% Intrastate Visitor Nights = 28% International Visitor Nights = 24%	Intrastate Visitor Nights = 51% Domestic Day trip = 27%
Holiday Domestic Visitor Nights (source TRA Data 5 year average to March 2020)	32k Share of YVDR region = 7%	222k Share of YVDR region = 45%	54k Share of YVDR region = 31%	79k Share of YVDR region = 16%	
International Visitor Nights (source TRA Data 2019)	129,340	147,839	52,216	637,529	47,128
Holiday Domestic Day trips (source TRA Data 5 year average to March 2020)	83k Share of YVDR region = 3%	890k Share of YVDR region = 37%	528k Share of YVDR region = 22%	716k Share of YVDR region = 30%	

7. What we heard through consultation

An extensive engagement program was undertaken across the YVDR to ensure that as many interested stakeholders and local community could have input

through direct consultation or via community surveys. Over 700 local residents have provided feedback and suggestions throughout the process.

Detailed below is an overview of the engagement model.



*Consultation was conducted with Wurundjeri Woi-wurrung Aboriginal Cultural Heritage Aboriginal Corporation, Bunurong Land Council Aboriginal Corporation and Taungurung Land and Waters Council

7. WHAT WE HEARD THROUGH CONSULTATION

About tourism

As detailed below, residents in the Upper Yarra Valley are more concerned about the impacts of tourism compared to the average of the combined regions.

Whilst still very supportive, the Upper Yarra Valley residents said they were

positive about the impact of tourism, scoring in the mid-60s out of 100. This is compared to a score of the mid-70s across the region. This is interesting given that the Upper Yarra Valley has the highest share of total jobs generated by

visitor expenditure. Additionally, there is a higher concern that tourism can create overcrowding and have negative environmental impact.

QUESTION	Upper Yarra Valley Area	YVDR region
Tourism creates jobs and local employment in the YVDR	66.5	74.2
Tourism helps put the YVDR region on the map and encourages more people to visit and explore our wonderful region	68.9	74.1
Tourism boosts the local economy and is great for local businesses in the YVDR	66.3	73.5
I am proud that visitors wish to visit and explore what the YVDR region has to offer	65.3	71.3
Tourism has a negative impact on the environment (ie, over-tourism, litter etc.)	71.6	64.7
Tourism creates overcrowding, congestion and detracts from the local's way of life	71.0	63.7
Tourism increases the vibrancy of the Yarra Valley and Dandenong Ranges region	54.7	62.2
Tourism leads to over-development and increased land use	67.5	60.2
Tourism helps to make the Yarra Valley and Dandenong Ranges region a better place to live, work and play for local residents	48.0	56.4
Tourism is important to my liveability	38.5	44.6

Liveability

Overall liveability within the YVDR was surveyed by asking the community to rate the statement that "I love the Yarra Valley and Dandenong Ranges region and it is the best place I have ever lived".

52% of the Upper Yarra Valley based responses gave this a rating of 9 or 10, similar to the overall regional average.



7. WHAT WE HEARD THROUGH CONSULTATION

Local issues

The survey also tested a range of potential local issues across the YVDR.

In the Upper Yarra Valley, the four key issues that arose were:

- Conditions of roads, particularly the Warburton Highway
- Lack of key services and amenities
- The area is too busy
- Lack of affordable transport options

ISSUE	Upper Yarra Valley Area	YVDR region
Condition of roads	79	73
Lack of key services and amenities	67	59
The area is too busy	54	49
Lack of affordable transport options	50	41
Public transport	38	39
Limited activities to do at night	42	37
It is unsafe (ie, bushfires, storms, more isolated)	29	37
Unfriendliness of locals generally	29	24
Too remote	33	24
Nothing much to do	29	22
Cost of living	17	20
It is too expensive	25	20
Too many tourists	8	10
It is not a great place to live for people like me	17	12
Weather	4	10
Not family friendly	0	5

The key issues raised in direct feedback, in order of number of comments, were:

- Maintenance of public amenities
- Overcrowding during weekends and holidays
- State of roads, traffic management, transport and related safety concerns
- Impact of tourism on the area, including overcrowding, strain on resources, and damage to natural attractions
- Environmental management, including bushfire management and protecting areas of high conservation value
- Supporting local residents and maintaining the area's character
- Need for better signage
- Need for bike/walking paths and tracks
- Need for eco-friendly tourism practices
- Increased entertainment and dining options
- Impact of Airbnb on long-term rental opportunities
- Abandoned/unused commercial properties
- Quality employment opportunities beyond low skilled work
- Lack of easily accessible information about local events and activities

Many of the above comments regarding public amenities, overcrowding and traffic management were directed in respect of the Redwood Forest visitor area and Warburton Town Centre. A sample of the direct comments included:



7. WHAT WE HEARD THROUGH CONSULTATION

“

The entire Warburton Highway is a problem from Lilydale to Reefton, more so especially on weekends and public holidays.

”

“

More public toilets are needed in the Warburton area, particularly as number of visitors increase.

”

“

Not enough public toilets along the Warburton Highway and poorly signposted, which leads to issues along hiking trails and tourist sites (eg Redwood forest).

”

“

Weekend over tourism, lack of parking, Warburton Highway is down to one lane between Millgrove and Warburton.

”

“

Reduction of AirBnBs, so people can actually live here.

”

“

Unfortunately in Warburton tourism has become a divisive issue. Our town in peak seasons/public holidays cannot accommodate the amount of traffic entering town. Parking, spaces and facilities cannot cope with those numbers.

”

“

Emergency services for the bike tracks.

”

“

Better quality restaurants in Warburton area.

”

“

Wesburn Warburton need infrastructure built to handle new tourist attractions and tourism in general. Not enough is being done before promotion of the area and critical infrastructure relied on by locals is failing also the congestion of the town.

”

“

There does not seem to be enough public toilets when there is an influx of visitors. Roads need up grading as they are crumbling and pot holes everywhere.

”

7. WHAT WE HEARD THROUGH CONSULTATION

In respect of ways to improve tourism in the region, the following is a sample of the suggestions that were proposed:

- More parking
- Better transport with improved bus services
- More night-time and mid-week activities
- Improved infrastructure, wayfinding signage and streetscapes
- More accommodation
- More diversity of events

Some respondents repeated the concerns around the number of tourists and potential over-development. Other comments included:

“ Placemaking that is modern, complimentary to the area, and supportive of both residents, business owners and visitors. ”

“ A few roundabouts in Warburton would make a huge difference to traffics flow ”

“ Working with government and VicRoads to improve the Tourist Road to make it safe and accommodating for bicycles and a growing number of vehicles. ”

“ Improved directional signage to guide visitors to places of interest. ”

“ Improve river bank areas in Warburton. ”

“ Tourism is growing naturally in Warburton, we don't need any more summer activities, this is leading to 'over-tourism' ”

“ Use of shuttle busses to eg, Warburton (P+R Park and Recreation) ”

“ I would like to build accommodation on my property (12 acres) but was declined. Very hard to promote tourism when the locals are wanting to get involved but unable to due to planning laws. ”

“ Have designated parking for tourists between Millgrove and Reefton - maybe running bus shuttle services on the weekend to reduce the congestion throughout the townships. ”

“ Encourage a wider range of food and dining options in the Upper Yarra Valley besides pizza and fish and chips. Tidy up Millgrove shops. ”

“ Work with Sanitarium owners to develop the building and surrounds, including the old rail turntable etc. ”

“ Fix and maintain local roads and highways, including parks, ie, Maroondah Dam, Upper Yarra Dam, Redwoods etc. ”

7. WHAT WE HEARD THROUGH CONSULTATION

Yarra Ranges Council - Economic Development Strategy 2022-2023

During the development of the DMP, the Yarra Ranges Council released its new Economic Development Strategy 2022-2023 (EDS)

There is significant alignment between the EDS, the DMP and this LAP.

A key objective of the EDS is to increase economic contribution to meet the Council's ambitious stretch targets for Gross Regional Product (GRP). This aligns with one of the DMP's core objectives.

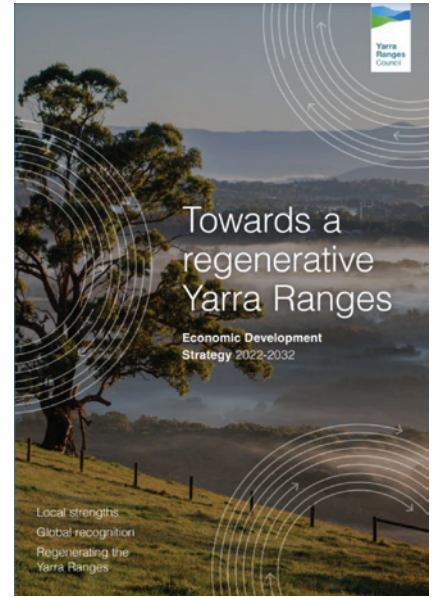
The EDS specifies four key priority areas being:

- Industry leadership and collaboration

- Trade commerce and workforce capability
- Investment attraction
- Innovation and entrepreneurship

with underlying supporting actions across five industry sectors, of which four are relevant to the tourism and visitor economy:

- Food, beverage and tourism
- Health and wellness
- Agribusiness
- Knowledge innovation and entrepreneurship.



This DMP and LAP address each of these priority areas and the four industry sectors relevant to tourism. The strategic direction and actions underpinning each of these are specified in the Eight Strategic Priorities and Additional Regional Initiatives in the DMP and as further detailed in in Section A and B.

The key actions and recommendations under the DMP are generally consistent with the actions listed in the EDS.

As Yarra Ranges Council is one of several councils that are within the YVDR, it is recommended that there is cross council collaboration on key actions rather than



being undertaken in isolation. After all, from a tourist's perspective, they do not know where one council's boundary

starts and ends; they are just looking for a consistent and streamlined experience, even if it covers multiple council areas.



8. SWOT

A detailed assessment of the Strengths, Weaknesses, Opportunities and Threats for the YVDR as a whole was undertaken for the entire region and is in the DMP.

In respect of the Upper Yarra Valley some of the more relevant issues are:



STRENGTHS

- Residents love the lifestyle of the region
- Natural Beauty is incredible
- Lots of green space in which to relax
- Excellent walking and hiking opportunities



WEAKNESSES

- Over indexed day visitation
- Lack of public transport systems to move visitors around region
- Ageing public amenities such as public toilets
- Conditions of roads



OPPORTUNITIES

- Grow the mid week and night time activities and experiences
- More accommodation in suitable locations focussed on the hiking and mountain bike market
- Improved public transport to distribute visitors around the region without the need for private cars
- Leverage the new nature based infrastructure being constructed including the Warburton Mountain Bike Destination and Yarra Valley Trail
- Winter play at Mt Donna Buang
- World class MTB trails



THREATS

- Potential overtourism in Warburton and Redwoods on weekends creating issues for local community
- Strong support for tourism, but concerns expressed about impact of tourism on liveability
- Congestion on roads
- Impact on local environment from potential overtourism
- Climate change with bushfire risk and related insurance issues

9. Key objectives

The purpose of this LAP and the broader YVDR DMP is to create a more sustainable tourism industry and visitor economy that not only improves the visitor experience, but also the liveability of the region for the local community.

The biggest challenge facing the entire YVDR region, and the Upper Yarra Valley itself, is the fact that the current number of day visits across the region is forecast to double, with day visits expected to exceed 9 million in 2032. It already has the highest share of day visitors compared to overnight stays in Victoria.

As the name implies, the DMP is a Destination Management Plan. It is not just a tourism attraction plan. The management of a sustainable tourism model in YVDR (and Upper Yarra Valley) is the key focus of the DMP and this LAP.

It is for this reason that many of the recommendations are focused on how to best manage the tourism numbers and make the industry and region more sustainable by seeking to spread visitation more evenly across the week and at night, rather than just simply seeking to grow the overall tourism market. This will benefit the local community in economic terms as well as seeking to ease some of the potential impact of too many visitors on weekends.

This means that the DMP and this LAP is not about just bringing more tourists to the region, it is about creating a more sustainable model by shifting visitor behaviour. For example, creating a higher share of mid-week visits and overnight stays.

As a consequence, the overall DMP and this LAP have four key objectives:

- Drive regional economic benefit for Upper Yarra Valley by changing visitor travel behaviour (shift to more mid-week visits and more overnight stays)
- Improve the visitor experience in the Upper Yarra Valley
- Improve liveability of the Upper Yarra Valley local community
- Improve support for tourism amongst the local Upper Yarra Valley community

To ensure the impact of the DMP can be measured over the next 10 years YRT will use the following data sources.



9. KEY OBJECTIVES

The DMP objectives are to:

1

Drive regional economic benefit by changed visitor travel behaviour



(a) – Increase regional economic benefit

Total YVDR region real visitor spending is forecast by ODIN360 to grow from \$1.21 billion in 2022 to \$2.33 billion in 2032 (2022 \$s) (in the absence of DMP initiatives). The stretch target with full DMP implementation is to increase this figure to \$2.75 billion or an increase of \$421 million or 18% compared to the business-as-usual forecast.

Sources: TRA National Visitor Survey and International Visitor Survey, TRA regional tourism satellite account

(b) – Shift day trip to overnight visitation

- i. The ratio of day trip visitors to total overnight visitors is forecast to grow from 5.8 in 2022 to 6.4 in 2032 (in the absence of DMP initiatives). The DMP aims to reduce this ratio with the stretch target of 4.1 in 2032.
- ii. The share of total tourism spending in 2032 without DMP initiatives is forecast to be 53% day trip and 47% overnight – the DMP initiatives aim to shift this ratio in 2032 to a stretch target of 41% day trip and 59% overnight.

Sources: TRA National Visitor Survey and International Visitor Survey

2

Improve the visitor experience



Net promoter score (NPS) and Guest Review Index from online reviews for key attractions in the region (eg ReviewPro) were identified through the situational analysis undertaken for this DMP. This showed an NPS score of 21 from a representative sample of visitors to the region. However, an NPS or central monitoring of ratings and reviews is not currently captured by the region. Decisions will need to be made on how best to monitor the visitor experience throughout this DMP and baseline figures recorded. Reporting against these figures will need to be aligned with available resources or through partnerships with industry that may be capturing these scores currently. YRT and stakeholders will need to determine how best to monitor or survey and report against this metric. This will include defining benchmarks and target scores.

3

Improve liveability



Surveys were conducted during the situational analysis undertaken for this DMP to determine residents' views of liveability of the region. They showed 51% of local residents give a score of 9 or 10 for their level of satisfaction of living in the YVDR region. This was a one off survey and it's noted that central monitoring of liveability is not currently captured. YRT and stakeholders will need to determine how best to monitor or survey and report against this metric. This will include defining benchmarks and target scores.

Source: Annual Council Surveys or Bespoke YRT Surveys

4

Improve support for tourism in YVDR



Surveys were conducted during the situational analysis undertaken for this DMP to determine social license for tourism in the region. They showed 49% of local residents agreed or strongly agreed with the principle that tourism helps to make the YVDR region a better place to live, work and play. However, this was a one off survey and it's noted that central monitoring of liveability is not currently captured. Integration with Council's annual resident surveys or commissioning bespoke surveys may need to be considered as a primary indicator. YRT and stakeholders will need to determine how best to monitor or survey and report against this metric. This will include defining benchmarks and target scores.

Source: Annual Council Surveys or Bespoke YRT Surveys

I 0. Strategic Priorities and Additional Regional Initiatives

The DMP details the strategic priorities and additional regional initiatives for the YVDR with relevant and targeted actions and recommendations. They are prioritised across the entire region and all have application to each of the four LAPs.

Some of the priorities and initiatives require a whole of region response, while others require a more specific local area focus.

Set out below in Section A are the strategic priorities and additional regional initiatives that have more specific local actions to be undertaken in the Upper Yarra Valley. They are:

Section A: Upper Yarra Valley priorities and initiatives

- **Developing and leveraging new attractions and experiences**
 - **Nature:** Leveraging world class nature-based experiences
 - **Food & Drink:** Elevating the region's reputation
 - **First Peoples Experiences:** Embedding Traditional Owner's values & experiences across tourism
- **Opportunities for new and emerging experiences and attractions**
 - **Wellness** – Broadening the region's appeal & economy
 - **Tours & Attractions** – Developing new itineraries while supporting industry icons
 - **Arts Culture & Heritage** – A new regional approach
- **Infrastructure** – Investing for a sustainable future

Section B includes those that require a whole of YVDR region approach, including the Upper Yarra Valley. They are:

Section B: Regional Priorities and Initiatives

- **The Catalyst for Success:** Developing a night-time and mid-week visitor economy
- **Statutory Planning & Environment:** Sustainable development for today and tomorrow
- **Accommodation:** For visitors to enjoy and workers to call home
- **Transport & Accessibility:** Easing congestion and creating better access for all
- **Leadership & Advocacy**
 - **Governance & Leadership:** Delivering efficiently
 - **Advocacy:** One voice, one message for sustainable tourism
- **Marketing & Distribution:** Changing visitor travel behaviour
- **Sustainable Workforce:** Growing the region's capabilities for the future
- **Events:** Showcasing the "Naturally Impressive" YVDR
- **Data & Insights:** For an informed future

A more detailed explanation of the strategic priorities and additional regional initiatives can be found in the DMP. The actions required for each of these aspects in the Upper Yarra Valley are shown below.



Section A: Upper Yarra Valley priorities and initiatives

Strategic Priorities and Additional Regional Initiatives that have more specific local actions to be undertaken in the Upper Yarra Valley are outlined below:

Developing and leveraging new attractions and experiences

As detailed in the YVDR DMP, several new pieces of significant infrastructure and products are currently planned or proposed across the YVDR. It is imperative that these be leveraged in a way with clearly defined activation plans that maximise their benefit to the local region and meet the overall objectives of the DMP. For example, targeting overnight visitors is much preferred to day trippers. Investment and maintenance will also need to be constantly applied through the life of any new, and existing infrastructure. Without that investment and maintenance the benefits of the products will diminish over time making them very costly to operate with decreasing benefit to justify it.



Nature: Leveraging world class nature-based experiences

VISION

The vision is to harness the tremendous potential of our region's natural beauty and features. We aspire to protect and preserve our unique sites through sustainable accessibility and infrastructure development. The focus is to raise awareness of these precious assets and their importance to our community. By promoting responsible tourism, we aim to strike a balance between development and preservation to ensure that our region's natural surroundings continue to be enjoyed by future generations. The goal is to create a vibrant, thriving economy that supports our community and visitors alike, while maintaining our region's natural beauty.

Timeframe

S Short term 0-3 years

M Medium term 4-7 years

L Long term 8-10 years

Nature

Product Priority	Action Items	YRT ROLE			Stakeholders	Timing
		Deliver	Partner	Advocate		
Nature – Passive Recreation	1. Collate currently available information and if necessary undertake an audit of current facilities and amenities at nature related sites in the Upper-Yarra Valley.			✓	Parks Vic, Local Councils, DEECA, Melbourne Water	M
	2. Based on audit, lobby Parks Victoria and Melbourne Water to continue to upgrade picnic spaces facilities, bbq and playgrounds at key nature based sightseeing locations including available online information.			✓	Local Council, Industry, Parks Vic, Melbourne Water	M
	3. Leverage opportunities for dispersal of visitors through cross promotions of other key nature based sightseeing and parklands through key attractions such as Warburton township, Mount Donna Buang, and Warburton MTB Destination by use of both information signage and digital wayfinding.		✓		Local Council, Industry	S
	4. Develop product for guided walks and on country walks with Traditional Owner groups to include, wildlife and bird watching with clear digital mapping and interpretation.			✓	Local Council, Industry, Land Managers	M
	5. Engage with the Wurundjeri Woi Wurrung to discuss potential development of indigenous nature based experiences that meet their cultural needs and objectives including history, story telling and interpretation at appropriate cultural locations across the Upper-Yarra Valley eg Mount Donna Buang, Yarra Ranges National Park, Warburton MTB Destination.		✓		Traditional Owners, Local Council	M
	6. Invest in mid-week night-time activities, including nature walks/ garden-based experiences at sunrise/sunset linked with accommodation offerings. Build and promote spotlight walks and twilight walks at key nature sites.			✓	Local Council, Industry, Land Managers, Traditional owners	S
	7. Consider applying for certification with Eco Tourism Australia of either entire Upper-Yarra Valley area, or some of its key ecotourism related products, thus lifting the credibility and awareness as a nature based destination.		✓		Local Council, Industry	M

Nature

Product Priority	Action Items	YRT ROLE			Stakeholders	Timing
		Deliver	Partner	Advocate		
Nature - Active Recreation	1. Develop an activation plan which integrates accommodation, transportation, mid-week and evening activities and multiday itineraries to encourage overnight and multi day visitation, rather than day trips through leveraging the new nature based activity infrastructure being developed.			✓	Local Council, Land Managers, Industry	S
	2. Engage and encourage local businesses to develop products and food and drink packages and other related tours and experiences to both improve visitor experience but also increase yield and visitor spend			✓	Local Council, Industry	M
	3. Collate currently available information and if necessary undertake an audit of current facilities and amenities at nature related sites in the Upper Yarra Valley e.g. Mount Donna Buang, Cement Creek Redwood Forest, Warburton Rainforest Gallery, Yarra Ranges National Park etc. Create clear promotional guides with all relevant mapping, experiences and amenities detailed.			✓	All public Land Managers, Local Council	M
	4. Identify opportunities specific to the Upper Yarra Valley to include in regional familiarisation activities with journalists and bloggers related to new and revamped nature product opportunities such as Lilydale to Warburton trail, Cement Creek Redwood Forest and Warburton MTB Destination.		✓		Industry	M
	5. Continue development of trails and amenities infrastructure across priority trails in the Upper Yarra Valley in line with Eastern Regional Trails strategy and Warburton MTB Destination.			✓	Land managers, Industry, Local Council	M

Sustainability impacts

GSTC criteria applied



Section A: Sustainable management



Section B: Socio-economic sustainability



Section C: Cultural sustainability



Section D: Environmentally sustainability

UNSDG impacted



Food and Drink: Elevating the region’s reputation

VISION

Yarra Valley and Dandenong Ranges will strengthen its reputation as a premier food and drink destination that celebrates the region’s unique offerings. By showcasing the full breadth of the products and expanding accessibility beyond weekends and lunch times, the day trip issues facing the region will be addressed. The focus will be on promoting local provenance, protecting product integrity and quality, and fostering collaboration to build a sustainable and resilient food and drink ecosystem that supports the community and delights visitors.

Food and Drink

Product Priority	Action Items	YRT ROLE			Stakeholders	Timing
		Deliver	Partner	Advocate		
Food and Drink	1. Continue to encourage and facilitate improved onsite experiences of wineries, distilleries, craft beers and cider houses across the Upper Yarra Valley across towns like Wandin, Warburton. Millgrove and make tasting rooms more experiential.			✓	Wine Yarra Valley, Industry	S
	2. Lead the development of a regional marketing plan to support food and wine product in the region.	✓			Local Councils, Industry	M
	3. Pilot opportunities in night-time economy activities outside key tourism periods with interested businesses linking bespoke drink experiences with accommodation in dedicated regions. Warburton or Yarra Junction likely opportunities.		✓		Local Council, Industry	M
	4. Contribute to the development of an annual Food and Drink festival across the entire YVDR region with a focus on bespoke mid-week, dawn and dusk experiences potentially around key vintage/ harvests releases.		✓		Wine Yarra Valley, Visit Victoria, Industry	M
	5. Create a Visitor Ambassador Program to raise awareness of experiences across the region to increase collaboration opportunities and cross promote activities to drive additional length of stay.		✓		Local Council, Industry	S
	6. Support the development of a regional food and wine/ drink centre which showcases the Upper Yarra Valley products and experiences, even if centre is located in another part of the YVDR.			✓	Wine Yarra Valley, Local Council, Industry	S
	7. Contribute to the development of a marketing strategy to showcase product and provenance of regional product.	✓			Local Council, Industry	M
	8. Develop an agritourism plan that will encourage the development of bespoke on farm/ winery experiences, potentially with aligned accommodation. May need planning revisions including development of “food foraging”, “forest to plate”, “fruit or berry picking” opportunities or experiences in the Upper Yarra Valley and expanding and aligning existing farm gate events in the region to become regional.			✓	Local Councils, Industry	S

Food and Drink

Product Priority	Action Items	YRT ROLE			Stakeholders	Timing
		Deliver	Partner	Advocate		
Food and Drink	9. Continue to promote and appropriately develop the farmers markets concept at The Valley Market and other markets at Millgrove and Yarra Junction as key 'must go to' experiences' and then use those markets to cross promote other farmgate, agritourism experiences on offer.			✓	Local Council, Industry	M
	10. Determine if the Upper Yarra Valley should be a key location for partnerships with Melbourne Food and Wine Festival and other major Melbourne events to pilot night-time economy activities with interested businesses in dedicated regions supported by YRT and other partners.	✓			Local Councils, Industry, Wine Yarra Valley	S

Sustainability impacts

GSTC criteria applied



Section A: Sustainable management



Section B: Socio-economic sustainability

UNSDG impacted



First Peoples Experiences: Embedding Traditional Owner values & experiences across tourism

VISION

The values of the Traditional Owners across the region will be embedded in the delivery of the plan. Consultation is continuing with the Traditional Owners groups on behalf of their community to support this. The DMP will guide the tourism industry in upholding these values. It also creates an opportunity for Traditional Owners to further develop Indigenous tourism experiences that support their core objectives.

First Peoples

Product Priority	Action Items	YRT ROLE			Stakeholders	Timing
		Deliver	Partner	Advocate		
Traditional Owners - Cultural Awareness and Interpretation	1. Embed Traditional Owner Group values in respect of country and self determination across the visitor economy in the Upper Yarra Valley.			✓	Traditional Owners, Local Councils, Industry	S
	2. Led by Traditional Owner Groups, develop approved interpretation and story telling at key sites in the region to raise awareness of Traditional Owner history and culture in the region.		✓		Traditional Owner, Local Councils, Industry	M
	3. Build closer relationships between the Upper Yarra Valley tourism industry and the Traditional Owner community.			✓	Local Councils, Industry, Traditional Owners	S
	4. Discuss and develop with Traditional Owner Groups opportunities for culture awareness activities with local Upper Yarra Valley businesses and attractions eg Mount Donna Buang, Yarra Ranges National Park, Warburton MTB Destination, Lilydale to Warburton Trail.		✓		Traditional Owners, Local Councils, Industry	M
	5. Ensure welcome to country ceremonies are conducted at key tourism industry functions and experiences throughout Upper Yarra Valley.			✓	Traditional Owners, Industry	S
	6. Establish cultural awareness training and workshops for local Upper Yarra Valley tourism businesses.	✓			Traditional Owners, Local Councils, Industry	S

First Peoples

Product Priority	Action Items	YRT ROLE			Stakeholders	Timing
		Deliver	Partner	Advocate		
Traditional Owners - Experiences	1. Assist in the vision, ambition, implementation and development plans of Wurundjeri for Mount Donna Buang, Yarra Ranges National Park, Warburton MTB Destination, Lilydale to Warburton Trail and other sites.			✓	Traditional Owners	M
	2. Assist Traditional Owner Groups in the development of a range of Traditional Owner owned, led or endorsed visitor experiences in the Yarra Valley, including night-time, that complement existing and new product to support the principles of economic self determination.		✓		Traditional Owner	M
	3. Increase employment of Traditional Owner groups in the visitor economy in the Upper Yarra Valley and identify training needs as appropriate.		✓		Local Councils, Traditional Owners	S
	4. Undertake an audit of indigenous tourism product in the Upper Yarra Valley and develop comprehensive list of indigenous experiences across the region including opportunities to provide connection to country for Traditional Owner groups.		✓		Local Councils, Traditional Owners	S

Sustainability impacts

GSTC criteria applied



Section A: Sustainable management



Section B: Socio-economic sustainability



Section C: Cultural sustainability



Section D: Environmentally sustainability

UNSDG impacted



Opportunities for new and emerging experiences and attractions

These opportunities not only seek to develop new emerging areas such as wellness tourism but also to ensure the development and continued improvement of current attractions (including some of the hero experiences).

Wellness: Broadening the region’s appeal & economy

VISION

The vision is to capitalise on the emerging trend of wellness travel in the region by leveraging the area’s natural attributes and complementing them with existing products. With a world-leading wellness operator coming to the region, the region is well positioned to offer multi-dimensional wellness activities, including Sleep, Eat, Spa, Move, Mindfulness, and Grow. By doing so, we will attract higher-yield visitors and establish the region as a premier destination for wellness travel, providing opportunities for growth and economic development.

Wellness

Product Priority	Action Items	YRT ROLE			Stakeholders	Timing
		Deliver	Partner	Advocate		
Wellness	1. Identify Wellness product in the Upper Yarra Valley to be included in regional promotions are related to the multi-dimensional wellness activities of Sleep, Eat, Spa, Move, Mindfulness and Grow.		✓		Industry	S
	2. Engage and assist the small day spas and business that are part of the wellness ecosystem and understand their role in driving and supporting visitation.		✓		Industry	M
	3. Explore opportunities for product development in the Upper Yarra Valley to enhance the overall wellness credentials. This could include forest bathing, yoga retreats, meditation getaways, food foraging and other wellness activities particularly at locations away from Warburton to reduce congestion.		✓		Local Council, Industry	M

Sustainability impacts

GSTC criteria applied



Section A: Sustainable management



Section B: Socio-economic sustainability



Section D: Environmentally sustainability

UNSDG impacted



Tours & Attractions: Developing new itineraries while supporting industry icons

VISION

The vision is to promote multi-stop, multi-day, mid-week and night tours to encourage longer stays and shift visitation away from weekends. Supporting continued investment in the iconic industry attractions to develop more mid week and night time activities will fast track this initiative.

Tours and Attractions

Product Priority	Action Items	YRT ROLE			Stakeholders	Timing
		Deliver	Partner	Advocate		
Tours and Attractions	1. Encourage tour operators and industry to create multi stop / multi-day / mid-week / night regional tours with dynamic pricing models at key sites in the Upper Yarra Valley with particular focus on the cycling and walker markets.		✓		Industry	S
	2. Encourage activities that bring people mid-week or night to help the economy grow in the Upper Yarra Valley outside of peak day visitor periods on the weekends.		✓		Industry	S
	3. Investigate alignment of resources across the region to establish and build upon familiarisation tours with journalists, bloggers and other influencers.	✓			Wine Yarra Valley, Industry	S
	4. Facilitate partnerships with local accommodation providers to offer package deals that include tours and activities in the Upper Yarra Valley and other associated products relevant to the walker and cycling markets e.g. shuttle services, packed lunches, guide tours etc.		✓		Industry	M
	5. Promote existing hero attractions in the Upper Yarra Valley with a focus on development of night (also dawn and dusk) and mid-week product to draw new visitors to the region e.g. Warburton township, Yarra Junction township, Warburton Rainforest walk, Mount Donna Buang.	✓			Industry, Local Councils, LTAs	S
	6. Advocate with industry in the Upper Yarra Valley for dynamic pricing models to shift peak demand and encourage mid-week or night-time visitation.			✓	Industry, LTAs	M
	7. Advocate to land owners to manage bus and car parking at key sites across Upper Yarra Valley high use points – Warburton etc whilst broader transport plan is being developed.		✓		Land owners, Councils, Industry	S

Sustainability impacts

GSTC criteria applied



Section A: Sustainable management



Section B: Socio-economic sustainability

UNSDG impacted



Arts Culture & Heritage: A new regional approach

VISION

The vision is to collaborate across the whole region to increase awareness about the arts, culture and heritage experiences that currently exist and work together to identify opportunities for growing future visitation through collaboration with other similar arts and culture across the region and the State.

Arts Culture & Heritage

Product Priority	Action Items	YRT ROLE			Stakeholders	Timing
		Deliver	Partner	Advocate		
Arts, Culture & Heritage - Arts & Culture	1. Develop products that leverage visitation in the Upper Yarra Valley in line with the Melbourne events calendar eg. Linking Warburton Film Festival to Melbourne International Film Festival and extending to mid week programming.		✓		Local Councils, Industry, Event organisers	S
	2. Collaborate with Councils and industry to develop arts and culture events, galleries and exhibitions for potential itinerary connections across YVDR region e.g. Warburton Film Festival, River Folk Festival, Arts Centre, Warburton.			✓	Local Council, Industry	S
	3. Create opportunities to package arts and culture attractions with other visitor economy opportunities (eat, drink, stay, do...)		✓		Local Council, Industry	S
	4. Determine viability for expansion of Nillumbik's Digital agora (or other arts events) across the region as part of a Upper Yarra Valley arts event activity.			✓	Local Council, Industry	S
	5. Use publicly and privately owned assets or experiences (galleries, public art installations, gardens, parks...) as part of marketing collateral to promote the region.		✓		Local Council, Industry	S
	6. Use Upper Yarra Valley's presence in arts and culture to build capability in the region to create tourism product opportunities through industry workshops. Integrate into other product opportunities around the region, e.g. wineries, attractions, food and drink centres.		✓		Local Council, Industry	M
	7. Support heritage land managers (Eg, Upper Yarra Museum, Mont De Lancy) to undertake long term strategic planning to preserve their heritage and create relevant visitor experiences.		✓		Land Managers, Industry, Local Council	S

Sustainability impacts

GSTC criteria applied



Section A: Sustainable management



Section B: Socio-economic sustainability

UNSDG impacted



Infrastructure: Investing for a sustainable future

VISION

The vision is to overcome the various infrastructure challenges faced by the region by **developing a clear plan and advocating for significant investment as a collective voice**. We will work closely with multiple local governments to make a compelling case for investment in areas such as internet access, waste management, roads, and visitor servicing. We will **prioritise the provision of essential services such as public toilets in high traffic areas, parking, and wayfinding to enhance the visitor experience and promote the sustainable growth of the region**.

Infrastructure

Product Priority	Action Items	YRT ROLE			Stakeholders	Timing	
		Deliver	Partner	Advocate			
Infrastructure	1. Conduct a regional audit of key infrastructure to identify priorities for investment that can be built into joint advocacy plans between industry and Council at a regional and Local Area level. For the Upper Yarra Valley, this will include internet access upgrades, roads, parking, waste management services, public toilet supply, street scape beautification, EV charging, electricity supply, signage and wayfinding. Set out in the consultation section above are numerous examples of issues raised by the community which in their view require additional investment and maintenance across broad areas of the Upper Yarra Valley including Warburton, California Redwoods etc.		✓		Local Councils, Land Managers	S	
	2. Utilising the audits of key nature based infrastructure, work with Parks Victoria and other providers of assets in the region (DEECA, Yarra Valley Water) to identify and detail maintenance and investment required Priority to be given to infrastructure that increases the economic contribution of our identified Product priorities.		✓		Land Managers, Local Councils, Industry	M	
	3. Contribute to the development of an Investment Prospectus highlighting for potential investors the needs and opportunity for the infrastructure together with the planning concierge support that will be provided by Nillumbik Shire Council (including potential site selection).				✓	Local Councils, Industry, Land Managers	M
	4. Ensure delivery of all necessary infrastructure including public amenities to support the new nature based experiences such as Warburton MTB Destination and Lilydale to Warburton Trail.			✓		Land Managers, Local Councils	S

Sustainability impacts

GSTC criteria applied



Section A: Sustainable management



Section B: Socio-economic sustainability



Section D: Environmentally sustainability

UNSDG impacted



Section B:

Regional Priorities and Initiatives

Strategic Priorities and Additional Regional Initiatives that require a whole of YVDR region approach are outlined below:

The catalyst for success: Developing a night-time and mid-week visitor economy

Opening up: Positioning the region as more than just a weekend day trip

The long-term aim is to raise the region's profile as an exciting and enjoyable destination to visit during the week and at night-time. Visitors will love exploring the region away from the weekend crowds, and businesses will embrace the opportunity to tailor their offerings. New attractions – including bespoke food and wine experiences, mid-week events and night-time sound and light shows – will delight visitors and be relished by locals. This new tourism dynamic will make the region more attractive to investors, open up more work opportunities for local people and improve liveability.

A key focus of this local area plan is to develop the visitor economy to attract more people to visit mid-week and stay overnight. This is to reduce impacts on the community whilst also generating local support for tourism.

Enhancing the night-time and mid-week visitor economy will assist in shifting visitation away from the busy weekends and encourage more people to stay overnight, thereby increasing the value of the visitor spend. It could reasonably be expected that this would lead to more investment in the region with increased visitor spend, more demand for overnight accommodation and increased visitation over the week. It will be a key catalyst to meet the objective of addressing the issue of very high – and rising – amounts of day trips and enhance the community's interest and support for tourism in the region.

Current status

YVDR has the highest ratio of day trips compared to overnight visitors in the state. The majority of day trips also occur on the weekend. A supply and demand cycle is perpetuating this issue.

For example, there are fewer visitors to the region at night because most visitor

attractions are focussed on day-time activities. Most night-time attractions are usually on a Friday or Saturday night with many attractions, wineries and restaurants closed on a Monday and Tuesday. This dictates that people visit these places later in the week and on weekends.

The same issue applies to venues that only open at lunchtime. Visitors mainly visit YVDR during the day because there are limited options in the evening.

What the region needs

For this model to change, significant mind shifts are needed from both visitors and the local tourism industry. Night-time focussed tourism activities will need to be created across the whole week and marketing of these mid-week and night-time attractions will be needed to support these opportunities.

The benefits of this are:

1. Visitation will be across the entire week, helping to reduce congestion on weekends.
2. People attending night-time activities are more likely to stay overnight – generating higher visitor spend and a higher return on investment for accommodation providers. This

will help support future business cases for additional investment in accommodation.

3. More night-time and mid-week activities will generate additional demand for restaurants providing more stable and extra employment for tourism and hospitality workers. This is also likely to encourage more workers to join the industry and help fill the current gaps detailed in the workforce plan. (This also requires a shift in the way the State Tourism Organisation, Visit Victoria markets regional Victoria, to target different demographics and promotes behaviour change to visit mid-week)
4. The liveability of the region will be improved for residents.

How this will be achieved

This local area plan and the YVDR DMP provide the detailed actions that are key to shift the visitor and tourism industry's mindset and provide meaningful attractions and experiences that spread visitor demand across the entire week and at night. The aim is to create an invigorated and vibrant visitor economy throughout the entire week.

Statutory Planning & Environment: Sustainable development for today and tomorrow

VISION

By recognising the importance of the Green Wedges to Melbourne in enhancing the liveability of the area and the visitor economy, a balance will be achieved between development growth and the sustainability of the region’s natural attributes. The development of tourism infrastructure will be carried out in a way that maintains the core attributes of the Green Wedge and ensures its long-term protection

Statutory Planning and Environment

Product Priority	Action Items	YRT ROLE			Stakeholders	Timing
		Deliver	Partner	Advocate		
Statutory Planning and Environment	1. Councils to jointly work together across the whole region to determine the best way of attracting the required investment in new accommodation for both visitors and industry workers. Eg, An investment prospectus that highlights locations with fewer encumbrances that can address the best outcomes for scale, suitability, expansion.			✓	Local Councils	S
	2. Continue the support of statutory planning concierge services for possible future tourism developments.			✓	Local Councils	S
	3. Review appropriateness of size caps on new rooms and seats for hotels and restaurants in the region.			✓	State Government, Local Councils	S
	4. Work with applicants to encourage a regenerative economic approach to their operations that supports viable tourism businesses to accommodate visitation growth.			✓	Local Councils	M
	5. Work with property owners and investors through each Council’s Planning and Business Concierge Service outlining planning pathway options, supporting where relevant property owners to develop master plans for larger developments.		✓		Local Councils	M
	6. Work with interested farms and/or wineries through the Planning and Business Concierge Service to support the planning permit application process for authentic host farm experiences where visitors can stay and experience the daily operations of the winery/farm.			✓	Local Councils	S

Sustainability impacts

GSTC criteria applied



Section A: Sustainable management



Section B: Socio-economic sustainability



Section C: Cultural sustainability



Section D: Environmentally sustainability

UNSDG impacted



Accommodation: For visitors to enjoy and workers to call home

VISION

Increasing accommodation options in the region will encourage longer stays and attract visitors who will contribute to the region’s economic growth and development. This includes identifying suitable sites for expanded visitor and worker accommodation options – small and large – and a potential accommodation investment prospectus. Coordinated advocacy to the State and local government authorities to streamline planning processes to overcome the challenge of limited accommodation options that have led to a preference for day trips over overnight stays.

Accommodation

Product Priority	Action Items	YRT ROLE			Stakeholders	Timing
		Deliver	Partner	Advocate		
Accommodation	1. Partner with Council to deliver a joint promotional campaign using Major Activity Centre profiles and providing information to land owners on the State Government’s planning process for priority application sectors and investment dollar thresholds.			✓	Joint advocacy	M
	2. Promote new tourism accommodation development in conjunction with the provision of worker accommodation (on-site or elsewhere in town).			✓	Local Council	M
	3. Develop investment prospectus for accommodation based on identified sites by Council for visitors and for workers in the visitor economy. Include at least one 300 room international branded hotel which will help with profile and marketing to international tourists.		✓		Local Councils	M
	4. Build partnerships with accommodation operators adjacent to the region and create bespoke tours and offers to encourage mid-week visitation or multi-stop itineraries.	✓			Industry	S

Sustainability impacts

GSTC criteria applied



Section A: Sustainable management



Section B: Socio-economic sustainability



Section D: Environmentally sustainability

UNSDG impacted



Transport & Accessibility: Easing congestion and better access for all

VISION

The development of a sustainable transport strategy and system will enhance the distribution of visitors and address the limited network of transport within the region. Visitors will be able to more easily access and explore the region, while residents and workers will have improved mobility and transportation options. By addressing these mobility issues, a more accessible and enjoyable experience will be created for all who visit and live in the region.

Transport & Accessibility

Product Priority	Action Items	YRT ROLE			Stakeholders	
		Deliver	Partner	Advocate		
Transport & Accessibility	1. Build on the findings of the Integrated Transport Strategy developed by YRC to incorporate the principles and service needs for the whole tourism region to inform future advocacy, business cases, pilot schemes and/or changes to service by State Government and private sector.			✓	Local Councils	S
	2. Investigate opportunities for destination pass to include mid-week and night-time discounted transport and parking options.			✓	Local Councils, Transport Providers	S
	3. Assess the viability of updated parking regulations to favour locals.			✓	Local Councils	S
	4. Encourage the use of existing and encourage the development of new cycle/walk routes between attractions on public and private land.		✓		Local Councils	S
	5. Provide and advocate for the installation of sufficient charging stations for expected growth of use of electric vehicles.			✓	Local Councils, Vic Roads	L
	6. Undertake campaign to encourage ride share and taxi services to the region.			✓	Local Councils	S

Sustainability impacts

GSTC criteria applied



Section A: Sustainable management



Section B: Socio-economic sustainability



Section D: Environmentally sustainability

UNSDG impacted



Governance & Leadership: Delivering efficiently

VISION

All organisation's involved in the visitor economy will effectively collaborate and streamline coordination, as well as outline clear roles and responsibilities to drive the best outcomes over the next 10 years. Sufficient funding for the peak tourism agency and a commitment to work together towards common goals will help achieve this. This cohesive and efficient approach to the development of the region's visitor economy will lead to increased economic growth and a better visitor experience.

Leadership and Advocacy

One of the key findings through the consultation stage with industry was a perceived lack of clarity of the purpose and functions of the numerous organisations that play a role in leading, shaping and advocating for the YVDR visitor economy. This led to confusion and perceived inefficiencies. Industry highlighted the need for more clarification of roles and objectives with potential consolidation.



Governance & Leadership

Product Priority	Action Items	YRT ROLE			Stakeholders	Timing
		Deliver	Partner	Advocate		
Governance & Leadership	1. Ensure clarity of roles and responsibilities for local government, local tourism associations, chambers of commerce and industry stakeholders in relation to delivery of the DMP actions.		✓		Industry, Local Councils, LTAs	S
	2. Facilitate industry and partner workshops and collaboration opportunities to assist in delivery of the DMP.	✓			Industry, Local Councils, LTAs	S
	3. Identify funding opportunities to support growth of tourism in the region.	✓			Local Councils, Industry	S
	4. Work with State government, particularly Visit Victoria and DJSIR to identify joint opportunities to deliver visitation opportunities for the region including multiculturalism, overseas students and VFR.		✓		Local Councils, Visit Victoria, DJSIR	S
	5. Facilitate the creation and implementation of a specific tourism business mentoring program that identifies best practice and common business issues for the industry.		✓		Local Councils, Industry	S
	6. Facilitate networking, collaboration and partnerships between businesses and government.	✓			Local Councils, DJSIR, Land Managers	S
	7. Monitor development pipeline and advocate for investment in gaps within DMP priority areas.		✓		Local Councils, Industry	M
	8. Consider seeking Eco Destination certification from Ecotourism Australia as it sets criteria for a sustainable region.			✓	Local Councils, Industry	M
	9. Encourage and support local products and experiences to seek Eco Product/ Accommodation accreditation through EcoTourism Australia or at least utilisation of the Strive for Sustainability toolkit.	✓			Industry	M

Sustainability impacts

GSTC criteria applied



Section A: Sustainable management



Section B: Socio-economic sustainability

UNSDG impacted



Advocacy: One voice, one message for sustainable tourism

VISION

The region's various communities will come together to advocate for government investment and policy development that will benefit both residents and visitors. By prioritising emerging issues and reaching agreement among stakeholders, the region will be well-equipped to meet the needs of all who call it home or come to visit.

Advocacy

Product Priority	Action Items	YRT ROLE			Stakeholders	Timing
		Deliver	Partner	Advocate		
Advocacy	1. Establish a regional advocacy advisory group of influential people to support YRT advocacy of priority investments in priority projects and policy reform.	✓			Local Councils	S
	2. YRT to coordinate and support advocacy for key projects identified in DMP.	✓			Local Councils, Industry	S
	3. With support of local government and industry, develop a regional advocacy plan to drive priority investment in the region.		✓		Local Councils, Industry	M
	4. YRT to advocate to the Victorian Government the unique risks and challenges in this region with expected loss of social license without specific policy and funding support to mitigate them.		✓		Local Councils, Industry	S
	5. YRT to work with LGA and industry to create opportunities for ministers and key political influencers to visit region and be briefed on key issues.	✓			Local Councils, Industry	S
	6. YRT to advocate to the government for changes to provisions that can enable a more competitive insurance market for tourism operators. Work with other industry associations on strategies to improve insurance market conditions through policy options, affordability and overall sustainability.			✓	State Government, Industry Associations, Local Councils, Industry Operators	S

Sustainability impacts

GSTC criteria applied



Section A: Sustainable management



Section B: Socio-economic sustainability

UNSDG impacted



Marketing & Distribution: Changing visitor travel behaviour

VISION

The vision is to provide seamless access to information and resources for visitors to the region, driving awareness and assisting with holiday planning, as well as encouraging the right target visitors to explore and discover all that the region has to offer. Support and training will be provided to businesses to help them better market their products and services to visitors, and increase awareness of our unique experiences among high-value international and interstate visitors. Collaboration on activities and initiatives will make the most of limited budgets and achieve the goal of creating a thriving, sustainable visitor economy in the region.



Marketing and Distribution

Product Priority	Action Items	YRT ROLE			Stakeholders	Timing
		Deliver	Partner	Advocate		
Marketing & Distribution	1. Advocate for investment in marketing for the region to solidify destination branding and key marketing campaigns to be delivered into Melbourne, interstate and possibly international markets. The Future of Tourism Demand produced by Tourism Australia should be utilised to help determine target inbound markets.			✓	Local Councils, Visit Victoria, Industry	S
	2. Audit key visitor sites to identify wayfinding and other marketing assets that can be used to aid dispersal across the region.	✓			Local Councils	M
	3. Enhance existing activities across industry to develop an ongoing series of regional familiarisation tours and press trips for travel writers, bloggers, and influencers to generate positive publicity and reviews and showcase new or improved product in the region.		✓		Wine Yarra Valley, LTAs, Industry	S
	4. Work with Economic Development departments at local Councils to enhance existing workshops for industry to improve marketing capabilities in the tourism industry with a focus on online tools.		✓		Local Councils	S
	5. Further promote YRT's mid-week visitation campaign and broaden the engagement with industry and Local Tourism Associations.	✓			Industry, Local Councils, LTAs	M
	6. Develop concierge familiarisation program across accommodation operators (including surrounding area and Melbourne based hotel operators) to ensure awareness of visitation opportunities in the region.	✓			Industry	S
	7. Implement collaboration through major events in the region to promote the possibilities of multi-stop and multi-night activities. This can include ticketing partnerships with attractions and local businesses, parking incentives, dynamic pricing to encourage mid-week and overnight visitation.	✓			Industry, Local Councils, LTAs	S
	8. Maintain a progressive position in considering new technologies for promoting visitation and virtual experiences.	✓			Industry	S
	9. Maintain a reliable and comprehensive website or platform that enables visitors to easily find information about accessibility, provenance, hours of opening and attraction options with mapping and booking capabilities. This will allow for cross promotion opportunities and building of multi day or multi stop itineraries.	✓			Industry	M
	10. YRT to explore the development of a mid-week Destination pass – providing discounts for visitors who stay in the region mid-week compared to visitors on weekends who pay premium prices.	✓			Industry, Local Councils, LTAs	S

Sustainable workforce: Growing the region’s capabilities for the future

VISION

The vision is to proactively address the challenges of workforce management in response to the changing global and local trends in tourism and workforce participation, including the impact of COVID-19. The region will embrace the unique challenges posed by its location and address the need for a stronger mid-week and night-time economy to cater to the disproportionate level of day trip and weekend visitation. Through collaboration and innovation, the region will create a resilient and adaptable workforce that supports the continued sustainable growth of the visitor economy.

Sustainable Workforce

Product Priority	Action Items	YRT ROLE			Stakeholders	Timing
		Deliver	Partner	Advocate		
Sustainable Workforce	1. YRT to support Councils to champion visitor economy employment of locals, to help protect social license and enrich the visitors experience of the destination.			✓	Local Councils, Industry	S
	2. YRT to work with Councils and property owners/investors to develop specific worker accommodation to support the visitor economy with consideration given to Housing Strategies.			✓	Local Councils	M
	3. Address existing and emerging issues regarding access, career transition, attraction, and retention of a local workforce.			✓	Local Councils	M
	4. Ensure Workforce infrastructure is considered in Council planning which includes transport, housing stock (seasonal and permanent) and digital connectivity.			✓	Local Councils	L
	5. Attract older workers to consider the visitor economy as a viable lifestyle employer.		✓		Local Councils, Industry	S
	6. Create skills opportunities and workshops for the tourism industry that provide training on cultural awareness and engages Traditional Owner groups.	✓			Local Councils, Industry, Traditional owners	M
	7. Create series of workshops with industry to share best practice activities in relation to workforce recruitment, retention and upskilling.	✓			Local Councils, Industry	S
	8. Develop a pilot program to pool businesses and share workers currently engaged on part time or limited hours due to the heavy focus on weekend visitation.	✓			Local Councils, Industry	M
	9. Investigate and resolve barriers to facilitate the establishment of a night-time economy for YVDR that encourages attraction and retention of younger workers.		✓		Local Councils, Industry	M
	10. Partner with local Councils to provide training for industry skills, from low-skill jobs, to medium-skill level, to specialist skill levels jobs targeting key workforce markets.		✓		Local Councils	S
	11. Continue to support and contribute to building a training and skills ecosystem that ensures all key skills needed for a thriving tourism industry are provided to employees who need it.		✓		Local Councils, Industry	S
	12. Promote free TAFE courses related to the tourism industry that have recently been opened up.	✓			Local Councils, Industry	S
	13. Adopt a leadership position for workforce best practice as well as being an advocate for workplace issues.	✓			Local Councils, Industry	S

Events: Showcasing the Naturally Impressive region

VISION

The vision is to create a new calendar of sustainable events that highlight the core product strengths of the region and encourage overnight visitation and more diverse experiences

Events

Product Priority	Action Items	YRT ROLE			Stakeholders	Timing
		Deliver	Partner	Advocate		
Events	1. Establish a Regional Events Committee for YRT that will work with industry and local government to align event activities and create showcase event products for the region that will drive mid-week and overnight visitation.		✓		Industry, Local Councils, LTAs	S
	2. Develop a regional events strategy that supports the DMP vision and key product drivers of nature, food & drink, First Nations, wellness and attractions. Potential areas of MTB, Food & Drink, Wellness, Arts, Culture and Heritage with a mid/multi week focus.	✓			Industry, Local Councils, LTAs	M
	3. Encourage business events organisers and larger accommodation providers to cross promote the activities and attractions of the region.	✓			Industry	S
	4. Work with Councils to coordinate funding opportunities for events that support the destination vision and positively impact the objectives of the DMP.	✓			Local Councils	M
	6. Create and attract events that showcase the core product strengths of the region and provide event activities that focus on overnight stays/or midweek visitation capable of attracting significant event funding support from the Victorian Government.		✓		Industry, Local Councils, LTAs	M

Sustainability impacts

GSTC criteria applied



Section A: Sustainable management



Section B: Socio-economic sustainability



Section C: Cultural sustainability



Section D: Environmentally sustainability

UNSDG impacted



Data & Insights: For an informed future

VISION

To establish a centralised resource for data and insights that will empower stakeholders to make informed decisions that drive positive outcomes for the region. This resource will bridge the gap in data and provide valuable insights to help the region thrive.

Data and Insights

Product Priority	Action Items	YRT ROLE			Stakeholders	Timing
		Deliver	Partner	Advocate		
Data & Insights	1. Work with Councils to share data and insights with industry using available sources such as Annual Surveys, SpendMap, TRA data and other tourism related information. YRT will need to contextualise the data to the tourism industry where appropriate.		✓		Local Councils	S
	2. Engage industry expert/s to review tourism data on a regular basis throughout the DMP and provide updated insights to the industry.		✓		Local Councils, Industry	S
	3. Closely monitor shifts in the mix of domestic day trip versus overnight visitors as a key performance measure for the DMP.		✓		Local Councils, Industry	S
	4. Closely monitor shifts in the mix of weekday versus weekend visitation as a key performance measure for the DMP, YRT and Councils.		✓		Local Councils, Industry	S

Sustainability impacts

GSTC criteria applied



Section A: Sustainable management



Section B: Socio-economic sustainability

UNSDG impacted



GLOSSARY & ACRONYMS

Activation Plans	An activation plan will look at ways to leverage infrastructure with clearly defined actions to maximise their benefit to the local region and meet the DMP's overall objectives. This may include initiatives to encourage visitation and realise business and community benefits. Areas that may be identified in an activation plan could include, accommodation supply in the local area, transport links, business opportunities, capability to deliver night time (including dusk and dawn) and mid-week activities, identification of key partners to work with and marketing and promotion activities.
DJSIR	Department of Jobs, Skills, Industry & Regions (State Government)
DEECA	Department of Energy, Environment and Climate Action (Federal Government)
DTP	Department of Transport & Planning (Federal Government)
DMP	Destination Management Plan
First Peoples	The groups of people whose ancestors lived in Australia before the arrival of Europeans. This term is used mainly to refer to the Indigenous peoples of the area.
GSTC	Global Sustainable Tourism Council
Industry	Assorted tourism industry bodies and individual businesses working in the visitor economy
International Visitor Nights	International visitor nights are the number of visitor nights by international visitors who are 15 years or older as estimated by Tourism Research Australia using the International Visitor Survey results.
Land Managers	Parks Victoria, Yarra Valley Water, Power Companies and Govt. Depts, Melbourne Water, Zoos Victoria
LAP	Local Area Plan
LGAs	Local Government Areas
LTAs	Local Tourism Associations
SDG	Sustainable Development Goals
Traditional Owner Groups	Refer to Wurundjeri Woi-wurrung Aboriginal Cultural Heritage Aboriginal Corporation, Bunurong Land Council Aboriginal Corporation and Taungurung Land and Waters Council
Social license for tourism	The local community's level of support and acceptance of tourism
TRA	Tourism Research Australia
UNSDG	United Nations Sustainable Development Goals
Visitor Economy Jobs	Visitor economy jobs are the jobs, not full time equivalent jobs, that are due to the direct or first round impact of visitor spending. This data is aggregated across all the industry sectors with the number of jobs attributed to the visitor economy reflecting the share of total sales due to visitor spending. This data is estimated by ABS for Australia and TRA for the States and tourism regions.
Visitor Spending	Visitor spending includes all overnight travel in the area and spending by visitors on domestic day trips who travel more than 25kms from their home and not for regular work or education purposes.
YVDR	Yarra Valley Dandenong Ranges
YRT	Yarra Ranges Tourism
Western Yarra Valley	The designated Local Area Plan geography that represents the Nillumbik LGA

Thanks to the DMP Project Steering Committee Members:

Leigh Harry
Chair Yarra Ranges Tourism Board

Michael Hands
Yarra Ranges Tourism Board

Simon O'Callaghan
CEO Yarra Ranges Tourism

Stacey Daniel
Yarra Ranges Tourism

Helen Ruddell
Yarra Ranges Council

Ben Harnwell
Yarra Ranges Tourism &
Manningham City Council

Christine Gibbins
Manningham City Council

Danielle Phyland
Nillumbik Shire Council

Kasey Lawrence
Nillumbik Shire Council

Tania Treasure
Nillumbik Shire Council

Chanmali Tregambe
Nillumbik Tourism Business

Kine Haugland/Helene Campbell
Dandenong Ranges Tourism

Sam Maddock
Warburton Valley Community
Economic Development Association

Sandra De Pury
Wine Yarra Valley



ODIN360

This Upper Yarra Valley Local Area Plan was developed by ODIN360 for the Yarra Valley and Dandenong Ranges on behalf of Yarra Ranges Tourism (YRT).

