

# YARRA VALLEY AND DANDENONG RANGES

## LOCAL AREA PLAN

DECEMBER 2023 VI.0

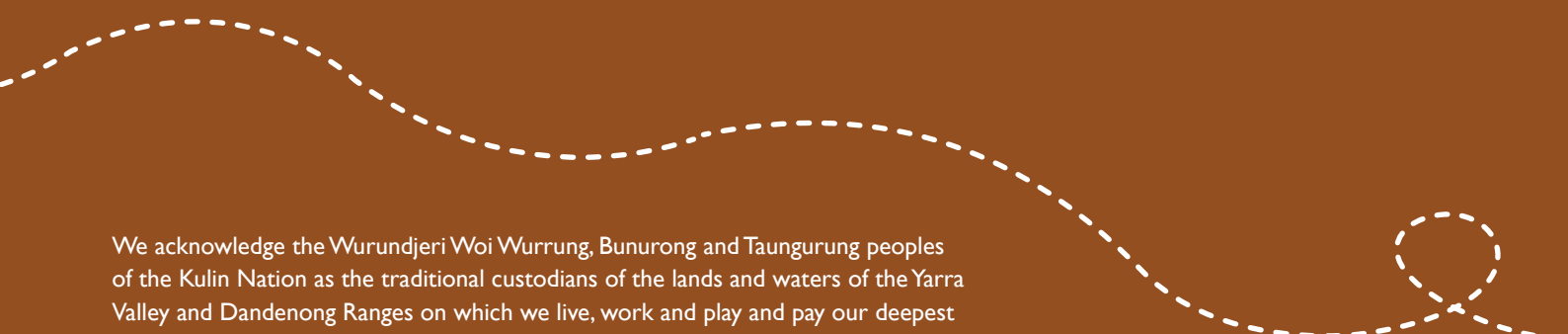
### WESTERN YARRA VALLEY



YARRA RANGES TOURISM

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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 Western Yarra Valley is a place that locals cherish and visitors love to explore. And for good reason.

The region's captivating natural attributes – winding trails, rolling hills, extensive bushland, iconic grassland views, sparkling reservoir and streams with abundant wildlife – offer beauty at every turn.

The local restaurant scene is getting critical acclaim, whether through multi hatted awards or more local fare, independent brewers and distillers offer world's best gin and unique experiences. Farm produce and small batch wineries around quaint towns provide the perfect outing.

Famous local attractions – Montsalvat, Edendale Community Environment Farm and the Diamond Valley Miniature Railway along with the many arts and craft makers dotted about the region – build happy memories for every generation.

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

This is especially true when it comes to day trip visitors, with visitation by this dominant form of visitation 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, to create new jobs and offer 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 for the Western Yarra Valley, is accompanied by a broader Destination Management Plan (DMP) for the Yarra Valley and Dandenong Ranges. (YVDR). 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 – Western Yarra Valley, Yarra Valley, Upper Yarra Valley and Dandenong Ranges. These local area plans 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 local area plans 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 YVDR

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 local area plan 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 Western 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 Traditional Owner’s 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 Western Yarra Valley will deliver a *Naturally Impressive* experience.



## Our aspiration for the Western 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 Western Yarra Valley will aspire to be described in this way in the future:**

Once considered a hidden gem by those lucky enough to be “in-the-know”, the Western Yarra Valley is now an essential destination for nature lovers and anyone seeking world-class art and culture.

Visitors come from Melbourne and beyond to be immersed in contemporary art and enjoy a buzzing food and drink scene while surrounded by tranquil rolling hills and inviting bushland.

Getting there is easy. Take a train to one of the main stations – Hurstbridge or Eltham – or jump on a local bus. North East Link certainly helps to speed up your journey if travelling by car. Once you're here, use a new hop on hop off bus service to get around the area without the hassle of parking.

Where to start? Take a visit to Nillumbik's iconic Montsalvat, Australia's oldest artists' colony. It

continues to evolve and showcase art, from the classics to the modern and thought-provoking. Be prepared to be delighted and inspired as the natural beauty of the Yarra River as it meanders through the bush.

When it comes to drink? We've got the latest options. From the award-winning Naught gin distillery to our wine makers who create contemporary wines from the local soils. Enjoy a glass at one of our distilleries for unbeatable ambience. Or take a cocktail masterclass so you can take a bit of the sensation home with you, the Western Yarra Valley has upped the ante on these experiences.

Meet some of our proud locals at the iconic St Andrews Community Market. A major attraction since the 1970s, the market is a Saturday stalwart that continues to offer just what you're looking for – produce fresh from local farms, plants and herbs, food delights, handcrafts or that unique special something that you won't find anywhere else.

For a fun family experience, take the kids to the delightful Diamond Valley Miniature Railway in Eltham. Travel through its winding tracks and tunnels

and enjoy the green views along the way. A fun day for the family and train buffs of all ages.

If you love the great outdoors and getting active, we've got you covered. Start with a trip to Sugarloaf Reservoir Park nestled in the Christmas Hills. Enjoy a picnic overlooking the water or tackle the 15km path around the reservoir. Like to fish? Cast a line from the shoreline and try to catch a rainbow trout, brown trout or redfin.

There's no shortage of hills to hike up and trails to meander on – be it by foot or bike. If you're heading out for a while, grab a hamper carefully prepared by our local food and drink producers. Find the perfect spot, take in the view – and a breath of fresh air.

Feel like you've not quite seen and experienced everything on offer? Relax and recharge by checking into one of our BnBs, cosy cottages or boutique hotels. Stroll down the street for dinner at an award winning multi-hatted restaurant and wake up the next morning to the sounds of the bush and green views, ready for your next adventure.



# 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 Western Yarra Valley 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><b>1. Sustainable Management</b></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><b>2. Socio-Economic Sustainability</b></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><b>3. Cultural Sustainability</b></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><b>4. Environmentally Sustainability</b></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 Sustainable Development Goals 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

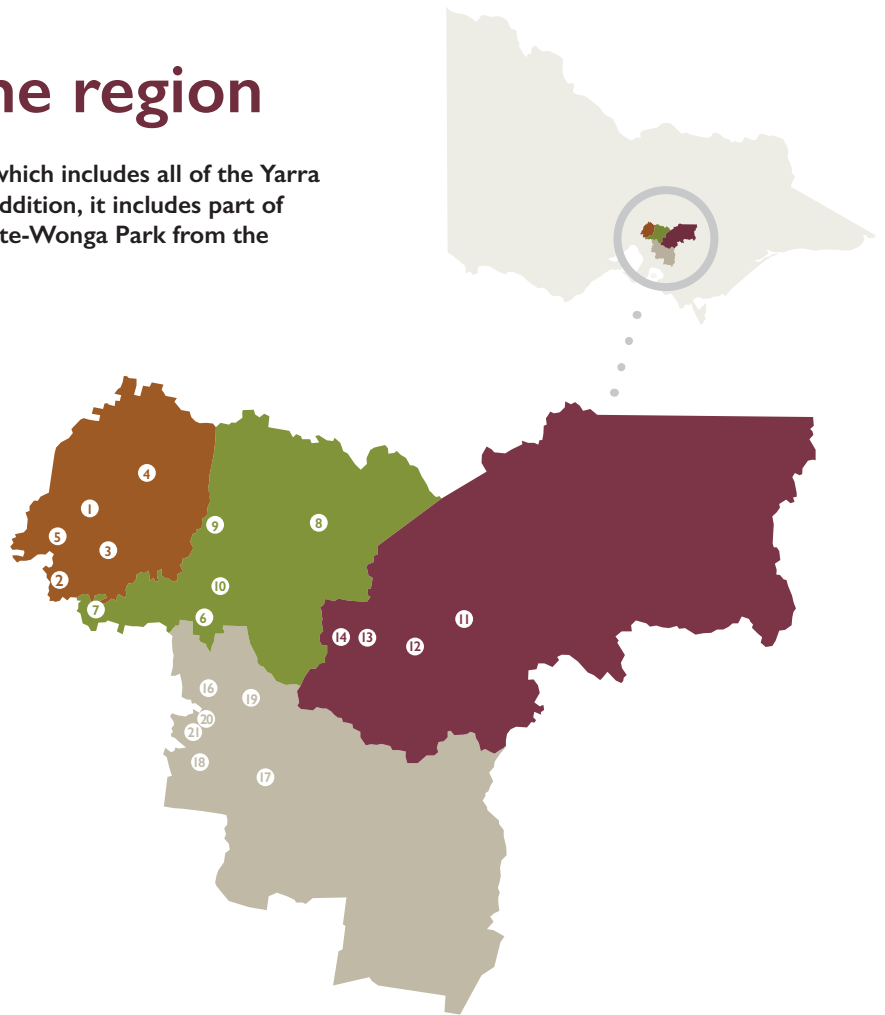
This LAP is part of the broader YVDR region which includes all of the Yarra Ranges and Nillumbik Shire Council areas. In addition, it includes part of the Cardinia Shire Council area plus Warrandyte-Wonga Park from the Manningham City Council area.

The four LAP areas are:

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

This Local Area Plan focuses on the Western 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



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.

## 6. Importance and Role of Tourism in Western Yarra Valley

Tourism and the related visitor economy is a relatively smaller part of the overall Western Yarra Valley local area economy compared to the other three regions.

The Western Yarra Valley area accounts for 18% of the total population of the YVDR region.

- 4.5% of all jobs in the Western Yarra Valley are created directly through

visitor spending in the Western Yarra Valley. This is the smallest share of visitor economy jobs across the 4 local areas. (eg compared to 30% in the Upper Yarra Valley).

- Across the YVDR, the Western Yarra Valley accounts for 8 % of all total visitor spending,
- Domestic day trips contribute 39% of total visitor spend whilst overnight

stays by Victorians account contribute 30%.

- Over 32,000 holiday domestic visitor nights are spent in the Western Yarra Valley. The Western Yarra Valley accounts for 7% of the total domestic holiday visitor nights across all four local areas

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

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

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 DANDENONG RANGES

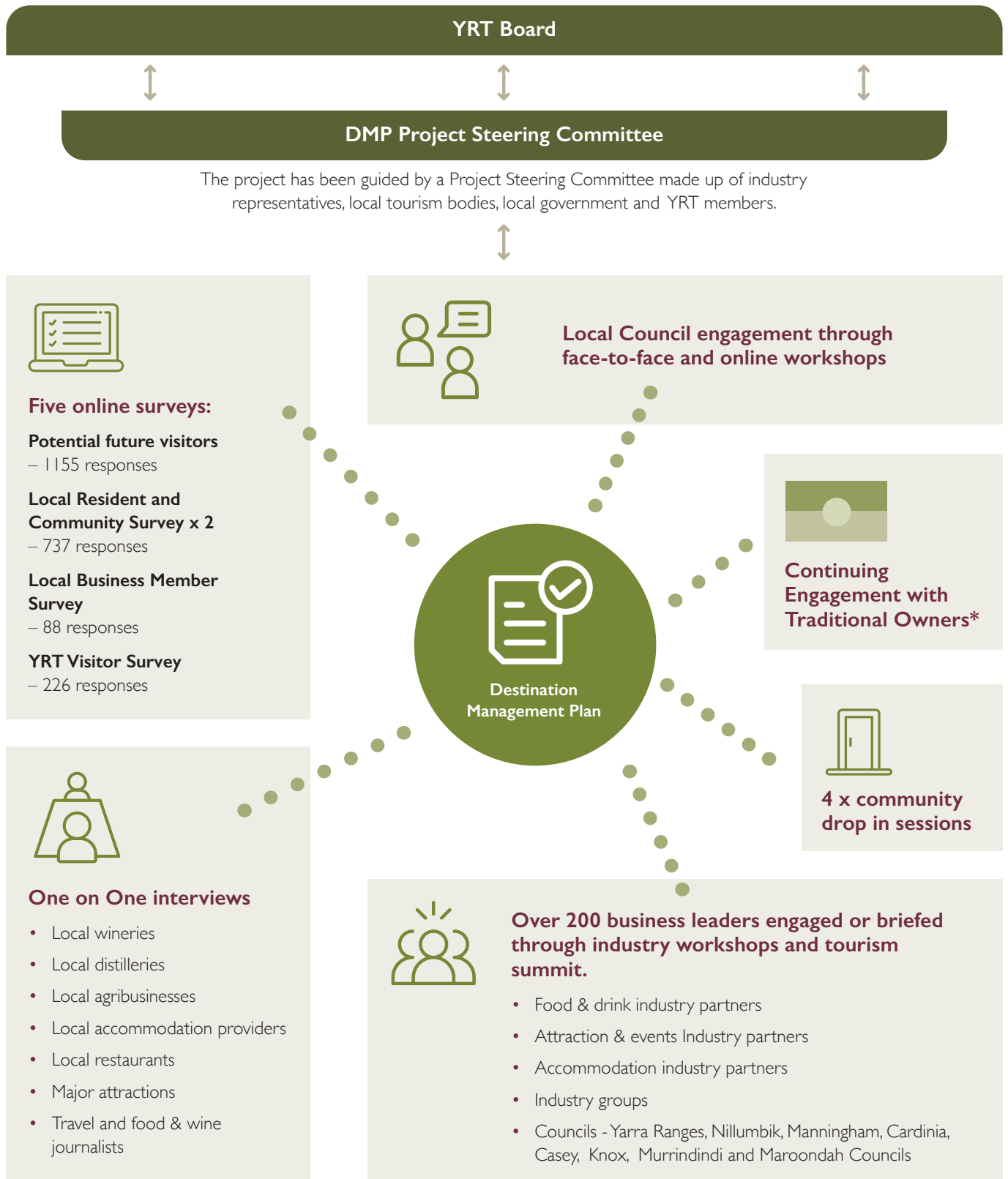
Item	Western Yarra Valley	Yarra Valley	Upper Yarra Valley	Dandenong Ranges	Balance
<b>Population</b> (source ABS 2021)	62,895 18%	63,457 18%	16,799 5%	160,161 46%	43,291 12%
<b>Visitor Economy jobs due to direct impact of visitor spending</b> (source ODIN360 visitor economy industry estimates pre covid 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%
<b>Share of Visitor spending per annum</b> (source ODIN360 estimate and TRA Data 2019)	8%	34%	16%	39%	2%
<b>Primary contributors to total spend in the region</b> (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%
<b>Holiday Domestic Visitor Nights</b> (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%	
<b>International Visitor Nights</b> (source TRA Data 2019)	129,340	147,839	52,216	637,529	47,128
<b>Holiday Domestic Day trips</b> (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 whole 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

Whilst those residents of the Western Yarra Valley that responded to the tourism related survey had a very strong and positive view on the importance and benefits of tourism, the overall response rate was much smaller than in the other three local areas. This is not surprising

given, as detailed above, that tourism is a smaller part of the overall Western Yarra Valley economy.

Overall, the respondents had a more positive view on tourism and its impact on the Western Yarra Valley than the overall YVDR region. They did strongly believe

that tourism helped create employment and put the region on the map.

The potential negative concerns regarding tourism was over tourism and impact of the environment were generally lower than across the wider region, but still resonated with over half of the respondents.

QUESTION	Western Yarra Valley area	YVDR region
Tourism creates jobs and local employment in the YVDR	82.7	74.2
Tourism helps put the YVDR region on the map and encourages more people to visit and explore our wonderful region	80.5	74.1
Tourism boosts the local economy and is great for local businesses in the YVDR	80.3	73.5
I am proud that visitors wish to visit and explore what the YVDR region has to offer	77.4	71.3
Tourism has a negative impact on the environment (ie, over-tourism, litter etc.)	55.5	64.7
Tourism creates overcrowding, congestion and detracts from the local's way of life	54.1	63.7
Tourism increases the vibrancy of the Yarra Valley and Dandenong Ranges region	71.7	62.2
Tourism leads to over-development and increased land use	52.8	60.2
Tourism helps to make the Yarra Valley and Dandenong Ranges region a better place to live, work and play for local residents	67.5	56.4
Tourism is important to my liveability	52.6	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".

22% of the Western Yarra Valley based responses gave this a rating of 9 or 10, which is lower than the overall average of 51%. This may suggest that liveability is as not as aligned to tourism as it is in the other three areas. This is not surprising given that tourism plays a much smaller part of the overall economy in the area and it is still emerging new and consolidating visitor experiences.



7. WHAT WE HEARD THROUGH CONSULTATION

Local issues

Focusing upon the Western Yarra Ranges region, key issues raised in direct feedback were similar to those in all other regions being:

- Maintenance and supply of public amenities/toilets

- Potential overcrowding and loss of key amenities in key towns like Eltham during weekends and holidays
- Traffic management and safety concerns
- Impact of tourism on the area, including overcrowding, strain on resources, and damage to natural attractions

- Need for better signage
- Need for eco-friendly tourism practices
- Workforce - Seventy-seven per cent of Nillumbik’s working residents are currently travelling outside the Shire for work.

A sample of the direct comments included:

“  
 With an aging population there needs to be toilets that are clean, well lit and open over a wide range of hours.  
 ”

“ Maintenance seems to take a long time. ”

“ Clear signage. ”

“ Protecting the environment from further unnecessary development. ”

“ Short term rentals impacting housing for workers. ”

“ Not enough parking in Eltham or Research. ”

“ Must prevent overdevelopment which risks losing both natural landscape and habitat as well as losing the unique character of our urban town centres and villages. ”

“ Potential over tourism in Eltham and Eltham North would greatly impact tourism leading to extreme traffic congestion and car parking. ”

“ Accessibility from Eltham to Yarra Valley is poor. ”

## 7. WHAT WE HEARD THROUGH CONSULTATION

In respect of ways to improve tourism in the region the following were proposed

- More walking trails
- Better and more public transport & busses
- More focus on art & heritage
- More promotion of local produce
- Improved maintenance of public amenities, wayfinding, signage and streetscapes
- More culture focused activities especially in respect of First Peoples culture

A sample of the direct comments included:

“  
More support and promotion of the arts in the Nillumbik shire with a focus on the history of the area in the arts space.  
”

“  
More development and signage of walking trails.  
”

“  
Encourage walking, cycling and public transport significantly more, both for residents and visitors.  
”

“  
More First Peoples experiences (for example, bush food cooking classes).  
”

“  
Encouraging tourism only in already utilised areas rather than developing into more bushland.  
”

“  
More frequent smaller busses.  
”

“  
Improve road signage.  
”

“  
More promotion of goods produced in the region.  
”

“  
Local wildlife environment care and education information sheets for all residents and visitors.  
”

Given the number of respondents, the individual comments are more specific than percentage shares of topics.

## Nillumbik Shire Council Economic Development Strategy 2020-2030

In 2020 Nillumbik Council released its 10-year Economic Development Strategy (EDS) for the council region which aligns with the Western Yarra Valley region.

It sets out the Council's vision for the future growth of the economy in Nillumbik which includes the visitor economy.

Whilst the DMP, this LAP and the EDS were developed separately through different processes and time frames, the overall conclusions and recommendations are in very close alignment.

The EDS lists a number of key objectives. Those that align closely with the overall objective of the DMP and LAP include:

### OBJECTIVE 1:

#### Improve economic development practices to assist local businesses

1. Continue to engage with local businesses to understand and respond to opportunities and facilitate job creation and investment attraction.
2. Provide businesses with tools and guidance to simplify the regulatory processes.
3. Continue to develop and deliver an annual business support and education program including seminars and workshops.
4. Facilitate the development of a business mentoring program for specialised assistance to existing and emerging businesses.
5. Advocate to strategic partners for infrastructure projects and opportunities that will facilitate local business and jobs growth.
6. Implement a buy local campaign.
7. Continue to facilitate networking events.
8. Continue support for the training and employment of local youth.

### OBJECTIVE 2:

#### Create vibrant activity centres and employment precincts in Eltham and Diamond Creek

1. Collaborate with trader associations and local businesses to develop and implement a plan to address escape expenditure
2. Facilitate and support the growth of a night-time economy
3. Identify existing and potential employment land to accommodate future businesses and employment growth
4. Support the supply and diversity of housing stock in strategic areas to respond to changing market needs
5. Strengthen Nillumbik as both a place to live and play for locals and visitors

### OBJECTIVE 3:

#### Facilitate economically and environmentally sustainable use of land within the Shire's green wedge

1. Encourage and facilitate diversification of agricultural activities including the adoption of new technologies, sustainable agricultural practices, while respecting conservation values

### OBJECTIVE 4:

#### Enhance the visitor economy showcasing natural, recreational and cultural strengths

1. Work with local businesses and YRT to increase awareness of Nillumbik as a visitor destination.
2. Develop an Equine in Nillumbik Statement highlighting history and opportunities for this sector.
3. Explore ways to enhance and increase awareness of recreational and sporting opportunities and experiences for locals and visitors.



4. Strengthen relationships with businesses and festivals to showcase the Shire's artisan food and beverage producers.
5. Develop and implement a plan to grow creative and cultural industries through programs and festivals which also act as a support for local artists.
6. Explore ecotourism, health and wellbeing tourism opportunities.

The DMP lists eight Strategic Priorities as well as a number of Additional Regional Initiatives. Those Priorities and Initiatives support the EDS objectives detailed above.

There are a significant number of actions in the DMP and this LAP that align very closely with those objectives, they are contained both in the DMP and as detailed in Section 10 of this document.



## 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 Western Yarra Valley some of the more relevant issues are



### STRENGTHS

- Close to Melbourne
- Natural beauty along Diamond Creek Trail and other trails in the region
- Much loved hero attractions like Monstalvat, Edendale Community Environment Farm, Diamond Valley Miniature Railway,
- Strong focus on local arts and culture



### WEAKNESSES

- Not as well known tourism destination compared with as other parts of YVDR with limited new attractions
- Industry product opening hours limited
- Lack of accommodation
- Complex statutory planning scheme
- Ageing infrastructure and lack of accessible amenities at key tourism locations and state parks



### OPPORTUNITIES

- Explore wellness opportunities in locations such as Christmas Hills, Wattle Glen and Yarrambat
- Promote food culture and produce provenance especially with Greasy Zoe's - one of states best restaurants and Naught Gin - award winning distillery both located in Western Yarra Valley. Leverage this profile with broader Yarra Valley promotion
- Leverage the areas renowned credentials in arts and culture - promote the "meet the maker/artist" concept through open studio or bespoke experiences
- North East Link coming and will open up the region to better access - wayfinding becomes more critical
- Sporting and recreational facilities and places including award winning play spaces.



### THREATS

- Workforce issues with lack of local staff and rental accommodation
- Tourism not being considered an important part of the region that requires investment
- Climate change with significant bushfire and storm risk and related insurance issues
- Congested road network at peak
- Tighter planning restrictions to further protect green wedge areas

## 9. Key objectives

As detailed in the DMP, the purpose of this LAP 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 Western Yarra Valley itself, is the fact that there is forecast to be a doubling of the current number of day visits across the region. Day visits are expected to exceed 9 million in 2032. It already has the highest share of day visitor 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 Western 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 be a benefit for 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 this the DMP and LAP are not about just bringing more tourists to the region, it is about creating a more sustainable model by shifting visitor behaviour eg: higher share of mid-week visits and overnight stays.

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

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



# 10. 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 Local Area Plans.

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 Western Yarra Valley. They are:

## Section A: Western 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 Western 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 Western Yarra Valley are shown below.





# Section A: Western Yarra Valley Priorities and Initiatives

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

## Developing and leveraging new attractions and experiences

As detailed in the YVDR DMP, a number of 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. In Western Yarra Valley the infrastructure around the Diamond Creek Trail, Plenty Gorge, Panton Hill Bushland Reserve System, Sugarloaf Reservoir and other natural attractions should be considered and leveraged. 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 of the DMP 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. Our 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. Our 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 - Active Recreation	1. Collate currently available information and if necessary undertake an audit of current facilities and amenities at nature related sites and trails in the Western Yarra Valley e.g. Plenty Gorge, Sugarloaf Reservoir, Panton Hill Bushland System and other relevant sites. Create clear promotional guides with all relevant mapping, experiences and amenities detailed.			✓	Land Managers, Local Council, State Government	<b>S</b>
	2. Identify opportunities specific to the Western Yarra Valley to include in regional familiarisation activities with journalists and bloggers related to new and revamped nature product opportunities such as Diamond Creek trail extensions, Panton Hill Bushland Reserves and Smiths Gully Mountain Bike area	✓			Industry	<b>S</b>
	3. Develop an activation plan for the Diamond Creek Trail which integrates accommodation, transportation, marketing of mid-week and evening activities and multiday itineraries to encourage overnight and multi day visitation, rather than day trips.		✓		Local Council, Industry	<b>S</b>
	4. Continue development of trails and amenities infrastructure across priority trails in the Western Yarra Valley including Maroondah Aqueduct, Diamond Creek Trail			✓	Local Council, Industry, Land managers, State Government	<b>M</b>
	5. Develop opportunities to showcase the equine strengths of the Western Yarra Valley and continue to develop suitable trails and associated infrastructure		✓		Local Council, Industry	<b>S</b>

## 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 Western Yarra Valley.			✓	Parks Vic, Local Council, DEECA, Melbourne Water	<b>S</b>
	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, YRT, Parks Vic, Melbourne Water	<b>M</b>
	3. Leverage opportunities for dispersal of visitors through cross promotions of other key nature based sightseeing and parklands through key attractions such as Edendale Community and Environment Farm, Sugarloaf Reservoir and Plenty Gorge by use of both information signage and digital wayfinding		✓		Local Council, Industry, State Government	<b>S</b>
	4. Develop product for guided walks, wildlife and bird watching with clear digital mapping and interpretation			✓	Local Council, Industry, Land Managers, State Government	<b>M</b>
	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 Western Yarra Valley eg Gawa Reserve, Bunjil Reserve (Panton Hill), Plenty Gorge and Moor-rul viewing platform		✓		Traditional Owners, Local Council, State Government	<b>M</b>
	6. Consider investing in mid-week night-time activities, including nature walks/ garden-based experiences at sunrise/sunset linked with accommodation offerings. Build and promote Nocturnal Nillumbik spotlight walks, twilight walks in Eltham and explore opportunities for others in Panton Hill or other key sites			✓	Local Council, Industry, YRT, Land Managers	<b>M</b>
	7. Consider applying for certification with Eco Tourism Australia of either entire Western 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	<b>M</b>

## 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 our region’s unique offerings. By showcasing the full breadth of our 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 cellar door experiences in the region - make cellar doors & tasting rooms more experiential.			✓	Wine Yarra Valley, Industry	<b>S</b>
	2. Continue to raise the profile of visitor experiences for food and drink across the region through annual marketing activities as priority.	✓			Local Councils, Industry Association and Groups	<b>M</b>
	3. Identify potential areas to pilot night-time economy activities with interested businesses linking bespoke drink experiences with accommodation in dedicated regions. Eltham, Diamond Creek and Hurstbridge likely opportunities.		✓		Local Council, Industry	<b>M</b>
	4. Contribute to the development of an annual Food and Drink festival across the entire YVDR region with a focus on bespoke experiences -potentially around key vintage/ harvests releases.		✓		Wine Yarra Valley, Visit Victoria, Local Council, Industry	<b>M</b>
	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	<b>S</b>
	6. Determine if the Western Yarra Valley is the right location to attract an international standard and marketed multi hatted restaurant and build upon the success of Greasy Zoes in Hurstbridge to develop a “foodie hub”		✓		Visit Victoria, Local Council, Industry	<b>M</b>
	7. Contribute to the development of a marketing strategy to showcase product and provenance of regional product	✓			Local Council, Industry	<b>S</b>
	8. Work with interested producers to develop an agritourism plan that explores new bespoke on farm/winery experiences where visitors can stay. Applications for new experiences can be assessed through Council’s Planning and Business Concierge service. Expand and align existing producer events, such as Open Cellars, to become regionally focused to promote dispersal.			✓	Local Council, Industry	<b>M</b>



## 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 Hurstbridge and Eltham as key 'must go to' experiences' and then use those markets to cross promote other farmgate, agritourism experiences on offer potentially including the Home Harvest program.			✓	Local Council, Industry	M
	10. Determine if the Western 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 Council, 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. Ensure that Traditional Owner Group values in respect of country and self determination are embedded across the visitor economy in the Dandenong Ranges			✓	Traditional Owners, Local Councils, Industry	<b>S</b>
	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, Local Councils, Industry	<b>M</b>
	3. Build closer relationships between Western Yarra Valley tourism industry and the Traditional Owner community			✓	Industry, Traditional Owners	<b>S</b>
	4. Continue to engage with Traditional Owner Groups opportunities for further culture awareness activities and interpretation at local attractions including Gawa Reserve, Bunjil Reserve (Panton Hill), Plenty Gorge and Moor-rul viewing platform		✓		Traditional Owners, Local Councils, Industry	<b>M</b>
	5. Ensure welcome to country ceremonies are conducted at key tourism industry functions and experiences throughout the Western Yarra Valley			✓	Traditional Owners, Industry	<b>S</b>
	6. Establish cultural awareness training and workshops for Western Yarra Valley tourism businesses	✓			Traditional Owners, Local Councils, Industry	<b>S</b>

## First Peoples

Product Priority	Action Items	YRT ROLE			Stakeholders	Timing
		Deliver	Partner	Advocate		
Traditional Owners - Experiences	1. Assist as appropriate, Traditional Owner Groups in the development of a range of Traditional Owner owned, led or endorsed visitor experiences in the Western Yarra Valley –including night-time, that complement existing and new product to support the principles of economic self-determination.			✓	Traditional Owners	<b>M</b>
	2. Increase employment of Traditional Owner groups in the visitor economy in Western Yarra Valley and identify training needs as appropriate		✓		Local Councils, Traditional Owners, Industry	<b>S</b>
	3. Undertake an audit of indigenous tourism product in Western 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	<b>S</b>

## Sustainability impacts

### GSTC criteria applied



Section A: Sustainable management



Section B: Socio-economic sustainability



Section C: Cultural sustainability



Section D: Environmentally sustainability

### UNSDG impacted



### Developing and leveraging new attractions and experiences

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 Western Yarra Valley to be included in regional promotions that represent the multi-dimensional wellness activities (Sleep, Eat, Spa, Move, Mindfulness and Grow)		✓		Industry	<b>S</b>
	2. As the Wellness product grows across the region there is a greater integration with packages and campaigns of existing hero products. This will include collaboration with any new iconic wellness experiences to enhance the regional profile in this growth sector		✓		Industry, Local Council	<b>M</b>
	3. 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	<b>M</b>
	4. Identify potential sites across the Western Yarra Valley that can contribute to an investment prospectus focused on wellness related opportunities supported with LGA planning guidance			✓	Local Council, Industry	<b>M</b>
	5. Engage with the Traditional Owners groups on seeking their leadership, expertise and advice into development of holistic wellness experiences underpinned by traditional indigenous wellness principles.			✓	Local Council, Industry, Traditional Owners	<b>S</b>

## 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 – Tours	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 Western Yarra Valley		✓		Industry	S
	2. Foster the ongoing development of new and existing night-time experiences that encourage people to visit mid-week or overnight to help the night-time economy grow in the Western Yarra Valley		✓		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, LTAs	S
	4. Facilitate partnerships with local accommodation providers to offer package deals that include tours and activities in the Western Yarra Valley	✓			Industry	S

Product Priority	Action Items	YRT ROLE			Stakeholders	Timing
		Deliver	Partner	Advocate		
Tours and Attractions – Attractions	1. Promote existing hero attractions in the Western Yarra Valley with a focus on development of night (also dawn and dusk) and mid-week product e.g. Montsalvat, Edendale Community Environment Farm	✓			Industry, Local Councils, LTAs	S
	2. Advocate with industry in the Western Yarra Valley for dynamic pricing models to shift peak demand and encourage mid-week or night-time visitation			✓	Industry, LTAs	M
	3. Work with Nillumbik Shire Council and Dept Transport & Planning to ensure bus and car parking is appropriate at key sites across the Western Yarra Valley		✓		Local Councils, LTAs, Dept Transport & Planning, Transport Service Providers	S
	4. Determine investment priorities for existing attractions in the Western Yarra Valley and include in regional advocacy plan			✓	Industry	M
	5. Collaborate with Western Yarra Valley attractions to develop night-time experiences		✓		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. Collaborate with Councils and industry to develop arts and culture events, galleries and exhibitions for potential itinerary connections across YVDR region e.g. Open Studios, Montsalvat, gallery 7six5, Heide Museum of Modern Art, TarraWarra			✓	Local Council, Industry	<b>S</b>
	2. Create opportunities to package arts and culture attractions with other visitor economy opportunities (eat, drink, stay, do...)		✓		Local Council, Industry	<b>S</b>
	3. Identify high profile locations at gateways into key towns (eg Eltham, Diamond Creek) to install art/night light installation to create awareness and promotion of the arts culture across the region (eg sculptures along Eastlink, d'Arenburg cube in Barossa)			✓	Local Council, State Government, Dept Transport & Planning	<b>M</b>
	4. Support councils advocacy for addition investment required for Montsalvat			✓	Local Council, Industry	<b>S</b>
	5. Explore opportunities for creative arts installations and activities			✓	Local Council, Industry	<b>M</b>
	6. Use privately and publicly owned assets or experiences (galleries, public art installations, gardens, parks...) as part of marketing collateral to promote the region		✓		Local Council, Industry	<b>M</b>
	7. Use Western Yarra Valley's strong 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	<b>M</b>
	8. Identify how heritage/ cultural or nature based experiences in the Western Yarra Valley can be integrated / cross promoted or marketed and shared at attractions and key sites across the region		✓		Local Council	<b>S</b>

## Sustainability impacts

### GSTC criteria applied



Section A: Sustainable management



Section B: Socio-economic sustainability

### UNSDG impacted



## Infrastructure: Investing for a sustainable future

### VISION

The region will overcome the various infrastructure challenges by developing a clear plan and advocating for significant investment as a collective voice. Close engagement with multiple local governments will help develop a compelling case for investment in areas, such as internet access, waste management, roads, and visitor servicing. Priority will be given to 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 Western 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		✓		Local Councils, Land Managers	M
	2. Identify priority investment areas based on audit to advocate to key partners for funding. Priority to be given to infrastructure that increases the economic contribution of our identified Product priorities		✓		Local Councils, Land Managers	M
	3. 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			✓	Land Managers, Local Councils	M
	4. 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, Land Managers	M

## 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

#### VISION

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 focused 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 focused 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. Consider reviewing the appropriateness of patron caps on new accommodations and seats for hotels/restaurants in the region to ensure viability			✓	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 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 (within appropriate urban development areas)			✓	Local Council	M
	3. Develop investment prospectus for accommodation based on identified appropriate sites by Council for visitors and for workers in the visitor economy		✓		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
	5. Identify the breadth of small BnB or Air BnB operators to form a working group and improve their connection to the tourism industry. Supporting improved quality of visitor experience and collective marketing opportunities	✓			Local Councils, Industry	M

## 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 Nillumbik’s Integrated Transport Strategy (under development) 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	<b>S</b>
	2. Investigate opportunities for destination pass to include mid-week and night-time discounted transport and parking options			✓	Local Councils, Transport Providers, State Government	<b>S</b>
	3. Encourage the use of existing and encourage the development of new cycle/walk routes between attractions on public and private land.		✓		Local Councils, Private Land Owners, State Government	<b>S</b>
	5. Provide and advocate for the installation of sufficient charging stations for expected growth of use of electric vehicles			✓	Local Councils, Vic Roads	<b>L</b>
	6. Undertake campaign to encourage ride share and taxi services to the region			✓	Local Councils	<b>S</b>

## 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	<b>S</b>
	2. Facilitate industry and partner workshops and collaboration opportunities to assist in delivery of the DMP.	✓			Industry, Local Councils, LTAs	<b>S</b>
	3. Identify funding opportunities to support sustainability of tourism and actions of the DMP	✓			Local Councils, Industry, State Government	<b>S</b>
	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	<b>S</b>
	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	<b>S</b>
	6. Facilitate networking, collaboration and partnerships between businesses and government	✓			Local Councils, DJSIR, Land Managers	<b>S</b>
	7. Monitor development pipeline and advocate for investment in gaps within DMP priority areas		✓		Local Councils, Industry	<b>M</b>
	8. Consider seeking Eco Destination certification from Ecotourism Australia as it sets criteria for a sustainable region			✓	Local Councils, Industry	<b>M</b>
	9. Encourage and support local products and experiences to seek Eco Product/ Accommodation accreditation through EcoTourism Australia, or utilisation of the Strive for Sustainability toolkit, or Quality Tourism Framework.	✓			Industry	<b>M</b>

## 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	<b>S</b>
	2. YRT to coordinate and support advocacy for key projects identified in DMP.	✓			Local Councils, Industry	<b>S</b>
	3. With support of local government and industry, develop a regional advocacy plan to drive priority investment in the region.		✓		Local Councils, Industry	<b>M</b>
	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	<b>S</b>
	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	<b>S</b>
	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	<b>S</b>

## 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	<b>S</b>
	2. Audit key visitor sites to identify wayfinding and other marketing assets that can be used to aid dispersal across the region.	✓			Local Councils	<b>M</b>
	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	<b>S</b>
	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	<b>S</b>
	5. Further promote YRT's mid-week visitation campaign and broaden the engagement with industry and Local Tourism Associations	✓			Industry, Local Councils, LTAs	<b>M</b>
	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	<b>S</b>
	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, park and ride incentives, dynamic pricing to encourage mid-week and overnight visitation.	✓			Industry, Local Councils, LTAs	<b>S</b>
	8. Maintain a progressive position in considering new technologies for promoting visitation and virtual experiences.	✓			Industry	<b>S</b>
	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	<b>M</b>
	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	<b>S</b>



## 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	<b>S</b>
	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	<b>M</b>
	3. Advocate to address existing and emerging issues regarding access, career transition, attraction, and retention of a local workforce			✓	Local Councils, Industry	<b>M</b>
	4. Ensure Workforce infrastructure is considered in Council planning which includes transport, housing stock (seasonal and permanent) and digital connectivity			✓	Local Councils, State Government	<b>L</b>
	5. Attract older workers to consider the visitor economy as a viable lifestyle employer		✓		Local Councils, Industry	<b>S</b>
	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	<b>M</b>
	7. Create series of workshops with industry to share best practice activities in relation to workforce recruitment, retention and upskilling	✓			Local Councils, Industry	<b>S</b>
	8. Investigate 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	<b>M</b>
	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	<b>M</b>
	10. Advocate for ongoing training support for industry skills, from low-skill jobs, to medium-skill level, to specialist skill levels jobs targeting key workforce markets		✓		Local Councils, State Government	<b>S</b>
	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	<b>S</b>
	12. Promote relevant free TAFE courses, higher education programs and/or other micro credentials related to the tourism industry	✓			Local Councils, Industry	<b>S</b>
	13. Adopt a leadership position for workforce best practice as well as being an advocate for workplace issues.	✓			Local Councils, Industry	<b>S</b>

## 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	<b>S</b>
	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	<b>M</b>
	3. Encourage business events organisers and larger accommodation providers to cross promote the activities and attractions of the region.	✓			Industry	<b>S</b>
	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	<b>M</b>
	5. 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	<b>M</b>

## 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	<b>S</b>
	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	<b>S</b>
	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	<b>S</b>
	4. Monitor (using SpendMap) shifts in the mix of weekday versus weekend visitation as a key performance measure for the DMP, YRT and Councils.		✓		Local Councils, Industry	<b>S</b>

## 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

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

