

YARRA VALLEY & THE DANDENONGS MARKETING

Committee Secretary
 Standing Committee on Infrastructure, Transport, Regional Development and Local Government
 PO Box 6021
 House of Representatives
 Parliament House
 CANBERRA ACT 2600

RE: Inquiry into a new Regional Development Funding Program

We write to contribute our view on the Regional Partnerships program and how this has contributed to a most successful international marketing program for our region, in partnership with the Mornington Peninsula and Phillip Island regions.

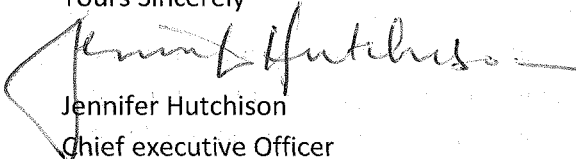
Our submission in 2006 included funding support for these three regions within two hours of the Melbourne CBD to produce a range of collateral for distribution to key international wholesale trade partners. This included the production of a CD Rom for the Yarra Valley and the Dandenongs, expansion of the photographic library, production of flip charts and distribution of the material. The highlight of this particular program was the production of Melbourne's South and East Touring Map. This map featured over 50 products from across the three regions and further funding support from the three regional tourism bodies allowed a 30,000 print run to be extended to 100,000. This project was delivered in 2006 and since then most of the tourism maps have been delivered to various travel partners nationally and internationally. The map has been so successful that an initiative is underway with further funding support to redevelop and reprint it.

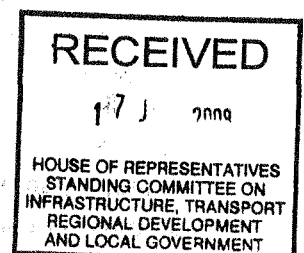
The application process was rigorous and ensured that every facet of the project was well planned and provided strategic direction and clear key performance indicators. Melbourne based staff from the Department of Transport and Regional Services worked alongside our office assisting with the application and ensuring that the criteria were met before the application was formally lodged.

The Regional Partnerships Program has allowed many of us to grow and develop that would not have been as easy without the support of the program.

We would be very disappointed to see any decrease or cuts to what has been a most beneficial program for the tourism and visitor services industry not just in our own region, but across this great nation.

Yours Sincerely


 Jennifer Hutchison
 Chief executive Officer



Integrated and Sustainable Marketing of Wine, Food, Produce, Conferencing and Tourism

PO Box 1251, Healesville, 3777, Victoria

p: 03 5962 7000 f: 03 5962 4997 e: info@yrrml.com.au w: yrrml.com.au

ACN: 120 061 109 ABN: 88 120 061 109