

## Attachment A

Save Resources, Energy  
+ Tourism

**Tourism Industry Support Package – Approved Proposals**

Marketing - \$6 million	Approved Amount	Remaining Funds
Initial phase of bushfire response - Open for Business Campaign	\$500,000	
Sunrise Television Promotion	\$240,000	
International Support - increasing business participation at the Australian Tourism Exchange and other international trade shows	\$120,000	
Second phase of bushfire response for Gippsland <i>- Includes 'Inspired by Gippsland' campaign, digital marketing, local marketing TV campaign, a winter tactical campaign and numerous PR/international marketing coordination.</i>	\$265,000	
Second phase of bushfire response for Yarra Valley	\$1,074,890	
<i>Includes:</i>		
<i>- Extend existing Yarra Valley brand campaign</i>	\$400,000	
<i>- Extend existing Dandenong Ranges brand campaign</i>	\$100,000	
<i>- Highlight Winter Wellness tactical campaign</i>	\$100,000	
<i>- Develop a cooperative marketing campaign as platform for industry to work together and leverage shared activity</i>	\$197,000	
<i>- Numerous smaller marketing projects</i>	\$277,890	
Victoria Holiday Offer - <i>In principle agreement only</i>	\$35,000	
<i>This initiative will provide a positive public relations opportunity for accommodation providers across Victoria's region, by providing free short breaks for Victorians who lost their homes in the recent bushfires.</i>		
<b>Total Approved to Date</b>	<b>\$2,234,890</b>	<b>\$3,765,110</b>

Events - \$1 million	Approved Amount	Remaining Funds
Gippsland and High Country Event Support	\$150,000	
Yarra Valley Event Support	\$207,500	
<b>Total Approved to Date</b>	<b>\$357,500</b>	<b>\$642,500</b>

Senate Economics Legislation Committee  
Budget Estimates 2009-10  
1-4 June 2009

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By: MS JANE HADDEN, HEAD OF DIVISION, TOURISM  
DIVISION, DEPARTMENT OF RESOURCES, ENERGY  
AND TOURISM

Time/Date: 2:10PM, 2 JUNE 2009

Infrastructure - \$3 million (In Principle Approval Only)	Approved Amount	Remaining Funds Available
<b>National Landscapes (Alps &amp; Gippsland) Regions \$1,020,000</b>		
Mt Hotham - Falls Creek 'Wild Walk' Stage 1 - Alpine National Park <i>- Improve existing walking track and establish quality support facilities including marketing and promotion at the Mansfield Visitor Information Centre as stage 1 of providing an icon walk from Mount Hotham to Falls Creek.</i>	<b>\$800,000</b>	
Howqua Valley Horse Riding - Alpine National Park <i>- Improve and promote multi-use tracks and interpretation as part of the Great Walhalla Alpine Trail, enhancing access and interpretation (includes assessment, on ground works and signage)</i>	<b>\$70,000</b>	
Great Walhalla Alpine Trail - visitor facilities for walking - Baw Baw National Park (Greater Alpine National Park) <i>- Improve existing walking tracks and interpretation as part of the Great Walhalla Alpine Trail, enhancing access and interpretation (includes assessment, on ground works and signage)</i>	<b>\$150,000</b>	
<b>Central Gippsland \$600,000</b>		
Tarra Bulga National Park Visitor Experience <i>- Improvements to visitor facilities in the Park, focussing on experiencing the forest and the historic swing bridge.</i>	<b>\$600,000</b>	
<b>Central Highlands &amp; Dandenongs \$1,280,000</b>		
O'Shannassy Aqueduct Trail - Yarra Ranges National Park <i>- Implementing key links in the O'Shannassy Aqueduct Trail by providing safe pedestrian crossings at Acheron Way and Don Road, and planning for completion of the link trail between Acheron Way and O'Shannassy Weir.</i>	<b>\$800,000</b>	
Grants Picnic Ground - Dandenong Ranges National Park <i>- Upgrades to toilets and visitor facilities at the Grants Picnic Ground, to a standard suitable for the visitation (currently 560,000 visitors per annum) and appeal of the site. It will complement the adjacent existing improvements at the kiosk.</i>	<b>\$480,000</b>	
<b>General \$100,000</b> PPP Planning and Support <i>- Planning and feasibility analysis to support and enable innovative PPP initiatives in the relevant areas e.g. Zip line.</i>	<b>\$100,000</b>	
<b>Total Approved to Date</b>	<b>\$3,000,000</b>	<b>\$0</b>