

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Resources, Energy and Tourism Portfolio

Budget Senate Estimates

1 June 2010

Question: BR26
Topic: Victorian Bushfires Tourism Industry Support Package
Proof Hansard Page: E53-E54

Senator McGauran asked:

Senator McGAURAN-The Victorian Bushfire Tourism Industry Support Package, for which \$10 million was allocated, was to finish in June 2011. Can I have a report card on the expenditure of that money: how much has been distributed, who is receiving it and what it has been spent on-and who is on the task force, too?

Ms Madden-Yes. I am happy to answer all those questions and, if you wish, provide some detailed background to you. It is a \$10 million package, as you are aware, comprising \$5 million from the State of Victoria and \$5 million from Australian government. The key purpose, of course, was to get tourists back to the region economically affected by the bushfires. It covers both of Victoria's high country, Gippsland, Yarra Valley and the Dandenong Ranges.

In brief, the package provides \$6 million towards a cooperative marketing and brand-rebuilding campaign; \$1 million to bring forward postponed events and marketing of some of the existing events in the region; and \$3 million is actually helping to enhance and redevelop some of the tourism infrastructure, including visitor facilities. Work is progressing very well against the task force. I am happy to note that as at 31 March \$4.4 million of the marketing and events funding had been already spent; \$800,000 of the infrastructure spending had been spent; and we are on track to complete the entire project by June of next year-June 2011.

Senator McGAURAN-Does that mean you are going through the councils?

Ms Madden-Yes, the councils are involved. The task force is formally made up of Tourism Victoria, as a co-chair with a representative from my department-the Department of Resources, Energy and Tourism-we have Tourism Australia on board, Parks Australia, Parks Victoria and an industry representative who at this point is the Falls Creek resort management. But that task force, which is planning and over citing the package, is liaising very closely with councils, other industry members in going forward with regard to the disbursement of funds.

Senator McGAURAN-You would have more detail of the actual expenditure on events. I would be happy to receive that.

Ms Madden-Yes, I can give you that.

Answer:

- a) As at 30 June 2010, overall expenditure on marketing, events and infrastructure projects under the Victorian Bushfire Tourism Industry Support Package totalled \$6.3 million.
- b) The following areas are receiving funding:
- Australian Alps
 - Daylesford and Macedon Ranges
 - Gippsland
 - Goldfields
 - Grampians
 - Yarra Ranges
- c) **Attachment A** provides details on the initiatives under the Victorian Bushfire Tourism Industry Support Package which have been delivered to date (as at 30 June 2010).
- d) The Tourism Industry Support Package, Victorian Bushfire Taskforce is comprised of the following representatives: Department of Resources, Energy and Tourism (co-chair and secretariat), Tourism Victoria (co-chair), Parks Australia, Parks Victoria, Tourism Australia and North East Victoria Tourism Inc representative (Industry Member).
- e) As at 30 June 2010, total actual expenditure on events under the Victorian Bushfires Tourism Industry Support Package totalled \$905,900.

Attachment A

Australian Camps Association
Major projects delivered to date
<ul style="list-style-type: none">• Development of a media engagement strategy• Development of media kits and collateral for industry bodies and operators• Media training for industry bodies and operators
Daylesford & Macedon Ranges Tourism Incorporated
Major projects delivered to date
<ul style="list-style-type: none">• Major advertising program ran in Melbourne and Sydney newspapers• Advertising was undertaken with fire effected regions in the Herald Sun over a 12 week period• Promotion of the Macedon Ranges Budburst Festival• Promotion of the Daylesford ChillOut Festival
Destination Gippsland Limited
Major projects delivered to date
<ul style="list-style-type: none">• <i>Inspired by Gippsland</i> brand campaign shown in the key markets of Melbourne and Canberra• Developed and implemented a marketing campaign for Wilson's Promontory to promote the tourism experiences in South Gippsland• Developed and showcased television advertisements in Gippsland and southern New South Wales, featuring each fire effected sub-region• Developed and implemented a campaign to highlight winter experiences available in the region, with an emphasis on the snowfields of Mount Baw Baw• Increased participation in international marketing to assist in maintaining strong brand position in active international markets. This has included presence at trade shows in collaboration with Tourism Victoria
Goldfields Tourism Incorporated
Major projects delivered to date
<ul style="list-style-type: none">• Profiled Goldfields events in the Herald Sun for a 12 week period• Developed and implemented a winter marketing campaign targeting couples based in Adelaide, Canberra and southern New South Wales
Grampians Tourism Board
Major projects delivered to date
<ul style="list-style-type: none">• Marketing support provided to showcase key events and drive visitation and yield to the region• Profiled regional events in the Herald Sun for a 12 week period• Supported the Grampians spring marketing campaign by conducting a photography shoot and media familiarisations to showcase the region

North East Victoria Tourism Incorporated

Major projects delivered to date

- Implemented a major marketing campaign during January and March 2010. The campaign supported Tourism Victoria's Villages of Victoria and interstate food and wine campaign activity
- Promoted the *Alpine Ascent Challenge*, a mountain biking challenge across seven Victorian mountains
- Attended international trade shows including the Australian Tourism Exchange 2010 and Corroborree Melbourne
- Provided subsidies for regional tourism operators to attend the Australian Tourism Exchange 2009
- Contracted a public relations agent to promote the region to key media
- Facilitated business development workshops for operators
- Implemented the existing High Country brand campaign in Canberra
- Developed and implemented direct response campaigns in spring 2009 and summer 2010

Parks Australia – Australian Alps

Major projects delivered to date

- Developed an animated 3D video of the Australian Alps National Landscape to portray the experience of the Australian Alps

Parks Victoria

Major projects delivered to date

- A feasibility study on Stage One of the Mt Hotham to Falls Creek 'Wild Walk' (Alpine National Park) has been completed. The study focused on potential routes and campsite options
- Improvements to horse yards at Frys Flat, Tunnel Bend and Pikes Flat have been completed
- Planning is well advanced for upgrades of the Tarra Bulga National Park, with a focus on upgrading the day visitor experience the park offers

Yarra Ranges Regional Marketing Limited

Major projects delivered to date

- Provided subsidies for regional operators to attend the Australian Tourism Exchange 2009
- Implemented television and cinema advertising in Melbourne, Brisbane and Sydney
- Conducted online advertising on key websites such as Fairfax, targeting consumers in Melbourne and Sydney
- Extended the existing Dandenongs Ranges brand campaign
- Ran a Winter Wellness campaign that featured accommodation and spa and food offers to encourage visitation over the winter months
- International marketing including attendance at the National Association of Travel Agents Singapore (NATAS) and advertising in international publications.
- Marketing support for key regional events

Yarra Ranges Regional Marketing Limited (for provision of Murrindindi bushfire recovery activity)

Major projects delivered to date

- Marketing funding for the Murrindindi/Mitchell bushfire response and recovery group
- Event support and marketing for key events in the Murrindindi region, including the 2010 Longest lunch in Marysville and the inaugural Marysville Marathon

