

Destination **GIPPSLAND**



Towards 2030
**Gippsland Destination
Management Plan**
SUMMARY

A Blueprint for Growth



Acknowledgement

We would like to acknowledge the Traditional Owners of the land that the geographic scope of this Plan covers, the Gunaikurnai and Bunurong, elders past and present.

Photo Credits

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Foreword

The Gippsland Regional Partnership is one of nine Regional Partnerships across the state. Established by the Victorian Government in 2016, Regional Partnerships recognise that local communities are in the best position to understand the challenges and opportunities faced by regions.

Over the past three years, including at three Regional Assemblies, the Partnership has engaged with hundreds of local people across every Gippsland municipality.

The visitor economy, or tourism, has been a common priority identified by the community at these Regional Assemblies, and through our ongoing consultation processes.

Advocating for the development of a Destination Management Plan was one of the Partnership's first priority projects. We were delighted to secure funds from the Victorian Government to see this important tourism document come to fruition.

Tourism is an important industry for Gippsland. It generates an estimated \$1 billion for our local economy. The region attracted a record seven million visitors in the year ending March 2019.

This Plan will be the first step in identifying opportunities to strengthen our tourism offerings, lift visitor numbers and improve the resilience and adaptive capacity of Gippsland.

Accompanying the Plan is the larger Regional Tourism Review. The Victorian Government is currently undertaking the Review to identify opportunities to enhance the value of tourism in regional Victoria. Combined, these projects will ensure sustainable growth of the visitor economy and build on the wonderful region that is Gippsland.

Congratulations to Destination Gippsland and TRC Tourism who have developed an aspirational plan to strengthen the region. We can't wait to see more visitors discover there are all kinds of wonder to be found in Gippsland.

Maree McPherson
Chair, Gippsland Regional Partnership





Introduction

Preamble

Gippsland is a region of abundant world class assets, from our significant natural attractions to gourmet paddock to plate experiences, there is so much to explore and enjoy.

In the year ending March 2019 we welcomed a record 7.06 million visitors to Gippsland, supporting more than ten-thousand local jobs and delivering an economic contribution of \$1 billion to the region. This is an outstanding figure and yet we know Gippsland can achieve more.

At a time when the traditional industries that have supported Gippsland are in decline, the visitor economy offers an exciting new chapter in Gippsland's story with the potential for significant job growth, prosperity and pride for every local community.

'Towards 2030' - the Gippsland Destination Management Plan has been developed to provide a clear vision for achieving long-term, sustainable growth of Gippsland's visitor economy.

It is not a document designed to capture every tourism project or idea currently on the horizon, nor is it a consumer brochure to list every tourism offering.

It is a big-picture strategic framework based on detailed national and international consumer and visitor research and extensive stakeholder consultation, to identify the hero and supporting experiences that can drive the most significant growth in spend, yield and visitation right across Gippsland.

It is designed to inform and inspire all levels of government, stakeholders and the tourism industry about how Gippsland can compete in a dynamic and fast-growing tourism environment – in Victoria, Australia and globally. It is a blue-print for how we ensure Gippsland is on the tourism map, maximizing our region's potential.

Each of us has a vital role to play.

Visitors do not see local, state or federal government boundaries, they see and experience stunning beaches and waterways, pristine parks and wilderness, boutique villages, abundant cycling trails and the very best of food and wine.

Through strengthened partnerships at every level, we offer the best opportunity to maximize visitation and dispersal to every corner of Gippsland, and ensure that tourism is a major economic driver of the region's future.

By working together with a strategic, collaborative, whole of Gippsland approach, we can achieve long-lasting benefits to each and every local Gippsland community.

Sue Smethurst
Chair, Destination Gippsland

Tourism is an economic driver, generating jobs and contributing lifestyle benefits to communities across Gippsland. In the year ending March 2019, the Greater Gippsland region (mainland Gippsland) received approximately 7.06 million¹ visitors who spent an estimated \$1 billion². This level of expenditure supports 13,271 direct and indirect jobs, which represents 11.6% of the regional economy.³

Gippsland's destination appeal is underpinned by its outstanding natural attractions, engaging towns and villages scattered throughout the region, Aboriginal and colonial heritage and its emerging creative industries.

This Destination Management Plan (DMP) identifies the unique offerings that lie within the region that can be leveraged to support tourism and facilitate economic growth and employment to 2030.

Its strategic priorities are:

- Collaborative and effective leadership and governance across industry and community
- Strengthen Gippsland's appeal as a destination through brand awareness and co-ordinated marketing
- Develop Gippsland's experiences that encourage new and existing markets to visit, stay and spend
- Invest in diverse and exciting regional events
- Invest in place-making to support the visitor economy
- Revitalise visitor servicing across the region
- Create industry partnerships to foster and grow the Gippsland visitor economy.

Visitor projections indicate that Gippsland could receive 8.5 million visitors by 2030 from the current base of 7.06 million visitors. This equates to an additional 150,000 visitors each year until 2030. Visitor nights are projected to grow to 10.5 million by 2030 from the current base of 7.8 million. This means that Gippsland will need to attract an additional 270,000 visitor nights each year to achieve its growth potential by 2030. If this growth potential is realised, total visitor spending will increase from \$1 billion to \$1.5 billion.

For a \$1.5 billion in visitor spending target, the total number of tourism related jobs could increase from the current estimated base of 13,271 jobs to 16,257 (13,007 direct jobs and 3,250 indirect/induced jobs) in Greater Gippsland. This would represent over 12% of jobs in the region. In addition, every direct job from visitor spending generates a further 0.26 jobs in other industries in the region.

As expectations and demand for high quality visitor experiences increase, and competition from existing and new destinations continues to grow, Gippsland requires a new strategic and coordinated approach to realise this forecast growth. The challenge is to maximise the region's proximity to Melbourne, create high value experiences that encourage new visitors to travel to the region, extend their length of stay, build shoulder season opportunities and explore what the region has to offer throughout the year. Attracting higher yielding aspirational markets, as well as maintaining existing markets, will be critical if Gippsland is going to increase its market share of tourism in Victoria. To do this, unifying the Gippsland industry and community behind a single vision is critical.

¹ Travel to the Greater Gippsland region and its Sub-Regions - International Visitors Survey and National Visitors Survey, YE Mar 19, TRA

² International Visitors Survey and National Visitors Survey, YE Mar 19, TRA

³ Tourism's Economic Contribution to Great Gippsland in 2016-17

Vision

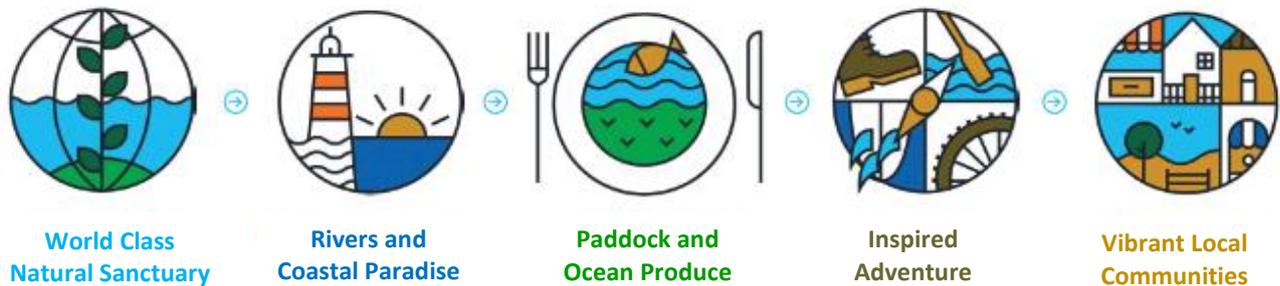
Gippsland’s natural beauty, outstanding experiences and life changing moments inspire the world to visit

To achieve this vision Gippsland needs to be:



Focused and coordinated implementation of the **new brand and experience themes** for Gippsland is essential to build awareness and preference for Gippsland, that lead to bookings, more visitors and increased spend in the region.

Encouraging **new markets** to visit, stay and explore the region will need to be driven by the creation of new and exceptional experiences within each of the five established experience themes:



Without exceptional or **hero experiences**, Gippsland as a destination will struggle to attract new visitors and will experience low growth. The hero experiences outlined in the DMP are quintessentially Gippsland, they provide a strong competitive advantage over other destinations. The economic benefit of creating these hero experiences is significant with the potential to generate an estimated 235,500 additional visitor nights and increase visitor expenditure by \$49.2 million each year⁴. Together, these hero experiences will facilitate increased visitation to the region and help achieve the accelerated tourism growth target of 10.5 million visitor nights by 2030.

Gippsland is known as a desirable visitor destination which has the potential to drive attendance for major events. Participants choosing event options from a crowded national calendar could be drawn to the region’s attractions and climate – not just for their chosen event activity, but for the short break to explore the region’s attractions during their stay. The development of a **regional events strategy** with a focus on attracting and investing in events that develop, promote and encourage visitation that will generate financial and social benefits to the Gippsland region.

⁴ TRC Tourism estimates based on economic modelling for each hero experience

Destination hubs are a key element to the makeup of Gippsland’s character as a destination. There is an opportunity to develop the visitor experience in these hubs, focussed on their ‘story’ in Gippsland along with experiences and supporting infrastructure to better connect the visitor economy to these communities. The level of investment in facilities and services that support visitors during their stay such as accommodation, roads, signage, walking tracks, lookouts, night-time activities all impact on the visitor’s perception of a destination and their willingness to stay longer and spend. A coordinated planning and **investment framework for infrastructure** that supports the visitor economy across Gippsland will provide a sustainable framework for growth and greater certainty to industry and investors about what is possible and appropriate in terms of future development.

Information is the currency of visitor servicing and must be accessible during all stages of the journey. High quality **visitor engagement** plays a critical role in enhancing the overall visitor experience and inspiring visitors to explore the tourism product that is distinctively Gippsland. The traditional visitor engagement services such as those offered by visitor information centres across Gippsland will need to adapt to the needs and wants of new visitor markets and transform their role. Introducing strategically located Experience Centres that offer high quality information, booking functionality, innovative technology and a retail outlet offering tourism product and local produce provide an opportunity to embrace change and attract new markets through a new model of engagement.

This DMP relies on the **partnerships** and alignment between industry, Government and community for investment, grants, support and sponsorship opportunities to provide enough resources to deliver on the identified priorities. In order to facilitate these opportunities Gippsland must have a fully functional Regional Tourism Board that unifies the region behind the implementation of this DMP. It will be the representative voice for the region on **tourism leadership** and issues and have strong industry partnerships.

Growth targets

The following performance measures and targets are well within reach of Gippsland tourism industry and should be used to measure tourism growth in the region to 2030.

Goal	Measure	2030 Target
Increased destination awareness	Growth in target market and intention to visit	Growth in target markets achieved
Increased visitor numbers	Growth in visitation	7 million to 8.5 million visitors
Increased overnight visitation	Number of visitor nights	7.8 million to 10.5 million nights
Increased visitor expenditure	Value of regional expenditure	\$1 billion to \$1.5billion
Increased length of stay for domestic visitors	Average number of nights	2.6 to 4 nights
Increased dispersal (throughout Gippsland & across all months)	Visitor nights throughout the region	10.5 million nights
Increased number of tourism jobs	Number of jobs created by tourism spend	13,271 to 16,257 tourism jobs

This DMP will enable Destination Gippsland and its partners to:

- Determine a balance between ‘quick wins’ and longer-term or major projects
- Demonstrate **success** along the way (with short and longer-term priority progress), resulting in greater support and implementation buy-in from industry and the community
- Develop **signature or hero experiences**, which will become the lead products for Gippsland as well as **supporting experiences** and services required to ensure visitor satisfaction
- Leverage and align with Victorian Government strategic priorities and commitments as well as **Councils’ strategies and plans**
- Develop a framework for **sustainable growth of the visitor economy**, leveraging the attributes, businesses and activities quintessential to Gippsland
- Foster a strong focus on **vibrant communities**, recognising the benefits of tourism as part of regional economic growth
- Identify potential **new opportunities** that can assist in growth and yield, have the potential to attract investment and/or revitalise existing assets
- Build a future for **successful growth**, investment and strong partnerships Gippsland’s visitor economy relies on a range of sectors, stakeholder groups and partners working collaboratively to deliver their part of the tourism picture and to provide the optimal experience for visitors.

This will result in the collective benefits of increased visitor spend, increased profile, increased investment in tourism infrastructure, and direct and indirect economic benefits for Gippsland.



Strategic Priorities

In aiming to increase visitation, average length of stay, yield, customer satisfaction, and repeat/referral visitation for Gippsland throughout the year, the priorities are:

1. Collaborative and effective leadership and governance across industry and community
2. Strengthen Gippsland's appeal as a destination through brand awareness and co-ordinated marketing
3. Develop Gippsland's experiences that encourage new and existing markets to visit, stay and spend
4. Invest in diverse and exciting regional events
5. Invest in place-making to support the visitor economy
6. Revitalise visitor servicing across the region
7. Create industry partnerships to foster and grow the Gippsland visitor economy.

STRATEGIC PRIORITY 1

Collaborative and effective leadership and governance across industry and community

Gippsland must have a Regional Tourism Board that is a collaborative and effective leader that is aligned to the State Government's structure for Victorian Regional Tourism Boards and meets the needs of its regional stakeholders.

Review and then implement a revised structure and governance of tourism in Gippsland through GLGN, drawing on the State Government's regional tourism review (late 2019)

- Undertake an analysis of the Victorian government's regional tourism review when released in late 2019
- Undertake a review of the structure of tourism in Gippsland led by GLGN that includes LGAs and industry
- Implement the review and ensure that the partners and industry acknowledge their accountabilities and roles within the new framework
- Once the governance review is completed, develop funding models to implement the review.

STRATEGIC PRIORITY 2

Strengthen Gippsland's appeal as a destination through brand awareness and co-ordinated marketing across the region

Driving growth in Gippsland requires a clear and consistent brand and marketing strategy that infuses the character of Gippsland, its people, products, experiences and visitor services.

Adopt a singular focused approach to deliver on the Gippsland brand with the local areas providing relevant content to underpin and deliver on the destination brand

- Work with Gippsland Local Govt Network (GLGN) and Visit Victoria to agree on appropriate funding and input model to support Destination Gippsland as the primary brand manager and marketing focus for the destination
- Implement the approach to marketing for the destination at different points in the customer journey

Encourage industry commitment to the new Gippsland brand

- Implement an industry development program to support the use of the brand with content to encourage industry use

Support industry to embrace the positioning and brand through experience development training and mentoring

- Drive increased visitation in the low and shoulder seasons by implementing a training and mentoring program creating collaboration amongst operators to develop new experiences and products

Develop commissionable product

- Work to achieve more commissionable product that will be attractive to wholesalers packaging and selling experiences in the region

Measure and evaluate the effectiveness of the new brand, positioning and marketing activities

- Undertake research to determine the effectiveness of marketing activities in the short, medium and long term.

STRATEGIC PRIORITY 3

Develop Gippsland’s experiences to encourage new and existing markets to visit, stay and spend

Gippsland requires more visitor experiences and supporting infrastructure to attract new visitors; extend the length of stay of existing visitors and increase spend across all segments. These experiences need to be consistent with the new brand and positioning for Gippsland and the experience themes.

Investment in new and improved experiences that deliver on brand and positioning

- Seek investment in the priority hero and support experiences as described in the DMP
- Develop and undertake an Expression of Interest process for identified tourism development sites (such as hero experiences or other available opportunities) and distribute the documentation widely

Aboriginal Tourism

- Work with the Gunaikurnai Lands and Waters Aboriginal Corporation, Bunurong Land Council, Wurundjeri Tribe Council and others as appropriate, to ensure the region’s Aboriginal tourism potential is realised
- Commit resources to capacity building and support for the development of Aboriginal tourism including the implementation of the Lakes Entrance Aboriginal Tourism Plan
- Undertake a feasibility of developing a cultural centre at Tarra-Bulga National Park
- Provide an enriched visitor cultural experience through investing in the Bataluk Cultural Trail

Regional Produce

- Facilitate the food and beverage producers of Gippsland to participate in Global Table (Taste Victoria) the ‘Chefs of the World Come to Gippsland’ campaign, aiming to link restaurateurs and producers, and build the brand of high quality, sustainably sourced food and wine in Gippsland, that then helps local producers in other markets

Creative Industries, Culture and Heritage

- Grow the arts and events industry and culture within Gippsland through local initiatives and work with Councils. Seek to develop village hubs arts and industrial heritage, as appropriate in Local Destination Action Plans
- Seek to capitalise on the small but important market for history lovers in Gippsland including packaging history trails, destinations and building experiences with land managers such as Parks Victoria and Gunaikurnai, where appropriate.

STRATEGIC PRIORITY 4

Invest in diverse and exciting regional events

Events attract large participant numbers who experience Gippsland and become advocates for future visitation – either by themselves and their families, or through their own networks and contacts.

A Regional Events Strategy

- Develop a Gippsland regional events strategy that focuses on leisure, sport and business / conference events in partnership with Local Government
- Investigate the development of an independent regional events agency with specific funding dedicated to attracting events or core group of industry representatives working collaboratively to attract major events – subject to recommendations that come from the Regional Events Strategy
- Adopt an appropriate methodology for effective economic impact analysis and reporting around events
- Develop Key Performance Indicators and ROI models for entities funding events
- Investigation of potential seed funding and other forms of funding to assist events
- Investigation of umbrella event insurance for Gippsland events
- Assist event managers to develop sustainable event management practices including recycling, compostable products and efficient energy practices, minimising the event carbon footprint, minimising disruption to communities and developing effective risk management practices
- Encourage a ‘host’ mentality within communities hosting events, including developing a unified community volunteer network

New events that capitalise on brand and positioning

Investigate new events that capitalise on Gippsland’s brand and positioning such as:

- A River Festival, building on river health and conservation projects
- Sea to Plate jetty festival
- A bike festival, celebrating all things cycling
- A motoring festival to link to Phillip Island events
- Pinot Coast concepts
- Conservation events – Dark Sky
- Aboriginal inspired educational events
- Destination Gippsland and local councils consider financial investment in 2-3 signature large-scale regional events per year that align to positioning. One may be an ‘umbrella’ event with the potential to have a range of smaller aligned locations and themes underneath it.

STRATEGIC PRIORITY 5

Invest in place-making to support the visitor economy

The way Gippsland invests in facilities and services that support visitors during their stay such as accommodation, roads, signage, walking tracks, lookouts, night-time activities all impact on their willingness to stay longer and spend.

Investment in priority infrastructure across the region

- Develop an investment guide for the region - listing key projects, available support and incentives and economic indicators - that can be used as a tool for attracting potential investors, particularly for accommodation
- Identify incentives and resources that will be committed to support the investment attraction process (including staff resources)
- Develop an action plan for development of the region's cruise sector in the region covering the years 2019 to 2030
- Develop and implement a network of 'wayside stops' on Sydney Melbourne touring route to capture and service the touring and travelling visitor market with the intent to direct visitors to local towns.

Plan and implement strategic improvements to the destination hubs

- Undertake strategic planning and improvements to the destination hubs as outlined in the DMP that include accessible infrastructure.

Investment attraction

- Develop and undertake an Expression of Interest process for identified tourism development sites (such as hero experiences or other available opportunities) and distribute the documentation widely.

Encourage continual improvement in private sector offerings including accommodation

- Undertake a strategic product review aimed at delivering improvements to established accommodation and experiences for existing and new markets
- Review what additions and improvements need to be made to current stock.

Plan and implement strategic improvements to the national parks, reserves and public lands

- Offer incentives to encourage a broader range of commercial operators delivering nature based and adventure experiences in the region
- This should range from small drive tours, tag along tours, walking, riding, white water and others. Incentives might include reduced or suspended fees for the initial three years of operation and access into National Parks
- Identify sites suitable for adventure experiences (e.g. ziplines, rafting, climbing etc) and undertaking necessary land clearances to encourage investment
- Implement a program of experience development workshops for current and emerging operators to develop more commercialised experiences and packages, including working with adjoining regions
- Advocate for the State Government's commitment to upgrade camping sites across Victoria and seek to deliver several prioritised campground upgrades at destinations complimentary to this DMP recommendations
- Work with National Park authorities to assist investment in park accommodation.

Develop the night-time economy across Gippsland

- Develop a night-time economy strategy for the Gippsland region
- Include consideration of night-time impacts and benefits in town visioning and beautification projects.

Review Touring Routes

- Form an industry working group to determine the future of currently advertised drive touring routes to align them to Destination Hubs.

STRATEGIC PRIORITY 6

Revitalise visitor servicing across the region

High quality visitor engagement plays a critical role in enhancing the overall visitor experience by creating a positive image of our region. We have a distinct opportunity to embrace the change that is required for visitor servicing and attract new markets through a new model of engagement

Agree to a Visitor Information Servicing Strategy to balance the approach

- This strategy should allocate resources to highest priority needs – this needs to adopt a multi-channel, visitor-centric approach to maximise the use of resources to achieve an increase in awareness of the destination within target markets. This could mean that Local Government Areas deliver the services under a shared strategy.

Transition visitor information centres to Experience Gippsland centres

- Review the provision of information services across Gippsland and reduce the number to strategically located experience centres in each of the destination hubs.

Develop virtual VIC technology to support visitors that encourages them to stay longer and spend

- Trial the use of a virtual VIC including a variety of digital maps and consider deployment of iBeacons in key locations across Gippsland.

Local content and best kept secrets – Gippsland Ambassadors

- Develop an Ambassador program at destination hubs during peak seasons. There are several options for Ambassadors: community, business, roaming seasonal volunteers and online social content.

STRATEGIC PRIORITY 7

Create industry partnerships to foster and grow the Gippsland visitor economy

This DMP relies on the partnerships and alignment between industry, government and community government investment, grants, support and sponsorship opportunities to help underwrite the resources needed to deliver the DMP strategies and actions.

Consolidate and build the partnerships and alignment between government and industry

- Continue to assist current and future operators develop technical capacity and competencies, including through technical advice, research and focused workshops
- Run experience development workshops across Gippsland in selected locations to develop content and experiences including product packaging.

Develop Local Destination Action Plans

Local Government Areas to undertake Local DAPs for the destination hubs identified in this plan, and other specific town and village clusters. DGL coordinate and influence the actions ensuring alignment to the overall Gippsland brand and positioning.

Engage Community and develop Ambassadors across Gippsland

- Develop a well-planned, promoted and branded strategic programme of open days, famils and activities across the region where locals are encouraged to participate and achieve greater awareness of the needs of visitors and opportunities to enhance their visit.

Build enduring partnerships with Aboriginal organisations in Gippsland and Melbourne

- Strive to develop meaningful long-term partnerships with Aboriginal groups and corporations in Gippsland, and central agencies and bodies in Melbourne to grow the visitor economy opportunities for Gunaikurnai and other groups as well as developing cultural tourism opportunities.

Grow Partnerships with the Education Sector

Develop partnerships with the Gippsland education sector to deliver fit for purpose staff with visitor economy service sector skills, and to position the workforce for the future.



GIPPS

all kinds of wonder

LAND

NATURE AND WILDLIFE



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FOOD AND WINE



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WALKING AND HIKING

Hero and Supporting Experiences

Experience Theme	Hero Experiences	Support Experiences
 <p>World Class Natural Sanctuary</p>	<p>Wilsons Promontory A New Future Wilsons Promontory National Park is one of the stunning natural assets of Gippsland and easily accessible from Melbourne as well as from Phillip Island. As one of the iconic natural sanctuaries in Gippsland, Wilsons Promontory needs to be fit for purpose for the modern visitor. The offer will be led through the development of an iconic sanctuary that delivers world class conservation outcomes while presenting the park in a new and improved way to visitors using adaptive planning that considers such things as carrying capacity during the busy periods and accessible tourism facilities in Tidal River. Consideration of the Circuit Walk and its operating model is also important to ensure that it remains current, while acknowledging that the management plan may preclude some options.</p> <p>Buchan Caves Visitor Experiences An exciting Visitor Experience Hub at Buchan Caves will transform the current offer and create a compelling destination that is adapted to meet contemporary visitor expectations.</p>	<p>Gabo Island The Gabo Island experience will showcase to the world this remarkable natural sanctuary where the view is unobscured, and the sea life is wild. The project will see an upgrade of lighthouse keepers' accommodation as the base for a two-night premium wildlife experience as well as developing a rodent free sanctuary for the wildlife that people will come to see.</p> <p>Raymond Island Koala Sanctuary This experience will showcase koalas in their natural habitat and could involve Gunaikurnai as well as conservation with expert programs at a Koala and Wildlife Shelter in partnership with a recognised conservation brand or attraction.</p> <p>Experiencing Gippsland's Great Outdoors The opportunity to be immersed in nature and the outdoors in Gippsland provides a huge range of opportunities for growth. While this plan outlines some specific examples as hero or support experiences, this experience flows through the forests, parks, jointly managed parks and other natural areas of Gippsland.</p>
 <p>Rivers and Coastal Paradise</p>	<p>Coastal Wilderness Walk The development of an iconic experience-based trail on Victoria's Wilderness Coast, predominantly within Croajingolong National Park offering full serviced 'glamping' or hut-based accommodation (partly off park), self-guided or fully supported options with tour operators will show case one of Australia's most exciting and wild coastlines. The proposal also links in with the destination hub proposed for Point Hicks with the improved visitor offer, accommodation and service upgrades necessary.</p> <p>George Bass Coastal Walk The southern Gippsland Coast between Phillip Island and Inverloch has the potential to be one of the great coastal experiences in Australia leveraging existing accommodation in local towns and villages as well as showcasing the proposed Bass Coast Marine and Coastal Park.</p>	<p>Wild River Journey – Mitchell River Lodge / Glamping Following the Mitchell River as it winds its way down the gorge, visitors would enjoy a guided walking and rafting experience with storytelling, gourmet meals using regional produce, and the comfort and style of lodge or luxury tent. This park is jointly managed by the Gunaikurnai people.</p> <p>Boating and Ocean Journeys Added to the wonderful natural setting most coastal villages and towns exist in, and a range of services, Gippsland is well positioned to grow its boating offer through improved facilities and services. From Mallacoota to San Remo, and all the locations in between, better boating access provides opportunities for the growing boating markets both from within Gippsland and from Melbourne.</p>



Paddock and Ocean Produce

Lakes Entrance Marine Precinct
The area has the potential to be lifted from a commercial centre to an array of marine and lake activities where you can be assured that the catch of the day will be available from the jetty, where the visitor facilities showcase the Lake environs and the entrance to Bass Strait.

Destination Restaurant in Gippsland
A destination restaurant is one that has a strong enough appeal to draw customers from beyond its community and create demand from both domestic and international markets.

The Pinot Coast
The Pinot Coast Project is creating a competitive and recognised brand and visitor experience around a ‘one wine tourism proposition’ that is single minded in its marketing focus on Pinot Noir and is aiming for a leadership position for this variety in the world market.

Destination Fishing and Fishing Villages
Catching fish provides people with a huge sense of achievement and the ability to eat their own catch which for many urban based people is a significant experience. If you cannot catch a fish or do not want to, then the ability to buy a fish direct from a trawler or shop in a seaside village is the next best thing. Providing access and facilities to achieve this will grow the demand for the sport and for the produce.

Paddock & Ocean Produce
Gippsland’s produce is world class - a growth in products from the food grown in Gippsland would see a value add and a likely increase in return on investment for farmers as well as creating a significant experience across the region for visitors and residents alike. One element of showcasing Gippsland’s produce is to hold an annual event bringing the chefs of Australia and the world to Gippsland and connect food producers with chefs and consumers.



Inspired Adventure

Mount Baw Baw Adventures
A strong all year offering based on family alpine adventures and outdoor active pursuits such as walking, cycling, mountain biking and photography also requires sound base infrastructure.

Gippsland Lakes Aquatic Trail
The Gippsland Lakes Aquatic Trail experience with potential Gunaikurnai involvement takes in the magnificent coastline, estuaries, beaches, views, Aboriginal history and local produce of the region. This self-guided or exclusive, fully serviced and catered experience will become a distinctive experience for nature and culture adventure-based tourism that could take advantage of private property inholdings around the lakes.

Creating the Central Gippsland Mountain Biking Hub
With Haunted Hills MTB park at the centre of this ‘hub’ – visitors will have the choice of staying in a central location and riding one of many MTB parks within 30 minutes’ drive. It creates a unique offering and diversity that other destinations do not have.

Tall Trees Ride
This project proposes the development of a bespoke trail for mountain biking in the forested foothills of West Gippsland close to the timber towns of Noojee, Neerim and Powelltown (outside Gippsland).

Developing Gippsland's Trail Network
The Gippsland Trail Feasibility Study currently being prepared has identified several strategic trail corridor extensions that would, if built, form a ‘trail spine’ through Gippsland from Melbourne’s outer eastern growth suburbs and rail corridor in the west to Orbost in the east. Other trail developments could also provide an outstanding network.

Making Gippsland Australia’s Preferred 4WD Adventure Region
Gippsland has a natural advantage in Victoria and more broadly in Australia with the Australian Alps and foothills providing the perfect terrain, landscape and setting for responsible 4WD adventures, and outdoor activities including remote camping, driving, touring and associated activities such as walking.

Omeo Adventure Hub
This project will see Omeo develop as a nationally recognised alpine and high-country adventure hub. The centre piece will be the Omeo Mountain Bike Hub feeding directly into the town centre. Additional features will include potential to fish, horse ride, raft, and do other adventure activities aligned to the high country theme.



Vibrant Local Communities

Touring Memories
Drive tourism is vital in facilitating regional dispersal and access to the region’s many and varied visitor experiences. Itineraries will enable visitors to become aware of the breadth of the regional offering and encourage repeat visits to specific places they discover or to explore further.

Positioning the Villages of Gippsland
Visitors travelling around the region are looking for opportunities to stop and experience the local and authentic nature of Gippsland. This can contribute to the overall experience of people travelling through the region and encourage greater dispersal, spend and positive feedback. This project will support the development of drive journeys and capitalise on the unique villages and towns of Gippsland and all they have to offer.

