

GIPPSLAND SUSTAINABLE TOURISM PROJECT
PART C

Executive Summary: Touring Strategic Plan

MARCH 2007



Glossary of Terms, Abbreviations and Acronyms

<i>CMA</i>	Catchment Management Authority
<i>CMP</i>	Corridor Management Plan
<i>DGI</i>	Destination Gippsland Incorporated
<i>DPI</i>	Destination Phillip Island
<i>DSE</i>	Department of Sustainability & Environment
<i>GAR</i>	Great Alpine Road
<i>GARMi</i>	Great Alpine Road Marketing Incorporated
<i>GLGN</i>	Gippsland Local Government Network
<i>GOR</i>	Great Ocean Road
<i>GSTR</i>	Great Southern Touring Route
<i>LGA</i>	Local Government Area
<i>NEVTi</i>	North East Victoria Tourism Incorporated
<i>OVG</i>	Official Visitors Guide
<i>OTM</i>	Official Touring Map
<i>PV</i>	Parks Victoria
<i>QM</i>	Quercus Marketing
<i>SA</i>	Socially Aware
<i>SMCD</i>	Sydney Melbourne Coastal Drive
<i>STO</i>	State Tourism Organisations
<i>TA</i>	Tourism Australia
<i>TVic</i>	Tourism Victoria
<i>TDM</i>	Tourism Destination Management
<i>TFL</i>	Traditional Family Life
<i>TRA</i>	Tourism Research Australia
<i>Tri State Touring</i>	Touring strategy linking Melbourne/Sydney. Three state tourism agencies behind strategy.
<i>UE</i>	Urban Enterprise
<i>VA</i>	Visible Achievement

Background to the Sustainable Regions Project

The six municipalities of Gippsland together with Destination Gippsland Inc and Tourism Victoria received Federal Government funding to undertake a major study into the development of tourism in Gippsland (the Gippsland Sustainable Regions Project). The study comprised three parts: A) Tourism Research, B) Business Development and C) Touring Strategic Plan.

The aims of Part C of the Project were:

- To develop a world class touring route to highlight Gippsland's product strengths, focus co-operative promotion and marketing at the regional level and reinforce the Gippsland brand;
- To develop an infrastructure plan to support the tourism industry and to complement the touring route.
- The primary touring related project objectives were:
 - To develop a “world class” touring route for Gippsland that highlights the region's product strengths, provides a focus for cooperative marketing of the region in partnership with industry, reinforces the Gippsland brand and links with existing routes such as the Great Alpine Road and the Sydney Melbourne Coastal Drive.
 - To identify tourism infrastructure requirements to support the proposed touring route concept.

Work Undertaken

Work on the touring elements of the Project included:

- Reviewing touring routes and researching world's best practice.
- Extensive individual and group consultations with in-region operators, land managers, national, state, regional and local tourism and industry associations, and businesses with a national focus.
- Detailed field touring audits including road conditions, signage, visitor amenities, product/attractions, and visitor information.
- Analysis of touring visitor research (from Part A of the Project).
- Testing touring options and identifying potential project partners.
- Development of the strategies and plans for the preferred touring route concept.

Defining Touring

For the purposes of the Project, the primary focus of touring was on multi-destination trips and more particularly on any trip involving overnight stopovers in at least two locations within the Gippsland Region.

Key findings

Amendment to Project Brief

Based on the research, the analysis indicated neither a current nor short to medium term capacity to create a world class touring route for Gippsland, based on best practice criteria for touring.

This conclusion resulted in an adjustment to the primary objective and in particular a shift to strategies that emphasise commitment to SMCD, GAR and the emerging Tri State Touring program. The adjustment also highlighted the need for a focus on key destinations, themes and experiences that can be connected through touring.

Excellent Contextual Support to Develop Touring

Touring is recognised in the key national, State and regional level tourism plans as an essential part of regional tourism:

- The Commonwealth is supporting touring through Tourism Australia and regional funding programs. SMCD is a Touring Route of National Significance.
- Tourism Victoria is moving to support Gippsland touring linked to the Tri State Touring Strategy while continuing to focus on the marketing and development of destinations, nature experiences and industry capacity building through DGI.
- The Destination Gippsland three year plan highlights the importance of touring as a means of connecting the key destinations.

While resources across Gippsland for touring development are limited, the Project has identified a range of alliance and leverage opportunities for growth. There is strong stakeholder support for the development of an agreed approach to touring to better utilise limited resources with recognition of the importance of SMCD and GAR. While the report identifies significant market, product and infrastructure issues inhibiting touring, the analysis indicates a range of opportunities at the Shire and regional levels with DGI and its strategic partners (and SMCD and GAR committees) providing the lead marketing and co-ordination role.

A Significant Touring Market in Gippsland

The data analysis indicates that approximately 25% of Gippsland overnight visitors are touring; this is reflective of the national average.

Gippsland tourers are spending around \$220 per person per trip.

Traditional Family Life is the key domestic touring segment with Socially Aware and Visible Achievers also important.

The SMCD attracted 140,000 tourers in 2004 (57,000 international) that included both Sydney and Melbourne in their itineraries.

93% of Gippsland touring visitors were either satisfied or very satisfied with road conditions and short walks. The highest levels of dissatisfaction of touring visitors were with public toilets (15%), restaurants/cafes (15%), directional signage (13%), picnic areas (12%) and VICs (11%).

A Best Practice Touring Framework

The Project research led to the creation of a best practice framework for assessing the Gippsland touring experience. The key elements to the best practice framework are:

- Demand – including high level route (brand) awareness (eg Great Ocean Road), year round demand and large en route population centres. Gippsland has moderate demand with significant demand for natural attractions and activities. Lack of market awareness and seasonality are two of the key issues.
- Supply – strong product themes for the key market segments. Gippsland ranks strongest for nature including water, wildlife, flora, scenic amenity, natural beauty and related activities. Destinations, culture, history and heritage and food and wine are comparatively weaker.
- Infrastructure – excellent access, road quality and support services including visitor services; attractions and interpretation. Gippsland infrastructure is very limited north of the Princes Highway. Infrastructure is generally good associated with SMCD Gippsland routes as far as Gippsland Lakes.
- Management – high level planning, eg US Byways Program, marketing and resources. Gippsland now has the planning platform in place; a sound marketing structure and scope to build resources based on good strategy and coordinated effort.

Significant Potential to Develop Gippsland's Touring Experience

Concentrating marketing, infrastructure and development efforts towards the current touring routes in Gippsland (SMCD and GAR) will deliver positive outcomes in the immediate and short term future. The focus on both of these existing touring routes provides a north-south and east-west touring axis through Gippsland and an opportunity to target a broader range of markets. Co-ordination and consistency in infrastructure development and marketing is the key to achieve positive outcomes for Gippsland, including integration between shire tourism development plans and this plan.

Recommended Whole of Gippsland Touring Strategies

The recommended 51 prioritised strategies are broken into Whole of Gippsland, SMCD and GAR strategies with this Touring Route Implementation Plan 2006/07 – 2008/09 providing the strategy detail.

- Whole of Gippsland marketing includes strategies to develop a unified look and feel to touring marketing including: hub and spoke touring collateral; promotion of touring niche markets including cycling, all wheel drive, and group tours. Infrastructure recommendations include specific signage upgrades and audits and VIC and related information developments.
- The SMCD recommended touring marketing strategies include continuing support for international marketing and developing linkages with Mornington Peninsula, Yarra Valley and Phillip Island cooperative promotion; promotion of wildlife opportunities; ramping up domestic marketing including brochure support, familiarisations, travel shows and through the Tri State Touring Alliance Inc. Key infrastructure recommendations include specific signage upgrades and audits; VIC and related information developments; specific tourist drive upgrades and road side amenities; lookouts at Jemmys Point, Foster North and Toora and specific Korumburra and Wonthaggi streetscaping.
- GAR marketing recommendations include strengthened participation with the GAR committee and promotion of GAR as a 'touring package' ex Melbourne. Infrastructure recommendations include specific signage upgrades and signage audit; specific VIC and amenities recommendations and lookout upgrades and development north and south of Omeo.

Touring Route Recommended Action Plan 2006/07 – 2008/09

Overarching Objectives of the Three Year Implementation Plan

The key objectives of the Implementation Plan are:

- Create a world class touring experience in Gippsland through using the significant commitment to SMCD, GAR and potential Tri State Touring programs as the major focus for the marketing of touring.
- Focus on competitive themes and experiences that build on Gippsland's brand strengths and attributes.
- Use key destinations as the 'hook' to stimulate touring across the region.
- Develop and market complementary quality sub-regional/local drives that radiate from SMCD/GAR as the means to achieving greater visitor length of stay and dispersion.
- To identify tourism infrastructure requirements to support the proposed touring route concept.

Structure of the Plan

The 51 strategies and prioritised actions of the Plan flow from opportunities noted in sections of the complete Touring Strategic Plan. Target markets are included for marketing initiatives only. Target markets may refer to geographic, socio economic, physiographic or activity type segmentation and align where possible with related strategies and plans. Priorities are level 1, 2 or 3. Priority 1 indicates a priority of highest importance Costs are estimates only. 'Who' refers to the key actioning partners. The role of Gippsland industry is assumed to be fundamental to the success of the plan through tourism group involvement.

Stakeholder Roles

The large geographic spread of the region across six local government areas and the involvement of various agencies requires detailed consideration of roles and activities to ensure ongoing focus on the key strategies and coordinated project implementation. The roles of the various groups and agencies are outlined below.

- GRTA. A new Regional Tourism Association across Gippsland would need be established in order to implement the strategies. This organisation would have overall responsibility and the lead role for management and implementation of the Plan. The GTRA would also responsible for the operational aspects of the Plan such as: marketing including cooperative marketing activities; liaison with industry and other agencies; and internal communications with stakeholders;
- Destination Gippsland. Provide cross Gippsland leadership and management; alliance and partnership management; integration with the DGI marketing plan. Alliance and partnership management will include a strong presence on across region touring committees (SMCD, GAR, Tri State Alliance).
- Six local government areas. In addition to their membership of DGI, the six municipalities have important roles in marketing, visitor servicing, industry liaison and involvement, and product and infrastructure development. It is important that each shire's tourism development plan integrates with this plan.
- Industry. Support of the plan including commitment to cooperative marketing activities. Provision of tourism services including attractions, accommodation and other tourism infrastructure.
- SMCD. Key role as the base product underpinning development of a world class touring route through Gippsland. Provides coordinated marketing focus to develop appeal of the corridor for domestic and international markets. Important for consistency between SMCD and broader Gippsland activities to maintain focus on long term goal of developing a world class touring route. Coordination needed between SMCD activities and development of local drives by the six local government areas. Provides a focus for industry marketing investment.
- GAR. Similar role to SMCD with greater focus on the domestic market.
- Tri State Touring Alliance Inc. Important role in coordinating and increasing stakeholder marketing investment in Sydney – Melbourne touring, including larger businesses with a national focus.
- VicRoads. Pivotal role in improving en route road and associated infrastructure including signage and traveller amenities. Important that development priorities for touring route development and VicRoads activities are aligned.
- DSE and Parks Victoria. Also have a pivotal role in relation to providing access to Gippsland's natural attractions and provision of visitor amenities. Important that development priorities for touring route development and land manager activities are aligned and there is ongoing commitment and resource allocation to implementing the touring route strategy.
- Tourism Victoria. Role in providing strategic advice, guidance and marketing leverage consistent with overarching state-wide tourism strategy.

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STRATEGY	ACTIONS	TARGET MARKETS	PRIORITY	INDICATIVE COSTING	WHO
WHOLE OF GIPPSLAND					
Marketing					
1. Develop a unified look and feel to touring promotions	Create a touring brand guide for use on all Gippsland, sub regional and local touring promotions including collateral and web. Link to overarching Gippsland brand.	All touring segments	Priority 1	\$2,000 – \$5,000 LGA's/LTA's co-op funds	GRTA, RTA's, LTA's, LGA's
2. Develop a whole of Gippsland approach to point to point marketing integrated with the development of the Gippsland brand	<p>Promote 3 core SMCD destination connecting itineraries: 1. Melb – PJ – Prom – Lakes; 2. Melb – Walthalla – Lakes & 3. Lakes – Mallacoota.</p> <p>Adopt a consistent promotional format for the 3 itineraries within the DGI collateral & map review strategies; development of a collateral strategy & integration/alignment of 3 sub regional OVG's.</p> <ul style="list-style-type: none"> ▪ Maps – develop a consistent information rich mapping format for the routes based on touring market needs research. Develop for regional & sub regional levels benchmark mapping as outlined the detailed Plan Appendix G. Evaluate demand for industry buy-in to regional & or sub regional maps. If yes include in DGI & or RTA(s) marketing prospectus. ▪ Collateral & website – develop & apply consistent use of editorial, pictures & maps (as above) for the 3 routes across all official collateral (including SMCD planner) & websites including www.destinationgippsland.com.au ▪ Itinerary development & communications – as part of development of consistent editorial, research & communicate 	All touring segments	Priority 1	Resources to be advised through DGI Committee	GRTA, RTA's, LTA's (consideration of SMCD)

STRATEGY	ACTIONS	TARGET MARKETS	PRIORITY	INDICATIVE COSTING	WHO
3. Develop hub and spoke touring	<p>consistent itineraries in all official media.</p> <ul style="list-style-type: none"> Using the touring brand guide develop brochures as per the East Gippsland Seven Great Drives brochure for the accommodation hubs inc. Phillip Is, Inverloch, Warragul, Latrobe Valley, Sale (& Bairnsdale/Gippsland Lakes). 	<p>Mono destination stay markets including holiday home segment & touring segments</p>	Priority 2	\$10,000 per DL brochure	GRTA, RTA's & LTA's with industry co-op
4. Promote niche touring markets – cycling	<ul style="list-style-type: none"> Promote Gippsland cycling as part of integrated destination promotions at the Gippsland wide and LTA levels. Leverage off Great Victorian Bike Ride 2007 Actively support more targeted marketing and development initiatives for the cycle market through Rail Trails Australia (see www.railtrails.org.au). 	<p>Cycling market, Melbourne, intra and interstate</p>	Priority 3	<p>Inc in-destination promotions</p> <p>In-kind</p>	<p>GRTA, RTA's, LTA's, Gippsland Events Network, Bicycle Victoria</p> <p>RTA's, LTA's</p>
5. Promote niche touring markets – AWD	<ul style="list-style-type: none"> Promote adventure driving opportunities as part of integrated destination promotions at the Gippsland wide and LTA levels. Actively support the development and promotion of the Gippsland Hinterland All Wheel Drive Touring project led by DSE and PV. Place particular emphasis on development of the marketing strategy to effectively integrate with DGI and LTA marketing plans. 	<p>All wheel - 4WD markets Melbourne, interstate and intrastate</p>	<p>Priority 1</p> <p>Priority 1</p>	<p>Inc in-destination promotions</p> <p>Subject to DSE budget Potential LTA's investment</p>	<p>GRTA, RTA's, LTA's, LGA's DGI, Vic Roads</p> <p>GRTA, DSE, PV, RTA's, LTA's</p>
6. Investigate other niche touring markets	<ul style="list-style-type: none"> Assess demand within industry for cooperative marketing promoting Gippsland to market segments as per the DGI Marketing & Communications Plan and to groups and group tour markets. 	TBA	Priority 3	Subject to industry support	GRTA, RTA's, LTA's, TVic
Gippsland-wide infrastructure – roads and signs					
7. Install pictorial gateway signs	<ul style="list-style-type: none"> Install pictorial gateway tourist signs for Gippsland Lakes (three signs) and 		Priority 1	\$15,000 per sign x 4	VicRoads, GRTA

STRATEGY	ACTIONS	TARGET MARKETS	PRIORITY	INDICATIVE COSTING	WHO
	Wilson's Promontory (one sign) (both Level 2 destinations).			signs. Total \$60,000	LGA's, DGI, TVic
8. Upgrade key white on brown intersection signs	<ul style="list-style-type: none"> ▪ Major sign upgrades at the key touring route intersections: <ul style="list-style-type: none"> » East bound approaching the South Gippsland Highway/Bass Highway intersection » West bound approaching the Princes Highway/South Gippsland Highway intersection » Princes Highway/Great Alpine Road intersection, east bound and west bound, and » The C620 Bruthen intersection with the Great Alpine Road. 		Priority 1	\$3,000 per sign x 5 signs. Total \$15,000	VicRoads, GRTA LGA's inc Cardinia Shire, DGI, TVic
9. Conduct regular sign audits	<ul style="list-style-type: none"> ▪ It is recommended that local government areas in association with VicRoads and TVic undertake regular audits of tourist signing in their areas with a view to ensuring ongoing compliance with the Tourist Signing Guidelines. 		Priority 1		LGA's, GRTA VicRoads, TVic, LTA's, RTA's
Gippsland-wide infrastructure – VIC's and other information services					
10. Adopt Gippsland Brand for accredited VIC's	<ul style="list-style-type: none"> ▪ Adopt Brand Gippsland for the 10 accredited VIC's at Korumburra (Foster), Wonthaggi, Yarragon, Traralgon, Sale, Bairnsdale, Omeo, Lakes Entrance, Metung and Orbost. 		Priority 2	\$4,000 per accredited VIC. Total \$40,000.	GRTA, LGA's, DGI
11. Upgrade the Phillip Island & Gippsland Discovery information shelters with Gippsland Brand and updated information	<ul style="list-style-type: none"> ▪ Upgrade the 9 information shelters at Robin Hood (Princes Highway), Yarragon (Princes Highway), Parkers Corner (Walhalla & Mountain Rivers Trail), Heyfield (Heritage Trail/Country Road), Stratford (Princes Highway), Loch (South Gippsland Highway), Inverloch (Bass Highway), Alberton (South Gippsland 		Priority 2	\$1,000 per shelter x 9. Total \$9,000.	GRTA, Cardinia Shire, Baw Baw Shire, Wellington Shire, Bass Coast Shire, South Gipps Shire

STRATEGY	ACTIONS	TARGET MARKETS	PRIORITY	INDICATIVE COSTING	WHO
12. Support improved telecommunications	<p>Highway) and Mirboo North.</p> <ul style="list-style-type: none"> Support improvements to telecommunications infrastructure and services in the more remote areas to a consistently high standard across Gippsland to assist operators and visitors. 		Priority 1	N/A	GRTA, all participating shires, industry
SYDNEY MELBOURNE COASTAL DRIVE					
Marketing					
13. Continue support of SMCD as a key touring strategy linked to Tri State touring strategy	<ul style="list-style-type: none"> Strengthen Gippsland's involvement in SMCD through representation and investment. Maintain the momentum with international marketing. Develop domestic marketing opportunities (see below). 	International prioritising Western Europe, UK, Nth America, Singapore, Malaysia & NZ	Priority 1	\$100,000	TVic, Tourism NSW, Aust Capital Tourism, DGI, DPI, South Coast NSW RTO, Illawarra RTO
14. Promote nature viewing especially wildlife	<ul style="list-style-type: none"> Coordinate development and promotions of wildlife viewing experiences, including consideration of a 'Penguins to the Prom' trail. Seek integration with Tourism Victoria Nature Tourism strategy. Develop on-line wildlife calendar Integrate within SMCD marketing as a suite of seasonal wildlife viewing experiences. 	International markets Interstate, Melbourne and intrastate	Priority 1	N/A	GRTA, DSE, PV, RTA's, LTA's, DGI
15. Stimulate the domestic market using the SMCD – collateral and distribution	<ul style="list-style-type: none"> Through the SMCD committee lock in a plan of promotional activities to stimulate the domestic market. Support increased production of the Cartoscope Coastal Explorer A4 publication to 250,000 for 2007/08. <ul style="list-style-type: none"> » This would allow increased distribution to key Sydney, Brisbane and 	Interstate prioritising Greater Sydney, and SE Queensland Intrastate – Melbourne & regional Vic International	Priority 1	\$100,000 (2007/08) Cooperative investment based on 1:1 with NSW regions	Cooperative with South Coast & Illawarra regions in NSW 6 DGI Shires, RTA's, Mornington Peninsula, Cardinia

STRATEGY	ACTIONS	TARGET MARKETS	PRIORITY	INDICATIVE COSTING	WHO
	Melbourne VIC's; car and van hire outlets; fulfilment linked to increased PR and through travel shows.				GRTA
16. Stimulate the domestic market using the SMCD – familiarisations	<ul style="list-style-type: none"> Increase familiarisations/visiting journalists program linked to domestic markets with strong cooperation with RACV and NRMA. 	Interstate prioritising Greater Sydney, and SE QLD Intrastate – Melbourne & regional Vic	Priority 1	In-kind Within Shire/LTA budgets May lead to co-op advertising costs to support editorial	GRTA SMCD, TVic, DGI, RTA's
17. Stimulate the domestic market using the SMCD – consumer shows	<ul style="list-style-type: none"> Integrate Gippsland travel show promotions (Sydney and Melbourne) with South Coast NSW under SMCD. Develop show banners/material that reflects Gippsland's location within the SMCD x 2 reflecting both Sydney and Melbourne market orientations. Provide opportunity for Mornington Peninsula and other neighbouring regions to integrate with the initiative in Sydney and other possible initiatives Consider QLD consumer show opportunities under this banner. 	Interstate prioritising Greater Sydney Intrastate – Melbourne & regional Vic	Priority 1 Priority 3 Priority 3	Within existing consumer show budgets	GRTA RTA's, Mornington Peninsula, South Coast, Illawarra, SMCD
18. Expand international marketing partnerships with neighbouring product regions	<ul style="list-style-type: none"> Consider forming a marketing alliance between Gippsland/SMCD with the Valley, Island and Peninsula's (VIP) international promotional efforts at selected western hemisphere trade promotions. Consider other regional alliances for marketing partnerships. 	International UK and Nth America	Priority 1 Priority 2	N/A	Destination Phillip Is, Mornington Peninsula Tourism, Yarra Valley & Dandenong Ranges, GRTA, DGI, NEVTI, SMCD, TVic
19. Support the Tri State Alliance Inc and maximise leverage for SMCD and Gippsland generally	<ul style="list-style-type: none"> Actively seek Gippsland representation on the Tri State Alliance Inc committee. 		Priority 1	N/A	GRTA, Tourism Victoria, Tourism NSW, Australian Capital Tourism,

STRATEGY	ACTIONS	TARGET MARKETS	PRIORITY	INDICATIVE COSTING	WHO
20. Support the Tri State Alliance Inc and maximise marketing leverage for SMCD and Gippsland generally	<ul style="list-style-type: none"> ▪ Input into the development of the branding/promotional name and associated logo etc for use in promoting the Sydney – Melbourne touring corridor. ▪ Input into the Tri State development of a web portal and trade PR and familiarisations. ▪ Input into Tri State evaluation of the collateral needs for trade and consumer markets related to the Sydney – Melbourne corridor. ▪ Input into the development of an advertising mix most appropriate for the Sydney – Melbourne corridor. 	Sydney – Melbourne and Melbourne – Sydney domestic and inbound markets	Priority 1	\$1.3m marketing project for the Alliance is with Commonwealth under ATDP seeking \$0.5m. Tourism Vic pledge \$150,000 cash over 2 years and \$50,000 in-kind.	SMCD, Capital & Country Touring Route, key industry players, eg Britz/Maui Tourism Victoria, Tourism NSW, Aust Capital Tourism, SMCD, GRTA, Capital & Country Touring Route, key industry players
SMCD infrastructure – roads and signs					
21. Support completion of South Face Road	<ul style="list-style-type: none"> ▪ Completion of South Face Road will link destinations north of the highway and provide a circular route 	Melbourne & regional Victoria	Priority 1		VicRoads, DSE, Baw Baw Shire
22. Replace 'Welcome to Yarragon Village'	<ul style="list-style-type: none"> ▪ Replace 'Welcome to Yarragon Village' sign with a sign that is readily understood at the prevailing speed limit. 		Priority 2	\$2,000	VicRoads, Baw Baw Shire, local association
23. Enhance information on Yarragon town entry sign	<ul style="list-style-type: none"> ▪ Include the yellow on blue i symbol and symbols for other facilities on the 'Welcome to Yarragon Village' sign. 		Priority 2	\$1,000	VicRoads, Baw Baw Shire, local association/private operator
24. Upgrade key white on brown intersection signs	<ul style="list-style-type: none"> ▪ Install major sign upgrades at the key touring route intersections: <ul style="list-style-type: none"> » East bound approaching the South Gippsland Highway/Bass Highway 		Priority 1	\$3,000 per sign x 2 signs. Total \$6,000	VicRoads, LGA's inc Cardinia Shire, GRTA

STRATEGY	ACTIONS	TARGET MARKETS	PRIORITY	INDICATIVE COSTING	WHO
	<p>intersection.</p> <p>» West bound approaching the Princes Highway/South Gippsland Highway intersection.</p>				
25. Update the Stratford town entry signs	<ul style="list-style-type: none"> Update the Stratford town entry signs using the new, more informative signs used for other Wellington Shire towns. 		Priority 2	\$2,000	Wellington Shire, VicRoads
26. East Gippsland - conduct detailed signage audit	<ul style="list-style-type: none"> As per the East Gippsland Strategic Tourism Plan, it is recommended that East Gippsland undertake a detailed signage audit as part of the task of developing a single branding theme for its signs. 		Priority 1	\$4,000	East Gippsland Shire, VicRoads, DSE, PV, GAR, GRTA
27. Rationalise Toora signposting	<ul style="list-style-type: none"> Rationalise the highway signposting at Toora in accordance with the Tourist Signing Guidelines. 		Priority 2	\$3,000	South Gippsland Shire, local association, operators, VicRoads
SMCD infrastructure – VIC's and other information services					
28. Upgrade Kooweerup Swamp Lookout	<ul style="list-style-type: none"> Upgrade the information facilities at Kooweerup Swamp Lookout (in conjunction with Cardinia Shire) for ex-Melbourne travellers. 		Priority 1	\$10,000	Cardinia Shire, South Gippsland Shire, GRTA, VicRoads
29. Support development of the planned visitor information system in the Baw Baw Shire.	<ul style="list-style-type: none"> Research proposed to assist in developing new visitor information system 		Priority 1	N/A	Baw Baw Shire, GRTA, TVic
30. Upgrade information at eastern entrance to Sale	<ul style="list-style-type: none"> Sale – eastern entrance. Upgrade the current roadside area by replacing the Civic Guide and coming events board with an information shelter managed by Sale VIC. Install advance warning i-bay signs. 		Priority 2	\$4,500	Wellington Shire, VicRoads, Civic Guide
31. Relocate Korumburra VIC	<ul style="list-style-type: none"> Relocate Korumburra VIC to Foster. 		Priority 1	As per the draft South Gippsland Shire VIC Relocation Study	South Gippsland Shire
32. Adopt Brand Gippsland for	<ul style="list-style-type: none"> As part of the Gippsland-wide 		Priority 2	\$4,000	South Gippsland

STRATEGY	ACTIONS	TARGET MARKETS	PRIORITY	INDICATIVE COSTING	WHO
the accredited Foster VIC	recommendation, adopt Brand Gippsland for the proposed accredited Foster VIC (replacing Korumburra).				Shire, GRTA, landlord
33. Upgrade information at western entrance to Bairnsdale	<ul style="list-style-type: none"> Bairnsdale – upgrade visitor information at the western town entrance by replacing the current Civic Guide and outdated boards with an information shelter managed by the Bairnsdale VIC. 		Priority 2	\$4,000	East Gippsland Shire, VicRoads
34. Upgrade Cann River visitor services	<ul style="list-style-type: none"> Upgrade Cann River visitor service levels to reflect its key point-of-entry role for visitors arriving from NSW on the SMCD and Monarto Highway. 		Priority 1	Not costed – subject to review by East Gippsland Shire	East Gippsland Shire, TVic, DGI
35. Refurbish the Land Care and other wayside stops/information shelters	<ul style="list-style-type: none"> Refurbish the Land Care and other wayside stops/information shelters at Franklin River, Welshpool, Fish Creek (highway site) and Foster (the last mentioned in association with the move of the accredited VIC from Korumburra) 		Priority 3	\$3,000 per shelter x 4. Total \$12,000.	GRTA, Land Care, LGA's, VicRoads, South Gippsland Shire
36. Upgrade the Inverloch and Yarram VIC's	<ul style="list-style-type: none"> Upgrade the non-accredited Inverloch and Yarram VIC's. 		Priority 2	\$4,000 per VIC. Total \$8,000	Bass Coast Shire, Wellington Shire, operator, GRTA
37. Upgrade the Yarram i-bay	<ul style="list-style-type: none"> Upgrade the Yarram i-bay – provide a gravel surface and update the sign including, for example, reference to the VIC in town and the opening hours. 		Priority 2	\$5,000	VicRoads, Wellington Shire
SMCD infrastructure – visitor attractions and amenities					
38. Upgrade Power Trail facilities	<ul style="list-style-type: none"> Upgrade Power Trail facilities, eg Power Works (opening hours) and the lookout at the open cut mine near Hernes Oak. Use Latrobe City and power industry branding for this project. 		Priority 2	Subject to review by Power Works and Latrobe City	Latrobe City, Power Works, power companies
39. Review provision of public toilets east of Orbost	<ul style="list-style-type: none"> Review provision of public toilets east of Orbost. 		Priority 3		East Gippsland Shire, VicRoads, DSE, PV

STRATEGY	ACTIONS	TARGET MARKETS	PRIORITY	INDICATIVE COSTING	WHO
SMCD infrastructure – lookouts					
40. Develop Jemmys Point lookout	<ul style="list-style-type: none"> ▪ Develop Jemmys Point lookout, Lakes Entrance, on the former Gippsland Ports beacon site as a significant lookout. ▪ Provide interpretive material for Gippsland Lakes and entrance. ▪ Investigate possibility of a multi-use trail linking with the waterfront promenade. 		Priority 1	Currently under consideration within Council	East Gippsland Shire, Gippsland Ports, DSE
41. Relocate Foster North Lookout	<ul style="list-style-type: none"> ▪ Relocate Foster North Lookout to a new site about 500m back from existing lookout. 		Priority 3	Requires tower, say, \$100,000	VicRoads, South Gippsland Shire, community
42. Upgrade the Toora Lookout	<ul style="list-style-type: none"> ▪ Substantially upgrade the Toora Lookout on the south face of Silcock Hill overlooking Corner Inlet and Wilsons Promontory. 		Priority 2	\$50,000	VicRoads, South Gippsland Shire, service club
SMCD infrastructure – streetscapes					
43. Rationalise Korumburra signs	<ul style="list-style-type: none"> ▪ Korumburra - rationalise signs at the town entrance on the western side. 		Priority 2	\$2,000	VicRoads, South Gippsland Shire, operators
44. Undertake landscaping in Wonthaggi	<ul style="list-style-type: none"> ▪ Undertake Graham Street landscaping/streetscaping in Wonthaggi 		Priority 2	Requires shire plan	VicRoads, Bass Coast Shire, traders
GREAT ALPINE ROAD					
Marketing					
45. Strengthen Gippsland's participation in GAR's promotional strategy	<ul style="list-style-type: none"> ▪ Maintain input into GAR committee and support development of an effective 3 year marketing plan. ▪ Maximise opportunities for Omeo district to leverage benefits from GAR ▪ Link GAR marketing and resources to development of Victorian Alpine resorts as year round holiday destinations 	Melbourne, regional Vic, interstate and limited international Melbourne, regional Victoria, interstate	Priority 2	\$100,000 - \$120,000	Indigo, Wangaratta, Alpine and East Gippsland Shires; Mt Hotham Resort Management Board, Tourism Victoria, Parks Victoria and DGI.

STRATEGY	ACTIONS	TARGET MARKETS	PRIORITY	INDICATIVE COSTING	WHO
	<ul style="list-style-type: none"> ▪ Extend benefits of GAR sub routes in Gippsland ▪ Promote an integrated GAR touring experience ex Melbourne and ensure Gippsland effectively leverages off linkage to GAR and SMCD as in strategy 2: <ul style="list-style-type: none"> » Within GAR committee consider resources to refine the concept including the promotional mix. » Consider a flyer/map for the route with suggested 5 to 7 night itineraries. » Consider route representation on visitvictoria.com and cross reference with regional sites. » Facilitate and support development of a fly drive package. 		Priority 1	\$20,000 - \$30,000 plus co-op and in-kind	GAR inc Omeo BTA, GRTA, NEV/Ti, Mansfield Tourism & Yarra Valley & Dandenong Ranges
GAR infrastructure – roads and signs					
46. <i>i</i> -bays – refer section below on lookouts					
GAR infrastructure – visitor attractions and amenities					
47. Improve Tambo River-Bark Shed area	<ul style="list-style-type: none"> ▪ Tambo River-Bark Shed area. The site could be further improved by: <ul style="list-style-type: none"> » Installing an advance warning sign for vehicles travelling south. » Repairing the washaway where the bitumen meets the unsealed section. » Continuing efforts to rehabilitate the riverside environment by removing non-native trees. 		Priority 1	Advance warning sign – \$500 Repairing washaway – Council maintenance budget	GRTA DSE, East Gippsland Shire, CMA
GAR infrastructure – lookouts					
48. Upgrade the Mt Kosciuszko Lookout and GAR i-bay	<ul style="list-style-type: none"> ▪ Upgrade the Mt Kosciuszko Lookout and GAR i-bay (about 10km west of Omeo). 		Priority 2	Toilets & new furniture – \$50,000	GRTA, VicRoads, East Gippsland

STRATEGY	ACTIONS	TARGET MARKETS	PRIORITY	INDICATIVE COSTING	WHO
	<ul style="list-style-type: none"> » Upgrade picnic facilities and install toilets. » Add local interpretative material for Mt Kosciuszko and Omeo. » Add the lookout point attraction symbol (camera outline) to the advance warning signs (both directions). 			<p>Interpretive information for Mt Kosciuszko & Omeo/High Country – \$5,000</p> <p>Lookout point attraction symbol x 2 – \$500</p>	Shire, GAR committee
49. Install new lookout – Great Alpine Road near Hotham Airport.	<ul style="list-style-type: none"> ▪ New lookout – Great Alpine Road, 5km south of Hotham Airport. 		Priority 2	\$15,000	GRTA, VicRoads, EGS, GAR committee
50. Install new lookout – Kandangora Muttung Point	<ul style="list-style-type: none"> ▪ New lookout – Kandangora Muttung Point (south of Omeo, 0.9km from Great Dividing Range highpoint). 		Priority 2	\$15,000	GRTA, VicRoads, EGS, GAR committee
51. Maintain O'Connors Hill Lookout	<ul style="list-style-type: none"> ▪ Undertake maintenance on surface; repair faded/damaged advance warning signs. 		Priority 2	Council maintenance budget	GRTA, VicRoads, East Gippsland Shire