

GREATER GEELONG AND THE BELLARINE

# TOURISM DEVELOPMENT PLAN

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## Summary



## THE PLAN

This recently released Tourism Development Plan (January 2016) has been developed to identify projects which will assist in growing the visitor economy in Greater Geelong and The Bellarine over the next 10-15 years.

The development of the plans was supported Regional Development Victoria.

*The plan*

## VISITOR ECONOMY IN GREATER GEELONG AND THE BELLARINE

Greater Geelong and The Bellarine attracts around

**5 MILLION VISITORS ANNUALLY**, of which

**2.8 MILLION** are **DAY TRIPPERS** and

**2.2 MILLION** are **OVERNIGHT VISITORS.**

Currently the Greater Geelong and The Bellarine visitor economy is estimated to contribute

**4,700 JOBS ANNUALLY** with a regional output of **\$728 MILLION.**





## GENERAL PRODUCT STRENGTHS

Greater Geelong and The Bellarine has its primary strengths in nature based attractions, predominantly centred on Port Phillip Bay and the ocean beaches to the south. The water based assets of the region act as a key motivator for visitation.

The other area of primary strength is in events and festivals with Geelong hosting numerous sporting and recreation events, some of global significance.

**THE AUSTRALIAN INTERNATIONAL AIR SHOW** and **CADEL EVANS GREAT OCEAN ROAD RACE** are examples of high profile events held in the region. Events are estimated to contribute

**\$83.34 MILLION**

in economic benefits to the region.

The region has secondary strengths in history and heritage, food and wine, the arts, and recreation. Food and wine is a strong fit for the region to develop a primary strength in, further development of wineries and destination dining is required to reach this target.



# Opportunities

## TOURISM PRODUCT DEVELOPMENT OPPORTUNITIES

The product development opportunities for the region vary depending on the sub regional destination supply and gaps.

Six sub regions have been devised to identify product development needs and opportunities.

**1. GEELONG URBAN** has strengths in accommodation, boating infrastructure, sports visitation and retail precincts.

Key opportunities for Geelong Urban are centred on large infrastructure projects such as the Eastern Beach Spa complex, large scale accommodation investment, convention and exhibition centre and boating and mooring facilities to strengthen recreational boating and cruise ship visitation.

**2. BELLARINE NORTH** captures a large number of overnight visitors, with the majority of these visitors staying in holiday homes or camping. Bellarine North has recently seen investment in hinterland product such as wineries and dining.

Key opportunities for Bellarine North include investment in large scale accommodation/resort development and further experiences around boating and seafood with investment in Portarlington Safe Harbour.

**3. BELLARINE SOUTH** includes the well-developed destinations of Barwon Heads and Ocean Grove. Reinvestment in accommodation to provide a contemporary offer to visitors is identified as an opportunity as are improvements to township gateways and township presentation.

Infrastructure and product development

**OPPORTUNITIES  
HAVE BEEN IDENTIFIED AS  
'THE KEY' TO MEET VISITOR  
EXPECTATIONS**

**4. QUEENSCLIFF AND  
POINT LONSDALE**

includes one of the oldest and intact historic tourism townships in Victoria, however there is a lack of new contemporary product and infrastructure to meet visitor expectations. Opportunities include quality accommodation and an improved dining and retail offer.

The Borough of Queenscliffe's tourism initiatives including the Fort Queenscliff Masterplan and the Lighthouse Reserves Masterplan will go some way to providing new and interesting product and accommodation to drive visitation.

In addition the Borough of Queenscliffe is planning to undertake a review of its Caravan Parks in order to better meet market need. Queenscliff is also the home of the Searoad Ferries Queenscliff – Sorrento Ferry Service and there have been ongoing enhancements to the Ferry infrastructure and harbour precinct.

**5. AVALON AND THE YOU YANGS**

includes the key features of Avalon Airport and the You Yangs Regional Park. Avalon Airport provides significant opportunity to grow visitation through growth in domestic and international flights and delivery of new product such as a theme park.

The You Yangs already hosts quality mountain biking which can be further developed through complementary product such as food and beverage facilities.

**6. SOUTHERN GOLDEN PLAINS**

is largely underdeveloped in tourism however the subregion hosts strong opportunities to grow the wine sector in the Moorabool Valley and explore ways to further leverage off emerging tourist villages such as Meredith.



## PRIORITY PROJECTS

The top 20 priority projects for Greater Geelong and The Bellarine region are shown on the following map (pages 6-7).

These have been identified using the following selection criteria:

### MATCH TO TARGET MARKET NEED

Projects that will support target markets for Greater Geelong and The Bellarine, specifically the Lifestyle Leader segments (food and wine lifestyles, inspired by nature and creative opinion leaders) and Traditional Family Life segments score well under this criterion.

### PROMOTES LENGTH OF STAY AND YIELD

Projects that create a new product or experience or provide additional capacity for the region score well under this criterion.

### STRENGTHENS THE BRAND ATTRIBUTES

Projects that demonstrate strong links with the brand attributes of Greater Geelong and The Bellarine will score well. These attributes include food and wine, water based/nature based and for Urban Geelong arts and culture.

### ECONOMIC BENEFIT

Projects that are likely to deliver a large economic boost to the regional economy will score well under this criterion. Projects that are large scale or provide a significant boost in regional capacity score well.

### 'GAME CHANGER PROJECTS'

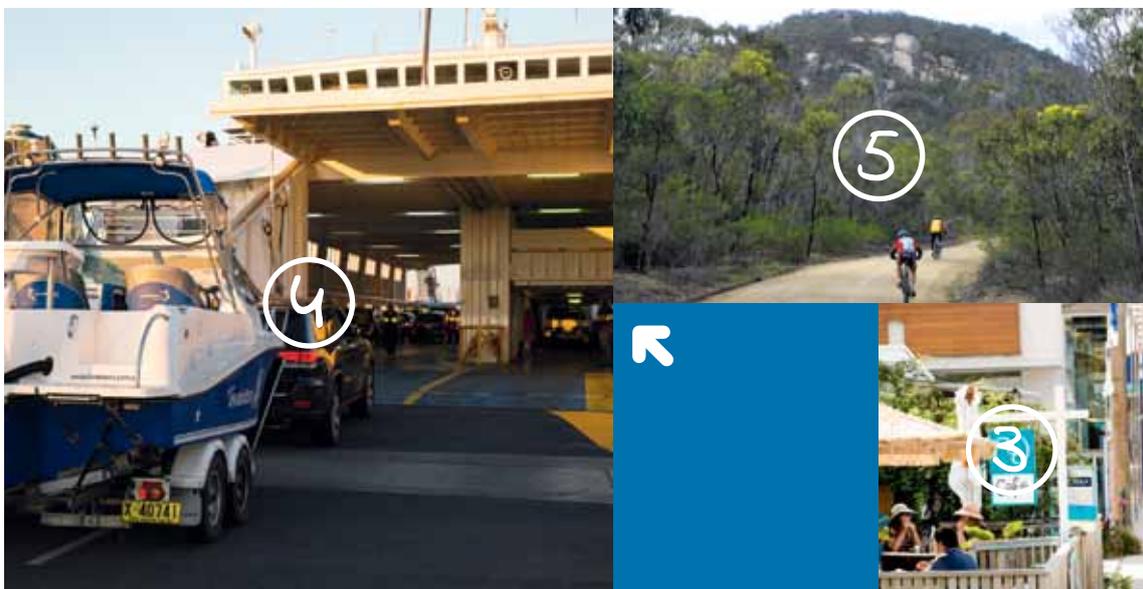
Create a new product and experience which is innovative and captures new visitor markets score well under this criterion.

### GOOD VALUE / COST BENEFIT

This criterion assesses whether the project is likely to be good value for money. In most instances the projects have not undergone a cost benefit analysis, however there are small projects in the list that are likely to contribute greatly to the tourism experience.

Priority Projects

**IDENTIFIED FOR  
LIFESTYLE LEADER SEGMENTS  
THAT WILL BRING ECONOMIC  
BENEFITS TO OUR REGION**



## MEREDITH

### LEGEND

-  Geelong Urban
-  Golden Plains South
-  Avalon & The You Yangs
-  Bellarine North
-  Bellarine South
-  Queenscliff & Surrounds

*\* Please note these projects are not listed in priority order*

## LETHBRIDGE



### GOLDEN PLAINS SOUTH

- > Product profile and development opportunities are detailed in the full Tourism Development Plan

## TEESDALE



### GEELONG URBAN

#### Infrastructure and enabling projects:

- > Geelong Convention & Exhibition Centre
- > Growth of the sports events sector
- > Recreational boating moorings
- > Cruise ship infrastructure
- > Marketing and branding strategy for emerging precincts
- > Planning study for re-purposing of industrial sites

#### Experiential product development:

- > Development of Eastern Beach Spa Complex

#### Accommodation:

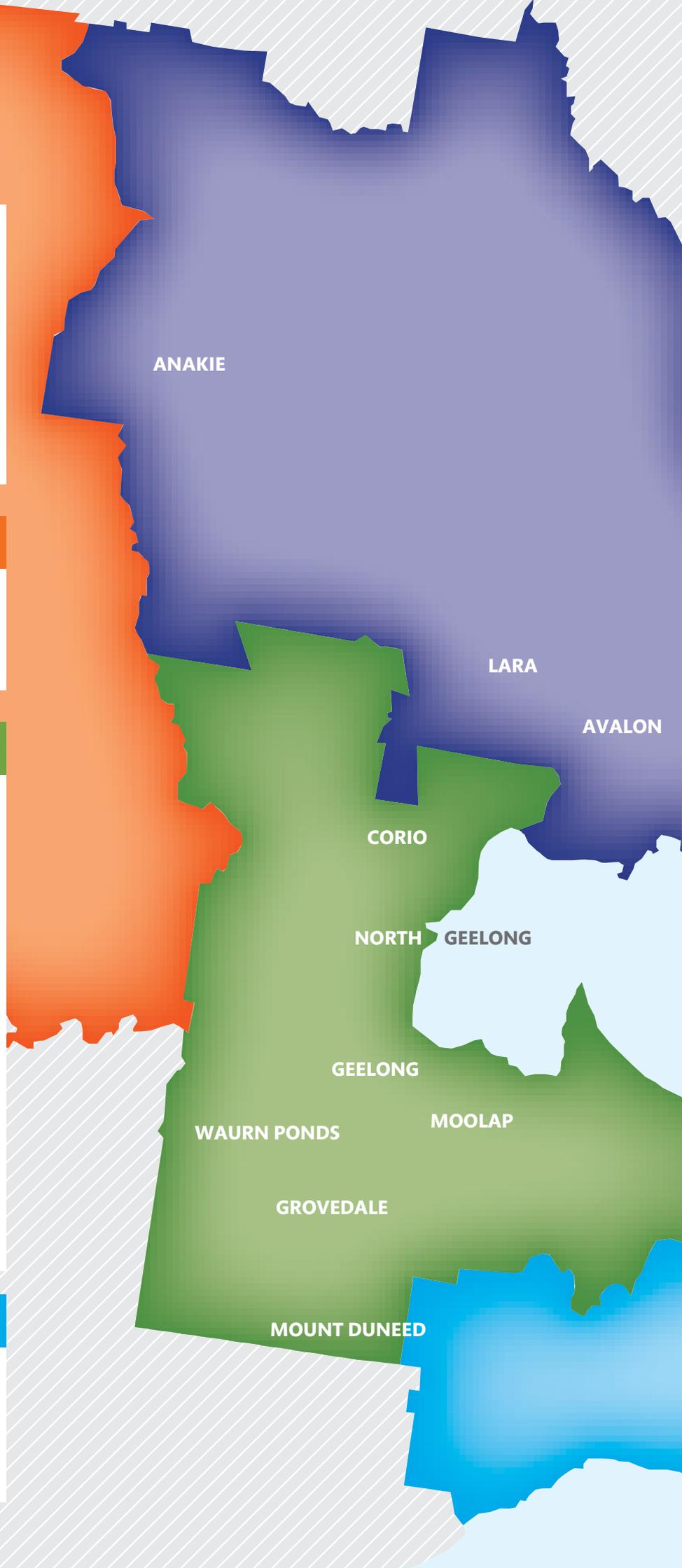
- > 4-5 star large branded hotel accommodation
- > Contemporary experiential accommodation



### BELLARINE SOUTH

#### Infrastructure and enabling projects:

- > Wallington tourism precinct (investment in food, wine product, theme park and resorts)



# TOP 20 PRIORITY PROJECTS BY REGION\*

Geelong Urban drives more than one half of total visitation to the region, however the majority of these visitors are day-trippers. The Bellarine Peninsula including Bellarine North, Bellarine South and Queenscliff attracts significantly more overnight visitors than Urban Geelong – almost 1.5 million overnight visitors.

A large proportion of overnight visitation is generated by people staying in holiday homes or staying with friends and family. Increased investment and product development should put in focus the need for continued investment in the tourism sector in the Greater Geelong and The Bellarine region and investment in improved road links to The Bellarine Peninsula.

Greater Geelong and The Bellarine Region remains an attractive destination to traditional international western markets such as UK, NZ and USA. The Chinese market is strong in Urban Geelong, however it is low in the Bellarine Peninsula. The IVS data only reflects overnight visitation and there may be higher levels of Chinese visitors who are day tripping.

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## AVALON & THE YOU YANGS

**Infrastructure and enabling projects:**

- > Avalon Airport - international terminal, rail link, retail precinct

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## BELLARINE NORTH

**Infrastructure and enabling projects:**

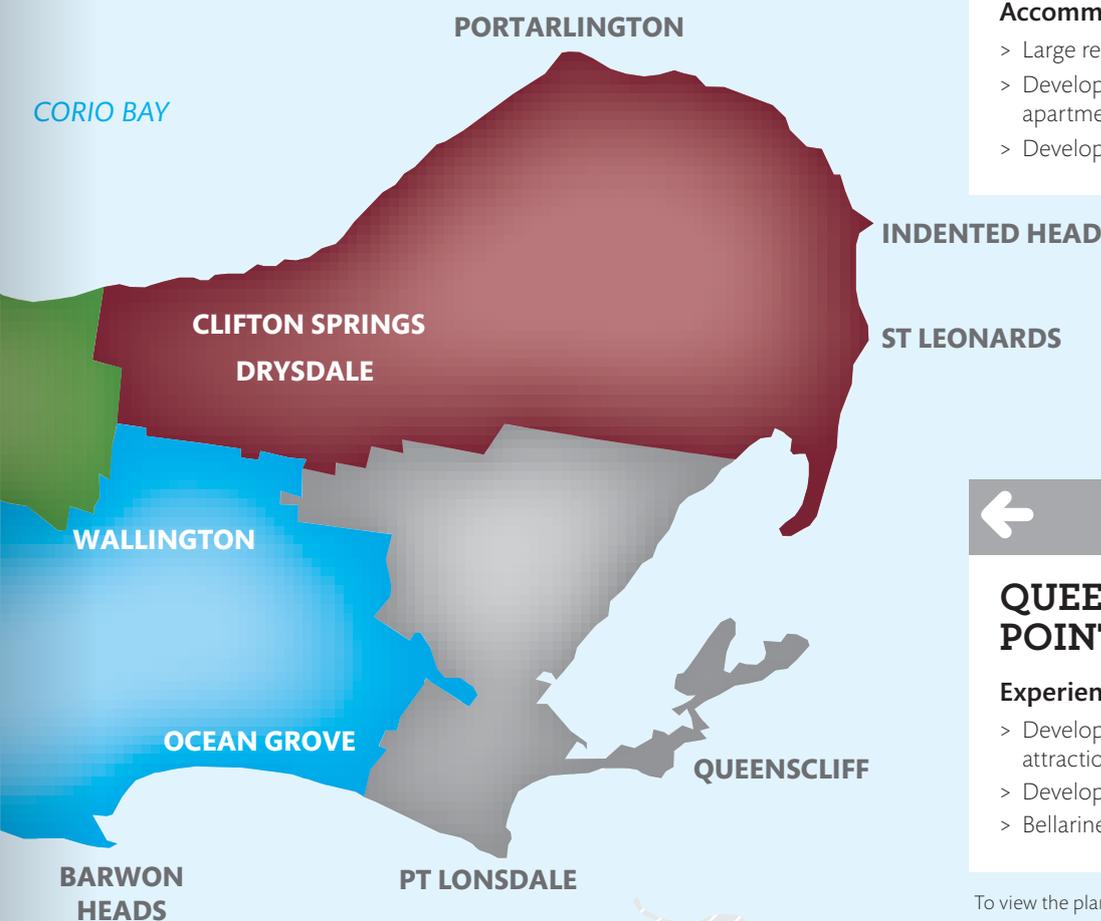
- > Portarlington Harbour redevelopment
- > Improvements to road network and signage “Bellarine Link”
- > Portarlington-Drysdale rural tourism precinct (servicing, winery investment, resort development etc)
- > Bellarine Railway

**Experiential product development:**

- > Underwater dive gallery
- > Aquaculture experiences

**Accommodation:**

- > Large resort
- > Development of self-contained apartment / hotel accommodation
- > Development of branded tourist parks



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## QUEENSCLIFF & POINT LONSDALE

**Experiential product development:**

- > Development of stingray feeding attraction at Queenscliff Harbour
- > Development of Fort Queenscliff
- > Bellarine Railway

## THE FUTURE



It is estimated that visitation will grow to close

to **7 MILLION VISITORS**

and expenditure will total

**\$1.145 BILLION** BY 2030,

a change of 25% between 2015 and 2030. Employment is also predicted to increase by 1,175 people between 2015 and 2030.

Forecast projections for visitors to Greater Geelong and The Bellarine shows that visitation will grow significantly over the next 15 years by between

**1.2-1.7 MILLION**

**VISITORS.** This projected growth will require continued investment in accommodation, infrastructure and experiences to meet visitor demand.

The region will need to attract between

**1,400** and **2,500 GUEST ROOMS** to

support projected growth over the next 15 years.

The Tourism Development Plan provides a useful framework to guide and support the visitor economy to realise its significant potential.

*The future*

TOURISM GREATER

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Visit Geelong and The Bellarine



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**SCAN  
AND SEE**  
the complete  
plan in detail