

PRIORITY PROJECTS ASSESSMENT FRAMEWORK

An important component of the Sustainable Destination Master Plan is to be able to translate the Strategic Directions into investment opportunities or priority projects for the region. A multi-criteria analysis (MCA) framework has been developed which supports the strategic objectives of the Sustainable Destination Master Plan and assists with the prioritisation of projects. The MCA assesses each project against 10 criteria, with projects assessed as high (3 points), medium (2 points), low (1 point) and no impact/not applicable (0 points).

Consistent with the direction of the SDMP, sustainability is at the core of the MCA. Five of the ten criteria, and therefore half of the maximum achievable score, are focused on prioritising projects which promote sustainable tourism in the region. This ensures each project must deliver across a range of sustainability considerations in order to be identified as a priority project for further consideration. The remaining criteria relate to a range of issues central to long term sustainable regional growth such as policy, infrastructure, accessibility, employment and collaboration. Furthermore, projects that amplify and support our designation as a UNESCO City of Design are also encouraged as they drive demand into the region, including international visitation.

Project Prioritisation Criteria

Does this project promote sustainable tourism?

Environment

Does the project protect natural sites and sensitive environments, biodiversity, minimise pollution, encourage sustainable business practices, encourage the adoption of low impact transport?

Amenity and Character

Is the project consistent with the local character and culture, preserves or improves amenity for all groups and limits degradation?

Operation and Delivery

Does the project propose to deliver sustainable practices in its day to day operation?

Seasonality

Does this project include strategies to mitigate impacts by managing visitor volumes, activities, and patterns of tourists?

Preserve Cultural Heritage

Does this project recognise the importance of Cultural assets and heritage accounting for the characteristics, capacity, and sensitivity of the site and reduces adverse impacts?

These relate to environment & sustainability



Does this project support sustainable regional growth?

Transport

Does the existing or planned future transport network have the capacity to support this proposal? Does the proposal deliver an accessible outcome?

Employment

Does this provide a net positive employment outcome as well as create diversity in the workforce for the region?

Partnerships

Does this promote opportunities for partnership and collaboration? (i.e. industry, tour operators, accommodation and transport operators etc)

Policy Alignment

Is there strategic alignment with existing policy, including the Distinctive Area Landscape Policy and Australian Federation of Disability Organisations best practice?

Target Markets

Does this capture the aspirational target markets identified in the Sustainable Destination Master Plan?

TOP 10 DEMAND DRIVING PROJECTS

While there are a number of enabling infrastructure projects needed to be delivered, to capture the aspirational visitor markets and to make Geelong and The Bellarine a sustainable destination, the top 10 priority projects have been focused on those projects that will be demand driving for the region.

01

Wadawurrung Traditional Owners Cultural Experiences

02

5 Star Hotel in Central Geelong

03

Visitor Experience at You Yangs Regional Park

04

Development of Mineral Spa Facility

05

Experiential and Diverse Accommodation Options

06

Distinct Maker and Grower Experiences

07

Redevelopment of the Geelong Gallery

08

Queenscliff Harbour Eco-Tourism

09

Cruise Ship Infrastructure

10

Adventure Tourism Experiences