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21 July 2008

Ms Victoria Sorbera  
Project Manager  
Future Melbourne  
GPO Box 1603  
MELBOURNE VIC 3001

Dear Victoria

RE: Future Melbourne Draft Plan – Supplementary Submission

Further to the Tourism & Transport Forum's (TTF) original submission to the Future Melbourne Draft Plan, please find below supplementary information for your consideration.

Following further consultation with industry members, TTF has made the following recommendations in relation to ensuring that Melbourne is a great place to visit.

Our Members believe that there is a need for the City of Melbourne to provide input into the Aviation Green Paper, a greater focus on partnerships for international marketing, and increasing the depth of visitor information and centres to facilitate greater tourism activity in regional areas.

Ensuring Melbourne is a great place to visit

Input into Aviation policies: improving access

TTF in its original submission highlighted the significant contribution tourism makes to Melbourne and the strength of the industry compared to its interstate counterparts.

Aviation access and the coordination of related transport links will be of critical importance in ensuring that tourism visitation to the city is maintained and that Melbourne remains a great place to visit.

Melbourne Airport is Australia's second largest airport in terms of passenger movements, welcoming 19 million passengers in April 2008, an increase of 7.3% on last year's figures and with a higher rate of growth than Sydney passenger movements (6.2%). Whilst the Sydney to Melbourne route remains the busiest with 586,952 passengers, Melbourne has experienced considerable growth on other routes such as Darwin to Melbourne (up 124.4%), Gold Coast to Melbourne (31.1%), and Maroochydore to Melbourne (up 26.6%).

In order to ensure that the City of Melbourne can accommodate and host increases in international and domestic visitors appropriately, the City of Melbourne must remain

abreast of issues relating to the aviation sector including infrastructure developments, schedule changes and relationships with key airline carriers.

TTF strongly recommends the City of Melbourne give consideration to forming an active response to the Aviation Green Paper through advocating the importance of major cities such as the City of Melbourne in the planning and development of aviation infrastructure and maintaining international services to the city.

The visitor experience will only be as good as the infrastructure and aviation access that supports it and as such, the city needs to be integrated into all aspects of planning for aviation infrastructure and schedules.

Recommendation: TTF strongly recommends that the City of Melbourne actively prepare a response to the Aviation Green Paper analysing the affect of developments in aviation infrastructure and international services on tourism in the City.

#### Increasing focus on international marketing through cooperative partnerships

The City of Melbourne, as well as the broader state of Victoria, has developed a reputation for offering the ultimate blend of shopping, culinary excellence; the arts and heritage; providing key tourism experiences all in one destination.

Whilst the City of Melbourne will need to work collaboratively with Tourism Victoria and the Victorian Major Events Company to ensure marketing activities for the state and the City are consistent, it will also be increasingly important that this is done so at an international level if Melbourne is going to truly position itself as an international destination.

There is a greater need for partnerships between the above bodies to ensure that Melbourne is represented appropriately as an international city that offers unique tourism experiences and greater access to distinct regional areas.

Recommendation: City of Melbourne to work in partnership with Tourism Victoria and VMEC to ensure the city is appropriately promoted as an international destination.

#### Effective visitor information services

In order to ensure that Melbourne can become an internationally recognised city, a coordinated effort in terms of visitor and transit information will be needed to ensure the ease of visitors to navigate the City.

Melbourne has already managed to secure its position as a premier destination for travellers, evident by its rankings among the most liveable cities and city brand indexes.

In order to continue this tradition of visitor servicing, consideration needs to be given to coordinating visitor centre services in key strategic growth areas such as Docklands and Southbank.

Ensuring there is an appropriate allocation of tourism-specific development within the City will only be effective if there are the necessary resources to ensure that visitors are able to navigate their way around the city as well as locate additional activities they can participate in once they are at the destination.

TTF recommends that consideration be given to expanding the current network of visitor information centres in the Melbourne CBD to areas that have been earmarked for redevelopment such as Docklands and Southbank.

Recommendation:

Additional Visitor Information Centres should be developed in and around the Melbourne CBD, in particular areas that have been highlighted for redevelopment and tourism growth such as Docklands and Southbank.

In addition to this, if Melbourne is to function as the major gateway to regional areas, there needs to be greater coordination of visitor and transportation information to provide ease of access to these destinations.

By providing greater information regarding Victoria's regional areas in the Melbourne CBD, there is the potential to ensure greater dispersal of tourism expenditure in these areas.

The City of Melbourne, in conjunction with regional tourism organisations (RTOs), should facilitate the circulation of greater regional tourism information in Melbourne-based visitor centres to ensure tourists have access to information for these areas. This will offer travellers greater choice, alternative tourism activities to engage in as well as showcase the greater depth of the State's tourism experiences.

Visitor Centres could possibly implement a fee for service structure in order to promote and stock relevant information regarding the different regions outside the Melbourne CBD.

Recommendation:

Greater coordination of regional tourist information is required in Melbourne Visitor Information Centres to facilitate greater tourism activity in regional areas. A fee for service scheme should be implemented to ensure this information is distributed and promoted accordingly.

If you have any queries regarding our supplementary submission, please do not hesitate to contact me on 02 9240 2016 or alternatively [cwilkie@tff.org.au](mailto:cwilkie@tff.org.au).

TTF thanks you for your consideration of these additional items.

Regards



CAROLINE WILKIE  
National Manager – Tourism & Events