



Greater Geelong and The Bellarine Destination Master Plan

Key Stakeholders



Lead organisation

Tourism Greater Geelong and
The Bellarine



Funding Partner

Department of Jobs, Precincts
and Regions



Delivery Partner

Urbis

Project Brief

Tourism Greater Geelong and The Bellarine has commissioned the development of a 10-year Sustainable Destination Master Plan (DMP) for Greater Geelong and The Bellarine.

This is a critical strategic plan for the region to support a stronger, more resilient visitor economy as we progress through the recovery phase and embrace the new normal over the next decade.

To develop the plan, we will undertake a detailed analysis of our visitation, supply, and demand, to better understand and plan for our region's future for sustainable destination growth, prosperity and development. It's important we balance economic priorities with the social, environmental, and cultural fabric of our region.

Key outcomes, measures, and actions for the plan will look at infrastructure advocacy priorities, marketing opportunities, sustainability commitments, and workforce development.

The Vision

**Plan for balanced
growth of the Greater
Geelong visitor
economy that delivers
economic, social, and
environmental benefit
for future
generations to enjoy.**

Objectives



Highlight the investment, experiences and workforce development needs of the region to best support visitor demand by 2032



Provide the local tourism industry with a thorough understanding of our region's unique visitor segmentation, positioning, and destination pull.

Key deliverables include

The Destination Master Plan has been informed through a comprehensive approach which seeks to summarise the analysis and findings across three key reports:

1. The **Priority Visitor Market Guide** reviews the current visitors drawn to the region and identifies markets seen as opportunities to achieve a more sustainable year-round visitor market.
2. The **Destination Development Plan** looks at key catalytic investment that is proposed or should be targeted to enhance the region and drive sustainable change.
3. The **Workforce Development Plan** addresses the challenges impacting the required jobs across the region and sets key actions to create a sustainable local workforce outcome

Our Project Priorities

Broad and meaningful stakeholder engagement with the community, businesses, and municipal partners.

Promise of balanced growth through recommendations that don't compromise long-term prosperity for short-term gain at the expense of our culture, our people, or our natural environment.

Recommendations grounded in research and evidence that back the right developments in the right locations that will see our destination flourish.

We strengthen the state. While unique to our region's needs, we must support the state's vision and priorities set out in Victoria's Destination Management Plan (currently being finalised).

Project Cost

\$275,000 inc GST

Timeline

	Phase	Activity
01	Inception & Review Completed	Finalise project parameters and community engagement process.
02	Targeted Early Engagement Completed	Business survey plus a series of 1-on-1 consultations and workshops.
03	Analyse & Profile Completed	Review primary and secondary research including early engagement.
04	Summarise and Connect August	Key recommendations prepared to be made public.
05	Broad Engagement Aug - Sep	Extensive four-week public engagement period, including online survey and 'have your say' town hall opportunities.
06	Finalise Oct - Nov	Master Plan finalisation

