

Theme 5

A Desirable Destination for Visitors

Facilitate the growth of the visitor economy by leveraging Banyule's unique natural and economic assets and enhancing the visitor experience.

Overview

Banyule has an opportunity to leverage greater economic outcomes from tourism by supporting sustainable growth in the visitor economy. Growing the Banyule visitor economy is critical for economic development as it stimulates business investment, promotes local consumption and commercial activity, and supports the creation of new local jobs.

Although tourism in Banyule is a developing industry, the municipality's unique characteristics position it well for future growth. These characteristics include quality green open spaces and waterways in close proximity to Melbourne's CBD as well as a large and growing health precinct that provides access to a significant visiting friends and relatives market.

There are substantial opportunities to establish Banyule as a successful visitor destination, particularly through:

- Leveraging the municipality's natural and water-based assets;
- Providing supporting product and infrastructure to enhance visitor amenity and generate yield (e.g. quality accommodation, food and beverage, retail etc.); and
- Activation of the night-time economy.

Growth in the tourism industry will also serve to diversify the local economy and reduce reliance (and leverage at the same time) key industries such as the health sector.

Strategic Directions

5.1: Enhance visitor amenity, infrastructure and services

5.2: Improve opportunities to expand and enhance the night-time economy

5.3: Promote and Protect Banyule's Existing Tourism Assets and Activities

Indicators of Success

- Provide adequate support to tourism proposals that assist in achieving visitor economy growth
- Increase in the number of investment enquiries, commercial planning and building permits issues related to accommodation proposal's in Banyule
- Increase in the number of night-time events/activities occurring in Banyule



Strategic Directions



5.1: Enhance Visitor Amenity, Infrastructure and Services

The delivery of quality visitor infrastructure, services and amenity will improve the visitor experience, enhance the perception of Banyule for visitors and increase spend opportunities. While Council has some influence in the level of visitor amenity and quality of infrastructure, this will also require significant private investment in order to drive real change in the local visitor economy.

There is no existing visitor economy strategy for Banyule to guide tourism development. This presents as a useful document for the municipality that would provide a strategic framework for the tourism industry going forward.

One of the key opportunities identified during consultation was an increased provision of accommodation for hospital visitors in Banyule. This has the potential to capture significant economic benefits that are currently leaking out of the municipality (primarily Melbourne CBD) due to a lack of accommodation options.



5.2: Improve Opportunities to Expand and Enhance the Night-Time Economy

A strong night-time economy has the potential to generate significant economic and social benefits in Banyule, including (but not limited to):

- Add vibrancy and a sense of uniqueness to an area;
- Create social cohesion and civic pride;
- Improve safety;
- Generate economic activity outside 'traditional' working hours; and
- Strengthen the tourism and cultural brand for the municipality.

There is an opportunity to expand Banyule's night time visitor economy through the provision of contemporary dining experiences, activation of industrial precincts and the introduction of night markets (amongst others).



5.3: Promote and Protect Banyule's Existing Tourism Assets and Activities

To create a successful visitor destination, it will be important for Council, in collaboration with government, industry and tourism stakeholders, to develop a unique brand that promotes Banyule to visitors. This should market Banyule's key natural assets, products and experiences to attract visitors and promote the region as a desirable place to visit. There is also an opportunity to leverage Banyule's proximity to other visitor destinations (e.g. Yarra Valley, Heidi MOMA etc.)

This could be achieved through development of marketing collateral that provides visitors with an up-to-date guide of key activities, packaged itineraries and local tourism services.

Action Plan

The Action Plan provides a guide for the delivery of the projects and actions to achieve each theme's strategic directions and overall objective. The plan includes relevant actions, internal/supporting stakeholders, indicative costs and timeframes, categorised as follows:

- Short term (within 1 year);
- Medium term (1-3 years); and
- Long term (4 years +).

Note: Indicative costs are subject to confirmation and are assumed to be expenditure beyond the existing budget. In instances where projects are able to be delivered within existing resources, or where costs are unknown, these are listed as 'N/A'. Importantly, these costs do not refer to specific internal staffing requirements for Council.

Project	Action	Stakeholder/s		Priority	Time frame	Indicative Cost
		Internal	Partner			
Visitor Economy Strategy	Appoint a consultant to prepare a visitor economy strategy that clearly defines Banyule's key focus areas to develop and strengthen its tourism industry and provides an investment blueprint for the future. The strategy would be used to identify key tourism product and supporting infrastructure which will meet the needs of existing and future visitors to the region and support economic growth.	Economic Development, Open Space Planning, Arts & Culture, Strategic Planning & Urban Design	NORTH Link	High	Medium	\$60k
Support Retail & Hospitality Investment	Support retail and hospitality investment in popular visitor destinations, such as Heidelberg and Ivanhoe, through engagement with industry and private investors.	Economic Development	Private Investors	Medium	Ongoing	N/A
Night-time Activation Program	Develop a night-time activation program to assist local businesses, creative agencies, community groups and entrepreneurs build a vibrant night-time economy by developing new and interesting experiences and destinations	Economic Development		High	Medium - Long Term	N/A
Outdoor Dining*	Support outdoor dining opportunities at key night-time locations throughout the municipality to improve vibrancy during the evening.	Planning, Building & Laws, Economic Development		Medium	Ongoing	N/A
Precinct Activation	Investigate the night-time activation opportunities at underutilised precincts across the municipality, in particular the HWBP.	Economic Development, Planning, Building & Laws		Medium	Medium	N/A
Night Market Feasibility Study	Investigate the opportunity to establish a regular night market in Banyule. The investigation should consider key night-time locations and seek to leverage existing economic strengths of the region.	Economic Development, Community Programs		Medium	Medium - Long Term	N/A

Project	Action	Stakeholder/s		Priority	Time frame	Indicative Cost
		Internal	Partner			
Building Activation	Investigate the use of existing buildings for night-time uses e.g. commercial office lobbies used after-hours as an art gallery or small bars. Council could work with developers and landlords to activate vacant premises with evening and night-time uses. This could provide affordable opportunities for local start-ups, creative workers and community groups.	Economic Development, Strategic Planning & Urban Design, Development Planning, Property Operations, Strategic Projects	Developers/land lords	Medium	Medium	N/A
Night-time Transport Support	Provide a safe and reliable transport environment to support the night-time economy. This could include relaxed night-time parking restrictions, improving way-finding and connectivity and advocating to state government for late-night public transport to key entertainment nodes	Transport & Environment, Economic Development		Medium	Ongoing	N/A
Visitor Guide	Develop an official visitor guide that showcases key visitor attractions and services and leverages visitor assets in proximity to Banyule.	Economic Development		Low	Medium	N/A

*Note these actions/programs are already delivered by Council in some capacity.

Indicators of Success & Monitoring Tools

Indicator	Monitoring
<i>Provide adequate support to tourism proposals that assist in achieving visitor economy growth</i>	Annually, via Council's records
<i>Support night-time events/activities occurring in Banyule</i>	Annually, via Council's database
<i>Develop a unique brand and associated marketing collateral</i>	Annually, via Council's records