

Inner Melbourne Action Plan**Briefing paper****Strategy 11 – Promote the Inner Melbourne Region as a tourism destination**

Purpose

1. To request that the IMAP Implementation Committee approve the continuation of the IMAP Tourism Working Group's Strategic Plan and funding for another three years (1 July 2013 – 30 June 2016)

Background

2. The purpose of the IMAP Tourism Working Group (IMAP TWG) is to work collaboratively to strategically develop and position Inner Melbourne as a vibrant and welcoming destination.
3. The 2010-2013 IMAP Regional Tourism Strategic Plan identified two key goals:
 - a. Showcase the personality of Inner Melbourne to maximise the benefits to local community and economy
 - b. Identify and influence ways to make it easy for visitors to explore Inner Melbourne.
4. The IMAP Tourism Working Group has reported to the Committee on its broad range of very successful initiatives undertaken in meeting these goals to date. Work is continuing in this, the third year of the Strategy. The City of Maribyrnong is now actively participating in this work and has contributed financially for 2 years.
5. The TWG have also been undertaking planning for the next 3 Year Regional Tourism Strategic Plan so that the funding for this work can be confirmed at this meeting in the IMAP Three Year Implementation Plan. The TWG seeks funding on the same basis as previous years i.e a \$20K annual contribution from each of the 5 Councils represented on the IMAP Implementation Committee for the next 3 years.

Discussion

6. Key high level result areas for the IMAP TWG in the period 2010-2013, to date include:
 - a. Licensing the Inner Melbourne Visitors Map to third party providers. The Inner Melbourne map remains the most popular visitor map in production with 1 million copies printed in 2012-13 to date. Further development is planned exploring alternative applications and new technologies.
 - b. Increased destination marketing through print media and services such as SkyBus
 - c. Pilot program of IMAP famils for regional Visitor Information Services (Geelong Visitor Information Centre undertaken in 2012; Bendigo and Ballarat tours planned for the coming year)
 - d. Sponsorship and key involvement in the CAUTHE conference in February 2012 and the Tourism & Events Excellence conference in July 2012 to promote the "excellence in strategic partnerships" theme.
 - e. Involvement in development of the Myki Visitor pack offer.
 - f. Introduction of Maribyrnong Council to the IMAP-TWG and its involvement in the Famils and advertising.
 - g. Ongoing advertising and editorial in key tourism publications promoting the inner Melbourne region and its attractions.
7. For the next 3 years, the TWG has determined that the two key goals identified in the current Strategic Plan remain appropriate to the work of this team and are proposing that these be rolled over into the next period. Proposed key activities for 2013-2016 would include:
 - a. Further integration of Maribyrnong Council into IMAP TWG
 - b. Progress full licensing of the Inner Melbourne Visitors map so that IMAP ceases to print the map
 - c. Explore digital/mobile map and wayfinding technology including digital version of Inner Melbourne Map
 - d. Expand IMAP famils program to other Victorian Information Centres
 - e. Explore key partnership opportunities with peak agencies such as Destination Melbourne and Victorian Tourism Industry Council

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8. A strategic planning workshop has been scheduled for March 2013, conditional on approval from the IMAP Implementation Committee, to further develop and refine these activities to meet the stated goals of the 2013-2016 Regional Tourism Strategic Plan. Key potential partners/stakeholders will be invited to attend part of that workshop.
9. The TWG remains committed to undertaking work which is mutually beneficial to all members of the IMAP Tourism group and for which IMAP is uniquely positioned. It is not intended to duplicate the work of individual councils but to contribute and influence where it can to add value to Melbourne's visitor experience, support councils and network across the tourism industry. A detailed program of work for Year 1 of the new Strategic Plan will be reported back to the Committee in August 2013.
10. The annual contribution to IMAP TWG is \$20,000 per Council per year. The IMAP TWG is not seeking to increase this contribution, although allocation of the budget will be considered in the strategic planning process in March 2013.

Recommendation

11. That the IMAP Implementation Committee **notes** the success of the Tourism Working Group to date and **approves** the draft 2013-2016 Regional Tourism Strategic Plan.
12. That the IMAP Implementation Committee **approves** the continuation of the current funding arrangements for a further 3 years as part of its IMAP Three Year Implementation Plan.



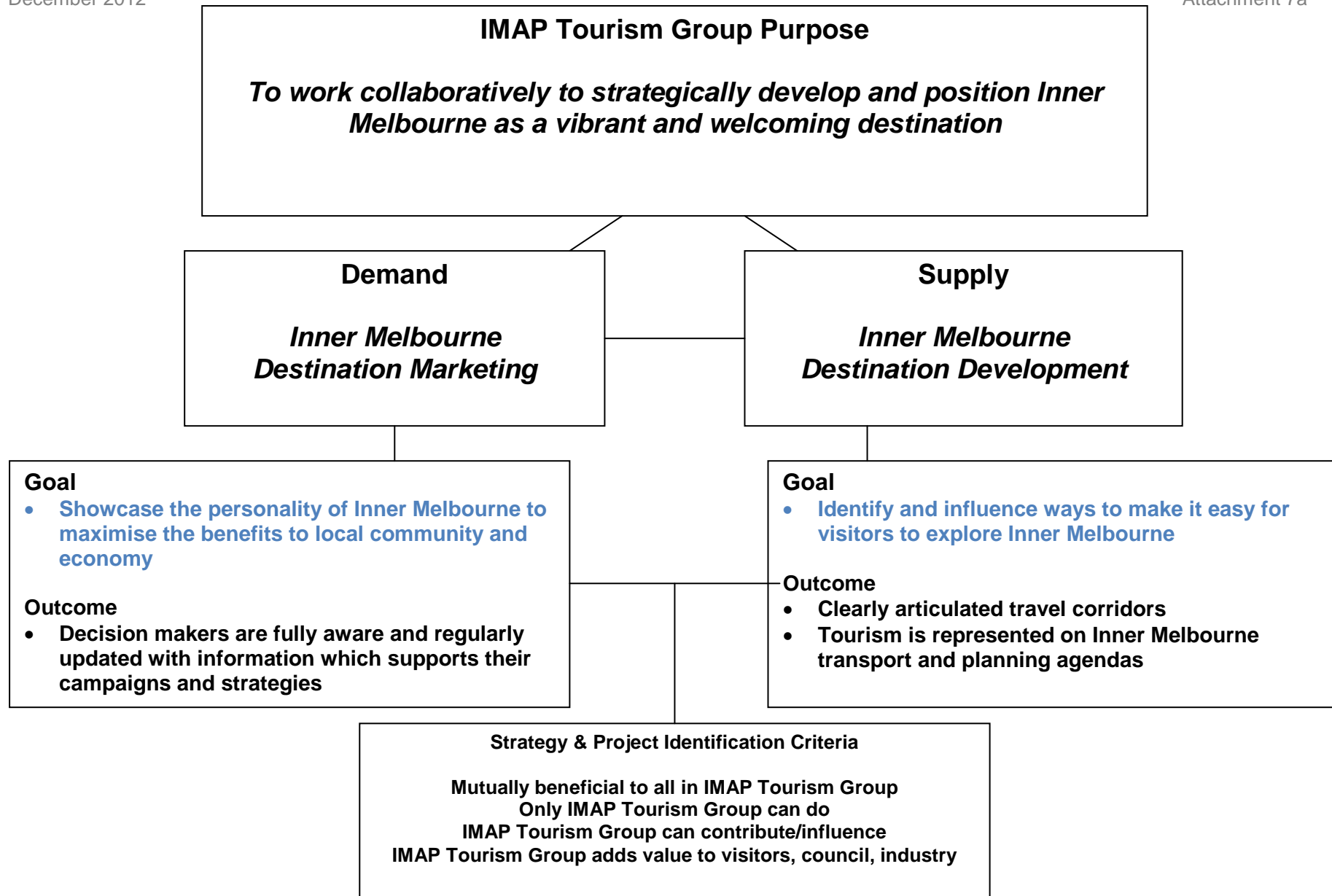
Inner Melbourne Action Plan
'Making Melbourne More Liveable'



Inner Melbourne Action Plan (IMAP) Tourism Working Group

DRAFT Strategic Plan 2013-2016

December 2012



Guiding Principles:

The implementation of the strategic plan will be guided by:

- Ethical, responsible, sustainable tourism
- Aligning with national/state and community agendas
- Seeking to balance community needs with visitor expectations

Critical Factors for Success:

The Tourism Working Group identified the success in implementation of the strategic plan would be contingent upon the following:

Critical Success Factors	Outcomes
Working collaboratively as a group and in partnership with the Melbourne tourism industry	<ul style="list-style-type: none"> ▪ A strong working relationship has formed between all member Councils. ▪ The Tourism Working Group proactively participates in the implementation of the Strategic Plan. ▪ Partnerships have been forged with the inner Melbourne tourism industry and industry associations and organisations such as Destination Melbourne, Tourism Victoria and the Victoria Tourism Industry Council.
IMAP Tourism Working Group members commit to attending regular meetings to share information, progress projects and receive updates on key projects from Melbourne tourism industry stakeholders	<ul style="list-style-type: none"> ▪ Meetings have been held bi-monthly and attended by all member Councils.
Annual action plan and progress reports to be reviewed annually by the IMAP Implementation Committee for approval and funding support	<ul style="list-style-type: none"> ▪ The IMAP Implementation Committee reviews the budget and project outcomes at least once a year
IMAP tourism projects form part of individual group member's work plans	<ul style="list-style-type: none"> ▪ All member Councils have included the IMAP tourism projects into their work plans.