



IMAP Projects – Business Case

G1.P5 IMAP Tourism Project Brief

<p>Name and purpose of the project/action:</p>	<p><i>Inner Melbourne Tourism Initiative</i></p> <p>Purpose of the project is to identify and implement initiatives to progress promotion of Inner Melbourne.</p>
<p>Alignment with IMAP Goals and Strategies;</p>	<p><i>Goal 1 - A globally significant, strong and diverse economy.</i></p> <p>Strategy 1.3 We will work with others to market Inner Melbourne as a world-class tourism destination and promote visitation across the region.</p> <p>In 10 years: Inner Melbourne is internationally recognised as one of the world's best tourism and major events destinations.</p>
<p>Investment logic analysis (e.g. what are the problems, benefits, potential strategic responses and solutions)</p>	<p>Growing the Victorian Visitor economy is a key focus for State Government. The Visitor Economy (Tourism) has been identified as one of the economic super sectors, with the potential to generate significant growth for the Victorian economy in the next ten years (Deloitte report).</p> <p>The 'visitor interest boundary' of Melbourne expands beyond the CBD, with Inner Melbourne offering a depth of visitor product: shopping and dining precincts, cultural institutions, natural attractions, events, tours and tourist attractions – all within a accessible public transport range of 30-40 mins from the CBD.</p> <p>Much of the current State (Visit Victoria) and RTO (Destination Melbourne (DM)) marketing focus is CBD centric or regionally driven. There is a gap in the current tourism industry model, with a lack of promotion of the Inner Melbourne region and its product offering.</p> <p>Through the Inner Melbourne Tourism Initiative the IMAP Councils have the opportunity to collaborate on several projects to raise the profile and awareness of the visitor significance of the Inner Melbourne region with RTO and State entities and ensure that Inner Melbourne region and product offering is directly promoted to visitors, driving visitation and economic activity across the region.</p>

Projects	Timeframe	Cost / funding sources	Lead Council and Project team
<p>Melbourne Official Visitor Map – containing Inner Melbourne map (owned and annually maintained by IMAP TWG.)</p>	<p>Annual</p> <p>1 July 2017</p> <p>1 July 2018</p> <p>* Third year of agreement to be reviewed Jan 18.</p>	<p>Annual Council update undertaken, in 2017, in addition refresh of map and move to a GIS (spatially accurate) base: \$10k, supported by Tourism Working Group (TWG).</p> <p>\$45k annual contribution to print and distribution from IMAP budget, production, print and distribution managed by Destination Melbourne (DM). 1 million copies distributed at key visitor points.</p>	<p>CoPP lead, project team includes all five Councils, Visual Voice and DM.</p> <p>CoPP/IMAP Exec officer lead negotiations; manage agreements</p>
<p>Greater Melbourne Destination Management Plan – 10 year vision and plan for managing and driving the growth of the Melbourne Visitor Economy.</p>	<p>Sept 2016 – Sept 2017</p> <p>* DMP to be launched Sept/Oct 2017.</p> <p>Likely future IMAP actions to be identified.</p>	<p>Project funds secured by Destination Melbourne (DM) from 24 Councils, Public Transport Victoria (PTV) and Visit Victoria (VV); DM applied for and shortlisted for TDDI grant.</p> <p>\$50k contributed from IMAP TWG; \$10k CoM.</p>	<p>DM co-ordinating project; consultant (AEC) appointed;</p> <p>2 x IMAP TWG reps on Project Steering Group (CoM and CoPP)</p>
<p>Destination Melbourne Partnership – inclusion for each Council in seasonal Official Visitor Guides; digital content listed on Melbourne NOW; double stand at Melbourne Tourism Industry Exchange; Discover Your Own Backyard (DYOB) webpage (content and events listings)</p>	<p>1 July 2016 – 30 June 2017</p> <p>Potential to continue annually</p>	<p>Each Council had an individual paid partnership of varying cost with Destination Melbourne. Through jointly negotiating as IMAP the TWG was able to secure equal coverage for each Council, and greater coverage of the Inner Melbourne region across the seasonal guide publications (250k distributed), a presence on the regionally targeted MelbourneNOW site, locally focussed DYOB webpages and a greater presence at the MTIE industry event.</p>	<p>CoPP/IMAP Exec officer lead negotiations;</p> <p>Each Council then responsible to contribute content/material and manage their digital presence on DYOB website and Melbourne NOW and participate on joint MTIE stand.</p>
<p>Experience Culture Victoria Guide – IMAP partnered with Cultural Tourism Victoria (CTV) to showcase 70 small-medium cultural experiences across the inner Melbourne region. The Cultural Guide included the current Inner Melbourne map – with markers for each cultural listing, visually identifying clusters to explore and transport routes to these across the Inner Melbourne region.</p>	<p>First edition: Sept 2016 – Aug 2017</p> <p>TWG to participate for second round of the Cultural Guide. Aug 2017 – 2018.</p> <p>Digital platform for Guide being developed in 2017/18.</p>	<p>For 17-18 edition - \$40k – IMAP TWG Budget.</p> <p>CTV also generates paid individual listings, and are seeking support from both Creative Victoria and Visit Victoria for the production, print and distribution of the Cultural Guide, and the development of a digital platform in 2017/18.</p>	<p>CTV presented to TWG group, seeking support for second year. Vote to support. CoPP/IMAP Exec officer lead negotiations; agreements</p> <p>Year 1: CoPP project lead, project team included all five Councils, Cultural Tourism Victoria and design agency Moo Media.</p> <p>Year 2: Given work involved in co-ordinating material for Guide (copy; photography x 70 listings across the IMAP region; maps; proofing) a project officer is to be contracted.</p>

Assessment against IMAP project criteria;

Alignment with the IMAP vision -

<ul style="list-style-type: none"> Will the project/action demonstrably enhance the liveability of Inner Melbourne by delivering defined outcomes which contribute to achievement of the goal and aims of the plan? 	<p>All projects undertaken by the TWG deliver positive outcomes for visitors, operators, precincts and respective Councils and in unison, work to achieve the goal and aims of the Inner Melbourne Action Plan to profile and promote the Inner Melbourne region.</p>
<ul style="list-style-type: none"> Does the project/action align with potential programs and/or funding opportunities within the state or federal government, or elsewhere? 	<p>Projects undertaken by the TWG align and enhance the efforts of State, Regional and local tourism organisations.</p> <p>In certain cases additional funding sources are available, i.e. DM applied for TDDI grant for additional (international) research for DMP.</p> <p>CTV is seeking funding from State (Creative Victoria / Visit Victoria) to support the <i>Experience Culture Victoria Guide</i>, both print and digital.</p>

Regional benefit -

<ul style="list-style-type: none"> Will the project/action's benefits accrue to a broader region (i.e. more than just one local authority)? 	<p>All projects undertaken by the IMAP TWG accrue benefit to the wider Inner Melbourne region, and in all cases are supported by the majority of local authorities.</p>
<ul style="list-style-type: none"> Is there sufficient agreement amongst the IMAP members to undertake the project/action? 	<p>Yes, only projects that have the full (or majority) support of the TWG members and that work to achieve profile for and promotion of the Inner Melbourne region and product, are undertaken.</p>

Shared resources -

<ul style="list-style-type: none"> Are there opportunities for resource sharing and/or economies of scale? 	<p>Greater outcomes for each Council and for the Inner Melbourne region have been achieved across several projects including the Destination Melbourne partnership, and will be with the DMP.</p> <p>There are certainly more opportunities for greater collaboration between the Councils, resource sharing and economies of scale given the officer resources across Councils vary.</p>
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Focus on results -

<ul style="list-style-type: none"> Does the project/action present opportunities to find new or better ways to address issues/challenges facing Inner Melbourne? 	<p>As visitation (and population) to Melbourne increases, visitor dispersal knowledge (transport routes) and drivers (Inner Melbourne product) will become increasingly important.</p> <p>Marketing the depth of product (and events) across the Inner Melbourne region to increasing visitor numbers, will assist dispersal and increase yield from visitation to Inner Melbourne, in turn driving increased economic activity and associated benefit across the Inner Melbourne region.</p>
<ul style="list-style-type: none"> Can the expected results of the project/action be clearly defined? 	<p>Each of the projects has defined outcomes and deliverables.</p>

Timeliness -

<ul style="list-style-type: none"> Can the desired result be achieved within a 5-10-year period? 	<p>A greater profile for the Inner Melbourne region can be secured through marketing, promotion and partnerships. Creating profile, awareness and drivers, will lead to increased visitation and drive growth in the visitor economy into the next decade.</p>
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Effectiveness -	
<ul style="list-style-type: none"> Do the expected outcomes warrant the expected investment of time and resources? 	<p>Projects undertaken by the TWG work to fill the gap in the current tourism industry model. IMAP continues to advocate to State and the RTO for recognition of the significance of the region and for promotion of the region and its products.</p> <p>In order to secure a share of the growing visitor economy, IMAP TWG must in the meantime, work to profile Inner Melbourne, drive dispersal and increase yield from visitation.</p> <p>Increased visitation and yield, generates increased prosperity for the Inner Melbourne region and potentially generates more employment opportunities through the growth of the industry.</p>
Value add -	
<ul style="list-style-type: none"> Does the project/action overlap, duplicate or enhance other strategies being undertaken elsewhere? 	<p>Projects undertaken within the IMAP Tourism Initiative work to fill gaps and dovetail in with Federal, State, Regional and Local tourism bodies – to strengthen and grow the visitor economy for Melbourne as a whole - specifically for the benefit of the Inner Melbourne region and Councils.</p>
Sponsor organisations and potential partners;	Partners include Visit Victoria; DEJTR; Destination Melbourne; Creative Victoria; VTIC; Cultural Tourism Victoria; Public Transport Victoria; other local governments across Greater Melbourne.
Recommendation.	That the IMAP Tourism Working Group (TWG) implement 2017-2018 projects as identified and await the Destination Management Plan (DMP) to guide actions for 2018-2019.