

IMAP Implementation Committee

Briefing Paper

Action 11 Regional Tourism

BACKGROUND

1. At the IMAP Implementation Committee meeting of 27 May 2016, the Committee resolved to:
 - **support** the development of a pilot Inner Melbourne Cultural Guide and the proposed distribution strategy for a budgeted cost of \$41,000 from the existing IMAP Tourism funds.
 - **support** the Chair of the IMAP Tourism Working Group (TWG) leading discussions with Destination Melbourne Limited (DML) on establishing an IMAP Partnership proposition, to replace individual Council partnerships, with the input and support of the IMAP TWG.
2. The IMAP Implementation Committee also previously resolved to support Destination Melbourne, if set criteria were met, with the development of a Destination Management Plan for Greater Melbourne.

DISCUSSION

3. All initiatives have progressed with success:
 - Cultural Guide: The IMAP TWG choose to partner with the established organisation, Cultural Tourism Victoria (CTV), to supplement their established Cultural Guide of Victoria, now in its 20th year of production, with substantial content from Inner Melbourne.

Each of the five Councils submitted 14 unique and diverse cultural experiences, 70 in total within inner Melbourne, showcasing the depth of product within their municipality. This partnership will now produce Victoria's most comprehensive Cultural Guide available to visitors.

The guide is in the final stages of production and print and will be launched in mid-September 2016, for distribution at key visitor entry and information points, at select accommodation providers and at all participating cultural experiences. The partnership is in line with the initial proposed budget, but has allowed substantially increased copies to be printed (50,000 over 20,000), provided a wider and established distribution for the guide and production and project management experience, in relation to this type of visitor collateral.

- Joint partnership: The Chair of the IMAP TWG, with strong support from the IMAP Executive Officer, lead discussions with Destination Melbourne to negotiate the formation of a partnership between the five IMAP Councils and Destination Melbourne replacing the individually held contracts.

The new partnership, negotiated for a similar collective contribution from the participating Councils, provides greater service provision for Council contributions, spread evenly across the Councils to provide increased and greater representation of each Council, and of the inner Melbourne region as a whole.

This joint agreement is ensuring destination marketing of inner Melbourne to visitors through all of Destination Melbourne's visitor collateral and digital marketing channels.

- Destination Management Plan: Destination Melbourne has appointed and convened the first meeting of the Destination Management Plan (DMP) Project Steering Committee. 24 Councils

have contributed to the development of the strategic DMP which will provide clear recommendations on how the city can improve its competitive visitor position in order to increase the visitor economy capacity in the next 5 to 10 years.

The DMP will be underpinned by several sub-regional plans including one for Inner Melbourne. The CoM and the IMAP TWG each hold a position on the Steering Committee together with 11 skill-based individuals from participating Councils and State Government funding partners.

RECOMMENDATION

4. That the IMAP Implementation Committee resolves to:
 - (a) Recognise the progress made by the IMAP TWG on initiatives supported by the IMAP Implementation Committee.