

– OFFICE OF THE MAYOR –



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Thursday, 15 August 2019

The Hon Martin Pakula MP  
Minister for Tourism, Sport and Major Events  
Level 36, 121 Exhibition Street  
MELBOURNE VIC 3000

Dear Minister

**RE: REGIONAL TOURISM REVIEW – HUME CITY COUNCIL SUBMISSION**

Hume City Council at its meeting held on 12 August 2019 resolved to make a submission to the Regional Tourism Review seeking an overhaul of the Victorian Government governance and funding structure in support of the Visitor Economy across Greater Melbourne.

The Visitor Economy is Greater Melbourne's fourth largest economic driver and one of Victoria's fastest growing sectors with an estimated output of over \$23 billion. Of the 162,000 people employed by the Visitor Economy in Victoria, over 119,000 jobs can be attributed to the Visitor Economy in Greater Melbourne.

The Visitor Economy is Hume's fourth largest economic driver and one of Hume City's fastest growing sectors with an estimated output of over \$2 billion. Over 6,500 jobs can be attributed to the Visitor Economy in Hume and significant growth in new investment in this sector continues with large scale attractions such as Marnong Estate and URBNSURF in development. Hume City Council is actively involved in supporting the Visitor Economy in Hume and has worked strategically with key tourism industry stakeholders charged with promoting Greater Melbourne as a destination and its local operators to further support the development of this growing sector.

In June 2017, Council was advised by the Daylesford and Macedon Ranges Regional Tourism Board (DMRRTB) that Hume would be formally removed from the Daylesford Macedon Ranges region due to its close proximity to metropolitan Melbourne. Hume City Council was a partner of DMRRTB from its inception in 2010 and through this partnership was able to access a range of support including marketing and public relations; funding opportunities; networking and product development opportunities; Hume specific visitor statistics; and advocacy support.

Hume's sole remaining Regional Tourism Organisation (RTO) was Destination Melbourne. Now that Destination Melbourne has ceased operation, the Greater Melbourne Visitor Economy does not have structured governance such as that provided by an RTO or direct access to funding to support Visitor Economy activity and growth.

The cessation of Destination Melbourne also means that programs including Melbourne Now (targeting visitors from regional Victoria), the Discover Your Own Backyard campaign (focused on the Visiting Friends and Relatives market) and a substantial range of industry development programs, including the major industry conference Melbourne Live will now cease, resulting in a loss of accumulative industry content and investment.

Given Visit Victoria's current review of the Regional Tourism Boards (RTBs) and the loss of Destination Melbourne, Hume City Council requests the State Government and Visit Victoria to consider developing RTB level support for the growing Visitor Economy in Greater Melbourne. Greater Melbourne contributes significantly to Victoria's Visitor Economy including new investment and job creation and should be positioned as part of Victoria's visitor offer. Under the current governance and structures, the focus is solely on supporting the Visitor Economy in Melbourne City and Regional Victoria.

Hume City Council proposes that funding and governance structures in the form of RTBs for Melbourne's North, East, South, West and Inner Melbourne be developed to support the Visitor Economy across the whole of Victoria and ensure the best economic outcomes for this State. This model will encourage collaboration between the State and Greater Melbourne and a more coordinated approach to tourism planning and strategy to reduce duplication and maximise efforts to grow the Visitor Economy across all of Victoria. It is envisaged that State Government would provide seed funding and create the proposed Greater Melbourne RTBs supported financially by industry memberships and local government.

The proposed Greater Melbourne RTBs could consist of the following Local Government Areas (LGAs):

**Inner RTB:** Melbourne, Yarra, Stonnington, Port Phillip, Maribyrnong.  
**Eastern RTB:** Boroondara, Manningham, Whitehorse, Knox, Monash, Maroondah.  
**Northern RTB:** Whittlesea, Darebin, Hume, Moreland, Nillumbik, Banyule.  
**Western RTB:** Brimbank, Moonee Valley, Melton, Hobsons Bay, Wyndham.  
**Southern RTB:** Casey, Cardinia, Greater Dandenong, Frankston, Kingston, Bayside, Glen Eira.

Yours sincerely



**CR CARLY MOORE  
MAYOR**

cc: The Hon John Pandazopoulos, Chair – Visitor Economy Ministerial Advisory Committee  
Mr Chris James, Executive Director - NORTH Link  
Ms Mary Anne Thomas MP – Regional Tourism Review Special Adviser  
Ms Felicia Marinai, CEO – Victoria Tourism Industry Council  
Mr Peter Bingeman, CEO – Visit Victoria  
Ms Martine Letts, CEO – Committee for Melbourne  
Ms Ros Spence MP, State Member for Yuroke  
Mr Josh Bull MP, State Member for Sunbury  
Mr Frank McGuire MP, Member for Broadmeadows