



JOBS AND INVESTMENT

GOULBURN RIVER VALLEY TOURISM

Mitchell Shire Council is seeking a commitment from the State Government to recognise the Goulburn River Valley, the Heart of Victoria, as a formal tourism region, and for Goulburn River Valley Tourism to be officially recognised as a Regional Tourism Board.

CURRENT SITUATION

The Victorian Government recognises Regional Tourism Boards as the peak organisation for the tourism industry, offering marketing and industry development services to this key economic sector¹.

Goulburn River Valley Tourism currently represents the four local government areas of Mitchell Shire, Greater Shepparton, Murrindindi and Strathbogie. Although this region employs more than 3,710 full time equivalent jobs and in 2017 had over 2.8 million visitors who generated a total economic output in the order of \$781 million, it is not officially recognised by the Victorian Government².

Recently, Daylesford and Macedon Ranges tourism region officially removed Mitchell from their region, and as a result Mitchell Shire Council is now one of only a few local government areas not represented by a formally recognised and Victorian Government funded tourism board.

THE ASK

- 1. Recognition of the Goulburn River Valley, the Heart of Victoria, as a formal tourism region.**
- 2. Official recognition of Goulburn River Valley Tourism as a Regional Tourism Board.**
- 3. The corresponding funding commensurate with other Regional Tourism Boards to deliver enhanced service to the region.**

THE BENEFITS

Recognition of the Goulburn River Valley, the Heart of Victoria, as a formal tourism region.

The recognition of 'the Heart of Victoria' as a formal tourism region will enable the four local government areas to have a recognisable and clear tourism identity. As a result, this will allow greater promotion of the region and will put the region on the map.

Official recognition of Goulburn River Valley Tourism as a Regional Tourism Board.

Official recognition will enable Goulburn River Valley Tourism to have a more stable and stronger presence in the tourism sector. It will also allow them to receive the funding commensurate with other Regional Tourism Boards, as well as the support needed to deliver enhanced service to the region.

The corresponding funding commensurate with other Regional Tourism Boards to deliver enhanced service to the region.

Funding commensurate with other Regional Tourism Boards will enable Goulburn River Valley Tourism to provide greater support to all local government areas in the region. local government areas in the region will also be able to benefit from the opportunity to increase funding in the tourism area, creating stronger and more attractive tourism destinations.

1. Business.vic.gov.au. (2018). Regional tourism organisations and representatives | Business Victoria. [online] Available at: www.business.vic.gov.au/tourism-industry-resources/tourism-industry/regional-tourism-organisations [Accessed 8 Mar. 2018].

2. Ruzzene, M. Ainsaar, A. (2017) Goulburn River Valley Destination Management Plan 2017, Urban Enterprise, Goulburn River Valley Tourism.



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GOULBURN RIVER VALLEY TOURISM

POTENTIAL IN MITCHELL SHIRE

ACCESSIBLE TO MELBOURNE

Mitchell Shire is an easy freeway drive from Melbourne CBD, with its most southern boundary of Beveridge on the doorstep of Melbourne's North, a growing and dynamic region. Mitchell Shire also boasts three major road connectors including the Hume Freeway, the Northern Highway and the Goulburn Valley Highway. Additionally, Mitchell Shire is serviced by a major rail corridor, with almost 100 weekly V/Line services a week, and connections to major cities including Melbourne, Albury and Shepparton. With its easy accessibility from major Victorian cities, Mitchell Shire is perfectly positioned for weekend breaks or day trips, yet Mitchell Shire is not always front of mind for Melbournians on a tourist basis.

TOURISM AND JOBS - PRIME OPPORTUNITY

There are only 11,359 jobs in Mitchell Shire³, and just over 600 jobs or 5.4% are attributable to tourism and the visitor economy⁴. This is much lower when compared to the wider Hume Region where 7.9% of jobs are tourism-related. Given our proximity to Melbourne, Mitchell Shire has the opportunity to lead the region in tourism and provide hundreds of more jobs, improving the job-housing balance.

THE CHALLENGES

- > A need of tourism product and the ability to attract a crucial mass of high quality tourism experiences.
- > Limited public transport beyond the railways and tourism accommodation options.
- > A back log of infrastructure investment in tourism infrastructure and streetscapes and public realm.

THE POTENTIAL

Mitchell Shire has the base for a potential booming tourism region. It has strong connections to many major cities in Victoria, beautiful landscapes and well-known historic towns. However, to reach this full potential, and to transform towns such as **Seymour**⁶ and **Kilmore**⁶ into tourism destinations, Mitchell Shire needs investment into infrastructure, investment into the public realm and support for new and existing businesses. It is therefore critical that Goulburn River Valley Tourism is officially recognised and supported, so that Mitchell Shire and the region can gain the support and funding needed to grow tourism economies.

3. Abs.gov.au. (2018). Search by geography. [online] Available at: www.abs.gov.au/websitedbs/D3310114.nsf/Home/2016%20search%20by%20geography [Accessed 8 Mar. 2018].

4. REMPLAN (2018), based on Census 2016 data. Available at:www.remplanlogin.com.au/economy/ [Accessed 9 Mar. 2018]

5. REMPLAN (2018), based on Census 2016 data. Available at:www.remplanlogin.com.au/economy/ [Accessed 9 Mar. 2018]

6. Please refer to Mitchell Shire's Fact Sheets on Seymour Revitalisation and Kilmore Revitalisation for further information

MORE INFORMATION.
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