



AIREYS INLET

DESTINATION ACTION PLAN 2019 - 2021
JUNE 2019



Australian Government

BUILDING OUR FUTURE



GREAT OCEAN ROAD
REGIONAL TOURISM LIMITED

ACKNOWLEDGEMENTS

This Destination Action has been developed through representatives from all stakeholder groups that benefit from the visitor economy; local government, industry and the community.

Specifically we would like to thank the individuals that participated in the plan development process:

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Images courtesy of Great Ocean Road Regional Tourism and Great Ocean Properties.

INTRODUCTION



This Action Plan for Aireys Inlet seeks to identify the challenges and opportunities facing the visitor economy of Aireys Inlet and to establish achievable affordable priorities that if delivered would foster increased collaboration and increase the competitiveness of Aireys Inlet as a visitor destination.

Great Ocean Road Regional Tourism Ltd has implemented a Destination Action Planning process that engages local stakeholders to consider and prioritise affordable and achievable actions, which if acted on with local collaborative leadership, will maximise the value of the visitor economy to the destination and in turn benefit the region. This process has been completed in 15 destinations within the Great Ocean Road region, including Aireys Inlet.

This Plan identifies strategic actionable priorities for Aireys Inlet in the next three to five years and will be progressively reviewed and renewed. The Plan will also provide direct input to the strategic plans for the region.

Aireys Inlet Tourism and Traders Association (AITTA) are the custodians and drivers of the Aireys Inlet Destination Action Plan.

EXECUTIVE SUMMARY

This Destination Action Plan sets out the vision and aspirations for the visitor economy of Airey's Inlet over the next three to five years.

TOP PRIORITIES



Plan Implementation

1. Develop operational structure to facilitate the implementation and measurement of this Plan.

Marketing

2. Develop a framework for the consistent marketing and promotion of Aireys Inlet.

Industry & Community Engagement

3. Cultivate opportunities and mechanisms to engage and work with all stakeholders to foster a collaborative and cohesive visitor economy community.

Industry Development

4. Grow skills base and connectivity of the visitor economy community.

Events – Product Development

5. Foster our event culture to grow off peak visitation.

Walking – Product Development

6. Support the development of Aireys Inlet as a walking destination.

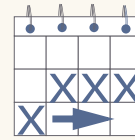
Advocacy

7. Advocate for the visitor economy priorities of Aireys Inlet at a local, regional, state and federal level.

Visitor Management

8. Manage growth to ameliorate negative impacts on the environment, sea and landscapes, way of life and sense of community of Aireys Inlet.

OBJECTIVES



Increase length
of stay



Increase
satisfaction



Increase
expenditure



Increase
dispersal —
geographical,
seasonal and
mid-week



Industry &
community
engagement

The community and business community of Aireys Inlet is seeking to develop a sustainable and vibrant visitor economy for Aireys Inlet.

Our Plan is focused on

- Building a brand story for Aireys Inlet to guide marketing and product and event development
- Increasing length of stay especially overnight visitation
- Increasing visitor satisfaction to foster ambassadors and repeat visitors for Aireys Inlet
- Targeting like-minded visitors who share and want to celebrate our community values
- Providing those on a Great Ocean Road journey a compelling reason to stop and stay.

We are committed to

- Retaining our natural attraction
- Management of visitor numbers to balance town values and ensure quality of experiences
- Working in collaboration – building a coalition of effort with clarity around action and responsibilities
- Fostering town pride.

An aerial photograph of the Aireys Inlet Lighthouse, a white tower with a red lantern room, perched on a rugged, yellowish-brown cliff. The cliff is covered in green vegetation. The ocean is a vibrant blue, with white waves crashing against the base of the cliff. In the background, a small town is visible on a hillside, and the coastline curves away into the distance under a clear sky.

OUR VISION

For Aireys Inlet to be a more vibrant and connected community that is a celebration of nature-based tourism.

Visitors are encouraged to respect, admire and connect with the rich and changing landscapes, the events, the artists and the artisans.

Staying is a pleasure, and visitors become connected and long to return.

OUR VALUES



A word cloud of values is presented within a light grey speech bubble. The words are arranged in a circular pattern, with 'unified' and 'connected' being the largest and most central. Other prominent words include 'respectful', 'sustainable', 'welcoming', 'warm', 'natural', 'custodians', 'authentic', 'positive', 'accountable', 'transparent', and 'inclusive'. The words are in various colors: green, blue, red, purple, and brown.

authentic
positive
accountable
respectful
sustainable
welcoming
openminded
unified
connected
warm
natural
custodians
transparent
inclusive

OUR CHALLENGES



1. No established Brand for Aireys, unified marketing plan or implementation.
2. Protection and management of the environment, sea and landscapes, way of life, sense of community with sustainable tourism.
3. Alignment of vision of Community and tourism businesses with an understanding of each other's needs
4. Building a strong voice for Aireys – strategy for advocacy.
5. Community and social implications in destination; property prices, mix of locals, empty houses, young people, liveability , workforce.

OPPORTUNITIES



1. Promote and celebrate our strengths; culture, nurture and nature.
2. Development of a new event; off peak, winter, sculpture walk, progressive dining.
3. Leverage market weekends/events – build ancillary product.
4. Build and tell the stories of Aireys – create human connection, celebrate the heart and soul of Aireys.
5. Walk Painkalac – as a signature product to reinforce Aireys as a walking destination.
6. Skill base and digital fluency of operators, cross-marketing and collaboration.
7. Celebrate the abundance of exceptional food and beverage options.

SUCCESS FACTORS – DIAGNOSTIC RATING

Industry research has established that the following factors are present in successful destinations that are achieving the objectives listed below. The workshop participants considered these factors relative to Aireys Inlet in reaching consensus on the priority strategies and actions. A focus on continuous improvement of all these factors will contribute to the competitive growth and sustainability of the visitor economy of Aireys Inlet.

CHARACTERISTICS	RATING*	COMMENTS
1. Strong local organisations focused on their core role of visitor servicing	4.6	
2. Strong regional organisations focused on their core role of regional marketing and development	4.9	Feeling that focus isn't on Aireys
3. Local Government support	4.5	As above
4. Strong, consistent and effective leadership by individuals or organisations	5.25	
5. Strategic planning for the region with economic, social, environmental and cultural objectives supported by local destination plans	3.5	
6. Consistent visitor service excellence	5.2	Experience at individual businesses good but other visitor servicing lacking (digital tools, Information centres)
7. Research driven cooperative marketing	2.8	
8. A breadth and depth of tourism infrastructure, experiences and events matched to market demand	5.9	
9. Risk management plans in place	5.9	
10. Supportive communities which understand the value of tourism.	5.8	

*Ratings are on a scale from 0-10



ACTION PLAN IMPLEMENTATION

The following Action Plan outlines priorities and actions as a guide for all Aireys Inlet stakeholders to collaboratively and cooperatively support the implementation of the Plan.

The priority actions have been assigned a KPI priority rating as a guide. These ratings are:

HIGH within the first year

MEDIUM two to three years

LOW within three years

The Plan is designed to be a live, dynamic plan. Progress will be regularly updated and the Plan will be reviewed annually.



PLAN IMPLEMENTATION

PRIORITY 1

Develop operational structure to facilitate the implementation and measurement of this Plan.

ACTIONS	RESPONSIBILITIES	PRIORITIES
1. Aireys Inlet Tourism Association to decide if they want to be the custodian and driver of Aireys Inlet Destination Action Plan.	AITTA	High
2. AITTA to develop a governance structure to create a collaborative, whole of community approach to actioning agreed priorities and actions.	AITTA	High
3. Develop a communication action plan to socialise the plan to create awareness and support from key community stakeholders.	AITTA	High



MARKETING

PRIORITY 2

Develop a framework for the consistent marketing and promotion of Aireys Inlet.

ACTIONS	RESPONSIBILITIES	PRIORITIES
1. Develop Brand – Aireys Inlet.	GORRT/AITTA	High
2. Develop brand tools to facilitate consistent implementation marketing and promotion by all stakeholders.	GORRT lead SCS/Industry	High – Ongoing
3. Develop content to support marketing and promotion of brand across digital and social channels.	GORRT/Industry	High – Ongoing
4. Leverage events as a promotional tool to drive repeat visitation.	SCS/AITTA	High – Ongoing
5. Developing a marketing and promotional plan that identifies the most effective approach.	AITTA with SCS & GORRT support	Medium
6. Foster cross promotion of businesses – on selling each other across all channels.	Industry with support from all stakeholders	Medium



INDUSTRY & COMMUNITY ENGAGEMENT

PRIORITY 3

Cultivate opportunities and mechanisms to engage and work with all stakeholders to foster a collaborative and cohesive visitor economy community.

ACTIONS	RESPONSIBILITIES	PRIORITIES
1. Develop a community consultation and engagement program to share Destination Action Plan and the visitor economy vision, priorities and actions with key stakeholders. <ul style="list-style-type: none"> Surf Coast Shire Community Groups GORRT 	AITTA – DAP leadership group	High
2. Develop a Welcome to Aireys Briefing program for new businesses to town.	AITTA	Medium
3. Hold 2 industry and community networking events each year to celebrate the start and end of peak season <ul style="list-style-type: none"> Season opening event to provide businesses with an opportunity to understand each other's businesses, new additions etc Season close to celebrate everyone's hard work – share learnings, identify challenges and opportunities and solutions for next season, plan low season activities & promotions. 	AITTA	Medium
4. Develop communication tools to support sharing of information between businesses <ul style="list-style-type: none"> Facebook group What's App 	AITTA	Low
5. Foster partnerships and relationships with key stakeholders to grow recognition of visitor economy priorities.	ALL Stakeholders	Ongoing



INDUSTRY DEVELOPMENT

PRIORITY 4

Grow skills base and connectivity of the visitor economy community.

ACTIONS		RESPONSIBILITIES	PRIORITIES
1. Facilitate professional development workshops to grow the skills and knowledge of the visitor economy community. <ul style="list-style-type: none">▪ Building tools for collaboration▪ Social media▪ Analytics▪ Packaging		SCS – utilise existing programs and provide feedback on what industry requires	High – Ongoing



EVENTS – PRODUCT DEVELOPMENT

PRIORITY 5

Foster our event culture to grow off peak visitation.

ACTIONS	RESPONSIBILITIES	PRIORITIES
1. Undertake a review of current events and event calendar.	AITTA/SCS	High
2. Create new events that celebrate the strengths of Aireys <ul style="list-style-type: none"> Explore opportunities to tie in with major events e.g. <i>MFWF, comedy, arts</i> Create 'promotional' events e.g. <i>progressive dinner, lighthouse weekend program</i> Activate whole of town e.g. <i>walk event.</i> 	AITTA	Ongoing
3. Collaborate with existing and new events for greater benefit/activation within Aireys from Surf Coast Walk events.	SCS/ AITTA - Industry	High – Ongoing
4. Develop retail packages to attract visitors to stay during events.	AITTA Industry	Medium – Ongoing
5. Encourage all events to list through the Australian Tourism Data Warehouse.	GORRT/SCS/AITTA	High – Ongoing
6. Leverage success of Open Mic Music Festival and build Airey's reputation for live music year-round.	AITTA/SCS/GORRT	Low – Ongoing
7. Continue to grow Winter in Aireys Program and its profile to maximise winter visitation.	AITTA	High – Ongoing

WALKING – PRODUCT DEVELOPMENT

PRIORITY 6

Support the development of Aireys Inlet as a walking destination.

ACTIONS	RESPONSIBILITIES	PRIORITIES
1. Support the development of enabling infrastructure to facilitate greater walking access within Aireys.	AITTA/AIDA	Medium
2. Support the implementation of the pedestrian connection between the top and bottom shops as prioritised in Surf Coast Shire Aireys Inlet Urban Design Framework 2015.	SCS and other land managers	Medium
3. Encourage more businesses to provide ‘walking’ information from their property – educate new businesses on walking offer (utilise existing walking map).	AITTA	Medium
4. Establish a cross – community advocacy group to foster collaborative advocacy to progress walking destination projects, specifically Walk the Painkalac (refer priority 1).	AITTA/AIDA	High
5. Consider and communicate trails that are dual use – bike/walking/prams.	AITTA/SCS/GORRT	Medium
6. Promote the Aireys Cliff top walks as part of the Surf Coast Walk.	SCS/AITTA/GORRT	Medium
7. Lobby council to revisit the Painkalac project as an iconic product for Aireys.	AITTA/AIDA	High
8. Review, identify and develop key information to promote ‘top’ local walks in Aireys; where, why, how long, birdlife, features of the walk.	(PV info available)	Medium
9. Prioritise walks to advocate for maintenance, renewal and support infrastructure.	AITTA/AIDA/SCS/GORRT	Medium – Ongoing
10. Develop walking events – surf coast trek, photography, bird watching.	AITTA/AIDA	Ongoing



ADVOCACY

PRIORITY 7

Advocate for the visitor economy priorities of Aireys Inlet at a local, regional, state and federal level.

ACTIONS	RESPONSIBILITIES	PRIORITIES
1. Establish Advocacy group – ensuring appropriate representation (refer Priority 1).	AITTA/AIDA – identify other key groups	High
2. Develop an advocacy strategy – identify areas for action e.g. funding, approvals, legislation, infrastructure development.	As above	High
3. Obtain local community support and buy in.	As above	High
4. Identify targets for advocacy (relationships).	As above	High
5. Actively participate in the consultation and engagement process for the Great Ocean Road Authority.	All stakeholders	High
6. Support the implementation of Aireys Inlet to Eastern View Structure Plan; and Aireys Inlet Top Shops and Bottom Shops Urban Design Framework.	AITTA/AIDA	High – Ongoing



VISITOR MANAGEMENT

PRIORITY 8

Manage growth to ameliorate negative impacts on the environment, sea and landscapes, way of life and sense of community of Aireys Inlet.

ACTIONS	RESPONSIBILITIES	PRIORITIES
1. Identify challenges/impacts of the visitor economy and foster the development and community of solutions.	AITTA/AIDA/SCS/GORRT	High
2. Facilitate collaboration between industry and community groups.	AITTA/AIDA – identify other key groups	High

THE VISITOR ECONOMY

Visitation to the Great Ocean Road
year ending June 2019

TOTAL VISITATION

VISITORS



7.4m*

VISITOR
NIGHTS



8.0m

VISITOR
EXPENDITURE



\$1.5b

DAY TRIP
VISITORS



4.5m

* Includes International Day Trips

DOMESTIC VISITATION

OVERNIGHT TRAVEL

VISITORS



2.6m

VISITOR
NIGHTS



7.0m

TOURISM
CONSUMPTION



\$987m

DAYTRIP TRAVEL

DAY
TRIPS



3.7m

TOURISM
CONSUMPTION



\$362m

INTERNATIONAL VISITATION

OVERNIGHT TRAVEL

VISITORS



251.4k

VISITOR
NIGHTS



976.6k

DAYTRIP TRAVEL

DAY
TRIPS



785k

TOURISM
CONSUMPTION



\$109m

Source: National Visitor Survey & International Visitor Survey, YE June 2019, TRA.

The Great Ocean Road Visitor Economy Landscape

