



ANGLESEA

DESTINATION ACTION PLAN 2019 - 2021

JUNE 2019



Australian Government

BUILDING OUR FUTURE



GREAT OCEAN ROAD
REGIONAL TOURISM LIMITED

INTRODUCTION

The development of this Anglesea Destination Action Plan brought together representatives from all stakeholder groups that benefit from the visitor economy of Anglesea; local government, industry and the community to develop a plan.

This Plan seeks to identify the challenges and opportunities facing Anglesea and to establish achievable affordable priorities that if delivered would increase the competitiveness of Anglesea as a visitor destination.

Specifically, we would like to thank the following individuals that participated in the plan development process sharing their ideas and giving of their time.

DESTINATION ACTION PLAN LEADERSHIP GROUP

- Damien Cerantonio – Great Ocean Road Resort
- Simon Loone – Surf Coast Shire
- Raylene Fordham –Anglesea Backpackers/Business & Tourism Anglesea (BATA)
- Dani Finocchiaro –Go Ride A Wave/BATA
- Geoff – Camp Wilkin/BATA
- Michael Steven –Chatterbox Marketing/BATA
- Matt Jones – Great Ocean Road Private Luxury Tours/ Chatterbox Marketing
- Don Kenny – Camp Wilkin
- Rob Cameron – Bendigo Community Bank
- Ian Burgess – Anglesea Golf Club

Facilitator

- Liz Price – GORRT



EXECUTIVE SUMMARY

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



TOP PRIORITIES

Product Development

1. Create new products, events and experiences to celebrate Anglesea as a world class best practise eco-tourism destination that are respectful of maintaining the distinct local character of Anglesea.

Strategic Focus

2. Support strategic planning of town infrastructure and services to create greater connectivity and access and align with town character.

Marketing

3. Evolve Brand Anglesea and build depth of content to celebrate our product strengths and tell our stories.

Visitor Servicing

4. Connect and educate our industry, residents, youth and community groups to welcome visitors and enhance the experience of visiting Anglesea.

Industry Development

5. Create an industry development program that fosters cohesion and supports growing the professionalism and profitability of businesses.

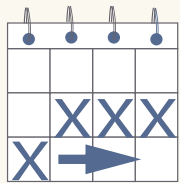
Management

6. Support policies and programs that actively manage the visitor economy impacts on Anglesea to ensure a sustainable and vibrant visitor economy.

Advocacy

7. Advocate for the advancement of Anglesea as a sustainable ecotourism destination maintaining our distinct local character.

OBJECTIVES



Increase length of stay



Increase satisfaction



Increase expenditure



Increase dispersal — geographical, seasonal and mid-week



Industry & community engagement

The industry and community of Anglesea is committed to developing a vibrant and sustainable visitor economy for Anglesea. Recognising the challenge of peak visitation over summer, especially visitation by day trip coaches, we are focused on targeting high value visitors that share our passion and respect for our natural landscape and recognise the importance of our role as custodians for future generations.

Our plan is to facilitate

- Growing off peak visitation
- Increasing length of stay, especially overnight stays
- Maintaining and managing the welcoming village feel of Anglesea and embracing community values
- Consider strategies that balance the positive and potential negative effects of peak visitation
- Growing product, experiences and events to be a more accessible and inclusive destination
- Consideration of visitor vs local needs
- Future focused planning for infrastructure and amenity
- Creating stronger connections to natural landscapes including the Great Otway National Park and Hinterland
- Clarity around priorities and working collaboratively to achieve them.

We are committed to

- Building on brand Anglesea
- Evolving authentic, adaptive and creative products and experiences; and
- Connecting visitors to our values and our community.

OUR VALUES

respectful
welcoming approachable Inclusive
professional
expectations
Adventurous environmentally Innovative
engaging
exciting
stewards
Fun
supportive
genuine progressive

OUR VISION

Anglesea provides a genuine authentic experience for visitors and welcomes them to a well-balanced collaborative and supportive community. Passionate leaders harness opportunities, adapt to change and embrace sustainability.

Successes to date...

- Brand Anglesea
- Digital Platforms – website and social media
- Anglesea Guide
- Anglesea Community Network
- Events Calendar – KAOS
- Implementation of Anglesea Streetscape Plan

What we are good at...

- Getting things done!
- Strategic Thinking – patient and consistent
- Invested in outcomes/town pride
- Collaboration
- Advocacy
- Relationships



I AM ANGLESEA
Great Ocean Road



OUR CHALLENGES

1. Supporting Eden Project.
2. Manage and protect environment as our greatest asset.
3. Attracting and prioritising government support and funding for enabling infrastructure in a timely manner.
4. Developing and maintaining a unified vision.
5. Building and maintaining a strong advocacy program.
6. Product development to reinforce our unique proposition and grow overnight and off-peak visitation.
7. Balancing growth and development with retaining town feel/atmosphere.
8. Connectivity of town to attractions.
9. Managing visitation to alleviate negative impacts and maximise benefits.
10. Creating a culture of positive visitor servicing.



OPPORTUNITIES

1. Leverage the Eden Project as an opportunity for Anglesea to be recognised as a destination of choice and connect business and community to benefit from and strengthen the connection to telling our story.
2. Position Anglesea as a HUB and market leader for sustainable tourism.
3. Support BATA and our leadership resource and role.
4. Recognising strength of trail assets, including the Anglesea MTB trail Network.
5. Support continued strategic planning including renewal and revitalisation of town structure plan – to ensure adaptive process and consideration of future trajectory.
6. Strengthen brand Anglesea by building content that tells our stories and educates visitors on the breadth of offering.
7. Create a community engagement program that fosters cohesion and enables everyone to tap into opportunities.

SUCCESS FACTORS

DIAGNOSTIC RATING

Industry research has established that the following factors are present in successful destinations. The workshop participants considered these factors relative to ANGLESEA 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 ANGLESEA.

CHARACTERISTICS	*RATING 2015	*RATING 2019	CHANGE
1. Strong local organisations focused on their core role of visitor servicing	5.3	7	↑
2. Strong regional organisations focused on their core role of regional marketing and development	5	6.9	↑
3. Local Government support	5.3	6	↑
4. Strong, consistent and effective leadership by individuals or organisations	4.5	7.6	↑
5. Strategic planning for the region with economic, social, environmental and cultural objectives supported by local destination plans	4.3	7.3	↑
6. Consistent visitor service excellence	4.3	4	↓
7. Research driven cooperative marketing	5.5	6.6	↑
8. A breadth and depth of tourism infrastructure, experiences and events matched to market demand	6.5	6.1	↓
9. Risk management plans in place	5	6.1	↑
10. Supportive communities which understand the value of tourism.	4.25	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 Stakeholders in the Anglesea visitor economy to collaboratively and cooperatively implement the Plan. Business & Tourism Anglesea (BATA) will take a lead on implementing the plan and annually identify the key priorities they will focus on.

HIGH within the first year

MEDIUM two – three years

LOW beyond three years

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



PRODUCT DEVELOPMENT

PRIORITY 1

Create new products, events and experiences to celebrate Anglesea as a world class best practise eco-tourism destination that are respectful of maintaining the distinct local character of Anglesea.

ACTIONS	RESPONSIBILITIES	PRIORITIES
1. Support the development of new products, events and experiences to drive year-round, all weather and overnight visitation including: <ul style="list-style-type: none">▪ Support Eden Project and mine rehabilitation▪ Sustainable accessibility to the Anglesea Heath▪ Support industry by actively participating in conversations for the planning and development of new product and experiences (camp outs/walks/cultural experiences)▪ Trails and walks including Surf Coast Walk enhancements and Anglesea MTB trails.	BATA/GORRT/SCS	High
2. Advocate for the maintenance and renewal of existing product & key public infrastructure ie. <i>Surf Coast Walk, Anglesea MTB.</i>	BATA/GORRT	Ongoing
3. Support the development of new products, events and experiences to attract new audiences <ul style="list-style-type: none">▪ Attract or encourage development of non peak experiences for Anglesea▪ Use existing networks to connect relevant stakeholders and businesses.	BATA/GORRT	Medium –Low
4. Support an accommodation audit to understand current capacity and future demand.	Great Ocean Road Authority project team – have commenced	High



STRATEGIC FOCUS

PRIORITY 2

Support strategic planning of town infrastructure and services to create greater connectivity and access and align with town character.

ACTIONS	RESPONSIBILITIES	PRIORITIES
1. Support renewal and revitalisation of our town structure plan to encourage adaptive planning.	BATA	Low
2. Encourage new infrastructure and amenity to support the best use of each location and facilitate enhancing the connectivity throughout town <ul style="list-style-type: none"> Ensure plans are communicated, understood, regularly reviewed and progress monitored. 	SCS	Low
3. Encourage town infrastructure to support creation of an integrated Anglesea Experience offering: <ul style="list-style-type: none"> Best practise infrastructure Gathering places Visitor servicing Connectivity to township. 	SCS/BATA	Low



MARKETING

PRIORITY 3

Evolve Brand Anglesea and build depth of content to celebrate our product strengths and tell our stories.

ACTIONS	RESPONSIBILITIES	PRIORITIES
1. Maintain a strong digital presence for Anglesea – website, social media.	BATA/GORRT	High
2. Promote Anglesea MTB trail network.	SCS/BATA/GORRT	High
3. Encourage businesses to develop itineraries to support longer stays, 2,3,5 days.	BATA/GORRT	M
4. Support inclusion and coverage of Anglesea key themes, products & experiences in GORRT marketing & promotional activity.	BATA	Ongoing
5. Facilitate collaboration between businesses and encourage the use of brand tools to amplify the Anglesea Brand.	BATA/GORRT	Ongoing
6. Provide quality content to those that promote Anglesea and GOR (council/GORRT/VisitVic) to ensure Anglesea is well represented and the brand reflected.	BATA/GORRT/SCS	Ongoing
7. Leveraging marketing opportunities from current and future events <ul style="list-style-type: none">Local event supportAustralian Tourism Data WarehouseCollaborative partnerships and packaging.	BATA/SCS	Ongoing
8. Evolve Brand Anglesea and Anglesea Adventure <ul style="list-style-type: none">Review and audit content annually to assess gaps and currency.	BATA/GORRT	High



VISITOR SERVICING

PRIORITY 4

Connect and educate our industry, residents, youth and community groups to welcome visitors and enhance the experience of visiting Anglesea.

ACTIONS	RESPONSIBILITIES	PRIORITIES
1. Actively participate in the ACN and local community groups to promote value of tourism.	BATA	Ongoing
2. Educate and encourage businesses to be knowledgeable about the products, experiences & services within Anglesea to support servicing visitors and developing partnerships.	BATA/GORRT	Medium
3. Create an official Anglesea Welcome (Anglesea Aloha) for Visitors <ul style="list-style-type: none"> Instigate a community conversation to identify and ultimately adopt an Anglesea welcome 	BATA	Low
4. Provide tools to enable visitors especially 'youth' to share in the promotion of Anglesea Increase use and visibility of social handles & hashtags.	BATA	Ongoing
5. Explore opportunities to engage Anglesea Primary school in the visitor economy of Anglesea <ul style="list-style-type: none"> ie. Primary school students to create an experience/product for visitors such as a treasure hunt. 	BATA	Low



INDUSTRY DEVELOPMENT

PRIORITY 5

Create an industry development program that fosters cohesion and supports growing the professionalism and profitability of businesses.

ACTIONS	RESPONSIBILITIES	PRIORITIES
1. Work in partnership with GORRT and Council to develop tools to support businesses. Consider: <ul style="list-style-type: none"> Calendar of recognised travel periods ie. Chinese New Year Insight into different markets – research Ideas to service different markets Promote and attend industry training sessions, including conferences. 	BATA/GORRT/SCS	Ongoing
2. Encourage collaboration between local businesses to promote and implement priorities <ul style="list-style-type: none"> Seasonal bulletin Welcome pack for new businesses. 	BATA	High
3. Support an evidence-based approach to decision making – distribute research and trends provided by State, Regional & local agencies to assist operators/businesses/groups making informed decisions to enhance products, experiences & services.	BATA/GORRT/SCS	Ongoing



MANAGEMENT

PRIORITY 6

Support policies and programs that actively manage the visitor economy impacts on Anglesea to ensure a sustainable and vibrant visitor economy.

ACTIONS	RESPONSIBILITIES	PRIORITIES
1. Maintain BATA as a local tourism and trader organisation.	BATA/GORRT/SCS	High
2. Facilitate cooperation and partnerships between stakeholders.	BATA/GORRT/SCS	Ongoing
3. Support programs that mitigate negative environmental, cultural and social impacts from the visitor economy.	BATA/GORRT/SCS	High
4. Support development of tools/actions to assist businesses to embrace environmentally friendly/sustainable practises to position Anglesea as a leader in environmental awareness <ul style="list-style-type: none"> ▪ Practical tips to reduce impact on environment (straws, coffee cups, waste management, plastics) ▪ Collaboration between community groups, business, locals – collective initiatives ▪ Continue Clean Up Australia Day – increase participation each year. 	BATA/SCS	Medium –Low
5. Develop strategies and programs to support the business continuity/resilience of Anglesea.	BATA/GORRT/SCS	Medium



ADVOCACY

PRIORITY 7

Advocate for the advancement of Anglesea as a sustainable ecotourism destination maintaining our distinct local character.

ACTIONS	RESPONSIBILITIES	PRIORITIES
1. Develop an advocacy strategy to identify, engage and inform stakeholders of Anglesea position on key issues <ul style="list-style-type: none"> Work in partnership with other agencies to strengthen advocacy efforts ie. <i>Council//GORRT/ local ACN/neighbouring trader and community associations.</i> 	BATA	High
2. Support the development and implementation of the new Great Ocean Road Parks & Coast Authority <ul style="list-style-type: none"> Advocate for GORPCA to be adequately structured and funded to deliver: <ul style="list-style-type: none"> Enhanced public infrastructure; Improved visitor servicing; and Ameliorates the negative impacts on community to enhance liveability. 	BATA/GORRT	High
3. Support and advocate for the Anglesea Eden project to reach fruition.	BATA/GORRT	High
4. Advocate for the extension of Surf Coast Walk to Cumberland River and maintenance as a dual use walk.	BATA/GORRT	Medium

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 19, TRA.

THE GREAT OCEAN ROAD VISITOR ECONOMY LANDSCAPE

Tourism Australia

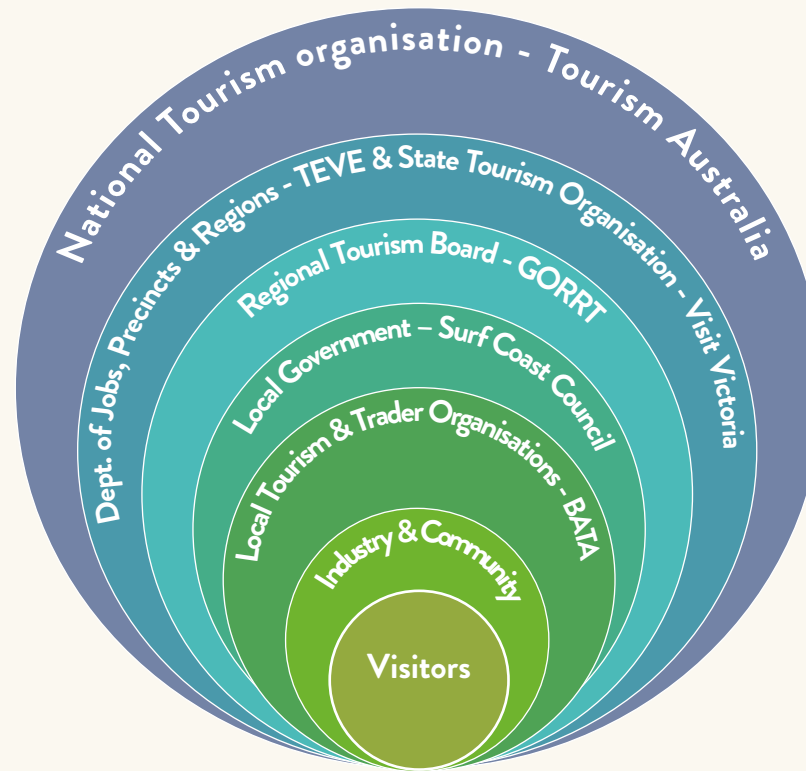
Market Australia to the world

GORRT

Destination Management for the GOR region – Development, Management, Marketing, Advocacy

LTO
Local tourism organisation

- Advocates for or providers of visitor information services
- Promotes the value of tourism to the local community
- Encourages excellence in visitor servicing
- Cooperates with regional tourism organisation for destination marketing and development
- Has an annual business/operational plan, linked to regional strategies.



VISITORS

Leisure visitors, business visitors, corporate visitors, visiting friends & family, events visitors

DJPR – TEVE – State
Strategy, research & policy

Visit Victoria – market Melbourne & Victoria, Nationally & Internationally

Local Government

- Supports tourism sector in policies & strategic plans
- Provides visitor infrastructure, services & facilities

Industry & Community

Visitor servicing