

3. TOURISM ASSETS

BACKGROUND

- Tourism assets include a broad range of infrastructure, investment and natural assets. Tourism assets have a major impact on the accessibility and amenity of Victoria's key attractions, and play a critical role in supporting tourism activity, improving competitiveness and raising the standard of the tourism experience in Victoria.

KEY ISSUES

- Appropriate infrastructure is vital to support the visitor experience in Victoria, and encourage new visitors. Infrastructure critical to the performance of the tourism industry includes transport; energy; water; telecommunications; major attractions and facilities; natural features; and signage.
- Infrastructure development must be given priority in order to ensure tourism industry growth into the future.
- Given the long lead-times for infrastructure development, the tourism industry requires an efficient, transparent infrastructure planning process, in which future needs are adequately considered and assessed.
- Potential infrastructure projects should be assessed on the basis of cost-benefit analysis, considering economic, social and environmental issues. Firm construction and/or implementation timelines are critical, in order to provide certainty for the industry.
- Both the public and private sector possess skills and experience in planning, construction and management of key assets, and both should be considered in determining the most effective and efficient development process for infrastructure projects.
- Provision of visitor infrastructure to service National Parks is necessary to boost yield and increase Victoria's competitiveness.
- In relation to public land, long-term secure tenure in carefully selected locations is vital to encouraging private sector investment in tourism assets.

POLICY POSITION

- VTIC acknowledges the critical role of appropriate infrastructure to the growth and development of the tourism industry in Victoria.
- The assessment of infrastructure projects should be based on thorough cost-benefit analysis, considering economic, social and environmental issues.
- The planning and approvals process for new infrastructure development should be streamlined in order to reduce unnecessary development costs and avoid delays.
- Government investment in assets must be strategic, with tourism infrastructure aligned with long-term economic and regional development plans. Cooperation is required between all three tiers of Government.
- A substantive increase in visitor service infrastructure investment to service National Parks is required.
- VTIC supports the provision of long-term secure tenure through 50-100 year leases on carefully selected public land and waterways in order to stimulate private sector investment. Priority infrastructure projects to attract investment must be identified and facilitated to remove barriers.
- Governments should effectively utilise the skills of both the public and private sector in the planning, construction and management of key infrastructure projects.
- New and existing assets must be maintained and upgraded to ensure it meets the changing needs and expectations of visitors.

POLICY DEVELOPED: JUNE 2007

Inventory of Victorian Tourism Assets

Tourism assets in Victoria include:

- Road and rail transport facilities
- Airports and related facilities
- Ports
- Utilities – e.g. energy, water, telecommunications (including broadband access)
- Major Attractions
- Public Land and National Parks
- Foreshores and waterways
- Cultural institutions
- Public venues
- Government-owned land