

LATROBE TOURISM ADVISORY BOARD

Annual Report 2014 - 2015

Tourism
related
jobs
1,097¹

Visitors to
Latrobe
793,000²

7
International
events³

Tourism
output
\$164m¹

Events
economic
impact over
\$9.1m³

56% of
International
visitors visit
friends &
relatives²

76
State/
Regional
events³

419
Community
events³

12
National
events

Domestic
overnight
visitors 23.3%
for leisure²

Of all
domestic
overnight
visitors 57%
visit friends &
relatives²



LATROBE TOURISM ADVISORY BOARD (TAB)

The Latrobe Tourism Advisory Board is an official board appointed by Council and is recognised as the authority in providing advice and guidance on tourism related issues.

The Board's purpose is to:

- Provide advice to Council on policies and strategies for furthering the development of tourism within Latrobe City;
- Provide advice on tourism related issues that also have an impact on the wider community;
- Act as the primary conduit for representation of the tourism industry to Council; and
- Provide guidance, support and an avenue for consultation and exchange between Council and the Latrobe City Business Tourism Association Inc.

Membership of the Board:

The Board consists of nine members:

- Two Councillors, appointed by Council; *Cr Darrell White (Chair) Cr Christine Sindt*
- Two Council Officers – Manager Economic Development *Geoff Hill* and Manager of AETIR *William Macpherson* or delegates (no voting rights);
- One representative from the Latrobe City Business Tourism Association (LCBTA) or delegate; *Peter Ceeney, Chair of the LCBTA*
- Four tourism industry representatives appointed by Council; *Matthew Addison, Dr Christine Lee, John Mackenzie, vacant*
- One State Government representative as invited for specific projects (no voting rights); and
- The Tourism Coordinator and other Council Officers as required will provide professional advice and administrative support (no voting rights) *Linda Brock, Stuart Cunningham Visitor Centre team leader*



MAJOR INITIATIVES, CONTRIBUTION AND DISCUSSION

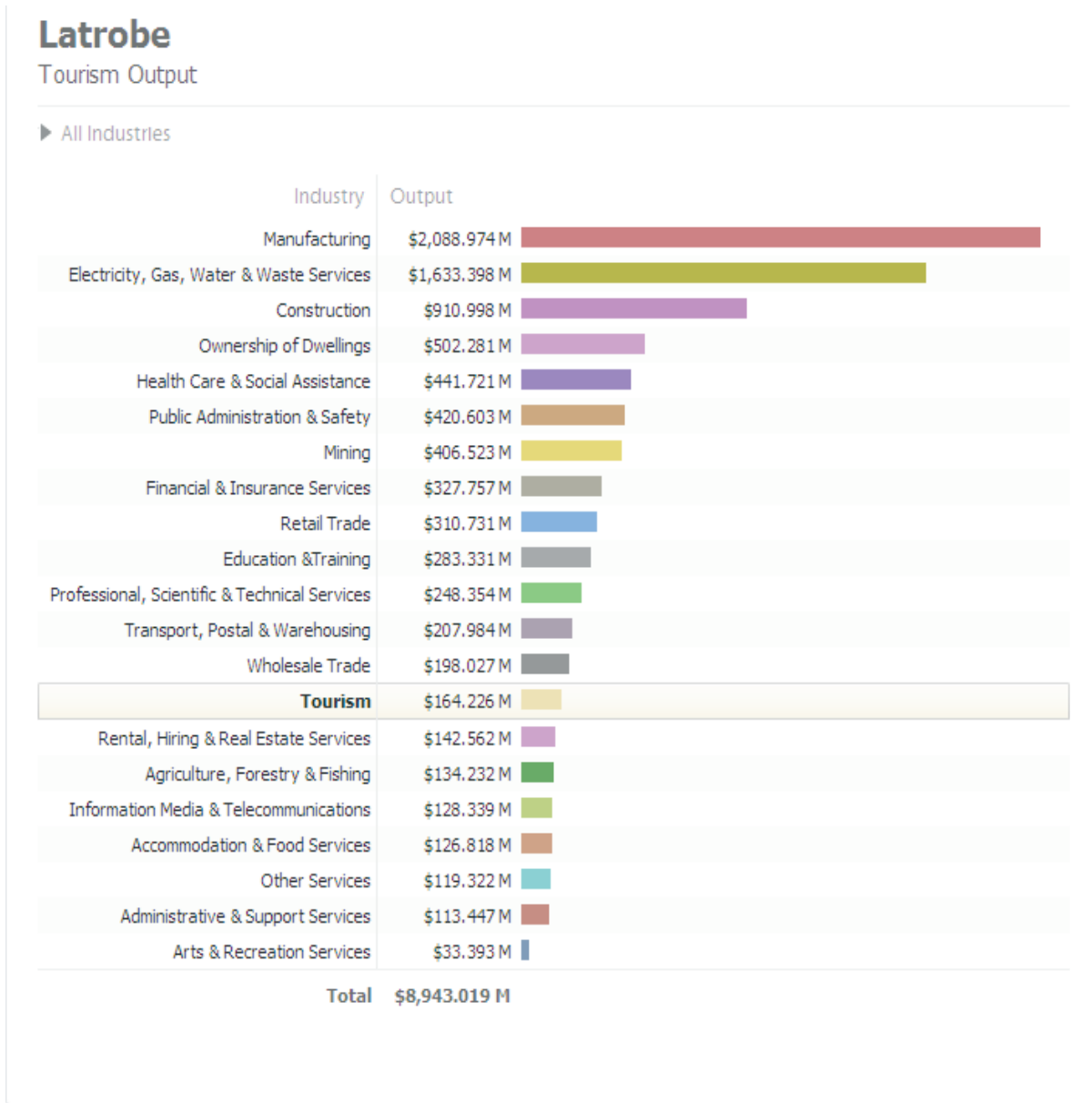
The following is a snap shot of issues that the Board investigated, provided advice and/or comment on:

- Destination Gippsland's Tourism Towns Excellence Awards
 - Gippsland Tourism Conference, to be hosted by Latrobe 8 & 9 September 2015
 - Business development for local business operators
 - International Sister Cities Music Exchange
 - Hazelwood Mine Fire Tourism Recovery Action Plan
 - Tourism Website visitlatrobecity.com
 - External perception of Latrobe (specifically after the mine fire)
 - The Today Show facilitated by Destination Gippsland
 - TAB Terms of Reference and relevance of the Board
 - Signage and promotion of Latrobe City (in particular overhead bridge locations)
 - Technology and digital trends
 - Tourism Reports – Tourism Audit and Review of the Visitor Information Centre recommendations
 - Many attractions and local assets
-
- Documents viewed
 - Latrobe City Events Strategy and Action Plan
 - Regional Tourism Strategy (Tourism Victoria)
 - Latrobe City Council Plan
 - Value of Tourism Gippsland (Tourism Victoria)
 - Destination Gippsland Annual Report
 - Gippsland Tourism Marketing Plan
 - Continued partnership and collaboration with the Latrobe City Business Tourism Association Inc.
 - Members attended the Gippsland Tourism Conference 2014 hosted by Wellington Shire
 - Invited Guests:
 - Feb 2014
 - Janine Hayes, Tourism Project Manager Destination Gippsland
 - Helen Hoppner, President, Gippsland Plains Rail Trail.
 - July 2014
 - Russell Northe, MP Member for Morwell, Minister for Small Business, Minister for Energy and Resources.

TOURISM SNAPSHOT FOR LATROBE CITY

Output attributable to Tourism BASED ON Remplan modelling:

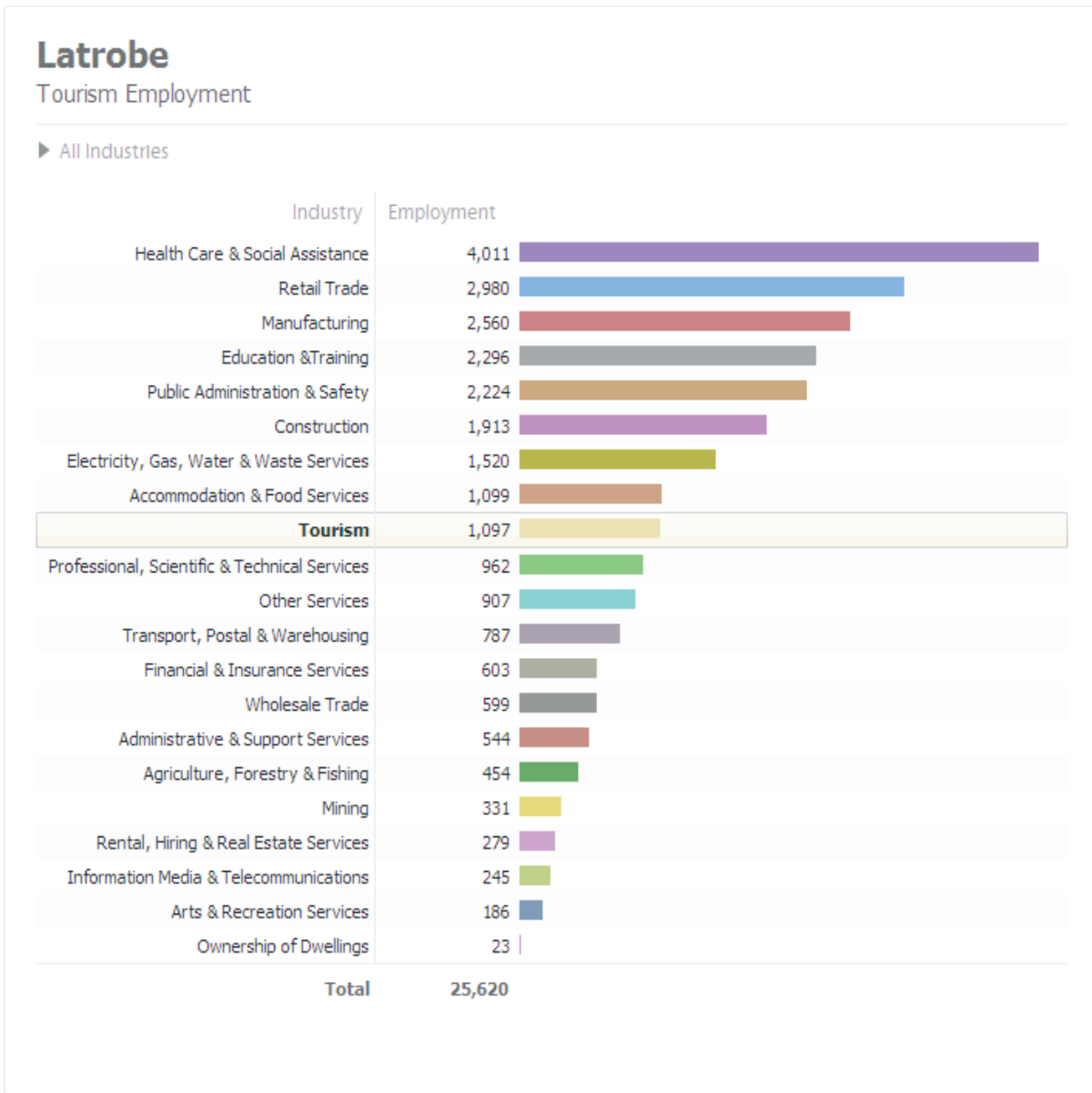
The total value of tourism related output for Latrobe (C) is estimated at \$164.226 million (shown below).



(<http://www.economicprofile.com.au/latrobe/tourism/output>)

Employment attributable to Tourism:

The total tourism related employment estimate for Latrobe (C) is 1,097 jobs (shown below).



(<http://www.economicprofile.com.au/latrobe/tourism/employment>)

Based on Remplan modelling, the above estimates of the value of tourism for Latrobe (C) are based on Australian Bureau of Statistics estimates of National Tourism Product Output by industry, and the degree to which tourism industry related jobs are located in Latrobe

TOURISM UNIT ACTIVITIES

- Publication of the Central Gippsland Official visitor guide
- Visitor Guide e-brochure for website
- Editorial and advertising in identified publications/websites
- Promotion at the Victorian Four Wheel Drive, Fishing and Outdoor Expo
- Gippsland Plains Rail Trail promotion
- Tourism information for the Sister City Music Exchange
- Contribution to projects such as the Morwell Wayfinding Signs (Dept of Transport project), Track Trails and Paths Strategy,
- Provide support and assistance to the LCBTA and Tourism Advisory Board

- Activities in partnership with Destination Gippsland
 - Villages campaign – 3 villages
 - Gippsland Business Events website/publication
 - Asia-Pacific Incentive and Meetings Expo
 - Caravan, Camping & Outdoors Super show
 - Photo shoot for villages campaign
 - Journalist visit

Visitor Information Centre activities

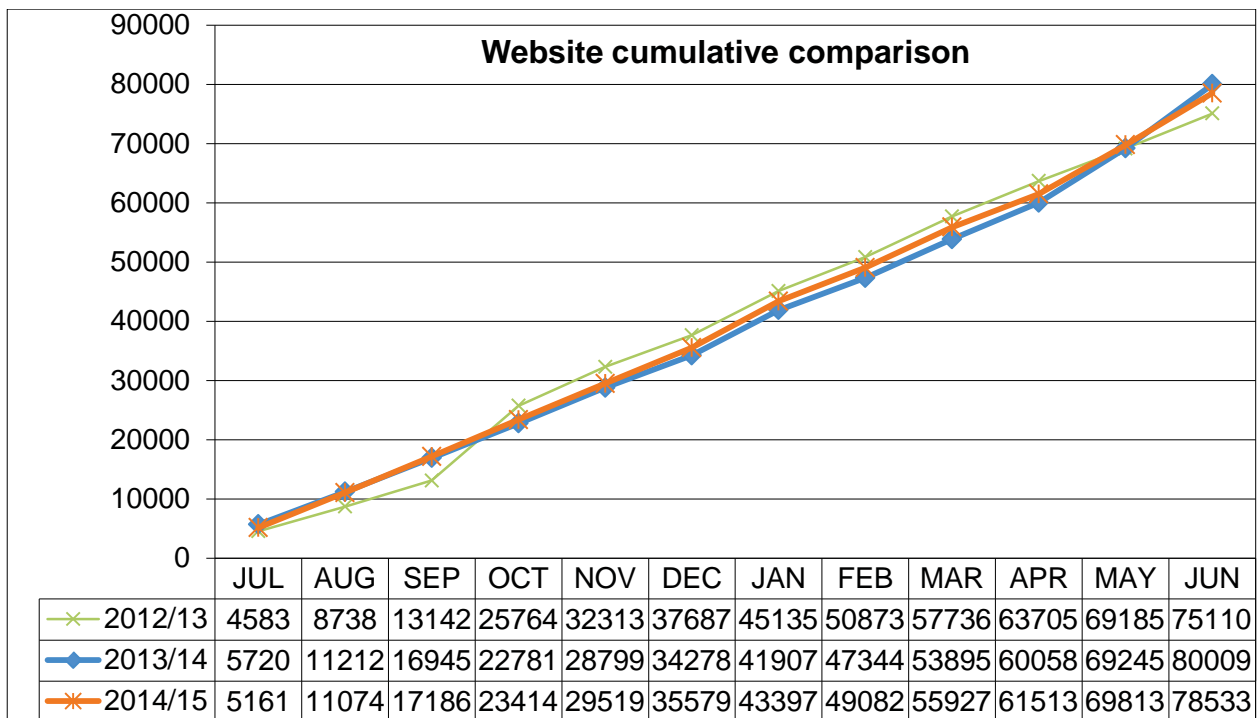
- Maintain level 1 accreditation (national program)
- Deliver an information service through face to face, email, phone, web
- Management and update of tourism website www.visitlatrobe.com
- Management of Facebook page for Events and Tourism
- Central Gippsland Official Visitor Guide distribution
- Brochures and information provided for several conferences and special interest events
- Ticket sales for the Snow Train and Steam Train, People's Choice Awards
- Event Marketing – Calendar of Events
- Latrobe City Business Tourism Association's People's Choice Awards in kind support
- Retail and souvenir sales
- Provision of 'charge bar' for mobile devices
- Free accommodation booking service for individuals and groups
- Free promotion of visitor centre on several websites including Visitvictoria.com
- Regular Gold 1242 radio segment
- Knowledge update through local regional familiarisation tours and accommodation inspections
- Utilisation of volunteers to deliver visitor services

Future projects and activities:

Implement recommendations from the Tourism Audit and Review of the Visitor Information Centre service.

- Deliver actions from the Events Strategy
- New tourism website that is mobile responsive
- Update of image and video library
- Updating of conference venue collateral
- Update video for International Relations
- Enhance Visitor Services
- Support for major events and conferences
- Collaborative projects and events for Gippsland

Visitor Information Centre Statistics 2014-2015



Website Searches

The most consistently searched words are: Hazelwood Pondage, Latrobe Valley, Lake Narracan, Morwell

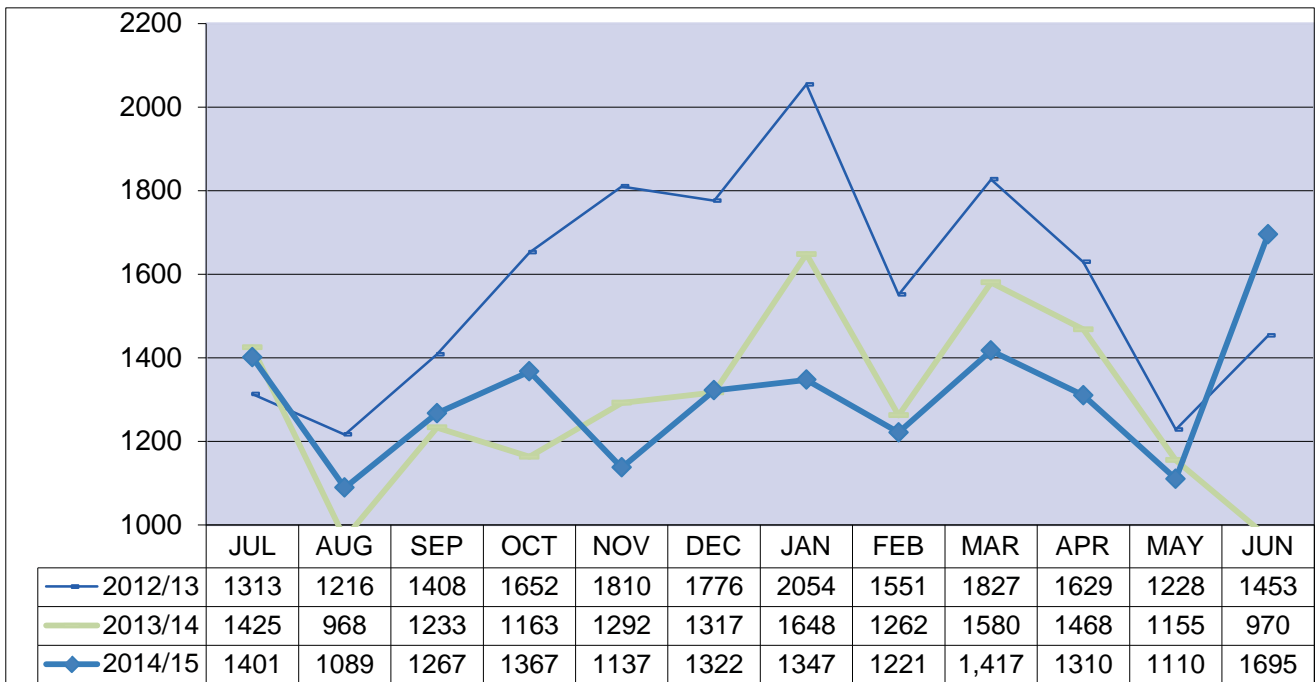
Top webpages viewed:

- | | |
|------------------|----------------------------|
| 1. Accommodation | 4. Hazelwood Pondage |
| 2. Events | 5. Attraction & Activities |
| 3. Fishing | 6. Lake Narracan |

Where web visitors were from

95.47% Australia; 1.61% USA; 0.36% UK; 2.56% other countries

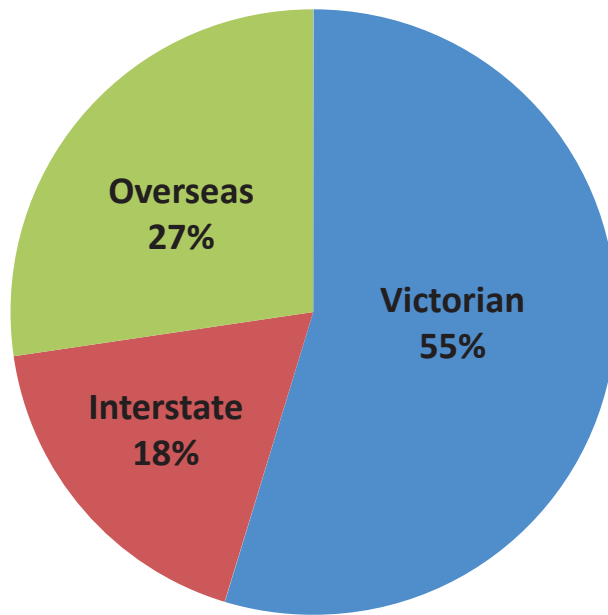
A Comparison of Total Visitor Enquiries: Walk-ins, Telephone and Email



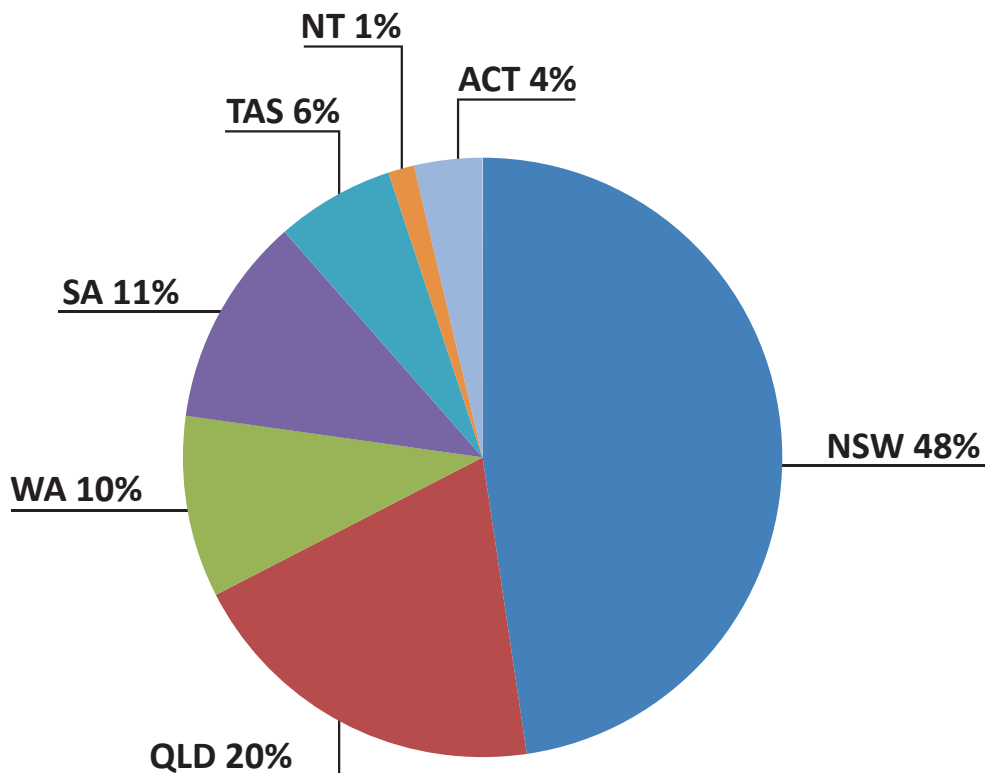
Origin of the International Visitors to the Information Centre 2014-2015

Country	Percentage
United Kingdom	14.6%
Germany	13.3%
China	8.9%
New Zealand	6.5%
USA	6.4%
Canada	6.3%
Other Countries	44.0%

Origin of Visitors 2014-2015



Interstate Visitors 2014-2015



EVENTS TEAM –Major Events Economic Impact 2014-2015

Year	Event	Direct Spend	Indirect Spend	Total Economic Impact
2014	2014 Latrobe Valley Bocce Classic Mixed Triples Championships	\$ 98,294.00	\$ 49,147.00	\$ 147,441.00
2014	State Pennant Wildcard Gymnastics Competition	\$ 49,452.00	\$ 24,726.00	\$ 74,178.00
2014	Australian National & State Indoor Archery Titles	\$ 59,125.00	\$ 29,562.50	\$ 88,687.50
2014	Motorcycling Victoria Junior Motocross State Titles	\$ 329,142.00	\$ 164,571.00	\$ 493,713.00
2014	School Sports Australia National Touch Football Championships	\$ 1,048,910.00	\$ 524,455.00	\$ 1,573,365.00
2014	Latrobe City Traralgon ATP Challenger	\$ 409,400.00	\$ 204,700.00	\$ 614,100.00
2014	Latrobe Valley Eisteddfod Traralgon	\$ 419,081.00	\$ 209,540.50	\$ 628,621.50
2015	2015 Australian RAFFA Championships	\$ 81,186.00	\$ 40,593.00	\$ 121,779.00
2015	AGL Loy Yang Traralgon International Tennis Championships	\$ 410,251.00	\$ 205,125.50	\$ 615,376.50
2015	Little Athletics Victoria State Multi Event Championships	\$ 551,730.00	\$ 275,865.00	\$ 827,595.00
2015	BVC Country Championships	\$ 782,722.00	\$ 391,361.00	\$ 1,174,083.00
2015	Moe Music Festival	\$ 26,865.00	\$ 13,432.50	\$ 40,297.50
2015	AFL Victoria Youth Girls Training Camp	\$ 81,146.00	\$ 40,573.00	\$ 121,719.00
2015	2015 Inline Hockey Australasian Club Championships	\$ 470,082.00	\$ 235,041.00	\$ 705,123.00
2015	Duncans Run Hundred	\$ 28,105.00	\$ 14,052.50	\$ 42,157.50
2015	Boolarra Folk Festival	\$ 741,034.00	\$ 370,517.00	\$ 1,111,551.00
2015	Gippsland Antique & Collectables Fair	\$ 219,958.00	\$ 109,979.00	\$ 329,937.00
2015	Model Railway	\$ 279,989.00	\$ 139,994.50	\$ 419,983.50
TOTAL		\$6,086,472.00	\$3,043,236.00	\$9,129,708.00

LATROBE CITY BUSINESS TOURISM ASSOCIATION (LCBTA)

The LCBTA, established since 2006, is a member based independent association formed to provide leadership and marketing of Latrobe City as Gippsland's regional event tourism centre.

Mission: The objective is to maximise the opportunities and benefits of sustainable tourism for local businesses, provide positive leadership as well as respecting the needs of our local communities and environment.

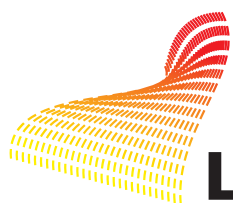
Major initiatives

- Stop Stay Do! TV promotion
- Dining & shopping Guide
- People's Choice Awards

Latrobe City is to Gippsland what Melbourne is to Victoria

A vibrant, vital, energetic destination known for hosting major events, conferences, complemented by natural and cultural attractions and regarded as integral to the Gippsland visitor experience and a great place to live.

For more information, contact Linda Brock, Tourism Coordinator
Phone 5128 5655 or Email Linda.Brock@latrobe.vic.gov.au



LatrobeCity
a new energy