

17.03 TOURISM

28/03/2018
VC145

17.03-1 Facilitating tourism

23/09/2011
VC77

Objective

To encourage tourism development to maximise the employment and long-term economic, social and cultural benefits of developing the State as a competitive domestic and international tourist destination.

Strategies

Encourage the development of a range of well designed and sited tourist facilities, including integrated resorts, motel accommodation and smaller scale operations such as host farm, bed and breakfast and retail opportunities.

Seek to ensure that tourism facilities have access to suitable transport and be compatible with and build upon the assets and qualities of surrounding urban or rural activities and cultural and natural attractions.

Policy guidelines

Planning must consider as relevant:

- *Tourism Investment Guidelines – Your Guide to Tourism Investments in Victoria* (Tourism Victoria, 2008), in considering applications for tourist development.
- Any relevant regional tourism development strategy.

17.03-2 Tourism in Metropolitan Melbourne

31/03/2017
VC134

Objective

To maintain and develop Metropolitan Melbourne as a desirable tourist destination.

Strategies

Maintain Metropolitan Melbourne's position as a destination in its own right and as a gateway to regional Victoria by:

- Facilitating local, national and global connections and alliances.
- Developing city precincts and promenades.
- Revitalising the retail core of the Central City.
- Nurturing artistic and cultural life.
- Improving public facilities, amenities and access.
- Maintaining city safety.
- Providing information and leisure services.
- Integrating communications systems.
- Improving transport infrastructure.
- Ensuring efficient resource use.
- Protecting biodiversity.

17.03-3 Maritime Precincts

16/01/2018
VC142

Objective

To develop a network of maritime precincts around Port Phillip and Western Port that serve both local communities and visitors.

Strategies

Maintain and expand boating and recreational infrastructure around the bays in maritime precincts at Frankston, Geelong, Hasting, Hobson's Bay, Mordialloc, Mornington, Patterson River, Portarlington, Queenscliff, St Kilda, Stony Point/Cowes and Wyndham.

Provide public access to recreational facilities and activities on land and water.

Support the development of ecotourism, tourism and major maritime events.

Encourage high quality urban design that is innovative, sustainable and integrated with surrounding areas.

Support maritime and related industries in appropriate locations.

Policy guidelines

Planning must consider as relevant:

- *Boating Coastal Action Plan* (Central Coastal Board, 2007).