

INVEST MOYNE



TOURISM INVESTMENT PROSPECTUS

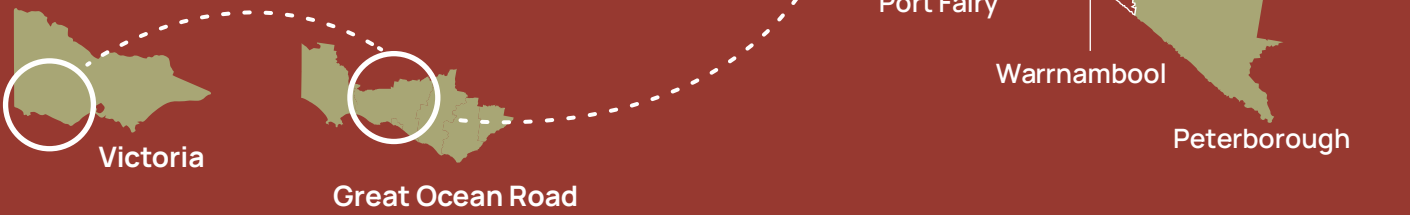
MOYNE SHIRE COUNCIL

Moyne Shire is located in south west Victoria and stretches from the Great Ocean Road in the south to the pastoral area of Mortlake in the north.

It is part of the iconic Great Ocean Road tourism region, which attracts around 7.4 million visitors and generates \$1.5 billion in visitor expenditure annually.

Tourism is one of the highest value and largest employing industry in the Shire, driven by the Great Ocean Road visitor economy, a wealth of coastal and nature-based attractions, as well as the iconic Port Fairy destination.

The Shire also provides a diverse and popular events calendar, which includes a range of cultural, music and sports events to attract visitors.



We're Open for Business...

Moyne Shire is open for tourism business and investment. As the economy continues to recover from the pandemic, Council supports investment that will attract visitors, increase visitor expenditure and promote tourism growth.

Tourism Snapshot



Source: Tourism Research Australia (TRA), National Visitor Survey 2015 to 2019 via REMPLAN and Moyne Shire Council

Find the latest Moyne visitor economy, jobs and business insights at:
<https://app.remplan.com.au/moyne/economy/tourism>

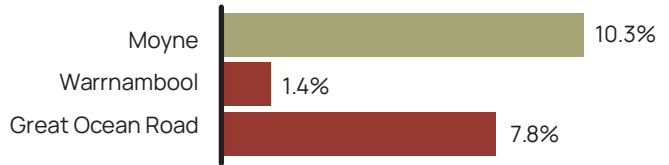
Why Invest in Moyne?

A Thriving & Growing Visitor Economy

Moyne has a vibrant and growing visitor economy. Between 2015 and 2019 (prior to the pandemic), the Shire experienced strong growth in visitation, achieving an average growth rate of 10% per annum - significantly higher than the Great Ocean Road Regional average and Warrnambool.

This growth represents fantastic opportunity for tourism investment and new tourism businesses, as the growing visitor base will drive demand for more tourism products and experiences.

Average Annual Visitor Growth Rate 2015 to 2019



World Class Indigenous Cultural Heritage

Moyne Shire contains some of Victoria's most significant Indigenous Cultural Sites - including the UNESCO heritage-listed Budj Bim Cultural Landscape and Worn Gundidj at Tower Hill.

First Peoples' led experiences is a key growth area supported by Federal and State policy. Tourism investment projects associated with these sites and their surrounds will continue to receive public funding and strong support.

Development of Indigenous cultural product and experiences, as well as supporting amenity to cater to visitor needs, will attract new market segments to the Shire.



A Vibrant Events Calendar

Events are a key pillar of the tourism industry, with more than 120 events hosted within Moyne Shire each year, which drives visitation and spend to the region. The events calendar includes the internationally renowned Port Fairy Folk Festival hosted since 1977.

Having a successful events sector is a key driver of visitation and destination awareness - making for a vibrant and exciting place visit and promote repeat visitation.

Growing the events sector in Moyne will strengthen the tourism industry and support existing and new visitation from domestic and international markets.

 **120+** Events per annum



Arts, Culture & Music Events

Why Invest in Moyne?

Located within the World Renowned Great Ocean Road

Tourism businesses in Moyne are strategically placed within the Great Ocean Road tourism region, one of the world's most scenic coastal drives which attracts around 7.4 million visitors and generates \$1.5 billion in visitor expenditure annually.

The Great Ocean Road is an iconic and successful brand that will continue to attract domestic and international tourists to Moyne and contribute to a successful and growing tourism industry.

Significant Natural Attractions

Moyne Shire has a wealth of nature-based destinations along its rugged coastline (traversing the Great Ocean Road) and brilliant countryside and rural landscapes, including Tower Hill, Budj Nim, Griffith Island, Childers Cove and Bay of Islands.

These natural attractions are a key motivator for both domestic and international travel.

Port Fairy Tourism Town

Port Fairy is a distinct and iconic tourism brand and a key destination for both Moyne Shire and the Great Ocean Road. It provides significant coastal attractions, unique product and experiences, as well as accommodation, and was recently voted as the number 1 top tourism town in 2021 and 2022.

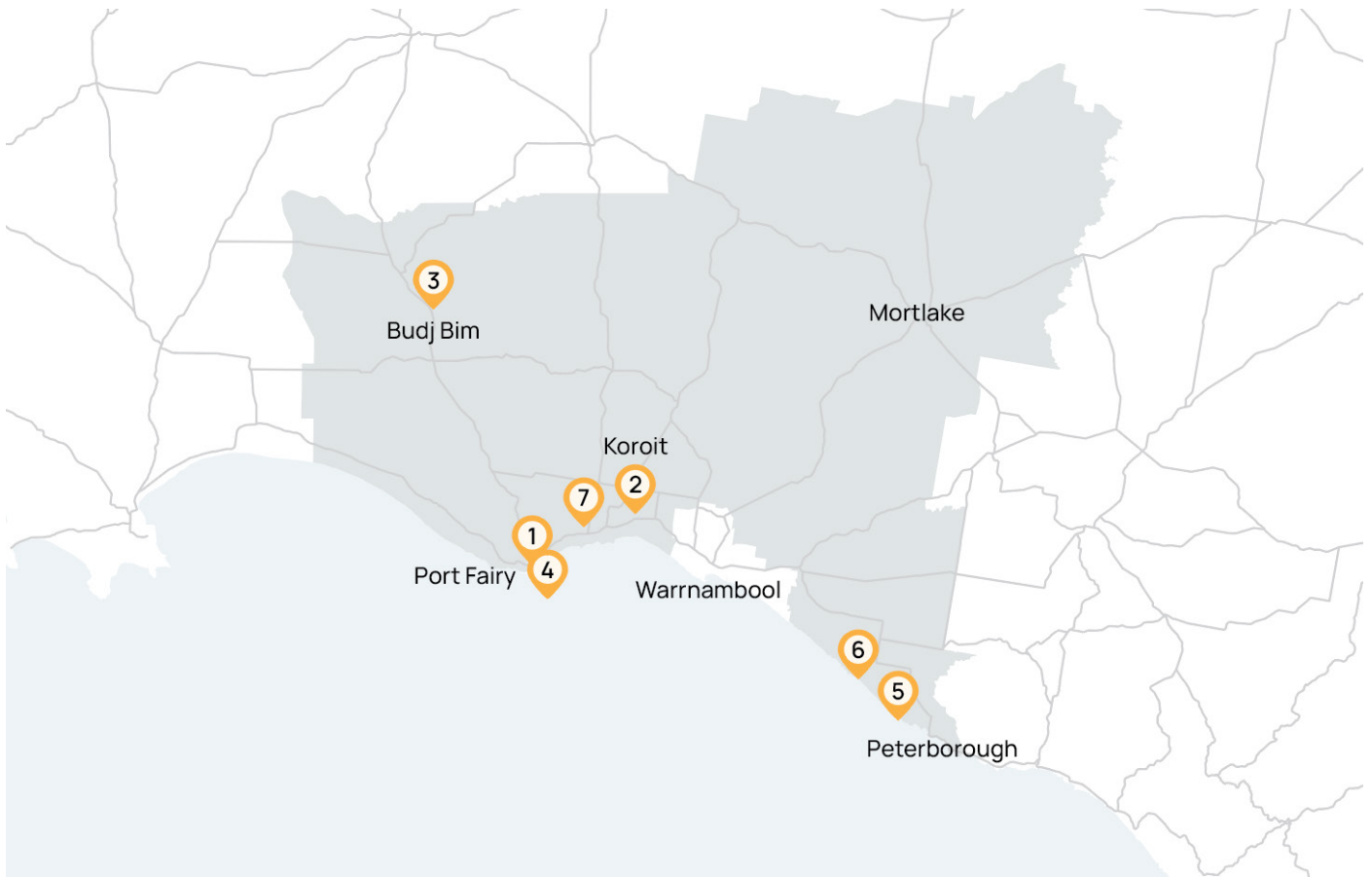
Port Fairy provides destination awareness for the Shire and drives the tourism industry, including visitation, spend and amenity, all of which are driven by township. This provides opportunity for investment to capture the benefits of tourism within the town.



#1 Top Tourism Town

**Port Fairy was voted #1
in the Top Tourism Town
awards of 2021 & 2022.**

Key Driving Product & Experiences



Key Product include:

- 1 Port Fairy Beaches & Historic Township
- 2 Tower Hill Reserve
- 3 Budj Bim National Park
- 4 Griffith Island & Griffith Island Lighthouse
- 5 Bay of Islands Coastal Park
- 6 Children's Cove
- 7 Warrnambool-Port Fairy Rail Trail

Signature Events include:

- Port Fairy Folk Festival
- Port Fairy Jazz Festival
- Spring Music Festival
- Koroit Irish Festival
- Spring Music Festival
- Winter Weekends
- Moyneyana Festival
- Mortlake Cup

Signature Accommodation include:

- Drifthouse
- Oak & Anchor
- Old Market Inn
- BIG4 Port Fairy
- Great Ocean Road Tourist Park
- Caravan & Camping
- Riverside/Beachside Holiday Houses

Major Projects in Development

- \$8M Budj Bim Cultural Landscape Infrastructure Projects Stage One
- \$200,000 Griffith Island Access Upgrades
- \$11.3M Tower Hill Activation Projects
- \$53M Great Ocean Road Upgrades - Princes Highway Upgrades between Panmure and Warrnambool.
- Port Fairy's Railway Place Precinct Upgrades
- \$1.2M Port Fairy East Beach
- \$600k Warrnambool Rail Trail Upgrades

Investment Opportunities



Agritourism Investment

Moyne Shire is one of Australia's most successful agricultural regions, specialising in the production of high-quality dairy-based products.

This provides significant opportunity to boost tourism through investment in agritourism products and experiences, including farmgate and paddock to plate initiatives, as well as niche food retail product (e.g. provedores, fromagerie, beef and abalone contemporary food processing, breweries and wineries, etc.).

Investment in agritourism will help showcase Moyne's local produce and support development of the Shire into a food destination. This is a key motivator for visitation and spend, which will help contribute to the success of agritourism businesses, as well as other businesses throughout the food and fibre supply chain.



Spa and Wellness Centre Investment

The nature-based amenity in the Shire, scenic coastline and natural geothermal waters is well-aligned to investment in health and wellness tourism, including spas, wellness centres and sanctuaries.

Australia is an emerging Wellness Tourism destination, currently ranked 14th in the world, as the overnight domestic Wellness Tourism market continues to grow faster than the global average at 9.6% p.a., with 421,000 visitors going to a spa, sanctuary or wellbeing centre in 2019.

There is opportunity for further investment in spas and wellness centres, leveraging the growth of the market and existing resources in the Shire, particularly around the Port Fairy tourism town. Investment in this product and experience typically attracts high-yielding visitor markets and will help establish Moyne as a leading wellness destination.

Indigenous Experience Development



The recognition of Budj Bim on UNESCO's World Heritage list, as well as the Budj Bim Master Plan provides opportunity to catalyse investment in Indigenous cultural experiences. Combined with the Tower Hill attraction, there are vast opportunities to leverage these assets and invest in Indigenous experiences.

This includes investment in unique, cultural experiences including through tours, events, accommodation, sensitive indigenous experiences and arts and culture product.



Contemporary Food and Beverage Investment

Investment in high-quality food and beverage experiences will provide supporting amenity to attract visitors and generate yield. Opportunities exist to create destination food and beverage experiences that are linked with the region's strengths in local produce. This could also facilitate the development of a wider food and beverage trail for Moyne and the Great Ocean Road.

This type of investment would best suited to Port Fairy, as well as other localities situated along the Great Ocean Road coastline. This could include fine dining (that utilises locally produced dairy and beef), as well as breweries, wineries and/or distilleries that use local or regional output.

Providing quality local produce promotes destination awareness and supports a higher value tourism industry.

Investment Opportunities



Events Development

There is an opportunity for event operators to deliver new events aligned to Moyne's strengths and competitive advantages, as well as building off the existing events calendar and events visitation. This includes investment in:

- Food and wine events (leveraging the region's produce).
- Arts, culture and Indigenous events (leveraging the region's strong Indigenous heritage).
- Nature-based and outdoor events, including cycling, swimming, triathlons, etc. (leveraging the nature-based assets).

Attracting and delivering large scale 'signature events' will help promote the region and also gain 'cut through' in the market, enabling Moyne to attract more visitors and generate higher spend year-round.



Contemporary Accommodation Investment

The delivery of quality, contemporary and diverse accommodation stock is critical to increase the value of the visitor economy. High quality accommodation also helps to brand the region, attract visitation from new markets, convert daytrip visitors to overnight, and extend length of stay and yield from existing markets. Accommodation that leverages, integrates with and showcases the nature-based assets, agritourism, Indigenous experiences and other strengths of the region should be explored. Key accommodation opportunities include:

- Experiential accommodation that capitalises on the Shire's natural attractions, such as eco-lodges and glamping;
 - Nature and wellness retreats;
 - Hotels and resorts;
 - Reinvestment in existing accommodation stock, particularly caravan parks, motels and motor inns, and outdated self-contained accommodation establishments; and
 - High quality farmstay accommodation.
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Large Indoor Events Venue

Development of a large-scale contemporary indoor event venue would enable the Shire to host 'all-weather' events, night-time events, major music concerts and large conferences.

This would be a key driver of visitation and spend in the region, as it would grow the event visitor market, attract business visitors and encourage mid-week and year-round visitation.

Therefore, a new large indoor event facility should be considered for future investment in the Shire, which best meets the needs of industry, the community and visitors. This would be ideally suited in the Port Fairy area to leverage the large population and visitor base.





INVEST MOYNE

If you'd like to find out more about Moyne investment opportunities or discuss your business plans with one of our experts, we'd love to hear from you.

Contact our **Economic Development & Tourism Team** on **(03) 5568 0575** or at **ecodev@moyne.vic.gov.au**

For additional insights regarding the region's economy, investment opportunities and support services, visit: <https://www.moyne.vic.gov.au/Our-Services/Business-and-Economic-Development>



Explore Other Investment Opportunities

Moyne Shire has many exciting and dynamic industries ready for growth and investment.

Investment prospectuses are available for **Renewables & Resources**, **Manufacturing** and **Tourism** on Councils Website, or you can request a copy on 1300 656 564.

