



City of  
DAREBIN

the place  
to live

# Tourism

A DESTINATION PLAN FOR DAREBIN

STRATEGY 2016-2021

Prepared in conjunction with The K2 Group

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## Introduction

Darebin is a vibrant and culturally diverse City. Known for having some of Melbourne’s most eclectic hip shopping and entertainment precincts, it is artisans, musicians, singers, songwriters, makers, creators and innovators who make up a large percentage of our creative and culturally linguistic community.

The people living here hail from 148 countries and speak 105 different languages. More than fifty percent are first or second generation migrants and we have a strong indigenous heritage with almost 6 per cent of Melbourne’s Aboriginal and Torres Strait Islander population living in our City.

## Our vision

The Darebin community has real and authentic stories to tell, from our rich migrant and indigenous communities to our artisans, creators and musicians. If we can connect people with residents to learn, share stories and pass on skills and traditions, we can deliver a truly memorable and uniquely Darebin experience for visitors.

## Our role

Council’s role is to support and assist tourism businesses to grow the local economy by attracting increased visitation.

## Purpose

- Council departments will work together to improve the existing tourism offering.
- Increase awareness of and visitation to Council assets and experiences.
- Foster an active, progressive and collaborative tourism industry in the City of Darebin
- Harness and showcase community pride.

To maximise tourism's contribution to Darebin's economic success, Council has developed this inaugural Tourism Strategy to diversify the local economy and grow tourism visitation by leveraging opportunities that the Melbourne destination brand creates.

This Strategy significantly contributes to the following Council Plan goals:

- Council Plan Goal 1: Vibrant City and Innovative Economy
- Council Plan Goal 2: Healthy and Connected Community
- Council Plan Goal 4: Thriving and Creative Culture



**Reasons to visit  
Darebin**

The reasons people visit Darebin are numerous; be it for leisure, business, study or to visit friends and relatives. Visitors provide a unique economic benefit to our City and create increased opportunities for community strengthening and engagement.

*Tourist versus Visitor:*

Tourism may include overseas visitors in the country for a holiday, business or education, Australian visitors staying overnight or local day trippers visiting the area. These different types of tourists will utilise different services within the economy, so understanding the different tourism markets is important for Council and businesses.

In addition to attracting the traditional “tourist”, it is important that Darebin recognises the importance the “local visitor” can play in maximising the economic value of tourism in Darebin. Therefore, Darebin’s Tourism Strategy not only focuses on attracting tourists from further afield, but also aims to increase visitation and spend from people living in and travelling from neighboring suburbs within 40Km from Darebin.

**Darebin’s visitor  
profile**

- The main purpose of visit for most visitors was to visit their friends and relatives
- Domestic overnight visitors were more likely to come from Regional Victoria
- Daytrip visitors were most likely to come from Melbourne
- International overnight visitors were most likely to come from New Zealand and stayed for an average of 42 nights

**Who we want to attract**

Our focus will be to increase visitor numbers and yield from Melbourne and Regional Victoria, and attract Melbourne’s growing number of interstate and international visitors beyond the CBD to experience our City.

*Lifestyle Leaders:*

Known as Lifestyle Leaders, as defined by Tourism Victoria, our target market makes up almost 30 per cent of the Australian population. They are educated and progressive people and enjoy seeking out information and generally like to try new things. They can afford to indulge more often than the average Australian and have busy social lives and large social networks. They are also seen as trusted advisors, so they can and do influence others.

The Lifestyle Leader market is attractive to pursue because they travel more often, spend more per person, and are more likely to take short trips. They are also more likely than the general Australian population to travel frequently within Victoria. Also the City of Darebin offering compliments their interests for niche and progressive experiences.

Lifestyle Leaders come from all over Australia, from our neighbouring suburbs, greater Melbourne, regional Victoria and interstate and are made up of four segments:

**Sub-segments of the Lifestyle Leader:**

<p><b>Creative Opinion Leaders:</b></p> <p>They value authentic City and can spot a fake in an instant. They are creative, in the know and through their extensive social networks they will generate positive word of mouth for us amongst their friends and family.</p>	<p><b>Food and Wine Lifestyles:</b></p> <p>With their sophisticated palates they dine out, drink wine regularly and are always on the hunt for good quality and organic produce.</p>
<p><b>Inspired by Nature:</b></p> <p>They have genuine environmental concerns and prefer to spend time in natural environments. They don’t necessarily want to rough it though, so creature comforts are still important to them.</p>	<p><b>Enriched Wellbeing:</b></p> <p>Despite living next door to a Safeway they will go to the market to buy fresh produce, they like the idea of provenance, freshness and community.</p>

It is important to note that the segments are NOT mutually exclusive. They can overlap, and consumers can qualify for more than one segment as they can have interests across different product areas.

While the broader segment of *Lifestyle Leaders* is relevant to Darebin, it is the sub-segment of *Creative Opinion Leaders* which holds the most relevance and alignment with Darebin's experience offering because of their creativeness, eagerness to explore anything that's new or different and because of their success at persuading others through their extensive social networks. We want to attract people who are curious about Melbourne and have a way of thinking that matches our unique offering.

**Visiting Friends  
& Relatives  
(VFR)**

Many of the people who visit Darebin do so to visit friends and relatives. The fact that the City of Darebin is home to people of diverse ancestries presents an opportunity to raise a greater awareness of our tourism offer amongst our culturally diverse residents, international students and multi-cultural businesses for the purpose of increasing visitation and spend of their visiting friend and relatives. If we are successful at doing this, they will become our City's best ambassadors.

**International  
Visitors**

China is undeniably Melbourne's most important inbound tourism market. In the year ending December 2015, Chinese expenditure grew by 59.2 per cent to \$2.2 billion, in the process exceeding the Government's long term 2020 target of \$2.0 billion, while visitor numbers increased by 25.5 per cent year-on-year to 490,000. So where are these visitors going when they come to Melbourne? What are they doing, what do they like and how can our businesses get ready to welcome them? This Strategy will enable the City of Darebin to leverage the opportunity this market creates. Our partnerships with tourism industry bodies such as Destination Melbourne, Visit Victoria and collaborations with key tourism operators such as La Trobe University and the Mantra Bell City will assist with improving the Chinese visitor experience across Darebin.

## Industry trends

### **Day tripping**

Domestic travel is now more a short break proposition, with daytrip visitation growing.

*How can we attract more day trip visitors from our neighbouring suburbs and Regional Victoria?*

### **What attraction?**

People have a desire for unique, authentic experiences. No longer do they just want to visit attractions.

*How can Darebin enhance its existing experiences and create new ones that engage visitors in an authentic manner?*

### **Meet the maker, baker or creator**

Experiences which involve discovery and interaction with local producers and innovators have fast become a strong motivator for visiting a destination.

*How can Darebin foster and support our innovators and creators to draw increased visitor numbers?*

### **Events are increasingly important**

As well as their short-term benefits, events make cities more vibrant and interesting places to live, bringing people and communities together and giving them a sense of identity, belonging and civic pride. Events can raise awareness and change perceptions, and can attract visitors to a destination that would not otherwise be considered.

*What is Darebin's signature event? Does Darebin have one? If not, why not? And should we create one?*

### **The Digital Age**

Increased use of digital technology is being used to influence people visiting places. Consumers are also interacting with destinations at a deeper level by sharing their experiences via social media which is influencing others to travel to these locations.

*How can Darebin continue to attract visitors using social media and other digital platforms?*

### **Can I have a skinny, strong, soy, flat white with hundreds and thousands on the top?**

Australian consumers are becoming more discerning and demanding of higher standards. There is dissatisfaction amongst consumers with the quality, attitude, attention to detail, and overall approach to customer service in Australia. As such visitors will continue to expect improved service and skills across the tourism industry in Australia.

*How can we support Darebin businesses deliver the best possible experience?*

### **On your bike**

More and more people are taking to two wheels - both for their daily commute and for leisure purposes. Cycling is a growing market with the potential to contribute positivity towards Darebin's visitor economy as well as

improve quality of life for its residents.

*How can we make Darebin more bike friendly to encourage more leisure cyclists?*

### The Ripple Effect

The Tourism Industry creates a significant ripple effect which contributes towards multiple businesses across our communities. As this graphic shows, the tourist and visitor spend is central to this ripple effect.

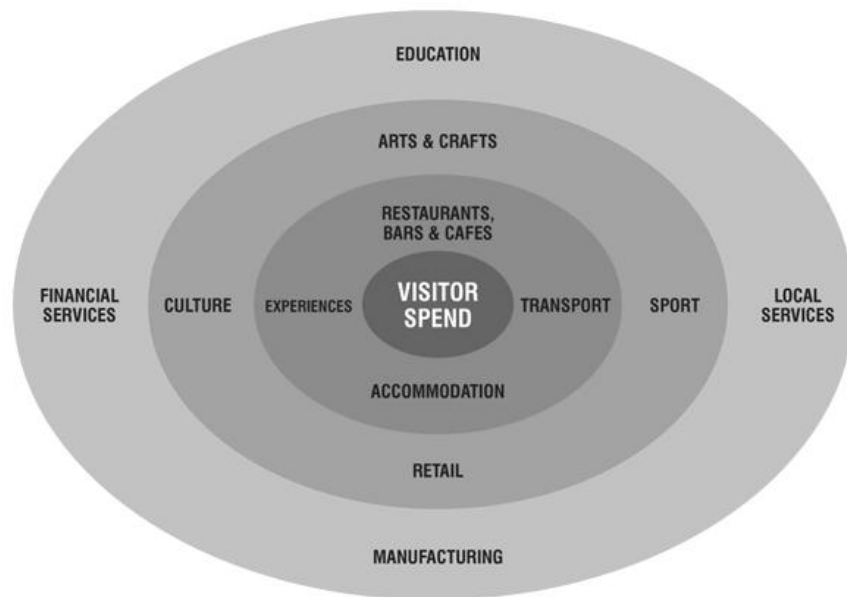


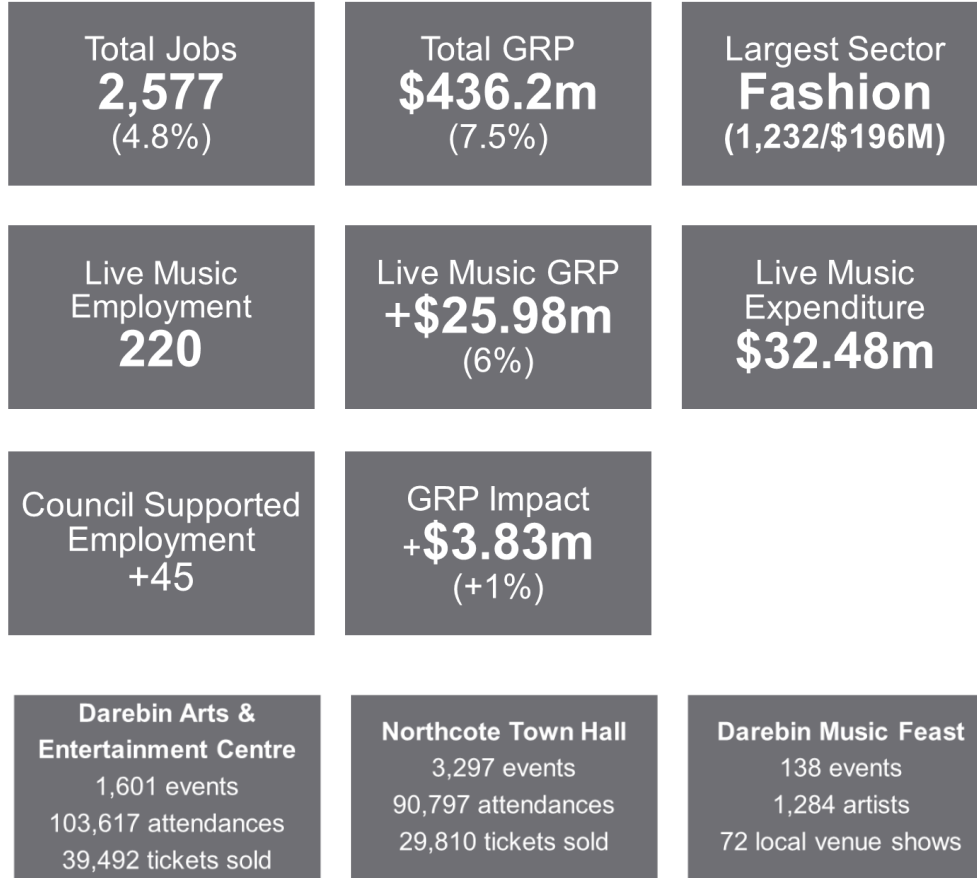
Image source: Destination Melbourne

### The Value of Tourism in Darebin

A snapshot of the visitor economy from a creative, local and regional perspective (below) suggests that our venues are host to a number of events and the population of people working in the creative arts, music, writing and performing are stimulating interest within and outside our Municipality. This is seen through attendances to public and privately owned venues which in turn are fuelling trade in hospitality, retail and local services. The local economy shows this to be the case with Tourism and Hospitality sales reaching \$362.9M in 2013/14, indirect spend on nearby businesses to be \$192M in 2014 and 2,877 people employed in Tourism and Hospitality.



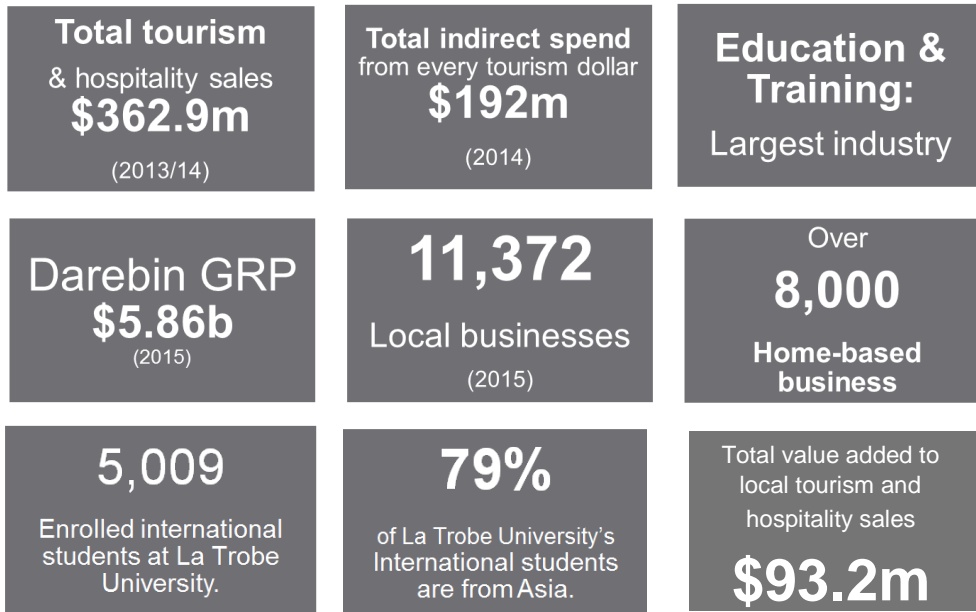
**Darebin's Creative Economy:**



(Source Geografia 2016, CLUE 2016)

*\*GRP: Gross Regional Product - The Gross Regional Product of an area is the equivalent of Gross Domestic Product, but for a smaller area. It is the amount of the nation's wealth which is generated by businesses, organisations and individuals working in the area (Source economy.id 2016).*

**Darebin's Visitor Economy:**



(Source economy.id 2016, La Trobe University 2016)

**The Regional Economy:**



(Source economy.id 2016)

\*GSP: Gross State Product- The Gross State Product is the net measure of the economic output of a state. It is the sum of all value added by industries within the state and serves as a counterpart to the gross domestic product (GDP).

**Strategy Development** The principles of ownership, collaboration and engagement have been at the heart of the Strategy's development process. To ensure the Strategy is reflective of the values and aspirations of the local community, an engagement program was designed to provide the opportunity for community input and ideas to be considered with a whole of Council approach.

A number of engagement sessions were held early in the Strategy development process with over 100 businesses participating in three key industry forums. Industry consultations were attended by a variety of managers and CEOs of our key tourist attractions, numerous restaurants, retail businesses, centre managers, entrepreneurs and well-known Darebin producers. Also in attendance were representatives from Victoria's tourism Industry bodies including Victorian Tourism Industry Council, Tourism Victoria and Destination Melbourne.

**Council's role in tourism**

Council's role is to support and assist tourism businesses to grow the local economy by attracting increased visitation. Darebin's economy has significant capability and local businesses have shown a strong desire to champion tourism into the future. This positions Darebin well to become a strong visitor destination. In determining its role in tourism, Council has recognised the need to work closely with the City's businesses, providing the type of leadership that encourages and facilitates investment and business growth. It will do this by focusing on the following areas of:

- Destination marketing; including positioning messaging, public relations, events development and management.
- Developing the local tourism industry; including encouraging emerging local businesses, and providing business support and guidance.
- Improving and maintaining the public realm, place making and activation, place management and community capacity building initiatives.
- Fostering and building key tourism partnerships at local and state government levels.
- Providing tourism related infrastructure; including community spaces, facilities and services that enhance the visitor experience and improves the safety of residents and visitors.
- Providing a planning scheme framework that supports and encourages the development of new and appealing

attractions.

- Advocating for appropriate tourism development and investment in the City.
- Promoting the benefits of tourism to industry and the community.
- Collaborate with Industry to manage Darebin as a visitor destination including providing visitor information.
- Play a guiding role in future identity studies and branding of suburbs highlighted in master plans to create a sense of place in Darebin.

### **Connecting Darebin to a bigger picture**

This Strategy will also help position the City of Darebin as a key destination of the inner Melbourne northern region (includes the municipalities of Yarra, Moreland, Hume, Whittlesea, Banyule and Nillumbik). With Melbourne's north GRP equating to nearly 12% of Victoria's Gross State Product (GSP) together with Darebin's numerous strategic economic advantages, there is considerable impetus for a local Tourism Strategy that integrates with the regional economy for collective advocacy and action, and connects our businesses and experiences to a wider region.

Local governments have many different approaches to activating the visitor economy, but all share the collective goal of growing the economy by increasing visitation to their areas.

These individual efforts will enable the regional economy to grow:

- Safe, accessible and sustainable transport.
- Future developments of key destinations such as Preston Market.
- Effective communication engagement and participation of diverse communities.
- Future upgrades of ageing assets.
- Supporting the growing food and beverage industry.
- Increased amounts of short term accommodation investment.
- Creating a lasting impression on visitors by strengthening our sense of place, character and amenity.
- Harnessing the digital economy.
- Advocacy and funding.
- Advocating and promoting future employment-precinct clusters such as the La Trobe Innovation and Employment Cluster.

**The Darebin  
Visitor  
Experience**

Today, people are seeking experiences that offer a closer community interaction and provide them with an authentic story to share; and Darebin's diverse, rich, intimate and authentic arts and cultural experiences can provide this to visitors. It's not just what we have that makes us different; it's how we do things.

Our unconventional ways have led to: trend setters, pop up shops and parks, food trucks in vacant lots, thriving unused spaces, live music, bars and cafes, theatres from days gone by, handmade everything and anything, vintage shops, op shops and barber shops, food markets, food forests, home grown, abundant and organic produce, comic books and the smell of hops, craft beer and roasted coffee beans, barefoot bowls and vintage wallpaper, wafting smells from nonna's garage kitchen, hipsters learning migrant traditions, aboriginal and indigenous culture, multi-culture, multi-age, secret gardens of lakes and trees, open space, green space, art space, event space, country music, makers markets, temples and trails, salami – yes that's right, we have lots of salami, and we even have our own animal farm. It is these types of businesses and experiences we want to continue to grow and attract to our City.

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**Darebin’s major destinations**

Through our extensive consultation we have identified the role of both Council and privately-owned cultural assets. The table below outlines Darebin’s major destinations:

<b>Cultural assets</b>	The Stolen Generation Marker, The Spiritual and Healing Trail, Islamic Museum of Australia, Chùa Linh Sơn Buddhist Temple, Cooper’s Settlement, Bundoora Homestead Art Centre.
<b>The arts</b>	Northcote Town Hall, Darebin Arts and Entertainment Centre, markets, artisans, galleries, Westgarth Palace Cinema, live music
<b>Key festivals and events</b>	Darebin Music Feast, Melbourne Comedy Festival, Melbourne Salami Festival, Speak Easy Festival, The Darebin Community and Kite Festival, Loud Mouth families program, Homemade Food and Wine Expo, True North Festival, Backyard Harvest Festival, Sustainable Business Expo and environmental education experiences.
<b>Hospitality and live music venues</b>	Cafés, restaurants and bars such as Thornbury Theatre, Northcote Social Club, The Wesley Anne, 303 Bar.
<b>Vibrant shopping strips and centres</b>	Preston Market, Reservoir, Fairfield, Northcote, Thornbury, Preston, Northland Shopping Centre and a host of factory outlets.
<b>Tertiary institutions</b>	La Trobe University, Melbourne Polytechnic.
<b>Sport and recreation</b>	Over 50 sports grounds offering the community the ability to take part in AFL, Soccer, Rugby, Cricket, Baseball, Athletics, Cycling, Northcote Golf Course, Bundoora Park Golf Course,

Northcote Aquatic and Recreation Centre (NARC), Reservoir Leisure Centre and regional tracks and trails that connect Darebin to other areas of Melbourne's North.

**Parks, reserves and recreation**

Bill Lawry Oval, Bundoora Park, Edwardes Lake Park, Merri Creek, All Nations Park, Oldis Gardens, Ray Bramham Gardens, Merri Park, Darebin Parklands, Greswell Forest Wildlife Reserve, La Trobe Wildlife Sanctuary, community gardens, permaculture activities. Shared walking and cycling tracks and trails: Darebin Creek Trail bridge, La Trobe University Shared Path, Plenty Road Shared Path, St Georges Road Trail.

### Five Year Strategic Direction

#### Our story

- Defining our identity and telling our story as a point of differentiation.
- Undertaking promotional marketing activities that have the ability to guide our entire visitor experience offering.
- Maximising awareness with the target markets we want to attract (Lifestyle leaders, international and local visitors).

#### Enhancing the visitor experience

- Using our unique assets and identity to create better and more engaging experiences for visitors.
- Ability to attract more visitors, more often, staying longer and spending more.
- Creating a strong sense of place and improving visual amenity.

#### Supporting our businesses

- Providing smoother pathways for tourism initiatives.
- Providing market insights to our businesses.
- Attracting new and complementary investment.
- Providing leadership in developing our City as a visitor destination.

### What Success looks like

#### *Year 1 - High*

- Raised awareness of our tourism offer.
- Successfully engaged our tourism industry and they are working cooperatively with council.

#### *Year 3 - Medium*

- Provided new experiences to visitors
- Created a stronger sense of place and improved the City's visual amenity.
- Increased the value of tourism - economically and socially.

#### *Year 5 - Low*

- Created more jobs in tourism.
- Increased tourism and business investment in our City.



## Action Plan

### Goal 1: Our story

Having a strong story to tell; one that reflects our community values and aspirations, and recognises the individual personality of Darebin’s destinations, will provide a platform on which to express our individuality and unique identity.

The stories we create will guide our entire visitor offering, and maximise awareness with the target markets we want to attract, whilst delivering the desired flow on effects of increased employment, investment and tourism development. This goal focuses on defining our identity and undertaking marketing activities that have the ability to attract new visitors and also increase the spend from those already visiting our City, such as people travelling for business, work, study, leisure, services, or to visit friends and relatives.

#### Goal 1 outcomes:

- A consistent approach to how we talk about our destinations
- Increased awareness of the diversity of experiences on offer in our City
- Increased visitor spend from those already visiting, e.g. students, VFR and business
- Attraction of new visitors

Action		Priority	Measure of Success
1.1	Conduct suburb identity studies and ensure tourism is considered in future master plans.	Medium	Consideration is given to tourism in all master plans.  The identity for each suburb is defined.
1.2	Develop and provide local businesses with suburb specific tourism marketing tools.	High	Tourism marketing tools are readily available for businesses to use.  Each suburb has content to communicate its individual brand story including our cultural diversity.
1.3	Provide businesses with opportunities to develop their digital marketing capabilities	High	More businesses are effectively undertaking their own digital marketing
1.4	Identify local ambassadors to showcase Darebin’s suburbs and our cultural diversity.	Medium	Ambassadors are engaged and are positively influencing visitors and businesses.
1.5	Work with relevant stakeholders to develop and implement marketing	Medium	Each suburb is experiencing increased visitation to local businesses, shopping

	initiatives for each suburb.		precincts, events and festivals.
1.6	Develop and implement a communications plan to coordinate tourism marketing initiatives across Council's online and print channels.	Medium	All council communications channels are promoting and raising awareness of the unique experiences Darebin has to offer.
1.7	Utilise Council's Communications Department to optimise media coverage of Darebin's tourism offering.	Medium	Increased media coverage and promotion of Darebin's tourism offer.
1.8	Host familiarisation tours of Darebin products and experiences for media and industry.	Low	Increased media coverage and awareness of Darebin's tourism offer.
1.9	Work collaboratively to improve the profile of the Bundoora Park Precinct.	High	Increased visitation to the Bundoora Park Precinct.
1.10	Work with key tourism operators such as La Trobe University, Melbourne Polytechnic, Northland Shopping Centre, Mantra Bell City, Melbourne City Football Club, Islamic Museum of Australia, Preston Market redevelopment to promote their appeal as key Darebin visitor destinations.	Medium	Increased visitation to Darebin's key tourism destinations with increased visitor dispersal.
1.11	Participate in cooperative marketing campaigns with Destination Melbourne and other tourism industry bodies to raise awareness of tourism experiences to target visitors such as international students, overnight visitors and lifestyle leaders.	High	Increased awareness, increased visitor numbers, increased visitor spend.
1.12	Undertake an audit of Darebin's online tourism content and platforms.	Medium	Opportunities and gaps are identified and communicated to businesses to help them effectively coordinate their online marketing.

## Goal 2: Enhance the visitor experience

Our ability to attract more visitors, more often, staying longer and spending more will depend on our ability to deliver memorable experiences that exceed what we promise in our marketing. By using our unique assets, our identity and innovative approach, we can create better and more engaging experiences for visitors and leverage better tourism outcomes.

The ability to leave a lasting impression on visitors will also be enhanced by strengthening our sense of place, character and amenity. Aesthetic improvements will be important; however we must also continue to activate our City places so that they are vibrant, safe and accessible for residents and visitors.

By creating a strong sense of place and improving visual amenity, we will continue to build pride and create the very best advocates for our City – our residents. This goal focuses on initiatives that help to leave a lasting impression on our visitors and enhance their overall experience. Support the implementation of Council’s streetscape and public realm improvement, to continue to strengthen Darebin’s sense of place. The City is more vibrant, active and accessible and our residents feel a stronger sense of pride about their City.

This Goal is all about working in collaboration with tourism operators and Council departments to assist enhance the visitor experience within Darebin.

### Goal 2 outcomes:

- Improved existing tourism experiences
- New and genuine reasons for people to visit
- Increase length of stay and spend
- Darebin’s sense of place, character and amenity exceeds visitor expectations
- Residents and visitors feel safe in our City
- Community pride is strengthened and residents become our best advocates

Action		Priority	Measure of Success
2.1	Strengthen Darebin’s arts, creative and live music scene to leverage increased tourism outcomes.	High-Medium	Increased participation in and awareness of Darebin’s creative programs.  Darebin continues to be home of choice for artists and creative industries.
2.2	Work collaboratively to develop and implement a communications plan to distribute visitor information.	Medium	Visitor information is easily available and accessible digitally and in-destination.

2.3	Undertake an audit of local events and attractions.	High-Medium	Audit undertaken and an understanding of opportunities and gaps are identified and communicated to direct future planning.
2.4	Identify and implement initiatives that better utilise Council facilities for tourism purposes.	Medium	The economic value of tourism activity from Councils facilities and venues has increased
2.5	Identify and implement initiatives that better utilise Darebin's parks and gardens, natural heritage assets, tracks and trails for tourism purposes.	Medium	Councils natural assets are attracting increased tourism usage
2.6	Further develop existing and new Aboriginal tourism experiences including the Spiritual and Healing Trail, Merri Creek, the Koori Mural, the site where the Treaty was first signed and contemporary experiences.	Medium	Increased awareness and employment of local Aboriginal tourism experiences.
2.7	Explore the development of a tourism experience and/or marketing initiatives along the Route 86 Tram.	Medium	Increased awareness of Darebin's product offering along this popular route.
2.8	Continue to develop and promote Darebin's unique urban food offering.	High-Medium	Darebin continues to be known for its compelling food culture.  Increased number of food businesses.  Number of articles in media showcasing Darebin's food and hospitality offerings.
2.9	In collaboration with relevant stakeholders develop initiatives that increase cycling in Darebin.	High	Increase in number of people cycling.  Number of cycling events held.
2.10	Undertake a safety perception audit of Darebin's key places of destination.	High-Medium	Visitors perceive the City of Darebin as a safe destination.

2.11	Undertake an audit of the accessibility of Darebin’s key places of destination.	Medium	Council assets are easily accessible.
2.12	Continue to implement Council’s streetscape, public realm improvement, place making and public art activation programs, with a view to strengthening the sense of place	Medium	Number of activation programs undertaken.

### Goal 3: Support our businesses

It is important that Council takes a proactive approach to tourism in our City by creating a supportive environment for business and tourism activity to flourish. We will work with our residents and businesses to provide smoother pathways for tourism initiatives that stimulate tourism growth. By providing market insights to our businesses, easier planning processes, Council infrastructure and attracting new and complimentary investment, the activities under this goal aim to provide leadership in developing our City as a visitor destination.

*Goal 3 outcomes:*

- Businesses find it easier to establish in Darebin
- More businesses are deciding to locate in Darebin
- Better planning of our destinations

Action		Priority	Measure of Success
3.1	Work with businesses and Council to increase the understanding of the value and role of tourism for business and the community.	High-Medium	Businesses, Councillors and Council Staff are aware of the value of the local visitor economy.
3.2	Work with places of destination to promote the use of sustainable transport options for visitors.	Medium	Business surveys to measure the increased availability of sustainable transport options.
3.3	Work with real estate agents and landlords to attract new business to the Municipality.	Medium	Increased activation of businesses and underutilised spaces to enhance the visitor experience.
3.4	Collect and share business and Council visitor data to evaluate our initiatives.	High	Statistics and visitor feedback inform Council and business marketing initiatives.
3.5	Pursue the unusual and unique businesses that Council wants to attract, to support and strengthen the City's tourism offering.	Medium-Low	Number of unique and unusual businesses pursued.
3.6	Identify and reduce regulatory barriers that hinder new	High-Medium	Council is successfully attracting new business and visitor experiences.

	business and ensure tourism is a priority in Council's planning and approval processes.		Number of pre-consultations undertaken. Number of permit applications approved. Reduction in the time that applications are approved.
3.7	Seek to attract tourism investment particularly in accommodation and sport and leisure.	High	Darebin has improved tourism infrastructure, accommodation choice and increased capacity.
3.9	Continue to support and develop City of Darebin's free public Wi-Fi to enhance the visitor experience and business marketing opportunities.	High-Medium	Increased use of Wi-Fi for tourism marketing. Increased use of Wi-Fi by visitors.
3.10	Continue to develop and support digital technology to improve tourism outcomes.	High-Medium	Training programs provided to businesses. Number of digital tourism marketing campaigns undertaken.
3.11	Improve the tourism content on Council's website to provide visitor information.	High	Visitor information is easily accessible on Council's website.
3.12	Support the development of a local tourism network in the City of Darebin.	High	Darebin has an active and passionate tourism industry network that meets regularly.
3.13	Provide businesses with opportunities for further industry development and create a Darebin Tourism Award. Encourage businesses to apply for industry, state and national awards.	Medium	Industry development opportunities are well attended and valued. Celebrate local tourism excellence.
3.14	Explore the development of an integrated northern local government network to	Medium	A collaborative arrangement between neighbouring councils has been created that meets regularly to discuss tourism in

	strengthen and promote tourism for the inner northern region.		the inner northern region.
3.15	Participate in Destination Melbourne's Greater Melbourne Destination Management Plan.	High	A collaborative arrangement between local councils Destination Melbourne to continually evolve Melbourne's visitor experience.