

VISITOR ECONOMY STRATEGY

COMMUNITY ENGAGEMENT REPORT



November 2023

PROJECT BACKGROUND:

The purpose of the project was to consult the community on the draft Visitor Economy Strategy and seek further feedback from internal and external stakeholders who had provided feedback that informed the development of the strategy.

The draft Wyndham Visitor Economy Strategy 2023-2027 was developed to provide direction for Wyndham City and industry to work together to foster a sustainable and prosperous visitor economy and support recovery from the impacts of COVID-19.

Council engaged Urban Enterprise to prepare a discussion paper providing strategic recommendations to inform the Wyndham Visitor Economy Strategy. The report provides a robust evidence base of visitation data, industry trends, competitive analysis and stakeholder consultation.

Urban Enterprise also facilitated workshops with key stakeholders including:

- Council's Destination Wyndham Portfolio Committee
- Tourism operators from Werribee Park Precinct and Werribee City Centre
- Industry bodies including Western Melbourne Tourism Inc.
- Internal stakeholders including Arts, Events & Cultural Venues, Transport & Sustainability, Economy Design & Place and Strategic Planning.

The Strategy was endorsed for public consultation at the Ordinary Council Meeting, 24 October. Consultation was open via The Loop from and closed Monday 27 November 2023.

METHODOLOGY:

The below table outlines the method and techniques used to engage with the community.

| Community engagement activities / tools | |
|--|--|
| Method / technique | Stakeholders engaged |
| The Loop project page | 847 page views 626 visitors |
| Online Survey | 19 contributions |
| Pop up engagement | While we did not run a specific pop-up engagement session, consultation on the draft Visitor Economy Strategy was promoted at the State Rose and Garden Show (11 and 12 November) via the Pop-Up Visitor Information Centre that was present at the event. |
| Add any other engagements you had with stakeholders here | Internal and External stakeholders who were invited or attended workshops were contacted directly via email and provided with the opportunity to provide feedback during the consultation period. Key stakeholders including Zoos Victoria, Western Melbourne Tourism Group, Transport & Sustainability and Strategic Planning provided valuable feedback which has further informed the strategy. |

Communications / marketing activities

| Method / technique | Stakeholders engaged |
|---|---|
| Online promotion (social media) Social media paid advertising and organic across Facebook, Instagram and Linked In | <p>Engagement: 702 Click throughs to website: 593 Reach: 26,545</p> |
| Other communications methods | <ul style="list-style-type: none"> The strategy was promoted via screen displays at Community Centres, Libraries and the Civic Centre Via the Visit Werribee & Surrounds e-news – a one-off dedicated burst was sent to 185 subscribers who are predominately industry operators. This resulted in 15 click throughs to the Loop page. Promoted face to face via the Pop-Up Visitor Information Centre at the State Rose & Garden show. Email to the Destination Wyndham Portfolio members – this resulted in robust feedback from Werribee Open Range Zoo Email to all internal and External stakeholders who participated in the workshops facilitated by Urban Enterprise – this resulted in feedback from Transport & Sustainability, Strategic Planning, Zoos Victorian and the Western Melbourne Tourism Group Media Release, resulting in coverage via Wyndham TV and Star Weekly. |

WHO WE HEARD FROM:

The below tables highlight who we heard from in our community during our engagement process.

Age Group

| 30-34 | 35-39 | 40-44 | 45-49 | 50-54 |
|--------|--------|--------|--------|-------|
| 5.26% | 15.79% | 21.05% | 10.53% | 5.26% |
| 60-64 | 65-69 | 70-74 | 75-79 | |
| 15.79% | 5.26% | 15.79% | 5.26% | |

Gender

| Female | Male | Prefer not to say |
|--------|--------|-------------------|
| 36.84% | 57.89% | 5.26% |

Suburb

| Hoppers Crossing | Manor Lakes | Point Cook | Tarneit | Truganina |
|------------------|----------------|--------------|--------------------|-----------|
| 5.26% | 10.53% | 10.53% | 10.53% | 15.79% |
| Werribee | Werribee South | Wyndham Vale | Outside of Wyndham | |
| 21.05% | 15.79% | 5.26% | 5.26% | |

Do you speak a language other than English at home?

| Yes | No |
|--------|--------|
| 26.32% | 73.69% |

SUMMARY OF FEEDBACK:

| We Asked | You Said | We did |
|---|--|--|
| How do you rate our plans for an improved Visitor Economy in Wyndham? | Average 3.4 out of 5. | We've reviewed the robust feedback and updated the strategy |
| What do you think of the Draft Visitor Economy Strategy? What are some of the things you are excited about? | <p>Key stakeholders indicated that some areas of the plan they would like to see covered included capitalising on the international market through the Visiting Friends and Relatives (VFR) market and leveraging the increase of inbound flights at Avalon Airport.</p> <p>Investment in Nature-based and First Nations Tourism was well received, and feedback identified opportunities for expansion.</p> | <p>A new action 3.4.2 'to develop itinerary and suggested packages for local CALD community groups' has been included in the strategy.</p> <p>Nature-based and First Nations Tourism has been expanded to include reference to and support of actions in the Lower Werribee Waterways Amenity Action Plan (LWWAAP) and the Werribee Open Range Zoo work with First Nations including Kulin Dreaming. A new action 2.4.1 'Advocate for and assist in the delivery of actions outlined in the LWWAAP implementation plan has been added.</p> |

| | | |
|---|---|---|
| | <p>Improving dispersal and event attraction was well received however feedback highlighted the importance of resolving current transport challenges, particularly within the Werribee Park Precinct.</p> | <p>We have bolstered actions 2.1.1 to include the importance of the Federation trail and 3.2.1 to ensure the shuttle bus feasibility initiative includes the Werribee Train station.</p> <p>A new action 3.3.2 to develop packaged experiences and itineraries to encourage dispersal, increase yield and encourage overnight stays.</p> <p>Action 1.2.1 that includes the development of an event prospectus was bolstered to highlight the importance of profiling Wyndham's secondary destinations</p> |
| Is there anything we might have missed that you think should be included? | <p>Activation and development of Wyndham Harbour, Food and Wine and Visitor Servicing and Local industry development was also cited.</p> <p>Supply of accommodation and food / hospitality is a critical success factor</p> | <p>Activation of the Wyndham harbour will be achieved via Strategic Direction 1. Grow Wyndham's Tourism Events Portfolio and ongoing BAU. While visitor servicing is also BAU, action 3.4.1 includes pop-up visitor information kiosks as a key initiative.</p> <p>Partnering with internal and external stakeholders including Economic Growth and strategic planning will be pivotal to broader development of the visitor economy.</p> |
| Is there anything else you want to tell us? | <p>Community feedback was broad in scope and also included very specific suggestions such as promoting Wyndham as a RV town and improving nature strip presentation.</p> | <p>A key action in the strategy is 3.1.1 Undertake Visitor Journey Market Research and key insights will likely inform updates to the strategy and bolstering and / or updating actions.</p> |

NEXT STEPS:

- The findings from the public exhibition and stakeholder feedback that have been incorporated into this report and have informed an update to the strategy will be presented to ELT on 6 December with the recommendation for formal adoption at the 19 December Council meeting.
- Marketing and Tourism will also meet and / or discuss key feedback with key stakeholders who provided in-depth feedback.

STAGES OF THE PROJECT

