

Developing the Casey Cardinia Visitation Strategy
Workshop 2: 7 July 2016
Summary notes

UPDATED ACTION PLAN*

ACTION	PRIORITY	RESPONSIBILITY
1. Develop a regional brand identity and communication [plan] Note: See Actions 5/19/21 from original Strategy	High/short term	Lead: Council Support: Industry
2. Develop a list of regional tourism assets <ul style="list-style-type: none"> • establish criteria in consultation with TAC 	High/short term	Lead: Council Support: Industry
3. Strengthen relationship with appropriate State Government departments at a strategic level	Ongoing	Lead: Council Support: Industry
4. Build stronger collaboration between industry players - e.g. CC Tourism Day	Ongoing	Lead: Industry group Support: Council
5. Establish a strong and viable governance structure	High/short term	Lead: Council Support: Industry
6. Continue to focus on building tourism business skills	Ongoing	Lead: Industry Support: Council
7. Focus on events as a regional draw card <ul style="list-style-type: none"> • build on existing events (low hanging fruit) • develop new events to attract visitors (as opposed to community-based events) • develop a regional calendar of events database • update Cardinia Shire's events strategy to include City of Casey 	High/short term Ongoing/ longer term Note: Incorporate events into marketing strategy. Calendar of events can help build day trip market. See Action7 in original Strategy.	Lead: Council Support: Industry
8. Ensure that tourism is considered in Councils' strategic plans in recognition of its importance to the region's visitor economy Note: Action 6 in original Strategy	Ongoing	Lead: Industry Support: Council
9. Continue working with key regional tourism experiences - e.g. Puffing Billy re business development program (Master Plan and	Ongoing	Lead: Council Support: Industry

broader community) and Royal Botanic Gardens, Cranbourne (Master Plan)		
<p>Refer to Action 23 from original Strategy re focus on VFR market</p> <p>Note: Discussed with Frances previously and agreed to remove from AP and address in Marketing Plan. See also Action 8</p>		
<p>Educate residents re visitor experiences in the region</p> <p>Note: The last two 'actions' will be included in the Marketing Plan</p>		

*Actions are referred to as Recommendations in the final Casey Cardinia Visitation Strategy 2017 - 2020