

**17.04**

31/07/2018  
VC148

**TOURISM**

**17.04-1S**

31/07/2018  
VC148

**Facilitating tourism**

**Objective**

To encourage tourism development to maximise the 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, accommodation, host farm, bed and breakfast and retail opportunities.

Seek to ensure that tourism facilities have access to suitable transport.

Promote tourism facilities that preserve, are compatible with and build on the assets and qualities of surrounding activities and attractions.

Create innovative tourism experiences.

Encourage investment that meets demand and supports growth in tourism.

**Policy guidelines**

Consider as relevant:

- Any applicable regional tourism development strategy.

**Policy documents**

Consider as relevant:

- *Tourism Investment Guidelines – Your Guide to Tourism Investment in Victoria* (Tourism Victoria, 2008)

**17.04-1R**

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**Tourism - Gippsland**

**Strategies**

Facilitate tourism in strategic tourism investment areas shown on the Gippsland Regional Growth Plan.

Facilitate tourism development in existing urban settlements to maximise access to infrastructure, services and labour and to minimise impacts on the environment and exposure to natural hazards.

Support nature-based tourism proposals that complement and are compatible with the region's environment and landscape attractions or are close to identified strategic tourism investment areas.

**17.04-1L Tourism in Baw Baw**

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Proposed C139bawb

**Objective**

To promote tourism related use and development in appropriate areas that is compatible with the environmental values of the area.

**Strategies**

Support tourism that capitalises on the opportunities available in national parks, state and regional parks.

Support tourism that is compatible with agricultural production or the natural, environmental or heritage attributes of the area.

Reflect the attributes of the natural environment and local character in the design and location of tourism developments.

Facilitate development that will support tourism experiences such as food and wine trails, cycling tours and weekend escapes.

Support tourism-based development that respects the heritage significance of Walhalla.

Support visitor accommodation in Rawson, Erica, Jindivick and Walhalla.

Facilitate walking and cycling infrastructure in Rawson including the retention of the original footpath network.

Support major event facilities including at Lardner Park by supporting complementary tourism uses such as accommodation.

Support complementary tourism uses such as accommodation and hospitality close to the Mt Baw Baw Alpine Resort.

**17.04-2S Coastal and maritime tourism and recreation**

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**Objective**

To encourage suitably located and designed coastal, marine and maritime tourism and recreational opportunities.

**Strategies**

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

Ensure a diverse range of accommodation options and coastal experiences are provided for and maintained.

Ensure sites and facilities are accessible to all.

Ensure tourism development, within non-urban areas, demonstrates a tourist accommodation need and supports a nature-based approach.

Ensure development is of an appropriate scale, use and intensity relative to its location and minimises impacts on the surrounding natural, visual, environmental and coastal character.

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

Maintain and expand boating and recreational infrastructure around the bays in maritime precincts at Frankston, Geelong, Hastings, Hobsons 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.

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

Support maritime and related industries in appropriate locations.

**Policy documents**

Consider as relevant:

- *Boating Coastal Action Plan* (Central Coastal Board, 2007)
- *Victorian Coastal Strategy* (Victorian Coastal Council, 2014)
- *Coastal Spaces Landscape Assessment Study* (Department of Sustainability and Environment, 2006)