BASS COAST

Phillip Island NATURE PARKS

DESTINATION PHILLIP ISLAND

Destination GIPPSLAND

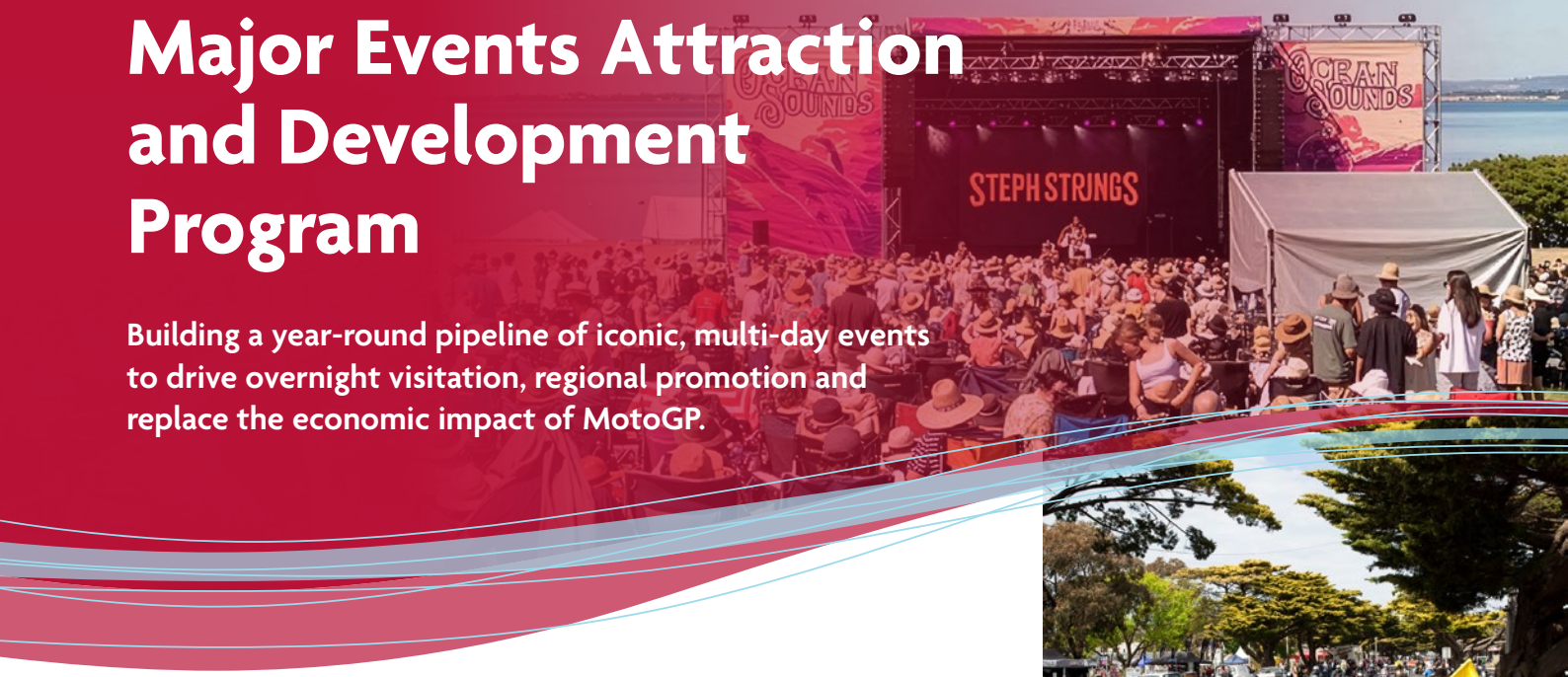
Repositioning

Phillip Island's Economic Future



PACKAGE ONE

Major Events Attraction and Development Program



Building a year-round pipeline of iconic, multi-day events to drive overnight visitation, regional promotion and replace the economic impact of MotoGP.





01 What Is Needed

A dedicated event coordination fund for Phillip Island and Bass Coast to develop, evolve and grow our hero events; and to attract and deliver significant new events from 2027 to 2030.

02 Why It Is Needed

Phillip Island is one of Australia's most tourism-reliant destinations, and events-based tourism is a big part of the Islands tourism appeal. Delivery of new events that are held in low and shoulder seasons (not on public holiday weekends) and that are weekend/multi-day, multi-site events will increase visitations, extend the duration of stays and ensure that the local economy is sustainable year-round.

03 Outcome

The development of a new events pipeline will showcase the uniqueness of the region, provide ongoing opportunity and the connection for our tourism and events operators, and support the local economy and brand.

Ocean Sounds music festival – currently a single day in January, and has scope for growth.

(Hills Are Alive Group have spoken to us about many opportunities - could be multi day or more events throughout year)

Island Whale Festival - further development of the Island Whale Festival could result in a winter whale and wellness program which is delivered over a month.

Festival of Motorsports – an event concept to appeal to motorsport fans with multiple events delivered across Bass Coast.

PACKAGE TWO

Nature, Wellness and Eco Tourism Destination Program

Positioning Bass Coast and Phillip Island as a leading eco and wellness destination grounded in nature, culture and sustainability



01 What Is Needed

Investment in State owned assets on the Summerland Peninsula, including the Penguin Parade and the Nobbies, is needed to revive this natural hero experiences.

Destination marketing fund to grow the impact of new Nature, Wellness & Eco Tourism assets.

02 Why It Is Needed

The Summerland peninsula is a signature Phillip Island experience that is internationally renowned. The aging infrastructure and lack of strategic development is detracting from the experience and brand of both Phillip Island and Victoria

Phillip Island is developing new Nature, Wellness & Eco Tourism offering, and funding is needed to develop unified marketing material to grow this segment of its tourism industry.



03 Outcome

Investment in the Summerland Master Plan will support an elevated experience, essential for ensuring this breathtaking area remains at the top of people's destination bucket lists. This will support longer stays and compliment the wellness/nature experience offer.

The new Destination marketing will ensure that visitors know the full extent of Phillip Island's growing Nature, Wellness & Eco Tourism offering.



PACKAGE THREE

Arts, Culture and Creative Industries Destination Program

Elevating the region as a nationally recognised cultural destination through storytelling, First Nations leadership and creative programming.



01 What Is Needed

Investment to support arts and cultural programming across Bass Coast.



02 Why It Is Needed

- Phillip Island has a strong cultural scene, and Bass Coast Shire Council has made significant investment in its Flagship cultural venue, Berninneit.
- Funding to establish a strong program of cultural events is needed to support the arts community on Phillip Island and to grow the cultural-based tourism industry.
- Arts and Cultural events are typically not weather dependant and can be held during the low and shoulder seasons, maximising our local operators' venues and sites.

03 Outcome

Support to program cultural experiences will attract visitors and make Phillip Island a first-class cultural destination.



PACKAGE FOUR

Tourism Business and Industry Resilience Program

Strengthening local operators to deliver high-quality, year-round visitor experiences and build long-term industry capability.



01 What Is Needed

Continued support for Destination Phillip Island and the Industry Development Fund for continued:

- Digital capability, business development and accreditation
- Regenerative tourism actions



02 What Is Needed

It is clear from the Phillip Island & San Remo Destination Management Plan that the tourism industry is critical to Phillip Island's economy. The loss of the MotoGP will significantly hit this sector. Support to strengthen this sector is needed to:

- Develop local jobs and grow small businesses
- Strengthen service quality
- Improve and evolve visitor experiences

03 Outcome

The Industry Development Fund will support business development, sustainability, accreditation and the regional Bass Coast Eco Destination Certification.



PACKAGE FIVE

Regional Sports, Recreation & Events Infrastructure

Investing in enabling infrastructure to support major events, sport tourism and community use.



01 What Is Needed

Investment in Bass Coast's Sports, Recreation & Events Infrastructure to strengthen its capacity to host regional and state level events and support the visitor experience.



02 Why It Is Needed

- Outdoor sport, recreation & events infrastructure are vital to support the visitor experience.
- From quality sports infrastructure that can host regional and state level sporting event, to open spaces for markets, festivals or a timeless picnic in the park, quality outdoor spaces enrich the appeal of towns for both the local community and visitors.

03 Outcome

Providing the spaces for new, home-grown visitor experiences to take shape and grown is a vital building block for the local visitor economy.

PACKAGE SIX

Access, Transport and Connectivity

Improving access to and movement around the Island to support visitation growth and long-term economic transition.





01 What Is Needed

Investment to get people to Phillip Island and move them around effectively when they are there. Funding is needed to implement an on-demand transport trial and to improve accessibility to water based experiences at Cowes and Rhyll jetty.

02 Why It Is Needed

- Transport to and around Phillip Island is almost entirely reliant on motor vehicles.
- Traffic congestion getting to and moving around the Island at peak visitor times is bad and getting worse.
- Without a train line, public transport options from Melbourne are limited.
- The local bus services are infrequent, unreliable and inconvenient.
- The passenger ferry to Cowes is not a car service and needs complimentary transport services to get around Phillip Island.
- Rhyll Jetty infrastructure is inadequate as identified in the Rhyll Local Port Area Plan which needs funding.

03 Outcome

Improving the ferry service will provide visitors with another option for accessing Phillip Island from the Mornington Peninsula and an on-demand transport trial will facilitate them moving around the Island once they are here.

BASS COAST SHIRE

A Partnered Approach towards Phillip Island's Economic Future

The loss of the Australian Motorcycle Grand Prix (MotoGP) represents a significant economic inflection point for Phillip Island, Bass Coast and Victoria. The event has contributed approximately $54 million annually to the Victorian economy and $29 million directly to Bass Coast, underpinning visitation, employment and industry confidence.

Over the next ten-year horizon, this represents over $290 million economic gap. However, it also presents an opportunity to reposition Phillip Island for a more diversified, resilient and year-round visitor economy aligned with Victoria's broader tourism strategy.

Phillip Island is one of Australia's most tourism-reliant destinations. It is important that this transition is approached strategically to ensure long-term impact rather than short-term substitution. Key to understanding the needs of Phillip Island's tourism sector is the Phillip Island & San Remo Destination Management Plan. Released in 2023, it provides a framework for creating lasting, net-positive impacts and support for a thriving tourism sector.

In 2023, Destination Phillip Island, Bass Coast Shire Council, Phillip Island Nature Parks and Destination Gippsland worked collaboratively in creation of the Phillip Island & San Remo Destination Management Plan. Our organisations have many aligned priorities and have a long history of working together to support the Phillip Island community.

The six priority support packages presented here are the representation of some of our shared priorities. They are designed to support short, medium and long-term transition. The options are structured as high-level investment vehicles to align with the Phillip Island & San Remo Destination Management Plan and the priority needs of the Phillip Island community.

Destination Phillip Island, Bass Coast Shire Council, Phillip Island Nature Parks and Destination Gippsland are prepared to work collaboratively with the State Government to help secure the economic future of Phillip Island. Together, we can mobilise quickly to progress this work, however clear commitments and a defined pathway forward is needed from the State Government.



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