1. Think big, plan carefully
2. Plan politics
   • Government
   • Community
3. Know your competition
   ‘Point of difference’
4. Hold strategy, change tactics
5. “No regrets” philosophy
6. Be resilient, self-belief
Bays and Maritime Initiative

• $1.2 billion
• 60% Government, 40% Private
  – Marinas
  – Harbours
  – Boat Ramps
  – Commercial facilities
First Project

- Queenscliffe Harbour
- $40 million
- 10% Government, 90% Private
- Successful case study
Strategy

• Business case
• Industry support
• Government demand – risk mitigation
• Economic benefits
• Community benefits
Tactics

- Industry buy-in
- Business buy-in (VECCI)
- Local Government buy-in
- State Government buy-in
Tactics

• Election cycle
• Budget cycle
• Hold strategy, change tactics
Tourism Investment Case

- $800 million
- 49 sites
- 70/30 or 50/50
- 10 year timeframe
• Economic and social benefits
• Local Government, State Government and Private partnerships
• Sort out planning parameters first
• Statutory planning, lease term, cost benefit, community benefit
• Regional, State and National value
Products

• New, innovative
• Point of difference (International)
• Quality