

Principals

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

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Bays and Maritime Initiative

- \$1.2 billion
- 60% Government, 40% Private
 - Marinas
 - Harbours
 - Boat Ramps
 - Commercial facilities

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First Project

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

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Strategy

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

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Tactics

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

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Tactics

- Election cycle
- Budget cycle
- Hold strategy, change tactics

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Tourism Investment Case

- \$800 million
- 49 sites
- 70/30 or 50/50
- 10 year timeframe

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- 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

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Products

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

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