



AGENDA APPENDIX
Council Meeting
Wednesday 18 December 2013

AGENDA ITEM FOR SEPARATE DISTRIBUTION TO COUNCILLORS AND EXECUTIVE LEADERSHIP TEAM DUE TO DOCUMENT SIZE.

THE ITEM IS ACCESSIBLE VIA THE COUNCIL WEBSITE OR BY CONTACTING COUNCIL ON 03 5662 9200.

E.9 – TARWIN VALLEY BRANDING PROPOSAL

Appendix 1 – The Tarwin Valley Development Group proposed implementation plan for Tarwin Valley Project.

Tarwin Valley Development Group Inc

PO Box 87
Meeniyan
Vic, 3956

November 5, 2013

Cr Kieran Kennedy
Mayor
South Gippsland Shire Council
Private Bag 4
Leongatha Vic 3953



A valuable Opportunity

Dear Cr Kennedy

The Tarwin Valley Branding Project initiated by the State Government's Advancing Country Towns Program has reinforced and focused this unique area of the South Gippsland Shire, as a special region that is ripe for promotion and marketing as a centre for artistic endeavour, off the beaten track tourism and as a place to showcase and promote some of Australia's finest produce.

As President of the recently formed Tarwin Valley Development Group, I am writing to seek Council endorsement and support to apply to the State Government "Putting People First Program" to secure adequate funding to implement an on-going and exciting brand strategy for the Tarwin Valley. We are proposing that our group raised \$10k for the project and we are seeking a commitment, if we are successful for \$30k matching grant from Council. This would enable the proposed branding strategy to be implemented with a budget of \$120k. The funds would be required in the 2014-15 financial year..

A draft implementation plan with costings and an economic cost benefit component is enclosed as a supporting document to our application.

We are currently developing a self-funding financial model whereby businesses in the region will be able to use the Tarwin Valley brand as a mark of quality to stand out from the crowd.

For small emerging businesses the Tarwin Valley brand will provide an opportunity to participate in co-operative marketing activities with some of the region's most reputable tourism and food businesses. We believe our brand will become a rallying point for everything that represents quality in the Tarwin Valley.

In essence, a new and professional Tarwin Valley brand has been developed by one of Australia's leading regional brand proponents, as a dynamic marketing initiative designed to build South Gippsland's Tarwin Valley region as one of Australia's premium artistic, tourism culinary and lifestyle destinations.

We have a grassroots committee of some 12 of the region's leading business people representing, both large and small agribusiness, tourism and community.

Our remit is broader than simply tourism promotion and embraces, perhaps for the first time in Victoria, a community and business led group that passionately believe that we reside in a surreal combination of coast and country. We believe that there is great potential for the real joys of our authentic country lifestyle to be shared by many others, including visitors, new residents and investors.

Our research in developing a Tarwin Valley brand has focussed on a stamp of strong 'authenticity' that we believe is a defining feature and a real point of difference for the Tarwin Valley. This authentic characteristic not only applies to the people, but the townships, the villages, the businesses and the products of the Tarwin Valley.

We believe there is real opportunity to bring to life these defining characteristics of the Tarwin Valley through promoting the artists and the creative people of the Valley; to promoting and building the concept of trails of discovery whether it be the small town back roads or creating an arts trail and further promoting our magnificent rail trail.

There is scope for an organisation, such as the Tarwin Valley Development Group, to become a grassroots catalyst to highlight the economic potential of the region from promoting our food and produce through culinary tourism to building on our growing reputation as a vibrant place for food producers, both large and small.

We have a mission that demands some bold gestures on how we will go about marketing the Tarwin Valley to Australia and the world. We want to develop events that are unique and different, we want to bring to our region some of the nation's leading media commentators, artistic leaders and great chefs to experience first hand what we have to offer and then promote us to the wider world.

We are a large geographic area within the Shire that is currently an access route to the iconic tourism attractions of Philip Island at one end and Wilsons Promotory at the other.

With structured events and products initiated by the Tarwin Valley Group we are in a position to build a greater tourism culture within our businesses and communities. This can be done through greater co-operation to leverage the large numbers of visitors to the Prom and Phillip Island to experience and stay longer in the Tarwin Valley. We will work collaboratively with other leading

tourism groups in the region including Destination Gippsland, Prom Coast Regional Tourism and Phillip Island.

We live in a world of powerful brands and there is no reason why the Tarwin Valley cannot stand out in today's fast paced world as a special place where life is a little more in the slower lane, but where time is spent not on idleness, but on producing quality of the highest order whether it be living, learning, lifestyle or leading edge produce.

It is estimated that the project successfully implemented could generate an additional 485 jobs and add some \$91m to the Shire's GDP over five years. The accelerated growth in dwellings and population forecasted would add some \$17m to the Shires rate revenue over the 15 year financial plan.

I commend our supporting document to you and look forward to receiving council's endorsement to our group submitting an application to the 'Putting People First' program.

Yours sincerely

A handwritten signature in black ink, appearing to read "Neil Travers". The signature is written in a cursive, flowing style.

Neil Travers

President

Tarwin Valley Development Group

Tarwin Valley Development Group Inc

Tarwin Valley Project: Proposed Implementation Plan

Executive Summary

Promoting the brand identity of rural and regional areas is increasingly been seen as one of the keys to unlocking the sustainable development potential of rural communities. To stand out and be noticed in today's fast paced world with many distractions requires conscious effort and indeed a planned strategy. There are excellent examples, where areas have promoted themselves as desirable locations for living, for tourism and for business investment. Daylesford and the Spa Country, Beechworth, King Island, the Barossa Valley, Eyre Peninsula, Margaret River and Broome all stand out and have readily appreciated qualities that reverberate with people. People are drawn to experience the qualities that they perceive as attractive features in these locations.

The Tarwin Valley Development Group Inc was formed some twelve months ago to develop a branding project for the Tarwin Valley and immediate area. It has a committee of twelve people, who are leaders in business and farming in the district and Council representatives. It was funded by the Advancing Towns Project, with the support of Council, to develop a branding concept and web site and a strategy to promote the brand identity. The group, with the assistance of Peter Singline from Truly Deeply Pty (Australia's leading location brand specialist), consulted widely with Council, government, community, business and tourist organisations about what are the unique characteristics of the area, which are saleable and has developed a brand design and is now finalising the web site.

The web site will incorporate food (Southern Gippsland Food Map), Artists (12 videos professional high quality profiles of artist of the Tarwin & prolife, galleries and arts trail and examples of art work of artist of the Tarwin Valley) Tourist information, business opportunities and heritage. It will also have a blog that will provide for daily updates on the district.

Tourism is a major component of the economic future of South Gippsland. There are currently more than one million visitors to the region each year with nearly half a million visitors travelling through the Tarwin Valley to visit the iconic Wilsons Promontory National Park. At the other end of the Shire, Phillip Island attracts more than seven million visitors each year. The unique villages and lifestyle of the Tarwin Valley is ripe to take greater advantage of the large visitors numbers travelling through the area to visit both Wilsons Promontory and Phillip Island. Part of the brief of the Tarwin Valley Development Group is to help build a tourism culture within our communities and businesses so that across the Tarwin Valley we acknowledge that 'tourism is everybody's business.' We also believe that the Tarwin Valley Development Group can become a catalyst to develop and reinvigorate core tourism products so that they appeal to our target markets, especially young people aged 18-30 years, families with children and couples seeking indulgence and escape. Tourism is also a vital factor in attracting new residents as many people are first attracted to the area through visiting and often use a "try before you buy" approach. Many new tourism business ventures are established by people relocating to the area.

The next stage of the project is to seek support for the implementation of the brand, as recommended though the "Tarwin Valley Brand and Digital Design Report" and its recommendations for promoting the brand identity. The strategy recommended by Truly Deeply Pty and implemented in other areas, such as Eyre Peninsula, involves developing activities that strengthen people's sense of connection to the qualities of the district and lever these investments through the general media

as distinct from advertising and promotion. The brand strategy identified the following key initiatives to promote the areas and its unique qualities and develop the desired brand reputation:

- Creative Hub:- promoting artists and creative people of the Tarwin Valley
- Culinary Tourism:- Promoting food and produce
- Farm Gate to Front Door:- Create a Tarwin Valley food producers network
- Trails of Discovery:- Promote the concept of tails of discovery, including small towns back roads, the rail trail, food and farming trails that connect people to the land , places and people of the Tarwin Valley
- Prom Promoting: - lever the high volume tourists to the Prom and cross promote Tarwin Valley possible holding farmers/arts market at the Prom during tourist peak season.
- Asset Audit of offering and distinctive features of the district and its towns
- Cross Promoting Events to build traffic through the web site and to attach particular brand attitudes to our reputation

The Tarwin Valley Development Group Inc is now seeking support from Council to apply to the State Government "Putting People First Program" to secure adequate funding to implementing the proposed branding strategy. It is estimated that some \$120k program will provide the basis for starting the process of driving the development of brand awareness and the subsequent tourist, business and new residents. We are committed to raise \$10k through sponsorships, services and memberships. We are seeking a commitment of \$30k from Council, if we are successful in our application. Given the timing of the application funds would be required either late this financial year or early in next financial year. This would provide some \$120k for the first year of implementation of the project if we are successful with the grant application.

Our preliminary analysis suggests that the project could conservatively add some \$9m and create up to 85 jobs over a five year period within the Tarwin Valley. It is arguable there would be a significant spill over of benefits to the wider South Gippsland Shire community, by in affect putting the shire on people's 'metaphorical' map. It also provides an opportunity to pilot a council community partnership approach to branding other part of the shire (e.g. Strzelecki). In addition if the branding leads to a 0.1% increase in population growth for the Shire as a whole, it would add some \$21m GDP 81 jobs to the Shire's economy.

Council has a challenge to develop a sustainable financial strategy with more affordable rates. As the Whelan Report on Council financial sustainability argues, the asset load for smaller Council's changes dramatically, when Councils reach 35-40,000 plus people. The current State government projections for population, suggest that South Gippsland will reach only 36,511 people by 2036. The estimated rate of growth for this period is 1.48% per annum. The Councils Housing and Settlement Strategy identifies the potential for a higher growth scenario of 2.2% with population rising to 42,506 people by 2036. This will only happen if there is a concerted and integrated approach to marketing and promoting the opportunities of the Shire. An increased growth rate of 0.5% growth rate (or 1.98% p.a.) for the Shires for residents and houses would add some \$6m from rates from new residents and some \$24m for rates for second homes over the next 15 years.

Considerable interest has been shown by senior State Government officials in the branding strategy approach and by Gippsland Regional Development body. We see this as an innovative partnership project that has the capacity to reap rewards for the whole community, for Council and business.

The aim of the Advancing County Towns project was to:

- Increased proportion of young people living in the district
- Increased levels of innovation in the district's agribusiness

- Growth in nonfarm related employment and businesses and increased SME in the district.

We believe that not only can these objectives be met, but that a significantly greater bonus can occur for the wider South Gippsland community.

Background to the Project

In late 2011 the State Government, in conjunction with the Shire Council, funded a \$0.9m major development project for the Tarwin Valley through the Advancing Country Towns program. The Advancing Country Towns project involves a cluster of small townships and surrounding rural area including Koonwarra, Meeniyan, Buffalo, Dumbalk, Tarwin, Tarwin Lower, Stony Creek, Venus Bay and Fish Creek.

The Advancing Country Towns: Lower Tarwin Cluster problem definition collaborative planning focus groups identified the following key problems for the district:

- Loss of young people from the district
- Potential & economic vulnerability caused by district farming transition
- Tensions between economic development & lifestyle

Overall the district has no major icon attractor for settlers, tourists and investors. It does have significant undeveloped opportunities for “clean green” farming, food and wine tourism, and lifestyle settlement. It is also emerging as a significant contributor to food security.

The Advancing Towns Project undertook an analysis of the key challenges facing the district. The Tarwin Valley Advancing Towns Project planning identified the following key strategy areas were benefits of this project were seen as;

- Increased proportion of young people living in the district
- Increased levels of innovation in the district’s agribusiness
- Growth in nonfarm related employment and businesses and increased SME in the district.

The Advancing Towns Project Investment Logic Workshops demonstrated that this district has:

- Pristine coastline and superb beaches
- Proximity to major tourist attractions and regional centres
- Water security
- Reliable rainfall
- Prime dairy and beef pasture growing conditions
- Rich soils suited to a range of agriculture
- Plentiful and affordable lifestyle housing and small rural allotments.

The project identified that the district does not have any positioning in the marketplace for investment in agriculture, settlement or tourism. While there were a number of proposals for branding that came from other Councils involved in the various Advancing Towns projects, this was the only one funded because it was a community driven initiative. The project was funded to create and implement a Marketing Strategy and Brand for the district that will deliver the following outcomes and outputs:

- Define target markets for investors, entrepreneurs and settlers and develop effective marketing strategies
- Promote the district’s value proposition, climate ,soil, accessibility and lifestyle
- Improve the identity of the area as a tourist destination
- Investigate and implement opportunities to attract new settlers

The Tarwin Valley

The Tarwin Valley in 2011 had a permanent population of 3,361 people and a holiday population of 6,250 people. If all of the available vacant lots, subdivision potential lots and developable rural lots were developed there is a potential for a population of 11,264 people.

The population is distributed as follows.

Advancing Country Towns Project Housing and Population Housing and Settlement Figures 2013 July					
Area	Houses	Vacant	2011 pop	Lots capacity	Pop Capacity
Venus Bay	1645	699	589	726	5479
Meeniyan	239	38	645	138	1034
Tarwin Lower	109	29	363	37	550
Fish Creek	99	14	238	104	1030
Dumbalk	85	9	412	23	673
Koonwarra	44	6	632	6	1172
Stony Creek	35	6	446	6	822
Buffalo	15	4	36	4	505
Rural			0	435	1044
Total	2271	805	3361	2282	11264

Note rural population is impossible to separate out

During the past 8 years there was some 400 houses constructed in the area. The table below identifies figures for construction for each settlement and its locality. Annually on average 21 homes are constructed or 215 of the total for South Gippsland.

Housing Construction Tarwin Valley 2006-2012

Tarwin Valley	2006	2007	2008	2009	2010	2011	2012	Total	%	Houses p.a.
Buffalo	1	3	2		1	2	3	12	0.6	1.5
Dumbalk		1	3	1	1	1	2	9	0.5	1.1
Fish Creek	5	5	7	8	11	7	8	51	2.7	6.4
Koonwarra		5	4	3	7	1	1	21	1.1	2.6
Meeniyan	1	6		6	6	4		23	1.2	2.9
Middle Tarwin	2		1	3	1	2	1	10	0.5	1.3
Stony Creek			2	4	2	1	1	10	0.5	1.3
Tarwin				2				2	0.1	0.3
Tarwin Lower	4	6	4	6	7	5	3	35	1.9	4.4
Venus Bay	27	38	38	20	28	46	30	227	12.0	28.4
Total	40	64	61	53	64	69	49	400	21.2	50

The estimate population growth rate for the district is around 0.5% per annum or some 17 new residents per annum and 7 homes. The construction rate of 21 homes per annum suggests that there is accommodation of an average another 50 people. The difference is presumably the number of second homes being built in the district. This is estimated at 14 per annum. The holiday population and second homes is significant in the district and accounts for probably around 1500

homes or 3,600 people. Tarwin Lower and Venus Bay in peak periods have an additional 3,480 additional people.

SGSC	Houses	Permanent Population	Permanent Homes	Holiday Homes	Holiday Population	Vacant Lots	Lots capacity	Lots & Dwellings	Est. Pop Capacity
Venus Bay	1645	220	92	1553	3728	699	726	2371	5453
Tarwin Lower	109	140	58	51	112	29	37	146	336
Total	1754	360	150	1604	3840	728	763	2517	5789

Key Goals of the Project

The first stage of the project is nearly completed and now the project has refined its key goals for the next stage of the project are as follows:

1. To develop a distinctive brand identity that resonates with people and attracts them to *experience the Tarwin Valley* as a highly desirable and authentic experience of people, places and country.
2. Through developing a distinctive and well known brand identity and reputation around food, arts, heritage and the distinctive rolling country and towns attracting more high yielding tourists to *experience the Tarwin Valley* and as a consequence diversify employment opportunities particular for young people.
3. Through promoting the attributes of the Tarwin Valley District attract more resident to live in the town and district and through this generate more employment activities and assist in building a more sustainable financial position for Council through reducing the asset load per assessment.
4. Through promoting the attributes of the Tarwin Valley District, its sustainable high quality food, creativity, having more residents and growing tourism attracting more investments in the Tarwin Valley in tourism, services and in food industries.

Purpose of the Branding Strategy

The Brand and Digital Design Strategy prepared by Truly Deeply Pty Ltd represents an articulation of what makes our district so distinctive and appealing to the world. It is to guide all people and businesses involved in delivering an authentic Tarwin Valley brand experience, so that collectively our actions over time will result in the creation of a district brand that is highly recognised and desired. The brand is the sum of all our personal and business experiences playing out and our efforts to champion and live the behaviours outlined here will ultimately dictate the level of fame and prosperity we create around our brand.

The Brand qualities

The Brand and Digital Design identifies a number of Brand qualities that make the area distinctive. They area as follows:

- Diversity
- Quality Obsession

- Pride
- Artistic
- Adventure
- Countrified
- Real
- Creative
- Stylish
- Lively

The Brand belief systems

The overall branding strategy has a belief systems that is an expression of our collective mindset, the things we believe about that are fundamental to positioning Tarwin Valley as a relevant and esteemed brand for the times. We are custodians of one of the greatest regions in the world Tarwin Valley has a scale of creative and artistic talent that should be celebrated. The belief system is as follows:

- The joys of our authentic country lifestyle should be shared
- The people of the region have to all be imaginative and informed story tellers
- An enduring quality will define us
- Coast and country is a surreal combination

The brand voice

The brand voice proposed in the strategy has the following key message. "The key messages and themes we wish to express to the world. How we translate and express our belief system to external audiences by both our words and actions."

The key themes are:

- Paradise: beautiful, pure and fertile
- Taste Adventures
- An expressive creative spirit from art to artisan
- Trails of discovery inspire and recharge
- Country town hospitality

Proposed strategies

The strategy involves a number of elements aimed at getting attention and leveraging activities that promote Tarwin Valley's distinctive features. The strategy is to develop a sub brand for South Gippsland building and leveraging on the Prom brand. This approach is similar to Daylesford, Hepburn Springs and Castlemaine. An identity and indeed a sense of location are built in the wider community that entices people to visit share the experiences and become acquainted with the district. Similar concerns regarding branding exist for Loch, Nyora, and Poowong and for Mirboo North. Clearly there is potential for three brands to define South Gippsland. The Prom, Tarwin Valley and Strzelecki (or another appropriate name), as sub brands in effect identify, locate and build a broader brand identity for South Gippsland.

The overall key strategy is to promote the Tarwin Valley Web site, as the digital gateway to the Tarwin Valley. The site will drive traffic and gain awareness, influence and attraction to people, places, events and activities in the Tarwin valley. A web blog will enable ongoing dialogue with people who visit and register and interest in the valley.

The web site will include the high quality films developed by the Digital Arts Group of artists, food, heritage, tourist information and attractions and assets. Its underlying theme is to attract tourists, new residents, new farmers and investment in the Tarwin Valley. The site will be cross linked to the Southern Gippsland Food Map, the Digital arts project and other business and tourist sites.

All of the strategies are aimed at both promoting the distinctive qualities of the Tarwin valley and gaining exposure through media and through word of mouth marketing.

The following are the key strategy themes.

A Creative Hub

Bring alive the creative talents of the Tarwin Valley by harnessing the local network of artists and introducing a creativity tools educational dimension. Compared to most regions Tarwin Valley has a critical scale in terms of artists and other creative people that should be leveraged. There is the opportunity show case their work and generate authentic storytelling around the role the environment of Tarwin Valley plays in inspiring such diverse artistic pursuits.

1. Seasonal Arts Market

In conjunction with galleries and artists the development of a seasonal arts, craft and design market in the tourist season that draws attention to the Tarwin Valley as a creative cluster and promotes the web site and the district.

2. Open artist's studio

Support the promotion, in conjunction with Galleries and artist groups have open studio and gallery weekend as a distinctive experience of the artists of the Tarwin Valley.

3. Creative thinking weekend

Promotion of the area as a hub for creative thinking and action utilising De Bono's groupware collaborative models and drawing on:

- a. De Bono's creative interactive thinking tools and workshop utilizing groupware collaborative software on "farm succession" a key challenge for the Tarwin Valley
- b. Creative thinking tools:- teaching de Bono's creative thinking tools for business, community groups and individuals
- c. Tarwin Valley:- A Valley of Creative Professors:- A dinner and presentation using a group of the 15 odd professor living in the Tarwin Valley to talk about their experiences of place and its connection to their creative thinking

4. Creative arts weekend

Working in partnerships with artists and galleries staging a creative arts weekend of Arts workshops and presentations by artists.

Culinary Tourism:-

Promoting the Tarwin Valley district to Melbourne and wider areas, as a high quality sustainable food producer and provedore district. This will be achieved through:

1. Guest Chefs "Tastes of the Tarwin Valley"

Utilising celebratory chefs developing a series of "Tastes of the Tarwin Valley" dinners that feature local food and wine producers to build the reputation of the district as a high quality food producer. To attract leading restaurateurs, tourism, food and wine writers and chef to visit and spread the word to the wider community.

2. Food Trail

Development in conjunction with the Southern Gippsland Food Map an on line food trail for the Tarwin Valley.

3. Seasonal Produce Dinners

In conjunction with food producer and restaurants developing a series of seasonal food dinners

4. Branding of food businesses

Sale of the branding stamp for the Tarwin Valley to food producers of the Valley to promote the Tarwin Valley Brand for quality and sustainable food.

Farm Gate to Front Door:-

- 1. Create a Tarwin Valley food producers network**

Work with food producers to grow the districts by attracting new farmers and promoting existing farmers and producers

Trails of Discovery:-

Promote the concept of trails of discovery including unique and distinctive small towns, back roads, arts, food, walking and farming trails that allow people to experience the Tarwin Valley.

- 1. Back roads trail**

Placing the currently being prepared back roads trail Koonwarra to Fish Creek and others on digital application on the Tarwin Valley Web site.

- 2. Heritage trail**

Working in conjunction with existing heritage projects to populate the Web site with heritage information. Development of a sub blog on history of the district.

- 3. An Arts trail**

Digitalisation of the arts trail app

- 4. The Rail Trail**

Cross promotion with the rail trail of this jewel of south Gippsland.

Prom Promoting:-

Lever the high volume tourists to the Prom and cross promote Tarwin Valley through direct marketing and possible holding farmers/arts market at the Prom during tourist peak season.

- 1. Farmers/Creative market at the Prom**

Working with Parks Victoria and holding one or more Farmers/Creative markets at the Prom to promote the wider tourists experience available in the Tarwin Valley for bad weather days and opportunities to have a range of different experiences.

Asset Audit

- 2. Completion of the asset audit of people, attractions, features, places etc of offering and distinctive features of the district and its towns. And upgrading the web site to display features**

Promotional Events

Limited support for major local events that add to the brand identity of the Valley and allow for cross promotion that will drive the usage of the Tarwin Valley Web site.

- 1. Tour de Tarwin**

The Tour de Tarwin is a major event locally that attract over 2000 people, predominately from the market segments that will add to tourism, potentially attract new business and new residents.

- 2. Sculpture in the Vineyard**

This is a significant event, if supported could grow and showcases a number of local artists. Again it attracts the right market segments in terms of high yield tourists and would add to the reputation being developed for the Tarwin Valley.

Web maintenance and brand development

The strategy is dependent on continuously evolving the web platform to generated new and relevant content that drives people's participation and usage. The proposal allows for further refinement of the branding strategy.

Social and Economic Benefits

Leaving aside the Prom and Phillip Island, South Gippsland could be anywhere and people's current understanding is exactly that. There is clear anecdotal evidence suggests that South Gippsland is perceived to be anywhere between Far East Gippsland and Sale. Best practice economic development strategies emerging across rural Australia now, are using a branding strategy to drive broader social, cultural and economic development.

The old and hackneyed adage use by many areas "the best kept secret" is absolutely on the money. Unless you are known, in people's awareness and have a reputation in effect you don't exist. Clearly the area has features and attractions that can be and would be compelling for many people. This is a very common response from new visitors to the area. The overarching goal of the project is to develop a compelling brand reputation and identity for the Tarwin Valley District.

The benefits from this flow in a number of ways. The include:

- Attracting more higher yielding tourists
- Attracting new residents to live in the district
- Attracting new investment in tourism, sustainable farming and services
- By increasing the rate base of Council and reducing the asset load per assessment

Each of these drive the development of more diversified local employment opportunities for young and other people, who live in the district. Tourism already accounts for around 12% of employment. Each high yielding tourist spends up to \$170 per day. Each new resident adds to the aggregate demand in the local economy. Housing and construction is a significant contributor to employment in the local economy. Each new resident increase the demand for a range of services including education, health and retail and professional services and through this adds to employment and economic development by growing the reputation for the high quality life.

There is significant potential to grow the district population. The 2006 population for the district was 3577 people. This has the potential to grow to 11,264 people, if all the vacant urban lots and rural living opportunities were taken up. The new sewerage system in Meeniyah and potential for further subdivision allows significant opportunities in Meeniyah. Likewise there are a significant number of allotments in Venus Bay. It is also quite likely that Venus Bay and rural districts will experience a significant shift of baby boomers to retire to the area in the next 5-20 years to their existing second homes or build new ones. It is estimated that the bulk of people with second homes are in the baby boomer cohort. There are also a range of opportunities for rural living with 435 rural lots with development opportunities. Rural living has accounted for some 30% of all new residents in the past decade. This trend is likely to continue as baby boomers retire and higher cost for rural living properties on the Mornington peninsula and close to Melbourne drive people further afield.

The growth of an additional 0.5% above the current 0.5% rate of population growth for the district would deliver an additional 39 Jobs and add nearly \$10m to the local GDP for the district. Assuming that there was a 50% spill over affect to overall growth of South Gippsland these figures could be some 722 new people over a decade, some addition of \$214m to Shire GDP and add some 833 obs.

Population increases drive economies with some 60-70% of all jobs created, as they are service jobs to service local populations. In addition it would generate some additional \$3.0m for Council in residential rates for the Tarwin Valley over 15 years and overall \$15.7m for the Shire as a whole

Value \$m's of additional area converted to intensified rural production

Additional Population Growth

The current population growth for the valley is estimated at 36 people per annum. This excludes the estimated 14 new holiday homes built per annum in the Tarwin Valley. This in effects adds and additional 40 people, as seasonal or weekend residents. The table below is calculated on accelerating the growth rate to 1% per annum (the additional people figure) The GDP figures per head are base d on Remplan data from Council. The GDP figure per head is \$103,000 with 51 jobs being created for every 100 people on average. On this basis the GDP rises figures and the jobs created are calculated.

Tarwin Valley District						
Population Growth 0.5 % +, Jobs & Gross Product Estimates 2014-2019						
Year/pop	2014-15	2015-16	2016-17	2017-18	2018-19	Total
Increased growth rate	0.50	0.75	1.00	1.25	1.50	5.00
Current growth	36	37	37	38	38	185
New People	18	27	36	45	54	179
Total Pop	3685	3749	3758	3767	3776	4049
GDP*	\$1.8	\$2.8	\$3.7	\$4.6	\$5.5	\$18.4
Jobs*	9	14	18	23	27	91

* SGCC 2010 Remplan data

GDP / person \$103,000

51 Jobs per 100 people

Intensified agriculture

According to ABARE nearly \$10k per hectare is added to rural production with intensified horticulture. Using these base figures, if there is a modest expansion in more intensified rural agriculture based on a more prominent identity for the district it could add some 6 jobs and add \$3.1m to the regional product in the next 6 years.

Value \$m's and jobs of additional intensified rural production

Lot size	2015-16	2016-17	2017-18	2018-19	2019-20
Additional area	20	25	30	35	40
Accumulative total	20	45	75	110	150
Total Value \$m's	180000	405000	675000	990000	1350000
Estimated Jobs	1	2	3	5	6
% land intensified	0.3	0.7	1.2	1.8	2.4

The focus on the potential of more intensify sustainable farming will more than likely increase the already growing small scale local production. The figures in the above table represent a modest increase in intensified farming. It does not take into account any additional returns through premium branding to existing farms and businesses. There is a steady expansion of small intensified farming underway both locally and in Australia.

Tourism expansion

The following table is an estimate of a modest increase in tourism in the district starting with an additional 264 people per week in the first year and growing over the period. The increase is less than 2% of the overall tourist market for South Gippsland.

Day trippers & overnight tourist to the Tarwin District 2013-2018

Year/type	2015-16	2016-17	2017-18	2018-19	2019-20
Locals	2245	3273	3503	3738	3980
Day tripper(local)	3,098	3,818	4,605	5,428	19,207
Overnight tourists	8,377	10,321	12,449	14,675	16,905
Total	13,720	17,412	20,557	23,841	40,092

Urban Enterprises "The Economic Impact of Tourism South Gippsland" 2004 & ABS

These growth figures are translated based on Urban Enterprises "The Economic Impact of Tourism South Gippsland" 2004 & ABS figures on tourist expenditure in the next table into expenditure figures and jobs generated directly and indirectly through job multipliers.

Direct & Indirect Tourist Income & Employment to the Tarwin District					
Year/type	2015-16	2016-17	2017-18	2018-19	2019-20
Day tripper	\$250,958	\$309,220	\$372,971	\$439,653	\$1,555,779
Overnight	\$978,404	\$1,205,548	\$1,454,092	\$1,714,062	\$1,974,458
Total	\$1,229,363	\$1,514,768	\$1,827,063	\$2,153,715	\$3,530,238
Other indirect	\$823,673	\$1,014,894	\$1,224,132	\$1,442,989	\$2,365,259
Grand Total	\$2,053,036	\$2,529,662	\$3,051,196	\$3,596,704	\$5,895,497
Employment					
Direct	6	7	8	10	16
Indirect	8	10	12	14	23
Total	14	17	20	24	40

Urban Enterprises "The Economic Impact of Tourism South Gippsland" 2004 & ABS

Summary of overall benefits

Assuming a starting date for impact of 2015-2016 financial years, the combined estimated direct benefit is \$6.3m in the first year growing to \$27.3 in 2019-20 financial years. In 2015-2016, this is made up of \$4m overall from population growth or 63%; \$2.1m or 34% from tourism; 3% from increased value of intensified agricultural production. These figures are derived from a range of data sources and the best available local district data or approximations. In 2019-20 22% or \$5.9m comes from tourism, 77% from population growth and 3% from intensified agriculture. They should be treated as indicative rather than precise estimations. As more local data becomes available these figures will be refined.

Tarwin Valley Branding Project						
\$m's Estimated Economic Benefit Summary Table 2014/15-2018/19						
Area	2015-16	2016-17	2017-18	2018-19	2019-20	Total
Tourism	\$2.10	\$2.50	\$3.10	\$3.60	\$5.90	\$17.2
Intensive Ag	\$0.20	\$0.40	\$0.70	\$1.00	\$1.40	\$3.7
Subtotal	\$2.30	\$2.90	\$3.80	\$4.60	\$6.30	\$19.9
Pop growth SGSC	\$4	\$8	\$12	\$16	\$21	\$61.0
Total Benefit	\$6.30	\$10.90	\$15.80	\$20.60	\$27.30	\$101.8

The project has the potential to add an additional 85 jobs to the Tarwin Valley over the first five years of operation. In addition if there is a spill over affect of 20% to the growth of the Shire that is

additional of 0.1% to the population growth rate it would add and additional 81 jobs to the shire or an overall increase of 166 jobs.

Tarwin Valley Branding Project

Estimated Economic Benefit Summary Table New Jobs Created 2014-19

Area	2014-15	2015-16	2016-17	2017-18	2018-19
Tourism	14	17	20	24	40
Intensive Agriculture	1	2	3	5	6
Pop growth TV	7	15	23	31	39
Sub Total	22	34	46	59	85
Population growth SGSC	16	31	47	64	81
Total Benefit	38	65	94	123	166

Budget for Implementation of Tarwin Valley Development Group Inc

Income

Sponsorships	4000
Services	4000
Membership	1000
Revenue events	1000
Council	30000
State Grant	80000
	120000

Expenditure

Web development	10000
Brand extension	8000
Launch Dinner	5000
Seasonal Arts Market	5000
Open artist's studio	5000
Creative thinking weekend	10000
Arts workshops	3000
Guest Chefs Tastes of the Tarwin Valley	30000
Food Trail	4000
Season Produce Dinner	3000
Back roads trail	3000
Heritage trail	3000
Farmers market/Creative at the Prom	12000
Tour de Tarwin	3000
Sculpture in the vineyard	3000
Promotion & administration	5000
Assets audit app and web	4000
Contingency	4000
	120000
Balance	0