

2003-2008
Tourism Alliance Victoria
Representation on the Public Land Licensing Reform

**Public Land Tour Operator and Activity Provider Licence Reform
Project Timeline**

- Previous review of public land tour operator licensing in 1996
- Minister endorsed a reform agenda "The Nine Point Plan" January 2004
- DSE released "Current situation, issues and policy proposals" May 2004
- DSE released "Directions Paper" February 2006
- DSE final "Policy Statement" submitted to ESDC December 2007
- ESDC consideration of DSE "Policy Statement" January 2008
- Legislative changes to be approved by Treasury early 2008
- Scheduled for Spring Session of Parliament 2008
- DSE indicated Stage 1 implementation of policy changes for June 2008 and Stage 2 implementation of legislative changes (licence terms & fee structure) for June 2009 (LTO Update 14/12/07)

TAV Member consultation

- TAV has undertaken extensive consultation with members over the past five years
- TAV promoted the reform process and sought feedback through our member website
- TAV emailed 172 affected members for input 03/05/05
- TAV held four specific member forums at Halls Gap (16/05/05), Rye – Mornington Peninsula (23/05/05), Mansfield (06/06/05) and Melbourne (24/05/05) to inform our policy position
- TAV compiled forum responses June 2005
- TAV held a member meeting prior to the Adventure Tourism Forum in Dunkeld 06/04/06 to review Response to the Directions Paper
- TAV compiled and distributed fact sheet "Why a 10 year licence is preferred" 16/06/06
- TAV compiled a PLLR Snapshot 07/01/08
- TAV has disseminated regular member updates in the "Issues on the Radar" section of our newsletter and website
- TAV has maintained regular consultation with members through meetings, phone and email contact

TAV Advocacy

- VTOA review of 1996 Licensing Reform
- VTOA (now TAV) met with the Minister for the Environment, DSE & PV June 2003
- VTOA (now TAV) actively involved in Project Steering Committee with PV, TVic & DSE which identified 9 key areas for reform and represented industry at 11 meetings in 2005 alone
- TAV involved with the Public Land Stewardship Stakeholders Reference Group 2004 – 2005
- TAV attended DSE presentation November 2004 & PV presentation 21/01/05
- TAV attended Public Land Council of Victoria meetings 2005
- TAV formulated Discussion Paper May 2005
- TAV submitted Policy Position Paper to DSE July 2005
- TAV sent letter to Minister for the Environment, John Thwaites and Minister for Tourism, John Pandazopoulos 15/07/05
- TAV raised public land licensing at nature-based tourism strategy Industry Reference Group meeting 18/10/05
- TAV submitted Response to DSE Directions Paper April 2006
- TAV asserted industry target timeline as first session of Parliament 2007 for implementation (stated on 16/06/06)
- TAV formal correspondence with DSE on 15/07/05; 26/10/05; 16/05/06; 16/06/06; 20/09/07; 09/01/08 and on other dates
- TAV has had ongoing top level meetings and discussions with all key stakeholders over the past five years

TAV Media Work

- TAV media release: "Stronger regulation required on public land to protect public" 31/08/05
- TAV media release: "Tourism businesses want sustainable business environment" 07/03/06
- TAV media release: "10 year licence reform is crucial to opening up Victorian nature based tourism" 20/06/07
- TAV will continue to place media releases to enhance our representation

Abbreviations

- TAV – Tourism Alliance Victoria
- VTOA – Victorian Tour Operator Association (now TAV)
- DSE – Department of Sustainability and Environment
- PV – Parks Victoria
- TVic – Tourism Victoria
- ESDC - Economic Sustainable Development Committee
- LTO – Licensed tour operator

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