

Tourism Alliance Victoria Representation on the Channel Deepening Project

Member consultation

- TAV undertook extensive consultation with affected members and onsite visits in 2004-05 which informed our Draft Position Paper
- TAV renewed consultation with affected members April 2007
- TAV assessed other stakeholders' approaches May 2007
- TAV discussed business support options with Hall & Wilcox Lawyers for member information June 2007
- TAV organised Member Information Session in Queenscliff for presentation by Port of Melbourne Corporation and Hall & Wilcox Lawyers but postponed due to clash with panel hearings and Port of Melbourne Corporation unavailability
- TAV continued consultation with members with onsite visits by CEO 12/10/07 as well as by phone and email
- TAV provided regular Member updates:
 - Just in Time Update 24/04/07
 - July 2007 Member Update
 - August 2007 Member Update
 - Just in Time Update 02/11/07
 - November 2007 Member Update
 - December 2007 Member Update
 - Just in Time Update 18/12/07
 - January 2008 Member Update with attachment
- TAV will continue to provide members with information as well as being an information dissemination channel for Port of Melbourne Corporation dredging schedules
- TAV encouraged media and State Government to experience member tourism product first hand

Advocacy

- TAV formulated a Draft Position Paper following the Environmental Effects Statement (EES) 31/01/05
- TAV promoted member's interests in a letter to Tourism Minister John Pandazopoulos 22/02/05
- TAV scoped the Supplementary Environmental Effects Statement (SEES), a 1387 page document
- TAV lodged a submission to SEES based on four key priorities for the tourism industry 07/05/07
- TAV attended Directions Hearings meeting 29/05/07
- TAV promoted member's interests in a letter to Tourism Minister Tim Holding 29/05/07
- TAV made extensive attempts to secure business continuity insurance for our members May 2007



- TAV presented to the SEES Panel in an oral submission 19/07/07
- TAV followed up presentation with a further written submission to SEES Panel Hearing 31/07/07
- TAV initiated meeting with POMC Stakeholder Relations 06/08/07
- TAV successfully convened Top Level Meetings with
 - Minister for Ports, Tim Pallas 23/11/07
 - Minister for Tourism, Tim Holding 06/12/07
 - Shadow Minister for Tourism, Louise Asher. Hansard recorded speech in Parliament advocating TAV priorities 01/11/07
 - Minister for Small Business, Joe Helper () 30/01/08
 - Chief Executive of Tourism Victoria, Greg Hywood
- TAV follow-up meeting with Executive General Manager and Corporate Affairs Department of Port of Melbourne Corporation 07/12/07
- TAV favourable and ongoing discussions with Tourism Victoria
- TAV attended Port of Melbourne Corporation Presentation on Shipping Movements 12/12/07
- TAV promoted member's interests in a letter to Federal Minister for the Environment Peter Garrett 17/12/07
- TAV initiated meeting with Department of Innovation, Industry and Regional Development regarding business continuity support 20/12/07
- TAV established the Port Phillip Bay Tourism Taskforce to promote the interests of the tourism industry during and after the project
- TAV will continue to advocate for support for tourism businesses in light of the project

Media

- TAV maintains an issue media file to date
- TAV received multiple coverage on press release sent regarding State Government not providing compensation 11/10/07
- TAV engaged Media Manoeuvres as media communication strategist and training for positive media messaging December 2007
- TAV media release titled "Tourism industry rallies to support Bay industry" 17/01/08
- TAV will continue to place press releases and push for positive media messaging for industry sustainability

For further information please contact:

Jacqueline Blackwood
 Policy and Project Co-ordinator
jacqueline@tourismalliance.com.au
 W: (03) 9650 8399

For media enquiries please contact:

Anthony McIntosh
 Chief Executive Officer
anthony@tourismalliance.com.au

W: (03) 9650 8399
M: 0417 586 664