

# The Vision

BASS COAST AND GIPPSLAND CONNECTS WITH THE MOST FAMOUS DRIVING ROUTE IN VICTORIA / AUSTRALIA



# Why a Car Ferry?

- ✓ It is a “game changer” project prioritised in the Phillip Island and San Remo Visitor Economy Strategy 2035
- ✓ The Car Ferry provides a unique sense of arrival at a special place
- ✓ Connects and completes an iconic touring route of Victoria’s icon experiences
- ✓ Contributes to the Island’s and the region’s tourism economy and businesses supporting the opportunity to maintain and even grow their business over the low and shoulder season
- ✓ Growing the economy across the year will help provide employment and career opportunities for our young people and families on the Island
- ✓ Detailed environmental investigations and other technical studies would be undertaken as part of the planning and environmental approval processes following acceptance of the Business Case by State Government

# The Opportunity

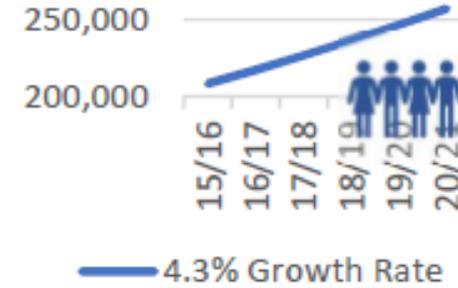
- ✓ Bass Coast and Gippsland connect to the most famous road trip and key icon 12 apostles
- ✓ It is the story of the drive, the ferry connections and the journey
- ✓ The region gains a stronger marketing recognition by the State and Tourism Australia
- ✓ Greater investment in marketing for the region from the operator
- ✓ A signal to private investors to encourage key development in the tourism spaces earmarked in the Strategy

# Why wouldn't we want to deliver?

- ✓ The opportunity to build a new access point to Phillip Island
- ✓ Increase the opportunities to utilise PTV network from Frankston to Stony Point
- ✓ Create an iconic touring option which include Phillip Island which supports brand, promotes the marine environment during the journey, new arrival point
- ✓ Grow support in marketing/branding from the Operator, State and Tourism Australia
- ✓ Provide confidence building for private investment and Government partnerships
- ✓ Open up Community opportunities for jobs, experiences, engagement with a wider community network by connecting to Mornington Peninsula

# Value of the Visitor Economy for Victoria

POTENTIAL TO CREATE  
**40,000**  
 ADDITIONAL JOBS  
 BY 2020/2021



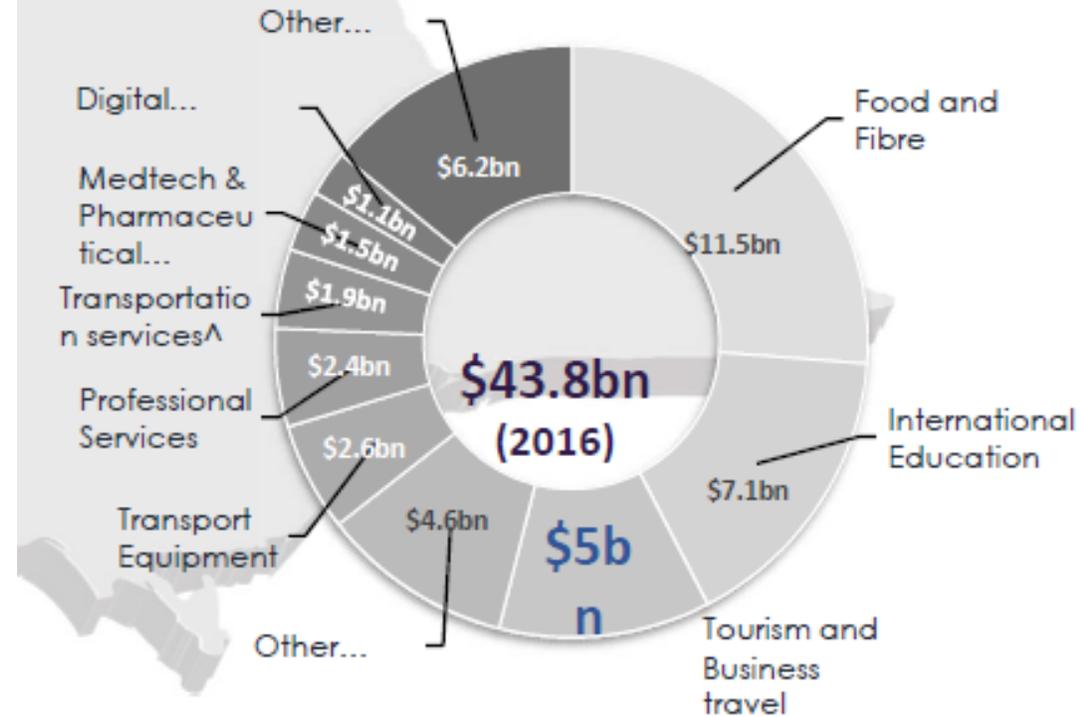
BUSINESS EVENTS  
**\$11.2**  
**bn**  
 ECONOMIC VALUE  
 FOR VICTORIA

**\$26.0bn\***  
 VISITOR SPEND



\*Data as at September 2017

## TOURISM IS OUR 3<sup>RD</sup> LARGEST EXPORT



<https://www.youtube.com/watch?v=UoqvYw1sOI>

[https://www.youtube.com/watch?v=oD5rUy\\_EPw&feature=youtu.be](https://www.youtube.com/watch?v=oD5rUy_EPw&feature=youtu.be)