



TOURISM IS  
VICTORIA'S  
BUSINESS

# OUR ELECTION PLATFORM: VTIC'S FIVE POINT PLAN TO CREATE JOBS AND SUPPORT BUSINESS IN THE VISITOR ECONOMY

## 2 EXPAND THE REGIONAL TOURISM INFRASTRUCTURE FUND (RTIF)

Unlock the full economic potential of regional Victoria through long-term investment in tourism infrastructure. A contestable fund of \$200 million over four years will stimulate private sector investment, job growth and vitally important regional economic impact.

## 4 DELIVER TOURISM TRANSPORT SOLUTIONS AND CONNECTIVITY

Victoria must capitalise on its competitive advantage in being a compact State. We must invest in greater accessibility through extending the free tram zone, committing to build the Airport Link and investing in our ferry terminals and infrastructure to deliver seamless connectivity across this great State.

## 1 SECURE FUNDING FOR MARKETING AND EVENTS

Arm our State's demand driving bodies with the security of adequate funding to increase visitation to and within Victoria and make our State the choice destination for business events.

## 3 INVEST IN OUR NATURAL ASSETS AND REGIONS

Victoria is fortunate to feature some of the world's most stunning natural beauty with attractions like the Great Ocean Road. Long-term investment in supply-side infrastructure is essential to maximise spend and deliver world-class visitor experiences.

## 5 ENHANCE WORKFORCE TRAINING AND SKILLS

As we continue to grow tourism to Victoria, we need to ensure we have the high standards of skills and service to meet the demands of our global visitors. Government and industry must work together to position the tourism industry as an attractive and viable career choice with unrivalled opportunity and benefits.