Stage 1 Key Projects & Priorities

Lake Surprise

These works will establish the location as a tour 'starting point' and a place that provides an overview of the Budj Bim concept with special themes relating to geology and creation stories. This is a place that could support short duration tour products and special events.

- 1 A refurbished visitor interpretations building (existing structure), allowing a walk through experience. Displays will include a scale model of the Budj Bim Landscape, video presentations and limited artefact displays. (\$100,000)
- 2 Improved toilet facilities (\$100,000)
- 3 New multi-layered interpretations system around crater edge. (\$40,000)
- 4 A new cantilevered lookout and walkway on the crater rim which functions as the trail start / finish point. (\$100,000)

Lake Condah

These works will allow the site to function as a tour destination and allow effective site management of the area east of Darlot Creek. This provides a unique water based tourism opportunity.

9 A new bridge over Darlot Creek (\$300,000)

Lake Condah Mission

These works will establish the mission as a place that represents contemporary Gunditimara history. This is a place that could support short duration tour products and special events.

- 10 Limited site interpretations to the Mission site arrival point. (\$20,000)
- 13 Develop a toilet facility close to the vehicle arrival point. (\$80,000)
- 14 Mains power and water will be supplied to strategic locations within the site to facilitate the staging of special events and feature lighting of the Mission ruins. (\$40,000)

Kurtoniti

These works will establish Kurtonitj as a place that represents the general Budj Bim story, with access to special features such as the eel smoking tree. This is an alternative tour venue when visitor numbers or seasonal flooding prevent use of Tyrendarra IPA.

- 11 Interpretations pathways and boardwalks. (\$150,000)
- 12 New multi-level interpretations system within the site at key visitor destinations. (\$50,000)

Tyrendarra IPA

These works will establish the location as a tour 'starting point' and a place that provides an overview of the Budj Bim concept with special themes relating to wetland ecology, food gathering and settlement stories. This is a place that could support short duration tour products and special events.

- 6 New curvilinear elevated deck system to access key viewing and interpretations points, including the wetland edge (\$150,000)
- 7 New main visitor arrival space on both sides of Darlot Creek containing a modular based unit (raised on deck structure) including shelter / pergola structure / toilet / drinking water / interpretations features. (\$150,000)
- 8 Site interpretations. (\$50,000)

Tyrendarra Township

These works will establish the township as a starting point for a tour of Budj Bim Landscape nd provide a visual market for the location.

- 5 Highway signage will identify the Ettrick-Condah Road as a major tourist access route and part of the 'Budj Bim Loop' tourist drive. (\$40.000)
- 15 Provide regional tourism and Budj Bim related orientation information and basic interpretations will be provided within the arrival facility displays. (\$30,000)
- 16 Retain the existing reserve access road, but with a modified layout to accommodate car / coach parking arrangements at the visitor arrival point (north of the tennis courts). (\$50,000)
- 17 New visitor arrival space containing a modular based unit (raised on deck structure) including shelter / pergola structure / BBQ & picnic facility / drinking water / interpretations features.

 Existing sports facility toilets may be used by visitors (to be confirmed) or additional toilets provided. (\$200,000)

Convincing Ground

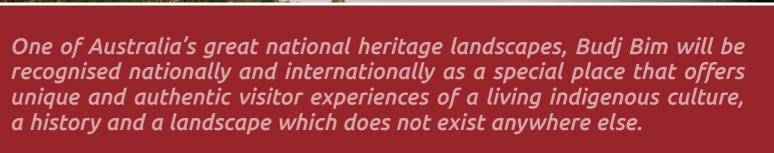
These works will establish the location as a place that represents military and social conflict and the wider settlement history.

18 Provide interpretations signage and parking at the arrival point. (\$30,000)

Based on the indicative project costs, the total for priority stage 1 works (not total stage 1 works) would be around \$1,380,000. Note that project costs are for priority Stage 1 works only. Additional costs may be added in later stages to improve the quality and capacity of the infrastructure.







The Budj Bim Master Plan

The Budj Bim Master Plan has been prepared for the Gunditj Mirring Traditional Owners Aboriginal Corporation. It presents a vision for the conservation and sustainable use of the Budj Bim National Heritage Landscape for cultural, tourism and community purposes, and will allow the government, the Gunditjmara community and tourism industry to invest in the future development of the Budj Bim Landscape as a tourism destination and as a home to the Gunditjmara community.

That future will be based on partnerships between public and private groups, and on the incremental and flexible development of tourism products and resources across the Budj Bim Landscape.

The Budj Bim National Heritage Landscape

The Budj Bim National Heritage Landscape is a unique place with universal heritage values that demonstrate how Gunditjmara people worked with the natural resources and environment of the Victorian south west region to establish a permanent place of human society over the past 30,000 years and beyond.

Budj Bim Master Plan

Budj Bim will become a significant national and international tourism destination – one of Australia's great national heritage landscapes – and it will be recognised nationally and internationally as a special place that offers unique and authentic visitor experiences of a living indigenous culture, a history and an environment which does not exist anywhere else.

'In the Dreaming, the ancestral creators gave the Gunditimara people the resources to live a settled lifestyle. They diverted the waterways, and gave us the stones and rocks to help us build the aquaculture systems. They gave us the wetlands where the reeds grew so that we could make the eel baskets, and they gave us the food-enriched landscape for us to survive.'

Eileen Alberts from the Gunditjmara Community (em Press, The People of Budj Bim (2010)



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The Indigenous Tourism Opportunity

Indigenous tourism is a key segment of the Australian tourism market and an emerging growth sector.

In 2009, spending by Indigenous tourism related visitors was valued at \$7.2 billion, representing 12% of total visitor expenditure in Australia. Tourism Australia has identified Indigenous tourism as one of the seven key experiences which underpin Australia's global marketing activities.

Victoria's market share of international Aboriginal tourism visitors is estimated to be 9.3% of overall visitors. This relatively low base provides a great opportunity for Aboriginal tourism to increase its economic contribution to the state and to provide unique, authentic and place specific visitor experiences in an increasingly crowded tourism market

The Master Plan Concept

A vision for the future

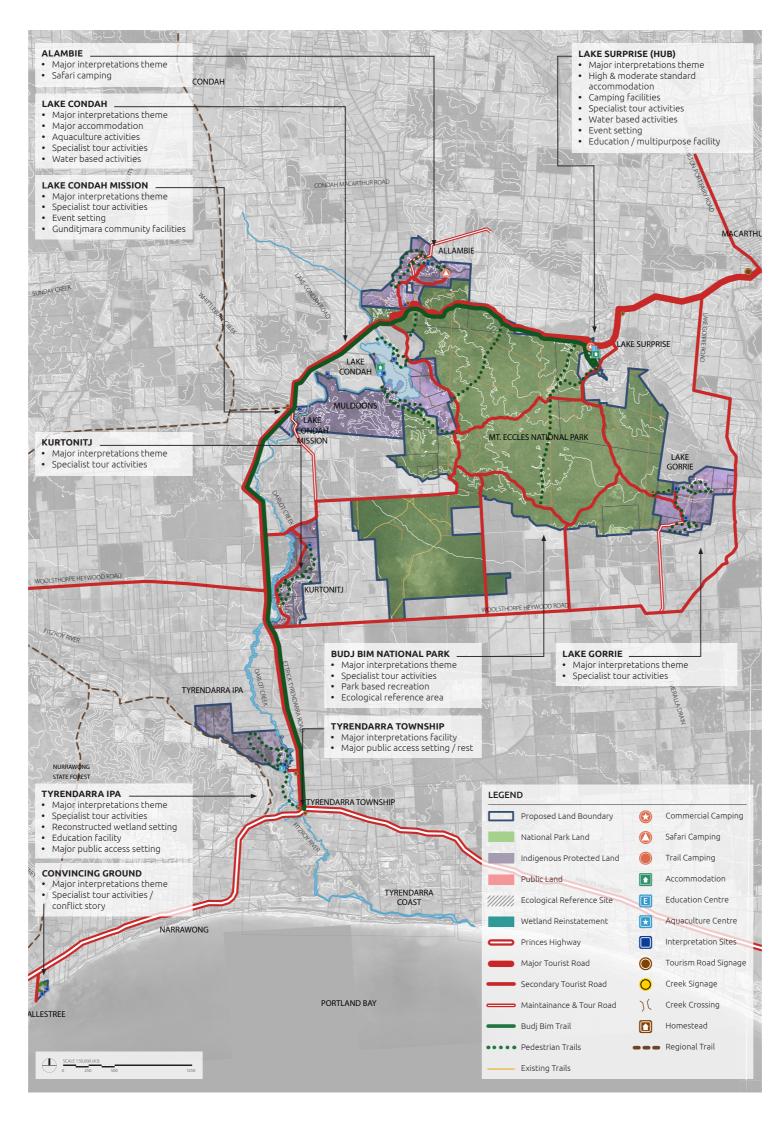
The Budj Bim National Heritage Landscape will be recognised as one of Australia's great National and (future) World Heritage landscapes. It will be universally recognised as a place with:

- A living Aboriginal culture and home to the Gunditimara people.
- Unique natural landscapes with sustainable ecological and landscape systems.
- Internationally recognised cultural heritage values values which link all cultures and people.
- Enriching and memorable experiences for visitors and guests - experiences that are unique to this place and to the Gunditimara people.
- Strong and successful partnerships between traditional owners, governments and the tourism industry, providing world's best practice in caring for country and sustainable tourism.
- Partnerships with regional, national and international cultural tourism sites and related institutions.

Future use opportunities

The Master Plan develops a range of integrated site uses and facilities, including:

- Day use facilities
- Accommodation uses
- Access facilities
- Cultural uses
- Education, research and training uses
- Event and festival uses
- Support uses



A Staged Development Strategy

In the **short term**, Budj Bim will continue to target its existing visitor markets (education, special interest, business/cultural awareness tour visitors), while expanding into the self-drive and bus/coach tour market of the Great Ocean Road region.

In the **medium term**, the Budj Bim Landscape will continue to expand in the niche visitor markets (education, special interest, business/cultural awareness tours and self-drive and bus/coach tour market) and broader experience seeker markets through development of various accommodation products.

In the **long term**, the Budj Bim Landscape will be identified as a World Heritage site with established business and tourism networks and a mature range of tourism products.

Building Partnerships & Business Networks

Many of the new services and activities proposed in the Master Plan will be delivered and managed by the private sector, working with the Gunditjmara community, or through a range of government and community funded initiatives.

Recent changes to legislation now allow for a wider range of private sector investment in Victorian National Parks. Government, through the land management agencies, can take the lead in facilitating an EOI process to secure investment for quality accommodation identified within the Budj Bim landscape at Lake Surprise in stage two and three. This is consistent with the need to secure high quality tourism investment outcomes.

Project Costs & Benefits

Analysis of the estimated construction costs and economic benefits over a 30 year period indicates that Stage 1 and Stage 2 developments will achieve a positive Net Present Value at Year 16.

