

MELBOURNE PRIVATE
**MARRIAGE
REGISTRY**

PART OF
DESTINATION WEDDINGS GROUP
ABN: 65 121 255 847

Attention:
Planning Panels Victoria
Number 1 Spring Street,
Melbourne Victoria 3000

March 6, 2108

Regarding:
Apollo Bay Resort - Local and Regional Economic impact

Dear Panel Members,

I write to you as the Managing Director of the Melbourne Private Marriage Registry & Victorian Private Marriage Registry, which includes the subsidiaries Same-sex Marriages Victoria and Destination Weddings Group.

Our unique Melbourne registry currently operates every day of the year and conducts over 500 weddings annually, spread evenly over the seven day of each week. We have also seen a recent immediate and significant lift in numbers with the legislation of Same-Sex Marriage.

We were pleased to be invited to consult to, and potentially operate, the boutique wedding venue at the proposed Apollo Bay Resort development, and to enhance the traditional wedding and event services there with a unique additional Regional strategy mirroring our Metropolitan registry service. This would attract both the larger traditional wedding groups, in addition to the lucrative weekday focused smaller registry wedding groups.

The \$2 billion dollar wedding industry, which shows no signs of weakening, is one that the Apollo Bay Resort and local businesses would stand to benefit from, rather considerably.

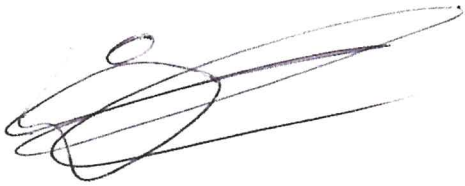
The average cost of a wedding is \$20,000, and in the case of the proposed resort and its weddings attraction, the majority of the overall expenditure would be spent in Apollo Bay. Wedding guests are likely to stay at the destination venue for two to three days, which increases the amount of time and money that significant numbers of visitors spend at the destination. However – based on our experience and knowledge of guests of destination weddings held more than one hour out of Melbourne, the guests don't all stay overnight at the specific booked venue – which is a choice made based on budget and numbers in their party. If they are groups and family units seeking more privacy in their group, they may well choose the villas rather than the hotel rooms. However I recognise that many will also stay at the surrounding accommodation in the region, and often even the caravan and camping options. It has benefits for so many operators in the community!

In short, the attraction of the wedding venue will result in income from the wedding industry helping to support much more than just the hotel/resort project, and should ensure it brings a consistent yearly income to the region rather than just a seasonal summer income deriving only from general tourism. Apollo Bay has nothing to attract this sought-after income at present, and we view the Resort as a premiere destination for both local and international wedding guests on a 365 day-a-year basis.

As you would be aware, this expenditure is not just limited to accommodation. It includes benefits for local photographers and videographers, tour operators, bakeries, art, gifts and the retail sector generally.

We look forward to this hotel/resort becoming an internationally recognised destination, and have no doubt that the plans we have viewed so far will assist the region to eventually become the recipient of acclaimed tourism awards.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Chess Julia Allan', with a stylized flourish extending to the right.

Chess Julia Allan

Chess Allan
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