



4 March 2018

Planning Panels Victoria
1 Spring Street
Melbourne VIC 3000

Re: Apollo Bay Resort – Local , Regional and State economic impact

Dear Panel Members,

I make this written submission to you to reinforce the economic impact statements in relation to this proposed Resort development currently being reviewed by your Panel. Apart from being the Founding Artistic Director of The Laneway Artspace in St Kilda, I am a multi-Gold, Silver and Bronze Victorian and National Tourism Award Submission writer and designer. I have, and continue to work, as a consultant to the tourism industry. In that capacity, I have also worked with tourism operators who service the many world class attractions throughout the Colac Otway Shire.

I have been following the proposed development's Facebook page, on where the silent supporters are exchanging views and engaging at very high levels. <https://web.facebook.com/apollobayresort/>

We all know, either from direct experience or the extensive strategies that have been carefully prepared over the years, that tourism is an extremely growth-oriented industry, and one that the Victorian Government is determined to reap the benefits of. As manufacturing and primary industry collapses, tourism and hospitality will continue to outgrow other economic boosters to the state's economy.

I appreciate that development is a sensitive issue. In the City of Port Phillip, my part of the world, we have seen developments that have divided our community. In spite of everything, we all know that development is inevitable. Our Councils rely on increased rates – commercial and residential – to fulfil the ever-increasing costs of running municipalities, and resilient, sustainable communities.

While I cannot comment on the xenophobic comments about "foreign" workers and "foreign" ownership, because they do not warrant a response, I also expect that there would be many silent supporters of this proposed development. How could there not be? The economic and social benefits this development would bring to Apollo Bay would be, in a word, inestimable.

I would like to register my strong and unconditional support for this outstanding development application.

Yours sincerely,

Geoffrey Williams
Founding Artistic Director, The Laneway Artspace St Kilda

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