

PARLIAMENT OF VICTORIA

**PARLIAMENTARY DEBATES
(HANSARD)**

LEGISLATIVE ASSEMBLY

FIFTY-SIXTH PARLIAMENT

FIRST SESSION

QUESTIONS ON NOTICE

Thursday, 26 February 2009

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QUESTIONS ON NOTICE

*Answers to the following questions on notice were circulated on the date shown.
Questions have been incorporated from the notice paper of the Legislative Assembly.
Answers have been incorporated in the form supplied by the departments on behalf of the appropriate ministers.
The portfolio of the minister answering the question on notice starts each heading.*

Thursday, 26 February 2009

Premier: professional development

- 144.** Mr THOMPSON (*Sandringham*) to ask the Premier with reference to each department, agency and authority within the Premier's administration — what was the cost and nature of all training and self-development programs in which officers have participated since 1 July 2005, providing in each case the —
- (1) Particulars of the training or self-development program.
 - (2) Provider.
 - (3) Cost.
 - (4) Participants.
 - (5) Venue.

ANSWER:

I am informed that:

The Department of Premier and Cabinet (DPC), its agencies and authorities encourage staff to participate in a wide variety of challenging learning and development opportunities. These opportunities are offered through DPC and external providers.

Between 1 July 2005–30 June 2007 staff from DPC and its agencies and authorities participated in 487 learning and development opportunities in the form of training and self development to a total cost of \$182,466.13.

Roads and ports: Shannon's Way Pty Ltd

- 249(v).** Mr THOMPSON (*Sandringham*) to ask the Minister for Roads and Ports with reference to contracts entered into by the Minister's department with Shannon's Way Pty Ltd since 1 January 2000 —
- (1) What contracts have been entered into.
 - (2) What was the cost of each contract.
 - (3) What was the cost of any contract extensions, variations or renewals.
 - (4) Which contracts were offered for public tender.
 - (5) What are the reasons given for any contracts not offered for public tender.

ANSWER:

As at the date the question was raised, the answer is:

For information relating to contracts between the Department of Transport and the firm Shannon's Way since 1 January 2000, the Member should note that previous Questions on Notice relating to Shannon's Way have been asked in the Legislative Assembly and the Member is referred to the following responses tabled in the Legislative Assembly:

29p, 29s, 29w, 78e, 78i, 78k, 360ag, 360ah, 360ak, 360x, 361ag, 361ah, 361ak, 361x, 410af, 410x, 596af, 596ag, 596aj, 596x, 1045aj, 1045al, 1045am.

In addition, there are two (2) contracts with the firm Shannon’s Way since 1 January 2000 to the present (June 2008) that have not previously been included in responses tabled in the Assembly. These contracts are for the amount shown in the following table.

No.	Contract Name	Total Contract Amount (inc GST)
1.	Sticker Design for Route Buses	\$4,709
2.	Preparation and production associated with the new Victorian number plate design and design of road signage (7 types)	\$10,098

Departmental records do not indicate any variation/s, extension/s or renewal/s to these contracts.

These contracts were arranged on a quotation basis as their value was below the threshold at which Open Tendering is required.

[Question published in substitution of question 249 published in questions on notice dated 21 June 2007]

[Hansard references: Legislative Assembly as per table below]

Question No.	Date incorporated	Page
29(p)	16 September 2003	631
29(s)	16 September 2003	632
29(w)	16 September 2003	633
78(e)	16 September 2003	646
78(i)	16 September 2003	648
78(k)	16 September 2003	648
360(x)	2 March 2004	325
360(ag)	2 March 2004	327
360(ah)	13 October 2004	1114
361(x)	2 March 2004	332
361(ag)	2 March 2004	334
361(ah)	13 October 2004	1120
410(x)	13 October 2004	1130
410(af)	13 October 2004	1133
596(x)	14 June 2005	1799
596(af)	19 July 2005	2068
596(ag)	7 February 2006	260
596(aj)	9 August 2005	252
1045(aj)	22 August 2006	3133
1045(am)	3 October 2006	3652

Public transport: Newport railway workshops

966. Mrs VICTORIA to ask the Minister for Public Transport is the Minister aware of the poor condition of the historic Newport railway workshops, and the proposal for a Railway Heritage Centre on the site; if

so, is the proposed Victorian Transport Museum and Railway Heritage Centre, the subject of a Government commissioned report in 2000, to be given funding to begin works.

ANSWER:

As at the date the question was raised, the answer is:

I am aware of the proposal put forward to the former Minister for Transport by the Australian Railway Historical Society concerning the relocation of the current museum at North Williamstown to the former Newport Railway Workshops and of the condition of the former Newport Workshops site.

To date, no funds have been allocated to the museum proposal.

Roads and ports: Dorset Road, Ferntree Gully — extension

1036. Mr WAKELING to ask the Minister for Roads and Ports with reference to the extension of Dorset Road, Ferntree Gully, south of the Burwood Highway —

- (1) When was the land currently held in reserve for the project purchased.
- (2) When were the original concept plans prepared.
- (3) When did VicRoads maps first make reference to the proposed extension.
- (4) What is the monetary value of the land currently held in reserve for the extension.
- (5) How much of the proposed land is currently in private ownership.
- (6) What is the estimated cost of land resumption for Dorset Road.

ANSWER:

As the date the question was raised, the answer is:

I am advised that VicRoads does not own any land required, but most of the land needed for an extension of Dorset Road is protected by a public Acquisition Overlay in the Knox Planning Scheme.

I am advised that the original concept plans for an extension of Dorset Road, between the Burwood Highway and Lysterfield Road, were prepared in a number of parts over a number of years.

Further detailed work would be required to provide reasonable and reliable information regarding the current value of the land held in reserve, the proportion of land in private ownership and the current cost of land resumption.

Public transport: Crown land — Kilsyth

1044(j). Mr HODGETT to ask the Minister for Public Transport with reference to Crown-owned land relating to the Minister's portfolio in the electorate of Kilsyth —

- (1) What is the description of and addresses (where available) of the land.
- (2) Does the Government intend to sell any of the land or acquire any new land in the electorate.

ANSWER:

As at the date the question was raised, the answer is:

- (1) The description of and addresses of Crown-owned land relating to the Minister's portfolio in the electorate of Kilsyth are:
 - Part of operating rail reserve - Ref 90/127/1 - taken from Eastfield Road, Ringwood East;
 - Part of operating rail reserve - Ref 90/136/1 - taken from Lincoln Road, Croydon;

- Lease Lot 21 at Mooroolbark - Crown land at rear of 71 Diane Crescent - Yard tenancy. VicTrack has leasing rights only;
 - Part of operating rail reserve - Ref 90/140/1 - taken from Hull Road, Mooroolbark (adjacent to Gleenslopes Reserve);
 - Part of operating rail reserve - Ref 90/141/1 - taken from Hull Road, Mooroolbark (adjacent to Nicholson Lane).
- (2) There are no known plans for the Government to sell or acquire any Crown land vested in VicTrack or the Crown, in this electorate.

Treasurer: stamp duty

1074. Ms WOOLDRIDGE to ask the Minister for Finance, WorkCover and the Transport Accident Commission for the Treasurer does the Government support the Association of Independent Retirees' 2008–09 budget submission recommending that stamp duty be removed on the purchase of a principal place of residence in instances where seniors are downsizing to more suitable premises —

- (1) If so, how much extra funding will the Government commit in the 2008–09 budget.
- (2) If not, what are the Government's reasons for opposing the recommendation.

ANSWER:

As at the date the question was asked:

The Brumby Labor Government recognises that there is a balance between providing tax relief as well as raising the revenue required to provide services. Victoria relies on taxes such as land transfer duty to pay for essential State Government services in the areas of education, health, law and order, public transport and indeed the various concessions available to pensioner and Concession Card Holders (CCH). This year's budget delivered \$1.294 billion in expenditure for concessions in key service areas. To date we have provided new and modernised schools and more than 8,000 additional teachers and support staff, new hospitals additional 1,800 doctors and 8,000 nurses and 1,400 additional police.

On this basis in order to provide targeted relief to those who most need it the Brumby Labor Government provides stamp duty concessions on Principle Place of Residence (PPR) purchases as well as to eligible pensioners and CCH wishing to downsize. In addition to having the most generous stamp duty concessions for pensioners and CCH in the 2008-09 Budget I announced a further 10 per cent increase to all stamp duty thresholds.

This means that eligible purchasers will now pay no stamp duty on a home up to the value of \$330,000, up from \$300,000, and that purchases up to \$440,000 will receive a concessional rate, up from \$400,000. In addition, purchases of homes valued between \$440,000 and \$550,000 now receive a \$3,100 reduction in duty as part of the PPR concession.

The threshold adjustments represent the first major revision of the general stamp duty on land transfer thresholds in 10 years, benefiting over 100 000 homebuyers per year.

Police and emergency services: transit safety division and speed cameras

1169. Mr MULDER to ask the Minister for Police and Emergency Services when will the Minister provide answers for questions on notice 563 and 564b.

ANSWER:

I am advised that:

Answers to questions on notice 563 and 564b were tabled on 10 June 2008.

Police and emergency services: Mooroolbark and Croydon police stations

1177. Mr HODGETT to ask the Minister for Police and Emergency Services —

When did the Minister last visit the —

- (1) Mooroolbark Police Station.
- (2) Croydon Police Station.

ANSWER:

I am advised that:

I visited Mooroolbark Police Station and Croydon Police Station in December 2007.

Corrections: adjournment debate responses

1180(k). Mr HODGETT to ask the Minister for Corrections what is the usual length of time taken for the Minister to respond to matters raised during the adjournment debate in the House.

ANSWER:

I am advised that:

The adjournment debates in the Legislative Assembly and the Legislative Council play an important role where members raise matters for Ministers which they consider require attention.

The time taken to respond varies depending on the complexity of the matter being raised.

I am advised that there are no adjournment debate matters that you have raised within my portfolio responsibilities currently outstanding.

Housing: adjournment debate responses

1180(r). Mr HODGETT to ask the Minister for Housing what is the usual length of time taken for the Minister to respond to matters raised during the adjournment debate in the House.

ANSWER:

I am informed that:

The time taken to respond to matters raised in an Adjournment Debate varies depending on the complexity of the matter being raised and the accessibility of relevant information.

Police and emergency services: adjournment debate responses

1180(v). Mr HODGETT to ask the Minister for Police and Emergency Services what is the usual length of time taken for the Minister to respond to matters raised during the adjournment debate in the House.

ANSWER:

I am advised that:

The adjournment debates in the Legislative Assembly and the Legislative Council play an important role where members raise matters for Ministers which they consider require attention.

The time taken to respond varies depending on the complexity of the matter being raised.

I am advised that there are no adjournment debate matters that you have raised within my portfolio responsibilities currently outstanding.

Public transport: Newport railway workshops

1182. Mr WELLER to ask the Minister for Public Transport is there a timeline for the development of VicTrack’s strategic plan for the Newport Workshops site; if so, what are the details of the plan.

ANSWER:

As at the date the question was raised, the answer is:

Development of VicTrack’s strategic plan for the Newport site has been scheduled for 2008/09. The Plan is scheduled for completion in June 2009.

Public transport: active transport pilot project

1268. Ms WOOLDRIDGE to ask the Minister for Public Transport — With reference to \$28,000 worth of funding for an Active Transport Pilot Project in the City of Knox announced on 20 March 2003 —

- (1) How much funding was expended by 30 June 2006.
- (2) Has the use of the funding been evaluated; if so, what were the results of the evaluation.

ANSWER:

As at the date the question was raised, the answer is:

- (1) The funding was for a pilot project on active transport and older people, which was run over six months at Peppertree Hill Retirement Village in the outer eastern suburb of Rowville in Melbourne. At the time, the then Minister for Aged Care Minister Gavin Jennings said that “the project will promote public transport and encourage residents to walk, cycle or catch the train”.

The pilot project was collaboratively developed between Environment Victoria, the Office of Senior Victorians and the City of Knox.

The funding of \$28,000 was fully expended by 30 June 2006

- (2) The project resulted in the development of a Healthy Transport Plan for the Peppertree Hill Retirement Village. At the conclusion of the pilot, the Plan continued to be implemented by a Healthy Transport Group at the retirement village.

On the basis of the success of the pilot project, the then Department of Infrastructure commissioned Environment Victoria to develop guidelines which aimed to encourage the increased usage of healthy transport options by older people.

The guidelines contain information and ideas drawn from the pilot project as well as national and international literature. The information and ideas are relevant to two different audiences:

- People involved in delivery of programs for seniors.
- People who provide services to seniors.

The guidelines are titled “Getting about without a car. Guidelines for promoting healthy transport to older people”. These guidelines were subsequently distributed widely, and also made publicly available on the Department’s website.

Mental health: Barwon area

1294. Ms WOOLDRIDGE to ask the Minister for Mental Health — With reference to funding for the Barwon Mental Health Service Area —

- (1) How much funding went to the area in —
 - (a) 1999–2000;
 - (b) 2000–01;
 - (c) 2001–02;
 - (d) 2002–03;
 - (e) 2003–04;
 - (f) 2004–05;
 - (g) 2005–06;
 - (h) 2006–07; and
 - (i) 2007–08.
- (2) Has the use of the funding for the area been evaluated; if so, what were the results of the evaluation.

ANSWER:

I am informed that:

- (1) (a), (b), (c), & (d). For years prior to 2003-04 validated data is currently not available for Barwon Mental Health Service Area.
- (1) (e), (f), (g), (h) & (i). Barwon Mental Health Service Area funding, including Psychiatric Disability Rehabilitation and Support Services (PDRSS) and Clinical.

Year	Total
2003-04	\$23,826,240
2004-05	\$26,166,877
2005-06	\$28,497,061
2006-07	\$29,096,234
2007-08	\$32,423,591

- (2) Services are subject to continuous improvement processes and individual client outcomes are measured.

Mental health: Gippsland area

1295. Ms WOOLDRIDGE to ask the Minister for Mental Health — With reference to funding for the Gippsland Mental Health Service Area —

- (1) How much funding went to the area in —
 - (a) 1999–2000;
 - (b) 2000–01;
 - (c) 2001–02;
 - (d) 2002–03;
 - (e) 2003–04;
 - (f) 2004–05;
 - (g) 2005–06;

- (h) 2006–07; and
 - (i) 2007–08.
- (2) Has the use of the funding for the area been evaluated; if so, what were the results of the evaluation.

ANSWER:

I am informed that:

- (1) (a), (b), (c), & (d). For years prior to 2003-04 validated data is currently not available for Gippsland Adult Mental Health Service Area.
- (1) (e), (f), (g), (h) & (i). Gippsland Mental Health Service Area funding, including Psychiatric Disability Rehabilitation and Support Services (PDRSS) and Clinical.

Year	Total
2003-04	\$23,993,500
2004-05	\$26,473,992
2005-06	\$28,852,604
2006-07	\$30,323,828
2007-08	\$32,927,747

- (2) Services are subject to continuous improvement processes and individual client outcomes are measured.

Mental health: Glenelg area

1296. Ms WOOLDRIDGE to ask the Minister for Mental Health — With reference to funding for the Glenelg Mental Health Service Area —

- (1) How much funding went to the area in —
- (a) 1999–2000;
 - (b) 2000–01;
 - (c) 2001–02;
 - (d) 2002–03;
 - (e) 2003–04;
 - (f) 2004–05;
 - (g) 2005–06;
 - (h) 2006–07; and
 - (i) 2007–08.
- (2) Has the use of the funding for the area been evaluated; if so, what were the results of the evaluation.

ANSWER:

I am informed that:

- (1) (a), (b), (c), & (d). For years prior to 2003-04 validated data is currently not available for Glenelg Mental Health Service Area.
- (1) (e), (f), (g), (h) & (i). Glenelg Mental Health Service Area funding, including Psychiatric Disability Rehabilitation and Support Services (PDRSS) and Clinical.

Year	Total
2003-04	\$10,436,184
2004-05	\$11,154,749
2005-06	\$11,815,957
2006-07	\$12,205,160
2007-08	\$13,418,904

- (2) Services are subject to continuous improvement processes and individual client outcomes are measured.

Mental health: Goulburn area

1297. Ms WOOLDRIDGE to ask the Minister for Mental Health — With reference to funding for the Goulburn Mental Health Service Area —

- (1) How much funding went to the area in —
- (a) 1999–2000;
 - (b) 2000–01;
 - (c) 2001–02;
 - (d) 2002–03;
 - (e) 2003–04;
 - (f) 2004–05;
 - (g) 2005–06;
 - (h) 2006–07; and
 - (i) 2007–08.

- (2) Has the use of the funding for the area been evaluated; if so, what were the results of the evaluation.

ANSWER:

I am informed that:

- (1) (a), (b), (c), & (d). For years prior to 2003-04 validated data is currently not available for Goulburn and Southern Adult Mental Health Service Area.
- (1) (e), (f), (g), (h) & (i). Goulburn and Southern Mental Health Service Area funding, including Clinical and Hume DHS Region Psychiatric Disability Rehabilitation and Support Services (PDRSS).

Year	Total
2003-04	\$14,228,425
2004-05	\$16,066,946
2005-06	\$16,958,157
2006-07	\$17,760,196
2007-08	\$19,305,928

- (2) Services are subject to continuous improvement processes and individual client outcomes are measured.

Mental health: Loddon area

1298. Ms WOOLDRIDGE to ask the Minister for Mental Health — With reference to funding for the Loddon Mental Health Service Area —

- (1) How much funding went to the area in —
 - (a) 1999–2000;
 - (b) 2000–01;
 - (c) 2001–02;
 - (d) 2002–03;
 - (e) 2003–04;
 - (f) 2004–05;
 - (g) 2005–06;
 - (h) 2006–07; and
 - (i) 2007–08.

- (2) Has the use of the funding for the area been evaluated; if so, what were the results of the evaluation.

ANSWER:

I am informed that:

- (1) (a), (b), (c), & (d). For years prior to 2003-04 validated data is currently not available for Loddon Campaspe / Southern Mallee Adult Mental Health Service Area.

- (1) (e), (f), (g), (h) & (i). Loddon Campaspe/Southern Mallee Mental Health Service Area funding. Including Psychiatric Disability Rehabilitation and Support Services (PDRSS) and Clinical.

Year	Total
2003-04	\$ 24,620,060
2004-05	\$ 26,821,640
2005-06	\$ 29,495,768
2006-07	\$ 31,566,975
2007-08	\$ 34,819,977

- (2) Services are subject to continuous improvement processes and individual client outcomes are measured.

Police and emergency services: Nepean Highway–Bay Road–Karen Street, Cheltenham — red-light cameras

1350. Mr THOMPSON (*Sandringham*) to ask the Minister for Police and Emergency Services — With reference to red light cameras monitoring right hand turning traffic at the intersection of Nepean Highway and Bay Road and the Nepean Highway and Karen Street, Cheltenham —

- (1) What repairs and modifications were made to the camera, sensor and operating equipment on 15 August 2008.

- (2) How many fines were imposed in —
 - (a) May 2008;
 - (b) June 2008; and
 - (c) July 2008.

ANSWER:

I am advised that:

- (1) No repairs or modifications were made to the camera, sensor and operating equipment on 15 August 2008, however normal scheduled testing was conducted on that day.
- (2) The number of infringements issued for vehicles turning right from the Nepean Hwy into Bay Road after the light turned red were as follows:
 - 2(a) May 2008 675
 - 2(b) June 2008 523
 - 2(c) July 2008 612

These numbers are subject to some variation over time as infringements can be cancelled and/or reissued.

Roads and ports: Nepean Highway–Bay Road, Cheltenham — red-light cameras

- 1351.** **Mr THOMPSON** (*Sandringham*) to ask the Minister for Roads and Ports — With reference to the red light camera monitoring right hand turning traffic at the intersection of Nepean Highway and Bay Road, Cheltenham — what adjustments have been made to the time allowances for the quantum of any of the light sequences since 18 September 2007.

ANSWER:

As at the date the question was raised, the answer is:

No adjustments have been made to the time settings for the traffic signals at this intersection since 18 September 2007.

Roads and ports: Maroondah Highway, Lilydale — pedestrian bridge

- 1376.** **Mrs FYFFE** to ask the Minister for Roads and Ports — With reference to the proposed pedestrian bridge over the Maroondah Highway in Lilydale —
- (1) How much extra funding has VicRoads requested for the project.
 - (2) What are the expected start and completion dates of the project.

ANSWER:

As at the date the question was raised, the answer is:

- (1) The Brumby Government recently announced a funding boost of \$1.5 million to link the Lilydale-Warburton Rail Trail over the Maroondah Highway, creating a dedicated and safe bicycle and pedestrian crossing at this point. This is on top of the \$1.8 million currently committed by the Government and \$200,000 committed by the Shire of Yarra Ranges, which means the \$3.5 million project is now fully funded.
- (2) Works are expected to commence in early 2009 and take approximately 10 to 12 months to complete.

Roads and ports: Melba–Maroondah highways — traffic lights

- 1377.** **Mrs FYFFE** to ask the Minister for Roads and Ports — With reference to the intersection of Melba and Maroondah Highways —
- (1) When will work begin on installing traffic lights at the intersection.
 - (2) When will proposed traffic lights be operational.

ANSWER:

As at the date the question was raised, the answer is:

- (1) Works are scheduled to commence in mid 2009, subject to approval by the Shire of Yarra Ranges of a planning permit to remove vegetation.
- (2) The traffic lights will be operational after approval of permits by Council and works are complete.

Police and emergency services: Croydon fire station

1462. Mr HODGETT to ask the Minister for Police and Emergency Services — when will the new Croydon Fire Station open.

ANSWER:

I am advised that:

An opening date for the new Croydon Fire Station will be determined after recommendations from an independent traffic engineer are considered and actioned as appropriate.

Small business: Intralot agencies — Kilsyth electorate

1464. Mr HODGETT to ask the Minister for Small Business — with reference to Intralot retailers in the electorate of Kilsyth —

- (1) Has the Minister visited any of the retailers in the electorate since the introduction of Intralot products into Victoria.
- (2) When is the Minister's next scheduled visit to retailer in the District.

ANSWER:

In response to the Honourable member's question, it is not the practice of the Minister to share his diary information with honourable members of the Opposition.

Police and emergency services: Nepean Highway–Bay Road, Cheltenham — red-light cameras

1475. Mr THOMPSON (*Sandringham*) to ask the Minister for Police and Emergency Services — with reference to the red light camera monitoring traffic at the intersection of Nepean Highway and Bay Road in Cheltenham — how many infringement notices were issued to motorists on 16 September 2008.

ANSWER:

I am advised that:

On 16 September 2008, 87 infringements were issued to motorists for red light offences which had occurred prior to this date at the intersection of Nepean Highway and Bay Road Cheltenham. Testing was undertaken at this site on 16 September 2008.

Police and emergency services: cycling offences

1476. Mr THOMPSON (*Sandringham*) to ask the Minister for Police and Emergency Services — with reference to offence code 2239 (fail to obey stop, stop here on red signal or stop here on red arrow sign) listed in *VicRoads Traffic Infringement Notice Penalties for Cyclist Related Offences* — is it an offence

for a bicycle to cross the stop-line at an intersection or pedestrian crossing when the traffic light is red; if so, how many cyclists have been fined for their failure to stop in —

- (1) 2004–05.
- (2) 2005–06.
- (3) 2006–07.
- (4) 2007–08.

ANSWER:

I am advised that:

Yes it is an offence for a bicycle to cross the stop-line at an intersection or pedestrian crossing when the traffic light is red, the number of infringements issued to cyclists for fail to obey stop, stop here on red signal or stop here on red arrow is:

- (1) 2004-05 = 58
- (2) 2005-06 = 30
- (3) 2006-07 = 41
- (4) 2007-08 = 99

Police and emergency services: cycling offences

1477. Mr THOMPSON (*Sandringham*) to ask the Minister for Police and Emergency Services — with reference to offence code 2222 (fail to obey traffic lights) listed in *VicRoads Traffic Infringement Notice Penalties for Cyclist Related Offices* — how many cyclists were fined for failing to obey traffic lights in —

- (1) 2003–04.
- (2) 2004–05.
- (3) 2005–06.
- (4) 2006–07.
- (5) 2007–08.

ANSWER:

I am advised that:

The number of infringements issued to cyclists for failing to obey traffic lights is as follows:

- 2003-04 = 307
- 2004-05 = 382
- 2005-06 = 350
- 2006-07 = 337
- 2007-08 = 456

Police and emergency services: cycling offences

1478. Mr THOMPSON (*Sandringham*) to ask the Minister for Police and Emergency Services — with reference to offence code 2236 (ride bicycle across a children’s pedestrian or marked foot crossing) listed in *VicRoads Traffic Infringement Notice Penalties for Cyclist Related Offices* — how many cyclists were fined for riding their bicycle across a children’s pedestrian or marked foot crossing in —

- (1) 2003–04.
- (2) 2004–05.
- (3) 2005–06.
- (4) 2006–07.
- (5) 2007–08.

ANSWER:

I am advised that:

The number of infringements issued to cyclists for riding their bicycle across a children’s pedestrian or marked foot crossing is as follows:

- 2003-04 = 17
- 2004-05 = 9
- 2005-06 = 15
- 2006-07 = 8
- 2007-08 = 10

Health: childhood obesity programs

1500. Mr HODGETT to ask the Minister for Health — with reference to government funded projects aimed to fight childhood obesity —

- (1) What projects is the Government currently undertaking.
- (2) How much funding did the Government spend on the projects in —
 - (a) 2005–06;
 - (b) 2006–07; and
 - (c) 2007–08.
- (3) How does the Government measure the rate of success for the projects.

ANSWER:

I am informed that:

- (1) Victoria has always led the way in Australia in tackling obesity. The Government has provided over \$150 million for ‘Go for Your Life’ initiatives to address risk factors for chronic diseases such as diabetes and obesity.

We know that physical activity is a major benefit in reducing a range of diseases and conditions, including cardiovascular disease, diabetes, some cancers, obesity and falls among the elderly.

‘Go for your life’ was launched in 2003 to provide to help Victorians become more healthy and active, with the aim of significant reductions of obesity and preventable chronic diseases in the long term.

At present there are over 40 interventions funded directly by ‘Go for your life’, that are managed by a number of departments across the Victorian Government. These programs are often delivered through partnership arrangements with, for example, primary schools and Primary Care Partnerships. These projects focus on the target populations of children, young people, adults, senior Victorians and high risk population groups.

Primary to this activity is the Kids–’Go for your life’ initiative, which is a statewide program designed to reduce the risks of overweight and obesity in children aged 0–12 years. The program supports children’s settings to promote healthy eating and physical activity through an Award Program.

Other key initiatives include:

- Free Fruit Friday and the Healthy Start Kitchen Gardens Project in schools
 - The ‘Go for your life’ Community Education Program
 - Sport and Recreation Victoria sporting uniform grants, leadership programs and the Ride2School Program
 - Two ‘Go for your life’ community demonstration projects targeted to children aged 0-12 years, and
 - a range of Teenagers ‘Go for your life’ positive body image initiatives.
- (2) The Victorian Government is committed to addressing childhood obesity and currently invests over \$25 million in a number of initiatives working with children’s settings and the broader community to encourage healthy eating and physical activity.
- (3) The individual programs have program evaluation plans to determine their effect.

The success of the Kids–’Go for your life’ program is measured by the number of schools and services that sign up to work towards the Kids–’Go for your life’ Award. Success is also measured by the scope of engagement with key stakeholders including local governments, early childhood services and primary school staff and health professionals.

In addition, state and national surveys are used to determine physical activity levels and food intake which are modifiable behaviours linked to healthy weight. The 2006 Victorian Child Health and Well-Being Survey questioned about food intake and physical activity (and other health issues) and will be repeated every 3 years.

The Australian National Children’s Nutrition and Physical Activity Survey conducted in 2007 by the Commonwealth Government assessed the reported food and nutrient intake, physical activity levels and the height, weight and waist measurements of children aged 2-16 years randomly selected across Australia.

The Department of Education and Early Childhood Development has a whole of government responsibility to monitor the health and wellbeing of children and they produce an annual report every year.

Health: Walktober program

1505. Mr HODGETT to ask the Minister for Health — is the Walktober Program’s Walk to School Day designed to combat childhood obesity; if so, is the Government’s position that only one day of the year be committed to battling childhood obesity.

ANSWER:

I am informed that:

Walktober has been developed by Kinect Australia (incorporating VICFIT) in collaboration with VicHealth and this year is also funded by the Department of Transport, Parks Victoria and the Victorian Seniors Festival.

The intention of the Walktober program is to raise awareness of the physical, environmental and social benefits of walking and to promote relevant programs and activities occurring in the month of October. As part of Walktober, the Walk to School Challenge is a VicHealth event directed at primary schools.

The Victorian Government is committed to addressing childhood obesity and currently invests over \$25 million in a number of initiatives working with children’s settings and the broader community to encourage healthy eating and physical activity. Key initiatives to promote active and healthy lifestyles for children are the Premier’s Active Families Challenge and the Kids–’Go for your life’ program which has a focus on healthy eating and physical activity.

Health: childhood obesity programs

1508. Mr HODGETT to ask the Minister for Health — how does the Government measure the rate of success for its programs designed to combat childhood obesity.

ANSWER:

I am informed that:

The Victorian Government is committed to addressing childhood obesity and currently invests over \$25 million in a number of initiatives working with children’s settings and the broader community to encourage healthy eating and physical activity. Key initiatives to promote active and healthy lifestyles for children are the Premier’s Active Families Challenge and the Kids–’Go for your life’ program which has a focus on healthy eating and physical activity.

Individual programs have program evaluation plans to determine their effect.

In addition, state and national surveys are used to determine physical activity levels and food intake which are modifiable behaviours linked to healthy weight. The 2006 Victorian Child Health and Well-Being Survey questioned about food intake and physical activity (and other health issues) and will be repeated every 3 years.

The Australian National Children’s Nutrition and Physical Activity Survey conducted in 2007 by the Commonwealth Government assessed the reported food and nutrient intake, physical activity levels and the height, weight and waist measurements of children aged 2-16 years randomly selected across Australia.

The Department of Education and Early Childhood Development has a whole of government responsibility to monitor the health and wellbeing of children and they produce an annual report every year.

Police and emergency services: Geelong bypass — speed cameras

1558. Mr MULDER to ask the Minister for Police and Emergency Services — with reference to potential fixed digital speed cameras on the Geelong Bypass —

- (1) How many cameras will be installed by section.
- (2) Where will the cameras be located.
- (3) What is the anticipated revenue for —
 - (a) 2008–09; and
 - (b) 2009–10.

ANSWER:

I am advised that:

- (1) There are no plans to install road safety cameras at this stage on the Geelong Bypass. The Government would consider any request by Victoria Police to install Road Safety cameras anywhere in Victoria, to address road safety concerns.
- (2) Not applicable
- (3) Not applicable

Police and emergency services: Nepean Highway–Bay Road, Cheltenham — red-light cameras

1560. Mr THOMPSON (*Sandringham*) to ask the Minister for Police and Emergency Services — with reference to the red light camera monitoring right hand turning traffic at the intersection of the Nepean Highway and Bay Road in Cheltenham — how many fines were imposed in —

- (1) August 2008.
- (2) September 2008.

ANSWER:

I am advised that:

- (1) In August 2008, 517 infringement notices were issued to motorists for red light offences for right hand turns at the intersection of Nepean Highway and Bay Road, Cheltenham
- (2) In September 2008, 509 infringement notices were issued to motorists for red light offences for right hand turns at the intersection of Nepean Highway and Bay Road, Cheltenham

Premier: Mildura riverfront development project

1624. Mr CRISP to ask the Premier — with reference to the Mildura Riverfront Development project announced in May 2007 —

- (1) What progress has been made on the consolidation of land titles.
- (2) What progress has been made on the removal of the rail freight infrastructure from the site.

ANSWER:

I am informed that:

In May 2007 the Victorian Government provided \$8m funding through the *Regional Infrastructure Development Fund* to support removal of the freight infrastructure from the Mildura riverfront to an alternative location. Mildura Rural City Council is delivering the project, in conjunction with VicTrack, V/Line and Regional Development Victoria.

This will enable the significant development of the Mildura riverfront area, supporting new jobs and investment in Mildura.

- (1) The development area includes land parcels that form part of V/Line's operational land and parcels that are currently leased by VicTrack to the Council.

I understand that VicTrack, the Department of Transport and the Council are working to reach an agreement that will enable the development to proceed. It is expected that this will involve the transfer of some land parcels to the Council, at Valuer-General's valuation, in accordance with the Government's land disposal policy.

The Valuer-General is currently valuing this land. Following this, it is expected that a contract of sale will be provided by VicTrack to the Council in early 2009.

- (2) I am advised that this project is progressing smoothly and to the satisfaction of all parties.

West Merbein has been identified as the preferred site for the freight infrastructure, following a scoping study to identify alternative freight sites. Environmental testing has also been under way to ensure that the current rail yard is safe for redevelopment.

The project program has been signed off by all the parties and it is expected that tenders will be let in early 2009, enabling works to commence in the first half of 2009.

Tourism and major events: Tourism Victoria business plan 2008–11

1629. Mr SMITH (*Warrandyte*) to ask the Minister for Tourism and Major Events — with reference to Strategic Response One of the Tourism Victoria Business Plan 2008–11 —

- (1) Has Destination Melbourne Limited grown private sector support for the Melbourne marketing campaign since the business plan was released in September 2008 —
 - (a) if not, why not;
 - (b) if so —
 - (i) what is the dollar value of support contributed by the private sector since the release of the plan; and
 - (ii) what is the percentage increase of support contributed by the private sector compared to the support given since the release of the plan.
- (2) How is the level of private sector support for the Melbourne marketing campaign measured.
- (3) What are the details of the bushfire recovery marketing strategies for 2008 that targeted domestic markets for relevant regions, including Gippsland, Victoria's high country and the Grampians.
- (4) What are the details of the interstate food and wine marketing campaign for 2008 that showcased regional produce and experiences.
- (5) How did work with regional airports and trade partners contribute to promoting Victoria's fly-drive holiday experiences during 2008 to date.
- (6) How was the contribution of regional airports and trade partners promotion of Victoria's fly-drive holiday experiences measured in 2008.

ANSWER:

I am informed as follows:

- (1) Tourism Victoria works cooperatively with Destination Melbourne to develop and deliver television advertising, national print advertising, digital advertising and public relations activities. It is the responsibility of Destination Melbourne to grow and measure industry support for these campaigns.

Destination Melbourne recorded an increase of 45.9 per cent in private sector support from 2006-07 to 2007-08.

Tourism Victoria provides both funding and in-kind support to maximise the opportunities available to the private sector in the *Destination Melbourne Marketing Prospectus*.

- (2) Destination Melbourne has primary responsibility to leverage private sector support for its Melbourne marketing activities. It also has responsibility for measuring its partner contributions to campaigns.

Private sector support is measured by the total private sector partner contribution to cooperative marketing programs. This can be measured in both cash and in-kind contributions.

- (3) A \$1.65 million tourism recovery package was announced in March 2006 to provide assistance for the Grampians region to recover from the effects of the bushfires. Tourism Victoria and Grampians Marketing Incorporated developed a refreshed *Space to Breathe* marketing campaign in 2008 using a combination of the Victorian Government's Bushfire Recovery package and regional marketing funds.

In response to the January 2007 bushfires in Victoria's High Country and Gippsland regions, the Government allocated \$4 million to support the regional tourism revitalisation package. Initiatives included marketing campaigns, promotion of key events, a marketing subsidy for operators, business development programs and improved direction signage to fire-affected tourism destinations. A major initiative of the package for 2008 was the development of the new *Victoria's High Country—Adventures Happen* campaign.

- (4) A range of marketing campaigns were delivered throughout 2007-08 highlighting Victoria's food and wine strengths, including:
 - publication of an eight page 'Discover' supplement in The Age and Sydney Morning Herald;
 - distribution of over 30,000 copies of the *Wine Regions of Victoria* brochure; and

- launch of a new edition of the *Wine Regions of Victoria* brochure (October 2008).

In addition to the above, the recently released Regional Tourism Action Plan 2008-12 allocates \$900,000 over three years to market regional Victoria's strengths in food and wine through a range of activities including promotion of the wine regions of Victoria, regional restaurants and Victorian produce.

- (5) Fly-drive holiday initiatives are an opportunity to stimulate growth to regional Victoria.

In 2008, Tourism Victoria partnered with QantasLink and Jetstar in joint fly-drive campaigns to encourage travel to the Murray and Great Ocean Road regions.

- (6) The success of promotion for fly-drive holiday experiences is measured by partner contributions to fly-drive marketing activities and consumer bookings.

For example, Tourism Victoria partnered with Mildura Tourism, QantasLink, Hertz and local tourism operators to deliver a fly/drive campaign for Mildura. The promotion was highly successful, with QantasLink selling more than 1,100 tickets over a two-week sale period.

Tourism and major events: Tourism Victoria business plan 2008–11

- 1630.** Mr SMITH (*Warrandyte*) to ask the Minister for Tourism and Major Events — with reference to Strategic Response Three of the Tourism Victoria Business Plan 2008–11 —

- (1) Were services to access priority markets such as China, the United Kingdom, North America and India expanded in 2008 to date; if so —
 - (a) which services were expanded; and
 - (b) in what capacity did Tourism Victoria contribute to the expansion.
- (2) Has a narrow jet service to Mildura been scheduled by Qantas, Jetstar or Virgin Blue.

ANSWER:

I am informed as follows:

- (1) Tourism Victoria is the State Government's lead agency on air services and works closely with Melbourne and Avalon Airports on international and domestic air service proposals.

Key outcomes during 2007-08 to priority markets include:

- Air China delinked services from Sydney, operating three weekly direct Beijing–Shanghai–Melbourne services.
- Cathay Pacific Airways added an extra daily flight from Melbourne to Hong Kong. With Cathay Pacific and its sister airline Dragon Air serving 22 ports in China, the new service will improve links between Melbourne and China.
- Discussions have been held with V Australia regarding potential services from Melbourne to Los Angeles.
- Discussions have been held with Air India, Kingfisher and Jet Airways regarding potential services from India to Melbourne.
- Additional services from Melbourne announced by Malaysia, Philippine, Thai Airways and Singapore airline carriers increased connectivity to the United Kingdom.
- Air Asia X will increase its services from Melbourne to Kuala Lumpur from four services per week to daily in March 2009. This coincides with increased services from Kuala Lumpur to London, thereby providing Melbourne with its first direct access by a low-cost airline into the United Kingdom market.
- Additional access to the United Kingdom will also be facilitated by announcements that Emirates will add a third daily service to Dubai and beyond to commence in February 2009, and that Etihad will commence daily services to Abu Dhabi and beyond in March 2009.

- In addition to airline negotiations, Tourism Victoria made a number of representations to the Federal Government on behalf of the State Government to secure air rights for new and current carriers to Melbourne.
- (2) Virgin Blue added Mildura to its domestic route network in October 2008. QantasLink expanded its existing flight operations to Melbourne and Mildura services during the same period.

Tourism and major events: Tourism Victoria business plan 2008–11

1631. Mr SMITH (*Warrantyte*) to ask the Minister for Tourism and Major Events — with reference to Strategic Response Four of the Tourism Victoria Business Plan 2008–11 —

- (1) What Government infrastructure investments and/or policies that consider tourism needs and impacts have been achieved in 2008 to date by way of work with key stakeholders, including the Department of Infrastructure and the Department of Sustainability and Environment, using a destination management approach.
- (2) Which stakeholders, other than the Department of Infrastructure and the Department of Sustainability and Environment, did the Government work with in 2008 to date in order to achieve infrastructure investments and/or policies that consider tourism need and impacts using a destination management approach.

ANSWER:

I am informed as follows:

- (1) Tourism Victoria provided input to State Government working groups responsible for the Bays and Maritime Initiative, Point Nepean, ex-HMAS Canberra project, Hepburn Mineral Springs Bathhouse, Grampians National Park Long Distance Trail, Mount Buffalo Chalet, Osborne House Master Plan, and the Apollo Bay Harbour Precinct Master Plan.

Tourism Victoria also provided advice regarding the development of regional airports, including Mildura, Warrnambool and Sale (RAAF base).

- (2) Tourism Victoria continues to work with consultants and the private sector to assist in the delivery of key infrastructure investment priorities. A number of successful outcomes were also achieved by working with local governments to develop master plans for major projects across Victoria.

Tourism and major events: Tourism Victoria business plan 2008–11

1632. Mr SMITH (*Warrantyte*) to ask the Minister for Tourism and Major Events — with reference to Strategic Response Five of the Tourism Victoria Business Plan 2008–11 —

- (1) What priority investment projects have been progressed through the Tourism Taskforce Group in 2008 to date.
- (2) How many times has the Tourism Taskforce Group met since its formation.
- (3) Who are the members of the Tourism Taskforce Group.
- (4) What Tourism Investment Guidelines have been developed during 2008 to date to support the planning approvals process through Government.
- (5) Has a communication platform that takes account of climate change issues and specific approaches to sustainable tourism development been coordinated in 2008 to date; if so —
 - (a) how did engagement with —
 - (i) Parks Victoria contribute to the coordination;
 - (ii) the Department of Sustainability and Environment contribute to the coordination;

- (iii) Regional Development Victoria contribute to the coordination;
- (iv) the Victorian Tourism Industry Council contribute to the coordination; and
- (b) what stakeholders other than Parks Victoria, the Department of Sustainability and Environment, Regional Development Victoria and the Victorian Tourism Industry Council were engaged in the coordination of the communication platform.
- (6) Has a consultant been engaged to develop an investment prospectus for local councils in regional Victoria that advocates for the significance of tourism-related economic development projects; if so —
 - (a) who is the consultant; and
 - (b) what is the cost of the engagement to date.
- (7) Have guidelines for environmentally sustainable nature-based tourism infrastructure been designed and released; if so, what are the details of the guidelines.

ANSWER:

I am informed as follows:

- (1) The Tourism Task Group has been established to identify and facilitate key tourism projects, with a focus on projects that involve Crown land. Investment priorities that have been progressed in 2008 include:
 - Grampians National Park Long Distance Trail;
 - Apollo Bay Harbour Precinct Master Plan;
 - high quality accommodation with large capacity integrated with a regional conference facility in the Murray region;
 - Swan Hill Pioneer Settlement; and
 - Metung Master Plan for a marina precinct in the Gippsland Lakes.

Many of the current projects being facilitated through the Tourism Taskforce Group are commercial-in-confidence.

- (2) The Tourism Taskforce Group meets on a regular basis with five meetings recorded in 2008.
- (3) The Tourism Taskforce Group comprises senior executives from Tourism Victoria (Chair), Regional Development Victoria, the Department of Innovation, Industry and Regional Development, the Department of Sustainability and Environment, the Department of Planning and Community Development and Parks Victoria.
- (4) The *Tourism Investment Guidelines: Your Guide to Tourism Investment in Victoria* were released in September 2008 and provide assistance and advice on developing tourism product and infrastructure in Victoria. The Guidelines are available on Tourism Victoria's corporate website, www.tourism.vic.gov.au.
- (5) The Victorian Government is developing a whole-of-Government Climate Change Framework to outline principles for action and climate change priorities. The framework was released at a major community climate change summit held in April 2008. The summit commenced a period of consultation across government agencies including Parks Victoria, the Department of Sustainability and Environment, Regional Development Victoria and with other stakeholders on the climate change policy directions of the Government. This will culminate in a Victorian Government Action Plan for Climate Change.
- (6) The new *Tourism Investment Guidelines: Your Guide to Tourism Investment in Victoria* provide a framework for local government to advance projects from concept through to business planning and statutory planning stages.

Meinhardt was appointed as the preferred consultant to assist in developing the Guidelines. Selection was undertaken in accordance with the Victorian Government's tender process.

- (7) *Victoria's Nature-based Tourism Strategy 2008-2012* was released in September 2008. This strategy was jointly developed and funded by Tourism Victoria, Parks Victoria and the Department of Sustainability and Environment and provides a coordinated and strategic approach to policy, planning, development and marketing of the nature-based tourism sector.

The strategy identifies five key priority nature-based tourism development areas in Victoria: the Great Ocean Road; Phillip Island; the Grampians; Gippsland and the High Country. Major projects and activities identified for implementation will be rolled out in a phased approach.

Projects and activities will be guided by Victoria's *Environmental Sustainability Framework* and the new *Tourism Investment Guidelines: Your Guide to Tourism Investment in Victoria*.

Tourism and major events: Tourism Victoria business plan 2008–11

- 1633.** Mr SMITH (*Warrandyte*) to ask the Minister for Tourism and Major Events — with reference to Strategic Response Six of the Tourism Victoria Business Plan 2008–11 —

- (1) Has a workforce development plan been developed in consultation with the Office of Training and Tertiary Education, Service Skills Victoria and industry; if so —
 - (a) in what manner did consultation with —
 - (i) the Office of Training and Tertiary Education contribute to the development of the plan; and
 - (ii) Service Skills Victoria contribute to the development of the plan;
 - (b) what were the details of the focus on addressing the needs of growing Asian markets; and
 - (c) what are the details of the plan.
- (2) Has a framework been developed across a number of programs that meets the needs of small tourism businesses; if so —
 - (a) which industry bodies were consulted about the development of the framework;
 - (b) how many programs does the framework cover; and
 - (c) how does the framework specifically address —
 - (i) business skills for the future;
 - (ii) e-business skills programs; and
 - (iii) small business counselling services.
- (3) What were the results of the review undertaken in cooperation with the Tourism Accreditation Board of Victoria into the future of accreditation programs.

ANSWER:

I am informed as follows:

- (1) The Workforce Development Plan will be released in 2009.

The Plan is being developed in conjunction with the Office of Training and Tertiary Education, Victorian Employers' Chamber of Commerce and Industry, Tourism Alliance Victoria, William Angliss Institute of TAFE, Service Skills Victoria and the tourism industry. The Plan aims to:

- identify impediments to workforce participation in the tourism sector and potential barriers to growth;

- generate solutions to address the short and long-term workforce issues facing the Victorian tourism industry including attracting staff to the sector, retention of staff, establishment/promotion of long-term career paths in tourism and the utilisation of alternative labour markets (eg. skilled migration, mature workers);
 - ensure there are sufficient opportunities for students to undertake tourism and hospitality training across the State, particularly within the reformed TAFE sector in Victoria; and
 - investigate new opportunities to work with other Government agencies and industry bodies to address skills shortages in the tourism sector.
- (2) Tourism Victoria, in association with industry stakeholders, has developed the Tourism Excellence Program, to help businesses and destinations get the best from their workforce and communities, deliver the best possible visitor experience, and ensure a sustainable industry. The program features seven modules:
- Understanding customer needs;
 - People excellence;
 - Business excellence;
 - Growing destinations;
 - Participation—getting involved;
 - Fostering innovation; and
 - Sustainability in tourism.

All of the modules are supported by tool kits and a website with case studies and information on resources, programs and grant opportunities.

Training and education materials are also being developed to expand the uptake of online booking and e-marketing activities by tourism businesses. These will be integrated with the Tourism Excellence Program.

An expanded Tourism Excellence Program will be rolled out during 2009 to help fill gaps in tourism products and assist with skills development. A key element of the new program will be a grant initiative for regions to undertake specialist training activities and tourism audits. \$650,000 has been allocated to the expanded Tourism Excellence Program through *Moving Forward: The Next Two Years 2008-2010*.

- (3) The review into Victorian accreditation programs was postponed due to the development of the Commonwealth-led National Tourism Accreditation Framework. The new framework will provide a national approach to accreditation to maximise promotional opportunities and influence consumer purchase decisions.

Tourism Victoria will continue to be actively involved in the process and supports the national review of accreditation programs.

Tourism and major events: Tourism Victoria business plan 2008–11

1634. Mr SMITH (*Warrandyte*) to ask the Minister for Tourism and Major Events — with reference to Strategic Response Seven of the Tourism Victoria Business Plan 2008–11 —

- (1) What were the results of the review into market demand, content needs and the building of, or retiring of, sites, as relevant, for the international language variants on www.visitmelbourne.com.
- (2) What is the status of the development of Italian, German, Korean and Japanese variants on the www.visitmelbourne.com.

ANSWER:

I am informed as follows:

- (1) The international language variant websites on visitmelbourne.com have been reviewed and updated to reflect the distinct needs of their respective markets. These include:

- Korean;
- Japanese;
- Chinese (simplified);
- Chinese (traditional);
- German; and
- Italian.

New French and Spanish websites were developed to fulfil the growing demand from these markets.

- (2) Italian, German, Korean and Japanese variants on visitmelbourne.com have been developed.

Tourism and major events: Tourism Victoria business plan 2008–11

1635. Mr SMITH (*Warrandyte*) to ask the Minister for Tourism and Major Events — with reference to Strategic Response Eight of the Tourism Victoria Business Plan 2008–11 —

- (1) In what manner has Victoria’s online exposure been maximised to reach the Chinese market through further developments to online language variants.
- (2) Have key agencies, including Invest Victoria, the Department of Education and Early Childhood Development and Film Victoria, been engaged to maximise leverage opportunities for Victoria to assist in building valuable contacts and access points in market; if so —
 - (a) which agencies, other than Invest Victoria, the Department of Education and Early Childhood Development and Film Victoria, have been engaged; and
 - (b) what opportunities did —
 - (i) Invest Victoria identify;
 - (ii) the Department of Education and Early Childhood Development identify; and
 - (iii) Film Victoria identify.

ANSWER:

I am informed as follows:

- (1) Tourism Victoria has developed both simple Chinese and traditional Chinese language variant websites of visitmelbourne.com. These variants were reviewed and updated during 2008 to better match the needs of Chinese travellers. The language variant sites are used as the key call to action for all Chinese marketing campaigns.

A search engine marketing campaign was undertaken in 2008 with *Baidu* (the largest search engine in China) to generate consumer interest and awareness of Tourism Victoria’s consumer websites.

- (2) Tourism Victoria works closely with Skilled Migration, International Education, Invest Victoria and other government and private organisations to maximise international awareness through the use of the Melbourne landmark.

The action identified in the *Tourism Victoria Business Plan 2008-11* refers specifically to the Indian market. Key outcomes with identified stakeholders include:

- key Indian decision-makers were hosted by Tourism Victoria as part of the inaugural Indian Melbourne Plus Tourism Exchange;
- an India Travel Mission Roadshow was staged in Mumbai and Delhi. Activities included agent training, trade media interviews, sales and a networking event for Victorian tourism products;
- A Bollywood movie production, *Main au Mrs Khanna*, was secured for Victoria, and is due for release in April 2009. This was achieved through collaboration between Film Victoria and Tourism Victoria; and

- A new *International Education Strategy* is being developed, which will have a high focus on the Indian market and tourism opportunities.

Tourism and major events: Tourism Victoria business plan 2008–11

1636. Mr SMITH (*Warrandyte*) to ask the Minister for Tourism and Major Events — with reference to Strategic Response Ten of the Tourism Victoria Business Plan 2008–11 —

- (1) Has new road signage for destinations that have national and international tourism significance been developed and implemented; if so, what are the specifics of the new signage.
- (2) How has the implementation of the 2006–09 strategic plan for the Board of Alpine Resorts Tourism been supported and, in particular, what —
 - (a) new marketing activities to attract international markets have been identified;
 - (b) activities have been identified that can be packaged with food and wine tourism experiences;
 - (c) activities have been identified that can be packaged with adventure tourism experiences; and
 - (d) activities have been identified that can be packaged with nature-based tourism experiences.
- (3) Have bushfire recovery marketing strategies and industry development initiatives for Gippsland and north east regions been developed and implemented; if so, in what manner have the strategies and initiatives focused on —
 - (a) extending existing brand campaigns;
 - (b) undertaking major photography projects; and
 - (c) developing a new brand campaign for the north east and the extension of the ski campaign.
- (4) Has a new Regional Tourism Action Plan 2008–11 been developed to address cross-regional issues and identify key priorities for each of the ten tourism regions; if so —
 - (a) what are the key priorities identified for each tourism region; and
 - (b) what are the specifics of the cross-regional issues that were addressed in the plan.

ANSWER:

I am informed as follows:

- (1) Tourism Victoria is working with VicRoads to improve regional tourism signage for destinations that are of national and international tourism significance.

The Victorian Government announced funding of \$400,000 as part of the *Moving Forward in Provincial Victoria Statement* to install new destination pictorial tourism signage across the State. This project will be completed by June 2009 and has involved:

- reviewing existing signage placement across Victoria;
- producing new signs and installing them in key locations; and
- developing and installing reassurance signs in key locations to provide visitors with confidence in their navigation.

In addition, new *State-wide Tourist Signing Guidelines* which outline the conditions and standards for granting official tourism-related signing on Victorian roads will be launched in early 2009.

- (2) Tourism Victoria works with the Board of Alpine Resorts Tourism (BART) to actively promote Victoria's snowfields as a desirable year-round destination. Recent activities undertaken as part of the implementation of the *2006-09 Strategic Plan for the Board of Alpine Resorts Tourism* include:

roll-out of the ski marketing campaign based on the theme *Victoria's Snowfields. Never Come Down*. This campaign included print and online activity targeting key segments in New South Wales, Queensland, South Australia and Western Australia;

extension of marketing activities into priority eastern hemisphere countries including Singapore, Malaysia, India and Gulf markets;

development of an Alpine Education Program to generate excitement and interest in Victoria's alpine regions, including the development of a primary school resource kit; and

promotion of the year-round activities on offer in the alpine region with a focus on marketing the region's strengths in food and wine, adventure and nature-based experiences.

- (3) In 2007 the State Government announced a \$138 million recovery and response package to help rebuild, restore and equip bushfire-ravaged communities across Victoria. This included \$4 million for tourism recovery initiatives in Gippsland and the North East region. These funds have been allocated to a range of activities including marketing, promotion of key events, business development programs and the rebuilding of Craig's Hut. Specific programs undertaken include:

- development of a refreshed campaign for Victoria's High Country;
- extension of the Ski Victoria campaign;
- roll-out of a marketing campaign to promote experiences in spring and summer in the High Country;
- extension of the *Inspired by Gippsland* campaign;
- delivery of business development workshops and support programs for operators;
- acquisition of high quality images and video footage for public relations activities; and
- promotion and development of significant events and touring routes such as the Great Alpine Road and Sydney Melbourne Touring.

In addition, Tourism Victoria continues to undertake a number of initiatives with Victoria's regional tourism industry aimed at building a greater capacity to prepare, respond and recover from crisis events such as bushfires.

- (4) The *Regional Tourism Action Plan 2009-12* was launched in December 2008 following extensive industry consultation. The Plan aims to address the issues currently faced by regional tourism operators and further strengthen the product and service offerings in Victoria's tourism regions. More than \$16 million will be spent marketing every region in Victoria as part of the Plan's implementation, in order to boost the number of visitors to regional Victoria and improve the opportunities for tourism operators across the State.

The Plan focuses on four key state-wide initiatives: industry structures; investment attraction; destination marketing; and skills and service standards.

The Plan also contains priorities for each of Victoria's ten tourism regions. These are outlined in detail in the Plan which is publicly available for download at www.tourism.vic.gov.au.

Tourism and major events: Tourism Victoria business plan 2008–11

- 1637.** Mr SMITH (*Warrandyte*) to ask the Minister for Tourism and Major Events — with reference to Strategic Responses 12 and 13 of the Tourism Victoria Business Plan 2008–11 — what were the results of the review into industry structures undertaken to ensure best practice industry representation and decision making.

ANSWER:

I am informed as follows:

A key outcome of the recently launched *Regional Tourism Action Plan 2009-12* is a model for industry structures. This has been developed in consultation with the tourism industry and involves the creation of a single peak

Regional Tourism Board (RTB) in each campaign region. The Boards will set the overarching strategic vision and will play a critical role in creating a platform for future growth.

The final structural model for each region will be determined on a region by region basis. However it will be necessary to ensure that a skills-based Board is in place that can address issues beyond marketing, including industry and product development.

In addition to the above, Tourism Alliance Victoria and the Victorian Employers' Chamber of Commerce and Industry (VECCI) announced the consolidation of their resources in December 2008. This is a strategic alliance that has been formed between the peak tourism bodies of Victoria to provide a united voice for the industry and a benchmark for tourism nationally.

Tourism and major events: Tourism Victoria business plan 2008–11

1638. Mr SMITH (*Warrantyte*) to ask the Minister for Tourism and Major Events — with reference to Strategic Response 14 of the Tourism Victoria Business Plan 2008–11 —

- (1) Has the communication strategy been developed and implemented; if so, what are the details of the strategy.
- (2) Has the Talking up Tourism resource kit been disseminated to regional tourism stakeholders; if so, to which stakeholders was it distributed.
- (3) Has the corporate website been updated to ensure it contains relevant and key information about Tourism Victoria's activities and contribution to the industry.

ANSWER:

I am informed as follows:

- (1) The Tourism Victoria communication strategy has been completed. A key action from the strategy is a new stakeholder relationship matrix program. The program was introduced in August 2008 and commenced with the *Regional Tourism Action Plan 2009-2012* consultation sessions.
- (2) The Talking up Tourism resource has been completed and has been distributed to all local government Tourism Managers and other relevant regional stakeholders. The kit will also be made available online in 2009.
- (3) An extensive review of Tourism Victoria's website was conducted in 2007 with content and imagery updated in 2008 to better fulfil the needs of industry stakeholders.

The corporate website is regularly maintained and updated in line with Tourism Victoria's consumer websites.

Tourism and major events: Tourism Victoria business plan 2008–11

1639. Mr SMITH (*Warrantyte*) to ask the Minister for Tourism and Major Events — with reference to the section entitled Measuring Our Success of the Tourism Victoria Business Plan 2008–11 — what are the annual targets set for —

- (1) Visitor expenditure.
- (2) Yield of visitors from emerging markets.
- (3) Preference to visit Victoria.
- (4) Target market advertising awareness.
- (5) Melbourne and Victoria retain leadership in brand attributes.
- (6) Value of media coverage.

- (7) Partner leverage.
- (8) Number of regional events.
- (9) Brand mark clearly displayed at major events.
- (10) Net air capacity.
- (11) Air service to regional airports.
- (12) Private investment projects facilitated.
- (13) Private investment projects facilitated for regional Victoria.
- (14) Number of tourism businesses accredited by Green Globe 21.
- (15) Tourism Excellence Program online visitors.
- (16) Visits to www.visitmelbourne.com.

ANSWER:

I am informed as follows:

Tourism Victoria has implemented a comprehensive monitoring and evaluation plan to assess the performance of key strategies in the *Tourism Victoria Business Plan 2008-11*.

Tourism Victoria also reports on its performance against a range of measures as part of the Budget Papers. The 2008-09 targets can be found on page 158 of Budget Paper 3: Service Delivery.

Police and emergency services: Metcard ticket vending machines

1646(a). Mr MULDER to ask the Minister for Police and Emergency Services — With reference to incidents of vandalism to Metcard ticket vending machines and validators — for each month of 2008 —

- (1) How many incidents of vandalism were reported for Metcard —
 - (a) small coin-only machines installed at railway stations;
 - (b) small coin-only machines installed at tram stops;
 - (c) large note-accepting machines installed at railway stations;
 - (d) small coin-only machines installed onboard trams;
 - (e) bus ticket vending consoles;
 - (f) wicker gate validators installed at railway stations;
 - (g) upright standalone validators installed at railway stations;
 - (h) tram onboard validators; and
 - (i) bus onboard validators.
- (2) What was the total cost to repair vandalism to Metcard —
 - (a) small coin-only machines installed at railway stations;
 - (b) small coin-only machines installed at tram stops;
 - (c) large note-accepting machines installed at railway stations;
 - (d) small coin-only machines installed onboard trams;
 - (e) bus ticket vending consoles;
 - (f) wicker gate validators installed at railway stations;
 - (g) upright standalone validators installed at railway stations;
 - (h) tram onboard validators; and
 - (i) bus onboard validators.
- (3) Were there any attempts to steal takings from Metcard —

- (a) small coin-only machines installed at railway stations; if so, how many attempts were made and what was the total amount stolen;
 - (b) small coin-only machines installed at tram stops; if so, how much and what was the total amount stolen;
 - (c) large note-accepting machines installed at railway stations; if so, how much and what was the total amount stolen;
 - (d) small coin-only machines installed on board trams; if so, how much and what was the total amount stolen; and
 - (e) bus ticket vending consoles; if so, how much and what was the total amount stolen.
- (4) Have any persons been charged with alleged offences relating to —
- (a) ticket vending machine theft; if so, how many have been charged and how many charges does each person face;
 - (b) ticket vending machine vandalism; if so how many have been charged and how many charges does each person face; and
 - (c) validator vandalism; if so how many have been charged and how many charges does each person face;

ANSWER:

I am advised that:

Metcard ticket vending machines are the responsibility of the Minister for Public Transport.

