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Overview

Meeting:	**Issues and Opportunities Input**	**UE:**	Matt Ainsaar, Eva Abbinga, Paul Shipp
Re:	Hastings Structure Plan	**Date:**	Monday 3rd December 2007

SUMMARY

Review of Previous Studies

Key considerations that have been outlined in previous studies that should be considered by the Hastings Activity Centre Structure include:

- Expansion of the Port of Hastings has been identified as a key priority for the long term growth and development of the State as outlined in *Melbourne 2030*.
- Hastings is identified in *Melbourne 2030* as a Major Activity Centre for the long term sustainable growth of the state.

  As a Major Activity Centre, Hastings should encourage the following:
  - Mixed use development;
  - A broader base of activities;
  - Improved access for walking and cycling;
  - A wider range of services;
  - Increased operating hours;
- As outlined in the *Mornington Peninsula Activity Centre Strategy*:
  - The existing activity centre system in the Mornington Peninsula Shire is highly decentralised;
  - Hastings will continue to be the major activity centre in the eastern part of the Shire;
  - As a major centre Hastings will be consolidated with a variety of retail, commercial, residential and community facilities consistent with state and metropolitan planning;
  - The centre will accommodate the majority of additional retail floorspace in the eastern part of the Shire over the period 2004-2021;

- It is estimated that Hastings will require an additional 3,960m^2 of retail and 6,940 of restricted retail. Hastings has a large amount of Business zoned land which indicates that this may play an important role in terms of the green field development in the future.
- Hastings plays an important role as a hub for restricted bulky goods retail providing around 24% of the Shire's total floorspace for this use. In contrast, Hastings is considerably below the other major centres in regard to non-food retail floorspace.
- In comparison with other major centres in the Mornington Peninsula, Hastings has considerably less vacant retail floorspace. While Rosebud and Mornington both have around 3.5%, Hastings has around 1%. However, the centre has a large amount of vacant Business 1 zoned land.
- In comparison with other major centre in Mornington Peninsula, there are a lower number of accommodation, cafes and restaurant businesses as well as transport/ and storage businesses.
- The Hastings Port Corporation has developed a relatively comprehensive and specific long term strategy that details the impact on the surrounding areas of Hastings.
- The key recommendations outlined in the draft Port of Hastings Land Use and Transport Strategy are:
  - Long Island is the preferred location for the port development;
  - Staged implementation will commence from 2010;
  - Upgrades to Western Port Highway s the major road transport link to Melbourne.
- The potential trade volumes anticipated through the Port of Hastings by the year 2035, if all commodities are traded at the maximum (high growth) scenario, including 3.7 million tonnes of break bulk, dry bulk and petroleum products.

Key Issues and Opportunities

The key issues and opportunities identified in regard to the study area include:

- The property market in Hastings is generally very strong and there is demand for residential, commercial, and industrial property in the study area. There is a limited supply of houses for sale in the study area, in particular there is a strong demand for units and medium density housing;
- Residential areas in the activity centre should be developed at a higher level than current housing stock. This would encourage an overall increase in residential density in the activity centre and increase the walkability in the town.
- There is a demand for the following development in High Street:
  - Duel frontage retail, which capitalises on pedestrian flow to Kmart and Safeway;
  - Multi-storey commercial floorspace, including a residential component ('shop top');
  - Bulky goods retailing and 'destination shops' in the western end of High Street.

- Potential rezoning opportunities include:
  - The Kmart auto site from Business 5 to Business 1;
  - The vacant land on Queen Street (opposite Kmart Auto) could be rezoned from Residential 1 to Business 5, to encourage office or retail development consistent with the existing uses in the area.
- The Coles precinct, immediately to the north of High Street, requires clear urban design solutions to encourage increased activity. The area requires improved car parking layout, pedestrian access and landscaping. Linkages to High Street in the south, Victoria Street to the east and Queens Street to the west can be improved.
- There is an opportunity to develop a duel role for the centre, similar to Mornington Peninsula and Rosebud, where the centre acts a regional centre as well as a tourism focus. This could increase the level of visitor expenditure in the town centre.
- There is a need to provide an additional 3960m^2 of retail floorspace in the centre.

Conclusions

1. The existing consolidated retail core should be maintained and consolidated where possible. This should include multi level developments with retail at the ground floor and office and residential above.
2. Additional Business 1 zone land is required in the study area to accommodate the projected retail floorspace (3960m^2).

   The following land could be rezoned B1:

   - 113-123 High Street (currently B5)
   - 7-13 Queens Street and 8-12 Alfred Street (currently B5)
   - The large vacant parcel on 8-12 Queens Street (currently R1Z).
3. Develop the foreshore as an integral part of the Activity centre. This includes the development of the Soundshell and other recreation and entertainment opportunities, as well as linking the foreshore with High Street through better pedestrian access and more active street frontages. The development of a ‘food precinct at the east end of High Street could help to facilitate such a link.
4. Investigate the role of Business 5 zone and consider utilising an alternative zone which promotes multi-use developments (i.e. Business 2 or Business 1). This may encourage redevelopment.
5. Develop dual-frontage trading on the south side of High street to capitalise on pedestrian flow to Safeway and Kmart.
6. Enhance pedestrian priority, safety and flow in the activity centre through measures such as traffic calming, pedestrian crossings, urban design, public artwork and active street frontages. This is especially relevant for the linkages between High Street, Coles and Safeway supermarkets, and the foreshore.
7. Redevelop the precinct near Coles supermarket to include a mix of retail, office and residential uses, including redesigned car parking and pedestrian layouts.
8. Encourage increased densities in residential areas surrounding the retail core, especially medium density dwellings.
9. Protect and enhance existing view lines to the foreshore and the bay.

1. BACKGROUND RESEARCH FROM PREVIOUS STUDIES

1.1 Introduction

A detailed review of previous studies has been undertaken to inform the Structure Plan. This has included a detailed review of Melbourne 2030 and the Mornington Peninsula Activity Centre Strategy which provides clear strategic direction for the future development of Hastings. An analysis of the regional profile has also been compiled to provide additional background for the study. An overview of the Hastings Regional Profile has been included in Appendix A.

1.2 Melbourne 2030, October 2002

Melbourne 2030 is a major strategic study that forms part of the State Planning and Policy Framework (Clause 12 of the Planning Scheme). The Clause contains general guidelines to manage growth in Melbourne, with particular emphasis on directing residential development. A number of key initiatives aim to allow for the expected population increase over the next 25 years by directing development and decision making to maintain and enhance the standard of living in metropolitan Melbourne and the surrounding areas.

The Directions are:

1. A More Compact City
2. Better Management of Metropolitan Growth
3. Networks with the Regional Cities
4. A More Prosperous City
5. A Great Place to Be
6. A Fairer City
7. A Greener City
8. Better Transport Links

The policy aims to create a more compact city by encouraging development that takes advantage of existing settlement patterns and infrastructure, and restrict out of centre development. Metropolitan growth is to be managed by concentrating urban expansion into areas already served by transport and other facilities and in strategic redevelopment sites, effectively encouraging existing suburbs to increase residential densities to make full use of their transport and service networks. The supply of well-located, affordable housing is encouraged, as is an increased diversity in housing stock.

<u>Port of Hastings</u>

A key initiative of the study is to strengthen Melbourne's port facilities. It is intended that by 2010, rail will cater for 30 per cent of all freight to and from Victoria's ports- double the present rate. The study outlines the states intention to investigate options to move freight trains between Hastings and Dandenong, possibly including the Scoresby corridor.

Hastings Activity Centre

As well as one of the major ports in Melbourne, Hastings is also identified as a major activity centre. To encourage a more compact city *Melbourne 2030* aims to broaden the base of activity in centres that are currently dominated by shopping to include a wider range of services over longer hours, and restrict out-of-centre development.

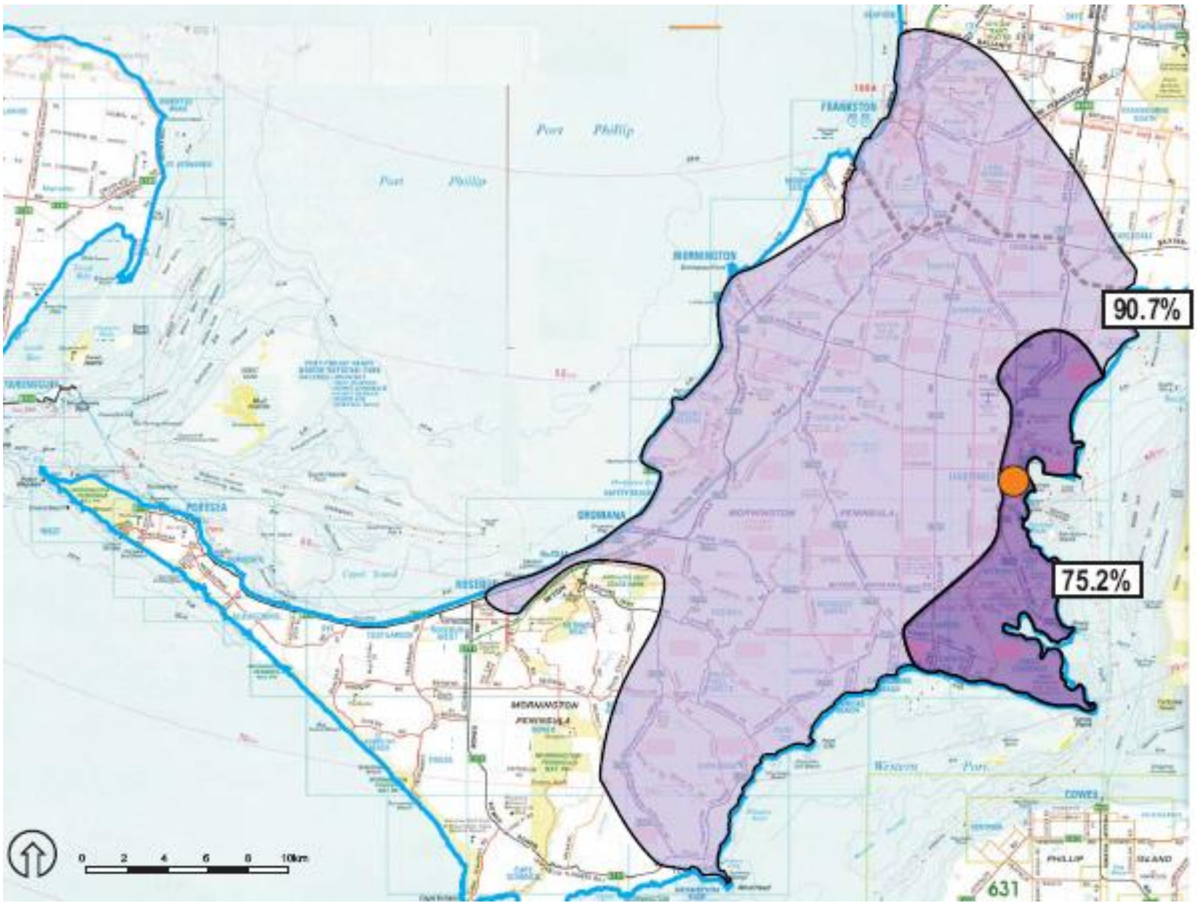
1.3 Mornington Peninsula Activity Centre Strategy, Ratio Consultants Pty Ltd, Sep 2005

The *Mornington Peninsula Activity Centre Strategy* is a key document that was prepared to provide a policy framework for the management of existing and evolving systems of centres and to provide guidance for the preparation of structure plans. The study included a comprehensive floorspace analysis, as well as an assessment of future retail and commercial floorspace projections.

The key findings regarding Hastings included:

- The existing activity centre system in Mornington Peninsula is highly decentralised, with the three major centres (Mornington, Rosebud and Hastings) only comprising 55% of the total retail floorspace in the Shire. However the major activity centres play an important role for non-food retail (comprising 66% of the Shires total floorspace) and for restricted retail/ bulky goods (85% of total occupied floorspace in the Shire).
- In comparison with other activity centres in the Shire Hastings provides the most important role for restricted bulky goods retail providing around 24% of the Shires total floorspace for this use. This is well above all other centres in the Shire.
- In regard to non-food retail, Hastings is considerably below the other major retail centres. Rosebud and Mornington each provide around 33% of the Shires non-food retail floorspace, while Hastings provides less than 20%. Sorrento is the most significant provider of non-food retail floorspace in the Shire (37%).
- In comparison with the other major centres Hastings has considerably less vacant retail floorspace. Whilst Rosebud and Mornington both have around 3.5%, Hastings has around 1% of the Shires total vacant floorspace.
- In comparison with the other centres Hastings captures a lower proportion of visitors from outside of the Mornington Peninsula. While Mornington captures 10% and Rosebud captures 15%, Hastings only captures 8% of the total number of visitors to the Shires. Sorrento captures the highest number of visitors (24%), followed by Balnarring.
- Hastings' primary catchment is localised to the Western Port Bay area, encompassing small coastal towns, including Balnarring. This catchment contributes approximately 75% of the visitor population. Hastings' secondary catchment includes the entire northern half of the peninsula to incorporating the coastal towns on the northern foreshore from Frankston to Rosebud. The centre draws an additional 16% of its trade from this catchment.

Figure 1 Hastings Activity Centre Primary and Secondary Visitor Catchments



Source: In-centre Survey and Analysis, Mornington Peninsula Activity Centre Strategy, Ratio Consultants, Sept 2005

- The patronage population of the Hastings major activity centre was found to be under-represented by youth and young adult populations (people aged between 15-24 and 24-39) and over-represented by late middle-age and older age groups (people 55 years and older).
- There is approximately 27,100m^2 Gross Leasable Floorspace (GLF) in Hastings, which supports 7,000m^2 supermarkets and liquor stores, including 2 major supermarkets.
- Hastings features approximately 147 retail and commercial tenants with very few vacancies (approx. 6%).
- Hastings has a large amount of vacant business zoned land, which indicates that it may play an important role in terms of green field development in the future.

Table 1 Forecast Consumer Demand and Land Supply Requirements for Retail Commercial Activities for Hastings Major Activity Centre(2004-2031)

Major Period	Retail	Restricted Retail (m2)	Office (m2)	Total
2004-2011	-	660	910	1,570
2011-2016	1,440	3,320	710	5,470
2016-2021	2,520	2,960	650	6,130
Total 2004-2021	**3,960**	**6,940**	**2,270**	**13,170**
2021-2031	3,410	4,560	1,030	9,000

Source: Mornington Peninsula Shire Activity Centres Strategy, Ratio Consultants, Sep 2005

The study recommends that Structure Plans be prepared for each of the major activity centres in Mornington Peninsula, and these Structure Plans should plan for the projected future floorspace by creating primary and secondary boundaries area with the activity centre.

- The primary area should generally be within approximately 400 meters of the core precinct of each activity centre and should be a focal area for land use and urban design planning initiatives and the accommodation of a diverse range of retail, commercial, entertainment, leisure, community and tourism activities, together with improved opportunities for different types of residential accommodation.
- Areas within the secondary boundaries for each activity centre should generally be within approximately 800 metres of the core precincts of each of the activity centres and should be the reference areas for public transport access routes and for traffic and transportation planning, and for the planning, management and conservation of residential and other precincts adjoining the activity centres.

Specifically, in regard to Hastings the study recommends that:

- Hastings will continue to be the major activity centre in the eastern part of the Shire;
- As a major centre Hastings will be consolidated with a variety of retail, commercial, residential and community facilities consistent with state and metropolitan planning;
- The centre will accommodate the majority of additional retail floorspace in the eastern part of the Shire over the period 2004-2021;
- Structure planning will be required for the centre with particular emphasis identifying opportunities for a range of new uses in the centre including residential and social facilities.

1.4 Mornington Peninsula Business Survey, Urban Enterprise, Oct 2006

Urban Enterprise was commissioned by the Mornington Peninsula Shire to undertake primary research into the performance of private and public businesses within the Shire.

Pertinent findings of this study for Hastings include:

- There are a total of 314 businesses in Hastings. This is around 7% of the total number of businesses in the Shire. Rosebud, Mornington and Mount Eliza each have more operating businesses then Hastings;
- Retail businesses are the main type of business in Hastings, comprising 34% of all types of business.
- In comparison with other major centres in Mornington Peninsula, accommodation, cafes and restaurants, construction and transport/ storage businesses comprise a lower percentage of businesses in Hastings.
- Manufacturing businesses comprise a higher percentage of businesses in Hastings compared with all other towns in the Shire. This is significant as 24% of "Manufacturing" businesses experienced a decrease in business income between 2004 and 2005. However, no businesses expected a decrease in income in the future, 56% of businesses expected an increase in income and 44% expected their income to remain the same.
- All businesses types reported an increase in employment in 2005 (except for "Government Administration and Defence").
- Hastings is the only town in Mornington Peninsula which has "Mining" businesses. This is significant as "Mining" accounted for 28% of the total capital investment in the Shire. It should also be noted that one business accounted for the majority of the capital investment from the "Mining" division ($54 mil). It was also expected that an additional $60 mil would be invested in capital for "Mining" in 2006.
- 41% of businesses in Mornington Peninsula are concerned about overdevelopment.

1.5 Report on the Port of Hastings Land Use and Transport Strategy: Consultation Draft (September 2006)

The Port of Hastings plays a key role in the State's strategic transportation network. This role will become increasingly important over the next 30 years with increased trade, as the Port of Melbourne reaches capacity and Hastings takes a greater share of the State's trade.

The draft report was prepared in September 2006 and was on public exhibition until November 2006.

The draft strategy includes the following recommendations:

- Identification of Long Island to the north east of Hastings as the preferred precinct for port development;
- Staged implementation of new berthing infrastructure commencing in 2010;
- Upgrades to the Western Port Highway as the major road transport link to Melbourne;
- Use of the Stony Point and Frankston railway in the short term and in the long term a new rail link connecting Hastings with Dandenong via Clyde and Gippsland via Pakenham;
- A clearly defined planning process to comply with requirements for an Environmental Effects Statement.

For Hastings to develop as an effective port, significant investment will be required over very long lead times.

The draft strategy includes the following three major development stages for port expansion:

- Stage one: 2005-2015- ultilise Old Tyabb Reclamation area for bulk and break-bulk trades;
- Stage two: 2015-2035- in time for 2015 decide on land-backed or island container terminal to develop Long Island precinct;
- Stage three: post 2035- determine configuration of final berthing layouts at Long Island, either continuous linear berth or partial dock style berth.

For long term planning, the strategy has adopted the high growth scenario to ensure that appropriate land is reserved to accommodate future growth at the port and for the preferred transport access corridors. The potential trade volumes anticipated through the Port of Hastings by the year 2035, if all commodities are traded at the maximum (high growth) scenario, include 3.7 million international and Bass Strait trade containers (TEU), 640,000 motor vehicles, and a total of 7.3 million tonnes of break bulk, dry bulk and petroleum products.

Fourteen additional berths with a total length of 4,200 metres will be required to manage this trade. A total of 265 hectares of land will be required, of which 135 will be needed for container-related uses. At this stage, the three existing petroleum berths (two at Crib Point and one at Long Island) are expected to be sufficient to accommodate the anticipated volume of petroleum trade well beyond 2030.

In regard to the port facilities, the report recommended the following strategies:

a) Port facilities

- Progressively develop Long Island precinct facilities to accommodate container related trade once the Port of Melbourne reaches capacity, as well as have a multipurpose capacity (break bulk and motor vehicles)
- Ensure adequate back-up land is available beyond Long Island Point terminal areas for world class cargo handling facilities, container support activities and efficient transport connections
- Retain Crib Point as a liquid bulk terminal
- Retain existing land zoned Special Use Zone 1 (SUZ1)at Crib Point to provide potential long term capacity to accommodate trades which require deep water access (15m+) if and when Long Island reaches capacity
- In the short term, retain port administration uses in the Stony Point precinct and then relocate to the north in the medium term.

1.6 Hastings Foreshore South Master Planning Framework: Hastings Jetty to Bittern Wetland (Mornington Peninsula Shire, December 2002)

The subject area for this masterplan is the Hastings Foreshore South which extends from the Jetty south towards the Bittern Wetlands. All of the land on the Hastings South foreshore is crown land owned by the Department of Natural Resources and Environment (DNRE) with a number of agreements and delegations in place. Management responsibility is held by the Mornington peninsula Shire for part of the Foreshore, the Yacht Club and Marina for specific areas as defined by leases and Parks Victoria.

1.6.1 Issues relevant to the Hastings Activity Centre

Planning issues that should be considered in the Hasting Activity Centre Structure Plan include:

- Ensuring the integration of the Hastings Township with the northern and southern sections of the foreshore
- Recognising the significance of the foreshore area to the local community as well as being a popular tourist destination.

1.6.2 Issues identified through Stakeholder Consultation

Parks Victoria visitation numbers for 2000/01 indicate that Hastings Jetty received 300,645 visitors. This represents the third highest visitation numbers behind Mornington and Sorrento piers.

Community and stakeholder views in regard to tourism in Hastings included:

- Visitors naturally gravitate to the Hastings foreshore area that sits on the edge of the Melbourne metropolitan region.
- There is a need to manage the anticipated increase in visitation in a sustainable way
- Tourism Victoria noted that a pro-active approach is recommended to develop Hastings as a tourist destination with economic and social growth.
- Hastings is seen as a viable alternative for tourism development to take pressure off other peninsula destinations like Sorrento
- Other infrastructure in Hastings would be desirable to encourage tourism, eg, increased provision of accommodation.
- Conceptual interest in adding further development to the marina such as an education facility, convention and accommodation centre, retail, or café/restaurant.

Other relevant issues identified through consultation:

- The DOI noted that the increasing population of Hastings requires an increase in infrastructure.
- Consideration needs to be given to the wider region as rapidly increasing population in Casey will place more pressure on Hastings to increase infrastructure.
- The Department of State and Regional Development has the view that investment in Hastings should be community driven as there are no specific projects identified.

- Regional Infrastructure development fund covers the Hastings area.

1.6.3 Key Opportunities for the Foreshore Area

The study recommended that future foreshore development should include:

- Marine theme
- Increasing provision for boating activities
- Educational and interpretive displays to focus on the Westernport region, particularly eco tourism opportunities
- Ability to provide ongoing maintenance to preserve high quality provision
- Incorporating parkland theme within a robust foreshore environment.

1.7 Mornington Peninsula Planning Scheme Amendment C69, Panel Report, Amendment C29

Amendment C69 was proposed to provide a planning framework in which to facilitate the sustainable development of the Hastings South foreshore as a tourism and boating precinct.

The Amendment C69 proved to be controversial, largely because a number of stakeholders perceived that it was designed to facilitate a proposal by the Western Port Oberon Association Inc to move a decommissioned submarine (the “Otama”) to the Hastings foreshore as a major tourist attraction.

The Panel did not reach the conclusion that the Amendment should be abandoned. However, the Panel recommended that the Otama submarine tourism project should be considered in a transparent planning process which should address the significant issues relating to the project.

2. ISSUES AND OPPORTUNITIES

This section is based on an inspection of the study area, combined with discussions with council experts, councillors and local real estate agents.

2.1.1 Property Market Trends

From discussions with local real estate agents, the following observations and trends have been identified:

- Demand for residential properties is strong, with estate agents reporting high clearance rates. Residential properties are also experiencing price inflation, especially in areas close to the foreshore where the blocks are large.
- There is limited supply of houses for sale in the study area. The main residential property movement in the study area is subdivision for dual- or multi-occupancy unit developments.
- Demand for units is strong, particularly in the study area, where prices are rising quickly. Developers are generally quick to purchase properties in the study area and convert into medium density.
- Speculative investment in residential property is strong. Most sales are for investment or development purposes.
- Younger people are buying houses in new estates west of the railway line where prices are cheaper.
- The demographic of the Hastings area has changed with the recent growth of the property market. There is now less social housing, replaced by private ownership and a change in socio-economic characteristics of the population.
- This property boom is expected to continue. Agents believe that this is currently 'catch up growth', that is the area is only now reaching its potential in terms of prices and investment. This growth is expected to continue in the short to medium term, especially considering infrastructure improvements, strong retail development and port expansion expectations.
- Commercial property supply is good, but demand has been relatively low. Some new shops have remained vacant for 12 months due to high rents.
- Industrial property demand is strong. Some commercial tenants have taken industrial space due to high commercial rents.

2.1.2 Retail Precinct

Hastings has a compact retail core comprising a mix of food, retail, commercial and office uses anchored to the south by Safeway supermarket and to the north by Coles supermarket. High Street acts as a typical main street shopping strip central to the two retail anchors. This consolidated retail core should be maintained. Other commercial uses could locate on the periphery of the retail core, as well as at upper levels within the core.

Future Land Requirements

There are currently only a small number of vacant lots within the activity centre with Business 1 zoning. The property market is strong, (both for residential and commercial property), suggesting that there may be a need for additional business zoned land to accommodate expected future growth within the activity centre.

Table 2 below indicates that there is currently insufficient land zoned Business 1 (2130m^2 of potential retail floorspace) to accommodate the projected retail floorspace of 3960m^2 by 2021. 1,030 m^2 of additional office space will be required over the same period.

To accommodate the projected retail floorspace it is recommended that the following land be rezoned B1:

- 113-123 High Street (potential yield of 825m^2 retail floorspace)
- 7-13 Queens Street and 8-12 Alfred Street (potential yield of 1935m^2 retail floorspace)

In addition it is also recommended that 8-12 Queens Street, be rezoned Business 2 to allow for the potential redevelopment of the site for multi-level office and residential uses (potential yield 1130 m^2 retail floorspace). As a large vacant envelope on the edge of the existing retail core, it presents the opportunity to expand the activity centre in a way that does not adversely affect the adjacent residential area. Rezoning the site Business 2 would provide an opportunity for the site to be developed as a multi-use development.

Table 2 Potential Retail Floorspace Yield from Vacant Land within the Town Centre

Current Zoning	Address	Total Site Area	Potential Floorspace yield*
B1	22 Victoria Street	3145	1280
B1	34 King Street	1218	500
B1	11 King Street	855	350
Total Existing B1		**5218**	**2130**
B5	113-123 High Street	2160	825
B5	7-13 Queens Street and 8-12 Alfred Street	4731	1935
B5	High Street	2016	590
B5	40 Victoria Street	1480	605
B5	69-71 King Street	2200	900
Total Existing B5		**12587**	**4855**
Residential	8-12 Queens Street	2760	1130
Public Use Zone	3-7 Church Street	1260	515

The Business 5 zone does not permit the co-locating of office and residential uses within the same development. This type of development should not be restricted within the town centre and an alternative zone should be considered (i.e. Business 1 or 2 zone).

2.1.3 Residential

- Residential dwellings located within the Activity centre are needed to accommodate the projected population growth of more than 1% per year. This is desirable as it will enable more people to walk and cycle to the services provided in the activity centre, fulfilling the aims of Melbourne 2030 whilst diversifying the uses in the area. This is especially relevant considering the projected increase in the proportion of older residents (those aged 55 years and above).
- The residential areas in the study area (to the north and south of High Street) are characterised by a mix of low density, older style housing, older style multi-unit residential development (flats), and newer dual-occupancy developments. Some of this medium density housing stock appears to cater to older age groups.
- Real estate agents have indicated that the demand for housing in the study area is very high, and that the limited number of houses that are placed on the market are sold by older persons looking to downsize to smaller dwellings. Accordingly, residential development in the study area is recently characterised by dual-occupancy units and apartment buildings, resulting in an overall density increase for the area.
- The residential areas in the activity centre offer the opportunity to be developed at a higher density than the current housing stock. Demand for unit style housing is high, and an overall increase in residential density in the activity centre is desirable to increase the number of people able to walk to the retail and other uses in the town.

2.1.4 High Street

- Currently near capacity with small retail and food establishments. Retail activity is anchored by Coles and Safeway supermarkets and Kmart department store behind High Street.
- Some High Street retailers have opened the rear of their premises to create a second frontage and capitalise on shoppers using Safeway and Kmart.
- The walkway between the Coles and Safeway supermarkets is to be connected across High Street by the relocation of an existing pedestrian crossing. Pedestrian flow and safety should be considered on High Street in response to the increased footpath and road traffic. This could include new pedestrian crossings and traffic calming measures to emphasise the pedestrian nature of the street as the retail hub of the activity centre.
- There is the opportunity to develop more dual frontage retailing, especially considering the pedestrian flow generated by Safeway and Kmart.
- There is the opportunity to develop multi-storey commercial floorspace, considering that the majority of existing shops are only single level buildings and most building stock is relatively old. This could include small office uses above existing retail buildings, further diversifying the High Street use.
- Redevelopment could also include a residential component ('shop top') above existing retail buildings on High Street and surrounding streets. This will increase the population density of the area and diversify the use of the activity centre.

- The western end of High Street has developed into a small cluster of bulky goods retailing and 'destination shops'.

2.1.5 Kmart/Safeway Precinct

- The new Kmart, alongside the recent Safeway, has large amounts of bitumen car-parking separating the buildings from each other and High Street.
- The area to the west of Kmart is zoned Business 5, and a Kmart Auto has recently been developed on this site. Rezoning of this site from Business 5 to Business 1 should be considered to consolidate retail uses within the core retail precinct.
- There is vacant land on the west side of Queen Street (directly opposite the Kmart Auto) that is zoned 'Residential 1', but it is bordered on two sides by land zoned 'Business 5'. This site could be rezoned to Business 5 to encourage office or other permitted development consistent with existing uses in the area. Business 5 zoned land allows such uses as 'Dwelling' and 'Office' (Section 1: permit not required) and 'Retail Premises' (other than 'Shop') (Section 2: permit required). 'Retail Premises' include 'Food and Drink Premises', 'Gambling Premises', and 'Motor Vehicle, boat, or caravan sales'.

2.1.6 Albert Street / Coles Supermarket

- The area immediately to the north of High Street surrounding the Coles supermarket is less active than the Kmart/Safeway precinct to the east, and is characterised by older building stock and secondary retail uses.
- Car parking layout and pedestrian access is not well integrated with development.
- The urban design of the area surrounding the Coles supermarket needs to be reconsidered, including car parking, pedestrian access and flow and streetscape. Links with High Street to the south, Victoria St to the east and Queen Street to the west can be improved.

2.1.7 Medical Precinct

- A small medical precinct has developed around the corner of Albert and Victoria Streets. This existing cluster, and further development of the area, should be encouraged and facilitated

2.1.8 Civic Precinct

- The Shire owns a large triangle of land bordered by High, Salmon and Herring Streets and Marine Parade. Part of this land is used for Shire purposes, such as council offices, an elderly citizens' centre, and a library and public hall. Much of the land, however, remains vacant or used for 'passive recreation', mostly fronting Herring Street.
- There is the opportunity to better integrate the civic precinct with adjoining areas, including High Street retail and the Salmon Street office precinct. This could include signage to council services, urban design measures to emphasise the public function of the precinct, better pedestrian access and safety, and a review of council-owned open space.

2.1.9 Salmon Street

- There has been limited office development within the Activity Centre. The area near the Civic precinct, between Salmon Street and the Safeway supermarket could have potential to redevelop for office uses, considering the existing secondary commercial uses.

2.1.10 Foreshore

- The foreshore at Hastings is the key natural, aesthetic and recreational attraction of the study area.
- The northern section of the foreshore caters for active recreation, with a Bowls Club, Tennis Club and netball courts, along with walking and cycling tracks and abundant active space available.
- There are plans to build a 'Sound Shell' on the foreshore, between the Bowls Club and the Hastings Jetty. This could accommodate music and other performances, with the large grassed foreshore expanse providing space for spectators, and would create a focal point for events on the foreshore.
- The central section of the foreshore is of strategic significance, given its location at the extremity of the town's main axis (High Street). This section of the foreshore is visible from the main retail area, and is particularly prominent from the council offices and new restaurant spaces on Marine Parade. The Pelican Pantry café and indoor aquatic centre near the Hastings Jetty has provided a focal point for activity in this section of the foreshore, while barbecue, playground and skate park facilities have made the area popular for families and younger people.
- The southern section of the foreshore is dominated by boating activity. The Western Port Marina is the key user of this area, and the boating area is separated from the residential zone on Skinner Street by a wide, grassed passive recreation space.
- The Hastings Foreshore should be integrated as much as possible with High Street to continue its current function as the primary pedestrian axis, and to link the activity centre to passive and active recreation opportunities. This will further capitalise on the aesthetic amenity of the foreshore whilst broadening the mix of activities within the activity centre. The need for this integration was also identified in the Hastings Foreshore South Master Planning Framework (2002).
- View lines to the foreshore should be protected, particularly from High Street.

2.1.11 Additional Re-Development Opportunities

<u>Redevelopment of the Western Port Plaza</u>

The Western Port Plaza, located near Coles to the north of High Street, presents a key redevelopment opportunity. The retail premises within the Plaza and surrounding shops are generally lower order stores and are poorly oriented. Combined with the poor urban design, car-parking and pedestrian access, this precinct offers the opportunity to redevelop which could include:

- Redesigned car-parking layout

- Redesigned pedestrian access, including increasing pedestrian priority in the area, and creating strong linkages to High Street, Victoria Street and the retail uses to the east;
- New ground floor retail development with active street / walkway frontage;
- An upper floor residential component;
- Office development, ideally complimentary to the adjacent medical cluster.

<u>Integration of the foreshore with the Town Centre and development of a restaurant precinct</u>

The integration of the foreshore with High Street is of key importance to the social and economic prosperity of the Hastings Activity centre. The street frontages along the car and foot access-way should be active and operational for as long as possible. Pedestrian priority, flow and safety are also essential to link the two uses.

This could be achieved through the development of a cluster of night time activities at the eastern end of High Street. The existing hotel and gaming premise on the corner of Salmon and High Streets already acts as an attractor in terms of night time entertainment. Encouraging the development of restaurants in this area could provide more active street frontages, and improve and diversify the use and built form of this section of High Street. This could also serve to showcase the food and wine produce of the region.

Appendix A. HASTINGS REGIONAL PROFILE

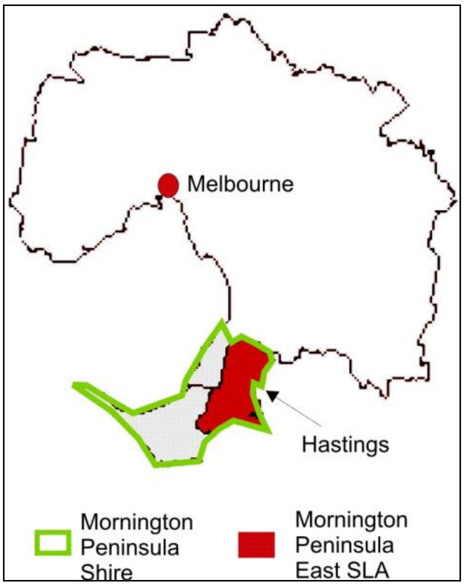
A.1 Regional Boundaries

Data for the Hastings region has been collected for the following areas:

- Mornington Peninsula East (Statistical Local Area)
- Mornington Peninsula Shire Council (Local Government Area)

These areas are shown on the map below.

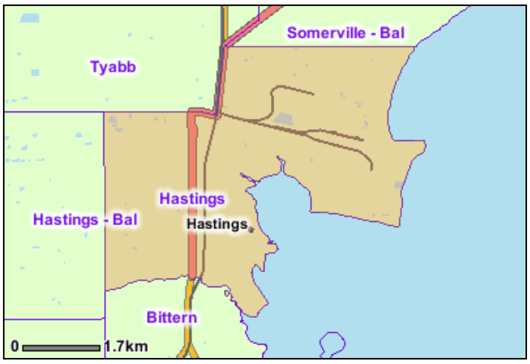
Figure 2 Map of Melbourne Statistical Division showing Mornington Peninsula LGA and SLAs



The Mornington Peninsula East SLA includes the towns of Hastings, Bittern, Stony Point, Tyabb, Somerville and Balnarring. It includes all of the area identified as the 'Primary Catchment Area' for the Hastings Activity Centre, plus around half of the 'Secondary Catchment Area'.

Some data is also available at the Hastings 'State Suburb' level. This area is shown below.

Figure 3 Map of Hastings State Suburb



A.2 Demographic Profile

A.2.1 Population

The Estimated Resident Population (ERP) of Mornington Peninsula East in 2006 was 38,194. This accounts for 27% of the total population of Mornington Peninsula Shire in that year (142,424).

The 'state suburb' of Hastings (as defined by the ABS) had a population of 6,881 persons in 2006.

The population of Mornington Peninsula East is forecast to grow to 40,411 by 2011, and to increase at a rate of between 0.9% and 1.4% per year for the next 10 years thereafter.

Table 3 Actual and Projected Estimated Resident Population, Mornington Peninsula East and Victoria

Census Year	**Mornington Peninsula East**		**Victoria**	
	Population	Average Annual Growth	Population	Average Annual Growth
1996	33,639	1.8%	4,560,154	0.6%
2001	36,208	1.5%	4,804,726	1.1%
2006	38,194	1.1%	5,077,209	1.1%
2011	40,411	1.2%	5,331,614	1.0%
2016	43,282	1.4%	5,574,755	0.9%
2021	45,263	0.9%	5,810,560	0.8%
2026	46,639	0.6%	6,031,368	0.8%
2031	47,979	0.6%	6,225,477	0.6%

Source: Victoria in Future, Department of Sustainability and Environment, 2007

A.2.2 Age Structure

The most common age group for residents of Mornington Peninsula East is '15 to 19 years' (8.3%).

Mornington Peninsula East has a very comparable age structure to the Victorian average. There is a slightly higher proportion of children in Mornington Peninsula East, as well as a slight over-representation of those aged 45 – 54 years.

Table 4 Age Structure by Age Group, Victoria and Mornington Peninsula East, 2006.

Age Group	Victoria	Mornington Peninsula East
0-4	5.85%	6.34%
5-9	6.24%	7.11%
10-14	6.60%	7.13%
15-19	6.65%	8.34%
20-24	7.00%	6.90%
25-29	6.96%	6.03%
30-34	7.35%	6.18%
35-39	7.62%	7.16%
40-44	7.43%	7.76%
45-49	7.20%	7.60%
50-54	6.52%	6.96%
55-59	6.15%	6.35%
60-64	4.73%	4.62%
65-69	3.87%	3.56%
70-74	3.17%	2.74%
75-79	2.83%	2.43%
80-84	2.10%	1.60%
85 and over	1.72%	1.19%

Source: Know Your Area, Department of Sustainability and Environment, 2007

Table 4 shows the number of Mornington Peninsula East residents by age category in 2001 and 2006, and the estimates for 2011.

The population of Mornington Peninsula East has aged from 2001 to 2006, and this trend is expected to continue. This is common across Victoria and Australia. The number of children aged 0 to 14 years is expected to decline; whilst the number of residents aged over 45 is expected to increase significantly, especially those aged 55-69 and 80 years or more.

These trends are expected to continue to 2031, by which time the population will be considerably ‘older’.

The age group 20 – 29 is, however, expected to grow at a higher than average rate.

Table 5 Mornington Peninsula East Age Structure Trend: 2001 to 2011

	2001	2006	2011	2001 - 2011 Change
0-4	2,638	2,423	2,382	-10%
5-9	3,074	2,717	2,516	-18%
10-14	3,094	2,724	2,456	-21%
15-19	2,900	3,185	2,858	-1%
20-24	2,289	2,636	2,956	29%
25-29	2,153	2,302	2,703	26%
30-34	2,613	2,361	2,573	-2%
35-39	2,983	2,735	2,528	-15%
40-44	2,927	2,965	2,719	-7%
45-49	2,557	2,904	2,949	15%
50-54	2,288	2,657	3,014	32%
55-59	1,740	2,425	2,808	61%
60-64	1,324	1,764	2,431	84%
65-69	1,075	1,361	1,796	67%
70-74	1,012	1,045	1,336	32%
75-79	755	927	982	30%
80-84	452	610	767	70%
85+	334	453	639	91%
Total	**36,208**	**38,194**	**40,412**	**12%**

Source: Know Your Area, Department of Sustainability and Environment, 2007

A.2.3 Unemployment

The unemployment rate for Mornington Peninsula East was 3.5% for the March Quarter 2007. This has decreased since December 2005 (4.6% unemployment).

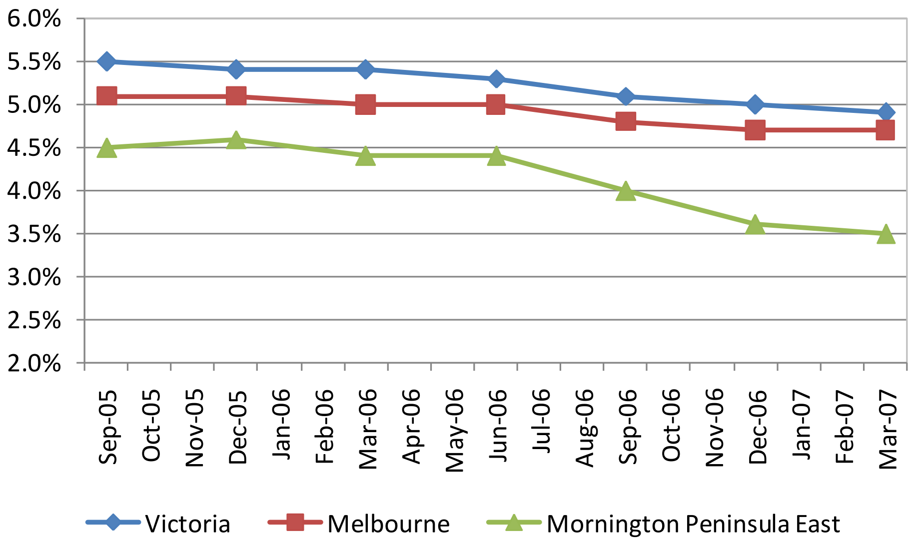
Unemployment in Mornington Peninsula East has traditionally been lower than the Melbourne and Victorian average.

Table 6 Quarterly Unemployment Rate, Victoria, Melbourne and Mornington Peninsula East, Sep 2005 – March 2007

Region	Sep-05	Dec-05	Mar-06	Jun-06	Sep-06	Dec-06	Mar-07
Victoria	5.5%	5.4%	5.4%	5.3%	5.1%	5.0%	4.9%
Melbourne	5.1%	5.1%	5.0%	5.0%	4.8%	4.7%	4.7%
Mornington Peninsula East	4.5%	4.6%	4.4%	4.4%	4.0%	3.6%	3.5%

Source: Know Your Area, Department of Sustainability and Environment, 2007; and Australian Bureau of Statistics, Cat. No. 6202.0.05. Compiled by Urban Enterprise.

Figure 3 Quarterly Unemployment Rate, Victoria, Melbourne and Mornington Peninsula East, September 2005 – March 2007



Source: Know Your Area, Department of Sustainability and Environment, 2007; and Australian Bureau of Statistics, Cat. No. 6202.005. Compiled by Urban Enterprise.

A.2.4 Household Income

Around one quarter of households in Hastings had a weekly household income of between $150 and $349. This indicates a significantly lower average income when compared with Mornington Peninsula East and Victoria.

Table 7 Gross Household Weekly Income, Hastings, Mornington Peninsula East, Victoria, 2006

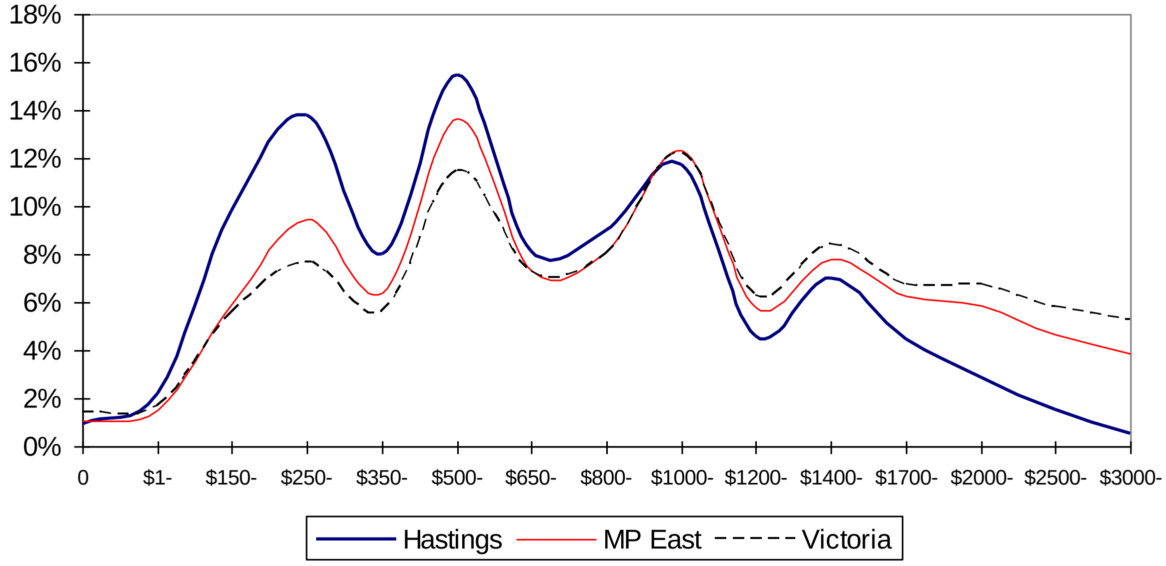
	Hastings		Mornington Peninsula East		Victoria
	Number of Households	% of Households	Number of Households	% of Households	% of Households
Negative/Nil income	22	1%	471	1%	1%
$1-$149	50	2%	666	2%	2%
$150-$249	225	10%	2,610	6%	6%
$250-$349	317	14%	4,178	9%	8%
$350-$499	183	8%	2,812	6%	6%
$500-$649	355	15%	6,038	14%	11%
$650-$799	186	8%	3,243	7%	7%
$800-$999	206	9%	3,593	8%	8%
$1,000-$1,199	269	12%	5,437	12%	12%
$1,200-$1,399	106	5%	2,572	6%	6%
$1,400-$1,699	160	7%	3,445	8%	8%
$1,700-$1,999	102	4%	2,757	6%	7%
$2,000-$2,499	65	3%	2,583	6%	7%
$2,500 -$2,999	35	2%	2,046	5%	6%
$3,000 or more	12	1%	1,702	4%	5%
Partial income stated(c)	195	Na	4,036	na	na
All incomes not stated(d)	101	Na	1,681	na	na
Total	2,589	100%	49,870	100%	100%

Source: Know Your Area, Department of Sustainability and Environment, 2007

Figure 4 shows the differences in weekly household income between Hastings, Mornington Peninsula East and Victoria.

Hastings clearly has the highest proportion of households in the lower income brackets up to $1000, and less households in the higher income brackets.

Figure 4 Gross Household Weekly Income, Hastings, Mornington Peninsula East, Victoria, 2006



A.3 Property

A.3.1 Median Residential Prices

The median house price in Mornington Peninsula SC in 2006 was $320,000. The median price for units was $242,500, and for vacant house blocks the median was $180,000.

Each house type experienced strong price growth over the past 5 years, with Houses and Units/Apartments averaging an increase of 6% per year and vacant house blocks an annual increase of 16%.

Table 8 Median House, Unit and Vacant House Block Prices, Mornington Peninsula Shire, 2002 - 2006

						Ave Annual Change	
Mornington Peninsula Shire	**2002**	**2003**	**2004**	**2005**	**2006**	**MPSC**	**Metro Melb.**
Median House Price	248,000	288,000	310,000	313,500	320,000	6%	5%
Median Unit/Apartment Price	187,000	225,000	245,000	243,000	242,500	6%	6%
Median Vacant House Block	99,000	140,000	159,000	155,000	180,000	16%	
Number of House Sales	5,102	5,033	4,198	4,044	na	-5%	

* Note:2006 figures include only part of the calendar year; Metro Melb. figures cover the period June 2002 – June 2007.

Source: Know Your Area, Department of Sustainability and Environment, 2007, Real Estate Institute of Victoria, 2007, compiled by Urban Enterprise.

A.3.2 Median Rents

3 bedroom houses are the most common rental dwelling in Hastings-Flinders, with 69 counted. This is followed by 2 bedroom flats (34). The median rent for a 3 bedroom house was $200 per week in 2006.

The median rent for a 2 bedroom flat was $170 per week in the December quarter 2006, an increase of 9.7% since the December quarter 2005.

Table 9 Median Rents, Hastings - Flinders, 2006

	1 Bed Flat	2 Bed Flat	2 Bed House	3 Bed House
Count	0	34	0	69
Median	na	$170	na	$200
Annual % Change	na	9.7%	na	0.0%

Source: Department of Housing Rental Report, December 2006

A.3.3 Residential Sales

A.3.3.1.1 Houses

Table 10 summarises the number, type and value of house sales in the study area of Hastings between 2002 and 2007.

The number of sales per year and the average floor area has decreased.

The median house price in the Hastings study area was $212,000 in 2006. The median for the Mornington Peninsula Shire was $320,000 for the same year.

Median houses prices in Hastings increased by 76% over the past 5 years, compared with around 30% for the Mornington Peninsula Shire. .

Table 10 House Sales Summary, Hastings Study Area, 2002 - 2007

	Number of Sales	Total Value	Median Value	Total Land Area (m2)	Average Land Area (m2)	Total Floor Area (m2)	Average Floor Area (m2)
2002	123	$17,360,300	$135,000	88,047	716	16,514	134
2003	102	$19,368,500	$180,000	80,297	787	13,847	136
2004	81	$17,850,269	$215,000	62,455	771	9,536	118
2005	72	$16,270,951	$215,000	51,105	710	8,344	116
2006	48	$11,171,800	$212,000	44,867	935	5,319	111
2007*	56	$15,050,615	$237,500	42,014	750	5,982	107

*Note: 2007 figures include sales between 1 January and 31 August.

Source: Mornington Peninsula Shire Council, 2007

A.3.3.1.2 Units

Table 11 summarises the number, type and value of unit sales in the study area of Hastings between 2002 and 2007.

The median unit price in the Hastings study area was $206,500 in 2006. The median for the Mornington Peninsula Shire was $242,500 for the same year.

Median unit prices in Hastings increased by 54% over the past 5 years, compared with around 30% for the Mornington Peninsula Shire. .

Table 11 Units Sales Summary, Hastings Study Area, 2002 - 2007

	Number of Sales	Total Value	Median Value	Total Land Area (m2)	Average Land Area (m2)	Total Floor Area (m2)	Average Floor Area (m2)
2002	65	$10,193,925	$138,000	na	1,079	5,698	88
2003	77	$14,351,044	$149,500	na	835	6,066	79
2004	50	$9,973,380	$191,500	na	545	4,437	89
2005	58	$10,361,413	$170,000	na	na	5,349	92
2006	54	$11,301,500	$206,500	na	354	5,057	94
2007*	35	$7,851,000	$212,000	na	389	3,007	86

*Note: 2007 figures include sales between 1 January and 31 August.

Source: Mornington Peninsula Shire Council, 2007

A.3.3.1.3 Commercial and Industrial Sales

Table 12 summarises the number, type and value of commercial and industrial sales in the study area of Hastings between 2002 and 2007.

The number of commercial and industrial sales fell from 40 in 2002 to 25 in 2006.

The median commercial and industrial sale price in the Hastings study area was $270,000 in 2006.

Table 12 Commercial and Industrial Sales Summary, Hastings Study Area, 2002 - 2007

	Number of Sales	Total Value	Median Value	Total Land Area (m2)	Average Land Area (m2)	Total Floor Area (m2)	Average Floor Area (m2)
2002	40	$9,437,500	$210,000	130,420	3,260	9,403	229
2003	29	$13,994,600	$160,000	57,020	1,966	6,333	218
2004	27	$5,544,500	$180,000	44,860	1,661	4,674	187
2005	25	$30,195,650	$500,000	39,142	1,566	2,950	118
2006	25	$7,054,515	$270,000	40,216	1,609	3,360	140
2007*	18	$ 6,416,500	$276,000	28,498	1,583	3,462	192

*Note: 2007 figures include sales between 1 January and 31 August.

Source: Mornington Peninsula Shire Council, 2007

A.3.4 Building Approvals

A.3.4.1.1 Region

Table 13 summarises residential building approvals over the past 2 years in Mornington Peninsula East and Mornington Peninsula Shire as a whole.

In 2006/07, there were 357 approvals for new dwellings in Mornington Peninsula East worth a total of $85.8 million.

Mornington Peninsula East experienced higher growth in the number of building approvals between 2005/06 and 2006/07 than for the Mornington Peninsula overall, with a 21% increase in the number of new dwellings.

Table 13 Building Approvals Summary, 2005/06 and 2006/07

Building Approvals	**Mornington Peninsula East**			**Mornington Peninsula Shire**		
	2005/06	2006/07	% Change	2005/06	2006/07	% Change
New Houses	295	343	16%	1145	1250	9%
New Flats/Townhouses/Apartments	0	14	N/A	144	102	-29%
Total New Dwellings	295	357	21%	1289	1352	5%
Value of Total Residential Building	$72.3m	$85.8m	19%	$433.6m	$453.4m	5%

Source: Source: Australian Bureau of Statistics, Cat. No. 8731.0, 2007.

A.3.4.1.2 Study Area

Table 14 summarises the building approvals in the Structure Plan Study Area of Hastings since 2003.

Approvals for new residential buildings peaked in 2004 with 24 approvals in the study area. 'Other' approvals (eg. Garages, verandas, swimming pools, etc.) have increased each year since 2003.

Table 14 Study Area Building Approvals, 2003 – 2007.

	New Buildings					
	Residential	Other	**Extension**	**Alteration**	**Other**	**Total**
2003	3	1	4	9	5	**22**
2004	24	7	3	4	7	**45**
2005	21	8	9	5	8	**51**
2006	16	5	4	8	14	**47**
2007*	14	3	3	7	6	**33**

*Note: 2007 figures include approvals between 1 January and 30 September.

Source: Mornington Peninsula Shire Council, 2007

Table 15 summarises the total value of the building approvals shown in Table 12.

The total value of all building approved in the study area peaked in 2005, with building in this year costing $14.2 million.

Table 15 Total Value of Building Approved, Hastings Study Area, 2003 – 2007.

	New Buildings					
	Residential	Other	Extension	Alteration	Other	Total
2003	$ 951,449	$1,500,000	$ 120,000	$ 1,529,585	$ 74,800	**$ 4,175,834**
2004	$4,437,158	$ 920,000	$ 325,000	$ 98,000	$ 100,574	**$ 5,880,732**
2005	$3,741,900	$6,947,000	$ 1,340,000	$ 2,035,000	$ 121,548	**$ 14,185,448**
2006	$3,059,717	$2,835,000	$ 411,000	$ 1,207,410	$ 141,751	**$ 7,654,878**
2007*	$2,443,063	$1,148,000	$ 2,044,270	$ 368,729	$ 90,440	**$ 6,094,502**

*Note: 2007 figures include approvals between 1 January and 30 September.

Source: Mornington Peninsula Shire Council, 2007

A.3.4.1.3 Major Developments

The building approvals shown in Tables 14 and 15 include the following major development approvals:

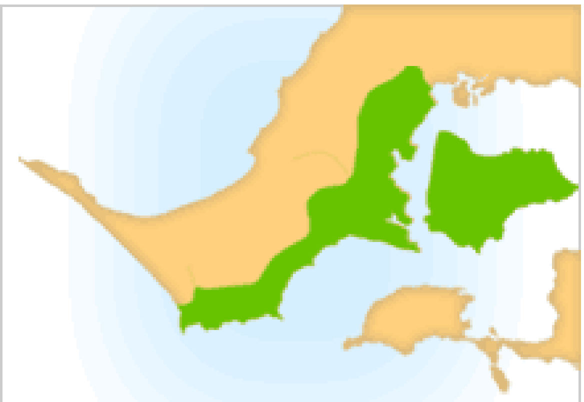
- 2003: Alterations - Nursing Home, $575,000
- 2003: Alterations - Supermarket, $800,000
- 2003: New Building – Supermarket, $1.5m
- 2004: New Building – 3 Dwelling development, $642,000
- 2004: New Building – 9 Dwelling development, $750,000
- 2005: Alterations – Club, Hastings Park, $1.5m
- 2005: Alterations – Restaurant, $400,000
- 2005: Extension – Bank, $475,000
- 2005: New Building – Other, $1m
- 2005: New Building – Kmart, $5m
- 2006: New Building – Shops, $1.2m
- 2006: New Building – Factory and Offices, $675,000
- 2006: New Building – Childcare, $710,000
- 2007: Extension, $1.9m
- 2007: New Building – Kmart Auto, $594,000

A.4 Tourism

A.4.1.1.1 Western Port

This section contains survey results for the Western Port Local Tourism Area (LTA). This LTA is located along the west coast of Mornington Peninsula extending from Pearcedale in the north to Cape Schanck on the southern tip of the Mornington Peninsula. Western Port also includes French Island which lies off the west coast of the Peninsula.

Figure 5 Map of the Western Port Local Tourism Area



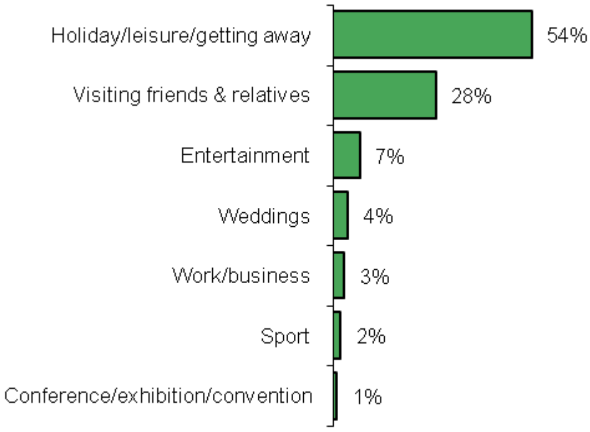
The major towns included in 'Western Port' are Flinders, Hastings, Somers, Stony Point, Balnarring, Shoreham and Tyabb.

Major attractions in Western Port include the Cape Schanck lighthouse and cliff top golf course, the passenger ferry operating between Stony Point and French Island and the emerging cluster of wineries from Hastings to just south of Merricks. Flinders also offers a golf course, while Tyabb is popular for antiques.

Main Purpose

Main Purpose of Visit

More than half (54%) of Western Port respondents were visiting for 'Holiday/leisure/getting away'. 'Visiting friends and relatives' (28%) was also a common purpose of visit.



Motivation

Visitor Motivation

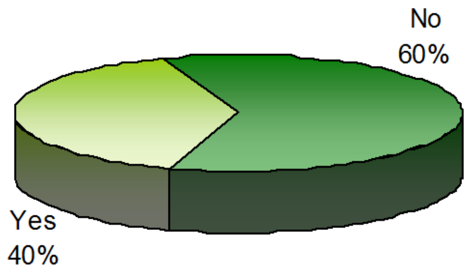
19% of Western Port visitors were 'Regular Visitors'. 'Wineries' (11%) were also popular motivation to visit Western Port.

A further 10% were motivated to visit Western Port to 'Visit friends' or for a 'Specific attraction' (10%).

Advertising/Promotion

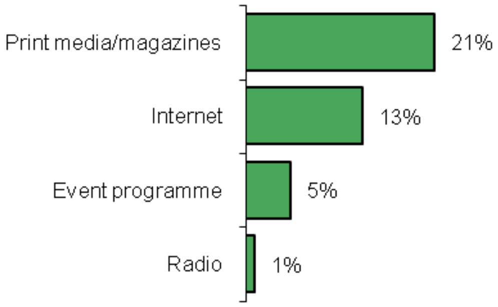
Visitors Motivated by Promotion

40% of visitors to Western Port were motivated by promotion or advertising.



Motivation by Promotion Type

Of those that were, most (53%) were motivated by 'Print media/magazines' while only 3% were motivated to visit Western Port by 'Radio' advertising.

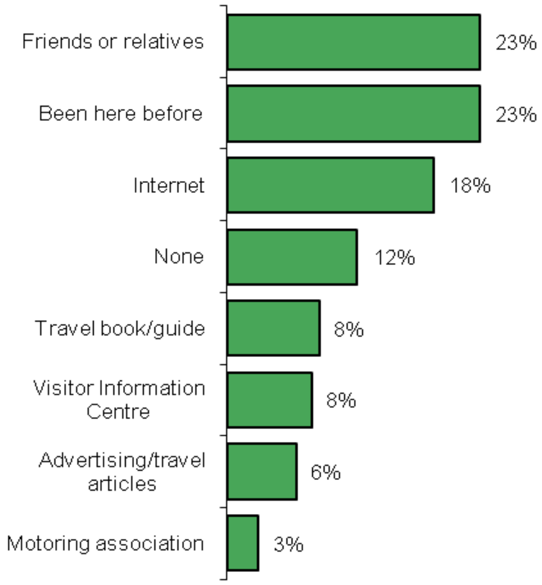


Information Source

Information Sources Utilised Prior to Departure

The most common sources of information for visitors to Western Port were 'Friends or relatives' (23%) and previous visits ('Been here before' 23%).

Interestingly, informal sources of information were favoured over formal modes such as 'Motoring association' (3%) and 'Advertising/travel articles' (6%).

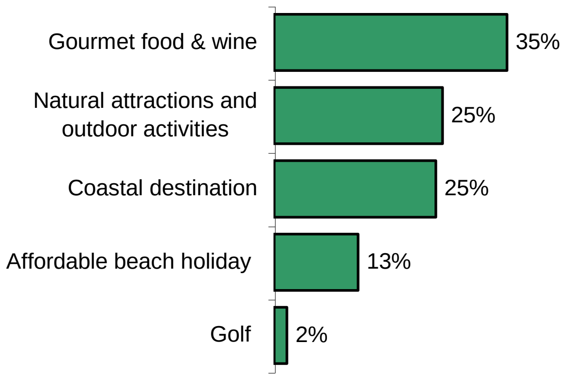


Visitor Perception

Visitor Perception of Mornington Peninsula

More than one third (35%) of visitors to Western Port perceived Mornington Peninsula as a 'Gourmet food and wine' destination.

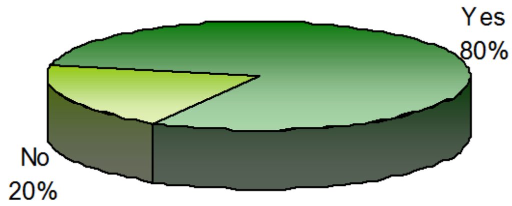
Half of all Western Port respondents perceived Mornington Peninsula as a natural destination.



Previous Visits

Returning Visitors

80% of Western Port respondents have visited Mornington Peninsula before.

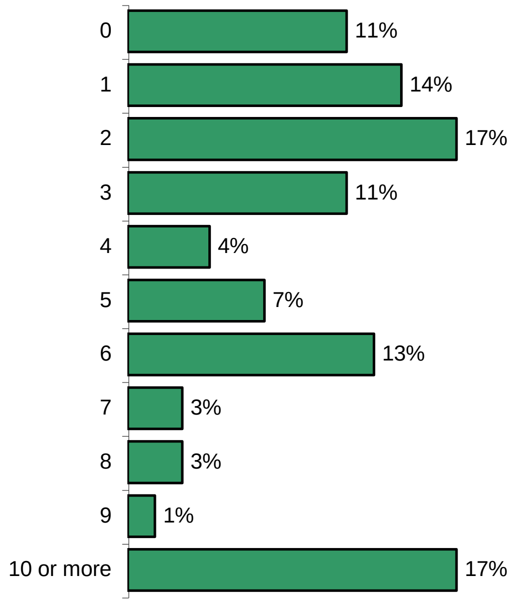


Visits in the Previous 12 Months

Of those respondents that had visited previously, 17% had visited twice in the previous 12 months.

Another 17% have visited the Mornington Peninsula 10 times or more over the same period.

The average number of visits during this period was 5.4.

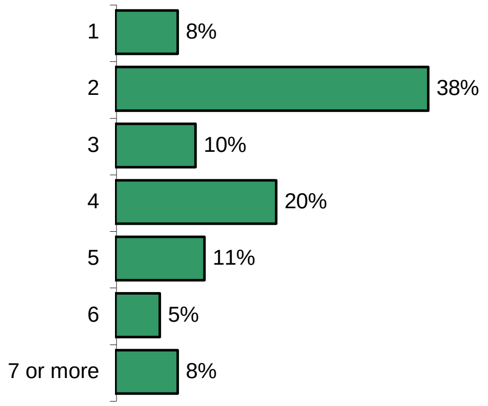


Travel Party

Travel Party Size

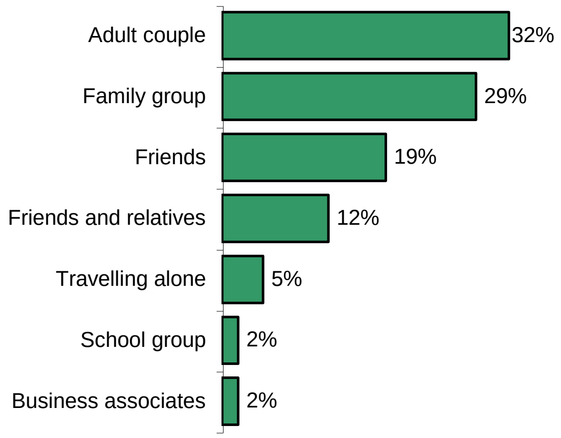
The average travel party size for visitors to Western Port was 3.5 people.

The most common travel party size was two people (38%). Another 20% of Western Port visitors travelled in parties of four people.



Travel Party Type

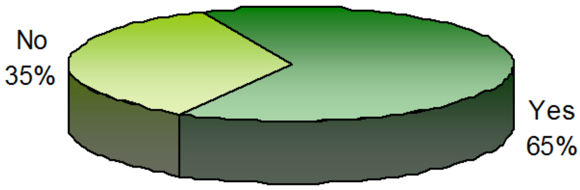
Almost one third (32%) of visitors to Western Port travelled as an 'Adult couple'. 'Family group' (29%) was also a popular travel party type.



Overnight Stays

Visitors Staying Overnight

65% of visitors to Western Port stayed overnight.

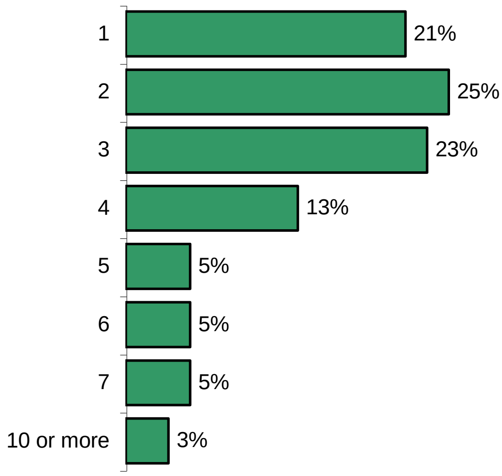


Length of Stay (nights)

One quarter (25%) of overnight visitors to Western Port stayed for two nights.

More than two thirds of visitors to Western Port stayed between one and three nights (69%)

The average length of stay for overnight visitors to Western Port was 3.4 nights.

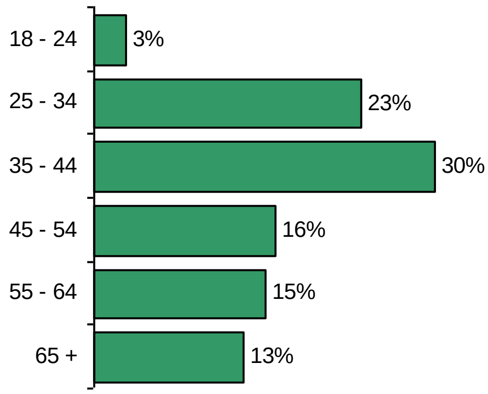


Age

Visitor Age

Almost one third of visitors to Western Port were aged 35-44 years (30%).

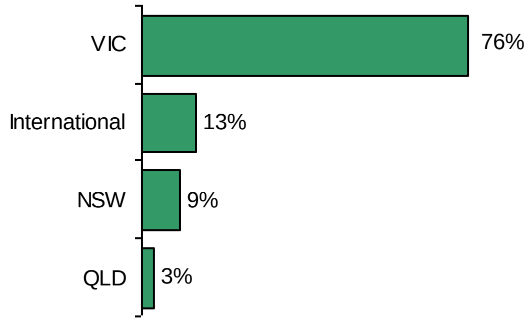
Interestingly, more than half of visitors to Western Port fell between the ages of 25-44 years.



Place of Origin

Visitor Place of Origin

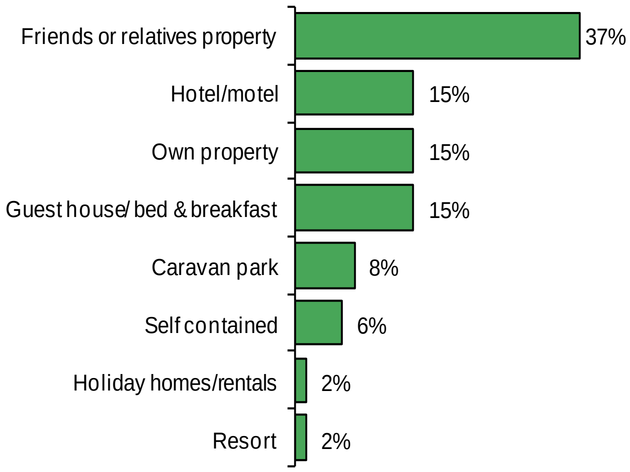
More than three quarters (76%) of visitors to Western Port came from other parts of Victoria. International visitors to Western Port (13%) numbered more than those from other states in Australia.



Accommodation

Accommodation Types Utilised by Overnight Visitors

Over one third of overnight visitors to Western Port stayed at 'Friends or relatives properties' (37%). Other popular forms of accommodation were 'Hotel/motel' (15%), 'Own property' (15%) and 'Guest house/bed & breakfast' (15%).



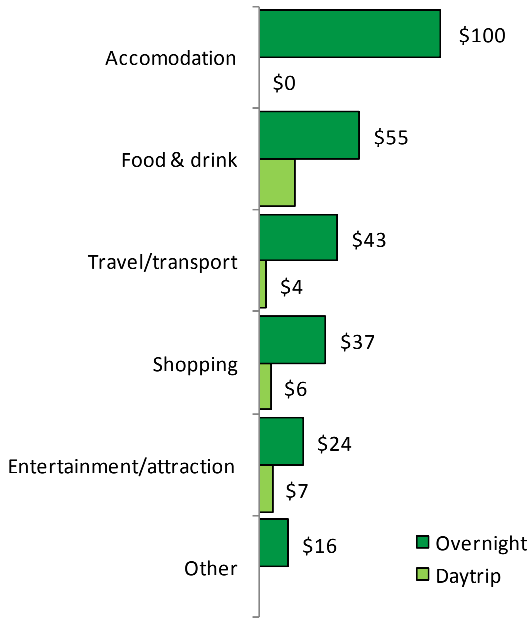
Expenditure

Average Spend per Person.

The average expenditure per overnight visitor to Western Port was $274 per visit. Daytrip visitors spent $37 per person on average.

Overnight visitors spent on average $47 per person per night on 'Accommodation' with a total stay 'Accommodation' expenditure of $100. Overnight visitors to Western Port also have considerable expenditure on 'Food and drink' ($55) and 'Travel/transport' ($43).

Daytrip visitors spent most on 'Food and drink' ($20).

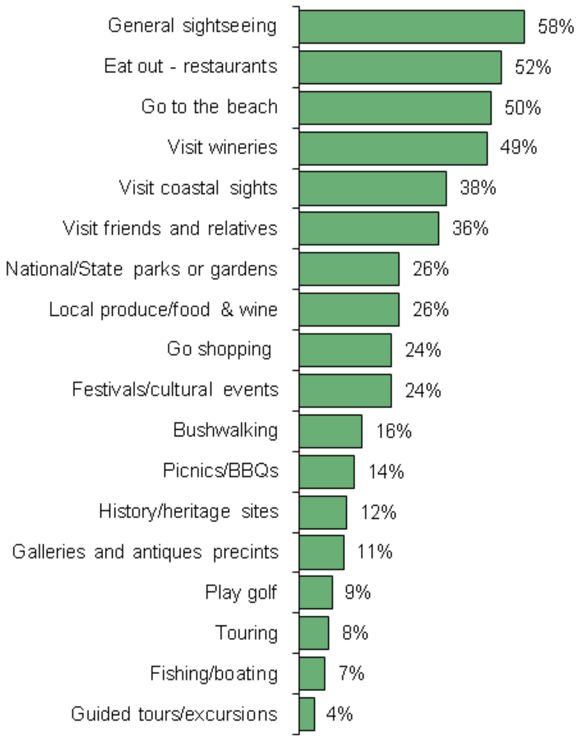


Activities Undertaken

Main Activities Undertaken

The most common activity undertaken by visitors to Western Port was 'General sightseeing' (58%). Other popular activities include 'Eat out –restaurants' (52%) and 'Go to the beach' (50%).

49% of visitors to Western Port visited Wineries.



Likelihood of Return

Likelihood of Return Visit

90% of visitors to Western Port indicated that they were likely to return to Mornington Peninsula.