The preliminary vision document does not appear to view the BOQ as a whole but rather follows a recent council approach to view each precinct separately. The area has significant tourism opportunities that lack coordination or promotion. There does not appear to be an overall strategy that ties the individual components to the whole. These include:-

* The Hesse Street shopping strip and its heritage buildings as a remnant township
* The harbour with a focus on what is left of the historical areas and activities , what made it picturesque
* Fisherman’s Flat and its heritage buildings
* Swan island and Swan Bay
* Fishing excursions and fishing charters
* Seal and Dolphin swims
* Eco boat tours
* Lighthouse and navigation, pilots and pilot boats and shipping movement
* The Fort: history, museum tours, battlements, buildings, people
* Historical museum
* Maritime museum and lifeboat history (used to be lifeboat practice launch)
* Shipwrecks
* Legend of Benito
* Bay steamer history
* Port Phillip military history, Popes eye and South Channel Fort
* Mud Island bird habitat
* Dive schools
* Snorkelling
* Surf lifesaving
* Historic railway and maintenance sheds
* Blues train
* Thomas the tank engine
* Queenscliff music festival
* Heritage walk
* Arts trail
* walking trail and bike trail
* facilities for RVSs
* more naval items and working exhibits ( a search light or fog horn experience)
* interactive navigational display similar to that in Devonport
* and so the list goes on

There needs to be some realistic way to promote these current facilities and to identify what additional activity is needed to shape them into a marketable package. We are not aware of any BOQ overview Tourism Strategy that addresses this issue and consequently how the Fort fits into the mix.

The disadvantages of Queenscliff as a tourist destination must include its location 1.5 hours from the CBD. The 1.5 hour drive is not enough to entice people to do the return trip in the same day and not enough enticement to stay over. There are many destinations out of Melbourne in a similar radius that should be investigated and comparatively assessed to make Queenscliff the destination of choice.

Seasonality is a factor as is the smaller number of permanent residents who would contribute to maintaining/ sustaining local businesses in the off season.

Food in the region is good if you understand that multiple venues compete for the seasonal dollar and the attrition rate is high.

Business in the area needs analysis to identify what visitors are really looking for and will pay for in accommodation and food experience, and is part of a tourism strategy study that as yet has not occurred.

An emphasis on an “eco- accommodation and food experience” seems uppermost in councils thinking ,we understand that a study of accommodation needs may be included in the forthcoming camping and caravan park study and that a tourism strategy is to be a future project. We see these as issues that need close coordination and should inform the Fort Project, or shift its emphasis in some way.

We see advantages in surveying and rating all existing accommodation in the area , suggesting upgrades where necessary, identifying gaps so a spread of quality accommodation options are available.