

Tourism

Tourism is an important component of the Hobsons Bay economy and is very well positioned for significant growth. Tourism is important to Hobsons Bay not only as a local economic driver, but also through its contribution towards improving the vibrancy, liveability and prosperity of the city.

The tourism offering here is diverse, ranging from a vibrant retail and hospitality offering to experiences and assets around culture, coast, open space and heritage. Hobsons Bay is in demand as an event and filming destination and its access points, which can include ferry, boat, seaplane, bicycle and river crossing punt as well as train and car demonstrate its uniqueness in Victoria.



Tourism in Hobsons Bay

\$216m

Output

\$55m

Wages and salaries

1,030

Jobs

50,000

Visitors annually to Hobsons Bay Visitor Information Centre (approximately)

Competitive advantages

Proximity to city

Bayside location

Heritage

Natural attractions

Cultural offering

Key industry locations

Williamstown

Altona

Spotswood

Newport

Key industry/ stakeholder groups

- Western Melbourne Tourism
- Destination Melbourne
- Victoria Tourism Industry Council



Organisations already invested in Hobsons Bay/local industry leaders

The Substation - The Substation in Newport, is one of Melbourne's newest contemporary arts spaces. The Substation is a one of a kind cultural venue in that its architecture and spaces invite artists to work across art form and scale. It aims to introduce new audiences to new artists and artistic work. Artists are invited to utilise unique spaces in the development and staging of work that respond to ideas that are relevant to our place in Melbourne, Australia and the world.

Seaworks Maritime Precinct

– Attracting more than 100,000 visitors a year to the Williamstown waterfront, Seaworks and the Maritime Discovery Centre is operated by the Seaworks Foundation, a not for profit company formed in 2006. In 2016, the Foundation received state government funding to further develop the 2.7ha site into a maritime precinct based on a Master Plan that focusses on a balance of commercial and non-commercial space. Current tenants include the

Pirates Tavern, the Sea Shepherd fleet and maritime commercial enterprises. Seaworks has developed an extensive events calendar with the value of an indoor and outdoor space attracting musical concerts, industry displays, specialist markets and exhibitions, tall ships events and children's entertainment throughout the year.

Scienceworks - Part of Museums Victoria, Scienceworks is a world renowned experience located in Spotswood that attracts approximately 500,000 visitors annually. Opened in 1992, Scienceworks links Melbourne's industry, heritage and applied technology in one place, and is bursting with exhibitions to challenge curious minds of all ages. In just one visit, people can stroll among the gigantic machines that kept the city running, enjoy electrifying theatre in the Lightning Room, wander through immersive exhibitions, and drop into deep space in the award winning Melbourne Planetarium.



For more information or to chat to us about your investment project or idea, contact the Hobsons Bay City Council Economic Development team on 9932 1285 or business@hobsonsbay.vic.gov.au