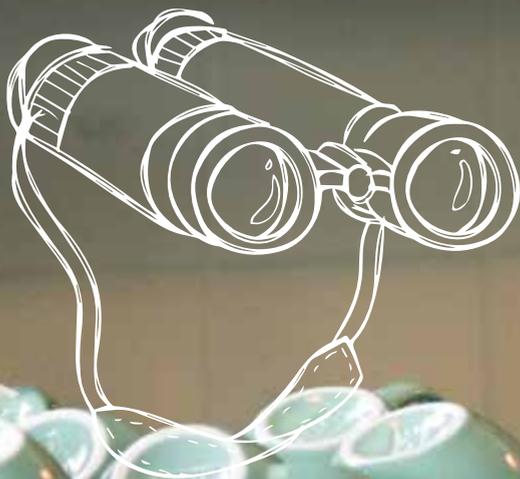


Representing great businesses

in a brilliant destination

MEMBER OPPORTUNITY GUIDE 2016/17 →



TOURISM GREATER  
**GEELONG** & THE   
**BELLARINE** 

# Contents

Tourism, You're Welcome .....	03
A Strategy for Success .....	04
The Inner Sanctum .....	05
Be a Team Player.....	06
Members: It's All About You.....	07

## MARKETING



Storytelling .....	09
Our Digital Home.....	10
Social Media - Where the Fun Stuff Happens .....	11
Having a Good Influence .....	12
Your Digital Opportunities .....	13
We Love it When People Talk About Us.....	14
Official Visitor Guide .....	15
Official Touring Map.....	16
Official Visitor App.....	17
Visiting Friends and Relatives .....	18
The Bellarine Taste Trail.....	19
Visitor Information Centres.....	20
Being a Piece of the Bigger Puzzle .....	21
Going Global.....	22

## INDUSTRY DEVELOPMENT



Get to Training! .....	24
Research. (More Than Just Googling).....	25
We're Here for Tourism .....	26
Case Study: Mustang and Co.....	27

## BUSINESS EVENTS GEELONG



Meet Business Events Geelong.....	29
Taking Care of Business with Digital Marketing.....	30
Making Business Connections.....	31
Showing Off.....	32
Trade Shows .....	33

## TAKE ACTION



Join In and Sign Up.....	35
Partnership Program .....	35

# TOURISM, YOU'RE WELCOME

## **There's never been a more exciting time to be in tourism in Greater Geelong and The Bellarine.**

After the time spent lobbying for our own legitimacy was rewarded with recognition from Tourism Victoria in 2015, our team has renewed energy and focus on driving projects that will make a real difference to our local visitor economy.

This Member Opportunity Guide will introduce and acquaint you with those projects that will be implemented throughout 2016/17.



Our reputation as a short break for Melburnians is growing, driven by our coastal assets, events and the personality of the region as a smart but comfortable destination. The breadth and quality of our gastronomic experiences and some incredible key attractions are driving more and more visitors to Greater Geelong and The Bellarine. In fact, just last year, tourism was worth over \$780m to the local economy supported over 4,500 jobs, an increase of 14% from 2014.

We're looking forward to sharing some great stories from our region and focusing the attention of potential visitors here in the coming 12 months. We hope you'll use this guide as a way to plan your part in the region's story. We're all on the same team with the same goal: more people **staying longer, doing more** and **spending bigger**.

This is our guide, but it's the beginning of your plan. Use it to make sure your business is featured in the ways that will have the biggest impact.

Welcome to team tourism. It's good to have you on our side.

A handwritten signature in black ink that reads "Roger J Grant".

**Roger Grant,**  
Executive Director, Tourism Greater Geelong and The Bellarine

## A BRIEF HISTORY

For decades Greater Geelong and The Bellarine was categorised as a sub-region of the Great Ocean Road by the state tourism body, Tourism Victoria.

We had long understood the product offer to be very different for Greater Geelong and The Bellarine, particularly with the Melbourne market who are familiar with the region and just don't consider it part of the Great Ocean Road. We lobbied the government to recognise and support Greater Geelong and The Bellarine as a stand-alone destination.

In 2015, that recognition came and we now enjoy branding, exposure and support within the state structure similar to other regions such as the Mornington Peninsula and the Yarra Valley.

Greater Geelong and The Bellarine now stands alone as one of 12 regions in Victoria with distinct personality and experiences, but with close working relationships across the state to ensure we leverage broader campaigns.

## EXECUTIVE TEAM

**Roger Grant,** Executive Director

T. 03 5223 2588

E. [rgrant@tourismgeelongbellarine.com.au](mailto:rgrant@tourismgeelongbellarine.com.au)

**Brett Ince,** Deputy Executive Director

T. 03 5223 2588

E. [bince@tourismgeelongbellarine.com.au](mailto:bince@tourismgeelongbellarine.com.au)



# A STRATEGY FOR SUCCESS

Our strategic plan sets an ambitious vision and positive mission, with focus on four key areas where our resources will deliver the biggest impact as we drive towards achieving our own definition of success.

## VISION



Greater Geelong and The Bellarine is a

GLOBALLY **RECOGNISED**  
**DESTINATION** that  
delivers world standard visitor experiences.



## MISSION

Tourism Greater Geelong and The Bellarine exists to **FACILITATE SUSTAINABLE TOURISM DEVELOPMENT**, related economic growth and employment.

## Promotion

Market the region as a tourism destination to increase visitation, length of stay and expenditure.

## Development

Sustain a profitable, high-performing tourism industry that exceeds visitor expectations.

## Partnerships

Enhance performance by collaborating with member businesses, tourism and community organisations and all levels of government for mutually beneficial outcomes.

## Governance

To operate a sustainable, effective, transparent and responsible tourism organisation.

## OBJECTIVES THAT DRIVE ACTIONS

- To foster **positive sentiment** by growing our digital footprint and increasing consumer **engagement**.
- To provide **inspiration, information** and a path to **purchase** to encourage travel to Greater Geelong and The Bellarine.
- To grow the **capacity** of the industry so they are delivering **high-quality** experiences.
- To **understand**, share **knowledge** and **advocate** for the industry of tourism.
- To actively pursue **profitable** tourism infrastructure of appropriate scale and location that complements the region's tourism **strengths**.
- To actively pursue and sustain partnerships with clear **benefits** for tourism in the region.
- To **engage** with tourism members and provide relevant benefits that will grow membership **participation**.
- To maintain **accountability** and good governance with thorough stakeholder engagement and reporting processes.



# THE INNER SANCTUM

**Like any effective machine, the whole of our organisation is greater than the sum of its parts.**

Whilst each department maintains a strategic focus of their core functions, they all belong within the same structure. Each one works cooperatively with the others, contributing to the achievement of our overall goals and delivering on our mission.

Our board brings together a diverse group of people with a range of talents and backgrounds. Industry representatives bring tourism focus and an awareness of the key issues affecting operators. Several skills-based representatives bring experience in key areas of importance. Municipal representatives bring council voices to the region-wide tourism structure.

## ORGANISATIONAL STRUCTURE:



## The board



(Left to right):

**John Stevens**, Independent Chairman,  
(14 October 2014 onwards)

**Helen Butteriss**, Treasurer,  
Skills Based Finance

**Kevin Robe**, Deputy Chairman,  
Skills Based Business Events

**Cr Peter Russell**, Borough of Queenscliffe

**Cr Kylie Fisher**, City of Greater Geelong

**Mike Barrow**, Golden Plains

**Sarla Holmes**, Geelong

**Terry Jongbloed**, Geelong

**Sean Blackwood**, Bellarine

**David Littleton**, Bellarine

**Nicholas Heath**, Skills Based Marketing

# BE A TEAM PLAYER

**Being part of tourism is belonging to a big squad and each member has a role to play. None of us can exist, let alone win, in isolation.**

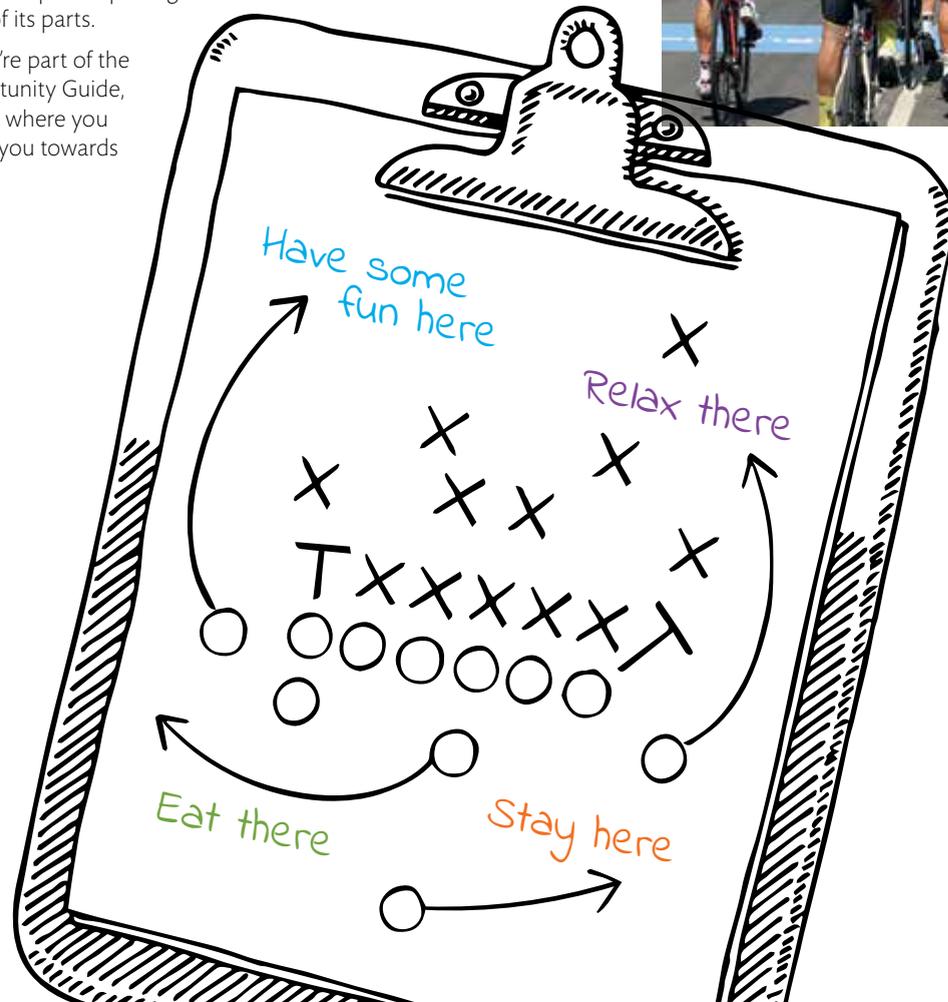
Each business and every experience contributes to building great memories that enhance our appeal, encourage repeat visitation and tell another chapter in our epic story.

We're here to help make that happen. We'll provide opportunities for you to feature in big ways and make connections in small ways. We'll help you grow, learn and build the success we're all pushing for. Your success is ours too.

Great success doesn't come easily, though. We need you to be involved, engaged and active in the teamwork you're part of. Your effort will determine your success.

Teams that work together, win together. Some of our biggest tourism success stories come from a couple of businesses coming together and offering a visitor experience that's more memorable (and sellable) because it's part of package. The whole is more than the sum of its parts.

Belonging to this team means you're part of the overall story. This Member Opportunity Guide, and our people, can help you find where you fit in the team structure and push you towards our shared goals.



# MEMBERS: IT'S ALL ABOUT YOU

## The opportunities we offer and programs we run are exclusive to members.

Membership is a vital part of our structure. It provides a resource base for us to implement key activities to drive tourism forward in the region. In return, members are joining a progressive and innovative team operating in an exciting region with access to a supportive staff who can advocate and provide expertise and advice as required.

## Your annual membership includes some key benefits:

- Opportunities to promote your business at accredited Visitor Information Centres across the region.
- Opportunities to participate in marketing programs at local, regional, national and international levels.
- Exclusive industry networking opportunities and briefings.
- Access to a suite of professional development programs and digital support to grow skills, confidence and impact.
- Consideration for public relations activities, media familiarisations, editorial features, blog articles and social media mentions.
- Dedicated industry communication channels highlighting news and opportunities relevant to tourism.
- For tourism experiences a business profile in the Australian Tourism Data Warehouse to generate and manage your listings on local, regional, state and national visitor websites including: [visitgeelongbellarine.com.au](http://visitgeelongbellarine.com.au), [visitvictoria.com](http://visitvictoria.com) and [australia.com](http://australia.com)



*My first interest has always been about spreading the word about the awesome producers we have within our region. The Food Purveyor knew that working in collaboration with Tourism Greater Geelong & The Bellarine, and The Bellarine Taste Trail, was a smart way to be able to connect with more makers and growers, as well as getting the word out on a greater level.*

*They are also simply a good bunch of people that I enjoy dealing with.*

**- Nicole Newman, Director, The Food Purveyor**

## MEMBERSHIP AND ADMINISTRATION TEAM

### Di Nelson

Business Development Manager

T. 03 5244 7109

E. [dnelson@tourismgeelongbellarine.com.au](mailto:dnelson@tourismgeelongbellarine.com.au)

### Abbey Jones

Membership Engagement Officer

T. 03 5223 2588

E. [membership@tourismgeelongbellarine.com.au](mailto:membership@tourismgeelongbellarine.com.au)

### Carla Garner

Membership Engagement Officer

T. 03 5223 2588

E. [membership@tourismgeelongbellarine.com.au](mailto:membership@tourismgeelongbellarine.com.au)

### Fiona Tuddenham

Membership Officer

T. 03 5223 2588

E. [membership@tourismgeelongbellarine.com.au](mailto:membership@tourismgeelongbellarine.com.au)

### Annmaree Schokman

Tourism Administration Officer

T. 03 5223 2588

E. [info@tourismgeelongbellarine.com.au](mailto:info@tourismgeelongbellarine.com.au)



Inspiring more visitors to stay

longer and spend bigger

MARKETING →



# STORYTELLING

## Content is the cornerstone of our brand marketing strategy.

We invest time and resources creating and curating quality content to attract, engage and convert visitors. We're spending less time interrupting what people are interested in and more time focusing on **being** what they're interested in.

As we tell better stories about the region, about our personality, about the experiences on offer, we are building the story that visitors will discover.

Our written and visual content aims to speak to people at various points in their journey, moving them along the path to purchase by providing relevant content at the right times.



We focus our content efforts on overall themes and specific niches we know are hero products for the region and key drivers of visitation. We speak to those visitors in their language about the things that matter to them.



While our ongoing commitment to content marketing is part of the overall brand marketing effort for the region, we will continue to implement dedicated campaigns, publications and activities with distinct objectives and outcomes.



*Marketing is no longer about the stuff you make. It's about the stories you tell.*

**- Seth Godin**

## MARKETING AND COMMUNICATIONS TEAM

### Tracy Carter

Marketing & Communications Manager  
T. 03 5223 2588  
E. tcarter@tourismgeelongbellarine.com.au

### Narelle Needham

Marketing & Communications Officer  
T. 03 5223 2588  
E. nneedham@tourismgeelongbellarine.com.au

### Connie Trathen

Tourism Project Officer  
T. 03 5223 2588  
E. marketing@tourismgeelongbellarine.com.au



# OUR DIGITAL HOME

It's not just a website, it's a content marketing machine and the greatest story we've ever told.

[www.visitgeelongbellarine.com.au](http://www.visitgeelongbellarine.com.au) is the delivery mechanism for our marketing initiatives and content efforts. The style and presentation of the site is one that encourages exploration and discovery. Big, engaging images. Easy-to-read articles. A great calendar of upcoming events.

A **BLOG** that's generating fresh and relevant content every week. It's a rabbit hole we encourage visitors to stumble into and get fabulously lost in.

We include local photographers, industry insiders and our own team, and encourage them to find their own personal storytelling style and share their version of the region in authentic and engaging ways.

We're building content every day, from amazing cinema-quality aerial footage to iPhone snapshots, there's a place for everything in this epic story of the region. Experiences and destinations have dedicated pages showcasing the most relevant content for their themes and areas.

[www.visitgeelongbellarine.com.au](http://www.visitgeelongbellarine.com.au)



## HOT TIPS TO CONNECT DIGITALLY

Three easy ways to maximise your connection with our digital community:

**1. Tell us about yourself!** We need to know your news, new products, events and highlights.

We need:

- a quick description
- great images
- a link for more information.

**2. Keep yourself tidy.** Online listings are only as good as their maintenance. Make sure they're up-to-date.

**3. Flirt with the camera.** Images are more important than ever, so make sure they are doing you justice. Get into video as well – it's amazing what you can create and edit on a smartphone in 2016/17.



# SOCIAL MEDIA – WHERE THE FUN STUFF HAPPENS

If the website is our home, social media is where we party. We hang out with friends, build relationships and share the parts of our story our tribe is most interested in. We keep our social content meaningful and trustworthy and our communities are part of the story.

Facebook is our largest and most important audience. We share scores of stunning images, tied to regional experiences where possible. We regularly share our own blog posts and articles to amplify the reach and exposure of the high-quality content on our website, growing traffic to the website and encouraging further exploration.

We're posting more and more videos of the region – everything from epic destination clips to timelapses of the tide coming in. It all helps tell the story.

We highlight some seriously talented local photographers and share articles written by other people we think are cool.

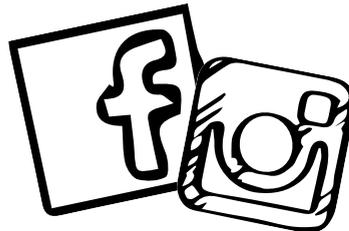
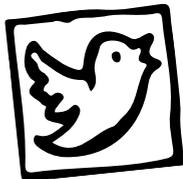
We're keeping the region top of mind amongst our audiences and every new post, share or link is helping to get more eyes on our site and more hearts in love with our region. We nurture relationships and create positive experiences so that, when the customer is ready to buy, we're more like a trusted friend than a pushy door-to-door salesman.

[www.visitgeelongbellarine.com.au](http://www.visitgeelongbellarine.com.au)

 [visitgeelongbellarine](https://www.facebook.com/visitgeelongbellarine)

 [visitgeelongbellarine](https://www.instagram.com/visitgeelongbellarine)

 [@GeelongBella](https://twitter.com/GeelongBella)



# visitgeelongbellarine

# visitqueenscliff

# visitlara



## DOS AND DON'TS OF SOCIAL MEDIA

- DO:** Play with it! Just get involved and learn as you go.
- DO:** Interact, respond and engage with your online community.
- DO:** Follow other similar accounts to see what they're doing well and learn from them.
- DON'T:** Use it solely as a sales tool. If you've entertained and engaged them in authentic ways, when they're ready to buy it'll be from you.
- DON'T:** Be scared to try things! It's all about interacting in your community and learning about what works and what doesn't.

# HAVING A GOOD INFLUENCE

**Social media has created a platform where anyone can have an impact if they're good enough.**

Influencers are personalities who are in-tune with their (usually large) online and social audiences. And those audiences didn't get large by accident or with a big budget – it's because they're great at engaging their community and true to their personal brand and values.

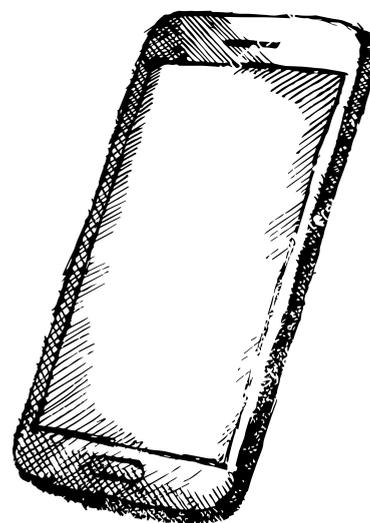
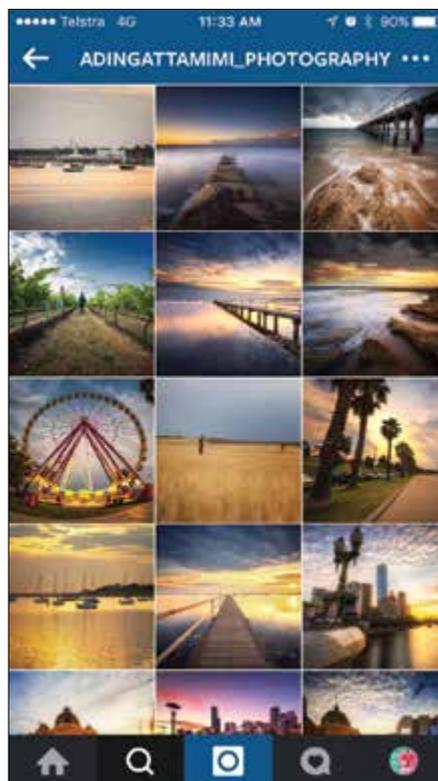
When we find an influencer whose style and brand is compatible with ours, we may invite them to the region and share their experiences online. This grows our potential audience through their highly qualified connections, and creates more relevant and engaging content about the region from a trusted and respected source.

## INSTA-GOOD

**Instagram is a beautiful social media tool for tourism. It's visual, easy to use, interactive and has a really engaged audience.**

We've hosted some Instameets in the region, bringing together some high-profile IGers (that's 'Instagrammers' for short) and helping them show off the most stunning aspects of the region with their own audiences. At one weekend Instameet 20 participants shared 259 images to their online communities of more than 81,000 people.

If you're engaging with people on Instagram encourage them to use our hashtag: #visitgeelongbellarine or if you notice someone doing some great Insta-stuff, let us know by tagging us @visitgeelongbellarine



# YOUR DIGITAL OPPORTUNITIES

Our digital environment is an exciting place to be and there are opportunities for your business to be part of the story.



*If opportunity doesn't knock, build a door.*

**- Milton Berle**

Opportunity	Cost (inc. GST)	Timing
<b>Online Profile</b> Your one business listing at Australian Tourism Data Warehouse = profiles on official regional, state and national sites.	Free for tourism product members	Always
<b>Event listings</b> Create an event in the Australian Tourism Data Warehouse – for public events, exhibitions and other special activities. Distributed to online event calendars on regional and state sites and e-newsletters.	Free for members	Always
<b>Offers and packages link on Visit Geelong Bellarine</b> Visitors have explored the website, now they're ready to book. A direct link to your package, online booking or enquiries page. Home Page \$300 Destination Page \$100		Seasonal, live for three months
<b>eDM featured offers and packages</b> Monthly, inspirational travel E-Newsletter delivered to more than 10,000 potential visitors who are interested in our region.	\$100	Monthly
<b>Content</b> Keep us up to date with your latest news, events, quirky facts and interesting information. We may use it in blog posts, social media or newsletters. E: marketing@tourismgeelongbellarine.com.au	Free for members	Always
<b>Offers and packages link on Visit Victoria</b> A direct link to your package, online booking or enquiries page from Visit Victoria and highlighted in state-wide campaigns.	\$200	Seasonal, live for three months



# WE LOVE IT WHEN PEOPLE TALK ABOUT US

**Traditional media, especially in travel and tourism, provides huge value and opportunity for the region to be highlighted and showcased through a trusted source audiences are familiar with.**

Weekend papers, TV travel programs and other publications provide third party, authentic stories on the region to an audience that we earn through smart engagement and dedicated resources.

Our Public Relations strategy follows the same themes and niches identified in our overall content marketing strategy. Working with a Melbourne based PR firm who specialise in tourism, we pitch ideas, angles and story opportunities to targeted publications and producers. We organise visits, itineraries and experiences to form the basis of stories.

In 2015/16 we saw at least 20 feature stories published in Melbourne and Sydney newspapers, a multi-page article in the Jetstar in-flight magazine, numerous event listings in metro newspapers and a 3AW broadcast from the region.

## How you can get involved

Whilst there's no specific 'buy-in' opportunity for media relations, we always appreciate in-kind support for accommodation, meals and experiences for visiting journalists. This kind of support extends our resources further and helps underpin the strategy to attract more media attention to the region.

**Keep us up to date with your news and developments so that we can best showcase your business and the region.**



## HOT TIPS FOR MEDIA VISITS

- The media are our friends. In most situations treat the visiting journalist like an old friend and relay your passion for your business.
- Where possible, give them the VIP treatment - the best views in your restaurant, the special experience or amazing suite - let them experience the best of you!
- Be forthcoming in providing as much information as possible. Give them information to take away that will help them remember you when writing their article.
- Positivity is the key in any discussion you have - journalists and media representatives are good listeners so keep it upbeat, focus on the great stuff.



# OFFICIAL VISITOR GUIDE

**This is our big kahuna! People still love print. In spite of digital channels growing every day, we still create, print and give away 80,000 Official Visitor Guides each year.**

It's no wonder – it's a ripper! It is 100 pages of entertaining editorial, impressive images, vital information, event calendars, member listings and maps. It gives visitors a great introduction to the region, a compelling read and the logistical information they need to make the most of their visit all in a neat, A5-sized package.

Advertising in the Official Visitor Guide sees your business featured in our primary piece of collateral for twelve months.

## Size

A5 full colour magazine style on high quality recycled silk stock.

## Print run

80,000 copies with a readership of 320,000.

## Distribution

- All accredited Visitor Information Centres across the state including Federation Square.
- Delegates at in-region conferences and major events.
- Melbourne Airport and Avalon Airport.
- Major transport hubs in the region.
- Local attractions and accommodation venues.

## Booking deadline

**Monday 19 September 2016.**

## Material deadline

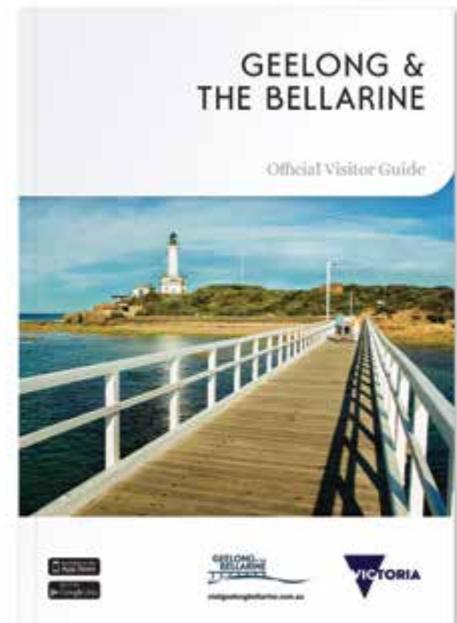
**Monday 26 September 2016.**

## Release date

**December 2016.**

## PARTICIPATION COST

Size of advert	Cost (inc. GST)
1/5 page	\$540
1/3 page	\$1,035
2/3 page	\$1,530
1/2 page	\$1,530
Full page	\$2,475



# OFFICIAL TOURING MAP

## People have trust issues with their GPS devices.

That's why our Visitor Information Centre staff scribble all over Official Touring Maps every single day. It helps them, visually, tell people where to go.

It's a visual overview of the region you just can't get with Google maps. It showcases a broad regional map, a map of suburban Geelong, highlights the Geelong CBD on a separate map and provides town maps for Portarlington, Queenscliff, Barwon Heads and Ocean Grove.

Despite technology, demand for the map is growing. 2015 saw a record print run that will be equalled again in 2016.

## Size

Folded to DL printed on recycled matte stock.

## Print run

100,000 copies

## Distribution

- Visitor Information Centres and outlets in Melbourne, Geelong, The Bellarine and Great Ocean Road.
- Geelong and The Bellarine wineries, hotels, restaurants and attractions.
- Conferences, major events, consumer and trade shows in the region.
- Avalon Airport.
- Major transport hubs and service stations in the region.
- Special events and opportunities during the year.

## Booking deadline

**Monday 19 September 2016.**

## Material deadline

**Monday 26 September 2016.**

## Release date

**December 2016.**

## PARTICIPATION COST

Size of advert	Cost (inc. GST)
1/5 panel	\$540
1/3 panel	\$1,035
2/3 panel	\$1,530
1/2 panel	\$1,530
Full panel	\$2,475



# OFFICIAL VISITOR APP

**Whilst some visitors may still like the feeling of paper in their hands, digital is in every pair of hands and can not be ignored.**

The Official Visitor App shares the same objectives as the printed guides, in a digital format for those who prefer their information on screen.

It's a tool for visitors who are in-region to plan their day or week, find places to go, where to eat and what to do while they're here.

It shares editorial content, style and structure with the Official Visitor Guide and is integrated with the regional website for additional content where required.

It has a comprehensive event listing, details on destinations and experiences as well as a neat, interactive Bollard Trail map visitors love!

Advertising space in the App takes your presence from print into the digital space and links visitors in the region with your business, your website and your social channels.

## Availability

Available on the App Store and on Google Play.

## Distribution

A dedicated distribution campaign to encourage downloads will include:

- Visual cues at key visitor locations to raise awareness and promote downloads.
- Promotions at key print distribution points to encourage the digital download option.
- Providing incentives, such as the only dedicated and comprehensive Bollard guide.
- Training and empowering Visitor Information Centre staff to use and suggest the App.
- Integrate with WiFi hotspots in areas with high volumes of visitor traffic.
- It will become a central resource within other integrated marketing campaigns.

## Booking deadline

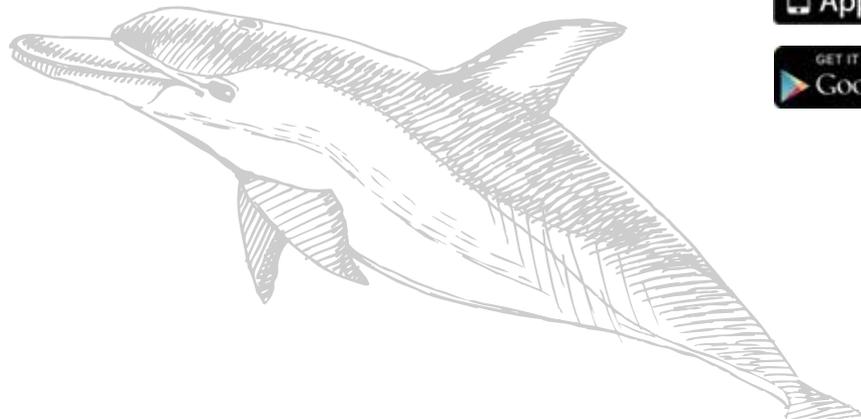
**Monday 19 September 2016.**

## Material deadline

**Monday 26 September 2016.**

## Release date

**December 2016.**



## PARTICIPATION COST

Advertising options	Cost (inc. GST)
In-line listing	\$200
Basic page	\$495
Advanced page	\$605
Display advertising	\$430
Display package	\$935



# VISITING FRIENDS AND RELATIVES

**The biggest tourist attraction in Geelong is the people who live here.**

Our large resident population, our appeal as a relocation city for Melbourne ex-pats plus the volume of international students at our secondary and tertiary institutions all combine to make 'Visiting Friends and Relatives' our largest driver of visitation.

So, if they're coming to visit people anyway, what's our role? Our campaign will encourage local people to explore, play and eat in their own backyards to:

- a) know exactly what we have to offer visitors, and
- b) prompt their loved ones to come for a visit.

This campaign will be tactical, aiming to drive real visitation to the businesses and experiences in the region. Cleverly executed pieces of print, digital and social marketing will engage our community, compelling them to be local tourists at local venues and empowering them to be ambassadors and agents for the region.

## Target market

Local residents.

## Booking deadline

**Friday 8 April 2016.**

## Program launch

**Wednesday 27 April 2016.**

## In market

**Until October 2016.**

### VISITING FRIENDS AND RELATIVES MARKET



The Visiting Friends and Relatives market is an important one for Geelong and The Bellarine.

**50%** OF ALL DOMESTIC VISITORS  
in the region are here to visit

**FAMILY OR FRIENDS.**



## PARTICIPATION COST

Participation levels	Cost (inc. GST)
It's All Relatives	\$1,080
Friendzoned	\$320



# THE BELLARINE TASTE TRAIL

**There aren't many amazing dishes with only one ingredient. That's why we brought The Bellarine Taste Trail together – everything tastes better when it's matched with complementary ingredients, side dishes and drinks.**

The Bellarine Taste Trail has an amazing portfolio of tastes. Think of the trail as a feast of flavours. It's gone beyond food and wine – it now incorporates an iconic range of award-winning produce, wine, cider, beer and eateries.

That's why a program to market it all as a coordinated experience makes so much sense. It's a compact and easy to tour region, the makers and growers are genuinely excellent at what they do and the eateries are serving a lot of local deliciousness. Yum!

## **Bellarine Taste Trail marketing includes:**

- A dedicated touring map distributed at Visitor Information Centres, member businesses, accommodation venues and relevant consumer and trade shows.
- A dedicated website and social media presence, plus regular E-Newsletters to a qualified consumer database.
- Public relations activity directly resulting in TV and radio exposure.
- Attendance at consumer events and shows to promote the Trail.
- Dedicated advertising campaigns promoting the Trail.
- It's a big part of the 'Makers and Growers' theme in our content strategy.

## Map details

A3 full colour on recycled stock. 40,000 copies.

## Bookings open

**Monday 17 October 2016.**

## Material deadline

**Thursday 3 November 2016.**

## Release date

**December 2016.**



***Terri Bitton and myself opened the Elk Horn Roadhouse in December 2009 and we soon became members of Bellarine Tourism and The Bellarine Taste Trail; honestly this is one of the best moves we have made. The support and guidance and recognition we have received has helped make Elk Horn what it is today.'***

**Julie Taylor,  
Elk Horn Roadhouse**

## PARTICIPATION COST

Participation levels	Cost (inc. GST)
Display Membership	\$250 – profile, image and open times on the map, web profile, social media shoutouts, web event listings and potential for inclusion in media pitches and stories.
Listing Membership	\$120 – line listing on the map, web listing, event listings and potential media and digital promotions.

Eligibility guidelines apply.



# VISITOR INFORMATION CENTRES

**More than 25 volunteers are rostered to work at Visitor Information Centres in Geelong and The Bellarine each day.**

Surveys show this service entices 85% of visitors to our region to do more than they had originally planned. 52% of visitors stayed an extra day or more, and 42% spent more than they planned with 93% indicating they are more likely to return after talking to a local.

Accredited centres are open from 9am-5pm, 7 days a week. Other outlets are strategically located to service visitors in different ways and at times when they're most effective.

Geelong and Bellarine Visitor Information Centres are funded and maintained by the City of Greater Geelong. Queenscliff Visitor Information Centre is resourced and operated by the Borough of Queenscliff. Geelong based VIC staff work closely with the Queenscliff team to ensure the network is effective and seamless. When your brochures are delivered to the TGGB office in Geelong, they are distributed to all accredited centres within the region including Queenscliff.

## How you can get involved

- Members can display a DL sized brochure for their business in each of the accredited centres plus Market Square. Geelong waterfront operator brochures are distributed at the waterfront booth. Ocean Grove and Barwon Heads information is provided at the seasonal Barwon Heads caravan. Brochures are displayed vertically and must use stock that will remain upright in a brochure rack.
- Members may also have Visitor Information Centre volunteers and staff visit their property on one of their regular familiarisation tours.
- If you're an event operator or if your business runs any public events, dinners or temporary exhibitions you can display a poster and brochures in the accredited centres in the lead up.
- Roombank is our accommodation referral system. Members who advise their availability each weekend and during peak periods are listed on the Roombank. Visitor Information Centres use the vacancy list when guests are seeking accommodation. It's a referral process (not a booking system) and no commissions are charged.
- Members can spend a day in any of the Visitor Information Centres to understand their operation and learn first hand about the role they play in servicing visitors.



## VICs IN OUR REGION

Accredited VICs
<b>Geelong &amp; Great Ocean Road</b> Princes Hwy, Little River
<b>Geelong</b> Cnr Moorabool & Brougham Sts, Geelong
<b>Bellarine</b> Bellarine Highway, Wallington
<b>Queenscliff</b> 5 Hesse Street, Queenscliff
Information outlets
<b>Market Square</b>
<b>Geelong waterfront booth</b>
<b>Barwon Heads caravan</b>

## YOUR FRIENDLY TEAM

**Elizabeth Curtain**

VICs Coordinator

**Lakshmi Cashmore**

VICs Officer

**Visitor Information:** 1800 755 611

**VIC administration:** 03 5244 7102

[vic@tourismgeelongbellarine.com.au](mailto:vic@tourismgeelongbellarine.com.au)

**Maree Greenwood**

Queenscliff VIC Coordinator

T. 03 5258 4843

E. [info.centre@queenscliff.vic.gov.au](mailto:info.centre@queenscliff.vic.gov.au)

# BEING A PIECE OF THE BIGGER PUZZLE

## You'll Love Every Piece of Victoria – especially ours.

With the recognition and status as a regional tourism board within state government defined structures also came a suite of opportunities for Greater Geelong and The Bellarine to be actively involved and highlighted in state campaigns.

The new 'Wander Victoria' campaign targets Melburnians, encouraging them to discover short breaks in nature available within our compact and accessible state. We're working with the Visit Victoria team to make sure Greater Geelong and The Bellarine is putting our best foot forward with the way we're presented in the campaign.

As a business, your online listing will already see you profiled in the campaign website. There are additional opportunities with the state campaign for online package listings and features. We'll make sure you know about these opportunities as they become available.

Even on a national scale, Greater Geelong and The Bellarine has a role to play. Surrounded on three sides by a trifacta of distinct marine environments, we are well placed to play a role in the new Tourism Australia coastal and aquatic campaign. Likewise, our food and wine product can be shared on a global scale using the #restaurantaustralia campaign, sharing everything from uber-fine cuisine to fish and chips by the beach.

We'll always keep you up-to-date with the opportunities available from our partner associations as they happen throughout the year.

## WORKING TOGETHER

We work closely with a wide range of partners across various sectors throughout the region, state and country.

### Municipal partners

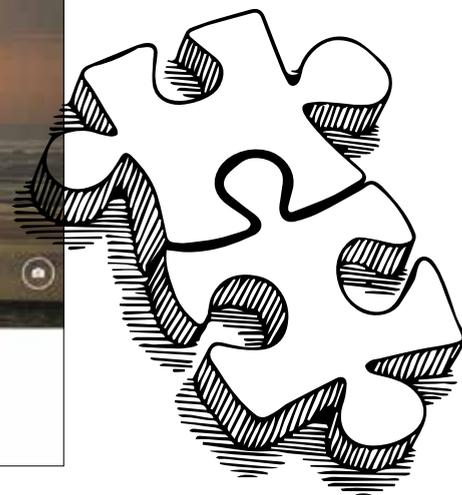
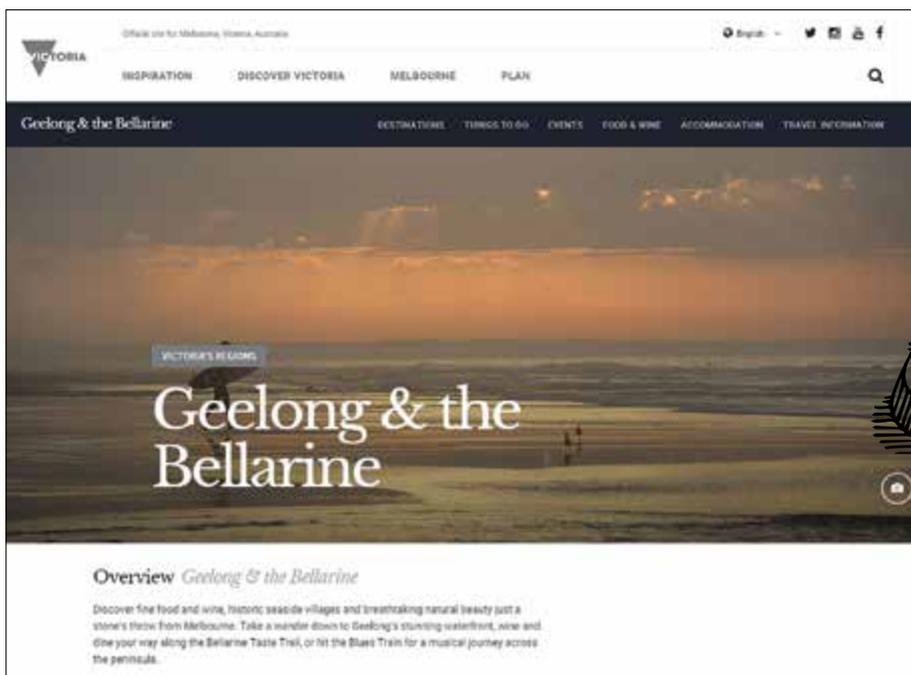
- City of Greater Geelong
- Borough of Queenscliffe
- Golden Plains Shire

### Tourism partners

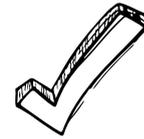
- Visit Victoria
- Victoria Tourism Industry Council
- Destination Melbourne
- Business Events Victoria
- Tourism Australia

### Strategic partners

- G21
- Geelong Chamber of Commerce
- Committee for Geelong
- Regional Development Victoria
- Victorian Chamber



# GOING GLOBAL



## International tourism is big business in Australia.

But it's also a complex and long-term investment. It can take 2-3 years to see results. Most businesses have a firmly established domestic product before they take it to international markets.

To best position the region on the international stage we work cooperatively with our neighbours to promote touring routes focusing on:

- Great Southern Touring Route, an integrated program connecting businesses with 1,500 members of the international travel trade across North America, Europe and Asia.
- Sydney to Melbourne Touring Route.
- A program showcasing the regions immediately surrounding Melbourne is currently in development.

## How to get involved

Great Southern Touring Route is the key program for international-ready product. If you think you're ready, please get in touch with Roger Grant (03) 5223 2588.

## ARE YOU INTERNATIONAL READY?

International travel distribution systems are the key to these cooperative marketing campaigns. Have you:

- Researched international markets to establish who'll use your product?
- Ensured your product meets the discreet needs of those markets?
- Understood the travel distribution system and its commissionable rates structure?
- Developed a specific marketing action plan to achieve your international goals?
- Considered developing material in other languages?



our goal: working with you to

help your business be a winner

INDUSTRY DEVELOPMENT →



# GET TO TRAINING!

## Now that you're on the team, make sure you get to training!

One of the biggest benefits of being a tourism member is the access to a network of support and learning that will help you grow your business and improve on your delivery to customers - which helps us grow the region. It's win, win, win!

Your business and staff have access to a range of opportunities throughout the year:

### Free

- More than 20 **training seminars** and workshops where topics range from marketing, social media and business plan development to recruitment, tax advice and personal development.
- **Member forums**, where we'll provide updates (and drinks and nibbles) and you can network with tourism industry colleagues in a relaxed, out of work environment.
- Business performance tracking and reporting through our **Online Monitor Program**.
- Let some friends drop in on an **Industry Familiarisation Tour** where businesses can visit and meet other businesses.

### Discounted member rate

- One-on-one **mentoring** including reviews and tailored advice.
- The **Training Excellence Summit**, a full day of learning, advice and motivation with topical speakers on valuable content. Time to spend on your business rather than in it.

## CREATE WORKPLACE SUPERHEROES





# RESEARCH (MORE THAN JUST GOOGLING)

**Numbers are important. They may not tell the fancy stories or paint the pretty pictures. But numbers – and the data they come from – are at the heart of our actions.**

We continue to invest in research and data because it's vital to our business. It lets us know what's working and what's not. Where trends are heading. When we're doing well and when things aren't so great. Without data, we're just guessing. Blindfolded.

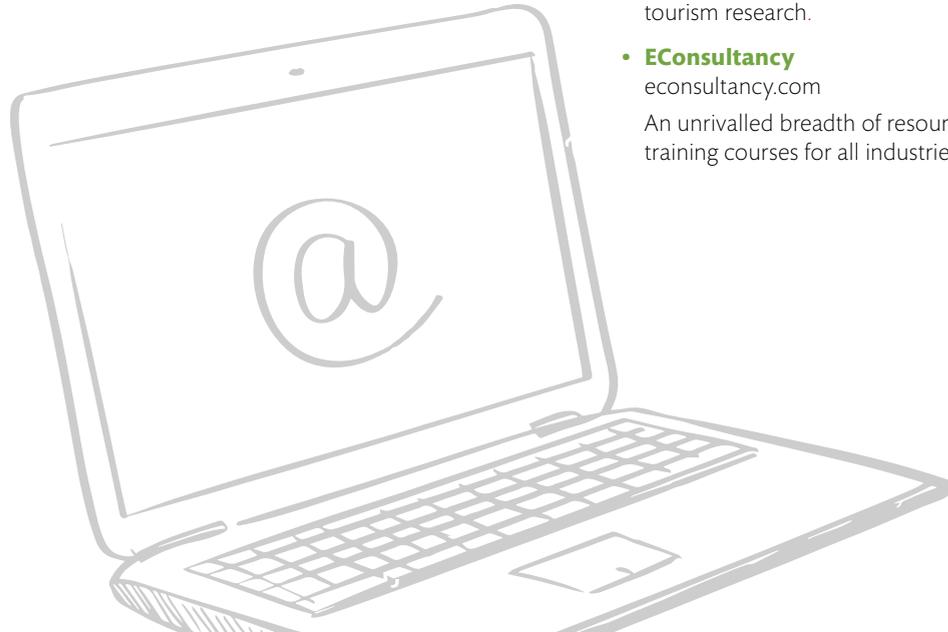
## Quarterly snapshots

Our Quarterly Snapshots take data from the National Visitor Survey and the International Visitor Survey and give a valuable impression on the state of tourism in our region. The results are broken down to day trips, domestic overnight and international visitor segments and also indicate levels of expenditure, activities undertaken and length of stay. These are published on our corporate website each quarter. Look out for the links in our weekly industry newsletter.

## Monitor program

The monitor program is an online benchmarking program. It's primary research with real figures and we rely on you – the member – to participate for accurate results. You'll get some good information out of it too – it'll track your performance over time and compare your results to the averages for your industry sector:

- **Tourism Monitor:** Annual reporting module for all industry sectors.
- **Accommodation Monitor:** Quarterly reporting module for accommodation providers.
- **Business Events Monitor:** Quarterly reporting module for businesses in the conference and corporate events sector.



## TOP 5 SUBSCRIPTIONS TO HELP YOU GROW

Give these websites your email address now!

- **Skift**  
skift.com  
The largest travel industry intelligence platform globally providing media, insights and marketing.
- **The Urban List Academy**  
business.theurbanlist.com/the-academy  
One of the most influential recommendation sources in Australia – a real portal for daily inspiration.
- **Upside**  
upsidehl.com  
The TED of hospitality.
- **Tourism Research Australia**  
tra.gov.au  
Australia's leading provider of quality tourism research.
- **EConsultancy**  
econsultancy.com  
An unrivalled breadth of resources and training courses for all industries.

# WE'RE HERE FOR TOURISM

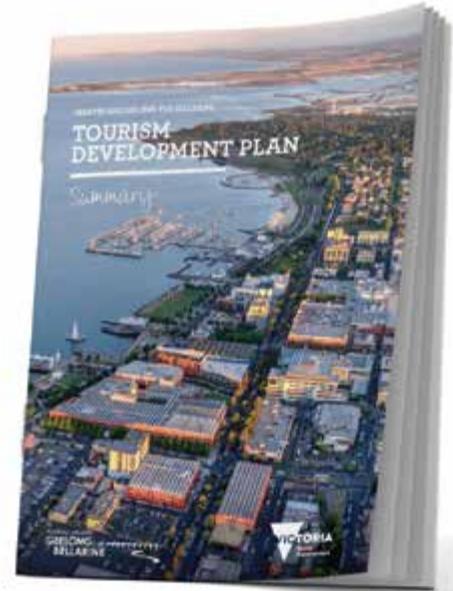
**We won't rest on our laurels. We're always looking for new ways to grow tourism in the region.**

Our formal Tourism Development Plan recognises our existing local visitor economy as significant and important.

It recognises our product strengths in coastal and aquatic experiences, events, food and wine, history and heritage and the arts.

It understands where we are now and provides a blueprint for where we could be. It identifies the key development opportunities where there are gaps between demand and supply across the region.

The Tourism Development Plan is available on our industry website.



## LOCAL VISITOR ECONOMY

Greater Geelong and The Bellarine attracts around

**5 MILLION**

**VISITORS ANNUALLY**, of which

**2.8 MILLION** are  
**DAY TRIPPERS** and

**2.2 MILLION** are  
**OVERNIGHT VISITORS.**

## ESTIMATED CONTRIBUTION



Currently the Greater Geelong and The Bellarine visitor economy is estimated to contribute

**4,700 JOBS**  
**ANNUALLY**

with a regional output of

**\$728 MILLION.**



There are 20 priority projects that match target market needs, will increase length of stay and yield, will strengthen brand attributes, will deliver economic benefits and provide good value for cost benefit. These are game changer projects that would markedly boost the future of tourism in the region.

We're for tourism. We'll advocate for our members to help you grow and succeed. We'll foster important relationships to help build the region into something even greater than it is now.

# ONE CAR, A NEVER ENDING JOURNEY

“

**I THINK THE MEMBERSHIP  
REPRESENTS REAL VALUE FOR  
OUR BOUTIQUE TOUR COMPANY.**

★★★★★

”

Mustang & Co was formed in August 2015 so we are a very new business. I was looking for some help in the area of promoting our business on Facebook and came across the Geelong and Bellarine Tourism Event “Facebook Marketing Masterclass”. Initially I was just going to attend this event and didn’t think to join as a member. I met and spoke with a staff member from Tourism Greater Geelong and The Bellarine and they explained all the benefits of the membership and I joined that very day. I think the membership represents real value for our boutique tour company.

The next step in the process was to load all the content onto the “Visit Victoria” website which is a great tool as it links to the Geelong and Bellarine website so you only have to carry out the process once. You get exposure on two very high profile websites which also lifted our ranking with Google and search engines etc. We have had a number of people contact us as they have seen our listing on each of the websites.

To prepare a brochure which focused on the tours that we offer, we approached Mt Duneed Estate, and also Jack Rabbit, as back drops for our photo shoot. Both venues were very obliging and the photos look fantastic as a result.

When we carry out tours we like to take lots of photos of the Mustang at the various wineries and scenic spots, and post them to our Instagram and Facebook pages. The photos promote the wonderful region and we hope to encourage locals, interstate and International tourists to make a visit.

I was also contacted by the team with the idea of promoting our tours to the Cruise Ships that visit Geelong. We recently took a Spanish couple from the “Seabourn Odyssey” Cruise Ship to Jirralingha Koala Sanctuary and toured around Barwon Heads and the Bellarine which they loved. We now have a direct contact with the company that organises bookings for the Cruise Ship passengers.

As a new member I thought it was important to attend the annual dinner and was really pleased that I did as the speakers were very interesting, I met some lovely members, and the Christmas video was a real laugh.

What I feel is the most valuable part of being a member is having our brochures at the Information Centres. Elizabeth Curtain invited me to present to the 100 wonderful VIC volunteers who showed great interest in our tours. The volunteers started promoting our company immediately and we had two bookings in the very next week which was fantastic.

As a result of being members and learning about some of the areas that are lacking to support Geelong tourism, we are now exploring a much larger project. Roger Grant and Brett Ince have been very helpful providing reports, contacts, suggestions and data that will strengthen our proposal and we are excited by the potential direction our business will take.

- **Lisa Cunningham**  
[www.mustangrental.com.au](http://www.mustangrental.com.au)

Mustang & Co



Making business events happen

in Geelong and The Bellarine

BUSINESS EVENTS GEELONG →



# MEET BUSINESS EVENTS GEELONG



## Did you know business events are worth \$3.4 billion to the Victorian economy?

Our business events team exists to grow the Geelong and The Bellarine share of that multi-billion dollar industry by positioning the region as a premier destination to hold a business event.

## KEY FOCUS AREAS AND OBJECTIVES



### Strategic Statement:

To facilitate Business Events growth through marketing, strong relationships, industry development and quality servicing.

Our marketing programs are tailored to connect businesses with conference and meeting planners across Australia and facilitate their corporate events in our region.

Collaboration with industry is integral to the success of all Business Events Geelong activity. Destinations, suppliers, venues and experiences must work in harmony for a successful and memorable business event. These excellent working relationships will help us grow the region as a premier place to do business.

## MEET THE TEAM

### Mark Day

Convention Bureau Manager  
T. 03 5244 7103  
E. mday@begeelong.com.au

### Brooke Jaworski

Marketing & Communications Officer  
T. 03 5244 7110  
E. bjaworski@begeelong.com.au

### Sharon McDowell

Event Support Officer  
T. 03 5244 7119  
E. info@begeelong.com.au



*Without the support and guidance of Business Events Geelong our conference would not have been the success that it was. The recommendations and introductions provided were key to our venue selection process. Business Events Geelong were able to bring value to our delegate experience through recommending local providers and providing local industry knowledge.*

- Lynda Olsen, Sales Event Manager, AMP

# TAKING CARE OF BUSINESS WITH DIGITAL MARKETING

**Corporate meeting and event planners will usually start with a Google search.**

That's why the Business Events Geelong website will continue to be the central point in marketing the region as a premier business events destination. It's often the first touch point for event organisers looking for a venue or service in the region so it's an ideal place to share your information, profile your business and promote deals and offers that drive conversion. The website is complemented by the BE-Newsletter using a targeted database to drive traffic and enquiries through the website. Use #meetgeelong to help promote the region for business events.

## How to get involved

Opportunity	Cost (inc. GST)	Timing
<b>Business profile listing on <a href="http://businessseventsgeelong.com.au">businessseventsgeelong.com.au</a></b> Our website is a one-stop-shop for meeting organisers looking for a venue, experience or service. Promote your product with a full online page profile on the website for 12 months. <b>Advertisers in our biennial Planners Guide receive a complimentary profile.</b>	\$220	Annually
<b>Deals and offers on <a href="http://businessseventsgeelong.com.au">businessseventsgeelong.com.au</a></b> Feature a current offer or special on the dedicated Great Deals landing page and on your profile for 12 months. Updates can be made as necessary.	\$165	Annually
<b>BE-Newsletter</b> Sent bi-monthly to an active database of more than 3,000 conference and meeting planners, this flexible e-flyer promotes current and newsworthy stories, interesting events and new products. You're invited to submit stories for consideration every couple of months. Those published will also feature on the news section of our website.	Complimentary	Bi-monthly
<b>Social media and content</b> Keep us up to date with your latest news, business events you are hosting, quirky facts and interesting information. We may use it in our newsletters, on the news section of our website and across social media.	Free for members	Always

#meetgeelong



*We'll continue to build social audiences and engage potential conference and meeting planners across key social platforms, focussing on sharing inspirational content that positions the region as a premier destination to host a business event.*

**- Mark Day, Convention Bureau Manager**



## TIPS FOR BE-ING DIGITAL

- Refresh your profile content regularly.
- Do you have new images or video? Send it to us so we can upload it to your profile.
- Update your deal seasonally. Make sure it's unique to stand out from the crowd.
- BE-Mail is bi-monthly, but send us your news as it happens. It may be featured online or on our social media profiles.

- @BE\_Geelong
- business-events-geelong
- BusinessEventsGeelong
- meetgeelongbellarine



# MAKING BUSINESS CONNECTIONS

We're connected to clients and industry – in real life and online. We're happy to provide actual and virtual handshakes.

## How to get involved

### Degustation luncheon

Enjoy an intimate lunch while speaking first hand with 30 conference and meeting planners across a range of sectors. It's a great opportunity to speak about your product or service directly with buyers.

**LOCATION:** Melbourne CBD

**DATE:** 10 August 2016

**INVESTMENT:** \$275 (inc. GST).

### Mystery dinner

A new initiative for 2017, Business Events Geelong and participating members will host more than 30 key decision makers over three hours for a mystery dinner in the region. Buyers will come from a broad range of markets including corporates, associations, government and not-for-profit sectors.

**LOCATION:** Geelong region

**DATE:** March 2017

**INVESTMENT:** \$330 (inc. GST).



## NETWORKING TIPS

- Instigate conversation, ask questions.
- Communicate with positive body language.
- Learn the art of small talk.
- Don't forget your business cards.
- Follow up!



*What an amazing event the Degustation Lunch was, well done Business Events Geelong. We have received several direct enquiries with one worth over the \$100k mark.*

**– Cynthia De Fazio,  
Mansion Hotel & Spa**

# SHOWING OFF

There really is no better way to sell our destination and your business than by showing clients, in person, how amazing it is.

Our familiarisation program allows members to showcase products and services to a selected group of qualified conference and meeting planners and media.

## Familiarisation programs

### Corporate Familiarisation Program

Business Events Geelong will host two familiarisations with up to 10 conference and meeting organisers on a 2 day / 1 night experience.

**DATES:** 16-17 September 2016, April 2017.

### Trade Media Familiarisation Program

Business Events Geelong will host two familiarisations with 1-2 journalists and editors from key trade media outlets. These are generally relaxed, self-drive itineraries to discover the region and our products.

**DATES:** 16-17 September 2016, March 2017.

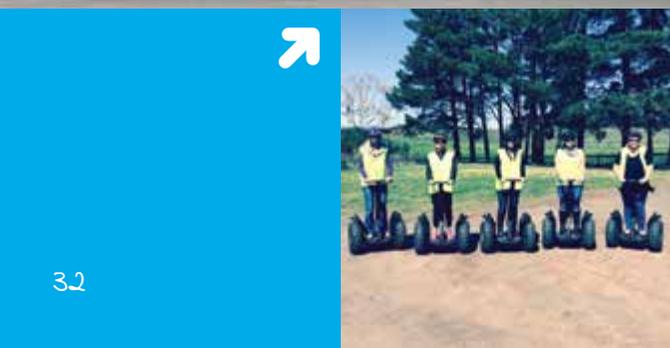
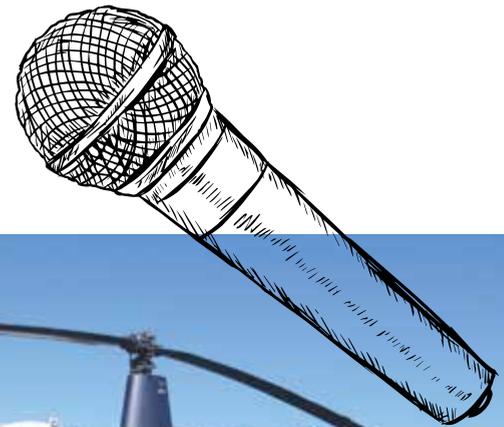
## Investment

Whilst there's no cost to participate, we seek in-kind support from member businesses including accommodation, transfers, catering and experiences.



## HOW TO HOST A GREAT FAMILIARISATION

- Make sure your room is set up to showcase the capability of the space.
- Plan your site visit around your allocated time.
- Know the stats about your venue – they will ask!
- Don't do all the talking – ask questions to build rapport.
- Know where the lights are and how everything works.



# TRADE SHOWS

**Coordinated attendance at trade shows lets us present the region as a united brand and subsidises the cost for members to exhibit.**

## Business Events Victoria Melbourne Showcase

Business Events Victoria will be rolling into Melbourne with their annual Melbourne showcase, giving you the opportunity to promote your product to over 150 conference and meeting organisers. This event is a great away to discuss business face-to-face in a relaxed atmosphere while enjoying all regional Victoria has to offer. Why not support Business Events Geelong by increasing our regional footprint at the show. Please note you must be a member of Business Events Victoria to participate in this show.

**LOCATION:** Central Melbourne

**DATE:** 26 May 2016

**PARTICIPATION:** \$770 (inc. GST) investment includes your own dedicated space and signage as well as access to the database of attendees.

## Associations Forum National Conference

Associations Forum is the peak body for the training and education of the association sector. They have more than 500 members including professional associations, industry bodies, special cause groups and charities.

More than 200 delegates will participate in networking opportunities and social activities to connect with exhibitors. It's a great value show for forging new relationships within this sector.

**LOCATION:** Melbourne Convention and Exhibition Centre.

**DATES:** 4-5 July 2016.

**PARTICIPATION:** \$1,100 (inc. GST) investment includes two days exhibiting on a custom built stand and access to the database of regional contacts made during the show.

## Asia-Pacific Incentives and Meetings Expo (AIME)

AIME is the largest international business expo in Australia with over 750 exhibitors from five continents. Participants can meet with key decision makers from all facets of the business travel, meetings, incentives and corporate events industry.

Business Events Geelong has coordinated a regional presence at AIME for more than 10 years, keeping participation costs achievable for member businesses.

**LOCATION:** Melbourne Convention and Exhibition Centre.

**DATES:** 21-22 February 2017.

**PARTICIPATION:** \$1,650 (inc. GST) investment includes two days exhibiting on a custom built stand and access to the database of regional contacts made during the show. Trade spaces are limited and allocated on a first come/first served basis until sold out.



over to you. Make plans,

choose your path, be involved

TAKE ACTION →



## JOIN IN AND SIGN UP

**Now that you know what being part of the team involves, let's help you put it all into action.**

### Take up opportunities

We've enclosed a form where you can select all the opportunities and programs you'd like to be part of - just fill it in, return it to us and we'll be in touch about the next steps.

Prefer to shop online? Look out for all of these opportunities with your membership renewal in May 2016.

### Mark the calendar

We've also given you a calendar. It's marked with the key dates throughout the year, from school holidays and long weekends to training seminars and booking deadlines. Pin it to your wall, it'll serve as a visual reminder about what's going on when and help you plan your business around key regional activities.



## PARTNERSHIP PROGRAM

**Do you like where your membership has taken you? Let's take it to the next level.**

We offer a limited number of partnerships to organisations whose values and objectives align with ours. These may be corporate businesses offering services to the tourism industry, or businesses actively involved in the visitor economy looking to develop a deeper connection with the region.

**Our partners are a valued part of our community and enjoy a range of benefits:**

- Exclusive benefits and opportunities not available to other businesses.
- Exclusive branding opportunities delivering increased regional exposure and higher product awareness.
- Private networking opportunities with Tourism Greater Geelong and The Bellarine, key stakeholders and other tourism partners.
- Access to our dedicated Tourism Partner Relationship Manager.
- Ability to address and plan your marketing needs for the financial year with workshops and tourism publications.
- Advocacy and support at local, state and international levels through our existing stakeholder relationships.

Tourism Partnerships are offered in consultation with our Business Development Manager. If you'd like to learn more, please contact Di Nelson (03 5244 7109).

Level 1, 48 Brougham Street  
 Geelong VIC 3220

Telephone +61 3 5223 2588

E: [info@tourismgeelongbellarine.com.au](mailto:info@tourismgeelongbellarine.com.au)



## For industry

**[tourismgeelongbellarine.com.au](http://tourismgeelongbellarine.com.au)**

-  [tourismgeelongbellarine](https://www.facebook.com/tourismgeelongbellarine)
-  [@TourismGeelBell](https://twitter.com/TourismGeelBell)
-  [geelong-otway-tourism](https://www.linkedin.com/company/geelong-otway-tourism)

Corporate communication channels  
 and online resources for tourism  
 industry stakeholders.

## For visitors

**[visitgeelongbellarine.com.au](http://visitgeelongbellarine.com.au)**

-  [visitgeelongbellarine](https://www.facebook.com/visitgeelongbellarine)
-  [@GeelongBella](https://twitter.com/GeelongBella)
-  [visitgeelongbellarine](https://www.linkedin.com/company/visitgeelongbellarine)

To show and share inspiration  
 and information about the region  
 for visitors.

## For business events

**[businesseventsgeelong.com.au](http://businesseventsgeelong.com.au)**

-  [BusinessEventsGeelong](https://www.facebook.com/BusinessEventsGeelong)
-  [@BE\\_Geelong](https://twitter.com/BE_Geelong)
-  [business-events-geelong](https://www.linkedin.com/company/business-events-geelong)
-  [meetgeelongbellarine](https://www.meetup.com/meetgeelongbellarine)

Connecting organisers with the  
 region to grow Geelong and  
 The Bellarine as a premier place to  
 do business.