



QUEENSCLIFF AND POINT LONSDALE BRAND DISCIPLINES

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WHAT THIS DOCUMENT REPRESENTS

A REGIONAL APPROACH TO BRAND 'MEANING'

This document represents the summary of a destination brand discipline process designed to create a 'BRAND STORY' and narrative to help position the Queenscliff and Point Lonsdale successfully against their competitors. In turn this will provide consumers with distinctive reasons why they should choose your destinations over others. The key parts of the process are in defining:

- 1 Purpose:** What needs will /can you satisfy and for whom? This is your driving force and should be part legacy, part currency and part aspiration.
- 2 Distinctive offer:** A proposition in one or two sentences that encapsulates your offer. What makes you better, different or distinctive? This is why people will remember you in relation to the competitive set.
- 3 Signatures: The experiences (and stories)** must be true and own-able. These are YOUR SIGNATURES and over time these become connected to your destination.
- 4 Support tourism experiences:** All the things in your destination's inventory that can be used to promote your region to attract different market segments with different products as appropriate.
- 5 Your personality, tone and character:** This is an intangible asset of your brand to and one that connects with a consumer's emotional needs. Portraying a distinctive character elevates a product/commodity to a 'brand' and helps fulfill consumers' emotional needs.
- 6 Your emotional benefit:** How you want people to feel as a result of your brand experiences.

WHY THIS PROJECT?

Tourism Greater Geelong and The Bellarine has identified the development of sub-regional destination promises as an important part of its Visitor Economy Promotional Development Strategy.

This project seeks to build a Destination Promise (brand) for Queenscliff and Point Lonsdale **to provide a sense of difference and desirability for the visitor** and a **sense of purpose** for the operators and stakeholders in the town.

Distinctive. Desirability. Purpose.

- **Distinctive:** Against competitive regions and locally to make it feel different to other places in the Bellarine.
- **Desirable: For the consumer.**
- **Purpose:** For the operators. When we know what's desirable and different, we can work together to build it and communicate it.

The outcome will be a set of disciplines to guide how the region should go to market, **primarily for the domestic intrastate market** in the short term but with the intent that the brand can extend it's reach in the long term through all manner of marketing levers; experiences, events, advertising, PR. The outcome being to build a united, shared narrative for the tourism stakeholders of the region.

BACKGROUND



OVERVIEW

Queenscliff and Point Lonsdale

Queenscliff and Point Lonsdale crown the Bellarine Peninsula with a stretch of land that boasts pristine, calming yet vibrant maritime villages. The villages sit on a spit of land standing sentry between Port Phillip Bay and the wilds of Bass Strait. It is surrounded by water on three sides providing a natural eclectic assortment of marine ecology and aquatic activities not to mention the many art galleries and restaurants

The well preserved architecture of Queenscliff speaks to indulgence, creativity and a sense of nurture that's been part of the region since the late nineteenth century when visitors flocked through their summer holidays on paddle-steamers and trains to both villages. The region's past and present perspectives have made it a natural attraction to artists and marine lovers alike. The two leading lighthouses The White Tower and the Black Tower (Highlight and Lowlight) and The Fort are reminders of the region's role as a protector; keeping mariners safe as they voyaged through one of the world's ten most dangerous rips toward Melbourne.

The region boasts many enviable assets that must be re-energised or reimaged to meet the demands of the contemporary traveller. Plans are underway for investment to include improvements in streetscapes, development of interpretive experiences, walking trails, eateries, and the further evolution of events and festivals. These will help activate the region's unique heritage and folk-lore away from 'old stuff' toward heritage interpreted and activated with contemporary and creative flair.

In future marketing of the region it will be important to focus on new premium/indulgent accommodation experiences to act as one of the leading drawcards for visitation as the re-energisation of Queenscliffe's tourism product progresses. Such accommodation styles also help positively shift brand perceptions of destinations.

Accommodation is only one part of the solution. An authentic brand story is required to light the way; **that can define Queenscliff and Point Lonsdale's competitive advantages simply for now, but also provide a springboard for development in the future.** It is a first step towards leveraging heritage in a contemporary way and building a profile for the region as a 'crowning' artistic and inspirational destination of the Bellarine.

WHAT IS A BRAND DISCIPLINES FRAMEWORK?

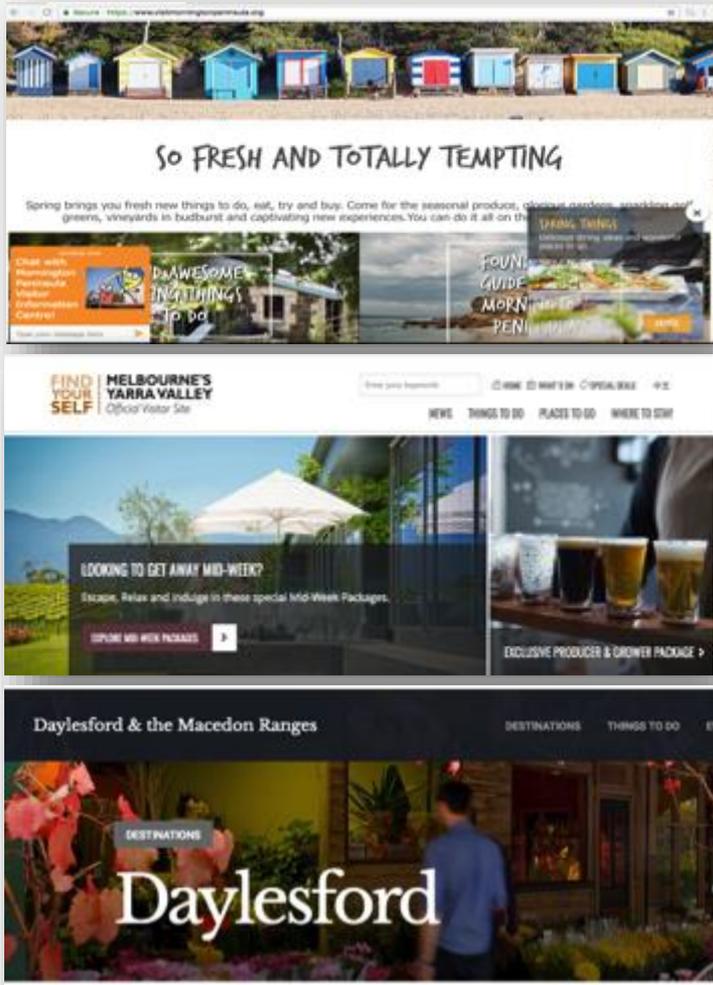
A Brand Disciplines Framework is a road map for a destination to ensure it lives, breathes and innovates toward its ambition. In doing so it is able to build a competitive experience to create a sustainable advantage. Frameworks rest on key 'Signature' or brand pillars which will act as the primary draw-cards to the region, the key narrative for the region and ideally over time as barriers to entry for competitors.

These signatures become the core focus for messaging, product development and celebration and should be complemented by other attractions, offers, place and spaces depending on the marketing brief.

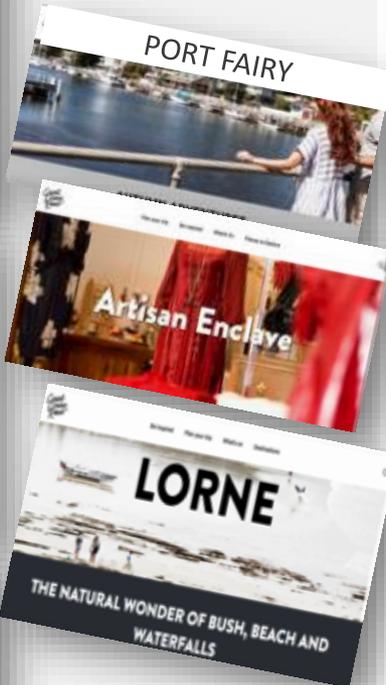
HOW WILL IT HELP US?

Industry operators and administrators often get side-tracked with detail, policy and politics. Brands have a set of disciplines to live by, innovate towards and communicate with, ensuring they stay consistent and valuable. This creates united strengths and economic efficiencies for the whole of the destination.

OUR COMPETITIVE SET



This page shows the aspirational direction for the destination and who might currently compete in that space for consumer attention. It has been derived from reviewing research of Melbourne and Victorian based travellers, canvassed in the stakeholder survey and agreed in the workshop.



THE CATEGORY WE COMPETE IN

KEY COMPETITIVE SETS ARE:

1. ARTS, CULTURE AND HERITAGE
For instance: Big picture: Daylesford, The Yarra Valley, The Mornington Peninsula: Red Hill and Flinders.

Our points of difference

WE ARE: Artistic with galleries, events and museums PLUS we have a distinctively maritime charm. Accessible to the culinary regions of the North Bellarine and the surf beaches of Ocean Grove; far from hustle and bustle.

Point of difference: Creative inspiration on a beautiful salty shoreline.

2. CHARMING SEASIDE VILLAGES
For instance: Mornington Peninsula (Sorrento/Blairgowrie) and Hinterland (Red Hill), Lorne, Port Fairy. Other destinations in the Bellarine ARE BOTH COMPETITORS AND COLLABORATORS. Co-opetition.

Our points of difference

WE ARE: Seaside charm with a creative and maritime depth. Legacy and stories of the past, the emerging contemporary luxe of the future and the fabled aura of a place surrounded by the sea, lighthouses and forts.

Point of Difference: Maritime culture with a creative soul within an hour and ten from Melbourne.

THE SHIFT WE NEED TO MAKE



UNLOCK OUR STRENGTHS AND BUILD CONTEMPORARY 'CRED'.

A UNIQUE AND CONTEMPORARY TAKE ON A MARITIME VILLAGE DIALLING UP ARTS AND CULTURE



An aerial photograph of the Queenscliff and Point Lonsdale coastline. The image shows a large, historic brick building complex (Queenscliff) situated on a cliffside overlooking the ocean. A long pier extends into the water. The water is clear and blue, with visible rocks and reefs. A circular graphic overlay with a glass-like texture is positioned in the upper left, containing the text 'BRAND QUEENSCLIFF AND POINT LONSDALE'.

BRAND
QUEENSCLIFF
AND POINT
LONSDALE

OUR 'BRAND' PURPOSE

WE'RE HERE FOR THOSE WHO ARE

INQUISITIVE LIFESTYLE CURATORS

We're for those who want to sample the richness of life in all its different forms.

Those whose curiosity lures them to seek inspiration from creative types who express themselves on canvas, in kitchens, on farms and in Brewhouses.

We are for those who appreciate the artistry of the natural world, those who'll dive in to discover the beauty of what lies beneath.

We're here for those who seek indulgence in the little things and reward themselves with a sense of relaxed luxe.

OUR CORE TARGET MINDSET:

Seek cultural stimulation and enjoy the highs that come from unravelling learnings of the past while being inspired by artistic expression and marvelling at the wonders of the natural world.



OUR DISTINCTIVE OFFER

Competitive advantage VS
Other regions

This Statement Summary provide the answer to “what makes you different?”

TO INQUISITIVE LIFESTYLE CURATORS WE ARE

Victoria’s intimate gallery of maritime wonders offered by creative seaside villages which illuminate the past and inspire the now; leaving visitors feeling thoroughly nourished and reinvigorated.

Strength vs. the rest of the
BELLARINE region.

Emotional territory

NB> in
response to
Feedback.
Promise
intimate inside
evenings until
the product
after dark
improves.

The **Brand Value Proposition** is a description of the distinctive value you provide within the category, for the core target consumer. It can be emotional, rational or a combination of both. The most important thing is that it is a promise you can keep, every-time.

SIGNATURE EXPERIENCES

These key experiences provide the answer to “what makes you different?” For your target audience. Your memorable sound-bites.

ARTISTIC INSPIRATION

WORLD CLASS MARINE EXPERIENCES

AUTHENTIC MARITIME HAVEN

RELAXED COASTAL LUXE



CAPTIVATED

Diversity of galleries, festivals and events within a small region and all housed in inspiring heritage buildings, streetscapes, parks and gardens.



CAPTIVATED & INVIGORATED

Arguably a greater marine biodiversity than the Great Barrier Reef. The diversity of water from deep to shallow, from Bass Strait to Port Phillip bay makes the waters an enviable place for unique and diverse marine experiences.



CAPTIVATED & NOURISHED

Queenscliff is a harbour and Point Lonsdale a seaside sanctuary. It's a haven providing a serene yet 'as active as you please' respite for the twenty first century traveller.



NOURISHED & INVIGORATED

The heritage and maritime environment provides a beautiful canvas for indulgence including a growing array of food, wine and culinary delights. A sense of relaxed coastal luxe; whether that's an onsite cabin, a private villa or a stunning harbour-side dinner the feeling is what matters.

BENEFIT

VICTORIA'S CREATIVE COASTAL HAVEN THAT CAPTIVATES VISITORS WITH AN EVER EVOLVING GALLERY OF MARITIME SECRETS AND ARTISTIC INSPIRATIONS.

EMOTIONAL OUT-TAKE
RATIONALE

WHY WE CAN CLAIM THESE AS OUR OWN

These are the key pillars that should be promoted consistently across all marketing communication. There is no hierarchy they are all equally important and can be dialled up or down depending on the audience or the product you have to sell. **This is not an exhaustive list, but should grow and evolve beneath each pillar to provide focus and ownership for the Queenscliffe region.**

SIGNATURE EXPERIENCES

THE DETAIL BY PILLAR

Artistic inspiration	World class marine experiences	Authentic Maritime haven	Relaxed coastal luxe
Arts, culture and culinary creativity of the Bellarine.	The doorstep to Port Phillip Marine National Park	A trove of Victorian maritime story-telling	Emerging sanctuary of relaxed indulgence
<ul style="list-style-type: none"> Queenscliff Gallery & Workshop (QG&W) historic church in Hesse Street. Seaview Gallery Historic Seaview House in Hesse Street. Salt Contemporary Art – Housed in a historically significant former drapery store. Tussock Up Point Lonsdale Arts Trail – Queenscliff works of art captured th Queenscliff annually sir Victoria's H Heritage ba <ul style="list-style-type: none"> Q Train, Blues Train and Bellarine Railway) Including the Blues Train 'Blues' music experience The Queenscliff Brewhouse: Hands on artisanal experience and largest cellar door in the region. Festivals: Lowlight Festival: Literary Festival and other performance arts. 	<ul style="list-style-type: none"> The park is an internationally recognised dive site, made up of six separate marine areas including : Swan Bay, Mud Islands Point Lonsdale, Point Nepean, Popes Eye, Portsea Hole. Habitats are diverse, ranging from mudflats and seagrass meadows to deep and shallow reefs, rocky shores and beautiful pelagic waters. A high proportion of Victorian species of found only here and Gippsland. On the water activities: Queenscliff Harbour: Fishing and boating: Offshore fishing; boating, yachting, fishing from piers. Surf, swim, kayak, paddleboard, canoe. Point Lonsdale surf beach. 	<ul style="list-style-type: none"> Grand old hotels, architecture and street-scapes (Heritage listed). Twin light houses (The Lowlight and Highlight) to guide seafarers safely through one of the world's most dangerous stretches of water. Queenscliff Maritime Museum Heritage walking tour (Explore Queenscliff's history). The Rip (Point Lonsdale) – Watching ships pass through the only entrance for shipping into Melbourne. Watching the Pilot ships from the safety of the beach and the process of the Pilots. Buy fresh fish from the back of the boat (Mi Shells). 	<ul style="list-style-type: none"> Breath-taking views out to sea Point Lonsdale beach: Front and back (this includes surfing as stated also under pillar two). Swan Bay: Relaxed walks in nature Queenscliff front beach with bathing boxes for hire (to come). behind the beach

This is a list of experiences that are proof points to the signatures and not necessarily here to represent a list for promotion. (That is up to TGGATB and the operators, local tourism boards and council themselves) It is a start and not exhaustive. This should evolve and change as the product improves but should always work hard to 'prove' the pillar.

Distinctive reasons to believe: What makes this authentic.



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Distinctive reasons to believe: What makes this authentic.

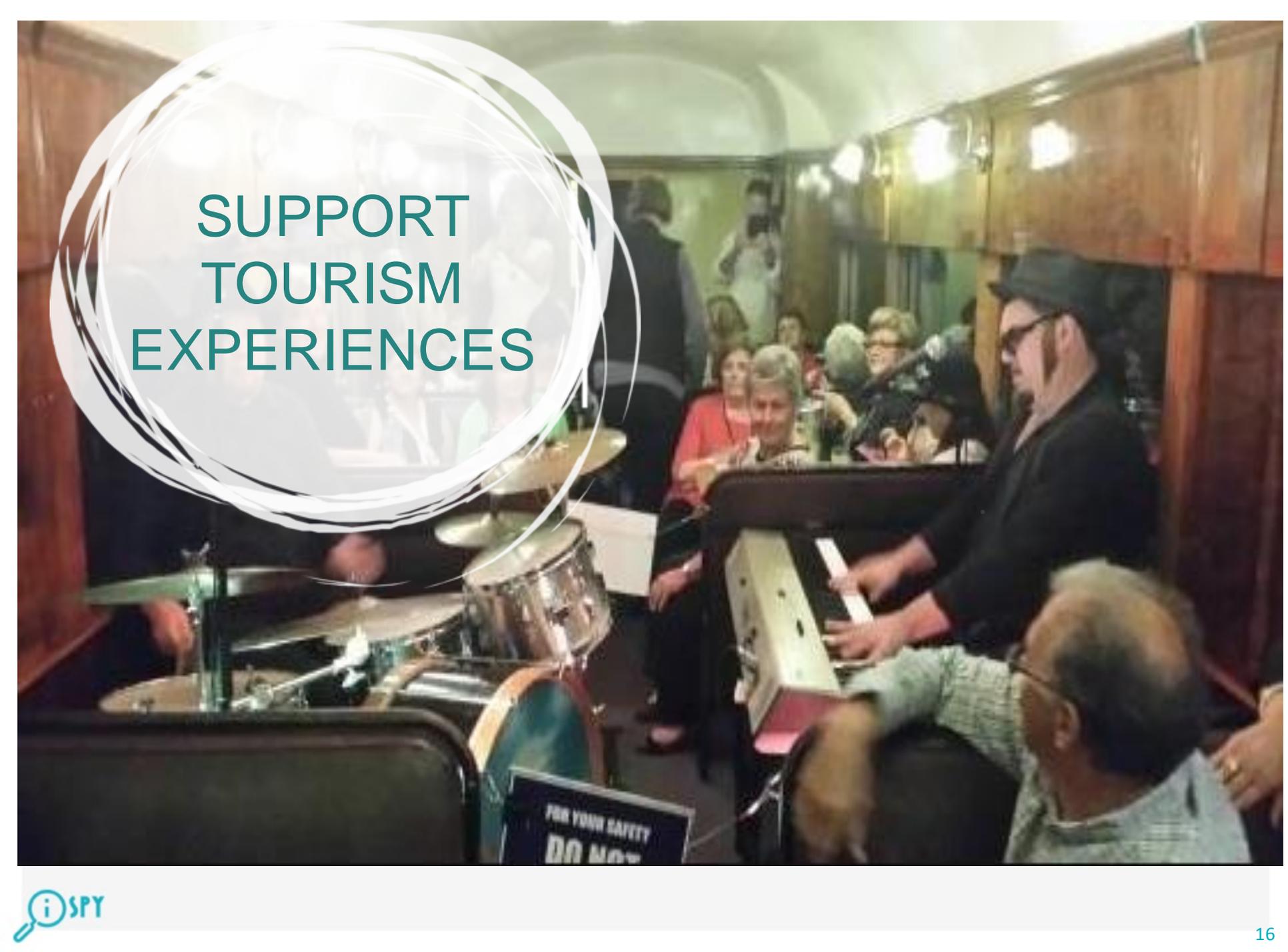


RELAXED COASTAL LUXE: PILLAR 4

A list of experiences that might support this claim. (This shouldn't be a shopping list of businesses in the town otherwise the Pillar won't stand up). Over to you.

- 360Q Dining experience
- Circa 1902
- Basil's Farm
- Accommodation: Lon Retreat and Spa/The Salt Loft
- Boutiques and galleries (See pillar one)
- Noble Rot Wine Store and Bar
- The Nest
- Saltbush Fine Foods
- Queenscliff Farm Foods
- Athelstane House
- Massage and spa treatments
- Quaint eateries
- The culinary treats of the Bellarine also within a 10 minute drive.
- The surf beaches of Ocean Grove within a ten minute drive.
- Q Train
- Queenscliff Brewhouse
- Tastes of the region room
- [Rolling Pin Bakery](#)
- [Searoad Ferries](#)
- [Big 4 Beacon Resort](#)
- Harbour Destination: Multi million dollar Luxe yachts

In blue are
suggestions from
feedback



SUPPORT TOURISM EXPERIENCES

FOR YOUR SAFETY
DO NOT

These are your product strengths. The competencies of your region that legitimise your tourism offer and need to continue to grow and build to support your signatures and attract your targets. These should continually evolve. The numbers against each experience doesn't reflect priority

SUPPORT EXPERIENCES

01 WITHIN EASY REACH OF A HOST OF COMPLEMENTARY EXPERIENCES.

- Close to a network of towns and villages of the Bellarine.
- Within half and hour of Victoria's second city Geelong.
- Easy proximity to the food and wine of the Bellarine Bay region and the surf beaches of Ocean Grove and Thirteenth beach.

04 ACTIVE OUTDOORS

- Water sports: Snorkelling, wind-surfing, kayaking, paddling, sailing, boating.
- Cycling and rail trails including the Bellarine Rail Trail
- Bird watching
- Golf
- The Rip Swim December 19 – Jan 20
- Q180 Swim
- Point Lonsdale Surf Beach
- Fishing
- Surfing
- Scuba

02 A RANGE OF ACCOMMODATION

FROM THE LUXURIOUS TO THE ACCESSIBLE AND EARTHY

A growing array of luxurious and alternative accommodation from The Lon Retreat and Spa to the Big 4 Beacon Resort and all the Bed and Breakfasts and Air B&B's in between. There is a wide choice for all travellers including families who will find the range affordable and enjoyable.

05 FAMILY FUN

In addition to the active outdoors there is fun for all ages through all times of the year:

- Bellarine Railway & Thomas The Tank: One of only four Thomas' in Australia.
- Searoad Ferries
- Heritage Train stops to take in Swan Bay
- Basil's Farm- Feed the animals
- Queenscliff Rod Run – Run since 1998, annual event showcasing hot rods and custom cars
- Close to the Adventure Park in Wallington
- Close to the Bellarine's Surf Beaches
- Fish and chips on Beachside Park

03 JOURNEYS THROUGH TIME: TRAINS, BOATS , FERRIES AND AUTOMOBILES

Being at the head of Port Phillip Bay the visitor is spoilt for choice with regarding to getting from A to B.

Apart from cars you can ride historic railways, take boats from the harbour, ferries across the bay or cycle at your leisure between Queenscliff and Point Lonsdale or along the rail trails.

06 BOUTIQUES AND LOCAL DELIGHTS

- Unique boutiques (not chains)
- Photography studios and galleries
- Vintage stores
- Queenscliff community market (Not winter)
- Local provedores.
- Point Lonsdale Market

BRAND MOOD BOARD

PERSONALITY

ARTISTIC

CREATIVE
PASSIONATE

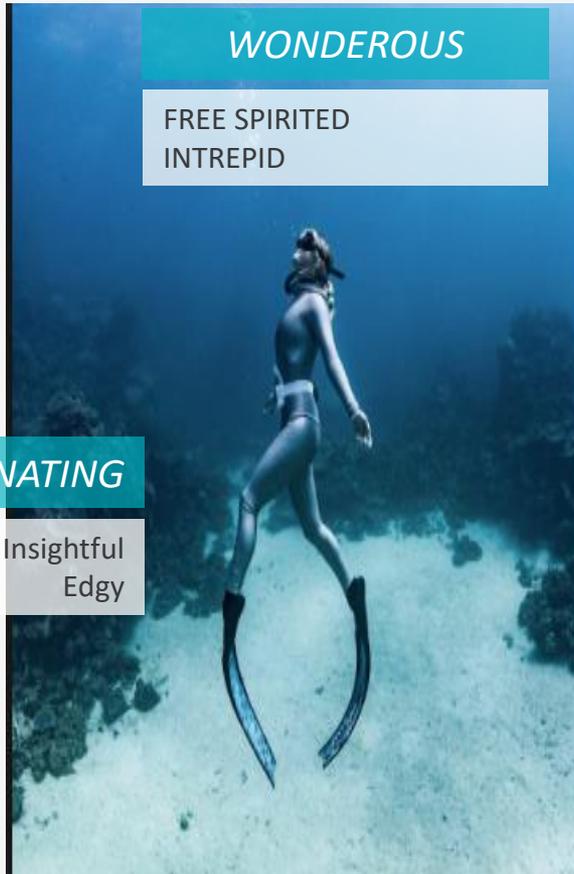


*INSPIRING,
ILLUMINATING*



WONDEROUS

FREE SPIRITED
INTREPID



ILLUMINATING

Insightful
Edgy



UNDERSTATED SOPHISTICATION

Self confidence
The best of yesterday and today
Own your style



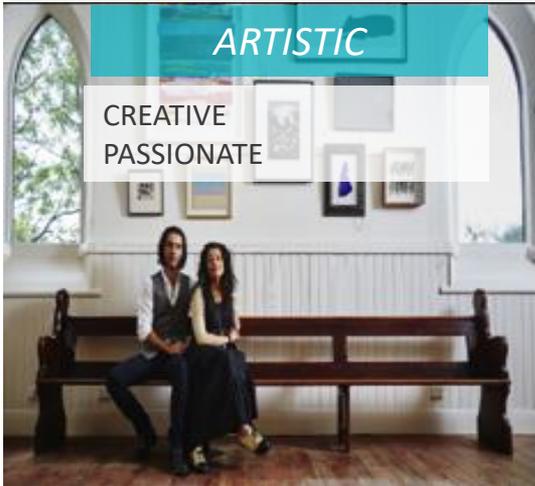
NOTE: The images top right and centre are from Brinkley Davies personal Instagram account and ONLY being used to demonstrate tone and mood and should not be used or reproduced publicly in anyway. Brinkley is a marine biologist and a passionate wildlife and environmental warrior.



BRAND MOOD BOARD USING OUR PRODUCT

ARTISTIC

CREATIVE
PASSIONATE



INSPIRING, ILLUMINATING

WONDEROUS

FREE SPIRITED
INTREPID

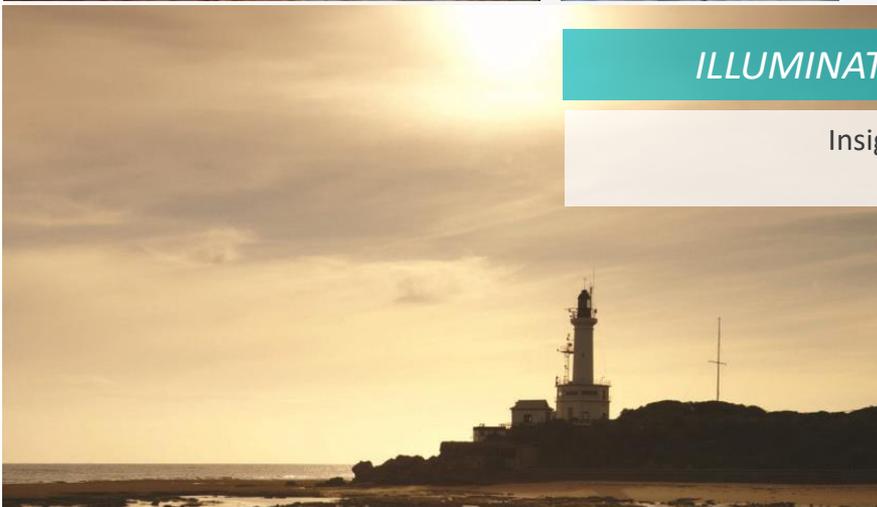


UNDERSTATED SOPHISTICATION



ILLUMINATING

Insightful
Edgy



Self confidence
The best of yesterday and today
Own your style



AND AFTER ALL THIS, HOW DO WE WANT
PEOPLE TO FEEL?





EMOTIONAL OFFER.

TO HELP PEOPLE FEEL

How we want our audiences to
feel after their experience.

1.

NOURISHED

Feel
s like

Cared for, calm, connected,
indulged

2.

REINVIGORATED

Feel
s like

Stimulated, alive, renewed

3.

CAPTIVATED

Feel
s like

Unscripted, lost in time, swept up



THE BRAND MAP

THE PLAN ON A PAGE

THE BRAND MAP

Brand Value Proposition

Victoria's intimate gallery of maritime wonders offered by creative seaside villages which illuminate the past and inspire the now; leaving visitors feeling thoroughly nourished and reinvigorated.

Brand Character & Tone

ARTISTIC

ILLUMINATING

WONDEROUS

UNDERSTATED
SOPHISTICATION

Emotional benefit
(Intangible Brand Asset)

NOURISHED

REINVIGORATED

CAPTIVATED

BY THE RELAXED COASTAL LUXE AND ARTISIC INSPIRATION

BY WORLD CLASS MARINE EXPERIENCES AND THE DIVERSE CREATIVITY OF THE REGION

BY THE ECOLOGY, HERITAGE, TALL STORIES AND ARTS

Experiences benefit

Victoria's creative coastal haven that presents an ever growing gallery of maritime secrets and artistic inspirations.

Signature Experiences

ARTISTIC
INSPIRATION

WORLD CLASS MARINE
EXPERIENCES

AUTHENTIC MARITIME
HAVEN

RELAXED COASTAL LUXE

Brand Assets

A CENTREPIECE OF ARTS AND HERITAGE OF THE BELLARINE REGION

ON THE DOORSTEP OF PORT PHILLIP'S MARINE NATIONAL PARK

A TROVE OF MARITIME STORY-TELLING: JOURNEYS THROUGH TIME

EMERGING SANCTUARY OF RELAXED INDULGENCE: FOOD AND WINE, SPA AND ACCOMMODATION OPTIONS.

Tangible attributes

FESTIVALS AND PERFORMING ARTS

ONE AND A HALF HOURS FROM MELBOURNE AND ONLY THIRTY MINUTES FROM GEELONG

NEAR A GENUINE NETWORK OF TOWNS, AND WITHIN EASY REACH OF A HOST OF COMPLEMENTARY EXPERIENCES.

BOUTIQUES AND LOCAL DELIGHTS
FAMILY FUN

ACTIVE OUTDOORS

Target Mindset

Inquisitive Lifestyle Curators: Seek cultural stimulation and enjoy the highs that come from unravelling learnings of the past while being inspired by artistic expression and marvelling at the wonders of the natural world.

THE BRAND MAP

Brand Value Proposition

Victoria's intimate gallery of maritime wonders offered by creative seaside villages which illuminate the past and inspire the now; leaving visitors feeling thoroughly nourished and reinvigorated.

Brand Character & Tone



Emotional benefit (Intangible Brand Asset)



Experiences benefit

Victoria's creative coastal haven that presents an ever growing gallery of maritime secrets and artistic inspirations.

Signature Experiences



Brand Assets
Tangible attributes



Target Mindset

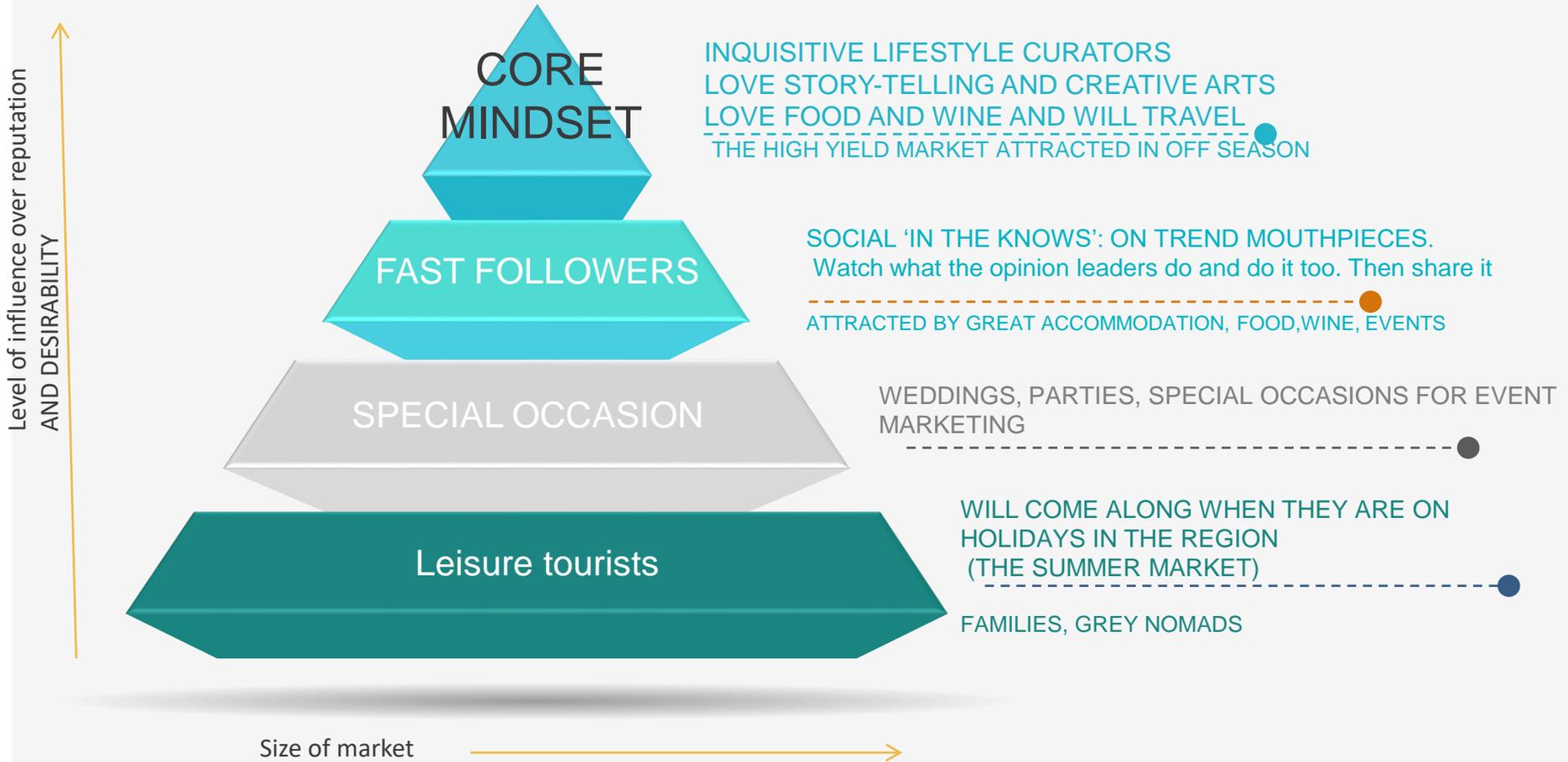
Inquisitive Lifestyle Curators: Seek cultural stimulation and enjoy the highs that come from unravelling learnings of the past while being inspired by artistic expression and marvelling at the wonders of the natural world.

APPENDICES



TARGET SEGMENTS EXPLAINED

How to think about the market



REMINDER: HOW TO USE THIS FRAMEWORK

Strategically:

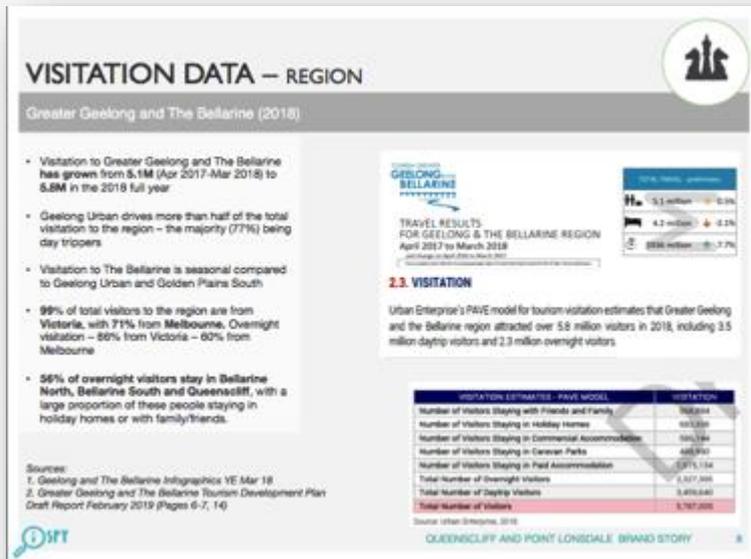
1. Provide focus for selling the region as a tourism proposition.
2. Highlight signature products/experiences across the region
3. Create a working document for destinations to use in the development of narrative, communication materials, creation of events or service experiences to 'live' their offer.
4. Have capacity to amplify the messages across channels as a result of brand synergy. And potentially:

For Industry to:

1. Work closer with local communities /operators to deliver a better tourism experience
2. Become the catalyst for the development of tools and resources for operators and local tourism associations to assist their marketing and product development
3. To help protect the region and develop it for tourism purposes with the support of all governing bodies

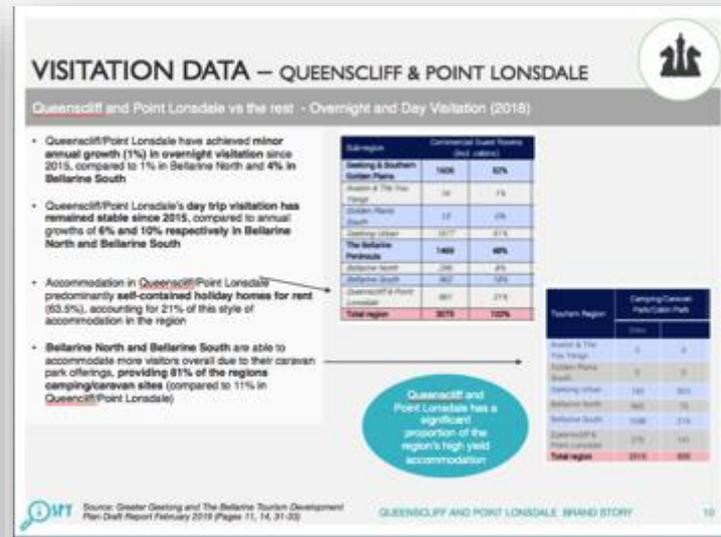
SNAPSHOT VISITATION TRENDS

The whole Bellarine region is growing in visitation however Queenscliff and Point Lonsdale lag the rest of the Bellarine in visitation growth.



Geelong and the Bellarine region is growing at an average annual growth rate over 3 years of 5%.

99% of Visitors come from Victoria and two thirds of those from Melbourne



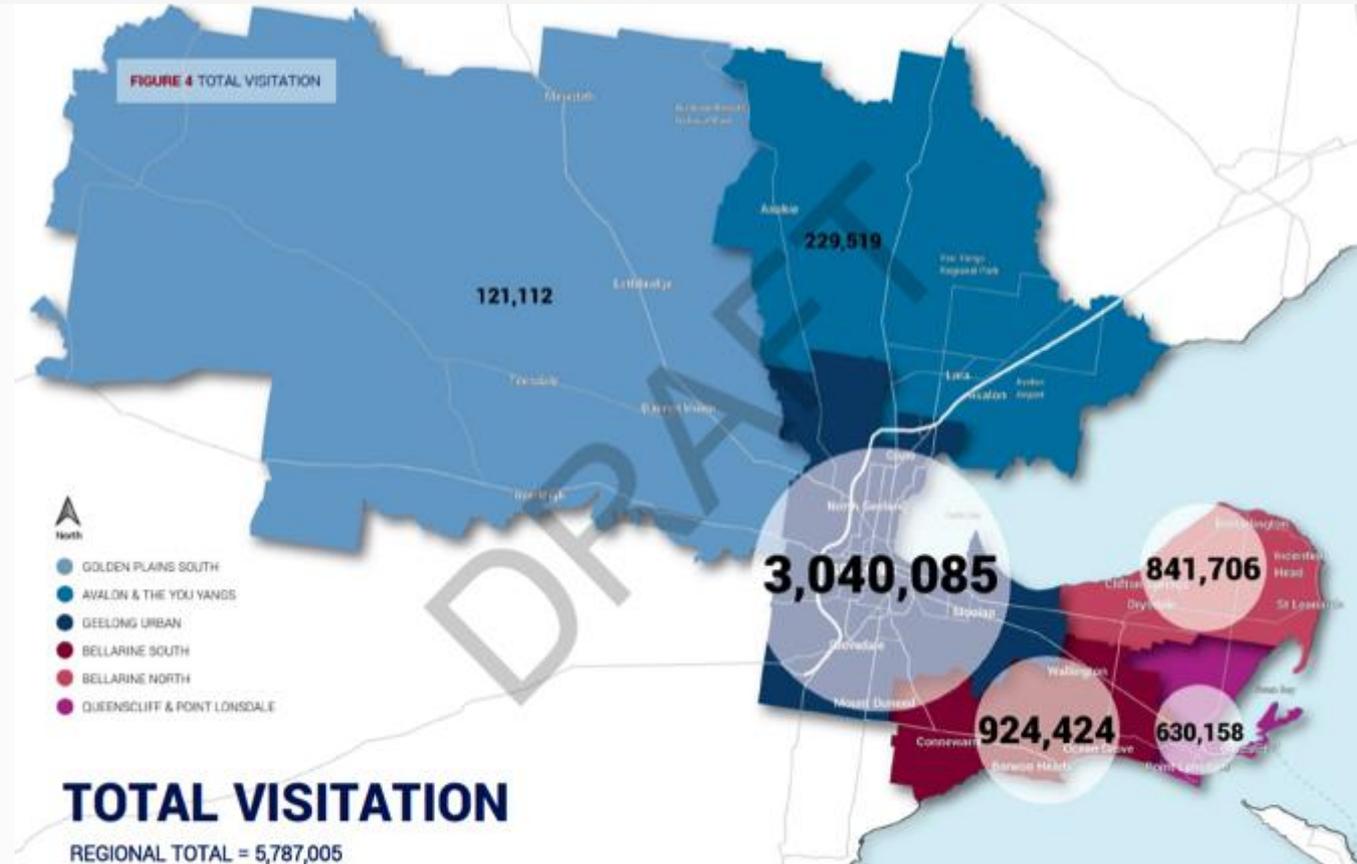
QAPL is not growing in line with the Bellarine's growth and off a lower base:
 1% OVERNIGHT VISITORS growth
 0% DAY TRIPPERS BEHIND BELLARINE NORTH 6%
 AND BELLARINE SOUTH 10%

VISITATION DATA – QUEENSCLIFF & POINT LONSDALE



Queenscliff and Point Lonsdale vs the rest (2018)

- **TOTAL TRIPS: LAGS THE REST OF THE REGION: 630,158** representing just under **11%** of all trips to the region.
- **COMPARED TO NEIGHBOURS:** Falls behind Bellarine North (14.5%) and Bellarine South (16%) in terms of total visitation
- **OVERNIGHT TRIPS: 408,010 (17.5%** share of the region, compared to around 24.5% for North and South Bellarine respectively)
- **DAY TRIPS: 222,149 (A 6.4% SHARE OF THE REGION,** compared to 8% for North and 10% for South Bellarine)



THE REALITY

IN A GROWING MARKET QUEENSCLIFF AND POINT LONSDALE HAS STAYED PUT.

2.4. TRENDS IN VISITATION

Table 2 shows the growth in visitation in each subregion over the past 3 years, using Urban Enterprise's PAVE model. Visitation to the Greater Geelong and the Bellarine region has grown by 5% per year on average. Daytrip visitation to the region has grown by 7%, with overnight visitation growing by only 3%.

There has been very little growth in overnight visitation in Queenscliff & Point Lonsdale (1%) and Bellarine North (1%). The most significant growth in overnight trips has been in Golden Plains South (17% p/a) and Avalon & the You Yangs (9% p/a), which may be connected to the significant VFR market.

There has been no growth in day trip visitation to Queenscliff & Point Lonsdale and very little growth in visitation to Golden Plains South (2% p/a), indicating limited investment in tourism product and little promotion of existing product.

Geelong has continued to grow steadily, with a total visitation growth rate of 6% per annum. Overall, Avalon and the You Yangs has experienced the greatest overall growth in visitation (13%), which could be attributed to the recent development of an international terminal and the attraction of Air Asia flights.

Geelong and the Bellarine Region grew substantially over the period 2015-2018, with an additional 840,000 visitors to the region. The majority of this growth occurred in daytrip visitors to Geelong Urban and the Bellarine Peninsula. Queenscliff and Point Lonsdale, however experienced little visitation growth. There are a number of reasons for the limited growth in Queenscliff and Point Lonsdale, this includes:

- Lower interest in static heritage product from key visitors markets;
- Lack of investment in contemporary visitor product and experiences;
- Static population growth compared to other areas, affecting VFR market;
- Static accommodation supply.

Source: Greater Geelong and The Bellarine Tourism Development Plan Draft Report February 2019 (Pages 8-10)

TABLE 2 OVERNIGHT TRIPS

OVERNIGHT VISITATION			
Subregion	2015	2018	Average Annual Growth Rate
Queenscliff & Point Lonsdale	398,582	408,010	1%
Bellarine North	542,251	566,741	1%
Bellarine South	513,125	574,099	4%
Avalon & You Yangs	21,289	27,746	9%
Geelong Urban	659,406	713,356	3%
Golden Plains South	23,157	37,413	17%
Geelong & Bellarine region	2,157,811	2,329,382	3%
DAY TRIP VISITATION			
Subregion	2015	2018	Average Annual Growth Rate
Queenscliff & Point Lonsdale	225,310	222,149	0%
Bellarine North	229,734	274,964	6%
Bellarine South	264,544	350,325	10%
Avalon & You Yangs	135,988	201,773	14%
Geelong Urban	1,860,030	2,326,730	8%
Golden Plains South	78,754	83,699	2%
Geelong & Bellarine region	2,796,375	3,461,658.26	7%
TOTAL VISITATION			
Subregion	2015	2018	Average Annual Growth Rate
Queenscliff & Point Lonsdale	623,892	630,158	0%
Bellarine North	771,985	841,706	3%
Bellarine South	777,669	924,424	6%
Avalon & You Yangs	157,277	229,519	13%
Geelong Urban	2,519,437	3,040,085	6%
Golden Plains South	101,911	121,112	6%
Geelong & Bellarine region	4,954,186	5,791,041	5%

Source: Urban Enterprise, 2018.

SOURCES OF INFORMATION

The following information sources have been used to create this document and point of view

• Source	• Context
• Greater Geelong and The Bellarine Tourism Development Strategy August 2015 – Urban Enterprise	• Visitation trends vs. competition • Consumer behaviour
• Greater Geelong and The Bellarine Tourism Development Plan DRAFT 2019	• Visitation data for current year - explore data, trends for the region and competitor regions
• Greater Geelong and the Bellarine Tourism Development Plan Summary (January 2016)	• Priority development projects and potential Queenscliff point of difference • Visitation data
• Geelong and The Bellarine Infographics YE March 18	• Visitation data
• Geelong and the Bellarine Official Visitor Guide	• Product offerings in Queenscliff and Point Lonsdale
• https://www.tripadvisor.com.au/	• Product offerings in Queenscliff and Point Lonsdale
• https://www.visitgeelongbellarine.com.au/things-to-do	• Product – Things to do in Queenscliff and Point Lonsdale
• http://www.queenscliff.com.au/things-to-do/	• Product – Things to do in Queenscliff
• https://www.thebellarinetastetrail.com.au/	• Food / beverage products

SOURCES OF INFORMATION

The following information sources have been used in the development of the brand

Source	Context
<ul style="list-style-type: none">• http://www.queenscliffe.vic.gov.au/recreation-and-leisure/arts-and-culture	<ul style="list-style-type: none">• Arts and culture in Queenscliff
<ul style="list-style-type: none">• http://www.queenscliffe.vic.gov.au/recreation-and-leisure/arts-and-culture/artist-trail	<ul style="list-style-type: none">• Arts trail
<ul style="list-style-type: none">• https://www.visitgeelongbellarine.com.au/blog/4-must-do-events-in-queenscliff-point-lonsdale/	<ul style="list-style-type: none">• 4 'must do' events in Queenscliff and Point Lonsdale
<ul style="list-style-type: none">• https://qgw.com.au/	<ul style="list-style-type: none">• QG&W
<ul style="list-style-type: none">• http://www.seaviewgallery.com.au/	<ul style="list-style-type: none">• Seaview Gallery
<ul style="list-style-type: none">• https://tussockupstairs.com.au/	<ul style="list-style-type: none">• Tussock Upstairs Gallery
<ul style="list-style-type: none">• http://www.salt-art.com.au/	<ul style="list-style-type: none">• Salt Contemporary Gallery
<ul style="list-style-type: none">• https://www.qmf.net.au/	<ul style="list-style-type: none">• Queenscliff Music Festival
<ul style="list-style-type: none">• https://www.theblustrain.com.au/	<ul style="list-style-type: none">• The Blues Train
<ul style="list-style-type: none">• https://glass4classics.com.au/event/queenscliff-rod-run-2019/	<ul style="list-style-type: none">• Queenscliff Rod Run

SOURCES OF INFORMATION

The following information sources have been used to create this document and point of view

• Source	• Context
• https://www.queenscliffbrewhouse.com.au/	• Product information – Queenscliff Brewhouse
• https://www.theqtrain.com.au/your-journey/	• Product information – The Q Train
• http://www.historyofqueenscliffe.com/	• Information about the Queenscliff Historical Museum
• 2015 MBS Yearbook (Queenscliff)	• Article on Queenscliff as a fishing destination – insight into the appeal of the region
• https://www.abc.net.au/news/2017-11-26/victorian-seaside-town-queenscliff-faces-population-explosion/9190184	• Article of Queenscliff population explosion – insight into the appeal of the region
• https://parkweb.vic.gov.au/explore/parks/port-phillip-heads-marine-national-park	• Post workshop investigation to further understand the reality of the 'marine wonders' claim