

# DESTINATION BRAND PROMISE PROJECT

Moorabool Valley  
June 2020



# PROJECT AMBITION



Create a competitive destination position and set of narrative assets for Moorabool Valley

Galvanise Stakeholders around ***a set of principles, to help create a brighter visitor driven economy***

# THIS DOCUMENT

This document sets out a Destination Brand Promise for the area referred to as the Moorabool Valley, which includes: Bannockburn, Batesford, Inverleigh, Lethbridge, Steiglitz, Brisbane Ranges National Park, Anakie, Meredith & surrounding suburbs and towns.

Due to the limitations placed on organisations through Co-Vid 19 the brand process has been augmented so it could be progressed through the customary brand audit, on-line survey of stakeholders (n = 16), a series of in-depth interviews ( n= ) and then a brand analysis by the team at Greater Geelong and the Bellarine Tourism and consultancy iSPY Brand Strategy.

The results of the process are summarised in this document and culminate in a Brand Proposition for the Moorabool Valley Tourism region.

# WHY THIS PROJECT?

Tourism Greater Geelong & The Bellarine has facilitated the creation of a Tourism Development Action Plan that seeks to establish priority actions designed to increase Moorabool Valley's competitiveness as a visitor destination.

This project seeks to build a Destination Promise (brand) for Moorabool Valley **to provide a sense of difference and desirability for the visitor** and a **sense of purpose** for local operators and stakeholders.

## **Distinctive. Desirability. Purpose.**

- Distinctive:** Against competitive regions and locally to make it feel different to other places in the region.

- Desirable:** For the consumer.

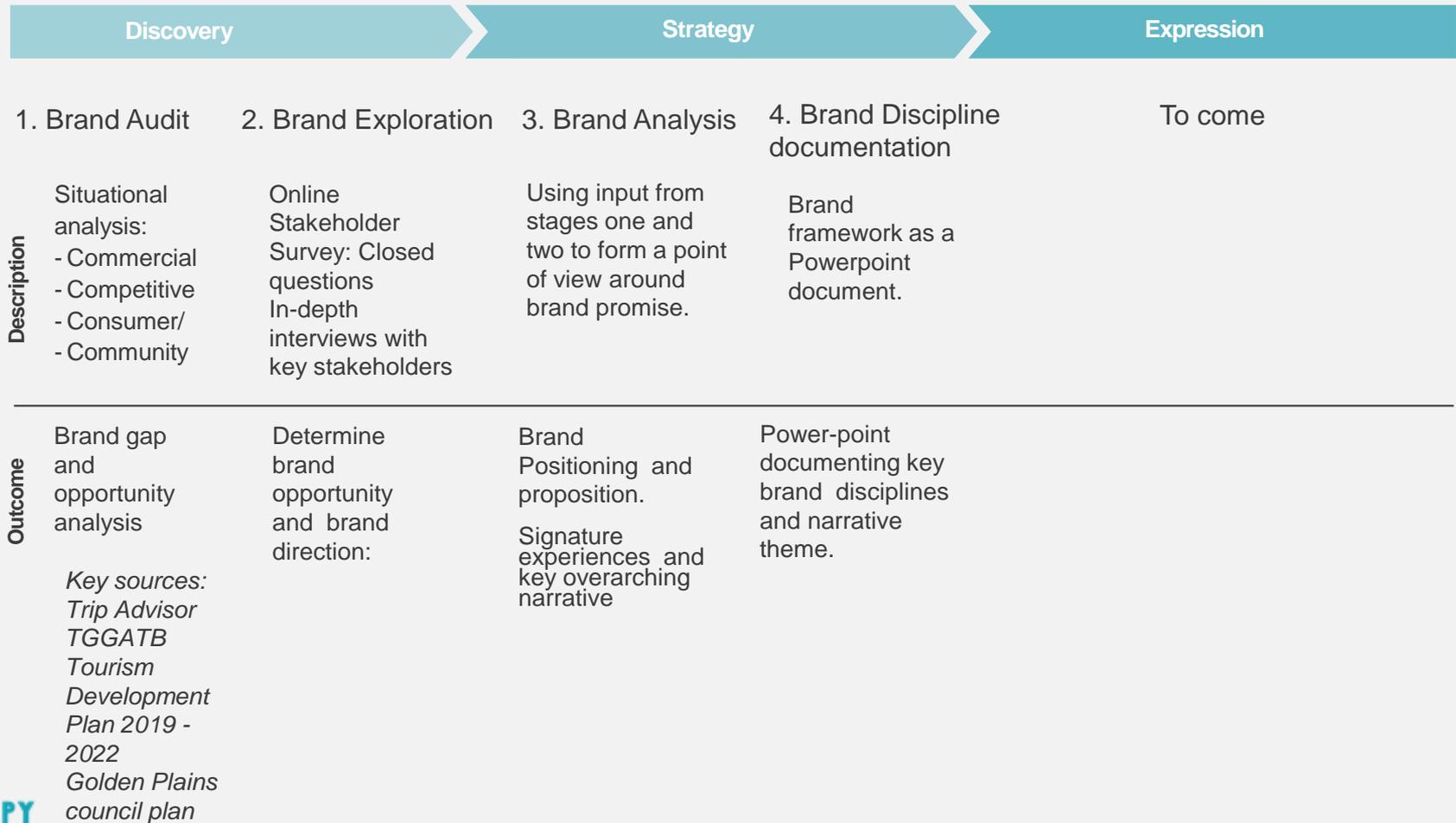
- Purpose:** For the operators. When we know what's desirable and different, we can work together to build it and communicate it.

The outcome will be a set of disciplines to guide how Moorabool Valley should go to market, **primarily for the domestic day tripper market** with communication, experiences, events etc. and build a united, shared narrative for the tourism stakeholders of the region.

# PROJECT OVERVIEW

## The process in brief

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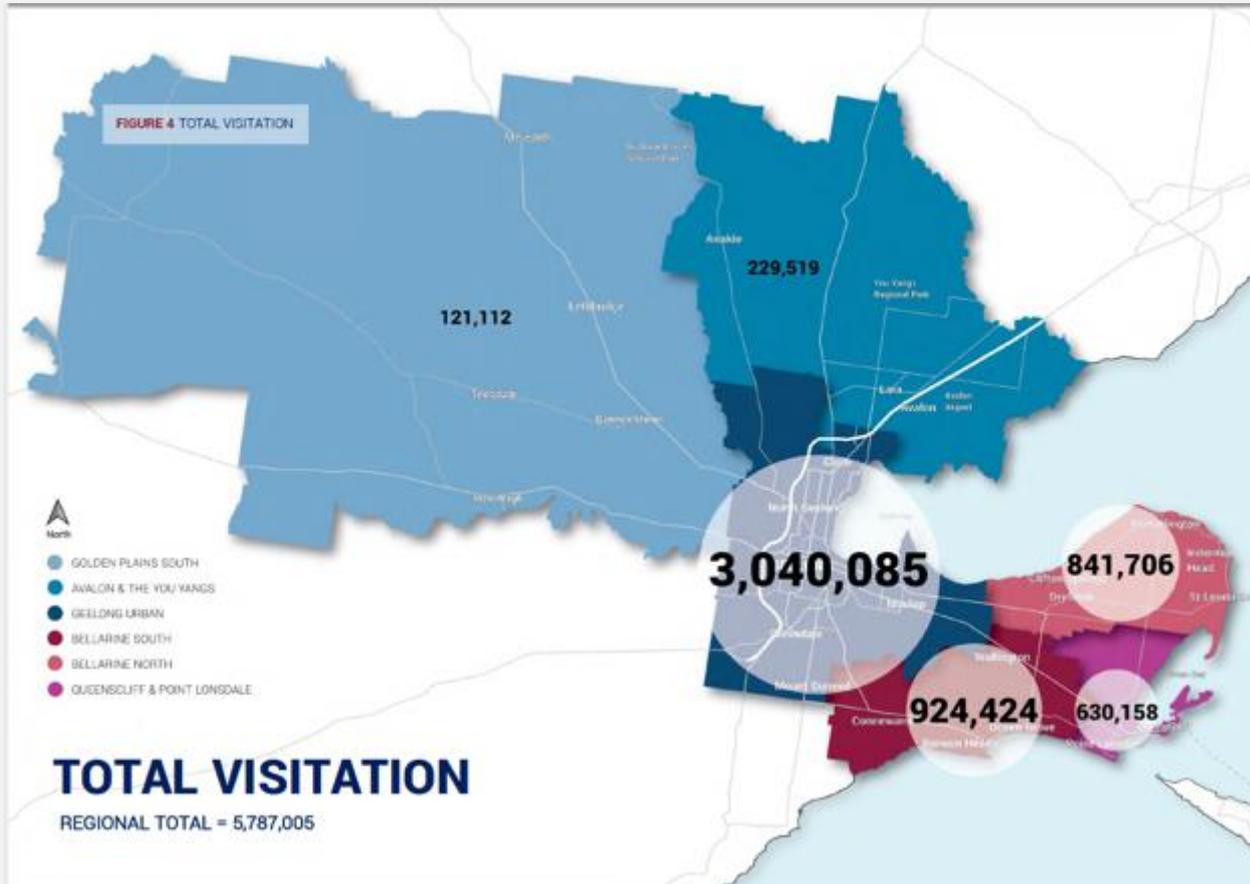


# THE GEOGRAPHY



# THE FACTS

Moorabool Valley is part of the ‘Golden Plains South’ tourism region for reporting purposes and is in its infancy as a tourism destination. Our brand must be authentic but still aspirational.



## Moorabool Valley/Golden Plains share of Geelong Regional visitation (2018)

- 2% SHARE OF ALL TRIPS TO THE REGION:** (Note: Trips does not equal visitors or visitor nights. Trips can be taken several times by the same person and be day or overnight)
- 1.6% SHARE OF OVERNIGHT VISITATION TO THE GEELONG AND BELLARINE REGION, LIMITED BY LACK OF ACCOMMODATION.** (37,413)
- 2.4% OF DAY TRIP MARKET ( 83,699) GROWTH RATE OF only 2% against average of 7% for the TGGATB region.**
- Intrastate is 99% of total visitors.** Day trips from Geelong and Great Ocean Road represent biggest opportunities.

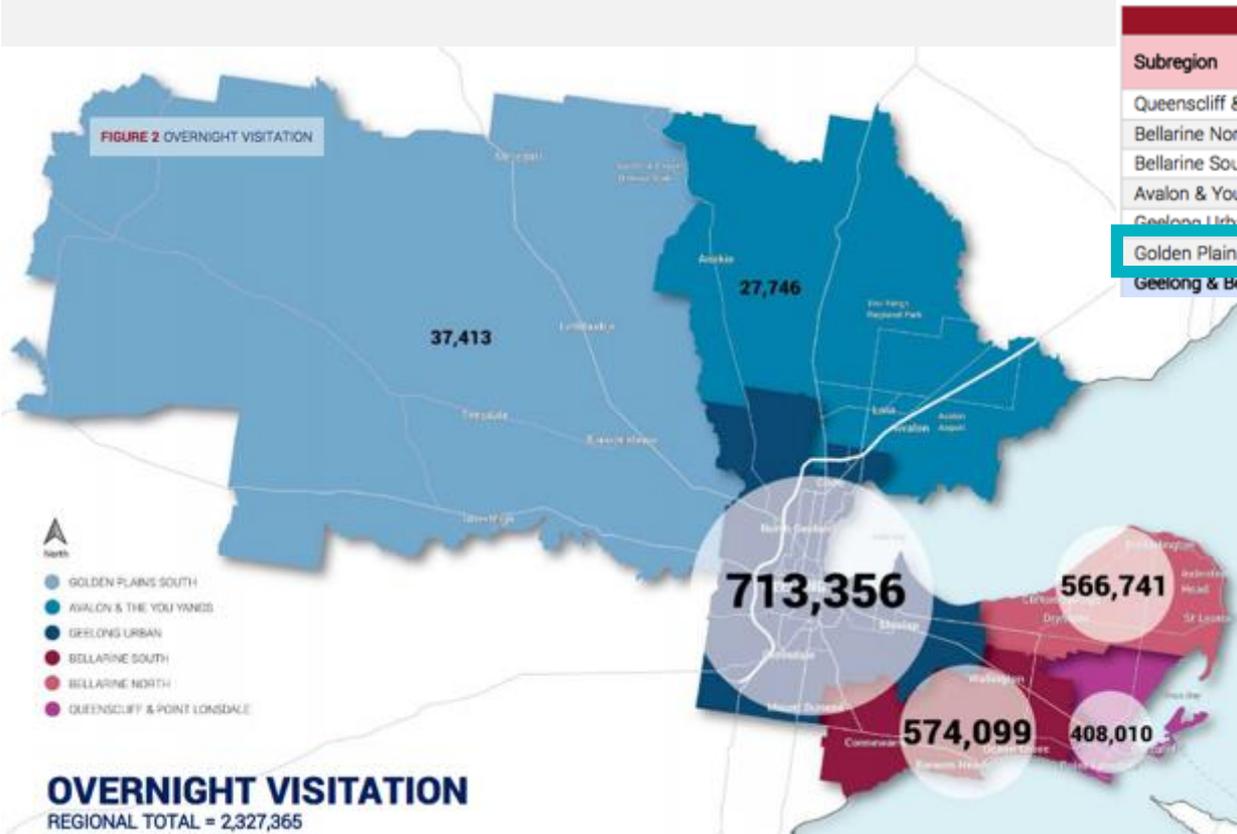
Source: Geelong and The Bellarine Tourism Development Plan 2019-2022 (Pages 8 & 11)

Geelong receives 5.7M trips per annum at a growth rate of 6%. The Moorabool Valley (as part of Golden Plains South – should ideally seeking a 0.5 to 1% share gain of all visits to bring it to 3% of all visits to the region, or the equivalent of another 25,000 - 50,000 visitors per annum.



# VISITATION DATA – Moorabool Valley

Overnight Visitation – Moorabool Valley: Highest growth compared to other Bellarine regions



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	2%
Golden Plains South	23,157	37,413	17%
Geelong & Bellarine region	2,157,811	2,329,382	3%

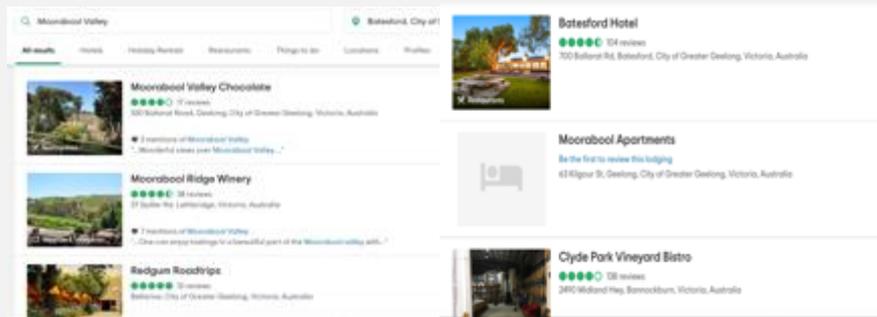
- Moorabool Valley has the lowest overnight visitation in the region (less than 2% however has a relatively high growth rate off a low base).
- There is a dearth of accommodation in the region which would account for low overnight numbers but continuing product improvement which will drive greater visitation in day trips.

Source: Geelong and The Bellarine Tourism Development Plan 2019-2022 (Pages 8 & 11)

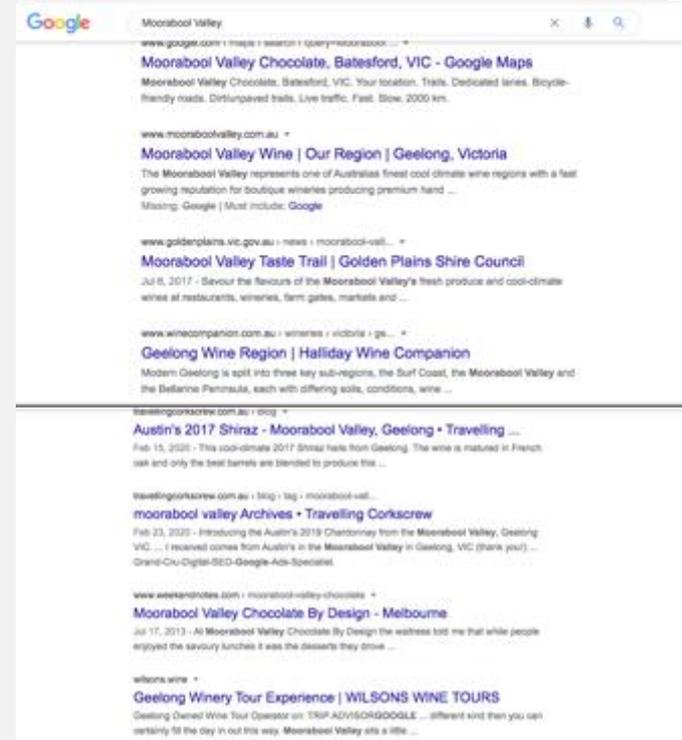
# THE CONSUMER PERSPECTIVE: THINGS TO DO

When reviewing on-line searched the Top 5 Attractions/Activities on Trip Advisor and Google are as follows.

1. **Chocolate**
2. **Wineries**
3. **Fresh food and markets: (Eggs) and the Moorabool Valley Taste Trail.**
4. **Batesford**
5. **Meredith and the Golden Plains Festival**
6. **Exploring Nature on Foot** – You Yangs and Brisbane Ranges National Park.



Summary: Culinary delights: Chocolate, wine, and fresh produce including cheese, olives and eggs.

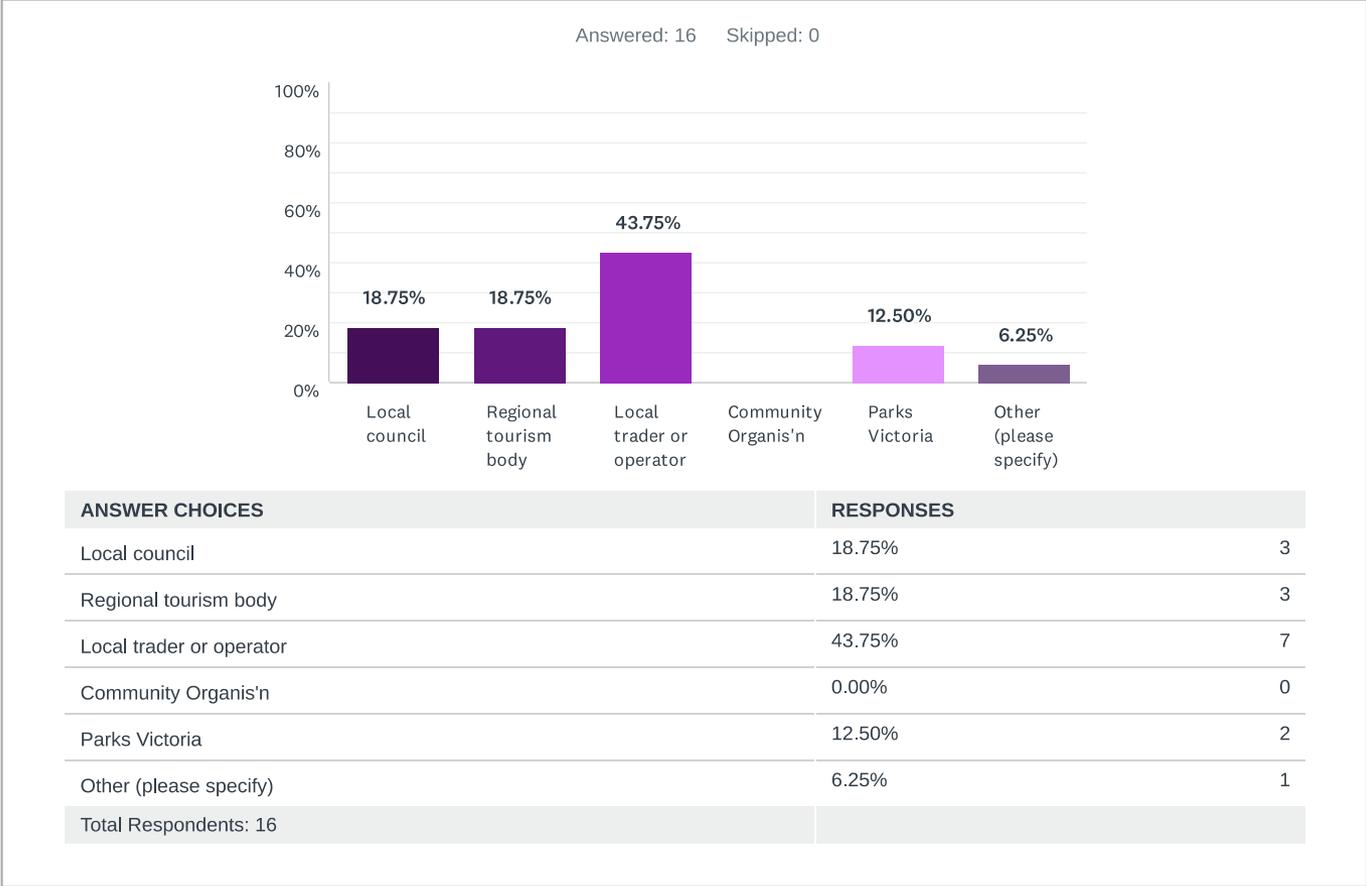


# STAKEHOLDER SURVEY OUTCOMES



# YOUR FEEDBACK

- Stakeholder Survey outcomes
- N= 16



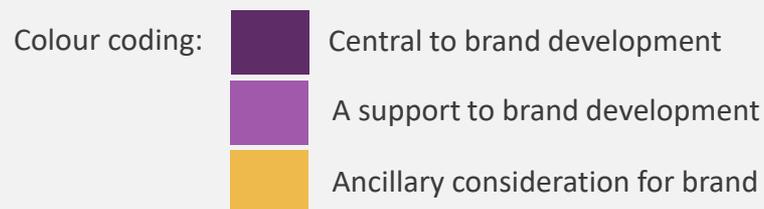
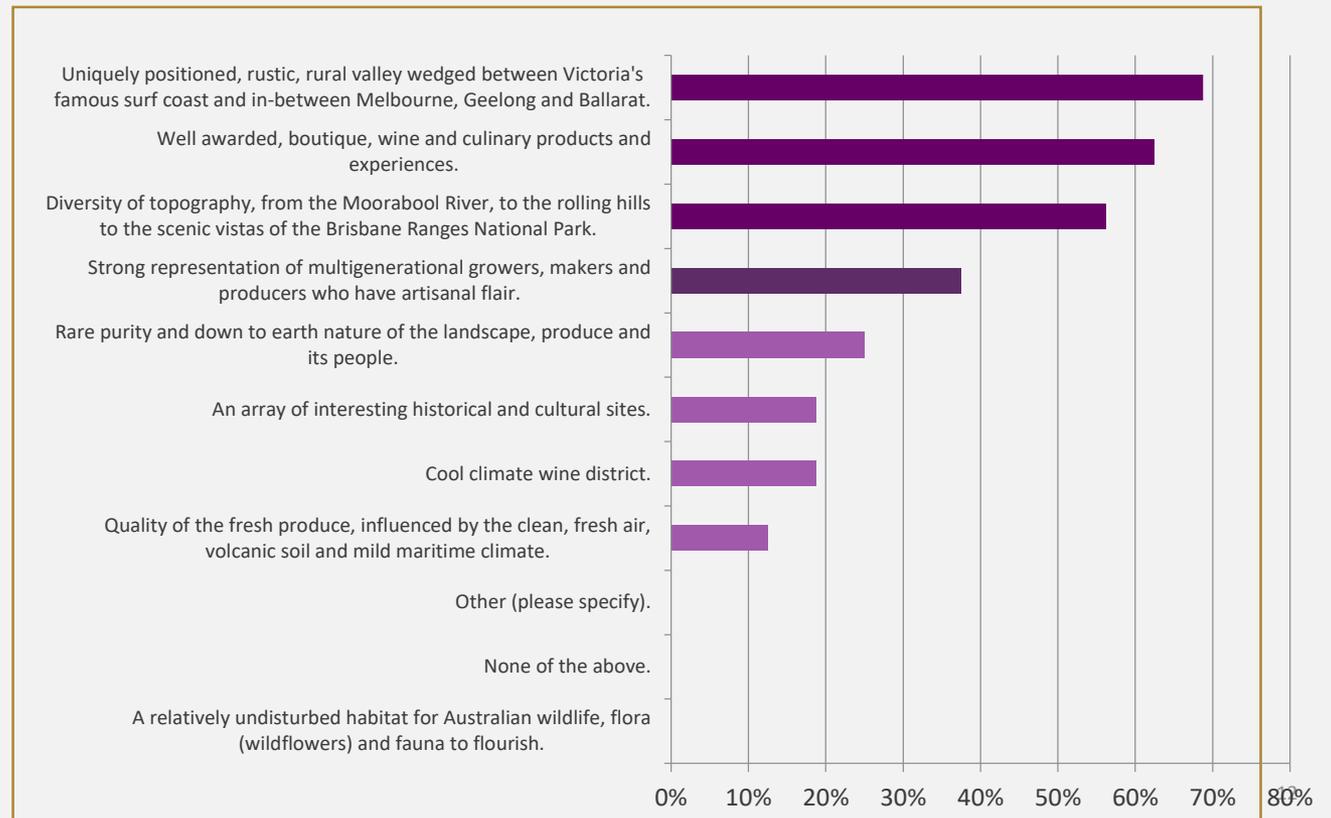
# MOORABOOL VALLEY KEY STRENGTHS

## TOP LINE

The overall strength of the region is in its valley topography and the perfect positioning between Melbourne, Geelong, Ballarat and the Surf Coast.

The diversity of the topography lends itself to a choice of crafted, awarded wine and culinary experiences.

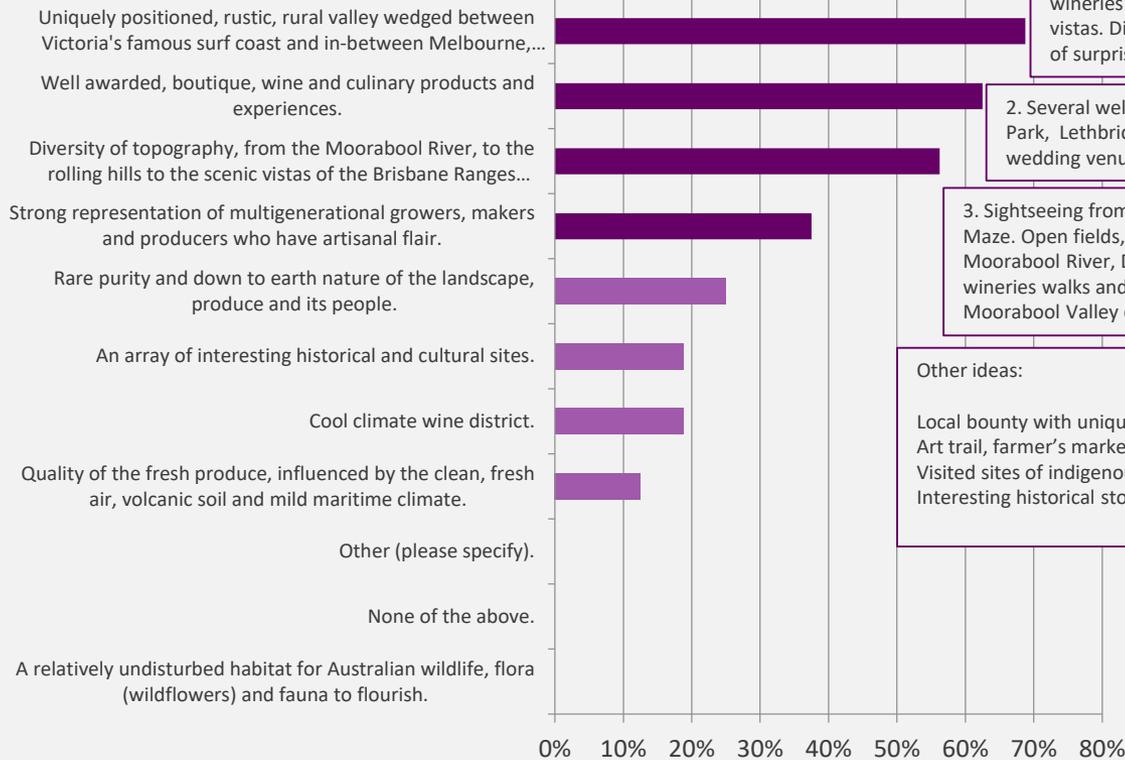
Naturally within this there is a rich vein of multigenerational growers, makers and producers who take pride in their product and remain rustic, honest to goodness and proud of the produce, their craft and their region.



# MOORABOOL VALLEY KEY STRENGTHS

Q3: Describe your three general strengths of the Moorabool Valley region.

Examples: Feedback from open ended question.



1. Great one day road trip from Geelong or Melbourne. Interesting villages, wineries and scenery. So near yet feels so far. Wide range of beautiful areas and vistas. Diversion through Barabool Hills from the coast. Bunjil Lookout, Maude. Full of surprises. You Yangs and Steiglitz.

2. Several well-known, award winning wineries in the region, Barwon Ridge wines, Clyde Park, Lethbridge Winery, Austin Wines, Provenance Wines. Pub food at Batesford. Great wedding venues.

3. Sightseeing from towns with a village feel to the remote bush of the Brisbane Ranges. The Maze. Open fields, hills around Batesford, country towns and National Park. Walks along Moorabool River, Dog Rocks photography and walks, Gumtree reserve walks and photos, wineries walks and tastings. Country drives, genuine rural communities and nature walks. Moorabool Valley chocolate. Moorabool Valley Taste Trail.

Other ideas:

Local bounty with unique venues and characters.

Art trail, farmer's markets.

Visited sites of indigenous culture, gold-rush towns and sites, and early settler history.

Interesting historical stories.

Colour coding:



Central to brand development



A support to brand development



Ancillary consideration for brand development



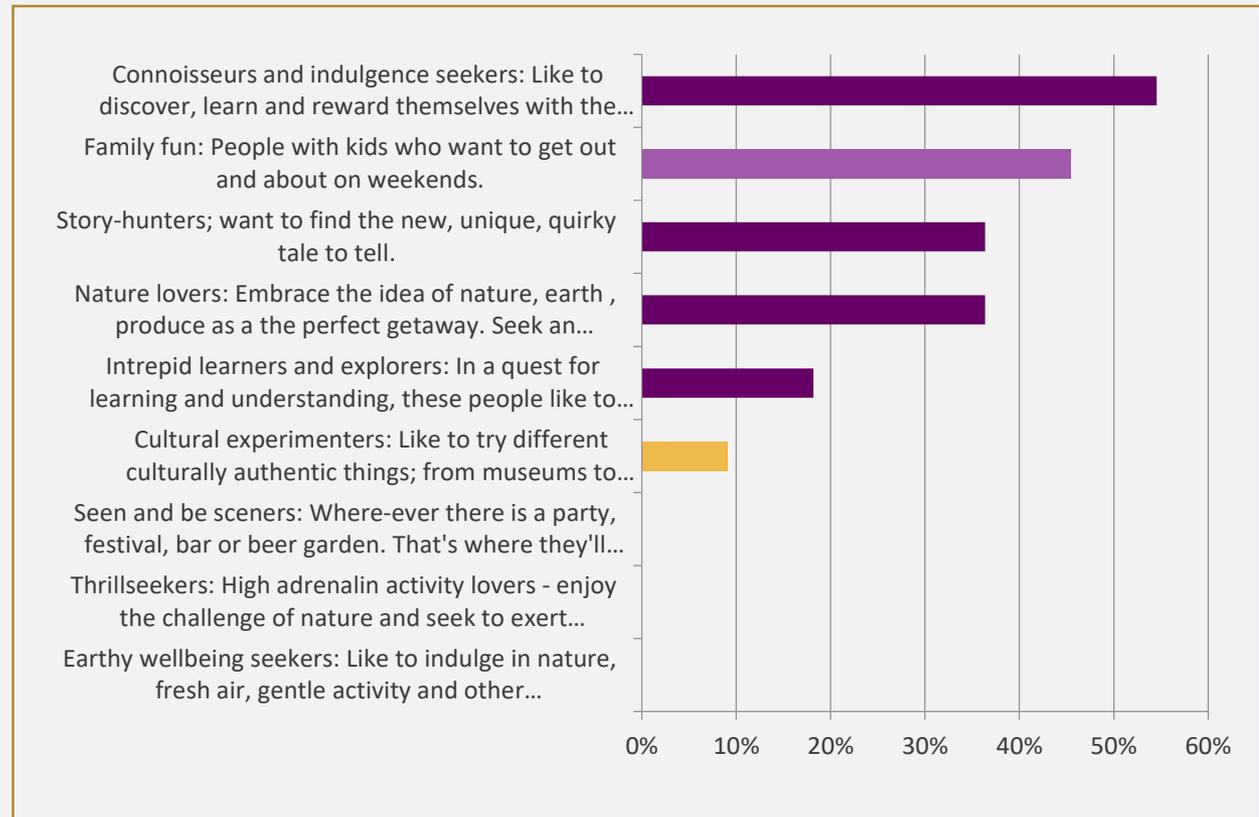
# VISITOR TYPES (IDEAL)

Q4: Thinking about the future. Which two consumer types listed below do you believe are the best 'fit' for your region current and emerging hero/draw card experiences? Select up to two (2).

Orients toward indulgence in nature, learn and share stories that are experienced first hand, through the makers and creators.

People who like an authentic connection to nature and a more premium/boutique and uncommercialised experience.

For weekends and school holidays, the family market should also be targetted for a fun getaway with kids. This is a marketing task rather than a brand positioning task. (The region shouldn't be positioned as a 'kid' region. It is decidedly adult and indulgently rustic.)



Colour coding:



Central to brand development



A support to brand development



Ancillary consideration for brand development

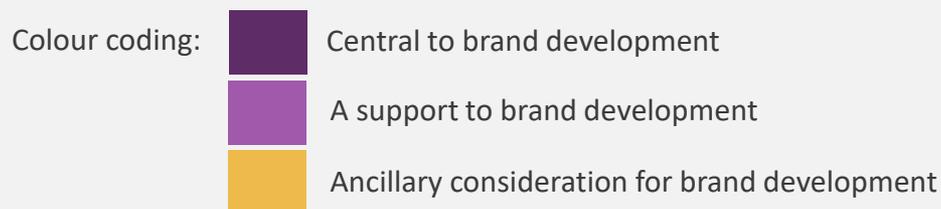
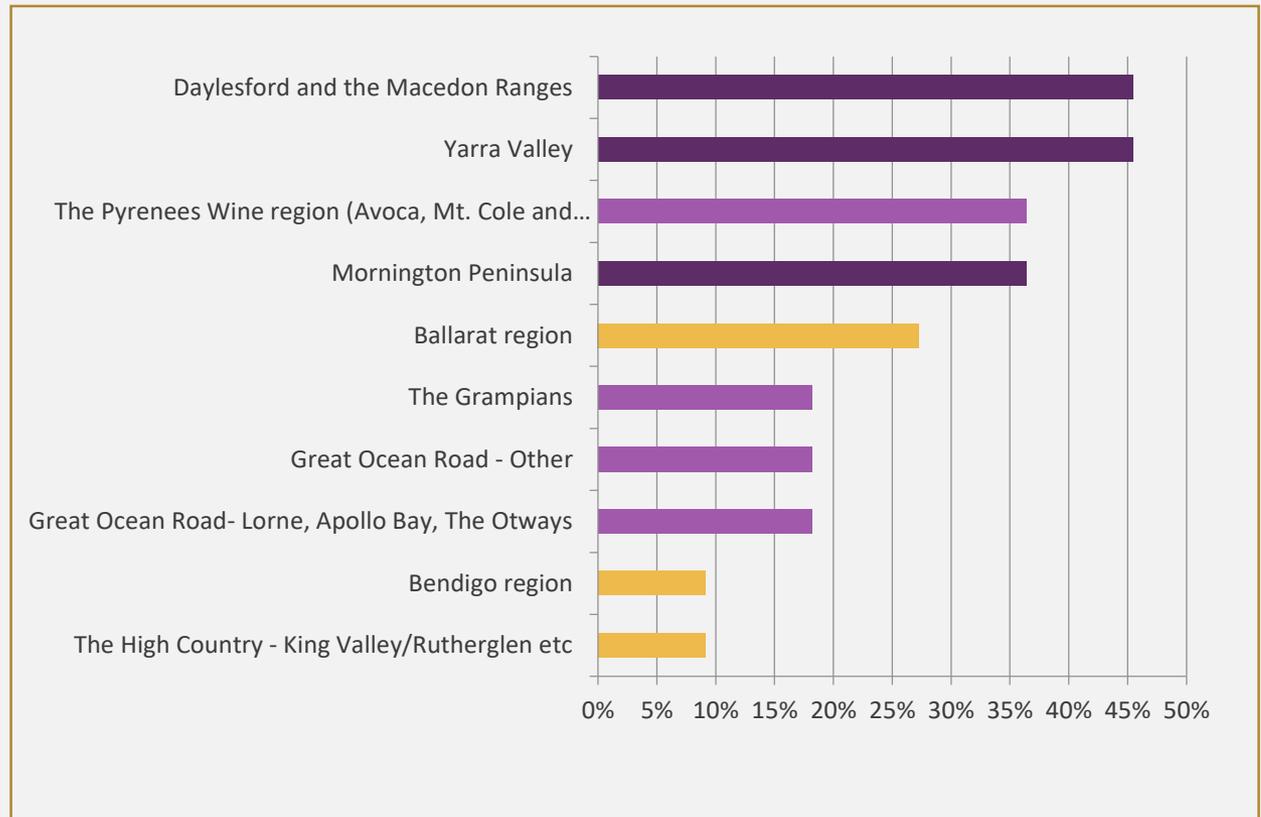
# COMPETITIVE SET (CURRENT AND ASPIRATIONAL)

Q5: Thinking about the types of travellers you have chosen above, which of Victoria's other regional destinations do you believe the overall offer of Moorabool Valley competes with? Select up to three (3).

The competitive set for the Moorabool Valley region is highly aspirational. **Daylesford, Yarra Valley and Mornington Peninsula** are all very mature food and wine regions with a plethora of offers, choice, accommodation, arts and culture that make them a suitable and easy choice for indulgence seekers. Interestingly they are (pre Covid19) over-run with tourists and day trippers on weekends and Moorabool Valley could provide a **refreshing** break from the norm.

The Pyrenees, Ballarat and Grampians provide more immediate competition given that they are lesser known food and wine areas but the Pyrenees and Grampians in particular are well awarded and offer boutique cool-climate varieties.

Our marketing activity should work toward connecting the Moorabool Valley to Geelong and the Great Ocean Road as a complimentary experiences for tourists.



# FUTURE FOCUS

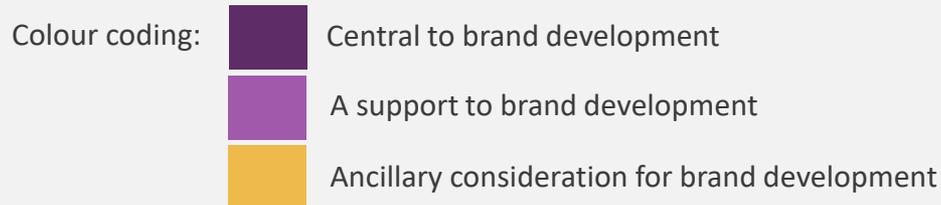
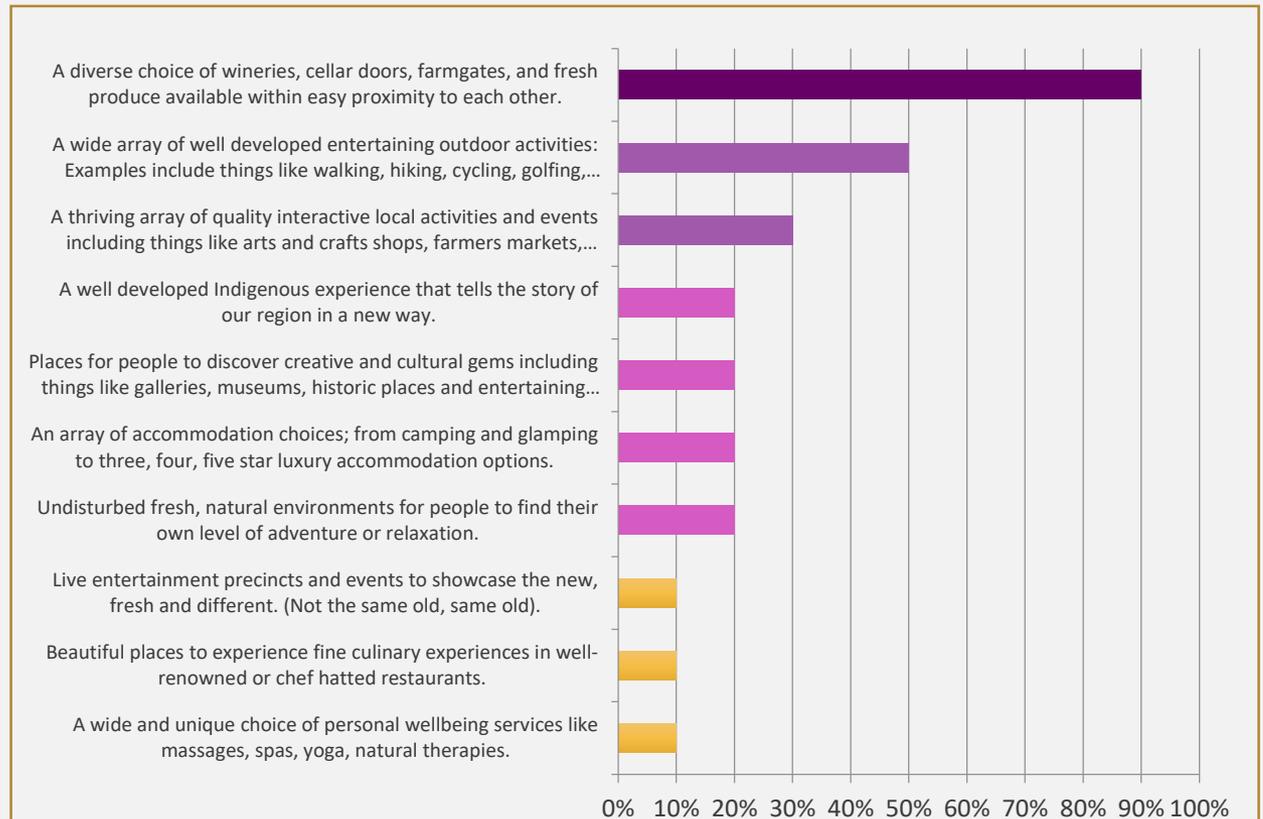
Q6:Of the choices below which three (3) are the most important tourism experiences for the future of the Moorabool Valley destination? Select up to three (3).

Consistent with the desire to attract more connoisseurs and indulgence seekers, and compete with the likes of Daylesford, Mornington Peninsula and the Yarra Valley there is a desire to see the region focus on developing or concentrating efforts on the diversity of wineries, cellar doors, farm gates and fresh produce.

To support this lure with a wide array of well developed and entertaining outdoor activities, which take advantage of the region's diversity and topography.

To provide a pin-point focus it will also be important to develop events and local activities to give desire to visit some immediacy.

**We are a food and wine (culinary) region of growing currency and intrigue.**



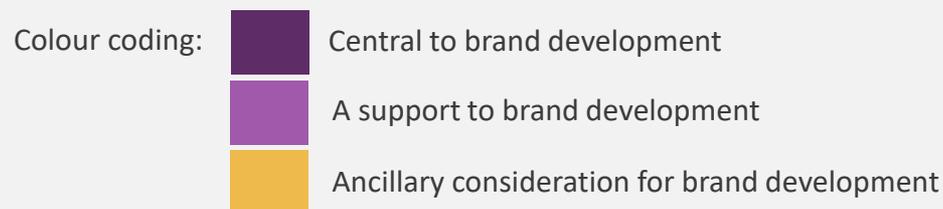
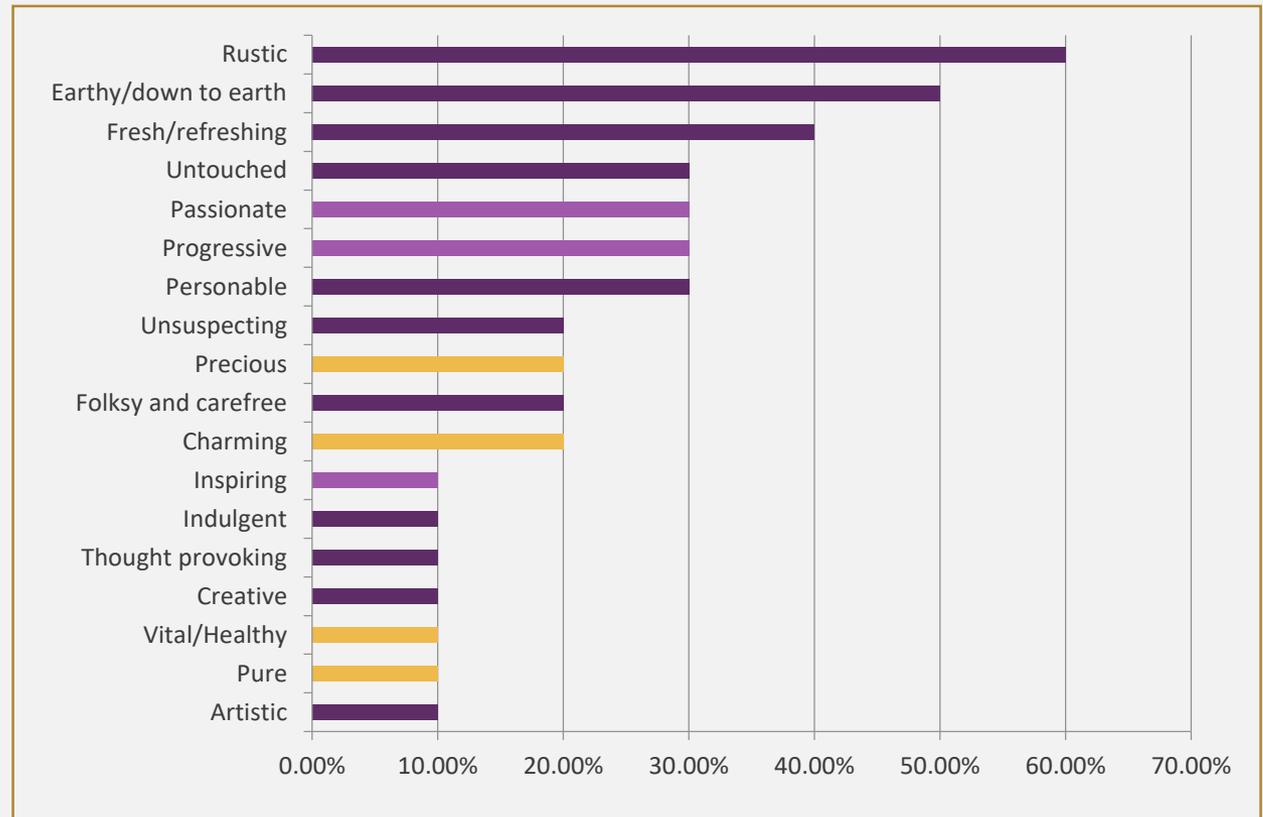
# ASPIRATIONAL BRAND ASSOCIATIONS

Q7: What words would you like people to most associate with the Moorabool Valley region. Select up to five (5) words from the list below or add your own in "any other thoughts".

This region wants to be seen as unaffected (rustic/down to earth/personable).

This will only work if you are also seen as **creative, fresh (in spirit and in country), folksy, artistic and thought-provoking.**

Many destinations claim rustic and down to earth but this is a side benefit once visitors are inspired by something they don't suspect, something creative, artisanal, quirky and/or folksy.



# BRAND POSITIONING HYPOTHETICALS

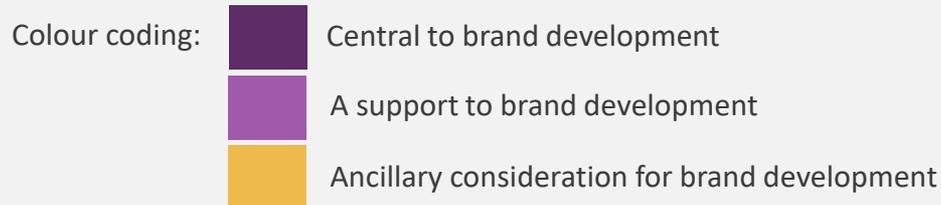
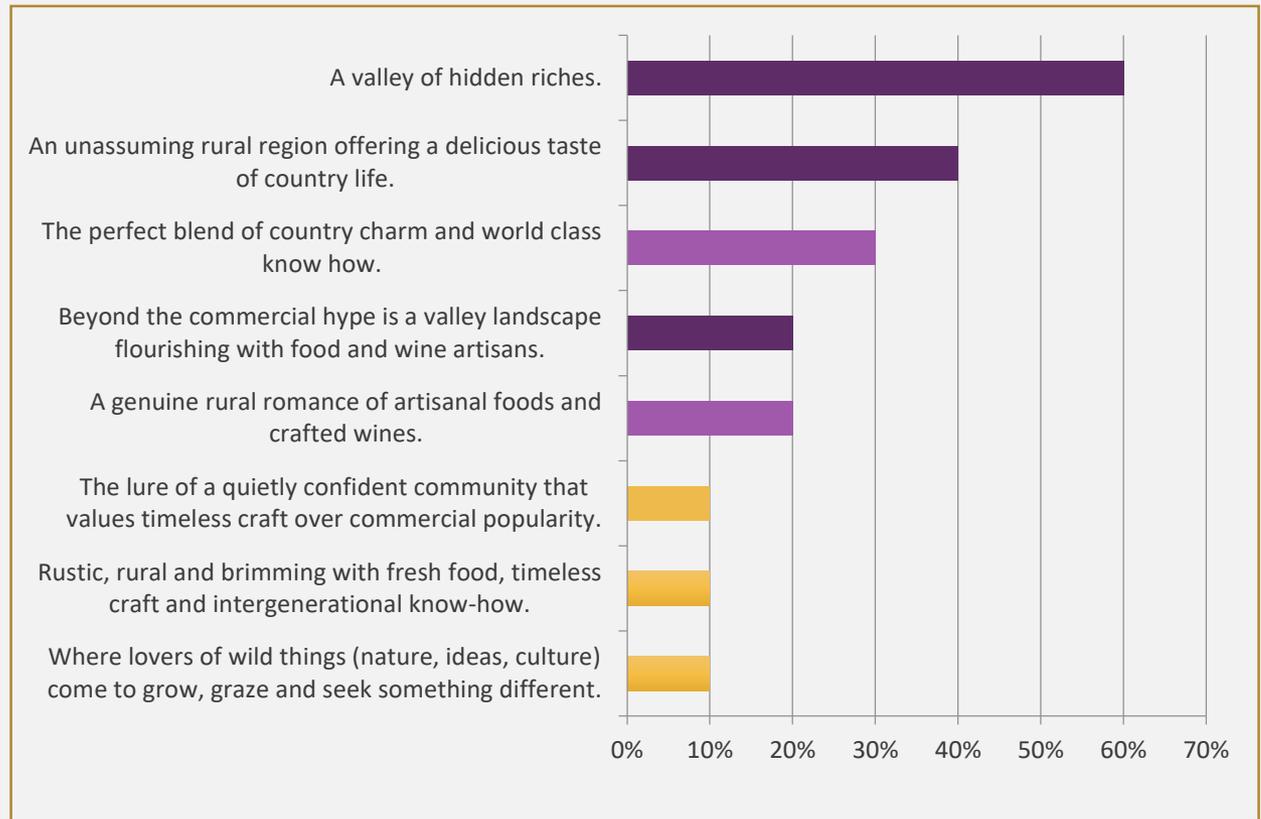
Q8: Which of the following statements (if any) do you believe most closely summarises Moorabool Valley's brand offer to potential tourists and day visitors. Please select up to two (2).

**A valley of hidden riches plays to the 'unsuspecting' and 'unassuming' nature of the region and its people.**

**A delicious taste of country life gives the tone:** Rustic, down to earth and food and wine (culinary related).

Country charm is a bit passive for a region that is more creative and artistic. Undersells the region. Needs to be progressive.

**Valley landscape flourishing with food and wine artisans** supports the 'delicious taste of country life' offer and provides back up and explanation to what the 'hidden riches' are.



# THE VOICE OF MOORABOOL VALLEY

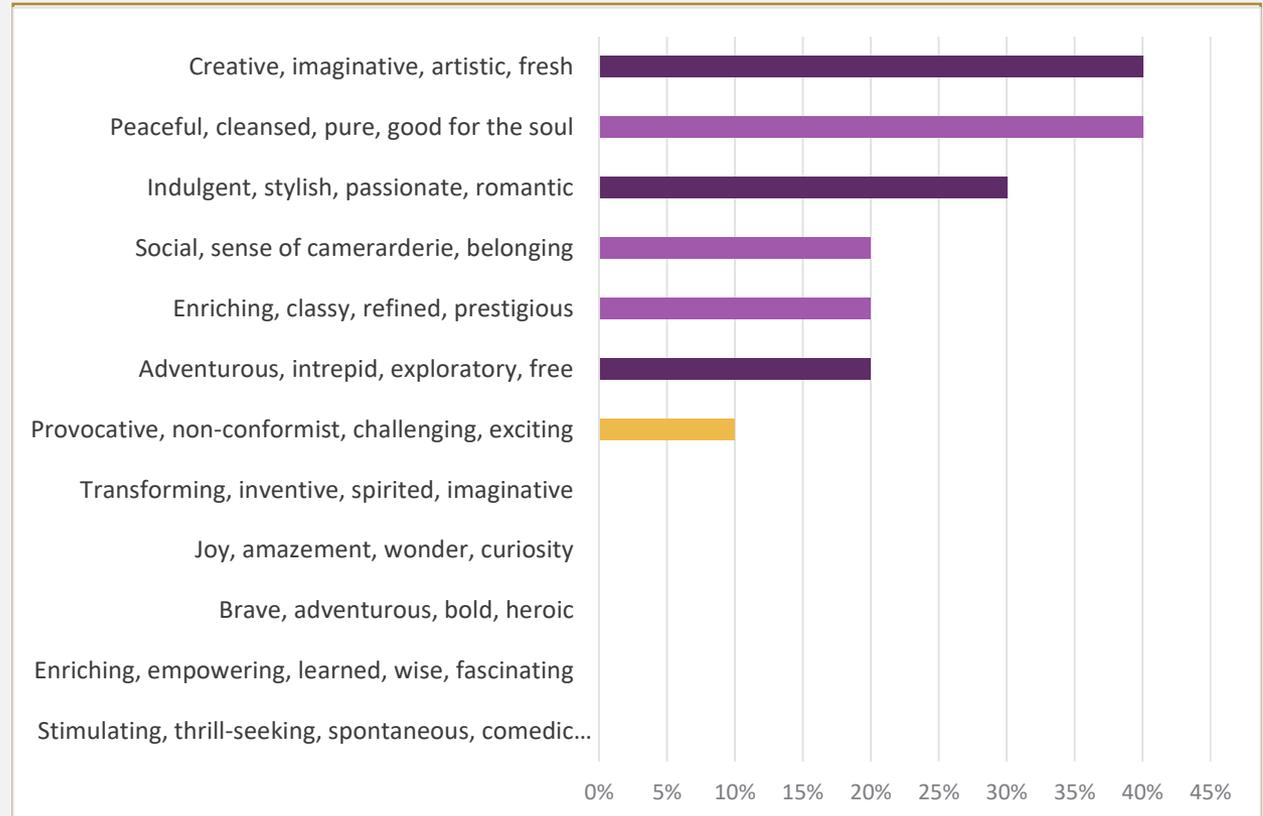
Q9: If you had to pick a 'voice' for your destination, which sets of words shown below fit best as a way to express the distinctive tone of your destination? Select up to two (2) SETS of words.

Moorabool Valley has an independent spirit. As such it's not a follower of fads, nor is it for followers of fads.

It has the long standing multigenerational wisdom to be proudly different, to explore new ways of crafting wine and food in order to make the very best of it possible.

Moorabool Valley has the confidence of time, multigenerational experience and proof in award winning and popular food and wines.

Its fresh, good for the soul and has an inner strength and pride that's earned not bought.



Colour coding:  Central to brand development

A support to brand development

Ancillary consideration for brand development

# THE OPEN ENDED QUESTION: OTHER COMMENTARY

These are uncut answers to the open ended question at the end of the survey.

'What else can you add?'

Most of the commentary pertains to marketing activities and the need to focus on the Geelong day-tripper market

- Shiraz and Jazz festival at Batesford hotel by the Moorabool Gardens and River. - Wine tastings by the river with family roast on weekends (Batesford rotisserie). - Community events with all the wineries sampling their wine at Batesford with matching food. - Photography competition of the Moorabool bridge and dog rocks. - High Tea at Batesford hotel before going for a walk along the river and Moorabool reserve. - Picnics in the sunset at the dog rocks then dinner at Batesford hotel. - At Batesford we would like to have a cellar for all the wine and produces of the region. We already have the perfect shed for it but we need to invest in this.
- I think Geelong tourism would have a shorter name that covers the whole area. A more attractive name for the people from Melbourne.
- Family farms to teach kids about animals and the parents will have a good option for weekends. During the week would be a perfect attraction for schools.
- Push the link to Geelong tourists.
- I've tried a lot of wine in my time, and without a doubt, this region produces some of the best booze there is!
- Build the links to surrounding tourism area, particularly the Surf Coast and its hinterland.
- Encourage regional touring through both. Give a strong push to the Geelong market. It is on our doorstep and for us in the Barrabool Hills has the greatest potential.

# BRAND PROMISE



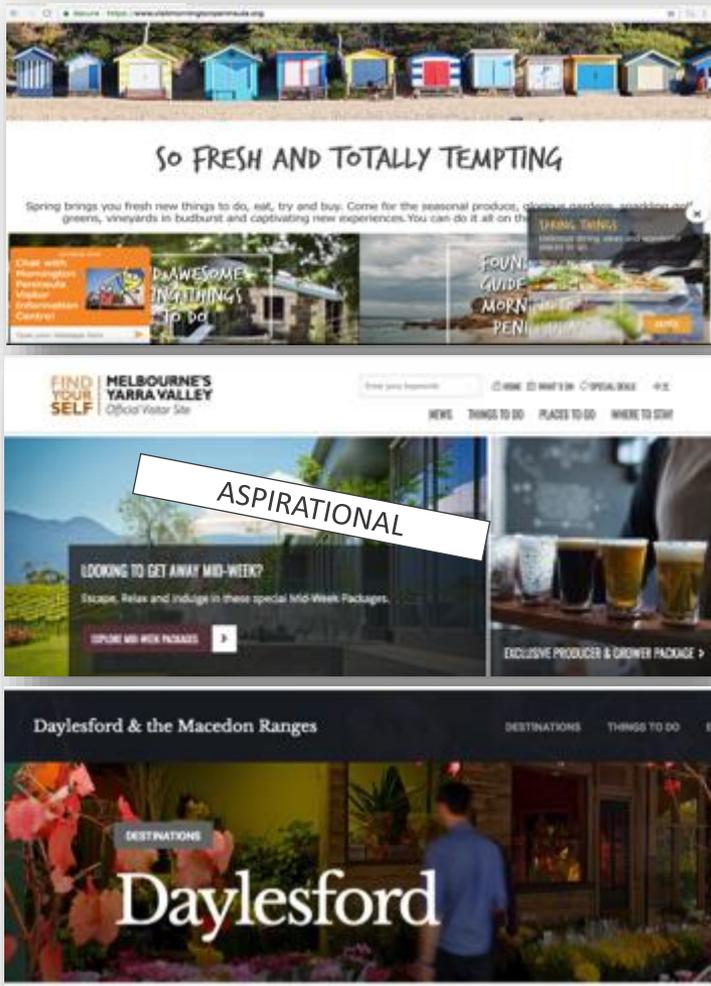
# WHAT THIS DOCUMENT REPRESENTS

## 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 Moorabool Valley successfully against its competitors. In turn this will provide consumers with distinctive reasons why they should choose your destination 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.

# 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 stakeholder survey and interviews.

## THE CATEGORY WE COMPETE IN

KEY COMPETITIVE SETS ARE:

### 1. FOOD & WINE EXPERIENCES

For instance: Big picture: Daylesford, The Yarra Valley, The Mornington Peninsula: Red Hill and Flinders.

Our points of difference

**WE ARE:** Award winning wines and wineries yet remain determinedly rustic and unaffected by hype and tokenism. This is grounded, grounding, fresh, natural and far from the 'madding' crowd.

**Point of difference:** Unaffected, relaxed, fresh, unhurried, hidden and surprising.



### 2. CHARMING HOMESPUN COUNTRY DESTINATIONS

For instance: The Pyrenees, The Grampians, Nagambie and some areas like Lorne and the Otways on the Great Ocean Road.

Our points of difference

**WE ARE:** Multi-generational farmers, winemakers and food producers. Our focus is our product. We have authentic stories to tell.

**Point of Difference:** Close to Geelong and the Great Ocean Road. Close to Melbourne too. An easily achievable day trip full of country goodness.

# OUR 'BRAND' PURPOSE



## **WE'RE HERE FOR THOSE WHO ARE**

### **CURIOUS, OPEN-MINDED FOOD AND WINE EXPLORERS**

We're for those whose curiosity lures them to seek inspiration from places lesser known.

We're here for those who seek indulgence in the little things, the personal touches, the family recipes, generational farms and home-spun craftsmanship.

We're for those who appreciate the gems of nature and the simplicity of a rural environment and we reward those who take the time to discover the undiscovered.

### **OUR CORE TARGET MINDSET:**

*Seek a fresh environment and fresh food paired with the best wine Victoria can offer. They love authentic stories, prefer rustic to over-polished experiences and love the serendipity that comes with exploration.*

# OUR DISTINCTIVE OFFER

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

Competitive advantage VS Other regions

## TO CURIOUS FOOD AND WINE EXPLORERS WE ARE

*Geelong’s inland valley of delicious hidden riches, where a trail of rustic and beautifully authentic rural food and wine towns receive visitors warmly and leave them feeling naturally refreshed yet thoroughly indulged.*

Strength vs. the rest of the region.

Emotional territory

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.

We aren't we Victoria's in land valley? Because it's more credible to attach ourselves to the growing cache of Geelong and surrounds. It also creates a branded destination for people in Geelong to consider daytrips.

# SIGNATURE EXPERIENCES

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

HIDDEN VALLEY OF FOOD AND WINE TOWNS

MULTIGENERATIONAL AWARD WINNING WINERIES

RICH WITH RURAL DIVERSITY

A NATURAL BEAUTY



*STIMULATED AND INDULGED*

*INDULGED AND CONNECTED*

*REFRESHED AND CONNECTED*

*REFRESHED AND STIMULATED*

*AGRICULTURAL PEDIGREE COMBINED WITH ARTISAN FLAIR*

*FAMILIES REFINING VITICULTURE FOR GENERATIONS*

*QUICK COUNTRY ROAD TRIP: LESS ROAD AND MORE TRIP.*

*AN INTOXICATING COMBINATION OF NATURAL ENVIRONMENT AND CULTURAL HERITAGE*

Benefit: Hidden valley of delectable wine, cheese and chocolate, set in natural, unapologetically rustic country-side, and just 20 minutes from Geelong.

EMOTIONAL OUT-TAKE

RATIONALE



# SIGNATURE EXPERIENCES

Why we can claim these experiences.

## HIDDEN VALLEY OF FOOD AND WINE TOWNS

### AGRICULTURAL PEDIGREE COMPLEMENTED BY ARTISAN FLAIR

- Nestled between the Great Southern Ocean and cities of Geelong, Ballarat and Melbourne. The Valley is lesser known and a hidden delight where growers and makers produce high quality, well renowned and regarded food with wide distribution. (Meredith Dairy).
- Large scale food production is complemented by boutique food / visitor experiences like Moorabool Valley Chocolate.
- Artisan producers are supported through local retail and hospitality venues
- Golden Plains Farmers Market provides outlet for local makers and growers. (\* CONSIDER RENAMING)
- Quirky and high quality dine-in experiences featuring the local yield i.e.. Bannockburn Station.
- Other brands: Wes Eggs, Bannockburn Chickens, Western Plains Pork, Farm Pride.

## MULTIGENERATIONAL AWARD WINNING WINERIES

### FAMILIES REFINING VITICULTURE FOR GENERATIONS

- Some of the highest regarded wines in Australia are grown and made here.
- Generations = Bannockburn Vineyard, Gary / Nick Farr, the Austins.
- Family owned, friendly, genuine, rustic but sophisticated, house-like, unspoiled, unrushed, earthy, meet 'real' people.
- The wine is seriously good – some of the highest regarded wines by the likes of James Halliday.
- In many ways, it's about quality over experience, about deeper understanding and discovery.
- However – cool experiences are available i.e.. Austins Rent a Vine.
- Clyde Park, Lethbridge, Del Rios balance the experience with a range of tasting, touring and dining options.

## RICH WITH ACCESSIBLE RURAL DIVERSITY

### COUNTRY ROAD TRIP WITH LESS ROAD AND MORE TRIP

- 15 minutes from Geelong and just over an hour from Melbourne yet feels completely rural and wide-open spaces.
- A country drive without the 'are we there yet?' factor.
- Towns with pubs, cafes and bakeries fuelling the journey with vanilla slices.
- Connection with Moorabool River creating hills, ridges and valleys – great spots for wineries.
- Well known towns with significant events (Meredith and Golden Plains Music Festivals).
- Excellent wedding options – romance of the country.
- Space for secret family fun, (Fairy Park, Barrabool Maze).
- Surprised by breathtaking views and landscape. Lookouts i.e. Bunjil, Dog Rocks.
- Unrushed experiences.
- You don't drive in and out- you explore and discover.

## A THRIVING NATURAL BEAUTY

### INTOXICATING COMBINATION OF ENVIRONMENT AND HISTORY (MAYBE CULTURE DEPENDING ON WADAWURRUNG)

- Brisbane Ranges National Park – one of the richest wildflower habitats in Victoria.
- Geology means flora that has long since disappeared from other parks is preserved here.
- Wildlife including koalas, kangaroos, wallabies, echidnas, possums and gliders plus 150 types of birds.
- Walking / hiking tracks, picnics, bush camping close to Melbourne and Geelong.
- Steiglitz – Victoria's last 'ghost town' – gold rush came and went, still has no power, preserved history, mine shafts.
- Views of gorges and landscape are breathtaking.
- Geology of whole area = Moorabool Valley.
- Volcanic soil means grassland is significant and protected.
- Some Wadawurrung sites and a walk.

# SUPPORT TOURISM EXPERIENCES



# SUPPORT EXPERIENCES

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

## 01 WITHIN EASY REACH OF A HOST OF COMPLEMENTARY EXPERIENCES.

- Close to Geelong: Twenty minutes to half an hour drive.
- Easy proximity to the Great Ocean Road region.

## 02 UNTOUCHED NATIONAL PARK

Access to the little known Brisbane Ranges National Park. It's wildlife, wildflowers, walking trails, hikes.

## 03 ACTIVE OUTDOORS

- Bird watching
- Hiking
- Abseiling
- Bird Watching
- Walking trails

## 04 FAMILY FUN

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

- The Maze
- Steiglitz
- Outdoor walks
- Fairy Park at Anakie

## 05 HERITAGE AND REGIONAL STORIES

- Indigenous sites
- Steiglitz Historic town, including heritage museum and gold panning.

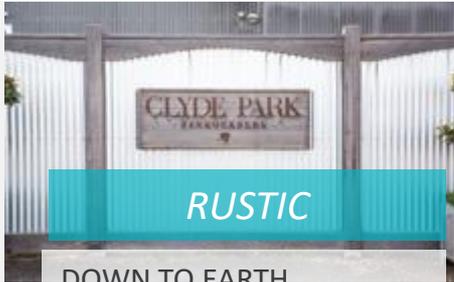
## 06

# MOOD & PERSONALITY



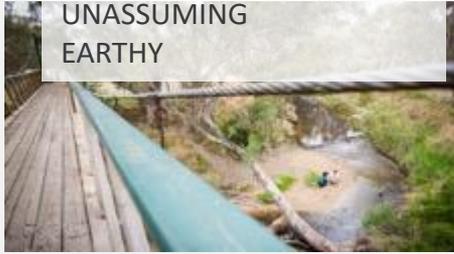
*INDEPENDENT*

FREE SPIRITED  
UNCOMMERCIALISED CRAFT  
DELICIOUS FARMSMANSHIP



*RUSTIC*

DOWN TO EARTH  
UNASSUMING  
EARTHY



*ADVENTUROUS*

INTREPID  
CAREFREE



*WARM*

VALLEY OF WELCOMING  
VILLAGES  
PERSONABLE



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



# EMOTIONAL TERRITORY

How we want our audiences to feel after their experience.



1.

## STIMULATED

Feels like

Discovery, revelation, surprise

2.

## INDULGED

Feels like

Cared for, satiated, warmth.

3.

## REFRESHED & CONNECTED

Feels like

Affinity. Understanding. Appreciation: Of the land and the people who craft the produce.



# THE BRAND MAP

THE PLAN ON A PAGE

# THE BRAND MAP

Brand Value Proposition

*Geelong's inland valley of delicious hidden riches, where a trail of rustic and beautifully authentic rural food and wine towns receive visitors warmly and leave them feeling naturally refreshed yet thoroughly indulged.*

Brand Character & Tone

**INDEPENDENT**      **ADVENTUROUS**      **WARM**      **RUSTIC**

Emotional benefit (Intangible Brand Asset)

<b>STIMULATED</b>	<b>INDULGED</b>	<b>REFRESHED AND CONNECTED</b>
<i>By the diversity of the region and the discoveries around every bend</i>	<i>By world class wine and produce</i>	<i>By the ecology, heritage, fresh air and warm welcomes</i>

Experiences benefit

***The hidden valley of delectable wine, cheese and chocolate, set in natural, unapologetically rustic countryside and just twenty minutes from Geelong.***

Signature Experiences

<b>HIDDEN VALLEY OF FOOD AND WINE TOWNS</b>	<b>MULTIGENERATIONAL AWARD WINNING WINERIES</b>	<b>RICH WITH RURAL DIVERSITY</b>	<b>A NATURAL BEAUTY</b>
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Brand Assets

<i>Agricultural pedigree complemented by artisan flair</i>	<i>Families refining viticulture for generations</i>	<i>Country road trip with less road and more trip</i>	<i>Intoxicating combination of environment and history (maybe culture depending on Wadawurrung)</i>
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Tangible attributes

<i>Festivals and arts</i>	<i>One and a half hours from Melbourne and only twenty minutes from Geelong</i>	<i>Close to Brisbane ranges National Park and the You Yangs</i>	<i>Family fun</i>
<i>A genuine network of towns, and within easy reach of a host of complementary experiences.</i>		<i>Gold mining heritage</i>	<i>Active outdoors</i>

Target Mindset

**CURIOUS, OPEN-MINDED FOOD AND WINE EXPLORERS**

# THE BRAND MAP

- Brand Value Proposition
- Brand Character & Tone
- Emotional benefit (Intangible Brand Asset)
- Experiences benefit
- Signature Experiences
- Brand Assets
- Tangible attributes
- Target Mindset

*Geelong's inland valley of delicious hidden riches, where a trail of rustic and beautifully authentic rural food and wine towns receive visitors warmly and leave them feeling naturally refreshed yet thoroughly indulged.*

**INDEPENDENT      ADVENTUROUS      *USE FOR TONE*      RUSTIC**

**STIMULATED**  
*By the diversity of the region and the discoveries around every bend*

**INDULGED**  
 OUR YARDSTICK FOR PROMOTIONS, EVENTS AND ACTIVATIONS  
*By world class PROMOTIONS, produce*

**REFRESHED AND CONNECTED**  
*By the ecology, heritage, fresh air and warm welcomes*

***The hidden valley of delectable wine, cheese and chocolate, set in natural, unapologetically rustic countryside and just twenty minutes from Geelong.***

**HIDDEN VALLEY OF FOOD AND WINE TOWNS      MULTIGENERATIONAL SIGNATURE WINNARRATIVES TO HEADLINE ALL STORIES      RICH WITH RURAL DIVERSITY      A NATURAL BEAUTY**

*Agricultural pedigree complemented by artisan flair*      *Families refining viticulture for generations*      *Country road trip with less road and more trip*      *Intoxicating combination of environment and history (maybe culture depending on Wadawurrung)*

**DIFFERENT SELLING POINTS FOR DIFFERENT AUDIENCES**

*Festivals and arts*      *One and a half hours from Melbourne and only twenty minutes from Geelong*      *Close to Brisbane ranges National Park and the You Yangs*      *Family fun*

*A genuine network of towns, and within easy reach of complementary experiences.*      *Gold mining heritage*      *Active outdoors*

**CURIOUS, OPEN-MINDED FOOD AND WINE EXPLORERS**

# SOURCES OF INFORMATION

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

Source	Context
<ul style="list-style-type: none"> <li>Greater Geelong and The Bellarine Tourism Development Plan: Final Report 2019-2022</li> </ul>	<ul style="list-style-type: none"> <li>Visitation data; Competitive set; Domestic market segments</li> </ul>
<ul style="list-style-type: none"> <li><a href="http://www.tripadvisor.com">www.tripadvisor.com</a></li> <li><a href="http://www.visitgeelongbellarine.com.au">www.visitgeelongbellarine.com.au</a></li> </ul>	<ul style="list-style-type: none"> <li>Top attractions and assets in Barwon Heads, Ocean Grove and Geelong &amp; The Bellarine</li> </ul>
<ul style="list-style-type: none"> <li><a href="http://www.visitvictoria.com/Regions/Geelong-and-the-Bellarine/Events">www.visitvictoria.com/Regions/Geelong-and-the-Bellarine/Events</a></li> <li><a href="http://www.intown.com.au/locals/bellarine/bellarine-peninsula-events.htm">www.intown.com.au/locals/bellarine/bellarine-peninsula-events.htm</a></li> </ul>	<ul style="list-style-type: none"> <li>Information</li> </ul>
<ul style="list-style-type: none"> <li><a href="http://www.mooraboolvalleytastetrail.com.au/wineries-breweries/">www.mooraboolvalleytastetrail.com.au/wineries-breweries/</a></li> </ul>	<ul style="list-style-type: none"> <li>Top wineries/cideries</li> </ul>
<ul style="list-style-type: none"> <li>Golden Plains Shire Council: Economic Development and Tourism Plan</li> </ul>	<ul style="list-style-type: none"> <li>Overarching direction for the Shire in which the Moorabool Valley is place.</li> </ul>