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 North Bellarine successfully against its competitors. In turn this will provide consumers with distinctive reasons why they should choose this destination over others. The key parts of the process are in defining:

1 **Purpose:** What needs will /can you satisfy (emotionally and rationally) 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.
BACKGROUND
OVERVIEW
The North Bellarine

The North Bellarine sits on the Port Philip Bay side of the Bellarine Peninsula and is defined by its unique topography, proximity (and visibility) to Melbourne City, Geelong and the You Yangs and benefits from a mild temperate cool climate which makes the conditions perfect for agriculture and viticulture. Undoubtedly the strength of the region is in its local culinary produce particularly the concentration of quality wineries/distilleries, cellar doors and eateries all set within a twenty square kilometre radius and close to the towns of the region that include: Indented Head, St. Leonards, Curlewis, Portarlington, Drysdale and Clifton Springs.

This easy access makes for indulgent afternoons in a rare country seaside atmosphere that feels removed from big city haste but is remarkably only 20 minutes from Geelong and an hour and a half from Melbourne.

The area is currently referred to internally as ‘The North Bellarine’ however if this region intends to be marketed as a sub-region of the Bellarine we recommend calling it ‘The Bellarine Bay region’, the “Portarlington and surrounds” or the Portarlington and beyond region. The reason is two fold.

1. Consumers are notoriously disinterested in compass directions and find it difficult to ‘place’ the region.
2. It dimensionalises the Bellarine into its unique offerings and builds an immediate emotive expectation and over time will help build out the Bellarine’s dimensions as other destination brands are developed.

The region has a wonderful complement of independent operators in the culinary and accommodation space but it is also recognised (through the stakeholder survey/ workshop process) that much still needs to be done to develop the region particularly in the area of roads (traffic management), accommodation (more and better quality) and cycling offers (given the regions concentrated culinary offers).

Such developments are for the Tourism Destination Managers and council to address and while we note them (see appendices) the purpose of this process is to create a story about the region that can define its competitive advantages simply for now, but also provide a springboard for development and unified approach to marketing.

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.
THE KEY COMPETITIVE SETS ARE:

1. ACCESSIBLE FOOD & WINE REGIONS
(FRESH PRODUCE: ARTISANS AND MAKERS)

Possible points of difference
WE ARE: Water’s edge, maritime climate and have the views of visitors weekly grind! (Melbourne) We are close to Melbourne but not congested or bustling
Point of difference: Culinary retreat on the water’s edge

2. CHARMING SEASIDE VILLAGES
For instance: Mornington Peninsula, Apollo Bay/Otways, Great Ocean Road regions.

Possible points of difference
WE ARE: Seaside charm complemented by our fertile pastoral lands which provide an abundance of diverse local produce and attract creative artisan providers.

Point of Difference: Earthy, stylish, indulgence.
THE SHIFT WE NEED TO MAKE
FROM A DISPARATE COLLECTION OF THINGS TO DO

Trip Advisor’s Top Ten for Portarlington.

A fairly general view of most seaside destinations.

So what makes us different?

North Bellarine Brand Disciplines V3
TO A STORY OF STYLISH CULINARY ENJOYMENT

Product and experience needs to leverage the natural beauty and unique features of the ‘Bay’ in a way that evokes more style, wellness and speaks to culinary assets:

CULINARY: The maritime climate and its effect on agri and aquaculture.

AMPHITHEATRE OF BLUE: The ten minute proximity to variety of culinary experiences.

WELLNESS as a priority: The colour blue as a key trigger and promise of the region. (See above right)

Connection with romance & calm that other seaside villages haven’t yet claimed.
SEEKERS OF FRESH SECRETS

We’re for those who want a life less ordinary. Those who prefer to follow their nose than to follow the crowd.

We are for those who like to set a pace that is relaxed, indulgent and lets them luxuriate in the finer things in life. But this doesn’t mean they are pretentious. Quite the opposite. They prefer real stories over status and love to spend time discovering the best in food, produce, artistry and people of the local region.

OUR CORE TARGET MINDSET:
Seek food and wine escapes that treat them to the finer things in life without superficial airs and graces and share their stories with a personal touch.
OUR DISTINCTIVE OFFER

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.

TO SEEKERS OF FRESH SECRETS WE ARE

Victoria’s intimately indulgent seaside culinary escape perched on the edge of Bellarine Bay’s spectacular amphitheatre and bursting with a compact concentration of world class maritime wine, fresh produce and enterprising local artisans.

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

Competitive advantage VS Other regions
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Strength vs. the rest of the BELLARINE region.

Emotional territory

Competitive advantage VS Other regions

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

North Bellarine Brand Disciplines V3
SIGNATURE EXPERIENCES

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

CONCENTRATED MARITIME ABUNDANCE

CONNECTION WITH LOCAL ARTISANS

ACCESSIBLE ‘AQUA’ WELLNESS

SPECTACULAR AMPHITHEATRE

INDULGENCE:

ABUNDANCE OF THE UNIQUE MARITIME ENVIRONMENT WITHIN CLOSE PROXIMITY

Award winning wines, vines, seafood and eateries. Victorian heritage and tall stories within a compact area

INTIMATE CONNECTIONS

PROUDLY INDEPENDENT PRODUCERS ON DISPLAY DAILY

Our products are made by local people with an enterprising spirit

RELAXED CALM & INTIMACY.

‘AQUA’ LIFESTYLE WHERE SEA MEETS ROLLING FARM LAND

The blue hues of the clear water, big skies, blue mussels and blue berries. Country escape, safe beaches. Ten minutes to ten wineries Everything is easy. Access via Port Phillip Ferries

(HAPPILY) SEE WHAT YOU’RE MISSING OUT ON IN THE CITY.

The only place on Victoria’s coast where you can almost touch Port Phillip Bay while sitting in a vineyard and admiring Melbourne from a distance.

ALL THE FLAVOURS OF THE BELLARINE’S UNIQUE MARITIME CULTURE & CLIMATE PACKED INTO ONE EASILY ACCESSIBLE SPECTACULAR, COMPACT CULINARY REGION

North Bellarine Brand Disciplines V3
### 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.

### Signature Experiences

#### The Detail by Pillar

<table>
<thead>
<tr>
<th>CONCENTRATED MARITIME BOUNTY</th>
<th>CONNECTION WITH LOCAL ARTISANS</th>
<th>ACCESSIBLE ‘AQUA’ WELLNESS</th>
<th>SPECTACULAR AMPHITHEATRE FROM THE WATER’S EDGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concentrated bounty of the unique maritime environment</td>
<td>Proudly independent producers on show daily</td>
<td>The relaxed calm &amp; intimacy of an ‘aqua’ lifestyle where sea meets rolling farm land.</td>
<td>See what you’re missing out on in the city.</td>
</tr>
<tr>
<td>Award winning wines, vines, seafood and eateries. Victorian heritage and tall stories in a compact location</td>
<td>Our products are made by local people with an enterprising spirit</td>
<td>The blue hues of the clear water, big skies, blue mussels and blue berries. Country escape, safe beaches. Ten minutes to ten wineries Everything is easy</td>
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</tr>
</tbody>
</table>

### Distinctive Reasons to believe: what makes this authentic.

**A Celebration of MusseLS and Southern Ocean Seafood**

- The Australian Blue Mussel capital of Australia. Mussel Farming out of Portarlington Portarlington Mussel Festival, Angasi Oysters
- Manzillo Olive Grove
- White’s Fisheries
- Lighthouse Olive Oil
- Drysdale Cheeses
- Tuckerberry Hill Berry Farm
- Wineries, Breweries And Distilleries (See Over)

- The local people (listed left) maintain an independence that allow them to experiment, improve and bring the market new and different taste sensations.
- In addition to the producers we have a generous array of eateries: Jack Rabbit, Terindah Estate, The Bungalow Restaurant, Merne at Lighthouse, The Q Train.

- Access via the Ferry is a wonderful way to begin the ‘wellness’ journey.
- Our unique style of ‘Aqua’ based wellness comes from the colour of our pure bay waters, the easy proximity to seven towns/villages dotted around the bay and peninsula’s fringe not to mention the twenty wineries and eateries within ten minutes drive of Portarlington.
- **NB. This can also extend to the sunken ‘dive art’**
- In addition the region also provides for those that seek wellness via balance and relaxation through a day spa, luxury accommodation or the joys of a relaxed seaside caravan or camping location.

- Breath-taking views across Port Phillip Bay back to the You Yangs and Melbourne remind people that they are living the good life close enough to enjoy the journey but far enough away to really let go.
01 COMPACT REGION OF WINES, VINES, OLIVES, DAIRY AND DISTILLERY ACCESSIBLE BY CAR, BIKE OR ON FOOT.

- Over twenty different wineries, eateries and producers within ten minutes of each other.
- Access via the Bellarine Rail Trail

WINERIES:
- Scotchman’s Hill
- Baie Wines
- Curlewis Winery
- Yes Said the Seal
- Bellarine Estate Winery
- Jack Rabbit Vineyard
- Terindah Estate
- Leura Park Estate
- Bennets on Bellarine
- One Day Estate Curlewis
- The Whiskery

Produce:
- Manzillo Olive Grove
- White’s Fisheries
- Lighthouse Olive Oil
- Drysdale Cheeses
- Tuckerberry Hill Berry Farm
- Bellarine Smoked Fish Co.
- Chocolates For Everyone

EATERIES:
- Little Mussel Café, Curlewis Driving Range

02 TALES TO TELL – EARLY LIFE IN THE AREA

- Drysdale is home to the Bellarine Historical Society which can take you back in time to a region flour mills and a time when the Bellarine Hills were known as the granary of the new colony.

- The Grand Hotel in Portarlington was built in 1888 and reflects the Victorian Era.

03 ACTIVE OUTDOORS

- Curlewis Driving Range
- Curlewis Golf Club
- Portarlington Golf Club
- Water sports: Snorkelling, wind-surfing, kayaking, paddling.
- Portarlington Miniature Railway
- Bella e-bike Hire
- Bellarine Rail Trail
- Segway Geelong

04 SAFE BEACHES AND FAMILY FUN

- Flat sandy beaches around the Bay provide sheltered water play opportunities and relaxed fun for families and couples alike.

- Water-sports: Snorkelling, wind-surfing, kayaking, paddling, boat hire, fishing
- Portarlington Miniature Railway
- Pier View Lolly Shop
- Close to the Adventure Park in Wallington
- Close to the Bellarine’s Surf Beaches
- 'Mini golf at The Range in Curlewis and close to mini golf in Wallington'
SUPPORT EXPERIENCES

05 A GENUINE NETWORK OF TOWNS, AND COMMUNITIES

COUNTRY Towns and a local, relaxed vibe:
Curlewis
Portarlington
Drysdale
Indented Head
Bellarine
Clifton Springs
St. Leonards

06 A RANGE OF ACCOMODATION FROM THE LUXURIOUS TO THE ACCESSIBLE AND EARTHY

Throughout the Bellarine Bay region you’ll find an array of accommodation including caravan parks, B&B’s, spa retreats, motels, hotels, Country-set luxury retreats (Glamping at Terindah and Manzanillo Grove).

07 WHERE FERTILE FARM LAND ROLLS DOWN TO MEET THE SEA

Creating a natural amphitheatre from which to view east toward Melbourne and the You Yangs.
BRAND MOOD BOARD

PERSONALITY

UNDENIABLE

Joie De Vivre
(Joy of Living)
BRAND MOOD BOARD

PERSONALITY

- UNDENIABLE
  - Joie De Vivre
    - (Joy of Living)
  - Uplifting
    - Free Spirited

- PURE
  - Healthy
    - Calm
    - Positive

- INTIMATE (A dash of romance)
  - Stylish
    - Inviting
    - Charming
    - Laid Back Country

- INSPIRING
  - Grounded
    - Crafted
    - Rustic
    - Unpretentious without being daggy, bogan or pedestrian

- ELEGANTLY EARTHY
BRAND MOOD BOARD

PERSONALITY.

NORTH BELLARINE

Joie De Vivre

(Joy of Living)
BRAND MOOD BOARD

PERSONALITY.

NORTH BELLARINE

*Joie De Vivre*

(Joy of Living)

**PURE**
- Healthy
- Calm
- Positive

**INSPIRING**
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AND AFTER ALL THIS, HOW DO WE WANT PEOPLE TO FEEL?
EMOTIONAL OFFER.
TO HELP PEOPLE FEEL

1. RENEWED
   Reinvigorated, alive, intrigued, inspired

2. BLISSFULLY INDULGED
   Calm, fulfilled, satiated

3. CONNECTED
   Intimacy, understanding, sharing, ritual, simple joy and togetherness, community.

How we want our audiences to feel after their experience with us.
THE BRAND MAP
THE PLAN ON A PAGE
**THE BRAND MAP**

**Brand Value Proposition**

*Victoria’s intimately indulgent seaside culinary escape perched on the edge of BELLARINE BAY’S spectacular amphitheatre which bursts with a compact concentration of world class maritime wine, fresh produce and enterprising local artisans.*

**Brand Character & Tone**

- **Elegantly Earthly**
- **Intimate**
- **Pure**
- **Inspiring**

**Emotional benefit (Intangible Brand Asset)**

- **RENEWED**
  - By the calm of our Aqua wellness
- **BLISSFULLY INDULGED**
  - By the bounty of culinary treasures, the intimacy of the artisan experience and the beauty of the setting
- **CONNECTED**
  - To the land and its people and to the ones I love.

**Experiences benefit**

All the flavours of the Bellarine’s unique maritime culture & climate packed into one easily accessible spectacular, culinary region

**Signature Experiences**

- **CONCENTRATED MARITIME BOUNTY**
- **CONNECTION WITH LOCAL ARTISANS**
- **ACCESSIBLE ‘AQUA’ WELLNESS**
- **SPECTACULAR NATURAL AMPHITHEATRE**

**Brand Assets**

- **Tangible attributes**
  - Compact region of wines, vines, olives, dairy and distillery accessible by car, bike or on foot.
  - Safe beaches and family fun

**Target Mindset**

SEEKERS OF FRESH SECRETS: We’re for those who want a life less ordinary. Those who prefer to follow their nose than to follow the crowd. We are for those who like to set a pace that is relaxed, indulgent and lets them luxuriate in the finer things in life. But this doesn’t mean they are pretentious. Quite the opposite. They prefer real stories over status and love to spend time discovering the best in food, produce, artistry and people of the local region.

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**Where Fertile Farm Land Rolls Down to Meet the Sea**

A GENUINE NETWORK OF TOWNS, AND COMMUNITIES

A RANGE OF ACCOMMODATION

TALES TO TELL – EARLY LIFE IN THE AREA

**One and a bit hours from Melbourne by car, ferry, train and only twenty minutes from Geelong**

**ACTIVE OUTDOORS**

WHERE FERTILE FARM LAND ROLLS DOWN TO MEET THE SEA

**North Bellarine Brand Disciplines V3**
All the flavours of Victoria’s intimately indulgent seaside culinary escape perched on the edge of BELLARINE BAY’S spectacular amphitheatre and bursting with a compact concentration of world class maritime wine, fresh produce and enterprising local artisans.

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APPENDICES
TARGET SEGMENTS EXPLAINED

How to think about the market

- SEEKERS OF FRESH SECRETS
  LOVE GREAT FOOD AND WINE AND WILL TRAVEL

- SOCIAL ‘IN THE KNOWS’: ON TREND MOUTHPIECES.
  Watch what the opinion leaders do and do it too. Then share it

- WEDDINGS, PARTIES, SPECIAL OCCASIONS FOR EVENT MARKETING
  WILL COME ALONG WHEN THEY ARE ON HOLIDAYS IN THE REGION TO KEEP THEM ENTERTAINED.

- Leisure tourists

Level of influence over reputation AND DESIRABILITY

Size of market

North Bellarine Brand Disciplines V3
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