



YOU YANGS and SURROUNDS DESTINATION PROMISE

We acknowledge that the You Yangs region is on Wadawurrung country. A significant place for Wadawurrung people for 60,000 years, the name You Yangs comes from Wadawurrung language – ‘Wurdi Youang’ meaning ‘big hill’.

This document represents the summary of a destination promise process designed to create a ‘BRAND STORY’ and associated narrative to help position the You Yangs and surrounds area as a place to drive leisure visitation and spend.

The vital parts of any destination brand promise are:

1. **Your purpose** as a destination: 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. **Your distinctive offer** to the leisure visitor target? What makes you better, different or distinctive? This is why people will remember you in relation to the competitive set?
3. **The KEY reasons why you can offer this.** These are known as YOUR SIGNATURES and over time these become known as connected to your destination offer. Tangible Proof that has your destinations’ DNA and connects to your purpose.
4. **Your support tourism experiences.** All the things in your inventory that can be used to promote your region tactically.
5. **Your personality, tone and character:** This is an intangible asset of your brand to build your profile and personality to take you from product to brand.
6. **Your emotional benefit:** How you want people to feel as a result of your brand experiences.

The appendices section covers details of and background to the strategic summary for explanation.

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

THE SHIFT WE NEED TO MAKE



FROM GEOGRAPHIC COLLECTION
TOWNS, ACTIVITIES AND
ATTRACTIONS



TO

AN AREA THAT PROVIDES AN
ACCESSIBLE NATURAL OASIS; A
NATURAL RESPITE FROM THE URBAN
'JUNGLE'



BRAND YOU YANGS

OVERVIEW

The You Yangs & Surrounds

The acknowledge the You Yangs region has been a significant cultural place for the Wadawurrung people for 60,000 years. It's a place of connection and where they used resources to live a sustainable life. Evidence of their custodianship can be seen in the water wells they made by enlarging natural hollows in the rock and the more than 334 cultural heritage sites registered in the area.

The You Yangs and surrounds has been defined as the geography surrounding the You Yangs Regional Park and includes key towns of Lara and Little River amongst other smaller satellite towns and villages.

The You Yangs Region centres on the highly visible You Yangs peaks and their surrounding grassland plains. It spreads from Mount Anakie & the Brisbane Ranges in the west to the Port Phillip shoreline near Avalon. The Region contains the catchment for the Little River & Hovells Creek waterways as they flow to the Bay & provides a protected natural & rural space between the urban growth zones of Victoria's two largest cities, Melbourne & Geelong. The region is one of the most accessible Australian wildlife /habitats in all of Victoria for urban dwellers.

Stakeholders have agreed to call the area "The You Yangs" region for tourism purposes; leveraging the most distinctive offer of the space, The You Yangs themselves.

The surrounding area is evolving with the increasing development and population growth of Melbourne's outer west and the whole of Geelong growing generally. With this comes economic opportunity likely to be realised through development of more and better leisure based product such as accommodation, food, wine, cafes, activities, trails, events and festivals to attract the tourism dollar. Tourism growth opportunities have also been fuelled by the expansion of Avalon Airport's international capacity which has seen Air Asia fly into Avalon giving places like Lara and Little River a direct line of sight into the Asian tourism market.

But the destination is not just about capitalising on the tourism dollar; it is about leveraging tourism's power to tell the region's authentic story from Wadawurrung history and preserve its beauty, wilderness and authenticity.

While this ambition is straightforward the region is complex. There are a number of different stakeholder groups representing different offers, towns and interests. It is vital that the You Yangs regional story be told in a cohesive manner by all parties, with one voice. To this end we have created the Brand Disciplines Framework.

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, places 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 PURPOSE

WE'RE HERE FOR THOSE WHO ARE

Inquisitive, respectful discoverers and we compete in the Australian nature and adventure/activity sector of the leisure tourism market.

We're for those who treasure and respect the natural environment. The urban warriors who seek respite from their always on busy lifestyles: Connecting with the land by walking, hiking, biking, learning, venturing forth or just sitting and absorbing the open and calm of untainted space via their own form of natural therapy.

We're for the lovers of **wildlife** and the ones who care enough to question how we can preserve our unique Wadawurrung cultural heritage, our wildlife and their habitats while learning from the communities that know this land and its secrets best.

We're for those who respect the discoveries the natural world can offer when you care to get close enough and listen.



INSPIRED BY INTERACTION AND
GROWTH THROUGH CONNECTION
TO A FREE & NATURAL WORLD

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.

Emotional
equity

The You Yangs and surrounds offer the all natural exhilaration of a 'wild and free' oasis of (Australian) experiences, just a stone's throw from the city.

Competitive
advantage

BECAUSE WE ARE

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

Victoria's natural oasis in the urban jungle. A picturesque, untainted and genuinely filmic region of Australia where Wadawurrung culture, native habitats, wildlife and communities remain free to thrive and share their stories.





OUR BRAND
'SIGNATURES'

WE DISTINCTIVELY PROVIDE¹

These key experiences provide the answer to “what makes you different?” For your target audience.

Your memorable sound-bytes.

- ◆ **A VICTORIAN REGIONAL PARK PROVIDING A NATURAL OASIS WITHIN EASY REACH OF MELBOURNE AND GEELONG.**
- ◆ **WILD AND FREE CONNECTIONS TO NATURE**
- ◆ **PROTECTION OF REGIONS’ ENVIRONMENTAL ASSETS (INCLUDING MONITORING RESPONSIBLE DEVELOPMENT)**
- ◆ **A WINDOW INTO A SIGNIFICANT LIVING CULTURAL PLACE FOR THE WADAWURRUNG PEOPLE**

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

VICTORIA'S NATURAL OASIS WITHIN EASY REACH OF MELBOURNE & GEELONG

The You Yangs Regional Park and its rocky outcrops are visible icons of the West of Melbourne. The landscape is part of Victorian Volcanic plains. The park has long been home to Wadawurrung culture and provides an oasis for Australian habitats and creatures to survive and thrive protected from the urban sprawl. The You Yangs Regional Park is fringed by growing rural towns of Lara and Little River; both towns boast a rich rural heritage celebrated in Australian storytelling and cinematography. The area is easily accessible by road and rail from Melbourne and Geelong while Avalon Airport provides interstate and international visitors with an authentic portal into Wadawurrung culture and Australia's natural ecology.

A WINDOW INTO A SIGNIFICANT LIVING CULTURAL PLACE FOR THE WADAWURRUNG PEOPLE

WHERE WADAWURRUNG CULTURE IS RESPECTED AND PERPETUATED.

A **window into a significant living** cultural place for the Wadawurrung people.

More than 60,000 years ago the You Yangs, named from Wadawurrung language known as Wurdi Youang – meaning 'big hills'. This was a place of cultural significance for the Wadawurrung people. It was a place of connections and provided many resources for living a sustainable life in this area. From the top of some of the highest peaks you'll get a 360 degree view of beautiful Wadawurrung country.

Evidence of their custodianship and ways of living can be seen in the water wells they made by enlarging natural hollows in the rock. There are over 334 cultural heritage sites registered in the area

WILD & FREE CONNECTIONS TO AUSTRALIAN NATURE

The wildlife in the park is literally free to roam and free of charge. One of the best natural and free of charge wildlife experiences available in Victoria.

Brisbane Ranges and Anakie Gorge provide complementary nature based appreciation and activities further west.

Trails of adventure: Hiking trails, mountain bike trails, mild walking trails and picnic grounds in and around the region; horse riding; in the wild and free of charge.

Best examples:

Mild: Kevin Hoffman Walk. The Great Circle Drive
Wild: Mountain Biking trails, the Peak Walk
Wildlife: Kangaroos, Koalas, Echidnas, Possums, an array of birdlife highly rated by Twitching groups and **Bird Life Australia nominates areas around Avalon and Werribee as a key bio-diversity area.**

COMMITTED TO ECOLOGICAL CARE AND PRESERVATION OF THE HABITAT and WILDLIFE

Serendip Sanctuary provides a more protected space for the wild life to flourish and for people to experience them up close and personal.

Mt. Rothwell Conservation¹: A commitment to conservation that can be experienced by visitors once a month or by appointment.

Opportunity for responsible development that preserves these signatures but evolves the experiences to allow learning, interpretation, appreciation and improved yield.

¹NB: This is not a key tourism product but an important signifier of commitment and regional difference.

SUPPORT TOURISM EXPERIENCES



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 SIGNIFICANT WADAWURRUNG CULTURE & HERITAGE

More than 60,000 years ago, before European settlement, the You Yangs was home for the local Wadawurrung people. Evidence of their custodianship can be seen in the water wells made from enlarging natural hollows in the granite rock and identification of at least 334 Wadawurrung sites within the area.

02 HIDDEN HISTORIES

The region was an important part of the Port Phillip Association Settlement of 1835 and tells stories of the early settlers, pastoral communities and the towns that have grown over the past 150 years.

Features include:

- Pirra Homestead.
- Steiglitz Gold.
- Town Lara.
- Museum.
- Little River Township with its three old bridges and bluestone railway station.
- You Yangs Rural Districts Heritage.
- Tour (part of National Trust Australian Heritage Festival).
- Ford Proving ground.

03 INTERACTIVE, ENERGETIC, FREE TRAILS OF NATURAL ADVENTURE

We are woven around and through the You Yangs regional park lands. Unlike national parks this land is protected and respected but also offers opportunity for commercially relevant partnerships to build the tourism opportunity in the region.

Walking/Hiking Trails: Including the likes of:

- Big Rock Walk (3km)
- Flinders Peak Lookout Walk (3.2km) –highest point of You Yangs //East-West Walk (4.5km)
- Northern Range Walk (3.5km)
- Yard Trail Walk (5km)

Mecca for mountain bikers:

2 Mountain Bike Trails – Kurrajong Plantation (easier / ideal for families / bike orienteering) and Stockyards (more testing); 50km network of purpose-built tracks.

Climbing and abseiling

Several rock-climbing and abseiling sites

Horse Riding

Rifle/shooting range

Bicycle route from the train stations at Lara/Little River to Serendip Sanctuary.

EVENTS:

- You Yangs Trail Running Festival (Trails Plus)
- You Yangs Mountain Bike Events

04 WILDLIFE PRESERVATION & CONSERVATION

Serendip Sanctuary

Echidna Walkabout Tours and other wildlife tours (including the Mt Rothwell Biodiversity Tour – by appointment), Wild Koala Day and Koala Tours (Koala tourism developing).Anakie Gorge (koala viewing site)

Kangaroo mobs and koalas in the wild Mount Rothwell Conservation and Research Centre – largest predator-free ecosystem in Victoria and home to endangered species such as quolls, bandicoots & potoroos 200+ species of birds

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

05 AN ARRAY OF RELAXED NATURE BASED APPRECIATION

Roraima Nursery
Yarrabee Native Garden
Brisbane Ranges and Anakie Gorge
Walking trails- Kevin Hoffman Walk
Cycling trails- Especially from Geelong to Lara and the expansion of bike paths and connection of walking paths in little river.
Serendip Sanctuary
Limeburner's Lagoon: RAMSAR protective site.
Picnic and BBQ areas: Yellow Gum Picnic Area, Valley Picnic Area, Kurrajong Picnic Area, Big Rock Picnic Area, Lower Picnic Area, Turntable Picnic Area

06 FAMILY FRIENDLY FUN

Avalon Airshow
Lions Car Show
Lara fun Run
Fairy Park (Anakie)
Lara food and wine festival
Golden Plains Festival
Nyerika Dance Festival
Arts Walk (begins in the YouYangs)
Lara Open gardens

07 LOCALLY PRODUCED FOOD AND WINE

Lara food and wine festival
Wineries & Food Experiences: Moorabool Valley, Meredith & Golden Plains, Golden Plains Farmers Market. (Strength in wineries; Food emerging; Taste tours emerging)
Moorabool Valley Wineries:
•Clyde Park Vineyard & Bistro (Star Cellar Door Award 2020 – Gourmet Traveller)

- Lethbridge Wines (one of Australia's most environmentally sustainable vineyards)
- Moorabool Ridge Vineyard
- Austins & Co (at Sutherlands Creek)
- **Del Rios Cellar Door and Café (Anakie)* Closest offer to You Yangs**
- Eagles Rise (& Wild Wines)
- Amietta Vineyard & Winery
- Meredith Dairy (Sheep and goats cheese/yoghurts)

08 QUINTESSENTIALLY AUSTRALIAN SCENERY WITH SPECTACULAR 360 DEGREE VIEWS OF WESTERN MELBOURNE

The area is a well known location for Australian films such as Mad Max.

The peaks of the You Yangs park provide unparalleled views of the West across the Bay and back to the city.

09 A GENUINE NETWORK OF TOWNS AND COMMUNITIES

Rural communities can provide a local touch point for exploring the natural areas.

Lara has a proud history and a variety of hospitality businesses for visitors is a service point for those accessing the region for the natural experience. Little River offers a taste of quintessential Australian rural life, including a pub and general store. Anakie is the northern entrance to the region.



YOU
YANGS
PERSONALITY

YOU YANGS PERSONALITY

Brand Personality: Our personality is a reflection of our purpose and offers.

Our tone is used as a guide to narrative expression (copy) dialling up or down different aspects of the personality dependent on audience or situation.

WISE & STRONG

TONE: Nurturing, spiritual, knowledgeable, thoughtful.



UNPRETENTIOUS

TONE: Real, natural, earthy, unpolished, genuine, warm and accepting.



A FREE SPIRIT

TONE: Open to new experiences, less tamed, adventurous, liberated, unconstrained.



EMOTIONAL OFFER. TO HELP PEOPLE FEEL

How we want our audiences to feel after their experience with us.

1.

ENRICHED BY NATURE'S STORIES

Feels like

Learning, knowledge, fulfilment.

Nature shares her stories through the wild-life, the habitats, the native and indigenous foods, the rural communities and the people inspired to live in and care for the region.

2.

EXHILARATED THROUGH ACTIVITY

Feels like

Stimulation, adventure, exploration; on the extreme end its adrenalin pumping and thrill seeking, on the mild end it's the views, the scenery and the stories.

3.

THE JOY OF SIMPLICITY

Feels like

Respite, renewal, fun, family. Time to appreciate the little things. Simple pleasures connected to authentic people, places, habitats and activities. This is about the rare natural respite that the area provides.



THE BRAND MAP

THE PLAN ON A PAGE

We acknowledge that the You Yangs region is on Wadawurrung country.

A significant place for Wadawurrung people for 60,000 years, the name You Yangs comes from Wadawurrung language – ‘Wurdi Youang’ meaning ‘big hill’.

The Brand Map

Brand Value Proposition

The all natural exhilaration of interacting with our oasis of 'wild and free' Australian experiences, just a stone's throw from the city.

Brand Character & Tone

WISE AND STRONG

UNPRETENTIOUS

A FREE SPIRIT

Emotional benefit
(Intangible Brand Asset)

ENRICHED

BY NATURE'S STORIES

EXHILARATED

BY ACTIVITY and WILD INTERACTIONS

JOY

OF SIMPLE PLEASURES

Experiences benefit

Victoria's natural oasis in the urban jungle. A picturesque, untainted and genuinely filmic region of Australia where Wadawurrung culture, native habitats, wildlife and communities remain free to thrive and share their stories.

Signature

A VICTORIAN REGIONAL PARK PROVIDING A NATURAL OASIS WITH EASY REACH OF MELBOURNE AND GEELONG

Experiences

A WINDOW INTO A SIGNIFICANT LIVING CULTURAL PLACE FOR THE WADAWURRUNG PEOPLE

COMMITMENT TO ECOLOGICAL CARE AND PRESERVATION OF THE HABITAT AND WILDLIFE

WILD & FREE CONNECTIONS TO AUSTRALIAN NATURE

Brand Assets

Significant Wadawurrung culture & heritage

Hidden histories

Interactive, energetic, free trails of natural adventure

Tangible attributes

Quintessentially Australian scenery with spectacular 360 degree views of western Melbourne

Wildlife preservation & conservation

An array of relaxed nature based appreciation

A genuine network of towns, and communities

Locally produced food and wine

Family friendly fun

Target Mindset

INQUISITIVE, RESPECTFUL DISCOVERERS. We're for those who treasure and respect the natural environment: The urban escapees who seek respite from the always on, busy modern lifestyle with their own form of natural therapy. We're for the lovers of wildlife and the ones who care enough to question how we can preserve our Wadawurrung culture, Australian heritage and habitats by learning from the communities that know this land and it's secrets best. *We're for those who respect the discoveries the natural world can offer when you care to get close enough and listen.* 20

The Brand Map

Brand Value Proposition

The all natural exhilaration of interacting with our oasis of 'wild and free' Australian experiences, just a stone's throw from the city.

Brand Character & Tone

WISE AND STRONG **UNPRETENTIOUS** **A FREE SPIRIT**

Emotional benefit (Intangible Brand Asset)

ENRICHED **EXHILARATED** **USE FOR TONE JOY**

BY NATURE'S STORIES BY ACTIVITY and WILD INTERACTIONS OF SIMPLE PLEASURES

Experiences benefit

Victoria's natural oasis in the urban jungle. A picturesque, unspoiled and genuinely filmic region of Australia where Wadawurrung culture, native habitats, wildlife and communities remain free to thrive and share their stories.

Signature Experiences

A VICTORIAN REGIONAL PARK PROVIDING A NATURAL OASIS WITH EASY REACH OF MELBOURNE AND GEELONG

A WINDOW INTO A SIGNIFICANT LIVING CULTURAL PLACE FOR THE WADAWURRUNG PEOPLE **COMMITMENT TO ECOLOGICAL CARE AND PRESERVATION OF THE HABITAT AND WILDLIFE** **WILD & FREE CONNECTIONS TO AUSTRALIAN NATURE**

Brand Assets

Significant Wadawurrung culture & heritage **Wildlife preservation & conservation** **Interactive, energetic, free trails of natural adventure**

Quintessentially Australian scenery with spectacular 360 degree views of western melbourne **Locally produced food and wine** **An array of relaxed nature based appreciation**

A genuine network of towns and communities **Family friendly fun**

Tangible attributes

KEY SELLING POINTS

THE KEY NARRATIVE THEMES TO RUN THROUGH ALL STORIES

OUR YARDSTICK FOR PROMOTIONS EVENTS AND ACTIVATIONS

Target Mindset

INQUISITIVE, RESPECTFUL DISCOVERERS. We're for those who treasure and respect the natural environment: The urban escapees who seek respite from the always on, busy modern lifestyle with their own form of natural therapy. We're for the lovers of wildlife and the ones who care enough to question how we can preserve our Wadawurrung culture, Australian heritage and habitats by learning from the communities that know this land and it's secrets best. *We're for those who respect the discoveries the natural world can offer when you care to get close enough and listen.* 20

