

JOIN

TEAM TOURISM

GEELONG &
THE BELLARINE



TOURISM GREATER
GEELONG & THE 
BELLARINE 

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Acknowledgement of Country

We acknowledge Geelong and The Bellarine is Wadawurrung country.

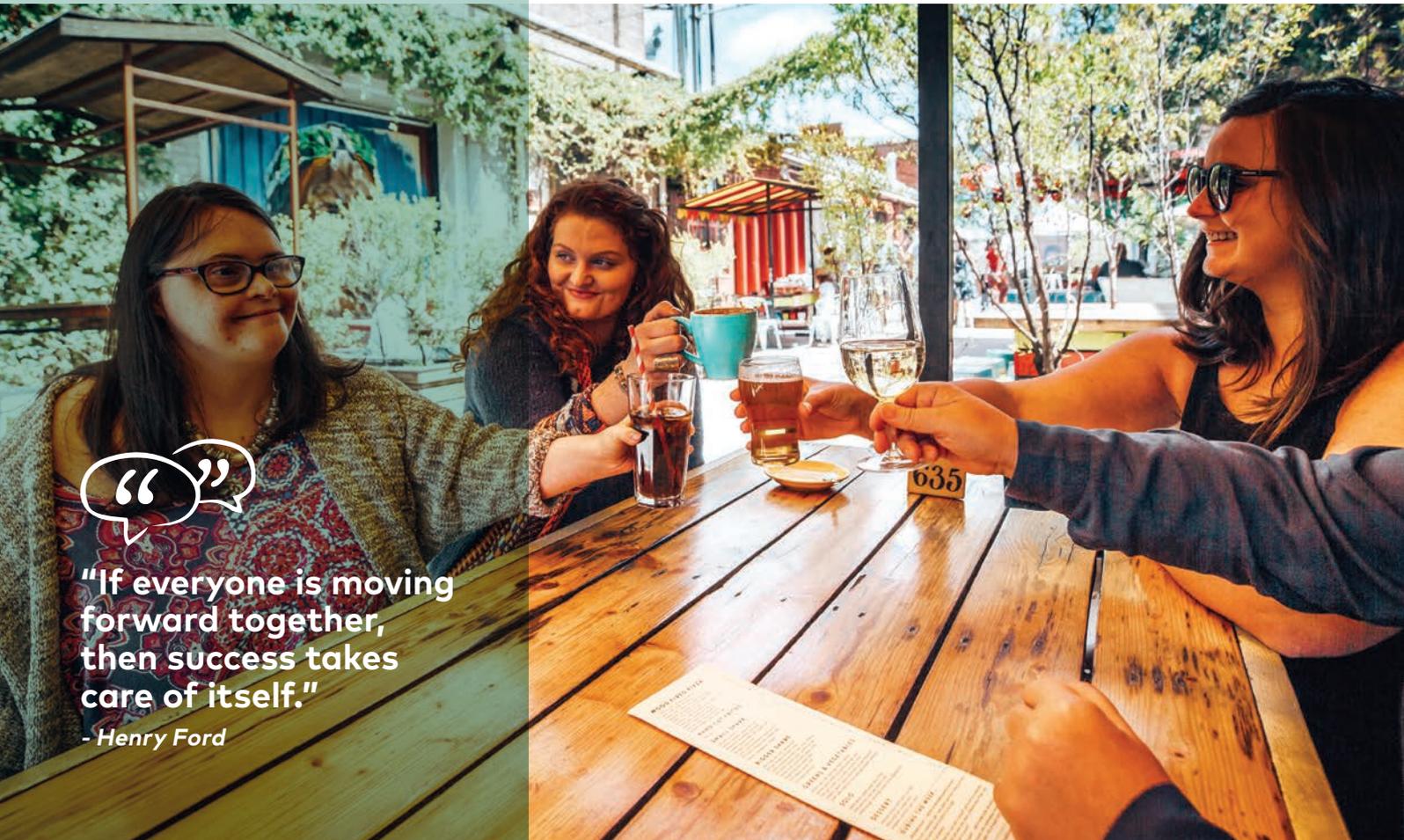
We welcome visitors to our region, a place we acknowledge has been cared for by the Wadawurrung people of the Kulin Nation for thousands of years.

The environment is a key reason visitors choose this destination. Traditional Owners sharing the beauty and joy of these lands and waterways is a privilege, one we repay with respect for their country, Elders and people.



"If everyone is moving forward together, then success takes care of itself."

- Henry Ford



WHY WE EXIST & WHAT WE DO

WHY WE EXIST

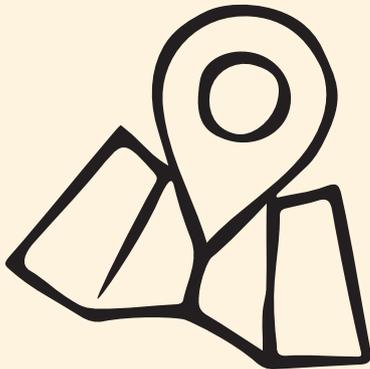
OUR MISSION is to grow and support the visitor economy through leadership, promotion and development.

VISION

Greater Geelong and The Bellarine is a globally recognised destination that delivers world standard visitor experiences.

We want to ensure that Greater Geelong and The Bellarine is a destination of choice for the markets we target, domestically and around the world.

The growth of the visitor economy supports the region through jobs, business development, greater experience opportunities, infrastructure progress and increased service levels.



WHAT WE DO

We promote, develop and lead tourism in Geelong and The Bellarine.

PROMOTE the region through destination marketing focusing on key themes and competitive advantages. Deliver relevant tactical initiatives and work cooperatively with state and national bodies to leverage broader opportunities.

DEVELOP with a focus on industry support programs, identifying and championing infrastructure development opportunities. Facilitate industry partnerships and supporting events that deliver positive outcomes for the visitor economy.

LEAD the destination through advocacy, planning, strategy and research. Engage with relevant industry and government stakeholders and organisations, delivering activity on a framework of good governance.

WHO WE SERVE

- Existing visitors who already have an affinity with the region
- Potential visitors who aren't familiar with the region by building a desire to visit
- Members of the tourism industry who are delivering visitor experiences in the region
- Business events sector, supporting and connecting organisers with regional products
- Industry sector partners we work with to deliver positive outcomes for the visitor economy



WHO WE ARE

Tourism Greater Geelong & The Bellarine is the regional tourism organisation spanning from Werribee to Armstrong Creek including Geelong, The Bellarine, Queenscliff and the Moorabool Valley.

We are a staff of 18 with a volunteer base of 130 overseen by a board of 11 industry, municipal and skills-based representatives and supported by 5 staff regionally.



MEMBERSHIP

Think of them as your regional tourism help desk. They'll help new members navigate the industry and understand the opportunities available. They'll be in touch regularly, especially in the early days, to help set up online listings and they're available to answer any questions.

MARKETING

This team has a strong focus on telling regional stories that inspire and inform potential visitors. Through digital platforms, media relationships and targeted campaigns, they build the brand and showcase the region from local to global scales.

VISITOR SERVICES

The Visitor Services staff in Geelong and Queenscliff coordinate the efforts of 130 amazing volunteers who dedicate their time to promoting the region they love across multiple sites and other 'pop-up' locations for events and occasions.

BUSINESS EVENTS GEELONG

Our BEGeelong team undertakes highly targeted marketing initiatives to position Geelong and The Bellarine as the destination of choice for business events.

INDUSTRY DEVELOPMENT & STRATEGY

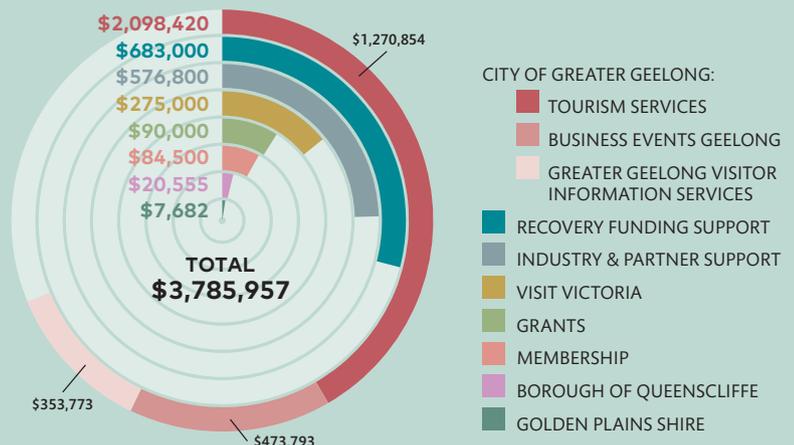
Our Industry Development team focuses on helping member businesses perform at their best. They're usually hard at work pulling together our training sessions, organising member functions, or working on research and strategy.

MUNICIPAL PARTNERS

Supporting the visitor economy in a collaborative way, the municipalities of City of Greater Geelong, Borough of Queenscliffe, and Golden Plains Shire provide financial and human resources to underpin the activity of Tourism Greater Geelong & The Bellarine, delivering positive outcomes for the local visitor economy in their communities.

The municipal contributions largely support the staffing and administration of Tourism Greater Geelong & The Bellarine, the budget to deliver programs comes from many other sources; mostly from the industry itself through membership payments, partnership arrangements and direct paid participation in the activities being delivered. There is also funding from the state government via Visit Victoria and often grants for specific projects.

2020/21 budgeted revenue by funding source:



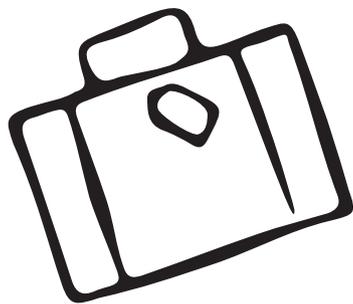
THE TOURISM ECOSYSTEM

Traditional definitions of tourism tended to focus on leisure tourists; people travelling for holidays, site-seeing and recreation.

More contemporary definitions have expanded to include people travelling for other reasons - visiting friends and relatives, business, work, education or medical services. The term 'visitor economy' is a more accurate definition of our industry.

VISITOR MARKETS

Greater Geelong and The Bellarine attracted 6 million visitors in 2019/20, comprised of 1.6 million overnight visitors and 4.4 million daytrip visitors. Over 80% of visitors to the Greater Geelong and The Bellarine region were from Victoria, with 54% of these visitors who stayed one night or more travelling from Melbourne with a further 30% from regional Victoria. The region attracted 57k international visitors with strong growth from the New Zealand and South East Asian markets.



Geelong visitor economy:

DOMESTIC LEISURE

- Holiday makers
- Visiting friends and relatives
- Short stay
- Long stay
- Event attendees

BUSINESS EVENTS

- Meetings
- Incentives
- Conferences
- Exhibitions

INTERNATIONAL

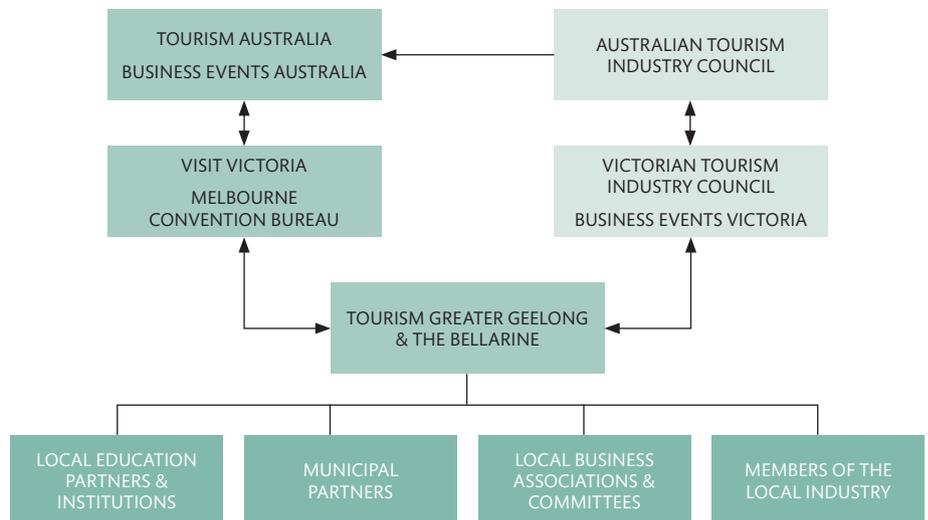
- Free and independent travellers
- Groups
- Education
- Exhibitions

BUSINESS TRAVELLERS

- Corporate



Tourism industry:



PROMOTION

WE

BUILD THE BRAND of Geelong and The Bellarine as a visitor destination to increase awareness, foster positive sentiment and grow demand.

BY

- Implementing an active schedule of content marketing that leads with the experiences we know drive visitation.
- Working cooperatively with state, national and industry marketing bodies to leverage broader opportunities.
- Focusing on travel and lifestyle media to help the storytellers tell great stories about the region.

WE

PROVIDE INSPIRATION and information to connect visitors with the experiences they desire.

BY

- Conducting tactical marketing initiatives and offering appropriate leverage opportunities for industry product.



"People do not buy goods and services. They buy relations, stories and magic."

- Seth Godin



visitgeelongbellarine.com.au

VISIT GEELONG & THE BELLARINE



Together with our members, we're always working to increase our online presence through smart strategy and meaningful partnerships.

visitgeelongbellarine.com.au is our digital home where member listings are featured in all the right places, whether people are looking for a specific town or a particular experience. Blogs connect stories with the operators who deliver the experiences and event listings are the go-to place for what's on.

OFFICIAL VISITOR COLLATERAL



There is still high demand for print material, and a new range of visitor information pieces focusing on destination brands will be produced and distributed in 2021. They'll give visitors the practical information they need to make the most of their time here by highlighting activities, events and places to eat and drink.

TASTE TRAILS



The Bellarine and Moorabool Valley Taste Trails bring regional food and beverage brands together as a complementary set of gastronomic experiences. Our reputation as a place where good food and drink is made, grown and eaten is going from strength to strength and the popularity of our Taste Trails has played a part.

BUSINESS EVENTS



The true value of Business Events go far beyond what occurs in the boardroom. Events underpin knowledge exchange, innovation, national and worldwide links in specialist fields.

begeelong.com.au connects our compelling offer to conference and meeting planners around the globe, making our region a serious contender within the business events sector.

VISITOR SERVICING



The visitor centre network is represented by a proud and passionate army of 130 volunteer Geelong and The Bellarine advocates keen to share their knowledge of the experiences available here.

There are multiple locations in Geelong and The Bellarine, including Queenscliff. The team is on hand to meet, greet and help visitors find their way at Visitor Information Hubs, Outlets and Pop-Up activations, with a remarkable positive impact on visitor dispersal and yield.

VISITING FRIENDS AND RELATIVES



The most important tourist attraction in Geelong is the people who live here. More than half of our visitors are here to spend time with loved ones - what we call the Visiting Friends and Relatives market.

We undertake specific marketing initiatives targeting local people, encouraging them to explore the local region, inspire visitation from people they know and to make sure they're spending quality time making memories at tourism member venues.

INTERNATIONAL MARKETING & CRUISE SHIPS



To best position Geelong & The Bellarine as an international destination we work cooperatively with nearby destinations, Visit Victoria and Tourism Australia to promote this region as part of the Australian experience.

Tourism Greater Geelong & The Bellarine also works closely with the international cruise lines and shore excursion agents to provide a superior welcome and unique destination experience for passengers arriving in Geelong.

STUDY GEELONG



In 2019 there were more than 4,000 international students studying in Geelong, contributing \$62.325m on top of course fees to the local visitor economy. Study Geelong is a collaborative program with tertiary and secondary institutions to build Geelong as an education destination of choice.

DEVELOPMENT

WE

ENRICH the **VISITOR EXPERIENCE** by supporting and sustaining a high performing tourism industry that exceeds visitor expectations.

BY

- Implementing an inspired program of industry development that engages, informs and grows industry capacity with relevant education and training delivered by respected experts.
- Providing relevant insights and research to understand performance trends, consumer sentiment and support good decision making.
- Facilitating industry partnerships with a positive approach to cooperative projects.
- Working to grow, develop and maximise the positive impact of events.

WE

Help the region reach its **TOURISM POTENTIAL** through the delivery of critical infrastructure.

BY

- Identifying and championing key priority projects that will grow capacity, satisfy visitors and generate positive economic outcomes.
- Facilitating partnerships with government and the private sector to pursue profitable tourism infrastructure that complements and capitalises on regional strengths.



"You never fail until you stop trying."

- Albert Einstein

LEARN AND GROW

Team Tourism's annual training and development program offers members opportunities to learn and grow.

Sessions deliver expert insights in marketing, social media, personal development, business operations and trends.



LEADERSHIP

WE

Lead a **STRONG** and **COORDINATED** tourism industry with a united and compelling voice.

BY

- Continuing an open and communicative relationship with tourism industry members to ensure our policies reflect their reality.
 - Maintaining an informed and strategic approach to contemporary issues, maximising those insights to drive a positive tourism agenda.
-

WE

Ensure our industry and our destination is **BEST PLACED** to take advantage of the greatest opportunities.

BY

- Engaging with relevant industry and government stakeholders and organisations.
-

WE

Sustain an **EFFECTIVE** and **RESPONSIBLE** tourism organisation.

BY

- Providing accountability and good governance through stakeholder engagement and reporting.
-



JOIN TEAM TOURISM

Tourism is a human industry, and it works best when teams work together. That's why membership – joining our Team Tourism – is so important. It's playing a role in achieving the vision that will see all of us reach our goals.

It's not just about the greater good. As a member you will have the opportunity to be involved in marketing initiatives, industry training sessions, and digital activity. You will also have access to the industry through networking and collaboration facilitation, as well as insight into industry research.

We look forward to welcoming you to **"Team Tourism"**.

Tourism Greater Geelong & The Bellarine offers four membership categories:

SUBSCRIPTION MEMBER

FREE

This membership is best suited to businesses outside Geelong and The Bellarine region or businesses who aren't strictly tourism operators but are interested in the progress and activity of the regional visitor economy.

They may include: hairdressers, newsagents or businesses outside the Greater Geelong and The Bellarine region boundaries.

INDUSTRY SERVICES MEMBER

\$75.00 per quarter

This category is for businesses that do not provide visitor experiences, but services businesses operating in the tourism industry.

These may include professional services, consultants, event hire agencies or media companies.

DIRECT TOURISM MEMBER - BASE LEVEL

\$87.50 per quarter

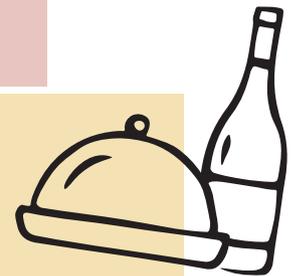
Businesses in this category are directly involved in providing goods and services to leisure and business visitors.

DIRECT TOURISM MEMBER - PREMIUM LEVEL

\$175.00 per quarter

This membership category is for businesses wishing to participate in Tourism Greater Geelong & The Bellarine programs in a greater, more holistic way. This category offers additional digital opportunities and access to specific marketing programs, ideal for businesses keen to leverage the regional effort by featuring their products and experiences in promotional activity.

Businesses in the Tourism Experiences categories at Base or Premium level may include accommodation, eating & drinking, attractions, retail or tours & transport.



MEMBER BENEFIT	SUBSCRIPTION FREE	INDUSTRY SERVICES \$75.00/QTR*	DIRECT TOURISM - BASE LEVEL \$87.50/QTR*	DIRECT TOURISM - PREMIUM LEVEL \$175/QTR*
Industry updates and communication	✓	✓	✓	✓
Free access to online training, blogs, tools and videos	✓	✓	✓	✓
Promotion of Grant Funding opportunities	✓	✓	✓	✓
Access to a comprehensive professional development program	✓ costs apply	✓	✓	✓
Invitations to attend member networking events and functions	✓ costs apply	✓	✓	✓
Receive research information and statistics on the region		✓	✓	✓
Eligibility for Business Events Geelong representation		✓	✓	✓
Voting rights for association decision making including board representation		✓	✓	✓
Representation through Visitor Information Services facilities including brochures in centres, familiarisation tours and volunteer privilege card			✓	✓
Australian Tourism Data Warehouse listing which profiles the business on visitor sites including visitvictoria.com and visitgeelongbellarine.com.au			✓	✓
Access to participate in Victorian Tourism Awards mentoring program (numbers limited)			✓	✓
Access to additional buy-in tactical marketing opportunities**			✓	✓
One-on-one mentoring session with an industry professional on an element of your business, eg marketing, sales, international travel trade. Valued at \$200			✓ paid	✓ 2 hours
Line listing in printed visitor guides			✓	✓
Access to participate in additional buy-in opportunities in the Tourism Greater Geelong & Bellarine International program of activities** Go Beyond Melbourne & Great Southern Touring Route			✓ costs apply	✓ costs apply
visitgeelongbellarine.com.au priority listing valued at \$150				✓
\$200 credit to be used towards an additional tactical marketing opportunity, eg print material, Business Events programs				✓

* Commitment is for 12 months. ** Extra cost involved - paid opportunities.

BUSINESS EVENTS

Business Events Geelong (BEGeelong) is the division of Tourism Greater Geelong & The Bellarine dedicated to this market and the official convention bureau for the region.

BEGeelong's role is to develop and implement strategies to increase domestic and international visitation to the region across the Meetings, Incentives, Conferences and Exhibitions (MICE) markets. Featuring in BEGeelong activity is an additional cost and ideal for businesses servicing this style of corporate client.

Members eligible for BEGeelong are required to be either an Industry Service or Direct Tourism Member.



BUSINESS EVENTS - SUPPORT

\$50.00 per quarter

Suitable for service and experience operators who have visitor servicing capabilities to accommodate the MICE market.

BUSINESS EVENTS - DIRECT

\$150.00 per quarter

Suitable for venues and accommodation who have visitor servicing capabilities to accommodate the MICE market.

MEMBER BENEFIT	BUSINESS EVENTS - SUPPORT \$50/QTR*	BUSINESS EVENTS - DIRECT \$150/QTR*
Business profile listing on businessesgeelong.com.au website. Valued at \$275	✓	✓
Access to business event lead referrals where applicable	✓	✓
Receive regular business events industry updates and communications	✓	✓
Opportunity to include a special offer in the conference lanyard program	✓	✓
Access to participate in strategic buy-in marketing campaigns for business events**	✓	✓
Great deal listing on the businessesgeelong.com.au website. Valued at \$275		✓
Opportunity to co-exhibit alongside Business Events Geelong at selected major trade events**		✓
Preferential inclusion in client-driven trade media and corporate familiarisations		✓
Eligibility to participate in joint sales calls**		✓

* Commitment is for 12 months. ** Extra cost involved - paid opportunities.



DID YOU KNOW?



Business events make up an important part of Australia's visitor economy sustaining 193,000 direct jobs and contributing

\$30.2b through domestic and international visitation.





SIGN UP NOW

Our membership team is here to help. If you'd like to be on Team Tourism, please contact our membership team to discuss the best category for your business.

Membership payments are made via automatic quarterly instalments debited at the start of February, May, August and November.

Join Team Tourism

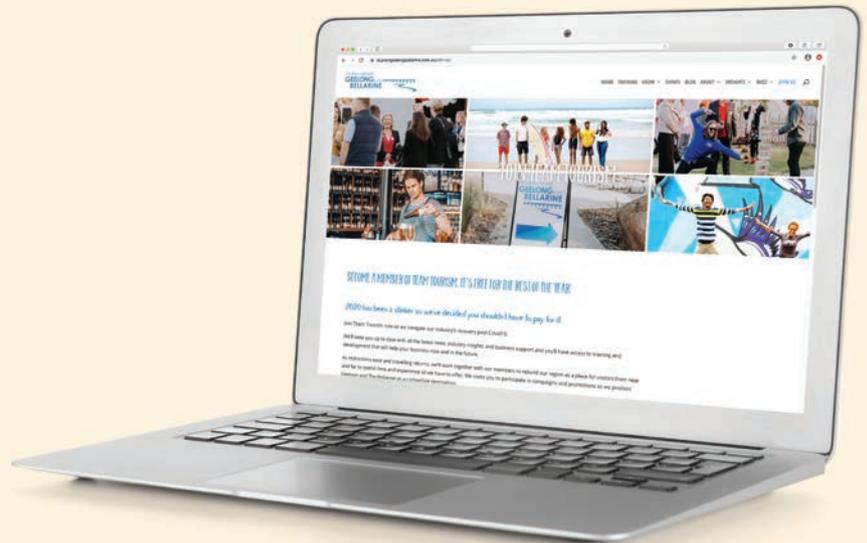
Online: tourismgeelongbellarine.com.au/join-us

Phone: 03 5223 2588

Email: membership@tourismgeelongbellarine.com.au

JOIN NOW

tourismgeelongbellarine.com.au/join-us



"Alone, we can do so little; together, we can do so much."

- Helen Keller

COVID-19 image disclaimer

Some of the images featured in the document were taken prior to COVID-19 restrictions.

KEEP IN TOUCH



WITH VISITORS

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

- Visitor site
- eNewsletter

 [visitgeelongbellarine](#)
 [visitgeelongbellarine](#)
 [visitgeelongbellarine.com.au](#)
[#visitgeelongbellarine](#)

WITH INDUSTRY

Corporate communication channels and online resources for tourism industry stakeholders (that's you):

- TWIT - 'This Week In Tourism' - our industry newsletter
- This Month in Training
- Industry site
- In person

 [tourismgeelongbellarine](#)
 [tourismgeelongbellarine.com.au](#)

BUSINESS EVENTS GEELONG

Connecting conference and meeting planners with the region to grow Geelong and The Bellarine as a premier place to do business:

- Visitor site
- Consumer newsletter

 [BusinessEventsGeelong](#)
 [@BE_Geelong](#)
 [business-events-geelong](#)
 [meetgeelongbellarine](#)
 [businesseseventsgeelong.com.au](#)

WITH INTERNATIONAL STUDENTS

Helping international students to learn, live and explore in Geelong:

- Student site
- Consumer newsletter

 [StudyGeelong](#)
 [studygeelong](#)
 [studygeelong.com.au](#)

TOURISM GREATER
GEELONG & THE BELLARINE



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**VISIT GEELONG
& THE BELLARINE**

BUSINESS EVENTS
GEELONG



 **STUDY
GEELONG**