

Let's work together to grow your  
business and our region

MEMBER OPPORTUNITY GUIDE 2017/18 →



TOURISM GREATER  
**GEELONG** & THE   
**BELLARINE** 

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# TOURISM, WE'RE IN IT TOGETHER

## As a tourism region, Geelong and The Bellarine is a young achiever.

Although only recently recognised as one of the 12 destinations within Victoria's tourism landscape, the region has grown and developed markedly in that 18 months.

There's growth in the data. We know the regional visitor economy has increased dramatically and is worth \$780.2 million and responsible for 4,473 jobs.

But there's been another type of progression too, one that's immeasurable. It's the positivity and optimism from our tourism partners. It's the supportive environment crafted by our local communities. It's the willingness to play a cooperative part in the greater tourism industry in order for the whole region to grow.

Aristotle said *the whole is greater than the sum of its parts*. That's our tourism industry. Or as we like to call it, Team Tourism.

Every business, every experience, every person has a role to play in driving and delivering tourism in Geelong and The Bellarine. We're here to help coordinate that effort and put that collective strength to work in meaningful and effective ways.

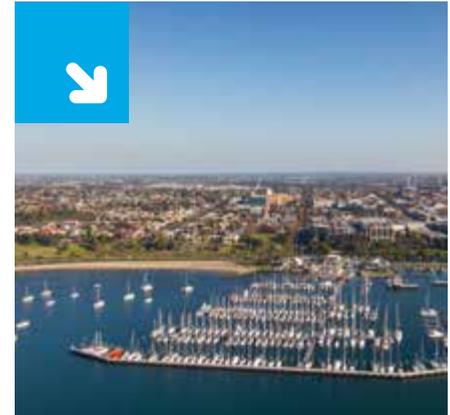
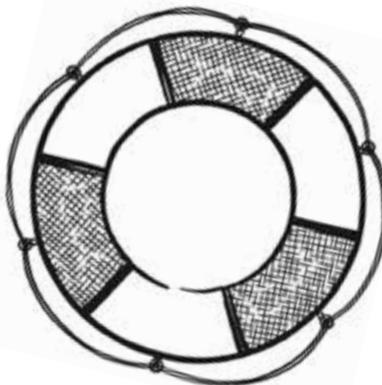
This Member Opportunities Guide will describe the projects we'll implement throughout 2017/18 to achieve our collective goal of more visitors staying longer, doing extra and spending more.

This guide is a starting point. Use it to launch your own plan, to choose your best opportunities and play a role in Team Tourism that will score goals for your business and our region.

When you're winning, we're winning. Let's go.



**Roger Grant**  
Executive Director  
Tourism Greater Geelong & The Bellarine



## EXECUTIVE TEAM

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# A STRATEGY FOR SUCCESS

## VISION



Greater Geelong and The Bellarine is a

**GLOBALLY RECOGNISED  
DESTINATION** that  
delivers world standard visitor experiences.



## MISSION

Tourism Greater Geelong & The Bellarine  
exists to **GROW AND SUPPORT  
THE VISITOR ECONOMY**  
through leadership, promotion and development.

## VALUES TO LIVE BY



**Teamwork** – everyone contributes individual strengths and effort to achieve shared goals.

**Creativity** – a dynamic environment that embraces innovation and encourages bravery.

**Leadership** – having the passion, knowledge and conviction to set a clear path forward with positivity and energy.

**Zest** – approaching our work and our future with infectious optimism, eager energy and unbridled enjoyment.

**Judgment** – challenging ourselves to consider all resources so we're responsible for good decisions.

The full strategic plan is published online at:

[www.tourismgeelongbellarine.com.au](http://www.tourismgeelongbellarine.com.au)

## Promotion

- Active communications focusing on key themes and competitive advantages.
- Implement relevant tactical initiatives.
- Work cooperatively with state and national bodies to leverage broader opportunities.

## Development

- Implement industry development programs.
- Identify and champion infrastructure development opportunities.
- Facilitate industry partnerships.
- Help grow and develop events.

## Leadership

- Engage with relevant industry and government stakeholders and organisations.
- Provide leadership in strategy, planning, industry advocacy and research.



# THE INNER SANCTUM

## ORGANISATIONAL STRUCTURE



## The board



Top: (Left to right):

**John Stevens**, Independent Chairman  
**Helen Butteriss**, Treasurer, Skills Based Finance  
**Kevin Robe**, Deputy Chairman, Skills Based Business Events  
**Nicholas Heath**, Skills Based Marketing

Bottom: (Left to right):

**Cr Ross Ebbels**, Borough of Queenscliffe  
**Brett Luxford**, City of Greater Geelong  
**Cr Owen Sharkey**, Golden Plains

**Terry Jongebloed**, Geelong  
**Nicole Newman**, Geelong  
**David Littleton**, Bellarine  
**Christine Smith**, Bellarine

# PLAYING TO WIN

**Tourism is a team sport. None of us can exist, let alone win, in isolation.**

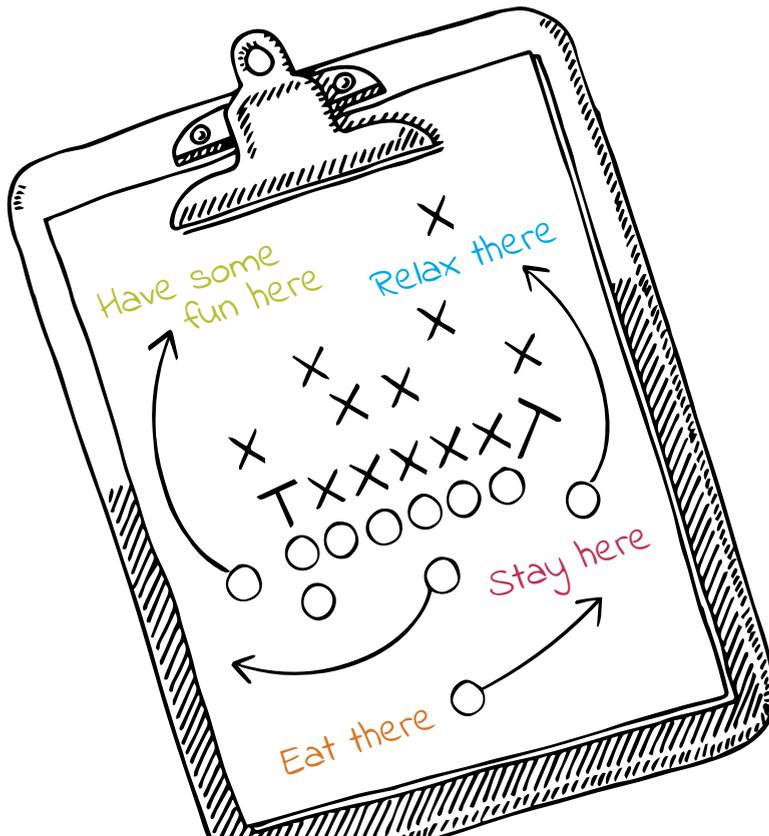
Each business and every experience contributes to building great memories that enhance our appeal, encourage repeat visitation and tell another chapter in our story. The person who's enjoying an epic breakfast in your café also had an amazing sleep in the apartment down the street after spending yesterday learning how to stand-up paddleboard then drinking local wine while watching the sun set. All these experiences contribute to making their short break memorable and the destination a must-return.

We're here to help make that happen. We'll provide opportunities for your business to be shouted from the rooftops.

Team Tourism is an environment of cooperation, encouragement and positivity. When we get together during the year we share food and drink alongside insights and experiences. You're part of the conversation and the whole team is listening.

We've got some experts on Team Tourism too. Our service sector members mean you're on the same team as professionals in finance, legal, design and digital all supporting and specialising in tourism.

Belonging to Team Tourism is your connection to support, guidance and achieving shared goals.



*We couldn't spend our promotional dollar better than through Tourism Greater Geelong & The Bellarine.*

*We are in the company of like-minded people and businesses who strive to make the year full of opportunities, business promotions and personal developments.*

**- Corinne Blacket,  
Drysdale Cheeses**



# ALL ABOUT YOU, OUR MEMBERS

**We can only deliver on our action plans with the support and buy-in of the tourism industry, so the opportunities we offer and programs we run are exclusive to members.**

Membership is a vital part of our structure. It provides a resource base for us to implement key activities to drive tourism forward in the region. In return, members are joining a progressive and innovative team operating in an exciting region with access to supportive staff who can advocate and provide expertise and advice.

## What's in it for you?

- **Showcase** your business through our **Visitor Information Centre** network – including referrals by our legendary volunteers!
- Join in on regional **marketing** campaigns targeting local, Australian and international travellers.
- **Learn and grow** you and your business through our comprehensive training and development calendar.
- **Meet** our team, get first-hand advice and develop **relationships** with other operators at our networking events and seminars.
- **Build** your team capacity with our professional development programs and **digital** support to grow skills, confidence and impact.
- Our public relations activities, media familiarisations, editorial features, blog articles and social media mentions are **exclusive** to members.
- We'll keep you **up to date** with all the best / most important / really insightful stuff through our corporate **communications**.
- If your business is a **visitor experience** we'll **give** you a profile on the Australian Tourism Data Warehouse (ATDW) so you'll be **featured** on local, regional, state and national visitor websites. (You'd normally pay \$250 for that!)
- If you're a business **servicing** the tourism industry, we can help you make **connections** with our operators through our corporate communications.



*Running a business on your own can be challenging and lonely at times so having a great network of people to turn to has been amazing. Team Tourism are progressive and forward thinking and always available to contact when desired!*

**- Janina Lear, Piccadilly Market Geelong**

## MEMBERSHIP AND ADMINISTRATION TEAM

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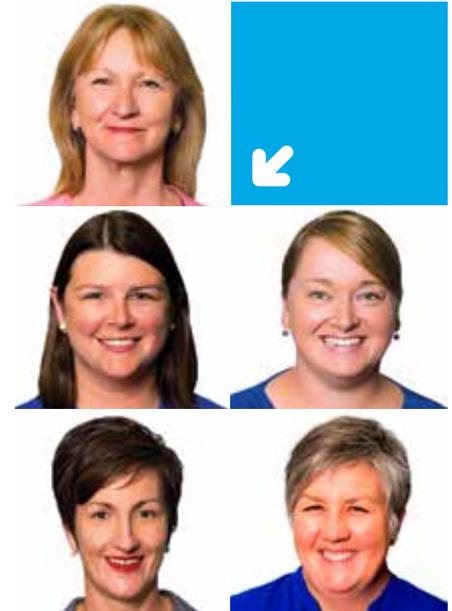
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# HOWDY PARTNER

## Taking Team Tourism to another level.

We offer a partnership program for organisations whose values and objectives align with ours. These may be corporate businesses offering services to the tourism industry, or businesses actively involved in the visitor economy looking to develop a deeper connection with the region.

Our partners are a valued part of Team Tourism and enjoy a range of benefits:

- Exclusive branding opportunities delivering increased regional exposure and higher product awareness.
- Private networking opportunities with Tourism Greater Geelong & The Bellarine, key stakeholders and other tourism partners.
- Access to our dedicated Tourism Partner Relationship Manager.
- Ability to address and plan your marketing needs for the financial year with workshops and tourism publications.
- Advocacy and support at local, state and international levels through our existing stakeholder relationships.



2016 Partners Luncheon.

## OUR PARTNERS



### Platinum

- Curlewis Golf Club

### Gold

- Australian International Airshow
- Devlin Apartments
- Geelong Connected Communities
- Prestige Jayco
- Roderick Insurance Brokers
- Searoad Ferries

### Silver

- 360Q Restaurant
- Adventure Park
- Bendigo Bank
- BIG4 Beacon Resort Queenscliff
- Geelong Football Club
- Geelong Performing Arts Centre
- Geelong Racing Club
- Harwood Andrews
- LBW Business + Wealth Advisors
- Provincial Media
- Queenscliff Harbour
- Royal Geelong Yacht Club
- Snap Printing
- Supatramp
- The Food Purveyor
- Village Cinemas
- Wine Geelong



Attract → Engage → Convert

PROMOTION →



# DON'T INTERRUPT

## Content marketing is a commitment, not a campaign.

We invest in creating and curating content that is useful, enjoyable and inspires people to take action. We're spending less time *interrupting* what people are interested in and more time focusing on *being* what they're interested in.

The region has an amazing story to tell. We already understand the experiences and products that drive visitation. Content marketing is about showcasing those experiences and products in meaningful, memorable and emotive ways. That's how we're building the brand of Geelong and The Bellarine and how we keep the region top of mind for potential visitors.

Content is the reason Google exists. Our content marketing efforts are the reason our organic search traffic has grown 80 per cent from last year. We're answering the questions people didn't know they should be asking us at all stages of the travel journey and helping them discover the things that matter to them.



We'll continue to build the brand of the region and an affinity with potential visitors through storytelling and ongoing commitment to content marketing. We'll capitalise on the strong branding with targeted campaigns and initiatives to drive distinct tactical outcomes.



*The best marketing doesn't feel like marketing.*

**- Tom Fishburn**

## MARKETING AND COMMUNICATIONS TEAM

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# HOME

**Our digital home is a content marketing machine that's building greater and more meaningful connections with visitors every day.**

We're showcasing the region in a huge variety of ways from epic HD video productions to snapshots captured on smartphones. Experiences and destinations have dedicated pages showcasing the most relevant content for their themes and areas.

We're publishing new blogs every week highlighting businesses and experiences, connecting them with the bigger story of the region in personal and relatable ways. Content is arranged and featured by theme and destination, so users can always find what's most relevant for them – including member business listings.

Blog posts range from lists about the top places to eat, to personal recollections of experiences, to practical information about upcoming events and seasons.



 IN 2016...

[www.visitgeelongbellarine.com.au](http://www.visitgeelongbellarine.com.au):

posted **143** BLOGS,  
 PROFILED **26** VIDEOS,  
 shared **22** EXTERNAL  
 STORIES,  
 had **84,706**  
 unique SESSIONS,  
 AVERAGED **3.2** PAGES  
 per visit.

Sometimes we'll ask you for information about specific topics, but it's best to keep us up-to-date with information about your business – new features, upcoming events. The more we know, the more likely it is to be featured in the right places.

[www.visitgeelongbellarine.com.au](http://www.visitgeelongbellarine.com.au)

# THE SOCIAL CLUB

## What's the most important part of social media? The social part.

Focus on the social, don't get carried away in the media. Social is something you should be, not something you should do. It's about meaningful affiliations that technology has facilitated, not about the technology itself.

Social media builds on human conditions that have existed as long as people have – the need to connect and share with other people. The best social media builds rapport and trust with communities. It's a conversation, not a broadcast.

Our social communities are helping us build the love for the region. Every blog shared, video posted or image showcased keeps the region top of mind for potential visitors. Nurturing, rather than exploiting, our online communities is a priority and they, in turn, are becoming an army of advocates for Geelong and The Bellarine.

[www.visitgeelongbellarine.com.au](http://www.visitgeelongbellarine.com.au)

 [visitgeelongbellarine](https://www.facebook.com/visitgeelongbellarine)

 [visitgeelongbellarine](https://www.instagram.com/visitgeelongbellarine)

 [@GeelongBella](https://twitter.com/GeelongBella)



# visitgeelongbellarine

# visitqueenscliff

# visitlara



# HYPER SOCIAL - TIPS FOR SOCIAL MEDIA

**It's not about technology. It's purely about human interaction. Be human.**

You don't have to be on every channel. Just do one or two really really well!

Define a social tone and personality for your brand – and stick with it when you post content, respond to fans, or interact online.

People use social media to connect with friends and family – and to have a good time. If you want to 'sell' stuff to them... you've also got to connect with them and give them a good time.

## The perfect social post

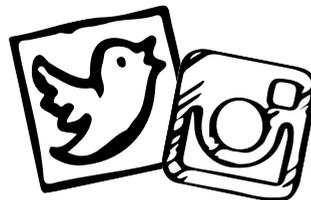
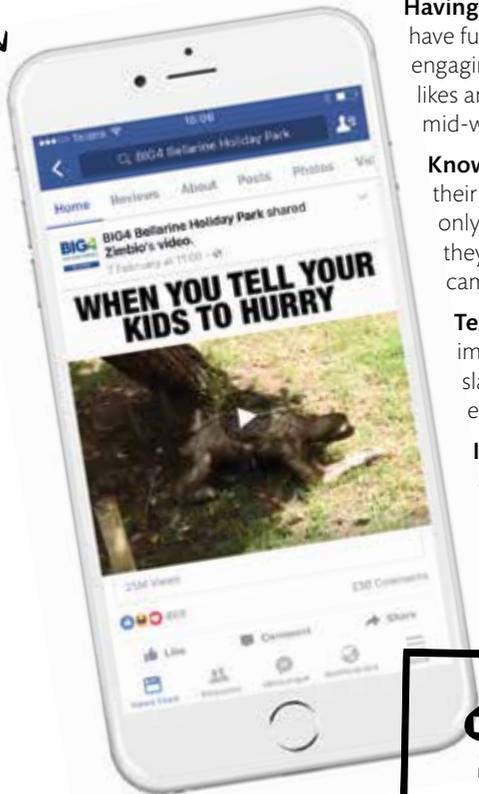
**Content in context:** This is perfectly in context for mums (their audience) who are jostling to get back in routine after a long summer holiday!

**Having fun:** Remember, the audience is on social to have fun... so they're having fun with them! They're engaging them, putting smiles on their faces, earning likes and shares. So when BIG4 Bellarine is ready for a mid-week sale, their loyal fans will buy!

**Know their audience:** They get the pain points of their audience that they know so well. Mums. They only want to speak to mums, because typically they're the decision makers to book a family camping holiday!

**Text is short.** Very Short: The length of text is important. People don't want to read lengthy slabs of text. In fact, they won't. Make every word earn its way into your post.

**It's Video:** Yep, we've all got to get better at creating or curating video content. Consumers want to watch... not read... and not look.



## DOS AND DON'TS OF SOCIAL MEDIA



**DO:** be responsive on your channels. If people engage with you... engage back.

**DO:** make sure your offline experience equals your online experience and online equals your offline.

**DO:** plan ahead. Map out your content, your stories and your messages in a plan.

**DO:** have fun with your audience. Be informal, be positive, be friendly - and loosen that tie a little.

**DO:** be creative with your content. Create a video, use a filter on your pics, get in front of the camera! Go and get creative!

**DON'T:** expect your posts to go viral. They probably won't - and that's okay.

**DON'T:** be inconsistent. If you're committed to a social channel, be consistent in your posting.

**DON'T:** rely on organic social success. Start investing some \$\$ in social advertising – for great results!

**DON'T:** avoid your data! Your Facebook insights tell you as clear as day, what's working and what's not. Look at them.

**DON'T:** always sell. Attract the right audience, engage, engage, engage and then... sell.

These tips are brought to you by:

**HYPERsocial**

# KEEPING IN TOUCH

## We don't put all our virtual eggs in one basket.

We need to have multiple touch points with consumers during their journey from unaware to advocate to build their positive experience with Geelong and The Bellarine.

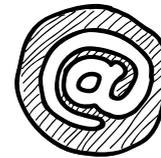
While our website and social media channels keep visitors engaged and informed, we also have direct communication with subscribers through our ongoing e-campaign. An email full of stories, features on destinations and profiling upcoming events hits 10,000 inboxes every month.

The online environment has created a platform where anyone who's relevant and interesting enough can have a platform. We regularly engage online influencers and other on-brand digital publications to showcase Geelong and The Bellarine. By highlighting the right experiences to the right audiences, we're connecting our region with their followers. Our message comes with a weight of authority and trustworthiness when it's delivered in a community where our potential visitors are already engaged.



*Social media is about sociology and psychology more than technology.*

**- Brian Solis**



# YOUR DIGITAL FEATURES

With so much focus on our digital assets and the significant resources we invest in digital, it's a great way to showcase your business.

There are several ways to get involved.

Opportunity	Cost (inc. GST)	Timing
<b>Online Profile</b> Your business listing with Australian Tourism Data Warehouse = profiles on official regional, state and national sites.	Free for tourism product members	Always
<b>Event listings</b> Listings for public events, exhibitions and other special activities created in the Australian Tourism Data Warehouse are distributed to online event calendars and e-newsletters.	Free for members	Always
<b>Featured offer</b> Showcase a specific offer or deal to encourage direct clicks to your booking or enquiries page. Featured on the Visit Geelong Bellarine home page, destination page and an eDM during the selected season.	\$250	Seasonal, live for three months
<b>Offer link on Visit Victoria</b> A direct link to your booking or enquiries page from Visit Victoria, highlighted in State marketing campaigns.	\$200	Seasonal, live for three months
<b>Priority Listing</b> Boost your profile within the Visit Geelong Bellarine digital environment with a priority listing to feature more prominently in searches and member lists.	\$150	Annual
<b>Content</b> Keep us up to date with your latest news, events, quirky facts, interesting information and best images so we can share it in blog posts, social media or newsletters.	Free for tourism members	Always



*The best content in the world won't drive revenue if nobody sees it.*

**- Phil Fernandez**



# WE HAVE GOOD NEWS

**There's no such thing as a free lunch. There's no free media either - it has to be earned. Our team works on a dedicated public relations strategy focusing on the same themes and niches identified in our overall content marketing.**

Traditional media for tourism includes weekend papers, television programs and other publications. They're a channel dedicated audiences are engaged with that can deliver a powerful message for Geelong and The Bellarine. But traditional media outlets are changing. They have less resources (human, physical, time) and are under more pressure to deliver content. This is a huge opportunity for us.

Our public relations activity helps our media partners deliver our message by providing them all the tools they need to do it. We aim to make creating content about our region as easy as possible so they're more inclined to run with it.

This PR strategy is paying dividends too. In 2016/17 The Bellarine was rated ninth best value destination around the world according to the Lonely Planet. No mean feat when you are rated alongside Nepal, Venice, Morocco and Russia. Not only was this recognition a huge boost for the region, numerous media outlets ran with the story too.

We pitch ideas, angles and story opportunities to targeted publications and producers. We organise visits, itineraries and experiences to form the basis of stories. We work with them on tight deadlines and turn around big projects in very little time.

## How you can get involved

Whilst there's no specific 'buy-in' opportunity for media relations, we always appreciate in-kind support for accommodation, meals and experiences for visiting journalists. This kind of support extends our resources further and helps underpin the strategy to attract more media attention to the region.

## WE'RE FAMOUS



### Media achievements this year:

- The Today Show on Channel 9 did the weather live from both The Bellarine and Geelong
- Front page cover feature in the Weekend section of the Herald Sun
- Jetstar inflight magazine "24 Hours in Geelong" story
- Three full page stories in the Weekend sections of the Herald Sun, Melbourne and The Daily Telegraph, Sydney
- Feature length articles in the Australia & New Zealand Magazine (UK) twice, Club Marine Magazine, Nourish Magazine, CEO Magazine
- Event listings and school holiday activities featured around a dozen times in both the Herald Sun and The Age on the weekend.
- Articles published online in Broadsheet, The Urban List,

TimeOut, Concrete Playground, Australian Traveller and Out & About with Kids.



# 2018 OFFICIAL VISITOR PUBLICATIONS

**So much of our marketing effort is about attracting visitors. These projects are about making sure people have the info they need on hand when they're here. And we've kept the prices the same as last year.**

The 2017 edition of the Official Visitor Guide was the most popular yet. Attractive new styling, editorial that reflects our fun and chatty style and impressive images have been a hit. There is also the vital on-ground information, event calendars, member listings and maps. It gives visitors to the region a great introduction to the region, a compelling read and the logistical information they need to make the most of their visit all in a neat, A5-sized package.

Official Visitor Maps are scribbled on by volunteers in Visitor Information Centres every day (and they're much friendlier than the voice directions from your car GPS). There's nothing like local knowledge and key landmarks marked on a map that gives you an overview of the region and detailed local maps.

The suite of Official Visitor Publications will be completed with a dedicated digital presence late in 2017.

## Official visitor guide

**Size:**

A5 full colour magazine style on high quality recycled silk stock.

**Print run:**

80,000 copies with a readership of 320,000.

**Distribution:**

- All accredited Visitor Information Centres across the state including Federation Square.
- Delegates at in-region conferences and major events.
- Melbourne Airport and Avalon Airport.
- Major transport hubs in the region.
- Local attractions and accommodation venues.

**Booking open: August.**

**Materials and production: September.**

**Release date: December.**

## Official Touring Map

**Size:**

Folded to DL on recycled matte stock.

**Print run:**

100,000 copies.

**Distribution:**

- Visitor Information Centres and outlets in Melbourne, Geelong, The Bellarine and Great Ocean Road.
- Geelong and The Bellarine wineries, hotels, restaurants and attractions.
- Conferences, major events, consumer and trade shows in the region.
- Avalon Airport.
- Major transport hubs and service stations in the region.
- Special events and opportunities during the year.

**Booking open: August.**

**Materials and production: September.**

**Release date: December.**

## PARTICIPATION COST

### Official Visitor Guide

Size of advert	Cost (inc. GST)
1/5 page	\$540
1/3 page	\$1,035
2/3 page	\$1,530
1/2 page	\$1,530
Full page	\$2,475

### Official Touring Map

Size of advert	Cost (inc. GST)
1/5 panel	\$540
1/3 panel	\$1,035
2/3 panel	\$1,530
1/2 panel	\$1,530
Full panel	\$2,475



# VISITING FRIENDS AND RELATIVES

**The biggest tourist attraction in Geelong is the people who live here.**

Our large resident population, our appeal as a relocation city for Melbourne ex-pats plus the volume of international students at our secondary and tertiary institutions all combine to make 'Visiting Friends and Relatives' our largest driver of visitation.

So, if they're coming to visit people anyway, what's our role? Our campaign will encourage local people to explore, play and eat in their own backyards to know exactly what we have to offer visitors, and prompt their loved ones to come for a visit.

This campaign will be tactical, aiming to drive real visitation to the businesses and experiences in the region. Cleverly executed pieces of print, digital and social marketing will engage our community, compelling them to be local tourists at local venues and empower them to be ambassadors and agents for the region.

## Target market

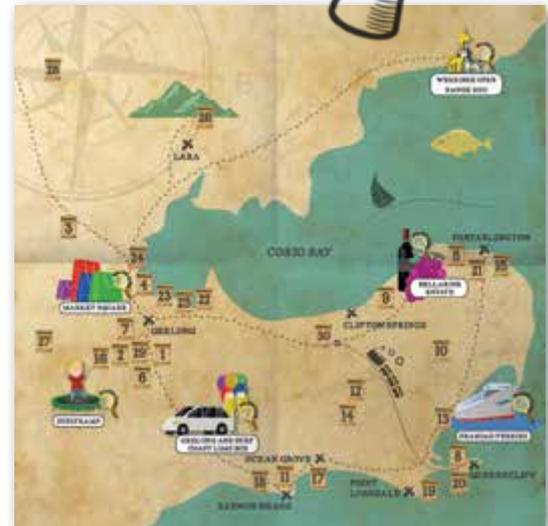
Local residents.

## Campaign timing

Shoulder and off-peak seasons from mid April through to October.

## Cost

\$320 - \$1,080.



2016 Visiting Friends and Relatives campaign.

## VISITING FRIENDS AND RELATIVES MARKET



The Visiting Friends and Relatives market is an important one for Geelong and The Bellarine.

**50%** OF ALL DOMESTIC VISITORS  
in the region are here to visit  
**FAMILY OR FRIENDS.**



# TASTE TRAILS

## Our reputation as a tasty destination is rising.

Makers and growers are becoming as synonymous with Geelong and The Bellarine as our coastal destinations and, possibly, our footy team.

There are hero gourmet destinations making national waves and a feast of amazing locally grown flavours. Combined, they're making the region more attractive than ever for foodies.

Our Taste Trails bring together delicious ingredients from passionate makers and growers as coordinated food, wine and flavour experiences.

### Taste Trail marketing includes:

- A dedicated touring map distributed at Visitor Information Centres, member businesses, accommodation venues and relevant consumer and trade shows.
- Public relations activity directly resulting in TV and radio exposure.
- Attendance at consumer events and shows to promote the Trails.
- It's a big part of the 'Makers and Growers' theme in our content strategy.



## Bellarine Taste Trail

**Size:** A3 full colour on recycled stock.

**Print run:** 40,000 copies.

**Bookings open:** **October.**

**Materials and publication:** **November.**

**Release date:** **December.**

**Display listing:** \$250.

**Line listing:** \$120.

## Moorabool Valley Taste Trail

**Size:** Folded to DL on recycled stock.

**Print run:** 15,000 copies.

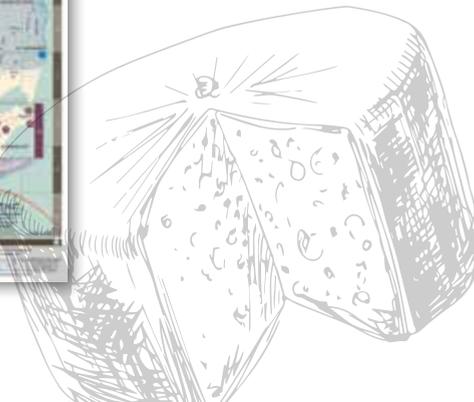
**Bookings open:** **February.**

**Materials and publication:** **March.**

**Release date:** **April.**

**Display listing:** \$125.

**Line listing:** \$75.



# VISITOR INFORMATION SERVICES

**25 volunteers are rostered to work at Visitor Information Centres in Geelong and The Bellarine each day.**

Their passion for the region is evident in their time commitment and the level of service they provide to visitors looking for assistance and information.

Visitors to the centres may have already done some online research, but they pop in for expert local advice, confirmation of their plans. Visitor Information Centres are a really powerful tool in the visitor economy. They have a positive effect on visitor behaviour by encouraging longer stays (52%), more activities (85%) and higher expenditure (42%) with 93% of visitors indicating they are more likely to return after talking to a local.



Accredited centres are open from 9am-5pm, 7 days a week. Other booths and pop-ups are strategically located to service visitors in different ways and at times when they're most effective. Geelong based VIC staff work closely with the Queenscliff staff to ensure the network is valuable and seamless.

Members can display a DL sized brochure for their business in each of the accredited centres plus Market Square. Waterfront brochures are distributed at the booth, and Ocean Grove and Barwon Heads information is provided at the seasonal Barwon Heads caravan. Brochures are displayed vertically and must use stock that will remain upright in a brochure rack.

Members may also have Visitor Information Centre volunteers and staff visit their property on one of their regular familiarisation tours to ensure these key personnel have first-hand knowledge of your business.

If you're an event operator or if your business runs any public events, dinners or temporary exhibitions you can display a poster and brochures in the accredited centres in the lead up to the special event.

## YOUR FRIENDLY TEAM

### **Elizabeth Curtain**

Visitor Services Coordinator

T. 03 5244 7102

E. [ecurtain@tourismgeelongbellarine.com.au](mailto:ecurtain@tourismgeelongbellarine.com.au)

### **Joshua Harris**

VIC Officer

T. 03 5244 7106

E. [vic@tourismgeelongbellarine.com.au](mailto:vic@tourismgeelongbellarine.com.au)

### **Maree Greenwood**

Queenscliff VIC Coordinator

T. 03 5258 4843

E. [info.centre@queenscliff.vic.gov.au](mailto:info.centre@queenscliff.vic.gov.au)



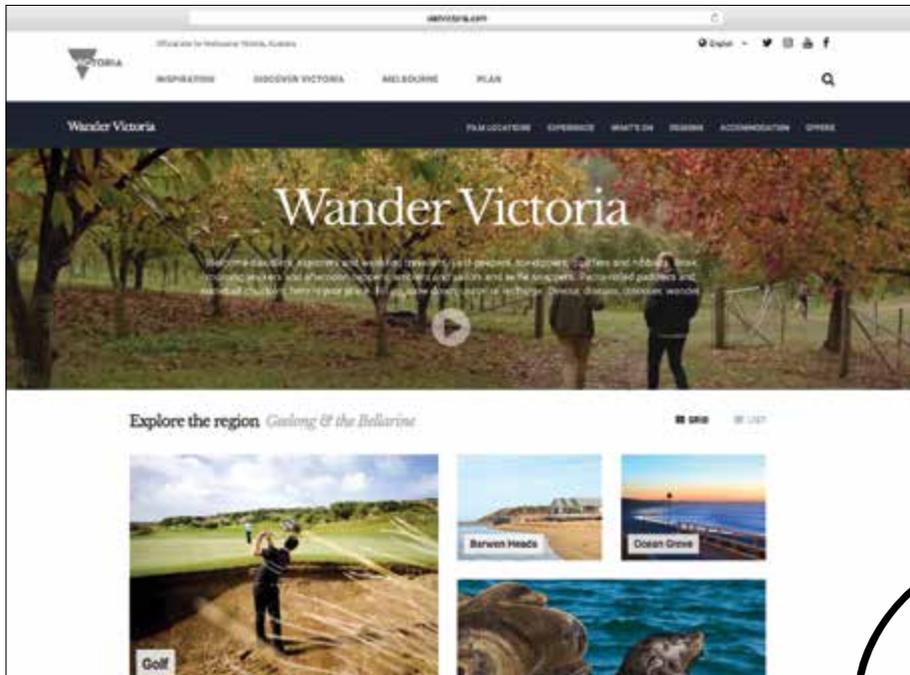
# FIRST AUSTRALIA. NEXT, THE WORLD

## International tourism is big business in Australia.

Visit Victoria was established by the state government to grow the visitor economy across the state. As a regional tourism board, Tourism Greater Geelong & The Bellarine is actively involved in Victorian initiatives and the region is highlighted in state campaigns.

The 'Wander Victoria' intrastate campaign will continue to target Melbournians, encouraging them to discover the short breaks available within our compact and accessible state. We'll continue to ensure Geelong and The Bellarine is showcased so we can capitalise on state and national opportunities.

Partnerships will help connect our tourism businesses to the world.



## Study Geelong

We're working with tertiary and secondary institutions in the region to build the profile of Geelong as a destination for international students. There's an integrated campaign showcasing the region through digital assets and increased relatable content and we're building better and more shareable experiences for international students who are already here. [www.studygeelong.com](http://www.studygeelong.com)

## READY TO GO INTERNATIONAL?



International travel is a big (and growing) opportunity. It's also a complex and long-term investment, often taking several years to see results.

To best position the region on the international stage we work cooperatively with nearby destinations to promote these touring routes:

- Great Southern Touring Route.
- Go Beyond Melbourne.
- Sydney to Melbourne Touring Route.

We'll always keep you up to date with the opportunities available from our partner associations as they happen throughout the year.

If you have an international-ready product or would like to discuss opportunities with the international travel trade, please get in touch with Roger Grant on 03 5223 2588.



The region can only grow

when you do

DEVELOPMENT



# LET US TEACH YOU A LESSON



**Team Tourism has an excellent training schedule and, much like at the gym, you get out what you put in.**

Your business and staff have access to a network of support and learning throughout the year that will help you work better, smarter and improve on your delivery to customers.

## Meet us after work

We have dedicated networking functions in which you'll absorb more information, make new connections, revisit old ones and have a terrific time while you're doing it.

### DATES

- 20 March 2017 - Welcome to 2017 Team Tourism.
- 19 June 2017 - Planning for the Brightest Future.
- 20 November 2017 - Christmas Celebration.

## Lock in your hot dates

Our training and development calendar is centred around helping you be the best you can be. With guest speakers providing insight on a diverse range of topics, there will certainly be something of interest for you... if not everything!

You will leave feeling motivated and equipped to make a difference as our guest speakers share their knowledge on all things marketing, building successful small businesses, managing the cash flow and harnessing that elusive loyal army.

To view the full list of events please visit [tourismgeelongbellarine.com.au/events](http://tourismgeelongbellarine.com.au/events)



*Attending networking functions and training sessions on a variety of topics such as marketing techniques, social media know how and developing a competitive edge allows me to set myself up for greater success. The sessions always far exceed my expectations for value, training and support as I build by tourism business and grow my network base.*

**- Christine Smith,  
Great Ocean Stays**

## YOUR TEAM TOURISM CONTACT

### Lakshmi Cashmore

Industry Development Officer

T: 03 5244 7104

E: [lcashmore@tourismgeelongbellarine.com.au](mailto:lcashmore@tourismgeelongbellarine.com.au)



# OUR RESOURCES BOOM

We're here to help our members reach their potential. Sometimes that means arming you with knowledge and pointing you in the right direction.

Last year we launched a new corporate website as a hub of useful resources for local tourism operators and stakeholders. We've even focused on industry sectors so you can see what's most relevant for you and your business.

[www.tourismgeelongbellarine.com.au](http://www.tourismgeelongbellarine.com.au)

You'll find:

- Blogs, articles and insights from our team and from other people we think are clever.
- Statistics and research that will help you make better decisions.
- All our plans and strategies in detail so you know what we're doing and why.
- A calendar of all the key dates, learning events and upcoming forums.



## ALSO USEFUL



### Visions of Victoria

[visionsofvictoria.com](http://visionsofvictoria.com)

Create an account and have free access to a large database of professional photos.

### Skift

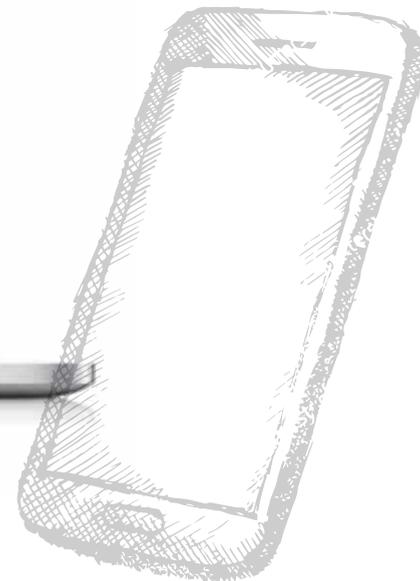
[skift.com](http://skift.com)

The largest travel industry intelligence platform globally providing media, insights and marketing material.

### Tourism E-Kit

[atdw.com.au/resources-hub](http://atdw.com.au/resources-hub)

Comprises of over 64 tutorials and was developed to support, train and raise the professional standards of the tourism industry.



# WE'RE HERE FOR TOURISM

**We won't rest on our laurels. We're always looking for new ways to grow tourism in the region.**

Our formal Tourism Development Plan recognises our existing local visitor economy as significant and important.

It recognises our product strengths in coastal and aquatic experiences, events, food and wine, history and heritage and the arts.

It understands where we are now and provides a blueprint for where we could be. It identifies the key development opportunities where there are gaps between demand and supply across the region.



## LOCAL VISITOR ECONOMY

Greater Geelong and The Bellarine attracts around

**5 MILLION**  
VISITORS ANNUALLY, of which  
**3 MILLION** are  
DAY TRIPPERS and  
**2 MILLION** are  
OVERNIGHT VISITORS.

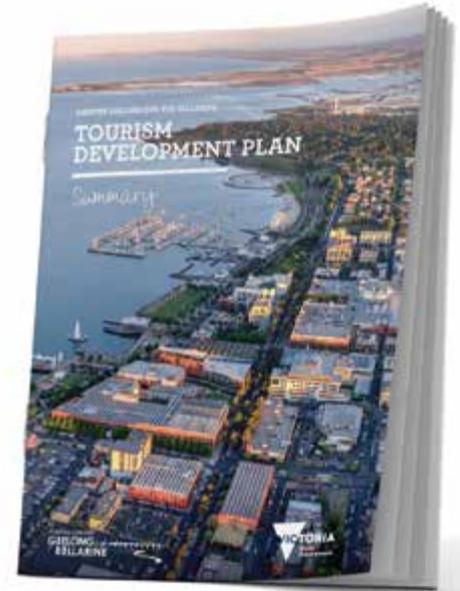


## ESTIMATED CONTRIBUTION



Currently the Greater Geelong and The Bellarine visitor economy is estimated to contribute

**4,473 JOBS**  
ANNUALLY  
with a regional output of  
**\$780.2 MILLION.**



There are 20 priority projects that match target market needs, will increase length of stay and yield, will strengthen brand attributes, will deliver economic benefits and provide good value for cost benefit. These are game changer projects that would markedly boost the future of tourism in the region. This year we'll be taking that work further, developing sub-region plans to focus on destination-specific key projects to improve the visitor experience.

We're for tourism. We'll advocate for our members to help you grow and succeed. We'll foster important relationships to help build the region into something even greater than it is now.

# DON'T TAKE OUR WORD FOR IT

“

**RIGHT FROM THE BEGINNING WE KNEW  
WE WERE IN GOOD HANDS WITH TOURISM  
GREATER GEELONG & THE BELLARINE.**

★★★★★

”

In 2015, after several years of studying art practices and running a successful gallery in the skiing resort of St. Moritz in Switzerland, my family and I moved back to Australia and opened a new gallery in The Bellarine. Starting the *Fat Fox Art Gallery* not only meant enjoying a very different scenery (and much warmer!), but also making new business connections.

Through this new exciting venture we encountered Tourism Greater Geelong & The Bellarine. Right from the beginning we knew we were in good hands. We were overwhelmed with all the support, helpful information and contacts throughout the tourism organisation.

The first function that I attended left me with a great feeling. All new members were introduced and listed on the big screen in front of hundreds of guests. It was so encouraging when CEO Roger Grant mentioned Fat Fox Art Gallery in his personal speech.

Elizabeth Curtain has been very kind, introduced me to different guests, members and later visited me at the Gallery with all the volunteers. Ever since that visit we have had many people coming to the Gallery after being recommended by the fantastic volunteers and thanks to these contacts and recommendations my business is rapidly growing.

Having our brochures displayed in many places is an added benefit to being a member.

Di Nelson has given me some useful art contacts and recommended joining various groups which has also proven to be very helpful pieces of advice.

In fact, all the team are great, down to earth people. They seriously know what they're doing - always friendly and helpful. You'll never be alone with your business, in fact you feel like you are an essential part of the big team very quickly. They love what they do and helping other members to achieve their goals is a key priority with many of the staff going out of their way to assist me at a moment's notice!

I have also joined other members of team tourism on a few trips around the region to meet different business owners and to share and learn about their business journeys which are very interesting. One gets to discover more of the region and its incredible diverse businesses which was a real eye-opener for me. The trips were all so well organised by the team.

Attending courses organised by Tourism Greater Geelong & The Bellarine about a variety of topics such as marketing and social media has been very valuable to us.

We are constantly learning and developing through these sessions.

It's the second year for us at the Fat Fox Art Gallery and we're really looking forward to what the future brings. We are so happy to be here and being part of the whole tourism industry and partnering with other businesses. We'd recommend the tourism membership to any new and existing business in the region.

I get great value as a member of Tourism Greater Geelong & The Bellarine and what's more - I'm part of it!

**- Trung Truong, Fat Fox Art Gallery**

## Fat Fox Art Gallery





Making business events happen  
in Geelong and The Bellarine

BUSINESS EVENTS GEELONG →

# MEET BUSINESS EVENTS GEELONG



**Business Events is one of the largest and most significant segments of the tourism industry, they are expected to be worth \$16 billion to the Australian economy by 2020.**

Our business events team exists to grow the regions share of the business events sector by positioning Geelong and the Bellarine as a premier destination to hold a business event. Our marketing programs are tailored to connect businesses with conference and meeting planners across Australia and facilitate their business events in region.

## KEY FOCUS AREAS AND OBJECTIVES



### Strategic Statement:

**To facilitate Business Events growth through marketing, strong relationships, industry development and quality servicing.**

Collaboration with industry is integral to the success of all Business Events Geelong activity. Destinations, suppliers, venues and experiences must work in harmony for a successful and memorable business event. These excellent working partnerships will help us continue to grow the region as a premier place to do business.

We are committed to growing business events in region and look forward to working with you.

## MEET THE TEAM

### Mark Day

Convention Bureau Manager  
T. 03 5244 7103  
E. mday@begeelong.com.au

### Elise Getson

Marketing & Communications Officer  
T. 03 5244 7110  
E. egetson@begeelong.com.au

### Sharon McDowell

Event Support Officer  
T. 03 5244 7119  
E. info@begeelong.com.au



*Business Events play such an important role within the visitor economy, it's imperative as a region we take a collaborative approach in ensuring Greater Geelong and The Bellarine continues to be at the forefront of meeting planners.*

**- Mark Day, Convention Bureau Manager, Business Events Geelong**

# TAKING CARE OF BUSINESS WITH DIGITAL MARKETING



## Maximise your chances of being seen through digital.

That's why the Business Events Geelong website will continue to be the central point in marketing the region as a premier business events destination. It's often the first touch point for event organisers looking for a venue or service in the region so it's an ideal place to share your information, profile your business and promote deals and offers that drive conversion. The website is complemented by the BE-Newsletter using a targeted database to drive traffic and enquiries through the website.

## How to get involved

Opportunity	Cost (inc. GST)
<p><b>Business Profile Listing on <a href="http://businesseventsgeelong.com.au">businesseventsgeelong.com.au</a></b></p> <p>Our website is a one stop shop for meeting organisers looking for a venue, experience or service. Promote your product with a full online page profile on the website for 12 months. <b>Advertisers in our biennial Planners Guide receive a complimentary profile.</b></p>	\$250
<p><b>Deals and offers on <a href="http://businesseventsgeelong.com.au">businesseventsgeelong.com.au</a></b></p> <p>Feature a current offer or special on the dedicated <i>Great Deals</i> landing page and on your profile for 12 months. Updates can be made as often as you like.</p>	\$200
<p><b>BE-Newsletter</b></p> <p>Sent quarterly to an active database of more than 4,000 conference and meeting planners, this flexible e-flyer promotes current and newsworthy stories, interesting events and new products. You're invited to submit stories for consideration every quarter. Those published will also feature on the news and events section of our website.</p>	Complimentary
<p><b>BE-Newsletter: What's Hot Business Feature</b></p> <p>New to the BE-Newsletter is the What's Hot Business Feature allowing for your venue or experience to promote a special conference offer to a highly targeted database of more than 4,000 conference and meeting planners. This exclusive offer is limited to one offer per BE-Newsletter with only four available throughout the year.</p>	\$150
<p><b>Social media and content</b></p> <p>Keep up to date with your latest news, business events you are hosting, quirky facts, amazing images and fun videos. We may use it in our newsletters, on the news and events section on our website and across all social platforms. Just remember to use #MEETgeelong</p>	Free for members

## MAKING BUSINESS EVENTS HAPPEN



Make sure it's unique to stand out from the crowd.

- Don't forget to take your business cards everywhere you go.
- Prepare all the rooms you intend to show the client during a site visit – clean, set accordingly, lights on, blinds open, suitable room temperature.
- Do you have new images or video? Send it to us so we can upload it to your profile.
- Communicate with positive body language and ask lots of questions.
- Don't forget to follow up on every business occasion.

- @BE\_Geelong
- business-events-geelong
- BusinessEventsGeelong
- meetgeelongbellarine



# REGIONAL PLANNERS GUIDE

## Geelong, The Bellarine and Wyndham Regional Planners Guide 2018-2019.

This two year publication is Business Events Geelong's key marketing tool, offering a comprehensive guide to the conference venues, services and attractions in the region.

The planners guide is designed to be a practical tool for meeting and event planners, assisting them to research, visualise and plan their next business event. Business Events Geelong is looking to further enhance the current edition adding elements that will continue to have an edge over competing destinations ensuring our region stands out from the crowd.

## Regional Planners Guide 2018-2019

### Size:

230mm x 230mm square format on high quality stock.

### Print run:

1,500 printed copies.

2,500 distributed on USB.

### Distribution:

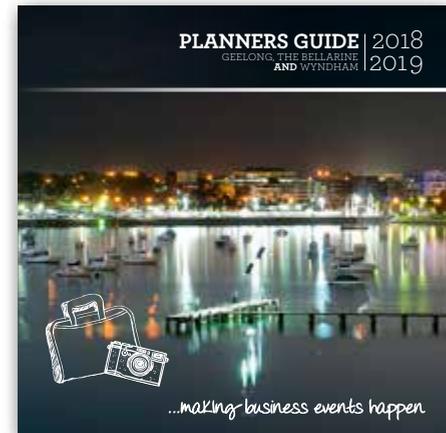
- National trade shows including: Asia Pacific Incentives & Meetings Expo (AIME); Associations Forum National Conference, Executive Assistant Network Congress & Corporate PA Summit
- Corporate consumer database mail out
- Familiarisations both corporate and trade media
- Special events and opportunities during the year
- Target audience sales appointments
- A stand alone Planners Guide launch party.

**Bookings open: March.**

**Materials and publication: June.**

**Release date and launch: November.**

**Investment:** Contact the team at BEGeelong to request a copy of the prospectus.



# MAKING BUSINESS EVENTS HAPPEN

We're connected to clients and industry – in real life and online. We're happy to provide actual and virtual handshakes.

## How to get involved

### Degustation luncheon

Enjoy an intimate lunch while speaking first hand with 50 conference and meeting planners across a range of sectors. It's a great opportunity to speak about your product or service directly with buyers.

**LOCATION:** Melbourne CBD.

**DATE:** August 2017.

**INVESTMENT:** \$300 (inc. GST).

### Planners Guide launch

Be part of the hype as we launch our 2018-2019 regional planners guide to a packed venue filled with the buyers who will refer to the guide everyday when planning their next business event. It's a great opportunity to build on existing relationships or even establish new ones.

**LOCATION:** Melbourne CBD.

**DATE:** November 2017.

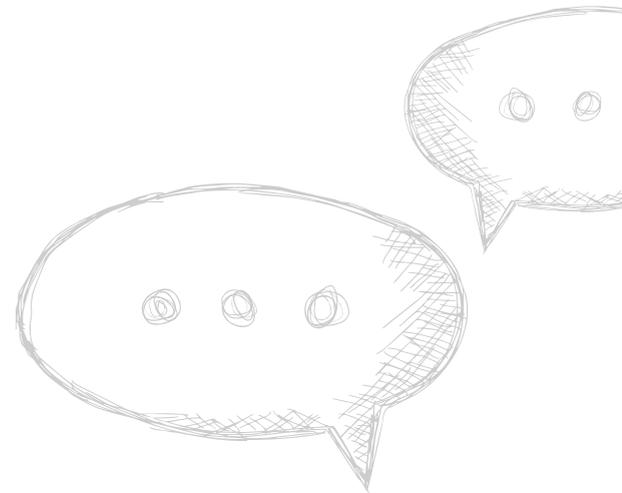
**INVESTMENT:** Complimentary for Planners Guide advertisers (up to 2 staff). \$120 (inc. GST) for non-Planners Guide advertisers and for additional staff.



2016-2017 Planners Guide - James Bond themed launch.

## NETWORKING TIPS ↙

- Instigate conversation, ask questions.
- Communicate with positive body language.
- Learn the art of small talk.
- Don't forget your business cards.
- Follow up!



*I had a fabulous time and was honoured to attend and get the opportunity to meet the region's operators and made some connections.*

**- Jennifer Robson,  
AECOM Technology**

# SHOWING OFF

**There really is no better way to sell our destination and your business than giving clients a firsthand experience...**

Our familiarisation program allows members to showcase products and services to a selected group of qualified conference and meeting planners and media.

## Familiarisation programs

### Professional Conference Organiser (PCO) Familiarisation Program

Business Events Geelong will host one PCO familiarisation with up to 10 PCOs on a 2 day / 1 night experience.

**DATE:** October 2017.

### Corporate Familiarisation Program

Business Events Geelong will host one corporate familiarisation with up to 10 conference and meeting organisers on a 2 day / 1 night experience.

**DATE:** March 2018.

### Trade Media Familiarisation Program

Business Events Geelong will host two familiarisations with 1-2 journalists and editors from key trade media outlets. These are generally relaxed, self-drive itineraries to discover the region and our products. Editorial coverage is written and published within the trade publication to further promote the region.

**DATE:** August & November 2017

## HOST A GREAT FAMILIARISATION



- Make sure your room is set up to showcase the capability of the space.
- Plan your site visit around your allocated time.
- Know the stats about your venue – they will ask!
- Don't do all the talking – ask questions to build rapport.
- Know where the lights are and how everything works.

## Investment

Whilst there's no cost to participate, we seek in-kind support from member businesses including accommodation, transfers and catering.



# TRADE SHOWS

**Co-exhibit alongside BEGeelong and other like-minded industry members at a subsidised cost as we take a collaborative approach to marketing the destination.**

## Associations Forum National Conference

Associations Forum is the peak body for the training and education of the association sector. With a membership base of more than 600 members including professional associations, industry bodies, special cause groups and charities this two day trade shows offers great opportunities for forging new relationships within this sector.

**LOCATION:** International Convention Centre Sydney.

**DATES:** 17-18 July 2017.

**PARTICIPATION:** \$1,100 (inc. GST) investment includes two days exhibiting on a custom built stand and access to the database of association contacts made during the show.

## Corporate PA Summit

The Corporate PA Summit series has been running since 2005 and continues to prove that it is the country's leading PA and EA event. Offering excellent networking opportunities, the one day trade show attracts over 250 PAs and EAs.

**LOCATION:** Sofitel Melbourne.

**DATE:** 1 August 2017.

**PARTICIPATION LIMITED TO TWO SPOTS:** \$825 (inc. GST) investment includes one day exhibiting on a table top exhibition stand and access to the database of contacts captured during the show.

## Asia-Pacific Incentives and Meetings Expo (AIME)

AIME is the largest international business expo in Australia with over 750 exhibitors from 5 continents. Participants can meet with key decision makers from all facets of the business travel, meetings, incentives and corporate events industry. Business Events Geelong has coordinated a regional presence at AIME for more than 11 years, keeping participation costs achievable for member businesses.

**LOCATION:** Melbourne Convention and Exhibition Centre.

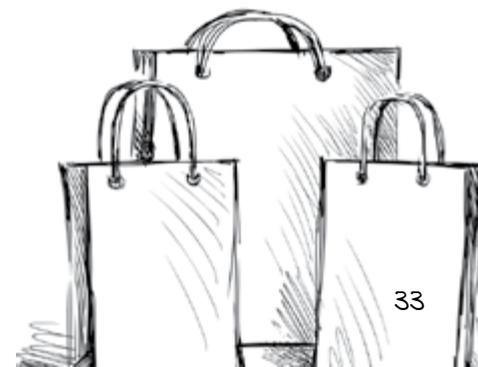
**DATES:** February 2018.

**PARTICIPATION:** \$1,750 (inc. GST) investment includes two days exhibiting on a custom built stand and access to the database of attendees captured during the show. Trade spaces are limited and allocated on a first come/first served basis until sold out.



*I remember chatting with the BEGeelong team at AIME and I thank you for your recommendations as we now are interested in looking further into some properties in the area and we originally had not even considered Geelong. Thank you to Business Events Geelong and the suppliers. We very much look forward to it.*

**- Rebecca Spencer,  
Life Beyond Limits Pty Ltd**





Know everything you need to

know, when you need to know it

CONTACT US →



# LET'S KEEP IN TOUCH

When you're on Team Tourism, we like to make sure you know everything you need to know, when you need to know it. We'll keep in touch with you in loads of ways:

## TWIT

It's not an abbreviation of Twitter, it's actually "This Week In Tourism" – our industry newsletter. It comes out at the end of each week and summarises the most important parts of what's been happening, what's coming up and the things you need to know.

## Corporate site

Bookmark it now! We redeveloped the site last year with the needs of the tourism industry at its core. Every sector and every operation, will find something useful to help grow your business. From blog posts with tips about marketing to research reports that'll guide you toward better decisions. We built it for you.

[www.tourismgeelongbellarine.com.au](http://www.tourismgeelongbellarine.com.au)

## Let's be friends

We also have online communities just for Team Tourism (where we share the stuff that's important for you but not for visitors). We often share updates and industry news on those channels. Connect with us on Facebook, Twitter or LinkedIn and you'll be part of the conversation. All the details are on the back cover.

## we wanna shake your hand

We love seeing you in real life too. That's why we host seminars, networking events and a heap of face-to-face activities during the year. It also means we can sample some of the best venues, food and drinks in the region too.

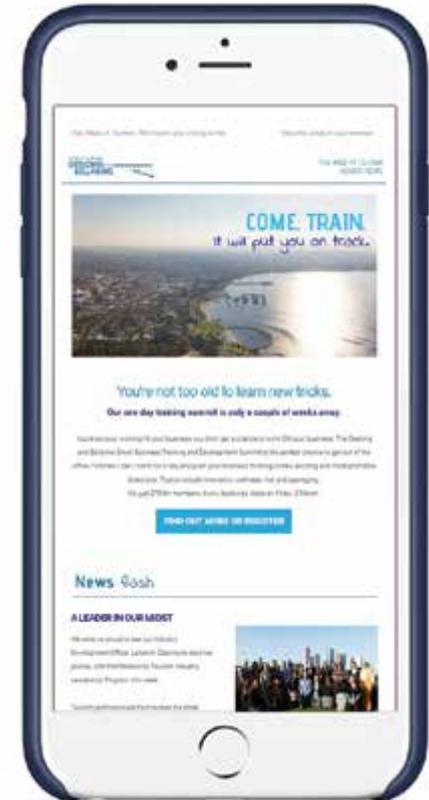
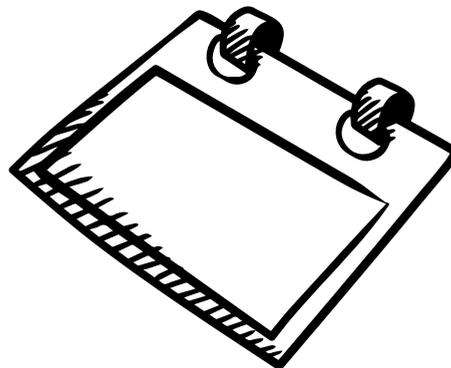
## You know where to find us

Drop in, drop us a line or give us a buzz.

1/48 Brougham Street, Geelong

E: [info@tourismgeelongbellarine.com.au](mailto:info@tourismgeelongbellarine.com.au)

T: 03 5223 2588



Level 1, 48 Brougham Street  
 Geelong VIC 3220

Telephone +61 3 5223 2588

E: [info@tourismgeelongbellarine.com.au](mailto:info@tourismgeelongbellarine.com.au)



## For industry

**[tourismgeelongbellarine.com.au](http://tourismgeelongbellarine.com.au)**

-  [tourismgeelongbellarine](https://www.facebook.com/tourismgeelongbellarine)
-  [@TourismGeelBell](https://twitter.com/TourismGeelBell)
-  [geelong-otway-tourism](https://www.linkedin.com/company/geelong-otway-tourism)

Corporate communication channels  
 and online resources for tourism  
 industry stakeholders.

## For visitors

**[visitgeelongbellarine.com.au](http://visitgeelongbellarine.com.au)**

-  [visitgeelongbellarine](https://www.facebook.com/visitgeelongbellarine)
-  [@GeelongBella](https://twitter.com/GeelongBella)
-  [visitgeelongbellarine](https://www.linkedin.com/company/visitgeelongbellarine)

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

## For business events

**[businesseventsgeelong.com.au](http://businesseventsgeelong.com.au)**

-  [BusinessEventsGeelong](https://www.facebook.com/BusinessEventsGeelong)
-  [@BE\\_Geelong](https://twitter.com/BE_Geelong)
-  [business-events-geelong](https://www.linkedin.com/company/business-events-geelong)
-  [meetgeelongbellarine](https://www.meetup.com/meetgeelongbellarine)

Connecting organisers with the  
 region to grow Geelong and  
 The Bellarine as a premier place to  
 do business.