

TOURISM VICTORIA'S REGIONAL  
MARKETING AND DEVELOPMENT PLAN  
2011-2012

DAYLESFORD AND THE MACEDON RANGES



Tourism Victoria



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## INTRODUCTION



In late 2008, we released the ***Regional Tourism Action Plan 2009-2012*** to address key challenges impacting the regional tourism industry over the medium term and to accelerate the development of tourism in regional areas.

This plan articulates our commitment to regional tourism and provides a roadmap to guide the development of Victoria's regional tourism industry and enhance its competitive positioning.

A key commitment of the ***Regional Tourism Action Plan 2009-2012*** is the annual development of Regional Marketing and Development Plans (RMDPs). Since 2009, we have released an annual RMDP to assist each region and its stakeholders in planning and coordinating marketing and development activities.

In 2011 we have again developed a RMDP for Daylesford and the Macedon Ranges. This will inform the local industry on Tourism Victoria's priority marketing and development activities for the forthcoming financial year. The actions highlight opportunities for participation and will allow stakeholders to more effectively develop marketing budgets with a strategic alignment to Tourism Victoria activities.

The actions outlined in the RMDPs underpin the overall strategic commitments of the ***10 Year Tourism and Events Industry Strategy*** and further support the direction of the ***Tourism Victoria Business Plan 2008-2011*** and ***Regional Tourism Action Plan 2009-2012***.

Our key actions for the 2011-2012 financial year are highlighted under the priority areas identified in the ***Regional Tourism Action Plan 2009-2012***.

- improving regional industry structures
- improving the supply and quality of tourism experiences
- increasing consumer demand for regional tourism experiences
- addressing skills, service standards and environmental sustainability

While we have made every effort to ensure activities are accurate, the RMDPs are subject to change due to budget and market requirements. Recent events such as the global financial crisis and natural crises have reinforced the need to be adaptive and responsive to market forces.

We look forward to a continued partnership with Victoria's regional tourism industry as we action and implement the key planks of the ***Regional Tourism Action Plan 2009-2012***.

A handwritten signature in black ink, appearing to read 'Mark Stone', written in a cursive style.

**Mark Stone**  
Chief Executive

## IMPROVING REGIONAL INDUSTRY STRUCTURES

### INDUSTRY STRUCTURES

Improving industry structures is important in enabling more effective coordination of tourism activities at a regional level. A new model has been developed in consultation with industry that involves the creation of a single peak Regional Tourism Board (RTB) in each campaign region. The RTBs will guide the strategic direction of the region and will be responsible for holistic development including the functions of marketing, industry development, product development, skills training, mentoring and ensuring a sustainable industry.

Activity	Overview	Target market	Timing
Regional Tourism Board	Established and operational		
Regional Tourism Board Review	Undertake an annual review of the Regional Tourism Board operations as detailed in Memorandum of Understandings (MOU's)	<ul style="list-style-type: none"><li>- Board</li><li>- Stakeholders</li><li>- Industry</li></ul>	February 2012

## IMPROVING THE SUPPLY AND QUALITY OF TOURISM EXPERIENCES

### INVESTMENT AND INFRASTRUCTURE

A number of priority investment and infrastructure projects were identified for Daylesford and the Macedon Ranges in the ***Regional Tourism Action Plan 2009-2012***. The investment and infrastructure priorities were identified through a process of consultation with stakeholders and investor groups. Tourism Victoria will continue to work with State Government agencies, Local Government, investors and industry to develop and facilitate proposals that seek to capitalise on the identified key priorities and market opportunities.

Activity	Overview	Timing
Tourism Victoria will work with State Government agencies, the Regional Tourism Boards, Local Government, investors and industry to facilitate the following priority projects: <ul style="list-style-type: none"> <li>• High quality accommodation integrated with spa and well-being product;</li> <li>• Boutique accommodation integrated with food, wine, spa and well-being products, with a particular focus on opportunities in strategic locations;</li> <li>• Further develop tourism product associated with natural mineral water; and</li> <li>• Editing and update of the <b><i>Geothermal and Natural Mineral Water Tourism Investment Opportunities</i></b> paper to help attract new investment in the region.</li> </ul>	Work with key investors to facilitate spa and wellness projects in the region.  Launch of the <b><i>Geothermal and Natural Mineral Water Tourism Opportunities</i></b> paper	On-going  May 2012

## INCREASING CONSUMER DEMAND FOR REGIONAL TOURISM EXPERIENCES

### DESTINATION MARKETING

The **10 Year Tourism and Events Industry Strategy** recognises interstate and international markets providing future growth opportunities for Victoria. Given that many regional tourism ventures are small businesses, there is limited capacity to undertake stand alone marketing plans. As such, Tourism Victoria provides a number of co-operative marketing activities for businesses to access key domestic and international markets.

A number of key product strengths have been identified to raise awareness of regional destinations, attractions and experiences and to realise Victoria's regional competitive advantages. Accordingly, strategies and marketing campaigns are underway for these segments to provide a framework to assist in attracting visitation to the regions and aid visitor dispersal from Melbourne.

### SEGMENT STRATEGIES AND MARKETING CAMPAIGNS

#### ***Melbourne Marketing Strategy***

This strategy aims to market Melbourne as a cutting edge, creative city and the gateway to regional Victoria. The next Jigsaw Phase 10 Melbourne campaign is aimed at interstate and New Zealand markets and is an evolution of the ***It's easy to lose yourself in Melbourne*** marketing campaign. That campaign resonated strongly with consumers, producing significant results. Interstate respondents now view Melbourne as the most trendy, cultural, stylish and creative city in Australia.

A key objective of the next phase of the Melbourne communications is to leverage this brand equity and develop executions which provide evidence that Melbourne continues to be a creative, innovative destination. The multifaceted campaign is currently being built and will utilise a variety of media including television, cinema, online, mobile and print mediums and will be launched in Australia in May 2011. A launch date for New Zealand is to be confirmed.

#### ***Food and Wine Action Plan 2011-2015***

This strategy aims to raise awareness of Victoria as a leading food and wine destination in key interstate markets by profiling key restaurants, chefs, wineries and local produce. The strategy is integrated with destination and product campaigns to reinforce Victoria's compact diversity message.

#### ***Spa and Well-being Action Plan 2011-2015***

This strategy aims to raise awareness of Victoria as a leading spa and wellbeing destination in key interstate markets by differentiating Victoria from other spa and massage destinations. To do this it suggests a holistic wellbeing experience encompassing authentic local food, wine, nature and the naturally occurring mineral springs.

In 2011-12 Tourism Victoria will continue the implementation of the ***Daylesford: Lead a Double Life*** campaign. The focus of the remaining campaign period is Sydney, with a particular focus on females with high income and an ability to influence the target market.

The campaign will be implemented over three major bursts during 2011-12 with a focus on public relations and the development of partnerships with premium magazine titles and aligned brands.

#### ***Cycle Tourism Action Plan 2011-2015.***

Tourism Victoria is about to launch the first cycle plan for Victoria. It will incorporate four key areas: cycle events, mountain biking, rail trails and road cycling and aims to increase the supply of cycle tourism product and build strong consumer demand for cycle experiences.

The ***Cycle Tourism Action Plan 2011-15*** will feed into Tourism Victoria's overarching ***Nature-Based Tourism Strategy 2008-12***. This strategy aims to build Victoria's credibility as a nature-based destination by offering a diverse range of natural experiences complemented by sophisticated offerings. The Strategy highlights key nature based product as well as national parks and nature based experiences.

#### ***Aboriginal Tourism Development Plan 2011-2020.***

Tourism Victoria is currently preparing a ten year Aboriginal Tourism Development Plan, providing a long-term vision for Aboriginal tourism in Victoria. It will be launched in mid 2011.

#### ***Villages of Victoria Marketing Strategy***

The Villages of Victoria Program aims to leverage the Daylesford campaign by promoting the unique and varied village experiences throughout the State. The strategy aims to build consumer confidence of regional experiences and provide a means to support the above marketing strategies.

In 2011-12 Tourism Victoria will undertake significant marketing activity to highlight the food and wine, nature based and spa and wellbeing experiences in and around Victoria's villages. The program builds on the existing strategy of developing content and includes activity that will be implemented in intrastate and interstate markets. Initiatives that allow other towns and destinations to participate will be developed and cooperative marketing program for 2011-12 will be released.

Activity	Overview	Target market	Tourism Victoria Budget	Timing	Buy-in / Leverage opportunity for region
<b>Major marketing activity</b>					
Daylesford Spa and Wellbeing Campaign	<p>Continue implementation of Daylesford Lead a Double Life Campaign.</p> <p>The focus of the remaining campaign period is to concentrate activity on Sydney, with a particular focus on females with high income and an ability to influence the target market.</p> <p>Public relations and media partnerships with premium magazine titles and aligned brands will play a significant role in the remainder of the campaign strategy.</p>	Interstate: Primary : Sydney Secondary: Adelaide		<p>Major activity: July – August 2011</p> <p>January – February 2012</p>	Opportunities for industry to underpin this campaign will be developed by Daylesford Macedon Ranges Tourism.
Regional Marketing Program	A marketing funding grant will be allocated to Daylesford Macedon Ranges Tourism via the Regional Marketing Program	Interstate Intrastate	\$195,000 grant provided to Daylesford Macedon Ranges Tourism	July 2011 - June 2012	Opportunities for industry to participate in marketing programs will be developed by Daylesford Macedon Ranges Tourism
Villages of Victoria Marketing Program	<p>Tourism Victoria will continue to promote destinations and experiences as part of the Villages of Victoria Marketing Program.</p> <p>Marketing activities will include public relations, media partnerships, television sponsorship, content distribution and tactical marketing.</p>	Interstate and Intrastate	\$1.3 million	July 2011 – June 2012	Opportunities for regions to participate will be identified in the Villages of Victoria Cooperative Marketing Program to be released in February 2011.
Villages of Victoria Cooperative Marketing Program	<p>A Villages of Victoria Cooperative Marketing Program will be released in February 2011.</p> <p>The program will include a range of participation opportunities that will include both intrastate and interstate initiatives.</p>	Interstate and Intrastate	Initiatives will be subsidised by Tourism Victoria from the Villages of Victoria budget	July 2011 – June 2012	Opportunities to participate will be outlined in the cooperative program to be released in February 2011.
<b>Public Relations</b>					
Strategic advice	<p>Tourism Victoria will work with Daylesford Macedon Ranges Tourism, and the region's appointed public relations agency/consultant, to develop a regional PR plan*. <b><i>*Plan to be signed off by Tourism Victoria and the RTB.</i></b></p> <p>Tourism Victoria will facilitate regular meetings and provide ongoing strategic advice as required.</p>	N/A	-	July 2011 – June 2012	-
Daylesford Spa and Wellbeing Campaign	Tourism Victoria will support the Daylesford Lead a Double Life Campaign with targeted PR activity.	Interstate: Primary : Sydney Secondary: Adelaide	Funded under the Lead A Double Life campaign budget	July 2011 – June 2012	Opportunities for industry to underpin this campaign will be developed by Daylesford Macedon Ranges Tourism.
Domestic familiarisation program	Tourism Victoria will implement two individual media familiarisations relevant to Tourism Victoria's major marketing campaigns (Spa & Wellness, Food & Wine) or major regional events.	Interstate Intrastate	\$7,000	July 2011 – June 2012	Ongoing operator inclusion in familiarisations is governed by support and suitability.

	The implementation of domestic media familiarisations is the responsibility of the external PR agency/consultant. Tourism Victoria will financially support familiarisations initiated or managed by the external PR (including from leads generated by Tourism Victoria) where in line with Tourism Victoria's marketing/events strategies and within budget allocation. Tourism Victoria will identify and manage additional familiarisation opportunities with top tier media relevant to Tourism Victoria's marketing strategies/priorities/campaigns.				
Villages of Victoria	Tourism Victoria will highlight and promote Daylesford and Kyneton under the 'Villages of Victoria' program including via media familiarisations, editorial and media relations activity.	Interstate & Intrastate	To be confirmed	July 2011 – June 2012	To be advised
Television	Tourism Victoria will pitch Daylesford and the Macedon Ranges story lines to Getaway, Postcards and other television programs.	Interstate	To be confirmed	July 2011 – June 2012	Daylesford Macedon Ranges Tourism can submit media releases on events and new products/experiences to Tourism Victoria's public relations unit.
Other public relations opportunities	Tourism Victoria will work collaboratively with Daylesford and the Macedon Ranges contracted public relations consultant to leverage PR opportunities. Leads generated by Tourism Victoria may be passed on to the region/PR agency.	Interstate Intrastate	N/A	July 2011 – June 2012	-
	Inclusion of Daylesford and the Macedon Ranges product in ongoing public relations activities including <b>Pieces of Victoria</b> , monthly event listings, seasonal media releases and ongoing media relations.	Interstate Intrastate	N/A	July 2011 – June 2012	Daylesford Macedon Ranges Tourism can submit media releases on events and new products/experiences to Tourism Victoria's public relations unit.
<b>International marketing activity</b>					
Trade shows, missions and associated familiarisations	Australia's Tourism Exchange (Australia)	International wholesale and retail travel agents	June 2012	Internationally active Victorian tourism product/regions may apply to participate.  Participation cost is \$9,000 (approx.)	
Representatives from Tourism Victoria's head office and regional overseas offices co-ordinate and lead industry participation for key trade shows and missions held in Australia and overseas.	New Product Mission 2011, South East Asia.	Singapore, Malaysia (Product Planners/decision makers)	July 2011	Internationally ready Victorian tourism product/regions are eligible to participate in this activity.  Participation cost is \$3500 (approx.)	
	Tri States Walkabout New Zealand	Retail/wholesale consultants training seminars	May 2012	Victorian tourism product and regions currently active in the NZ market are eligible to participate in this activity  Participation cost is \$2000 plus airfares and personal expenses	
The following activities align with the priority international markets for Daylesford and the Macedon Ranges.					
Trade cooperative marketing opportunities	Trade and consumer activity as part of ongoing agreements with trade partners.	United Kingdom Germany Italy France New Zealand Singapore	July 2011 – June 2012	Expressions of interest may be sought for support of consumer incentives, competition prizes and editorial exposure.	

		Malaysia Japan		
	Tourism Australia's Aussie Specialist Program.  The on-line format of the Aussie Specialist Programme was created to equip travel agents with the knowledge and skills they need to sell	110 countries participate in the Aussie Specialist Program.	July 2011 – June 2012	Regions have the opportunity to buy-in to advertising in the Aussie Specialist e-newsletters at a minimum cost of \$25 per 100 emails.
Trade familiarisations program	Tourism Victoria manages a familiarisations program for visiting international trade.	International wholesale/retail travel agents and trade media	July 2011 – June 2012	Operators are encouraged to offer free of charge or heavily discounted rates in order to be involved with familiarisations
Consumer cooperative marketing opportunities	Regional Magazine , New Zealand	Consumers	Feb 2012	Advertising opportunity in regional Victoria Supplement.  Participation cost from \$4,000.
	'Inspire' House of Travel supplement, New Zealand	Consumer	Varies according to House of Travel requests	Consumer supplement. By invitation and eligible to regions/products currently listed with House of Travel.  Participation cost from \$4000
Public relations	Coverage in public relations activities delivered by Tourism Victoria's international public relations agencies.	United Kingdom Italy France New Zealand Singapore Malaysia Japan Greater China	July 2011 – June 2012	Daylesford Macedon Ranges Tourism are encouraged to provide unique story angles, product updates and press releases to Tourism Victoria's International Media Officer for potential release throughout Tourism Victoria's public relations network.
Consumer media familiarisations program	Tourism Victoria manages a familiarisations program for visiting international media.	International consumer media	July 2011 – June 2012	Operators are encouraged to offer free of charge or heavily discounted rates in order to be involved with familiarisations

## ONLINE

A key priority for Tourism Victoria this year will be to improve the uptake of regional businesses to online booking including **visitvictoria.com**. This will involve working with the Daylesford and the Macedon Ranges Tourism Board to enhance industry understanding of online technologies and eMarketing activities.

Activity	Overview	Target market	Budget	Timing	Buy-in / Leverage opportunity for region
<b>Visitvictoria.com</b>					
Full annual online content revision	Images and content for all region pages on <b>visitvictoria.com</b> will be reviewed	-	-	December 2011	
Local online tourism strategy	Rollout of local destination link strategy and integration of Australian Tourism Data Warehouse content	Regional Tourism Boards Local Associations	-	On-going	Closer integration of local sites into regional strategies and promotions
Business listing	Tourism Victoria will facilitate 12 month business listings on <b>visitvictoria.com</b>	Tourism operators	-	On-going	Listing fees are returned to the Regional Tourism Board
<b>Visitvictoria.com</b> redevelopment	Operator training program to assist in migrating to new system and maximising opportunities	-	-	July – September 2011	Opportunity for training and operators
<b>Education</b>					
Online booking	Tourism Victoria will supply access to an online booking industry consultant to work to improve and educate operators in online booking	Tourism Operators	-	On-going	Increased take-up of online booking across region
Online training activities	Facilitate online workshops in regional Victoria	Industry organisations and Tourism Operators	-	By mutual agreement with the region	Option for up to two online workshops per region per year
<b>Innovation</b>					
Regional Online Innovation Fund	Tourism Victoria to facilitate digital strategy and projects to	Regional Tourism Boards	-	September 2011 – July	Option to leverage industry cooperation in

	promote regions and drive innovation			2012	digital innovation projects
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## EVENTS

Events play a critical role in growing tourist arrivals to the State and subsequently enabling dispersal of an increased number of visitors into regional Victoria. Events are a key part of Victoria's tourism brand and the State has continued to own the title of Australia's events capital.

Tourism Victoria's Events Program assists event organisers, local government and other relevant groups to increase visitor numbers, length of stay and visitor yield at events. Funding is allocated through a cooperative marketing agreement. Event organisers can apply to Tourism Victoria for funding at any time.

Activity	Overview	Target market	Tourism Victoria Budget	Timing
The following events are those considered a priority for development in the Daylesford and the Macedon Ranges region and will receive support from Tourism Victoria's Events Program.	Woodend Winter Arts Festival. – A festival of the arts showcasing music, literature and visual arts in historical venues.	Melbourne Interstate	TBC	June. 2012
	Swiss Italia Fiesta. - Cultural festival with a Swiss-Italian theme.	Melbourne	\$5,000	October 2011
	Harvest Picnic at Hanging Rock – Local food and wine producers showcasing products and cooking demonstrations by well-known chefs	Melbourne	TBC	February 2012
	Budburst Wine and Food Festival. - Food and wine event.	Food and wine lovers.	TBC	November 2011
	Macedon Ranges Grand Tour - Car rally event.	Classic car owners.	TBC	April 2012
	Back to Booktown. – An out-of-print and second hand booksellers book show.	Melbourne	TBC	May 2012
	Daylesford Macedon Produce Harvest Week Festival. - Food and wine event.	Food and wine lovers.	TBC	May 2012

Events that do not meet the current assessment criteria for cooperative marketing assistance through Tourism Victoria's Events Program can apply for funding through the Country Victoria Events Program. Closing dates for applications for the Country Victoria Events Program are 1 October and 1 April annually.

## RESEARCH

The promotion and delivery of research related services is an integral part of Tourism Victoria. Reports, presentations and detailed results on a variety of tourism research topics, such as domestic and international visitation, visitor forecasts and consumer awareness assist regions understand historical trends and guide future direction.

Tourism Victoria contributes approximately \$380,000 per annum to a national cooperative research program which funds the management and delivery of research statistics from Tourism Research Australia (TRA) including, but not limited to, the National Visitor Survey and the International Visitor Survey.

Activity	Overview	Budget	Timing	Buy-in / Leverage opportunity for region
Regional Market Profile (Year ending December 2011)	The fact sheet provides a comprehensive profile of visitors to the Daylesford and the Macedon Ranges campaign region incorporating various data sources.	-	May 2012	-
National Visitor Survey (NVS) Regional and Sub-regional factsheets	These reports track domestic overnight visitor numbers, nights, daytrips, and growth for Victoria and its tourism regions.  The NVS survey is collected throughout the year and published quarterly by Tourism Research Australia.  Expenditure reports are produced once per annum for year ending December results.	Per TRA national cooperative research program.	September 2011 December 2011 March 2012 June 2012	-
International Visitor Survey (IVS) Regional and Sub-regional factsheets	These reports track international overnight visitor numbers, nights, and growth for Victoria and its tourism regions.  The IVS survey is collected throughout the year and published quarterly by Tourism Research Australia.  Expenditure reports are produced annually for year ending December results.	Per TRA national cooperative research program.	September 2011 December 2011 March 2012 June 2012	-
Survey of Tourist Accommodation (STA) Regional and Sub-regional factsheets	This report provides a performance overview of Hotels Motels and Serviced Apartments of 15+ rooms for Victoria and its tourism regions. Results compare the current quarter with the same quarter the previous year.  The STA data is collected throughout the year and published quarterly by the Australian Bureau of Statistics.	-	October 2011 February 2012 April 2012 July 2012	-
Tourism Forecasting Committee (TFC): Forecast Summary Factsheet	The forecast report for Victoria is based on the TFC forecast and represents the most likely outcome for inbound and domestic travel given past trends, economic indicators and the impact of policy and industry changes.  The TFC Forecasts are published twice per annum.	Per TRA national cooperative research program.	December 2011 June 2012	-
Regional Awareness and Perceptions Study (RAPs)	Tracking research on consumer awareness of destinations/campaign regions and association of product to regional destinations.	\$80 – 100,000  (Full study incl. Reporting)	February 2012  Findings released Fieldwork expected in November / December 2011	Funding is provided through the Regional Marketing Program 2009-2012.

## ADDRESSING SKILLS, SERVICE STANDARD AND ENVIRONMENTAL SUSTAINABILITY

### TOURISM EXCELLENCE

The new **Tourism Excellence Program** was launched in late 2008 to improve synergies between programs and create a competitive advantage for Victoria through improved service standards and visitor satisfaction. The Program brings together elements such as customer satisfaction, staff skills and business development that, combined, will contribute to the broader tourism objectives of market development and increased visitor yield.

Activity	Overview	Target market	Tourism Victoria Budget	Timing	Buy-in / Leverage opportunity for region
Victorian Tourism Awards Program	Mentoring	Industry	-	March – August 2011	
	Gala ceremony	Industry	-	14 November 2011	
Tourism Excellence Grants Program	Tourism Victoria provides grant funding to regions to undertake a tourism excellence initiatives such as business audits, mentoring, leadership programs and workshop for the industry.	Industry	\$15,000	July 2011 – June 2012	Grants Program

## CONTACT DETAILS

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