

**GIPPSLAND BUSHFIRE RECOVERY  
MARKETING AND INDUSTRY DEVELOPMENT PLAN  
2007 - 2008**

	<i>Action</i>	<i>Comment &amp; Activities</i>	<i>Responsibility</i>	<i>Timing</i>
1.	<b>Extend 'Inspired by Gippsland' brand campaign</b>	<p><b>1.1 Brand Images</b></p> <ul style="list-style-type: none"> <li>▪ Extend the suite of brand images to include three new images representing the High Country &amp; Rivers, Rolling Hills and other areas as recommended in planning.</li> </ul> <p><b>1.2 Brand Advertising</b></p> <ul style="list-style-type: none"> <li>▪ Continue with informational ads on Gippsland up to Easter 07 and radio campaign on 3AW and Gold FM.</li> <li>▪ Provide funding assistance to operators directly affected by the bushfire to participate in the existing Inspired by Gippsland tactical marketing campaign (April – July 07).</li> <li>▪ Develop new release of press and online brand advertising executions at the direction of Mitchell's and eMitch (following the completion of the current campaign in July 2007). Launch new campaign in Oct 07 with another campaign burst in Feb 08.</li> </ul>	Destination Gippsland Incorporated (DGI) / Tourism Victoria (TV)	<p>Aug – Oct 07</p> <p>Completed</p> <p>April – July 07</p> <p>Oct 07 Feb 08</p>
2.	<b>Extend 'Inspired by Gippsland' brand campaign cont.</b>	<p><b>1.3 Media Partnership</b></p> <ul style="list-style-type: none"> <li>▪ Establish a media partnership with a regional Victoria television station to promote Gippsland. Support the production of a one hour special that allows editorial control eg. Win Television's Destinations program featuring fishing and other things to do in region.</li> </ul> <p><b>1.4 Brand Display Materials</b></p> <ul style="list-style-type: none"> <li>▪ Develop a consumer show kit for RTA's/LTA's and Local Gov't to use at approved shows to create a unified Gippsland presence. This may include banners, props, print collateral etc.</li> </ul> <p><b>1.5 Consumer Shows</b></p> <ul style="list-style-type: none"> <li>▪ Support the unified presence of Gippsland at the 2007/08 Melbourne Caravan and Camping Shows, Melbourne Boat Show, International Flower &amp; Garden Show, Bicycle Show and Wandin 4WD shows.</li> </ul> <p><b>1.6 Website Development</b></p> <ul style="list-style-type: none"> <li>• Work in partnership with Tourism Victoria to enhance the content, interactivity and useability of the Gippsland consumer site to create a state of the art online presence and support bushfire affected operator listings. Touring, cycling, arts and culture, food and wine and 4wd presence on website will be reviewed and amended as required.</li> </ul>	DGI / TV	<p>Oct 07</p> <p>Oct 07</p> <p>Ongoing</p> <p>Ongoing</p>

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3.	<b>Tactical marketing to support 'Inspired by Gippsland' brand campaign</b>	<p><b>2.1 Tactical Advertising</b></p> <ul style="list-style-type: none"> <li>▪ Develop new tactical marketing opportunities to underpin the Brand Campaign. Explore press and specialist publication opportunities.</li> <li>▪ Execute a comprehensive email acquisition program (to grow database), undertake eDM's, consumer eNewsletters and other new initiatives to drive traffic to Gippsland website.</li> <li>▪ Provide support for accredited businesses prepared to participate in quality tactical packages.</li> </ul> <p><b>2.2 Collateral</b></p> <ul style="list-style-type: none"> <li>▪ Motivational Publications: Contribute towards the production of a quality motivational brochure and touring map for the region.</li> <li>▪ Destination &amp; Themed Publications: Encourage the ongoing integration of Inspired by Gippsland destination and themed print collateral and websites across the region (eg. OVG's, Creative Gippsland).</li> <li>▪ Food &amp; Wine Touring Maps. Produce a suite of Food &amp; Wine Touring Maps for Gippsland (<i>production commenced</i>).</li> </ul> <p><b>2.3 Promotion of Cycling Events</b></p> <ul style="list-style-type: none"> <li>▪ Position Gippsland as a leading cycling destination in Victoria via the support of the Great Victorian Bike Ride, Cycling Atlas (Jan 08), Tour of Gippsland (Aug 07/08), Mt Baw Baw Classic (Apr 08) and Wilderness Bike Ride (Apr 08).</li> </ul>	DGI / TV	<p>July 2007 – June 2008</p> <p>Ongoing</p> <p>Ongoing</p> <p>Jan, Aug, April 08</p> <p>Ongoing</p> <p>Launch July 07 &amp; Feb 08</p> <p>Ongoing as events occur</p>
4.	<b>Tactical marketing to support 'Inspired by Gippsland' brand campaign cont.</b>	<p><b>2.4 Networking &amp; Packaging</b></p> <ul style="list-style-type: none"> <li>▪ Develop a range of seasonal and product themed packages to help create business partnerships across the region and use in promotions. Identify new ways to promote accommodation listings.</li> </ul> <p><b>2.4 Networking &amp; Packaging cont.</b></p> <ul style="list-style-type: none"> <li>▪ Establish a networking referral program whereby operators are encouraged to refer visitors (who are already in the region) onto other parts of the region to stay / explore. Aim being to retain visitors in the region longer rather than losing them to further travel beyond Gippsland.</li> </ul> <p><b>2.5 Gippsland Heritage Campaign</b></p> <ul style="list-style-type: none"> <li>▪ Develop a suite of promotional collateral to promote the heritage tourism opportunities of the region such as DVD, electronic publication of historical book (<i>already written</i>), brochures. Evaluate a revamp of the Gold 150 project.</li> </ul>	DGI / TV	<p>Ongoing</p> <p>Ongoing</p> <p>Feb 08</p>

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5.	<b>International Operator Support (Australian Tourism Exchange) subsidy</b>	<p><i>Walhalla and surrounding areas.</i></p> <p><b>3.1 Marketing</b></p> <ul style="list-style-type: none"> <li>Undertake promotional activities (Brochure, website) and participate in Trade Shows (ATE, AusTalk).</li> </ul> <p><b>3.2 Product Development</b></p> <ul style="list-style-type: none"> <li>Implement activities to build availability of international ready product in Gippsland and facilitate partnership / packaging opportunities between operators.</li> </ul>	Walhalla Mountain Rivers Tourism Association / International Tourism Marketing Network	<p>March 07 – March 08</p> <p>Ongoing</p>
6.	<b>Image library upgrade – hero &amp; editorial</b>	<p><b>4.1 Hero Images &amp; Footage</b></p> <ul style="list-style-type: none"> <li>Undertake an audit of the existing Gippsland images and prepare a photography brief to acquire new images and footage to fill the gaps, with the involvement of industry through workshops/email communication.</li> <li>Conduct photo shoot to develop an image library addressing identified gaps from the audit. These images support brand and editorial for PR activities.</li> </ul> <p><b>4.2 Operator Subsidy</b></p> <ul style="list-style-type: none"> <li>Provide eligible operators of accredited businesses with access to a subsidised photography shoot of their product / property / nearby attractions / destinations to build the range of quality product images available for promotions.</li> </ul>	DGI/TV	<p>August 07 onwards</p> <p>Sep-Mar 07</p> <p>Sep-Mar 07</p>
7.	<b>Domestic touring program</b>	<p><b>5.1 Touring Development/Promotion</b></p> <ul style="list-style-type: none"> <li>Support the domestic promotion of the Great Alpine Road, SMCD and SMT programs. Develop regional itineraries (all wheel drive) and promotion and work in partnership with the Gippsland Sustainable Regions Program implementation plan.</li> </ul>	DGI/ Sydney Melbourne Coastal Drive and Sydney-Melbourne Touring	Ongoing
8.	<b>Promotion and development of significant events</b>	<p><b>6.1 Inspired by Gippsland Food and Wine Celebration</b></p> <ul style="list-style-type: none"> <li>Facilitate the further development of the Food and Wine Celebration (first held in March 2007). Undertake a co-ordinated marketing campaign to promote the collective celebration of events.</li> </ul> <p><b>6.2 Inspired by Creative Gippsland Arts &amp; Culture Celebration</b></p> <ul style="list-style-type: none"> <li>Facilitate the collective promotion of a series of arts and culture events under an umbrella marketing campaign.</li> </ul> <p><b>6.3 Support signature events</b></p> <ul style="list-style-type: none"> <li>Identify and support promotion of signature events that align with Gippsland product strengths.</li> </ul>	Gippsland Events Network / Tourism Victoria	Mar 08
9.	<b>Support for international touring programs</b>	<p><b>7.1 International touring program promotion</b></p> <ul style="list-style-type: none"> <li>Support the international promotion of key Gippsland touring routes including the Great Alpine Road, SMCD and SMT programs. Develop regional itineraries and promotion, work in partnership with the Sydney Melbourne Touring Strategic Alliances Program.</li> </ul>	SMCD and SMT	July 2007 – July 2008

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10.	<b>Operator business development program</b>	<p><b>8.1 Encourage Award Entries &amp; Accreditation</b></p> <ul style="list-style-type: none"> <li>▪ Facilitate and encourage operator / industry development via Gippsland and State Tourism Award entries, accreditation, motivational speakers (Terry Hawkins).</li> <li>▪ Identify and acknowledge award winning operators to industry and consumers. Provide incentives for operators to become/remain accredited.</li> </ul> <p><b>8.2 Training</b></p> <ul style="list-style-type: none"> <li>▪ Explore industry related training programs and fund accordingly, for example packaging workshops.</li> <li>▪ Undertake operator famils to other Victorian regions (eg North East Victoria/Tasmania/Sapphire Coast NSW) for benchmarking of best practice standards.</li> </ul> <p><b>8.3 Gippsland Tourism Week</b></p> <ul style="list-style-type: none"> <li>▪ GTW connecting industry/community events and launch of the new brand imagery launch.</li> </ul>	Gippsland Tourism (Wellington Shire)	<p>April 2007 – July 2007</p> <p>20 July 07</p> <p>Ongoing</p> <p>July – Nov 07</p> <p>Oct 07</p>
11.	<b>Marketing and Development Plan for High Country Villages</b>	<ul style="list-style-type: none"> <li>▪ Develop a range of marketing activities to specifically promote High Country tourism in Gippsland, all wheel drive hinterland touring, villages, experiences etc.</li> </ul>	Destination Gippsland, Gippsland Tourism (Wellington Shire) / Local operators / Local Tourism Associations	Sep 07 onwards