

# Gippsland Bushfire Recovery – Progress Report October 2007

## 1. PROJECT PROGRESS (Achievements / Highlights)

### 1 July 2007 – 19 October 2007 (Due 26 October 2007)

#### Schedule

##### **1.1 Brand Images**

Campaign Committee dispensed with acquisition of three new brand images. Currently two digital ads being produced for on line campaign (Waterfall and Rolling Green Hills). Balance of branding will be reallocated to tactical campaign

##### **1.2 Brand Advertising**

Radio campaign complete. Assistance given to operators directly affected by Bushfire to participate in Inspired By Gippsland campaign. Delivery of new release of press and online brand advertising executions by Mojo has been delayed - due to start November 2008.

##### **1.3 Media Partnership**

Partnership entered into with WTFN Pty Ltd for production of Coxy's Big Break featuring areas directly affected by bushfire. Gippsland one hour special broadcast on Channel 7 on October 21<sup>st</sup>

##### **1.4 Brand Display Materials**

Pull ups designed, produced and available for display at consumer shows

##### **1.5 Consumer Shows**

Funding offered to regional consortiums to support presence at Melbourne Caravan and Camping Shows, Melbourne Boat Show, International Flower & Garden Show, Bicycle Show and Wandin 4WD shows. Funding given to Wellington Shire for regional presence at Melbourne Boat Show. Experience Gippsland declined offer of support for Wandin 4WD Show.

##### **1.6 Website Development**

Working in partnership with Tourism Victoria and Sydney Melbourne Touring to enhance to create a state of the art online presence featuring Touring, cycling, arts and culture, food and wine and 4WD.

Operators in directly affected areas are receiving direct support through free listings on Visit Vic

##### **2.0 Tactical marketing to support 'Inspired by Gippsland' brand campaign**

##### **2.1 Tactical Advertising**

Destination Gippsland Annual Marketing Prospectus released featuring no-cost opportunities for directly affected tourism operators as well as support for accredited businesses .

comprehensive email acquisition program underway (inc Bicycle Vic GVBR campaign)

## **2.2 Collateral**

New motivational brochure finalised and due for delivery. Correspondence with Bicycle Victoria, Creative Gippsland, SMT and Heritage Victoria re alignment of online presence has been initiated. Inspired By Gippsland Regional Food and Wine Guide delivered (end June 2007).

## **2.3 Promotion of Cycling Events**

Financial and in kind support given to Great Victorian Bike Ride. PR support to Tours of Gippsland ( significant financial support was given through State Govt Flood Recovery Campaign)

## **2.4 Networking & Packaging**

Jointly funded series of packaging workshops across Gippsland as a part of Gippsland Tourism Week. Worked with operators to help develop suitable packages for promotion through 'Inspired By Gippsland' Campaign.

Gippsland Food, Wine and Agri-tourism Forums held at Parnassus on August 7<sup>th</sup> and Grand Ridge Brewery on October 15<sup>th</sup>

## **2.5 Networking & Packaging cont.**

Bushtire affected operators are able to participate in packages brochure being distributed through VICs and VTIS in lead up to Christmas

## **2.6 Gippsland Heritage Campaign**

To be commenced

## **3.0 International Operator Support (Australian Tourism Exchange) subsidy**

### **3.1 Marketing**

Walhalla represented at Oz Talk, Corroboree UK and ATE. International Marketing Strategy developed to prioritise activities undertaken through Bushtire Recovery (also includes online touring element)

### **3.2 Product Development**

International Tourism Marketing Network Forum held as part of Gippsland Tourism Week. More than 15 operators in Gippsland identified as internationally ready. Subsidies will be made to support operators from directly affected areas to participate in ATE 2008

## **4.0 Image library upgrade – hero & editorial**

### **4.1 Hero images and Footage**

Audit undertaken by DGi and tourism managers. Photographers being contracted through Tourism Vic in partnership with North East Victoria. Great Alpine Road has been included.

#### **4.2 Operator subsidy**

Eligible operators of accredited businesses have been offered access to a subsidised photography shoot of their product / property / nearby attractions / destinations to build the range of quality product images available for promotions as a part of the DGi 2007/08 prospectus.

#### **5.0 Domestic touring program**

##### **5.1 Touring Development/Promotion**

Discussions underway with SMT re development of online touring. Also linked activities with Gippsland Sustainable Tourism Project.

#### **6.0 Promotion and development of significant events**

##### **6.1 Inspired by Gippsland Food and Wine Celebration**

Gippsland Inspired! Program under development nearly 50 events listed. Co-ordinated marketing campaign being planned. Will include advertising in Epicure and Melbourne Food and Wine Magazine.

##### **6.2 Inspired by Creative Gippsland Arts & Culture Celebration**

Worked in partnership with Creative Gippsland to identify to key cultural events that will attract visitation. Committed support to the Long Now being held in Nowa Nowa on November 24 & 25. Planning support for Celebration of Cultural Heritage at Old Gippsland Town

##### **6.3 Support signature events**

Have committed \$10k to Alps to Sea Keen Adventure Series (March 2008) in partnership with East Gippsland Shire

#### **7.0 Support for international touring programs**

##### **7.1 International touring program promotion**

Drafted International Tourism Marketing Plan that details planned activities and expenditure. Have funded Springboard Famil in September. DGi will be attending Corroboree UK in November. Very strong Gippsland presence at ATE 2007.

#### **8.0 Operator business development program**

##### **8.1 Encourage Award Entries & Accreditation**

Gippsland Tourism Awards held on July 27, 2007. 25 operators entered GTAs, 14 Operators entered VTAs and more than 25 operators have expressed interest in accreditation

##### **8.2 Training**

Have recently funded and supported Gippsland Tourism Week which included a series of packaging workshops with more than 100 participants. Also support Gippsland Tourism Exchange which 60 attended and learnt about Grow Me the Money, Industry Structures, National Landscapes Initiative and Tourism Australia Programs

Gippsland Food, Wine and Agri-tourism Forums held at Parnassus on August 7<sup>th</sup> and Grand Ridge Brewery on October 15<sup>th</sup>

Famil being planned for High Country Operators commence November

### **8.3 Gippsland Tourism Week**

Over 200 pax attended Gippsland Tourism Week which was held 15 – 19 October

### **9.0 Marketing and Development Plan for High Country Villages**

Unsuccessful application lodged through ATDP for funding of High Country Interpretation.

Need to integrate activities with National Landscapes Initiative

Marketing and Development Plan to be commenced post first operator famil (Feb/ March 2008)

### **10.0 Project Management**

Project manager not appointed. Wellington Shire to establish a panel of contractors./ consultants to assist with project management of Bushfire Recovery Project Co-ordinator appointed. Jenny Brown commenced 8 October.

## **2. COMMUNICATIONS (eg. Please highlight opportunities/launches/announcements)**

Terri Hawkins speaks at Warragul Arts Centre – May 1st

National Visitor Survey shows increased visitation to Gippsland year ending March 30 – June 22

Inspired By Gippsland Regional Food and Wine Guide – July 12

Gippsland Tourism Awards – July 27

Giant Images of Tarra Bulga and Gippsland Lakes posted at Southern Cross Railways Station – July 31

Gippsland Tourism Week – Oct 15 – 19