



We market and sell the Yarra Valley and Dandenong Ranges to the visitor, driving economic growth.

# Nillumbik Partnership Activity Report June 2019



# Report Summary

## PARTNERSHIPS

- Overview

## MARKETING

- PR and Media
  - Journalists and Influencers
- Digital Marketing
  - Websites
  - Social Media & What's On
  - Blogs
  - Mid week campaign
  - Off Peak Weddings
  - International Program

## DIGITAL INFRASTRUCTURE

- Visitor Servicing - Carousels, kiosks, trails

## INDUSTRY AND STAKEHOLDER ENGAGEMENT

- Sustainable organisation
- Advocacy

## Purpose and Scope of Partnership

- Yarra Ranges Tourism will provide the Nillumbik Shire Council with services to support the growth of the region's visitor economy. Specifically, working on projects to enhance business and visitation in the Nillumbik local government area.



# Partnership Overview

- There are now 25 Nillumbik Business Partners working with Yarra Ranges Tourism (Business names listed next page).
- There are a total of 25 Nillumbik operators who took up a map listing in the official Yarra Valley Map in November 2018. To accommodate our new Nillumbik venues Yarra Ranges Tourism extended the geographical area of the map.
- John McGaw , Partnership Sales Consultant, from our team undertook dedicated Partnership Sales In Nillumbik that resulted in 21 additional Partners.
- Two dedicated Illustrated trail maps feature Nillumbik Partners in the Art Lives Here Trail, and A Month of Sundays. In addition, Nillumbik representation appears on the Golf Trail map.
- Ciao Yarra Valley Ciao Participation – Two partners participated: Giammarino Wines at the Festa di Via Verde, and Fondata 1872 with an event. Both partners had dedicated blog posts and social media.
- Networking – Our Autumn networking event was held at Fondata 1872 in March with 76 Partners from across the region in attendance.
- Annual Industry Summit - 6 operators attended the Summit plus representatives from Nillumbik Shire Council.
- Coordination with Visit Victoria for content upload via ATDW has begun and is ongoing.
- Visitor Information Carousels delivered to 5 Nillumbik locations at Dark Horse Cafe, Eltham Railway Station, Hurstbridge Post Office Cafe, Montsalvat, Nillumbik Cellars, Nillumbik Civic Centre.
- The creation and population of the micro-site [www.visitnillumbik.com.au](http://www.visitnillumbik.com.au)



*Networking Event at Fondata 1872*

# Nillumbik Business Partnerships

A Local Baker  
Alpaca Fibre Barn (Omaru Alpacas)  
Butterman's Track Wines  
Creek House Studios  
Diamond Valley Miniature Railway  
Easthill Estate  
Edendale Community Environment Farm  
Fondata 1872  
Giammarino Wines  
Hurstbridge Village  
Hurstbridge Wattle Festival (Supplementary to Hurstbridge Village)  
Inglewood Estate  
Michael Wilson Gallery  
Montsalvat Gallery  
Nillumbik Cellars & The Vines Cafe  
Nillumbik Estate  
Nillumbik Fine Art  
Panton Hill Vineyard & Winery  
Philip Lobley Wines  
Shaws Road Vineyard & Winery  
St Andrews General Store and Café  
St Andrews Community Market  
Studio 27  
The Beet Retreat Vegan B&B Cooking School  
Tim Read Outdoor Sculpture





# KPI: MARKETING

## Increase Visitor Numbers, Length of Stay and Spend

1. *Grow Mid-Week Overnight Visitation*
2. *Create New Reasons to Visit*
3. *Build Brand Awareness*
4. *Engage Our Visitor Through Storytelling*

The Yarra Ranges Tourism Strategic Plan identifies the above key focus areas to activate visitation to the region. This is delivered by an integrated One Year Action Plan that delivers domestic, international and businesses events marketing for the region.

In recognition of the new Nillumbik Partnership, this also included several dedicated activities to benefit Nillumbik businesses who partnered with Yarra Ranges Tourism.

This was focused around media famils, integration with regional event campaigns, digital content, asset mapping, story telling, touring and trail maps.

Initial consideration was given to the transition of the 'Artisan Hills' website content and brand for the Nillumbik region towards anchoring its products with the Yarra Valley brand. Over the early stages of the Nillumbik Partnering agreement it has been agreed that this brand association requires an augmentation with the visitor and local industry alike. As an interim strategy the artisanhills.com.au website has been redirected to a URL of visitnillumbik.com.au which is hosted and branded through visityarravalley.com.au. Content has been edited and migrated across to visitnillumbik.com.au and new content is regularly added.

*From a locally identified brand with a local government connection - To an internationally recognised brand with decades of brand integrity and legacy promotion, with high brand awareness.*



## One Hour Out

A photoshoot by One Hour Out Melbourne was conducted in May 2019.

The OHO photo shoot covered 4 properties that will all achieve listings on OHO and the images will assist to build our regional image library and be used in ongoing communications.

Properties included:

- **Nillumbik Estate**
- **Montsalvat + Nillumbik Contemporary Art Prize**
- **Gawa Wurundjeri Resource Trail**
- **Fondata 1872**



### **ON THE HORIZON:**

**Yarra Ranges Tourism will be developing FIND YOUR SELF video content for Nillumbik related product**



## PRIORITY AREAS

# Visiting Journalists & Influencers:

**In June 2019 Yarra Ranges Tourism hosted an Influencers famil in Nillumbik in partnership with the Nillumbik Tourism team.**

The itinerary took key influencers to the Nillumbik Contemporary Art Prize at Monstalvat, Fondata 1872 and Heide Museum of Art. A terrific day was had by all and a few influencers that couldn't make the day will follow up with the self-drive option.

The influencers involved in the three week campaign are:

@checkmelbourne 60.5K x 2

@adventure.love.life. 1K

@pick.a.smile 4K

@destination\_anywhere\_anytime 6K

@susanzentayphotography 16K

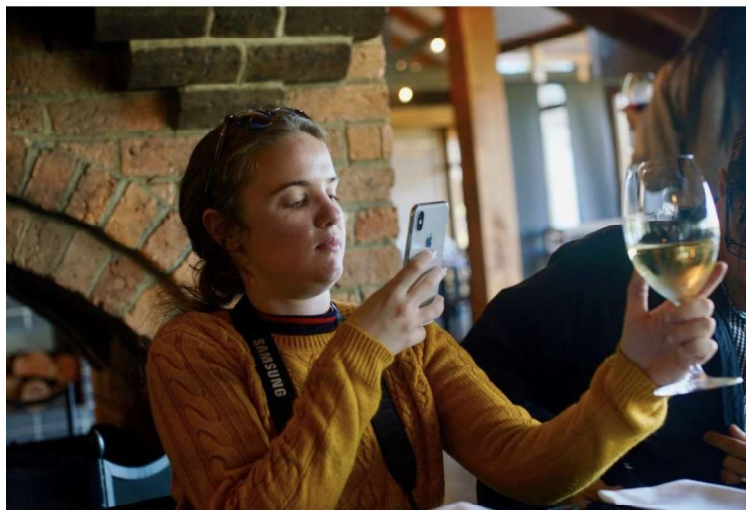
@melbourne\_photoblog 8.5K

@leiladyleiblog 5.3K

@simonandbee 29K

@linhhdang 1.2K

We have a very deliberate mix of account style and sizes involved. Both the micro and larger influencer are being used and demographic groups vary.



## KEY STRATEGY AREA: MARKETING

# Digital Marketing: Websites

An initial prototype of the [visitnillumbik.com.au](http://visitnillumbik.com.au) micro-site under the [visityarravalley.com.au](http://visityarravalley.com.au) umbrella was set up at the end August 2018. With the support of the Nillumbik Shire's team [visitnillumbik.com.au](http://visitnillumbik.com.au) went live mid September 2018.

Over the last few months of 2018 and into the first quarter of 2019, over 30 pages of new content have been set up dedicated to Nillumbik content including:

- [Diamond Creek Outdoor Pool](#)
- [Aqueduct Trail](#)
- [Plenty Gorge Park](#)

In addition to the general pages above, searchable and individualised pages on specific operators in Nillumbik who have partnered with Yarra Ranges Tourism have also been made available on the [visitnillumbik](http://visitnillumbik.com.au) and [visityarravalley](http://visityarravalley.com.au) domains. In total, there are 29 Nillumbik operators listed from the Nillumbik Shire, encompassing wineries, bakeries, attractions, accommodation, art and council assets.

Partner listings on the [VisitYarraValley.com.au](http://VisitYarraValley.com.au) site have received **24,000** pageviews since July 2018, which has generated **6,620** direct referrals to corresponding websites for more information or bookings.

The [visitnillumbik.com.au](http://visitnillumbik.com.au) url brand has proven to be a successful way to manage local brand recognition as the Yarra Ranges Tourism Partnership continues to build the Nillumbik Visitor Economy.





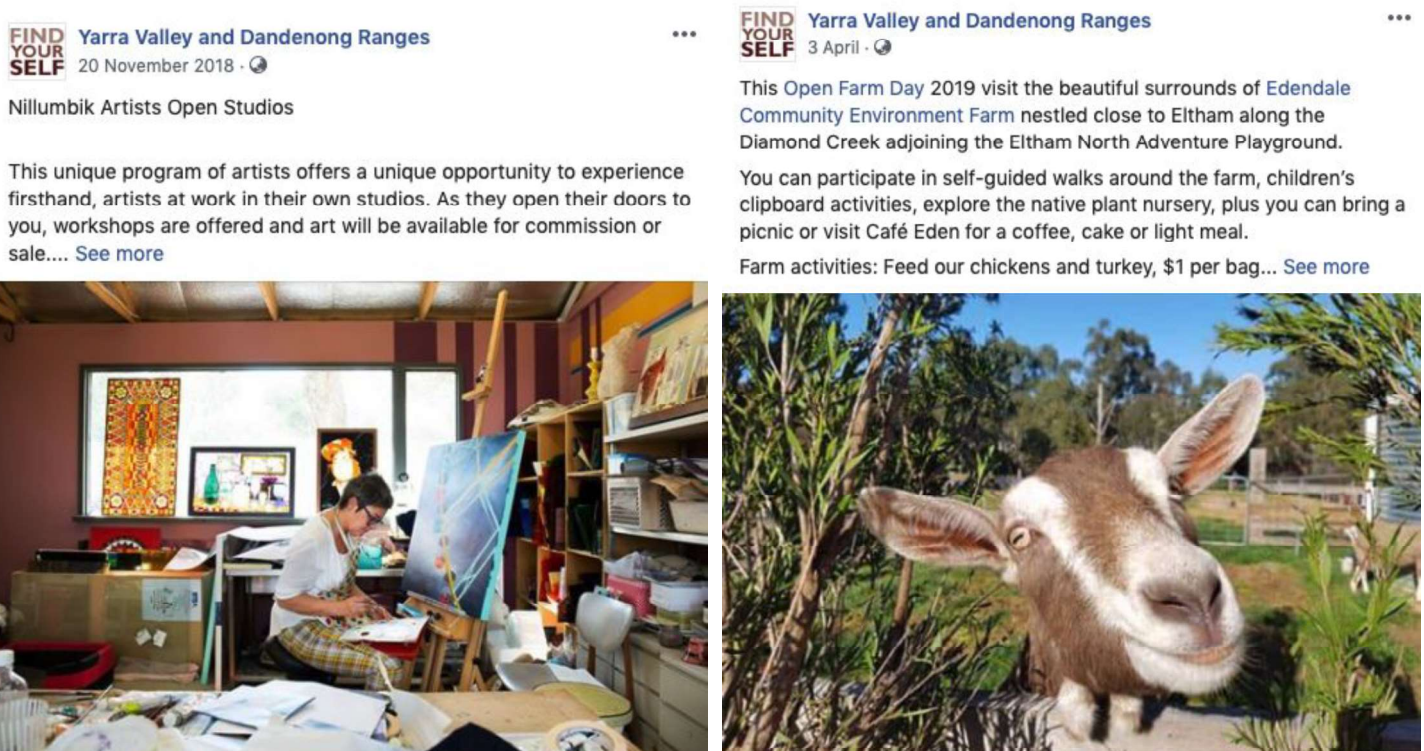
## KEY STRATEGY AREA: MARKETING

# Digital Marketing: Social Media

The Yarra Valley and Dandenong Ranges Facebook page has 57.8k followers and offers our partners a high level of exposure for their events and businesses.

Nillumbik partner businesses were highlighted collectively over 60 times in 23 Nillumbik specific posts since July 2018. These posts reached a total of 85,900 consumers and had an average engagement of 2% which is on par with other equivalent posts.

The post with the highest reach was for Nillumbik Open Studios in November 2018. It reached 7,749 consumers and gathered 102 engagements and 98 post clicks.



# Digital Marketing: What's On (ATDW)

The Yarra Valley and Dandenong Ranges 'What's On' database of 2200 industry subscribers receive a weekly email detailing events coming up that weekend and for three weeks on, and offers a high level of exposure for their events and businesses. Nillumbik partner businesses who have activated their ATDW listing and uploaded their events are automatically featured on this email.

What's On events are also regularly communicated to our consumer database (almost 29,000 subscribers) via a monthly eDM, and weekly on the on the Visityarravalley What's On event page and the dedicated What's On landing page with downloadable A4 summary, both of which target consumers.

## KEY STRATEGY AREA: MARKETING

# Digital Marketing: Nillumbik Partner Blog Content

We undertook a dedicated approach to develop the storyline of Nillumbik product to reframe and uplift the story to revitalise the tourism and business offer, and refocus the reasons for visitation. This provides an excellent framework for future communications and families.

Blog Name	Published	Pageviews	Blog Type
Sensational St Andrews Makes Your Day	5/3/19	268	Nillumbik Specific
Open Farms – Farming On The Fringe In Nillumbik 7 April 2019	1/4/19	563	Nillumbik Specific
A Month Of Sundays In Nillumbik	27/5/19	80	Nillumbik Specific
Nillumbik Open Studios	24/4/19	334	Nillumbik Specific



*Published 27 May 2019*

**IF YOU SPEND THE WEEK YEARNING FOR WIDE OPEN SPACES, FRESH AIR AND SOME REAL TIME WITH THE ONES YOU LOVE, FIND YOUR SELF IN NILLUMBIK THIS SUNDAY – JUST ONE HOUR’S DRIVE FROM MELBOURNE (AND ON YOUR WAY TO THE YARRA VALLEY!).**

Take it easy, enjoy the drive and lean into some country style hospitality while you return your Sundays to their real purpose – reconnecting, relaxing and enjoying the view.

Meeting a farmer is probably a rare thing for kids today. Every day we put food on the table and while we know someone has grown and harvested it, the distance between the source and our bellies is often a long one. There is a growing desire for people to reconnect to the land and to the places our food really comes from and the [Open Farm Day](#) on Sunday 7 April between 10am and 4pm in Nillumbik is a great way to get ‘on the land’ and to the heart of our food supply. And meet a variety of farmers from different areas of agriculture including nurseries, meat growers, orchardists, vigneron, community farming and more.



## KEY STRATEGY AREA: MARKETING

# Digital Marketing: Nillumbik Partner Blog Content

Blog Name	Published	Pageviews	Blog Type
5 Different Ways Kids Rule In The Yarra Valley And Dandenong Ranges	2/7/2019 (updated)	2420	Partner Mentioned
Where Italians Love To Eat	17/10/18	124	Partner Mentioned
Gumboot Season In The Yarra Valley	23/10/18	201	Partner Mentioned
Wine Tales Are A Connection To Home	24/10/18	211	Partner Mentioned
January Activities To Bring The Family Together	21/12/18	326	Partner Mentioned
How To Do The Melbourne Food And Wine Festival Yarra Valley Style.	30/1/19	670	Partner Mentioned
Five Reasons Why The Lunches Are Longer (And More Delicious) In The Yarra Valley	15/2/19	199	Partner Mentioned
Gallery Hop In The Yarra Valley, Dandenong Ranges And Nillumbik	15/3/19	85	Partner Mentioned
Easter School Holidays Guide	10/4/19	1490	Partner Mentioned
The Best Choices To Make For Mother's Day	18/4/19	2329	Partner Mentioned
Fireside Dining This Winter In The Yarra Valley	27/5/19	181	Partner Mentioned
Things To Do This Queen's Birthday Long Weekend In The Yarra Valley	29/5/19	1558	Partner Mentioned
What's Open Over Christmas And New Year	23/11/19	3133	Partner Mentioned

## KEY STRATEGY AREA: MARKETING

# Digital Marketing: Yarra Valley Mid-Week Campaign

Many Nillumbik partners have expressed interest in participating in this campaign, and ongoing product development support is still needed to grow the skills of Nillumbik based businesses to create compelling offers and promotions that will capture the visitor's hearts and minds to travel.

The Mid-Week Campaign will officially commence on 1 July 2019 and run until 31 August 2019. Workshops were held at the beginning of June to inform partners on the upcoming campaign to get their support and ensure that there is consistent messaging and well crafted promotions for the campaign.

The June workshop, which was offered to Nillumbik partners, covered what would make an appealing deal and how Yarra Ranges Tourism would be coordinating the campaign.

We will continue to target the SINK (single income no kids) & DINKs (double income no kids) of Melburnians to promote mid-week travel during winter.

The roll-out of the campaign will consist of the following channels:

- 4 consumer newsletters to be sent out to our mailing list of 20,000 consumers
- 8 blog posts promoting winter in the Valley and highlighting the mid-week deals
- Each deal will be posted to our social media following of 58,000+
- Each deal will be advertised through Facebook and Instagram
- Mid-Week promotion through Google Search and Display Ad Network
- Weekly updates about how deals are progressing
- Third party media promotion (WeChat article and 60+ publications) - TBC



# KEY STRATEGY AREA: **MARKETING**

## Off Peak Weddings



**Total Number of Partners:** 35

**Nillumbik Partners: 1**  
Fondata 1872

**Facebook/Instagram Nillumbik** region and partner mentions : 8 (of 36 posts)

**OPW, Consumer and Industry eDM mentions:** 6

**Feature Stories:** 2

**Article mentions/images:** 4

Off Peak Weddings is a quarterly seasonal digital magazine, dedicated website and social media program that actively promotes to the wedding industry to enhance opportunities in off peak times (days of week, times of day and season) and to a wide range of traditional and non-traditional couples.

Since launch of issue 1- summer in January 2019, the magazine has been downloaded more than 150 times. Issue 2 - autumn was launched in April and the winter issue will be launched in June alongside the dedicated website.

### **Feature Stories:**

The autumn issue featured the “Real Wedding of Cait and Steph at Kinglake Forest Adventures”. This included dedicated cover and was an 8 page feature.

The winter issue features the “Real Wedding of Cass and Al at Fondata 1872”. This is an 8 page feature.

**Dedicated Blogs:** (From 1 Jan to 17 June 2019)

<https://visityarravalley.com.au/blog/real-weddings-cait-and-steph-get-hitched> - 58 views



# KEY STRATEGY AREA: MARKETING

## International Program



### News from Tourism Australia

Spending by international visitors to Australia in 2018 grew by 7 percent to \$43.9 billion, outpacing the 5 percent growth in arrivals at 9.2 million for the year. India was Australia's fastest growing visitor market for spend last year at \$1.7 billion, up 21 percent, while China retains the top spot as Australia's highest value visitor market at \$11.7 billion, up 13 percent from the year before.

Yarra Ranges Tourism participates in industry events and trade shows as well as hosting select familiarisations to the travel trade and media to promote the Yarra Valley, Nillumbik & Dandenong Ranges as a premier travel destination to overseas visitors.

We coordinate regional collaboration and engagement with Tourism Australia, Visit Victoria, and ATEC trade events with the inbound travel trade and International media for opportunities to promote the region to international visitors from both East and West markets.

The program is supported with a Product E- Guide 2019 in both PDF and flip book format. It showcases the region's International-ready attractions, tours and accommodation. This guide is the main piece of collateral used to promote the Yarra Valley, Nillumbik & Dandenong Ranges at B2B media and travel trade events including ATE.

**International marketing activities recognise the importance of the Nillumbik corridor for visitors arriving at Melbourne Airport travelling to, from and via Yarra Valley and other destinations such as Phillip Island.**

# KEY STRATEGY AREA: **MARKETING**

## International Program & Go Beyond Melbourne Touring Route



Go Beyond Melbourne is a marketing collaboration of the four Regional Tourism Boards surrounding Melbourne - Geelong Bellarine, Morning Peninsula, Phillip Island and Yarra Valley & Dandenong Ranges. with backing from Visit Victoria. The objective is to encourage the dispersal of International visitors with an emphasis on increasing overnight stays and spend. Yarra Ranges Tourism supports this touring route with investment from their International Program. Go Beyond Melbourne has a dedicated marketing manager, website with a trip planner, and touring map, and produces suggested themed itineraries specifically for overseas and inbound tour operators.

International marketing activities recognise the importance of the Nillumbik corridor for visitors arriving at Melbourne Airport travelling to, from and via Yarra Valley and other destinations such as Phillip Island.

### ON THE HORIZON:

There are currently no Nillumbik partners in this program and we will be working with partners to assist them to develop the necessary skills to be International Ready, so to attract overseas visitors by working with the Inbound Travel Trade.



# KEY STRATEGY AREA: MARKETING

## International Program & Go Beyond Melbourne Touring route

### ON THE HORIZON:

Preparations are underway for ATE 2020 with Melbourne as the host city. ATE is Australia's annual business-to-business tourism travel trade event, which brings together around 600 travel wholesalers and agents representing 500 companies from more than 30 countries to meet and do business with Australian Tourism sellers and delegates from companies and regional tourism boards.

This affords our region excellent opportunities to host the world's international media and Inbound Travel Trade in pre and post Trade Show familiarisation visits to key attractions that will drive international visitation in the years ahead. Yarra Ranges Tourism will be securing a Seller's booth with a full appointment schedule of approx 120 appointments with inbound and online travel agents and International media.

Key reasons for attending this trade show:

- Reach our core markets and market segments as identified in our Marketing Strategy to showcase Nillumbik, Yarra Valley and Dandenong Ranges with an overview of the diversity of the visitor experiences that are International ready and offer commissionable rates.
- Opportunity to meet face to face with the influencers to "sell" the concept of adding new product and experiences to buyer's regional itineraries and then put them in touch with our International Partners through follow ups.
- Reinforce the product strengths of wine, food and nature activities and major attractions.
- Keep abreast of International market trends in a competitive national market and identify regional product to suit inbound tourism demands.
- Support and collaborate with our regional industry Partners who are active in this space.

# KEY STRATEGY AREA: DIGITAL INFRASTRUCTURE

*Increase visitor Engagement on our Digital Platforms through the ongoing development and maintenance of robust infrastructure.*

## **Development of visitnillumbik.com.au website**

As part of the partnership with Nillumbik Shire, a micro-site was set up with Nillumbik specific content under the visityarravalley infrastructure. Content and images were provided by Nillumbik Shire's marketing team as well as being copied from the theartistanhills.vic.gov.au website. Lindy Schneider, as part of the support offered through Yarra Ranges Tourism, wrote several articles to flesh out the website to make it more enticing for the visitor and to increase the Search Engine ranking of the visitnillumbik site.

## **Walks and Riding Trails**

Several meetings have been held with the Leisure team at Nillumbik Shire to include their specific walks and trails into the Walks and Riding Trails eGuide which will be released in the next couple of months. A representative from Nillumbik will be invited to be part of the re-vamp of the Walks and Riding Trails map in late 2019.



# KEY STRATEGY AREA: VISITOR SERVICING & TOURISM EXCELLENCE

*Developing efficient and effective visitor services*

## Visitor Information Carousels

The Visitor Information Carousels developed by Yarra Ranges Tourism are proving extremely popular according to venues who are hosting them. An email is sent out once a month to all operators asking if extra stock is requested and this is delivered by our Contractor when he does his regular rounds to re-stock and service the carousels, of which 27 are located across the region including major Metropolitan railway stations such as Ringwood and Box Hill.

Carousels in Nillumbik are located at:

- Nillumbik Shire Council offices
- Hurstbridge Post Office Cafe
- Nillumbik Cellars
- Montsalvat
- Dark Horse Cafe

The Carousels stock Yarra Valley Touring Maps, various A4 trails such as Top Picnic Spots, Month of Sundays, Art Lives Here and Golf in the Yarra Valley.



# Digital Visitor Information Kiosks

Yarra Ranges Tourism has been successful in receiving funding support to deliver Stage 1 & 2 of our Digital Visitor Information Kiosk Network throughout the Yarra Valley and Dandenong Ranges.

The aim of this project is to deliver Australia's first pilot network of interactive touch screens to support visitor dispersal. Locations are chosen based upon their existing visitor traffic numbers, ease of installation, partnership with land owner and open surveillance.

We have successfully piloted seven screens through the development of a suitable digital interface with our Digital Web Platform ([visityarravalley.com.au](http://visityarravalley.com.au)) that offers a highly visual solution that can be placed at the region's top attractions to push advice to visitors on where to go next. Our Digital Visitor Information Kiosk network recognises that Visitor behaviour has fundamentally changed and the use of digital technology and information dominates the landscape for visitor research and recommendations. In the past, people proactively sought out the Visitor Information Centre, but they no longer see it as a must-do as soon as they arrive – a fundamental change to Visitor behaviour.

The Digital Visitor Information Kiosk network actively solves this problem by filling the information gap by offering a convenient engaging interface that's fun to use, right where visitors are located, including hardware solutions that can be used in permanent locations or at temporary events.

The Digital Visitor Information Kiosk network creates value for the visitor by:

- Providing a highly visual solution on where to go next
- Promoting categories of attractions and things to do in close proximity to visitor location
- Pushing advice to mobile devices to assist regional way-finding
- Delivering multi-lingual visitor servicing (phase 2 of the design interface)

Equally, this project creates value to the Regional Tourism Industry by:

- Capturing valuable data about visitor journey patterns through the tracking of Wi-Fi signals
- Capturing new databases of SMS contacts for re-marketing
- Creating increased data on key information and activities sought by visitors
- Creating an asset for the promotion of regional tourism partners and associated supporters

The Digital Visitor Information Kiosks show things to do in the region as well as accommodation options. The feed is taken directly from the [visityarravalley](http://visityarravalley.com.au) website and includes all the Nillumbik partners and general pages as well.

The key focus at this stage is delivering the infrastructure to meet the priority goal of servicing the visitor in as many high traffic locations as possible. Yarra Ranges Tourism are currently working with the Nillumbik team to deliver Kiosks in:

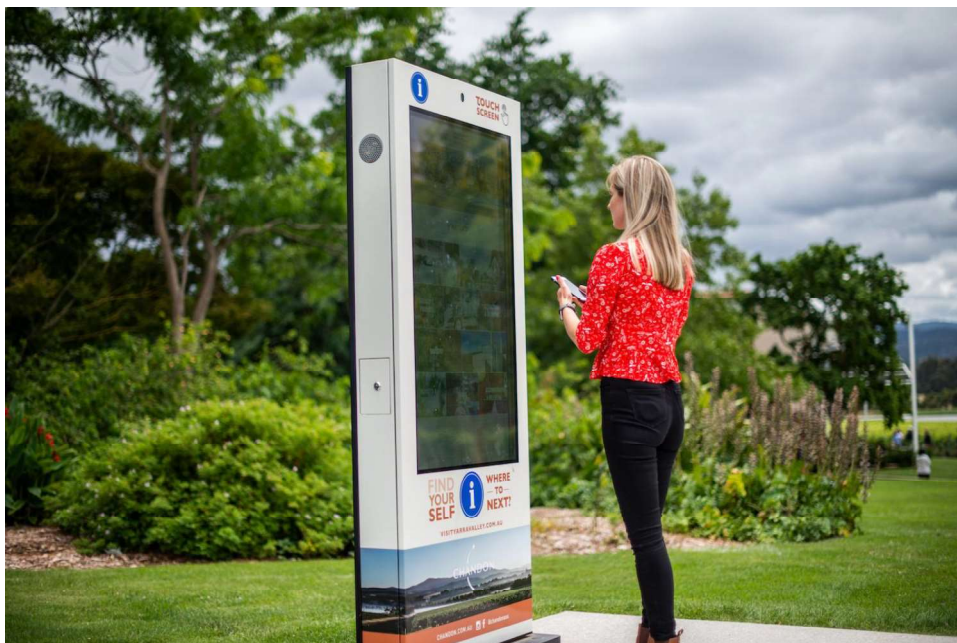
- Hurstbridge
- Diamond Creek
- Eltham



Stage 1 - Digital Visitor Information Kiosk Stats from 1 July 2018 to 31 May 2019 demonstrate the reach of this new medium as an effective tool in dispersing the visitor. At May 2019, there were 7 Digital Information Kiosks in operation under Stage 1 pilot throughout the region.

\*Conversions are visitors who stayed longer than 5 minutes

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Visits	656	1,232	1,275	1,333	2,175	2,405	3,494	2,633	3230	3718	2201
Walkbys	13,034	21,860	23,666	24,237	59,372	53,993	82,869	65,896	73,646	81,946	64,791 <sup>^</sup>
Conversions*	5%	5.6%	5.4%	5.5%	3.7%	4.5%	4.2%	4.0%	4.1%	4.4%	3.4%



# Official Touring Maps & Illustrated Trails

## Yarra Valley Touring Map

The recent production of the Yarra Valley Touring Maps included Nillumbik partners and were delivered to operators from February through to March 2019. There was an expansion of the map area to include the Nillumbik region and clearly show the ease of access from the Greensborough Highway and Western Ring Road interchange.

## Illustrated Themed Trails

Two new themed trails have been identified for our Nillumbik Partners: Art Lives Here and A Month of Sundays, currently being finalised for print. The Golf Trail also included Yarrambat Golf Course which has been in circulation since December 2018.

All the trails will undergo a reprint in the 2019/20 FY. Partners will have the opportunity to buy one of the positions on the trails. New themes include a Gardens and Nursery trail.

The U-Pick and Farmgate trails map has a high demand from the South East Asian Markets and will be combined to form one trail and translated into Mandarin.



# KEY STRATEGY AREA: INDUSTRY AND STAKEHOLDER ENGAGEMENT

**Actively engage industry in our activities for the benefit of the region in growing the visitor economy**

## **Chair and CEO Business Meetings**

- James Robinson and Simon O'Callaghan actively engaged with Nillumbik Partners through several visits to the area. This activity forms part of Yarra Ranges Tourism's commitment to meeting, listening and learning from industry with the aim of building collaborative rapport. These businesses have included: Montsalvat, Hurstbridge Post Office Cafe, Nillumbik Cellars, Dark Horse Cafe Wine and Produce, Diamond Valley Miniature Railway, Edendale Farm, and Fondata 1872.
- James and Simon also met with Nillumbik Shire Council Mayor - Cr Karen Egan and CEO - Carl Cowie to discuss our Strategic Plan and the opportunities to grow the visitor economy within the LGA through private and public investment.

## **Dedicated Partnership Sales Activity**

- Recognising there was a low base of active tourism businesses working with Yarra Ranges Tourism, the team coordinated a dedicated sales campaign to introduce our services and packages to local businesses. This campaign was delivered working closely with the tourism team at Council.
- Regional Tourism Organisations and Destination Marketing work best when industry have a financial commitment to working collectively in marketing the region to the visitor. Growing this expectation with industry ongoing will be an important element of industry engagement with Nillumbik businesses.
- Overall total business engagement went from five participants prior to the Nillumbik Partnership agreement to 25, which is a positive start to this new arrangement for marketing the Nillumbik area of the Yarra Valley. Ongoing, the challenge will be to graduate more businesses from hobby or micro business ventures to regular hours of operation. As will giving consideration to the role of special rate and charge schemes in delivering marketing initiatives that may be duplicating the work of Yarra Ranges Tourism.



## Annual Industry Summit, RACV Healesville Country Club 22nd May 2019

Almost 200 Industry Partners attended our 6th Annual Tourism Summit. The theme of the Summit **'Creating Better Business'** recognised the importance of fresh ideas and creative marketing activations that promote our region as a unique destination and contribute to building business and economic prosperity.

The guest speakers included:

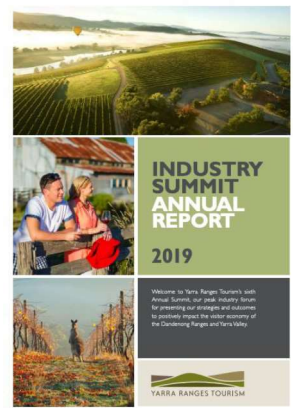
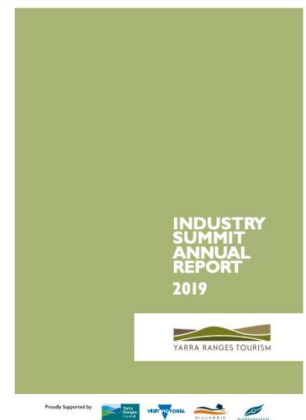
Peter Bingeman - Chief Executive Officer - Visit Victoria  
 Glenn Harvey - Marketing Manager, Bendigo Tourism  
 Matt Harrington – Senior Project Manager, Warburton Mountain Bike Destination, Yarra Ranges Council

And from Yarra Ranges Tourism:

James Robinson – Chair  
 Simon O'Callaghan – CEO  
 Brook Powell – Marketing Manager

Sponsorship was provided by The Commonwealth Bank and our host venue RACV Healesville Country Club.

All participants were provided with a copy of an Annual Report outlining our actions and outcomes, which acknowledged Nillumbik's partnership.



## Partnership Updates to Businesses

- Every Business Partner of Yarra Ranges Tourism receives a series of reminder emails and call outs to take up their benefits. Partners who have taken up the State Marketing Partnership are also contacted by Visit Victoria to activate their ATDW online presence on visitvictoria.com

## Industry Workshops Update

- **RACV Victorian Tourism Awards 2019**

An industry preparation workshop in readiness for this year's Victorian Tourism Awards was held in late May at RACV Club. Nillumbik partners were advised of this program in 3 separate monthly Industry newsletters and at the Annual Summit.

- **China Destination Ready Project**

"China Destination Ready Project" is a joint Industry development project with our strategic funding Partners Wine Yarra Valley and Wine Australia.

Objective: Provide practical and functional advice, tools and information for businesses to implement that will increase and improve Chinese cultural readiness and experience delivery across the Yarra Valley wine and culinary tourism industry.

The project is currently at final Tender stage with Stages 1-3 including the development workshops and training modules will take place between August- October 2019. Criteria for Nillumbik businesses will be wineries that offer a cellar door experience and are members of Yarra Valley Wine Growers and Yarra Ranges Tourism. Wineries will be invited to register for this training program via Yarra Ranges Tourism industry e-newsletter in July/ August.





# KEY STRATEGY AREA: SUSTAINABLE ORGANISATION

Providing strategic industry leadership, governance and accountability

## Update to Yarra Ranges Tourism Constitution to include a new LGA Director position

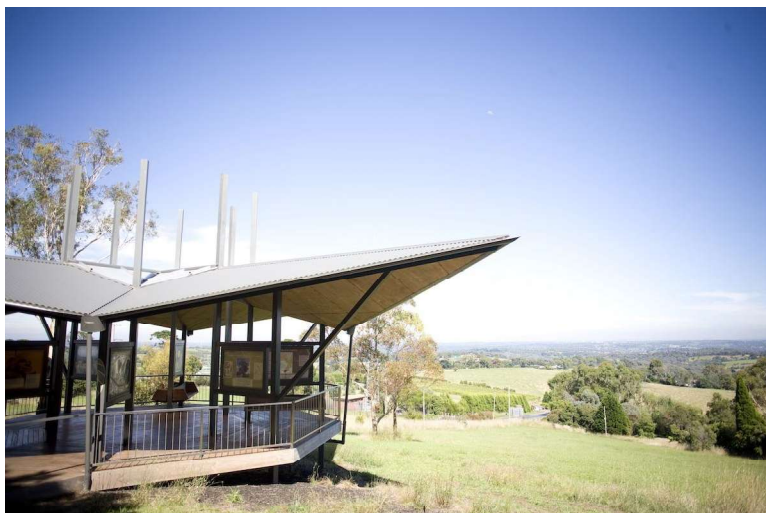
- In recognition of an additional Local Government partner working with Yarra Ranges Tourism Ltd the Board committed to updating its constitution to include a new class of organisation Director. This allowed for a Board representative to be nominated by Nillumbik Shire Council to join the Board to attend eight meetings per annum. This realignment was also supported by Yarra Ranges Council. Current representative is Executive Manager Economic Development and Tourism, Kylie Lethbridge.

## On-Boarding the Partnership with Nillumbik

- A two year agreement was signed with Nillumbik on the 28 August 2018.
- Two Strategic Onboarding Workshops and associated meetings were held between the leadership teams of Nillumbik and Yarra Ranges Tourism to determine key opportunities and issues for the partnership over the initial twelve months. These sessions set the tone for the key work plan that was agreed to by both organisations.

Key project areas were identified and agreed as follows:

- Partners and Official Tourism Map Sales
- Website, Blog Curation & Trail development
- Social Media
- Visitor Carousels
- Business Visits
- Digital Visitor Information Kiosks





# KEY STRATEGY AREA: ADVOCACY

Advocacy is a process that challenges inequities by collaboratively and actively working with communities and key stakeholders to bring about change.

*To bring about improvements for the Tourism Industry in support for:*

- *Reliable Utility Infrastructure*
- *Funding support for key Tourism Infrastructure Projects that will grow the Visitor Economy*

- The next phase of the Nillumbik partnership with Yarra Ranges Tourism needs to align the appropriate tourism infrastructure projects that are of a regional priority to both organisations. Over the past year, Yarra Ranges Tourism provided letters of support for the Diamond Creek Trail, Nillumbik Open Farm Day and various events for federal or state funding programs.
- The Yarra Ranges Tourism CEO continues to represent the regions' tourism interests by committing to the following industry committees and working groups:
  - Project Control Group (PCG) for the Small Business Regulatory Review (Visitor Economy) – Innovative New Ventures Initiative
  - Melbourne East Metropolitan Partnerships Committee - the current status of this group is preparing its annual advice to government document while taking a regional focus on 'Jobs for Youth' and their readiness for the workforce.
  - Victorian Tourism Industry Council's Policy Committee.

## ON THE HORIZON:

In 2019/20, Yarra Ranges Tourism will be developing a new Strategic Plan. Consultation with Nillumbik will occur on its regional priorities across a range of areas from product development, marketing to advocacy priorities.

# LOOKING AHEAD: YEAR TWO

## MARKETING

- Yarra Ranges Tourism will be developing FIND YOUR SELF video content for Nillumbik related product.
- Support and engage partners in the Mid Week campaign.

## Dedicated Partnership Sales Activity

- Working with partners to assist them to develop the necessary skills to be International Ready, so to attract overseas visitors by working with the Inbound Travel Trade.

## International Program

- Preparations are underway for ATE 2020 with Melbourne as the host city. ATE is Australia's annual business-to-business tourism travel trade event, which brings together around 600 travel wholesalers and agents representing 500 companies from more than 30 countries to meet and do business with Australian Tourism sellers and delegates from companies and regional tourism boards.

This affords our region excellent opportunities to host the world's international media and Inbound Travel Trade in pre and post Trade Show familiarisation visits to key attractions that will drive international visitation in the years ahead. Yarra Ranges Tourism will be securing a Seller's booth with a full appointment schedule of approx 120 appointments with inbound and online travel agents and International media.

Key reasons for attending this trade show:

- Reach our core markets and market segments as identified in our Marketing Strategy to showcase Nillumbik, Yarra Valley and Dandenong Ranges with an overview of the diversity of the visitor experiences that are International ready and offer commissionable rates.
- Opportunity to meet face to face with the influencers to "sell" the concept of adding new product and experiences to buyer's regional itineraries and then put them in touch with our International Partners through follow ups.
- Reinforce the product strengths of wine, food and nature activities and major attractions.
- Keep abreast of International market trends in a competitive national market and identify regional product to suit inbound tourism demands.
- Support and collaborate with our regional industry Partners who are active in this space.

## Digital Infrastructure

- Installation of 3 Digital Information Kiosks in Nillumbik

## Strategic Plan

- In 2019/20, Yarra Ranges Tourism will be developing a new Strategic Plan. Consultation with Nillumbik will occur on its regional priorities across a range of areas from product development, marketing to advocacy priorities.