



Grampians Wimmera Mallee Strategy 2026 – 28



June 2026



OUR VISION

Grampians and Wimmera Mallee region will be recognised as one of the world's great sustainable nature-based tourism destinations.

OUR PURPOSE

To inspire visitation, overnight stays and expenditure through promotion and development of our industry, culture, product and experiences that create dispersal and value for our partners and visitors.

STRATEGIC SHIFT 2026-28

GWMT will evolve from a destination marketing organisation into a visitor economy leadership organisation, balancing demand generation with product development, investment attraction, industry capability building and regional advocacy.



GUIDING VALUES

- Innovative
- Creative
- Agile / responsive
- Collaborative
- Strong leadership
- Authentic

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STRATEGY SUMMARY

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Goal

Increase the **VALUE** of the visitor economy in the Grampians and Wimmera Mallee regions.

Value = Economic Growth + Community Inclusion + Civic Pride

Key Priorities

Destination
Marketing

Industry
Development

Product
Development

Partnerships

Investment
Attraction

Messaging

Be targeted to specific
high value audiences

Promote length of stay &
yield through focus on
the product and/or
experiences

Strengthen and raise
awareness of our brand
attributes

Encourage dispersal
throughout the region

Strategies & Tactics Overview

Objective: Extend length of stay, improve dispersal, increase yield, and support the regional brand.			
Key Priority	Strategy	Tactics	Phase
1. Destination Marketing:	Implement an integrated destination marketing strategy to build the Grampians brand, raise awareness, drive visitation and maximize ROI.	We will develop, implement and evaluate marketing initiatives annually including: 1.1 Destination Campaigns 1.2 Digital Marketing 1.3 Public Relations 1.4 Leveraging Events 1.5 Database Marketing 1.6 Asset Development 1.7 International Marketing	
2. Industry Development:	Champion activities designed to increase the capacity of operators to foster a continuous improvement mindset resulting in high quality experiences that surpass the expectations of visitors.	We will create, administer and promote a range of continuous improvement and professional development programs including: 2.1 Industry Training 2.2. Quarterly Industry Forums	
3. Product Development	Curate products to create compelling visitor experiences that are both productive and sustainable in a post COVID-19 environment	We will create product development opportunities to facilitate new experiences including: 3.1 Identify & guide Internationally Ready Product 3.2 Develop regional product priorities	
4. Partnerships	Strengthen partnerships with Government departments, industry bodies and local operators	Cultivate mutually beneficial relationships to support the recovery of the visitor economy with the following partners: 4.1 Local Government, RDV and DJSIR 4.2 VTIC 4.3 Traditional Owner Corporations 4.4 Visit Victoria & Tourism Australia 4.5 Parks Victoria 4.6 Regional Visitor Economy Operators / Businesses	
5. Investment Attraction	Advocate for and attract investment opportunities into the Grampians region	We will increase the level of private and public investment in new priority tourism projects and existing facilities. 5.1 Grampians Workforce Project 5.2 Key regional infrastructure priorities 5.3. Identify independent funding opportunities 5.4 Promote Grampians Investment Prospectus to attract private investment	



Guiding Principles

1. DESTINATION MARKETING

- Deliver effective evidenced based ***Destination Marketing Strategies*** to extend length of stay, improve dispersal, increase yield, and support the regional brand.
- ***Champion the Grampians and Wimmera Mallee brand*** that will extend the idea of the Grampians and Wimmera Mallee to clearly include each of the local government areas and operates in alignment with state-wide brand positioning as directed by Visit Victoria in relation to the development and refinement of a brand position for the Region.
- Support ***Events*** aligned to our strategic seasonal and dispersal objectives
- Drive propensity towards high yielding occupancy in shoulder period and mid-week

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Guiding Principles

2. INDUSTRY DEVELOPMENT

- Champion activities designed to increase the capacity of operators to foster a continuous improvement mindset resulting in high quality experiences that surpass the expectations of visitors.
- We will create, administer and deliver a range of continuous improvement and professional development and industry training programs
- Deliver industry strengthening that covers digital strategies, business management, and product development, customer experience and builds business capacity.

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Guiding Principles

3. PRODUCT DEVELOPMENT

- Curate products to create compelling visitor experiences that are both productive and sustainable.
- Collaborate with stakeholders to Identify strategic tourism products and communicate supply gaps and opportunities through planning and investment advocacy.
- Develop high quality collateral that supports brand development and destination marketing efforts.

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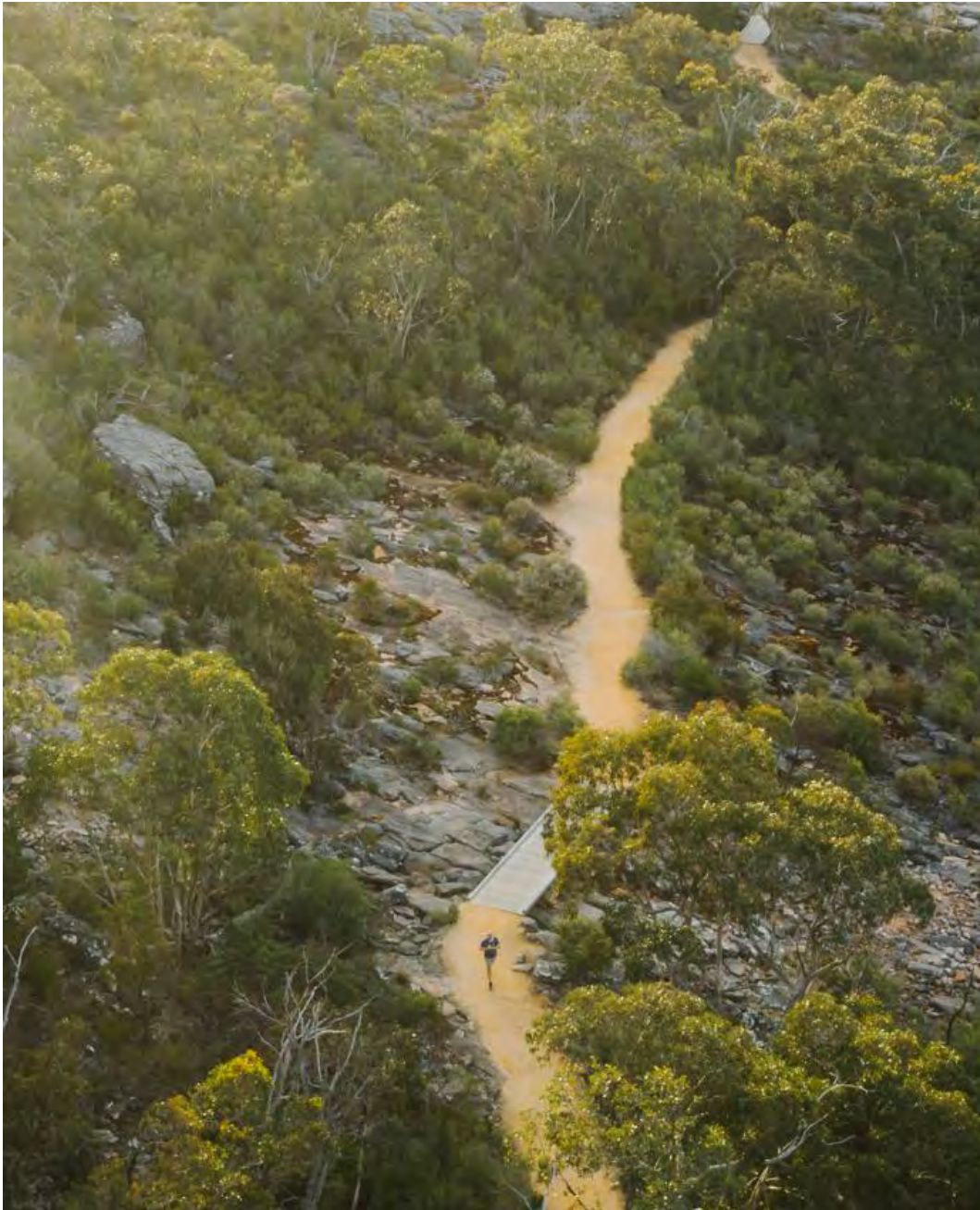


Guiding Principles

4. PARTNERSHIPS

- Successfully leverage and grow our strategic partnerships
- Facilitate collaboration across industry, councils, and communities and include their feedback in state-wide activities, including strategic planning, product development, marketing and industry development and investment.
- Collaborate directly with Local and State Government Departments and their Agencies and coordinate demand and supply programs.
- Constantly introduce new and innovative ways to add value to industry partnerships

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Guiding Principles

5. TOURISM INVESTMENT ATTRACTION

- Work with and advocate on behalf of LG partners to attract new investors and investment opportunities for the Grampians and Wimmera Mallee region.
- Use the Grampians Tourism Investment Prospectus and new Destination Management Plans to support the attraction of investment.
- Engage community and industry on tourism related projects to raise the profile of visitor economy and advocate on behalf of visitor economy stakeholders and investors.
- Attract private investment into tourism infrastructure and experiences that meet the needs of current and new markets/demographic and will support a quality product and experience.

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SHORT TERM, WE WILL

- Increase visitor yield, length of stay and midweek visitation through targeted marketing and experience development.
- Leverage the Grampians Peaks Trail and other hero experiences to drive dispersal and overnight stays.
- Focus on high-value visitor segments, including Curious Folk, Lifestyle Leaders and experience-seeking families.
- Strengthen alignment between GWMT and tourism functions across all eight LGAs.
- Build industry capability to improve visitor servicing, customer experience and midweek trading opportunities.
- Refresh the Regional Investment Prospectus with a focus on wellness, premium accommodation and nature-based tourism.
- Develop an advocacy document to strengthen stakeholder understanding of tourism's economic value.
- Build a sustainable and diversified funding model that supports the long-term success of the Visitor Economy Partnership.
- Use data and insights to demonstrate marketing effectiveness and inform decision-making.
- Maintain the distinct Grampians and Wimmera Mallee brands while operating as a unified regional partnership.



MEDIUM TERM, WE WILL

- Position the region as Australia's leading nature-based wellness destination.
- Support development of new accommodation, wellness and tourism product that increases yield and extends visitor stay.
- Advocate for investment in tourism infrastructure that supports year-round visitation and regional dispersal.
- Grow niche visitor markets including trail running, gravel cycling, wellness, fishing and outdoor recreation.
- Support Traditional Owner corporations to lead the development of authentic cultural tourism experiences.
- Improve the commercial capability and resilience of tourism operators.
- Strengthen regional data sharing and visitor economy intelligence across local government and industry.
- Advocate for a funding model that reflects the scale and complexity of managing two destination brands across 8 LGAs.
- Support workforce attraction and retention initiatives in partnership with local government and industry.



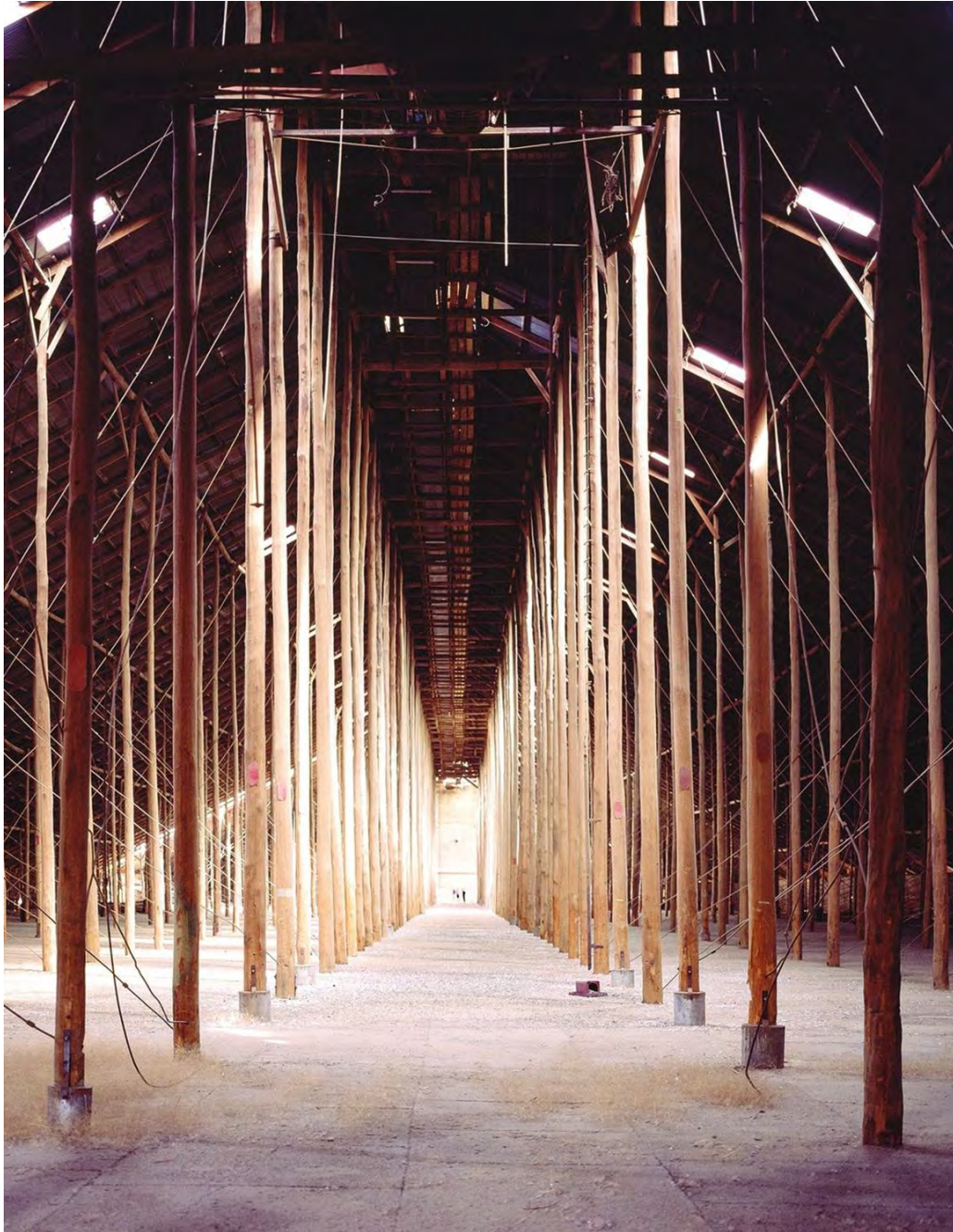
LONGER TERM, WE WILL

- Be recognised as Australia's leading sustainable nature-based and wellness destination.
- Increase the value of the visitor economy through higher yield rather than simply higher visitation.
- Develop a globally recognised portfolio of hero experiences anchored by nature, wellness, culture and food.
- Attract significant private investment into accommodation, attractions and visitor infrastructure.
- Operate as a mature and fully integrated Visitor Economy Partnership that aligns regional priorities while celebrating local identity.
- Foster communities that understand, support and benefit from a thriving visitor economy.
- Position the Grampians and Wimmera Mallee as a destination where visitors stay longer, spend more and return more often.



HOW WE WILL INSPIRE AND COVERT..

- **Always Be 'On'** – there will be no gaps in our marketing activities to ensure we are in the minds of our target audience all year round.
- **Building Stronger Consumer Connections** – delivering the right message, in the right way, to the right people at the right time.
- **Brand Message** – we will look for innovative ways to cut through the marketing 'clutter', be consistent.
- **User Generated Content (UGC)**—we will foster and amplify user generated content to promote the destination.
- **Digital Marketing** – we will enhance our online presence using owned, earned and paid media, with targeted digital marketing campaign tactics.
- **Public Relations** –we will attract journalists and influencers to the region to generate positive media coverage.
- **Website** to deliver a visually attractive and easy to navigate site that is a trusted source of information and supports ATDW as the backend source of information.
- **Events** – we will leverage “home grown” events to drive visitation and enhance resident (locals) experience to encourage them to help champion our region



WE ARE COMMITTED TO..

- Being courageous, collaborative and evidence-based in our decision making.
- Growing the value of the visitor economy through yield, length of stay and regional dispersal.
- Balancing destination marketing with product development, industry capability and investment attraction.
- Supporting tourism operators to deliver experiences that consistently exceed visitor expectations.
- Advocating for the infrastructure, workforce and investment required to support long-term growth.
- Strengthening partnerships with local government, industry, Traditional Owners and State Government.
- Putting the visitor and community at the centre of our decision making.
- Building community understanding of the economic and social value tourism brings to the region.
- Maintaining strong destination brands while working collectively as one Visitor Economy Partnership.
- Championing sustainable tourism that benefits visitors, businesses, communities and the environment.



Grampians Investment Priorities

Southern Grampians Shire Council

- Hamilton CBD branded accommodation (60+ rooms)
- Hamilton Gallery revitalisation

Ararat Rural City Council

- Ararat CBD branded accommodation (80+ rooms)
- Grampians Wine Discovery Centre

Northern Grampians Shire Council

- GROW Grampians (wellness centre with accommodation)
- Great Western Hotel (60 rooms)

Horsham Rural City Council

- Horsham 4 Star CBD accommodation
- Holiday Park/Family activities. (with a focus on family activities)



Wimmera Mallee Investment Priorities

West Wimmera Shire Council

- Lake Wallace visitor infrastructure enhancements
- Lake Charlegrark native fish hatchery feasibility study

Hindmarsh Shire Council

- Llew Schilling silo development
- Nhill Caravan Park Masterplan implementation and development of other shire caravan parks

Yarriambiack Shire Council

- Hopetoun Old School Site development
- Support the Stick Shed as a visitor experience and events venue

Buloke Shire Council

- Birchip Cropping Group luxury accommodation
- Develop a promotional campaign to profile new cabin accommodation at caravan parks



Key Performance Indicators

1. Destination Marketing – 30%

- Deliver Always On & Annual Marketing Plan

2. Industry Development – 20%

- Demonstrate Value to Stakeholders
- Increases industry partner numbers and contribution

3. Product Development 20%

- Champion activities designed to deliver high quality experiences that surpass the expectations of visitors.

4. Partnerships – 10%

- Work with local government partners to shift weighting of consolidated expenditure towards destination marketing.

5. Investment Attraction – Major Projects 10%

- Advocate for public and private investment into GWM Tourism region
- Advocate for key regional infrastructure priorities

6. Operational Governance – 10%

- Highly ethical and effective organisation