



Welcome

Industry Forum

Hamilton, 10.10.25

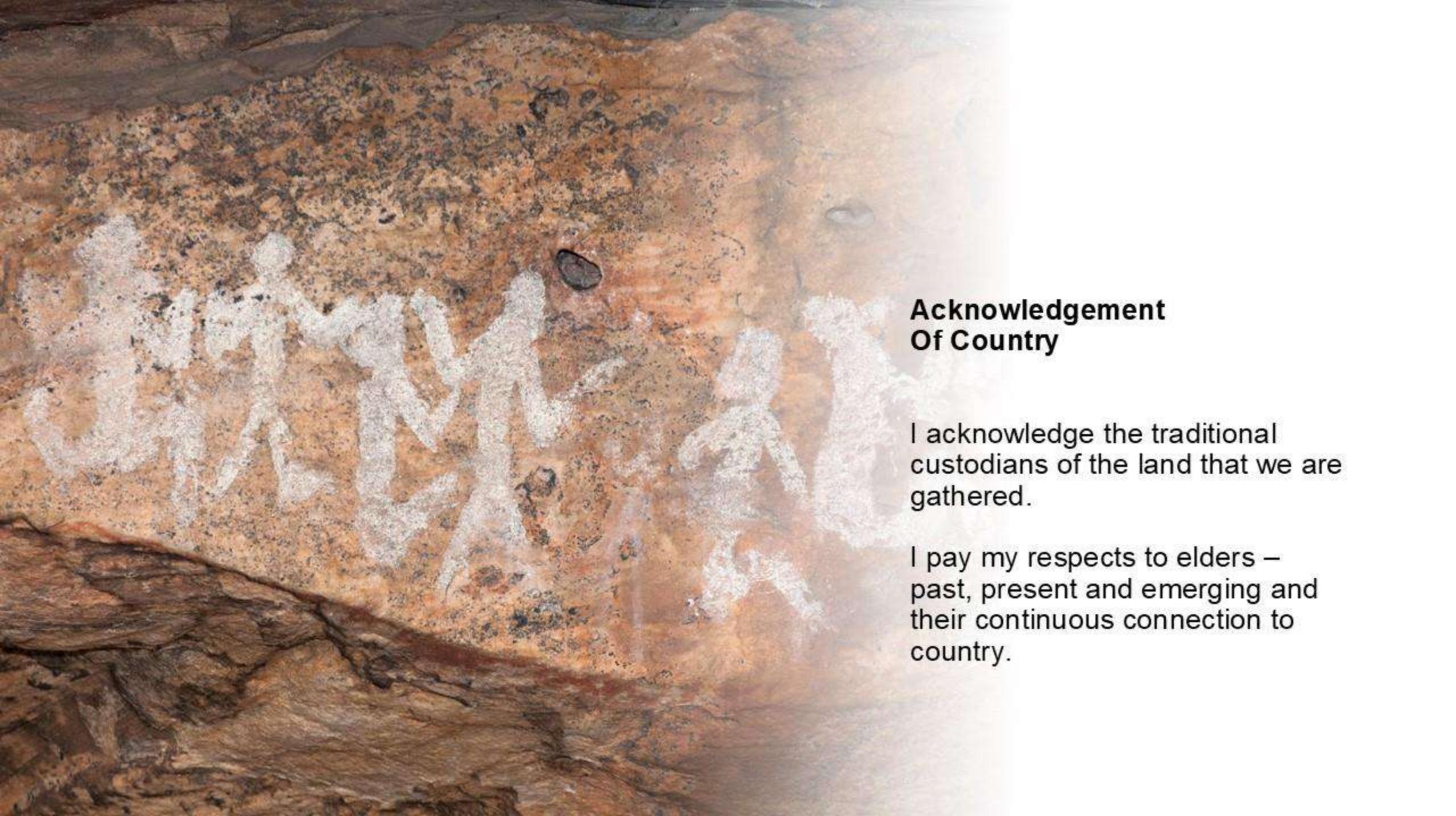
GWM*Tourism*
Grampians Wimmera Mallee

Marc Sleeman

CEO
GWM Tourism

GWMTourism
Grampians Wimmera Mallee





Acknowledgement Of Country

I acknowledge the traditional custodians of the land that we are gathered.

I pay my respects to elders – past, present and emerging and their continuous connection to country.

The Grampians Wimmera Mallee Team



David Jochinke
Chair



Marc Sleeman
CEO



Serena Eldridge
Tourism Recovery
Officer



Ian Gumela
Wimmera Mallee
Partnerships Manager



Georgia Bennett
Marketing Manager



Tessa Llewellyn
Projects Coordinator



Caron Fraser
Admin. Assistant



Laura Daniel
PR & Communications

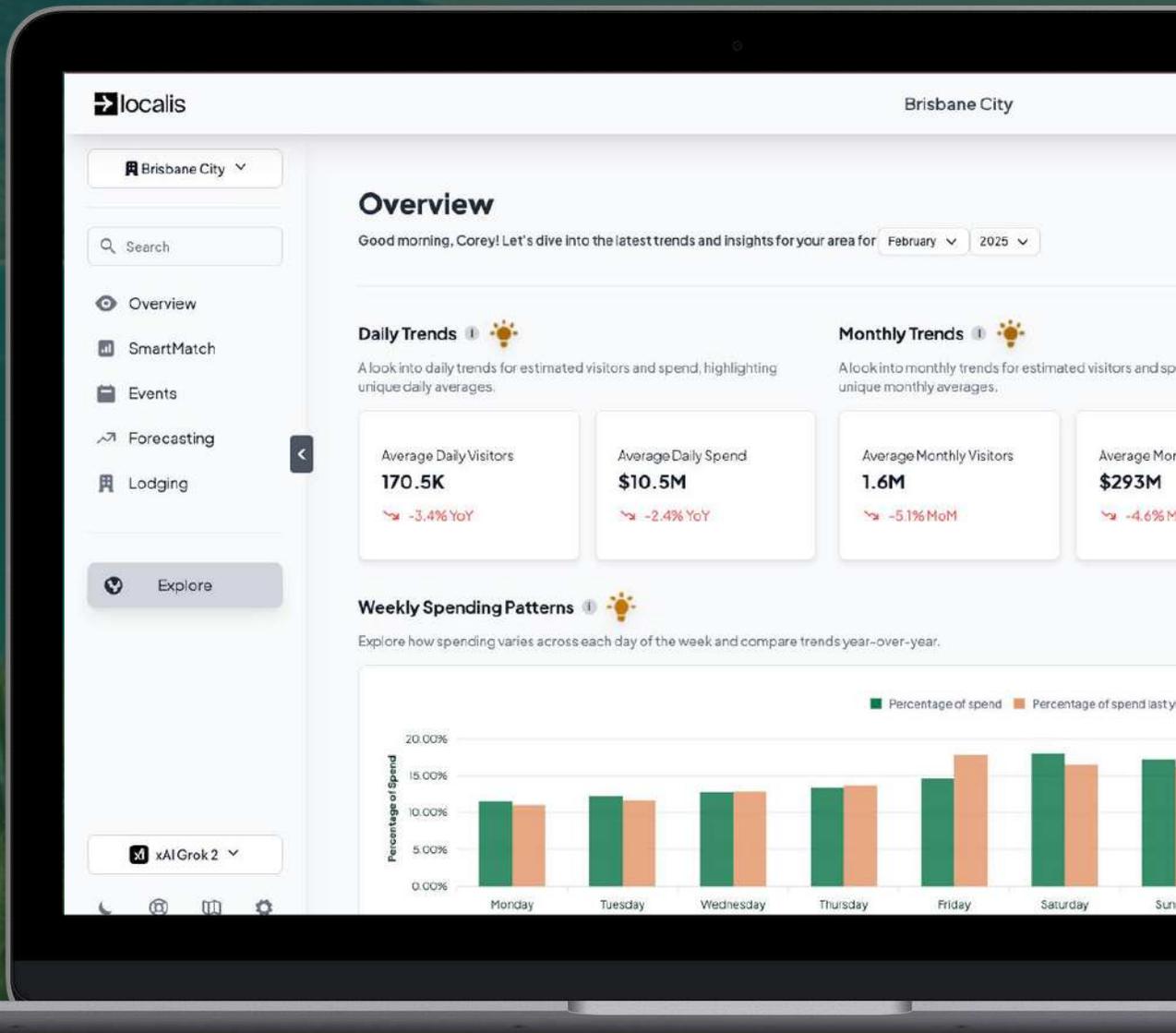
Corey Window

Business
Development Manager
Localis Data

GWMTourism
Grampians Wimmera Mallee



BUILDING THE FUTURE OF TOURISM INSIGHTS



No dataset should operate in isolation

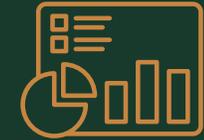
Rather, it is through their collective collaboration that a comprehensive understanding of the tourism landscape is revealed.

	Mobility	Transaction	Accommodation	TRA	Flight
Visitation Numbers	✓	✓	✓	✓	✓
Source Markets	✓	✓	✓		✓
In Market Behaviour	✓	✓			
Time in Region	✓	✓	✓	✓	✓
Forecasting Demand	✓	✓	✓	✓	✓
Measuring Campaigns		✓	✓		✓
VFR				✓	
Reason For Travel		✓		✓	✓

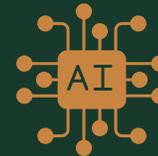
What Makes Localis Unique?



Localis brings together **multiple datasets** to ensure accuracy for decision making for the tourism industry.



Our dashboards make data simple. You can **quickly see what's happening** and make **smart decisions fast**.



The first of its kind, **Localis AI** gives you **instant insights** and next steps for your region, without needing a data team.



Understand how events boost your local economy. Our reports show the **real impact of events in your region**.

Data Snapshot

Accommodation Data

Localis sources data from multiple accommodation data providers from both direct data sources and OTA platforms.

Transaction Data

Our Transaction data is sourced from both a Big 4 Bank and from Dec Mastercard (International).

Flight Data

Partnered with Sky Scanner where flight searches from the website, app and affiliates are recorded.

Sentiment Data

Analysing online reviews and feedback

Your Data

We can include your first-party data onto the platform for seamless analysis.

How to Use Data?

Identify Trends Over Time

Track seasonal patterns and long-term changes in visitor behaviour to understand what's working and when.

Inform Decision Making

Use data to back up your business choices with real visitor insights instead of relying on guesswork.

Highlight Future Opportunities

Spot emerging markets, growth areas, and untapped visitor segments to plan your next move with confidence.

Benchmarking: How is GWM Performing Year on Year

Performance against Vic Regions

Grampians Wimmera Mallee	-2%
Destination Gippsland	-2%
Murray Tourism	-1%
Tourism North East	-2%
Great Ocean Road	-2%
Daylesford Macedon	-2%
Geelong and Bellarine	-2%

January 1 to August 30

Visitor Spend Analysis into Grampians Wimmera Mallee RTO



Identify Trends Over Time

Hamilton - Analysis Area



Map of Hamilton SA2.
Source: ABS Maps

Victoria has declared a state of emergency because of coronavirus COVID-19. Here's what that means

By Yara Murray-Atfield

Health

Mon 16 Mar 2020

Top 10 Rising & Falling Markets 2019 vs 2025 in Hamilton

Top Rising Markets

Ballarat	+124%
Grampians	+70%
Colac - Corangamite	+69%
Yarra Ranges	+112%
Murray and Mallee	+383%
Surf Coast - Bellarine Peninsula	+59%
Whitehorse - West	+501%
Sunbury	+219%
Campaspe	+263%
Sydney Inner City	+130%

Top Falling Markets

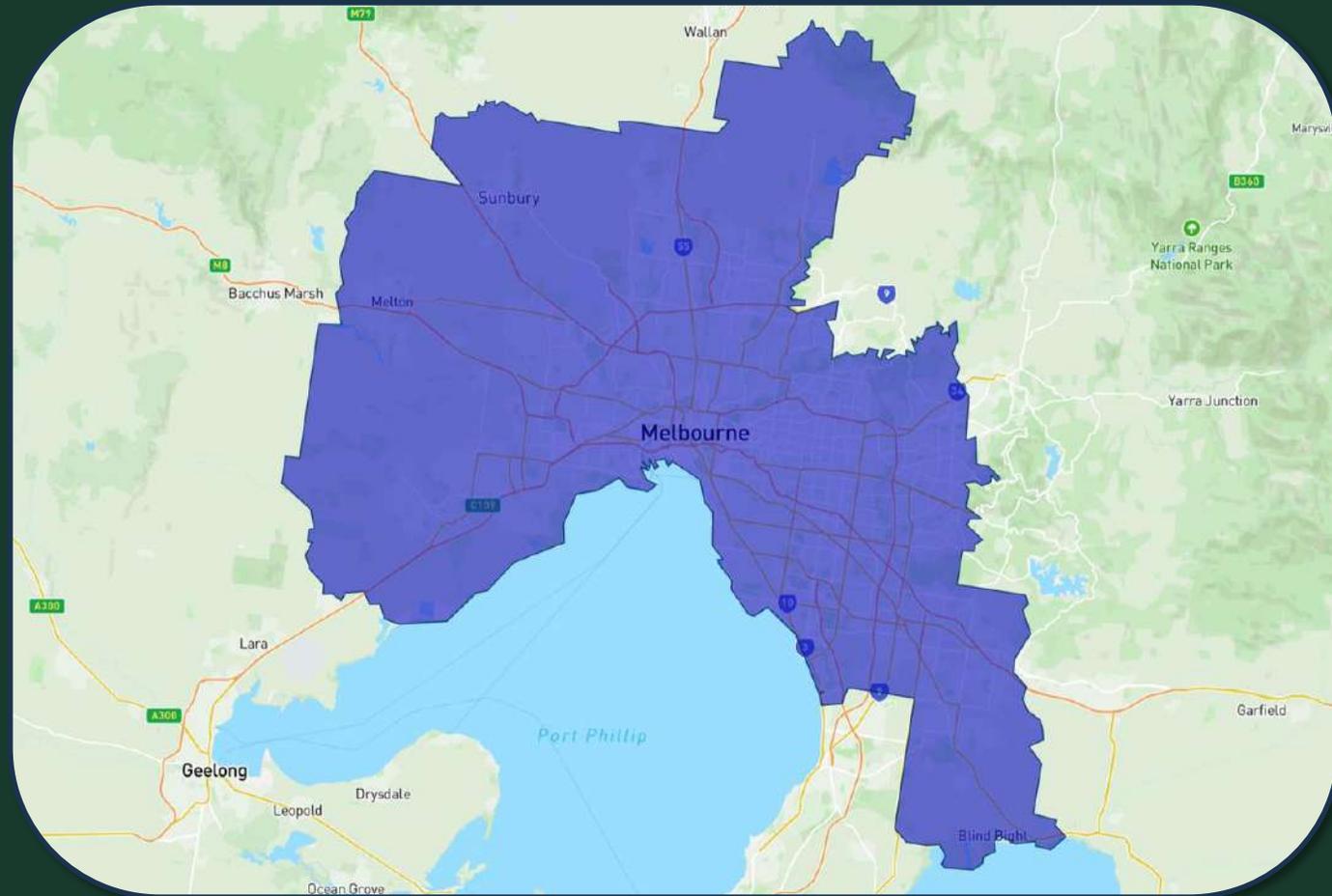
Melbourne City	-44%
Stonnington - West	-59%
Port Phillip	-39%
Yarra	-34%
Bayside	-52%
Latrobe Valley	-60%
Knox	-28%
Marion	-91%
Banyule	-23%
Manningham - West	-45%

January 1 to August 30

Visitor Spend Analysis into Hamilton SA2

9 out of 10 of the largest falling markets are based in Melbourne

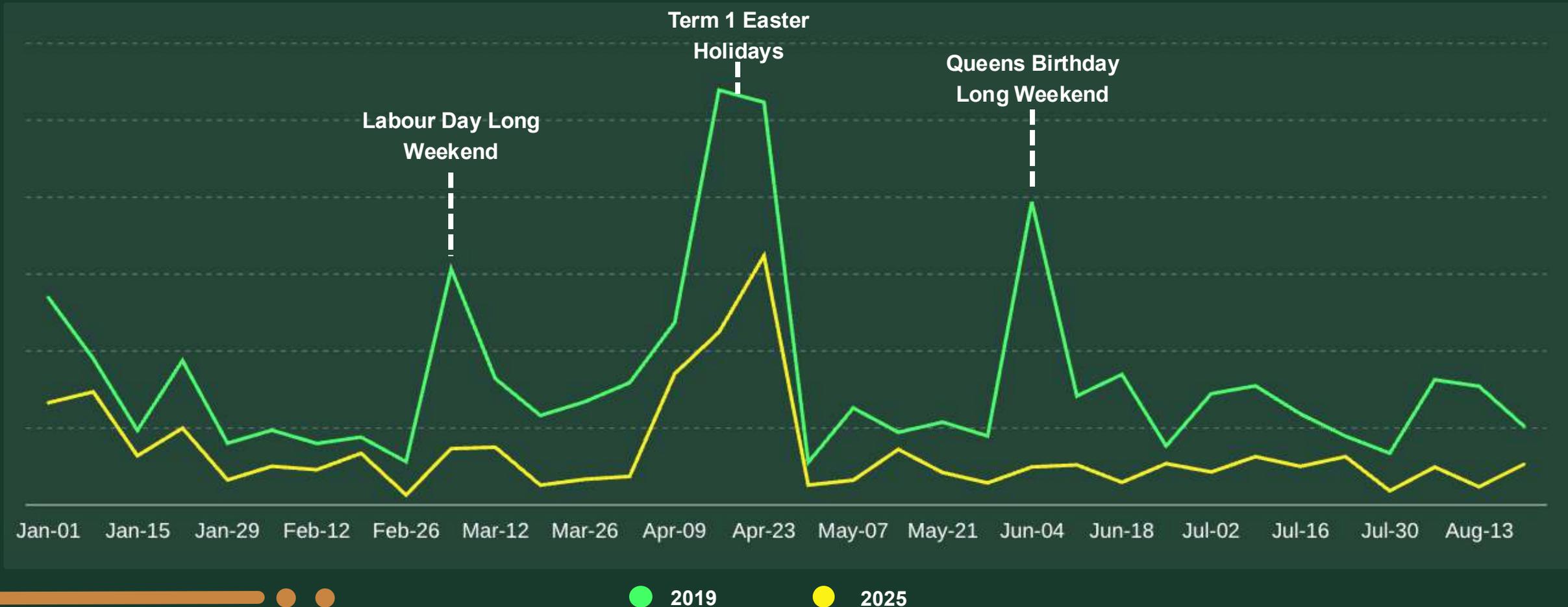
Melbourne City
Stonnington -
West
Port Phillip
Yarra
Bayside
Latrobe Valley
Knox
Banyule
Manningham -
West



Map of Melbourne Tourism Region.
Source: ABS Maps

Let's Dive Deeper.. Why has there been such a drop off?

People in the Melbourne Region did not spend during Long Weekends in Hamilton 2025



January 1 to August 30 Visitor Spend Analysis into Hamilton SA2

They aren't going to Noosa..

Melbourne City	-16%
Stonnington - West	-15%
Port Phillip	-9%
Yarra	-4%
Bayside	-16%
Latrobe Valley	-6%
Knox	-19%
Banyule	-2%
Manningham - West	-13%

January 1 to August 30 Victoria Spend in Noosa 2025

Our Hypothesis is people are flying international

Flight Searches out of Melbourne Tullamarine

Indira Gandhi	-
International	+51%
Bali (Denpasar)	+141%
Ho Chi Minh City	+219%
Tokyo	+554%
Amritsar	15%
Sydney	+78%
Bangkok Suvarnabhumi	-
Incheon International	91%
Phuket	240%
Hanoi	

January 1 to August 30 Flight Searches 2019 vs 2025

Bali Holiday Package Deals

Combine your Bali flights + hotel in one easy package with Jetstar Holidays. Plus, enjoy bonus hotel inclusions, 20kg checked luggage and standard seat selection.

Fly to Japan

 Where we fly | Japan

An aerial photograph of a large outdoor event, likely a trade show or agricultural fair, held in a suburban area. The event is centered around a large open field with numerous white tents of various sizes. In the foreground, a long line of parked cars and a white truck is visible along a road. The background shows residential houses and trees. The text "Event Impact" is overlaid in the center of the image.

Event Impact

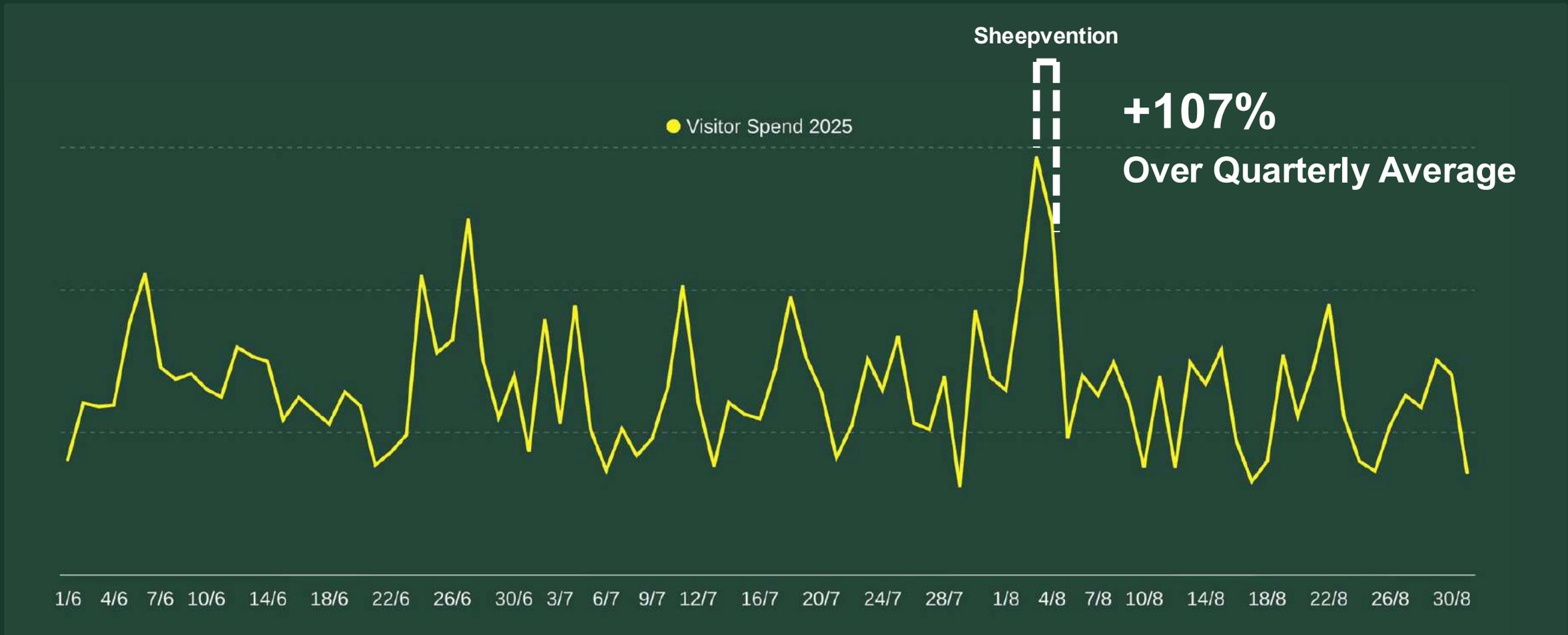
COMMUNITY >

8 August, 2025

Sheepvention again enjoyed by thousands

SHEEPVENTION 2025 has cemented its place as Australia's premier agricultural field day, with thousands flocking to the Hamilton Showgrounds to celebrate the enduring spirit of rural innovation in agriculture and community.

Visitor Spend in Hamilton



● ● June 1 to August 30 Daily Visitor Spend Analysis in Hamilton SA2

Well.. let's compare year on year performance



June 1 to August 30 Daily Visitor Spend Analysis in Hamilton SA2

2023 significantly outperformed 2025..



June 1 to August 30 Daily Visitor Spend Analysis in Hamilton SA2

2023 Victoria Recorded was a record-breaking expenditure year

Key Facts

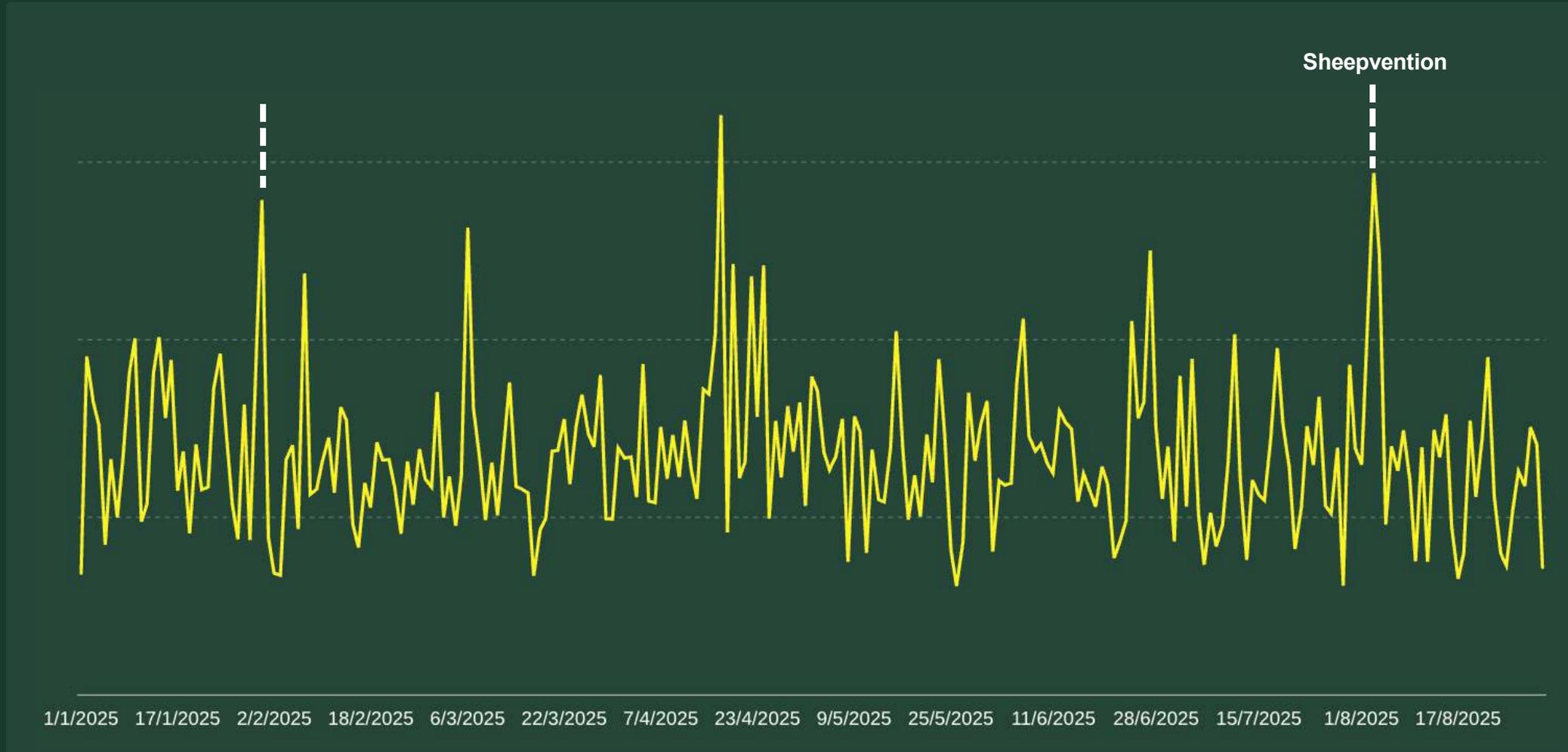
- **\$22.5 billion spent** by domestic visitors in Victoria in the year ending September 2023
- **28.0 million domestic visitors** to Victoria in the year ending September 2023
- **82.1 million nights** spent by domestic visitors in Victoria in the year ending September 2023 [\[5\]](#)

Almost half of the total domestic spend was made up of those travelling on holiday, while the rest was almost evenly split by those travelling to visit friends and relatives, those travelling for business and those travelling for all other reasons. [\[5\]](#)

Meanwhile, Victorian locals appear to be the ones spending the most on domestic tourism in their state with those from Melbourne and regional Victoria topping the list of overnight spending. [\[5\]](#)

Source: Victorian State Government, 2023, [Domestic research](#)

How does Sheepvention perform the across the year?



January 1 to August 30 Daily Visitor Spend Analysis

Residents near Grampians National Park told to evacuate as blaze spreads

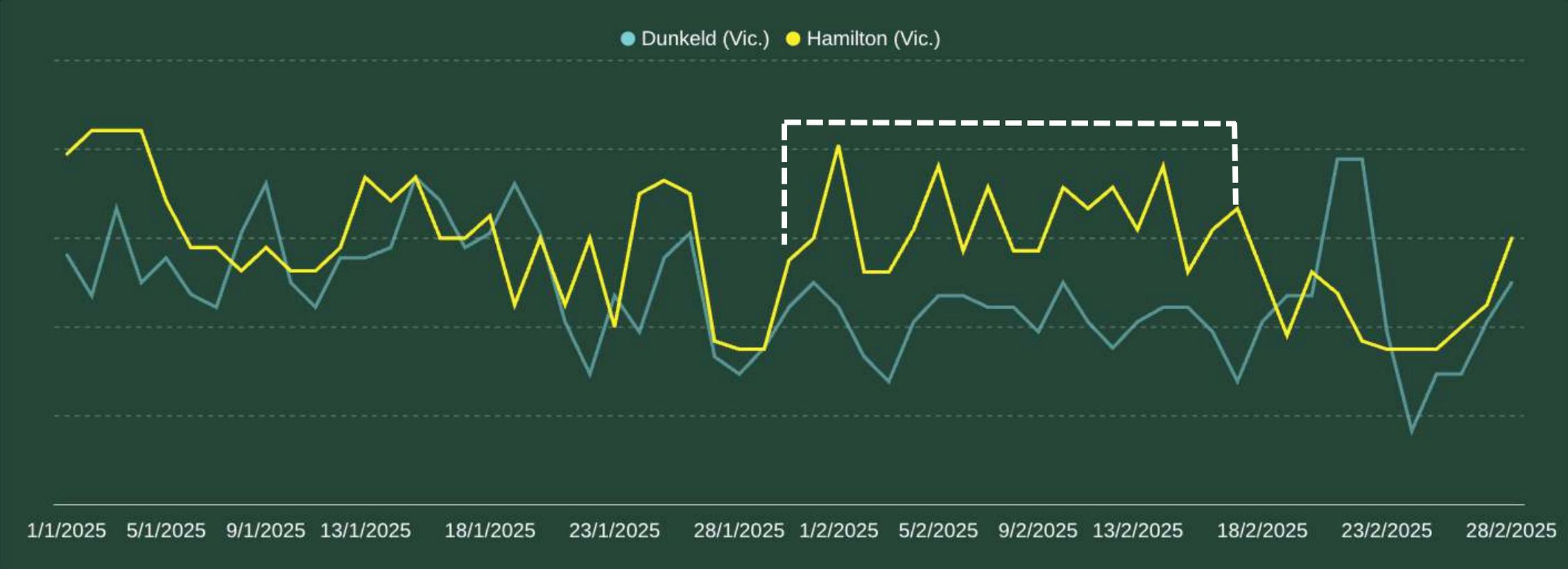
By Julia Bergin and Kellie Lazzaro

ABC Wimmera

Bushfires

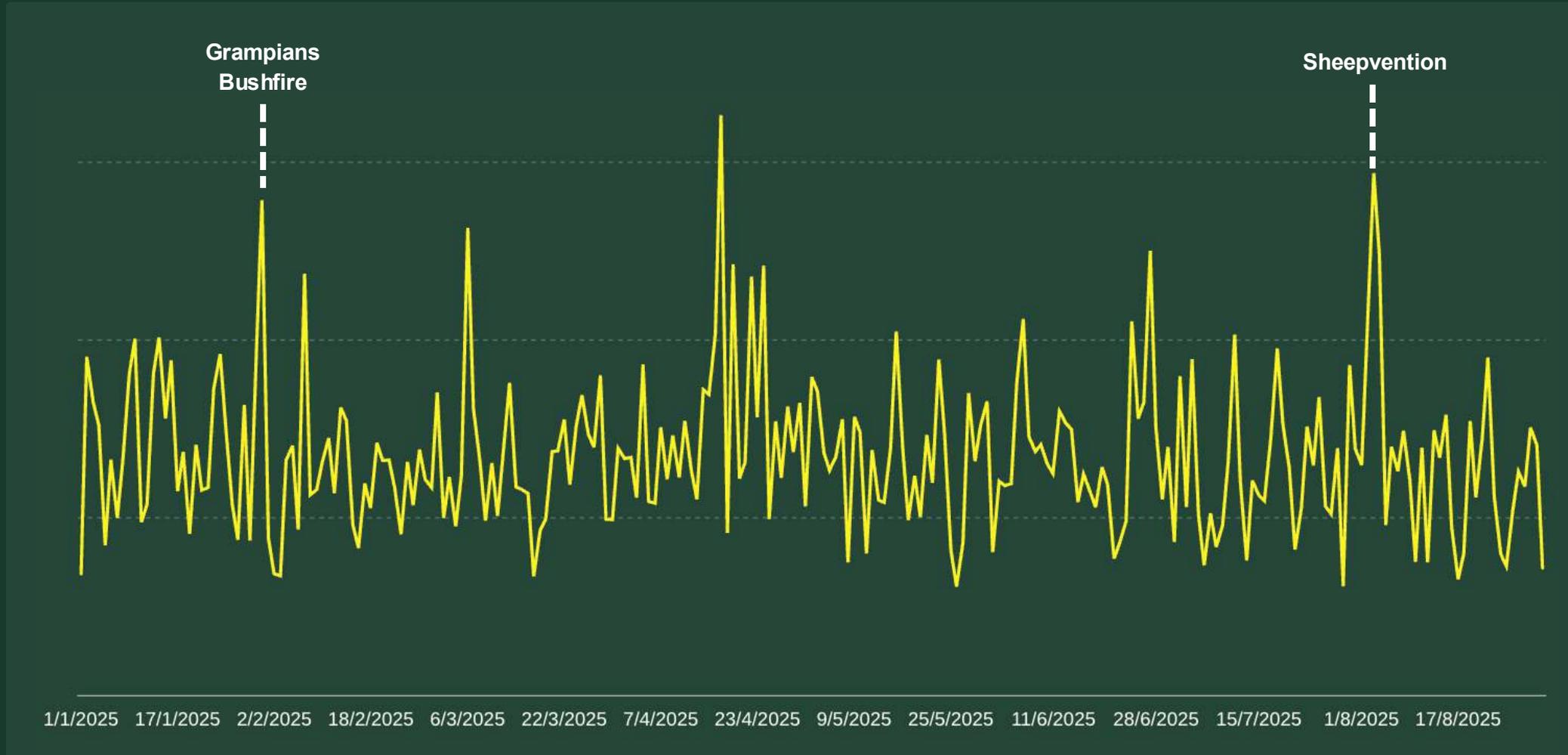
Thu 30 Jan

What was the impact of the bushfires?



January 1 to February 28 Daily Occupancy

How does Sheepvention perform the across the year?

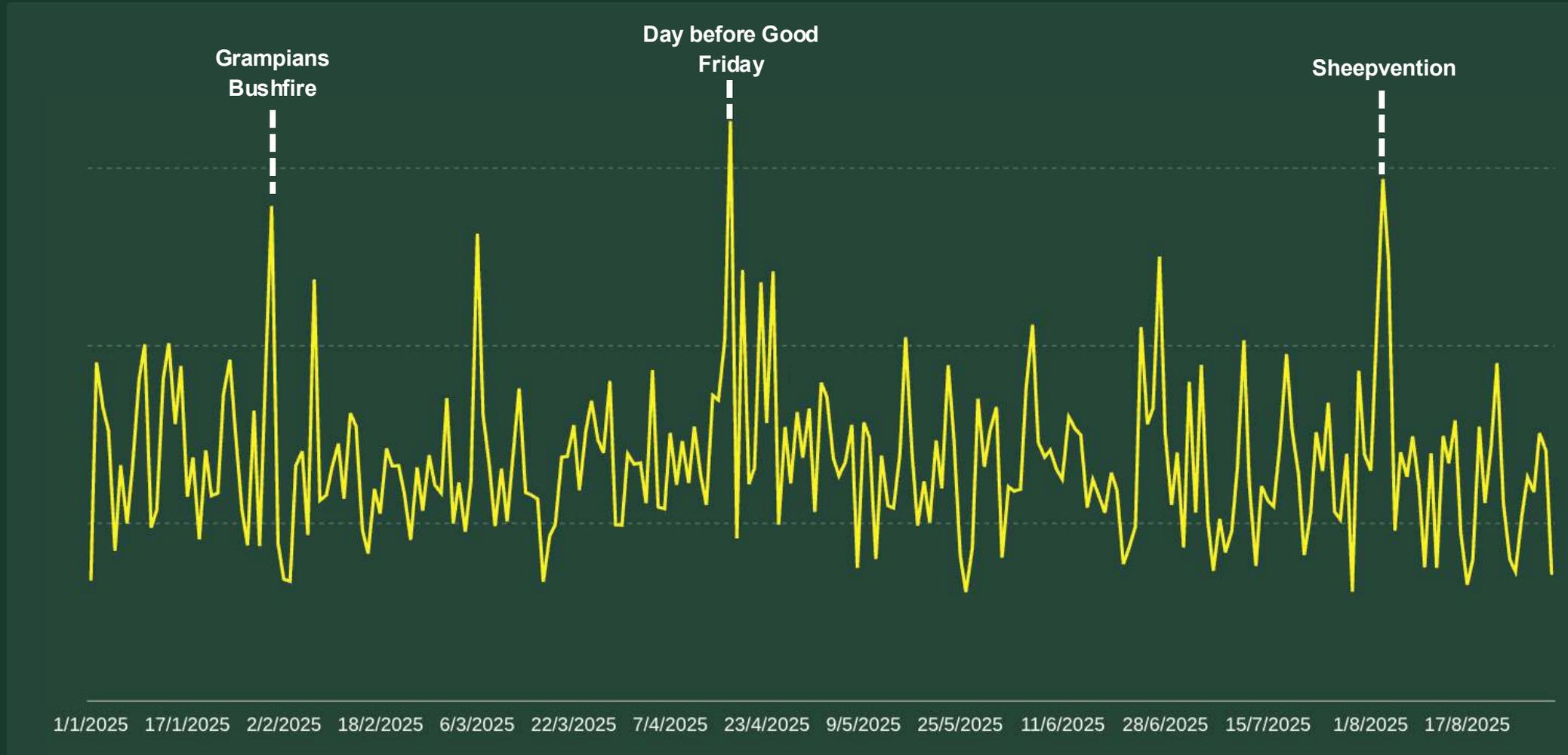


1/1/2025 17/1/2025 2/2/2025 18/2/2025 6/3/2025 22/3/2025 7/4/2025 23/4/2025 9/5/2025 25/5/2025 11/6/2025 28/6/2025 15/7/2025 1/8/2025 17/8/2025

January 1 to August 30 Daily Visitor Spend Analysis

How does Sheepvention impact the Visitor Economy?

Sheepvention is the Second highest day of Visitor Spend so far.



1/1/2025 17/1/2025 2/2/2025 18/2/2025 6/3/2025 22/3/2025 7/4/2025 23/4/2025 9/5/2025 25/5/2025 11/6/2025 28/6/2025 15/7/2025 1/8/2025 17/8/2025

January 1 to August 30 Daily Visitor Spend Analysis

Future Opportunities

Focus on what the data shows

What does the future look like?



Future Occupancy, Grampians Wimmera Mallee Region

Thank you



Darren Barber

Director People and
Performance

Southern Grampians
Shire Council

GWMTourism
Grampians Wimmera Mallee



An aerial photograph of a rural landscape. In the background, a large, prominent mountain with a flat top (Mt. Macedon) rises against a sky with soft, wispy clouds. The middle ground is filled with a dense forest of trees, some with yellowing leaves, suggesting autumn. A winding road or path cuts through the trees. In the foreground, there are more trees and a grassy area. The overall scene is peaceful and scenic.

Grampians Wimmera Mallee Tourism Industry Forum

10 October 2025



Southern Grampians
SHIRE COUNCIL

Our Tourism Team

- Simone Logan, Acting Visitor Experience Coordinator.
- Shae Outtram, Visitor Experience and Services Officer
- Molly Humphries, Visitor Services Officer
- Rhianne Lewis, Events Support Officer



What's coming up?

- Hamilton Rotary Art Show – running from the 9th – 12th October
 - Hamilton Cup – 11th October
 - Hamilton Pastoral Museum October Rally – 18th October
 - Dunkeld 3 Peaks Festival – 18th October
-
- Byaduk Spring and Flower Show – 1st November
 - Coleraine Show – 1st November
 - Grampians Peaks Trail 100 miler – 6th November
 - Cavendish Fleece and Flower Show – 7th November
 - Hamilton Races – 7th November
 - Dunkeld Cup – 15th November
 - Tins in the Bins family day – 15th November
 - Christmas Parade – 5th December
 - Carols by Candlelight – 12th December
 - NYE Fireworks



Council has a strong and clear vision which seeks to develop tourism as a strong second string to our economic bow.



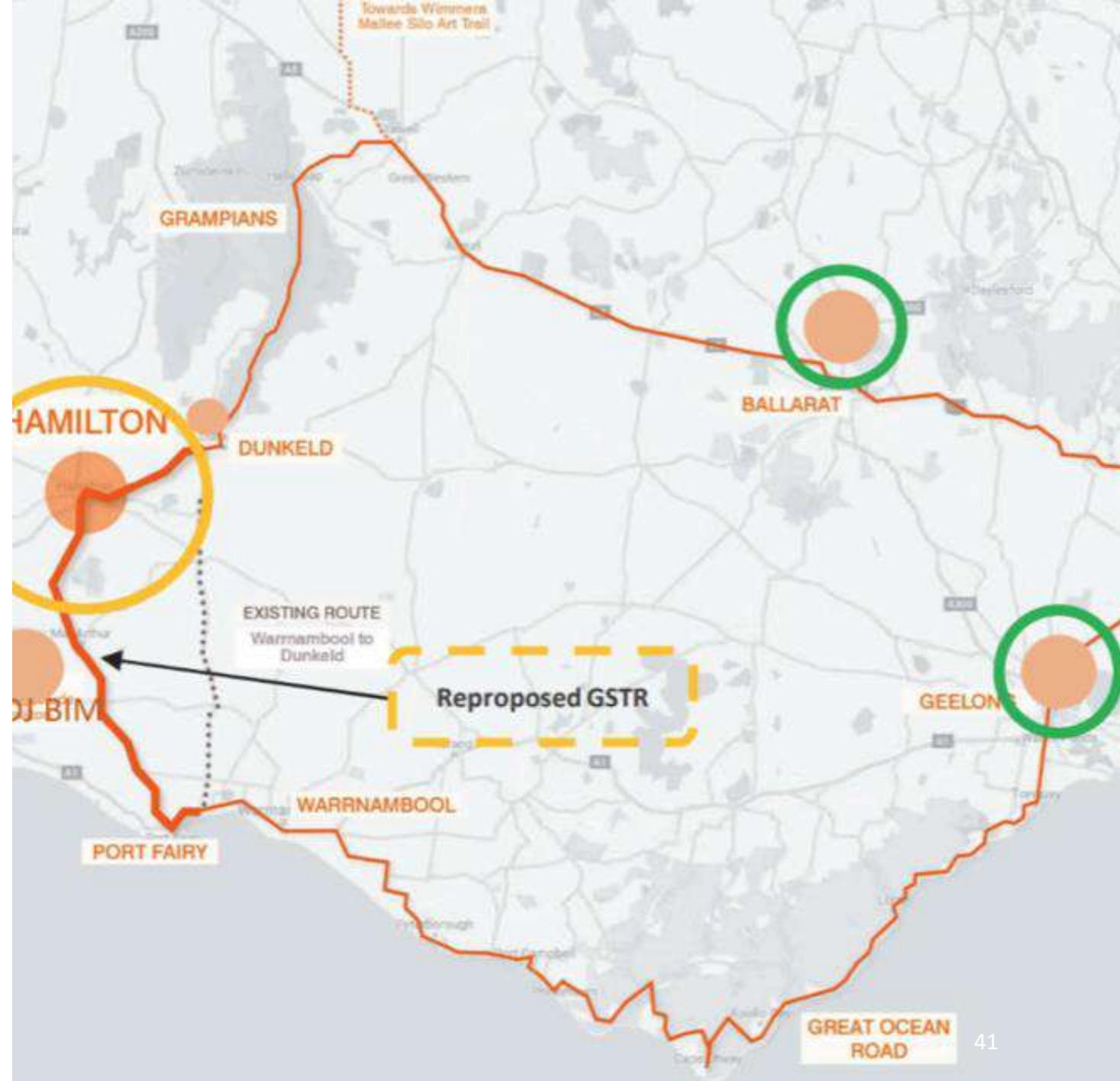
- Southern Grampians is in the heart of the largest agricultural area in Australia, measured by Gross Product Output.
- But the drought, now prolonged over 2 years, has rippled through our economy and reminded us that heavy reliance on one sector is an inherent weakness.

Our clear strategy is to develop Tourism in our Shire leveraging important natural strengths being our:

- Volcanic Plains
- Art Collection
- The Grampians
- Henty Wines
- Cultural Heritage
- Budj Bim



Opportunity to hold tourists in our region longer and improve yield



NHIG

REDEFINING A REGION

NEW
HAMILTON
GALLERY



Southern Grampians
SHIRE COUNCIL

COLLECTION

VALUTATION OVER \$30 million

781



60 YEARS

10,000+



“Hamilton’s art collection is of remarkable quality and has valuable works that cannot be found in any other institution within Australia and in some case within the world.”

Dr Gerard Vaughan AM,
Former Director of NGA & NGV

International

- David Hockney
- Francis Bacon
- Paul Sandby
- William Hogarth
- JMW Turner
- Nicholas Chevalier
- Edward Calvert
- Charles Le Brun
- Meissen
- Li Lihong
- Kamisaka Sekka

National

- Eugene Von Guérard
- Arthur Streeton
- Margaret Olley
- Cressida Campbell
- Hans & Nora Heysen
- John Olsen
- Sidney Nolan
- John Brack
- Patricia Piccinini
- Rew Hanks
- Rupert Bunny



Loan Highlights

(Last 3 years)

- National Gallery of Australia
- National Gallery of Victoria
- Mona
- AGSA

Gives us leverage with galleries around the world

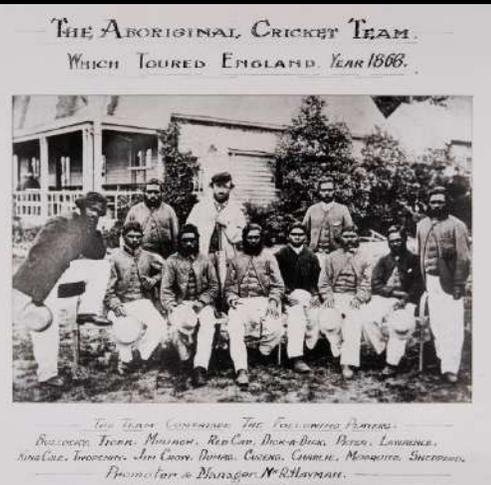
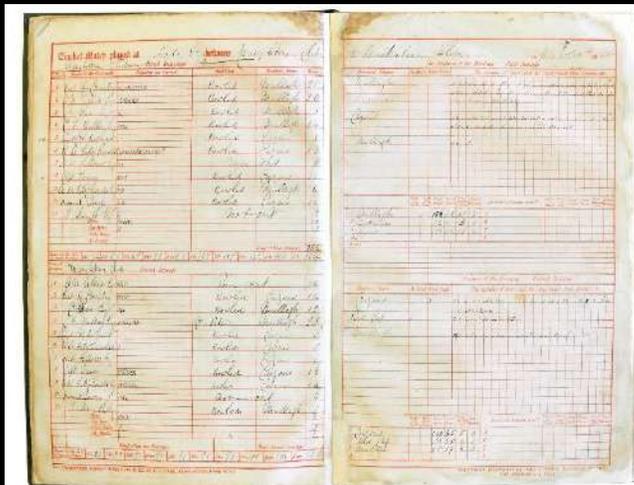
FIRST NATIONS

Hamilton Gallery has the largest collection of local First Nations (Gundjitmara) objects on country.

“A new gallery should improve visibility, representation and education of First Nations Culture.”

Aunty Claudette Lovett, Local Elder

Located 55km from Hamilton is world heritage listed, UNESCO site, Budj Bim.



CASE STUDY

Emerging From Darkness: Faith, Emotion and the Body in the Baroque

Over \$3.0m increase in visitor spend

Gallery made \$130,000 in revenue



“Possibly the most ambitious and significant exhibition in regional Australian history...” Laurie Benson,
Curator of International Art at National Gallery Of Victoria

582 different postcodes from all over Australia

VISITATION

24% SGSC
38% Rural Victoria
24% Melbourne Metro
12.3 % interstate
0.7 % international

INTERSTATE VISITATION

50.5% South Australia
22% -NSW
12% - QLD
7.5% - ACT
4% - TAS
2.5% - WA
1% - NT

EFD OUTCOMES

EMERGING FROM DARKNESS:

December, January, February

- Close to \$1 million per month increase in tourist spend in region on retail, hospitality and accommodation.
- Internationally significant and recognised exhibition.
- \$138,000 made through shop revenue and public programs.
- Increase in government funding by 150%.
- Increase in sponsorship and donations (funding and artworks)
- Increase in major partnerships.

"One of the most outstanding aspects of this exhibition is the intelligent pairing of drawings and prints..."

Christopher Allan, the Weekend Australian

"Possibly the most ambitious and significant exhibition in regional Australian history."

Laurie Benson, Curator At National Gallery Of Victoria

"A region well known for nature and adventure is now turning heads with an ambitious arts scene."

Steve Dimopoulos MP, Minister For Tourism, Sport, Major Events, Environment & Outdoor Recreation

NHG – WHERE WE ARE

"We see this project as an opportunity for Hamilton to be a national leader in regional art galleries. To create something which is truly exciting, inclusive and ambitious."

Dr Rory Hyde, Associate Professor in Architecture,
Curatorial Design and Practice, University of Melbourne



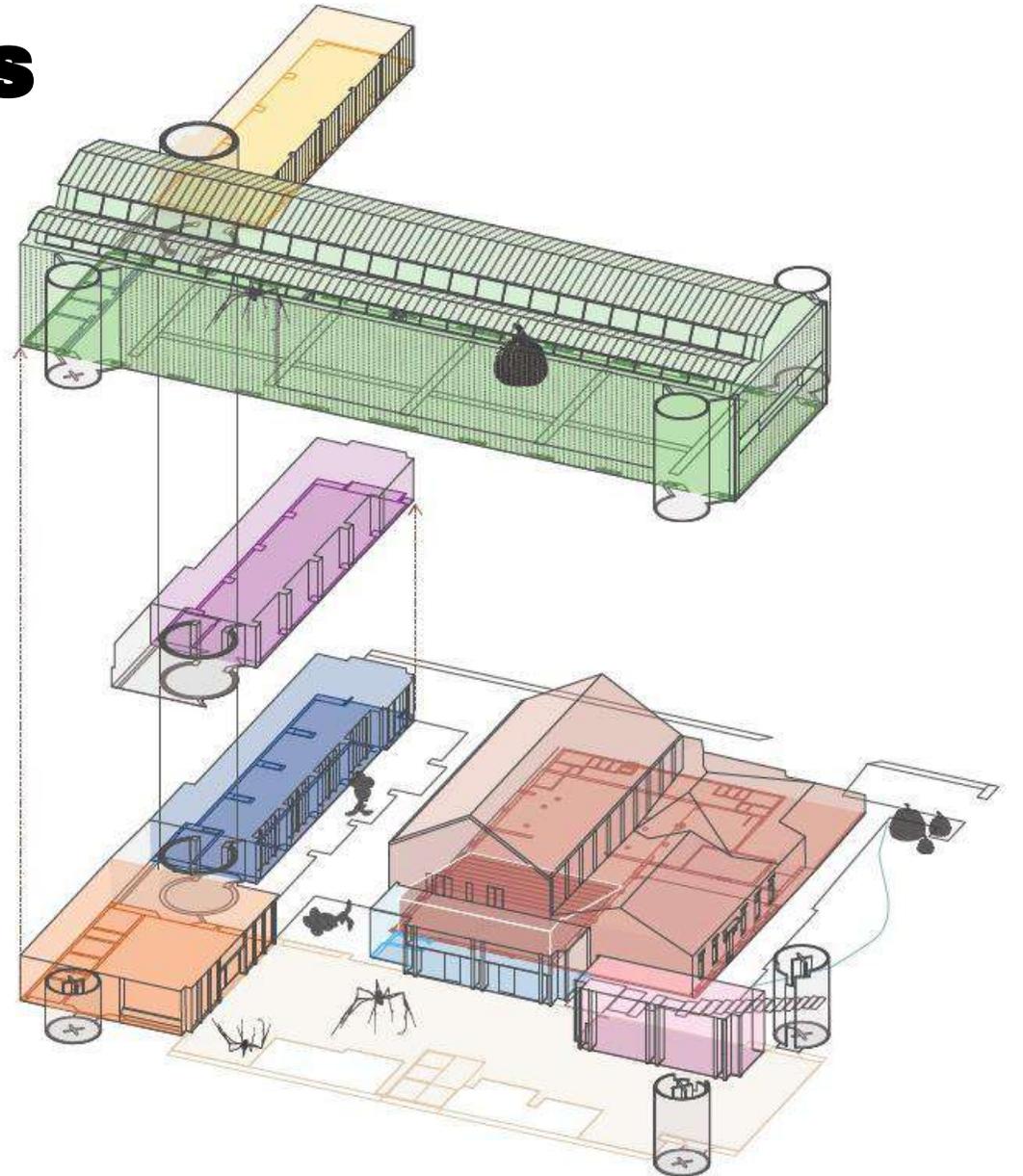
The goal is to position Hamilton Gallery as a national leader in regional art galleries, to create a place that is truly exciting, inclusive, and ambitious.

*DESIGN TENDER
BEING ASSESSED*

- Local identity
- Civic life
- Creative pathways
- The collection
- Natural environment
- First nations cultures
- Connections

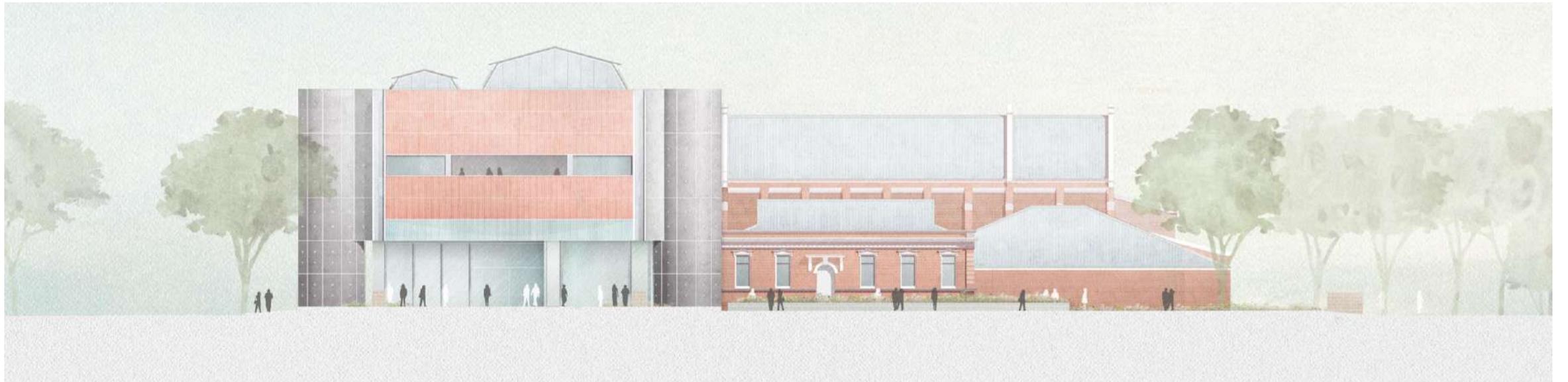
Angelo Candalepas Designs

- Significantly enlarged exhibition space
- Appropriate storage space
- Workshop spaces
- Artist spaces
- Community “lounge room”



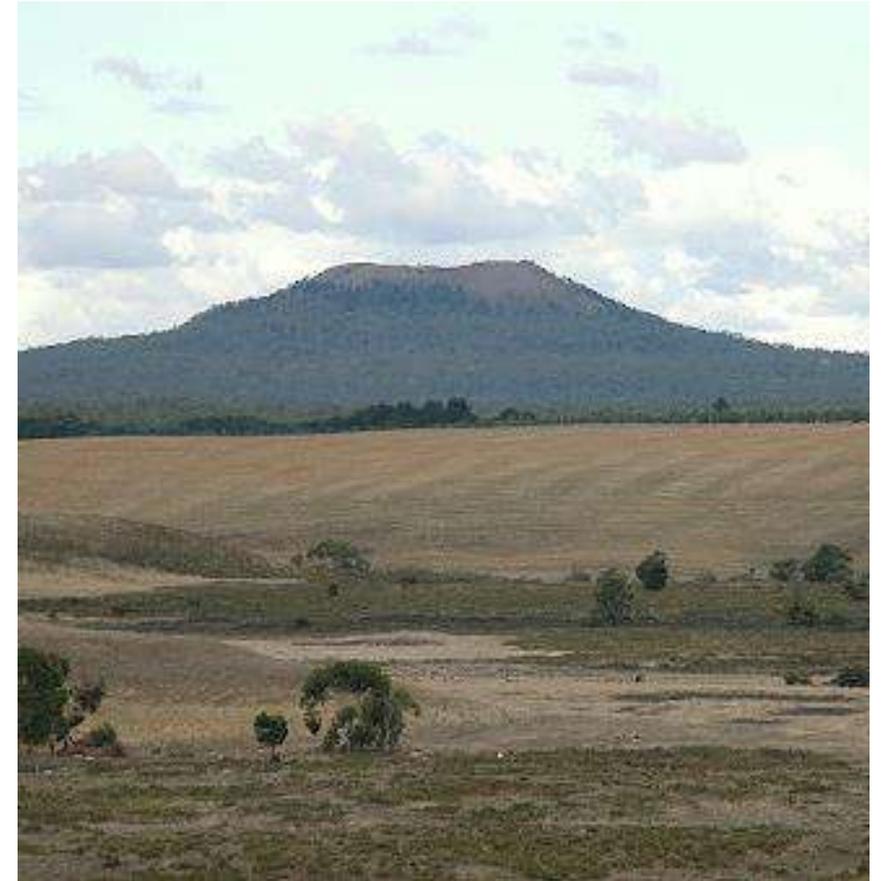






Volcanic Trail – The Region

- Third largest volcanic plain in the world with approximately 100 extinct volcanoes, dotted with lakes, rivers and RAMSAR wetlands (areas by the International Union for Conservation of Nature (IUCN))
- The region includes the traditional lands of four Aboriginal nations – Boandik, Jardwadjali, Djab Wurrung and Dhauwurd Wurrung
- The ‘Volcanic Trail’ concept builds on the significant cultural and environmental values of volcanic sites within Southern Grampians Shire
- It provides a clear direction...to protect cultural heritage, maintain / improve existing assets and develop the visitor economy by leveraging our natural assets and known tourist linkages.



Volcanic Trail

- The proposed sites are developed and maintained to varying degrees across multiple agencies, and are not linked in any way through branding, interpretive themes, a consistent approach to infrastructure and maintenance.



Management Responsibility at Each Site

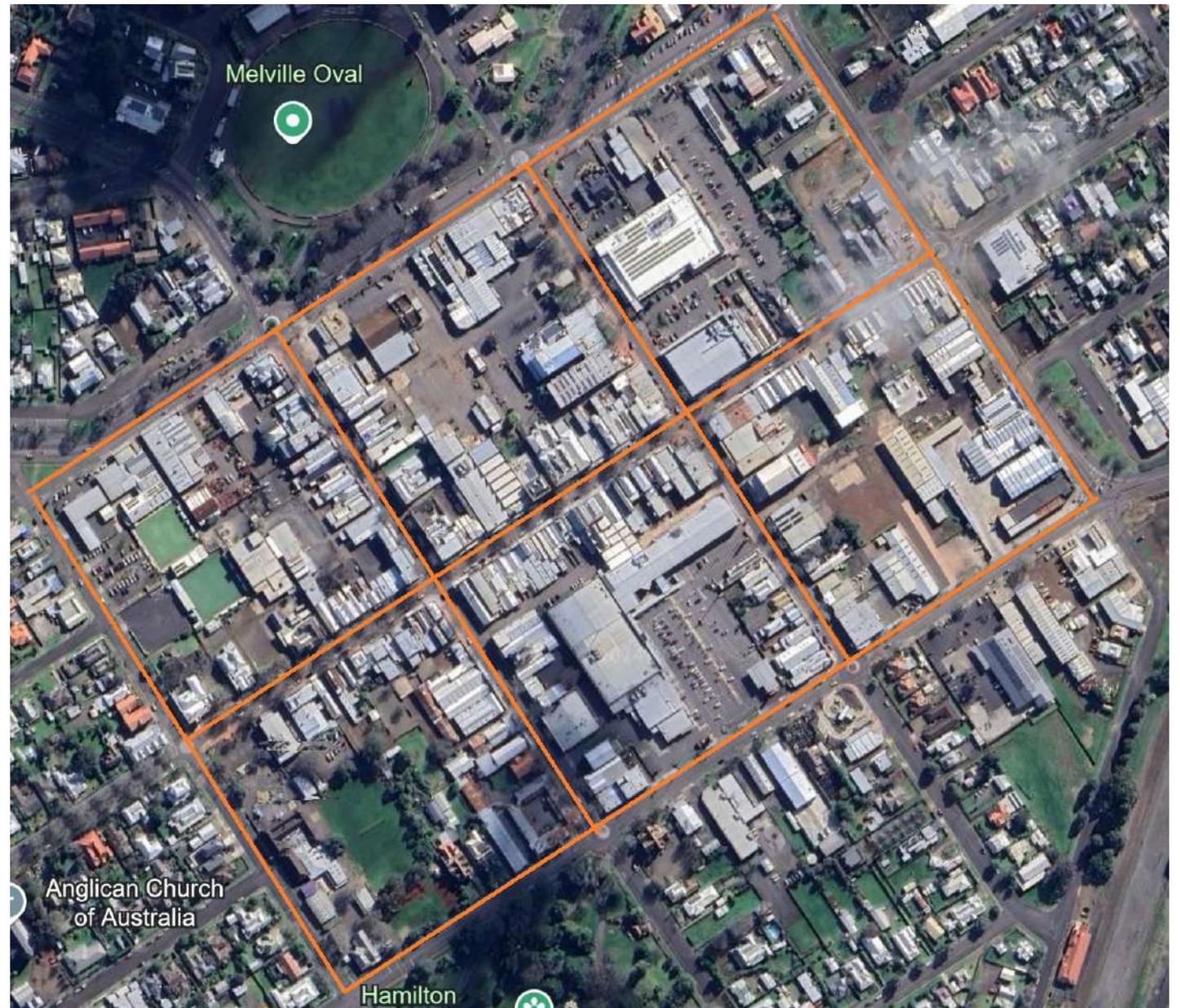
Site	Management Body Responsible
Wannon Falls Scenic Reserve	Southern Grampians Shire Council
Nigretta Falls Scenic Reserve	Southern Grampians Shire Council
Byaduk Caves	Parks Victoria
Harman's Valley Lookout	Southern Grampians Shire Council
Wallacedale Tumuli	DEWLP (Department of Environment Water Land & Planning)
Mount Napier State Park	Parks Victoria
Mount Rouse Reserve	Southern Grampians Shire Council

Volcanic Trail Infrastructure

- Upgrades of:
 - existing walking trails
 - development of entirely new campsites and picnic grounds
 - Interpretive information at each site
- High quality and transformational tourism project with significant economic benefit



A bold vision
over 10 years
for Hamilton's
Central
Business
District



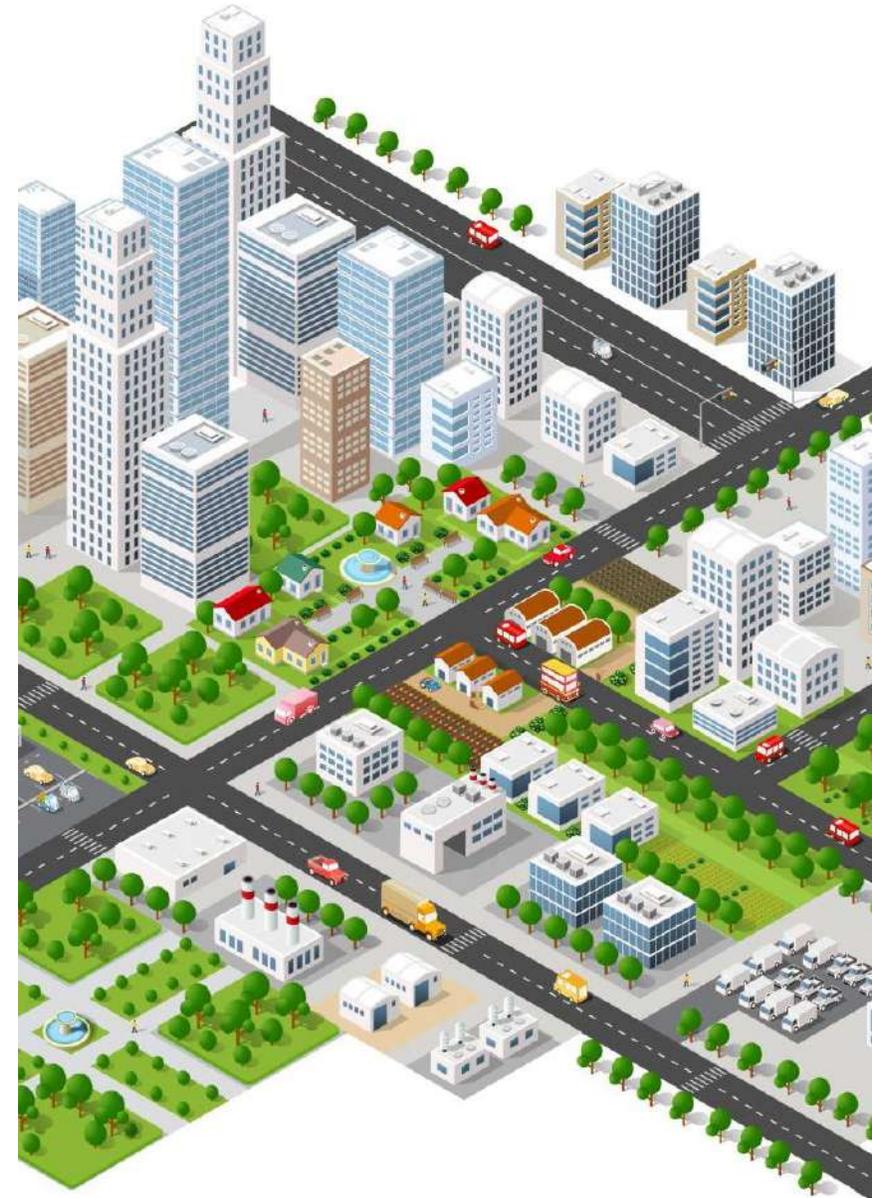
ARTS & CREATIVE PRECINCT

The Arts and Creative Precinct would provide a catalyst and framework for the revitalisation of key streets, laneways, arcades and other public spaces within the Hamilton town centre - helping to add life and vibrancy to the town centre, stimulate new creative and business opportunities, and provide new spaces and places for the community.



Which will deliver

- New streetscape
- New civic square
- New community hub
 - New library
 - New digital hub
 - Office space for Council and other Government Agencies
 - Central community service centre
- New Hamilton Gallery



ARTS & CREATIVE PRECINCT

— Council Property Acquisitions – Future location of Govt Hub

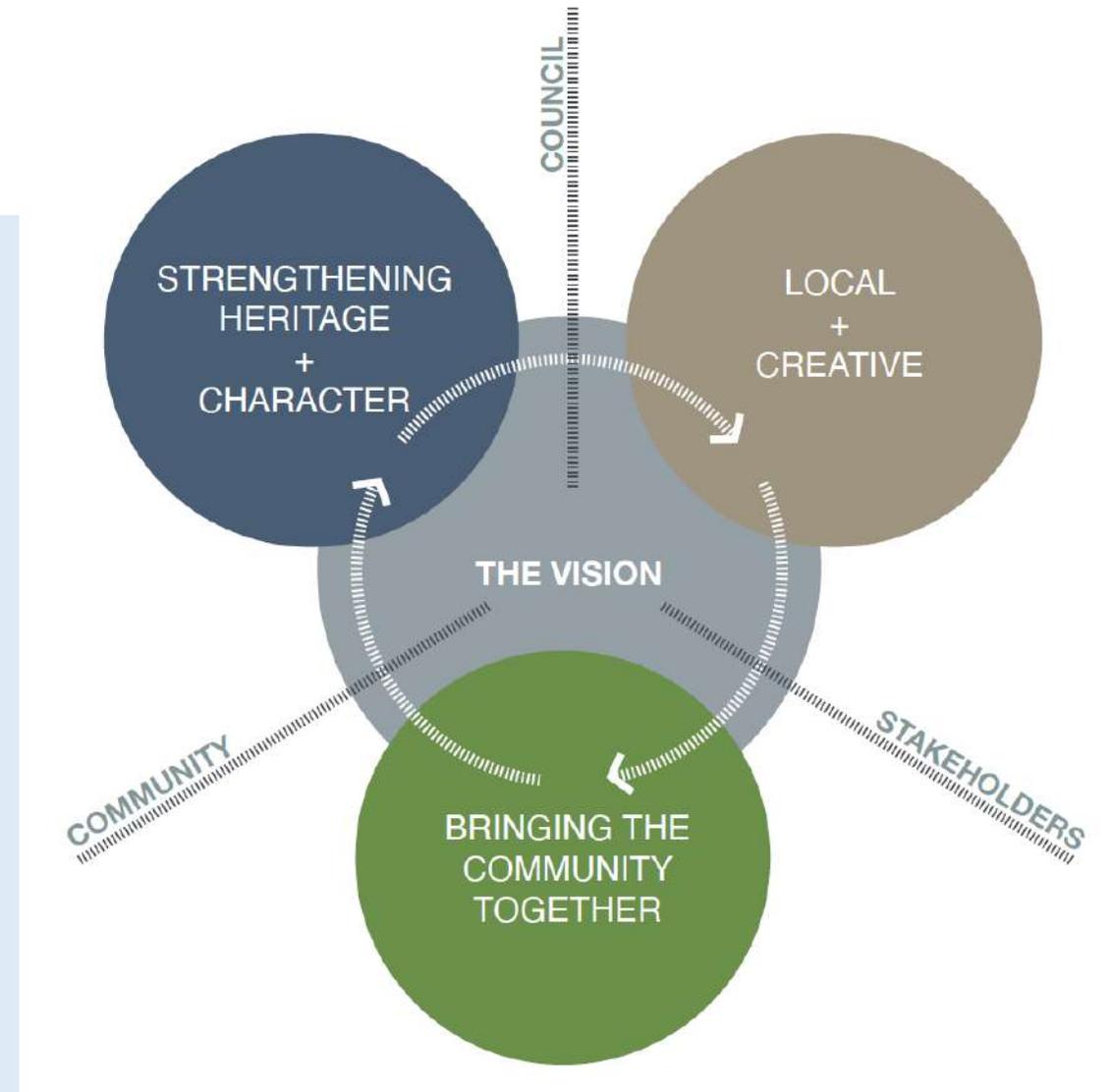
● Location New Town Square

⋈ Location of New Hamilton Gallery



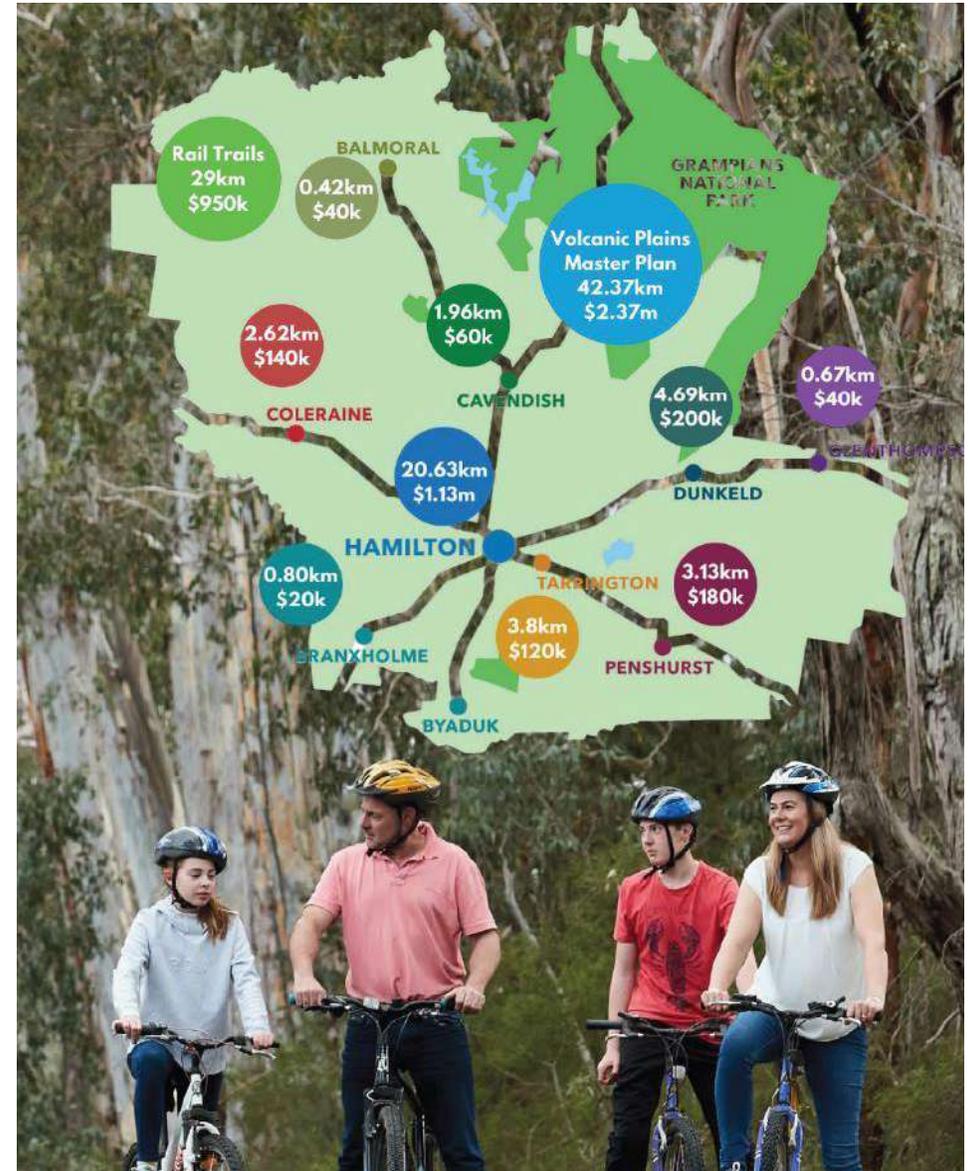
CBD Streetscape - Vision and Key Themes

- The vision for the Hamilton Town Centre is broken down into 3 key themes:
 - **Strengthening Heritage and Character**
 - **Local and Creative**
 - **Bringing the Community Together**



Shared User Pathways

- Highlights of this package include:
 - Completion of the Hamilton to Coleraine rail trail.
 - Development of trails on rail reserves to Balmoral, Dunkeld, Branxholme and Byaduk.
 - Trails to improve access to Volcanic Plains Masterplan sites.
 - Trails to connect the township of Dunkeld with the Grampians Peak Trail and Dunkeld Arboretum.



These are just a few headlines
out of many opportunities to
build our visitor economy





Questions



Chance Lockwood- Mawson

The Business Oracle

GWMTourism
Grampians Wimmera Mallee



THE
BUSINESS
ORACLE

BRAND EXPERIENCE:

WHY CUSTOMER SERVICE
ISN'T ENOUGH ANYMORE



**BAD
EXPERIENCE**

**= CUSTOMER
SERVICE**

**-
BRAND EXPERIENCE**

**GREAT
EXPERIENCE**

**+
BRAND EXPERIENCE**

CUSTOMER SERVICE

+

PAST AND PRESENT

1980's

The birth of customer service as we know it: structured, systematic, and everywhere.

55%

Of consumers cut spending with a brand after a bad experience

70%

Of Australians share their experiences. Bad ones spread twice as fast.

**CUSTOMER
SERVICE IS
REACTIVE**

**BRAND
EXPERIENCE IS
INTENTIONAL**

**EVERY SINGLE
TOUCHPOINT**

=

AMBASSADORS

OR

SABOTEURS

HELLO, I'M
CHANCE



“

*MY OBSESSION ISN'T
MARKETING METRICS,
IT'S MOMENTS THAT
MOVE PEOPLE.*



+

BRANDS I'VE WORKED WITH





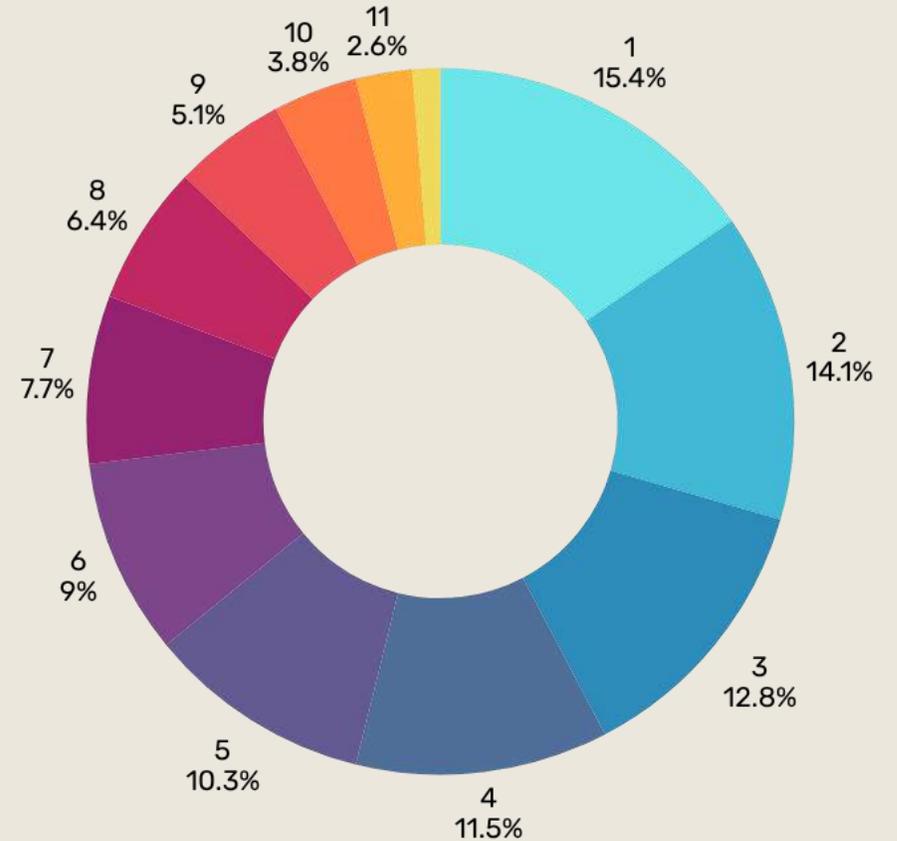
*BRAND EXPERIENCE IS
EVERYTHING SOMEONE
THINKS, FEELS, AND
REMEMBERS ABOUT
DOING BUSINESS WITH
YOU - EVEN BEFORE
THEY BUY.*

BRAND EXPERIENCE



*WHEN YOU DESIGN
HOW PEOPLE FEEL
ACROSS THESE 12
MOMENTS, YOU STOP
COMPETING ON PRICE -
YOU COMPETE ON
EMOTION.*

TOUCHPOINTS



DEJOUR JEANS

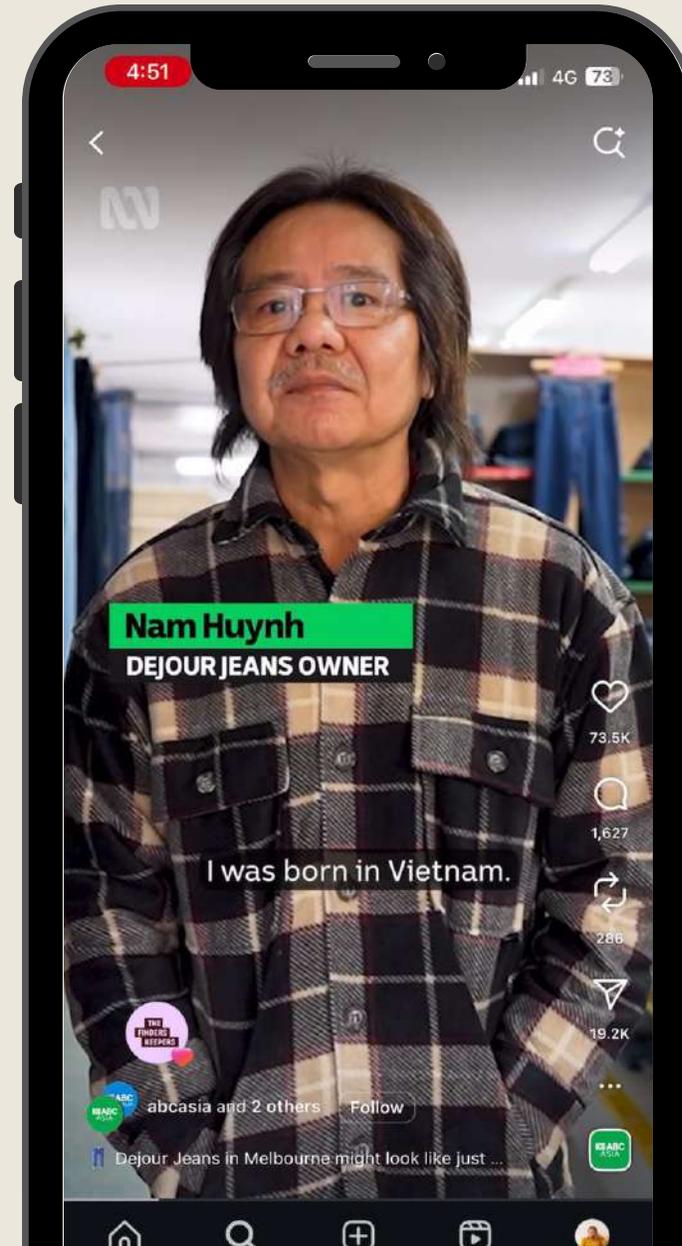
+

BRUNSWICK, MELBOURNE



*THEY DON'T SELL JEANS.
THEY SELL BELONGING.*

*PEOPLE LINE UP AROUND
THE BLOCK BECAUSE THE
EXPERIENCE OF BEING
FITTED THERE MAKES
THEM FEEL UNDERSTOOD.*



ELEVEN MADISON PARK

+

NEW YORK,
UNITED STATES

“

*THEY HIRED DREAM-
WEAVERS TO MAKE THE
IMPOSSIBLE HAPPEN.*

*GUESTS DON'T LEAVE
TALKING ABOUT THE MEAL
- THEY LEAVE TALKING
ABOUT THE MAGIC.*



HOUSE OF NAI - ASIAN GROCERY

+

ARARAT,
VICTORIA

“

*NAI ISN'T JUST RUNNING A
GROCERY STORE - SHE'S
BUILDING A SENSE OF
BELONGING.*

*PEOPLE WALK IN FOR FOOD
AND LEAVE FEELING LIKE
THEY'VE FOUND THEIR
PLACE.*



DESIGN FOR EMOTION, NOT EFFICIENCY

*The question isn't "Is this convenient?"
It's "How does this make them feel?"*

ENGINEER THE AFTERTASTE

What do they feel after the interaction?

CREATE TALKABLE MOMENTS

*Not grand gestures. Micro-surprises, rituals, or
personal touches that make people say,
"You've got to check this place out."*



*DESIGN THE
EXPERIENCE, NOT
JUST THE SERVICE.*





THE
BUSINESS
ORACLE

**BRAND EXPERIENCE
CONSULTING**

- Chance

Kylie Schurmann

Dunkeld Writers
Festival &
The Royal Mail

GWMTourism
Grampians Wimmera Mallee





Dunkeld Writers Festival
29 - 31 August 2025

Overview of 2025 Dunkeld Writers Festival

GWMT Presentation
10 October 2025

What is DWF?



Format

15 – 20 authors

80 – 100 in audience at each session

Showcase venues

Community Centre/Mt Sturgeon Woolshed

Book sales

Break out area, author
signing

Fundraising opportunities

Local groups offer catering

What is DWF?



Annually since 2022

Ticket sales grown year on year

Strategic date

No AFL/no local event/quiet time

Volunteer organisers & support

First time paid marketing support in
2025

**Funded by grants, sponsorship,
ticket sales**

And in 2025 – DGR status

Not just another Writers Festival



Celebrate essence of Dunkeld
Landscape/Food & Wine/Sport etc

**Not like other Writers
Festivals**

Deliberately intimate
**Building the off peak event
calendar**

Dial up cultural events

Something for locals
Generating visitation and
demonstrating the value of tourism

Format of DWF



Launch event – June

Program announced

School program – Fri

Guest author at Dunkeld Primary

9 – 10 sessions – Fri to Sun

Approx 1 hour each with morning
tea/cheese & wine breaks

Festival Dinner – Sat

Attended by writers

MYSTERY ROAD – LANDSCAPE AS CHARACTER



Chair
Louise Le Nay



Panellist
Chris Hammer



Panellist
Dmetri Kakmi



Panellist
Claire Sutherland

GRANDSTANDING



Chair

John Harms



Panellist

Warwick Hadfield



Panellist

Tracey Holmes



Panellist

Andrew Rule

OUR PLACE IN OUR COUNTRY



Chair

Jason Steger



Panellist

Kate Mildenhall



Panellist

Chris Hammer



Panellist

Thomas Mayo

CAN GASTRONOMY BE ART?



Chair
Marieke Hardy



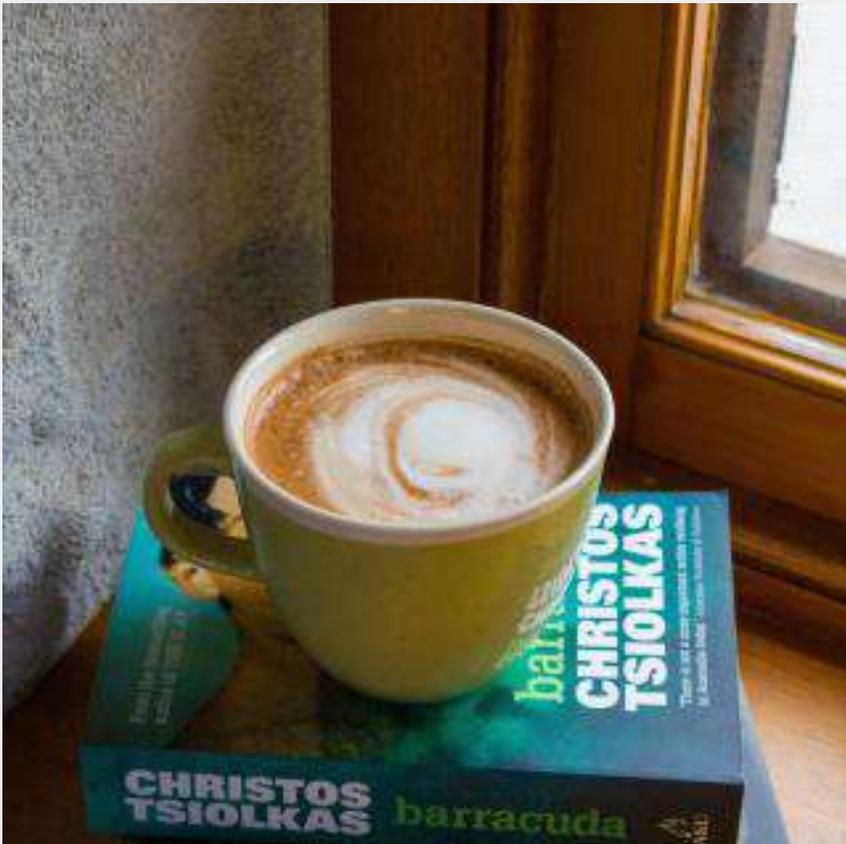
Panellist
Ben Shewry



Panellist
Adam Liaw



- Package sales
- Curated books in room
- Guest authors - 2026
- Other cultural events eg concerts





Dunkeld Writers Festival

**We look forward to welcoming
you next year,
28–30 August 2026.**

Follow us:  

dunkeldwritersfestival.com.au



Royal Mail Hotel Outdoor Wellness Suite



**Georgia
Bennett**

**Marketing Manager
GWM Tourism**

GWMTourism
Grampians Wimmera Mallee



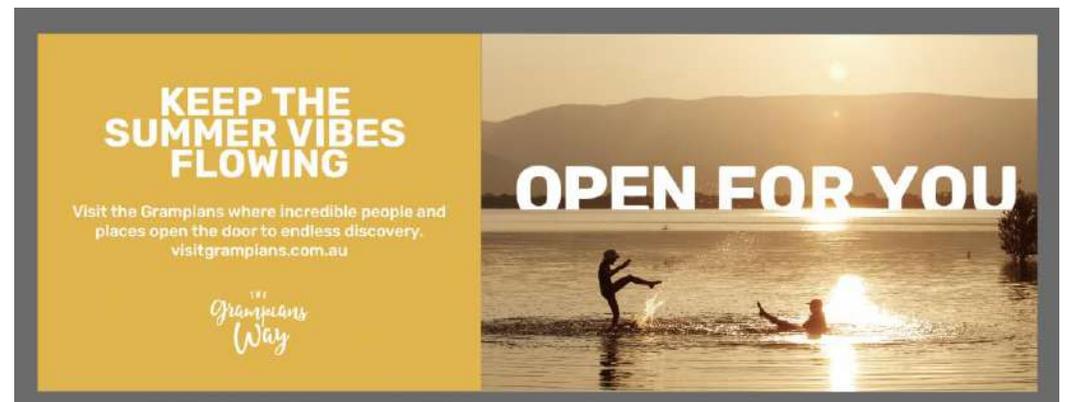
CAMPAIGNS

Campaign - Open For You

January – March 2025

- A post-bushfire campaign aimed at resorting consumer confidence and visitation back to region.
- **Budget:** 20k
- **Performance:**
 - Radio: 4.3m reach
 - Digital: 3.4m impressions
 - Paper: 8 ¼ ads regional

GWMTourism
Grampians Wimmera Mallee



Activation – Exhibitions

Melbourne Caravan and Camping Show, February 2025

Ballarat Outdoor Living & Caravan Show, April 2025

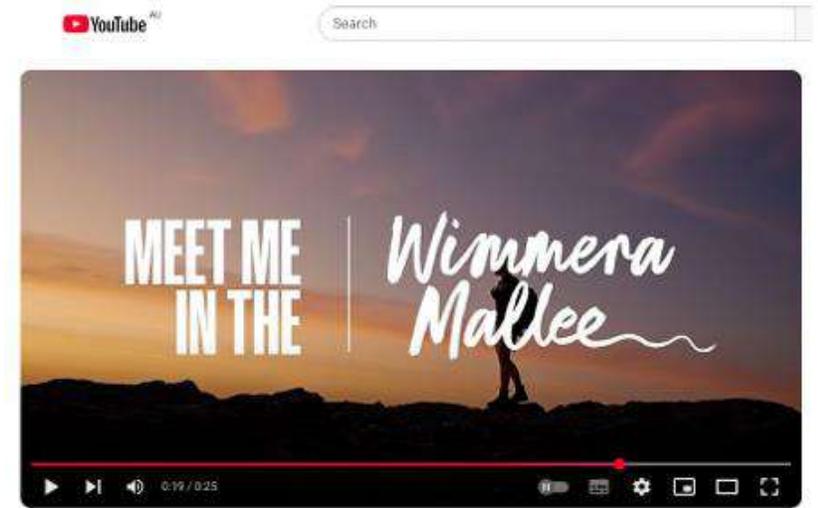


Campaign – Meet Me in the Wimmera Mallee

March - May 2025

- A post-bushfire campaign aimed at resorting consumer confidence and visitation back to region.
- Budget: 10k
- Performance
 - Impressions: 751k
 - Reach: 234k
 - Link clicks: 11k

GWMTourism
Grampians Wimmera Mallee



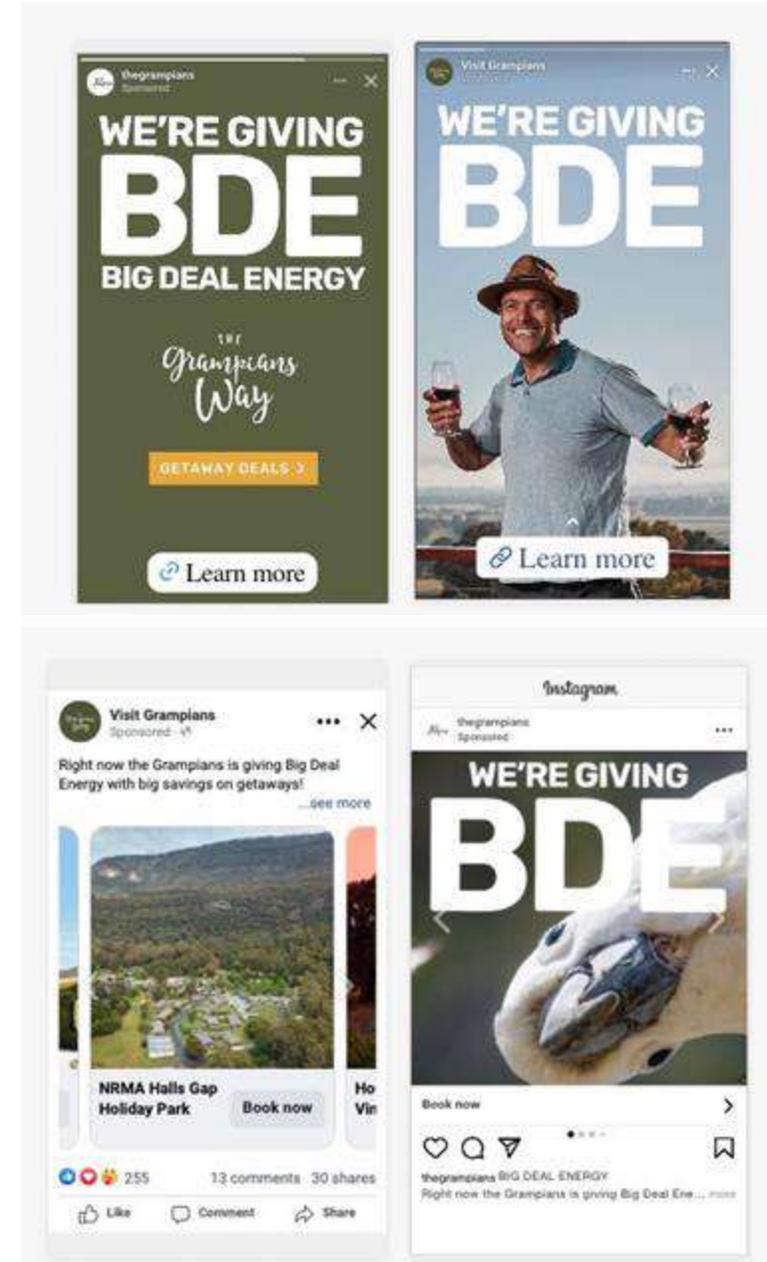
Meet Me in the Wimmera Mallee



Campaign – Big Deal Energy

June – July 2025

- Targeted digital activity to spotlight regional deals and promotions
- Budget: 15k
- Performance:
 - Total impressions: 4.2m
 - Link clicks: 163k, \$0.02cpc
 - Page visits: 89k



Campaign – YOU

July – August 2025

- Visiting friend and relatives campaign
- Budget: 75k
- Performance:
 - Total page views: 39k
 - Digital impressions: 4.1m
 - OOH impressions: 310k
 - TV: 107 total spots
 - Paper: 48 ads across 8 mastheads
 - Radio: 400 ads aired with ACE Radio



Campaign – NOVA radio

September 2024 – September 2025

- Always-on radio for 12 months
- Budget: 75k
- Performance:
 - Impressions: 500k
 - Spot count: 2820

Nova 100

10 x 30 sec commercials per month 0500-2000
3 x 30 sec commercials per month 0000-2400

SmoothFM

20 x 30 sec commercials per month 0500-2000
8 x 30 sec commercials per month 0000-2400

Nova Entertainment Streaming

40,000 impressions per month

DAB Stack

30 x 30 sec commercials per month 0500-2000
30 x 30 sec commercials per month 0000-2400

Campaign – Visit Victoria OVG feature

Sep - Nov 2025

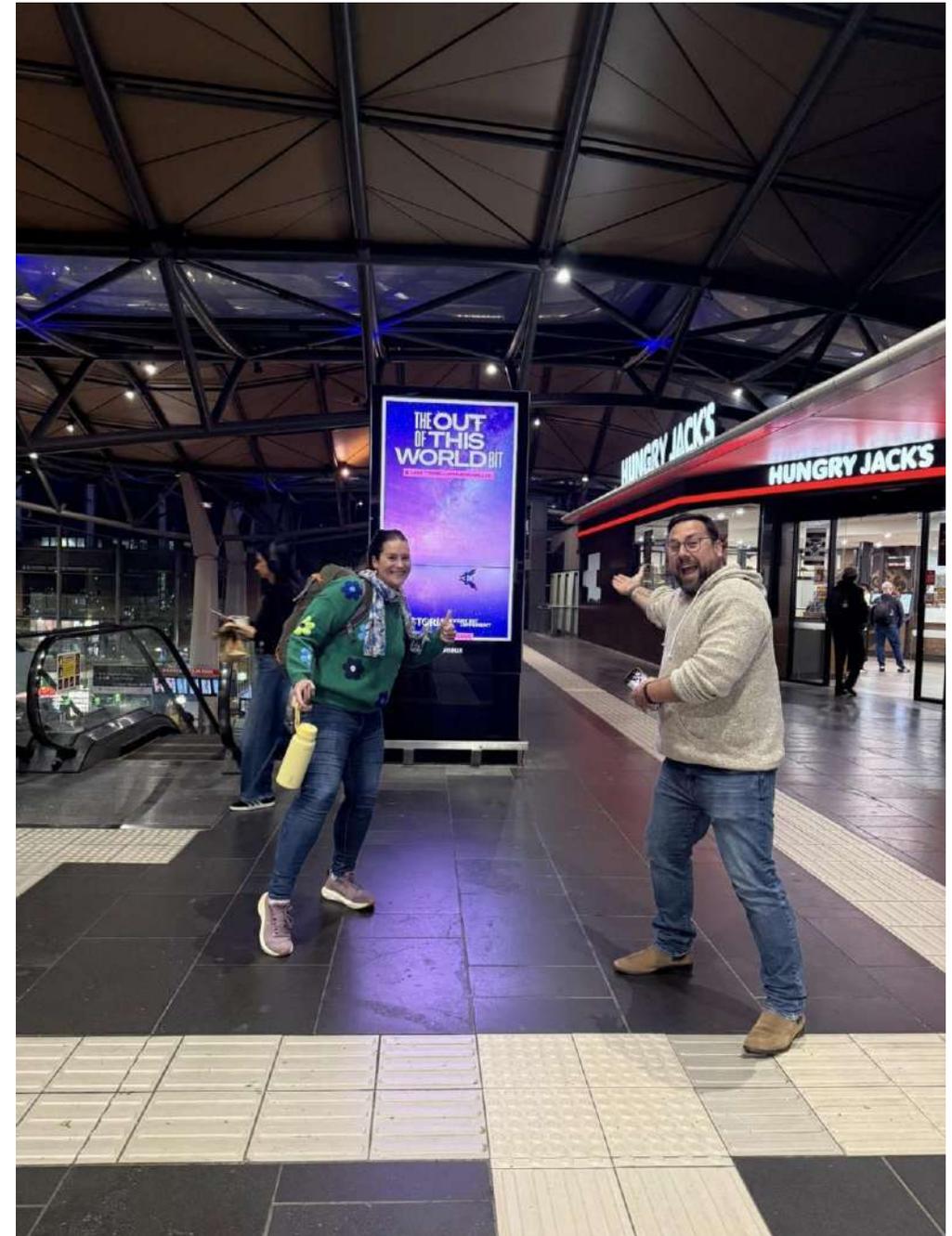
- First page position
- DPS feature in VV OVG



Campaign – Visit Victoria Recovery

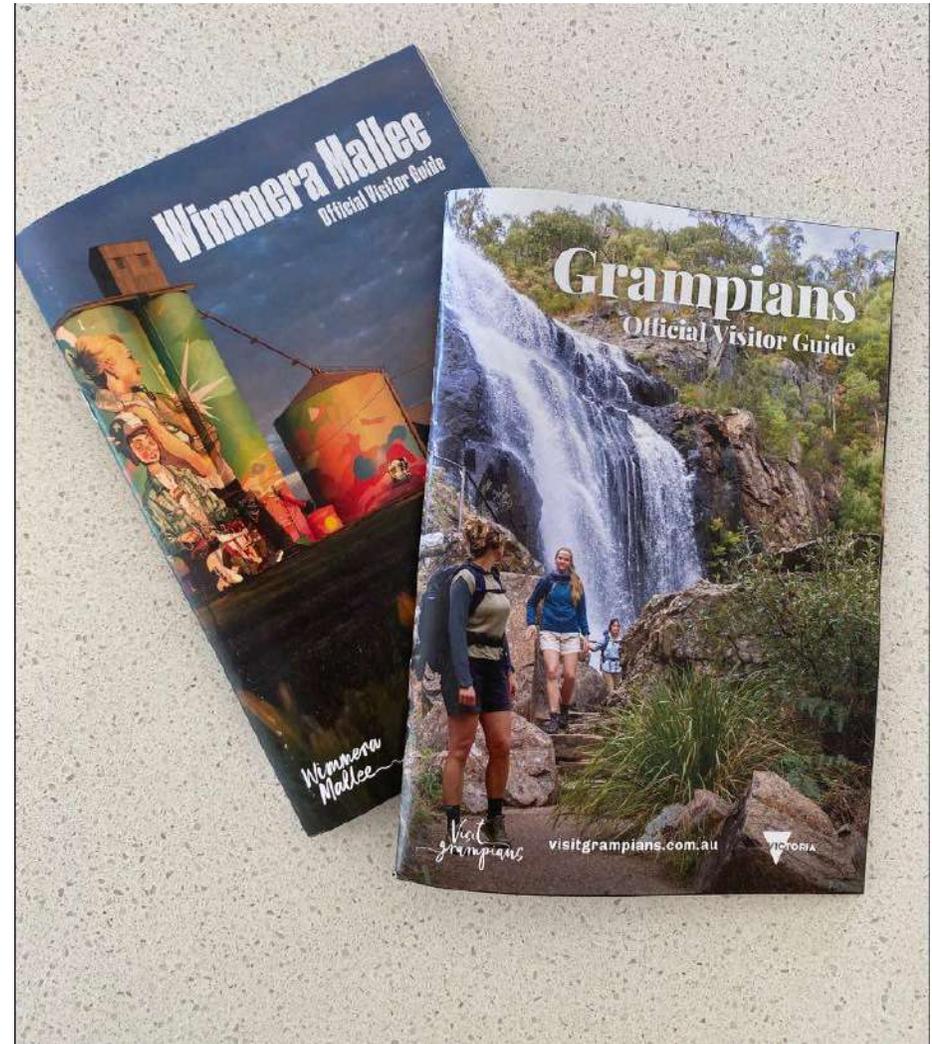
May - November 2025

- \$400k of funding received
- OOH advertising across metro Melbourne



Asset Development

- Grampians and Wimmera Mallee Touring Guides
- Grampians Wimmera Mallee OVG
- 45 Wimmera Mallee partner photography shoots by JP Creative
- 6 regional photography shoots by Marcus Thomson



MEDIA

Media – ACE Outside Broadcasts

- ACE Radio Outside Broadcasts
 - Halls Gap in February - recovery
 - Dunkeld in February – recovery
 - Halls Gap in April - GGE
 - Dimboola August – YOU Campaign



Media

- Time Out fam and media piece – GGE



Photograph: Anthony Evans

Grampians Grape Escape

Support the Grampians region through its recovery from bushfires and visit this stellar food and wine festival

Time Out says

Nestled in the foothills of surrounding mountain ranges, the Grampians Grape Escape is taking over the beloved regional town of Halls Gap with a weekend-long program of world-class wines, gourmet food and live music.

It all kicks off with a 'feel-good Friday' session before the festival fully opens on Saturday, a night celebrating local music talent from with a line-up of all homegrown bands like The Settlement and No Mistake.

The weekend program will feature more than 90 exhibitors, including wineries, food trucks, creators and makers. There will be cooking demonstrations and masterclasses by guest chefs like *MasterChef Australia* favourites Dani Venn and Justine Schofield, plus a wine auction (with funds raised to be put back into the local community) and tastings from more than 30 local wineries and entertainment.

If you're bringing the kiddos along, there will be plenty of activities to keep them going including rock climbing, herb and flower planting, and more. And you'll be able to shop up a storm with stalls showcasing everything from candles and jewellery to art and condiments.

After the region was devastated by severe bushfires over summer, this event is the perfect way to support the local community and its small businesses to recover with a much-needed economic boost.

There are a variety of ticketing options available now (including single and multi-day passes), and you can find out more at the [Grampians Grape Escape website](#).

Exploring the Grampians? [Check out our guide for a weekend getaway to the region here.](#)

Media

- Escape Herald Sun
- Kendall Hill in Dimboola

GWMTourism
Grampians Wimmera Mallee



KENDALL HILL

The little rural town that could

Dimboola is making a mark on Victoria's tourist trail

PIONEER SPIRIT
Down the road from Dimboola I spent a wonderful wet morning with volunteers at the Wimmera Mallee Pioneer Museum, a collection of historic buildings crammed with displays of everything from agricultural machinery to domestic paraphernalia. A must see, visitwimmeramallee.com.au

Riding to the Never Never is a song from the soundtrack of the 1959 film *Dimboola* and also an accurate description of my four-hour drive from Melbourne to its namesake town. A place I've never been despite almost a lifetime living in Victoria.

The reason I'm finally visiting Dimboola is because I keep hearing that this whitebait town, population 3000, is defying the rural decline and having something of a revival. I also keep hearing about *The Imaginarium*.

Housed in the former National Bank of Australasia (built – appropriately given our theme – in the Renaissance style), *The Imaginarium* is an extraordinary curiosity shop filled with unique gifts and a giant giraffe whose head almost brushes the 4.5m pressed-tin ceilings (dimboolaimaginarium.com).

Upstairs there are five guest bedrooms decorated in distinct styles. I'm staying in the Italian room with its jewel-coloured Venetian glass chandeliers and assortment of busts, ceramics and crucifixes. If that sounds a bit quirky, well ... welcome to Dimboola.

The creative forces behind the *Imaginarium* are Chen and Hank. They (grampianswell08.com) in " Aussie Aussie Aussie!", Melbourne restaurateurs who made their first change in 2019.

"The first time I came to Dimboola I felt like I'd entered the Twilight Zone," says Cambodian-born Chen, who arrived in Australia as a child refugee in the late 1970s and, last November, was elected deputy mayor of the Shire of Shire Council. "There was no one around!"

So the couple decided to create something to boost tourism and lure folks off the Melbourne Adelaide highway. Enter *The Imaginarium*. "We wanted a place that stimulates your mind and your imagination," Chen says.

I could write an entire article about the *Imaginarium* and the energy and ideas of this dynamic duo. Chen is also the founder of the Wimmera Steampunk Festival, the region's biennial "carnival of peculiarities" (wimmerasteampunkfestival.com.au) – but there's so much else happening in Dimboola. I want to give credit where it's due.

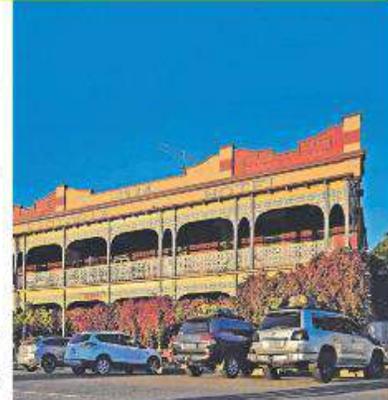
New arrivals to the nearest part of Dimboola include *The Forbidden Forest*, a showroom of fairy-tale-inspired spaces connected by Melbourne transplants Shane and Kylie Hamman. Wander through Hansel & Gretel's Candy House, Jack & His Bearstalk Farm, *The Witches' Lair* and more. Each an elaborate stage set where everything, from games and toys, to lilies and giftware, is for sale.

"The one big thing we find here is all the businesses work together," says Shane. "And because we own our shops, we're the people you see and talk to," says Kylie.

Across the road, Deb Howlett and Mark Gebhardt have opened *The Little Vintage Shop* with curated sections for men's and women's wear, haberdashery, millinery and kitchenware. Think of it as "David Jones but with old stuff," says Deb.

"My shop is pretty quirky and not everyone accepts that, but being quirky is the name!" She assures me that if the rain wasn't tipping down this late-July weekend, "the street would be chockers".

Sydney ex-pat George Khut opened *Dimboola Pottery* this winter in the old GFA shed and now operates a busy roster of four classes a week for the "day-curious" and plans to open



gallery showcasing his zodiac creations (dimboolapottery.com.au). He says he knew straight away Dimboola was the right place for him. "It's all so odd here and the community of shopkeepers have been really inviting."

Pop into the Dimboola Vintage, a store of gadgets and mechanical wonders, and grab a coffee at *Dimboola Stone*, but try to avoid the Sunday brunch queues.

Elsewhere in town, chef Cat Clarke has popped out the kitchen at the *Dimboola Golf Club* to run a Thursday-to-Sunday restaurant on the banks of the Wimmera River (catclark.com.au). There'd the time-worn interiors of burnt orange and brown and her rooster clock with karekaba and mummies just.

"I got rask with fresh produce ... and fresh foods, the oldest ingredients around," she says. Meanwhile, at the *Victoria Hotel*, I have a juicy Angus scotch fillet with garlic mash and gravy in *The Fibra Room*, the one-time belly lounge now a low-bitten arena with Chesterfields, upright pianos and art works. Owners Stephen and Merrin Himec took over the century-old institution 10 years ago when the pub was mist green with laminate tables. Steph says Dimboola has "bucked the trend" of dying country towns and points to initiatives such as Wimmera's Silo Art Trail, said to be Australia's largest outdoor gallery, including the tourism boom.

Opening soon, a main street microbrewery called *Frank Fox*, and the Wimmera River Discovery Trail linking Little Desert and Wyperfeld national parks. Stage one, a walking and cycling path between Dimboola and Jeparit, will launch next month. Just one of many reasons to ride to the Never Never.

The writer travelled courtesy of Visit Victoria.

FOLLOW KENDALL HILL ON INSTAGRAM, @MISTERKENDALLHILL OR GO TO ESCAPE.COM.AU/KENDALL

"The Imaginarium is an extraordinary curiosity shop with a giant giraffe whose head almost brushes the 4.5m ceilings."



Clockwise from top left: Victoria Hotel, Dimboola; The Imaginarium's eclectic interior; chef Cat Clarke at Dimboola Golf Club; The Imaginarium's owner Chen Uoy; potter George Khut in his studio with works by his students.



Media

- Channel Nine recovery features x 2
- Channel Ten GGE live cross x 2



Media

- 2 x Postcards episodes – Dunkeld and Halls Gap & Pomonal



Media

- Dani Valent Podcast series - 5 episodes

GRAMPIANS WIMMERA MALLEE
SPECIAL PODCAST TRAVEL SERIES

43,007 listens & growing*.
*a good % of our listening happens in the period after release as listeners discover & catch up

27,935 video views & growing*.
Plus 146 shares
* video views are increasing by 10% a week

Location	Gender	Age
Victoria 30%	Female 46.5%	23-27 1.8%
New South Wales, 26%	Male 47.4%	28-34 7.9%
Queensland, 12%	Other 6.1%	35-44 41.2%
South Australia, 8%		45-59 22.8%
Western Australia, 5%		60+ 26.3%

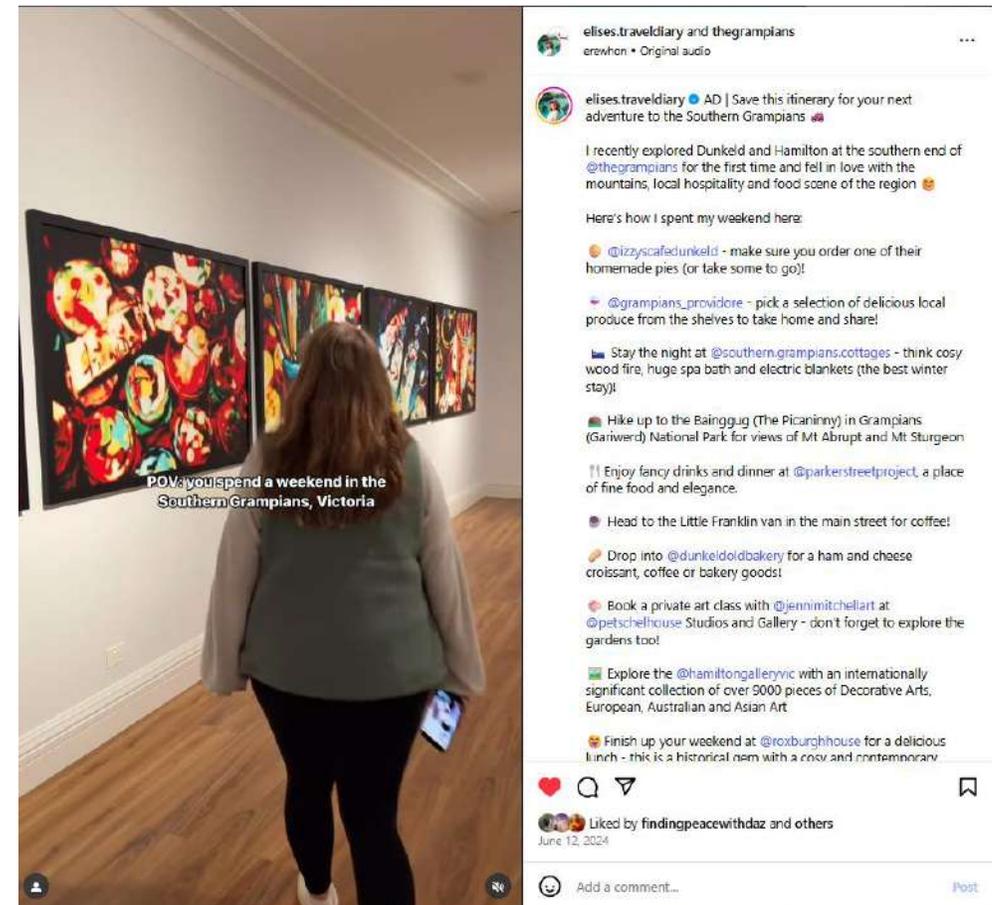
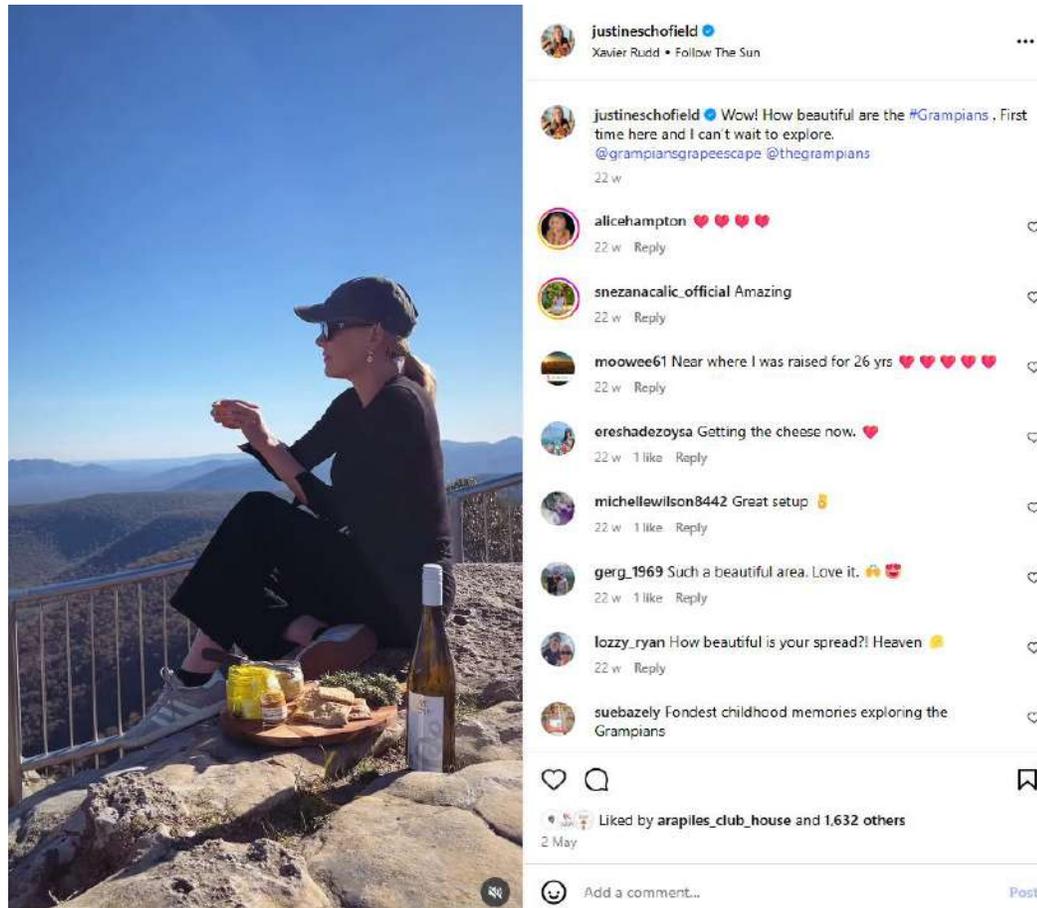
DEEP IN THE WEEDS
FOOD PODCAST NETWORK

VICTORIA
EVERY BIT DIFFERENT

DIRTY LINEN

Media - Influencers

- Justine Schofield – GGE
- Elise's Travel Diary – Dunkeld



Media

- The Block – visit to Mount William Station



Media

- 3AW Outside Broadcast
- Ross and Russ at Pomonal Estate, April



LOADING...

What we're working on

- Visit Victoria Industry Partnership Program
 - Australian Traveller – Best of Regional Victoria
 - Safari Global content shoot
 - We Are Explorers
 - Influencer and content creation campaign
- Visit Victoria Co-Op
 - Grampians and Wimmera Mallee
- Wedding Venue Campaign
- SEO project
- Brand project
- Website rebuild
- Feels Like campaign

What we're working on

- Australian Traveller – Best of Regional Victoria
 - Joint investment across Vic
 - 164-page magazine
 - 2 eDM blocks
 - 2 digital natives
 - 200,000 digital ad impressions
 - Journalist hosted for 5 days in region
 - 7 November print



What we're working on - VVIPP

- Safari Global content shoot
 - Wimmera Mallee content shoot
 - 4 days, 30k
 - Stills and video



What we're working on - VVIPP

- We Are Explorers
 - 2 branded feature editorials
 - Custom interactive map
 - 1 IG reel, 4 tagged posts
 - 1 solus eDM, 2 eDM mentions
 - 200,000 ad impressions
 - Images and copy usage

GWMTourism
Grampians Wimmera Mallee



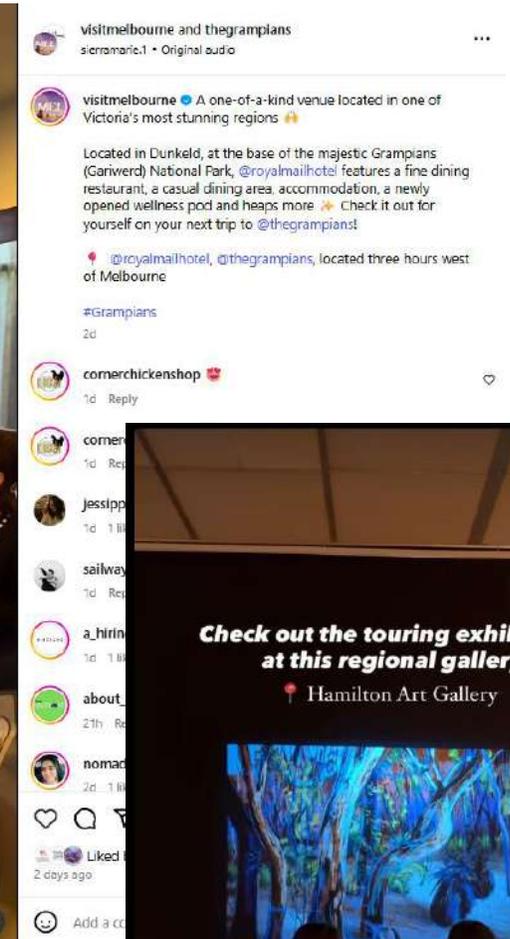
What we're working on – Influencers

- Wimmera Mallee influencer campaign, 30k
 - @dirkthekrook
 - Vintage stores
 - @zoe_laix
 - Star gazing and astro photography
 - @jackkrzysik__
 - Producer – B-Roll



What we're working on – VV co-op

- Southern Grampians
 - 2 day content creation
 - 2 reels posted on @visitmelbourne
 - Solus eDM
- Wimmera Mallee
 - 2 day content creation
 - Solus eDM
 - Planned for late October



What we're working on – Weddings

- Digital
 - October – November
 - January - February
- Print
 - DPS in Country Weddings Magazine – Jan
 - DPS in Melbourne Weddings – June
- Wedding planner famil
 - Events with Amie - April 2026

VENUE - WESTERN VICTORIA



**WILD ROMANCE
IN THE GRAMPIANS**

Where rugged mountains meet timeless charm, the Grampians create weddings filled with natural beauty, rich history and unforgettable romance, offering couples an authentic celebration in every breathtaking moment.

00 Country Wedding 2026

What we're working on – SEO Project

- SEO strategy developed in April 2025
 - Technical dept repair
 - Search console and structured monitoring
 - Back link profile improvements
 - Page speed improvements
 - Schema markup utilisation
 - Generative engine optimisation
- 6-month retainer with LittleBig
- Traffic share +5%, organic traffic +2.1% July-Aug

What we're working on – Website Build

- Discovery & Planning
 - Update sitemap and structure
- Build
 - Develop and deploy site sections
 - MapBox mapping feature
- Content
 - Refresh site content – tone of voice
- Go-Live

What we're working on – Brand Project

- One collective identity, two regions
- Retiring old brand and campaigns
- Launching with website rebuild + campaign
- Dec 10 forum launch



The regional and destination brands

With a shared promise, the Grampians Wimmera Mallee regional brand sits above two distinct destination brands. As the umbrella identity, it provides a unified visual system and strategic framework that connect the destinations, guide their storytelling and ensure consistency across campaigns and marketing initiatives.

The regional brand

The regional brand unites, guides, amplifies and supports the destination brands:

Unites – A shared story and visual system connects both destinations.

Guides – Clear principles ensure consistency across campaigns and touch-points.

Amplifies – Regional campaigns strengthen visibility for the destinations.

Supports – Each destination brand has the flexibility to shine in its own voice.

The destination brands

Each destination brand draws on the regional brand system, while expressing its own unique spirit and story.

Grampians: Wellness beneath ancient mountain grandeur – Rugged peaks, rich cultural heritage, and dramatic landscapes invite immersive adventure, reflection and renewal.

Wimmera Mallee: Wellness beneath endless big skies – Expansive horizons, authenticity, and generosity offer freedom, connection, and ease.

A Shared Promise

Together, the Grampians and Wimmera Mallee invite visitors into truly immersive experiences. From mountain trails to starlit plains, cultural encounters to warm hospitality – every journey connects back to one regional brand.

A brand that restores, enriches, and inspires.

A brand that reminds you: *it feels good here.*



GRAMPIANS and WIMMERA MALLEE

Regional brand framework

OUR PURPOSE

Inspire mindful travel that nourishes visitors and helps the region, communities, and tourism industry thrive

OUR EMOTIONAL DNA

What do we offer our visitors?

It FEELS good here

VISITOR VALUES

Why do people come here?

Make memories

Authentic experiences

Connect with nature

GUIDING PRINCIPALS

The brand is grounded in the Heart, Story, and Spirit of the region.

These three guiding principles shape not just how the brand looks and sounds, but how it feels, behaves, and connects.

Heart
The people

Story
The experience

Spirit
The place

People sit at the heart of the brand. The warmth, openness, and everyday generosity of locals are a defining feature of the region. It's a place where strangers are welcomed like neighbours, and where simple gestures carry lasting emotional weight.

The brand draws from the region's deep and layered story. First Nations heritage to settler histories, artistic expression, and shared memory. These stories are not just told; they are experienced.

The brand's spirit comes from the vitality of the region's natural environment: its wide-open skies, biodiversity, and immersive rhythms. From shifting light and seasonal change to the sensory detail of soil, water, and wind – the landscape inspires awe and movement.

Proof points

Looks like: A gentle nostalgia and human connections, a slower and more genuine way of life.

Looks like: Cultural depth, quirky collections, off-grid adventure, year-round nature & adventure, outdoor art and museums, award winning local wines, iconic events and festivals.

Looks like: Sunsets and starry skies, ancient mountains, salt lakes, rock art, wine region, biodiversity, dirt roads.

Feels like: A hot cuppa and warm chat, a 'local tip' over a pint, 'zero bars' at a secret camping spot, finding time to slow down and make memories, a yearly family holiday for multiple generations...

Feels like: Walking through ancient landscapes and heritage towns, adventured sparked by curiosity, authentic experiences that become stories to retell...

Feels like: hiking the peaks, spotting wildlife and wildflowers, being awed by majestic red gums, ancient sandstone peaks and a sky full of stars...

Destination brand stories

It FEELS good here

OUR PURPOSE

GRAMPIANS

To inspire target audiences toward restorative travel by sharing stories of natural landscapes, culinary journeys, outdoor adventure and local culture - leading to moments that enrich wellness (beneath the watch of ancient mountains).

WIMMERA MALLEE

To inspire target audiences toward curious travel by sharing stories of living history, nature-based adventure, quirky collections and local culture - leading to moments that enrich wellness (beneath endless big skies).

DESTINATION THEME

Wellness beneath ancient mountain grandeur

Wellness beneath endless big skies

Destination sub pillars

NATURE – Feeling Grounded / Restored

NATURE – Feeling Free / Limitless

ADVENTURE – Feeling Awakened

ADVENTURE – Feeling Curious

CULTURE – Feeling Enriched

CULTURE – Feeling Connected

OUR CHARACTER

**A WISE GUIDE
Helps visitors reset, reconnect and find perspective.**

**A CAMPFIRE STORYTELLER
Draws visitors in with curiosity and tales worth retelling.**

Personality

Ancient Mountain Energy: Grounding, calm, nurturing, reflective

Dusty-Boot Energy: Unpolished, adventurous, mischievous, spirited

Tone

Authentic, conversational, warm, inviting

Real, chatty, cheeky, inviting

DRAFT

Region colour palette

Our colours help us to tell our story.

They have been chosen to work together harmoniously, as such, additional colours should not be included in communications.

To assist with consistent communications it is important that the Grampians and Wimmera Mallee colours remain true to the following specifications.

Pantone® (spot) colour, four process colour (CMYK), RGB and HEX values are specified.

Use Pantone® and CMYK colours when printing on coated and uncoated paper stocks. Use RGB breakdowns for digital media, including documents and slide decks/ presentations.

Do not use this page for colour matching. Professional proofing and testing is recommended to ensure accurate colour reproduction.

GRAMPIANS AND WIMMERA MALLEE

Grampians Wimmera Mallee Colours



DRAFT

Destinations colour palette

Drawn from the landscape, the brand palette reflects the soft sandy soils of the Wimmera Mallee and the weathered sandstone escarpments of the Grampians. This palette anchors the brand in the enduring tones of place.

The greens of the Grampians echo the resilience and richness of the region's plant life. From the deep, shadowed foliage beneath towering gums to the soft sage of native grasses.

The pinks of the Wimmera Mallee capture the vibrancy found across the vast and open landscape. From the blush of native wildflowers scattered through sandy soil, to the surreal shimmer of pink lakes, and the soft wash of dusk as the sunsets.

Together, these palettes hold both the gentle and striking beauty of the place.

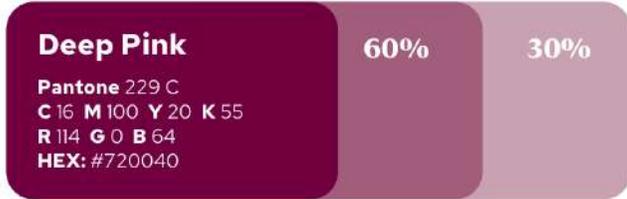
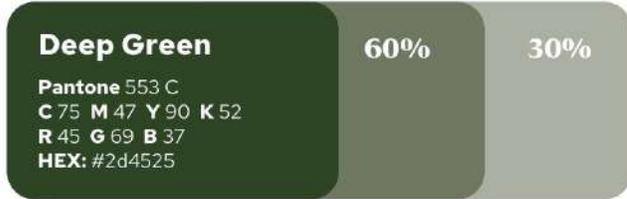
Swatches are specific to each region and should not be combined.

THE GRAMPIANS

THE WIMMERA MALLEE

Grampians Greens

Wimmera Mallee Pinks



Graphic devices

DRAFT

Icons

Accommodation



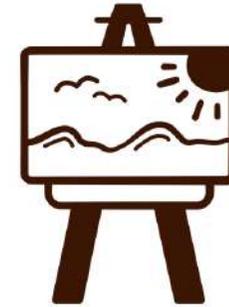
Drink



Food



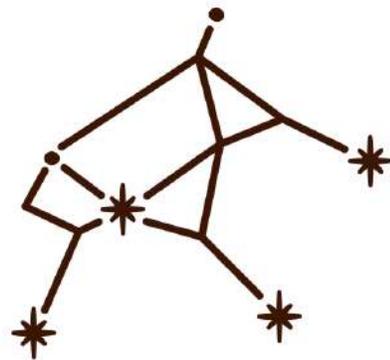
Arts and Culture



Wineries



Constellation



Camping



Visitor info



Tours/attractions



Events/festivals



Nature (Used separately, by region)



Grampians - Blue Tinsel Lily WM - Wimmera Mallee Box

Retail



Wildlife



Road trips



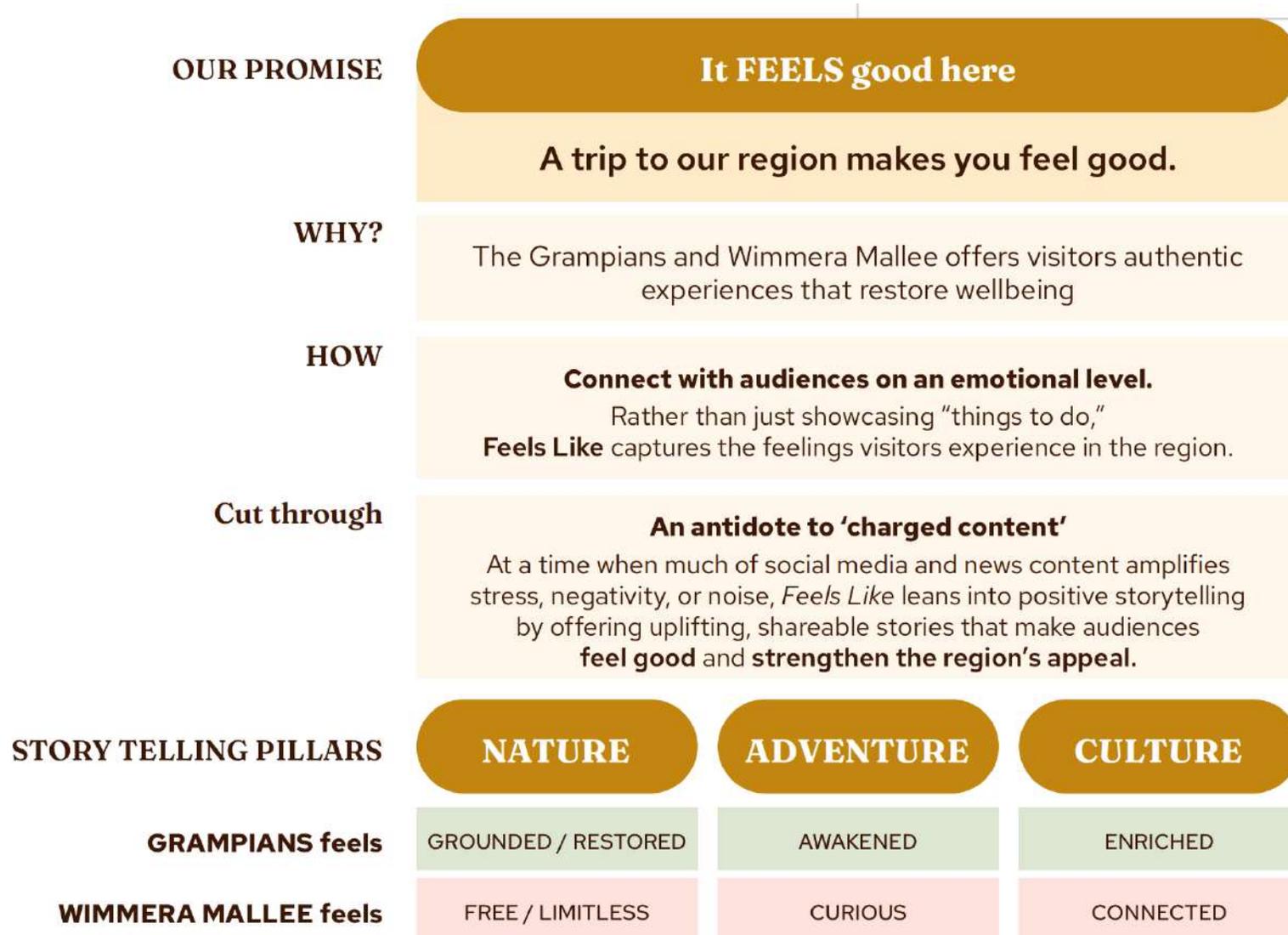
Adventure



FEEELS

LIKE

What we're working on – FEELS LIKE Campaign



What we're working on – FEELS LIKE Campaign

Target audiences

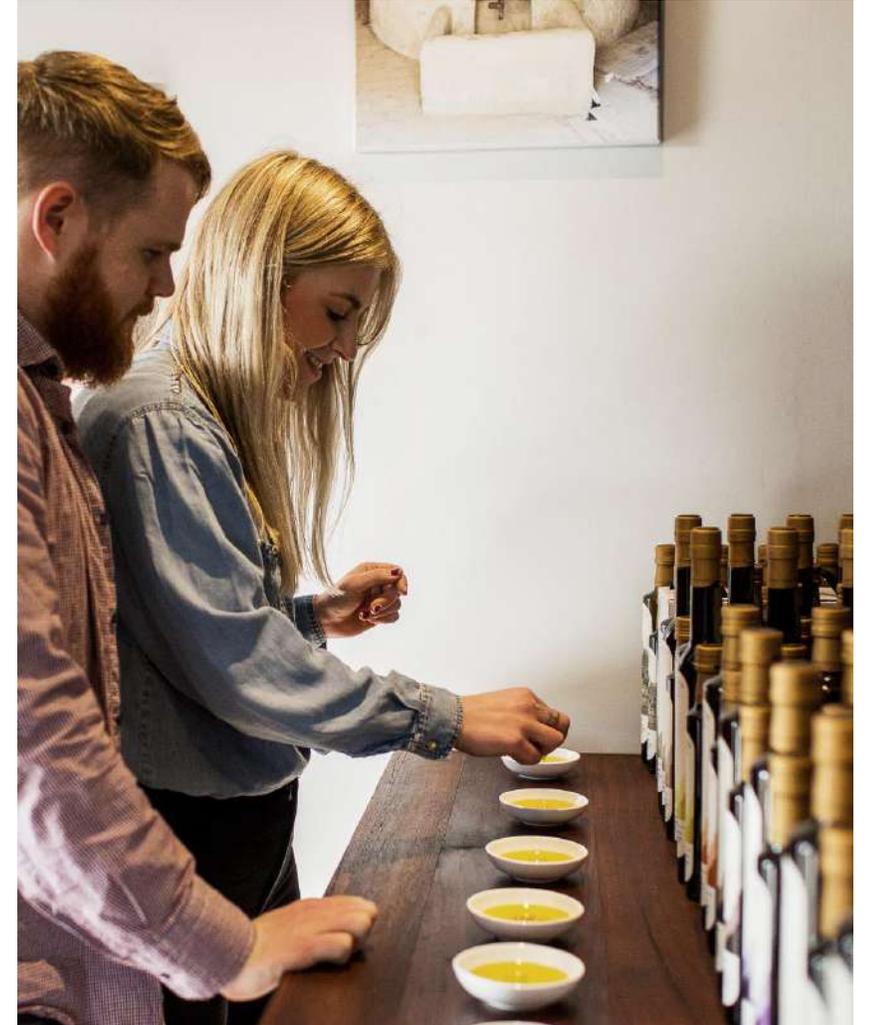
- **Big Backyard Families** – 30-60, kids under 16
 - **Motivations:** nature time, quality connection, simple memories that feel good
 - **Pain points:** crowded or costly attractions, over-structured days, not enough room for kids to roam
 - **What we show:** kid friendly trails and lakes, wildlife moments, campfires, family stays, picnic ready vineyards
 - **Proof:** Lake Fyans and Wartook, short walks, wildlife, holiday parks and family lodges



What we're working on – FEELS LIKE Campaign

Target audiences

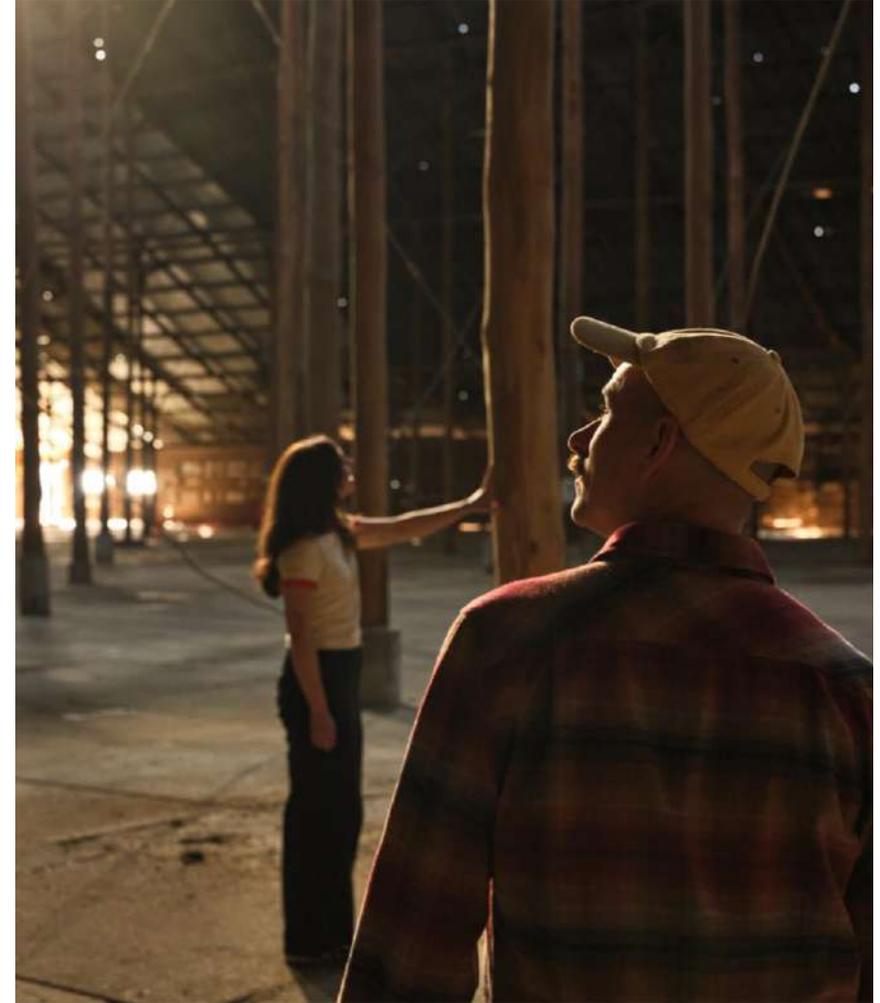
- **Curious Folk** – 22-55 - singles, couples, small groups
 - **Motivations:** meaningful culture, passion pursuits, real places and people
 - **Pain points:** generic experiences, crowds, gloss without depth
 - **What we show:** star-filled skies, artisan makers, boutique wine
 - **Proof:** Bunjil stories, cellar doors, silo art, art galleries



What we're working on – FEELS LIKE Campaign

Target audiences

- **Seekers of Stories** – 35-60 - singles, couples, small groups
 - **Motivations:** nostalgia, small-town warmth, grassroots heritage
 - **Pain points:** over-commercial attractions, lack of connection
 - **What we show:** pubs with character, quirky collections, community museums, markets
 - **Proof:** Stick Shed, vintage collections, friendly locals



What we're working on – FEELS LIKE Campaign

- **Timing:**

- **Owned:** From November
- **Paid:** February to June 2026

- **Media mix by funnel**

Stage	Objective	Channels/activity	Example headline
Hero (inspiration):	Capture hearts and build awareness	YouTube, Meta, regional OOH, regional print, PR, Adelaide radio	"Feels like the stars are within reach"
Mid (consideration):	Turn inspiration into intent	Segmented social ads, itineraries, blogs, eDMs	"Turn stargazing into the kids' favourite bedtime story."
Conversion (action):	Drive bookings and click outs	Retargeting, website CTAs	"Plan your stargazing tour with ____"

- **Budget:**

- Total \$250k

What we're working on – FEELS LIKE Campaign

Grampians — Wise Guide

Feels like it's been a while → winery lunch, friends reconnecting

Feels like the air's been dipped in honey → golden-hour, sandstone glow

Feels like adventures are set for tomorrow → hiking packs by campfire, lakeside dusk

Feels like generations of celebrations → wine poured in old cellar, cheers sparkling shiraz

Wimmera Mallee — Campfire Storyteller

Feels like the middle of nowhere is the point → lone camp chair under vast sky

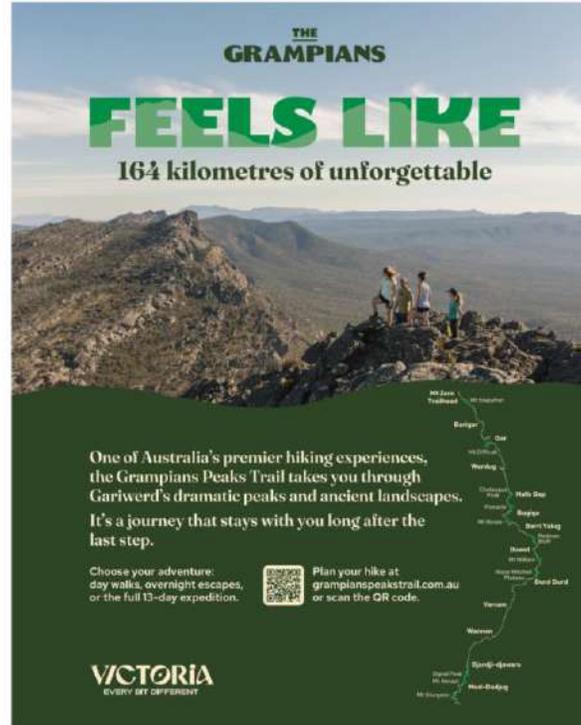
Feels like Monday is galaxies away → Milky Way mirrored on Lake Tyrrell

Feels like the detour your GPS warned you about → 4WD, dusty track, laughing travellers

Feels like every town has its tall tale → silo art, country pub, sharing stories



What we're working on – FEELS LIKE Campaign



Thank you!

GWMTourism
Grampians Wimmera Mallee



Marc Sleeman

CEO
GWM Tourism

GWMTourism
Grampians Wimmera Mallee



Our Vision

Grampians and Wimmera Mallee regions will be recognised as one of Australia'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.

**Grampians
Wimmera Mallee**
Tourism



VEP's Core Responsibilities?

Destination Marketing

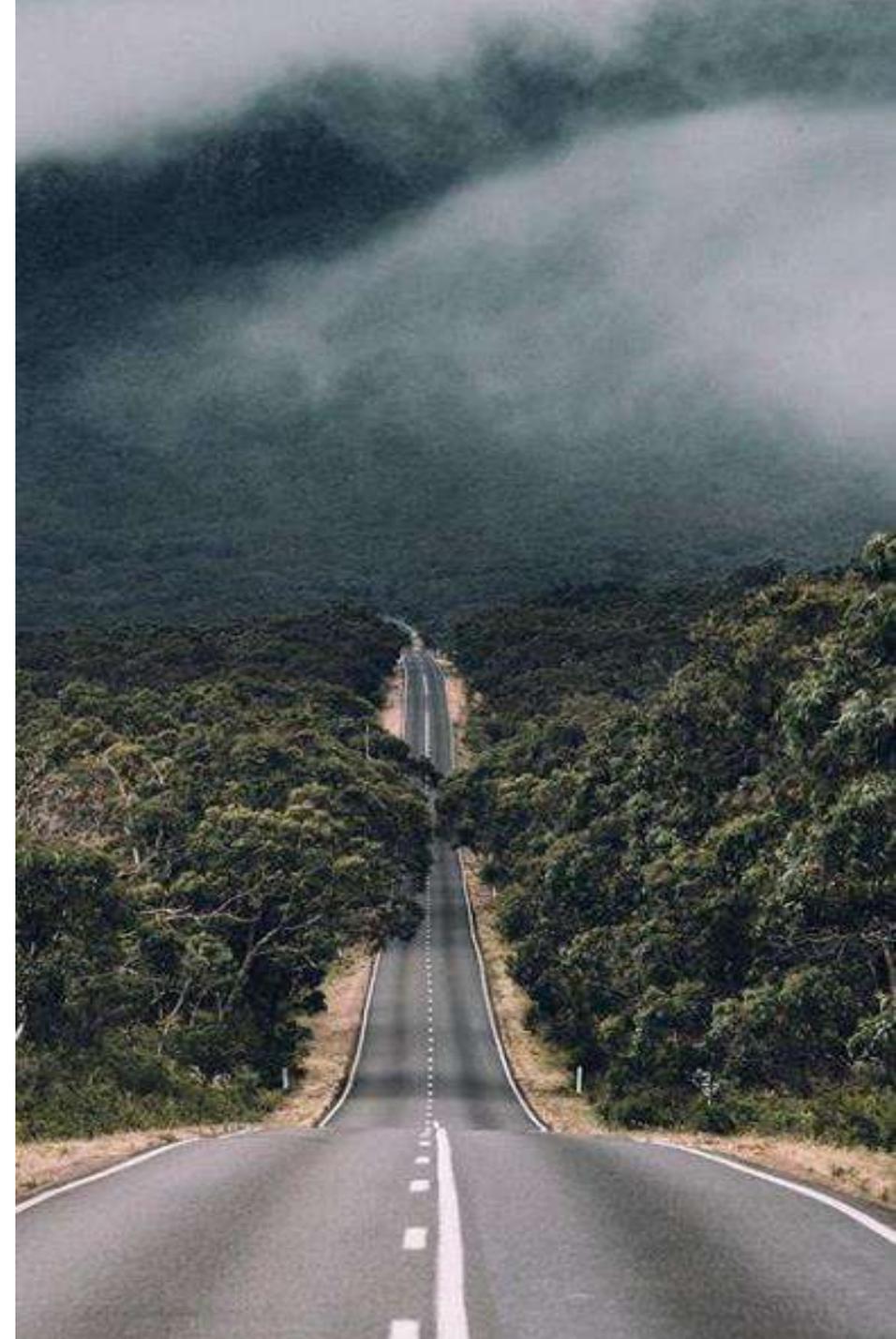
- Deliver effective evidenced based ***Destination Marketing Strategies*** to extend length of stay, improve dispersal, increase yield, and support the regional brand.

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.

Product Development

- Curate products to deliver compelling visitor experiences that are both productive and sustainable.



VEP's Core Responsibilities?

Partnerships

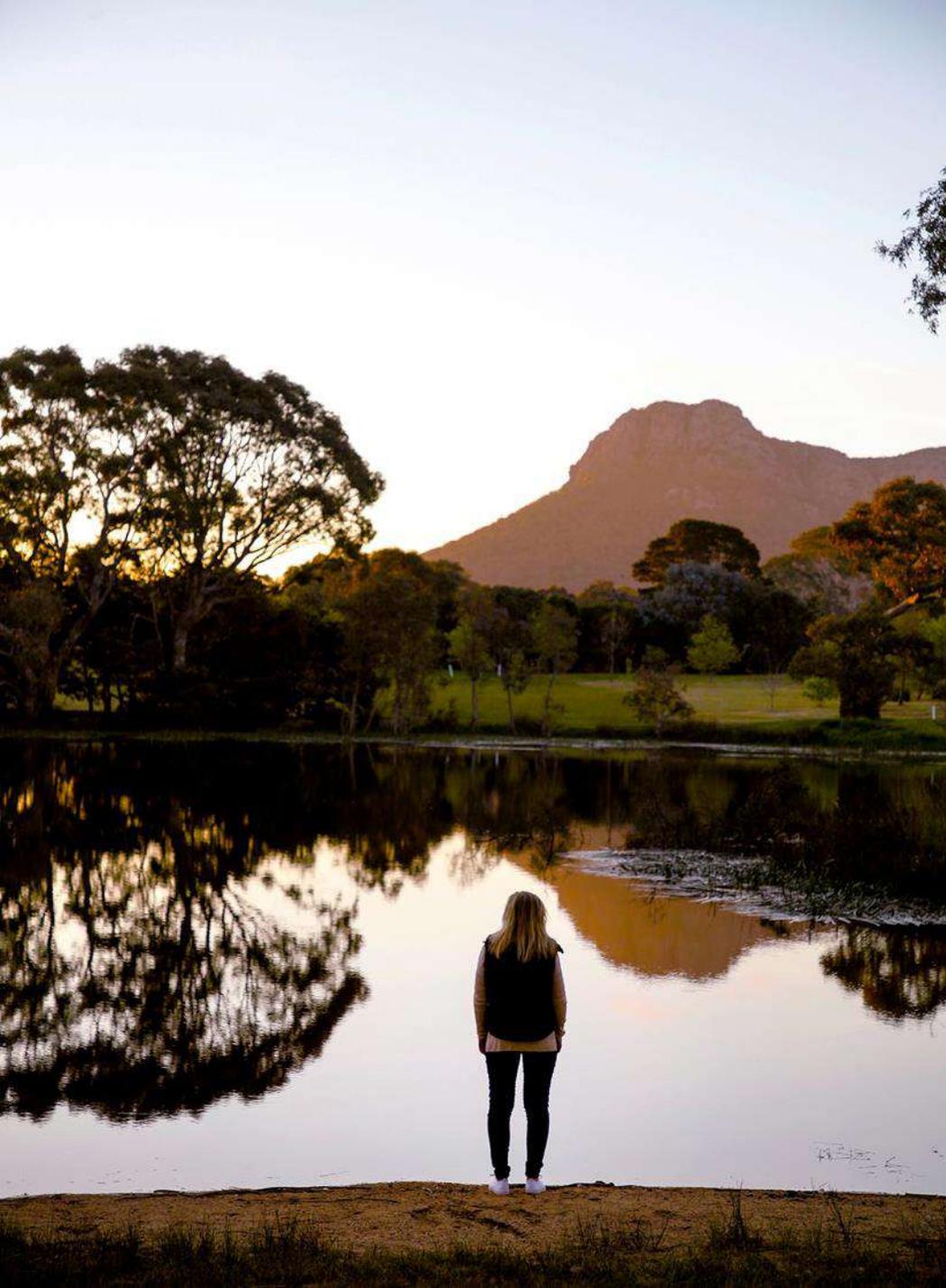
- Facilitate collaboration across industry, councils, and communities and include their feedback in state-wide activities, including strategic planning, product development, marketing and industry development and investment.

Tourism Investment Attraction

- We will work with and advocate on behalf of LG partners to attract new investors and investment opportunities for the Grampians and Wimmera Mallee regions.

**Grampians
Wimmera Mallee**
Tourism



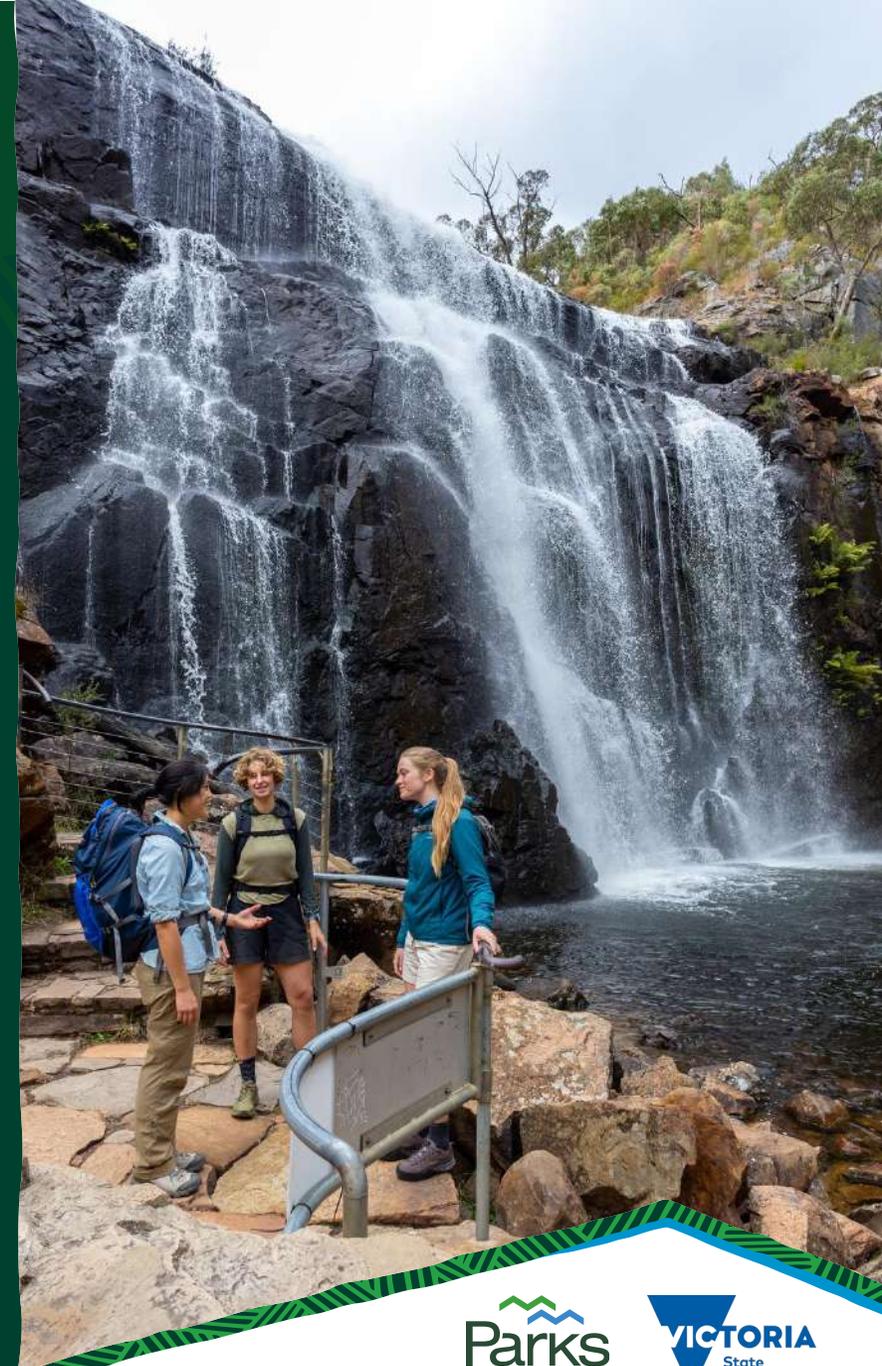


WE ARE COMMITTED TO..

- Being passionate, authentic, innovative and research driven
- Embracing a culture of collaboration and communicating with partners and stakeholders
- Focusing on building brand awareness, highlighting our regions strengths and encouraging dispersal, through tactical initiatives.
- Transforming the quality and diversity of product, experience and events through industry development
- Attracting private investment into accommodation and regional attractions to grow visitor yield and length of stay
- Building local community awareness about the important role the visitor economy plays
- Invest in community as our hosts, travel partners to support growth in visiting friends and relatives market
- Putting the consumer at the forefront of all of our decisions
- Advocating for further public investment to enhance the visitor experience

Mackenzie Falls (Migunang Wirab)

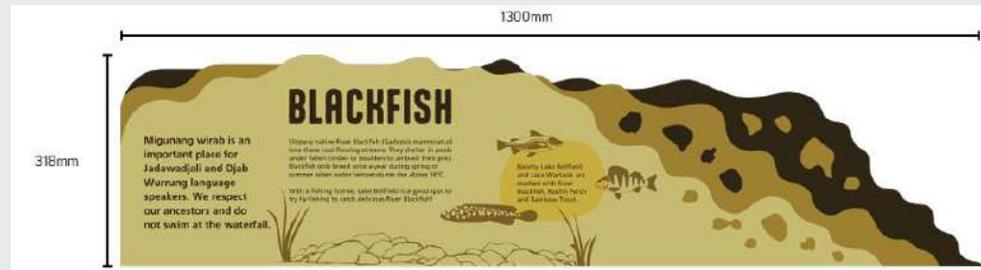
October 2025



Revitalisation Project - \$7.76 million

Mackenzie Falls Revitalisation Project includes:

- Upgrades to car park and visitor arrival area to reduce congestion and improve wayfinding
- New viewing platform at base of Falls to deter swimming / water access and improve pedestrian safety
- Bluff walking trail and lookout upgraded to comply with the Disability Discrimination Act (Grade 1 walk)
- Signage and interpretive artwork developed in consultation with Gariwerd Traditional Owners



Revitalisation Project

OFFICIAL

Artist impression of new lookout at base of MacKenzie Falls



Commercial in confidence – not for distribution

OFFICIAL

Project Timeline

January 2026

Commence Construction

Base of MacKenzie Falls accessible
from Zumsteins only
Full closure of carpark

May 2026

Commence Work at Base of Falls

Full closure of carpark and base of MacKenzie Falls
no longer accessible
Fish Falls is still accessible from Zumsteins

February 2026

Airlift Operations

Precinct wide closures (including
Zumsteins) required for up to a week to
ensure visitor safety

Mid-2026

Construction Complete

Our next GWM Tourism Forum:

**International Focus (GSTR,
Visit Vic and Tourism
Australia) & Christmas
function**

**WAMA Foundation
10.12.25
Barneys Bistro**





Thank you