

# 2025 and Beyond: Shaping the future of Tourism

Industry Forum 2.5.25

**GWM**Tourism  
Grampians Wimmera Mallee





# Acknowledgement of Country

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

**I pay my respect 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



# Mayor Cr. Karen Hyslop

Northern Grampians  
Shire Council

**GWM**Tourism  
Grampians Wimmera Mallee









# Kate Kirkpatrick

Event Director,  
Grampians  
Grape Escape

**GWM**Tourism  
Grampians Wimmera Mallee





# Curtis McGrath (OAM)

Paralympic Gold  
Medallist &  
Invictus Games  
Ambassador

**GWM***Tourism*  
*Grampians Wimmera Mallee*





**TRIUMPH**

— **OVER** —

**TRAGEDY**

**CURTIS MCGRATH<sup>OAM</sup>**

















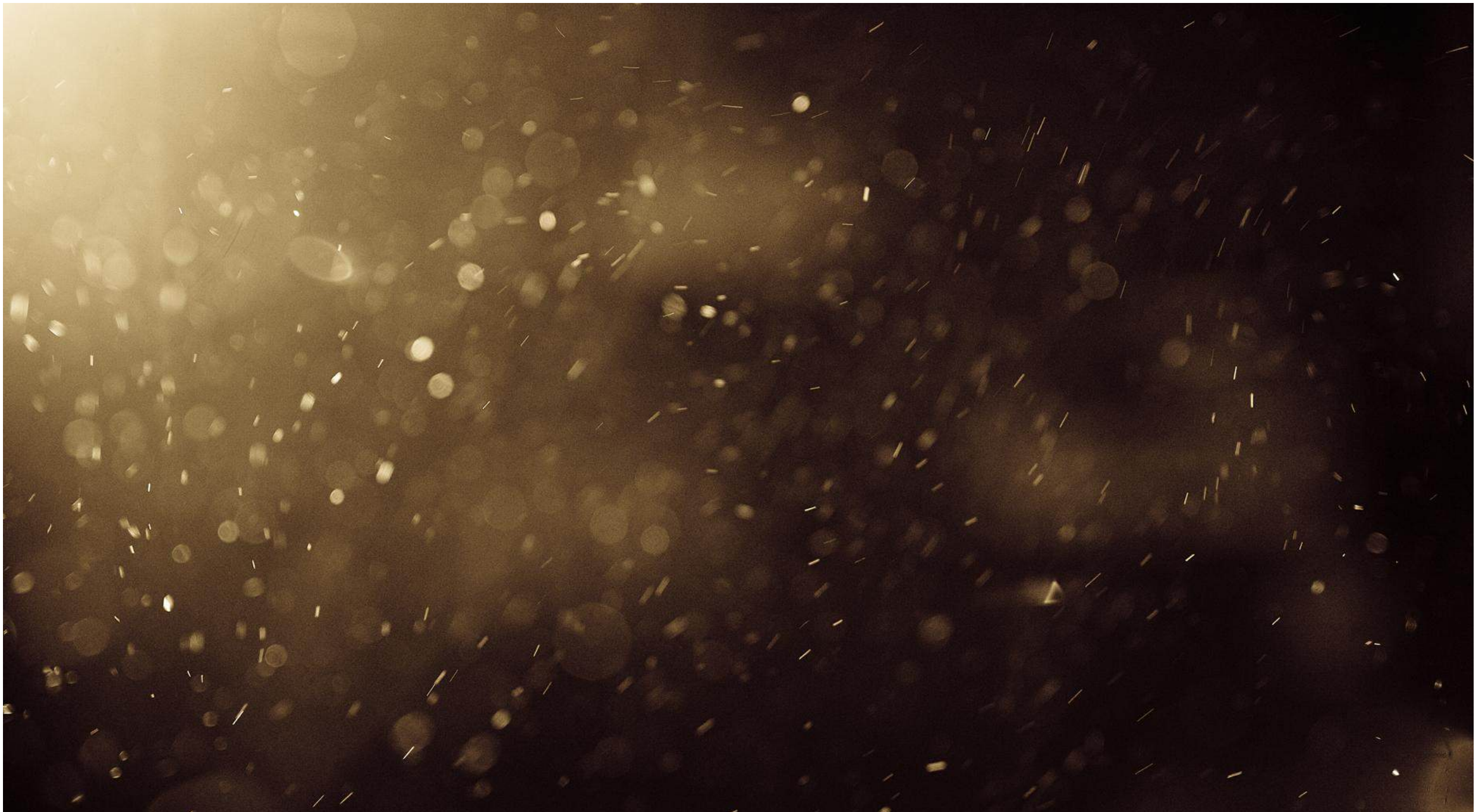




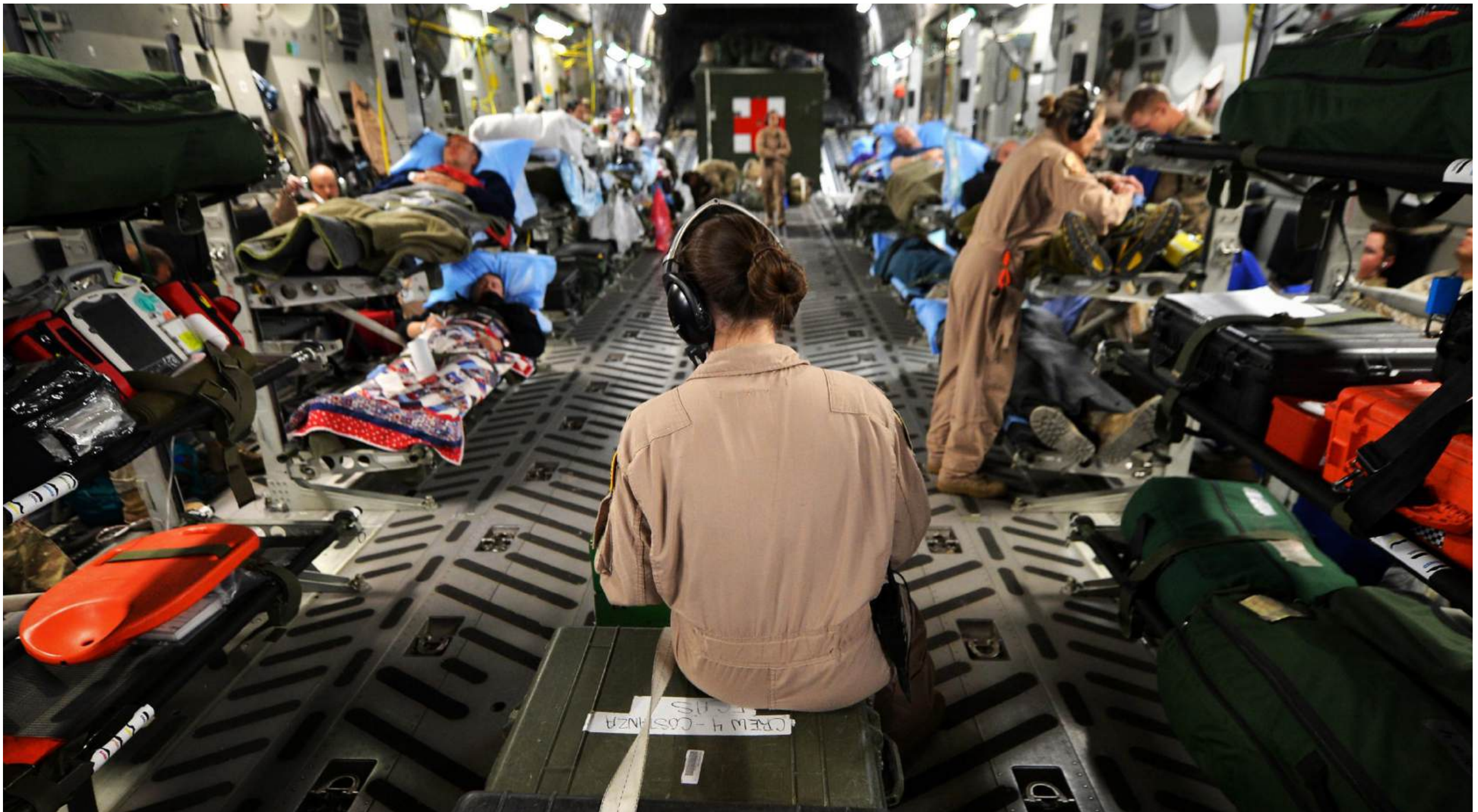








































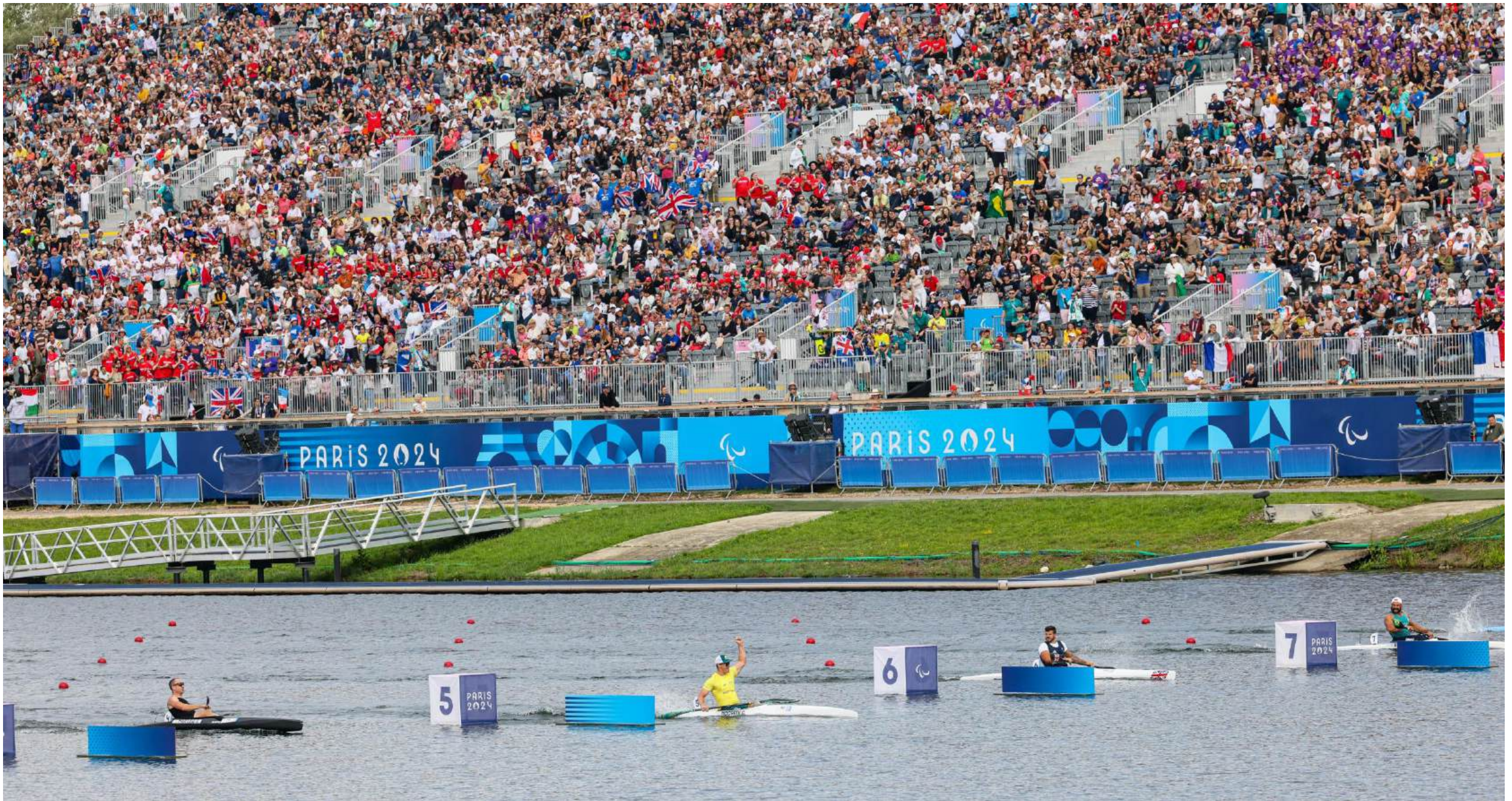






























A Wounded Soldier

A Veteran

A Disabled Person

An Elite Athlete

A Paralympian

A Leader

A Friend

A Husband

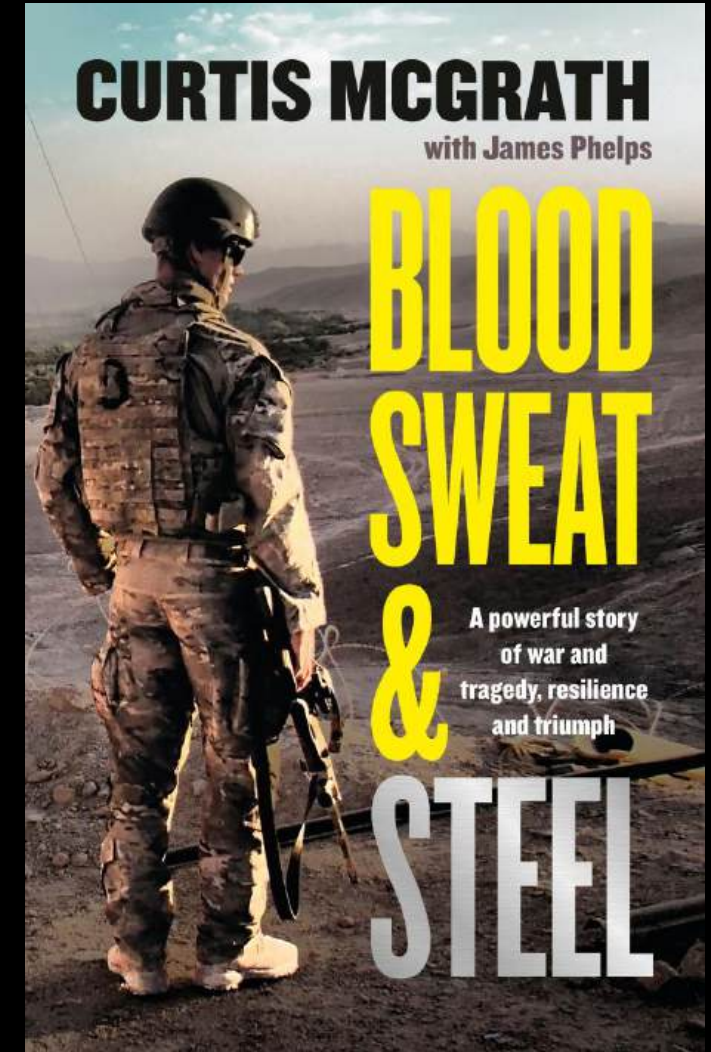
A Father



# THANK YOU

 @curtmcgrath  @curtismcgrathofficial

Proudly supported **AON**  
by



Want more?  
It's in my book.



**Brendan  
McClements**

**Shae Keenan**

**CEO & Chief Marketing Officer  
Visit Victoria**

***GWM*****Tourism**  
*Grampians Wimmera Mallee*







# STIMULATING GRAMPIANS AND WIMMERA MALLEE'S VISITOR ECONOMY

2.05.2025

BRENDAN MCCLEMENTS

SHAE KEENAN





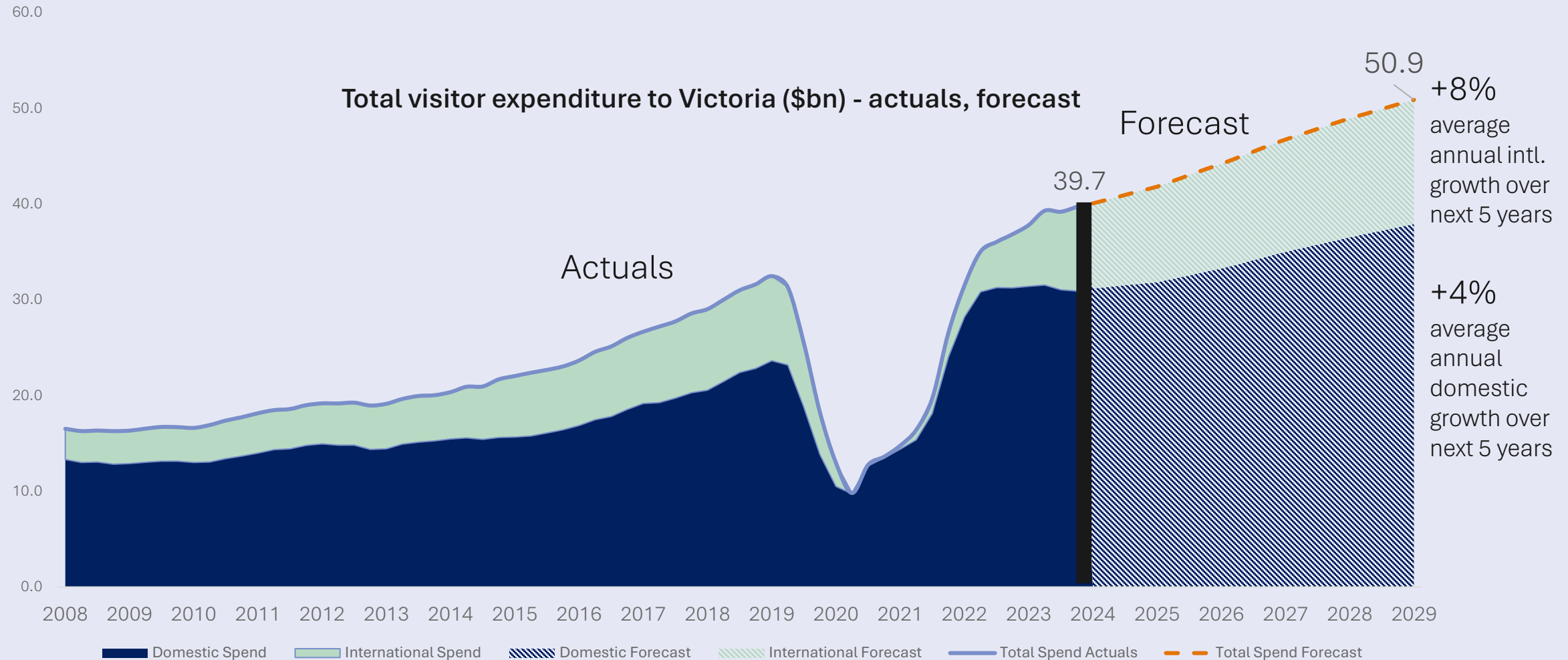
# AGENDA

1. VISITOR ECONOMY OUTLOOK
2. GRAMPIANS WIMMERA MALLEE  
RECOVERY ACTIVITY & PLAN



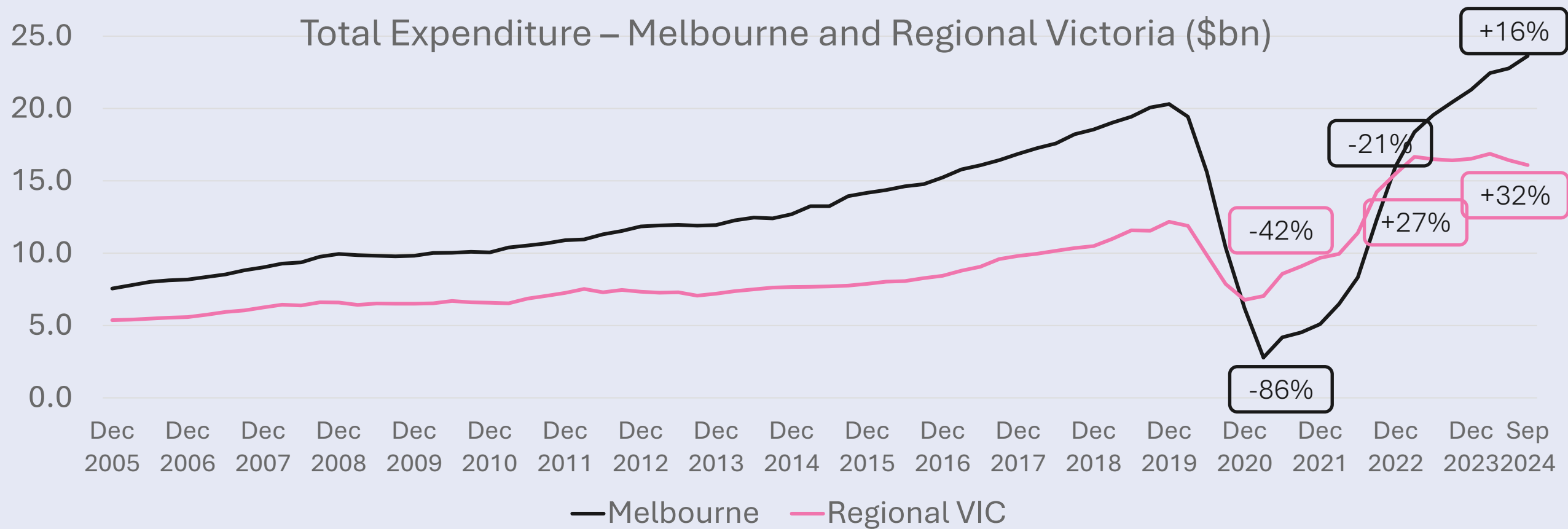


# \$50.9B FORECAST CAN ONLY BE ACHIEVED THROUGH VOLUME AND YIELD





# MELBOURNE AND REGIONAL HAVE HAD DIFFERENT EXPERIENCES



SOURCE: TOURISM RESEARCH AUSTRALIA. DATA TO YE SEPT 24. REGIONAL EXPENDITURE MODEL.



# Domestic visitor expenditure to Grampians was 29 per cent above pre-Covid and regional Victoria was 33 per cent higher

VISITOR EXPENDITURE (\$M) – DOMESTIC	YEAR ENDING DECEMBER 2019	YEAR ENDING DECEMBER 2024	% CHANGE*
GREAT OCEAN ROAD	1,462	1,899	30%
MURRAY	1,572	1,895	21%
HIGH COUNTRY	1,385	1,874	35%
PENINSULA	1,296	1,750	35%
GOLDFIELDS	1,353	1,716	27%
GEELONG AND THE BELLARINE	1,040	1,628	57%
GIPPSLAND	1,080	1,407	30%
YARRA VALLEY AND DANDENONG RANGES	713	1,065	49%
PHILLIP ISLAND	553	849	54%
<b>GRAMPIANS</b>	<b>524</b>	<b>676</b>	<b>29%</b>
DAYLESFORD & MR	517	588	14%
<b>MELBOURNE</b>	<b>12,090</b>	<b>15,551</b>	<b>29%</b>
<b>REGIONAL VIC</b>	<b>11,560</b>	<b>15,385</b>	<b>33%</b>
<b>TOTAL</b>	<b>23,650</b>	<b>30,935</b>	<b>31%</b>

Note: Only top 3 largest % changes are highlighted.



# REGIONAL EVENTS DRIVE VISITATION



## REF supported events

- Wimmera Steampunk Festival
- Grampians Grape Escape
- Grampians Peaks Trail 100 Miler



## Local impact from these three events

- Estimated 3.3M in economic impact to Grampians Wimmera Mallee region
- Almost 11,000 attendees
- Close to 19,000 bed nights





# BUSHFIRE RECOVERY FUND

## FUNDING

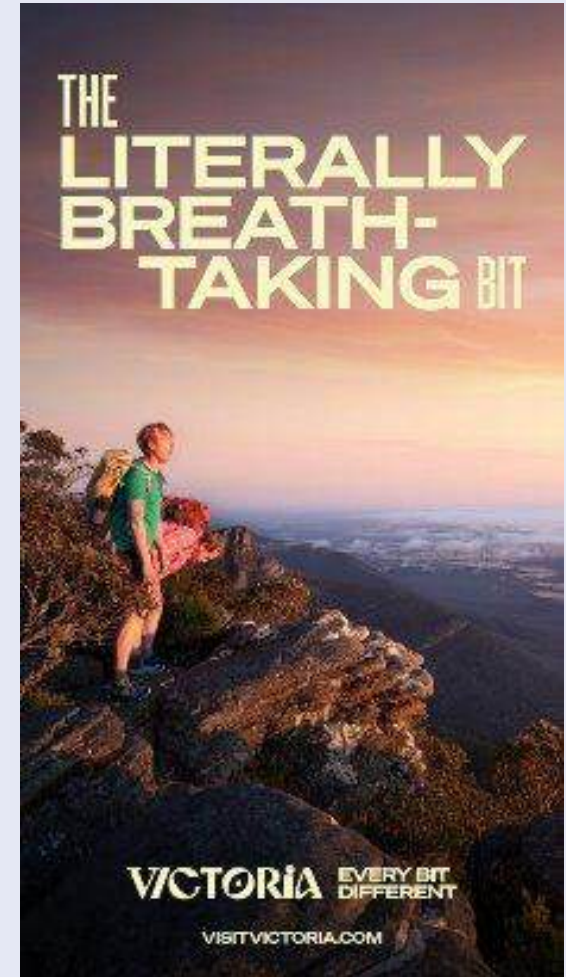
- \$600k for tourism marketing and promotional activities
- \$400k for Visit Victoria; \$200k for GWMT

## OBJECTIVES

- Rebuild consumer confidence in the Grampians and Wimmera Mallee regions
- Support the local tourism industry with tactics to strengthen businesses for the future

## APPROACH

- New Grampians Wimmera Mallee activity as part of the *Every bit different* campaign
- Visit Victoria and GWMT to deliver workshops to engage and empower local industry





# GRAMPIANS WIMMERA MALLEE RECOVERY ACTIVITY

SHAE KEENAN, CHIEF MARKETING OFFICER





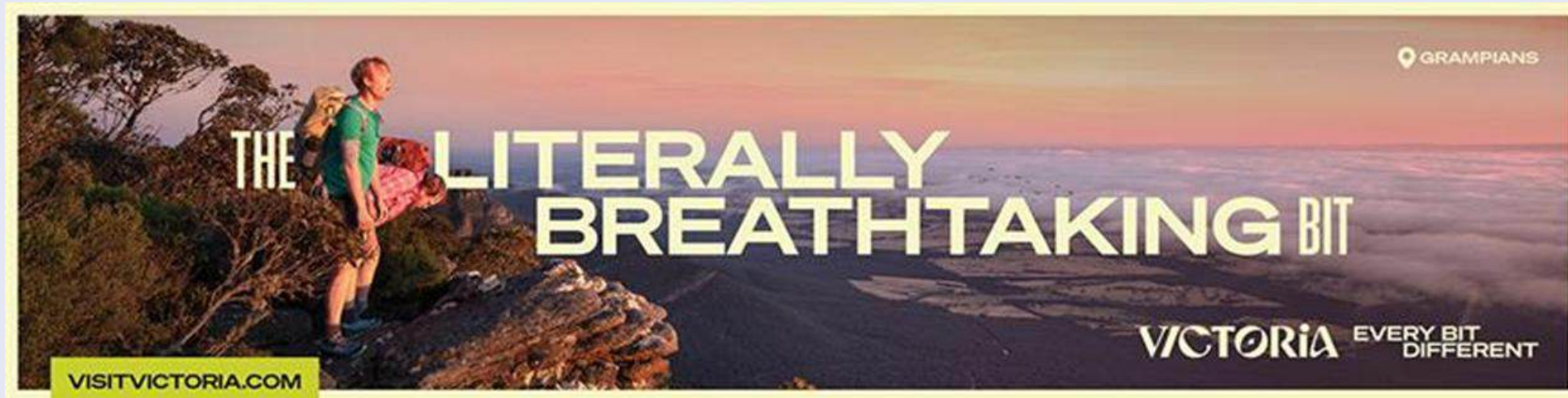
# ACTIVITY TO DATE

JANUARY TO APRIL





# MELBOURNE OUTDOOR ADVERTISING



Tullamarine Freeway – Large Format Outdoor  
31 March – 20 April



# BROADCAST AND VIDEO ADVERTISING

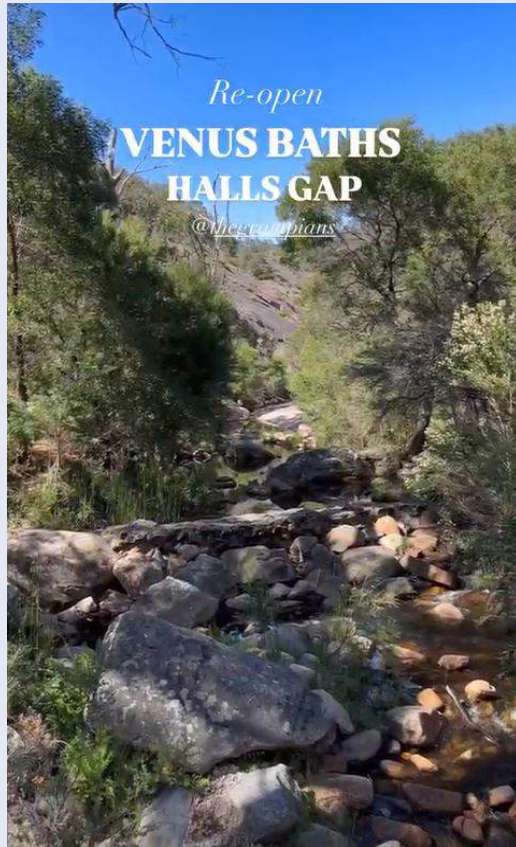


Grampians *Every bit different* 15" TVC into Fly/interstate market from 21 Feb

- Broadcast Video on Demand (BVOD) & YouTube
- Kayo & Vevo



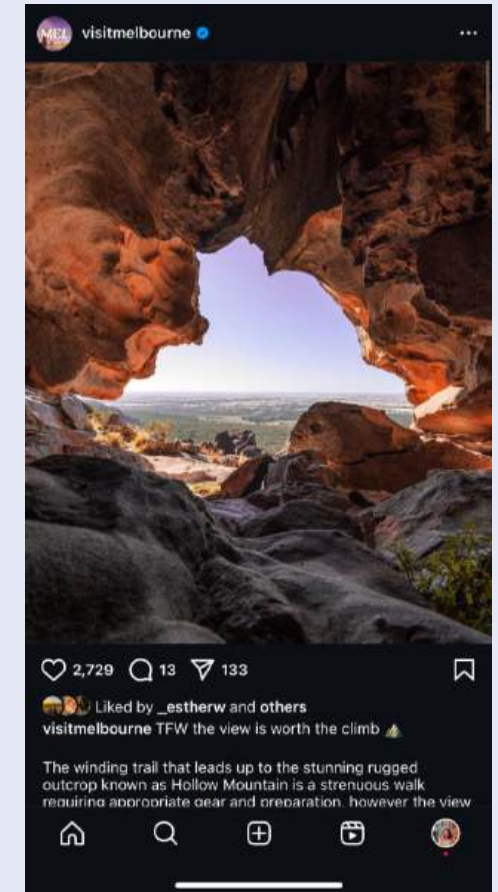
# SOCIAL MEDIA – REACHING MILLIONS



11 Jan – Instagram story about Venus Baths re-opening



15 Jan – Organic reel promoting Grampians re-opening




18 Jan – Hollow Mountain



# VISIT VICTORIA E-NEWSLETTERS

**VICTORIA** EVERY BIT DIFFERENT





## THE GRAMPIANS GETAWAY BIT

This is the bit where we show our support for the towns doing it tough after a rough summer season. Whether it's visiting now, or planning a trip down the track, this magnificent region has plenty to see and do.

From Dunkeld to Great Western and everywhere in between, join a tour with a local, stop for a nourishing feed, hit up a quirky event, and spend the night in a local cottage.


Let's start planning

**STRIKING DUNKELD**  
Gateway to the southern Grampians, Dunkeld is home to destination dining, sweeping mountain views and eco tours.

**GUIDED GRAMPIANS**  
See sights you might never find on your own on a guided experience, where you can uncover local gems minus the effort.

Let's go

Let's go





## WIMMERA STEAMPUNK FESTIVAL


See Dimboola reimagined by a 19th century carnival of peculiarities. Enjoy street performances, marvel at stilt walkers and be amazed by fantastical mechanical contraptions. Get your fortune read, watch live music, see exhibitions, lantern processions and enjoy all the food and drink you can stomach.

Celebrate the weird & wonderful

## SHOP LOCAL, TOUR LOCAL, SUPPORT LOCAL

**SALINGERS CAFE**  
[Discover](#)

**ARARAT GALLERY TAMA**  
[Discover](#)

**GRAMPIANS ESTATE**  
[Discover](#)

Stay safe this summer and check the [VicEmergency](#), [VicTraffic](#) and [Parks Victoria](#) websites for relevant travel warnings before you leave home.

**VICTORIA** EVERY BIT DIFFERENT



# VICTORIA'S OFFICIAL VISITOR GUIDE

## PITCH PERFECT GETAWAYS

STAY FOR FREE AT ANY OF THE HUNDREDS OF PARKS, VICTORIA CAMPGROUNDS OR THOSE IN STATE FORESTS. THERE'S NEVER BEEN A BETTER TIME TO FOLLOW THE CALL OF THE WILD.



**BY THE BEACH**  
You can stroll from Beer-Sully Campground, near Warrnambool, to a spectacular unspoiled beach for rock pooling, fishing and coastal walks. ♦ Along the Great Ocean Road, Abnake Beach Campground is nestled between dunes, a grassy hinterland and a magnificent stretch of sand. Plus, you can take some of the Great Ocean Walk from here.

**OFF THE GRID**  
You might think camping is off-grid anyway, but if you really want to get away from it all, Wonga Camping Area in Wye National Park, has plenty to explore and limited phone reception. ♦ Spend a night under the stars at Woodhouse Campground in the Big Desert State Park. This picturesque spot, with walks along the dunes, is accessible only by 4WD.


**BRING YOUR DOG**  
You can bring your furry friend along to most state parks (not to national parks though). Richards Campground, near Beaufort in the Goldfields region, has plenty to explore and limited phone reception. ♦ Spend a night under the stars at Woodhouse Campground in the Big Desert State Park. This picturesque spot, with walks along the dunes, is accessible only by 4WD.

**SITE FOR ADVENTURE**  
The Grampians National Park is a hiker's paradise. Book a spot at Stapylton Campground, with plenty of local walks, including one to Ngawadji Shelter, an important Aboriginal rock art site. ♦ Walk to magnificent waterfalls and through stone landscapes when you pitch your tent at Lake Colend Campground in the Mount Buffalo National Park.

**RIVERSIDE REST**  
A favourite spot for families is Buchan Caves Reserve Campground, set on cascading Spring Creek. There is a selection of walks, wildlife to be spotted and, of course, the camp system to suit, plus powered sites, hot showers, laundry and campers' kitchen. ♦ For anyone set on caravanning or kayaking, the small McLennan Pond Campground on the Glenelg River is the place to be in Lower Glenelg National Park.  
♦ parks.vic.gov.au  
♦ explorevictoriastates.vic.gov.au

Grampians National Park

## VICTORIA'S REGIONS



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## HALLS GAP ZOO

Victoria's largest regional zoo exhibiting over 120 native and exotic mammals, reptiles and birds, from cheetah, giraffe, meerkats, monkeys, red pandas and bison to kangaroos, Tassie devils, wombats, crocodiles, snakes and dingoes.

Visitors can experience up-close encounters with a number of animals. Special food can also be purchased to hand feed some of the animals.

The 2.5km pathway around the zoo is suitable for wheelchairs and strollers. Enjoy a picnic or barbecue lunch while the children amuse themselves in the playground. Food, drinks and souvenirs also available onsite.

Open: Daily, 10am to 5pm (excluding Christmas Day)  
4061 Ararat-Halls Gap Road, Halls Gap  
t: 03 5356 4668  
w: hallsgapzoo.com.au  
Find us on: f @ d

## IT'S DIFFERENT IN VICTORIA



**THE FINER THINGS**  
In Gippsland at Lake Entrance, get closer to the water when you stay at Lake House, floating, retro Cab-style accommodation. ♦ For exceptional dishes inspired by the landscape and created from locally grown and foraged produce, visit *Alm Dining at Bright*. ♦ Fans of Salween Great Brewing should head to Duneaton, near Cape Corran, with its brewing facilities, meeting place, beer hall and Drunken Botanical Garden.  
♦ lakehouse.com.au  
♦ almdining.com.au  
♦ salweengreatbrewing.com

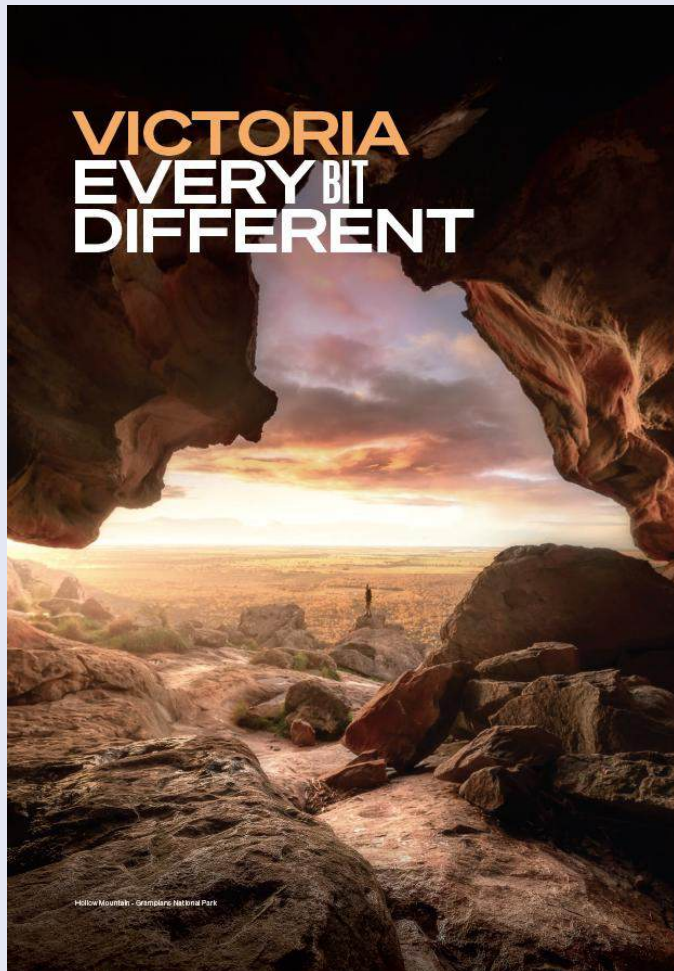
**THE NATURAL WORLD**  
Wahwa Wildlife Art Museum of Australia (used to open its doors in April. This art gallery, in the native bushland at Halls Gap, was created to enrich people's appreciation of nature. ♦ Pioneers Victoria worked with the Eastern Maar Aboriginal Corporation to develop the new *Wahwa Apuridoo Lookout*, a superior access like experience. ♦ Get an even better view of the star attractions, with the upgraded grandstand-style seating at Philip Island's Penguin Parade.  
♦ wahwaart.com.au  
♦ parks.vic.gov.au  
♦ penguin.org.au

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OVG Autumn - Grampians Wimmera Mallee 13 special features



# MAGAZINE – EVENT PROGRAMS



There's something truly electrifying about Melbourne and Victoria. This intoxicating state is buzzing with colour and excitement, ready to draw you in and never let you go. From thrilling events and laneways packed with bars to outrageously beautiful landscapes and tasty regional fare, Victoria truly is, **every bit different**.

## THE WHAT'S DOWN HERE BIT

Take a sharp turn off the beaten track and head deep into the vibrant, ever-changing heart of Melbourne's many laneways.

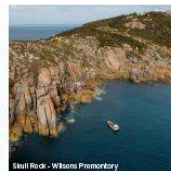
You'll need energy, so be sure to start your day with a coffee from Brick Lane – or one of the many cafés found around just about every corner. Then, it's time to explore. See explosions of street art in Duckboard Place, head down Hardware Lane for alfresco drinks at Kiki's Wine Bar before finishing the day at one of the many eateries along Flinders Lane... Supernormal and Garden State Hotel come to mind.



## THE FEELING SMALL BIT

Switch off and lose yourself in natural wonders so other-worldly that connecting with your wild roots becomes second nature.

Let the life force that is Mother Nature pump through your body as you explore the rugged peaks of the Grampians (Gariwerd) National Park at Brooks Lookout or Hollow Mountain. Rejuvenate your soul with crystal clear waters at Wilsons Promontory National Park with a boat tour of the infamous Skull Rock, or traipse above the canopy in Tatta Bulga National Park on the Corrigan Suspension Bridge.



## THE CAN'T TALK, EATING BIT

Good food, good wine and scenic locales combine to put Gippsland's dining options in a league of their own.

Wear your best oversized clothing because this is the bit where we fill our bellies with all the food, wine and brews we can get our hungry little hands on. Let's start with a curated selection of posh cheeses at Gurneys Cider, followed by a cheeky fresh brew or two at Loch Brewery & Distillery and finish up with a wine tasting at Herman Wines, complete with some carbo-loading in the form of tasty homemade pizzas.



VISITVICTORIA.COM

VICTORIA EVERY BIT DIFFERENT



Venture just outside of Melbourne to discover regional delights aplenty. Switch off and lose yourself in natural wonders so other-worldly that connecting with your wild roots becomes second nature. Let the life force that is Mother Nature pump through your body as you explore rugged peaks of the Grampians (Gariwerd) National Park, at Brooks Lookout or Hollow Mountain (Widjilub Gupur). Rejuvenate your soul with crystal clear waters at Wilsons Promontory National Park with a boat tour of the infamous Skull Rock, or traipse above the canopy in Tatta Bulga National Park on the Corrigan Suspension Bridge.



Clickholes from above: Enjoy the view from Brooks Lookout, Grampians (Gariwerd) National Park. Visit the Corrigan Suspension Bridge, Tatta Bulga National Park, Wilsons Promontory National Park, Skull Rock. Check out the sights at Hollow Mountain (Widjilub Gupur).

World Superbikes program (February)

Australian Grand Prix program (March)



# PUBLIC RELATIONS



MILA AL-TAVIE  
Keeper - Halls Gap Zoo





# PR - WIMMERA MALLEE



Wimmera Steampunk Festival





# PR - GRAPE ESCAPE



CONCRETE PLAYGROUND.

Food & DrinkArts & EntertainmentDesign & StyleTravel & Leisure

EventHalls Gap

# Grampians Grape Escape

This is one of the longest-running food and wine festivals in Australia — and, this year, it needs you more than ever.

Jasmine Crittenden  
Published on March 28, 2025

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Square

Put service first with the right business tools.

Learn More

Overview

**Grampians Grape Escape** — one of the longest-running food and wine festivals in Australia — is always a great excuse to escape the city for the weekend. And this year, it needs you more than ever.

Local businesses in the Grampians have been struggling to recover following recent bushfires, with visitor numbers taking a hit over what was an uncertain summer. Grape Escape is an excellent chance for you to show the western Victorian region some much-needed love — while, of course, sipping your way through delicious wines, feasting on sensational local produce and catching some cracking live music.

Square

TRAVEL UPDATES

## Escape for grapes and more

Visitors are being encouraged to support Victoria's Grampians after bushfires hit the region — and a food and wine festival is just the way to do it.

The town of Halls Gap, which had to be evacuated in December due to fire in the surrounding Grampians (Gariwerd) National Park just as its usual peak season would begin, hosts its annual Grampians Grape Escape in May.

The three-day festival at the local recreation reserve celebrates the region's wine, dining and produce, bringing together close to 100 exhibitors with masterclasses, cooking demos and live music. Thirty wineries will take part, and kids can try rock-climbing at the Little Adventurer's Precinct.

Events run from May 2-4, with the opening night designated as Feel-Good Friday, a live music event celebrating the region's resilience and spirit.

General admission and tasting tickets, which include a souvenir tumbler for wine, beer and cider tastings on Saturday and Sunday, are available now. [grampiansgrapeescape.com.au](http://grampiansgrapeescape.com.au)

TimeOut

EXPLORE CITIESTIME OUT MARKETSSubscribe

MelbourneNewsThings to DoFood & DrinkCultureTravelRoad TripsFood & Drink AwardsRestaurants & CafesBars

12:27TIMEOUTMELBOURNEPostsFollow

Support the Grampians' bushfire recovery at this stellar food and wine fest

206158

timeoutmelbourne fested in the foothills of surrounding mountain ranges, this festival is taking over the beloved regional town of Halls Gap... more 2 days ago

[Home](#)[Search](#)[Add](#)[Calendar](#)[More](#)

Grampians Grape Escape

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

Things to do, Fairs and festivalsGrampians National Park, Grampians

2 May-4 May 2025

Wednesday 16 April 2025

Share

Buy ticket

Things to do

A dazzling meteor shower is set to sparkle across our skies soon, here's how to see it

VISIT VICTORIA

VICTORIA



# UPCOMING ACTIVITY



# DEDICATED GWM CAMPAIGN

## WHEN

- Phase 1 Winter: Now – ramping up in June to drive visitation for winter
- Phase 2 Spring and beyond: Build future consideration

## WHERE

- Outdoor advertising/billboards
- Social Media
- Custom magazine (TBC)
- Official Visitor Guide
- Visit Victoria eDM
- Public relations & Broadcast

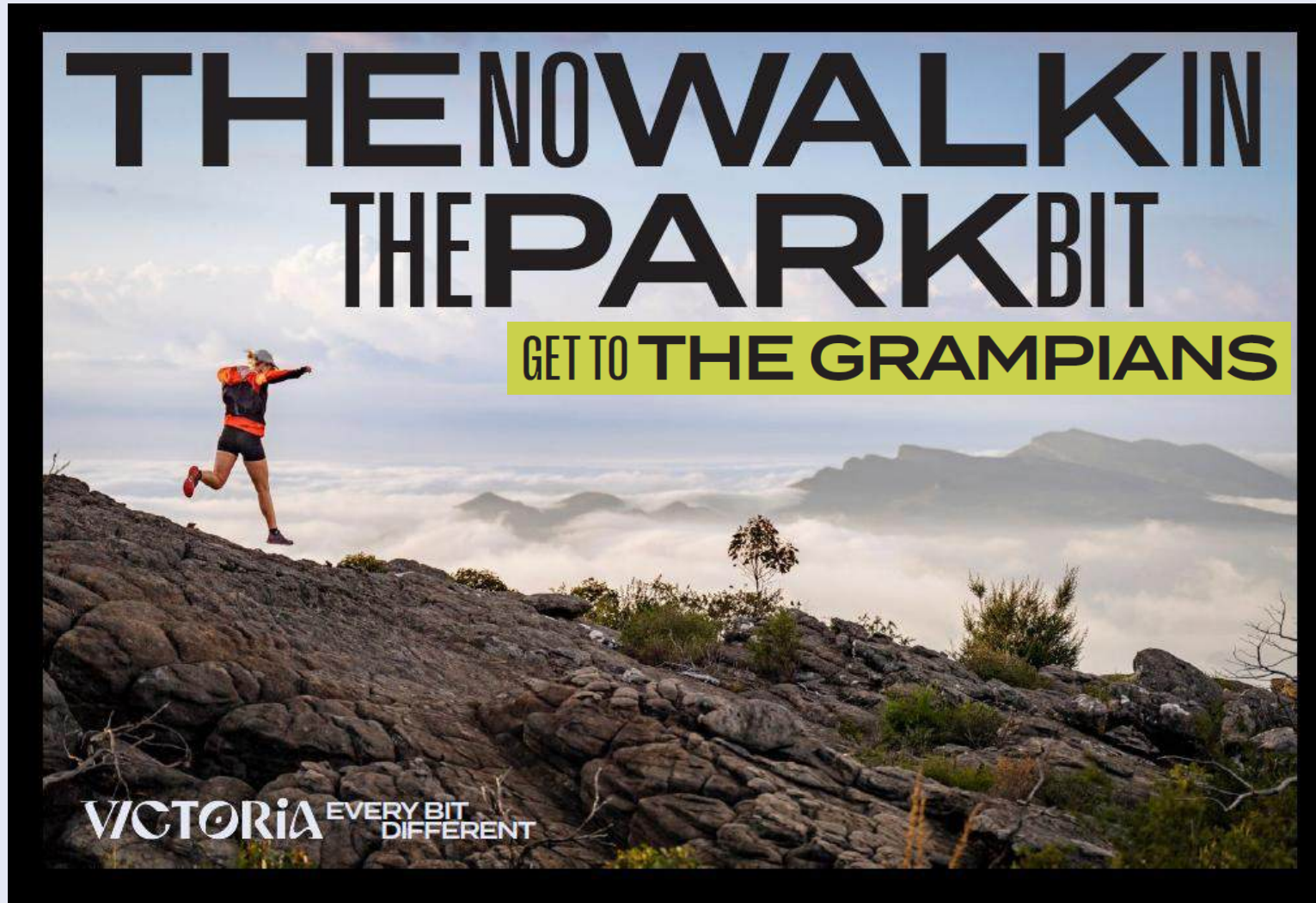
**GET TO THE GRAMPIANS**

**VICTORIA**  
EVERY BIT DIFFERENT



# SNEAK PEEK – NEW CREATIVE CONCEPTS

DRAFT





# THE OFF THE WALL BIT

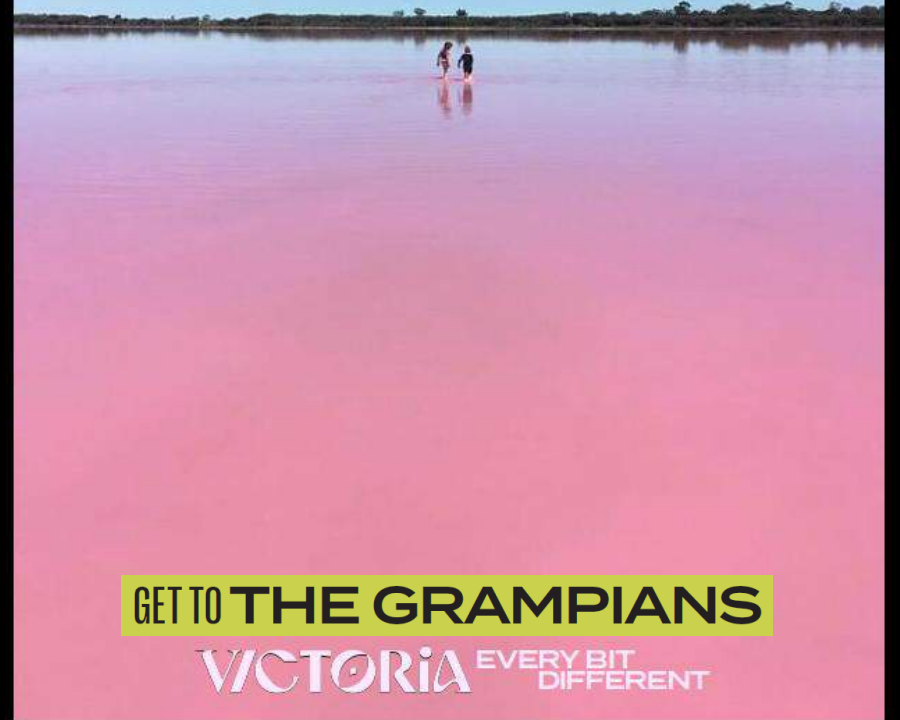


GET TO **THE GRAMPIANS**

**VICTORIA** EVERY BIT DIFFERENT

**DRAFT**

# THE REAL SURREAL BIT



GET TO **THE GRAMPIANS**

**VICTORIA** EVERY BIT DIFFERENT

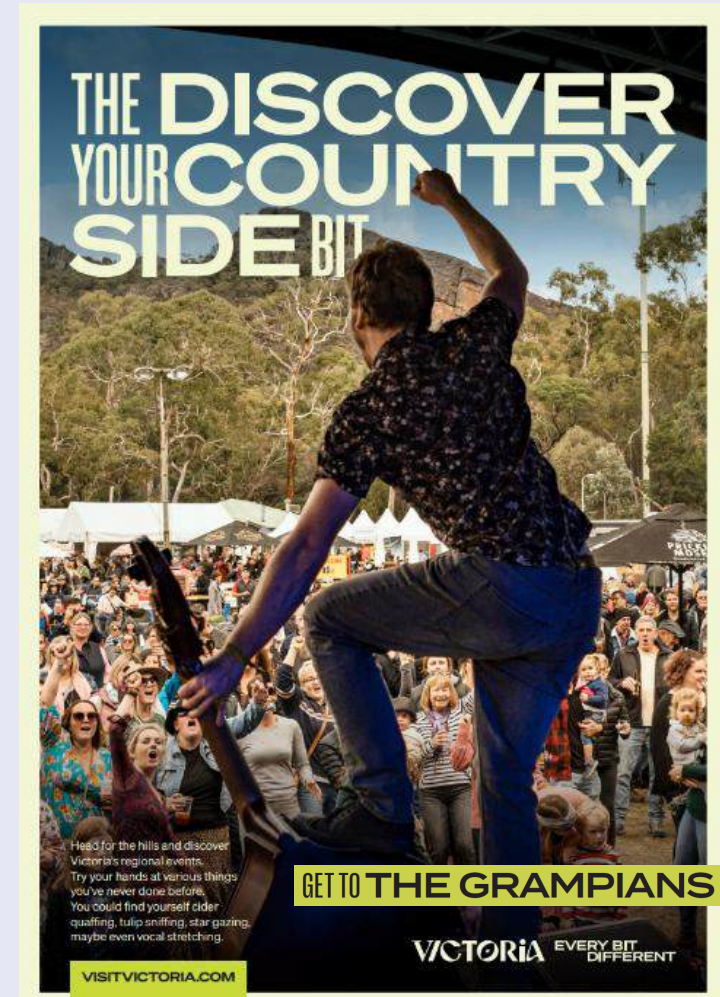




**DRAFT**



# EVENT MARKETING - PRESS

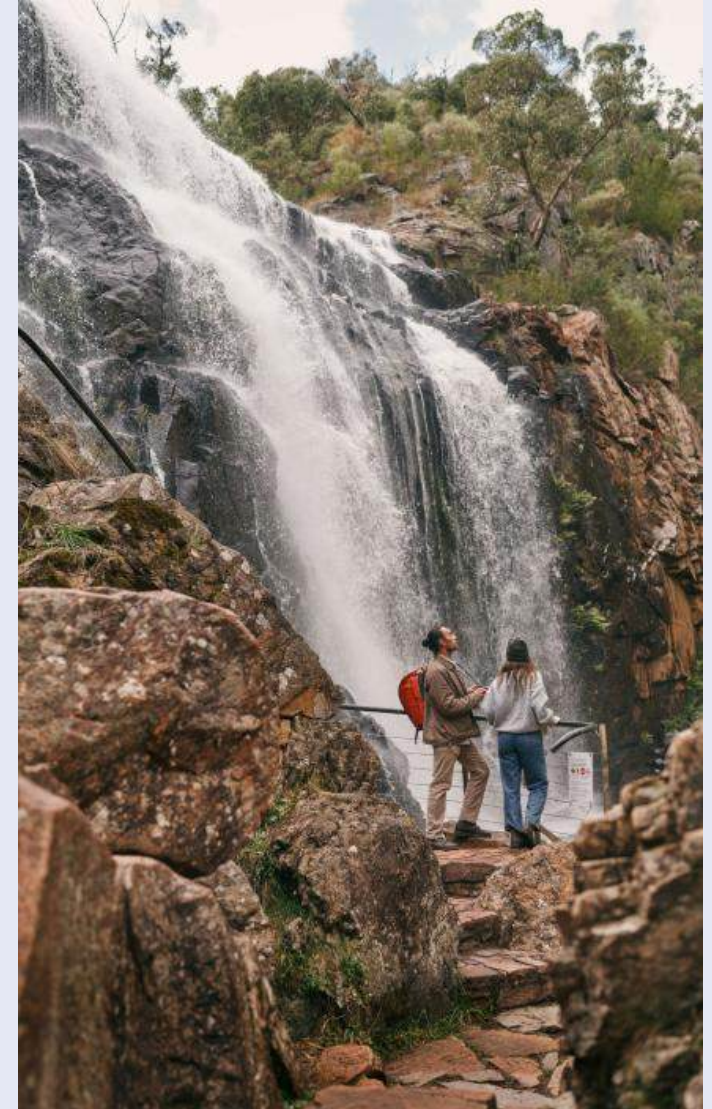


Regional press May-June – heroing Grampians Grape Escape imagery



# INDUSTRY SUPPORT

- **ATE25** – region represented by Absolute Outdoors, Mt William Station, Pomonal Estate and GWMT
- **Free ATDW listings** for all Grampians Wimmera Mallee businesses for 12 months
- **Global immersion program in the region** – 115 international delegates participated in 19 famils featuring 25 businesses over past 12 months





# UPCOMING ACTIVITY

THANK YOU





# Local Investor Panel

Chan Uoy – Dimboola Imaginarium & Wimmera Steampunk Festival

Pippa Mott – WAMA

Bruce Achow – Great Western Enterprises

Josephina McDonald – Halls Gap Lakeside Tourist Park, Grampians Getaway

Adam Atchison – Pomonal Estate

**GWM***Tourism*  
*Grampians Wimmera Mallee*









WIMMERA  
**STEAMPUNK**  
FESTIVAL  
DIMBOOLA VICTORIA



**VICTORIA** EVERY BIT  
DIFFERENT

Wimmera  
Mallee

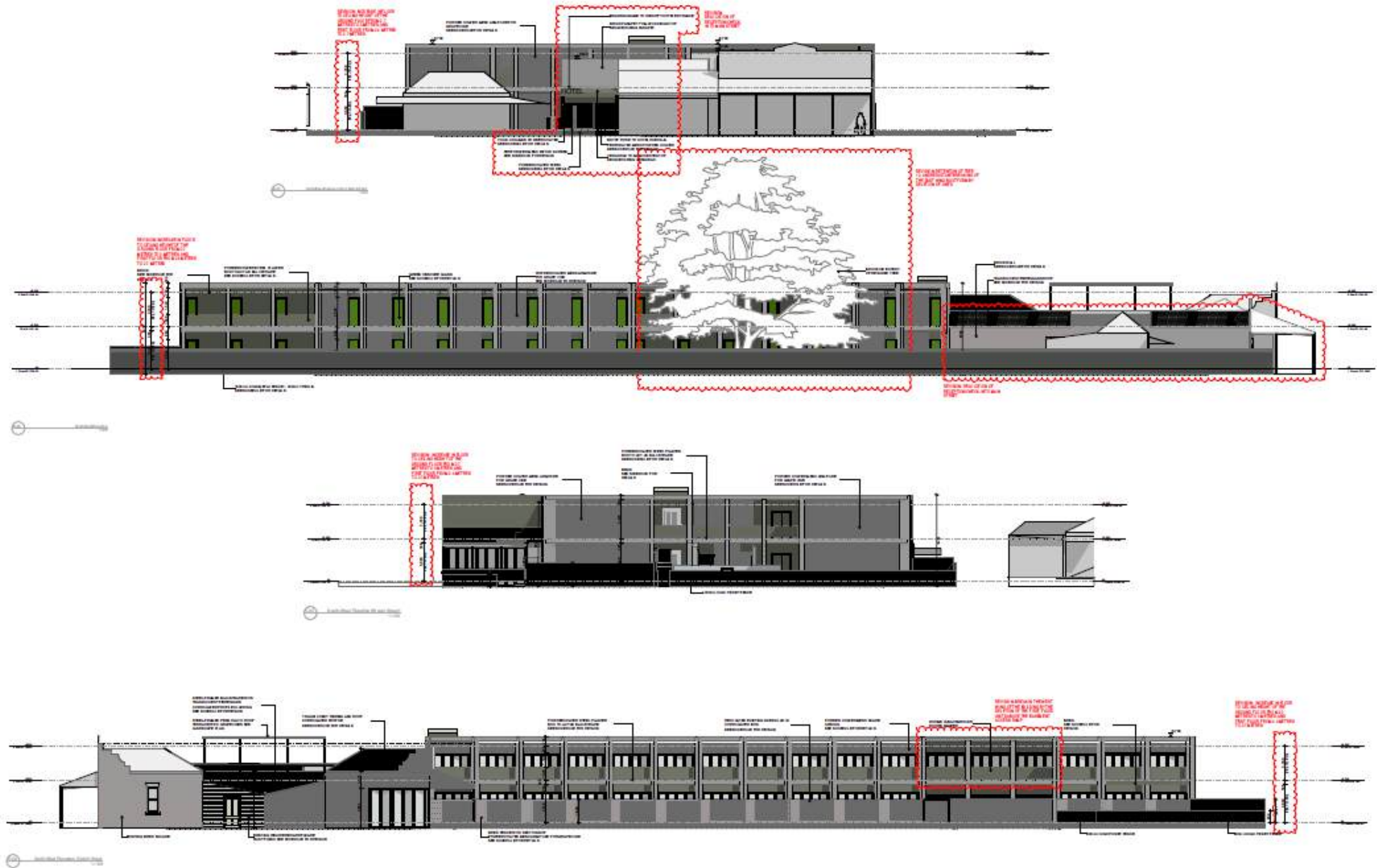








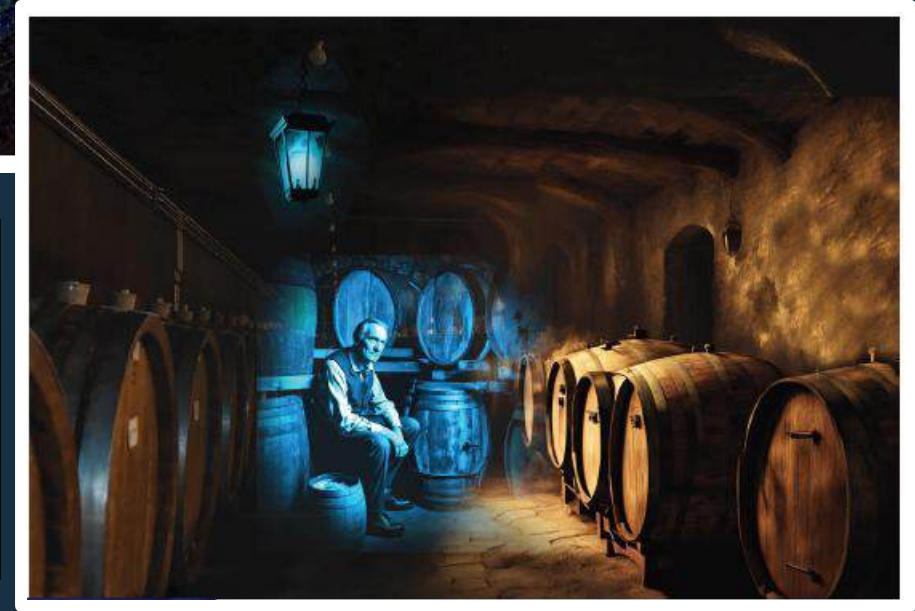














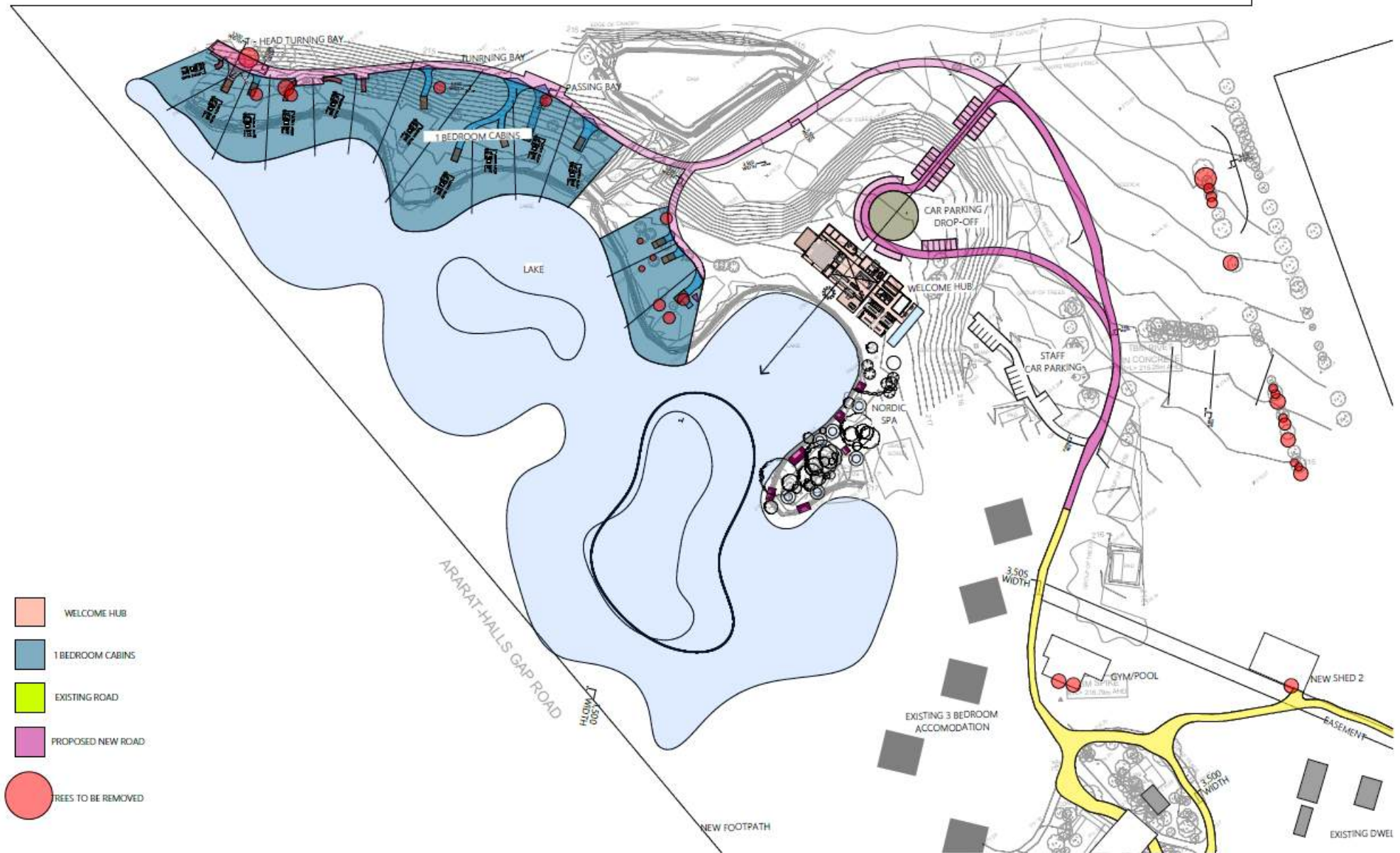


## *Two*

### NORDIC SPA

The Nordic Spa offers guests a rejuvenating hydrothermal experience, guiding them through cycles of hot, cold, rest, replenish, and repeat to restore balance and promote overall well-being. Including saunas, plunge pools, rituals and experiences, herbal steam, salt halo therapy, spa kneipp walk pools, body clay experiences.





**arkular.**

10 YORK STREET, RICHMOND, 3121, AUSTRALIA P. 0477 143 711  
E. HELLO@ARKULAR.COM WWW.ARKULAR.COM











# Mark Gunning (AFSM)

Assistant Chief Fire Officer –  
Regional Commander  
CFA

**GWM**Tourism  
Grampians Wimmera Mallee







# Business Resilience During Emergencies

OUR COMMUNITY • OUR CFA



[cfa.vic.gov.au](http://cfa.vic.gov.au)



- Emergency Impacts
- Emergency Planning
- Basic Resilience



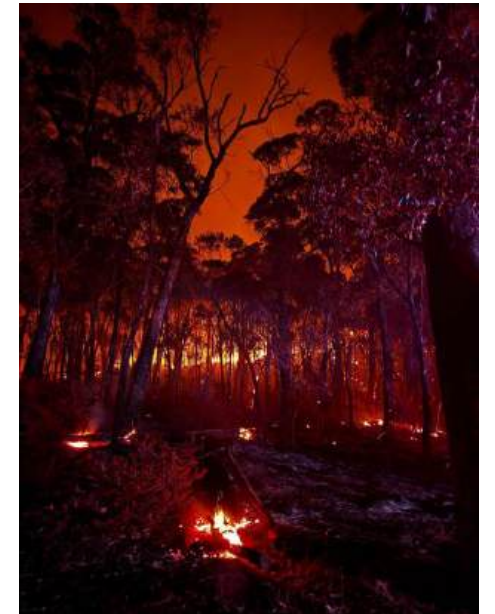
- Just a warning I will be using from photos from recent events in this presentation



# Emergency Impacts



- **Impacts may be directly or indirectly connected with the Emergency**
- **Direct Impacts**
  - Evacuation
  - Fire/Flood or other threatening assets
- **Indirect Impacts**
  - Road Closures
  - Power / Communications disruption
  - Critical infrastructure impacts









# Basic Resilience



## Resilience isn't just a buzz term

### Businesses that can adapt to disruptions can survive disaster impacts

- Mental approach – positive attitude is everything – and you can create it by being well prepared
- Emergency Management Plans – don't just plan for major emergencies – small events can impact in a big way (i.e. Crime Scenes, Power Outage, Water Contamination, single unit / caravan fire)
- Business Continuity Plans
  - Business Victoria have templates
- Long term – Consecutive, Compounding, Concurrent





# Questions



- Any questions?





# Charlie Richardson

Area Chief Ranger  
**Parks Victoria**

**GWM**Tourism  
*Grampians Wimmera Mallee*







# GWMT Industry Forum Update

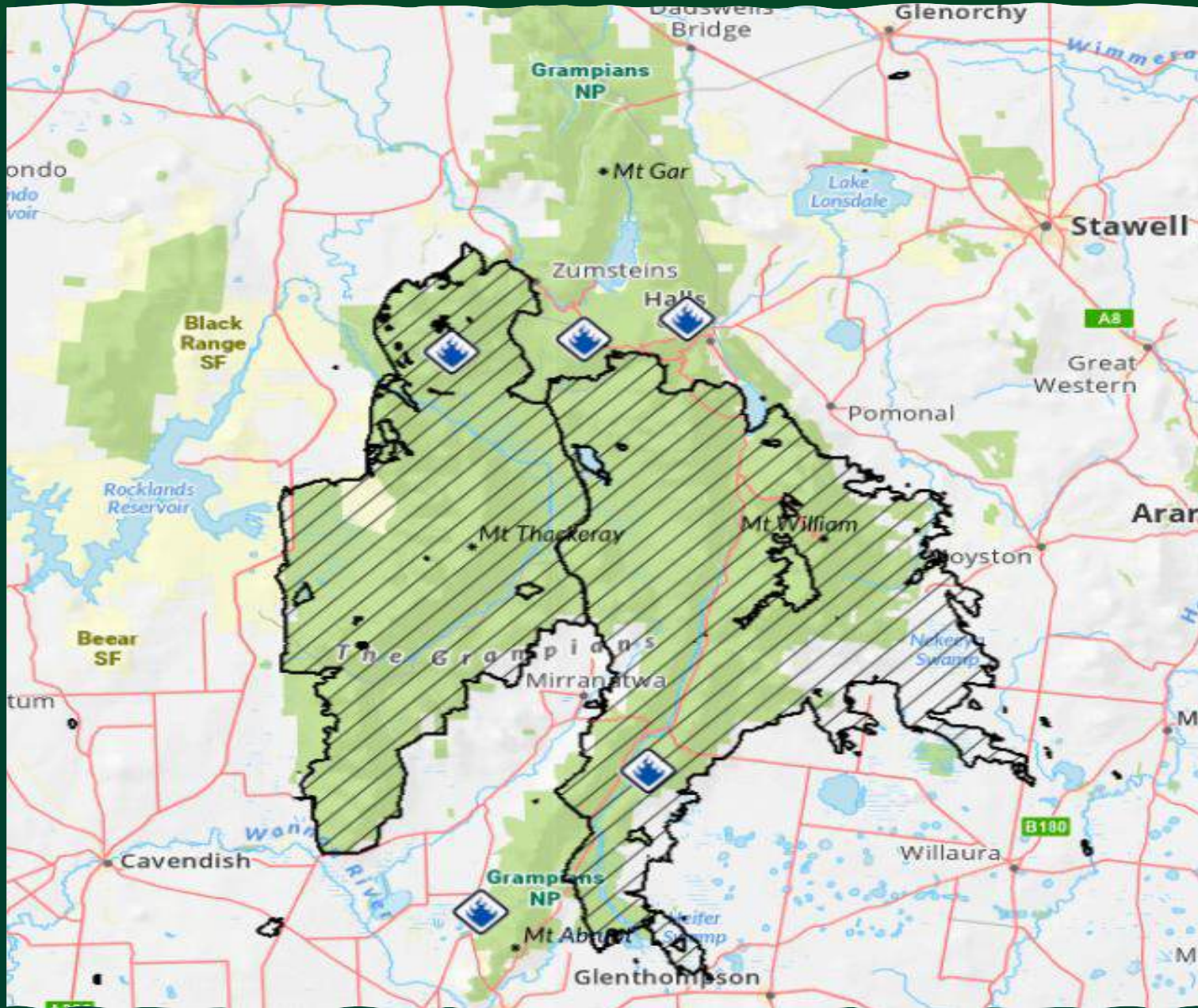
Charlie Richardson, Area Chief Ranger

2 May 2025

OFFICIAL



# Overview – Grampians Fires 2024/25





# Immediate Openings





# Conservation





# Good news stories



We found potoroos and bandicoots!



Brush Tailed Rock Wallabies colonies and supplementary feeding going well



# Cultural Heritage Protection





# Impact assessments





# Impact assessments





# Grampians (Gariwerd) National Park

## Immediate Recovery Funding



**Immediate Built  
Assets Works**



**Immediate Land  
Management  
Activities**



**Critical Species  
Intervention**



**Critical Artificial  
Habitats**



**Immediate  
Predator Control**



**Immediate  
Herbivore  
Control**





# Re-opening - Easter 2025

## Walking Tracks

- Silverband Falls
- Balconies walk
- Pinnacle and Lakeview lookout from Sundial carpark
- Boroka Track walk
- Grampians Peaks Trail - Djardi Djawara to Griffin Fireline



## Campgrounds

- Jimmy Creek
- Wannon Crossing
- Kalymna

## Designated Climbing Sites

- Accessed from Sundial carpark





# Re-opening – 30 June 2025

## Walking Tracks

- Grampians Peaks Trail – Sundial Carpark to Borough Huts

## Campgrounds

- Bugiga Hike-in
- Stony Creek Group Camp
- Borough Huts

## Other

- Griffin Trailhead (Grampians Peaks Trail access)
- Grampians NP Roads





# Long term recovery

- Recovery structures further funding
- Insurance
- Asset repair
- Conservation program
- Landscape stabilisation
- Staged re-opening
- Communications and Engagement
- Partnerships and collaboration





# Park Information

## Brambuk the National Park & Cultural Centre

- Parks Victoria staff providing the most up to date park information to visitors
- Keeping your customers informed for repeat visitation - Maps, trip planning and information on future openings and park events

## Website

- [Parks.vic.gov.au](https://parks.vic.gov.au)
- change of conditions









# Paul Matthews

Skilled Director of GWMT Board  
**GWM Tourism**

***GWM***Tourism  
*Grampians Wimmera Mallee*







# **Grampians Wimmera Mallee** *Tourism*

## **Industry Update Off Grid Kiosks and the new Visitor App**

**2 May 2025**

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Project Manager – VE Tourism



Horsham Rural City Council, Ararat Rural City Council,  
Northern Grampians Shire Council, Southern  
Grampians Shire Council, Hindmarsh Shire Council,  
Buloke Shire Council, West Wimmera Shire Council  
and Yarriambiack Shire Council.



# About the Project

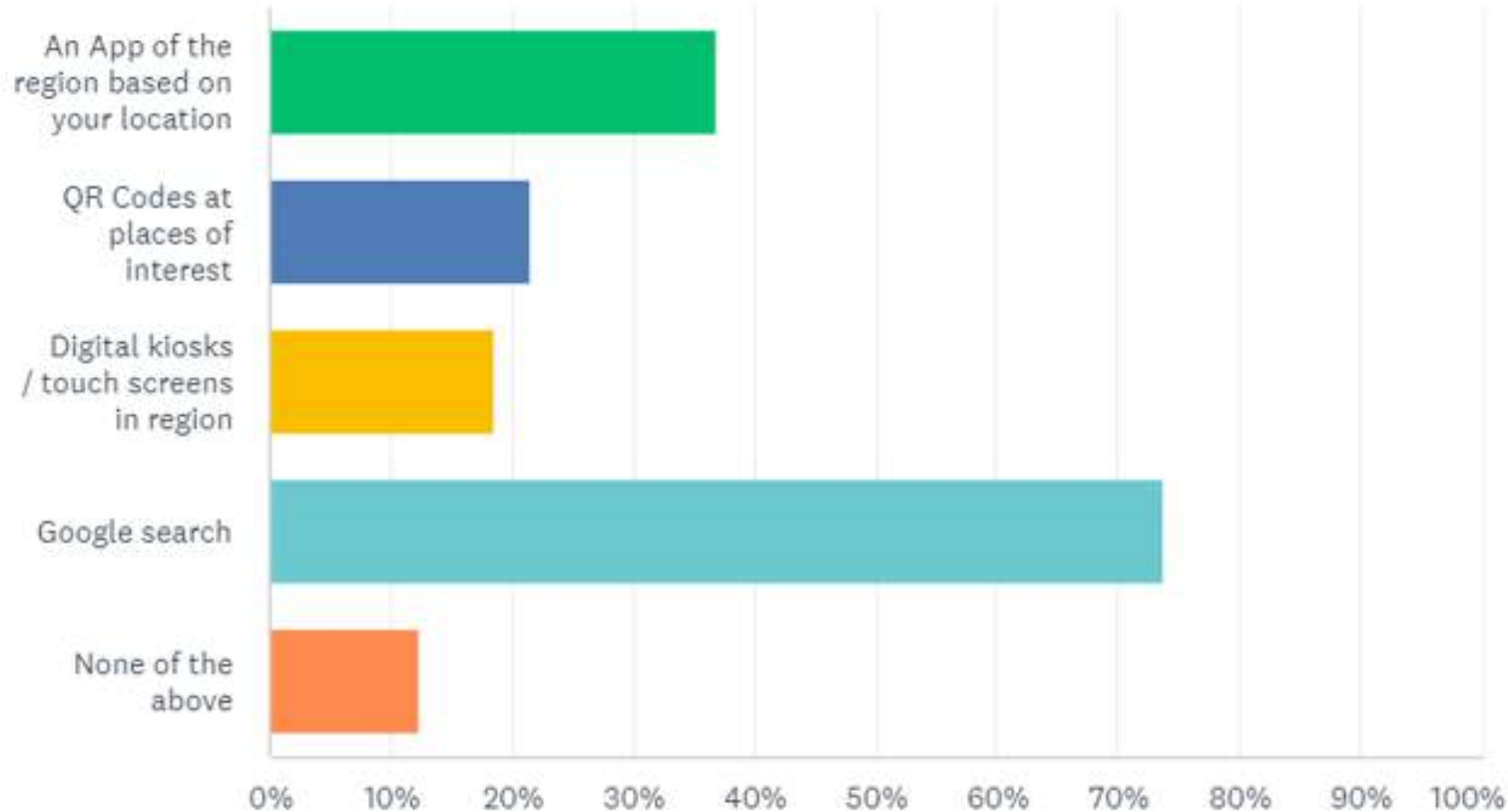


- Funded by Department of Jobs, Precincts & Regions as part of the Visitor Servicing Fund – Stream B
- All eight Shires are represented on Project Government Group and have co-contributed funds
- Project will deliver a visitor App, three world first *off the grid* digital kiosk powered by the sun and wind, and QR code accessible visitor information



# Support for the Project

**Which of the following digital information sources would you use for finding out what is open, close to you and worth visiting? Select all that apply.**

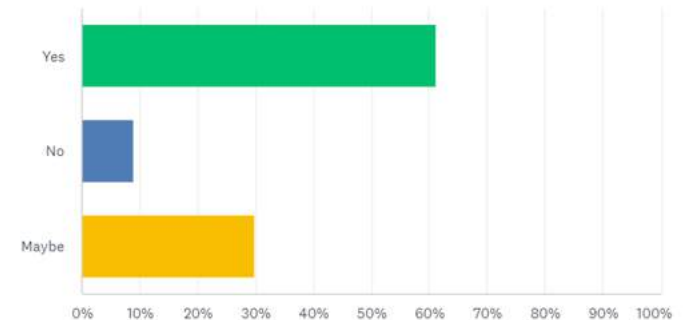


*Source: Urban Enterprise Visitor Survey 2023. Sample size 150*

**What stopped you from visiting the Grampians region VICs?**

- 31.82% Prefer digital tools including apps and social media
- 22.73% Opening hours didn't suit me

**Would you download the App?**





# Kiosk Functionality

The kiosks will have the following functionalities:

- Off the grid powered by solar / wind energy.
- Visitor content by proximity, experience and product.
- Online mapping functionality.
- Personalised itinerary for mobile download.
- Wi-Fi hotspot.
- CCTV.
- Phone charging portal.
- Emergency management messaging functionality.
- Ability to power down at night so no light bleed (kiosk can go to sleep when sun goes down only activating on touch)



Click the QR code to see the kiosk in action. Locally built in the Northern Grampians Shire



# Kiosk Location Update



Main Street Halls Gap



Mitchell's Gully look out  
(Mt Sturgeon Car Park - Dunkeld)



Lake Tyrrell – Sea Lake

Coming soon signs have been installed with links to more information.

Kiosk Installation will commence later in May for completion by June 2025





# Visitor App Update

The APP is now soft launched and available for download.

It has the following functions:

- To discover everything there is to see, do and experience across the Grampians and Wimmera Mallee regions via interactive maps and wayfinding.
- View ride and walk routes on the map.
- All features available even when offline.
- Search shows what is nearby first.
- Ability to filter by distance and type of experience.
- Geo o sensitive content based on location
- Option to create customised itinerary and take photos of visits.
- Powered by ATDW. Other listings in Business Listings.







Click the QR code to  
see the new GWMT  
visitor APP promoting  
local businesses and  
things to do



# Marc Sleeman

CEO  
GWM Tourism

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# STRATEGY OUTLINE

## KEY OBJECTIVES

- Support recovery by driving visitation and spend across the Grampians and Wimmera Mallee.
- Create meaningful, purpose-driven content that connects people to destination stories and "every bit different" experiences that inspires travel.
- Expand and engage target audiences by showcasing the diverse range of experiences and thoughtful touches, tailored to specific interests, encouraging exploration and conversion.

## AUDIENCE - *Consumer:*

- Regional Victorians + SAVIC border to Adelaide Lifestyle Leaders (18+)
- Interest Groups (e.g., Caravanners, Fishing Folk, Bird Watchers, Pet-Friendly)

## INDUSTRY

- Empower operators to deliver emotionally resonant travel experiences that generate content, drive repeat visitation and strengthen destination advocacy.



# STRATEGY OUTLINE

## STRATEGIC APPROACH

- While Visit Victoria focuses on the Melbourne metro area, this campaign zeroes in on regional markets, Adelaide and SA/VIC border.
- Through highly targeted, interest-based campaigns on META platforms, the campaign will engage audiences with the content that appeals most to them (e.g., caravanning, fishing, nature exploration, pet friendly). This segmentation helps broaden the audience beyond general "getaway" tourism, focusing on lifestyle-driven travel experiences that connect with Visit Victoria's broader positioning of diverse experiences across the state.
- The campaign will be strengthened by working directly with local operators to craft travel moments (thoughtful touches) that resonate emotionally with travelers.
- The approach includes a blend of digital, traditional, partnership, out-of-home and PR efforts, supported by fresh content and an updated Visit Grampians brand, which can work cohesively alongside Wimmera Mallee when required.



# VFR CAMPAIGN

**“Our Number One Attraction? YOU”**

## **Campaign Purpose**

- Leverage locals as the region’s most authentic influencers to boost visitation, emotional recovery and economic activity post-bushfires.

## **Key Objectives**

- Encourage locals to invite friends/family to visit or stay longer.
- Support local businesses through increased foot traffic and bookings.
- Promote visitor dispersal across lesser-known attractions.
- Position the region as warm, welcoming and ready to host.
- Gather audience insights via a competition to inform future marketing.





# VFR CAMPAIGN

**“Our Number One Attraction? YOU”**

## **Creative Concept**

- Celebrates the role of locals in recovery: “Our number one tourist attraction? YOU.”
- Human-centered storytelling featuring a “Local Legend/s” from each patch.

## **Execution**

- Capture stills, video and audio of locals sharing their favourite spots to eat, drink, stay and explore.
- Shoot locations include Lake Fyans, Mount Langi Ghiran winery, looking up to Mount Abrupt, walk to Hollow Mountain, and Silo Art.
- Talent includes a cross-section of generations and friends / family types.
- *In Market June*

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# BRAND PROJECT

## **Project Objective:**

Develop a new visual identity for Visit Grampians that will serve as the foundation for campaign creation, that also allows for cohesive visual elements for shared marketing efforts between Wimmera Mallee and Grampians. This process will also consider the consumer journey across the Wimmera Mallee brand, with adjustments made where agreed to strengthen overall brand strategy and synergy.

## **Scope:**

The deliverables include defining the brand's core elements, such as its purpose, vision, mission, values, personality, voice, tone and positioning. Visual identity will encompass logo usage, colour palette, typography, imagery style, iconography and co-branding rules. The verbal identity will cover any (campaign) taglines, messaging pillars, copy examples, application guidelines and accessibility considerations.

## **Website:**

The updated brand will be applied to the rebuild of the Visit the Visit Grampians website, with a focus on optimising the backend and streamlining the front end. The aim is to provide both inspirational and practical content that ensures a seamless consumer journey, enhances user engagement, improves accessibility and drives traffic to local operators.









# THANK YOU

For shaping the future  
of tourism in our region

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