

Welcome

Industry Forum

Dimboola 18.10.24



GWMTourism
Grampians Wimmera Mallee

David Jochinke

GWMT
Independent Chair

GWMT*Tourism*
Grampians Wimmera Mallee

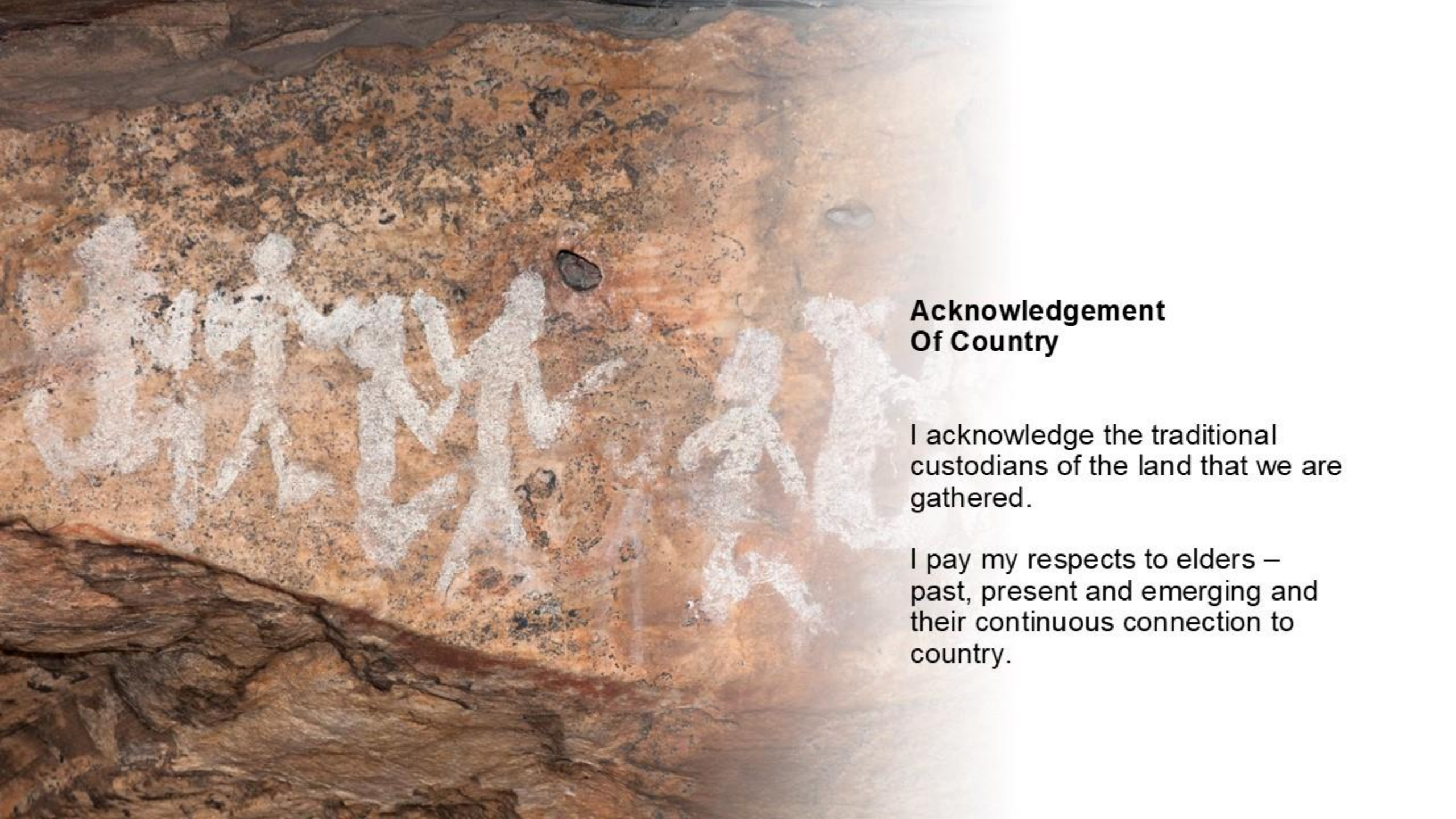


Marc Sleeman

CEO
GWM Tourism

GWM*Tourism*
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



Kerrie Mulholland
Partnerships Manager
Grampians



Ian Gumela
Partnerships Manager
Wimmera Mallee



Georgia Bennett
Marketing Manager



Caron Fraser
Administrative
Assistant



Tessa Llewellyn
Projects Coordinator



OUR VISION

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

OUR PURPOSE

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

STRATEGY SUMMARY

Goal

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

Value = Economic Growth + Community Inclusion + Civic Pride

Key Priorities

Destination
Marketing

Industry
Development

Product
Development

Partnerships

Investment
Attraction

Messaging

Be targeted to specific
high value audiences

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

Strengthen and raise
awareness of our brand
attributes

Encourage dispersal
throughout the region



VEP's Core Responsibilities

- 1. Destination Marketing
- 1. Industry Development
- 1. Product Development
- 1. Partnerships
- 1. Tourism Investment Attraction



VEP's Core Responsibilities

- Leadership and collaboration at a regional level
- Deliver industry strengthening to address regional needs
- Encourage increased community support for tourism
- Facilitate visitor dispersal and experiences
- Undertake collaborative destination marketing
- Provide insights and investor connections that inform a strengthened pipeline and product development
- Provide regional context and insights to inform government policy development, decision making and investment priorities
- Ensure continued crisis preparedness and support relative to the visitor economy.



Priority Projects 2024

- Destination Management Plan and LAAP's
- Delivery of new Partnership Programs leverage our activities.
- Deliver new tactical marketing activity across both brands.
- New OVG and Grampians and Wimmera Mallee Way Touring
- Guides
- New Industry Strengthening funding to support development activities
- Industry Development with focus on digital coaching, marketing mentoring, ADTW training and product distribution development.
- Deliver new Road Trips tactical Marketing Campaign
- Continue Always On Social and Digital Marketing
- Support Events to help raise destination awareness
- Stream B Visitor Servicing Project



Silo Art Trail
Patchewollock Vic

Wimmera Mallee Destination Management Plan & LAAP's

- Guide the visitor economy, reflecting the needs and aspirations of the community, industry, and its member councils.
- Provides shared vision and goals for the region's visitor economy
- DMP is informed by independent research and analysis
- Consultation with industry representatives, community groups, businesses, each council, and a variety of stakeholders.
- Umbrella document over the four Local Area Action Plans
- Facilitate investment in the visitor economy that positions the Wimmera Mallee as an attractive place to live, work, visit and play.



Upcoming Workshop

Sustainable & Regenerative Tourism Workshops & Learning Tours

1. Halls Gap Tuesday 29 October 2024
2. Horsham – Wednesday 30 October 2024.

Delivered by The Tourism Collective, it will educate, inspire and empower our Grampians and Wimmera Mallee businesses to:

- Build purpose-led, climate-active businesses that can thrive in the ever-changing landscape
- Develop and deliver visitor experiences that meet the motivations and needs of future travellers,
- Build resilient tourism enterprises that are prepared to adapt to future regulatory requirements; and
- Effectively and responsibly market their tourism experiences

Book a spot now with Tess as registrations close soon.

**Grampians
Wimmera Mallee**
Tourism

Monica Revell

CEO
Hindmarsh
Shire Council

GWMTourism
Grampians Wimmera Mallee





Tourism is Everyone's Business in Hindmarsh Shire

EAT STAY PLAY *in Hindmarsh*

Hindmarsh Shire Visitation Figures



Visitors

150k visitors



Visitor Nights

174k nights



Visitor Spend

\$36.8M

Source: 2024 GWMT Local Area Action Plan

Visitor Type

Domestic day

58.1%



Domestic overnight

41.9%



International

0.1%



Average Length of Stay

2.8 nights



Domestic Visitor Origin

Domestic day

Interstate

0%



Intrastate

100%

Domestic overnight

Interstate

36%

Intrastate

64%





Hindmarsh Holiday Parks



RIVERSIDE
HOLIDAY PARK
— Dimboola —



RIVERVIEW
HOLIDAY PARK
— Jeparit —



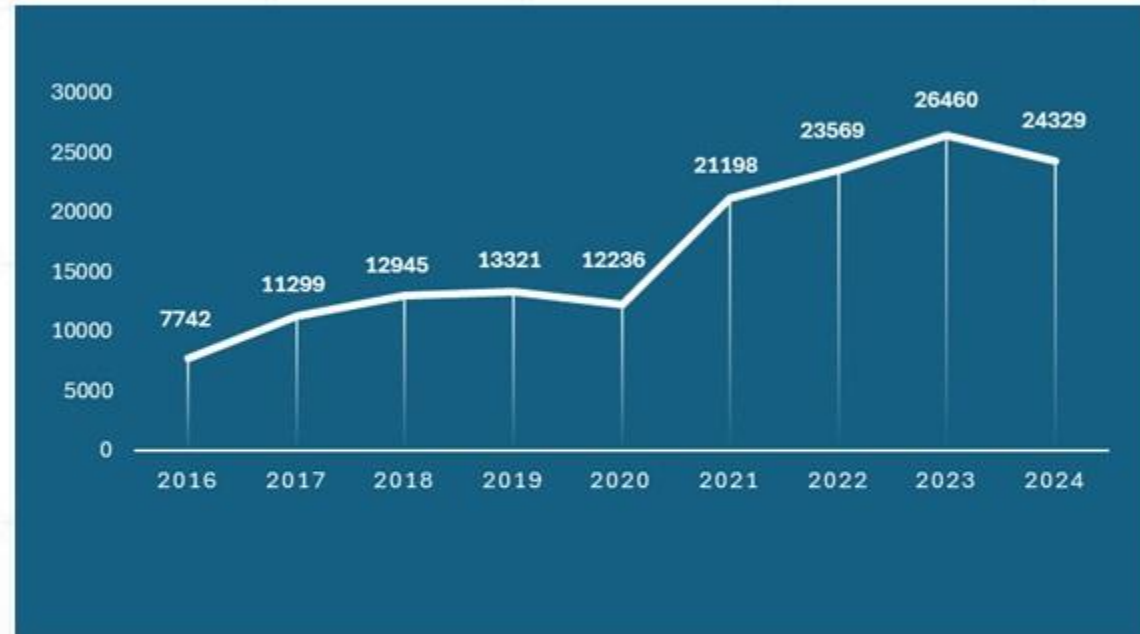
NHILL
HOLIDAY PARK
— Nhill —



RAINBOW
HOLIDAY PARK
— Rainbow —

Hindmarsh Holiday Parks Visitor Nights | 2016-24

- Hindmarsh Shire regained management of the Dimboola Caravan Park in late 2015.
- Considerable funds to improve the amenities at the Dimboola, Jeparit and Rainbow sites.
- Since improvements commenced in 2016, visitor nights have increased dramatically.

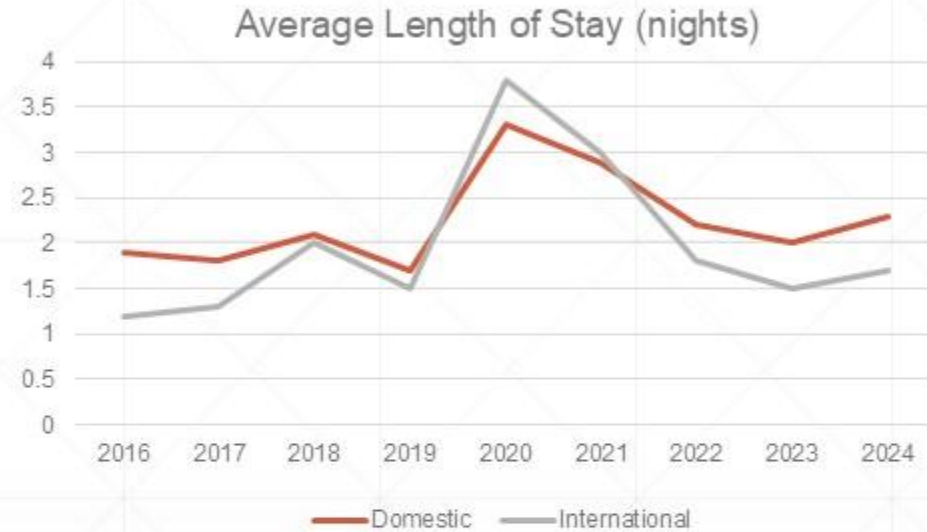


**2024 figures to August.

Hindmarsh Holiday Parks Length of Stay | 2016-24

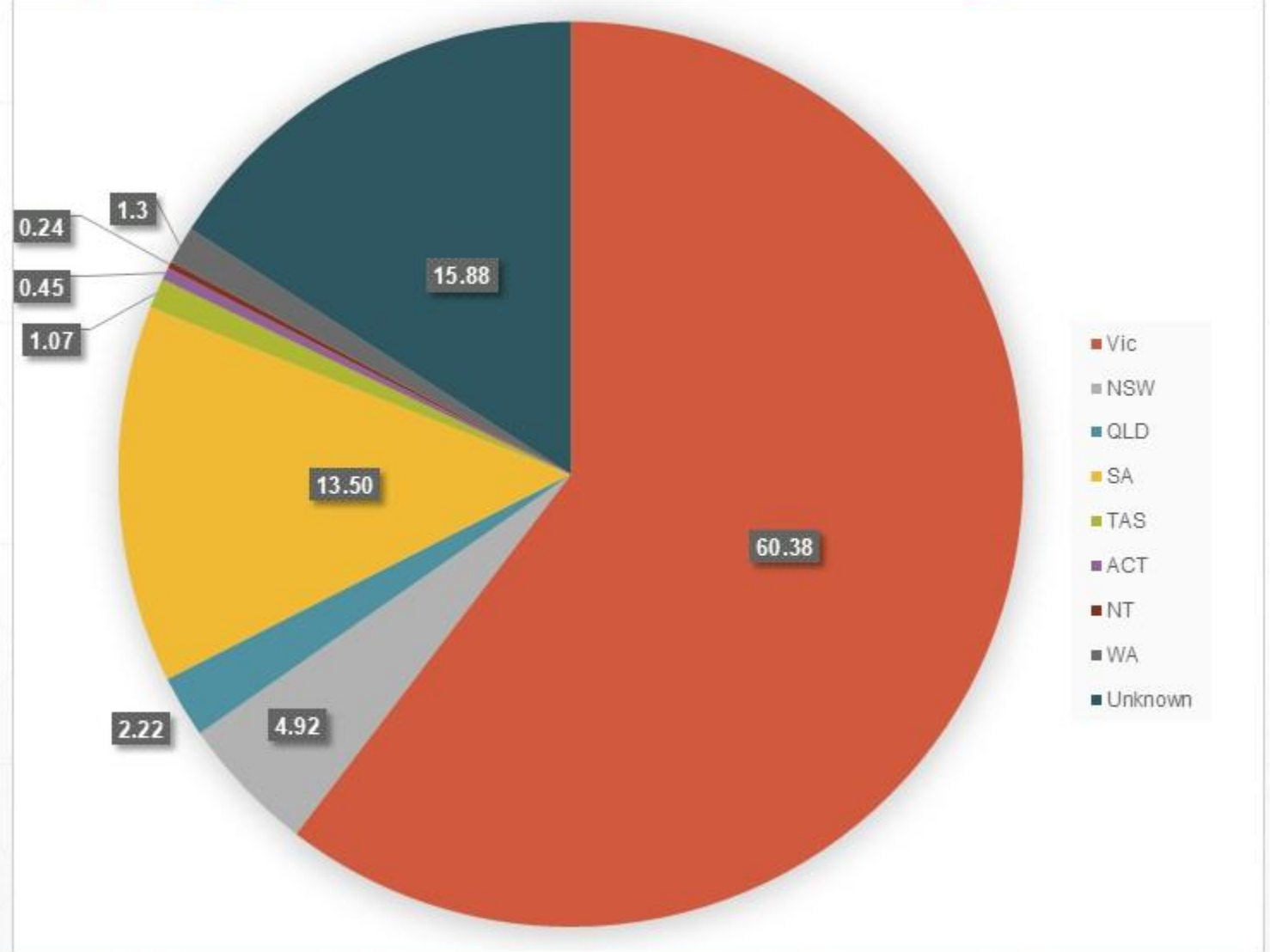
- Whilst length of stay has not increased hugely, our park managers are versed in promoting the local region and attractions.
- Spike in 2020-21 due to long term trades and tourists unable to move around during lockdowns.
- Further works being finalised as part of the 'Cabins Across the Wimmera' project with updated room compendiums and visitor information.
- Visitor nights are slowly on the increase.

**2024 figures to August.



Hindmarsh Holiday Parks |Origin of Domestic Booking 2016-24

- Victoria (60.38%) is the largest origin of visitation, followed by SA (13.5%), and NSW 4.92%.
- High number of unknown origin reflective in changes in booking processes and group bookings.
- Shows visitation from across all Australian states.



**2024 figures to August.

Hindmarsh Holiday Parks | Upgrades

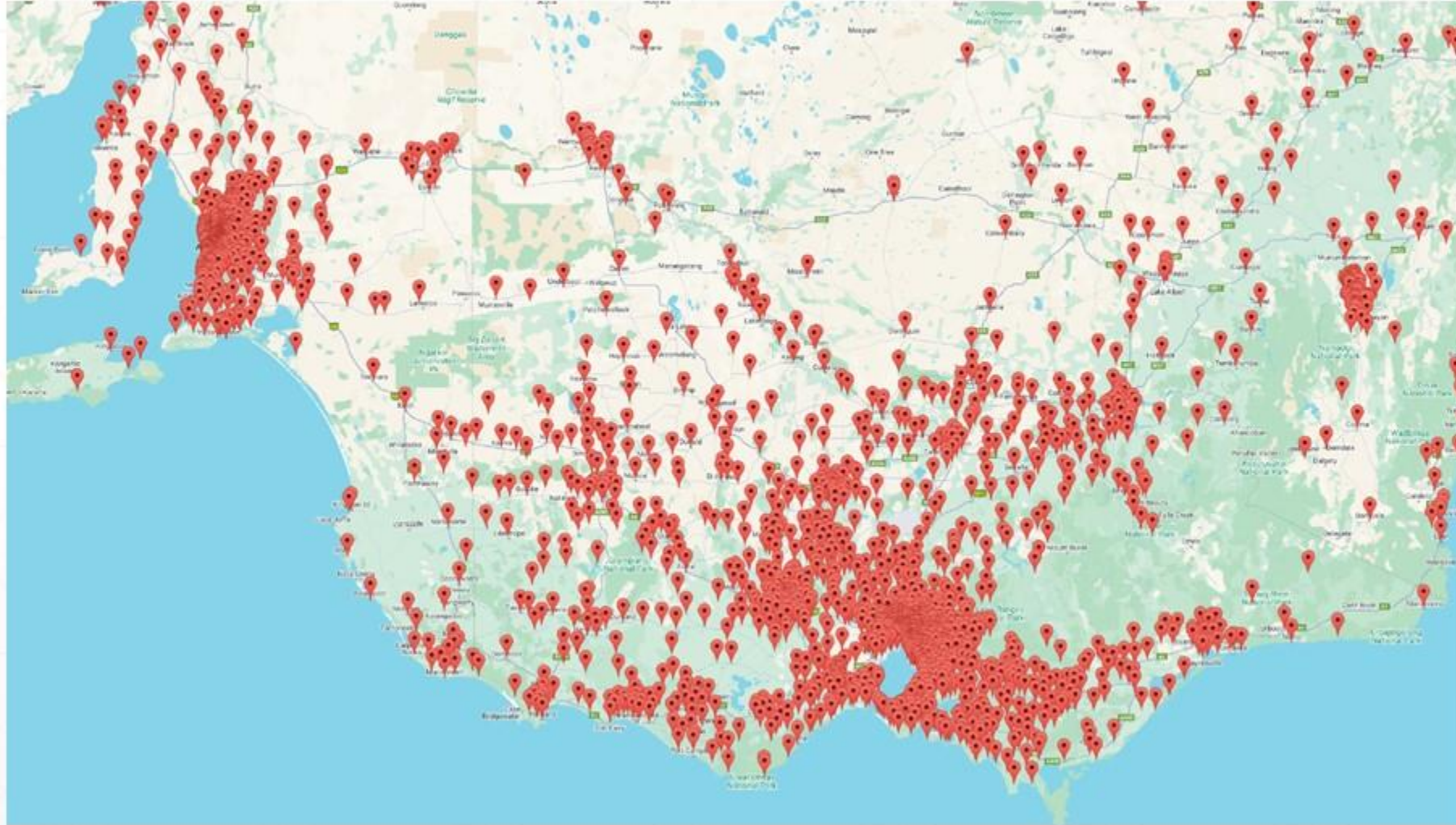
- **Dimboola**
 - Most sites have been renewed since 2016.
 - Additional cabins installed in 2022.
- **Jeparit**
 - All four sites have been renewed.
 - New cabins and amenities block added in 2023.
- **Rainbow**
 - Three cabins and amenities block installed in 2023, moving from powered sites.
 - New entrance currently in planning.
- **Nhill**
 - Returned to Hindmarsh Shire Management.
 - Master planning finalised to guide future development and improvements to the site.
 - RTIF Application in process for three studio cabins.
 - Site Maintenance currently underway and operating processes moving to existing Hindmarsh Holiday Parks methods.



Country of Origin Bookings | 2016 -2024



Origin of Bookings | Eastern SA, Sthn NSW, Vic



Hindmarsh Swimming Pools

Hindmarsh Shire has regained operation of the four pools in the municipality. Free entry will be available to all residents and visitors in the Hindmarsh Shire during the 2024-2025 Summer Season.

HAPPY SWIMMING!!



Natural Attractions

Hindmarsh Shire has many natural attractions;

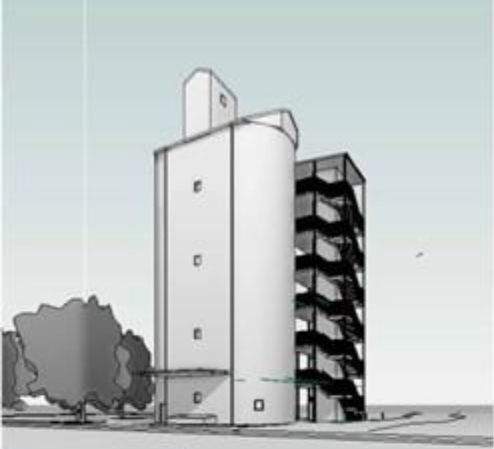
- Wyperfeld National Park.
- Big Desert Wilderness Parks.
- Little Desert National Park.
- Lake Albacutya.
- Lake Hindmarsh.
- Wimmera Heritage River.

Is home to;

- Over 230 species of birdlife.
- More than 670 species of native plants, wildflowers and orchids, creating a stunning display.

Making it a mecca for Nature Based tourism without the crowds!





Llew Schilling Silo - Rainbow

- Thirty-four metre high concrete grain silo.
- External lift and stairwell will include external viewing platform.
- Internal viewing platform will be located on the second and sixth level.
- External activation by projection for special events.
- Tower to be erected March 2025.
- Internal Art installation to go to Expressions of Interest late 2024.



Anticipated opening JUNE 2025

Wimmera Steampunk Festival

2023 Festival was the second festival with them going to a Biannual event.

Next event being held April 2025;

- 2100 Tickets pre-sold for the 2023 Festival.
- **Over 4,500 attended the event.**
- All states of Australia (excl NT) represented in attendees.
- Significant attraction to Dimboola and region.
- Exceptional planning and organisation by leadership committee.
- Strong participation by local cultural groups.
- Whole town supported the event and created a vibe.
- Massive following from Steampunk enthusiasts from Melbourne and Adelaide.



Rainbow Rises Events Centre

- 550m engineered access road from Rainbow Rises Road to the Pit / Hardstand area which covers an area of more than 2 hectares / 5 acres.
- A new Amenities Building incorporating toilets, showers and an All-Abilities Accessible bathroom.
- Septic System including extensive treatment / soakage pit designed to cater for large influxes of patrons.
- A new Storage Shed which will house facility equipment for site maintenance, event delivery and catering purposes.

These additional facilities will not only support the Rainbow Enduro event but will allow the Rainbow Rises Events Association to invite and support other events to use the facility.

This large project has been jointly funded by State and Federal Governments and Hindmarsh Shire Council.



Nhill Historical Silo Project

- Largest concrete silo in the Southern Hemisphere
- Original silo built in 1919, smaller silo's added in 1940's
- Silo Precinct purchased by the Nhill Silo Heritage Project Inc. with community financial support and corporate support of Ahrens.
- Internal equipment all in operational condition.
- Urgent maintenance works being undertaken by committee of management.
- Small groups taken by appointment.
- Master planning underway to development new visitor experience as part of the Silo Art Trail.



Wimmera River Discovery Trail

- Fifty-six kilometre trail following the iconic Wimmera Heritage River.
- Trail heads located at Dimboola & Jeparit.
- Six sections which can be joined at various points along the Wimmera River.
- Extensive Cultural Heritage Master Plan undertaken to locate significant locations en-route of the trail.
- Emergency Management Plan development.

Anticipated opening NOVEMBER 2024



Antwerp Camping Area

- Located at the rear of Antwerp Hall and Tennis Courts.
- Three camping platforms with tie downs for tents and swags.
- Pergola for shelter and weather protection.
- Fire Pit.
- 20m from Wimmera River Discovery Trail.

Anticipated opening NOVEMBER 2024



Wimmera River Discovery Trail Heads

Dimboola

- Dimboola Trailhead is located as part of the Dimboola Library and Community meeting place development.

Jeparit

- Jeparit Trailhead is located at the recently completed Riverfront Precinct adjacent to the Jeparit Caravan Park.
- BBQ, Accommodation and Camping facilities.
- Multi use viewing deck with fishing access overlooks the Wimmera River.





Nhill Aviation Heritage Centre

Located at the Nhill Aerodrome, home to the RAAF Air School 1941-1946.

Committee and Volunteers 40+ strong.

- Displays include;
 - Wirraway.
 - Tiger Moth.
 - 1930s deSoutter.
 - Avro Anson under restoration.
 - 1940s Link Trainer flight simulator.
- Heritage walk on site.
- 4000+ attendees at the 2024 Nhill Air Show.
- 2023-24 visitation in excess of 1,500 visitors, ATDW, GWMT Gold Partner.
- Visitors from SA, QLD, NSW, WA, USA and South Africa.

Yurunga Heritage Homestead

- Built in 1909, Yurunga was built to impress and still does today.
- Showcasing furniture and styles of the era.
- This substantial home, features an underground lounge, and originally featured a coach house and croquet green.
- Supported significantly by Heritage Victoria and owned by Hindmarsh Shire Council.
- Open Sundays or by appointment, Yurunga's 19 volunteers often hosts and caters for group visits.
- 2023-24 Visitation Numbers approx. 700 visitors.
- Listed on ATDW| GWMT Gold Partner.



Wimmera Mallee Pioneer Museum

- Spanning four hectares, displaying life for the region's Pioneers.
- Overlooks the Wimmera River.
- Collection of buildings from across the region;
 - Brierly House.
 - Albacutya Homestead.
 - Werrap Hall.
 - Tarranyurk Hall.
 - Woorak Church.
 - Detpa State School.
 - Chemist.
 - Blacksmiths Shop.
 - Machinery Sheds.
 - 2023-24 Visitation Numbers approx. 700 visitors.
 - ATDW | GWMT Gold Partner.





Welcome to Hindmarsh
www.VisitHindmarsh.com.au

EAT STAY PLAY *in Hindmarsh*

Rob Embury

Social & Digital
Marketing Manager
Freelance
Photographer
/ Content Creator

GWMTourism
Grampians Wimmera Mallee



Content Creation Basics

for Small Businesses

ROB EMBURY
@ROBEMBURYPHOTO



Overview

1. Intro to Content Creation
2. Content Creation Tools
3. Handy Accessories
4. Before You Shoot
5. Creating a Story + Content Pillars
6. Content Delivery Methods
7. Photography Basics – Smartphones



8. Photography Basics – DSLR/Mirrorless
9. Videography Basics
10. Editing Photos
11. Editing Videos
12. Posting to Social Media
13. Building a Content Library
14. Engaging with Your Community

Intro to Content Creation

- Content creation is essential for **engaging your audience**.
- Visual content helps **build brand awareness and drive sales**.
- You **don't need** expensive equipment to start.
- We'll cover **photography, videography, editing, and uploading to social media**.







Content Creation Tools

- Smartphone:** Great for beginners, portable, and accessible.
- DSLR/Mirrorless Camera:** Higher quality, more control over settings.
- GoPro:** Ideal for action shots and unique angles.
- Drone:** A whole new world of possibilities.

Recommended Accessories

Tripod/Gorilla Pod: Stable shots for both photo and video.

Tripod Phone Mount: Stabilise your phone as you would a camera.

Microphone: Improves audio quality in videos.

Lights: Enhances visual quality and improves color, especially in low light situations.



Content Delivery Methods

Before you start shooting, think about how the content will be delivered.

Social Media: Short, engaging content works best. Is it for a reel, a story, a post, or a combination?

Website: Use high-resolution images or longer, informative videos.

Print: Ensure high-quality, high-resolution content.



Creating a Story & Content Pillars

Plan your content before shooting.

Establish **content pillars** (product showcases, behind-the-scenes, stories).

Define your **brand style** - colors, themes, tone.

Create a cohesive story for your brand through **consistent content**.

6 Content Pillars For The Travel Industry

Destination
Inspiration

Travel Tips
and Advice

Share Client
Experiences and
Reviews

Travel Stories
and Experiences

Collaborations
and Partnerships

Industry News
and Trends



privacypls

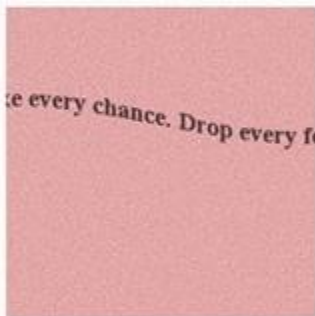
Follow



1,227 posts 99.5k followers 195 following

PRIVACY PLEASE Made #bybabesforbabes
likeshop.me/privacypls

Followed by homsweethom



Photography Basics

Composition: MOST important thing!

DSLR/Mirrorless: Understand key settings like focus, aperture, shutter speed, ISO.

Phone: Understand what settings you can change, including focus, light, HDR, image quality, grid.

People: For social media, having people in your content is more engaging.

Practice: Experiment with settings to achieve better lighting and results.

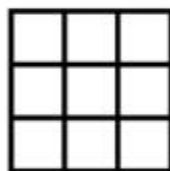
YouTube is your friend!

5 Simple Phone Photography Tips

The Light

Soft natural light is always best! Aim for Golden Hour. Do NOT use your flash. It will create harsh shadows & you lose detail. Deer in the headlights is no good.

01



02

The Rule of Thirds

Imagine a grid w/9 equal squares. Place most important parts on or near intersection points.

Posture

Pay attention to posture. No hips square and definitely no slouching!

03



04

Eye Level

Get down or move up to eye level. Don't tower over your subject.

Relax, Have Fun & Practice!

Take a breath. Run around. Laugh. Take a bunch of photos. Take some more!

05



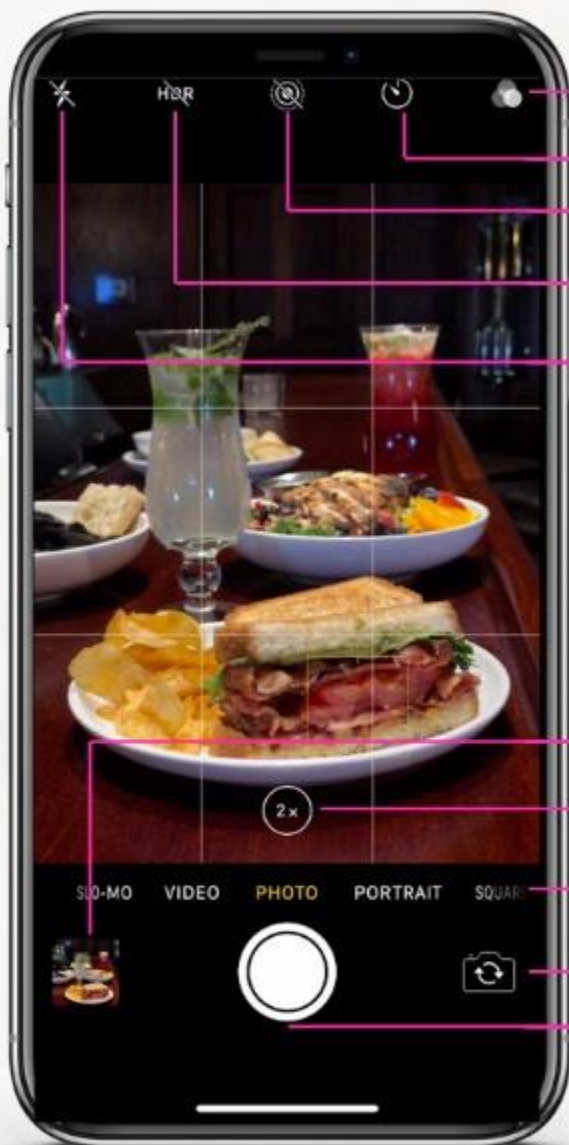


Photo Filters

Photo Timer

Live Photo Mode

HDR Photo Mode

Flash

Gallery Button

Lens Selection

Shooting Modes

Front Facing Camera

Shutter Release

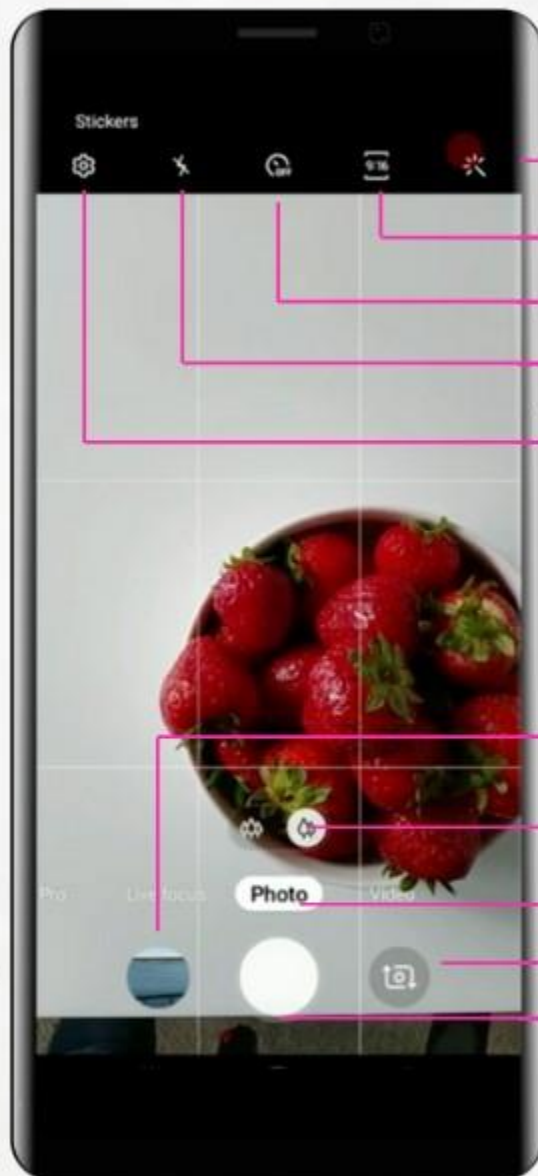


Photo Filters

Aspect Ratio

Photo Timer

Flash

Camera Settings

Gallery Button

Lens Selection

Shooting Modes

Front Facing Camera

Shutter Release

PHONE

CAMERA

SETTINGS

Videography Basics

Apply the same **composition techniques** as still photos.

Use the right **aspect ratio** for platforms (e.g., vertical for Instagram stories/reels).

Does the video need audio? **Test your surroundings** and check audio after shooting.

Shoot at the **highest quality** available.

Check the **background** of your scene!

YouTube is your friend!

AVOID VERTICAL VIDEO



Longer videos are best viewed horizontally. Widescreen TVs, laptops, movies, and webinars are all horizontal. Snapchat, TikTok, and IG Stories are vertical but clips look best when the camera doesn't move.

PLAN CAMERA MOVES



Avoid moving the camera just because you can. Moves should be planned and rehearsed before hitting record.

AVOID ZOOMING IN



A phone's digital zoom is simply cropping the image, therefore losing quality. It's best to physically move closer to your subject. Zooming can also increase shake.

SUNSHINE ON YOUR SHOULDER



Pay attention to the amount and direction of light. Seek window light when filming indoors but avoid backlighting. Let the sunshine "kiss" one of your shoulders and fill your scene.

UTILIZE EXPOSURE AND FOCUS LOCK



Tap and hold the screen to lock in exposure and focus. With iPhones tap and hold until "AE/AF Lock" appears.

USE A MIC



Keeping a microphone close to your subject is key to capturing clear audio. A low-cost option is using earbuds with a built-in mic while recording. Lav and stick mics are available online.

USE AIRPLANE MODE

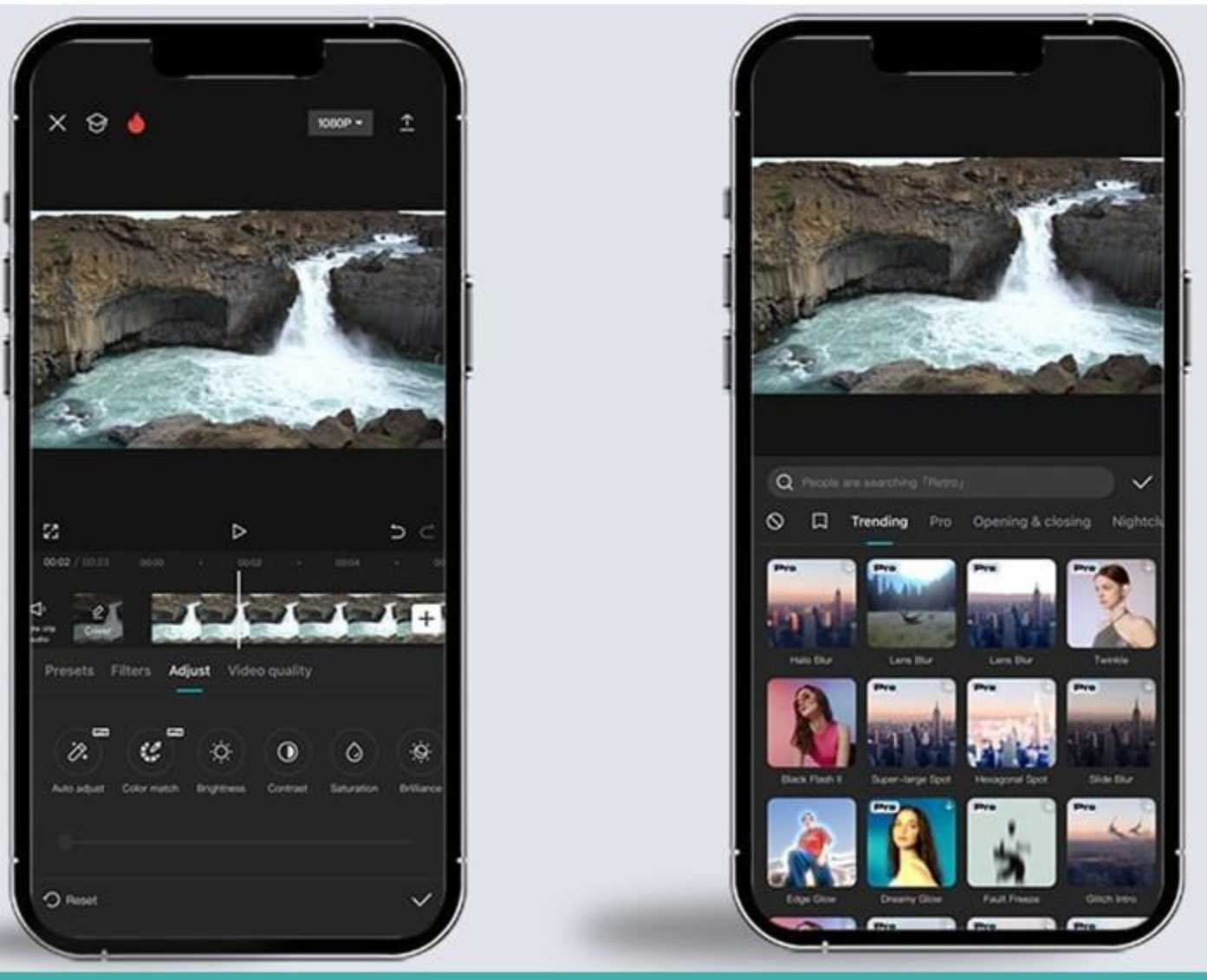


Avoid interruptions by switching to airplane mode before filming unless you're providing live video. Nothing ruins a clip more than a phone call or notification ding.

USE A TRIPOD



Viewers appreciate stable videos. The easiest method to accomplish a stable video is by using a simple tripod.



Editing Videos

The BEST app at the moment is **CapCut** (desktop or mobile). Free or paid version available.

Others include iMovie, Adobe Premiere Rush, InShot.

Crop, trim clips, add music, captions, transitions. Use templates.

Optimize videos for each platform in terms of crop, resolution and file size.

YouTube tutorials for the win!

Local Import Library

Import

CRST001334.mov 00:21

CRST001334.mov 00:39

CRST001334.mov 00:17

CRST001334.mov 00:10

Player



00:00:02:45 00:00:27:58

Original

Basic Cutout Mask Canvas

Filters

Name 90s

Strength 50%

Effects

NO 1 Motion Blur

Position & Size

Zoom 50%

Timeline

Effects - Edit Filters Adjust Name.mov 00:00:00

Speed 2.0x Audio.aac 00:00:00



Search templates

Templates

Styles



Edit photo

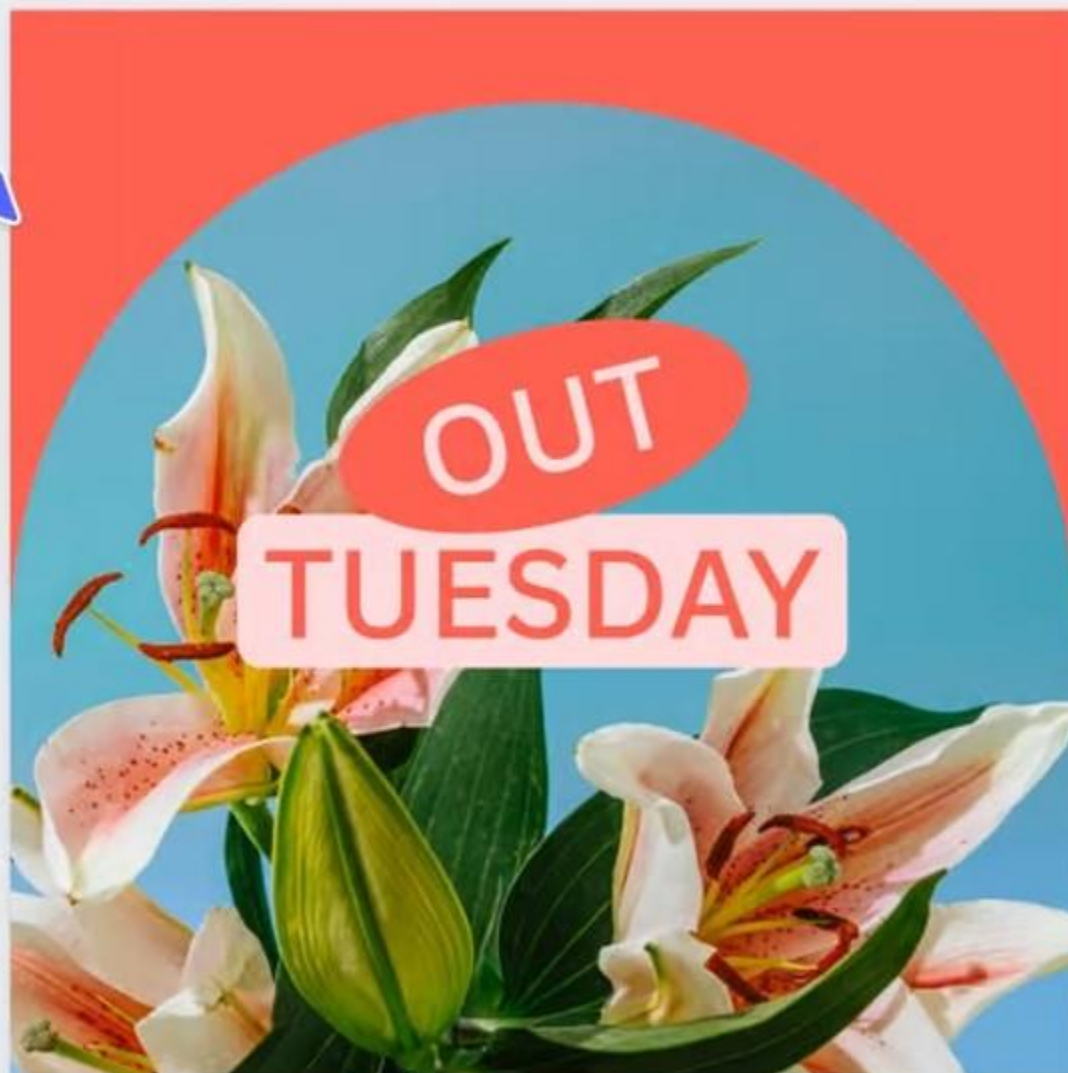
Flip



Animate



Joe



50%



Posting to Social Media

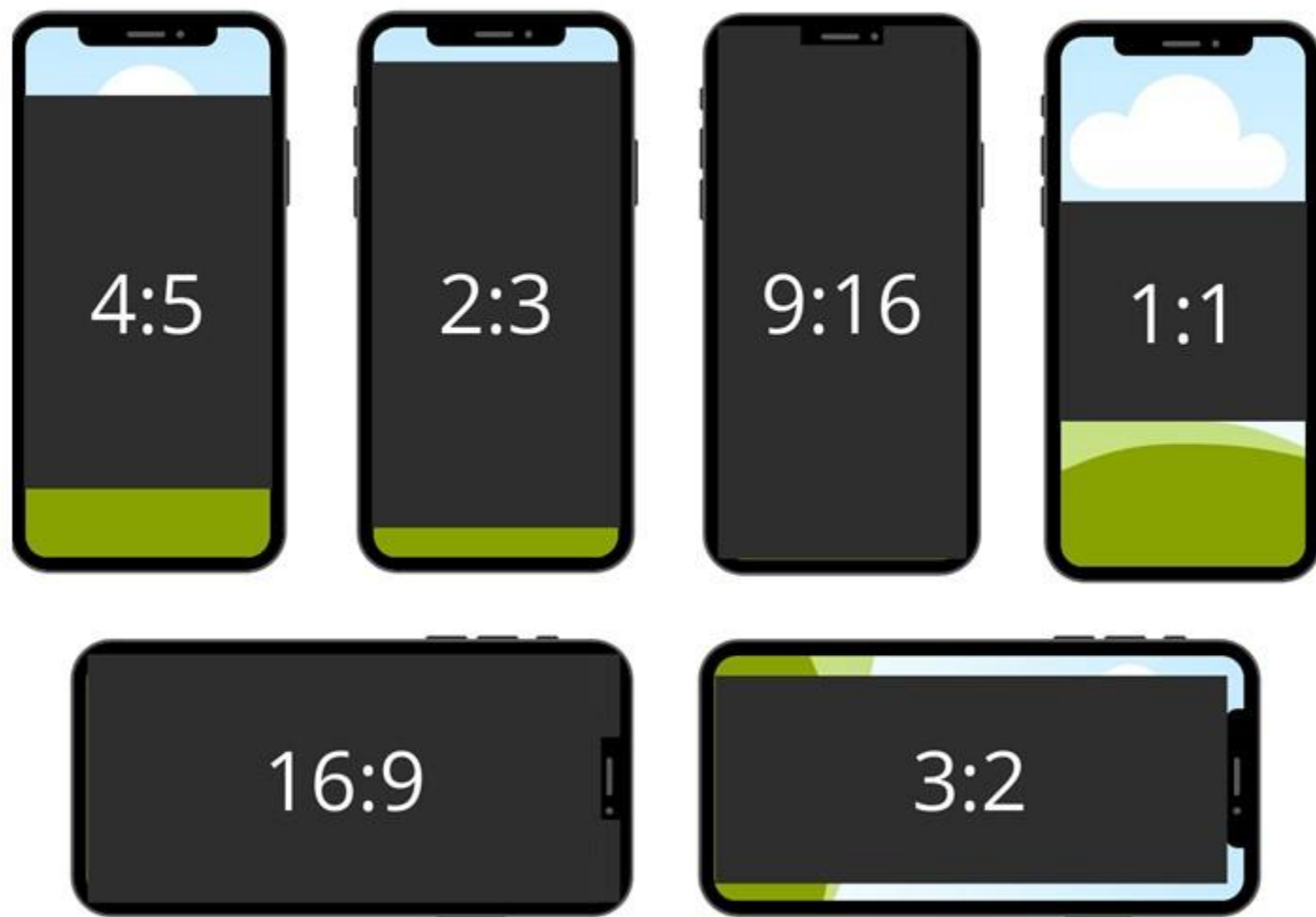
Ensure content is optimized for each platform (aspect ratio, size).

Instagram: Square/portrait images, carousels, 9x16 vertical for reels.

YouTube: Longer landscape videos.

Use hashtags and engaging captions to increase visibility.

Use Instagram editing features (music, text).



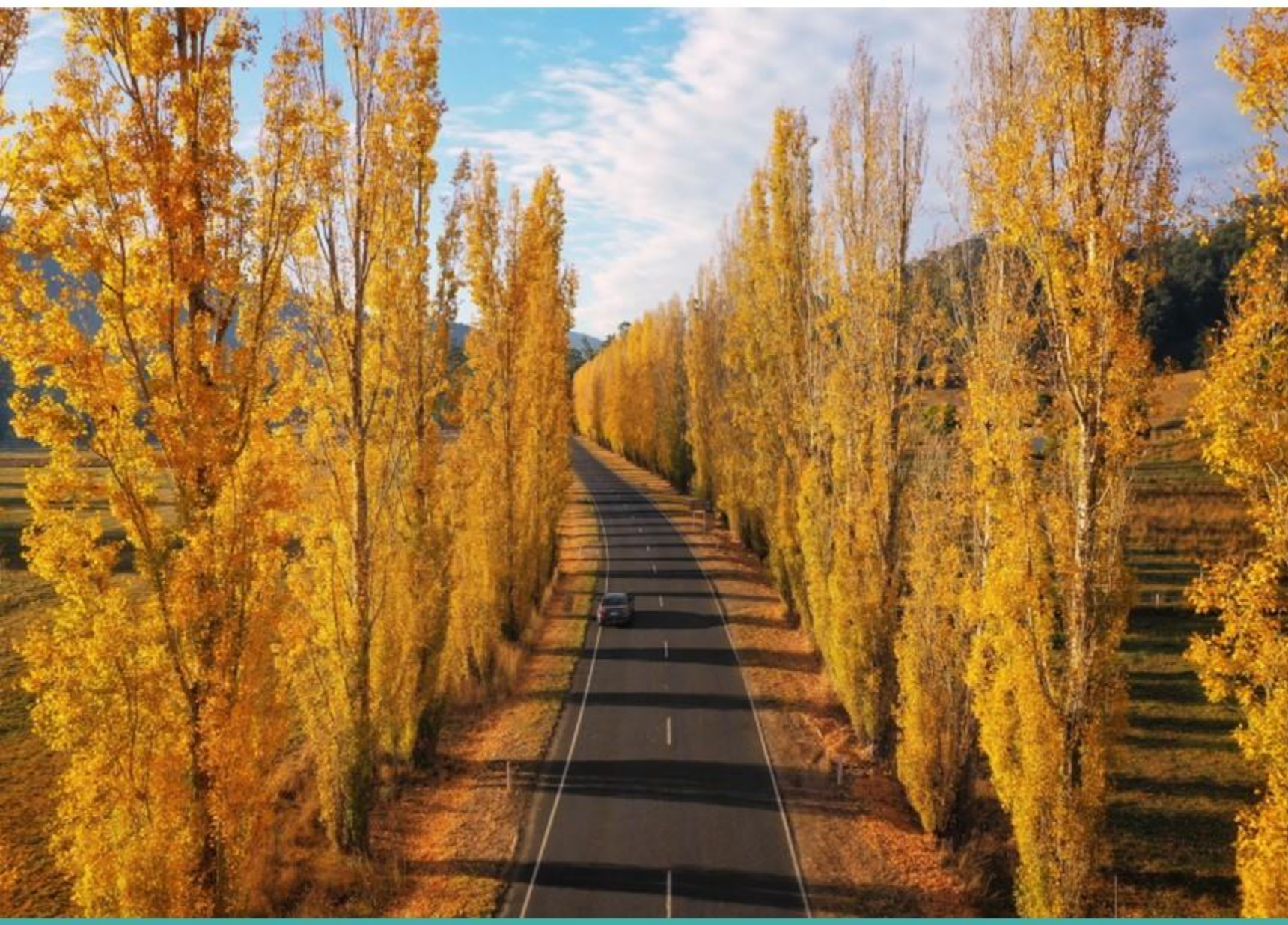
Building a Content Library

Store content in cloud storage (Google Drive, Dropbox) so it can be easily available to different people, or on different devices.

Organise your content **logically**. File names, folders, type, date, or campaign.

Have a steady stream of content ready for planned and spontaneous posts.





Engaging Your Community

Encourage user-generated content (UGC). Engage with content creators and influencers.

On social media, respond to comments and start conversations.

Pay attention to what content has better reactions, and what falls flat.

More interaction = stronger community and higher visibility for your brand.

A landscape of rolling hills at sunset or sunrise. The hills are covered in green grass and some trees. The sky is a mix of orange, yellow, and blue. A teal horizontal line is at the bottom of the image.

Questions?

Amy Ward

Dimboola River Cruises

GWMTourism
Grampians Wimmera Mallee



DIMBOOLA RIVER CRUISES

Onboard “As Time Goes By”

Introduction

Dimboola River Cruises

- Amy and Justin Ward
- As Time Goes By
- “I think we bought a boat”
- Current operations

“It’s what the boat doesn’t have which makes the experience so special”



Challenges

- Timing
- What to offer
- Inexperience in this field and learning on the job from my mistakes
- Confidence to pursue
- Booking platform
- Inefficiencies of business, roadblocks



1

Where to from Here

- Timing allowing consistency
- Increase cruise options
- Liquor Licence
- Collaboration
- Industry faith
- Personal growth

2

GWM Tourism & Hindmarsh Shire

- Timing
- Support
- Industry conversation
- Targeted approach
- The whole picture, link.

3

Prime Mentoring DTM Tourism

- Efficiencies
- Booking platform
- Targeted approach to business
 - costs, marketing,
- Tangible reporting
- Professional

Thankyou

- GWM Tourism
- Hindmarsh Shire
- Dimboola

Alone we can do so little; together we can do so much." - Helen Keller



THANK YOU

Questions

Georgia Bennett

Marketing Manager

GWMTourism
Grampians Wimmera Mallee





Grampians Wimmera Mallee Tourism

Marketing Update

**Dimboola
October 2024**

Grampians Wimmera Mallee Tourism

Visit
grampians

- Website
 - www.visitgrampians.com.au
- Facebook
 - Visit Grampians
- Instagram
 - @thegrampians

Wimmera
Mallee

- Website
 - www.visitwimmeramallee.com.au
- Facebook
 - Visit Wimmera Mallee
- Instagram
 - @visitwimmeramallee

- **Number one goal:** To raise the profile and front-of-mind awareness of the Grampians Wimmera Mallee region.



October 2023 – October 2024

Facebook:

- 1.4M reach
- 40.8K visits
- 2.8K new followers

Instagram:

- 333K reach
- 36.8K visits
- 5.5K new followers

Website:

- 374,000 total users up 9%

Database:

- 20K, 5.2K net increase



Wimmera Mallee

Feb 2024 – Oct 2024

Facebook:

- 592K reach
- 13.3K visits
- 1.8K new followers

Instagram:

- 42K reach
- 2.4K visits
- 363 new followers

Website:

- 38K total users up 27%

Database:

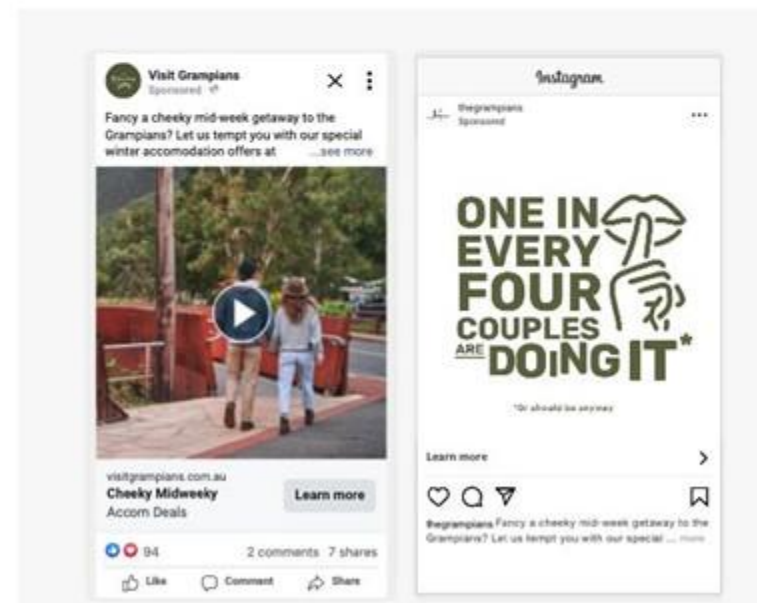
- 2K



Cheeky Midweek Campaign

- June – September
- The 'slow-down' period
- Midweek accommodation deals
- 50k combined spend

Activity	June	July	August	September
Landing page				
Meta (FB & IG)				
TikTok				
SmoothFM radio				
ACM digital				
Traditional print				
Spotify				
eDM and competition				



Cheeky Midweeky Results

- Paid Meta (Instagram and Facebook) Impressions: **2.2M**, \$0.30 CPC
- Paid ACM Digital Impressions: **61.45K**
- Tiktok impressions: **177k**, 35k clicks. 0.01c CPC
- Traditional media impressions: **187k**
- SmoothFM Melbourne: Reached **1,570,000**
- eDM to database of **20k**
- Cheeky Midweeky competition with **29k** impressions **2.6k** signups
- The campaign drove a spike in website visitation with an **84.5%** increase in active users and **87.5%** increase in new users during the campaign period compared to preceding period (24/7 - 15/9 vs 29/5 - 21/7).
- Total impressions: **4.2M**

Earned media from press release

- The Weekly Advertiser
- eGlobal Travel Media
- The Latch
- Times Traveller
- Style News





Feel the pulse. Escape to the Grampians.

This is the Grampians, a land of soaring peaks, cascading waterfalls and vibrant life. Savour meals crafted with fresh, local produce, perfectly paired with a glass of world-class wine. Indulge in the crisp air and starry night skies.

The Grampians is more than a place, it's an experience. It's a connection to something bigger, wilder, freer. Feel the pulse and Visit Grampians.

VISIT GRAMPIANS



A wine lover's dream



Nature's best kept journey

Marketing Campaign

Visit Victoria Co-operative Campaign

- 2 regional features in the VV OVG
- 1 solus EDM
- Social Media content development package reel
- 1 content creator reel
- 3 pages in Space Magazine

**Grampians
Wimmera Mallee**
Tourism

Marketing Campaign

Caravan World - August Edition

- 1 Double page feature print and digital
- 1 full page advertisement
- 1 Caravan World e-newsletter inclusion and social media post
- Readership 25,000+, combined exposure of 100,000+

**Grampians
Wimmera Mallee**
Tourism



EXPECT THE UNEXPECTED IN THE WIMMERA MALLEE

Some of Australia's best and most unique destinations are tucked away off the beaten track – and the Wimmera Mallee region in northwest Victoria is among them. *Wimmera Mallee* is a region of diverse landscapes, from rolling hills and open plains to rugged mountains and coastal waters. It's a region of endless possibilities, where the unexpected is just around the corner.

Read more about the region's unique experiences:


- **Discover the region's hidden gems:** From the historic town of Horsham to the stunning landscapes of Lake Sturt, there's something for everyone in the Wimmera Mallee.
- **Experience the region's unique culture:** The Wimmera Mallee is home to a rich and diverse cultural heritage, with a mix of Indigenous, European, and Asian influences.
- **Enjoy the region's outdoor adventures:** Whether you're looking for a quiet spot to relax or a thrilling adventure, the Wimmera Mallee has it all.

Where to stay: The Wimmera Mallee offers a range of accommodation options, from luxury resorts to budget-friendly caravan parks. Find the perfect place to stay for your next adventure.

Where to eat: The Wimmera Mallee is home to a variety of dining options, from casual cafes to fine dining restaurants. Enjoy the local produce and the warm hospitality of the region.

Where to visit: The Wimmera Mallee is a region of endless possibilities, with something for everyone. Discover the region's unique experiences and create your own unforgettable memories.

Start planning your escape today! Visit www.wimmeramallee.com.au for more information.



Wimmera Mallee ADVENTURES IN A DIFFERENT LIGHT

GRAVING AN AUTHENTIC ESCAPE?

Discover the region's unique experiences and create your own unforgettable memories. The Wimmera Mallee is a region of endless possibilities, where the unexpected is just around the corner.

START PLANNING YOUR ESCAPE

visit wimmeramallee.com.au

Marketing Campaign

Australian Traveller campaign

- Ownership of the 'Iconic' pillar of their 100 Aussie Wonders
- DPS in the print edition
- Native content post, 3,000+ visitors
- Content hosted on the digital hub for the 100 Wonders
- 200k+ display banner impressions on site
- Exclusive banner ownership on the pillar
- 1 Solus EDM to 79,000+

**Grampians
Wimmera Mallee**
Tourism

4 iconic road trips around The Grampians & Wimmera Mallee



KATE BETTES
Travel Journalist

08 May 2024 | 5 mins Read



[THIS ARTICLE WAS CREATED IN PARTNERSHIP WITH VISIT GRAMPAINS]

From its exceptionally diverse national parks to world-famous sparkling shiraz, every corner of the Grampians has us grabbing our car keys.

With dramatic sandstone escarpments, ancient Indigenous rock art, majestic waterfalls, sparkling shiraz and giant evocative artworks, a visit to the Grampians lets you plan a multi-stop road trip without ever leaving the region.

Marketing Campaign

Postcards segments

5 segments in Channel 9's Postcards series:

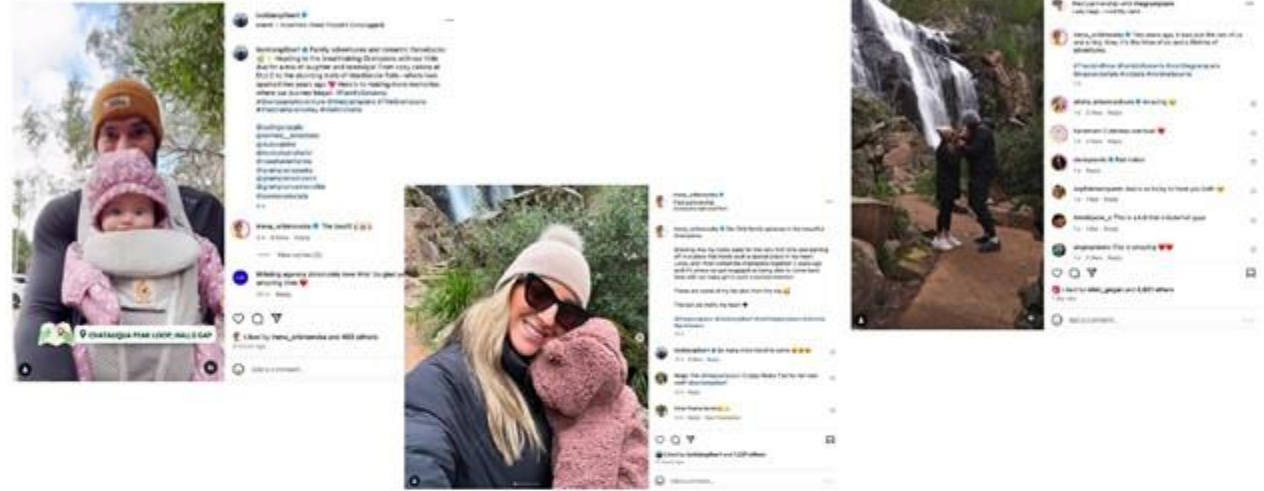
- Eastern Grampians
 - Mount Langi Ghiran Vineyard
 - Seppelt Great Western
 - Mount William Station
- Dunkeld
 - Royal Mail Hotel
 - Izzy's Cafe
- Halls Gap/Pomonal
 - Grampians Under the Stars
 - Five Ducks Farm
 - Barney's Bistro
- Laharum/Wartook
 - Absolute Outdoors
 - Grampians Olive Co
 - Meringa Springs
- Wimmera Mallee
 - Murtoa Silo Art
 - The Stick Shed
 - Dimboola Imaginarium
 - Victoria Hotel Dimboola



Marketing Campaign

Media

- 3 high profile influencers
 - @olympiavallance
 - @locklangilbert
 - @irena_srbinovska
 - 1.3M impressions
- National Media coverage with a feature on The Today Show



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Upcoming Marketing

24/25 Focus

- Geographic and interest-based targeting
 - 75% Melbourne, 25% Adelaide and region-region
- Repurpose and optimise existing content and creative
 - Identify and intentionally fill content gaps
- Operator conversions
- Partnerships and industry development
- Engaging content and campaigns

Tactics

- Google Display Advertising
- Google Ad Words (SEM)
- META Advertising
- YouTube
- Tik Tok
- Owned channels
- Database acquisition
- Diversify the marketing mix with and always on radio campaign
- Visit Victoria Co-operative Marketing campaign
- Influencer and media famils
- Grampians Grape Escape
- Deliver two campaigns to increase awareness and engagement

Upcoming Marketing Campaign

NOVA and SmoothFM

- Always on radio campaign for 12 months
- Melbourne focused
- Diversify the promotion and place of the marketing mix
- 6 owned by Visit Grampians, 2 Wimmera Mallee and 4 from corporate partnerships
 - Halls Gap Zoo
 - Absolute Outdoors/Grampians Walking Co
 - Seppelt Great Western
 - Grampians Wine

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

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Upcoming Marketing Campaigns

Road Trips *April-May 2025*

- The aim is to move people from the 'dreaming' to 'planning' phase, help disperse visitors, and own the Road Trip positioning.
- Position the Grampians Wimmera Mallee is the ultimate drive destination.

Cheeky Midweeky *June – September 2025*

- The aim is to boost midweek stays, and exposure of the region in the 'off season'.
- Capture customers in the consideration phase of the customer journey with deal/promotion based advertising.

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International Marketing



- The Grampians region is represented internationally by the Great Southern Touring Route (GSTR).
- Targeted marketing to key international markets.
- In-market representation plus attendance at major trade events.
- Grampians Wimmera Mallee Tourism will join GSTR at the Australian Tourism Exchange (ATE25) in Brisbane next year.
- 13 members from the region

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Print Marketing

Touring maps

Grampians and Wimmera Mallee

- Accommodation
- See & Do
- Eat & Drink
- Wineries
- Arts & Culture
- Aboriginal Rock Art
- Lookouts & Walks
- Waterfalls
- Lakes
- Silo Art Trail

Plus QR codes to access additional visitor information.

Official Visitor Guide

Grampians Wimmera Mallee

- Flipped cover book
- 88 pages plus cover
- 40,000 copies
- Distribution across Victoria and over the borders SA & NSW
- Bookings open - end of month



Next Forum:

Thursday 5 December, 2PM-5PM

Grampians Park Station, Moyston

GWMTourism
Grampians Wimmera Mallee

Thank you

