



**GWM**Tourism  
*Grampians Wimmera Mallee*

**WIMMERA MALLEE  
PREMIER PARTNER  
MARKETING PACKAGES**

2025/26



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# WHO WE ARE

Grampians Wimmera Mallee Tourism (GWM Tourism) is your Visitor Economy Partnership (VEP), working alongside eight Local Government Areas — West Wimmera, Buloke, Hindmarsh, Yarriambiack, Ararat, Horsham Rural City, Northern Grampians and Southern Grampians Shires. Our mission is to grow a vibrant, sustainable visitor economy by driving destination marketing, industry and product development, partnerships and investment attraction.

As a VEP, we are recognised by the Victorian Government as the official voice for the visitor economy in our region. We collaborate closely with the Victorian Government, councils and industry to set the vision and manage growth. Through a mix of supply and demand activities, we deliver on this vision and support the sustainable development of our visitor economy.

# WHAT WE DO

We keep our stunning region top of mind through strong digital marketing, robust websites ([visitwimmeramallee.com.au](http://visitwimmeramallee.com.au) and [visitgrampians.com.au](http://visitgrampians.com.au)) and engage digital community. We facilitate media and trade famils, deliver regular industry forums and provide access to training, resources and data to inform decision-making.

We advocate for our region with key industry bodies like Tourism Australia, Visit Victoria and VTIC. Through collaborative campaigns, we aim to inspire visitors to stay longer, travel midweek and explore more. Ultimately, we work to ensure the Grampians and Wimmera Mallee continue to thrive as must-visit destinations.



# ALWAYS-ON MARKETING

Grampians Wimmera Mallee Tourism is dedicated to promoting the Grampians and Wimmera Mallee as must-visit destinations. We've built a strong, recognisable brand that keeps our region top of mind - driving longer stays, broader dispersal and inspiring travellers to explore every corner of our spectacular landscape. As we prepare to unveil a refreshed brand, we're ready to build on this success and connect with new audiences.

Our focus remains on consistently promoting the region through an **'Always-On' marketing approach**, ensuring we stay visible, relevant and top of mind all year round.

**Year-round activity:** Email, social media and digital ads keep the region top of mind and drive steady traffic to our website.

**Strategic campaigns:** Targeted campaigns, including annual off-peak initiatives, help influence travel during quieter periods & encourage regional dispersal.

**Partnership marketing:** Collaborations with Visit Victoria, Tourism Australia and the Great Southern Touring Route amplify our reach & impact.

**PR & media:** Media partnerships, trade famils and proactive PR generate stories that showcase the region's diversity and experiences.

**Driving conversion:** We connect visitors directly to the places, products and experiences they are seeking, turning awareness into real bookings.

This strong, sustained marketing program grows visitation, supports regional operators and strengthens our destination's profile year after year - delivering measurable benefits to the visitor economy and supporting local communities.



# OUR DIGITAL PERFORMANCE

## SUMMARY OF CHANNEL PERFORMANCE JUNE 24/25



TOTAL WEB  
SESSIONS  
**43,776K**



TOTAL  
USERS  
**40,220K**



TOTAL  
PAGE VIEWS  
**157,786K**



TOTAL  
CONVERSIONS  
**3,237K**



**46,870K**  
Social Media Audience

**816.3K**  
Social Media Reach



FOLLOWERS  
**1,669K**



FOLLOWERS  
**45,229K**



# PRIORITY WEBSITE LISTINGS

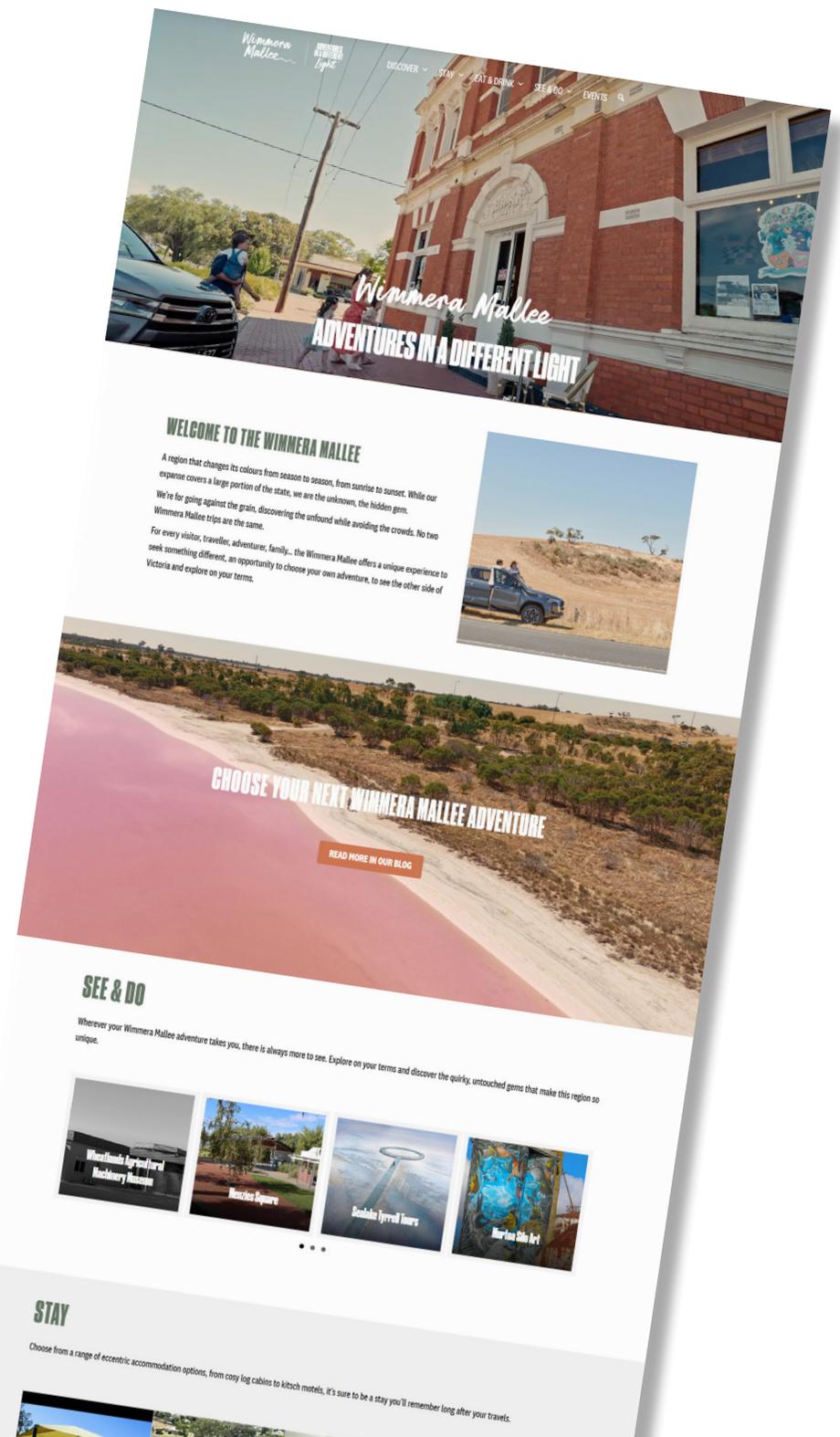
The [www.visitwimmeramallee.com.au](http://www.visitwimmeramallee.com.au) website is our primary call to action and generates a high volume of traffic for the region. It is supported by an ongoing search engine optimisation (SEO) and marketing program designed to increase our visibility on relevant search engine results pages. This program helps us build brand awareness, inspire visitation and capture more users throughout their travel planning journey.

Horizon and Foundation Partners can enhance their profile under **‘Stay’** or **‘See & Do’** with a priority listing that places their business at the top of the page in a featured position.

- ✓ Featured web profile under **‘Stay’** or **‘See & Do’**
- ✓ Large and prominent web profile
- ✓ Premium position on [visitwimmeramallee.com.au](http://visitwimmeramallee.com.au)
- ✓ Mandatory ATDW listing required

Being listed on our regional tourism platform is a valuable opportunity to increase visibility to thousands of potential visitors actively planning their trip to the region.

Your business doesn't have to be accommodation or a tour provider to benefit. If you are part of the visitor economy in any way (e.g. retail, food and drink, attractions, experiences, events, galleries, transport), your presence on our website (if you have an ATDW listing) ensures you are part of the broader visitor offering we promote to travellers.



# FREE BASE PARTNERSHIP (BE PART OF THE BIG PICTURE)

Our base partnership package is free for all tourism businesses, through the investment of our (Local Government Area) LGA's.

## Minimum eligibility:

- Operate a business within the Wimmera Mallee region (In the local government areas of Hindmarsh, West Wimmera, Yarriambiack, Buloke Shires)
- Have a current ATDW (Australian Tourism Database Warehouse) listing
- Primarily offers products, events or services for visitors in the Wimmera Mallee region.

## As a partner business you will receive:

- Regular industry news and updates via email
- Access to GWMT brand resources and assets (ie: photos and videos from our content library)
- Eligibility for industry development programs
- Website listing on [visitwimmeramallee.com.au](http://visitwimmeramallee.com.au)
- A listing on our Grampians Wimmera Mallee Visitor App
- Visibility on our Digital Kiosks in Dunkeld, Halls Gap and Lake Tyrrell
- Your business will be invited to participate in all of our forums and industry strengthening programs (additional fees may apply).



**GWM TOURISM  
PREMIER PARTNER  
MARKETING PACKAGES**



# TIER ONE: HORIZONS PARTNERSHIP

**The Horizons Partnership** is our premier level of collaboration, designed for businesses seeking maximum impact and visibility.

Valued at over \$2,670, this exclusive package delivers powerful reach through priority website placement, social media adverts, featured advert in The Wimmera Mallee Touring Guide, dedicated EDMs, and the option to attend a Marketing Strategy workshop.

Partners also benefit from tickets to key industry forums, and a certificate recognising their leadership.

**\$760 + GST P.A**

**(\$190+GST per quarter)**

TIER ONE: HORIZONS INCLUSIONS	QUANTITY	VALUE
Exclusive static posts (Facebook and Instagram)	2x	\$500
1/6 page feature in The Wimmera Mallee printed Touring Guide (inc. distribution costs).	1x	\$270
Half day Marketing Strategy Workshop	1x	\$300
Priority positioning on website (i.e: stay, see & do...)	12x months	\$1,200
Inclusion in Visit Wimmera Mallee Consumer or Industry EDM's	3x	\$300
Industry Development and or Forums — tickets to every event	5x	\$100
Certificate of Partnership to display	1x	Free
<b>Tier One Horizons Partnership - Overall Value</b>		<b>\$2,670</b>

# TIER TWO: FOUNDATIONS PARTNERSHIP

**The Foundations Partnership** is crafted for businesses ready to scale new heights in their marketing impact with our key target markets. Valued at \$900, this package combines exclusive social media features, and a blog block to keep your brand front of mind.

This partnership is your opportunity to stand out, strengthen connections with visitors, and demonstrate your leadership within our vibrant tourism community.

**\$320 + GST P.A**

TIER TWO: FOUNDATIONS INCLUSIONS	QUANTITY	VALUE
Exclusive static posts (Facebook and Instagram)	1x	\$250
1/6 page feature in The Wimmera Mallee Touring Guide (inc. distribution costs).	1x	\$270
Inclusion in Blog Block on visitwimmeramallee.com.au	2x	\$300
Industry Development/ Forum tickets	4x	\$80
Certificate of Partnership to display	1x	Free
<b>Tier Two Foundations Partnership - Overall Value</b>		<b>\$900</b>

# MIX AND MATCH - TAILOR YOUR PARTNERSHIP

These optional extras are available for all tourism businesses that hold an ATDW listing.

For businesses that wish to extend their reach and to customise additional marketing promotions throughout the year, GWM Tourism offers you access to our marketing menu.

We recommend a combination of these marketing features to create your own tailored advertising package.

These products can be purchased separately, **Wimmera Mallee Premier Partner holders can enjoy exclusive rates on these additional marketing products at a 30% discount.**

The GWM Tourism team has final discretion with any marketing content produced and delivered.

DIGITAL MARKETING ACTIVITY	VALUE	NOTES
Exclusive static post (Facebook, Instagram)	\$250*	
Exclusive static post (Facebook, Instagram) includes \$200 boost	\$450*	
Exclusive video reel (Facebook, Instagram)	\$300*	

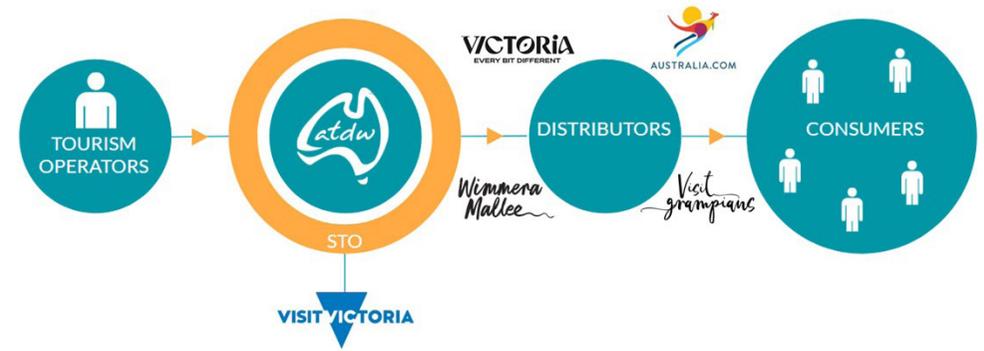
\* If suitable video or image not available, additional \$200 added for content creation (discretion of the GWM Tourism team).

WEBSITE POSITIONING	VALUE	NOTES
Home page on website	\$1,000	1x month
Priority positioning (i.e stay, see & do)	\$100	1x month

CAMPAIGN OPPORTUNITIES / EXTRAS	VALUE	NOTES
Photo / Video shoot (1x reel and 20-30 images)	\$1,000	Including travel.
Professional Media Release	\$550	Plus extra for distribution and or follow up pitching.

# WHAT IS ATDW?

The [ATDW \(Australian Tourism Data Warehouse\)](#) connects Australian tourism businesses with global consumers. ATDW is operated and funded by the Australian tourism industry and enables local, national and international distribution for all Victorian tourism businesses. Visit Victoria manages the Victorian products, experiences and events submitted via the ATDW platform.



## Why does my business need a profile?



ATDW ensures **your business features on official, high profile websites:**

- [visitgrampians.com.au](#)
- [visitvictoria.com](#) (avg. 10.7M annual visits)
- [australia.com](#) (avg. 22.5M annual visits)



**An ATDW profile** is your opportunity to participate in Visit Victoria's and GWM Tourism's data-driven marketing campaigns and programs.



**Enhance your SEO** (search engine optimisation)

Drive leads directly to your website with no commissions or booking fees.



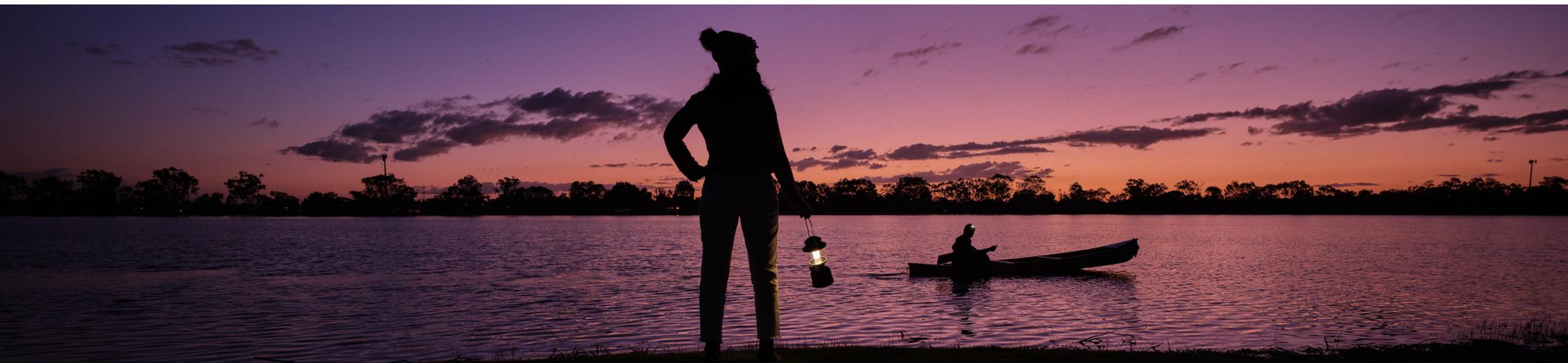
**Save Time**

Update just one profile & these changes automatically reflect across all ATDW distributor websites. Your profile is reviewed in house for content quality.

## ATDW FEES.

\$295 (inc. GST) for 12 months\*

\*ATDW is always free of charge for Non For Profit Operators & Events listings with a leisure tourism focus.



# HOW TO SIGN UP FOR A PREMIER PARTNER MARKETING PACKAGE?

Join the team to increase exposure for your business.

Our revamped Industry Partner Program will provide you with more ways to integrate your business with GWM Tourism and generate a fantastic return from our marketing activities. If you have any questions or would like to make a time to discuss which GWM Tourism Partnership or Marketing products will suit you, please contact the team on [wmpartnerships@gwmtourism.com.au](mailto:wmpartnerships@gwmtourism.com.au)

Pay by the month convenience. 

One of the key advantages of the Horizons and Foundations partnerships is the option to pay the partnership fee via direct debit monthly from your nominated bank account. Save time and money with great value packages that include exciting tourism marketing initiatives. Payment upfront option is also available.

## Terms and Conditions

If Horizons and Foundation Partners wish to use the Direct Debit facility they need to download and complete the Direct Debit service documents from the GWM Tourism website and return to [admin@gwmtourism.com.au](mailto:admin@gwmtourism.com.au).

All Direct Debits for Pinnacle & Summit partners are debited on the 15th day of each month from your nominated credit card or bank account.

All cancellations must be made in writing to [admin@gwmtourism.com.au](mailto:admin@gwmtourism.com.au) at least 14 days prior to the next direct debit date (by the 1st of each month).

Any cancellations not received in writing by the stated date will not be recognised as cancelled until the following month.

In the case of a scheduled direct debit payment being dishonoured by your bank or card provider, a fee of \$5.50 will be applicable. A further attempt to debit the funds will be made in 3 days.

**GWM**Tourism  
Grampians Wimmera Mallee

**VISIT VICTORIA**



Ararat Rural City



**BULOKE**  
SHIRE COUNCIL



Hindmarsh  
Shire Council



**HORSHAM**  
Rural City Council

Discover  
Northern  
Grampians



Southern Grampians  
SHIRE COUNCIL



WEST  
WIMMERA  
SHIRE COUNCIL



Yarriambiack  
SHIRE COUNCIL



**DIMBOOLA GOLF CLUB**  
MATRON D.J. PADDON MEMORIAL 34 HOLES FINISHER

1984 A. FISHER	2008 M. RICHARDS
1985 B. ANDER	2009 W. RICHARDSON
1986 A. FISHER	2010 P. RICHARDS
1987 A. FISHER	2011 P. RICHARDS
1988 A. FISHER	2012 P. RICHARDS
1989 A. FISHER	2013 P. RICHARDS
1990 A. FISHER	2014 P. RICHARDS
1991 A. FISHER	2015 P. RICHARDS
1992 A. FISHER	2016 P. RICHARDS
1993 A. FISHER	2017 P. RICHARDS
1994 A. FISHER	2018 P. RICHARDS
1995 A. FISHER	2019 P. RICHARDS
1996 A. FISHER	2020 P. RICHARDS
1997 A. FISHER	2021 P. RICHARDS
1998 A. FISHER	2022 P. RICHARDS
1999 A. FISHER	2023 P. RICHARDS
2000 A. FISHER	2024 P. RICHARDS
2001 A. FISHER	2025 P. RICHARDS
2002 A. FISHER	2026 P. RICHARDS
2003 A. FISHER	2027 P. RICHARDS
2004 A. FISHER	2028 P. RICHARDS
2005 A. FISHER	2029 P. RICHARDS
2006 A. FISHER	2030 P. RICHARDS
2007 A. FISHER	2031 P. RICHARDS
2008 A. FISHER	2032 P. RICHARDS
2009 A. FISHER	2033 P. RICHARDS
2010 A. FISHER	2034 P. RICHARDS
2011 A. FISHER	2035 P. RICHARDS
2012 A. FISHER	2036 P. RICHARDS
2013 A. FISHER	2037 P. RICHARDS
2014 A. FISHER	2038 P. RICHARDS
2015 A. FISHER	2039 P. RICHARDS
2016 A. FISHER	2040 P. RICHARDS
2017 A. FISHER	2041 P. RICHARDS
2018 A. FISHER	2042 P. RICHARDS
2019 A. FISHER	2043 P. RICHARDS
2020 A. FISHER	2044 P. RICHARDS
2021 A. FISHER	2045 P. RICHARDS
2022 A. FISHER	2046 P. RICHARDS
2023 A. FISHER	2047 P. RICHARDS
2024 A. FISHER	2048 P. RICHARDS
2025 A. FISHER	2049 P. RICHARDS
2026 A. FISHER	2050 P. RICHARDS
2027 A. FISHER	2051 P. RICHARDS
2028 A. FISHER	2052 P. RICHARDS
2029 A. FISHER	2053 P. RICHARDS
2030 A. FISHER	2054 P. RICHARDS
2031 A. FISHER	2055 P. RICHARDS
2032 A. FISHER	2056 P. RICHARDS
2033 A. FISHER	2057 P. RICHARDS
2034 A. FISHER	2058 P. RICHARDS
2035 A. FISHER	2059 P. RICHARDS
2036 A. FISHER	2060 P. RICHARDS
2037 A. FISHER	2061 P. RICHARDS
2038 A. FISHER	2062 P. RICHARDS
2039 A. FISHER	2063 P. RICHARDS
2040 A. FISHER	2064 P. RICHARDS
2041 A. FISHER	2065 P. RICHARDS
2042 A. FISHER	2066 P. RICHARDS
2043 A. FISHER	2067 P. RICHARDS
2044 A. FISHER	2068 P. RICHARDS
2045 A. FISHER	2069 P. RICHARDS
2046 A. FISHER	2070 P. RICHARDS
2047 A. FISHER	2071 P. RICHARDS
2048 A. FISHER	2072 P. RICHARDS
2049 A. FISHER	2073 P. RICHARDS
2050 A. FISHER	2074 P. RICHARDS
2051 A. FISHER	2075 P. RICHARDS
2052 A. FISHER	2076 P. RICHARDS
2053 A. FISHER	2077 P. RICHARDS
2054 A. FISHER	2078 P. RICHARDS
2055 A. FISHER	2079 P. RICHARDS
2056 A. FISHER	2080 P. RICHARDS
2057 A. FISHER	2081 P. RICHARDS
2058 A. FISHER	2082 P. RICHARDS
2059 A. FISHER	2083 P. RICHARDS
2060 A. FISHER	2084 P. RICHARDS
2061 A. FISHER	2085 P. RICHARDS
2062 A. FISHER	2086 P. RICHARDS
2063 A. FISHER	2087 P. RICHARDS
2064 A. FISHER	2088 P. RICHARDS
2065 A. FISHER	2089 P. RICHARDS
2066 A. FISHER	2090 P. RICHARDS
2067 A. FISHER	2091 P. RICHARDS
2068 A. FISHER	2092 P. RICHARDS
2069 A. FISHER	2093 P. RICHARDS
2070 A. FISHER	2094 P. RICHARDS
2071 A. FISHER	2095 P. RICHARDS
2072 A. FISHER	2096 P. RICHARDS
2073 A. FISHER	2097 P. RICHARDS
2074 A. FISHER	2098 P. RICHARDS
2075 A. FISHER	2099 P. RICHARDS
2076 A. FISHER	2100 P. RICHARDS

**MENS 4 BALL CHAMPIONSHIP**

1984 W. WATSON	1985 J. JOHNSON
1986 W. WATSON	1987 J. JOHNSON
1988 W. WATSON	1989 J. JOHNSON
1990 W. WATSON	1991 J. JOHNSON
1992 W. WATSON	1993 J. JOHNSON
1994 W. WATSON	1995 J. JOHNSON
1996 W. WATSON	1997 J. JOHNSON
1998 W. WATSON	1999 J. JOHNSON
2000 W. WATSON	2001 J. JOHNSON
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2006 W. WATSON	2007 J. JOHNSON
2008 W. WATSON	2009 J. JOHNSON
2010 W. WATSON	2011 J. JOHNSON
2012 W. WATSON	2013 J. JOHNSON
2014 W. WATSON	2015 J. JOHNSON
2016 W. WATSON	2017 J. JOHNSON
2018 W. WATSON	2019 J. JOHNSON
2020 W. WATSON	2021 J. JOHNSON
2022 W. WATSON	2023 J. JOHNSON
2024 W. WATSON	2025 J. JOHNSON
2026 W. WATSON	2027 J. JOHNSON
2028 W. WATSON	2029 J. JOHNSON
2030 W. WATSON	2031 J. JOHNSON
2032 W. WATSON	2033 J. JOHNSON
2034 W. WATSON	2035 J. JOHNSON
2036 W. WATSON	2037 J. JOHNSON
2038 W. WATSON	2039 J. JOHNSON
2040 W. WATSON	2041 J. JOHNSON
2042 W. WATSON	2043 J. JOHNSON
2044 W. WATSON	2045 J. JOHNSON
2046 W. WATSON	2047 J. JOHNSON
2048 W. WATSON	2049 J. JOHNSON
2050 W. WATSON	2051 J. JOHNSON
2052 W. WATSON	2053 J. JOHNSON
2054 W. WATSON	2055 J. JOHNSON
2056 W. WATSON	2057 J. JOHNSON
2058 W. WATSON	2059 J. JOHNSON
2060 W. WATSON	2061 J. JOHNSON
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2066 W. WATSON	2067 J. JOHNSON
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2076 W. WATSON	2077 J. JOHNSON
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2090 W. WATSON	2091 J. JOHNSON
2092 W. WATSON	2093 J. JOHNSON
2094 W. WATSON	2095 J. JOHNSON
2096 W. WATSON	2097 J. JOHNSON
2098 W. WATSON	2099 J. JOHNSON
2100 W. WATSON	2101 J. JOHNSON

**JOAN NICHOLSON & PEG PIANIA - VETERAN CHAMPIONS**

MENS		LADIES	
1984 CORNER	1985 LORD	1984 AVERY	1985 NORTH
1986 LORD	1987 LORD	1986 SALLMANN	1987 ENNER
1988 LORD	1989 LORD	1988 SALLMANN	1989 ENNER
1990 LORD	1991 LORD	1990 SALLMANN	1991 ENNER
1992 LORD	1993 LORD	1992 SALLMANN	1993 ENNER
1994 LORD	1995 LORD	1994 SALLMANN	1995 ENNER
1996 LORD	1997 LORD	1996 SALLMANN	1997 ENNER
1998 LORD	1999 LORD	1998 SALLMANN	1999 ENNER
2000 LORD	2001 LORD	2000 SALLMANN	2001 ENNER
2002 LORD	2003 LORD	2002 SALLMANN	2003 ENNER
2004 LORD	2005 LORD	2004 SALLMANN	2005 ENNER
2006 LORD	2007 LORD	2006 SALLMANN	2007 ENNER
2008 LORD	2009 LORD	2008 SALLMANN	2009 ENNER
2010 LORD	2011 LORD	2010 SALLMANN	2011 ENNER
2012 LORD	2013 LORD	2012 SALLMANN	2013 ENNER
2014 LORD	2015 LORD	2014 SALLMANN	2015 ENNER
2016 LORD	2017 LORD	2016 SALLMANN	2017 ENNER
2018 LORD	2019 LORD	2018 SALLMANN	2019 ENNER
2020 LORD	2021 LORD	2020 SALLMANN	2021 ENNER
2022 LORD	2023 LORD	2022 SALLMANN	2023 ENNER
2024 LORD	2025 LORD	2024 SALLMANN	2025 ENNER
2026 LORD	2027 LORD	2026 SALLMANN	2027 ENNER
2028 LORD	2029 LORD	2028 SALLMANN	2029 ENNER
2030 LORD	2031 LORD	2030 SALLMANN	2031 ENNER
2032 LORD	2033 LORD	2032 SALLMANN	2033 ENNER
2034 LORD	2035 LORD	2034 SALLMANN	2035 ENNER
2036 LORD	2037 LORD	2036 SALLMANN	2037 ENNER
2038 LORD	2039 LORD	2038 SALLMANN	2039 ENNER
2040 LORD	2041 LORD	2040 SALLMANN	2041 ENNER
2042 LORD	2043 LORD	2042 SALLMANN	2043 ENNER
2044 LORD	2045 LORD	2044 SALLMANN	2045 ENNER
2046 LORD	2047 LORD	2046 SALLMANN	2047 ENNER
2048 LORD	2049 LORD	2048 SALLMANN	2049 ENNER
2050 LORD	2051 LORD	2050 SALLMANN	2051 ENNER
2052 LORD	2053 LORD	2052 SALLMANN	2053 ENNER
2054 LORD	2055 LORD	2054 SALLMANN	2055 ENNER
2056 LORD	2057 LORD	2056 SALLMANN	2057 ENNER
2058 LORD	2059 LORD	2058 SALLMANN	2059 ENNER
2060 LORD	2061 LORD	2060 SALLMANN	2061 ENNER
2062 LORD	2063 LORD	2062 SALLMANN	2063 ENNER
2064 LORD	2065 LORD	2064 SALLMANN	2065 ENNER
2066 LORD	2067 LORD	2066 SALLMANN	2067 ENNER
2068 LORD	2069 LORD	2068 SALLMANN	2069 ENNER
2070 LORD	2071 LORD	2070 SALLMANN	2071 ENNER
2072 LORD	2073 LORD	2072 SALLMANN	2073 ENNER
2074 LORD	2075 LORD	2074 SALLMANN	2075 ENNER
2076 LORD	2077 LORD	2076 SALLMANN	2077 ENNER
2078 LORD	2079 LORD	2078 SALLMANN	2079 ENNER
2080 LORD	2081 LORD	2080 SALLMANN	2081 ENNER
2082 LORD	2083 LORD	2082 SALLMANN	2083 ENNER
2084 LORD	2085 LORD	2084 SALLMANN	2085 ENNER
2086 LORD	2087 LORD	2086 SALLMANN	2087 ENNER
2088 LORD	2089 LORD	2088 SALLMANN	2089 ENNER
2090 LORD	2091 LORD	2090 SALLMANN	2091 ENNER
2092 LORD	2093 LORD	2092 SALLMANN	2093 ENNER
2094 LORD	2095 LORD	2094 SALLMANN	2095 ENNER
2096 LORD	2097 LORD	2096 SALLMANN	2097 ENNER
2098 LORD	2099 LORD	2098 SALLMANN	2099 ENNER
2100 LORD	2101 LORD	2100 SALLMANN	2101 ENNER

**BOOK AN APPOINTMENT WITH:**  
**Ian Gumela,**  
**Wimmera Mallee Partnerships Manager**  
**0416 539 778**  
**[wmpartnerships@gwmtourism.com.au](mailto:wmpartnerships@gwmtourism.com.au)**