

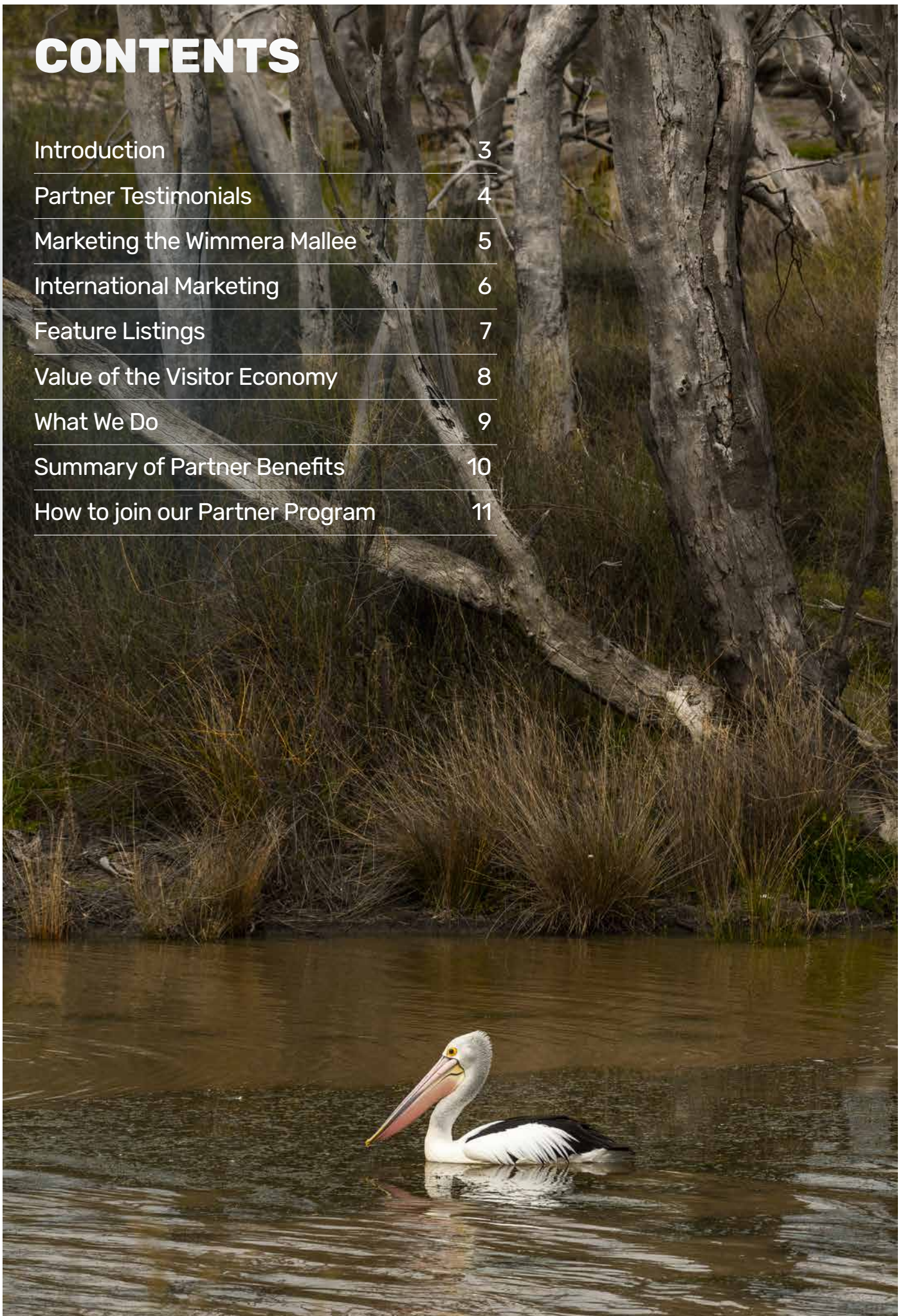
*Wimmera
Mallee*

**WIMMERA MALLEE
INDUSTRY PARTNER PROGRAM
2024/2025**



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INTRODUCTION

As your Peak Industry Body and in partnership with our eight Local Government Areas (LGAs), Hindmarsh Shire Council, Horsham Rural City, West Wimmera Shire Council, Yarriambiack Shire Council, Buloke Shire Council, Ararat Rural City, Northern Grampians Shire and the Southern Grampians Shire, our key goal is to increase the value of the visitor economy in the Grampians Wimmera Mallee via destination marketing, industry and product development, partnerships and investment attraction.

The benefits we deliver:

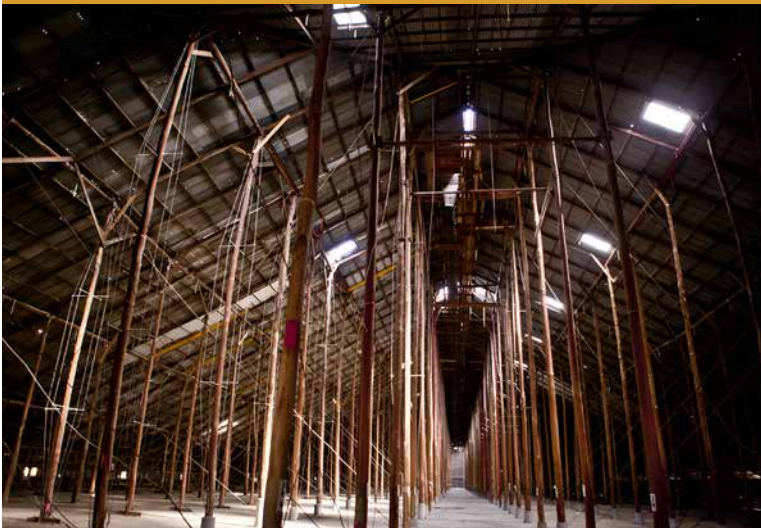
- Delivering targeted Industry Strengthening training and activity to upskill our operators, build business capabilities, and help support high-quality and engaging visitor experiences. Delivering Industry Forums, providing guest speakers to present on current trends that help support our partners.
- Creating new Wimmera Mallee Destination Plan and four Local Area Action Plans to guide the sustainable development of our Visitor Economy.
- Continuing to represent the region to the Victorian Government, Australian Government, and industry bodies to highlight areas of concern, or to further support our region's tourism industry.
- Continuing to work with the Victorian Government to ensure the transition to Visitor Economy Partnerships (VEP), per the Regional Tourism Review, provides uninterrupted service and support for the industry.
- Provide a monthly Industry Newsletter. We also have the GWM Tourism Industry Facebook Page to communicate what's happening in the region so make sure you are following us.
- Destination marketing activity to enhance marketing efforts, build reach and drive visitation.
- Strong digital presence through our consumer site: www.visitwimmeramallee.com.au
- Large following on our social media channels: [Facebook](#) and [Instagram](#)
- Access to media and trade famils.
- Ongoing Industry Forums across our four regions.
- Access to industry training and resources.
- Advocacy and representation to peak industry bodies including Tourism Australia, Visit Victoria and the Victoria Tourism Industry Council (VTIC).
- Regular industry communication to keep well informed.
- Data and insights to drive robust decision-making.



PARTNER TESTIMONIALS

David Grigg, THE STICK SHED

With the recent amalgamation of our regions tourism sectors GWMT has captured the attention to The Stick Shed of visitors to The Grampians. Our partnership has created opportunities to spread the word about The Stick Shed to tourists from everywhere. GWMT provides access to training within our region, making it possible to upskill, create a better business and improve services to customers. Networking is made easy with regular newsletters, allowing us to direct our visitors on to other partners - as they do to us in return. We grow stronger working together and take confidence knowing that team members with experience are there to support and guide us, should we ever need them.



Andrea Cross, MAYDALE RESERVE, HORSHAM AGRICULTURAL SOCIETY INC.

Who would ever consider a showgrounds to be a precinct which has a heartbeat for tourism? Our partnership with GWMT has unleashed and supported a vision for tourism never considered before, simply by sitting around tables of enthusiastic, real and gutsy conversations.

Sharing stories forges connections among people and between people and ideas. Stories convey the culture, history and values which unite people and as an historic precinct we have had the pleasure of hosting a Tourism Industry Forum in The Cattle Shed and accepted invitations to present our 150km Feast event to the Regional Tourism Board in Collins Street and to participate in the Sustainable Tourism Program all within seven months of being partners!

An extended partnership with GWM Tourism will take us to new heights and we want to be a part of what promises to be exponential growth, future proofing the region!

Chan Uoy, DIMBOOLA IMAGINARIUM

"As the saying goes, build it, and they will come, but this is only true if they know about it. We joined GWMT to get Dimboola noticed. And it has worked! We have been invited to talk on forums, visit Victoria HQ and radio programs, and be featured in magazines and Channel 9's Postcards. Dimboola is now seen in a new light."





MARKETING THE WIMMERA MALLEE

Our organisation is responsible for keeping the Grampians Wimmera Mallee top of mind in consideration for travel. We have built a strong brand and work to influence visitor behaviour to promote longer stays, dispersal and encourage visitors to explore all parts of the region. Partnerships are essential to our success. Together we can show travellers why our spectacular Grampians Wimmera Mallee region is a 'must visit' destination.

By highlighting our region's strengths and diversity, working in partnership with industry and stakeholders and through targeted communications, campaigns and other marketing initiatives, we drive conversion through to visitation and dispersal by connecting visitors with the places, products and experiences they seek.

'Adventures in a different light' destination campaign continues to evolve with regularly refreshed creative and publications such as The new Wimmera Mallee Touring Guide, Official Visitor guide which not only encourages dispersal throughout the region but also ensures that we own the road trip space in the minds of Victorians and our neighbours interstate.

We utilise PR, media partnerships, digital advertising and social media and collaborate with Visit Victoria, the Great Southern Touring Route and Tourism Australia to build our brand awareness.

INTERNATIONAL MARKETING

The Great Southern Touring Route (GSTR) is regarded as Australia's Great Road Trip. The central loop from Melbourne through western Victoria brings together four diverse regions: Geelong and The Bellarine, Great Ocean Road, Grampians and Ballarat Goldfields, plus the spa region of Daylesford. Each with its own brand of stunning natural assets and must-do experiences.

As an incorporated association, GSTR was established to co-operatively market its member regions and participating tourism products to over 1,500 members of the international travel trade, who continue to remain the primary

provider of high-yield international bookings for Victoria.

Growth in international visitation is a key priority for GT and with longer lead times, international tourism helps balance out domestic holiday patterns and, on average, international travellers spend three times more than domestic travellers.

If looking to *increase your international exposure*, GSTR provides the following:

- Targeted marketing to key international markets.
- In-market representation plus attendance at major trade events including the Australian Tourism Exchange (ATE), Tourism Australia and Visit Victoria's Trade Missions

and New Product Workshops, and Australian Tourism Export Council's (ATEC) Workshops and Inbound Tour Operator (ITO) training.

- Opportunity for inclusion in media and trade fairs.

Click below to find out more about the various participation options available:

[GSTR Marketing Prospectus for 2024/2025](#)



Great Southern Touring Route



FEATURE LISTINGS

Visit Wimmera Mallee Website*

The www.visitwimmeramallee.com.au website is our primary call to action and generates a high volume of traffic for the region. This is supported by search engine optimisation and a marketing program ensuring we increase our visibility on relevant search engine results pages. This ongoing program helps us build awareness, inspiration and capture more users.

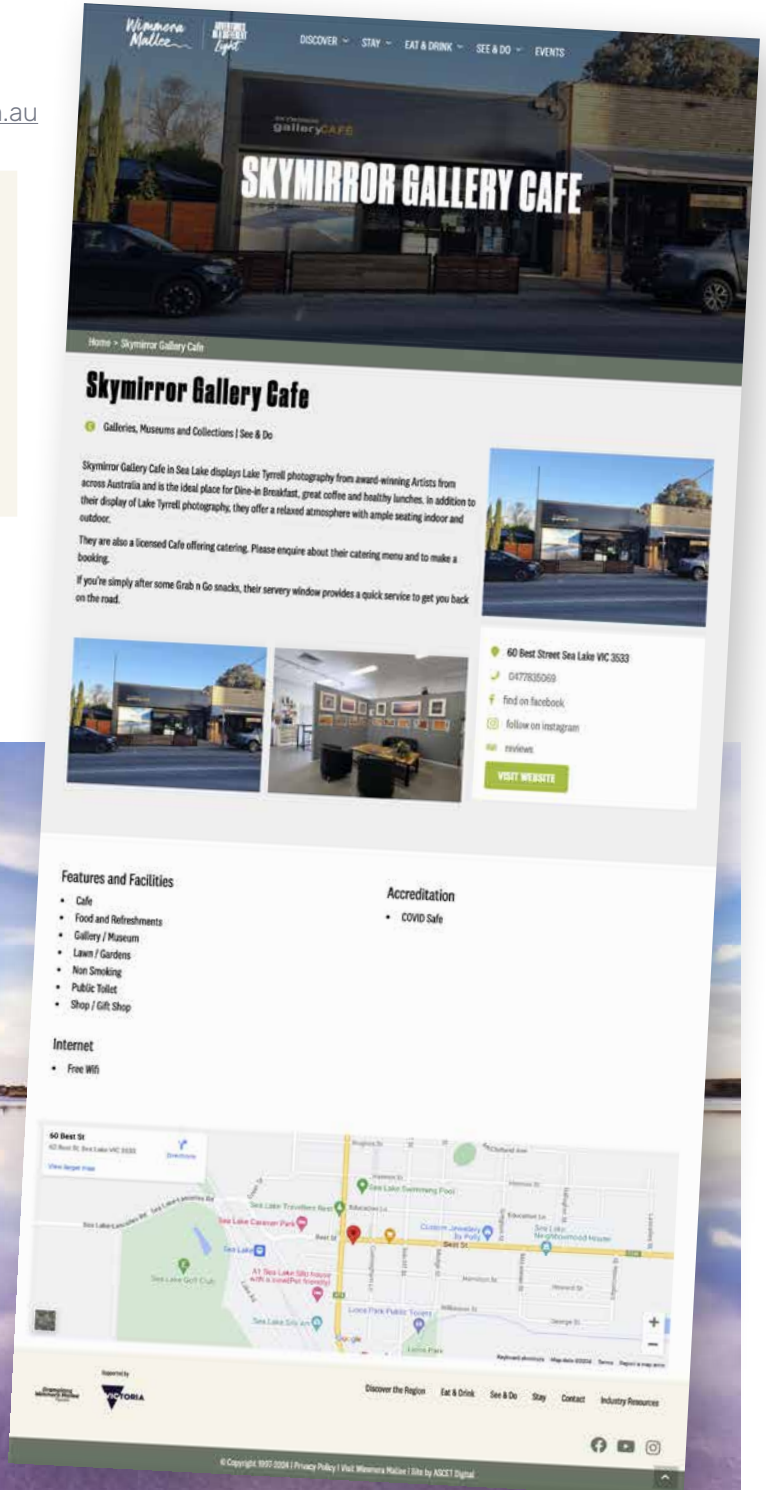
Enhance your profile under 'Stay' or 'See & Do' with a featured listing that puts your business at the top of the page in a premium position.

- ✓ Featured web profile under 'Stay' or 'See & Do'
- ✓ Large and prominent web profile
- ✓ Premium position on www.visitwimmeramallee.com.au

Annual Audience Results

<p>495,724 Event count (+90.58% increase on last year)</p>	<p>38,093 Engaged Sessions (+167.41% increase on last year)</p>
<p>47,202 New Users (+154.94% increase on last year)</p>	<p>1m 4s Average Engagement Time (+14.99% increase on last year)</p>

*Included in **Gold** and **Silver** Preferred Partner Package.
(Source: Google Analytics 30 Jul 2023 – 29 July 2024)

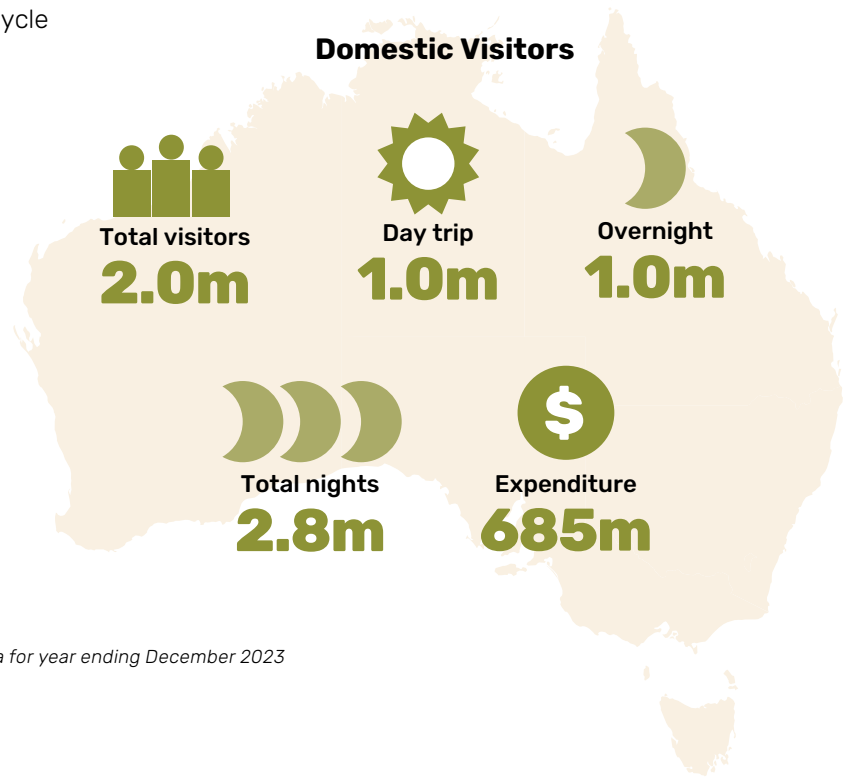


VALUE OF THE VISITOR ECONOMY

More visitors more often

GWM Tourism's Strategic Marketing Plan is designed to build our brand, raise awareness, drive visitation and maximise ROI. We deliver a fully integrated, year-round marketing approach to:

- Cut through marketing 'noise' and achieve maximum impact
- Help travellers through the travel planning cycle
- Remain front of mind with key audiences and markets.



Source: TRA data for year ending December 2023



WHAT WE DO

Our primary purpose is to deliver a coordinated approach to marketing, product development, infrastructure investment and industry development for the region.

We aim to create a cooperative and vibrant visitor economy that supports growth of tourism expenditure and length of stay and adds value to our partners through promotion and increased brand awareness.

Our strategic priorities:

1 DESTINATION MARKETING



- Deliver effective activity to increase length of stay, dispersal, yield and regional brand equity.
- Support events aligned to our seasonal and dispersal objectives.
- Drive high yielding occupancy in shoulder and mid-week periods.

2 INDUSTRY DEVELOPMENT



- Champion activities which increase operator capacity and grow the visitor experience.
- Deliver Industry Strengthening activity (digital marketing, business management, product development and customer experience).

3 PRODUCT DEVELOPMENT



- Develop high quality collateral that supports destination marketing efforts.
- Curate products to create compelling, productive and sustainable visitor experiences.

4 PARTNERSHIPS



- Facilitate collaboration across our industry and communities including including strategic planning, product development, marketing and industry development and investment.
- Leverage and grow our partnerships.
- Introduce innovative ways to add value to industry partnerships.

5 INVESTMENT ATTRACTION



- Engage community and industry on tourism related projects to raise the visitor economy profile.
- Attract private investment into infrastructure and experiences.
- Work with Local Government partners to attract new investors and investment opportunities.



SUMMARY OF PARTNER BENEFITS

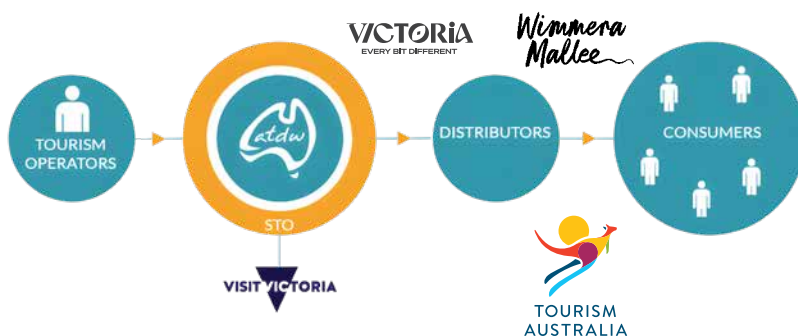
Choose one of the Industry Partner Packages below and enjoy exclusive GWM Tourism partnership benefits.

PARTNER BENEFIT DESCRIPTION	Silver	Gold
Partnership fees * \$100 Silver membership for NFP Organisations or Businesses already ATDW registered. ** Gold Partnership is exclusive of an ATDW listing. This must be obtained first before becoming an GWMT Gold Partner.	\$395* yearly	\$550** yearly
ADTW Listing	✓	
Increase your Digital Presence <i>Ensure your business reaches a greater digital audience through inclusion on key tourism websites and digital platforms.</i>		
Priority positioning on visitwimmeramallee.com.au	✓	★
Connect with the Tourism Industry & Community		
Support the Tourism Industry and local economy through your contribution	✓	★
Receive regular GWMT Industry Newsletters to stay updated	✓	★
Receive a certificate of partnership to display	✓	★
Enhance your Marketing and Build Reach to Potential Visitors		
Inclusion in a monthly Wimmera Mallee Consumer EDM	✓	★
Inclusion in Blog Articles	✓	★
1 x Inclusion in a Visit Wimmera Mallee Social Media Ad Carousel		★
2x feature Wimmera Mallee Social Media posts or stories		★
Opportunity for Social Media mentions (where appropriate)	✓	★
Opportunity to be included in PR Pitches*	✓	★
Inclusion in a Content Partnership Campaign		★
Opportunity to be in an Influencer and Media Campaign*		★
Subsidised Professional Photography Session to the value of \$500		★
1/6 advert in the Wimmera Mallee Touring Guide	✓	★
Listings available in the Wimmera Mallee Official Visitors Guide (OVG)	20% discount	50% discount
Grampians Grape Escape (Sat 3 - Mon 5 May 2025)		
General Admission tickets		x2 (Sun)
All prices include GST. ✓★ = included in package. *Operators participating in media and industry familiarisations should be willing to supply, at a minimum, industry rates for services requested.	YEARLY TOTAL	
	\$395	\$550





WHAT IS THE ATDW?

How does it work?

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?

 <p>ATDW ensures your business features on official, high-profile websites:</p> <ul style="list-style-type: none"> • visitwimmeramallee.com.au • visitvictoria.com (avg. 10.7M annual visits) • australia.com (avg. 22.5M annual visits) 	 <p>An ATDW profile is your opportunity to participate in Visit Victoria's and Grampians Wimmera Mallee Tourism's data-driven marketing campaigns and programs</p>	 <p>Enhance your SEO (Search Engine Optimisation) Drive leads directly to your website with no commissions or booking fees</p>	 <p>Save time Update just one profile and changes automatically reflect across all ATDW distributor websites. Your profile is reviewed for content quality</p>
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ATDW FEES

\$295 (inc GST) for 12 months (less than \$1 per day!)

\$120 (inc GST) for 12 months (For accredited businesses. Free of charge for Not-For-Profits)



HOW TO JOIN OUR INDUSTRY PARTNER PROGRAM

Join the team to increase exposure for your business.

Our new 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 will suit you, please contact Ian Gumela by email at wmpartnerships@gwmtourism.com.au or call 0416 539 778.



Also to become a GWM Tourism Partner, operators must be listed in ATDW: Australia's national tourism database and distribution platform and maintain their listing throughout the financial year. The annual listing fee is back from 1 July 2023. View the full details [here](#) including how to contact Visit Victoria's dedicated ATDW Support Team if you require any assistance.





GWMTourism
Grampians Wimmera Mallee