We market to sell the Yarra Valley and Dandenong Ranges to the visitor, driving economic growth...
# KEY STRATEGY AREA: MARKETING

<table>
<thead>
<tr>
<th>Social Media Activity - Facebook</th>
<th>Our Facebook page is still showing steady growth with good engagement. Total Likes currently sit at 53,365 - a increase of over 4K followers this quarter.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Activity - Instagram</td>
<td>Instagram has shown significant increase in numbers with the Visit Yarra Valley page reaching over 8,000 followers by the end of September and the Visit Dandenong Ranges account reaching over 1,500 followers.</td>
</tr>
</tbody>
</table>
| Digital Content & Digital Collaboration | Blogs  
Yarra Ranges Tourism creates digital content to drive consumer interest, build brand awareness and boost Search Engine Optimisation (SEO). Three blogs that we produced with high performance, included Spring School Holidays 2017 (YV), Father’s Day 2017 (YV) and Dog-Friendly Cafes and trails (DR). |

(Above: Spring School Holidays blog)

Below is a list of all blogs that we have produced over the last 2 months:

*Excluding blogs linked with the Mid-Week packages.*
<table>
<thead>
<tr>
<th>Yarra Valley</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring School Holidays 2017</td>
<td>1260</td>
</tr>
<tr>
<td>Visit the Yarra Valley Cider &amp; Ale Trail During Grand Final Week</td>
<td>229</td>
</tr>
<tr>
<td>Where to Watch the AFL Grand Final</td>
<td>223</td>
</tr>
<tr>
<td>Father’s Day 2017 - Weekend Activities</td>
<td>553</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Dandenong Ranges</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dog friendly cafes and trails</td>
<td>1433</td>
</tr>
<tr>
<td>Winter flowers in the dandenong ranges</td>
<td>73</td>
</tr>
<tr>
<td>Ann Creber’s Mocha pots</td>
<td>110</td>
</tr>
</tbody>
</table>

**Packages & Special Deals**
We are also continuing to engage with our industry partners to participate in mid-week deals for both Visit Yarra Valley and Visit Dandenong Ranges websites. We will continue to track and monitor the results for these mid-week deals and packages.

**Events**

**Giro Della Donna**
We are excited to announce that we will again be sponsoring the upcoming Giro della Donna 2017. We will be launching some new event signage at this venue to support our regional branding.

(Above: Fence meshing concept for the Giro della Donna 2017)

**Harvest Run**
Harvest Run by Sole Motive is an annual running event held in the heart of Melbourne’s Yarra Valley. The event aims to attract visitors to run through the beautiful Yarra Valley and experience the region’s fine food, wine and stunning nature.

Below is the year, target number and actual number of attendees from last year and this year’s event:

<table>
<thead>
<tr>
<th>Year</th>
<th>Target number</th>
<th>Actual number</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>1300</td>
<td>1232</td>
</tr>
<tr>
<td>2017</td>
<td>1500</td>
<td>1443</td>
</tr>
</tbody>
</table>

The primary target market is aimed at active female and social runners aged between 25 to 39. The event saw 68% of entrants being dominated by females, with the largest segment (207) between the age of 30-34. The long-term strategy of this Harvest Run is to build numbers to more than 5000.

This year we contributed $10,000 for Harvest Run 2017 and $5000 in-kind PR and Marketing.

Long term we have many opportunities for our Marketing Partners to engage with these type of event activations to promote the region. Most events we speak to are really keen to showcase local food and produce, but struggle with local uptake of these promotional opportunities.

**Hosting Media to the Region**

One of Yarra Ranges Tourism’s key strategies is to host media in the region to generate stories promoting our core product strengths of food and wine, activities in nature, our townships and villages and attractions. By targeting media with reach to our target market segments we achieve a cost effective way to gain awareness of our region and the experiences that it offers.

We host bloggers, instagrammers, television crews and print media and we thank the industry that we work with helping host these influencers in tourism. Some of the media we have hosted and worked with in the last quarter are listed below.

**Anthony Dennis - Fairfax Traveller Editor**

Anthony Dennis - Editor of Traveller liftout for Fairfax Media is Sydney based and visited the Dandenong Ranges in July

**Qantas Inflight Magazine + Qantas Insider**

We hosted Kate Baressco from Qantas Inflight Magazine

Kate visited in July and her article appeared in September - both in print and online. Qantas reaches a great target audience for our region and has the statistics to back up the assumption. The region was featured on 3 pages in the September inflight magazine and two online articles.
Partners included in finished articles:

- Giant Steps
- Botanica Editions
- Levantine Hill
- Kitchen & Butcher / Healesville Hotel
- Grace Burn Wine Room
- Meleto's
- The Farmhouse
- Oakridge
- Yarra Yering
- TarraWarra Estate
- Yering Station
- Balgownie Estate

Qantas Magazine Audience:

- Readership: 402,000 per month
- Average age: 47
- Male: 60%
- Female: 40%
- Average Personal Income: $132,420

More information here:
Cellar doors

Oakridge
Matt Stone’s superb food is a worthy accompaniment to David Hargreaves’ terrific wines at Oakridge, a cellar door wine bar and restaurant nestled into the rolling paddocks (www.oakridge.com.au).
Drinkwine: Mummumumq
Vineyard: A. Kaye
Cellar door: Single Block
Release: Chardonnay

Yarra Yering
The ghost of winery founder Dr Sidney Carroll resides at this tiny cellar door (yarrayering.com.au), his visionary legacy continued by the irrepressible Sandi Gross.
Drinkwine: Light Dry Red Wine
Cellar: Carrodus Cabernet Merlot

Yering Station
The view to a winery and tasting room (yering.com.au) site alongside the original Château Yering homestead, now a five-star hotel with a gracious, old-world feel.
Drinkwine: Pinot Noir
Cellar: Reserve Chardonnay

Mac Forbes
The farm’s traditional winemaking operation (macforbes.com.au) is a hub cellar door (macforbes.com.au) that’s not on the map but can be found in the township of Healesville.
Drinkwine: Pinot Noir Meaney
Cellar: High Country Blend

TarraWarra Estate
The Swan family’s wines (tarrawarra.com.au) are perfectly picturesque and the TarraWarra Museum of Art on site a bonus.
Drinkwine: 10 Pinot Noir
Cellar: Reserve Pinot Noir

Food and drink

Suggested by: Kate Barracosa

For breakfast and coffee:
Hutch & CO
590 Yarra Valley Rd, Lilydale
@hutchandco

The third venture from former finance industry types Nick Panagopoulos and Rob Safio, Hutch & CO in the Yarra Valley’s south is the perfect stop for those travelling from Melbourne. Using local produce wherever possible, the menu is an all-day affair so you can order eggs on toast in various incarnations or the Full Bird, Coloured fried chicken burger on Turkish bread at any time. The sharing Carving board for two is a go-to for the Indiscernible – it comes with a small serve of decadent white chocolate, white chocolate spread and bitter pudding. Coffee is roasted on site.

For lunch:
Ezard at Leaventine Hill
1260 Maroondah Highway
@ezardfood

Designed by the hottest restaurant’s chef, Teage Ezard, the ten- and eight-course degustation menus with matching Leaventine Hill wines are meticulously crafted, and quite simply, less of fun. The Sea King salmon arrives at the table under a cloche filled with smoke, the delicate dish only revealed when the smoke disappears. The cheese on toast” (an update, a simple, slow-cooked poached egg, a strange and satisfying spookfactor. And the chocolate dessert, served with malt ice cream, lash of pumpkin seeds and judicious drops of Pedro Ximénez, is a perfect mix of sweet and crunchy. Set aside at least two hours for five courses or, if you’re pushed for time, opt for the more casual all-day menu available in another part of the restaurant.

For dinner:
Giant Steps
1260 Maroondah Highway
@giantsteps

It’s been a fixture in the town for more than a decade but since Phil Lenton sold the winery’s Iconic Syrah brand to concentrate on Giant Steps, the cellar door has undergone a refurbishment and become a more elegant outfit. Sit at the bar and nosh on small snacks and charcuterie there’s now a dry-aged room on-site before moving on to a pizza from the carefully curated selection or a bigger plate – anything cooked on the wood-fired grill is a good bet. Executive chef Jared Hudson has incorporated into the menu elements of the Thai cuisine he’s known for, with dishes such as green curry and green biryani served with flat rice. Fresh sourdough arrives every day from Havelock Bakery and coffee shop, Sexton’s latest venture, just up the road.

For taking home:
Kitchin & Butcher
38 Main St, Healesville
@kitchinandbutcher

Part of the Healesville Hotel complex – where you’ll find Healesville Harvest café and the pub, long recognised for its outstanding food – Kitchin & Butcher stocks all the necessary pantry provisions. The store has its own line of relishes, chutneys and mustards as well as soups and broth, bread, wine, savoury snacks and sweet treats from other well-known and niche brands. Chef and owner Sophie Casson happily guides customers through the offerings, which include international imports and cheeses from regional Victoria, plus the excellent smallgoods selection.
**Stay**

**THE FARMHOUSE AT MELETO**

A private 10 guests, 60 minutes from Melbourne. A unique offering in the Yarra Valley, Owners Steve and Vianna Frazzard offer their events accommodation.

Two years ago. Ask for a suite at the back; the pastel-grey stonework of each of the six rooms opens up views of the ranges and a distant mountain. Grab a book and glass of wine and retreat to one of the four leather sofas in one of the communal laugher areas. The fires burn through the day.

**ROatanica Editions**

Chateau Road, Yarra Glen

The Willow House and Hôtel Roux, renovated a few years ago by Kyle Dixon and landscape designer Greg Noll, are equipped with everything you need for a night in - gas stoves that spread warmth throughout each cottage, a fully equipped kitchen and a garden filled with fragrant herbs that guests are encouraged to make use of. The grounds surrounding the self-contained two-bedroom house have been carefully designed to encourage meditation, with a wooden veranda over a large swimming pool, steam room and gym, as well as a restaurant and cellar door.

**Ballochmore Estate Vineyard & Spa**

990 eggs road, Yarra Glen

Our story, a six-kilometre walking trail behind the property. A small building with a beautiful view of the Yarra Valley.

---

**Sofia Levin - Fairfax Media**

GOOD FOOD (print & online)

**Sofia Levin - Fairfax Media - Tuesday Age lift out**

Hosted - July 2017

Article - One Perfect Winter Weekend in the Dandenong Ranges - Aug 29

Partners included in ‘famil’ activity and included in story:

- Valley Ranges Getaways
- Japanese Mountain Retreat
- Coonara Springs
- The Independent - Gembrook
- Olinda Cellars

---

**Digital article on Qantas Insider:**


**Partnered with:**

Tea Leaves  
Smits & Bits  
General Food Store in Emerald  
Piggery Cafe

Natural Attractions noted in story:

- National Rhododendron Gardens
- 1000 Steps
- William Ricketts Sanctuary
- Alfred Nicholas Gardens

Yarra Ranges Tourism collateral noted in story:

- U-Pick Trail
Also great to note - we were ‘back-linked’ correctly in the online story.

Alfred Nicholas Gardens 1A Sherbrooke Road, Sherbrooke

U-Pick Trail visitdandenongranges.com.au

The author visited with assistance from Yarra Ranges Tourism.

Paul Chai was hosted earlier in the year and produced the two stories we’ve had printed about out region in Tiger Tales. As he was the first journalist to stay at the Robin Boyd designed Moorabinda Lodge he on-sold part of the trip to Fairfax Traveller in the way of an accommodation story. It was picked up and became:

The Review: Moorabinda Lodge, Yarra Ranges

Paul Chai

Read more: http://www.traveller.com.au/the-review-moorabinda-lodge-yarra-ranges-qy0z6k#ixzz4vG5CyZWq
Paul Chai is fast becoming a terrific example of what good relationships with journalists can bring our region. We have just been informed he will be running Moorabinda in the annual - GOOD WEEKEND 52 Weekends Away - article and also providing us will a ‘Do it like a local - Reasons why Mid-Week in the YV & DR is the way to go’ in Tiger Tales Feb / March edition.

**Group Media Weekend - hosted in conjunction with Visit Vic**

Yarra Ranges Tourism & Visit Victoria worked together to host 4 journalists for a weekend across Yarra Valley & the Dandenong Ranges

**Hosts:** Brook Powell - all weekend & Emma Watts - Friday drop off to accommodation & Sunday pick-up from The Independent

**Date:** August 18th - 20th

**Media Group:**
Adrienne Tam - Stellar Magazine (Sunday liftout)
Tony Kleu - Essentials Magazine
Kaitlyn Offer - AAP
Paddy Naughtin - Leader Newspaper Group

**Partners included in famil:**
- Innocent Bystander
- Balgownie Estate
- Yarra Valley Chocolaterie
- Alowyn Gardens
- Healesville Glass Blowers
- Four Pillars Gin
- Levantine Hill w Microflight
- Yarra Yering
- Healesville Hotel
- Proserpina Bakehouse
- Secret Gardens x 2
- The Independent
Stories so far include:

**Paddy Naughton - Leader Newspapers:**
Appeared in Whitehorse, Monash, Caulfield/St Kilda, Bayside and Manningham Leaders.

Adrienne Tam - Stellar magazine

This StellarTravel article was given both digital and print exposure:

Our work with Visit Victoria assisted bring about Garden articles that included Tesselaar Tulip Festival, Cherry Blossom Season at Cherry Hill and Dandenong Ranges Secret Gardens

Pieces of Victoria

Urbanlist
https://www.theurbanlist.com/melbourne/a-list/we-found-the-best-secret-gardens-near-melbourne-you-need-to-visit-asap

Timeout

Broadsheet
**SUNRISE - Weather from TarraWarra**

Live **Sunrise** Weather crosses, with Sam Mac from **TarraWarra Estate** on Thursday 21st September


---

**TODAY SHOW - Outside Broadcast from the Yarra Valley**

Yarra Ranges Tourism was fortunate to secure, at late notice, an OB with the TODAY Show as a collaboration with Visit Victoria. It was part of the ‘We Love Australia’ series and gave us 3.5 hours of prime-time viewing, nation wide. The timing, Thursday prior to an AFL Grand Final, was excellent for a region such as ours - only an hour out of Melbourne.

The promotional package - linked here:
https://www.9now.com.au/today/2017/clip-cj8cd68ot003u0ilq0nmtw6ny

shows the breadth of product we offer - snow, nature, balloon flight, specialty food & wine and assisted tell a compelling regional story.

The anecdotal feedback from many local businesses has been overwhelmingly positive and we are still waiting on rating figures to be provided.

We were given fabulous social media and on the surface had more imaging on their FB page than previous regions.
Yarra Ranges Tourism hosted a crew from Igloo Media that are filming a nation wide program - *Australia’s Best Drives*. An Audi sponsored show with the premise - all drives shown must be scenic and have a character driven narrative plus be only a 3.5 hour round trip from a capital city. Shane Jolly is the host of the show.

Yarra Ranges Tourism worked closely with the team at Igloo to organise the itinerary as there...
was no ‘recce’ to be done prior to filming.

We secured an entire show for our region with the drive Melbourne - Yarra Glen - Healesville - Marysville - Warburton - Coldstream - Melbourne

This filming took place over a week in September and the show will go live to air Sunday Dec 5th 5pm

**Partners included:**

- Alowyn Gardens
- Chateau Yering
- Four Pillars Gin
- Yering Gorge Cottages
- Buxton Trout Farm
- Rochford Winery
- Levantine Hill
- Oscars on the River - Warburton

| Media visits already organised Oct - Nov | Jeremy Burke - Australian Geographic - Marysville / Cathedral Ranges / Toolangi  
|                                          | Peter Wilmot - Fairfax - The Weekly Review - An Italian Getaway done in conjunction with Alfa Romeo + Peter is a freelancer of high regard and has taken notes on our significant Italian heritage to pitch longer form stories  
|                                          | Paul Chai - Tiger Tales - for Feb / March edition  
|                                          | Working with Yarra Ranges Country Life Magazine for an article on the Yarra Valley Women in Wine |

| Yarra Valley Packages Mid-Week Campaign (July / August) | From June 28 to August 28 (2017) Yarra Ranges Tourism launched a digital marketing campaign aimed at promoting mid-week packages for the Yarra Valley. The campaign worked collaboratively with 30 Yarra Valley industry partners targeting SINKS and DINKS over the age of 50. During the 2 month campaign, we had an allocated total spend of $30,000 used for the production of Mid-Week videos, digital marketing for facebook, google and youtube advertising. We were able to use funding from Visit Victoria's Intrastate Program 2017 ($15,000) to help fund this initiative. |
Digital content including blogs and curated Mid-Week videos were created to generate interest from consumers wanting to visit the region. The following blogs and videos were created to generate mid-week leads for the Yarra Valley Mid-Week campaign between July 28 - August 28:

Blog Content

5 REASONS WHY THE YARRA VALLEY IS A GREAT MID-WEEK DESTINATION

The Yarra Valley is a haven of beautiful destination choices just one hour's drive east of Melbourne. All of this made even better by visiting mid-week. Find out our top reasons why the Yarra Valley is better mid-week.

(Above: blog from Mid-Week campaign)

Blog content for the campaign was strategically produced (SEO / keyword selection) and promoted (PPC) to build the Yarra Valley Mid-Week packages campaign. Blogs also had a clear call to action for mid-week packages. The following blogs were produced in conjunction with the campaign:

- Romance in the Yarra Valley (499 visits)
- 4 of the best trails in the Yarra Valley (712 visits)
- 6 ways to get back to nature in the yarra valley mid week (1213 visits)
- 7 things to do with the grandkids these school holidays (1448 visits)
- 5 reasons why the Yarra Valley is a great mid-week destination (2387 visits)
Video Content

(Above: YoutTube ad for our Mid-Week videos)

Video content was used to generate consumer interest and leads for the Mid-Week packages campaign. Video content features John Wood and Michael Veitch exploring parts of the Yarra Valley and Dandenong Ranges mid-week.

The Mid-Week videos were done with a view to utilise talent that is immediately recognisable to the 45+ demographic plus be local in order to achieve engagement from a demographic that are not digital natives. We also kept them to Facebook in order to be able to track engagement levels but also hold the audience closer to the backlinks to Visit Yarra Valley. The content has since been uploaded to YouTube.

We filmed 6 videos exclusively for the Yarra Valley campaign.

**Total number of views: 375.5K** exclusively to Mid-Week Campaign videos on FaceBook. To give this some context - the previous 2 month period had **17.1K** video views.
The Healesville Sanctuary clip was the only one that went to YouTube at time of campaign and had 20,378 views.

What results did we see from the campaign?
527.66%+ in Page Views
From June 28 to August 28 (2017) we saw a total of 17,769 page views (visits) that resulted in an average page view increase of 534.72%+ (2016 vs 2017). From this percentage we were able to identify an increase in the following areas:

- 61.24% + average time (00:44 to 01:11)
- 91.80% + bounce rate (18.82% to 1.54%)
- 172.60% + exit rate (15.46% to 42.14%)

2,654,607 Total reach
A total digital reach of 4,000,000 was generated during the 2 month campaign. These impressions were generated through facebook, google and youtube advertising.

Google Total - 1,750,858 impressions
- Remarketing display advertising - 1,426,799 imp. (3,155 clicks)
- Keyword advertising - 250,916 imp. (3,354 clicks)
- Youtube remarketing advertising - 73,143 imp. (114 clicks / 20,378 views)

Facebook Total
- Video Views - 375.5K - (2071% up from previous 65 days)
- Total Campaign Reach - 903 749 (video + blog + Mid-Week Specials)

KEY STRATEGY AREA: DIGITAL

<table>
<thead>
<tr>
<th>Websites</th>
<th>Business Events - yarravalleybusinessevents.com.au</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The updated eBook has been released and the new Business Events website has undergone a revamp to align its branding. A responsive, events specific template has been selected and work to bring the content over from the previous site has been completed.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Focus Session</th>
<th>A Focus Session was held with an over 55+ focus. The aim was to determine how people research trips, in particular trips to the Yarra Valley and/or Dandenong Ranges, and what tools they used.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The attendees provided some key insights into how they go about planning and taking trips. The participants noted that they would not think to look at the visit sites for accommodations, instead using the well known sites such as Booking.com and Airbnb. One participant used Facebook extensively in researching trips for when friends and relatives come to the Yarra Valley on holiday. Another mentioned that they like to use the trails maps but preferred picking up the printed version from one of the destinations rather than downloading the PDF as it was easier to use (<em>and read - PDF is too small on mobile phones</em>).</td>
</tr>
<tr>
<td></td>
<td>On the websites, the participants were not aware that there was an itinerary planner. While in the session, a participant received an enquiry from a friend about visiting the Yarra Valley and she pointed him to the itinerary planner.</td>
</tr>
<tr>
<td></td>
<td>The participants liked the simplicity of the itinerary planner. Driving directions would be useful but not necessary as they tend to use Google Maps. They didn’t think the</td>
</tr>
</tbody>
</table>
SMS option for sending itineraries was useful as they prefer to print the pdf and viewing it on the phone was difficult. They liked the idea of pro-active suggestions (what’s nearby) and special offers.'

**KEY STRATEGY AREA: VISITOR SERVICING/ TOURISM EXCELLENCE**

| Visitor Information Maps | Production of the 2018 editions of the Yarra Valley and Dandenong Ranges touring maps has begun. The detailed travel maps provide information on regional Villages, Attractions, Destinations, Trails and Places to stay. Advertising spaces are available for Tourism Partners. *Please note that 80% of advertising spaces has been sold for the Yarra Valley map and 30% for the Dandenong Ranges map.*

**Timeline:**
- Map Production and advertising sales October - YV
- Proofing and Printing November
- Release in December

**Print Run:** 200,000 printed copies

**Map Size:** A2 Folded DL Brochure size

**Target Markets:** Domestic, local and International visitors

**Local Distribution:** • Melbourne CBD • hotels • Melbourne Airport • Melbourne Central Information Centre and Fed Square • Visit Victoria Melbourne and O/S offices in South East Asia • Victorian regional visitor information centres • Conference, Consumer and International trade shows within our region: • Tourism and Trade businesses • Regional events and festivals • Metro Transport and service station in the region • Regional community hubs and libraries

A reprint of the Warburton Valley Touring Map, produced by Warburton Valley CEDA, has adopted the style guide of the Yarra Valley and Dandenong Ranges Maps to complete the suite of regional visitor information maps and is due for release in November.
Visitor Information Carousels play an important role in providing the visitor with wayfinding maps, themed illustrated trail maps and things to do. Below is a list of the 10 locations where the visitor carousels can be found:

1. Lilydale Metro  
2. Big4 Healesville  
3. Terminus Hotel Healesville  
4. Beechworth Bakery  
5. Tesselaar Tulip Festival  
6. Burrinja  
7. Proserpina  
8. SkyHigh  
9. Grants Picnic grounds  
10. Lilydale Library

The next phase of visitor servicing will see the production and distribution of four more visitor carousels around the Yarra Valley and Dandenong Ranges.

Natalija Mackenzie continues to offer small personalised group sessions for partners utilizing the Yarra Ranges Tourism online booking service to get the best out of the enhancements of BookEasy leading tourism destination management software. These informative and educational sessions are designed to empower operators’ digital literacy to manage their operator consoles and engage in developing their understanding of the tools available to confidently manage the marketing software side of their business effectively.

Partners be interested in taking up this opportunity. Individual sessions are also considered via phone or, skype consideration. Please contact Natalija directly Natalija@yarrarangestourism.com.au
### KEY STRATEGY AREA: PRODUCT DEVELOPMENT

**Regional Events supported by Yarra Ranges Tourism**

<table>
<thead>
<tr>
<th>Event</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Targa Florio Dec 2 &amp; 3 Yarra Valley</td>
<td>2017 will celebrate the 101 Anniversary of the Targa Florio and the first time the event has left Italy, an amazing attraction for Victoria and all car enthusiasts. The event, which is set to tour Victoria’s coast and countryside this November/December, will feature over 150 of the world’s most admirable cars and is expected to attract fans, celebrities and media from across the globe. The Targa Florio Australian Tribute (TFAT) is a regulatory event for classic cars produced in the years between 1907 and 1976. Cars will be competing over 4 days on Victoria’s open roads at regulated speed. As part of the event there will be 56 trials across the 4 days. A regularity race, also called time-speed-distance or TSD race, is a type of motorsport race with the object of driving each segment of a Course in a specified time at a specified average speed. The race is usually conducted on public roads, but sometimes includes off-road and track sections. Participants compete in teams composed of a driver and navigator. Teams usually start a regularity race at fixed intervals, creating a field that is spread along the course. The TFAT will also include the Ferrari Trophy; open to Ferrari’s produced from 1977 to present day.</td>
</tr>
</tbody>
</table>

**Update on some of our Working Groups activities**
**Business Events - yarravalleybusinessevents.com.au**

We recently completed our transition to a revitalised Yarra Valley Business Events Website bringing it into alignment following the production of the Yarra Valley Business Events Conference Guide.

Current partners participating in the program now stand at 33 Business Events Partners.

**Business Events Videos** - We expect 4 videos to be compiled promoting each venue participating in the Yarra Valley Business Events program, along with marketing the corporate Familiarisation opportunities. We aim to complete the series by 22<sup>nd</sup> November to unveil at the year end Business Events Meeting.

| **Business Events Victoria Regional Tourism Exchange in Sydney** | Natalija Mackenzie attended Business Events’ Victoria Regional Exchange Sydney, held at The Ivy, on 17th August presenting for the Yarra Valley Business Events Brand. Regional partners also presenting on the evening were Chateau Yering, Rochford and RACV hotels and resorts. Opportunity was provided at the exchange for attendees to pre-register their interest for familiarisation due on 22 September. Of 75 Attendees registered, 48 attended the evening. Meetings were conducted via a coordinated structured Business Exchange with exhibitors paired up in twos, each pair having 10 minutes to speak to a group of event planners via a rotation process. Yarra Valley Business Events teamed up with RACV Hotels and resorts representing the RACV Healesville Club along with their Cape Schanck property. The Door prize was donated by Vibe Hotel Marysville on behalf of Yarra Valley Business Events Group (2 Nights Accomm, breakfast and Dinners for 2 Adults). |
| **Business Events FAMIL program** | The remaining executive Business Events Familiarsations for 2017 have now taken place. These famils will continue to form part of a regular program for venues and attractions collectively participating in this group. All visits of potential buyers will continue to be qualified leads supported Business Events Victoria and Melbourne Convention Bureau. Referrals through telephone or Yarra Valley Business Events website organic enquiry are tracked to a large degree manually. Conference bookings achieved |
Through successful referrals are also tracked however difficult to quantify due to venues not actively participating in reporting their confirmed bookings back.

This calendar year there are 52 referrals noted pertaining to groups of generally 25+ delegates. Feedback of successful referral reporting has seen 22% of these referrals lead to a successful booking, however this figure is likely to be higher if all venues participated in reporting their referral success.

### Dandenong Ranges Famil 28/29 July

Venues visited
Coonara Springs, Moorabinda Lodge (Valley Ranges Getaways – a substitution from the originally confirmed Mist@Olinda), Burrinja, Puffing Billy, Marybrooke Manor, Geppetto's, Overnight at CountryPlace.

### Yarra Valley's Holmesglen at Eildon Famil 25/26 August
<table>
<thead>
<tr>
<th>Yarra Valley to Holmesglen at Eildon August</th>
<th>5 Attendees Registered (Overnight FAMIL)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Venues visited</strong></td>
<td>Yarra Valley Racing, Rochford Wines, Segway, Vibe Hotel, Holmesglen at Eildon who utilised Time out adventures onsite for corporate activities.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Yarra Valley Highlights Familist</th>
<th>22 September</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Venues visited</strong></td>
<td>Coombe Yarra Valley, Meletos &amp; The Farmhouse including Napoleone Tasting, Balgownie Estate, Tarrawarra Museum of Art, Tarrawarra Estate, Oakridge Wines, Chateau Yering.</td>
</tr>
<tr>
<td>Hosts of the day invited to attend dinner with delegate attendees resulted in a group of 15 for evening networking.</td>
<td></td>
</tr>
</tbody>
</table>

| Yarra Valley Business Events Marketing | Expression of Interest promotion for attracting familiarisation candidates is supported via the Yarra Ranges Tourism LinkedIn page. We will look to increase our LinkedIn connections and review to target the EA/PA Market with direct event offers through LinkedIn communication. |
MTIE
05
September

Destination Melbourne MTIE – Melbourne Tourism Industry

Natalija Mackenzie attended Melbourne Tourism Industry Exchange representing the Yarra Valley and the Dandenong Ranges along with Kine Haugland from Puffing Billy.

Sharing the cost of a 1 booth placement provides much better value to both business in promoting the region as a whole.

This was the 10th anniversary of the event and held for the first time at the Iconic MCG. The Exchange attracted over 70 exhibitors including Melbourne’s attractions, hotels, restaurants, retailers and held annually is Destination Melbourne’s flagship event. Attendees included Local members of Les Clefs D’Or, hotel general managers, concierge, conference organisers, tour operators, Melbourne visitor information centre’s staff and volunteers. A 1 hour allowance for a structured networking session between exhibitors provided a good opportunity to meet with preferred industry representatives. Natalija was able to speak directly to Les Clefs D’or chief Concierge Nikolas Adams and engage with a DFO Vicinity centre which has become a new supplier of our regional visitor information touring maps.
| **Mid week Concierge Famil - 25 October** | In line with the onset of the spring racing carnival period and promoting leisure and incentives market visitation also celebrating recent regional food and wine awards alongside being just an hour from CBD, Natalija Mackenzie is currently planning a High End Concierge Tour of the Yarra Valley. The invited attendee nominees were provided directly from Nikolas Adams, State Director of Les Clefs D’Or and Chief Concierge at Stamford Plaza Melbourne.

The itinerary currently includes the following venues for a Yarra Valley Highlights overview Coombe Yarra Valley, Napoleone & Meletos overview, Oakridge, Levantine Hill, Healesville Sanctuary, Tarrawarra Museum of Art, Tarrawarra Estate, Four Pillars Gin. |
| **International Program** | **Program Update and Marketing Services August-October**
A total of 23 Partners have opted into the International program for 2017/18. The program has less operators buying into the program than the previous year, but we now have a stronger offering of product by ensuring that all participants, whether it be a venue or service, are able to offer trade friendly rates and packages. Alva Heming and Sally Coyle have been assisting and educating some of our Partners on how to work with the Inbound Travel Trade with trade friendly (commissionable) rates and packages.

The Go Beyond Melbourne website updates include a map include a map and google language translation.

| **Workshops** | Go beyond Melbourne and Visit Victoria held a workshop for for 20 operators from across the four regions to help them engage more effectively with the inbound travel trade. An engaging and informative 4 hour session, the participants had very positive feedback on the relevance of the workshop to their business and it was great to see 7 businesses from our region in attendance. |
The need to run an International Ready Workshop has become evident, (post Trade events) to ensure that all Partners who participate in our International Program are aware of how commissionable product works and are able to offer product and packages to be able to be included in ITO’s itineraries.

Two International Essentials Workshops are scheduled for October:

- Understanding the Chinese Tourism Market, 18 October (open to all Partners)
- Are you International Ready? Go Beyond Melbourne Regional Workshop, 1 November.

Trade Events

ATEC Membership and Trade Events
Australian Tourism Export Council. Yarra Ranges Tourism has taken a regional membership enabling the organisation to access services and resources for those working in the tourism export industry and connect our International Ready Partners with distribution channels at member- exclusive trade shows. Our application was nominated and supported by Nadine Hutchins, Puffing Billy Railway and Alva Hemming, Go Beyond Melbourne and ATEC Board Member.

VicBound, Melbourne, 25 August 2017

Daisy Jenkins (Healesville Sanctuary) and Alva Hemming (Go Beyond Melbourne) meeting with International Buyers at VicBound.

Sally Coyle attended this Inbound Tourism Trade workshop at Crown Melbourne and met with 32 Inbound Tour Operators and wholesalers (buyers) in 10 minute scheduled appointments from both Eastern and Western Markets. Alva Hemming attended to promote the Go Beyond Melbourne Touring Route. Visit Victoria followed up with a regional FAMIL for 10 buyers who attended the workshop. There was considerable demand for new accommodation options, private and day tour operators, additional attractions and seasonal incentive options, gardens and festivals. The main interest from Western Markets is for nature-based experiences and accommodation. Buyers from India were especially keen to learn of snowplay. Buyers from Japan keen for updates on new trade friendly product with the resurgence of enquiries following an increase in arrivals due to direct flights from Tokyo into Melbourne.
Go Beyond Melbourne Touring Route (GBM)
September has been a month of intense trade activity with Visit Victoria’s UK Europe Regional Victoria mission (4 -16 September) closely followed by Walkabout SE Asia in Bali from 25-28 September.

Visit Victoria’s Regional Victoria UK Europe Mission
Visit Victoria conducted its annual UK/Europe mission from 4 – 15 September 2017. GoBeyond Melbourne was a 1/5th partner in the UK Europe mission and received excellent coverage as well as full contact details and follow up comments from all travel trade further building GBM’s database for future relationship building. In addition to the GBM attendees included the Sydney-Melbourne Touring Route, Gippsland, Phillip Island, Bunyip Tours and Sovereign Hill. The mission was considered very successful by all participants, particularly following on from ATE 2017 and last year’s mission. Existing relationships were strengthened, new relationships developed, and many agents trained.

The mission had 3 objectives:
- to train travel agents in Germany, Scandinavia and UK
- meet German media to present new story ideas
- strengthen relationships with UK Product Managers and introduce new product via 1:1 appointments with buyers.

Walkabout SE Asia 25-28 September 2017

(Above: Simon and Alva at Walkabout SE Asia)

This trade mission was held in Bali and attracted travel trade from Indonesia, Malaysia and Singapore as well as some inbound tour operators which service the SE Asia market but are based in Australia. There was good attendance despite the looming threat of volcanic eruption with both GBM and Yarra Ranges Tourism meeting 70 travel trade plus additional appointments with Tourism Australia and some SE Asia travel media. There was a wide range of Partner Operators also presenting at Walkabout so this gave GBM a good edge in educating and inspiring the travel trade to add new product from this new touring route.

Many ‘incentive’ tours were actually being designed for extended families rather than super large groups and there was interest in knowing more about private tours.
Overall there was considerable interest in new tour options, additional accommodation options, private and day tour operators, additional attractions and seasonal incentive options.

**Future Events**

**Meeting Place, Perth 20-22 November.**
ATEC’s flagship industry event, Meeting Place provides peer to peer discussions on issues and opportunities impacting the growth of our industry. Yarra Ranges Tourism has registered for a seller’s booth for the one day workshop with 22 scheduled appointments with buyers from East and West Markets.

**VIE Victoria’s International Exchange, 29 November**
Includes an update from Visit Victoria’s domestic and overseas based Regional Managers.

**International Program Update**
A total of 23 Partners (to date) have opted-in the International program for 2017/18. Despite less buy-in from the previous year, we now have a stronger offering of product by ensuring that all participants are able to offer trade friendly rates and packages. Alva Heming and Sally Coyle have been assisting some of our Partners on working with the Inbound Travel Trade. An update of the International Product E-Guide is scheduled for January 2018.

The Go Beyond Melbourne website updates include a map and google language translation.

**Marketing Services August- October**
Go beyond Melbourne’s Marketing Manager Alva Heming held a workshop for for 20 operators from across the four regions to help them engage more effectively with the inbound travel trade. An engaging and informative 4 hour session, the participants had very positive feedback on the relevance of the workshop to their business and it was great to see 7 businesses from our region in attendance.

The need to run an International Ready Workshop has become evident, (post Trade events) to ensure that all Partners who participate in our International Program are aware of how commissionable product works and are able to offer product and packages to be able to be included in ITO’s itineraries.

Two International Essentials Workshops are scheduled for October-
- Understanding the Chinese Tourism Market, 18 October (open to all Partners)
- Are you International Ready? Go Beyond Melbourne Regional Workshop, 1 November.

---

**Cycling/Walking**
Walks and Riding Trail Map redevelopment is currently in draft for re-design and final comment from rom officers from Parks Victoria, Yarra Ranges Council and DELWP. The distribution of these will be made available through our Visit Information Displays at partner businesses.
<table>
<thead>
<tr>
<th><strong>BookEasy Packages</strong></th>
<th><strong>BookEasy Packages Module Added to Yarra Ranges Tourism Console</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The BookEasy “Packages feature” is a function that will allow our Booking Centre to link and bundle together rooms, tours, events tickets and car hire to be sold in one bulk package, also allowing for individual operator return functionality. The release of the advanced packages module from BookEasy was added following BookEasy system enhancements 25th May to be used as a pilot package intended to be promoted during the Yarra Valley Mid week winter Campaign running throughout June/July/August, however due to limitations of the program enabling a more pronounced representation with imagery and gadget capability for sale on the visityarravalley.com.au website, we were able to market a basic package at the beginning of October.</td>
</tr>
</tbody>
</table>

Pilot - Producer & Grower Package, Self Walk Tour

---

**KEY STRATEGY AREA: INDUSTRY AND STAKEHOLDER ENGAGEMENT**

<table>
<thead>
<tr>
<th><strong>Chair/CEO industry catch ups</strong></th>
<th>James and Simon continue to undertake meet and greets with a cross section of operators from the tourism industry.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Since last meeting, James and Simon have met with the Yarra Valley Wine Growers President and CEO to discuss collaboration opportunities.</td>
</tr>
<tr>
<td></td>
<td>We also had a terrific response from Yarra Ranges Council at our twice yearly presentation that focuses on the outputs of the tourism industry and the work we are doing.</td>
</tr>
</tbody>
</table>
As part of the Wander Victoria spring activity, there are a number of components that will feature Yarra Valley & Dandenong Ranges experience including:

**Wander Film**

Wander Film 'Anatomy Lesson' filmed at the Yarra Valley Dairy will continue to run on TV and digital channels (facebook and twitter) from August 01 - October 31.

'French Lesson' filmed at Burnham Beeches will also be running in the same digital channels over facebook and twitter.

**Limited Edition promotion**

The Wander Victoria limited edition promo aims to build hype and urgency by providing scarcity to events and things to do in Victoria that have a time limit. This includes limited time events including the Tesselaar Tulip Festival and Wildflowers.

The limited time concept will carry across our PR activity, the website, content partnerships and social media. This will include paid facebook link posts for the Secret Gardens of the Dandenong Ranges and Tesselaar Tulip Festival events. The spring period will include Steavenson Falls and a number of other events in the region.

Yarra Ranges Tourism Marketing Partners can submit content for this promotion via the team at marketing@yarrarangestourism.com.au
### KEY STRATEGY AREA: SUSTAINABLE ORGANISATION

| **Casey Cardinia Tourism** | Simon held a productive meeting with Casey Cardinia Tourism who have received funding to deliver a range of local tourism promotion. Yarra Ranges Tourism has extended an offer to work with them on these projects. This could include a further sister website under the model of visitwarburton.com.au |

### KEY STRATEGY AREA: ADVOCACY

| **State Election Priorities** | A range of meetings are gathering momentum with Government in the lead up to next year's State Election. The next phase involves Visit Victoria and Regional Development Victoria. Yarra Ranges Tourism will be pressing the interests of our key advocacy project identified in our Strategic Plan. |

### KEY DIARY DATES FOR 2017

| **Yarra Ranges Tourism** | **Industry Events**  
  - Victorian Tourism Awards Gala Dinner, Thursday 23 November  
  - Partners’ Christmas Networking Drinks at Domaine Chandon. 5-7:30pm Thursday 7 December OR moved to the following week. Whilst renovations are well underway, there is a chance of delay. Domaine Chandon seeking an alternative date from Yarra Ranges Tourism as a contingency.  

  **Save the Date: Annual Tourism Summit 2018**  
  - 12 May 2018 |