

Shipwreck Coast Marketing

Partnership & Marketing Prospectus 2009 | 2010



SHIPWRECK
COAST MARKETING INC

Shipwreck Coast Marketing continues on its ambitions, innovative and challenging but an exciting journey. This time last year we presented a prospectus to the industry that incorporated a new funding structure that we believed was more equitable and had the potential to increase the funding base of SCM to direct more money to promote this region and the individual destinations within it.

The industry rose to the challenge and supported the Marketing Fee which included funding for the local associations of Port Fairy, 12 Apostles and Warrnambool. This support has been duly noted by the three local governments. The local associations are an integral part of the work of Shipwreck Coast and their support in the development of the websites and the ongoing support by the Managers of the Visitor Information Centres in actioning upgrades means that our partnership of working together is a strength.

Shipwreck Coast Marketing undertakes promotion for 12 months of the year but the major advertising and promotional campaigns are undertaken to assist to drive increased visitation in Winter and early Spring. Research shows that visitation to this region drops dramatically in the off peak period. This pattern is not consistent with the remainder of the majority of other regions in the state. For this reason our promotion for this Winter is seeking to address the reasons for this current consumer behaviour and to put in place strategies to assist to convert the perception of consumers that the Shipwreck Coast is not a good place to visit in Winter.

Acronyms

SCM	Shipwreck Coast Marketing
GOR	Great Ocean Road
GORM	Great Ocean Road Marketing
GSTR	Great Southern Touring Route
LTA	Local Tourism Association
VIC	Visitor Information Centre

Domestic Marketing

- SCM will undertake a significant Winter/Spring Campaign using traditional media and online marketing. The call to action will be to the regional portal that has direct links on the home page to the destination sites.
- Opportunity for all operators who pay the marketing fee to profile their business on the destination websites to gain advantage from all SCM and event marketing and to include their individual property packages.
- SCM will continue to undertake niche campaigns that support events across the three regions.
- Participation at trade and consumer events relevant to individual target markets.
- Public Relations. SCM contracts a professional Public Relations company that has links to all major media including specialists TV shows relevant to the tourism industry. A monthly report is provided that shows the return on this investment and is available on request.
- Electronic Direct Mail (EDM)- The database being developed under the winter campaign and the purchasing of databases for target markets will be used for future EDM.

With all domestic campaigns SCM develop the media and marketing plan and then provides operators the opportunity to buy-in to campaigns for their individual businesses

International Marketing

Shipwreck Coast in conjunction with its industry partner (Great Southern Touring Route) will continue its longstanding marketing partnership which means this region and the destination continues to gain world-wide profile.

During 09/10 SCM will build a relationship with concierges at hotel in Melbourne to seek to convert visitors taking day trips to self drive beyond the 12 Apostles.

Local Visitor Guides

SCM recommends to all operators that they participate in the Visitor Guides produced by their local association. These guides assist to not only inform visitors of the local and regional attractions but to also increase the length of stay.

12 Apostles

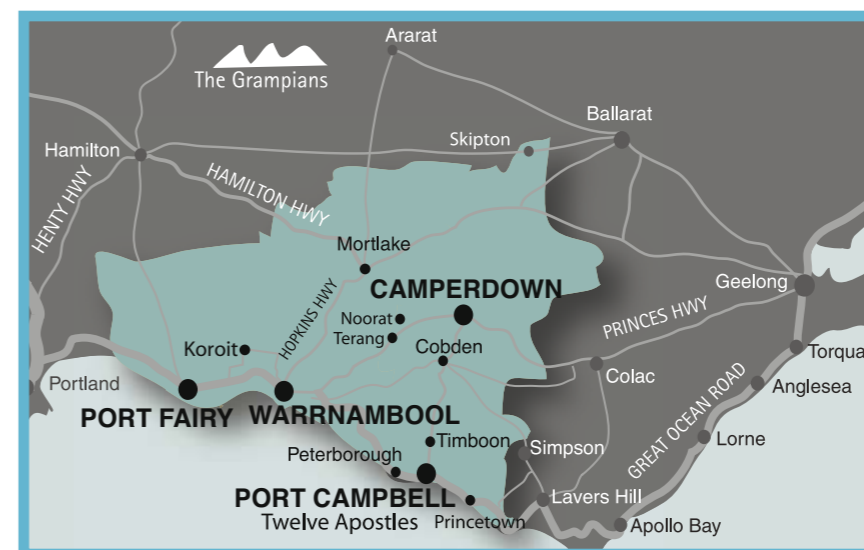
To assist with gaining a greater dispersal of current visitation to the 12 Apostles to visit beyond that site SCM is currently negotiating with Parks Victoria (in conjunction with the municipalities) to introduce initiatives that will better inform the visitors of the tourism experiences in the region.

Online Marketing

Search engine optimisation with a campaign through Google AdWords and the link to greatoceanroad.org and visitvictoria.com will be utilised to maximise the search engine results and further embed the destination sites in Google.

Familiarisations and Visiting Journalists

SCM hosted 102 familiarisations in the year 08/09. These famils were developed in conjunction with Tourism Victoria.



How can we continue this work?

SCM can only function with the co-operative support and funding of the business operators in this region and the support of all municipalities. The fee stated is an annual fee but SCM is aware that requesting payment from operators in Winter is not the best time. The Board has made the decision that to assist operators the invoice for this year will be for 50% of the Annual fee which will take it to 31 December 2009. An annual invoice will be sent to you in December 09 for payment in January 10. We trust this decision will assist operators

Marketing Participation Fee

Operators who contribute to the annual fee will receive:

- Recognition as a Marketing Partner of Shipwreck Coast Marketing
- Membership of their nominated Local Tourism Association
- The right to display brochures in relevant Visitor Information Centres
- The opportunity to participate in the booking system 'Book Easy', managed by Warrnambool Visitor Information Centre
- Up to a 5-page individual profile of your business on the destination website
- Confidential web activity reports for individual operators (with access only known by operators)
- Involvement in all Shipwreck Coast Marketing Online, Public Relations & Media campaigns designed to drive visitation to individual destination websites and in turn operator businesses
- Access to Shipwreck Coast Marketing Familiarisations and Visiting Journalist Programs
- Access to SCM Public Relations Marketing Monthly Reports
- Tourism forums to update operators on state and national tourism/business development
- Representation at Great Ocean Road Marketing, Tourism Victoria and Tourism Australia
- Quarterly Research Reports, including new initiatives IPAT and Customer Care Audits
- Monthly Tourism Update
- Access to new research initiatives designed to assist your business

Partner	Criteria	Fee
Base	<ul style="list-style-type: none"> Accommodation up to 5 rooms/units Café, restaurant, hotels up to 50 seats Attractions & Activities (small to medium) Services (medium) 	\$400.00
Base Plus	<ul style="list-style-type: none"> Accommodation greater than 5 rooms/units 	\$400.00 plus \$28.50 per unit over 5 rooms/units capped at 50 rooms/units \$100.00
	Accommodation complexes with more than one department i.e. Restaurant/Conference/Function can have additional one page web profile on relevant sections within the website <ul style="list-style-type: none"> Restaurants, cafés, hotels greater than 50 seats Shopping centres 	\$630.00 \$630.00
Group Booking Services	<ul style="list-style-type: none"> Real Estate agencies with holiday booking rolls Accommodation booking supplier 	\$1145.00
Holiday Parks Hostel/Group Accom	<ul style="list-style-type: none"> Caravan/ Holiday Parks Hostel/Backpacker/Group accommodation 	\$400.00 (Base) plus \$23.00 per cabin/unit, \$5.70 per site/bed capped at 50 combined
Retail	Retail	\$286.00 One page profile on Web
Friends of Tourism	<ul style="list-style-type: none"> Service & suppliers (small) Small attractions operating part time (Base listing on website only) 	\$172.00
	<ul style="list-style-type: none"> Upgrade to a one page web profile 	\$286.00

* All prices include GST.

Names of Destination Websites
www.visit12apostles.com.au
www.visitportfairy.com.au
www.visitwarrnambool.com.au

A significant percentage of Shipwreck Coast Marketing funds will be allocated toward the Internet, AdWords, search engine optimisation.

New initiative

Exposure of operators on key web sites is imperative to drive business. The key websites for tourism operators in this region are:

- Destination websites e.g. visitwarrnambool.com.au; visitportfairy.com.au; visit12apostles.com.au
- Greatoceanroad.org
- visitvictoria.com

In the past operators have needed to pay an annual fee of \$150.00 for a listing on greatoceanroad.org and \$250 for visitvictoria.com

Website - New direction

A new portal www.greatoceanroad.org has been developed to replace the existing Great Ocean Road website. This portal links directly to visitvictoria.com with subsequent links to the SCM destination websites (visitportfairy.com.au, visitwarrnambool.com.au and visit12apostles.com.au)

Destination websites will be the call to action for SCM tactical campaigns.

Benefit to operators of new direction

- All previous traffic to greatoceanroad.org (1 million visits per annum) PLUS traffic to visitvictoria.com will now be linked (6 million + visits per annum)
- All traffic to greatoceanroad.org and visitvictoria.com will have the benefit of linking to the destinations sites. This will mean more traffic to the destination sites and also assist to embed the sites in Google. greatoceanroad.org and visitvictoria.com will be linked to Australian Tourism Data Warehouse (ATDW)

What is ATDW?

ATDW is a central distribution and storage facility for tourism industry product from all Australian States and Territories. This content is compiled in a nationally agreed format and is electronically accessible by tourism business owners, wholesalers, retailer and distributors for use in websites and booking systems. It is planned that the destination websites and the greatoceanroad.org and visitvictoria.com data fields will all be linked which will mean one data entry for all operators.

Cost

- Profile of your business on our destination websites is included in the SCM marketing fee ([visitwarrnambool](http://visitwarrnambool.com.au) – [visitportfairy](http://visitportfairy.com.au) – [visit12apostles](http://visit12apostles.com.au))
- Profile of your business on visitvictoria.com linked to greatoceanroad.org portal \$250.00 per annum (non-accredited) or \$100 per annum (Tourism Accredited). List your business on www.greatoceanrd.org.au **and** www.visitvictoria.com **for one all inclusive low cost fee**



For more information on the Tourism Accreditation Program in Victoria, please visit - <http://www.tourismaccreditationvic.com.au>

To register or edit your listing go to <http://my.visitvictoria.com>
 Need help? Contact the [visitvictoria](http://visitvictoria.com) support desk – 1 300 306 366
 Monday – Friday – 9:00am to 5:00pm

100% of your marketing fee is spent on promotion.

Local Websites
 Local Ownership
 Local Control

Collaboration & Partnerships

The key collaborations and partnerships include:

- Tourism Australia
- Tourism Victoria
- Great Ocean Road Marketing
- Great Southern Touring Route
- Parks Victoria
- Local Governments
- Visitor Information Centres
- Local Tourism Associations
- Industry Operators
- Event Managers
- Flagstaff Hill Maritime Village

Research & Planning

Shipwreck Coast Marketing will work to ensure that the development of the tourism sector is based on a solid research foundation.

Focusing on:

- Determining the value of tourism to the region and its subregions
- Monitoring visitation trends, yield and dispersal into the region and within the region
- Determining visitor satisfaction, including level of service, experience, product and the likelihood of repeat visitation

How will we do this:

- Continue to use current available data
- Continue to undertake a Customer Care Audit Program via 60 individual customer care audits.
- Continue Industry Performance Analysis Tool research (IPAT)

Sustainable Tourism

Shipwreck Coast Marketing will continue to work with Tourism Victoria, Great Ocean Road Marketing and the Industry to develop sustainable practices in tourism.

The key focus will be on:

- Working towards the region becoming a 'green' tourist destination.
- Encouraging sustainable practices by visitors.
- Identifying the impacts of climate change

Events

SCM provides support to existing and new events through

- Assistance with planning
- Marketing advice
- PR support
- Assistance with identifying funding opportunities
- Assistance with establishing contacts and networks
- External marketing support.

Marketing

Shipwreck Coast Marketing will take the lead role in marketing the region to ensure the maintenance and growth of market share of visitors to the Great Ocean Road Region.

The key focus of the Shipwreck Coast Marketing's marketing program will be:

- Market the three key regions destinations – 12 Apostles region, Warrnambool and Port Fairy
- An emphasis on online marketing and Shipwreck Coast Marketing
- A continual focus on public relations to regularly profile our key regional destinations, attractions and experiences

Supply- Building Industry Capacity

Shipwreck Coast Marketing will take an active role in the development of product, building industry capacity and contributing to service standards across the region.

The key focus of our activities will include:

- Encouragement of industry participation in Accreditation & Tourism Excellence Programs
- Providing continuing support to the events industry
- Providing continuing support to the development of new tourism initiatives.
- Attending and supporting opportunities to have input into initiatives that will develop tourism and support infrastructure

Structure & Governance

Shipwreck Coast Marketing will continue to ensure the organisation presents industry best practice operational procedures.

Marketing Partner Application Form

BUSINESS DETAILS

BUSINESS NAME: _____

ADDRESS: _____

CITY: _____

P/CODE: _____

T: _____

F: _____

M: _____

E: _____

W: _____

ABN: _____

No. of Full Time Employees: _____

CORRESPONDENCE DETAILS (FOR ADMINISTRATION)

FIRST NAME: _____

LAST NAME: _____

ADDRESS: _____

CITY: _____

P/CODE: _____

T: _____

F: _____

M: _____

E: _____

Listing on: www.visitvictoria.com and www.greatoceanrd.org.au

Destination Alignment (tick applicable)

Port Campbell / 12 Apostles region

Port Fairy

Warrnambool

Better Business Accreditation

Yes

No

AAA Tourism Rating: _____ Star/s

Chain/Group/Other Assoc Member: _____

Please indicate your main type of Business:

Accommodation

No. of rooms/Units _____

Hotel/Motel

Fully self-contained

B/Fast Supplied

Hosted

Pets Yes / No

Attractions

Horse Riding

Diving

Surfing

Mini Golf

Fishing

Produce

Other _____

Leisure

Golf

Leisure Centre

Day Spa/Massage

Other _____

Cinema

Night Club

Hotel/Gaming

Services

Catering

Community Group

Media

Advertising

Conference

Events

Travel Agent

Real Estate

Entertainment

Holiday Parks

No of Cabins _____

No of Sites _____

Tours/Transport

Coach

Rail

Air

Hire Car

Taxi

Restaurant/Café

No. of Seats _____

Fine Dining

Mid Range

Budget

BYO

Take Away

Retail

Antiques

Arts & Crafts

Shopping Centre

Clothing Shop

Marine

Other

Events

Tier 1 _____

Tier 2 _____

Other _____

Art Gallery

Public

Private

Winery

Public

Private

Other _____

An invoice will be forwarded to you once your application is reviewed.

Return to Shipwreck Coast Marketing - PO Box 1467, Warrnambool VIC 3280 or Fax back to 03 5561 7895

Structure of the Victorian Tourism Industry



Marketing in the region – Who is responsible?

WHO	ROLE & RESPONSIBILITY
Tourism Australia	Promotes Australia to the World.
Tourism Victoria	Statewide tourism organisation that promotes all regions of Victoria interstate and overseas.
Great Southern Touring Route (GSTR)	A co-operative marketing effort that links the Great Ocean Road, Grampians and Ballarat in a self-drive tour. Targets high spending international visitors.
Great Ocean Road Marketing (GORM)	Promotes the entire Great Ocean Road region to select target markets in Australia to attract more domestic visitors and increase their spend and length of stay. GORM receives marketing funds from Tourism Victoria, which must be matched by operators.
Shipwreck Coast Marketing (SCM)	Undertakes the external marketing campaigns in partnership with municipalities and the industry.
Local Tourism Association (LTA)	Assist local visitor information, visitor servicing, tourism industry development, local networking and supporting events

For further information please contact the Shipwreck Coast Marketing Office:

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