



Spring into the Grampians Campaign 2010

Campaign Overview

The upcoming **Spring into the Grampians** marketing campaign seeks to promote travel into the region from late winter through early summer, 2010 (with plan to build on this each year moving forward) by restimulating market awareness of the region's rich wildflower legacy.

Spring into the Grampians offers a marketing platform for existing and new events and activities (floral shows, exhibitions, group workshops focussing on photography, floral arrangement or art, garden tours, wholesale nursery inspections, self-drive and coach itineraries, local produce dinners and much, much more) that will be promoted across Melbourne, regional Victoria and Adelaide.

We plan to promote the campaign and its menu of activities – themed generally around the concept of spring wildflowers via print (eg gardening and lifestyle magazines, direct and electronic mail across the targeted markets acknowledging that “gardening and/or wildflowers” has an exceptionally broad appeal, in the key segments of young families, couples and older seniors. We will also be supporting the campaign with a heavy PR campaign focussed on achieving coverage on radio gardening and lifestyle programs, in newspaper gardening sections and many other avenues. Grampians Tourism is hosting a luncheon to brief the Australian Society of Travel Writers in April to introduce the campaign.

Proposed marketing activity:

Grampians e-newsletter:

April and June 2010 editions of *Grampians e-newsletter* will have features on **Spring into the Grampians** specific activities. This quarterly electronic consumer newsletter is distributed to 5,000 qualified opt-in Grampians Tourism subscribers nationally. The E-newsletters will also carry links to www.visitgrampians.com.au for information on accommodation and package deals.

Partner Opportunity:

Accommodation partners are encouraged to ensure their profile on www.visitgrampians.com.au is current or if not already featured join up via the self authoring section on the site. This site currently receives over 15,000 unique visitors per month and is part of the state wide Visit Victoria site that receives 500,000 visits per month (source Google Analytics). Cost of participation is \$227.25 + gst for 12 month period.

Accommodation partners who are profiled on the site are also encouraged to have Hot Deals and Packages listing to further leverage off this campaign. Deals are featured throughout the visitvictoria and visitgrampians sites and your own listing. Cost of participation \$250 + gst for 3 month period.

If interested talk to Grampians Tourism.

Dedicated website:

A dedicated website www.springintothegrampians.com.au will be the primary call to action for the campaign, with critical reciprocal links between www.visitgrampians.com.au and www.visitvictoria.com.au for listings of accommodation and other regional services.

Official Visitor Guides

Pages have been taken in the Spring edition of Melbourne Official Visitor Guide and Grampians Visitor Guides and posters will appear in May across the region and in other high profile travel nodes.

Direct mail

An extensive database has been developed of photographic, arts, gardening, native plant, field naturalists, car and other clubs. They are being approached with the suggestion they arrange spring activities and visits. Seniors, retirement villages, Probos and other service clubs, together with coach companies are being invited to consider coach trips. Suggested itineraries have been developed.

Grampians social networking - youtube, facebook:

Grampians Tourism has a youtube channel featuring 21 x 30 second video vignettes of various regional experiences, including mountain biking, wildflowers, walks, etc. Grampians Tourism also has a facebook fan page – Visit Grampians – that is being moderated on a daily basis and will be used heavily to promote the campaign.

Partner Opportunity:

GT has undertaken to cover the costs of installing necessary coding on your website to enable your website to display the vignettes. For details contact admin@grampianstourism.com.au

HOW CAN YOU PARTICIPATE?

Grampians Tourism invites event and activity organisers to register NOW!

What's included:

- Registered events and activities will receive a 25 word descriptor (plus contact details)
- Registered events and activities will be listed on www.springintothegrampians.com.au

Cost to participate:

- \$30 for not-for-profit industry and community groups
- \$100 for major/established festival and events

Timing:

- Registration for event/activity listing close 30 April 2010
- Marketing campaign officially launched mid June 2010

Contact:

'Spring into the Grampians' Project Officer'

Shannon DiLisio

email events@springintothegrampians.com.au mobile 0419 894 163 to arrange your participation and fee payment.

General Terms and Conditions

In the event that more than one potential participant expresses interest in the same opportunity, preference will be given to the partner who can provide the highest level of value added benefits to the campaigns.

Grampians Tourism has prepared this proposal in good faith and has sought to ensure that its contents are true and correct at time of preparation. However, to the extent legally permitted, the accuracy, completeness and currency of this document are not guaranteed. In particular, the prices, dates, schedules, descriptions and other information contained in this document may vary and are subject to confirmation at the time Grampians Tourism receives any offer from you to participate.

Additional initiatives or offerings may arise after the date of distribution. Participants are also encouraged to approach Grampians Tourism with ideas for other similar initiatives at any time. At any time and for any reason, Grampians Tourism may withdraw any initiative or other offering and may decline to allow any person or organisation to participate in any initiative or other offering.

Potential partners should also note that some or all of the campaign initiatives and other offerings contained in this document may be subject to required minimum levels of participation.

Offerings that do not meet this minimum participation level may be withdrawn at any time without any liability on the part of Grampians Tourism and even after you have confirmed your participation.

Any participation in any an element of Spring into the Grampians campaign is subject to completion of the Participation Agreement and any relevant fees attaching to such participation and acceptance of these Terms and Conditions

Grampians Tourism does not promise any results or benefits from your participation in any initiatives and other offerings contained in this document. Participants are responsible for any decisions or actions you take based on this document and for determining any further investigation, information and consideration that might be required.

To the extent legally permitted, Grampians Tourism accepts no responsibility or liability in contract, negligence or otherwise, arising in any way out of this document or your use of it.



REGISTRATION TO PARTICIPATE

Name of organisation/business:

Name of activity coordinator:

Name of and mobile phone number for media contact (for possible interview)

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Postal Address:

.....Postcode:

Email:

Mobile Tel:

Description of activity:

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Details of any Entry Fee: Adult \$..... Child (2-14) \$..... Conc \$.....

Date (s) of activity:

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Physical location of the activity

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Insurance

As a registered event of the Spring into the Grampians you are required to have, for the duration of the set-up, Show and pull-down periods, public liability insurance of no less than \$10,000,000

AGREEMENT

I, of

agree to all of the terms and conditions of participation in the **Spring into the Grampians** marketing campaign and enclose/attach a copy of my current Public Liability Insurance and confirm my intention to maintain its validity throughout the period of the Spring into the Grampians event/activity described above

.....
Signature

.../.../2010
Date

Please return this form and a copy of your certificate of currency to:

Shannon DiLisio
PO Box 649,
ARARAT 3377

Or contact events@springintothegrampians.com.au, ph: 0419894163