

# DAYLESFORD & MACEDON RANGES TOURISM

## Industry Briefing

22 February, 2017  
The Grande Hotel, Hepburn Springs

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TOURISM

Special thanks to  
The Grande Hotel

# Let's start with some facts

DMR Tourism recognises the need to continue to champion the importance of tourism and the visitor economy

- The Visitor Economy contributes \$23.4b to Victoria's GSP
- Employs 210,400 Victorians – 7% of total employment
- 56% of Vic's tourism employment (114,000 jobs) are in regional Vic
- The visitor economy contributes three times more in terms of employment to regional Victoria in comparison to Melbourne (13.4% compared to 4.4%)
- Tourism's contribution to the Australian economy is now higher than coal

## Across the 11 Victorian tourism regions, the Visitor Economy is most important to the regions of Phillip Island and Daylesford & Macedon Ranges

- ▶ The Visitor Economy's impact on GRP ranges from 3.3% (in Melbourne) to more than 40% in Philip Island.
- ▶ The economic contribution of the visitor economy to the DMR region was \$423m (y/e Sept '16) an increase of 17.5% previous year, and was responsible for nearly 26% of all jobs in the region.

### 2015 Contribution of Tourism to each Region's Economic Output

(Direct and Indirect, Tourism as a % of GRP)

| Region                            | Visitor Economy as a % of |            |
|-----------------------------------|---------------------------|------------|
|                                   | GRP                       | Employment |
| Phillip Island                    | 39.4%                     | 43.3%      |
| Daylesford and the Macedon Ranges | 34.0%                     | 25.5%      |
| Grampians                         | 21.2%                     | 20.1%      |
| Victoria's High Country           | 20.3%                     | 20.2%      |
| Great Ocean Road                  | 16.2%                     | 12.0%      |
| Murray                            | 13.5%                     | 13.2%      |
| Yarra Valley and Dandenong Ranges | 13.4%                     | 11.7%      |
| Gippsland                         | 10.7%                     | 12.2%      |
| Mornington Peninsula              | 10.2%                     | 9.4%       |
| Goldfields                        | 9.5%                      | 10.4%      |
| Geelong                           | 7.3%                      | 4.1%       |
| Melbourne                         | 3.3%                      | 4.4%       |

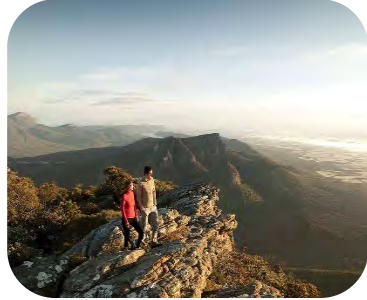


# VISITOR ECONOMY STRATEGY

The Victorian Visitor Economy Strategy was published in July 2016. The Strategy outlined nine priorities to achieve the goal of visitor spending in Victoria reaching **\$36.5 billion** by 2025.



More private sector investment



Build on the potential of regional and rural Victoria



**Improved branding and marketing**



**Maximizing the benefits of events**



**Improved experiences for visitors from Asia**



Better tourism infrastructure



Improved access into and around Victoria



Skilled and capable sector



**More effective coordination**

# VISIT VICTORIA'S STRATEGIC PRIORITIES

## **VISION:**

**TO BECOME  
AUSTRALIA'S  
NUMBER  
ONE TOURISM  
& EVENTS  
DESTINATION**

Melbourne to be the first choice for interstate and international tourism visitors

Regional Victoria to be the first choice for a short break with all Victorians and Melburnians.

To be brave with our digital and marketing initiatives

To amplify our major events to drive the core brand attributes of Melbourne and Victoria

To address the decline in interstate visitation

To grow events strategically behind core and future industries and sectors

# INTRASTATE ACTIONS

**1. Re-engage high value  
Melbournians & Victorians with  
the wonder of regional**

**1.2. Inspire travel to regional  
Victoria during shoulder  
& off peak times**

**3. Define key differentiated  
product catalogue and  
develop world class  
experiences**

- 4. Regional Infrastructure focussed on solving and amplifying:**
- **Victoria to lead in nature-based tourism by improving our natural assets**
  - **Hi-Low season occupancy differentials**
  - **Key regional attributes and world-class accommodation, events and experiences**
  - **Connectivity**

**5. Redefine & align how  
Visit Victoria & RTBs  
better work together**

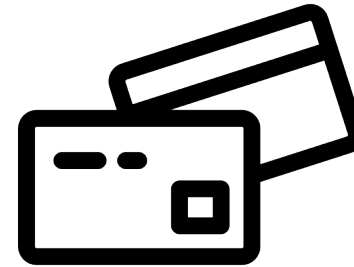
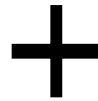
# ACHIEVING THE 2024/25 TARGET



Increase  
visitor  
numbers



Increase  
visitor  
nights



Increase  
spend per  
night



\$36.5bn visitor  
economy  
spend



# **WANDER VICTORIA – INTRASTATE CAMPAIGN**



# REGIONAL STRATEGIC FRAMEWORK

| REGION                    | CURRENT BRAND ESSENCE<br>* Many require review    | CORE ATTRIBUTE   | BRAND DISTINCTION/<br>REASON TO VISIT                        |
|---------------------------|---|--|--|
| Daylesford Macedon Ranges | Naturally rejuvenating                            | The region is now focussed on its positioning as the WELLNESS REGION: delivering an authentic and diverse collection of physically and culturally nourishing experiences.                                  | A richly diverse setting within close proximity to Melbourne |
| Great Ocean Road          | Where untamed spirits create inspirational wonder | Big Nature<br>(Destinations & Experiences- Surf & saltwater wellness, Active adventure, village inspiration)<br>Brand work has been undertaken for 9 destinations and the signature experience of the GOW. | Iconic status of the big nature Coast                        |
| Victoria's High Country   | A natural High                                    | The High Country is known for its five product pillars: snow, cycle tourism, nature-based tourism, food/wine/craft beer and arts/cultural heritage.  | Alpine Peaks and Valleys                                     |

# DAYLESFORD & MACEDON RANGES

## THE WELLNESS REGION

The region is now focussed on its positioning itself as the WELLNESS REGION: delivering an authentic and diverse collection of physically, culturally and spiritually nourishing experiences. These include:

Spa and wellbeing  
Nature Based experiences  
Food and wine  
Arts and culture  
And more...

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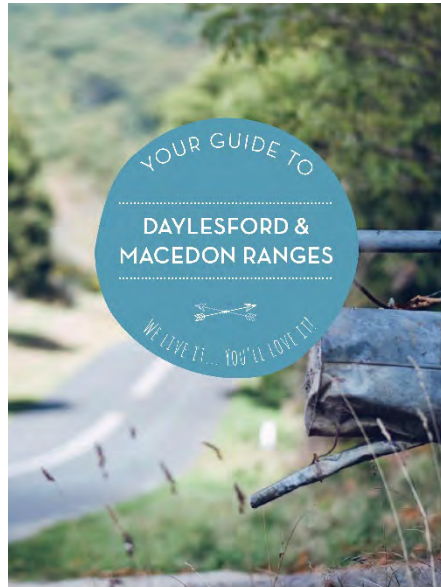
# WELLNESS BRANDING ROLLING OUT IN OUR MARKETING MATERIALS



## Release of the 2017 Visitor Guide

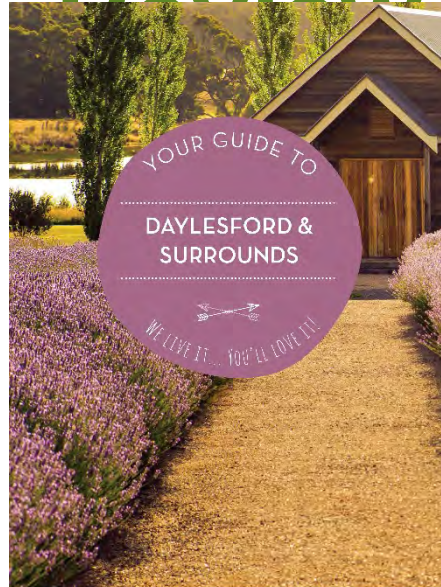
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# 3 Inserts in the Melbourne Weekly



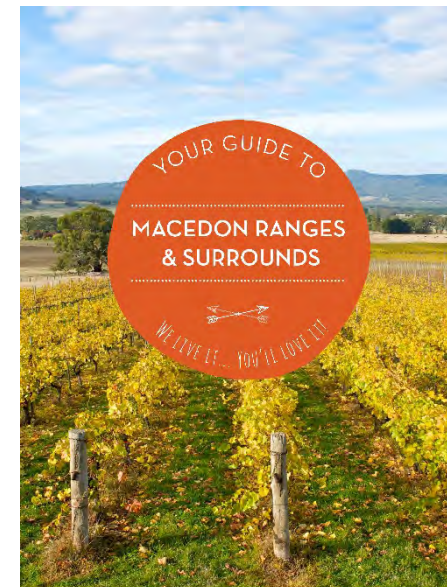
● stonycreekgallery  
Daylesford  
10 Stony Creek Rd Daylesford VIC 3460  
P: (03) 5346 1884  
info@stonycreekgallery.com.au  
www.stonycreekgallery.com.au  
Open 7 days 10:00 am - 5:00 pm

**February:  
Daylesford &  
Macedon  
Ranges Region**



● stonycreekgallery  
Daylesford  
10 Stony Creek Rd Daylesford VIC 3460  
P: (03) 5346 1884  
info@stonycreekgallery.com.au  
www.stonycreekgallery.com.au  
Open 7 days 10:00 am - 5:00 pm

**March:  
Daylesford &  
Surrounds**



**CRAFT BEER.  
DINNER.  
WOODEND.  
PERFECT!**

**March:  
Macedon  
Ranges &  
Surrounds**

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# Release of the region's first touring



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# Marketing initiatives to be delivered this financial year

The DMR Tourism  
Regional  
Wedding  
Website



DMR Tourism  
International  
Product Manual



DMR Tourism  
2017  
Conference  
Planners



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# What's next for Daylesford & Macedon Ranges

DMR Tourism is working closely with State Government on:

## ➤ Infrastructure – Feasibility Projects

- A new Health & Wellness Retreat Feasibility Project
- Opera on the Lake Feasibility Project
- Mineral Springs Tourism Masterplan

## • Growing our events calendar

- Developing events to support your brand positioning
- ☐ Wellness Festival Business Case
  
- Events that have secured increased funding
- ☐ Chill Out
- ☐ Lost Trades
- ☐ Clunes Booktown



# 2017 RACV VICTORIAN TOURISM AWARDS:

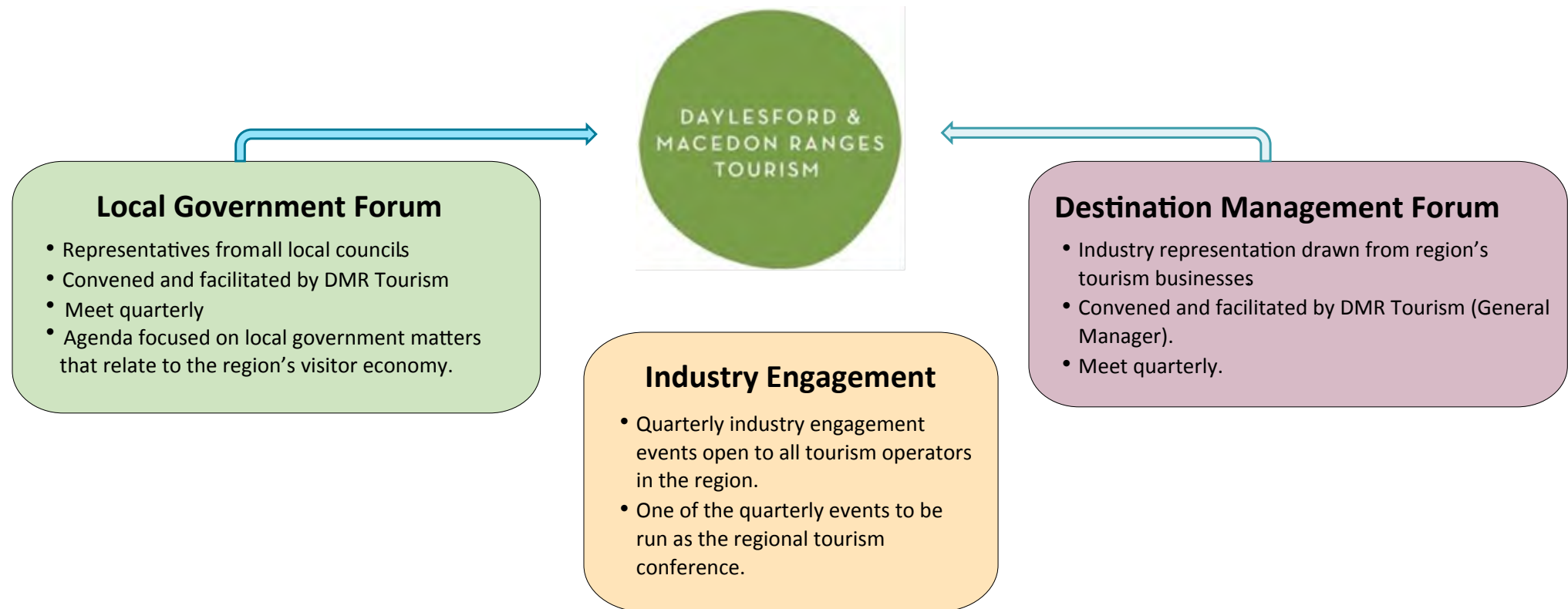
*DMR Tourism will once again work to support businesses from the region who are interested in entering this year's Tourism Awards.*

- The awards will be launching in late March to early April – this year submissions will be streamlined with a National online Awards Systems.
- Good luck to the Creswick Woollen Mills who will be at the Australian Tourism Awards in Darwin this Friday.
- Successful categories for our region include:
  - New Tourism Business - Self Contained Accommodation - Tourism Attraction
- DMR Tourism will be running a workshop for all first time entrants in mid April
- Any questions please speak to Kerry

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# DMR Tourism: Improving Industry Engagement



# DESTINATION MANAGEMENT FORUM

The second meeting was held on 6 February. Matters discussed included:

- Peter Bingeman, CEO of Visit Victoria, provided a comprehensive overview of Visit Victoria's plans, activities and priorities. His presentation reinforced the importance of the Melbourne market to growing visitation in regional Victoria and the need for each region to have clarity about its primary market positioning.
- Forum members discussed the importance of strong strategic alignment between the efforts of State Government, Local Government and Industry. They also discussed the importance of ensuring Councillors in each LGA have a sound understanding of the importance and value of the Visit Economy.
- The Destination Management Forum members will formally participate in the organisation's business planning process for 2017/18.

The next formal meeting of the Destination Management Forum will be scheduled in May.

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# LOCAL GOVERNMENT FORUM

The second meeting was held on 2 February, attended by representatives from Hepburn Shire Council, Hume City Council, Macedon Ranges Shire Council, Moorabool Shire Council and Mitchell Shire Council; and both RDV Region (Grampians and Loddon Mallee).

- Chris White, A/General Manager, Regional with Visit Victoria briefed the group on Visit Victoria's upcoming work to look at options for a sustainable operating model for all RTBs, including consideration of the ongoing commitment by Local Government.
- Each Council outlined their current position in regard to new Councillors, strategic priorities and financial commitment to tourism. It was agreed that, generally, there is an urgent need for State Government to engage with Local Government to affirm the importance of the Visitor Economy in regional Victoria, and therefore the value to Councils in maintaining their commitment to tourism.
- The next meeting of the Local Government Forum will be scheduled in May.

# DMR TOURISM

## 2017 Regional Tourism Conference

The region's third annual tourism conference will be held on 23 May, 2017.  
Details will be announced in March.

## 2017 VTIC Visitor Economy Forum and Tourism Australia Industry briefing

Being held on 6 March, 9am to 3.30pm at the Melbourne Convention and Exhibition Centre  
To book: [www.vtic.com.au](http://www.vtic.com.au)

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**THANK YOU,  
ANY QUESTIONS?**



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