

BRAND PILLARS

FOOD & DRINK INDULGE	ESCAPE & REJUVENATE REFRESH	HISTORY & CULTURE LEARN	ART & ARTISANS MAKE
BRAND ATTRIBUTES			
Rich soil and famed mineral water World-class produce (food and drink) Farm to table provenance Artisanal producers and growers	Nature: Goldfields Track, Hanging Rock etc Healing: Spa, massage and treatments Indulgence: Eat/drink local produce Amazing accommodation	Charming villages Gold era history Swiss-Italian influence Indigenous culture	Thriving art and literature scene Lost trades, learned in classes & workshops Outdoor – sculptures and installations Performing arts and live music
TARGET MARKETS & ATTRIBUTES			
“I want an experience” Pre-kids and empty-nesters Discerning Socially and environmentally aware Prefer quality over quantity Financially secure	“I’m busy and want a break” Pre-kids and empty-nesters Discerning Financially secure Families Corporate groups Wedding groups Girls weekends	“I want to understand our culture” Families Empty nesters International market School groups	“I want to connect to creativity” Gen Y Pre-kids and empty-nesters Discerning Curious and intelligent Girls weekends
FUNCTIONAL BENEFITS			
Explore premium cool climate wineries Eat at a hatted restaurant Explore a farmers’ market Forage for produce Grab fresh produce at a farm gate Join a cooking class Mineral water straight from the source	Walk or ride through the bush Treat yourself with a spa and massage Wander around beautiful gardens and lakes Indulge in the best regional produce Choose from a variety of accommodation Explore Botanic Gardens	Explore charming villages by bike or car Learn about the gold rush era The sad tale of the Lost Children Chinese, Swiss Italian and Gold Rush history	Classes and workshops Open studios Learn a lost trade Buy unique art Explore an art installation Meet artists in residence
EVENTS AND PARTNERSHIPS			
Lavandula harvest festivals Budburst Spudfest Art in the Vines Kyneton Daffodil & Arts Agricultural shows Harvest festival	ChillOut Cycling events and races Clunes Comedy Festival	Swiss Italian Festival Malmsbury Village Fayre	Kyneton Music Festival DMR Open Studios Woodend Winter Arts Booktown Words in winter Macedon Writer’s Festival Classes & workshops
PR AND CONTENT – OUR REGIONAL NARRATIVE			
We have 80% of Australia’s mineral springs We led the way with farm-table provenance Sophisticated cool climate wine region The richness and purity of land and water Specialist farmers (British Whites etc) Distinct seasons and produce Meet the producers at cellar doors and Farmers’ Markets	World-famous and iconic Hanging Rock Mt Macedon Memorial Cross Macedon open gardens For decades, a centre of healing Balanced: be well then indulge World-class Nature-base tourism assets: Creswick Trails, Goldfields Track, Hanging Rock Wildflowers and slow flowers	Village fairs Dozens of villages with 150 year history Mineral water and its history Touring the villages (like Europe) Yandoit’s stone houses Lancefield (Ned Kelly, megafauna) Chinese burial ground – Vaughan Springs	Art trails Festivals celebrating art and literature Lost Trades Local characters e.g. Lord Bloomfield
SUPPORTING PRODUCT			
Wineries Restaurants Farmers’ Markets Farm gates Dairy Flat Farm <i>Planned:</i> The Institute of Gastronomy	Wine/e-bike tours Goldfields Track Hanging Rock enhancements <i>Planned:</i> Woodend-Daylesford rail trail Mineral springs enhancement Creswick mountain biking Wellness resort – Musk	Spa country railway Goldfields Track <i>Planned:</i> Megafauna & Dinosaur experience Indigenous tourism plan Mineral Springs upgrades	Art installations Creswick of the Lindsay’s Open studios