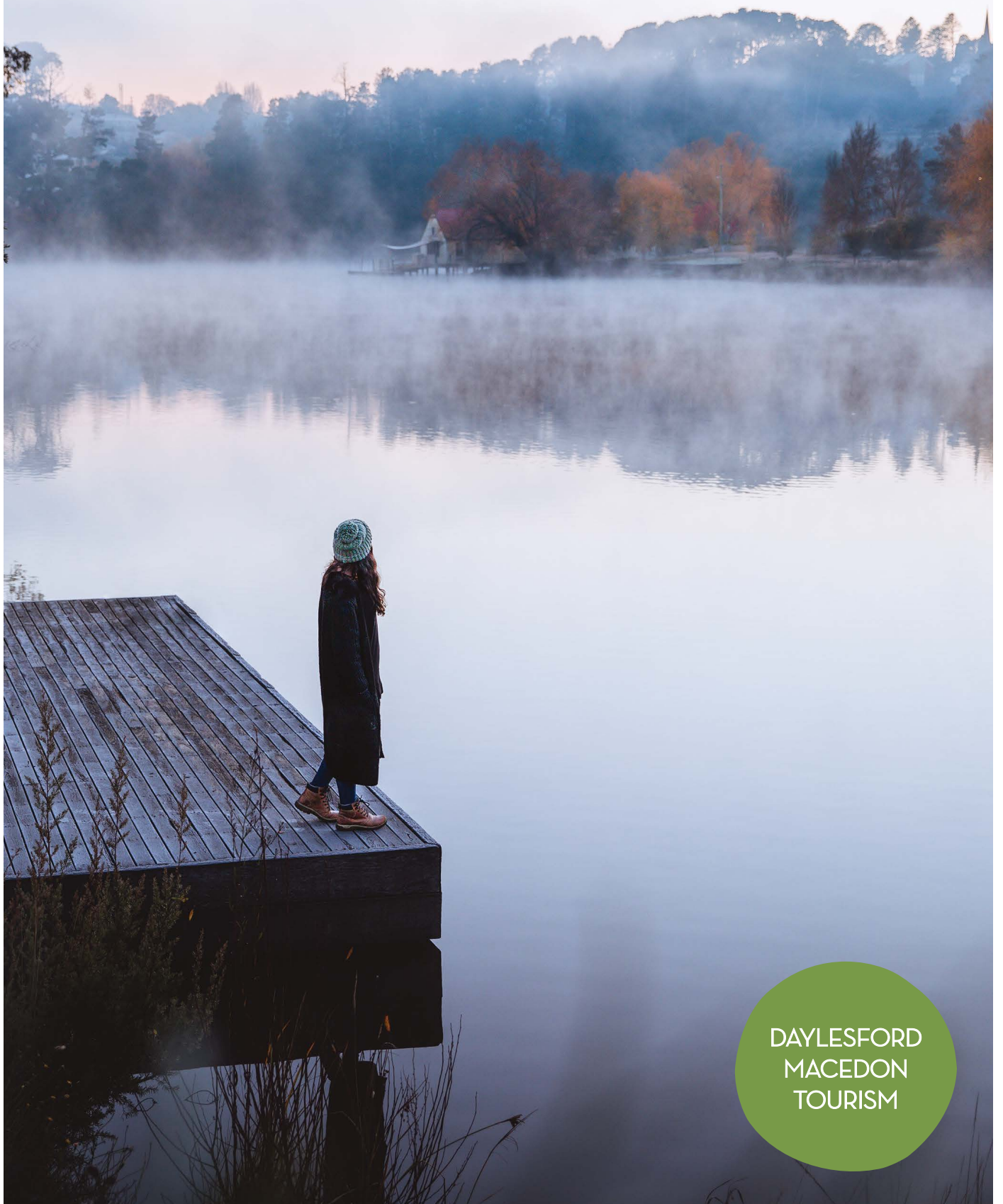


DAYLESFORD & THE MACEDON RANGES PARTNERSHIP PROSPECTUS 2020 & 2021



DAYLESFORD
MACEDON
TOURISM



WELCOME

The Daylesford and Macedon Ranges region is very popular, for many reasons. One of those reasons is the amazing operators – that's you. The region is super progressive in our key 'brand' areas. We've got Australia's best produce, cutting edge cuisine, young gun wine makers, talented artists and artisans, some very cool accommodation, and those of you in the wellness space are the best of the best.

But of course, we need to promote these amazing products, along with the natural and historical assets that we are so lucky to have. That's where DMT comes in. We work really, really hard to support local businesses and drive sustainable visitation. So, we have a suite of innovative cooperative marketing products

that we use to entice people to come here and raise the profile of local businesses. It's an increasingly competitive space so we have to have both the best product and the best marketing activities.

If this year has taught us anything, it is that without collaboration, communication and cooperation, challenges are magnified. We look forward to working with you this year as we emerge from what is the toughest period of most people's lives.

Unity is strength.

Steve Wroe, CEO Daylesford Macedon Tourism

OUR REGIONAL BRAND

For decades our region has been famed for its health-giving water and rich, productive soil. In more recent times, it has been known as the centre of wellness and this will remain our over-arching brand position.

Day-to-day however, we have four key product-based 'brand pillars' that support this position. Under each of these we can attach tangible, pragmatic attributes and activities. We have clear target markets and product attributes. We have developed – and will continue to develop – supporting marketing assets like websites and collateral that promote them. And we have an active PR program that showcases both these attributes as well as your businesses.

This brand architecture, developed in conjunction with Visit Victoria, are *Food & Drink*, *Health & Rejuvenation*, *History & Culture* and *Arts & Artisans*. We are pushing a whole lot of marketing and PR out into the world in a strategic, cohesive and coordinated way.

These functional brands are relevant and applicable to your promotional efforts.



"Running a small business, we need to be careful of our finances.

We have found partnering with Daylesford Macedon Tourism to be money well spent. We are provided with numerous opportunities for collaborative multi venue marketing."

**Natasha Holgate,
Holgate Brewhouse**

Cover Image: Brenton Weihrauch @brenton_captures



DAYLESFORD MACEDON TOURISM

120 Main Road, Hepburn Springs VIC 3461 **Mailing:** PO Box 310, Daylesford VIC 3460

Phone: 03 5309 2770 **Email:** info@dmrtourism.com.au **Web:** dmrtourism.com.au

daylesfordmacedonlife.com.au

OUR PLAN FOR 2020 & 2021

Marketing and promoting the region is a key strength of Daylesford Macedon Tourism.

With industry leading publications, a dynamic new website, strong digital and social media presence, PR activity and various other advertising tools, the promotion of this region is in good hands.

IN REGION

Giving visitors a reason to visit again and look for new opportunities to promote our region.

In keeping with what you have come to expect from DMT we will deliver an inspirational Visitor Guide along with the Tasty Little Touring Map, giving visitors an opportunity to explore our regional producers through the restaurants and cafés they supply.

INSPIRATION

Focussing on our target market in Melbourne and surrounds, we will continue to publish our highly successful seasonal magazine, Daylesford Macedon Life. We have extended distribution to regional towns, and are always exploring new markets to target. Equally our PR program and social media stories communicate the personality of the region with a focus on what is happening and what is new.

SPECIALISED

This prospectus outlines our established services, yet we are extremely creative and fast-moving, constantly exploring new media and channels to best engage with our digital audience. Some examples include boutique Facebook Advertising campaigns and wedding promotions on Pinterest. When you partner with us in this manner, you will leverage the trust of our brand as a respected referral source, tap into our expertise and find success through highly targeted campaigns.

OUR MARKETING INITIATIVES AND AUDIENCE

MARKETING INITIATIVE	AUDIENCE	PUBLICATION FREQUENCY
Visitor Guide	60,000 copies	Annual
Tasty Little Touring Map	20,000 copies	Annual
Seasonal Magazine	144,000 copies	Quarterly
eDM's (Email Direct Marketing)	45,000 subscribers	Monthly
Facebook	43,000 followers	Daily Activity
Instagram	10,000 followers	Daily Activity
Website	Approx. 1,000 weekly visitors	Weekly Blog

We have daily contact with Visit Victoria, collaborating with their corporate, regional, website, PR and social team members. These collaborations equate to immeasurable activity and reach of relevant tourist leisure audiences.



BECOME A DMT PARTNER

To ensure that your business is included in the DMT marketing of our region, sign up and become a partner today. Partnership with us will ensure you can effectively target visitors, and your business can be included in DMT marketing and promotion of the region.

This year we have integrated our websites into one go-to online destination hub: daylesfordmacedonlife.com.au. We are continuing to consolidate all our content into one web location. Our Facebook activity will encourage click throughs to articles on our website, allowing visitors to explore our regional stories and business listings. We have developed a robust website providing visitors up to date information on regional events, markets, chef's recipes, producers, business profiles and useful resources on how to get here and what to do while here. It will be the go-to tourism website for the region.

We recognise that not all businesses in our region are a tourist destination, but may wish to participate in co-operative marketing opportunities and be part of the greater tourism network. Taking advantage of DMT partnership allows you access to the DMT image library and discounts for both local industry events and inclusion in the seasonal magazines.

WHAT YOU GET:

- Basic business listing on Daylesford Macedon Life website (**NEW**)
- 50% discount on any DMT industry events
- Access to DMT's image library
- Co-host your events on our Facebook and website events pages
- Quarterly updates on visitation stats, networking, and business development opportunities
- Partnership allows you to buy into DMT marketing opportunities, visitor guide, map and DML magazine
- We regularly engage with our 43K Facebook followers and 10k Instagram followers to ensure visitation, giving people occasions to explore the region
- Be associated with a trusted brand and source of information to visitors
- A sound investment where all profits are reinvested back into developing and promoting the region

REASONS WHY YOU SHOULD BECOME A DMT PARTNER:

1. Dedicated team with one sole purpose - to support our tourism industry
2. Not-for-profit where all funds go back into promoting the region
3. A focus on marketing initiatives focused on attracting the Melbourne traveller
4. Tap into the largest social media accounts with a Melbourne audience
5. Experts in marketing with knowledge across traditional and digital media
6. Locals who live in the area and know the area
7. Representation with government, yet independent

DMT PARTNERSHIP **\$179 ANNUALLY**

Keeping us up to date with your business news, events, new product, and any new images is important to maintaining a good partnership. Please email info@dmrtourism.com.au

VISIT VICTORIA BENEFITS **FREE**

Business listing on Visit Victoria's (VV) website with 9.2mil visitors per year. This equates to approximately 7k visitors a week looking at Daylesford Macedon Ranges as a destination.

- Association with a trusted source of information
- A strong relationship between DMT and VV allows for sustained collaboration. DMT is your access point to a strong state tourism organisation, which has a focus on growing regional tourism
- Participate in Hot Deals

ALL PRICES LISTED ARE EX GST

CO-OPERATIVE MARKETING OPTIONS

Once you have signed up as a DMT Partner you can take part in the marketing we create to promote our region and visitor dispersal.

VISITOR GUIDE 2021

Print still has its place! Our visitor guide is distributed in-region, where people are looking for new and exciting things to do.

Our quality A5 guide provides a mix of motivation and inspiration. It is an essential tool for visitors, encouraging them to explore, discover and experience all the region has to offer. The Daylesford Macedon Ranges Visitor Guide is distributed through our extensive network.

SPECS / PRICE

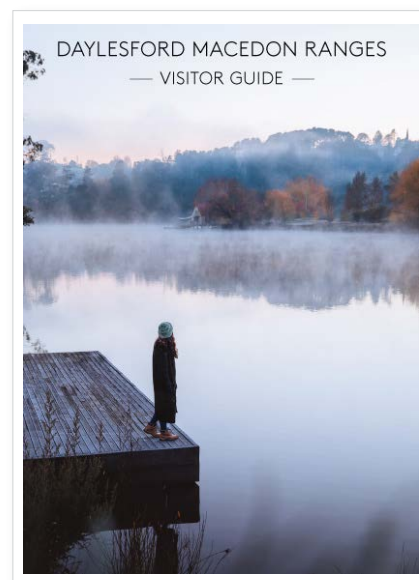
1/4 PAGE BUSINESS LISTING (NEW LARGER SIZE) **\$550**

1/2 PAGE BUSINESS LISTING **\$1,200**

FULL PAGE ADVERTORIAL **\$2,200**

DOUBLE PAGE SPREAD **\$3,850**

BACK COVER **\$6,000**



TASTY LITTLE TOURING MAP 2021

20,000 copies of this much-loved map are printed for visitors. Now in its 9th year, we celebrate the producers of our region by guiding you on a journey to taste the products they supply. Priority booking and a discounted rate for DMT partners.

SPECS / PRICE

BUSINESS LISTING **\$425**

NON-PARTNER BUSINESS LISTING **\$795**

BUSINESS ADVERTISEMENT (TWO AVAILABLE)
\$800*

MAJOR SPONSOR (ONE AVAILABLE) **\$5,000***

**Only eligible to non food & beverage operators*



ALL PRICES LISTED ARE EX GST

DIGITAL MARKETING

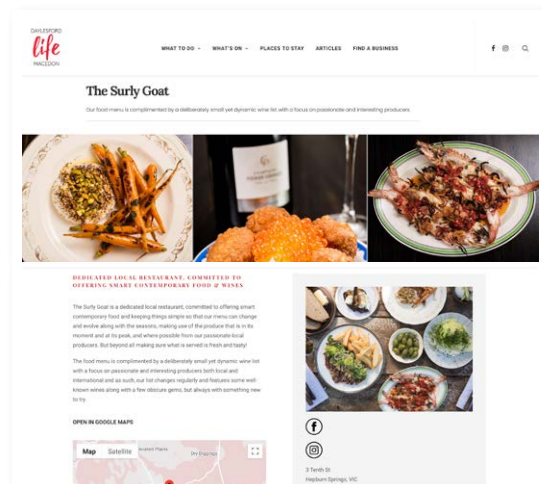
BASIC WEBSITE LISTING ONLY \$120

daylesfordmacedonlife.com.au

This is included in your DMT partnership, but also available as an individual purchase to those businesses who do not wish to purchase a DMT partnership, or if you require an additional listing for an extension of your business.

A basic web listing lets you create a profile for a recurring event, workshop, or accommodation. You may also require a basic website listing aside from your main business profile.

- Be featured only on our website as a business listing
- Must be an accommodation, place, event, workshop/school, or area of interest that offers a distinct visitor experience for the leisure tourist



PREMIUM FEATURE WEBSITE LISTING \$EOI

- Be seen at the top of listings and be featured on the home page
- Featured listing to also appear throughout the other content of the site – events and blogs post
- Length of time listed, 1 month limited to 6 businesses per month
- Detailed report given on views/clicks

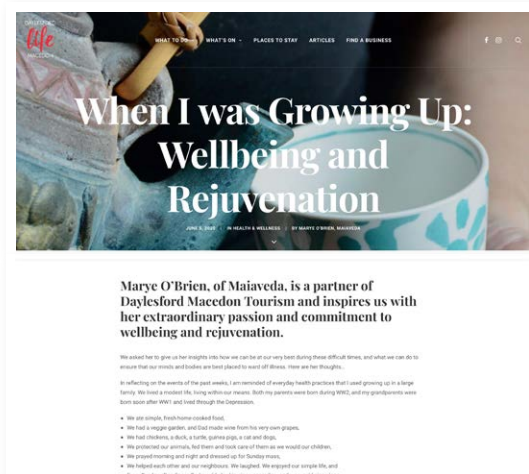
FEATURE ARTICLE \$695

Highly regarded writer, Richard Cornish will create a high-quality article exploring the background story behind your business, event or location including what one could expect themselves when visiting. This article will be published on our website and shared on our social platforms for maximum exposure.

- 500-word independent business review
- Article written and published on DML website
- Content is yours to share
- 2 x Richard Cornish photos **EXTRA \$200+GST**
- Targeted social media boost **EXTRA \$100+GST**
- Shared on social media channels

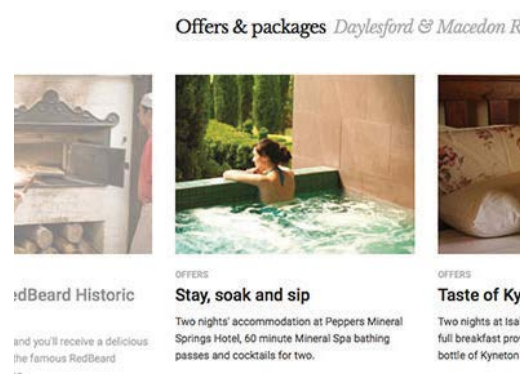
MONTHLY CONSUMER EMAIL \$100

- Reach 45,000 Daylesford Macedon Tourism subscribers
- Reach an engaged audience and a quality database of people who have signed up to hear from you
- Share your business event, workshop, festival or promotion
- Select the month/s that fit with your business
- Your feature will include a 50-word advertorial and picture with a link directly to your business or campaign



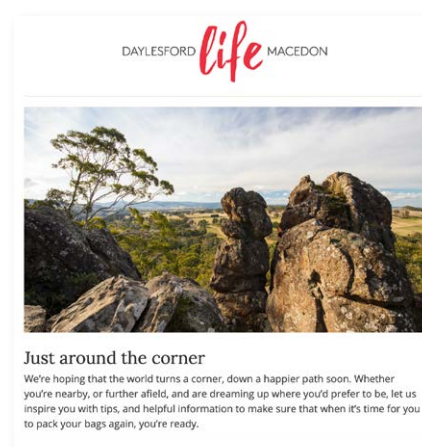
VISIT VICTORIA SEASONAL HOT DEAL CONSUMER EMAIL \$350

- Select the month/s that fit with your business (Feb, May, Aug and Nov)
- Promote your business 'Hot Deal'
- The 'Hot Deal' is published on the Visit Victoria website for 3 months
- Reach 45,000 Daylesford Macedon Tourism subscribers
- The Daylesford Macedon Ranges section of the Visit Victoria website receives on average 30K visits per month/7K per week. This exposure provides you with a platform to promote a call-to-action aimed at motivating visitors to engage and book



NEWSLETTER SIGN UP PRIZE PARTNER AND FEATURE \$EOI

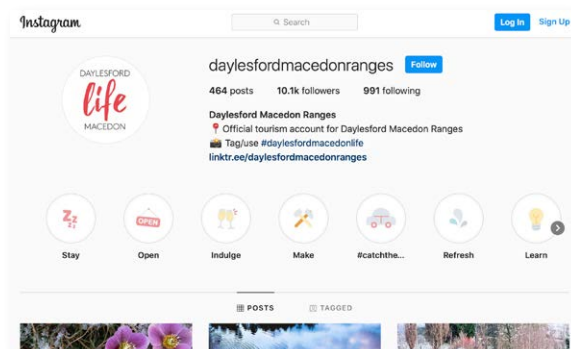
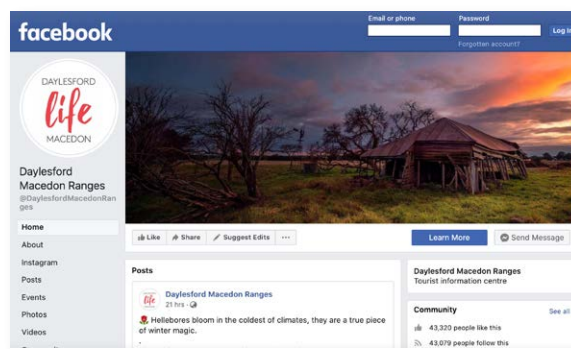
- Provide a prize for our newsletter sign up form
- Our pop-up sign-up form will be seen by every person who visits the website, it will pop up as they are about to leave
- Once subscribed, the visitor will receive an email from Daylesford Macedon Life sharing information about your business and a deal, if you would like to offer one
- Appear in the pop up for a month and on the prize landing page
- The prize will also be featured on Facebook and quick link on Instagram



CAMPAIGNS

NOVEMBER CAMPAIGN \$290 ONLY 30 SPOTS AVAILABLE

- Regional wide digital competition creating visibility on our social media and website and showcasing the best of our area
- Combines activity on Facebook 43k followers, Instagram 10k, Email 45k and website traffic – 100k potential impressions
- Cost also goes towards Facebook Advertising of competition for further reach
- To be involved, contribute a prize (over \$100+) and a business offer that will encourage further interaction with you
- One day of the campaign activity will be dedicated to you and your contributed prize



BUILD YOUR DATA BASE SUBSCRIPTIONS \$1500

Email is a key method of business communication that is fast, cheap, and easy. Using email can greatly benefit businesses as it provides efficient and effective ways to communicate. Let us help you build your consumer database.

- Prize value needs to be over \$1,000
- Cost can be split over several businesses, no more than 4
- Entry landing page on DML website
- Competition emailed to 45,000 Daylesford Macedon Tourism subscribers
- Reach an engaged audience and a quality database of people who have signed up to hear from our region
- Competition supported on FB 43k followers and Instagram stories 10k
- Potential reach - Approx. Sign-ups of 2,000 is less than \$1 per email address
- \$100 Facebook advertising for added reach and subscribers
- Featured in the seasonal magazine
- Exclusive seasonal activity only

SOCIAL MEDIA MANAGEMENT

LIMITED NUMBER AVAILABLE, PLEASE ENQUIRE

FACEBOOK THREE MONTHS MINIMUM \$1,140

- Bi-monthly site visit and photography (approx. 30 images each visit that you can keep and use for further marketing activity)
- 3 posts a week on your Facebook account 1 weekly story on your Facebook account
- 1 monthly Daylesford Macedon Ranges Facebook Post (43k followers - valued at \$50)
- 1 quarterly Daylesford Macedon Life newsletter inclusion (45k subscribers - valued at \$100)
- \$20 boost/paid advertising per month to expand reach to approx. 5,000 new viewers *

INSTAGRAM THREE MONTHS MINIMUM \$1,140

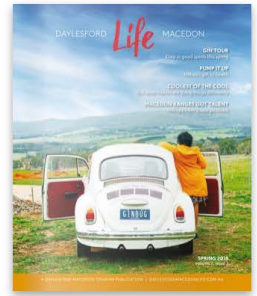
- Bi-monthly site visit and photography (approx. 30 each visit images that you can keep and use for further marketing activity)
- 3 posts a week on your Instagram account, one weekly story on your Instagram account
- 2 stories per month on the Daylesford Macedon Ranges Instagram account (10k followers)
- 1 quarterly Daylesford Macedon Life newsletter inclusion (45k subscribers - valued at \$100)
- \$20 boost/paid advertising per month to expand reach to approx. 5,000 new viewers *

FACEBOOK & INSTAGRAM THREE MONTHS MINIMUM \$2,100

- Bi-monthly site visit and photography (approx. 45 images each visit that you can keep and use for further marketing activity)
- A powerful combination of Facebook and Instagram posts and stories: 3 weekly Facebook and Instagram posts, 1 weekly story on both Facebook and Instagram, 1 monthly post on the DMT Facebook account, 2 stories per month on the DMT Instagram account, plus quarterly inclusion on the DMT eDM and boosted posts.
- Quarterly reporting of basic statistics

** Facebook and Instagram advertising reach will vary based on the objective of campaign and target audience. It can be more accurately estimated at the time of scheduling the advertising.*

SEASONAL MAGAZINE



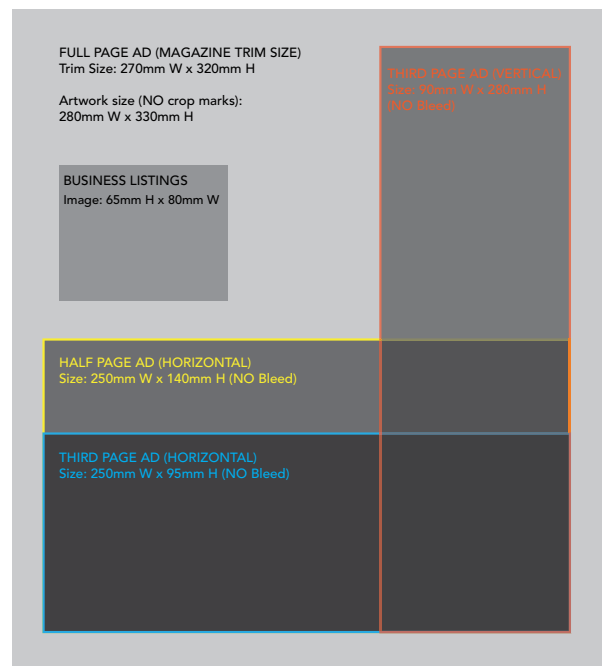
"Being able to identify a return on investment for any marketing spend is important and often hard to measure. However, our investment in the Daylesford Macedon Life magazine has enabled us to attribute direct bookings to our advertising spend. It is the one publication we cannot recommend highly enough!"

- Sandy Cummins, Acre of Roses

DML seasonal magazine is delivered directly into the hands of the region's primary target market, the 'lifestyle leader'. It reflects the 'authenticity' of the region with features about those who love and work in the area. The magazine is a full colour travel, culture, food, and drink destination publication. This magazine has a proven track record in motivating visitors to travel to the region.

- Large format 36+ page publication
- Reach 150k+ subscribers to The Saturday Age
- 150,000 copies are produced quarterly, of which 137,000 are inserted into The Saturday Age, and the remaining copies distributed throughout our region including distribution to 480 cafes in Melbourne and surrounds and regional Victoria via Mr Moto
- The Saturday Age readership is audited by Roy Morgan at over half a million people

** Full Page advertorial content is designed to feel like editorial and for that reason DMT have full control over the creative design, copy and image. Copy and image are to be provided by you, however this information will be strategically designed in keeping with the overall feel and style of DML Magazine.*



PRICE

INSIDE FRONT COVER \$5,500

INSIDE BACK COVER \$5,500

BACK COVER \$6,000

FULL PAGE ADVERTORIAL* \$3,800

FULL PAGE \$4,500

HALF PAGE (HORIZONTAL) \$2,450

THIRD PAGE
(HORIZONTAL & VERTICAL) \$1,760

BUSINESS LISTING \$550

ORDER FORM

BUSINESS NAME: _____ ABN: _____
BUSINESS ADDRESS: _____ TOWN: _____ POSTCODE: _____
SHIRE: _____ TELEPHONE: _____ EMAIL ADDRESS: _____

DEADLINES & PAYMENT OPTIONS

1. PAY UP FRONT

All items are booked and invoiced with 30 day payment terms. Please note that terms are strictly 30 days.

2. SPLIT TOTAL BOOKING VALUE

Total booking value split into monthly payments until the 30th June 2021. This payment option will assist your business' cashflow by spreading the payment evenly across the current financial year.

- This option is available for all packages with a value greater than \$500+ GST.

- Only Direct Debit or Credit Card Payment options are accepted for this option.

- An establishment fee of \$25 will be applied for all Direct Debit accounts. 1.5% transaction fee for all credit cards.

BOOK YOUR DMT ORDER FOR THE YEAR BEFORE 24 OCTOBER 2020 AND RECEIVE 2% DISCOUNT.

All booking forms must be completed by **24 October 2020** and supplied via **email to: info@dmrtourism.com.au** or

online at: dmrtourism.com.au/becomeapartner. You will receive an email within 48 hours to confirm your order.

CANCELLATIONS

Any cancellations of an order must be received within 30 days of order confirmation or a 50% of the invoice will be charged.

DMT PARTNERSHIP

✓	OPPORTUNITY	DETAILS	ANNUAL PRICE EX GST	TOTAL
	ANNUAL Partnership (2020-2021)	DMT Partnership	\$179	

VISITOR GUIDE

✓	OPPORTUNITY	DETAILS	ARTWORK DEADLINE	PRICE EX GST	TOTAL
2021 REGIONAL VISITOR GUIDE 60,000 copies					
	1/4 Page Business Listing (NEW SIZE)	Contact details, 30 words & >3mb landscape (horizontal) photograph 300 DPI CYMK	30 Jun 2021	\$550	
	1/2 Page Business Listing	Contact details, 30 words & >3mb landscape (horizontal) photograph 300 DPI CYMK	30 Jun 2021	\$1,200	
	Full Page Advertorial	Option 1. Contact details 100 words and 4 x 3mb photographs Option 2. Full page completed artwork 148 x 210mm + 5mm bleed (No Crop Marks) 300 DPI CYMK .pdf	30 Jun 2021	\$2,200	
	Double Page Spread	Completed Artwork 210 x 297mm +5mm bleed 300 DPI CYMK .pdf (No Crop Marks)	30 Jun 2021	\$3,850	
	Back Cover	Completed Artwork 148 x 210mm + 5mm bleed 300 DPI CYMK .pdf (No Crop Marks)	30 Jun 2021	\$6,000	

MAPS

✓	OPPORTUNITY	DETAILS	ARTWORK DEADLINE	PRICE EX GST	TOTAL
2021 TASTY LITTLE TOURING MAP 20,000 copies					
	Business Listing (Partner)	Contact details, 25 words & >3mb photograph	1 Nov 2020	\$425	
	Business Listing (Non-Partner)	Contact details, 25 words & >3mb photograph	1 Nov 2020	\$795	
	Business Advertisement	72mm W x 58mm H	1 Nov 2020	\$800	
	Major Sponsor	182mm W x 73mm H	1 Nov 2020	\$5,000	

DIGITAL MARKETING & CAMPAIGNS

✓	OPPORTUNITY	DETAILS	PRICE EX GST	TOTAL
	Basic Website Listing	Contact details, 300 words & up to 6 x 2mb photographs landscape	\$120	
	Premium Feature Website Listing	Contact details, 300 words & up to 6 x 2mb photographs landscape	\$EOI	
	Feature Article	Contact details, 500 words & up to 2 x 2mb photographs landscape	\$695	
	Monthly Consumer Email	Images and copy	\$100 p/m	
	VV Seasonal Hot Deal Consumer Email	Images and copy	\$350	
	Newsletter Sign Up Prize Partner & Feature	Images and copy	\$EOI	
	November Campaign	Images and copy	\$290	
	Build Your Database Subscriptions	Images and copy	\$1,500	

SOCIAL MEDIA MANAGEMENT

✓	OPPORTUNITY	DETAILS	PRICE EX GST	TOTAL
	Facebook (3 Months Min)	Images and copy	\$1,140	
	Instagram (3 Months Min)	Images and copy	\$1,140	
	Facebook + Instagram (3 Months Min)	Images and copy	\$2,100	

MAGAZINE INCENTIVE – BOOK A FULL PAGE AD, FULL PAGE ADVERTORIAL, ½ PAGE AD, 1/3 PAGE AD IN EACH SEASON OF THE DML MAGAZINE FOR 2020/21 AND RECEIVE 2 X FREE BUSINESS LISTINGS WORTH \$1,100.

SEASONAL MAGAZINE - DAYLESFORD MACEDON LIFE

✓	OPPORTUNITY	DETAILS (ALL NEW SIZES)	ARTWORK DEADLINE	PRICE EX GST	TOTAL
SPRING / SUMMER 2020-21 SEASONAL MAGAZINE PUBLICATION DATE OCT/NOV 2020					
	Inside Front Cover	270mm wide x 320mm high + 5mm bleed	TBA	\$5,500	
	Inside Back Cover	270mm wide x 320mm high + 5mm bleed	TBA	\$5,500	
	Back Cover	270mm wide x 320mm high + 5mm bleed	TBA	\$6,000	
	Full Page Advertorial	250 words; 2 high res beautiful photographs	TBA	\$3,800	
	Full Page	270mm wide x 320mm high + 5mm bleed	TBA	\$4,500	
	Half Page (Horizontal)	250mm wide x 140mm high (NO bleed)	TBA	\$2,420	
	Third Page (Horizontal)	250mm wide x 95mm high (NO bleed)	TBA	\$1,760	
	Third Page (Vertical)	90mm wide x 280mm high (NO bleed)	TBA	\$1,760	
	General Business Listing	Contact details & 1 >3mb photograph landscape	TBA	\$550	
✓	OPPORTUNITY	DETAILS (ALL NEW SIZES)	ARTWORK DEADLINE	PRICE EX GST	TOTAL

AUTUMN 2021 SEASONAL MAGAZINE PUBLICATION DATE FEB 2021

	Inside Front Cover	270mm wide x 320mm high + 5mm bleed	18 Jan 2021	\$5,500	
	Inside Back Cover	270mm wide x 320mm high + 5mm bleed	18 Jan 2021	\$5,500	
	Back Cover	270mm wide x 320mm high + 5mm bleed	18 Jan 2021	\$6,000	
	Full Page Advertorial	250 words; 2 high res beautiful photographs	18 Jan 2021	\$3,800	
	Full Page	270mm wide x 320mm high + 5mm bleed	18 Jan 2021	\$4,500	
	Half Page (Horizontal)	250mm wide x 140mm high (NO bleed)	18 Jan 2021	\$2,420	
	Third Page (Horizontal)	250mm wide x 95mm high (NO bleed)	18 Jan 2021	\$1,760	
	Third Page (Vertical)	90mm wide x 280mm high (NO bleed)	18 Jan 2021	\$1,760	
	General Business Listing	Contact details & 1 >3mb photograph landscape	18 Jan 2021	\$550	
✓	OPPORTUNITY	DETAILS (ALL NEW SIZES)	ARTWORK DEADLINE	PRICE EX GST	TOTAL

WINTER 2021 SEASONAL MAGAZINE PUBLICATION DATE MAY 2021

	Inside Front Cover	270mm wide x 320mm high + 5mm bleed	19 Apr 2021	\$5,500	
	Inside Back Cover	270mm wide x 320mm high + 5mm bleed	19 Apr 2021	\$5,500	
	Back Cover	270mm wide x 320mm high + 5mm bleed	19 Apr 2021	\$6,000	
	Full Page Advertorial	250 words; 2 high res beautiful photographs	19 Apr 2021	\$3,800	
	Full Page	270mm wide x 320mm high + 5mm bleed	19 Apr 2021	\$4,500	
	Half Page (Horizontal)	250mm wide x 140mm high (NO bleed)	19 Apr 2021	\$2,420	
	Third Page (Horizontal)	250mm wide x 95mm high (NO bleed)	19 Apr 2021	\$1,760	
	Third Page (Vertical)	90mm wide x 280mm high (NO bleed)	19 Apr 2021	\$1,760	
	General Business Listing	Contact details & 1 >3mb photograph landscape	19 Apr 2021	\$550	

✓	PAYMENT METHOD
	Pay up front
	Split total booking value over F/Year

YOUR PRICE EX GST	
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* DML Magazine size is subject to change. You will be notified of any changes prior to printing.

☐ I agree to the DMT Terms & Conditions and cancellation policy as outlined on reverse page

YOUR SIGNATURE

DAYLESFORD MACEDON TOURISM

120 Main Road, Hepburn Springs VIC 3461

Mailing: PO Box 310, Daylesford VIC 3460

Phone: 03 5309 2770 **Email:** info@dmrtourism.com.au

Web: dmrtourism.com.au