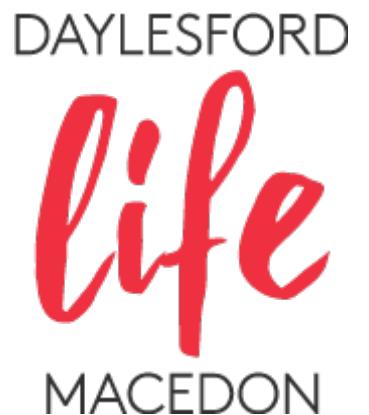


C U S T O M E R   F R A M E

*putting the heart back into business*



# Daylesford + Macedon Ranges Customer Profiles

FINAL SET OF PROFILES - 03 DECEMBER 2021

# Objective

**To create a common set of Customer Profiles for the Daylesford + Macedon Ranges region:**

- develop a collective + harmonised view of the customer
- enable a clear, consistent + common understanding of the region's tourism customers, beyond demographics alone
- help drive deeper customer empathy, find new opportunities + help the region become more resilient from disruption



# Method + process

- / **BOTTOM-UP VS TOP-DOWN** - Leveraged existing knowledge + experience from region stakeholders, extracted through an expert facilitated workshop process + industry survey. With the Customer Frame proprietary profiling method, rich insight is gathered + filtered beyond opinion alone, without the excessive costs or time of primary consumer research, to provide an efficient + effective outcome.
- / **SECONDARY RESEARCH + STAKEHOLDER GROUP** - Examined existing data from NVS, + ABS regional statistics to draw inferences + support differentiation. Existing strategy documents were reviewed for context. For validation, the draft profiles were shared with key stakeholders, providing feedback + final refinement to the profile outcomes.
- / **REGION INSIGHT + OPINION** - Leveraged existing work from other regions across Victoria, interstate + nationally to inform choices based on the observed changing needs of customers, social trends + profile specifics. These elements cross-referenced, supported + validated by primary observations across the region.
- / **POST PROCESSING + RE-WORK** - From primary + secondary inputs, the Customer Frame team reprocess all points of data, leveraging internal research + primary observation in market to complete the profiles.

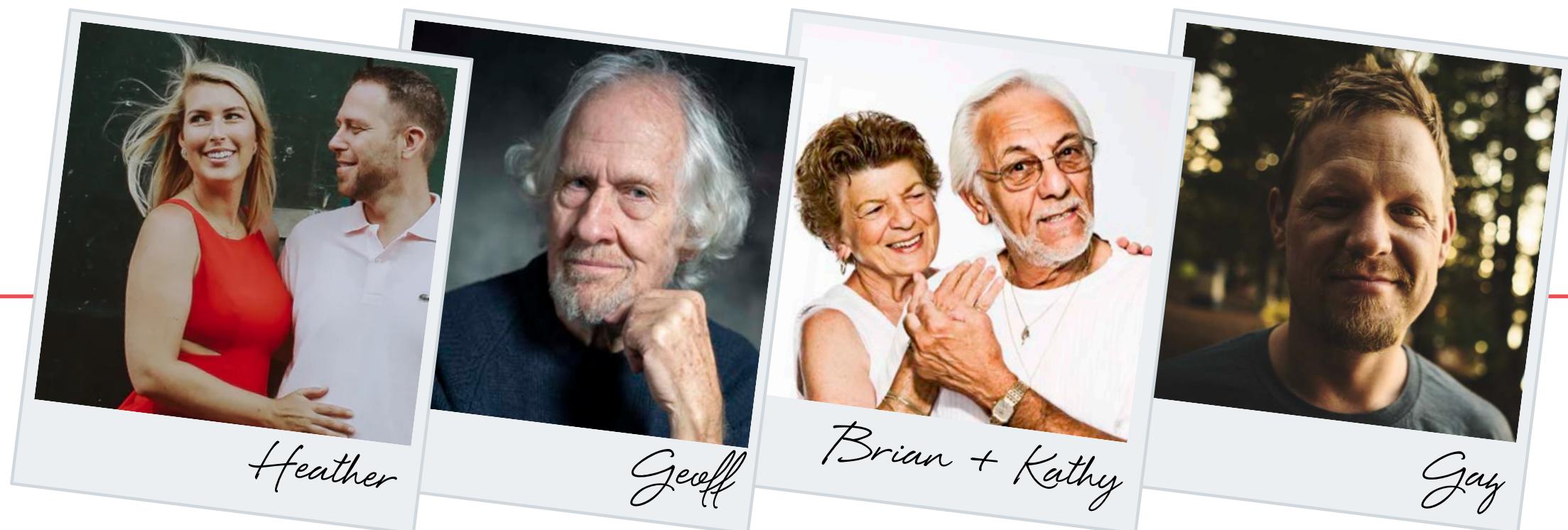
# Key observations

- ✓ **A COMMON INDUSTRY VIEW** – Industry stakeholders demonstrate a strong knowledge + common view of the region's customers today, with great pride in the DMR offering. There is a strong belief that the region's visitation potential has not yet been reached + an energy for greater understanding of + connection to customer.
- ✓ **MORE CUSTOMERS WHERE WE WANT THEM** – The region's geographical spread sees customers frequenting certain areas whilst avoiding others, for reasons such as distance, lack of awareness etc. An opportunity exists to encourage visitors to 'extend' their footprint in the region, discovering new areas that address + fulfil their needs.
- ✓ **BEYOND THE DAY TRIP** – There is a wealth of complementary products + experiences across the region that, with a deeper understanding of customer profiles, can be cross-promoted. A great opportunity exists to 'match-up' the region's offerings with specific customer needs to expand perception + awareness, thereby increasing spend, length of stay, repeat visitation + region dispersal.
- ✓ **NOT A ONE-SIZE-FITS-ALL** – Stakeholders expressed that not all profiles would apply to all areas or businesses across the region. Some profiles are more applicable than others, however new growth potential could come from traditionally unserved profiles.

INTRODUCING THE

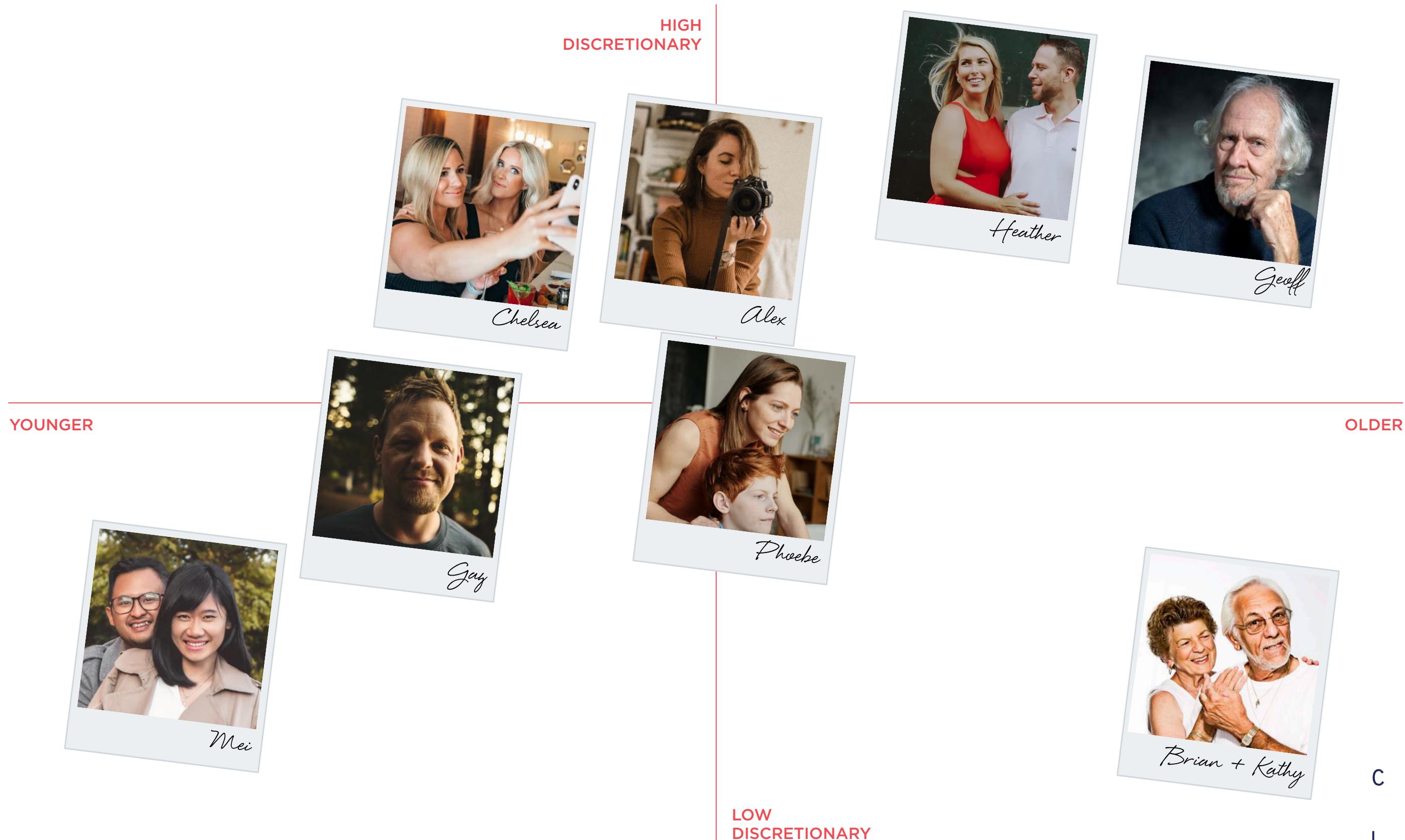
# Daylesford + Macedon Ranges Customer Profiles

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# How they map out

PERCEPTUAL MAP OF CUSTOMER PROFILES + HOW THEY INTERACT



# Alex

**the busy introvert that needs  
a break**



# Meet Alex: the busy introvert that needs a break



Alex

## BACKGROUND

Creative + popular, Alex is an interesting soul. They love people + working in the artistic world, yet equally enjoy time alone.

Their busy work + personal life means they can feel pulled in all sorts of directions, leaving them needing some quiet time to regroup + re-energise.

They love their partner Ash + enjoy quiet weekends away - as a couple + on occasion, alone.

They seek comfort + care + gravitate towards experiences that are easy + low effort, reserving the high energy stuff for during the week. .

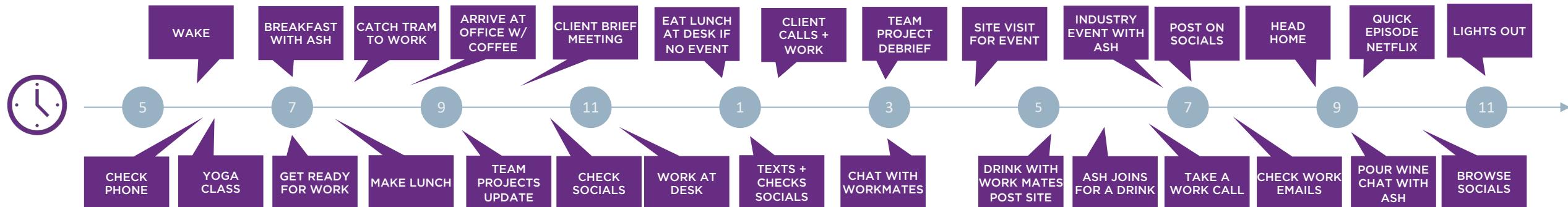
## QUOTES

"Let's get away"

"A quiet weekend for two, yes please"

"I need some 'me time'"

## TYPICAL DAY IN THE LIFE



## THE FACTS

- 38 years old
- Lives in Fitzroy in an apartment with their partner, Ash of 3 years
- Art Director for a popular lifestyle magazine, a demanding role, earning \$115k a year
- They keep their living costs lean + budgets to spend where it matters
- Partner Ash is a Project Manager for a large bank
- College degree in Art + Design
- Drives a Peugeot 308
- Advocate for same sex marriage, equality, diversity + inclusion
- Their Mum is a yoga teacher + wellness therapist
- Relaxed approach to life
- Budgets for weekend breaks

## GOALS

Alex wants to have a good life. They love what they do + who they do it for. They believe in purpose.

They believe there's more to life than work + career, + they try to tread a little more slowly through life than some of their old school + college friends do. That's not to say they don't want success, just balance in life.

Being a creative, they've been working on their own children's book illustrations for the past year. Even though it's their side hustle, they'd like to be published one day. It's their dream.

One day they'd like to live in the country, away from the hustle + bustle, + perhaps have a family + a farm.

They love being creative + would love to learn something new by attending a cooking classes or a maker's workshop in weaving or even gin!

## FRUSTRATIONS

Life is busy + everyone seems to be rushing around these days. It overwhelms them sometimes + they find they need to take a break. Ash, their partner gets in that busy, rush mode + it drives them crazy.

Their work hours can be long, + combined with the arts scene + events, they never seems to get time to themselves.

They live in the city, but they wouldn't mind escaping the craziness for somewhere a little quieter one day. They love the energy of the city, but it can drain them.

They never seem to get the time or the headspace to work on their illustrations - they find the noise + constant buzz kills their creativity, they crave quiet.

They have fairly high expectations in life but hate when people get all wound up + angry when things don't go to plan - they take a more relaxed approach.

## BEHAVIOURS

Relaxed + friendly, Alex enjoys meeting people + spending time with those that matter to them.

They enjoy time away from the city, either on a romantic weekend with Ash or by themselves, depending on what's going on with work + life.

Their role means they're constantly on, surrounded by people so when it comes to the weekend, they crave quiet, introspective time alone.

They like good wine + good food when they're away, + prefer to stay somewhere nice + quiet. They don't race around the region with a to-do list, preferring to while away the time. They like nice accommodation where they can spend time - cosy is good.

They tend to dress stylishly + finds great one-off second-hand items at markets + second-hand shops. They're understated with an air of quality + a touch of flair + individuality. People compliment them on their dress sense.

## INTERESTS

- Meditation + mindfulness
- Yoga 2x a week
- Art + culture scene, festivals, art shows + industry launches
- Eating out 3+ times pw, preferably somewhere new
- Into art + design
- Meditation + spa retreats
- Food + wine
- Unique experiences
- Reading + learning
- Health + wellness
- Environmental + social issues
- Cooking classes, art classes
- Wants to illustrate + release a children's book one day
- Purposeful, responsible travel

## COMMON OBJECTIONS

- Do they have what I need there?
- Why don't you come with me?
- There better not be big crowds!
- Are they inclusive? Will we be ok?

## INFO SOURCES & WATERING HOLES

Alex uses technology on a daily basis for work + is confident + proficient online.

They stay connected to friends + family via Facebook, though they rarely post. They use Insta to follow their favourite influencers in the art + culture scene + for inspiration for their role + their illustrations.

They subscribe to Urban List + Time Out for info on events + treats themselves to a monthly copy of Wellbeing magazine, which they read on a weekend with their tea.

They don't read newspapers so much but subscribes to The Squiz, which gives them all they need for news.

They attend a yoga class a couple of times a week.

They're actively involved in a few groups to support their passion for diversity + inclusion.

They regularly attend events, from art shows to industry launches, concerts + festivals as part of their role + they're a well-known face on the creative scene.

Their friendship network is a primary influence + is a regular go-to when they need advice or inspiration.

## KEY THEMES

- Immerse yourself in our region
- Get to know yourself + each other better
- Enjoy the blissful peace + quiet
- Do as much or as little as you like
- From forest walks to spa retreats, we've got your body + soul covered
- Whether a romantic weekend or a trip for one, DMR is the perfect place to unwind
- Be as active or as still as you like - it's your time
- The perfect place to create, to reflect, to reconnect
- DMR - where everyone belongs
- DMR - come be yourself, we like you like that
- Open minds, open hearts in DMR

## MIGHT ALSO SHOW UP AS...

- Women travelling alone or with a family member (parent, aunt or sibling) or a like-minded friend
- Couples 30-40 seeking a quiet, romantic weekend
- A busy professional needing a break from the city
- Age group 25-55 years
- Male or female
- Not necessarily a high income but prioritises breaks over other things

# *Chelsea*

**the party loving  
young professional**



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# Meet Chelsea: the party loving young professional



*Chelsea*

## BACKGROUND

Chelsea is a young career-driven woman who has success on her mind.

She works hard + she plays hard, always looking for the next outing or trip away to offset her busy life.

Sociable + popular, she's the life of the party, with a wide + varied group of old friends + new.

While she loves the freedom, she'd like to settle down soon, all her friends are doing it + her body clock is ticking.

## THE FACTS

- 33 years old
- Property Analyst for an investment company in Melbourne earning \$135k pa
- Dating on + off, nothing serious
- Owns her own 2 bed flat in Richmond (mortgaged)
- Spent two years living in London working for a major bank
- Loves to travel + get away as often as she can to escape work
- Always out at an event or festival, the races, live music event, bars
- Eldest of two kids, her family lives in Brisbane, parents are divorced
- Doesn't have a car, catches public transport or walks to work
- Travels with girlfriends or with mum + aunty when they visit from interstate

## GOALS

Career has been Chelsea's number one priority all her life. She has worked hard to establish herself in her role + is well respected by her peers. She's climbed the corporate ladder + is proud of her achievements.

Her financial future is important to her; having worked in banking, she invests wisely to build her nest egg. Her parents taught her the importance of this early.

She'd like to have a family one day but can't seem to find the right partner. She realises her focus on her friends + social life may have a lot to do with that, + she's starting to think about settling down – seriously.

That said, she figures she may as well make the most of her freedom now. She's forever looking for events, festivals, bars + clubs she can take her friends, to break up her week + maybe even meet someone.

## FRUSTRATIONS

When it comes to settling down, finding a decent partner seems impossible these days. At her age, men have either got kids already or are kids themselves!

While she's still very focused on her job, the long hours + client demands are beginning to wear her down. She finds she's ready for the weekend by Thursday!

Her friends are settling down + she's feeling a little left behind. Lucky she's so social, making new friends that help fill her social life + head off the loneliness. Her old friends don't want to party as much anymore.

She lives to travel, so Covid has hit her hard. She's desperate to get out into the world again – ASAP!

She tries to do fun things during the week but she's finding she's just not getting the time with her friends that they used to have + she misses it!

## QUOTES

"Woohoo! Girl's weekend!!"

"Has anyone heard about..."

"Any excuse to get together"

## BEHAVIOURS

Chelsea loves to get away with her girlfriends for weekends away whenever they can grab the time.

They all work so hard in their careers; these times are their chance to let their hair down + play up a bit.

She'll never turn down an invitation for some fun – she can't help herself. She figures she works hard so she should spend the money + enjoy herself.

She's in the know + often takes the role of organiser + tour guide for day trips + weekends away. A mix of fun with a bit of pampering is the ideal.

In her mind, weekends away aren't for lying around. They're for getting out + about + checking out the latest hot spots, must do's + undiscovereds - particularly if they involve eating or drinking! They pack in a lot, but they'll always throw in a pamper session for good measure.

## INTERESTS

- Socialising with friends + meeting new people
- Events + festivals (music, food, wine, anything really!)
- Going out to the latest bars + entertainment venues
- Keeping fit + healthy
- Natural pursuits like swimming, canoeing, hiking on the weekends
- Loves crowds + people
- Exploring new places
- Wine tasting, cheese platters
- Pampering + spas
- Shopping for nice brands
- Celebrating special occasions

## COMMON OBJECTIONS

- There's nothing there for us to do
- Why do country when we can do the ocean?
- Shouldn't we go there in winter?
- I'm not sure I can get away from work

## INFO SOURCES & WATERING HOLES

Confident online + a Google search whiz, she finds what she needs quickly + efficiently.

She's on social media + has a Facebook + Insta account which she uses daily. She posts her social outings + the latest places she's visited, always with a comment about how good or bad it was.

She subscribes to Urban List + Time Out to keep up with what's on around town + several travel sites for weekend + holiday inspiration. She follows a bunch of influencers for travel, venue + event ideas as well.

She listens to podcasts on Spotify on her commute into work + is on Twitter. She subscribes to content she's interested in but rarely tweets herself.

She attends industry conferences regularly, to keep up to date with the latest trends + grow her network.

She was part of a local netball team but work got busy. She's been meaning to go back, she loved it.

Her core group of girls are her mainstays on her social calendar + influence her view of the world, her interests + the decisions she makes.

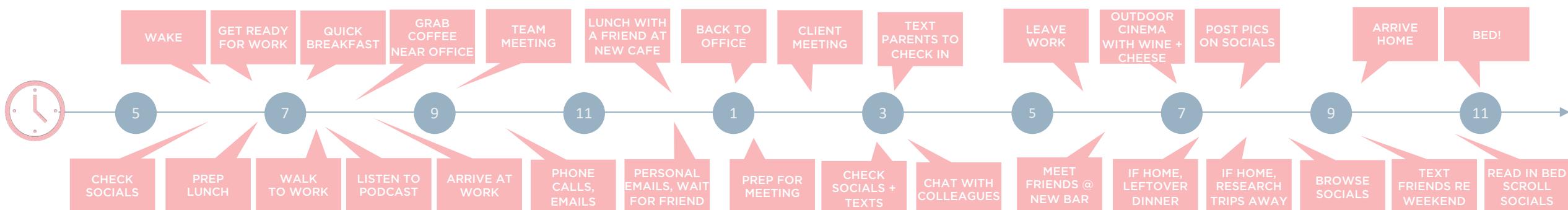
## KEY THEMES

- Insta-worthy experiences that will make your feed the envy of all your friends
- Bring the girls for a weekend of fun + pampering
- Escape the city + come hang out with us a while
- From coffee to wine, breweries to bars, we've got it all for you here in DMR
- Take a hike then put your feet up for a pamper
- You'll want to come back again + again
- Whether it's a spot of shopping, whiling the day away at a winery, hiking a forest trail or treating yourself to a facial, you'll find what you're looking for in DMR
- Close to Melbourne but a world away from work!
- Book up your calendar – there's so much to do!
- Music festivals, opera in the vineyard, star gazing or fine dining – the choice is yours
- The perfect girl's weekend with something for everyone

## MIGHT ALSO SHOW UP AS...

- Hen's weekends + special occasions
- Women's business groups travelling together as a corporate retreat or team-building exercise
- Women travelling in a family group (mothers, aunts, cousins) with an ethnic background
- Baby boomers travelling with old girlfriends
- Financially comfortable but not wealthy, prioritises experiences over things
- Age group 25-70 years

## TYPICAL DAY IN THE LIFE



# Mei

the last-minute millennial



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Mei

# Meet Mei: the last-minute millennial

## BACKGROUND

Mei (Mei Ling) is an up + coming young woman. Being a Millennial, she's confident, social + knows what she wants.

As a second generation Australian-born Chinese, she still has some cultural ties to her heritage but is more westernised in her preferences + interests.

She's focused on her work but feels there's more to life, pursuing life experiences alongside her career building.

She's in her first serious relationship + is enjoying the companionship of couple life.

## THE FACTS

- 25 years old
- Australian Chinese heritage
- Degree-qualified, works full-time as a Junior Accountant
- Modest disposable income
- Lives in Melbourne in a Docklands apartment with her best friend
- In her first serious relationship with Victor, dating for a year
- Close to her family - her parents + her younger sister, 23yo
- Her parents are professionals + advocate hard work/commitment
- Drives a VW Polo, catches the tram to work
- Socially + environmentally aware
- Balances work + play, every day
- Impulsive, loves last-minute plans
- Loves international travel

## GOALS

Her parents taught her to take care with money, so she balances her spending + her saving where she can.

Mei wants to make the most of life right now – travel, experiences, excitement, adventure. She's learnt the value of hard work from her parents, but she'd like to balance that with living her life today too.

She cares about what people think of her, both professionally + personally, so takes care with her public image on social media + within her peer groups.

She's determined to make the most of every opportunity. She's heard a lot from her parents about the schooling + working conditions in China + she counts herself lucky to live + work in Australia.

She's not sure if she wants to get married + have kids, but she figures there's plenty of time to figure that out.

## FRUSTRATIONS

Mei can sometimes struggle with social media + the image of perfection it demands. She cut back on Facebook for that reason, but it still troubles her a bit.

Everyone is so busy these days trying to build careers + manage social lives. They get together but would love to take more weekend breaks, even for a day.

She knows building a professional life is important, but so is living life today – it's a juggle! Everything's so expensive – it's tough to budget for food, rent + all the things she wants to do.

She hates missing out on things but also tends to leave things to the last minute – it's just her nature + her busy life, so she tends to take it in her stride. You can get some good last-minute deals these days too.

Covid-19 has ruined her plans for international travel, she just wants to get out into the world.

## QUOTES

"Put it on insta!"

"Last-minute plans are the best!"

"Did you see my socials?"

## BEHAVIOURS

Mei is sociable, confident + intelligent.

She can be pretty impulsive + often finds herself making last-minute plans for weekends with friends. She loves a day trip or a weekend away – anything to get out of the city for a while + fill her Insta feed with brageworthy pics.

She's happy to go with the flow + experience what they can, without getting too disappointed. They figure it's part + parcel of being last minute!

She loves special occasions + is happy to spend money on weekends away + experiences to celebrate a birthday – or even, sometimes, just because!

Like most of her generation, she's very image conscious + probably cares too much about what people think of her. She dresses in the latest fashion brands – stylish + good quality, but not super expensive - both at work + at play.

## INTERESTS

- Music gigs + festivals
- Eating out with friends – restaurants or at their places
- Loves food + takes photos of everything she eats for Insta
- Hiking + getting into nature
- Obsessed with autumn colours
- Bike riding along the river
- Unique experiences + places to stay, that are affordable
- Pubs, clubs + nightlife
- Outdoor cinemas + concerts
- Day trips or weekends away to capture insta moments
- Shopping the latest fashion – online for the best deal

## COMMON OBJECTIONS

- It's too expensive to go there
- We'll have to all chip in together

## INFO SOURCES & WATERING HOLES

She's a big user of Instagram + TikTok + posts daily, from what she's wearing to where she's hanging out. She's not on Facebook so much.

She's a digital native, confident with Google searches + sourcing the information she needs quickly. She follows a bunch of influencers on socials + gets a lot of her ideas from local lists + sources. She has her favourites + is highly engaged in sharing + liking posts.

Her peers are probably the biggest influence on her decisions of what to wear, where to go, what to do. Being highly social + in an office, she gets to hang out with people her age + get lots of ideas to share.

She likes to be seen at all the cool places + events + is forever planning + searching for the next big thing. Whether that be socials, Google or chats, she's on it.

She hangs out at friend's places + local bars/cafes. She's always doing something with someone + has a wide + varied friendship circle, plus close friends from school.

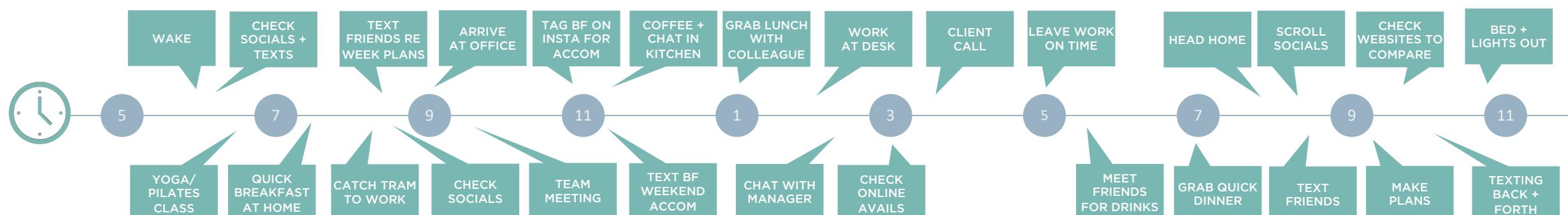
## KEY THEMES

- Escape the city + come hang with us for a while
- From nature walks to wine tasting, we've got something for everyone
- Haven't planned? No worries – come anyway! There's plenty to see + do in DMR
- Don't just come for the day, come for the weekend!
- Is music your jam? Head on out for one of our well-known festivals, bands or events
- Experiences that will make your Insta feed the envy of all your friends
- Grab your friends + head our way, you'll be glad you did
- Top 10 free things to do in DMR
- Top 5 music events on the DMR calendar
- Feel free to explore at your own pace, on your own budget, in your own time
- Stretch your budget further in DMR
- Jump in the car + let us take you on an adventure

## MIGHT ALSO SHOW UP AS...

- Young couples travelling for a special occasion
- Groups of friends travelling for music or live event
- Day trippers in couples or groups of friends, out for lunch or a nature experience – or both
- Looking for a balanced life on a budget – for now
- Age group 20-30 years

## TYPICAL DAY IN THE LIFE



# Phoebe

the mindful organiser of the  
blended family



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# Meet Phoebe: the mindful organiser of the blended family



Phoebe

## BACKGROUND

Phoebe is a social, popular woman with a blended family. Divorced, she is now happily married to James. They each have a child from their previous marriages + also have a child together.

They want to make the most of the time they share as a blended family, encouraging strong relationships between siblings + exploring the world together.

They are budget conscious but seek balanced life experiences, somewhere between happy parents + contented children.

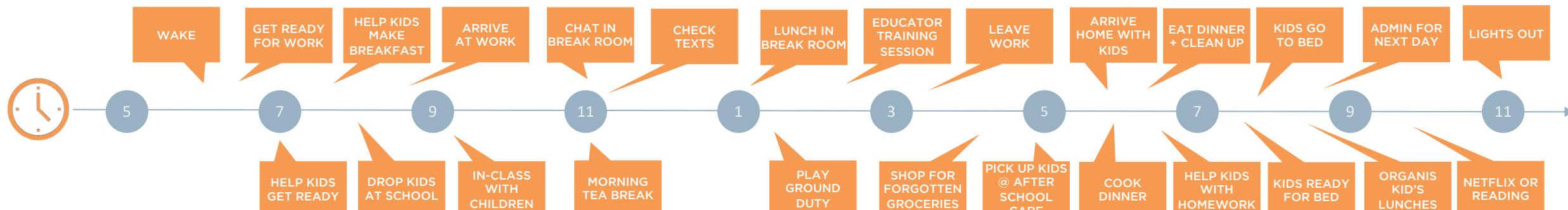
## QUOTES

"Where's somewhere we can all enjoy?"

"Let's get away together!"

"How much will that cost?"

## TYPICAL DAY IN THE LIFE



## THE FACTS

- Live in Geelong
- 39 years old, James is 41
- Divorced, remarried to James 8 years ago. Blended family – 3 kids aged 11 (M), 9 (M), 7 (F) – share custody of the two older kids
- Dog – Golden Retriever, Buddy
- Phoebe is a primary school teacher; James is a quantity surveyor (HHI \$210k)
- She drives a Ford Everest, he has a Mitsubishi Outlander (work car)
- Loves to get the kids out of the city for outdoor adventures + unique experiences
- Wants to give the kids a full + interesting life, full of memories
- Try to take a relaxed approach to family time, for harmony's sake

## GOALS

Phoebe + James are very family focused + like to take the kids away when they can. They want to make the most of their time together while the kids are young, especially with the current shared custody set-up.

They're budget conscious, balancing life now with financial security in the future. When they spend, they do it mindfully, teaching the kids the value of money + saving. Staying in holiday parks + cabins help keep costs down, so they can travel more often for less.

Family + friends are important + they'd like to spend more time together, on weekends away + day trips.

Balancing the kids' needs with theirs as a couple, they like to find places that can keep everyone happy – from wineries with grassed areas, to restaurants with kid's meals – it helps them enjoy their down-time too.

## FRUSTRATIONS

Phoebe + James would love to get away more often but between the kids sporting commitments + the cost of travel, they find it difficult. Even short breaks can be super expensive these days.

Technology is everywhere these days – the kids are obsessed with their iPads. They need to move + explore, not live their lives on screens – it's a struggle.

The split family dynamic is a constant strain on the family. Juggling emotions, constant change + sibling rivalry takes its toll. They need more fun time together.

They'd like to travel with friends + family more often, but without the expense. A big house would be great to help split costs + make it more manageable but finding suitable accommodation can be hard.

Eating out with kids can be hard + expensive – so many places don't cater for kids which limits them.

## BEHAVIOURS

Phoebe is well organised + arranges the family trips. She researches her options online but likes to speak with an operator to sense check her plans. She doesn't want to miss out after all.

They're relaxed when it comes to weekends away - they just want to give the kids experiences + make the most of the time together. That said, planning around kid weeks is key.

When on holidays, Phoebe + James balance the budget by cooking their own meals at their accommodation, + then heading out for a meal or two during their stay. + always coffee!

On trips, they tend to take their tent or stay in a cabin or apartment, depending on the time of year + where they're heading.

They prefer to visit attractions that have free or low-cost entry with affordable options to suit the kids.

## INTERESTS

- Daily exercise, whether a walk or a run with friends, or yoga
- Camping + the outdoor life
- Walking, fishing, bike riding
- Short hikes with a picnic
- Visiting markets, exploring towns + natural attractions
- Escaping the city for days out + the occasional weekend
- Keeping in touch with family
- Eating out + wine tasting, especially on 'no-kid' weeks when the neighbour babysits
- Discovering new places
- Professional development for her teacher role progression

## COMMON OBJECTIONS

- There's nowhere to stay that's big enough for us all
- It's going to be too expensive
- Is there anything for the kids to do?

## INFO SOURCES & WATERING HOLES

Phoebe is confident when it comes to technology. She tends to check Facebook several times a day, using it to stay connected with friends + family + to keep up to date with community events + groups she's a part of. She likes to post their latest outing with the kids, both to save the memory + to share ideas with friends.

She's very social + enjoys hanging out with old friends + new school friends. She's an active member of the school community + is on the P+C Committee.

She's always looking out for new things to do with the kids + uses Google search, review sites + well-known titles for info on free family events, travel deals + the latest places to go within a couple of hours of home.

She loves her regular yoga class at the local gym + will grab a coffee with the ladies afterwards when she can.

They're big Netflix fans + are constantly asking friends for the next series to watch – it helps them escape their busy lives + constant demands for a while.

## KEY THEMES

- Escape with the family + reconnect in DMR
- Whether a day trip or a weekend away, we have something special for all the family in DMR
- Stretch your legs on one of our breathtaking hikes, enjoy a picnic + while away the day together
- Top 10 FREE things to do with kids in DMR
- Bring your bikes + explore our region + top it off with a delicious lunch + chill out time for the kids
- We love groups in DMR – whether it's your extended family or a group of old family friends, we've got you covered
- Affordable options so you can stay a while
- Give the children memories that will last a lifetime
- Put your feet up for a while with a delicious lunch or wine tasting, while we entertain the kids
- Immerse the kids in a living history lesson in DMR
- Affordable, good quality accommodation that won't break the bank

## MIGHT ALSO SHOW UP AS...

- Traditional families + ethnic families
- Day trips for nature walks + lunch
- History-focused visits to small villages for the kids
- Family-friendly attractions + activities
- Groups of families or multi-generational families, sharing a large house that sleep 12+ people

# Heather

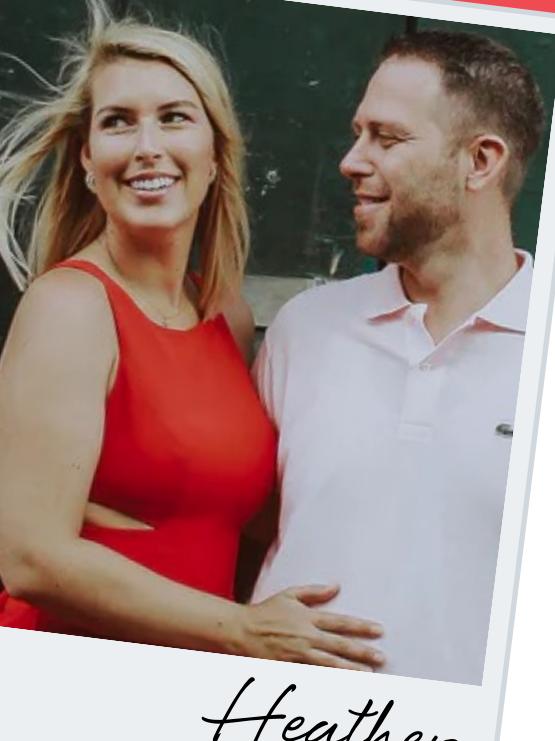
**the boastful urban socialite**

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# Meet Heather: the boastful urban socialite



## BACKGROUND

Heather is a successful businesswoman with a love of the finer things in life.

Direct but down to earth, she is well respected + liked by peers + friends. She's decisive + knows what she wants in life.

Family + career are her priorities, both demanding all her time + energy right now, especially with the kids in senior high school.

Her + her husband Charles like to take a well-earned break regularly to offset their demanding lives.

Recognition is important to her.

## THE FACTS

- 48 years old
- Owns a house in Malvern with her husband Charles of 22 years
- 2 kids: a girl in year 12 + a boy in year 11, both at private schools
- She's a chartered accountant, he's a commercial property lawyer in big firms (HHI \$280k)
- She has a Volvo Polestar, he has a Range Rover Sport
- Travels internationally each year
- Member of the Qantas Club
- Travel Business Class, on points
- Owns an iPhone (not a Samsung)
- House proud - Aesop handwash + Egyptian cotton sheets
- Has a real love for the finer things
- Brought the kids up to be independent + self-sufficient

## GOALS

Heather has worked hard to climb the corporate ladder + enjoys the kudos that comes with her high-profile role. She aims to make Partner imminently.

She wants to set the example to the kids that hard work + commitment can take you a long way in life. She encourages them to strive for what they want.

As a couple, they're fairly risk averse + prefer to make safe decisions when it comes to their financial future.

Having seen numerous colleagues fall ill, she wants more balance in their lives to enjoy the fruits of their hard work – getting away more often is top of her list. In the meantime, expensive dinners, fine wine, unique experiences + the best seats in the house will suffice.

She loves discovering new places, always telling stories of her latest venue conquest or experience.

## FRUSTRATIONS

Heather + Charles love their jobs – the position, the esteem, the money. But work is relentless, the hours are long + the demands are high. Sure, it's essential when you're building a successful career but it can be exhausting.

She loves overseas travel + had their next few trips planned – until Covid. Travelling, seeing other places + immersing herself in their culture + way of life feeds her soul + she misses it terribly. She feels caged.

It irritates her no end when businesses don't deliver what they say they will – bad customer service, poor quality food or products, broken promises. She feels she's a very loyal person + hates when business owners don't recognise their regular customers.

Looking after her wellbeing - mental + physical - is a constant struggle. She strives for balance but it's hard.

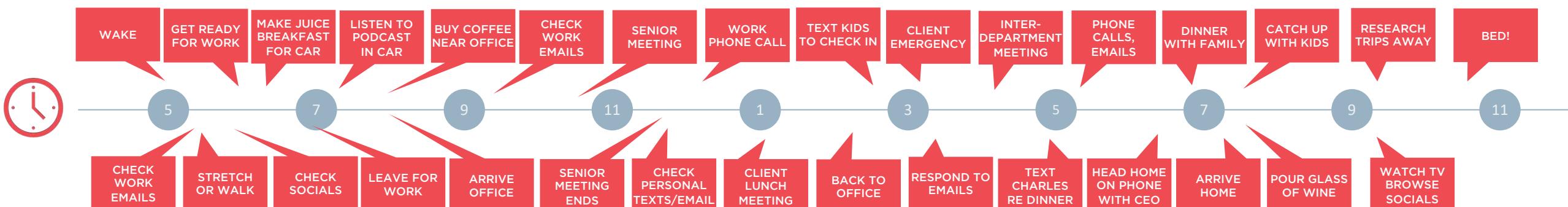
## QUOTES

**"Quality over quantity, darling"**

**"We know the owner"**

**"Ask the Carmichael's what they're up to!"**

## TYPICAL DAY IN THE LIFE



## KEY THEMES

- Do as much or as little as you like in DMR
- Fine food + wine against a stunning backdrop
- The perfect recipe for the perfect day - a little hiking in nature, a delicious lunch, a pamper session + the hottest restaurant for dinner
- Put away the calendar + lose track of time in DMR
- Come for a few days, feel like you've been away for weeks - time stands still in DMR
- Get a taste of DMR with our fabulous cafes, restaurants, wineries + breweries for all tastes
- Unique experiences for all interests - from makers workshops to art talks, cooking classes to writing sessions, whatever your artistic expression
- Do things you've never done in a place you've never been
- Bring out your creative in DMR - from cooking classes to painting workshops, we have it all
- From paddock to plate - support local in DMR
- Enjoy our local produce - from cheese to wine + chocolate - all from our own backyard in DMR

## MIGHT ALSO SHOW UP AS...

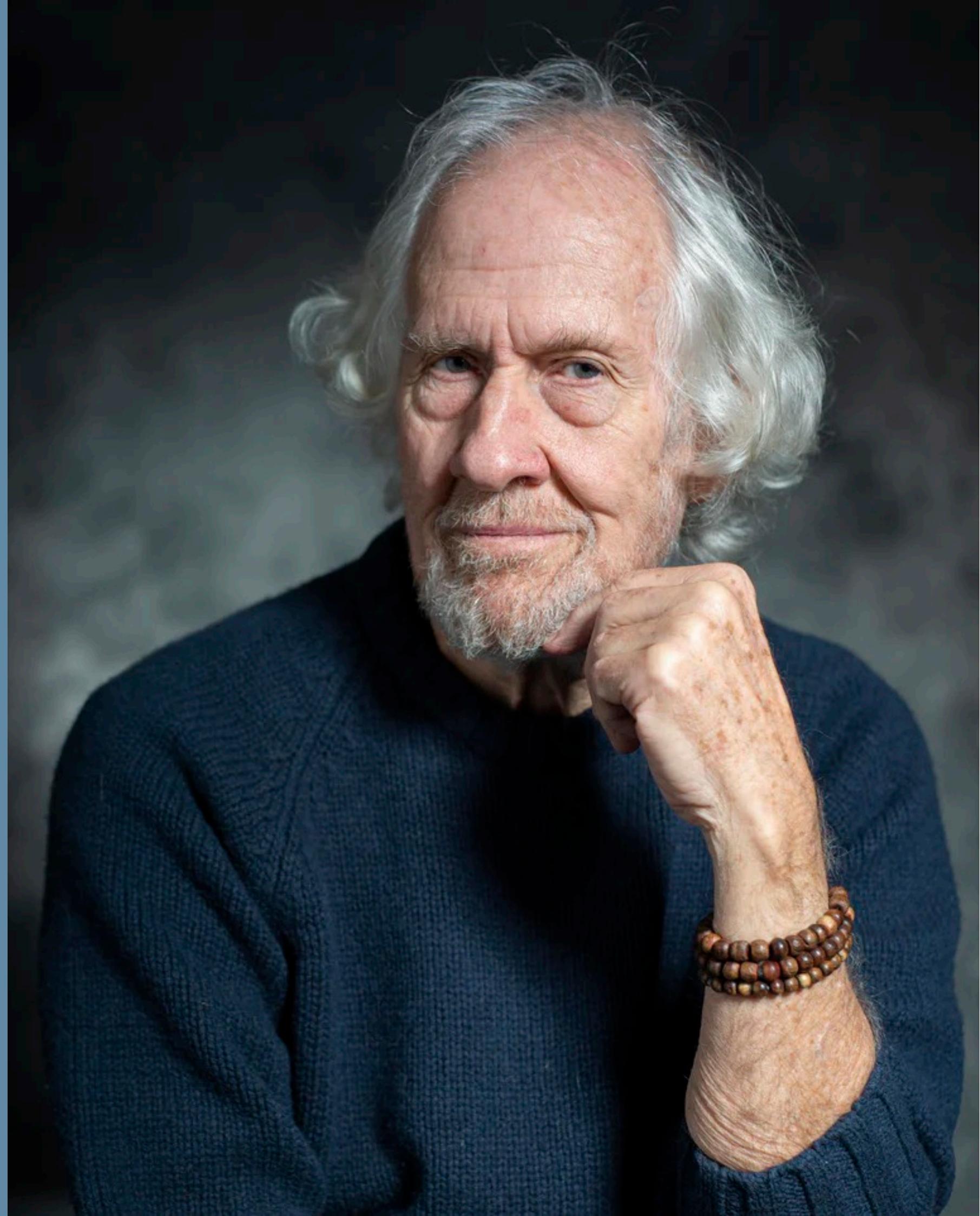
- Day trips for lunch + a wander through the villages or a nature walk
- Groups of 2-3 couples travelling together with the same interests + drivers
- 40-60 years
- A small group of ladies travelling together

*Geoff*

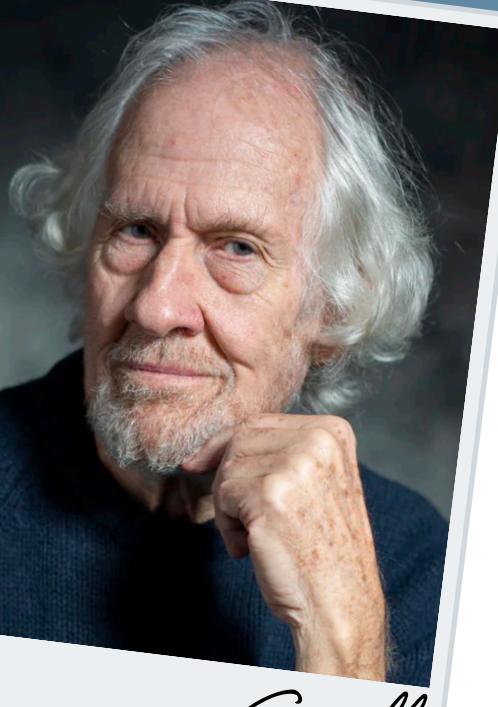
**the discerning retiree  
enjoying the good life**

DAYLESFORD

*life*  
MACEDON



# Meet Geoff: the discerning retiree enjoying the good life



*Geoff*

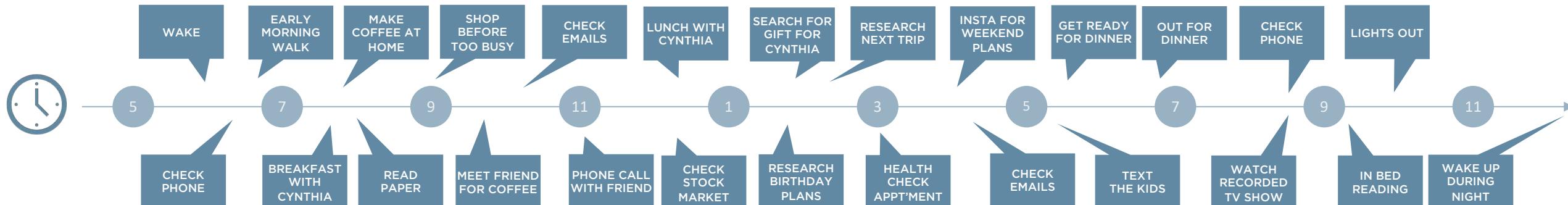
## QUOTES

"I'm not old!"

"Show me the wine list"

"I read about this place..."

## TYPICAL DAY IN THE LIFE



## BACKGROUND

A self-made man, Geoff is a vibrant retiree with lots of money + free time at his disposal. He's discerning, picky + will pay for quality, always.

He seeks good service, unique experiences + connection to the people + places he visits.

Determined to feel young for as long as possible, he has his finger on the pulse of the latest trends - it defines who he is in the world.

He is a very loyal customer to those who validate him + will proudly choose Australian, regardless of the cost.

## THE FACTS

- 68 years old
- Married to Cynthia, 67 for 47 yrs
- 2 kids in their 40s, 5 grandkids
- Drives an Audi SQ5
- Has a Port Melbourne apartment + a weekender in Trentham
- Retired, sold his electrician supply business
- High disposable income from investments, plus future nest egg
- Prefers indoor dining to outdoor
- Enjoys day + weekend trips away
- Big fan of supporting Australian
- Detests bad service + being dismissed as old or irrelevant
- Very loyal to those who treat him well, validate + reward him
- Very close to their children + travel together regularly

## GOALS

Geoff has worked hard in life + is ready to enjoy retirement, with all the bells + whistles. He wants to live a balanced, fulfilled life, keeping busy + relevant.

Being treated with respect is important to Geoff, as is being remembered + recognised - people should be rewarded for their loyalty + custom, he believes.

Family is everything to them + they like to spoil the kids + grandkids with regular family trips - it keeps them connected as the grandkids grow.

Purpose is important to Geoff - he wants to feel relevant, not old or out of date. He wants to contribute + play his part in the community + the wider world.

They support local businesses everywhere they go - it's important to keep local communities thriving + ward off the corporate takeovers of the future.

## FRUSTRATIONS

Geoff is a very proud individual + hates being dismissed as old or irrelevant. He doesn't like to wait + finds overcrowding + unnecessary noise an irritation.

Whilst he doesn't mind paying for quality + uniqueness, the value in many experiences simply isn't there these days. Combine this with a lack of consistency of service in general (why can't businesses get it right?!) - it's just annoying!

It really offends him when he recommends somewhere to a friend or colleague + they have a poor experience or receive bad service. It's his reputation on the line!

He doesn't like being told what to do or what to eat, so pre-subscribed dining options are a no-go for him! He likes to have a wide range of options + if there's a story to go alongside that choice, all the better!

## BEHAVIOURS

Geoff is a stylish, sociable + confident individual. He is warm + affable + thrives on human connection.

He likes to be in the 'know' when it comes to the latest trends, places to go, things to do + see. The decision-maker, he prides himself on being the 'on-trend' one in their peer group, in fact he's celebrated for it. It helps him feel relevant + young.

He + Cynthia love meeting the locals when they visit places + immersing themselves in the community.

He seeks purpose through travel - it helps him feel connected to the world + helps him give back to businesses + communities that are suffering.

He's not afraid to spend money on things they like when out + about - coffee, wineries, beers, art + souvenirs - if it has a story, even better. He'll pay a lot for unique experiences that he can talk about when he gets home.

## INTERESTS

- Food + wine events, coffee
- Unique experiences
- Golf, gardens, galleries, makers workshops, antiques + collectables - all of it!
- Quality clothing brands that are instantly recognisable
- Intimate dinner parties
- Makers workshops - cooking classes, art demonstrations
- Interesting talks - stargazing, history, vintage cars, painting
- Weekends away locally
- Overseas travel
- Wine club + whisky club member
- Managing his wealth

## COMMON OBJECTIONS

- It's too busy there now - I hate crowds + the queues are too long
- I hate bad service + it's always bad when they're busy
- I won't be ignored!
- I don't want to be rushed

## INFO SOURCES & WATERING HOLES

Cynthia uses Facebook to keep up with the family + her friends. Geoff is on Twitter + Instagram. He loves a listicle to help him plan his next outing or adventure.

He reads The Age + Herald Sun, scouring the dining out + travel sections for recommendations on the latest places to eat/drink/visit. He enjoys perusing the local paper + is subscribed to a bunch of online newsletters on his iPad.

He uses Google to search for information on events, travel + unique experiences, though he rarely notices the retargeted ads + palaver that go with it. He'd rather take inspiration from the Insta accounts he follows, from food + wine to golf to antiques + collectables. Throw him a maker's workshop + he's in! He has the time, after all!

They have a Foxtel subscription + always record their favourite history, gardening + antique shows for the evenings after their busy days out + about.

They have a close group of lifelong friends who catch up regularly, either at dinner parties or the latest restaurant. They'll often travel together too, the boys playing a game of golf while the ladies browse town.

## KEY THEMES

- Top 10 unique dining experiences in DMR
- Top 5 nature walks in our region
- Local products, fresh farm ingredients + some of the best coffee + wine you've ever tasted
- Come be part of our tightknit community + see what all the fuss is about - we'd love to meet you
- Service is important to us - you are important to us
- From gardens to galleries, workshops to wineries, we have something for everyone in DMR
- Fancy yourself creative? Join one of our maker's workshops today! Learn to cook from paddock to plate, spend a day with a local artist + learn how to paint, or drive our country roads in a vintage car - whatever you desire, it can happen in DMR
- Excite your tastebuds with our wide range of dining options, from paddock to plate to five star, we've got it all!
- Let us treat you the way you deserve to be treated
- Let us look after you

## MIGHT ALSO SHOW UP AS...

- Same sex couples
- Day trips for lunch + a wander through the villages
- Groups of 2-3 couples travelling together with the same interests + drivers
- 55-75 years old
- Special interest groups eg. art classes, wine clubs, cookery schools, history groups

# Brian + Kathy

the retirees on a budget



DAYLESFORD

*life*  
MACEDON



# Meet Brian + Kathy: the retirees on a budget

## BACKGROUND

Brian + Kathy are ready to enjoy the freedom that retirement brings – be that spending more time with the family or taking short trips to explore.

They're creatures of habit + travel more for the change of scenery than for any level of adventure.

Highly social + community-minded, they like getting to know the people + places they visit.

Married for 50 years, they still love each other's company as well as the company of others, old friends or new.

## THE FACTS

- Brian is 70, Kathy is 68
- Married for 50 years
- Both retired from their blue-collar roles
- Live in Bendigo
- Recently sold the family home, moved to a smaller house nearby
- Four kids, with 6 grandchildren
- 2 cars – he drives a Prado + she drives a 2017 Honda CRV
- Bought an older style caravan to travel in their retirement
- Both high school educated
- Family oriented – try to spend time with the kids when they can
- Living off a modest budget
- Prefer shorter trips up to 2 weeks - never stray too far from home

## GOALS

Brian + Kathy try to balance enjoying life now whilst budgeting for the future. They've worked hard all their lives + they'd like to enjoy their retirement. They like to travel, but always on a budget.

Keeping as fit + active as possible is important to both of them - they want to enjoy their retirement years.

They're both keen learners + love to hear the history + stories of the places they go. It gives them a view into other people's lives + interesting stories to tell their friends + family on their return from their travels.

Creatures of habit, they prefer to visit familiar places or somewhere recommended to them. Adventure is not high on their agenda, but good value for money is!

Family is everything to them + they'd love to travel more with them. They also love travelling with friends.

## FRUSTRATIONS

Brian + Kathy want to enjoy life to the full, but health concerns are holding them back. It's tough getting old!

They love to travel but things are so expensive these days. It's hard to manage the budget + do all the things they want to do. Good value is hard to find + they just don't have the money they'd like to spend.

Everywhere is so busy these days – there's so many people + never enough parking. They can never get into the places they want to visit, it's frustrating. Sometimes they wonder why they even bother going.

Everyone always seems to be in a hurry too. No-one seems to stop + say hello, not like they used to.

They'd love to spend more time with the family, but everyone is so busy, it's like they never seem to have time for the old folk – except for babysitting duties!

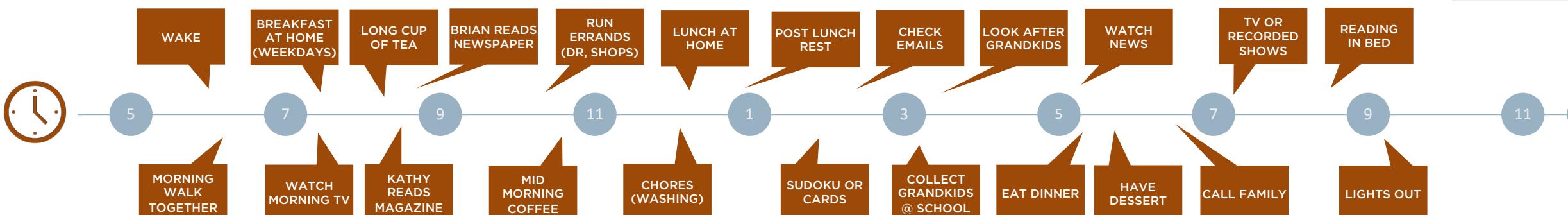
## QUOTES

"I saw an article in the RACV.."

"How much will that cost?"

"Let's avoid the crowds + go midweek"

## TYPICAL DAY IN THE LIFE



## KEY THEMES

- Enjoy the slower pace of a midweek visit
- Great offers available midweek – just ask us!
- Come meet our locals, hear the stories of past + present + get to know us better
- Take your time in DMR + discover hidden secrets
- Come be a part of our community
- Gentle walks, beautiful scenery + a cuppa to boot
- Come enjoy the simple things in life with affordable food, experiences + places to stay
- All the comforts of home
- Friendly locals, secret spots + quiet discoveries
- Enjoy one of our special workshop packages with one of our local experts on anything from genealogy to gardening, with morning tea + lunch!
- Value for money is the name of our game
- Connect with our story, our people, our places
- You're so welcome here at our place
- Avoid the crowds + take your time
- We keep it simple in DMR

## MIGHT ALSO SHOW UP AS...

- Day trips for (a good value) lunch + a wander through the villages
- Couples travelling together for the day or a trip
- 55-75 years old
- Special interest groups such as bird watchers, nature lovers, history buffs



*Gay*  
the outdoorsy busy  
professional



DAYLESFORD  
*life*  
MACEDON

# Meet Gaz: the outdoorsy busy professional



Gaz

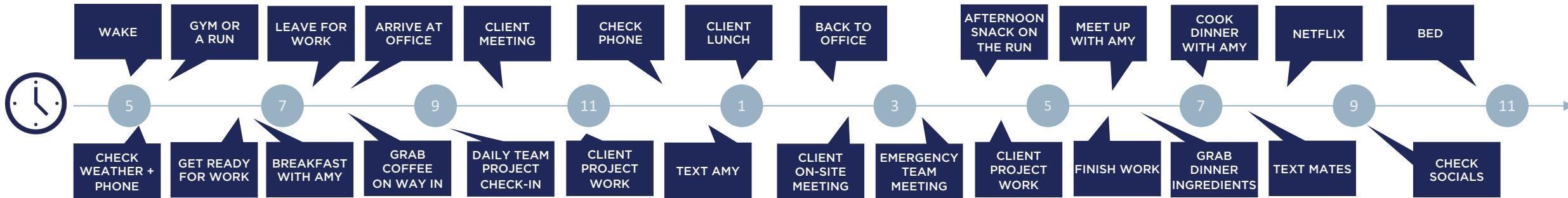
## QUOTES

"Healthy body, healthy mind"

"Let's get out of the city"

"I need a break!"

## TYPICAL DAY IN THE LIFE



## BACKGROUND

Gaz is hard-working + successful + craves balance in life. Focused, entrepreneurial + determined, he's often consumed by his work.

The outdoors is his happy place, where he can blow off steam + pursue the active life he loves. He loves getting away either with his girlfriend or his mates, regularly.

Well-respected + liked in the industry, Gaz is seen as one of the up + coming leaders of his profession.

Adventurous in spirit + confident in his abilities, he would one day like to own his own architectural firm.

## THE FACTS

- 32 years old
- Grew up in Melbourne, owns a warehouse apartment (renovated himself) in Glen Waverley
- Studied architecture at Monash University
- Architect, managing a team
- Divorced from his high school sweetheart at 27, now has a girlfriend, Amy (one year)
- Competitive, likes to succeed
- Financially comfortable with a focus on the future
- Drives VW Amarok for work/play
- Health + fitness conscious
- Loves the outdoors, went camping with family growing up
- Likes soft adventure, not a hardcore adrenaline junkie
- Close friends + family in Sydney

## GOALS

Being successful in his career + in life in general, is important to Gaz. He grew up being taught the value of hard work + it's in his blood to succeed.

He loves the outdoors. He's not a crazy adventure-seeker but he finds getting away into nature is a great form of escapism, rejuvenation + destressing. It allows him to leave work behind, get active + breathe again.

He divorced early + it's a source of some regret for him. He'd like to move on with his life, settle down + have a family one day – not yet, but it's on his mind.

He's focused on the future + having a good life, but at the same time, now is now + life is to be lived. He'll spend money on some things + save on others.

Staying fit + healthy + maintaining life balance is a priority. He'll smash out a workout, then chase it down with a nice beer + burger lunch. Life's too short, after all.

## FRUSTRATIONS

Being the senior manager of his team, Gaz doesn't get enough time to do the things that he loves. As the front face of the team, he cops all the client complaints, changes-of-mind + heavy demands.

He'd like more time away from work but finding good staff is hard + it's his reputation on the line at the end of the day – he finds it hard to let go.

When he does manage to get away, he has to juggle plans with his girlfriend Amy, who is always complaining that he works too much.

Everyone's so busy these days, they find it hard to nab time to do the blokey stuff he loves – some of his mates are settling down + having families now.

Finding somewhere that's not too far from home + doesn't cost an arm + a leg can be hard. He hates being stuck at home when he could be out exploring.

## BEHAVIOURS

Gaz is independent, strong willed + fiercely loyal. He has a close-knit group of mates from high school + uni that he sees regularly, even the ones who've since moved to Sydney.

He's a social guy who has a lot of friends from high school + the industry – from tradies to business owners.

He tends to make rash financial decisions, often spending a fair bit on things he wants without much research, so long as they're quality.

Quality is important to him – he doesn't like throwing stuff away + will buy better to keep things for longer. He'll spend money on good outdoors equipment + will have all the gear that goes along with it – the clothes + all.

He likes to wear edgy, quality labels that reflect his entrepreneurial personal + business brand, but he's not a brand snob in any way. Wearing Oakley sunglasses as a must.

## INTERESTS

- Architecture, design, history
- Keeping fit, regular gym visits
- Beers after work
- Anything outdoors – camping, boating, fishing, mountain biking, cycling
- Tried trail running, but prefers hiking + light climbing
- Craft beer tastings, pub meals, unique places to eat
- Hanging out with mates
- Whiling away the day fishing with mates + a few drinks
- Boys' camping weekends

## COMMON OBJECTIONS

- Is there anything to do there?
- I thought it was just food + wine
- It's too busy + overcrowded!
- Isn't that place more for chicks?
- I can't go without Amy, she'll kill me!

## INFO SOURCES & WATERING HOLES

Gaz is on social media, but not in any major way. He tends to spend time on Facebook, being a member of a bunch of groups (mountain biking, cycling, fishing).

He spends a lot of time online, researching for projects + checking out the international scene for ideas + inspiration. He follows a bunch of designers + architects from across the world, usually on Insta. He'll listen to podcasts as well, to keep up to date.

He's a social guy who loves a beer at the end of the week with whoever's around. He likes to attend industry events + conferences to keep up with the trends + his networks + will often take Amy along to the flashier ones – she loves it.

He heads to the gym regularly before work + has a few mates he'll catch up with if they're there too.

He sees his mates regularly + they'll often catch up as couples for dinner or a night out. The girls seem to get along pretty well + the boys joke they could head off for the weekend + take the girls with them – the boys in tents + the girls in a hotel, of course!

He's pretty conservative when it comes to spending money on eating out but will try somewhere new.

## KEY THEMES

- Escape the city + stretch your legs in DMR
- More than you know – discover the secrets of the outdoors in DMR
- From crafted 'brews' to hearty pub meals – we've got it all in DMR
- Tired of the city crowds but feeling time poor? There's so much to discover on your doorstep
- Grab your mates + their girlfriends + head to DMR – there's something for everyone
- More than you can imagine in DMR
- Get out into the great outdoors while the girls explore our gorgeous towns, + meet up for lunch
- Start your weekend right with a range of activities to get the blood pumping + the stomach rumbling
- Worked out? Reward yourself with a craft beer + burger at one of our locals
- Fancy some adventure? We've got it all!

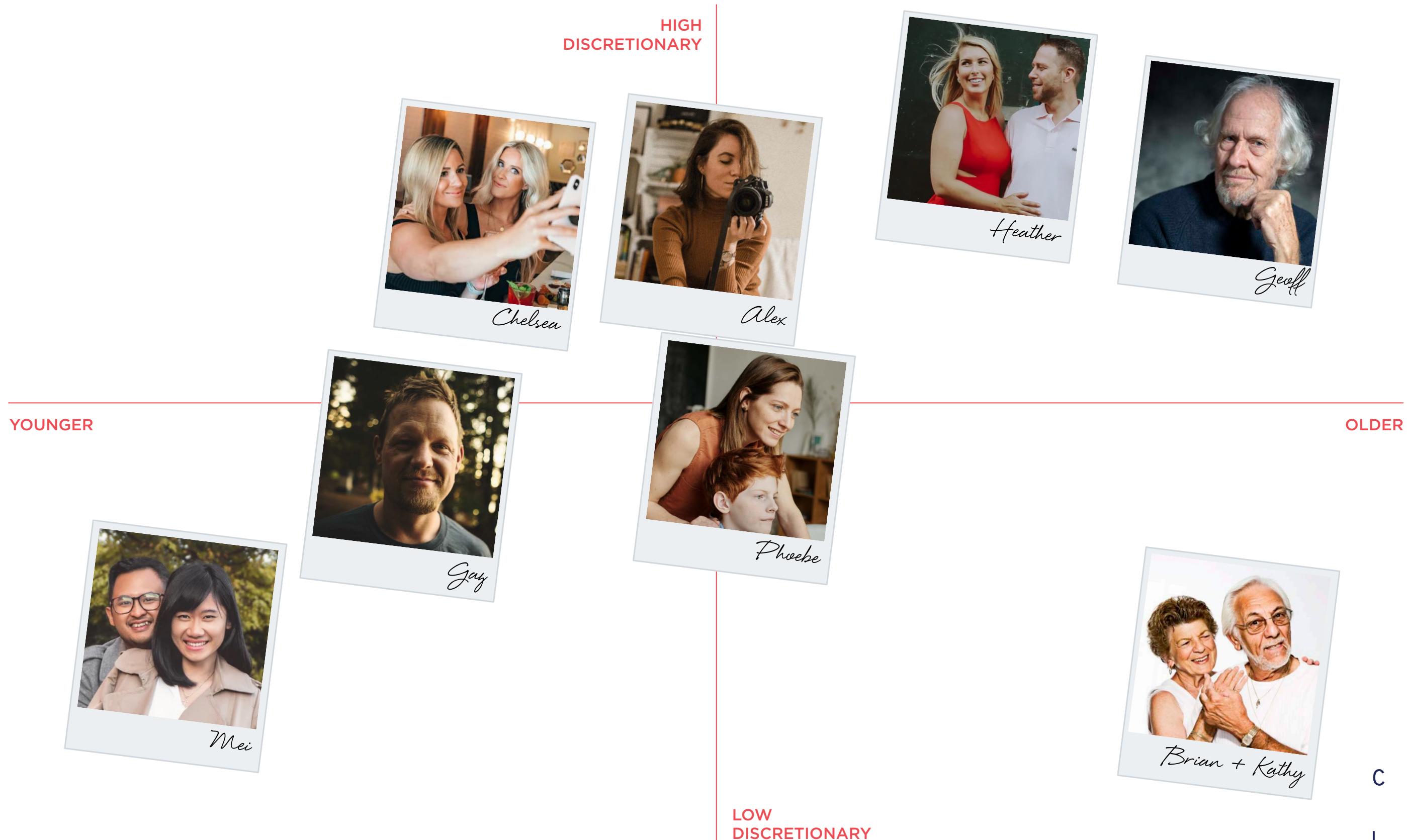
## MIGHT ALSO SHOW UP AS...

- Day trips for activity followed by a hearty lunch
- Corporate away day, team building or planning trip
- A bunch of mates on a camping trip
- Interstate (SYD) on a trip with Melbourne mates
- A group of couples – the boys head out to the outdoors + the girls shop or have a pamper session 25-45 years old



# How they map out

PERCEPTUAL MAP OF CUSTOMER PROFILES + HOW THEY INTERACT



C  
L  
F

# Foundation vs growth

EXISTING PROFILES + GROWTH OPPORTUNITIES

## FOUNDATION

Existing profiles, new opportunities



Chelsea



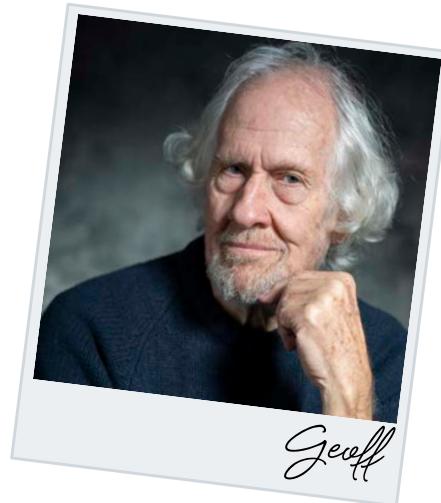
Heather



Alex



Brian + Kathy



Geoff

## GROWTH

Potential profiles for new growth



Phoebe



Gaz



Mei

# Using the profiles



- / EXPERIENCE DEVELOPMENT + INNOVATION**
- / MARKETING + PR PLANNING**
- / CAMPAIGNS + PROMOTIONS**
- / WEBSITE DEVELOPMENT + IMPROVEMENT**
- / PRODUCT + PACKAGE DEVELOPMENT**

# Next: Applying your profiles

SUPPORT PROGRAM TO HELP YOU MAKE THE MOST OF YOUR PROFILES

- ✓ 3 module program
- ✓ Each module:
  - 1 hour webinar
  - 1 hour live support session
- ✓ Designed to ensure you know which profiles best match your business + how to use them for the greatest impact
- ✓ Launch: Jan/Feb 2022



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