



2023 INDUSTRY UPDATE

MAY 2023

DAYLESFORD
MACEDON
TOURISM



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From the CEO

Dear all,

I thought it was high time to let you all know what's been happening at DMT, so the team and I have put together a year-to-date report, highlighting what we have been up to. Sometimes it's only when you stop and reflect on what you have been doing that you realise it's a lot!

It's been an interesting year; one like no other. The incredible levels of demand coming out of Melbourne have been wonderful, but of course, systemic issues like workforce have made it challenging for many of you.

The surge of pent-up demand has benefitted much of regional Victoria, but it has been a pretty competitive environment, as we, like other regions, try to get our slice of market share. We leaned hard on our regional brand to ensure we capitalised on the demand. And we did well, punching well above our weight and getting fantastic growth in both visitation and spend. This is detailed below. We did very well.

This is very much a collective effort. While the team here at DMT does a great job, it is you, the operators that people are coming to see. The high levels of professionalism and incredible hard work is something I am in awe of, every day.

Visit Victoria plays a huge role here as well. We have a brilliant working relationship with the team at Visit Vic and I'm enormously grateful for the support they provide. They give us more than our share of 'love' and we're super grateful for this. Similarly, we have had amazing support from the Department of Jobs, Skills, Industry and Regions (DJSIR) as well as our Councils, Macedon Ranges and Hepburn Shires.

We've been very busy rolling out our Workforce Development and Industry Strengthening programs, and we are just diving into our incredibly important Destination Management Plan work. Detail and updates on these is given later in this document. Thanks to all of you who have contributed to these.

I do want to thank my team for their hard work this year. Part-time in hours, but full time in commitment, Alla Wolf-Tasker said it best when she said that 'it's great to see DMT staffed by a team of professionals'.

Humour me while I acknowledge each individual:



From the CEO cont'd

Annissa White, who was recently made Operations Manager, now manages the marketing team and is one of the most driven and hardworking people I know, she's a massive help to me day to day.

Andrea Pribaz, our Digital & Design Manager produces the collateral that we create, and manages the websites. Every time a publication comes in from the printers, I'm blown away by how great it looks, particularly our magazine which gets better with every issue.

The content that goes into these publications is pulled together by Madeleine Blake, who also manages our Public Relations. Mads manages PR on the smell of an oily rag and it's her huge list of contacts and depth of experience that gets us the fantastic exposure we get in the media.

Sharon Hughes looks after our social media and emails and it getting extraordinary results in channel growth and engagement, and Sarah Klas is invaluable in providing support to the team, ensuring our websites hum and the content is fresh and engaging.

We are lucky enough to have Cath Freemantle as our Office Manager and Bookkeeper; Cath is a potter and an artist, having worked at Lake House for a while. If you haven't met her, you soon will as she delivers magazines around the region.

Separately, I'd like to make a special mention of Paul Matthews who has worked very closely with me over the last two years. I've had a bit of a 'health roller-coaster' and I know I can lean on Paul to step in and act a CEO when needed, and he also manages several of our crucial programs that are detailed in this update.

The team all live in the region and embody its brand, as does the DMT board, to which I report. We have a mix of industry and skills-based Directors and they are all remarkable in their own way and have been enormously supportive of me.

But once again, I'd like to thank you, our operators. You're amazing.

Thanks

Steve Wroe, CEO



From the Chair of the Board

DMT's Governance and Strategic Direction is overseen and lead by two boards, the DMT Governance Board and the DMT Advisory Board. The DMT Board comprises directors with a mix of board and/or operator experience and primarily focuses on Board Governance. The Advisory Board, which includes the Board and representatives of our two local Government partners from Macedon Ranges and Hepburn Shire councils, focuses on the strategy in terms of our market positioning for our region, operator support and maximising the synergies of all those contributing to the visitor economy. This includes operators, Visit Victoria, Local, State and Federal Government.

A key area of the Board's focus in the last year has been on:

- Maximising the support for our operators to be able to successfully promote their business post COVID
- Successfully highlighting the benefits of the DMT region as a safe and easy region to visit with great experiences
- Promoting the need for support to operators in negotiating any impediments to their accessing labour resources
- Advocating for the importance under Government changes, for DMT as a region to be well serviced with local management, preferably with the current structure.

To be able to report some real wins in terms of visitation re-enforces the benefits of the combined effort and the need for it to continue, in particular as we navigate some potentially challenging times in the months ahead.

At this time, I would like to acknowledge and thank all DMT contributors including in particular the staff, the Board members and all those other supporters for their hard work and endeavour.

Andrew Dick, Chair



Visitation

Quarterly and annual visitation numbers have just come in for the last quarter of 2022. And we have outperformed, again.

Overnight Visitation: This is the sector we want to grow. Overnight visitors are worth over \$500 per person while day-trippers are worth about \$70 per person.

In the quarter ending December 2022, DMT got the top spot on the podium in regional Victoria. We had 80% growth compared to the same quarter in 2021.

On an annual basis, we were also in equal first spot, across all Victorian regions, with 52% growth. This is huge!

Overnight Spend: This is also a key metric. Visitors are great, but only if they leave some money behind.

Here are the highlights:

In the quarter ending December 2022 DMT had the second highest year-on-year \$ growth, at 113%. Geelong just pipped us at 115% growth.

On an annual basis, we were in fourth spot, within Victoria, with 68% growth but it was pretty close amongst the top four.

Daytrip visitation and spend: Day-trippers are higher volume (more of them) but lower yield (they spend less), so less valuable than overnight visitors from a yield perspective.

For the December 2022 quarter we had the highest growth of any Victoria region in year-on-year spend (197%) and the highest growth in daytrip visitation for the quarter, at 91%.

On an annual basis, we had 97% spend growth (third spot) and 50% visitation growth (third spot).

So. What does this mean? Our annual performance has been near or at the top of the table in terms of overnight and day-trip visitation and spend compared to other Victorian regions. But more excitingly, our quarterly growth, the most current numbers, have us at number one or two in all categories.

If you're a visual person, tables and detail will be highlighted at the DMT Industry Conference on May 15th.



Support Programs

During the year, we have rolled out a series of programs designed to support industry as part of the Visitor Economy Recovery and Reform Plan. We would like to acknowledge the enormous support provided by the Department of Jobs, Skills, Industry and Regions (DJSIR).

Here, we provide a summary of activities completed to date, and foreshadow what's to come.

DAYLESFORD MACEDON TOURISM VISITOR ECONOMY WORKFORCE PLAN

DMT secured \$60,000 in funding from the Department of Jobs, Precincts and Regions (DJPR/DJSIR) to develop a workforce action plan and subsequent supporting programs. The plan is now finalised and outlines current workforce issues in the region bringing together actions in the four workforce development priority areas of attraction, recruitment, retention and skills and training. The plan was informed through DMT industry surveys, existing research, a stakeholder lunch forum and interviews.

We know that staffing pressure on business is a statewide issue. While recent data suggests that 50% of businesses simply cannot fill vacancies, affordable housing is still an issue in attracting workers. A survey conducted earlier in 2022 also reported that hospitality and tourism employees have left the industry and changed careers as a result of job uncertainty during Covid.

Just over half of all respondents needed more staff than anticipated over the busy summer period. Casual staff are slightly higher in demand than full time/part time staff. Many introduced business changes to address being under resourced like menu changes, contactless check in, QR code ordering, closing off accommodation rooms and reduced operating hours or days.

Data highlighted the need to attract younger people and mature aged workers into roles in hospitality and the tourism sector. This was included in the Workforce Plan we developed. The plan was informed by industry research, stakeholder interviews and the statewide commissioned workforce study released in 2022. The strategic framework recommends a range of actions for addressing skill shortages, industry needs and training opportunities in Daylesford and the Macedon Ranges region in areas that DMT has control over or can influence.

There is no single solution to the current workforce crisis but there are steps that the State Government and the Daylesford Macedon Ranges region can take to address the problem.

The workforce plan includes five Strategic Directions with a number of recommendations and programs that are being delivered in partnership with schools, suppliers and industry partners.

Support Programs cont'd

Direction 1. Industry Attractiveness & Promotion

Direction 2. Advocate to Improve Availability of Worker Accommodation

Direction 3. Training & Workforce Preparation

Direction 4. Industry Professionalism

Direction 5. Workforce Retention

YOUTH TAKE OVER
LODDON CAMPASPE

HOSPITALITY KICKSTARTER

ARE YOU READY FOR
YOUR 'NEXT STEP?'

Aged 16-25?
Boost your career adventure
with group-based work
experience!

Kicking off 4 May
@youthtakeovervic

8 WEEK INTERNSHIP
Every Thursday
9:30am-2:30pm at
The Good Food Hub
in Kyneton

AGNICO EAGLE
COMMUNITY PARTNERSHIP PROGRAM
DAYLESFORD MACEDON TOURISM
KYNETON COMMUNITY HOUSE
SOCIAL FUND
CENTRAL RANGES

One program to attract young people to tourism and hospitality is the recently launched Youth Kickstarter program, an 8-week internship done in partnership with Local Learning Education Networks and partners. This program offers young people the opportunity to work in the sector with guest speakers, training, mentoring, and excursions to businesses. In addition, a Hospitality & Tourism Expo is being planned for late 2023 and a new campaign to attract mature aged workers back into an industry that can often be exciting, rewarding and fulfilling.



Industry Strengthening

The story so far

During the last 18 months, DMT implemented a number of industry strengthening programs funded by the Department of Jobs, Skills, Industry and Regions (DJPR/DJSIR).

Industry Program	Detail	Highlights
<p>Business Mentoring Program</p>	<p>DMT managed the delivery of a mentoring program through Tourism Tribe for 15 businesses selected through an Expression of Interest process. Six modules were developed including Business Planning for Revival, Customer Recovery Techniques, Managing Cash flow, Successful Grant Funding, Growing Online Reputation and Experience Design in the New Visitor Economy. This one-on-one mentoring resulted in the release of a Business Strategy Workshop available for all DMT partners.</p>	<p>“The day you stop learning is the day you die. This program was fantastic at helping us work smarter not harder. I thoroughly recommend this to others or at least download the workbook. Thank you DMT”</p> <p><i>-Accommodation Provider</i></p>
<p>Digital Mentoring Program</p>	<p>Digital health assessments and one on one mentoring were conducted for 20 businesses in Daylesford and the Macedon Ranges region. The sessions conducted through VTIC and Tourism Tribe and helped participants understand how best to develop websites and social media channels.</p>	<p>“This was a brilliant session and I highly recommend that other businesses do it. A key take out for me was to build my tribe and build my community through my social channels.”</p> <p><i>-Wellness Centre owner</i></p>

Industry Program	Detail	Highlights
<p>Customer Profile Program</p>	<p>Together with industry and our delivery partner, Customer Frame, DMT created eight customer profiles for the region to help drive deeper customer empathy, new opportunities, and a common understanding of who our customers are and how best to target them. A great opportunity exists to ‘match-up’ the region’s offerings with specific customer needs to expand perception and awareness, thereby increasing spend, length of stay, repeat visitation and region dispersal.</p>	<p>“These profiles are simply amazing. I often refer to them when looking at social media posts. The customer profile poster is great and its up in our office.”</p> <p><i>-Restaurant owner</i></p>
<p>Industry Spotlight Program</p>	<p>This project highlighted innovation, product development, teamwork and recovery through curated short film segments featuring four businesses; Lake House Daylesford, Lavandula Farm and La Trattoria Eatery & Bar, Maiaveda – wellness sanctuary and Shizuka Ryokan Japanese Country Spa & Wellness Resort. These businesses provided insight into challenges and opportunities in the tourism sector through motivational stories geared to inspire others.</p>	<p>These videos were posted on the DMT LinkedIn channel and shared with industry members through EDMs.</p> <p>Collectively, they have been viewed thousands of times.</p>
<p>Industry Wellness Lunch in the wellness region</p>	<p>The Industry Wellness lunch was held on June 27 at Lake House in Daylesford with Lauren Burns and Alla Wolf Tasker talking healthy food, healthy mood and doing a live cooking demonstration. This event was filmed and shared with industry promoting wellbeing through food, local produce and storytelling.</p>	<p>“This lunch and discussion was amazing. We learnt new things and shared some great ideas. Keep this up DMT”.</p> <p><i>-Retail Provider</i></p>

Industry Program	Detail	Highlights
<p>DMT conference. Wellbeing in the Wellness Region.</p> <p>Healthy Business. Healthy You.</p> <p>May 2, 2022.</p>	<p>The DMT wellness conference featured keynote speakers Simon Kuestenmacher from the Demographics Group and taekwondo Olympic Gold medalist and nutritionist Lauren Burns.</p> <p>With speakers including CEOs Bernie O’Sullivan and Bradley Thomas from local government, DJPR, Visit Victoria and a facilitated workshop on idea generation and brainstorming with Yvonne Adele, the conference was received incredibly well by industry.</p>	<p>“Inspiring and a space for connection. After covid, my heart really needed today. Fantastic.”</p> <p><i>-Accommodation Provider</i></p> <p>“Speakers were amazing and reconnecting with each other. The best one yet! Thank you DMT”</p> <p><i>-Winery Manager</i></p>
<p>DMT Brand Pillar work</p>	<p>The visitor profile and brand research program was completed in June by Carolyn Childs of Mytravelresearch. The work supported the DMT brand pillars of Food & Drink, Escape & Rejuvenate, History & Culture and Art & Artisans. Over 2,900 responses were recorded in the survey. Work completed in February 2023 supported the DMT brand pillars and the eight Customer Profiles developed for the region.</p>	<p>All respondents supported the brand pillars with Escape and Rejuvenate the most popular.</p> <p>The Daylesford Macedon Life magazine inspired 72% of respondents to visit the region</p>
<p>Corporate Website industry resource page</p>	<p>DMT continue to work on developing an online resource hub for industry members. During the last year, a resources page was developed with material available from the mentoring programs, the industry spotlight program and new Customer Profiles.</p>	<p>Industry testimonials have been uploaded to the corporate website. Links to the Industry resource page are included in Industry EDMs.</p>

CUSTOMER PROFILE PROGRAM



INDUSTRY SPOTLIGHT PROGRAM



DMT CONFERENCE

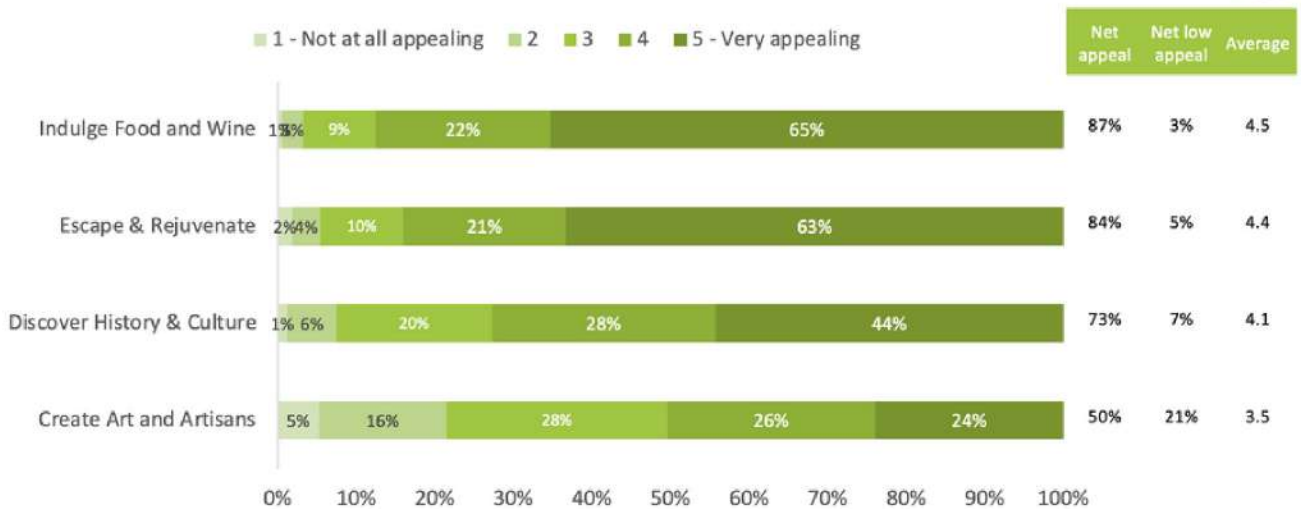


INDUSTRY WELLNESS LUNCH



DMT BRAND PILLAR WORK

Appeal of brand pillars





Destination Management Planning commences

Perhaps the most important piece of work for our region is the development of a much-needed Destination Management Plan or DMP. A DMP is essentially a blueprint for the region's visitor economy.

It requires data, research and insights to inform decision making and measure success. But really, it starts with the regional brand, as well as a clear understanding of visitor and community needs, and then shapes a framework for how our destination delivers on these visitor and community needs and expectations. Above all, a good DMP attracts investment, both private and public, for the agreed products that will attract visitors and keep them here.

Destination management is crucial in maintaining the short-term vitality and long-term sustainable growth of our destination. It is a process that takes a holistic approach to the complete visitor experience. It begins before a visitor arrives and continues after a visitor departs and includes all touchpoints related to the destination experience.

In February 2023, DMT appointed Urban Enterprise to develop a comprehensive five year Destination Management Plan (DMP) for the region supported by two Local Area Action Plans (LAAPs) for Hepburn Shire council and Macedon Ranges Shire council. The aim of this work is to benefit the visitor experience, while maximising the value of the visitor economy without compromising the socio-cultural and environmental aspects of our region.

Stakeholder workshops, interviews, research and surveys have already commenced with draft reports expected to be finalised in July 2023. One of the expected outcomes is to increase private and public investment into our region to further grow the visitor economy and capacity for increased visitation, dispersal and spend.



Events

As we know, events are a wonderful catalyst for visitation. We operate in a highly competitive space, so having a diverse, brand-supporting calendar of events throughout the year ensures that we have high-yielding, sustainable visitation.

It would take too many pages in this report to talk about all the fantastic events that have taken place this year, so we'll call out a few of the highlights.

Firstly, the work of Macedon Ranges Shire Council on their National Tourism award-winning *Autumn Festival* is to be commended. This month-long event strategically disperses visitors throughout the region, ensuring that while the autumn leaves bring visitors here, the curated series of events spreads them throughout the region, keeping them longer, spending more, and avoiding the issues around highly concentrated visitation patterns.

On the other side of the region, we saw the incredibly successful *Borealis on the Lake* in Daylesford last winter. Generating millions of dollars in visitor spend, this high-profile event saw well over 30,000 attendees. It also led to countless PR opportunities, raising the awareness and profile of our region. A huge thanks to Hepburn Shire Council for their on-the-ground support in getting the event here, and, of course, Visit Victoria for their contribution.

One of the highlights in the events calendar was the *First and Forever* music festival at Hanging Rock. Showcasing extraordinary indigenous music talent, this event really created a buzz. One of the highlight acts, Budjerah, also stayed in the region and was kind enough to feature in some fantastic film content that was developed in conjunction with Visit Victoria. Really spine-tingling stuff.

Winter Sounds in Daylesford was another musical highlight. Utilising the halls and churches around town, a series of acts over the weekend were completely sold out. Long-standing favourites like *ChillOut* and *Booktown* continued to go from strength to strength, driving tens of thousands of visitors to the region.

The long hours and huge effort that goes into these events has to be acknowledged and we thank everyone who commits their time and energy to make them a success. We are currently working on a new event concept with Visit Victoria and Yonder that will showcase the region's food and drink, heroing the incredible producers and restaurateurs. Watch this space.

BOREALIS ON THE LAKE



CHILLOUT



MACEDON RANGES AUTUMN FESTIVAL





Marketing Initiatives

Marketing the region to a clearly defined target audience is one of our core objectives. Our Daylesford Macedon Life brand is strong and has proven to be a trusted voice for the region.

Eat & Drink Guide

This year we introduced The Daylesford Macedon Ranges Eat & Drink Guide and secured *delicious.* magazine as our strategic distribution partner. The alignment between the readership of *delicious.* magazine and our target audience made this a very exciting partnership under the 'eat and drink' brand pillar.

8,500 guides were inserted into the February edition of *delicious.* magazine (interstate) with a full-page advertisement that included a downloadable version of the guide via a QR code nationally. A further 12,500 were distributed in the March edition to Victoria only.

- Quantity distributed – 21,000 copies.
- Readership reach over 2 editions - 1.2 million.
- Eat and Drink Advertisement QR scans 244
- Eat and Drink web page visits 341
- Email acquisition via PDF download 113
- PDF Downloads 151





Magazines winter 2022 and spring/summer 2022/23

Our *Daylesford Macedon Life* Magazine is innovative, and effective, achieving significant marketing reach and supporting our brand and, most importantly, businesses in the region. Producing the magazine takes a huge amount of effort by every member of the DMT team, and we source outstanding content from local writers and businesses. Every edition is carefully planned and we take into consideration our brand pillars and our customer profiles when deciding content for the magazine, we also engage industry to ask for ideas on what they want to see.

It was a tough decision to go from four editions a year, to two, as paper and print costs rose dramatically, and we wanted to devote some of our limited resources to the new Eat & Drink Guide. In May we delivered our last seasonal 40pp winter 2022 magazine and for our first double spring/summer issue (released in October) we increased the pages to 48 and changed our distribution to include *The Weekend Australian* and *The Sunday Age* to capture new audiences.

Allowing visitors in Melbourne and beyond to discover us has been key to our visitation growth. Travellers decide to visit us based on the content in the magazine and it acts as a reminder we are just over an hour from Melbourne (our key audience). Distribution in Geelong has been a big success with businesses seeing an increase in visitors from the coast. (Source: brand survey study).

- Quantity distributed The Australian – 40,900 copies.
- Quantity distributed The Age – 86,500 copies.
- Quantity distributed to Melbourne and Geelong via Mr Moto – 7,000 copies.
- Quantity distributed via DMT - 7,000 copies.
- Readership reach over 2 editions in The Age and The Australian - 2.2 million.
- Added Reach estimated at 44,800





Magazines winter 2022 and spring/summer 2022/23 cont'd

Consumer Testimonials

"I received a copy of the Daylesford Macedon Tourism Publication 'Life' recently, which was distributed with 'The Australian Weekend Magazine' newspaper. I must congratulate you on the quality and content of the publication. It sounds fabulous and I want to do everything! I wonder if it would be possible to send me two extra copies, please? I have some friends who would like to go as well but have been unable to find your magazine in Melbourne."

Thank you, Shirley

Partner Testimonials

We produce the magazine for several reasons. Increasing awareness of the region, supporting our brand, and promoting events and businesses are just a few of the drivers behind this. And it works for our partners. This is a taste of the feedback we have received this year:

"We received our first 9 day booking the other week. I asked "where did you find out about us?" The response: "we love the Daylesford Macedon Life magazine and saw your little winter mention in it." DML is by far our most measurable marketing channel, amazing."

"This morning we took bookings for two yoga retreat places and an accommodation booking as a direct result of the ad in DML magazine, so it's paid for itself now...the rest is profit."

"The magazine DEFINITELY led to phone & email enquiries and bookings. Weekends are our quietest time for enquiries most weeks but we haven't been able to respond to all emails yet! Also, our Instagram following has increased. I'm sold on the magazine."

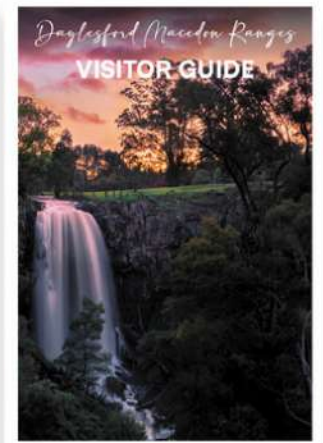
"Sensational job on our behalf, many thanks again. We've had a huge resounding amount of feedback from Saturday's mag, just the surge we so desperately needed. Thank you again!"



Visitor Guide

This beautifully designed visitor guide helps travellers explore the region and provides readers with a mix of both motivation and inspiration. It is an essential tool for visitors, encouraging them to explore, discover and experience all the region has to offer. This year we distributed through Drawcard (Mr Moto) to key tourist destinations in Melbourne some included Melbourne Aquarium, Melbourne Museum and the MCG. We utilised DrawCard distribution to deliver the remaining 2022 visitor guides before the end of the year to make way for the new guide. The 2023 guide will be delivered to Melbourne in June 2023.

- Print quantity 30,000 copies.
- Via Mr Moto 10,000 copies
- Via DMT in region and to all VIC in Victoria and interstate by request.



Tasty Little Touring Map

Celebrating 11 years this year, this much-loved map provides a one-stop-shop for visitors seeking the best places to eat and drink in the region. It's all about the producers of our region, and we expertly guide them on a journey to taste the products they supply. Visitor Information Centres value this map because it includes opening hours allowing them to identify food businesses open for business when asked by tourists. It also includes a detailed numbered map highlighting partners locations in the region.

- Print quantity 20,000
- Distributed to Visitor Information Centres in the region.
- Throughout the region to cafés and venues





Magazine Competition Database Acquisition

In spring 2021 we identified the need to continue to grow our database acquisition by extending our reach past our current readership. We identified strategic partners to extent our reach through digital awareness of the competition. This has helped build our database and has been key in maintaining an engaged audience.

- Key partnerships include – Sitchu, TimeOut, OHO, Broadsheet, Visit Victoria and Australian Traveller Magazine

VISIT VICTORIA PARTNERSHIP WINTER 2022

Entries

10,531 unique / 75,778 bonus
Entry Form page visits: 21,143

Split

9,282 via the EDM
3,242 direct
2,742 Instagram
902 Google
1,570 Competition websites
464 Anorakki
262 Visit Vic
2,679 Other

Website Pop Up: 12,200 views
QR code scans: 433

How did you hear about competition?

Email: 6,534
Socials: 3,830
Magazine: 1,336
Competition website: 1,452
Website: 1,242
Friend: 1,438
Other: 336

BROADSHEET PARTNERSHIP SPRING/SUMMER 2022/23

Entries

7,457 unique / 53,799 bonus
Entry Form page visits: 16,797
The Australian Entry Form page visits: 441

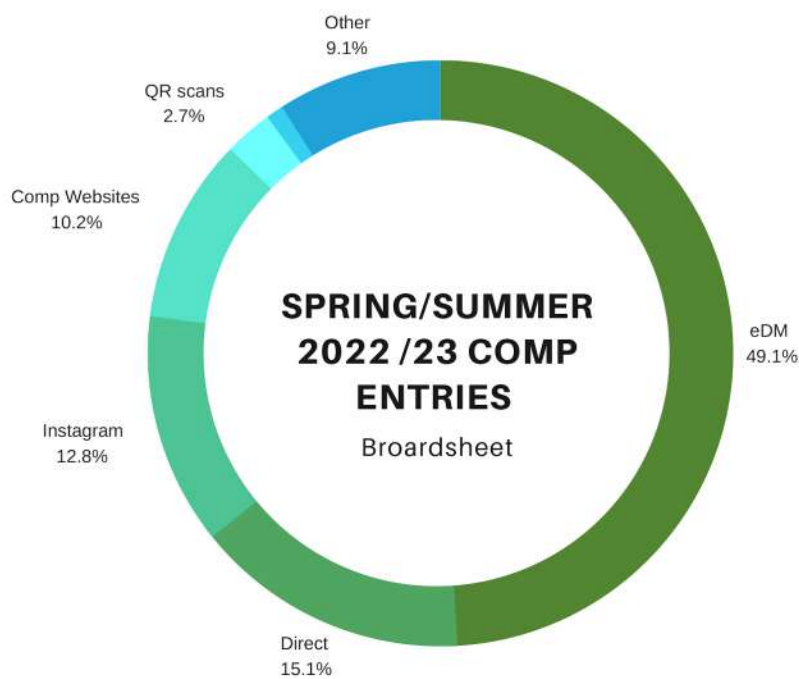
Split

7,971 via the EDM
2,460 direct
2,079 Instagram
1,664 Competition websites
433 QR scan
156 Broadsheet

Website Pop Up: 15,789 views
QR code scans: 350 *The Age* /
273 *The Australian*

How did you hear about competition?

Email: 3,974
Socials: 2,754
Magazine: 1,386
Competition website: 1,150
Website: 982
Friend: 882
Other: 244





Enjoy a 3-night mid-week stay at **17 Pounds Country Estate** in the Shillings and Pence Cottage nestled on the edge of the historic Wombat State Forest for four people, valued at **\$900**.

Take advantage of a **Creswick Woollen Mills** homewares shopping voucher and explore an iconic Australian brand's latest range inspired by the Australian landscape, valued at **\$1000**.

Enjoy lunch for four people, inclusive of two tasting paddles and a brewery tour at **Holgate Brewhouse**, valued at **\$300**.

Make the most of outdoor adventures this winter with two **Anorakki** jackets of your choice, valued at **\$590**.

Relax with expansive views, a fishing and lunch for four people at **Tuki** trout farm, valued at **\$300**.

Lap up a luxurious healing experience at **Hepburn Bathhouse and Spa** with sanctuary mineral spa bathing passes for four people, valued at **\$440**.

TOTAL PRIZE VALUE \$3530

Entries close on Monday 4th July 2022. Terms and conditions: daylesfordmacedonlife.com.au/competition-terms-conditions

WIN

a wonderful winter getaway to the Daylesford and Macedon Ranges region.

Enjoy our region during the cooler months by visiting renowned mineral spas, charming cafés and eateries, emerging breweries, inviting art galleries and the breathtaking natural surrounds.



daylesfordmacedonlife.com.au/enter-to-win



Enjoy a midweek 2-night stay for two at **Shizuka Ryokan**, including breakfast both mornings and dinner one night. Slip off your shoes and enter a world that is distinctly Japanese. **Valued at \$936**.

Savour a delicious set menu dinner for 4 in **The Argus** dining room at **Peppers Mineral Springs Hotel**. **Valued at \$380**.

Experience the award-winning beers at **Holgate Brewhouse**, as you tuck into a wholesome 3-course meal, accompanied by a tasting paddle. This mid-week dining experience is for 4 people, **valued at \$400**.

Visit **Buda Historic Home and Garden**. View the historic home before exploring the expansive surrounding garden and feasting on a delicious gourmet hamper. **Valued at \$200**.

Relax with a wine tasting and cheese platter at **Hanging Rock Winery** and take home 6 Estate Wines and 6 Heritage Range Wines **valued at \$525**.

Make the most of a thoughtfully curated **Daylesford Picnic Boxes** voucher, choosing from food, drinks, and picnic accessories to the **value of \$150**.

TOTAL PRIZE VALUE \$2591

ENTRIES CLOSE ON 12 DECEMBER 2022.

Terms and conditions: daylesfordmacedonlife.com.au/competition-terms-conditions

WIN

a spring escape to Daylesford and the Macedon Ranges



daylesfordmacedonlife.com.au/enter-to-win

ENTER TO WIN NOW: daylesfordmacedonlife.com.au/enter-to-win



Digital Marketing

This avenue of marketing is growing and in demand, smaller businesses/partners can afford it and see the results through our reporting, it’s easy for partners to track and monitor and see the results directly.

In 2019 we introduced our **Consumer eDM** which allows partners to buy a listing in the monthly eDM. This marketing tool has always been a huge success. In particular for new businesses in the region, it brings awareness through the DMT database and builds brand recognition for partners.

- Average open rate 26.46%
- Industry peer average open rate 19.9%
- Average unsubscribe rate 4.35%
- Total Monthly and Solus eDM unsubscribe rate July 2022 to date 7,289

Wanting to better utilise our database in 2023 we introduced our **Solus eDM** that highlights one business from a local (DMT’s) perspective. These have proven to be a huge success with partners and have a strong open rate and action rate.

- Average open rate 33.97%
- Industry peer average open rate 19.9%
- Average unsubscribe rate 4.16%
- Total Monthly and Solus eDM unsubscribe rate July 2022 to date 7289

Grow your Instagram Audience Competition. Using our audience we have offered partners an opportunity to grow their Instagram account by partnering with DMT in a ‘tag & follow’ competition. Partners have seen a decent growth in followers and value this type of acquisition.

- Overall average growth including DMT 11.84%
- Overall average partners growth excluding DMT 15.26%
- Overall DMT Growth (*in these campaigns, exclude organic growth) 1.6%

INSTAGRAM COMPETITIONS TO DATE

Date	Partners	Original Following	New Followers	Post Campaign Followers	% Growth	Average % Growth
Aug-22	Boathouse Daylesford	2315	594	2909	25.60%	0.26%
	Shizuka Ryokan	2051	534	2585	26.00%	0.26%
	Holgate Beer	10.9	500	11.4	4.50%	0.05%
	DMT Growth	21,211	753	21807	2.80%	0.03%
Average Campaign Growth Total						15.00%
Nov-22	RACV Goldfields Resort	1599	383	1982	23.90%	0.24%
	Big Tree Distillery	5622	358	5980	6.30%	0.06%
	Daylesford Country Retreat	2252	370	2622	16.40%	0.16%
	DMT Growth	22,540	409	22949	1.80%	0.02%
Average Campaign Growth Total						12.00%
Jan-23	CresFest	977	125	1102	12.79%	0.13%
	Creswick Wool	4381	50	4431	1.14%	0.01%
	Amie Brulee	424	88	512	20.70%	0.21%
	DMT Growth	23,419	39	23458	0.20%	0.00%
Average Campaign Growth Total						0.90%

Social Media

Our primary social media objective is to run campaigns that encourage people to visit the region or our partner businesses. Our social media presence has grown impressively by a combined total of 110.1% since July 1st, 2022. We found that utilising reels, moving images, and videos has been crucial in increasing our social media engagement, allowing our channels to reach both followers and non-followers on the platform. Our region's photos and reels are by far the most popular content, with UGC getting the most traction with our audience.

July 1, 2022 - April 1, 2023:

Followers

Facebook: 51,418 to 55,315 (+3,897 / + 7.5%)
 Instagram: 20,500 to 23,957 (+3,457 / +16.4%)

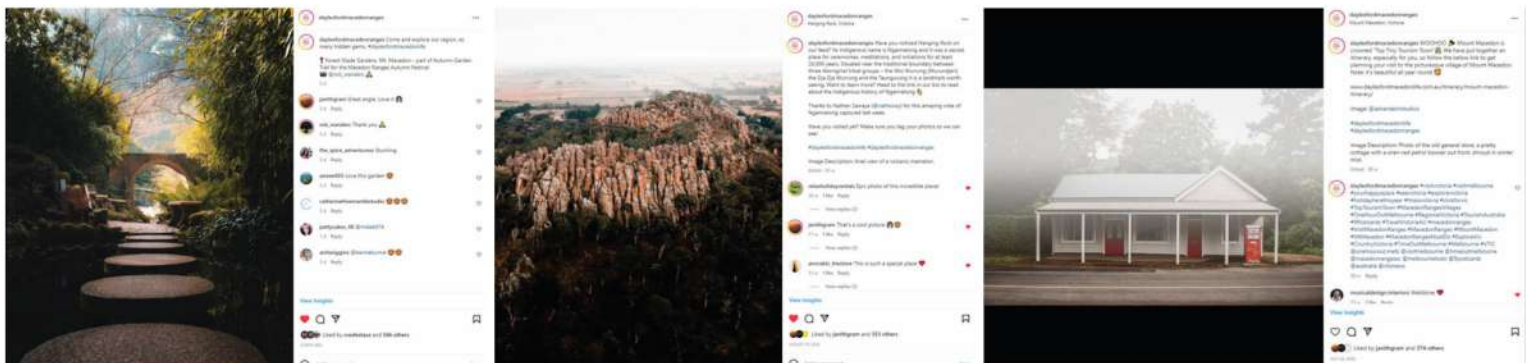
Reach

Facebook: 28,4779 (+ 86.5%)
 Instagram: 117,625 (+23.6%)

INSTAGRAM TOP 3 REELS



INSTAGRAM TOP 3 POSTS



Facebook Account Overview (July 1, 2022 - April 3, 2023)

Posts Published	Total Likes	New Likes	Unlikes	Engaged People
135 <small>+18 15.4%</small>	53,057 <small>+1,601 3.1%</small>	1,794 <small>-1,604 -47.2%</small>	656 <small>-488 -42.7%</small>	36,003 <small>+15,550 76.0%</small>
Total Reach	Organic Reach	Paid Reach	Impressions	Video Views
947,015 <small>+407,467 75.5%</small>	576,767 <small>+46,250 8.7%</small>	378,185 <small>+374,241 9488.9%</small>	1,313,558 <small>+490,529 59.6%</small>	34,808 <small>+31,387 917.5%</small>

3 Most Engaging Posts

3 Highest Reach Posts

3 Most Shared Posts

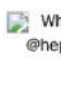





 Share The Love - Royal George Hotel For 160 years The Royal George Hotel on Piper Street, Kyn... 8.3%	 +2 ARTICLE - Pubs The best country pub trail IN THE WORLDprobably... 22,510	 BOREALIS 4/5 BOREALIS on the Lake has launched! Renowned Switzerla... 10
 +1 Event - Chillout CHILLOUT IS NEARLY HERE 🌈 ChillOut Festival is happenin... 7.35%	 BOREALIS 4/5 BOREALIS on the Lake has launched! Renowned Switzerla... 15,451	 +2 ARTICLE - Pubs The best country pub trail IN THE WORLDprobably... 10
 Spa - Hepburn Weekends are for relaxing! Come to Daylesford and the Mac... 6.76%	 ARTICLE Need a chocolate fix? We've hunted down the top 10 hot ch... 12,416	 Thanks to You Hungers for sharing this road trip througho... 10

Instagram Account Overview (July 1, 2022 - April 1, 2023)

Posts Published	Total Followers	New Followers	Impressions	Reach	Profile Views
141 <small>+26 22.6%</small>	23,940 <small>+2,878 13.7%</small>	4,565 <small>-976 -17.6%</small>	1,159,055 <small>+563,396 94.6%</small>	618,366 <small>+272,463 78.8%</small>	30,083 <small>+8,052 36.5%</small>

3 Most Liked Posts

3 Most Commented Posts

 Why not treat yourself this "long weekend" with a soothing soak @hepburnbathhousespa in the beautiful Daylesford and ... 940	 Grow Your Audience Instagram Comp GIVEAWAY ALERT! Are you ready to find out what you will win by simply sharing this post with your friends? We've part... 1,700
 For 160 years The Royal George Hotel on Piper Street, Kyneton, has been serving up hot meals and cold beers to travel... 765	 INSTA COMP November Have you entered? A chance to WIN the ultimate mini-indulge experience valued at over \$770 is as easy as, like, tag &... 1,569
 Regional Inspiration Come and explore our region, so many hidden gems. #daylesfordmacedonlife Forest Glade Gardens, Mt. Macedon - part ... 567	 WIN WILD WINTER GIVEAWAY TIME 🎉 We're doing a giveaway this rainy season 🌧️ with three local businesses to lift your spi... 1,367

PR Highlights

Media event:

Australian Society of Travel Writers (ASTW) lunch

DMT instigated and hosted a lunch with members of the ASTW at Mount Macedon Winery in September 2022. The lunch was co-hosted by Macedon Ranges Shire Council.

11 members attended the lunch - covering a wide range of leading Australian travel outlets including Travel + Luxury (The Weekend Australian), Escape (News Corp), Traveller (The Age and SMH), Australian Traveller and *delicious*.

This was a successful event and directly lead to an article in The Age Traveller. Below are some other great PR wins in the past 12 months:

Article headline: 52 Weekends Away

Media outlet: Good Weekend Magazine - The Saturday Age and Sydney Morning Herald

Date: 8 October, 2022

Topic: 52 top accommodation options - Skyview Bubbletent

Writer: Julietta Jamieson

What: Skyview Bubbletent was features amongst a list of Australia's hottest new accommodation options.

How: DMT worked in partnership with Visit Victoria to pitch this idea and to facilitate a visit from the writer.

Skyview Bubbletent

*Address provided after booking:
(03) 5348 4422; dayget.com.au*

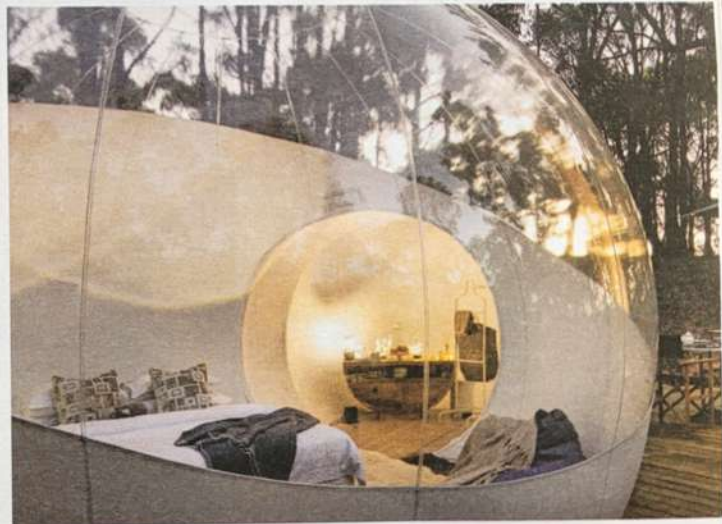
THE LOCATION Found down a country lane with Wombat State Forest a stone's throw away, Skyview Bubbletent is an easy 90-minute drive from Melbourne and less than 10 from Victoria's hot-springs capital, Daylesford. **THE PLACE** Follow the wooden signs down a private gravel drive to a quiet gully at the bottom of an alpaca farm. There lies a fairly light-festooned inflatable igloo surrounded by a sizeable deck with table and chairs, a barbecue, wood-burning heater and equipped outdoor kitchen. Inside, there's a cosy queen bed, a couple of beanbags, warm rugs, some games and snacks. The loo is a portable, the rustic shower well and truly outdoor. It's glamping –

but be sure to bring your camping attitude, especially in the rain.

THE EXPERIENCE There's a childlike playfulness at Skyview Bubbletent, a kind of cubby in the bush for adults. Bring your own eats and drinks, and enjoy the simple sounds of birds and frogs. Sundown can't come quick enough – lying in bed under the transparent dome roof, staring at the night sky, whether star-full or inclement, is spectacular. The owners originally erected the tent for family use in what they felt was the most special spot on their property. And feeling the immediate peace that embraces you here, it's easy to agree – this is a special spot, indeed.

DON'T MISS Take the bucket of feed waiting at the tent's entrance to the alpacas in a nearby paddock. They will gladly be hand-fed. **FROM \$290** a night; two-night minimum stay, three- or four-across some holiday periods.

Julietta Jamieson



PR Highlights

Article: Pie & Tart Trail - Macedon Ranges Autumn Festival

Media outlet: The Herald Sun

Date: 31 March 2022

Topic: Pie & Tart Trail

What: a photo opp in the Herald Sun
How: DMT pitched the idea to the photo desk at the Herald Sun, securing this opportunity. Then worked in partnership with MRSC to coordinate talent and quotes from the Mayor and operators involved.

Boot for fake teacher

Deportation fight fails after years of appeals

AMITY ANDERSON

CONSIDERED front Adam Taylor is set to be deported after the fake teacher failed to convince a judge he should be allowed to stay in Australia on a visa.

The court judge said Taylor was not a suitable person to stay in the country and that he should be deported. Taylor had been in Australia for more than a decade, but his visa was due to expire in 2019. He had applied for a permanent visa, but it was refused. Taylor had been in Australia for more than a decade, but his visa was due to expire in 2019. He had applied for a permanent visa, but it was refused.

Taylor was seen by the court as a person who had been in Australia for more than a decade, but his visa was due to expire in 2019. He had applied for a permanent visa, but it was refused.



FINE RANGE OF PIES AND TARTS

ESCAPE to the countryside and discover the region's Macedon Ranges autumn pie and tart trail. Bakers will open their doors to hungry visitors to indulge on 30 delicious pies and tarts.

Honourary bakery owners Katherine and Anthony Allen will get their hands dirty with the finest local ingredients.

"We are offering our popular Sunday roast pie as part of the trail, which we bake fresh daily each at the Macedon Bakery," Mr Allen said.

An array of events will accompany the trail, including wine tastings, art exhibitions and activities for the whole family.

"There are a host of events involved across the area from classic country functions to coffee dates," Macedon Ranges mayor Justice Anderson said.

"Gardens that with a lot of fine music, food, local wines and a host of the extensive gardens and you have the perfect mix for a relaxing day."

The party trails are available until April 23.

Attacker posed as girlfriend

ALICE BARBER

A JETTED lover posed as his girlfriend to be with the man who he assumed she was cheating with, a court has heard.

Melissa Wain, 36, of Moorabool, appeared in County Court on Tuesday after her ex-boyfriend charged her with assault on October 2020.

The court heard Wain made plans to meet the man he posed as his girlfriend, James Ryan-Pendlebury, with one of his friends and tricked the man into believing she was herself in the bathroom before the assault.

Wain, then 36, had been receiving Ryan-Pendlebury on his girlfriend's phone. The court heard Wain had been lying when she said she had been with Ryan-Pendlebury, with one of his friends and tricked the man into believing she was herself in the bathroom before the assault.

Court documents revealed Wain and Ryan-Pendlebury had been in a relationship for several months before the assault. Wain's lawyer argued that Ryan-Pendlebury's conduct was reckless and that he will be sentenced on July 1.

ONE & ONLY Macedon Ranges, Victoria



THE ONE CELLAR DOOR
What do you get when you combine the award-winning architect of buildings such as MCA and the Bluebird Theatre with a 44-hectare vineyard? You get One & Only, a unique cellar door and restaurant space that makes the most of its Macedon location. It's been a labour of love for Nicola Kotulic and partner Jane Collins, who are just as passionate about creating a restaurant to fit the landscape, as they are about producing exceptional wines. See oneandonly.com.au

THE ONE GARDEN
The Macedon Ranges are renowned for their heritage gardens and fine food. If you're looking for a unique garden to visit, head to the Blue Birdman Farm Glass Gardens. The award-winning garden is popular for its formal, English and cottage gardens, and offers a perfect time to see the children in full bloom. If you're with children, make a booking for the family garden where a lovely Lunch N' Learn is available. See bluebirdgardens.com.au

THE ONE RESTAURANT
Dietary requirements are no problem at One & Only. The kitchen is a true chef's kitchen, and our award-winning chef Erin Thomas and her team of chefs are happy to accommodate any dietary requirements. See oneandonly.com.au

THE ONE ICONIC SITE
Located near the traditional boundary between the Yarra Valley, Wimmera and

Wimmera/Western Victoria wine regions, Hanging Rock is home to the glass between the Yarra Valley and Wimmera. The spot is also regarded as a special place because of its role in the 1960s film 'The Sandlot' and 'The Year of Living Dangerously'. Visit at hangingrock.com.au

THE ONE PLACE TO STAY
To stay at a place as special as its name, check into Homeplace at One & Only. Homeplace is a luxury holiday home with a modern, minimalist design and a stunning view of the Macedon Ranges. See homeplace.com.au

THE ONE ART SPACE
Based in an 18th-century factory on Ripon's historic 'The Street' in regional Victoria's largest pottery precinct, One & Only is a contemporary art space. See oneandonly.com.au

THE ONE MORE THING
There's a great number of small businesses making exceptional spirits, but Andrew is known as a distiller. The founders of the distillery grow many of the botanicals used in their gin, including cowberries and balfour berries. The best way to sample the range is at the distillery store and cocktail bar. See oneandonly.com.au

Article headline: One & Only, Macedon Ranges
Media outlet: The Age - Traveller
Date: 22 October 2022
Topic: top 10 experiences in the Macedon Ranges
Writer: Lindy Alexander
What: full page feature + article replicated online
How: DMT pitched the idea to Lindy Alexander, who pitched the idea to Lindy's editor. DMT then connected Lindy with each of the businesses mentioned.

Social media activation: @Nathsway

Who: Nathan Sawaya of @Nathsway

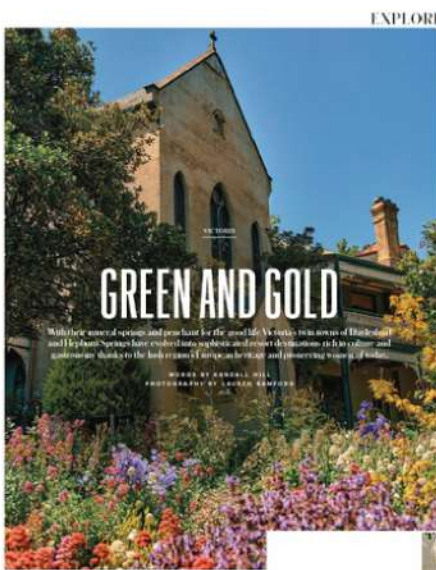
Outlet: Instagram & TikTok

Date of visit: August 2022

Topic: Nathan visited the region capturing footage and images for his Instagram and TikTok accounts. He visited various locations and businesses within both the Macedon Ranges and Daylesford.

Outcome: Nath shared multiple reels and videos of his stay. His Daylesford TikTok video has 244.4k views - one of the highest on his TikTok account.

How: DMT approached Nath asking him if he would like to visit. We then negotiated coverage on his channels in return for accommodation and some meals within the region.



Article: Green & Gold

Media outlet: Travel + Luxury Magazine, The Weekend Australian

Date: 22 April 2022

Topic: a feature length article exploring Daylesford and Hepburn Springs' gastronomy scene and its ties to its Swiss Italian heritage.

What: a 7-page feature

Writer: Kendall Hill

How: This story was secured by Visit Victoria, the writer visited the region in November 2021 and the visit was coordinated in partnership with DMT.



Text from the article: 'I can't think of another country town in Australia where eating and drinking well is such an obsession.' ... 'I would never leave France with all these ideas for restaurants and cafes and bars and hotels, but what I did see this paddock covered in blackberries and grapes and so local stuff at all. And a double little town that was really down at heel. It was worth for this 15-minute stop to see the road at Colindale and the road to the east of the road at Colindale High, surrounded as one of the vineyard schools around. Both then it was a beautiful town of middle-class middle class.'



What's coming up?

As mentioned above, the Destination Management Plan has kicked off and will be a big focus for the team, with engagement with many industry partners.

We are also continuing the work on the transition to Visitor Economy Partnerships (which are essentially super-charged Regional Tourism Boards). As you know, this has been going on a while now, but is finally starting to take shape. Steve will work with DJPR/DJSIR and Council CEOs over the next six months to support the development of an entity that, primarily, supports industry. That has always been our position: any change to the structure of the Regional Tourism Boards MUST have the needs of industry at the forefront. The outcome, we expect, will be an entity that is better funded and better resourced, with a strong governance structure.

Our annual Industry Conference is around the corner on May 15th and has a wonderful line-up you have come to experience this conference.

Finally, we are increasingly focussed on the opportunities around the Commonwealth Games. We're absolutely thrilled that the Mountain Biking events will be held in our region (Creswick) and we will also work with Councils and State Government to ensure there are other legacy infrastructure opportunities. But the most exciting part will be the awareness of our region that the Games will bring, as well as the huge boost in visitation and spend. We'll keep you up-to-date as things progress.

It's been a good year so far. We have achieved a lot, but there is a lot of work still to do.

Thank you again for all your support and professionalism. Let's continue to work together to strengthen our brand, product and visitation.

From the DMT Team and Board