



We market and sell the Yarra Valley and Dandenong Ranges to the visitor, driving economic growth.

Yarra Ranges Partnership Activity Report June 2021



Purpose and Scope of Partnership

To promote the region's wine, food, tourism and agribusiness products in partnership with industry and government to international and domestic markets to promote the Shire of Yarra Ranges as a key tourism destination.

Yarra Ranges Tourism - Mission

To lead collaborative marketing for the Yarra Valley and Dandenong Ranges. Facilitated by effective partnerships that embrace industry diversity to attract, service and retain the visitor.

Report Summary

PARTNERING AGREEMENT

- KPIs, Yarra Ranges Tourism, Yarra Valley Wine Growers Association, Yarra Valley Regional Food Group

BUSINESS PARTNERSHIPS

- Overview

TOURISM CRISIS MANAGEMENT

- Overview

MARKETING

- PR and Media
- Spring Garden Party
- New website
- Digital Marketing
- Business Events
- Off Peak Weddings
- International Program

DIGITAL INFRASTRUCTURE

VISITOR SERVICING & INDUSTRY EXCELLENCE

- Carousels, kiosks, map & trails

INDUSTRY AND STAKEHOLDER ENGAGEMENT

SUSTAINABLE ORGANISATION

- Advocacy

LOOKING AHEAD...

Partnering Agreement

Agreement

Yarra Ranges Council and Yarra Ranges Tourism Ltd entered into a four year partnering agreement from 1 July 2016 to 30 June 2020. This agreement was extended for a further year from 2020 to 2021, the premise of this extension was that the State Government had not announced or released the findings of its Regional Tourism Review.

In April 2021, the State Government released an alternative plan - [Visitor Economic Reform and Recovery Plan](#). This document was an amalgam of the findings of the Regional Tourism Review and the extensive work that was done by all Regional Tourism Organisation's with the State Government to prioritise key actions that would be needed for the economic recovery of the tourism industry from the COVID19 pandemic. In addition the [consultation findings of the Regional Tourism Review](#) were released. Tourism was one of the first industries impacted by the pandemic and will be one of the last to recover.

In June 2021, the State Government put a three year Partnering Agreement in place with Regional Tourism Boards, outlining their desire to continue discussion on the role, value and structure of their proposed Visitor Economy Partnerships model.

Visitor Economy Recovery and Reform Plan



Regional Tourism Review Consultation Findings



The delayed 2020 budget State Budget that was released by the Government in October, a record \$633 Million was announced to support the Victorian Visitor Economy over four years. This sees additional support for a range of programs that Yarra Ranges tourism businesses will benefit from, including:

- Industry Strengthen Programs
- Infrastructure development support
- Destination Management Planning and local area planning

Governance:

- Yarra Ranges Tourism volunteer Board continued to meet online throughout Pandemic with the following positions
 - Independent Chair - James Robinson
 - Yarra Ranges Council Rep - Kathleen McClusky
 - Council Rep - Carl Cowie Nillumbik
 - Skills - Leigh Harry, Ralph Henderson (retired Feb 2021), Michael Hands (from Oct 2020), Kristina Burke (from October 2020)
 - Industry Based Reps - Nicole Esdaile - Wine Yarra Valley, Glenda Noffke - Tourism Network Yarra Valley, Helen Campbell - Dandenong Ranges Tourism, Martin Cheney - Yarra Valley Regional Food Group (retired Oct 2020), Chanmali Tregambe - Nillumbik Tourism Assoc, Cleo Silva - Warburton Valley CEDA

Partnering Agreement Performance Measures

Yarra Ranges Tourism

KPI	Progress updates and comments
<p>Demonstrate that Yarra Ranges Tourism has introduced cost efficiencies and is pursuing a range of funding streams to provide a more balanced proportion of funding sources</p>	<p>Yarra Ranges Tourism continue successful partnerships with two additional Local Governments to promote the Yarra Valley in Nillumbik and Manningham, collectively adding a further \$90,000 in revenue to the organisation.</p> <p>Discussions continue to other Councils including Murrindindi, Casey and Cardinia Councils who have different priorities and smaller visitor economy's within their remit. While Murrindindi signed to participate with Tourism North East (High Country) in 2020 they continue to speak with Yarra Ranges Tourism about supporting the key townships in the south of their municipality.</p> <p>As part of COVID-19 the organisation has applied for all financial assistance available, Boosting Business Cash Flows, Job Keeper, Business Support Fund etc, this saw an additional \$198k received to support our operations.</p> <p>This allowed the Board to offer a 50% hardship discount to our Industry partners for their annual marketing subscription who were effectively closed for the more than 6 months of the financial year. Which saw our Industry income down by 56%.</p> <p>Ongoing, Yarra Ranges Tourism manages a lean and agile budget that puts all major work to three quotes, where suitable capability can be demonstrated.</p> <p>Major procurement for the 2020/21 year included renewing our digital platform and rebuild of our key visitor websites for visityarravalley and visitdandenongranges, we are now working with Roam for this service. In addition to moving to a more sophisticated database management platform, HubSpot. Both of these platforms move our software delivery to a Software as a Service (SaaS) model as opposed to managing in-house.</p>

Partnering Agreement....cont'd

KPI	Progress updates and comments
<p>Demonstrate that Yarra Ranges Tourism has introduced cost efficiencies and is pursuing a range of funding streams to provide a more balanced proportion of funding sources.... continued</p>	<p>Yarra Ranges Tourism continues to support regional advocacy efforts by Yarra Ranges Council and Melbourne's East for funding of key infrastructure projects and programs. This has included meeting with key Ministers, MPs and government decision makers along with our CEO being a representative on the Metropolitan Partnership program and Lilydale Revitalisation Board.</p> <p>The results of these efforts were demonstrated in April when we received the following announcements:</p> <ul style="list-style-type: none"> ● \$2.83 million for a landmark a development at the Dandenong Ranges Botanic Gardens in Olinda – the recreation of Australian Garden by renowned Melbourne landscape designer Phillip Johnson will bring to life the display that won the “Best in Show” at the famed Royal Horticultural Chelsea Flower Show in 2013. Article featuring our new Australian Garden in Dandenong Ranges: The Age online ● \$3.35 million for the Yarra Valley Trail Northern Loop. The Yarra Valley Trail is a major tourism infrastructure project that will connect Lilydale to Yarra Glen to Healesville, and eventually Warburton with a shared trail for walking and cycling. The northern loop provides Yarra Valley Trail users easy access to tourism destinations to the north and east of Yarra Glen including some of the best local produce destinations that the Yarra Valley has to offer. ● \$2.3 million to improve visitor facilities including BBQs, picnic areas and car parks at the Warburton Redwoods Experience ● \$1.5 million "Big Jeezley" Raptor Rehabilitation Facility at Healesville Sanctuary, a first of its kind in Australia, the newly designed exhibit will allow visitors to view raptors in a beautiful state-of-the-art facility as they rebuild their strength and stamina during their rehabilitation

Maintain participation numbers of those subscribing to Yarra Ranges Tourism annual partnership packages
 Increase tourism marketing partners by 10 by the concluding year of the Agreement

With the the ongoing Pandemic our focus shifted from increasing total number to maintaining. With ongoing uncertainty of how many businesses would survive the devastating impacts of the prolonged lockdowns.

Overall, Partner numbers prior to the Pandemic had increased by 17% since the inception of this agreement started in 2016.

In 20/2, Partnerships numbers were maintained despite the industry largely being closed for 6 months of the year due to Government restrictions associated with the Pandemic, year-end Partners Totals were 446, 9.6% up on the previous year. In this period we welcomed 36 new Partners, while 32 Partners were lost citing the Pandemic as their key reason

	<u>16/17</u>	<u>17/18</u>	<u>18/19</u>	<u>19/20</u>	<u>20/21</u>
Marketing	334	303	355	393*	446
Trade	20	13	20	23	10
Total	354	316	373	416	456

**Increase due to new Partners buying into new Off-Peak Weddings Program*

Increased levels of matched funding for collective marketing initiatives from local businesses and industry associations

The key areas that Yarra Ranges Tourism seeks matched funding from industry include: Official Touring Maps, Off Peak Weddings, International Program Digital Advertising, Business Events Program.

As the Board offered a 50% hardship discount to our Industry partners for their annual marketing subscription our Industry income down by some 56%.

A significant selling point for our industry to participate continues to be that for every dollar an industry Partner invests is leveraged three times due to the collective marketing model that Yarra Ranges Tourism manages which includes strong support from local and state government.

Partnering Agreement.....cont'd

KPI	Progress updates and comments
<p>Improve digital capabilities with website hits and time-on-page to maintain a top ranking website for the region</p>	<p>Yarra Ranges Tourism Operates several websites in its role for the region all which have a high search ranking. These include: visityarravalley.com.au visitdandenongranges.com.au yarravalleybusinessevents.com.au visityarravalley.cn Visitwarburton.com.au offpeakweddings.com.au All web pages consistently rank number one on the top search engines. Combined these sites generated annual page visits of 2.998M down from 4.26M (YE20) and down from 4.82 Million (YE19), these results continue to be impacted by COVID-19. Our Social Media activity through Facebook and Instagram however continues to grow with a reach of 4.86 million over the past year. This highlights the changing way consumers are seeking their information the importance of dedicated social media strategies.</p>
<p>Delivery of consistent communication through monthly enews, bi-monthly CEO updates, annual industry summit and briefing at industry networking events:</p> <ul style="list-style-type: none"> ● Open rate of monthly eNewsletters around 40% ● Maintain a comprehensive database 	<p>Yarra Ranges Tourism is committed to communication with our industry. Our industry newsletters includes regular updates on workshops, news, happenings in the region, marketing opportunities and our bi-monthly CEO report which covers all our strategic activities and outcomes aligned to our one year action plan. Open rates averaged at 37%, with the highest rates reaching 49% during the past year.</p> <p>Our database received constant maintenance as there has been significant personnel change in the region over the past year.</p> <p>To ensure industry partners fully utilise their partnership benefits each business also received at least 12 additional reminders on their benefits throughout the year by email or SMS.</p> <p>Our consumer communication is also an important tool in visitor attraction, and includes our Weekly What's On and 3 Ways to Find Your Self eDM's. The average open rates were 24%. Which is above industry benchmarks of 20%.</p>

Partnering Agreement.....cont'd

KPI	Progress updates and comments
<p>Increased product packages developed and marketed targeting specific consumer segments: Create and deliver an average of five new product packages annually</p>	<p>The model of trails that has been developed continue to be highly popular with industry and visitors. Trails continue to be distributed at 27 point of sale displays across the region.</p> <p>Our marketing team has taken back editorial control over these trails so that we can increase the consistency of delivering a new trail every quarter. Therefore avoiding lengthy delays of clusters of businesses not committing to be involved by the deadline. These trails continue to provide a strong focus for our quarterly public relations activity. Highlights for the past year included the:</p> <ul style="list-style-type: none"> ● Wander to Warburton Trail ● Alternative Taste Trail which also benefited from significant retail purchases through our Regional Pantry initiative. ● The Dandenong Ranges trail was delayed due to the June 9 Storm event. ● The Picnics and Views were updated for the Yarra Valley and Dandenong Ranges ● We also delivered a cheeky April Fools day trail encouraging visitors to use public toilets align the Wabtruton Hwy. ● Canned Summer trail
<p>Deliver an approach to food tourism marketing including:</p> <ul style="list-style-type: none"> ● Create and deliver a minimum of five new food trails by the final year of the Agreement ● Integrates digital food trail marketing activities with the regional platforms of Yarra Ranges Tourism ● Deliver an advertising campaign to promote Farmers Markets in the region to drive consumer urgency to visit the Yarra Valley, Warburton Valley and Dandenong Ranges 	<p>Yarra Ranges Tourism has a continued focus on promoting the food tourism narrative for the Yarra Valley. The public relations activity associated with our Top Trails continue to augment this brand pillar of the region. This was a major focus our Spring Garden Party activation online featuring segments from food writer and personality Julia Ostro.</p> <p>We have continued to support and enable the Yarra Valley Regional Food Group and other markets to be a feature within our Weekly What's On. This is supported by ongoing journalist famils. Mid-week campaigns, where postponed due to the lockdowns and business restrictions in place.</p> <p>The Regional Pantry online store also provided an outlet for partners food and beverage sales in the digital realm, commission free.</p>

Partnering Agreement.....cont'd

KPI	Progress updates and comments
<p>Delivery of an annual strategic action plan that captures all industry activities to market the region. This should include Local Tourism Associations, YVWGA and YVRFG</p>	<p>Each year Yarra Ranges Tourism develops a detailed One Year Action plan, Industry Rep Directors on our Board are able to provide input on their activities for inclusion. It is noted that no further input is generally added from these groups regarding their plans. For 2020/21 a one year Recovery Action Plan has been developed that has aligned with the State approach of all Regional Tourism Boards.</p>
<p>Application of the Tourism Events Grant Program towards new and repeat events that attract visitation to the region and promote the region</p>	<p>Yarra Ranges Tourism meets regularly with event organisations to attract, support and mentor regional events for the Yarra Valley and Dandenong Ranges. However, minimal proposals were tabled during the year due to the pandemic. Sponsored events during the past year have included:</p> <p>Yarra Valley Writers Festival Yarra Valley Operar Festival</p> <p>Unfortunately, these events were required to go online due to lockdowns.</p> <p>In addition support was offered for the Giro della Donna to further grow their Piccolo family event.</p> <p>The annual funding for events has been crucial for more events in the region Events Sponsored since 2016 include:</p> <ul style="list-style-type: none"> ● Yarra Valley Wine and Food Festival ● Secret Gardens of the Dandenong Ranges ● Targa Florio ● Giro della Donna ● Rone 'Empire' ● Yarra Valley Harvest Run ● Warburton Trail Fest ● Yarra Valley Opera Festival ● Yarra Valley Chardonnay Symposium ● Yarra Valley Writers Festival ● Cherry Hill Blossom Festival and Lunar New Year Festival

Partnering Agreement.....cont'd

KPI	Progress updates and comments
<p>Monitoring of the KPIs for the YVWGA and YVRFG relating to their tourism marketing activity and included in six monthly update reports to the Council</p>	<p>Yarra Ranges Tourism has included a position for a representative Director on its Board from YVWGA and YVRFG. Each organisation successfully fulfilled this role, through Primary and Alternative Directors at different stages.</p> <p>Each association is also provided an opportunity to give updates on their activities at our Board meetings, through verbal and written formats.</p> <p>In addition positions have been extended on our Marketing Sub Committee and quarterly catch-ups are held with all local associations working in the visitor economy to discuss issues and opportunities with the Yarra Ranges Tourism team and learn of our upcoming marketing and program activity. Not all groups send a representative to these forums on a consistent basis.</p>
<p>Use the Council logo to acknowledge Council's sponsorship on the regional marketing websites and subject to prior agreement with Council, on nominated marketing collateral to promote the region</p>	<p>The Council logo is used on all key marketing documents, including: Presentations to Industry, Walks and Rides Maps, Various marketing material as appropriate, CEO report to Industry, Website, Digital Visitor Information Kiosks in street locations.</p> <p>In addition Yarra Ranges Council is always recognised by our Chair and CEO at formal presentations.</p>

Partnering Agreement.....cont'd

Our Visitors - YE June 2020 and Predicted Impacts of COVID-19

Visitation Summary*											Economic Predictions vs 2019**			
											Spending and total jobs			
Estimates (000s)	2016	2017	2018	2019	2020	2021	AAG 16/21 p.a.	YoY % Change 19/20	% Share Regional Vic	% Share Reg Vic Change 19/20	20/21 Fast -25 %	20/21 Slow -37%	22/23 Fast 6%	22/23 Slow -7%
Domestic Overnight Visitors	596	681	630	762	631	551	-2%	-13%	4.2%	-28%	n/a	n/a	n/a	n/a
Domestic Visitor Nights	1,397	1,558	1,607	1,879	1,404	1,381	-0%	-2%	3.3%	-26%	1922	1580	2758	2326
Domestic Daytrips	3,978	3,584	3,844	4,616	3,587	2,489	-9%	-31%	10.3%	-46%	4902	4325	6343	5767
Int'l Overnight Visitors	42	47	45	49	46	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Int'l Visitor Nights	740	829	882	1,067	735	n/a	n/a	n/a	n/a	n/a	548	411	1140	1371
Int'l Daytrips	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

*source NVS and IVS June 2021, **Decisive Consulting impact analysis on the Yarra Valley & Dandenong Ranges (June 2020)

Partnering Agreement....cont'd

Agreement Performance Measures

Yarra Valley Wine Growers Association



KPI	Progress updates and comments
Integration of wine tourism activities and initiatives in the Yarra Ranges Tourism Strategic Plan and Annual Action plan as related to the marketing of the region as a premier wine destination for visitors	In a year that was significantly impacted by lockdowns there have been limited opportunities to work on marketing initiatives. There has been cross-promotion of Fireside Yarra Valley and participation by our Committee and Executive in the YRT Marketing Sub Committee in FY21.
Enhances inbound marketing tactics through use of Search Engine Optimisation, and digital media to grow consumer database annually by 10%	The new Wine Yarra Valley new website was launched in FY21 with significantly enhanced SEO features. Our consumer database grew over 15%.
Develops compelling content and distribute through digital communications platforms and integrates with the regional digital platforms of Yarra Ranges Tourism	The digital marketing strategy in FY21 achieved our highest level of engagement. This was lead by interaction with our event Fireside Yarra Valley achieving 1.5M impressions and over 26K website visits over a 3 week period.
Develop and implement a marketing strategy that targets Chinese tourists and the Melbourne Chinese Community, which enhances the Yarra Valley reputation and attracts visitation	The YVCR Project has been completed. In response to the pandemic, activity on the WeChat and Mini Program accounts was targeted to Australian-Chinese and Chinese living in Melbourne and Sydney. Legacy assets have been shared with industry and are available to download.

Partnering Agreement....cont'd

Agreement Performance Measures

Yarra Valley Wine Growers Association



KPI	Progress updates and comments
<p>Uses the Council logo to acknowledge Council's sponsorship on the YVWGA website and subject to prior agreement with Council on nominated marketing material to promote the region</p>	<p>The logo will continue to be displayed on the website of Wine Yarra Valley and on promotional material where appropriate and approved by Council.</p>
<p>Provide timely advice and information to Yarra Ranges Tourism to enable Yarra Ranges Tourism to fulfil its obligations to the Council (including but not limited to information which provides details about the expenditure of the proportion of the grant allocated to it)</p>	<p>An interim report was supplied in February 2021. Further reporting to Board meetings was conducted through the Industry Partner Update. Nicole Esdaile made a positive impact on aligning work wherever possible and generating better link between the Committee and Board.</p>

Partnering Agreement....cont'd

Agreement Performance Measures

Yarra Valley Regional Food Group



KPI	Progress updates and comments
Integration of food activities and initiatives in the Yarra Ranges Tourism Strategic Plan and Annual Action Plan as related to the marketing of the region as a premier food destination for visitors	Any opportunities are circulated to our members as they arrive. We need to be kept updated of future events
Promotion of the monthly Yarra Valley Regional Farmers' Market using a variety of marketing mediums	<p>We advertise in both print media and social media (Facebook & Instagram) also on any websites that we can promote. This market is included in several blogs and is a regular inclusion in the weekly 'What's On'.</p> <p>The Farmer's market was given notice by Yering Station to vacate their original site in July 2020, ending an arrangement in place since the markets establishment in 1998.</p> <p>A new market location has been established at Punt Road Wines. The Committee spend significant time via phone and emails to secure a new venue. This new site obtained planning approval however as a result of the new permit requirements the market is costing significantly more to run. An additional request for Council support to cover these costs was made which was unsuccessful.</p> <p>Lockdowns continued to make running the market over the past year very inconsistent.</p>
Uses the Council logo to acknowledge Council's sponsorship on the YVRFG website and subject to prior agreement with Council on nominated marketing material to promote the region	Ongoing on the YVRFG website and the members brochure

Partnering Agreement....cont'd

Performance Measures - Unofficial

Warburton Valley CEDA Support



Whilst not part of our current funding agreement KPIs, Yarra Ranges Tourism has recognised the importance of delivering specific outcomes and support for the Warburton Valley as a sub-region of the Yarra Valley brand.

Yarra Ranges Tourism has worked collaboratively with the nominated representative on our Board to ensure a two-way communication channel.

The Warburton Valley boasts significant natural assets that are key to our overall work in marketing the region.

Initiative	Progress updates and comments
Weekly What's On	Regularly include content that encourages the dispersal of the visitor to key attractions and activities in the Warburton Valley who register with the Australian Tourism Data Warehouse.
Blog and Content Program	Yarra Ranges Tourism has a dedicated blog program that regularly features things to do and see around the Warburton Valley.
Web Support	Through our ownership of visitwarburton.com.au we have fully supported the infrastructure development, hosting and maintenance of a specific sub region platform annually. This platform benefited from our re-launch of the visitor sites and is now incorporated as part of the main system that takes direct feeds from the Australian Tourism Data Warehouse and includes all content front eh yarra Valley and Dandenong Ranges. The provision of this support is conservatively valued at between \$12-15,000 per annum. This has seen the site continue to be the number one search result on Google for the keyword Warburton. Warburton natural assets and partners have been included in a wide range of blogs and itineraries, including a new comprehensive 'Road Trip' section and also the very successful Wander to Warburton Top Trail.
CEO and Chair Business Visits	Unable to take place in the year due to COVID.

Partnering Agreement....cont'd

Initiative	Progress updates and comments
Event attraction and retention	<p>Events cash funding and in-kind marketing support has been provided to:</p> <ul style="list-style-type: none"> ● Giro della Donna ● Warburton TrailFest
Visitor Servicing	<p>Whilst Warburton Valley CEDA operate their own dedicated tourist map, Yarra Ranges Tourism continue to support its development to align the branding of the the region through subsidising graphic design features and map content. A Digital Visitor Information Kiosk has also been installed the Warburton main street.</p>
Illustrated Trails	<p>Businesses and attractions from the Warburton Valley have been included in the trails for:</p> <ul style="list-style-type: none"> ● Golf ● Top Family Attractions ● Too Views ● Picnics ● Wander to Warburton <p>These trials are distributed across the region and major railway stations. Opportunities have been offered to many other businesses.</p>
Walks Map and eGuide	<p>A series of detailed walk maps have been developed to support visitor servicing in the region that is supported by an eGuide with more detailed description of over 200 walks, with a large proportion of content on the Warburton Valley and surrounds. Walk eGuide continues to be the top purchased item on our Regional Pantry since its launch.</p>
Off Peak Weddings	<p>Four quarterly eMagazines “Getting Hitched Your Way” have been released featuring content on the Waburton Valley and operators such as celebrants and venues. This activity continued throughout lockdown and continues to grow its following.</p>
Journalist Famils	<p>Yarra Ranges Tourism hosts a range of influencers and media who have regularly been invited to experience attractions in the Warburton Valley. Predominantly associated with the Wander to Warburton Trail.</p>
International Mentoring and Famils	<p>In abeyance whilst international borders closed.</p>

Partnership Overview & Industry Engagement

The Pandemic has caused significant hardship to the tourism industry, as one of the first industries impacted as soon as international and state borders closed and is likely to be one of the last to fully recover.

In recognition of this, Yarra Ranges Tourism continued to deliver its marketing Partnership Program whilst businesses were in hibernation. Until they were in a position to trade again our Partnership Program offered all business a 50% Hardship Discount for the 2020-21 financial year.

This came at as a cost that was directly absorbed by Yarra Ranges Tourism, given the majority of our operations and support for business continued during the first six months of the financial year when businesses were profoundly impacted by the business restrictions and lockdowns.

Annually we develop a [Partnership Prospectus](#) for Industry to buy-in to our activities to collectively promote the region. This runs to the financial year.

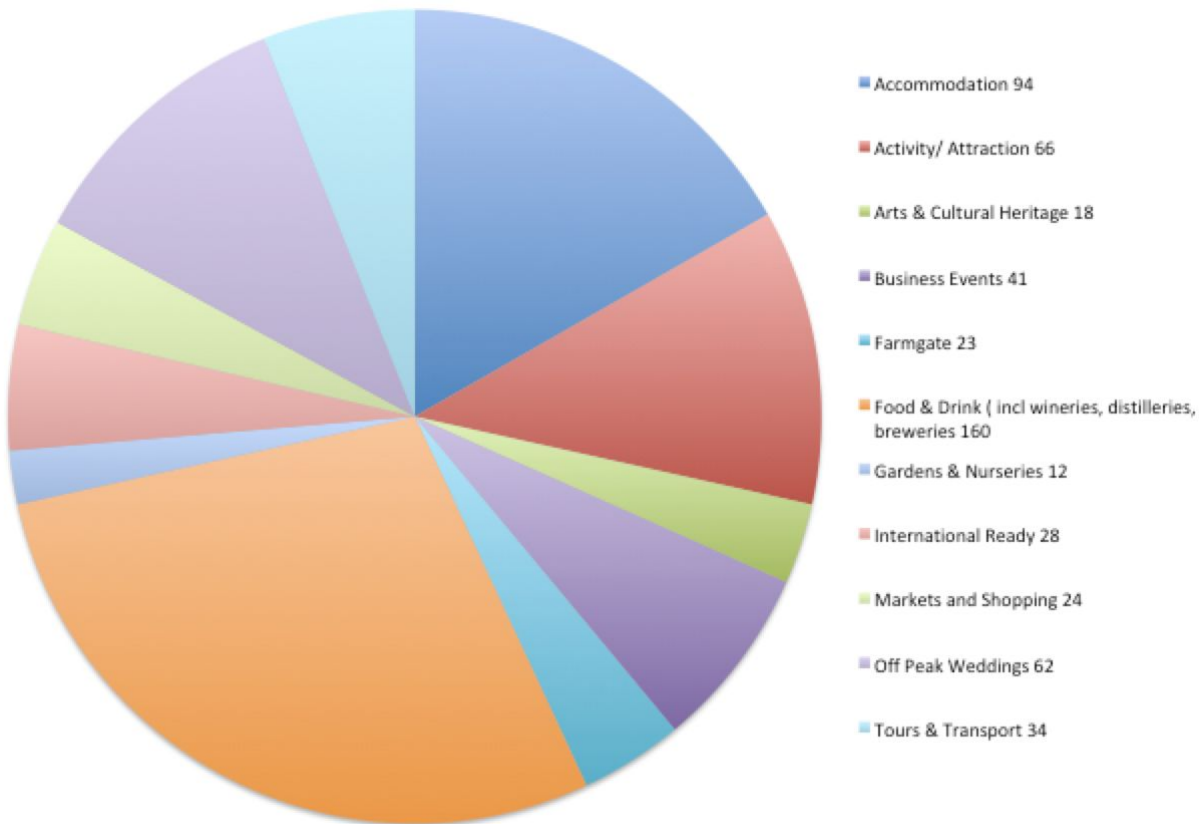
Signed up partners receive a loyalty sticker for the business each year along with supply of touring maps and themed illustrated trails to assist visitors to navigate the region, dispersal of visitation throughout the Yarra Ranges, increase spend and repeat visitation.



Partnership Overview & Industry Engagement

2020-2021 Chart of Partners by Industry Category

Note: some business will appear in multiple categories eg: De Bortoli Wines will be in Food and Drink, Weddings, Business Events, International Ready



SUPPORT FOR TOURISM BUSINESSES

Yarra Ranges Tourism extended the offer to renew all existing businesses partnerships from for 20-21 with a renew now pay later option. As lockdowns extended in to Q3 & Q4, the Yarra Ranges Tourism Board offered to waive 6 month partnership fee as a Pandemic Hardship Support Package.

We feel it will be as important as ever that businesses are prepared to continue to invest in regional tourism, marketing a promotion. Existing and new business partners will also benefit from the free ATDW listings as sponsored by the Victorian Government that are currently being promoted across the region.



Partnership Overview & Industry Engagement

- There were 307 Tourism Partners within the Yarra Ranges Council region (Businesses are listed pages 19-23).
- Fourteen of these businesses closed during the 2020-21 FY citing COVID -19 Pandemic
- Yarra Ranges Tourism will usually host three B2B networking events held in autumn, spring and at Christmas to engage and connect the region's tourism industry, plus an Annual Tourism Industry Summit. These were not able to take place due to Coronavirus restrictions - lockdown and social distancing. Nor did the Board of Yarra Ranges Tourism want to risk hosting a potential super - spreading event that could result in regional operators being forced into quarantine and further shutdown of industry.

The following events were postponed due to COVID-19:

- Inclusive Tourism Workshop- “Good Access is Good for Business” originally scheduled to take place in June but was moved to 14 September 2021. Outcomes will include a toolkit for tourism business.
- Annual Industry Summit, 3 June 2021. The keynote presentation by Hugh van Cuylenberg from [The Resilience Project](#) was able to be delivered online to 64 attendees and this highlights relevant and engaging session was available as a record for a further 8 weeks.



WHO WE ARE

Yarra Ranges Tourism (YRT) is the peak tourism body for the Yarra Valley and Dandenong Ranges. Operating as a not for profit business with support from official state and national tourism agencies, all investment goes to marketing and promoting the region. This enables us to deliver high-value marketing and public relations at highly subsidised rates.

YRT has five key funding partners: Visit Victoria, Yarra Ranges Council, Nillumbik Shire Council, Manningham City Council and, most importantly, YOU - local tourism businesses.

This collaborative approach means that we can deliver powerful “always-on” marketing and promotional activities that your business can actively participate at a level that suits you.

VISION

Through Yarra Ranges Tourism’s leadership, the Yarra Valley and Dandenong Ranges will be Australia’s preferred destination for integrated food, wine, cultural, nature and activity-based experiences.

MISSION

As the lead tourism organisation, Yarra Ranges Tourism will market and facilitate the development of the Yarra Valley and Dandenong Ranges visitor economy, maximising the economic and social benefits that flow to the region.

WHAT WE WANT TO ACHIEVE

- A captivating region that refreshes its experiences and is known for renewal
- A seven day a week visitor economy
- Quality tourism infrastructure that supports a sustainable destination
- Economic prosperity that supports career pathways for locals
- Sustainable recovery as quickly as possible
- Connecting local business to global markets, interstate and international



Yarra Ranges Business Partnerships (1)

1000 Reasons B&B
A Bit of Jam and Pickle
A Yarra Valley Tour Guide
All Access Tours (closed 2021)
Alpaca Ridge
Alpine Retreat Hotel
Arcadia Cottages
Alowyn Gardens and Nursery
Araluen Boutique Accommodation
Australian Rainbow Trout Farm
Babaji's Kitchens
Badger Creek Blueberry Farm
Balance Mountain Day Spa & Retreat
Balgownie Estate Vineyard Resort
Barrique Wine Store
Beechworth Bakery
BIG4 Yarra Valley Park Lane Holiday Park
Bluehills Berries & Cherries
Blue Lotus Water Garden
Boat O'Craigo
Bianchet Winery
Big Grape Winery Tours
Billabong Falls B&B
Boxhill Institute Lakeside Conference & Events
Brumfield Winery & SlaqBrewing
Bulong Estate
Burrinja Cultural Centre
Cabn Allira
Candlelight and Twilight Cottages
Carriage Cafe Seville
Cameo Cinemas
Charnwood Cottages
Chateau Yering
Chestnut Glade
Cherry Hill Orchards, Maroondah
Cherry Hill Orchards, Wandin
Chestnut Glade
Chirnside Park Country Club
Chum Creek Horserides & Huts
Clarendon Cottages
Cloudehill Gardens & The Diggers Club
Cog Bikes Australia Monbulk
Cog Bikes Australia Warburton
Coldstream Brewery
Coldstream Hills
Como Cottages
Coombe Yarra Valley
Copperfields Restaurant
Corniola Wines
County Place, Kalorama
Craft Markets Australia, Yarra Glen
Creswick Wool Healesville Store
Cuckoo Restaurant (closed 2021)
Dalblair Bed and Breakfast
Dandenong Ranges Community Bank - Upwey
De'Vine Escape
Deloraine Homestead
Napoleone Ciderhouse
Dixiglen Farm Accommodation
Dixons Creek Cafe Bar & Grill
Domaine Chandon
Dominique Portet
De Bortoli Wines Yarra Valley
Driven Indulgence
Eastwood Golf Course
Elle Naturale
Elmswood Estate
Enclave Healesville Holiday Park
Fergusson Wines
Ferry Creek Kitchen (closed late 2020)
Five Oaks Vineyard
Foothills Conference Centre
Four Pillars Distillery
Galoglen Farm Cottage
Gardiners Run Golf Course

Yarra Ranges Business Partnerships (2)

Geppetots Workshops Sassafras
Get Around Healesville
Giant Steps
Girt by Dirt
Gladysdale Bakehouse
Global Ballooning
Graceburn Wine Room (closed)
Gracehill Bed & Breakfast
Grants on Sherbrooke
Greenstone Vineyards
Healesville No 7
Hazelwood Cottage
Healesville Apartments
Healesville Garden Accommodation
Healesville Glassblowing Studio
closed to public
Healesville Grand Hotel
Healesville House
Healesville Hotel
Healesville Motor Inn
Healesville Picnic Races
Healesville Sanctuary
Heartswood Restaurant
Hedgend Maze (closed)
Helen and Joey
Herd Cafe/ Bar
Hollyville Cottage
Home Farm Healesville
Honeyeater Cottage
Hop Hen Brewing
House on Maddens (closed 2020)
Immerse Yarra Valley
In the Valley
Infotrek
Innocent Bystander
Jay Berries
Just Words Healesville
Kangaroo Ridge Retreat
Karwarra Australian Plant Garden
Kookaberry Strawberry Farm
Kuranga Native Nursery
Langbrook Estate Cottages
Larnook at Sherbooke
Lavender Farm Accommodation
Leaffield Cottages
Left Bank Design
Levantine Hill
Lilydale Motor Inn
Lilydale Pine Hill Caravan Park
Lochiel Accommodation
Loft in the Mill
Look at Media
Lonsdale Park on the Yarra (closed)
Lubra Bend Landscapes
Lyrebird Cottages
Maddens Rise Wines
Mandala Wines
Mangana Olinda
Many Hands Wines
Mary Eats Cake
Marybrooke Manor
Matilda Bay
McKenzie's Tourist Services
Medhurst Wines Meletos
Miss Marples Tea Rooms
Mist @ Olinda/ Cafe Vireya
Monreale Cottages
Mont De Lancey
Mt Dandenong Bakery
My Little Kitchen
Myers Creek Cascades
Nancy's of the Valley
Natskin Day Spa
Nourish Day Spa
Oakridge Wines
OBG Productions
Olinda Country Cottages
Olinda Tea House
Olivia's in the Forest

Yarra Ranges Business Partnerships (3)

Olivia's in the Forest
One Hour Out
Oscars on the Yarra
Murphy's of Healesville
Paperbark Café at Kuranga Native Nursery
Payne's Rise Winery
Payten & Jones
Perpetual Expressions
Piggery Café at Burnham Beeches
Pimpernel Vineyards
Pooches & Pinot
Projekt 3488
Proserpina Bakehouse
Puffing Billy Railway
Punt Road Wines
RACV Country Club Healesville
Ranges Café
Ranger Dan's Eco Adventures (closed)
Raynella Alpaca farm
Rayner's Orchard
Rex's Yarra Valley House
Rick Liston Photography
Ripe Cafe
Risehill House Kalorama
RL Chapman and Sons(Chappies)
Rochford Wines
Romantic Nursery - Herb and Chilli Festival
Round Bird Cant Fly
Rustic Refuge Retreat Guesthouse
St Huberts
St Ronans
Sanctuary House Resort Motel
Sanctuary Park Cottages
Sanders Apples
Seasons Restaurant
Seville Estate
Seville Hill
Sherbrooke Art Society
Shortlist Private Tours
SkyDive Yarra Valley
SkyHigh Mt Dandenong
Sir Paz Estate
Smaller Wineries
Squitchy Lane Vineyard
Soumah Wines
Steeles Creek Estate
Steels Gate Wines
Stella Tours(closed 2020)
Stonehurst of Sassafras (closed 2021)
SUP Yarra Valley
Sutherland Estate
Tall Trees Studio
Tarra Lane Cottages
TarraWarra Estate
TarraWarra Museum of Art
Taste Yarra Valley
Tea Leaves Australia
Terminus Hotel Healesville
Tesselaar Flowers Tulip and Kabloom Festivals
That Little Brewery / Ginfinity/ Killik Rum
The Big Bouquet
The Burrow at Wombat Bend
The Cellar Door, Healesville (closed)
The Deli Platter
The Farmhouse at Meletos
The Gallery B & B Olinda
The Gatehouse at Villa Raedward
The High Tea Mistress
The Little House on the Hill
The Riverstone Estate
Tokar Estate
Tommy Finns Trout Farm
Tramonto Kitchen Bar & Kitchen
Trees Adventure
Tuck Inn/ The Mechanics Hall

Yarra Ranges Business Partnerships (4)

Upwey Belgrave RSL- Running Rabbits Military Museum
Upper Yarra Community Arts Centre / The Memo Healesville
Vines Restaurant at Helen's Hill
Wandin Blacksmithing Group
Warburton Adventure Company
Warburton Arts Centre
Warburton Golf & Sports Club
Warburton Holiday Park
Warburton Lodge
Warburton Motel and Bike Hire
Warramunda Estate
Warratina Lavender Farm
Watts River Brewing
Wiggley Bottom Farm
Wild Orchid Olinda
Wild Wombat Winery Tours(closed 2021)
Whispering Hills
Woolrich Garden Accommodation
Wombat's Chai
Yarra Flats Bakery
Yarra Gables Motel
Yarra Ranges Life TV
Vines Restaurant at Helen's Hill
Wandin Blacksmithing Group
Warburton Adventure Company
Warburton Arts Centre
Warburton Golf & Sports Club
Warburton Holiday Park
Warburton Lodge
Yarra Publishing
Yarra Ranges Country Apartment
Yarra Ranges Estate
Yarra Valley A2B 43
Yarra Valley Artisan Baker
Yarra Valley Aviation (Lilydale Airport)
Yarra Valley Bike Hire and Tours
Yarra Valley Cellar Door (closed in 2020)
Yarra Valley Cherries
Yarra Valley Chocolaterie & Ice Creamery

Yarra Ranges Business Partnerships (5)

Yarra Valley Dairy
Yarra Valley Equestrian Experience
Yarra Valley Estate
Yarra Valley Flight Training
Yarra Valley Game Meats
Yarra Valley Gas
Yarra Valley Gateway Estate
Yarra Valley Getaway
Yarra Valley Grand Hotel Yarra Glen
Yarra Valley Gourmet Foods
Yarra Valley Laundry
Yarra Valley Lodge
Yarra Valley Motel
Yarra Valley Pasta
Yarra Valley Pet Resort
Yarra Valley Racing
Yarra Valley Regional Food Group
Yarra Valley RideShare
Yarra Valley Tea Company
Yarra Valley Trading Company
Yarra Valley Tours & Transfers
Yarra Valley Touring Company
Yarra Valley Wine Tasting Tours
Yarra Yering Vineyard
Yarrowood Estate
YAVA Gallery & Arts Hub
Yering Farm Vineyard and The George Accommodation
Yering Gorge Cottages at The Eastern Golf Club
Yering Meadows Golf Club
Yering Station
Yering Station Farmers' Market
Yileena Park
York on Lilydale
Your B&B Angels
Zonzo Estate

KEY STRATEGY AREA: TOURISM CRISIS RESPONSE & RECOVERY

MANAGE IMMEDIATE ACTIONS AND PLAN RECOVERY FOR COVID-19

- 1. Establish Special Sub Committee of Board to take a leadership role*
- 2. Assess direct and indirect economic impacts to local business & employment and advocate to Government for appropriate support and funding*
- 3. Keep up to date with latest government announcements impacting business*
- 4. Communicate to Industry key information relating to the crisis*
- 5. Identify key stimulus strategies when safe to do so and plan for recovery of region*

The Tourism Crisis Response and Recovery Sub Committee of the Yarra Ranges Tourism Board was formed to address the issues and actions at hand to deal with COVID-19 and met weekly throughout the first six months of the financial year before disbanding as the industry opened up again.

Communication to and from industry remained the key focus during this period of the COVID-19 crisis. With weekly communications going to industry that included all the latest information for business relating to restrictions and re-opening, support by a video message from the CEO.

The period saw a strong focus on gathering insights from the region through the CEO into a Statewide Tourism Recovery Working Group that was being developed in tandem with Government and Visit Victoria. The outcome of which saw a record \$465M four year recovery package announced at the October State budget to support the tourism sector.

Yarra Ranges Tourism promoted several key advocacy initiatives in the lead up the Budget, including our MP roundtables with the Government and State Opposition, which included business leaders from our key sectors such as Major Attractions, Tours, Transport, Accommodation, Cafes and Restaurants. These were attended by the Minister for Tourism The Hon Martin Pakula, the Deputy Premier The Hon James Merlino, Member for Eltham Vicki Ward and Member for Yan Yean Danielle Green, in the hope that our industry helped influence its position and the response by the Crisis Committee of Cabinet and the recovery programs likely to receive funding.

The Sub Committee also commissioned Decisive Consulting to prepare a Regional Economic Impact Assessment of COVID-19. Indicating that across the region there is likely to be between 2400-3400 job losses, with expected recovery to take up to 2023/24. The final report supported statewide advocacy with other regions to support tourism businesses.

Tourism Crisis Response & Recovery cont'd

Yarra Ranges Tourism one year Recovery Action Plan focussed on what could be delivered with current resources and identified a significant program of recovery initiative to support the region that will require further funding to be achieved.

The Recovery Plan is focussed on the following pillars:



Recovery Mission 2020/21

To lead regional tourism recovery of the Yarra Valley and Dandenong Ranges to get back to work and back in business, as safely and quickly as possible:

- Stimulating demand through marketing and events
- Supporting consistent and safe supply of product to the visitor
- Delivering business support to keep businesses surviving and then thriving through sustainable growth
- Advocating for appropriate government support for new infrastructure and business support programs
- Strengthening Partnerships with all levels of government and industry to achieve shared recovery outcomes

Economic Impacts of COVID-19

Yarra Ranges Tourism released the report it commissioned by Decisive Consulting to understand the likely economic impacts as a result of COVID-19 on the Yarra Valley and Dandenong Ranges tourism region. The research was conducted to support our ongoing advocacy to governments for the support that is going to be required to help the industry recovery.

The research considers two scenarios under which to model recovery, a fast and a slow option. With the current Stage 4 lockdown we are most probably finding ourselves in between the two scenarios.

Tourism Crisis Response & Recovery cont'd

The analysis forecast that in 2020/21 the region will see between -25% to -37% spending and job losses. Broadly speaking full recovery is not expected to reach 2019 spending or job levels until 2022/23 at the earliest.

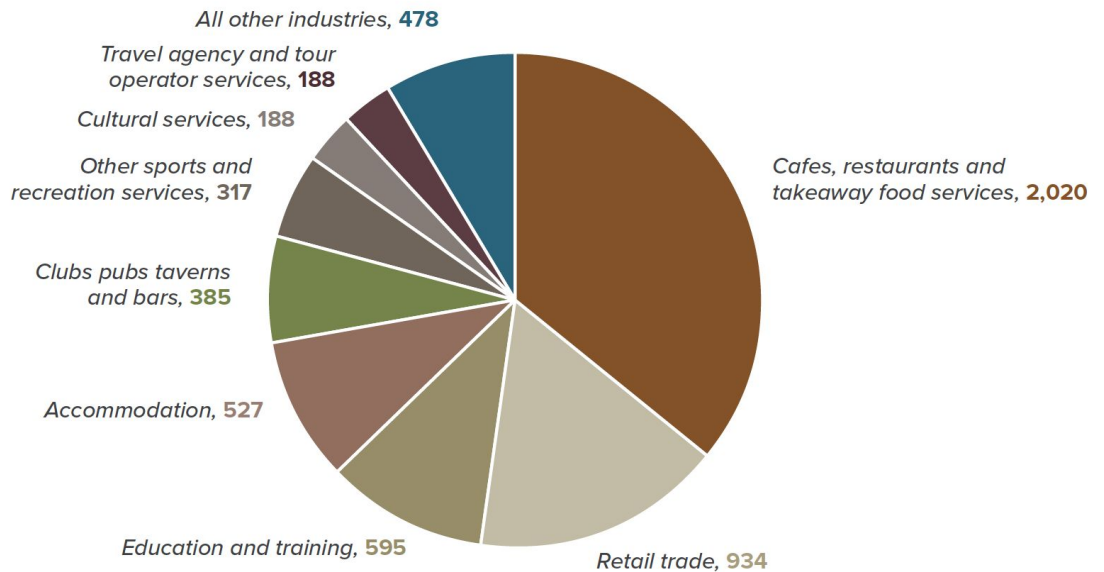
The positive news in this research is that of all the Victorian tourism regions, the Yarra Valley & Dandenong Ranges will be one of the first to recover, due to our strong brand and ability to command such a strong component of the Melbourne market. Recovery will be seen first through day trips followed by a growing trend to the return of overnight stays.

Copies of the full analysis and its summary reports can be found [here](#).

What areas are our Visitor Economy Jobs in?

Jobs directly due to visitor spending in the Yarra Valley and Dandenong Ranges region in 2017-18

Source: TRA, Regional Tourism Satellite Accounts



	Benchmark YE Dec 2019	2020/21		2021/22		2022/23	
Economic Impact		Fast	Slow	Fast	Slow	Fast	Slow
Spending & Jobs	610M GRP	- 25%	- 37%			6%	- 7%
Jobs	7,200	- 2,327	3,358			512	- 624
Domestic Day Trips Visitors	5.8M	- 15%	- 25%	5%	- 15%	10%	0%
Domestic VFR/Business/ Other nights	1.76M	- 25%	- 40%	0%	- 25%	5%	- 10%
Domestic holiday short break (2 nights or less) visitor nights	0.47M	- 35%	- 45%	- 15%	- 30%	0%	- 20%
Domestic holiday long break (3 nights or more) visitor nights	0.49M	- 45%	- 55%	- 25%	- 40%	- 10%	- 25%
International visitor nights	1.3M	- 60%	- 70%	- 10%	- 35%	5%	0%

The above table represent economic forecasts by Decisive Consulting, for a fast versus a slow recovery

KEY STRATEGY AREA: TOURISM CRISIS RESPONSE & RECOVERY

MANAGE IMMEDIATE ACTIONS AND PLAN RECOVERY FOR COVID-19 & IMPACT OF JUNE 9 STORM EVENT

A summary of what we are up to:

- Leading Business engagement during the response and relief phases the emergency. We met consistently with Tourism Business Associations in the Dandenong Ranges including Villages of Mt Dandenong and Dandenong Ranges Tourism. Sharing information from the Daily Situation Reports and listening to their top businesses priorities and personal issues, taking these to relevant agencies.
- We attended the Eastern Metro Region - Emergency Management Team meetings
- Our Partnership Manager, Sally Coyle conducting outreach calls to all Dandenong Ranges partners along with some YV Partners who were affected by floods and fallen trees.
- State requests for small business mentoring support for storm impacted partners. With a dedicated mentor made available to the Dandenong Ranges.
- Connecting in with the Economic Development team at Yarra Ranges Council to coordinate request on behalf of Business leaders who are trying to access their business interruption insurance but are having problems in collating and providing the necessary evidence that insurers are requiring to make claims. A request was been made of council's Municipal Recovery Manager to create a one page summary on the outages and road closures that support the necessary evidence that the roads are shut to businesses. That was then circulated to business groups in the affected postcodes and members.
- Our Marketing team prepared communications for the the short term and medium term to balance the sensitivity of keeping people away from the hardest hit and closed off areas against encouraging visitation to the areas that could open.
- Hosted a key forum for Business at the Olinda Tea House with Council with Emergency Services.
- Attended the Yarra Ranges Council Recovery meetings for the Dandenong Ranges



KPI: MARKETING

Increase Visitor Numbers, Length of Stay and Spend

1. *Grow Mid-Week Overnight Visitation*
2. *Create New Reasons to Visit*
3. *Build Brand Awareness*
4. *Engage Our Visitor Through Storytelling*

The Yarra Ranges Tourism Strategic Plan identifies the above key focus areas to activate visitation to the region. This is delivered by an integrated One Year Action Plan that delivers domestic, international and business events marketing for the region.

Our actions are guided by our Marketing Strategy 2017-20, which is monitored by our marketing Sub Committee that includes Board members, local industry and independent advisors.

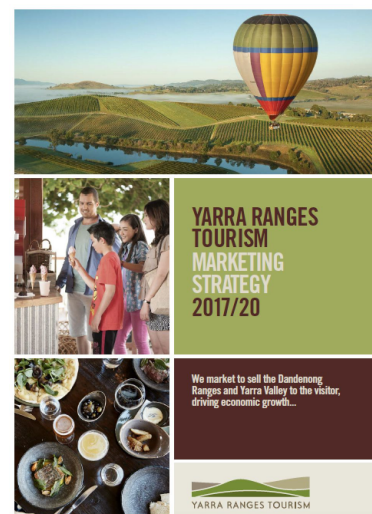
We focus our branding of the region through the campaign message Find Your Self. It has been a very successful tool in bridging the two brands of the Yarra Valley and Dandenong Ranges.

All our marketing promotes a call to action wherever possible for consumers to go to our websites, which are one of the key tools in driving visitor awareness, consideration and intent to travel. It is also used to encourage dispersal to more tourism products. We have adopted a focus on driving bookings direct to Partner businesses to increase their profitability whenever possible.

Due to the effects of COVID-19, Yarra Ranges Tourism has been in a responsive role for the last 12 months with a heightened focus on communications to our industry. Our objective of attracting visitation to our region has been informed by consumer sentiment reports and our observations of our channels has been sensitive to reader response. This has been managed by our team while keeping our partner stories live, relevant and the regional brand amplified via appropriate channels.

Yarra Ranges Tourism has developed material to support online shopping, shop local and has actively supported virtual experiences via our social channels, consumer eDMs and our industry partnerships.

FIND YOUR SELF	MELBOURNE'S YARRA VALLEY AND DANDENONG RANGES
FIND YOUR SELF	MELBOURNE'S DANDENONG RANGES visitdandenongranges.com.au
FIND YOUR SELF	MELBOURNE'S YARRA VALLEY visityarravalley.com.au



VISIT VICTORIA ENGAGEMENT

RTB + VISIT VICTORIA BRIEFING

Each year YRT has the opportunity to take three partners with new product into Visit Victoria offices to present across multiple Visit Vic teams. Due to COVID this year it was done as a virtual event and actually increased the audience to international offices as well as our own.

Yarra Ranges Tourism Marketing presented:

- Golden Hills Brewery
- Montague’s Orchard
- Puffing Billy - Museum

With over 40 people present from domestic and international marketing, publicity, product development and events, this was terrific exposure for our region. YRT marketing has already had enquiries for more information on these businesses and others presented by us.

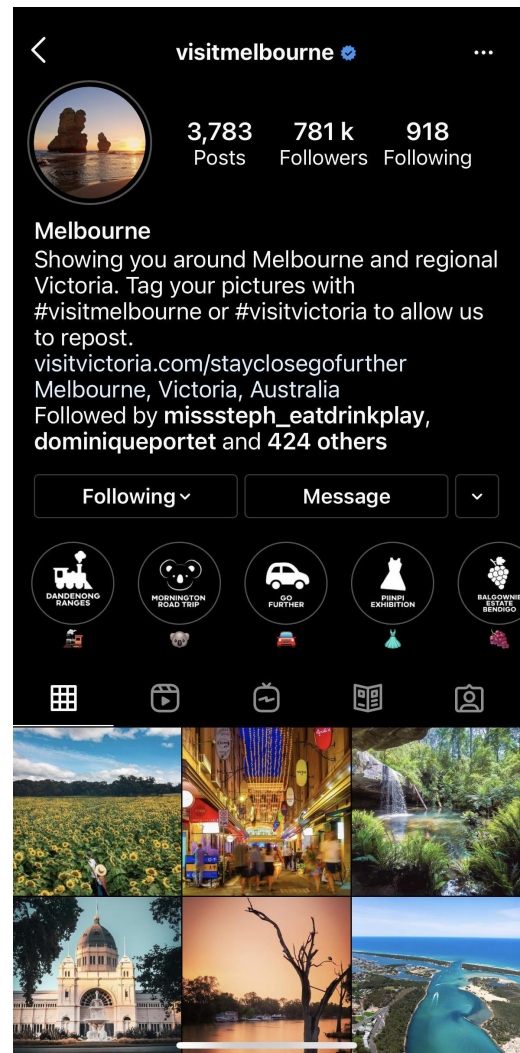
VISIT VICTORIA SOCIAL TEAM VISITED

Three members of Vist Victoria’s social team came out the the Dandenong Ranges and stayed overnight to capture usable social content.

Partner venues visited were:

- The General Food Store - Emerald
- Proserpina Bakery - Sassafras
- Puffing Billy
- Yarra Ranges Getaway
- Olinda Teahouse - Olinda
- Cloudehill Gardens - Olinda
- Rayners Orchard
- Mary Eats Cake

Dandenong Ranges now has a ‘Highlights’ Button on the Visit Melbourne Insta page.



VISIT VICTORIA PARTNERSHIP WITH MELBOURNE SUMMER SERIES

The Australian Open has continued to provide a significant platform to promote the state following the challenges faced due to both bushfires and the pandemic. Thanks to Visit Victoria and its close relationship with Tennis Australia in leveraging opportunities to showcase Victoria to a global audience.

This year Melbourne will not only host the AO (from 8 Feb) but also a number of pre tournaments that were played under the banner of the **Melbourne Summer Series**.

Visit Victoria has worked with Tennis Australia to help name five lead-up tournaments being played in Melbourne, using each one to recognise a key region of Victoria. This provided signage and broadcast of these regions to global audiences in the lead up to the Australian Open. The names are as follows as announced by Tennis Australia:

WTA events:

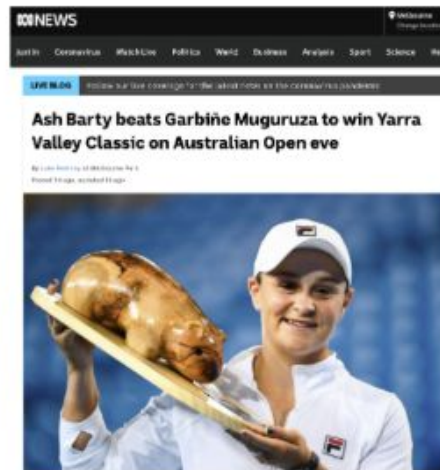
- Yarra Valley Classic
- Gippsland Trophy
- Phillip Island Trophy (AO week two event)

ATP events:

- Great Ocean Road Open
- Murray River Open

The Yarra Valley Classic received massive coverage locally with Aussie Ash Barty taking out the trophy.

All player trophies for the Series were designed by Indigenous Artists.



DIGITAL MARKETING: Influencer Engagement

We have seen some great traction and partner participation through various influencer/media famils The Guest Blog post deliverable is showing some great results with @thewanderingwagners page read being an average of 3:18 mins and @sallysees an average of 4:18 mins.



1. [@thewanderingwagners](#) spent 3 nights and 4 days photographing and posting about the *Wander to Warburton Trail*.

Total partners involved: 14

Visits to the Observation Tour and the Peninsula Tunnels

Deliverables:

- 20 images ([see them here](#))
 - [Guest blog](#) post hosted on Visit Yarra Valley
 - [2 min Video](#)
 - Posting on socials throughout stay - on feed and stories
2. [@jessica_nguyen](#) stayed 3 nights and 4 days on a food and wine visit.

Total partners involved: 12

Deliverables: *Still to be delivered*

3. We participated in the [@shamlesspodcast](#) 12 days of Christmas giveaways with a Yarra Valley Getaway inc. Kangaroo Ridge Retreat, Four Pillars & Helen and Joey. Our giveaway was their best performing out of the 12 days and we have managed to retain 90% of followers entering the competition 2 months on. This also shifted a key demographic whilst increasing our footprint on other states.
4. [@jennyzhou](#) visited the Dandenong Ranges and covered Cherry Hill, Alfred Nicholas Gardens, DR Botanic Gardens and Puffing Billy.

Partners involved: 2

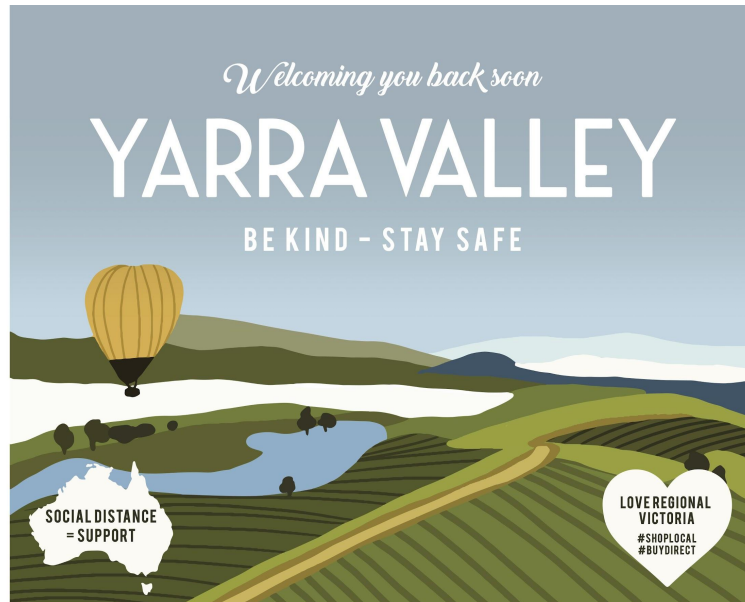
Locations: 2

Deliverables:

- Shared content
 - Social posting
 - Youtube Video
5. [@okmotels](#) and [@hellokateberry](#) visited to supply alternate images for YRT usage.

KEY STRATEGY AREA: MARKETING

July we led with a *Welcoming You Back Soon - Be Kind* message:



The **Welcoming You Back Soon** campaign was launched for these COVID times. We felt it was important for each of us to *actively* support local community as much as possible. Sometimes that is as simple as a kind word - other support can be ordering the wine, buying that takeaway, shopping with your local small business or as easy as sharing a social post.

This campaign was our response to the **anti-visitation campaign** that went out in mid-July. We were concerned by the tone and implication - so we responded. We were also concerned about the knock to the already fragile morale messaging like this could have on our industry and more immediately - our Partners.

Visitors to our region help stimulate our economy and provide over 7 000 locals with jobs. We did not want to push them away - just put them on pause (inline with Government restrictions) and welcome them all back (socially distanced) as soon as we can.

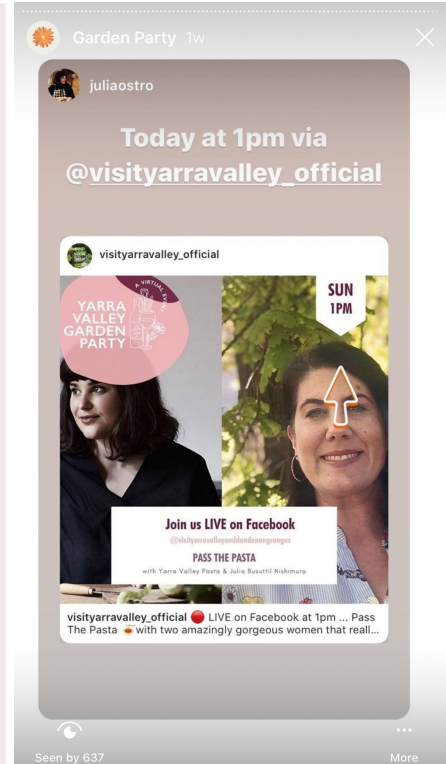
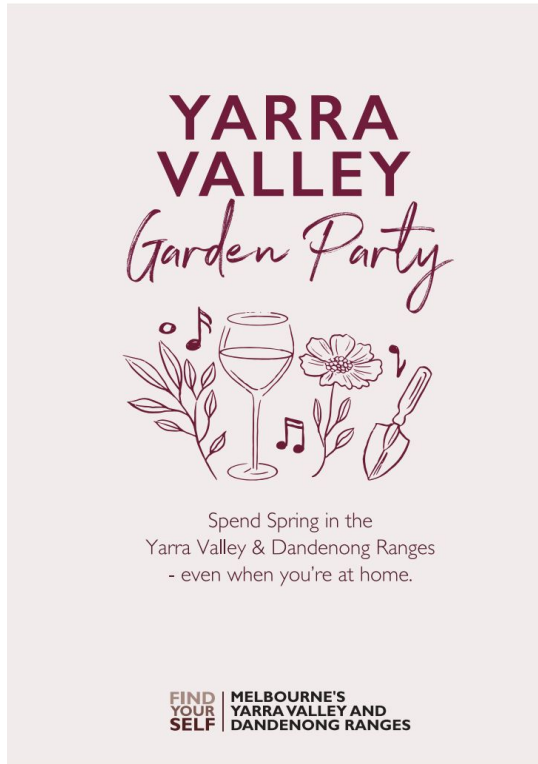


Civic Guides have sponsored the campaign across 6 different sites throughout metropolitan Melbourne.

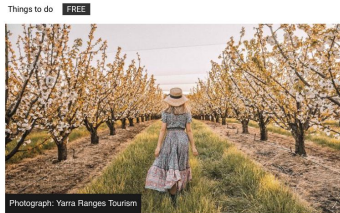
Garden Party Campaign to run 14 September- 31 November 2020

Garden Party Campaign - includes a mixed spring 6 pack sold with:

- A Spotify Playlist for a party or a Road Trip that has access via QR code
- Recipes for a garden party consisting of 6 canapes matched to each wine curated and written by A Bit of Jam & Pickle
- High quality printed itinerary for "Most Instagrammable Gardens"
- Copy of Cool Climate Gardens Top Trail
- Diggers Club seeds to plant your own Sweet Peas
- Tesselaar Tulips being sent in January as a second touchpoint
- Recipes from participating wineries on the website



Yarra Valley Garden Party



Influencers and media have picked up on this story and both our earned and purchased media have been successful in driving awareness and sales.



Time Out says

Travel to the Yarra Valley this spring without leaving your house
Springtime is usually the time to hit the road, but this year we will have to delay travelling to places like the Yarra Valley until later in the season. That doesn't mean we can't celebrate the warmer weather among the vines, as the Yarra Valley is hosting a virtual garden party, and everyone is invited.

The free garden party will be held between October 2-4, and it will include things like virtual cooking classes, live yoga, virtual tours, garden workshops, wedding suggestions, cocktail classes, wine tastings, gardening tips and more. The events will all be virtual, but they're brought to you from the makers, innovators and creators of the Yarra Valley, who will showcase their businesses and their knowhow.

Virtual is great and all, but how do you get your mitts on real life Yarra Valley wine, perfect for spring? You can buy a Garden Party Pack, filled with six Yarra Valley wines, recipes, seeds for planting, flowers for decorating and other goodies. You can enjoy the virtual garden party without buying the pack, but everything's better with wine, isn't it?

BY: CASSIDY KNOWLTON
POSTED: WEDNESDAY SEPTEMBER 16 2020

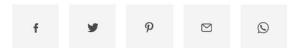
Time Out In link [HERE](#)

Get the best of spring in the Yarra

Valley delivered to your door

Yes, of course there is rose

By Cassidy Knowlton Posted: Thursday 17 September 2020, 12:51 pm



We can't wait until we can hit the road again and spend a weekend in the gorgeous Yarra Valley, tasting drops, chatting with makers and enjoying spring in one of the world's best wine regions. But while it will be a little while longer until we can visit IRL, you can get the essence of spring in the Yarra Valley delivered to your doorstep with a new [garden party in a box](#).

The box includes sparkling wine from Coombe Farm, Savarero from Soumah Estate, the EB52 Rose from Mac Forbes, [Innocent Bystander's](#) Arneis, the Gusto Pinot Grigio from Greenstone Vineyards and the Estate Riesling from [Seville Estate](#).

It's not just wine, though. The box also includes paper flowers in various colours for you to cut out and use to make your own spring garland, as well as a little packet of sweet pea seeds to plant in your garden or balcony. There are also recipe cards of some of the

SEPTEMBER 27, 2020

02 CONTENTS

HOMESWEETHOME

Dami Im: We need Schitt's Creek

What I'm watching: Schitt's Creek. It's hilarious. It's about this family who used to be really rich, then they became bankrupt and they have to live in this small town in the middle of nowhere in a motel. Before I go to bed I watch an episode and go to sleep in peace. I'm sad they're not making it any more. I don't know why they would do that to us. It needs to continue until life goes back to normal - we need it!

I'm also watching: A Korean drama on Netflix called It's Okay to Not Be Okay. It's about this psychopath woman and a guy who works at a mental institution. I think they're going to fall in love. The actor in the series, Kim Soo-hyun, is a really famous Korean actor, plus he's hot so I'm just watching for that reason. And I've been watching all the music docs on Netflix. Quincy Jones in Quincy was amazing.

What I'm listening to: Tom Kelly's new EP, Solitude. She is very much R&B and most people that I know that are singers, they appreciate her music. She's a real singer for other singers. We know how hard it is to make music like that. I also love listening to Wafia. She's an Australian indie pop and released an EP called Good Things. She's got so many sounds that are interesting and eclectic. Her melodies are really unexpected, but still very pleasant to listen to.

What I'm reading: A Spectator's Guide to World Religions by John Dickson. I go to a Christian church and our small group did a few weeks of reading this book and learning about what other religions' core beliefs are. I also love books by Mel Robbins. She's an American motivational speaker and life coach and her Audible recordings have helped me so much, especially sorting through some insecurities and how to push forward with what you want to do. She did one for women in the workplace called Work It Out that really resonated with me.

The effect of coronavirus on the music industry has been difficult: It's been quite hard watching everything be cancelled and fall apart. My plans kind of evaporated. That wasn't easy to deal with. But I've learnt to accept it's out of our hands. Nobody can control this situation, so I'm just trying to be grateful I have a safe house to be in and can find things to do. I'm still able to make music from home, so that's been the biggest thing I can lean on. I have a few gigs coming up in Queensland, launching my new single, so that keeps me going. It gave me a sense of purpose and something to look forward to.

Dami Im's new single Paper Dragon is out now.

GIVEAWAYS

EXPERIENCE THE YARRA VALLEY FROM HOME

The Yarra Valley usually hosts a multitude of springtime festivals with the Tesselaar Tulip Festival and the Blossom Festival at Cheney Hill among the highlights. With these popular events cancelled due to restrictions, a new event, the Yarra Valley Garden Party, invites Victorians to virtually experience the region on October 3 and 4. In collaboration with Yarra Ranges Tourism and The High Tea Mistress, M readers have the chance to win the Yarra Valley hamper pack (worth \$315 and fit for the family), which comes with a six-pack of Yarra Valley wines paired with recipe ideas, DIY spring garland kit, Diggers seeds to plant at home, Tesselaar tulips delivery voucher, The High Tea Mistress pack for plus more home ideas to experience the Yarra Valley virtually and inspire future visits. Entries received on media@yarraranges.com.au before midnight tonight will enter the draw (visityarravalley.com.au).

WINNERS
Stress Free. How to Live Under Pressure: Alex Garwood, Manny Klaim, Blair Heading, Veronica Plozer, Peter Rodgers.



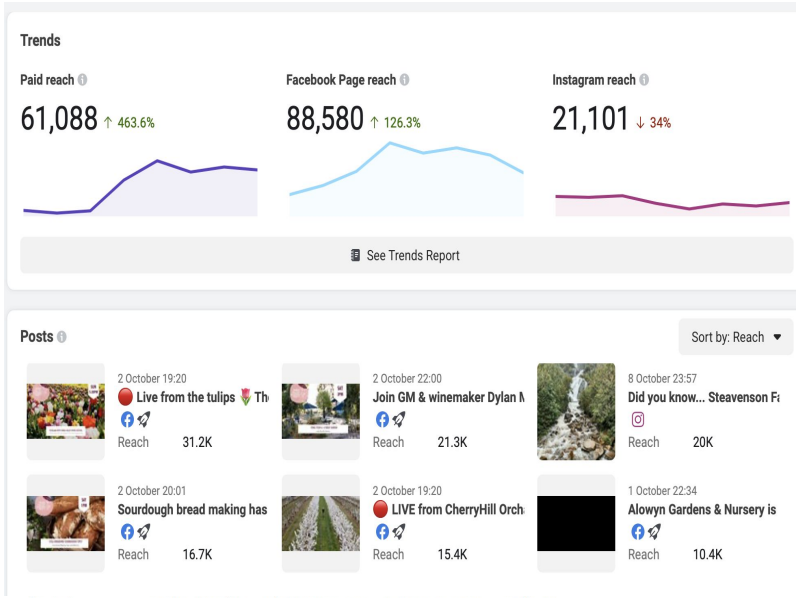
Garden Party Weekend 2 - 4 2020

- Total Video views 1 Oct - 8 Oct 2020 = **184.4K** views
- Total minutes of video watched = 87.2K
- Organic views = 80.6%

For Context:

2019 Calendar Year Views: 23.6K at 56.9% organic
 2018 Calendar Year Views: 86.9K at 45.6% organic

1 Oct - 8 Oct 2020



Video	Date added	Minutes viewed
YVGP Tesselaaar Tulip... Visit Yarra Valley and...	04/10/2020 17:37	14K
YVGP Secret Gardens Visit Yarra Valley and...	04/10/2020 12:30	11.8K
YVGP Healesville Sanctuar... Visit Yarra Valley and...	03/10/2020 09:30	9.5K
YVGP Drink Spring! Visit Yarra Valley and...	03/10/2020 17:36	8.2K
Gumbuya World Endangere... Visit Yarra Valley and...	03/10/2020 16:02	8K

Save the date

September

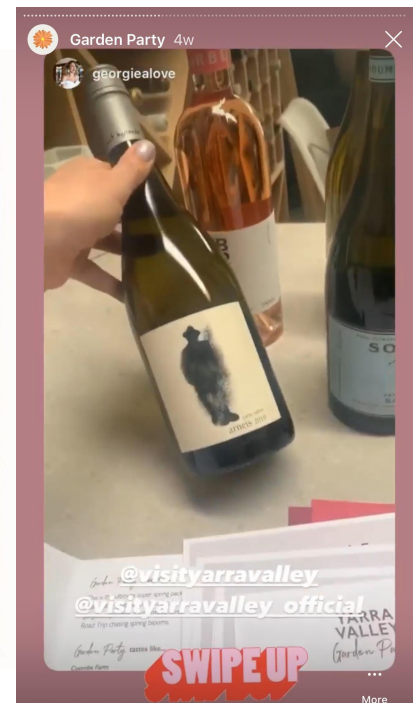
Words Megan Johnston
 Hosting an event? Send dates and details to megan.johnston@goodfood.com.au

DIY Ice-cream
Learn how to make your own ice-cream with Foodie Trails' online cooking classes. You'll learn three methods - traditional, gelato and soft-serve, with or without an ice-cream maker - and how to serve your finished creation (think choc-dipped sticks and ice-cream sandwiches).

Escape to the high country
Stand up your senses. High Country at Home now offers fun weekends for groups of friends and family. Virtual beer tastings, growth-making classes, cocktail parties, pin appreciation nights and home spa treatments - just choose your weekend and book the date. Once a pack of essential supplies will be sent to your doorstep. victoriainthecountry.com.au

Springtime celebration
Let the Yarra Valley come to you with the Yarra Valley Garden Party, a virtual celebration of the region from October 3-4. Join an online afternoon stroll and high tea workshop under the blossoms of Cherry Hill Orchards or a cooking class with Julia Bazzilli Malabarra in which she shares a recipe from her new cookbook, *A Year of Simple Family Food*. Expert live wine tastings, music, yoga classes, indigenous food tours and more. Matching wine and spring gardening packs are available for \$95 from regionofyarravalley.com.au. October 3-4: visit.yarravalley.com.au/yarra-valley-garden-party

Gluten-free goodies
Stand online for this year's nationwide Gluten Free Expo online. Packed with exciting products, special deals and new exhibitors, the event kicks off on September 16 with a virtual cooking class by 4 Gluten-free cookbook author Kim McCooker, who will demonstrate how to make shepherd's pie. On September 18, log on for an Italian cooking session with Panna Yule South pizza's Shop 225. They'll be followed by a rolling series of online events. Check the website for updates. glutenfreeexpo.com.au



Garden Party weekend featured on Nine News - Click link [HERE](#)

COVID RECOVERY & MAINTENANCE STRATEGY MEANT THAT YRT STAYED AGILE AND TOOK ON A MODULAR APPROACH TO MARKETING

RECOVERY = Restriction Status + Capable Product x Consumer Sentiment

Target Audience:

- Local to broader Yarra Valley & Dandenong Ranges - VFR market
- Melbourne
- Intrastate (restriction dependant)

Message:

WELCOME BACK

- Natural Assets - open-air, outdoor activities
- Family & Friends - Return to your backyard,
- Rediscover the region
- Calmness, Patience, Care

Message drivers:

- Walks
- Drives
- Food & Wine
- Makers & Creators

Active and Applied Hashtags:

- #visityarravalley #findyourself #walkyarravalley #roadtripyarravalley #wineyarravalley #eatyarravalley #visitmelbourne
- #visitdandenongranges #findyourself #walkdandenongranges #roadtripdandenongranges #eatdandenongranges #gardendandenongranges #visitmelbourne

Activities:

- Active and consumer sensitive messaging on Yarra Ranges Tourism social media channels
- Active messaging on Digital Screens
- Hosting and partnering with Influencers
- Creating and delivering more video content
- Participating in upcoming Visit Victoria co-op)



Click For Vic - Herald Sun insert - October 2020 - Earned Media / Partnership with Visit Vic

We achieved the front cover: est. Media Value of \$60,000

The advertisement features a top blue banner with the text "Click for Vic." in large white font, "OCTOBER 2020" in smaller white font above the "Vic.", and "SUPPORT VICTORIAN BUSINESS" in white font below the "Vic.". Below the banner is a photograph of various food and drink items: a bottle of Rochford Estate Yarra Valley Pinot Noir 2019 wine, a box of Grand Cru 75% Extra Dark Chocolate, a round of Hubert's cheese, a round of Persian Fetta cheese, a loaf of bread, and a tray of chocolate-covered treats. The text "Delivered to your door" is written in large white font on the left, with "Discover the best our state has to offer" in smaller white font below it. The Visit Victoria logo is in the bottom left corner, and the website "visitvictoria.com/clickforvic" is in a blue bar at the bottom.

Click for Vic.
OCTOBER 2020
SUPPORT VICTORIAN BUSINESS

Delivered to your door
Discover the best our state has to offer

Yarra Valley Pinot Noir 2019
Rochford Estate

Grand Cru
75% Extra Dark Chocolate

Cuvée
CHOCOLATE

yarra valley dairy
Hubert's
cow's milk washed rind
180g

yarra valley dairy
PERSIAN FETTA

VISIT VICTORIA

visitvictoria.com/clickforvic

Click For Vic - Herald Sun insert - October 2020 - Earned Media / Partnership with Visit Vic continued

WHAT'S ON

From online marketplaces to festivals and workshops, there are dozens of ways to enjoy everything on offer without leaving home.

WORDS CLAIRE BURKE



Virtually yours



Platytyl Chocolate, Forrest, platytylchocolates.com.au

CO-LAB PANTRY
Pantry staples from some of Victoria's most popular eateries, bars and producers include Entrecôte's secret herb and butter sauce, Fancy Hank's Original BBQ Sauce and Piccolina Gelateria's Ice Magic along with ready-made meals.

colabpantry.com.au

CLICK FOR VIC

Whether it is meals, produce, drinks, gifts or chocolate, have goods delivered from venues, producers, growers and artisans from across the state. This site showcases a curated selection of the best local products and experiences, and connects you with the maker.

visitvictoria.com.au/clickforvic

Online marketplaces

VICTORIAN COUNTRY
Shop at more than 300 online market stalls from every region across Victoria. Stock up on vegetables, dairy, meat, beer, wine, spirits, arts, crafts and homewares. It's no secret our producers have had a tough year — it's time for you to lend a helping hand.

victorianmarket.com.au

VIRTUAL CRAFT MARKETS
Miss meandering through your favourite craft markets? This virtual directory brings together stallholders registered with Craft Markets Australia. Search by product, business name or category, then connect with traders directly.

virtualcraftmarkets.com.au

EAT DRINK WEST
This directory of like-minded food and drink producers and sellers celebrates the growing sustainable food industry based across Western Victoria. Connect with bakeries, distilleries, wineries, organic farmers and more.

eatdrinkwest.com.au

FOSSEY'S GIN
This family owned and operated boutique distillery in Mildura handcrafts its distilled spirits using Australian botanicals (red gum rum, anyone?) and locally sourced products. It is showcasing its delicious gin, whisky and vodka drops further afield through live tastings on Facebook. Play along at home by buying a tasting pack in advance. The next sessions are on October 14 and 28 from 6pm. But if you miss the live tastings, never fear, you can always watch the replays on its Facebook page later.

[facebook.com/FosseysDistillery](https://www.facebook.com/FosseysDistillery)
fosseysgin.com.au

THE GREAT AUSTRALIAN CRAFT SHOW, October 19-25
Tap into your crafty festive spirit. The Christmas Spectacular-themed event replicates a live craft show with a huge range of classes and exhibitors running virtual demonstrations, event specials and online chats.

gacs.craftalife.com.au

CURIOS CREATURES WEEK MINDS CHILDREN'S BOOK TRIVIA NIGHT, October 21
As part of Book Week, East Gippsland Art Gallery and the Children's Book Council of Australia are inviting children to create a curious creature mask that displays their 'wild side' and to show it off during a Zoom trivia evening. It is just one event in the gallery's Creative At Home series, a range of fun and innovative activities to what kids' artistic appetites.

[eastgippslandartgallery.org.au/creativeathome](https://www.eastgippslandartgallery.org.au/creativeathome)



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THE REGIONAL PANTRY
Make a baseline for this one-stop shop to get your hands on favourites from the Yarra Valley and Dandenong Ranges. New products and produce are added daily. Think wines from the likes of Kellybrook, Zonzo and Soumah, as well as fresh Yarra Valley Dairy cheeses, delectable Yarra Valley Chocolaterie and Ice Creamery treats, and an array of other goodies. You can also book experiences such as Zoom cellar door tastings, or pick up a garden party pack and tune into their virtual weekend of activities on Facebook, including cocktail classes and sourdough tips.

buyvisityarrawalley.com.au/the-garden-party/



LOCAL ARTISTS JOIN FORCES
Painter and printmaker Madeleine Cruise and ceramicist Ruby Piven present *The golden pantomime*, a bold and vibrant celebration of domestic spaces and the rituals of everyday life. While in-person viewings are currently paused at the Art Gallery of Ballarat, you can view and buy works online until the gallery reopens in line with the easing of restrictions.

artgalleryofballarat.com.au

DISTILLERY TASTINGS
Morrington Peninsula's award-winning Bass and Finders Distillery has found innovative ways to keep production going and its team employed. As well as helping the healthcare industry meet demand for hand sanitiser, the family-owned business also launched At Home Gin Experiences. Bass and Finders Distillery wanted to help friends and family connect during isolation and bring enjoyment in the form of virtual tastings hosted by a Bass and Finders gin expert, head distiller and managing director Holly Klintworth says. Pre-lockdown, the ever-popular gin masterclasses had been drawing a steady crowd, giving participants the opportunity to learn about the art of gin, blend their own recipe and take home a 500ml bottle of bespoke gin. Lockdown saw the creation of the 'At Home Gin Masterclass Kit' complete with blending tools, native botanicals, instructions and a video tutorial' and 'the experience of learning how to craft a unique gin recipe and submit this to the distillery for bottling can now all be done online', Holly says. The masterclasses are held Friday mornings, Saturday mornings and afternoons, and most Sunday mornings. While nothing quite compares to enjoying a cocktail overlooking the Morrington Peninsula's picturesque green pastures, the distillery plans to continue its at-home tastings and virtual experiences for people all over Australia.

bassandfindersdistillery.com

visitvictoria.com/clickforvic • 7

Online events and masterclasses cont.

SERIOUSLY SHIRAZ FESTIVAL, October 29-30
The annual celebration moves to an exciting new format for 2020. The virtual tastings, hosted by the National Wine Centre, take you on a wine journey through the region giving you the opportunity to meet and learn from some of Australia's best winemakers. Experience and explore Grampians Shiraz on one of three tasting adventures.

grampianswine.com.au/events

NATIONAL BENALLA SHORT FILM FESTIVAL, November 7
In its sixth year, this locally funded short film festival heads online with 12 short films ranging from two to 16 minutes. Actress Krista Windy and actors Tony Bonner and John Orecki judge this year's films, which will be shown in an encore screening at Swanpool Community Theatre once restrictions are lifted.

benallashorts.com

MELBOURNE FASHION WEEK, November 23-29
Always moving with the times, the Melbourne Fashion Week runway is taking its trends online for the first time as part of a reimagined program. Tune in to support local designers and retailers at the forefront of fashion and style.

mf.melbourne.vic.gov.au

HEALESVILLE MUSIC FESTIVAL, November 28-29
Music lovers are still able to enjoy tunes from singer-songwriters such as Michael Waugh, The Weeping Willows, Tuck Shop Ladies and Liam Gerner, with the free festival livestreamed via Facebook. Includes performances across various music genres and workshops such as ukulele-making.

healesvillemusicfestival.com.au

MACEDON RANGES SUSTAINABLE LIVING VIRTUAL FESTIVAL, until September 2021
The festival goes virtual for a year to showcase great tips and solutions. Real-time webinars and presentations, as well as guides and training videos are on offer. The event includes mini on-site festival days, with up to six businesses exhibiting at each Woodend Community Farmers' Market from October to December.

mrsg.org.au/slf



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ZOOMING INTO A TASTE OF THE HIGH COUNTRY — AT HOME

WORDS LAETA CRAWFORD

I have been spending a lot more time in my kitchen this year and, to be honest, I'm sick of my own cooking. So an online cooking class seemed the perfect opportunity to up my game. As a gift to my husband, I signed us up for a gnocchi cooking class run by Katrina Pizzini, of Pizzini Wines in Victoria's picturesque King Valley. I also encouraged three couples to join us for extra fun. Katrina has been running classes for 11 years at her A Level Cooking School on-site at the Whitfield winery, but was forced to take her classes online when COVID-19 hit. She says she regularly gets eight to 10 households per class, with participants from all over Australia and even one from Germany. Ahead of our class, we received a delivery box of ingredients including home-grown potatoes, homemade produce, a handy potato riser and two bottles of Katrina's favourite Pizzini wines to match our meal. We prepped our potatoes about an hour before the class, then joined six couples via Zoom for about 90 minutes as we cooked our gnocchi. Katrina led us through every step to make mountains of soft gnocchi (don't use too much flour or handle too much) as well as two delicious sauces — a rich napoletana and a delicious burnt butter, garlic and sage sauce.



It was hectic and flour seemed to get everywhere, but we laughed our way through the class and managed to turn out a delicious meal. We even stayed online after the class to enjoy our dinner (virtually) with our mates, as well as another couple who — like us — was starving for some company. Pizzini's gnocchi classes are part of High Country at Home, a series of Zoom workshops run by operators in Victoria's north-east. Other classes have included Bright Brewery beer tastings and The Spa Beechworth's spa therapy lessons. Products and produce from more than 100 businesses are also showcased on the High Country at Home online marketplace. Restrictions permitting, The La Dolce Vita Wine and Food Festival will also offer a taste of King Valley from November 21-22.

victoriashighcountry.com.au



KATRINA PIZZINI

PHILIP ISLAND NATURE PARKS LIVE PENGUIN TV
A highlight of any trip to Phillip Island is watching its fairy penguins waddle to shore after a long day at sea. Now you can view the spectacle from your lounge room for free every night. Tune into Phillip Island Nature Parks' Facebook page or YouTube channel at sunset.

[penguins.org.au/virtual-live-penguin-tv](https://www.penguins.org.au/virtual-live-penguin-tv)



Continuing our season experience packs with:

Yarra Valley Canned Heat December - February



Cans in pack:

- **Golden Hills – Pale**
- Innocent Bystander – Moscato
- Helen & Joey – Dry Rose Pink Fizz
- Napoleone – Louis Apple Cider
- Coldstream Brewery – Pear & Apple Cider
- Hop Hen – Lilydale Lager

The Yarra Valley – drink at home or Road Trip to us – we’re rolling with the vibe of summer fun!

For your flavour buds – 6 brewers – 12 cans

For your ear buds – A Spotify soundtrack

Plus:

Yarra Valley Canned Summer video tasting notes

Yarra Valley experiences and curated itineraries are in the box!

Our Canned Summer pack that rolls with you on a Road Trip, in the garden or take it to the park for when you pull out the picnic and turn up the (supplied) tunes. Summer is here mates and we’re helping you to love yours.



KEY STRATEGY AREA: MARKETING

Digital Marketing: Websites

New Visitor Website.

Yarra Ranges Tourism has combined the Visit Yarra Valley & Visit Dandenong Ranges sites into one combined website. This enhances the traveller journey by allowing visitors to the website to explore the entire region in one place.

The combination of both sub-regions has meant we can focus our efforts equally across all our sub-regions and create one powerful asset, as opposed to divided and segregated messaging. Our storytelling can focus on reasons for travel and appealing to the varied traveller needs and wants.

The entry points to the website are still: <https://www.visitarravalley.com.au> or <http://visitdandenongranges.com.au>


1 July 2020 to June 2021

Total pageviews: **1,812,984 +26.9%**

Total users: **601,908 +23.7%**

Total referrals: **601,908 +23.7%**

FIND
YOUR
SELF | MELBOURNE'S
YARRA VALLEY AND
DANDENONG RANGES

DISCOVER SEE & DO STAY SHOP BLOGS WHAT'S ON 

FIND YOUR SELF


taking time

SEARCH




FIND YOUR SELF | MELBOURNE'S YARRA VALLEY AND DANDENONG RANGES


DISCOVER SEE & DO STAY SHOP BLOGS WHAT'S ON




Top Trails




Tours




Attractions




Arts & Culture




Gardens & Nurseries




Farmgate




Places to Eat




Markets & Shopping




Nature & Adventure




Walk & Cycle




Wineries




Breweries & Distilleries



Wellbeing & Spa



Itinerary Ideas



Drives


FIND YOUR SELF | MELBOURNE'S YARRA VALLEY AND DANDENONG RANGES

DISCOVER SEE & DO STAY SHOP BLOGS WHAT'S ON

Blogs

BLOGS

ALL SEE & DO RECIPES SUMMER WINTER BUSINESS EVENTS ITINERARIES



Get out of bed, rug up and move it! 9 reason why the Yarra Valley is your go to winter destination.

Just because it's winter, doesn't mean you have to hibernate. The Yarra Valley is a truly spectacular winter destination, full of seasonal produce, tranquil beauty, crisp fresh air and adventure to be had.

[LEARN MORE >](#)

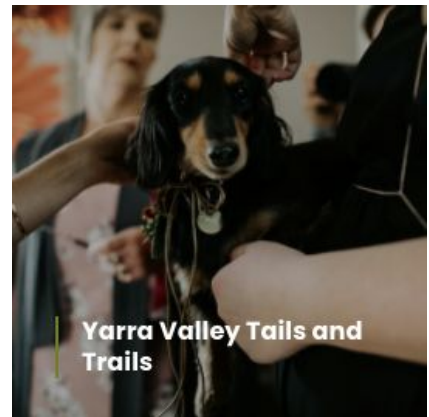
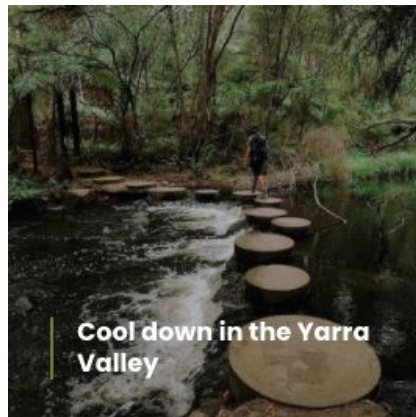
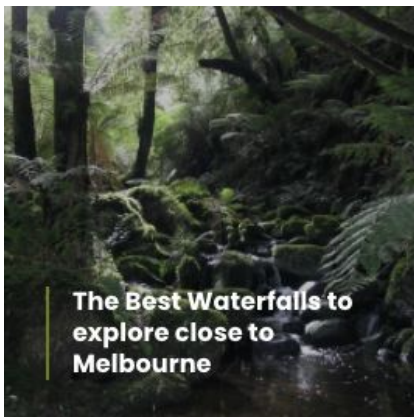
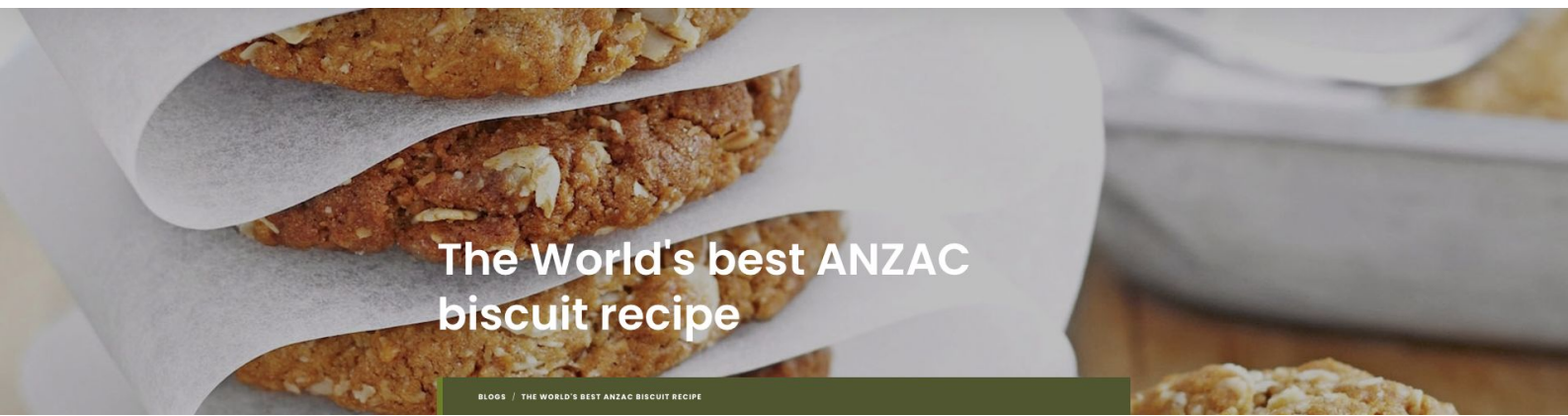
KEY STRATEGY AREA: MARKETING

Digital Marketing: Blogs

Yarra Ranges Tourism produced 122 blogs posts for our regional websites over the reporting year.

Blogs are an essential resource to our website as they provide repeat website visitation, are crucial to our websites ranking highly on Google Search results and keep visitors informed about new events and what to do during public holidays and other days of celebration.

Collectively, our blog posts were viewed 201,021 times **(+2.44%)**
Average readership per blog was 1647



Digital Marketing: What's On (ATDW)

The Yarra Valley and Dandenong Ranges 'What's On' database of 2,350 industry & consumer subscribers receive a weekly email detailing events coming up that weekend and for three weeks on, and offers a high level of exposure for their events and businesses. Yarra Ranges Tourism partner businesses who have activated their ATDW listing and uploaded their events are automatically featured on this email.

What's On events are also regularly communicated to our consumer database (over 20,000 subscribers) via a monthly EDM.

KEY STRATEGY AREA: MARKETING

Social Media: Facebook

The Visit Yarra Valley and Dandenong Ranges Facebook page had over **65.6k followers (+7.6%)** as of June 2021 and offers our partners a high level of exposure for their events and businesses.

Total reach of content to the Facebook page was **1.03 million (+0.6%)**.

Our two top performing posts represent the elements of both our purpose and our online personality that have been successfully developed: directional and purposeful information delivered with fun, humour and good nature.

TOP PERFORMING POSTS

During the weather event in June visitors and locals turned to our channels to stay across what was open, closed and available to experience. We're not a news source - but we do provide safe and informed information.

The other piece was an April Fools Day piece we did in response to issues at the Redwood and toilets. It proved immensely popular. We haven't actually made a 'poo trail' (a trail letting people know where toilets are in Warburton) but it was good humoured and shared over 140 times to very positive responses.

As always, FB is seen as part of our digital strategy to highlight and grow our website traffic as well as effectively message short term inspirational 'dreaming' content.

Visit Yarra Valley and Dandenong Ranges June 27 · 🌐

Feel like a slow wander up to the Dandenong Ranges? So much of the hill top areas need to be left to the locals while they rebuild and continue to assess (and actually - for your own safety!). However - the good news is that Sassafras has finally found its feet again and is ready to welcome you. A wintery weekend visit could include:

A long lunch at [Ripe Cafe](#)
Lush pastries, decadent hot chocolate, the ultimate in cakes and coffee from [Proserpina Bakehouse](#)
Magical shopping ... [See more](#)



Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

59,357 People reached **2,647** Engagements [Boost post](#)

👍❤️👏 368 19 Comments 63 Shares

Visit Yarra Valley and Dandenong Ranges is at Redwood Forest. April 1 · East Warburton, VIC · 🌐

The word is that some visitors think it's ok to go #2's in our beautiful Redwood Forest, and it's 100% not ok. Kind of like 1 ply toilet paper. So, it gives us great pleasure to introduce our new top trail, the Redwood Forest Poo Trail 🍌

It outlines all the appropriate places (the public toilets 🚻) to do your #2's before heading out to the majestic redwoods. There's quite a variety!!



Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

80,050 People reached **8,977** Engagements [Boost post](#)

👍👏👤 443 104 Comments 140 Shares

KEY STRATEGY AREA: MARKETING

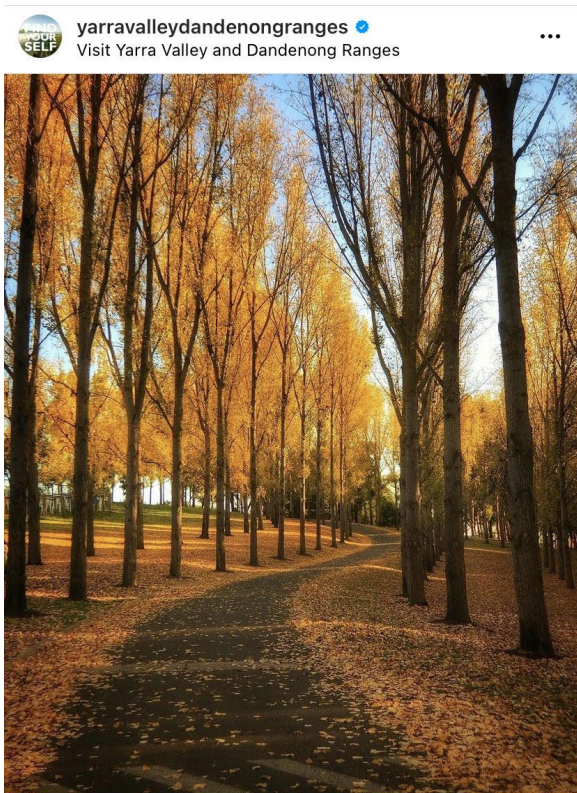
Social Media: Instagram

Yarra Ranges Tourism operates the Instagram accounts @yarravalleydandenongranges to increase awareness of regional attractions and our partners.

2020 / 21 represented a year of increased focus on Instagram to promote the region. Instagram content was designed to appeal to a younger, inner urban target market while our FB audience skews slightly older. Yarra Ranges Tourism successfully embraced the use of stories, enhanced videos, Reels and Guides on the platform. This has seen engagement and reach grow in new areas for us - even while in lockdown, a traditionally soft time for tourism products.

@yarravalleydandenongranges
 Total followers: **36 800 (+55%)**
 Image Reach: **505,567 (+490.8%)**

Top Instagram posts for @yarravalleydandenongranges



yarravalleydandenongranges Visit Yarra Valley and Dandenong Ranges

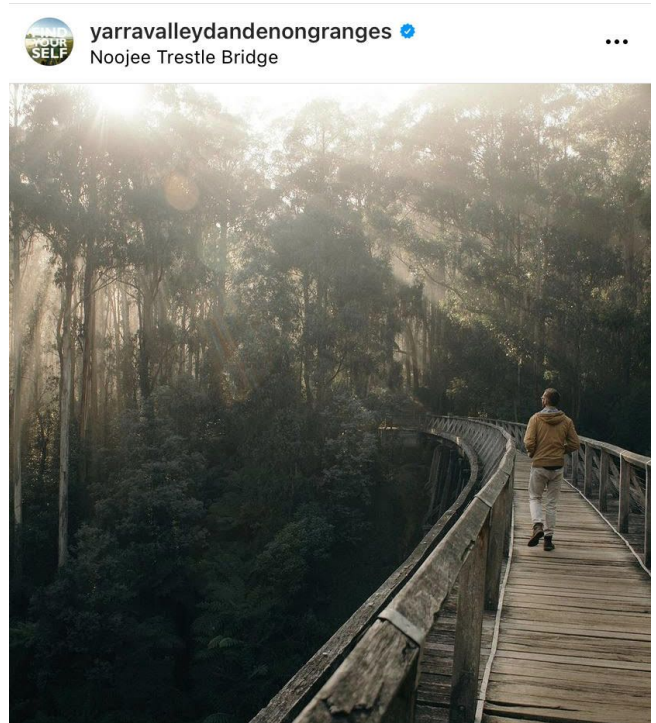
[View Insights](#)

[Boost Post](#)



Liked by chestercomms and 1,877 others

Accounts Reached: 41,752
 Likes: 1878
 Saves: 91
 Shares: 86
 Comments: 61



yarravalleydandenongranges Noojee Trestle Bridge

[View Insights](#)

[Boost Post](#)



Liked by chestercomms and 1,312 others

Accounts Reached: 50,610
 Likes: 1313
 Saves: 245
 Shares: 87
 Comments: 30

KEY STRATEGY AREA: MARKETING

Yarra Valley Business Events

The key role of Yarra Valley Business Events is to collectively market the region to potential conference and incentive buyers for:

- Conferences and business events - day and overnight
- Incentive day touring and overnight touring options
- Options for pre and post touring from Melbourne based conferences
- Virtual, hybrid and in real life experiences

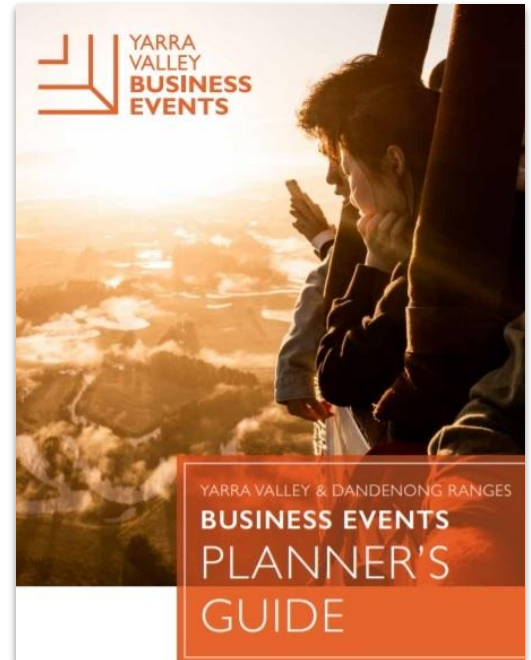
To achieve this we:

- Create partnerships to get a larger marketing pool
- Partner with Melbourne Convention Bureau
- Partner with Business Events Victoria
- Maintain a vibrant and user friendly digital presence
- Actively message through media and to trade about the opportunities in the region

Yarra Valley Business Events runs an annual Event Planner's Guide, post 3 times a week on their social media channels, create bi-monthly blogs to share on their website and social channels and run virtual and in real life family programs for media and industry.

- **Total Number of Partners:** 41
- **Download our latest Planner's Guide [HERE](#).**

Dedicated Facebook Page - 69 followers
Dedicated Instagram Page - 368 followers
OPW EDM Subscribers: 1541
Blog posts - 12



Website Numbers		November 2021
yarravalleybusinessevents.com.au	Users	755
	Page Views	2139
	Planner's Guide Downloads	52
	Outbound links to partners	61

KEY STRATEGY AREA: **MARKETING**

Off Peak Weddings

Off Peak Weddings has been created to promote our region’s wedding venues and vendors, particularly in their off peak times (weekdays and the Autumn and Winter months) to a wide range of traditional and non-traditional couples. Off Peak Weddings run a quarterly e-magazine, post daily on their Facebook and Instagram channels, create bi-monthly blogs to share via social media and through their website, and run events to increase awareness of our region and the venues and vendors within our region.

Total Number of Partners: 63
Issues available for download [HERE](#).



Issue 11 - Winter 21



Issue 12 - Spring 21



Issue 13 - Summer 21

Dedicated Facebook Page - 1111 followers

Dedicated Instagram Page - 10.5k followers

OPW EDM Subscribers: 569

Blog posts - 113

Website Numbers		October 2021
OffPeakWeddings.com.au	Users	1662
	Page Views	4603
	Magazine Downloads	35
	Outbound links to partners	16
	Mail enquiries	7

KEY STRATEGY AREA: **MARKETING**

International Program



Whilst all international bound tourism is shut down due to border closures, the International Program is in a maintenance phase to ensure that our region is ready to welcome back travellers when markets reopen. During this time YRT will continue to identify product and experiences that will appeal to the interstate and international traveller and assist our partner businesses to become International Ready to develop packages with commissionable rates.

Visit Victoria, Tourism Australia and the Australian Tourism Export Council (ATEC) are running online tutoring sessions and International Market Updates while Tourism Australia continues to promote the Aussie Specialist Program, aimed at overseas agents to expand their knowledge on Australian tourism products and experiences.

The International Product E-Guide was updated in time for Australian Tourism Exchange (ATE) that took place in Sydney in June 2021. As Victoria was in lockdown #5 Victorian products and Yarra Ranges Tourism attended the event virtually.

In 2020/21 there were 30 International ready tourism operators that took part in the International Program. A strong opportunity remains to grow Nillumbik businesses to be marketing in this arena, especially the businesses that have just completed the Prime mentoring Pilot Program where understanding and developing packages for the inbound travel trade was a component. YRT and GBM will be working with these business to become international ready for when the borders reopen.

KEY STRATEGY AREA: **MARKETING**

International Program & Go Beyond Melbourne Touring Route



Go Beyond Melbourne is a marketing collaboration of the four Regional Tourism Boards surrounding Melbourne - Geelong Bellarine, Morning Peninsula, Phillip Island and Yarra Valley & Dandenong Ranges. with backing from Visit Victoria. The objective is to encourage the dispersal of International Visitors with an emphasis on increasing overnight stays and spend. YRT supports this touring route with investment from their International Program.

Go Beyond Melbourne has a dedicated marketing manager, website with a trip planner, and touring map, and produces suggested themed itineraries. In 2020, these itineraries were adapted to appeal to a domestic audience.

The key messages of nature-based tourism, boutique accommodation and self drive experiences. These natural assets for our region play into the changing desire for "slow travel" (both domestic and international once borders re-open) for safe, outdoor eco-experiences and will be what we promote for the next 2-3 years.

POST COVID TRAVEL TRENDS

According to Market Updates from Visit Victoria's Regional Managers in Singapore and Malaysia, overnights in regional victoria is now preferable to Melbourne CBD accommodation.

- Prefer less crowded experiences and trends for slow travel and cultural tourism
- Road trips with longer stay and regional dispersal
- Motivation- walks, leisure hikes and cycling holidays
- Unique accommodation- self contained villas, glamping, eco retreats
- Meaningful/purposeful trips focused on sustainability and eco-friendliness
- Flexibility to allow for change of plans and less rigid cancellation policies - will build consumer confidence.

KEY STRATEGY AREA: DIGITAL INFRASTRUCTURE

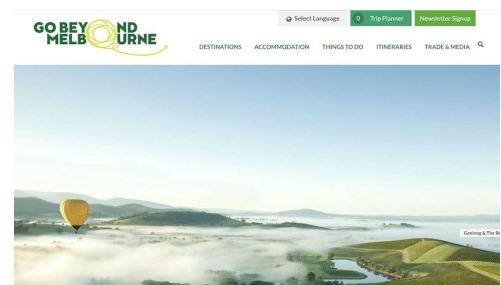
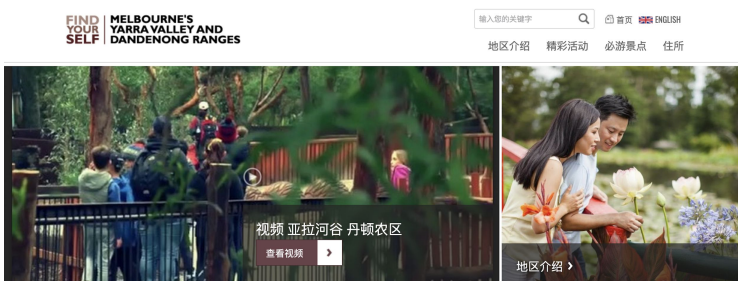
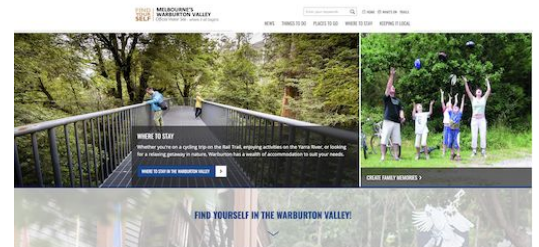
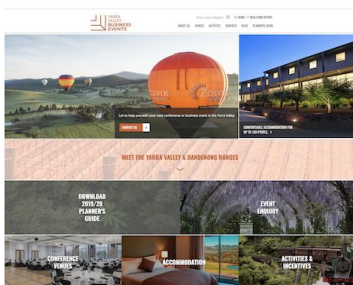
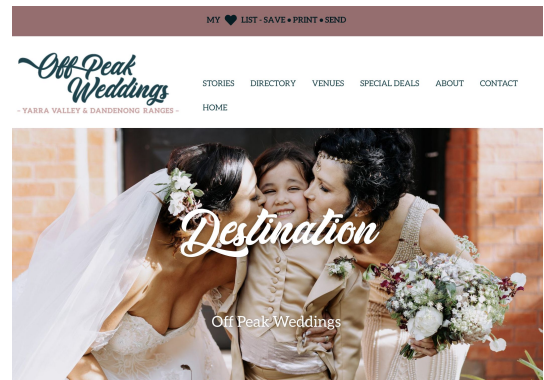
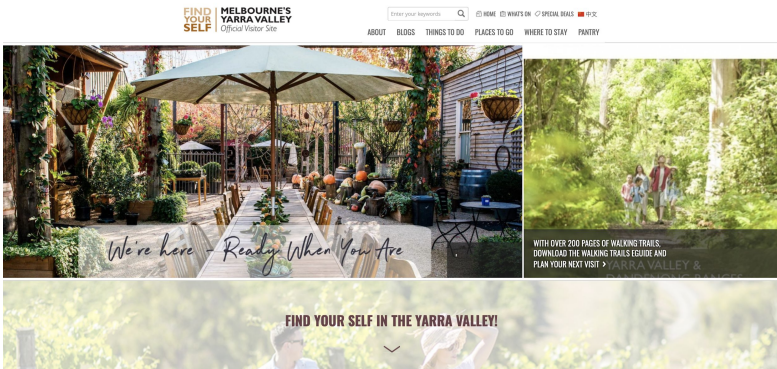
Increase visitor Engagement on our Digital Platforms through the ongoing development and maintenance of robust infrastructure.

Development of Yarra Ranges-specific content on the visityarravalley.com.au & visitdandenongranges.com.au websites.

As part of the partnership with Yarra Ranges Council, Yarra Ranges Tourism has engaged with multiple operators in the Yarra Ranges catchment area to promote the region. Yarra Ranges Tourism has maintained a close working relationship with the trade and tourism partners, including constant communication on how to best promote their product/service, workshops, etc. With the power of collaborative marketing, trade and tourism partners in the region have found that their product has been boosted considerably through Search Engine Optimisation (SEO) which, in turn, has led to increased sales leads to our Industry partners.

In addition to our work managing our own sites we have offered in-kind support for the operation of visitwarburton.com.au

Our Digital Infrastructure is a crucial tool in delivering on our organisational KPIs, as seen below:



KEY STRATEGY AREA: VISITOR SERVICING & TOURISM EXCELLENCE

Developing efficient and effective visitor services

Visitor Information Carousels

The Visitor Information Carousels developed by Yarra Ranges Tourism are proving extremely popular according to venues who are hosting them. An email is sent out once a month to all operators asking if extra stock is requested and this is delivered by our Contractor when he does his regular rounds to re-stock and service the carousels, of which 27 are located across the region including major Metropolitan railway stations such as Ringwood and Box Hill, as well as in Nillumbik and Manningham council areas.

The Carousels stock Yarra Valley Touring Maps, Dandenong Ranges Touring Maps, various A4 trails such as Top Picnic Spots, Month of Sundays, Art Lives Here and Top Views. Carousel locations include:

- Lilydale Library
- Lilydale, Belgrave, Upper Ferntree Gully, Box Hill & Ringwood stations
- SkyHigh
- Grants Picnic Grounds
- Puffing Billy
- The Memo, Healesville
- Beechworth Bakery
- Burrinja Cultural Centre
- Montsalvat
- Nillumbik Shire Council
- Healesville Sanctuary
- Manningham Civic Centre
- Tesselaars
- Warburton Main street
- Yarra Valley Chocolaterie
- Ranges Cafe
- Dark Horse Cafe



Digital Visitor Information Kiosks



The aim of this project is to deliver Australia's first pilot network of interactive touch screens to support visitor dispersal. Locations are chosen based upon their existing visitor traffic numbers, ease of installation, partnership with land owner and open surveillance.

Thanks to a significant grant from the State Government of \$250,000 we have successfully built the network up to 27 Kiosks to integrate with our Digital Web Platform (visityarravalley.com.au & visitdandenongranges.com.au). The infrastructure continues to offer a highly visual solution that can be placed at the region's top attractions to push advice to visitors on where to go next.

Kiosks located in Yarra Ranges Council include:

- Domaine Chandon
- SkyHigh Mt Dandenong
- Rayners Orchard
- Healesville Sanctuary
- Grants Picnic Ground
- Puffing Billy
- Country Place
- York on Lilydale
- Cherry Hill Orchards / Tesselaar Flower Festivals
- Healesville Main St
- Matilda Bay
- Blue Lotus Water Garden
- Yarra Valley Lodge
- Balgownie Estate
- Yarra Glen Main St
- Box Hill Institute
- Lillydale Lake (installation pending in July)
- Sassafras (installation pending in July)
- Warburton
- RACV Country Club Healesville

There are still opportunities to identify locations for the 3-5 more Kiosk however further support is required to access power in streetscapes.

The Digital Visitor Information Kiosk network creates value for the visitor by:

- Providing a highly visual solution on where to go next
- Promoting categories of attractions and things to do in close proximity to visitor location
- Pushing advice to mobile devices to assist regional way-finding

Equally, this project creates value to the Regional Tourism Industry by:

- Capturing valuable data about visitor journey patterns through the tracking of Wi-Fi signals
- Capturing new databases of SMS contacts for re-marketing
- Creating increased data on key information and activities sought by visitors
- Creating an asset for the promotion of regional tourism partners and associated supporters

The key focus at this stage is delivering the infrastructure to meet the priority goal of servicing the visitor in as many high traffic locations as possible.

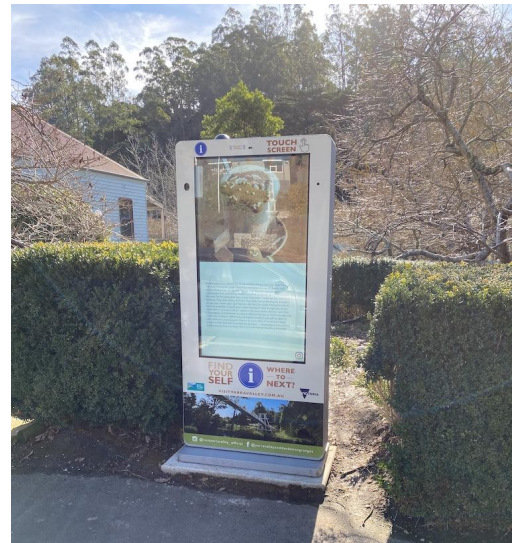
Digital Visitor Information Kiosk Stats from April 2020 to May 2021

*Conversions are visitors who stayed longer than 5 minutes
 ^ Unit moved from Blue Lotus to Rayners and was down for a few days

Walkbys = people within an 80 metre radius
 Visits = people within a 10 metre radius

	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Walkbys (outside traffic)	276,338	86,607	114,529	184,476	148,416	130,477	218,341	277,554	288,464	289,635	235,630	275,243	353,310	364,464
Visits (traffic)	121,168	0	0	0	0	54,675	69,384	110,748	99,822	12,127	12,116	153,954	115,715	115,092
Conversions *	228%	167%	132%	152%	177%	239%	314%	269%	288%	119.43	114.4	178%	305%	235%
Total Screen sessions	11,525	10,371	10,254	10,262	12,023	10,620	9,914	10,455	10,103	14,335	14,650	11,331	18,044	20,413
SMS Downloads	70	23	17	31	20	10	15	30	35	98	105	88	41	120

There has been some challenges over the last couple of months with power to the units being turned off or units failing. Enplug have sent technicians to review the units and replaced parts where needed. New designs and advertising layout options are being prototyped as part of our new web platform.



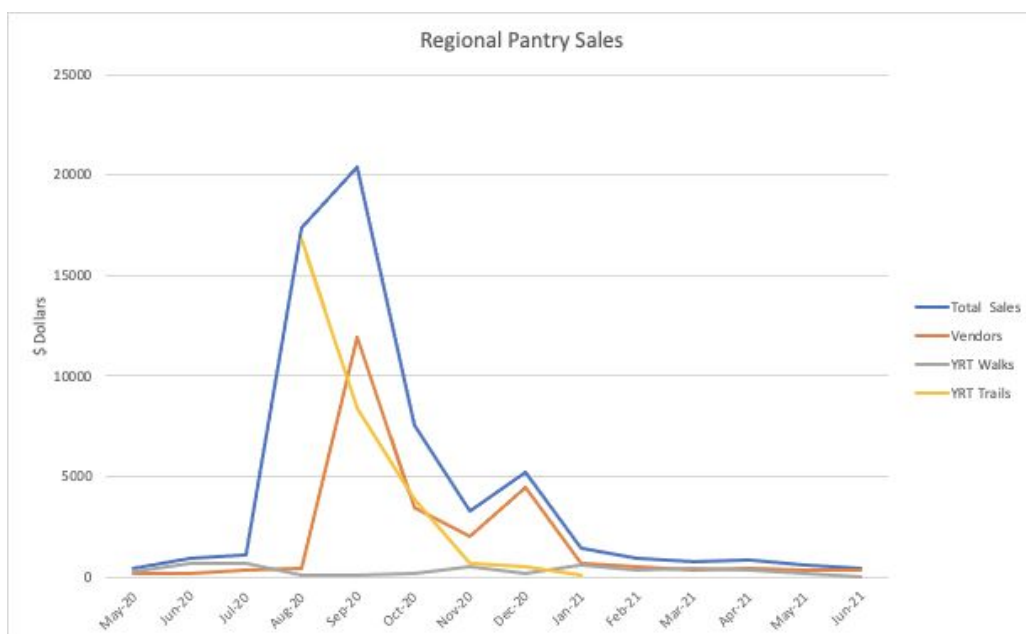
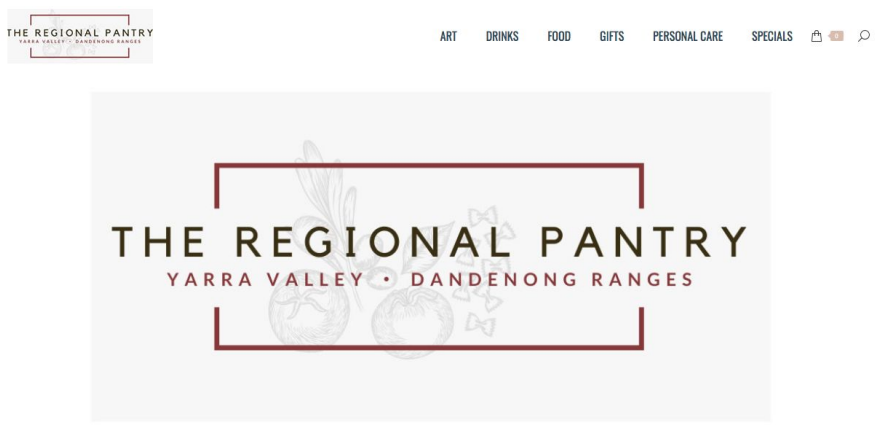
The Regional Pantry

The Regional Pantry (<http://regionalpantry.com.au>) was launched on 4 May 2020 with two product offerings: Walks eGuide and Warratina Lavender Farm products. The site also saw Yarra Ranges Tourism obtain a restricted liquor licence to allow sales of regional drink product.

Since then, 64 operators (partners and non-partners) signed up to sell their products through the Pantry website.

The Yarra Ranges Tourism Board continued to support commission free sales through this platform, given the repeated lockdowns that Melbourne and Victoria continued to experience. Since its inception there has been a proliferation of new market entrants in the regional online product market. Whilst making early impacts with this initiatives its support tailed off.

Whilst an evaluation is yet to be finalised by the Board this service may move back to use by Yarra Ranges Tourism initiatives only. The general sentiment is that whilst we were an early adopter and innovator in this area, the marketplace has responded with tailored offerings that Yarra Ranges Tourism cannot compete with ongoing.



Official Touring Maps & Illustrated Trails

Touring Maps

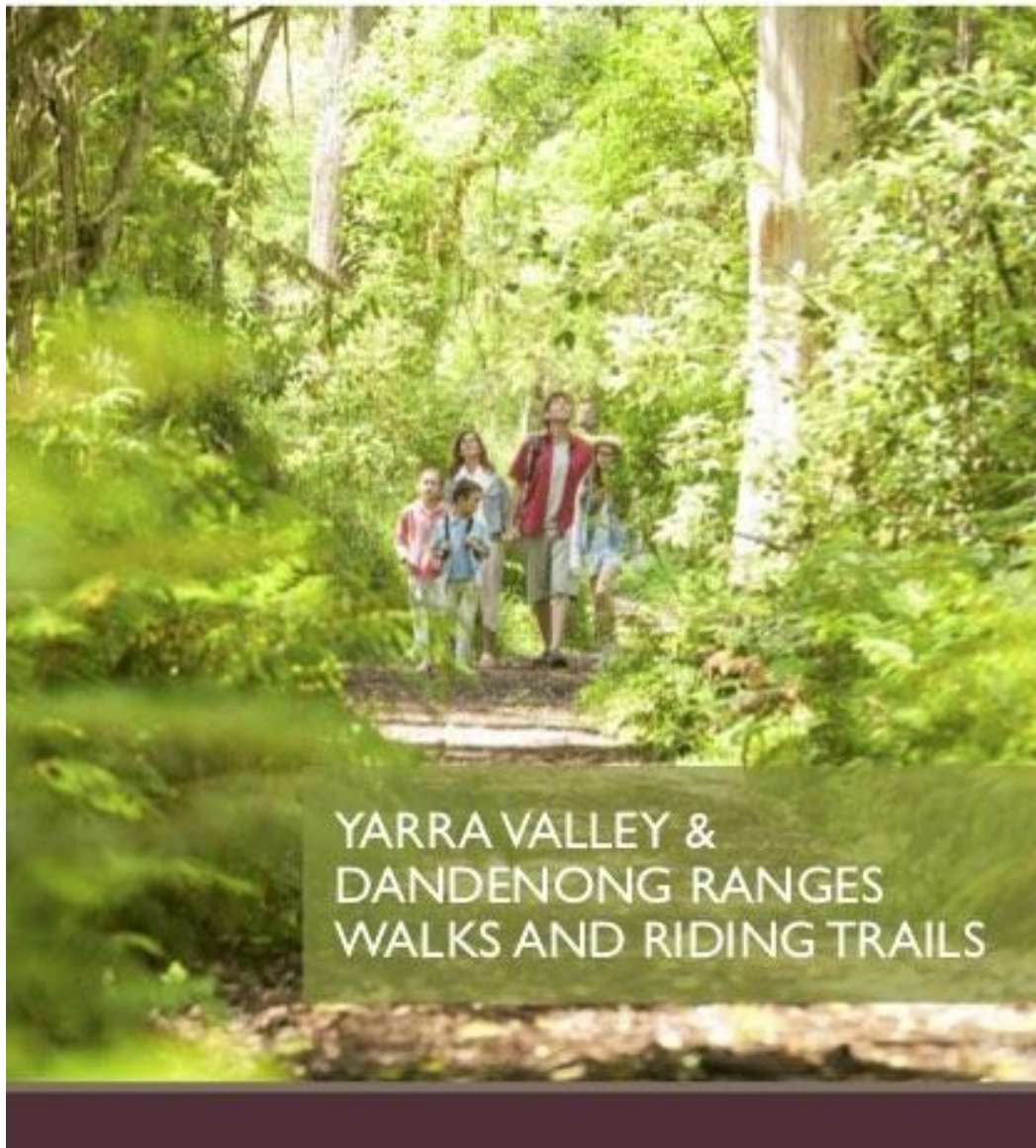
With ample stock coming into the pandemic both the Yarra Valley and Dandenong Ranges tourism map updates have been postponed, until all remaining supply has been distributed across our network of in region displays an out of region at the airport and city hotels.



Walks and Riding Trails eBook

The Walks and Riding Trails eBook continues to be the top selling item on the Regional Pantry, with a prices tag of \$15 per download. Further work to develop specific titles for walks and rides separately will be considered for the future.

**FIND
YOUR
SELF** | **MELBOURNE'S
YARRA VALLEY &
DANDENONG RANGES**



KEY STRATEGY AREA: INDUSTRY AND STAKEHOLDER ENGAGEMENT

Actively engage industry in our activities for the benefit of the region in growing the visitor economy

Chair and CEO Business Meetings

James Robinson and Simon O'Callaghan normal engages with Yarra Ranges Partners through several visits to the area. This activity forms part of Yarra Ranges Tourism commitment to meeting, listening and learning from industry with the aim of building collaborative rapport, however business visits were postponed repeatedly due to the Pandemic.

Annual Industry Summit, Originally scheduled for June 2021 had to be cancelled due to Covid-19 restrictions. A special session with The resilience Project was held online as an alternative with around 65 businesses participating.

Industry Communications

Yarra Ranges Tourism communicates with Partner Businesses on a regular basis through:

- Email
- SMS
- One-on-one business visits and phone calls
- Video Blogs from the CEO



KEY STRATEGY AREA: SUSTAINABLE ORGANISATION

Providing strategic industry leadership, governance and accountability

New Strategic Plan 2021-2026

The Yarra Ranges Tourism Board finalised a new Strategic Plan in June 2021 and released the the summary document to Industry shortly after.

The Board has refreshed its Vision:

Through Yarra Ranges Tourism's leadership, the Yarra Valley and Dandenong Ranges will be Australia's preferred destination for integrated food, wine, cultural, nature and activity-based experiences.

Mission YRT26:

As the lead tourism organisation, Yarra Ranges Tourism will market and facilitate the development of the Yarra Valley and Dandenong Ranges visitor economy, maximising the economic and social benefits that flow to the region.

The Plan represented a simplification of the existing strategy and sees four focus areas of the organisation:

- Marketing
- Product Development
- Visitor Servicing
- Strategic Partnerships

The Plan has also identified priority projects as a focus for the next five years:

- Supporting pandemic recovery and resilience
- Destination management research, planning and implementation
- Regional alliances, collaborating with strategic partners to inform influence and guide leadership of our regional visitor economy
- Multi-Channel marketing enhancement, delivering our marketing program and digital servicing
- Regional dispersal program ensuring visitors see more, do more, and stay more
- Product renewal and development of our visitor offer with a particular focus in events and first nations experiences
- Regional workforce development strategy



KEY STRATEGY AREA: SUSTAINABLE ORGANISATION

Providing strategic industry leadership, governance and accountability

Partnership with Yarra Ranges Council

- A one year extension was offered for Yarra Ranges Tourism by Yarra Ranges Council 2020/21, in light of the pending outcome of the State Government's Regional Tourism Review.
- The Yarra Ranges Tourism Chair and CEO presented at Council Forum on:
 - 2 March 2021
- Our team provide ongoing input into a variety of Council working groups and projects.
- Yarra Ranges Tourism has continued to foster positive relationships with local tourism associations and industry groups as the peak body for tourism in the Dandenong Ranges and Yarra Valley. We adopt a professional approach to these relationships to ensure that local groups are connected to our opportunities and are aware of relevant information for their membership. This is facilitated by Board representation and additional forums that we hold inviting all local associations who work in areas of the visitor economy.
- Ongoing monthly meetings are held with the Economic Development, Creative Communities and Recreation and Active Living teams of Council to discuss relevant operations and strategic opportunities.
- Yarra Ranges Tourism refers all relevant investment enquiries from potential investors to Council's Economic Development team.

KEY STRATEGY AREA: ADVOCACY

Advocacy is a process that challenges inequities by collaboratively and actively working with communities and key stakeholders to bring about change.

To bring about improvements for the Tourism Industry in support for:

- *Reliable Utility Infrastructure*
- *Funding support for key Tourism Infrastructure Projects that will grow the Visitor Economy*

Infrastructure

- An additional \$244M fund will be rolled out for tourism infrastructure over the coming three years as part of the State Government Tourism Recovery package which will provide further opportunities for the region to accelerate both public and private tourism development projects.
- The State Government has appointed TRC to develop the Statewide Destination Plan and consultation will be taking place with Yarra Ranges Tourism around this and needs of our region. Secondary to this we will be expecting financial support for a DMP for the Yarra Valley and Dandenong Ranges and additional support for local area plans.

Industry Strengthening

During the pandemic, RTBs developed individual recovery plans which identified their support needs. While the requirements are different depending on individual RTBs and the makeup on industry in each region, three key categories were identified as useful areas to target industry strengthening initiatives:

- Digital – Social Media, Content Creation, E-Commerce;
- Business Management – Planning, Finance, Risk, OTA engagement; and
- Product Development and Customer Experience

Expert Taskforce Panel Report- Commonwealth Government Reimagining the Visitor Economy

The CEO met with The Hon. Martin Ferguson - the Expert Panel Chair, for a dedicated Regional Victoria session to specifically consult on the key issues and opportunities facing the Yarra Valley and Dandenong Ranges as they relate to the report being prepared for the Federal Minister for Tourism on behalf of the Government. Unfortunately this meeting was over Zoom instead of face to face due to the Victorian lockdown.

A survey of ideas was also submitted to the Expert Panel by Yarra Ranges Tourism.

Secondary to this the CEO chaired several statewide meetings with industry as part of the shared VTIC submission. Further to these consultations a larger forum attended by the CEO that was hosted by the VTIC Chair Matt McDonald and Martin Ferguson on Friday 18 June to go over the findings and likely content of the VTIC submission that is being finalised on behalf of VTIC members for consideration by the taskforce. This forum included industry leaders from key attractions, Regional Tourism Boards, accommodation, Business Events.

LOOKING AHEAD: ONE YEAR RENEWED

Marketing

- To implement a staged Marketing recovery program, capable of being rolled back to meet current and changing conditions. This includes finding key messaging and content in response to community sentiment and prevailing restrictions.
- Consistently looking at off-peak periods of trade for the tourism industry and working with local business to address these opportunities.
- Continue to support and engage partners in the Mid Week campaigns when possible and appropriate.
- Growing our Off Peak Wedding's marketing program.
- Continuing the focus on attracting mid-week business events and stays to the region.
- Planning how to target international travellers from western and eastern markets when longer term restrictions are eased.

Dedicated Partnership Wellbeing Support

- An ongoing focus to engage with partners directly through outreach mental health support and business mentoring

Digital Infrastructure

- Ongoing investment in our Digital Platform is required to ensure that it remains a top performing source of information for visitors to the Yarra Valley and Dandenong Ranges.
- One on One Digital mentoring support for improved digital literacy.

Visitor Servicing

- Completion of phase 2 of our network of Digital Visitor Information Kiosks, which will take the total sites to 33.
- Continued service of our 27 point of sale displays across the region including Melbourne Metro stations at Ringwood and Box Hill.

Destination Management Plan

- Finalisation and endorsement of our Destination management Plan Brief with support the state government and local government partners.

Tourism Enterprise Scholarship Program

- Delivery of a new Pilot Program that will seek to reposition the tourism industry as a great place for a career to work and live local in the outer east.