



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

Yarra Ranges Partnership Activity Report June 2022



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 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.

Report Summary

PARTNERING AGREEMENT

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

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- Overview

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- Social Media
- PR and Media
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- International Program

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LOOKING AHEAD...

Partnering Agreement

Overview

The COVID19 Pandemic continued to exact significant hardship on the tourism industry in the year of 2021-22. It continued to be heavily impacted by the stringency of State Health Orders and restrictions, leaving much of the industry unable to operate for 5-6 months of the year.

Our benchmark is to get back to the levels of visitation and trade that were at record levels in the YE2019. The pandemic saw overnight spending down 64%, day trip spending down 63% and international down 82%. With the release of the COVID-19 vaccination we saw some of the highest take up in the world, which in turn saw business able to again open and there are some wonderful signs of recovery.

However as the community reached its vaccination target and business reopened we saw the realisation of the secondary issues facing the tourism industry workforce. Following an exodus of workers who were unable to work during Pandemic lockdowns combined with cessation of skilled immigration reducing 211,000 workers nationally along with the disruption of International students coming to Australia, there has been a huge drain on the viable workforce. The net effect meaning despite favourable conditions in the last quarter of the year many businesses were simply unable to open at any level near their capacity due to a lack of staff.

In recognition of this, Yarra Ranges Tourism continued to deliver its marketing partnership program to maintain regional awareness and intent to travel whilst businesses were in hibernation. With our Annual Partnership program only charging 50% for the 2021-22 financial year given businesses were closed or heavily restricted. This cost 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 and unable to trade.

The YRT team continued to be innovative and creative during lockdowns in new ways to ensure we could maintain engagement levels with Melburnians to keep our region front of mind for when travel would be possible.

The support of our local government partners in Yarra Ranges, Nillumbik, and Manningham continues to be appreciated across our tourism industry, and we all value this partnership immensely. Yarra Ranges Tourism has a special business structure that brings Government and Business together to do more as a collective because **the job is too big to do alone**. We all need to nurture this model, and its relationships to make sure it isn't taken for granted and that we all get the most out of it to ensure we can continue to have a sustainable visitor economy.

The year ahead sees our team primed to launch some really important new projects including our first Destination Management Plan, Customer Profiling and Workforce Planning. These projects will better inform business and our region to be more coordinated and connected to high-value consumers that will support the growth of the sector.

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 2020-21, and again in 2021-22. The premise of these one year extension's 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. The impacts on Tourism in the Yarra Valley & Dandenong Ranges has seen widespread job losses across the sector with our region being one of the worst impacts in Australia. This was consistent with economic research we undertook in 2020 to help forecast the impact on the region. A primary factor in this was and is the classification of the region under the metropolitan lockdowns.

Yarra Ranges Ranges Tourism has a three-year core funding agreement in place with the State Government from July 2021. It is understood that the Tourism events and Visitor Economy branch of the DJPR are still formulating proposals for the Minister for Tourism to support Regional Tourism Boards with greater resources, beyond this period. The premise of future Visitor Economy Partnerships recognises the significant contribution by Local Government and the need to support RTB's with greater capability and capacity and its important role in facilitating collaboration outcomes.

Yarra Ranges Tourism gratefully acknowledges the funding partnership agreements we have in place with the State Government through the Department of Jobs Precincts and Regions - Tourism Events and Priority Infrastructure branch and with the Local Governments of Yarra Ranges Shire Council, Nillumbik Shire Council and Manningham City Council.

This funding recognises that a Regional Tourism Board is a partnership that, when leveraged with Industry buy-in, becomes a powerful, agile and effective model in delivering business growth, visitor marketing services and industry development that supports the increased yield of the visitor economy. The visitor economy remains a key regional competitive advantage in the Yarra Valley and Dandenong Ranges to help small businesses and grow jobs.

The ongoing challenge that Yarra Ranges Tourism continues to face is the rising cost of doing business, particularly given that our core funding from our key Government partners has mainly been stagnant for well over a decade.

Partnering Agreement

The current State Government response to support regions following the release of the Recovery and reform package has seen additional program funding for Yarra Ranges Tourism as follows:

- Industry Strengthen Programs \$264,000
- RTB Strengthening \$100,000
- Infrastructure development support
 - Public Projects \$\$10.65M
 - Private projects \$4.65M
- Destination Management Planning and local area planning \$165,000
- Enabling Tourism Fund - Light Up Nature into Art Business Case \$200,000
- Dandenong Ranges Tourism Storm Recovery \$88,000
- Business Programs \$20,000
- Tourism Enterprise Scholarship Program \$100,000

Governance:

- Yarra Ranges Tourism volunteer Board continued to meet online and in person as we emerged from the Pandemic with the following positions from our AGM in October 2021
 - Independent Chair - James Robinson
 - Yarra Ranges Council Rep - Kathleen McClusky
 - Council Rep - Carl Cowie Nillumbik
 - Skills - Leigh Harry, Peter Abbott, Kristina Burke, Michael Hands
 - Industry Based Reps - Daniel Tokar - Yarra Valley Smaller Wineries, Helene Campbell - Dandenong Ranges Tourism, Martin Cheney - Yarra Valley Regional Food Group (retired Oct 2020), Chanmali Tregambe - Nillumbik Tourism Assoc, Sam Maddock - 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 \$92,550 in revenue to the organisation.</p> <p>As part of COVID-19 the organisation has applied for all financial assistance available, Commercial rent relief, Boosting Business Cash Flows, Job Keeper, Business Support Fund etc.</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 45% on pre-covid levels.</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>There was no major procurement for the 2021/22 year. However the upcoming year sees detailed project briefs going to market for our Destination management Plan and Light Up Nature Into Arts Business Case.</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> <p>Enabling Tourism Fund Projects</p> <ul style="list-style-type: none"> a. Light Up Yarra Valley and Dandenong Ranges - \$200k Business Case development of two night-time art experiences at Maroondah Dam and across the Villages of Mt Dandenong. b. Yarra Valley Dreaming Masterplan - Big 4 Yarra Valley Park Lane \$100k to investigate the feasibility of building a new aquatic centre, outdoor play areas, mountain bike and walking trails, which would offer more activities for visiting families and outdoor lovers to enjoy. c. Gulf Station Masterplan - National Trust \$60k <p>Regional Tourism Infrastructure Fund Projects</p> <ul style="list-style-type: none"> a. Helen & Joeys \$3.5M completion of 16 accommodation suites with dam views and hospitality tourism experience b. Pinehill Caravan park \$525K construction on new accommodation c. Yarra Valley Gourmet Foods - \$240K facility upgrades and new art gallery

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

INDUSTRY PARTNERSHIPS 2021/22 FY

	<u>16/17</u>	<u>17/18</u>	<u>18/19</u>	<u>19/20</u>	<u>20/21</u>	<u>21/22</u>
Marketing	334	303	355	393*	446	440
Trade	20	13	20	23	10	11
Total	354	316	373	416	456	457

The reopening of state borders and the gradual return of international travel in the 3 and 4th quarters enabled Tourism operators to trade without restrictions since 2019. However the shortage of staff across the tourism sector continued a forced reduction in the capacity to trade and service the visitor.

With the exception of Healesville Sanctuary and Yarra Valley Chocolaterie, attractions and hospitality that were trading 7 days reopened gradually to a 5 day trade.

The effect on the capacity to trade in the first and second quarters of 2021/22 saw a continued trend of business closure, change of ownership and key personal. The sector where we saw the biggest change was Tour Operators due to gradual re-opening of borders for key markets (such as group tours from China and SE Asia) social distancing requirements and wineries unable to cater for tour groups.

On a positive note, tourism and trade partners were keen to re-engage with peers through networking and industry development workshops. The additional state grant funding to assist industry development greatly enhance our capability to do this.

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 again had to offer a 50% hardship discount to our Industry partners for their annual marketing subscription our Industry income down by some 45%. This was owed the economic and health restriction environment that saw most of the industry shut down for the bulk of the first six months.

A significant value proposition for our industry to participate with YRT continues to be that for every dollar an industry Partner invests with us it 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 made a significant shift in managing its digital platform by delivering all visitor sites on a single site. This has provided much needed efficiency gains. Whilst we still promote the key URL's of: visityarravalley.com.au Visitdandenongranges.com.au Visitwarburton.com.au We still continue to host separately branded sites for: yarravalleybusinessevents.com.au Offpeakweddings.com.au All web pages consistently rank in the top three on Google and other search engines Our combined Social Media channels of Yarra Valley & Dandenong Ranges, Off-Peak Weddings and Yarra Valley Business Events generated a combined reach and engagement of 3.85M.</p> <p><small>*In April of 2021, Apple made a change to its privacy controls, limiting the tracking capabilities of digital advertisers and enabling iPhone users to opt-out of data sharing and the vast majority have privacy settings turned on. This has meant that most Google Analytics figures gathered in 21/22 are actually under real figures, especially in Australia with our strong iPhone penetration. This continued to impact our reportable data and is expected to continue as more people are concerned with data breaches and privacy of their information.</small></p>
<p>Delivery of consistent communication through weekly 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 partners. Our industry News email includes regular updates on Education opportunities, 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.</p> <p>To ensure industry partners fully utilise their partnership benefits each business also received reminders on their benefits throughout the year by email or SMS.</p> <p>Over the year we sent Consumer Emails 'What's On, 40 Emails were sent 102,729 sends in total. Open rate of 21.29% with 4,877 Clicks to our website. The 'Eat, Stay, Play' email was sent 16 times to 287,294 people, an open rate of 15.98% 45,785 Opened with 6,002 Clicks to our website.</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 and are serviced monthly by Yarra Ranges Tourism.</p> <p>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"> ● The Dandenong Ranges Well crafted adventure ● Spring Garden Guide ● Dog Friendly Getaway Guide
<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 continued its 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 in hte majority fo our earned and paid media.</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>

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.</p> <p>For 2021/22 a one year Recovery Action Plan was been developed that has aligned with the State approach of all Regional Tourism Boards. This is shared with Council through its rep on the Board.</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> <ul style="list-style-type: none"> ● Rose Evolution which targeted 500 visitors with an actual visitation of 285 <p>The annual funding for events has been crucial for more events in the region</p> <p>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 ● Yarra Valley Writers Festival ● Yarra Valley Opera 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	2022	AAG 16/22 p.a.	YoY % Change 21/22	% Share Regional Vic	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	568	-4.6%	3%	3.8%	n/a	n/a	n/a	n/a
Domestic Visitor Nights	1,397	1,558	1,607	1,879	1,404	1,381	1,135	-18%	-18%	2.6%	1922	1580	2758	2326
Domestic Daytrips	3,978	3,584	3,844	4,616	3,587	2,489	2,897	-27%	16%	10.4%	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
Int'l Visitor Nights	740	829	882	1,067	735	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

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

Domestic overnight visitation declined in all of the 11 tourism regions in the year ending June 2022 compared to the year ending June 2019, with the strongest declines seen in Yarra Valley and Dandenong Ranges (-25%), Mornington Peninsula (-24%), Daylesford and the Macedon Ranges (-23%) and Geelong and the Bellarine, Goldfields, Grampians and the Murray (-22% each). However, compared with the year ending June 2021, domestic overnight visitation increased in all of the 11 tourism regions in the year ending June 2022. The strongest increases were in Geelong and the Bellarine (+33%), Phillip Island (+23%), Victoria's High Country (+19%) and Goldfields (+18%).

Partnering Agreement....cont'd

Agreement Performance Measures

Yarra Valley Wine Growers Association



KPI	Progress updates and comments
<p>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</p>	<p>Sally Coyle has joined the new signature event Steering Committee. WYV have shared their brand playbook to assist in the integration of branding the region as a premier wine destination for visitors. Meeting initiated by WYV to brief YRT (Simon & Euan) about the new event and the Centre of Excellence feasibility project.</p>
<p>Enhances inbound marketing tactics through use of Search Engine Optimisation, and digital media to grow consumer database annually by 10%</p>	<p>A continuous improvement plan ensures the WYV website is reviewed and improved to improve both SEO optimisation and consumer engagement.</p>
<p>Develops compelling content and distribute through digital communications platforms and integrates with the regional digital platforms of Yarra Ranges Tourism</p>	<p>Execution of the WYV Social Media strategy has resulted in the improvement of quality of content and volume of activity. The strategic use of paid social media for regional events has resulted in exponential growth in engagement. Shared hashtags have been incorporated when relevant. Fireside Yarra Valley event report was shared via our newsletter and included social media analytics.</p>
<p>Develop and implement a marketing strategy that targets Chinese tourists and the Melbourne Chinese Community, which enhances the Yarra Valley reputation and attracts visitation</p>	<p>We partnered with GAO Agency to engage the Chinese-Australian community for Rosé Evolution.</p>

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>Meeting initiated by WYV to brief YRT (Simon & Euan) about the new event and the Centre of Excellence feasibility project.</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 new market location at Punt Road Wines, is still being adjusted to by the Group as they seek to create this as the ongoing home the the monthly event. Yarra Ranges Tourism agreed to sponsor the marketing for \$10,000 for the next twelve months to help underpin its sustainability. There are some ongoing challenges with parking and traffic management which the committee are working through.</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



Yarra Ranges Tourism continues to recognise and support the development of 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 continues incorporated as part of the main system that takes direct feeds from the Australian Tourism Data Warehouse. The model has changed over the years as the local community is no longer in a position to maintain content as was previously sponsored by the Bendigo Bank. Several Warburton businesses will participate in Visit Victoria's international ready program. While a further business took part in a one day emergency management media training day.
Special Programs	Two Warburton businesses will participate in Visit Victoria's international ready program. While a further business took part in a one day emergency management media training day.

Partnering Agreement....cont'd

Initiative	Progress updates and comments
Event attraction and retention	<p>In-kind support 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 ● Top 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.</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 and the new adventure based products.</p>

Partnership Overview & Industry Engagement

- 295 Business based within the Yarra Ranges Council region. These businesses are for 2021/22 on the following pages.
- 20 took up a YRT Partnership for the first time.
- As a result of the ongoing lockdowns and Pandemic restrictions., An additional 12 businesses closed or sold ownership and in the case of accommodation, changed from offering short stays to residential. This is in addition to the 14 business that closed in 2020/21 FY
- Hardest hit sectors of our Partnership that ceased trade were:
 - tour operators x 5 ,accommodation x 4 and retail x 3



Yarra Ranges Business Partnerships (1)

Alowyn Gardens	CABN Allira
Alpaca Ridge	Cameo Cinemas Belgrave
Alpine Hotel Warburton	Candleight & Twilight Cottages
Araluen Boutique Accommodation	Carriage Cafe Seville
Arcadia Cottages	ChaChi Cafe
Australian Rainbow Trout Farm	Charnwood Cottages
Babaji's Kerala Kitchen	Chateau Yering Historic House Hotel
Badger Creek Blueberry Farm	Cherry Hill Orchards- Wandin and Coldstream locations
Balgownie Estate Vineyard Resort	Chestnut Glade
Barrique Wine Store	Chirnside Park Country Club
Bed and Bark	Chojo Feature Trees Bonsai
Beechworth Bakery Healesville	Chum Creek Horserides & Huts
Bendigo Bank Dandenong Ranges Group Branches	Clarendon Cottages Sassafras
Bianchet Winery	Cloudehill Gardens
Big Grape Winery Tours	Cog Bikes Australia- Warburton & Mobulk
BIG4 Yarra Valley Park Lane Holiday Park, Healesville	Cognoscenti Food & Wine
Billabong Falls	Coldstream Brewery
Blue Hills Berries and Cherries	Coldstream Hills
Blue Lotus Water Garden	Como Cottages
Boat O'Craigo	Coombe Yarra Valley
Boxhill Lakeside Conference and Event Centre	Corniola Wines
Brumfield Winery & SLAQ Brewery	Craft Markets Australia
Burrinja Cultural Centre	Country Place Olinda
CABN Allira	Creswick Wool Healesville Store

Yarra Ranges Business Partnerships (2)

Cameo Cinemas Belgrave	Cycling Vine Tours
Candleight & Twilight Cottages	Dalblair Bed and Breakfast
Carriage Cafe Seville	Dark Horse Cafe
ChaChi Cafe	De Bortoli Yarra Valley Estate
Charnwood Cottages	De'Vine Escape
Chateau Yering Historic House Hotel	Di Vino Restaurant at Mandala
Cherry Hill Orchards- Wandin and Coldstream locations	Diamond Valley Railway Inc
Chestnut Glade	Dine Divine
Chirnside Park Country Club	Dine Pantry
Chojo Feature Trees Bonsai	Dixiglen Farm Accommodation
Chum Creek Horserides & Huts	Domaine Chandon
Clarendon Cottages Sassafras	Dominique Portet
Cloudehill Gardens	Driven Indulgence
Cog Bikes Australia- Warburton & Mobulk	Eastwood Golf Course
Cognoscenti Food & Wine	Enclave at Healesville Holiday Park
Coldstream Brewery	Elle Naturelle Day Spa
Coldstream Hills	Elmswood Estate
Como Cottages	Emma Jennings Gallery Sassafras
Coombe Yarra Valley	Enclave at Healesville
Corniola Wines	Epicurean Food and Wine Tours & Yarra Valley Picnics
Craft Markets Australia	Epoch Gallery
Country Place Olinda	Evergreen Tours
Creswick Wool Healesville Store	Fergusson Winery & Bianchet Restaurants
Cycling Vine Tours	For the Love of Grape Winery Tours
Dalblair Bed and Breakfast	Foothills Conference Centre

Yarra Ranges Business Partnerships (3)

Four Pillars Distillery	Home Farm Healesville
Galoglen Farm Cottage	Honeyeater Cottage
Gardiners Run Gold Course	Hop Hen Brewing
Gateway Yarra Valley Gateway	Hop It
Geppetots Workshop Sassafras	In the Valley
Giant Steps	Innocent Bystander
Girt by Dirt	Immerse Yarra Valley
Gladysdale Bakehouse	Jay Berries
Glenlowren	Jayden Ong Winery and Cellar Bar
Global Ballooning	JCDC Gallery
Gracehill Bed & Breakfast	Just Words
Grants on Sherbrooke	Kangaroo Ridge Retreat
Greenstone Vineyards	Karwarra Native Garden Nursery
Hazelwood Cottage	Kellybrook Winery
Healesville Hotel	Kookaberry Strawberry Farm
Healesville Motor Inn	Kuranga Native Nursery
Healesville Picnic Races	Lakeside Cottage
Heartswood	Langbrook Estate Cottages
Helen and Joey Estate	Larnook at Sherbrooke
Herd Cafe/ Bar	Lavender Farm Accommodation
Heritage Day Spa	Leaf Studios
Heritage Golf Club	Leaffield Cottages
Hollyville Cottage	Left Bank Design

Yarra Ranges Business Partnerships (4)

Levantine Hill	Oakridge Wines
Lilydale Motor Inn	Oasis Berry Farm
Lochiel Luxury Accommodation & Ranges Cafe	OBG Productions
Loft in the Mill	Olinda Collective
Lyrebird Cottages	Olinda Country Cottages
Mac Forbes Wine	Olinda Tea House
Maddens Rise Wines	One Hour Out
Mandala Wines	Only Mine Chocolate Factory
Mangana Olinda	Oscars on the Yarra
Many Hands Winery	Payne's Rise Winery
Maria Cafe	Piaf Day Spa
Mary Eats Cake	Pimpernel Vineyards
Matilda Bay	Pine Hill Caravan Park
Medhurst Wines	PNL 4WDDriving
Micawber Tavern	Pooches and Pinot Tours
Miss Marples Tea Rooms	Pidgeon and the Professor
Mont De Lancey Historic Homestead	Projekt3488
Mount View Estate	Proserpina Bakehouse
Mt Dandenong Bakery	Puffing Billy Railway (Belgrave)
Mural House Olinda	Punt Road Wines / Napoleone Orchard Bar
My Little Kitchen	RACV Country Club Healesville (& Day Spa)
Nancy's of the Valley	Raynella Alpaca Farm
Nightcap at York on Lilydale Hotel	Rayner's Orchard
Oakridge Wines	Rex's Yarra Valley House

Yarra Ranges Business Partnerships (5)

Oasis Berry Farm	Risehill House Kalorama
OBG Productions	RL Chapman and Sons(Chappies)
Olinda Collective	Rob Dolan Wines
Olinda Country Cottages	Rochford Wines
Olinda Tea House	Romantic Nursery Pty Ltd (Herb and Chilli Festival & Plant Fair)
One Hour Out	Round Bird Cant Fly
Only Mine Chocolate Factory	Sanctuary House Resort Motel
Oscars on the Yarra	Sanctuary Park Cottages
Payne's Rise Winery	Sanders Apples
Piaf Day Spa	Seasons Restaurant
Pimpernel Vineyards	Seville Estate
Pine Hill Caravan Park	Seville Hill
PNL 4WDiving	Sherbrooke Art Society
Pooches and Pinot Tours	Shortlist Private Tours
Pidgeon and the Professor	Silva Coffee
Projekt3488	Sir Paz Estate
Proserpina Bakehouse	Skydive Yarra Valley
Puffing Billy Railway (Belgrave)	Skyhigh Mt Dandenong
Punt Road Wines / Napoleone Orchard Bar	Smaller Wineries
RACV Country Club Healesville (& Day Spa)	Soumah Wines
Raynella Alpaca Farm	Squitchy Lane Vineyard
Rayner's Orchard	St Huberts (& Coldstream Hills)
Rex's Yarra Valley House	St Ronan's Cider
Ride Time Warburton Valley	Steels Creek Estate
Ripe - Australian Produce	Steels Gate Wines
Risehill House Kalorama	Stefani Estate / Bel

Yarra Ranges Business Partnerships (5)

RL Chapman and Sons(Chappies)	Tommy Finns Trout Farm
Rob Dolan Wines	Touchstone Craft Gallery Olinda (& Rubies and Rust)
Rochford Wines	Treetops Adventure
Romantic Nursery Pty Ltd (Herb and Chilli Festival & Plant Fair)	Truffle Valley- NEW
Round Bird Cant Fly	Tuck Inn (& The Mechanics Hall)
Sanctuary House Resort Motel	Upper Yarra Arts Centre
Sanctuary Park Cottages	Upwey Belgrave RSL/ Running Rabbits Military Museum
Sanders Apples	Valley Market Warburton
Seasons Restaurant	Valley Ranges Getaways
Seville Estate	Victorian Skating Centre
Seville Hill	Vue on Halcyon
Sherbrooke Art Society	Wandin Valley Farms
Shortlist Private Tours	Wandin Yallock Farms
Silva Coffee	Warburton Adventure Company
Sir Paz Estate	Warburton Golf & Sports Club
Skydive Yarra Valley	Warburton Holiday Park
Skyhigh Mt Dandenong	Warburton Motel, Bike and Hike Warburton
Smaller Wineries	Warburton Waterwheel
Soumah Wines	Warramunda Estate
Squitchy Lane Vineyard	Warratina Lavender Farm
St Huberts (& Coldstream Hills)	Watts River Brewing
St Ronan's Cider	Whispering Hills Vineyard
Steels Creek Estate	Wiggley Bottom Farm
Steels Gate Wines	Wild Orchid Olinda

Yarra Ranges Business Partnerships (5)

Wombat's Chai	Yarra Valley Rides / Yarra Valley Escape
Yarra Flats Bakery	Yarra Valley Smaller Wineries
Yarra Gables	Yarra Valley Trading Company
Yarra Publishing	
Yarra Ranges Regional Museum	Yarra Valley Wine Tasting Tours
Yarra Valley A2B	Yarra Yering
Yarra Valley Archery Park	Yarrowood Estate
Yarra Valley Artisan Baker	YAVA Gallery & Arts Hub
Yarra Valley Aviation at Lilydale Airport	Yering Farm Wines (& The George Homestead)
Yarra Valley Blooms	Yering Gorge Cottages
Yarra Valley Chocolaterie & Ice Creamery	Yering Meadows Golf Club
Yarra Valley Cycles	Yering Station
Yarra Valley Dairy	Yileena Park
Yarra Valley Estate / The Edible Forest	Your BnB Angels
Yarra Valley Gas	YV Artisan Baker
Yarra Valley Gourmet Foods	YV Hampers
Yarra Valley Grand Hotel	Zonzo Estate
Yarra Valley Lodge	Zoos Victoria (Healesville Sanctuary)
Yarra Valley Motel	
Yarra Valley Pet Resort	
Yarra Valley Racing	
Yarra Valley Regional Food Group/ Farmers Market	

KEY STRATEGY AREA: TOURISM CRISIS RESPONSE & RECOVERY

MANAGE IMMEDIATE ACTIONS AND PLAN RECOVERY FOR COVID-19

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

The Tourism Crisis Response and Recovery activities continued to absorb a major component of time for Yarra Ranges Tourism as it did many organisation connected to the visitor economy.

Communication to and from industry remained the key focus during this period of the COVID-19 crisis. With weekly communications going to industry that have 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.

Yarra Ranges Tourism also continued ongoing advocacy initiatives with the Government and State Opposition, on the types support that was needed for the industry to recover. Including meeting with the Minister for Tourism The Hon Martin Pakula, Deputy Premier The Hon James Merlino, Minister for Local Government and Suburban Development The Hon Shaun Leane and Member for Eastern Victoria Harriet Shing.

The Sub Committee continued to review the work it commissioned by 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 report has been a helpful guide in planning response and recovery and its intersection later in the Pandemic with the workforce labour shortages across the region.

Return on Investment for Nillumbik: The Yarra Ranges Tourism teams ongoing focus to support business saw countless pastoral support and business mentoring offered to business Partners in the visitor economy, combined with the research benefits of our impact assessment.

Value: \$10,000

Tourism Crisis Response & Recovery cont'd

Yarra Ranges Tourism one year Recovery Action Plan for a second year was heavily focussed on what could be delivered with current resources and identified a significant program of recovery initiatives to support the region.

The Recovery Plan is focussed on the following pillars:



Recovery Mission 2021/22

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 and re-establishment**
- **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**
- **Delivering On our new Strategic Plan objectives**

Since the beginning of the Pandemic the domestic visitor profile to the region has changed. With visitors to Yarra Valley and Dandenong Ranges now more likely to:

- live in Melbourne (more so than regional Vic)
- be visiting on business
- travel alone or with friends or relatives
- be in the young/midlife single lifecycle group
- be aged 35 to 44 years
- have an annual household income of \$100k to \$149k
- have only one stopover on their trip
- stay at a caravan park or commercial camping ground or a rented house/apartment/flat or unit
- use share accommodation (e.g. Airbnb)
- self-drive
- go shopping/to markets

Tourism Crisis Response & Recovery cont'd

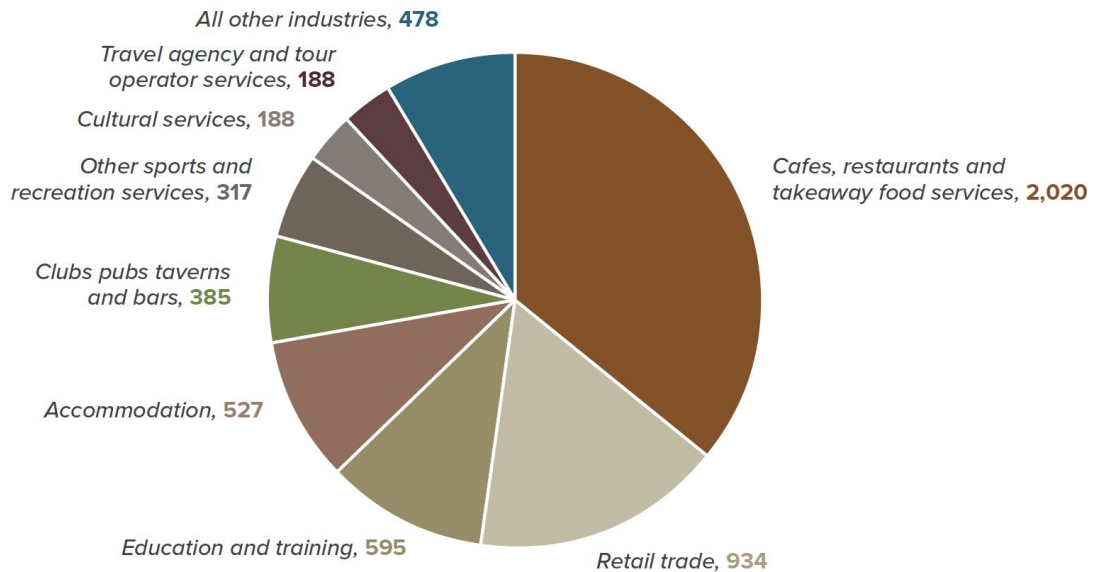
The analysis projects that in 2020/21 the region will see between -25% to -37% spending and job losses. Broadly speaking full recovery is not expected to reach 2019 spending or job levels until 2023/24 at the earliest.

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.

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	
		Fast	Slow	Fast	Slow	Fast	Slow
Economic Impact							
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

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*

A MODULAR APPROACH TO CAMPAIGN MESSAGING

Yarra Ranges Tourism maintained a modular approach to all of our campaign roll outs over the year with messaging will be positioned for:

1. **Lockdown**
2. **Partial Lockdown**
3. **Free Trade (observing new Government guidelines, with easing restrictions)**

Planning and Changing Plans

Much of the team's effort was placed in advocacy for the area and purposeful regional messaging with a focus on safe dispersal post Dandenong Ranges storms and Yarra Glen flooding - all just as we came out of lockdown and still with density quotients in place.

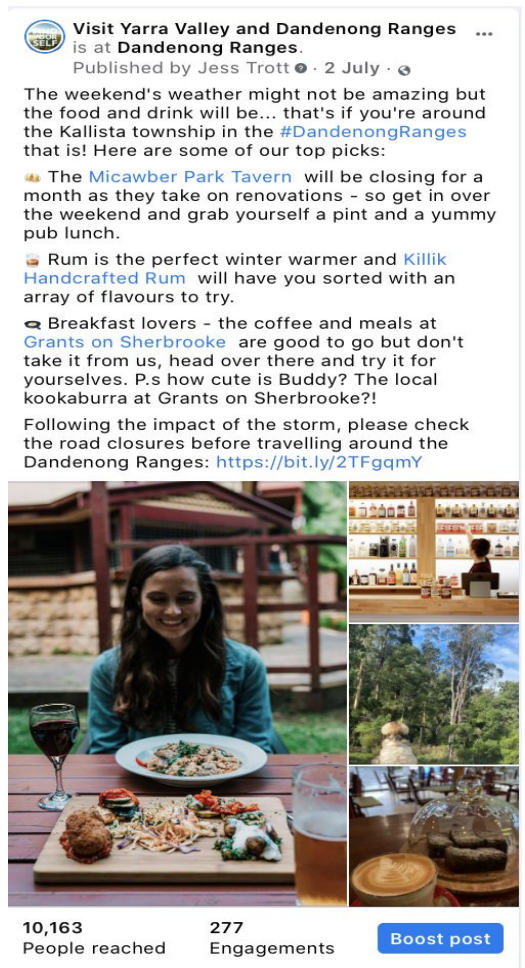
We needed to keep our messaging clear, positive - but safe. The strategy behind this thinking was based on research carried out by The Lab that showed categorically the Australian domestic traveller is tired of being asked to 'care', 'show sympathy' and are no longer converting to purchase from a values based **lead** proposition. There is a sympathy fatigue. The most successful converters for travel decisions is based on 'new', 'undiscovered', nature and a sense of agency and freedom. Regional areas are seen as 'safer' but consumer confidence is still enormously low in terms of booking ahead thus making the landscape for traditional events - and any sort of planning at all - still challenging.

FIND YOUR SELF | MELBOURNE'S YARRA VALLEY
visityarravalley.com.au

FIND YOUR SELF | MELBOURNE'S DANDENONG RANGES
visitdandenongranges.com.au

CREATE YOUR OWN adventure | MELBOURNE'S YARRA VALLEY DANDENONG F

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



Spring Campaign Development: Picnics & Gardens

In response to Government restrictions and seasonal strengths, our Spring campaign work was to focus on gardens and picnics. As we're still in lockdown this has been prepping our visitors for when they can join us, creating shareable content and evergreen 'resource' style downloads for the website and updating resources.

We are also pleased to note that this design was completed by our in-house team.

Downloadable Spring/ Summer garden guide

FLOWER QUEEN? YES, YES YOU ARE AND WE'RE HERE TO PROVIDE THE BACKDROP YOU DESERVE

Explore Spring Gardens

- 1 ALOWYN GARDENS**
- 2 BLUE LOTUS WATER GARDEN**
- 3 TESSELAAR**
- 4 WARRATINA LAVENDER FARM**
- 5 CLOUDEHILL GARDENS**
- 6 ROADSIDE STALL**

FEED YOUR FEED IN THE SPRING GARDENS OF THE YARRA VALLEY AND THE DANDENONG RANGES

- The Wisteria Arch at Alowyn Gardens during October is the Insta / Tic Toc (whatever you're on) Mecca. Purple blooms sending off a flattering hue filling a whole entire tunnel. Did you even spring if you weren't seen here?
1210 Melba Hwy, Yarra Glen VIC 3775
- Lotus layabout at the Blue Lotus Water Garden. There are thousands (no exaggeration) of lotus blooms here. It's the only garden of its kind in the southern hemisphere and it's only open in summer. How big are they? A baby was once photographed loling around in one. (don't do this without asking - you'll get evicted)
2628 Warburton Highway, Yarra Junction VIC 3797
- Today we Tulip. Tesselaar boasts almost one million flowers over five acres. This means you grab amazing colour from every angle - especially your best one. 2021 is a bit closed (damn you COVID) but keep an eye on the socials in case sneak peaks happen.
357 Monbulk Road, Silvan VIC 3795
- Lush out on lavender. Wander along rows in the sunshine, pretend you're in France and then indulge in a Devonshire Tea - oops are you in England now? No matter, Warratina Lavender Farm helps make up for the fact that Euro travel was so yesterday.
105 Quayle Road, Wandin North VIC 3139
- Cloudehill Gardens in Olinda is a like a garden of rooms. Find your way in some, loose yourself in others. Look for the one-hundred-year old Japanese Maple tree (which is legit amazing) and hang out with the sculptures. You'll find a perfect match!
89 Olinda-Monbulk Road, Olinda VIC 3788
- Sunflowers are sun shiny and the actual best - especially in huge numbers. Can you grab a glimpse of these golden beauties from the roadside? Maybe - if you are a super snooper. Otherwise purchase mass bunches from a roadside stall.
Monbulk Rd, Monbulk

7. Cherry blossom season is short on time and big on FOMO. Try Cherry-Hill Orchard for the full-on cherry blossom experience of rows of trees, mad views and someone that will hand you a wine or go to Rayner's Orchards for all kinds of fruit blossom and a tractor ride.

Cherry-Hill Orchards - 474 Queens Road, Wandin East VIC 3139
Rayner's Orchards - 60 Schoolhouse Road, Woorin Yallock VIC 3139

8. Want to walk among clouds of fairy floss? Well - you can't - but you can do the crab apple tree walk at Alowyn Gardens. It's all fluffy blossom and sweet smells. Makes for a pretty magical moment.

1210 Melba Hwy, Yarra Glen VIC 3775

9. Fields of florals. Sounds like something from the '70s but is actually an apt way to describe the Dandenong Ranges Botanic Gardens. This is the place of garden dreaming. You know - the type where you're travelling the world and found yourself in never-seen-before paddock of flowers and you look great, the company you keep looks great and together you live that moment like it was directed for the Golden Globes ...

Or go totally low-fi and enjoy a wild daisy walk at the RJ Hamer Arboretum when the lawns are covered in summer daisies. Look out also for the forget-me-not wildflowers. If you bought a new floral to wear this season - here is where you own that look.
Dandenong Ranges Botanic Gardens - The Georgian Rd, Olinda VIC 3788
RJ Hamer Arboretum, 10 Chalet Rd, Olinda VIC 3788

10. Ok so there isn't technically a 'garden' here, but there's a unicorn so who cares!? There are also grapevines and we're sure they're planting a garden. Just drink the wine and take that Queen photo riding on the back of a magical steed.

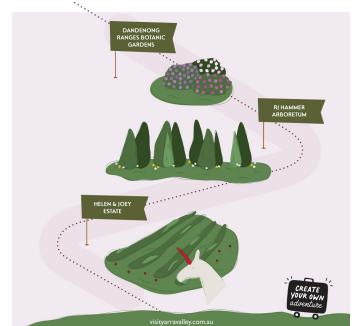
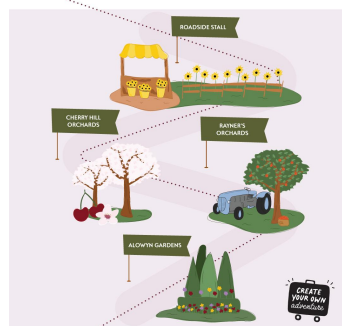
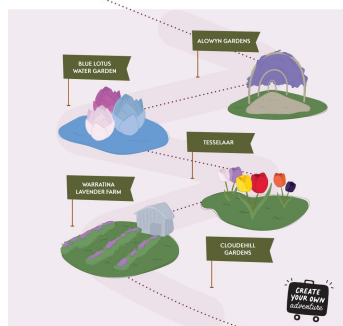
12-14 Spring Lane, Gruyere VIC 3770

Just keep in mind, COVID has changed access to certain places and will continue to do so. We always suggest you check with venues before arriving and adhere to current government restrictions.

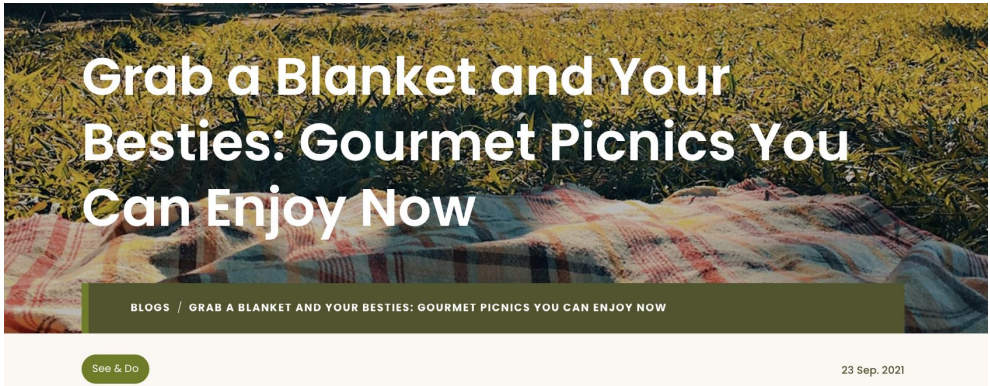
Need more ideas? Head to our websites:
visityarrawalley.com.au
visitdandenongranges.com.au or just jump on
Insta: @yarravalleydandenongranges
#visityarrawalley #visitdandenongranges #createyourownadventure

- 7 CHERRY HILL ORCHARDS**
- 7 RAYNER'S ORCHARDS**
- 8 ALOWYN GARDENS**
- 9 DANDENONG RANGES BOTANIC GARDENS**
- 9 RJ HAMMER ARBORETUM**
- 10 HELEN & JOEY ESTATE**

Supporting social tiles



New and refreshed 'picnic' Blog content shared via social media and eDM



LINK [HERE](#)



LINK [HERE](#)



LINK [HERE](#)

New and refreshed social media spring gardens content



If viewing on your computer click image to play



Tesselaar Reel



Spring Gardens Reel

Both the Tesselaar and Spring Gardens videos were formatted for:
Facebook
Instagram feed
Inst + FB Stories

Combined views: 26K



Spring / Summer Gardens User Generated Content story was used in social stories and is based on our garden trail

Views: 3.4K

If viewing on your computer click image to play

KEY STRATEGY AREA: MARKETING

Summer Campaign Development; Mutts & Mates

In response to the large uptake of dog ownership during the 2020/21 lockdowns, our summer campaign aims to highlight dog-friendly attractions, businesses and places across the region. While in lockdown our focus has been on preparing our visitors for when they can join us, creating shareable content and evergreen 'resource' style downloads for the website and continually updating these resources. We are also pleased to note that this design was completed by our in-house team.

Downloadable dog friendly getaway guide

THE ULTIMUTT SLEEPOVER

Take your best fuzzy mate - and your good holiday mates - on a weekend getaway in the Yarra Valley with these pet-friendly spots you'll all love.

Whether you choose a mid-week getaway or a weekend escape for your ultimutt sleepover; there's so much to do with your dog - and your two legged friends - in the region.

DAY ONE

1. Grab breakfast at Round Bird in Lilydale where you can grab an outdoor seat and enjoy breakfast to kickstart your big weekend. Here the menu is thoughtfully created around seasonality and availability of produce so what you get is local, fresh and delicious.
2. Following breakfast, venture to Lilydale Lake which offers the perfect op-paw-tunity for a picturesque walk, either on a lead or at one of their two, off-leash areas for some serious playtime.
3. Nearby Coldstream Brewery has an open doggie door policy for puppies keen to keep their minders company in the outdoor seating area. Quick note, if you're visiting over a weekend, let the team know with your booking you'll have your pooch with you to ensure you're all seated in the right area. While visiting, grab a tasting paddle, a beer snack from their incredible menu, and soak up the sunshine while pupper has a rest.
4. It's un-fur-givable to visit the region without visiting at least one of our world-class wineries, so spend the afternoon doing a tasting at Helen & Joey Estate. The views from the deck are pretty special and the knowledgeable staff are always up tummy rubs (your dog's not theirs.) The best part! Dogs are allowed both inside and out. So relax, stay awhile, play pup-arazzi taking pictures of your mate with Bruce, their signature unicorn and his friends scattered around the property.
5. Afternoon walks are sorted in Healesville where both Coronation Park offers plenty of trees for sniffing, open space for fetching and off-leash areas for running. Nearby Queens Park also offers on-leash areas.
6. Finish your afternoon at Innocent Bystander for a mutt-friendly sundowner in their Garden of Innocence. Here you'll find wines, brews and snacks out the back with room to stretch out all four legs. The pizzas here are woodfired and delicious, dare we say the pup-aroni is a winner! No matter which you choose, it's a pawfect end to the day!

visityarvalley.com.au

DAY TWO

1. Start your morning with ChiChi Cafe in Healesville. It's super dog friendly for your superdog and their Italian-influenced menu means the delicious fare and hit of espresso will be exactly what you need to hit the mark for morning walks.
2. Grab your doggo's favorite lead and do a morning walk at MaroonDAH Reservoir Park. The location is super scenic with several rotundas, shelters, picnic and BBQ areas, towering trees, plenty of gardens, and so many nooks and crannies to explore and sniff, making it a treat for both you and your doggo.
3. Make a late morning stop at Badger Creek Blueberry Winery. It's a pup-ular place that's pet friendly and allows for tastings of not blueberry wine, but a variety of blueberry foods too (as well as traditional sausage rolls and all the good stuff to pair with the St Ronan's Cider made here).
4. One last leg stretch before starting your trip home! Call into Don Road Recreation Reserve for some off-leash playtime and walks and water views before going back to Healesville.
5. If you're not quite ready for the car ride home, a stop at Matilda Bay for a bevie on the balcony with your bestie is just the place to finish off the weekend.

BREAKFAST & BRUNCH IDEAS

Here for a few days and you're the roaming type!

My Little Kitchen with it's dog-friendly undercover courtyard or Wombat's Chai where your dog can enjoy a well-deserved nap in the grass.

visityarvalley.com.au

Supporting social tiles

THE ULTIMUTT SLEEPOVER

TAKE YOUR BEST FUZZY MATE - AND YOUR GOOD HOLIDAY MATES - ON A WEEKEND GETAWAY IN THE YARRA VALLEY WITH THESE PET-FRIENDLY SPOTS YOU'LL ALL LOVE.

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Dog Friendly Campaign Progress

With statistics showing over 43% of Melbournians now own a dog. COVID has meant that many families are now, more than ever, attached to their pet and even in an economic downturn will still continue to treat that pet like family. This includes travel at a variety of entry points.

YRT has created region wide itineraires and stories that touch on our accommodation products, food & wine as well as nature.

Highlights (as at 29.11.21):

- 8 Item listicle [blog](#), ranking in the site's top 5 most visited blogs.
- Dog-friendly post (see right) is the 4th highest performing piece of content across Facebook & Increase in October & November.
- In-feed social media ads are live.
 - Facebook ad (below left), has generated 417 link clicks at \$0.40 per click
 - Instagram ad (below right), has generated 144 link clicks and reached cover 7,100 people.
- Organic feed posts have generated a combined 190K in reach.

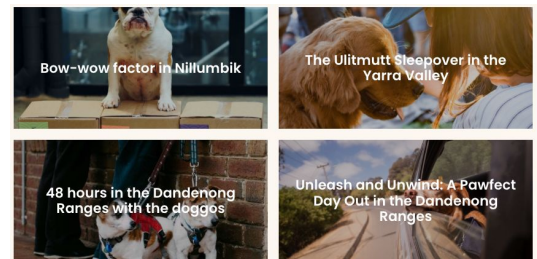


Reach ⓘ

Total
24,891 Worst Best

This post reached more people than **100%** of your 50 most recent Facebook posts.

👍 426 reactions 💬 39 comments ➦ 40 shares



DOG FRIENDLY LANDING PAGE [HERE](#)



Visit Yarra Valley and Dandenong Ranges
Sponsored · 🌐

Explore all the pooch friendly ways to enjoy the Yarra Valley & Dandenong Ranges 🐾🐾🐾



VISITYARRAVALLEY.COM.AU

Pooches welcome!

Find accommodation, things to d...

LEARN MORE



yarravalleydandenongranges
Sponsored



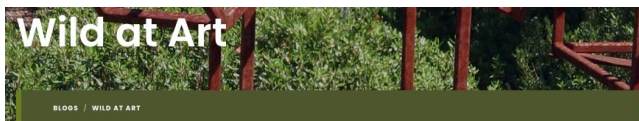
Learn More



New and refreshed Blog content shared via social media and eDM



[LINK HERE](#)



[LINK HERE](#)



[LINK HERE](#)

Sunrise Morning Show in the Yarra Valley

On Friday Nov 26th, Sunrise featured our region at CherryHill Orchards' new Coldstream venue. Sam Mac hosted a few spots including Rochford Wines - grape stomping & tasting, Warburton Adventure Co - outdoor activities overview, Posh Picnics - partying in the orchard and Jeff Jenkins - singing the Neil Diamond Classic, Cherry Cherry. Click [HERE](#) for a little video snippet from the show which was shared in our social media feed.




KEY STRATEGY AREA: MARKETING

TOP PERFORMING SOCIALS

Visit Yarra Valley and Dandenong Ranges
 Published by Brook Powell · 11 September at 19:19 ·

Today would have been the first day of the **Tesselaar Tulip Festival** 🌷🌷🌷 Obvs that's not happening - obvs we're sad. Grab a coffee ☕ or pour yourself a Yarra Valley wine 🍷 and take a few minutes to fill your heart with tulips 🌷🌷🌷 - all while crossing our fingers and toes that 2022 is our tulip filled year.

👉 If you're after some more garden inspo head over to the garden link here: https://bit.ly/YVDR_Gardens You'll find wheelbarrows of reasons to start planning for a flower f... [See more](#)



13,013 People reached **1,092** Engagements [Boost post](#)

Reach 13K
Likes 208
Comments 46

13,013

People reached ⓘ
 0% from boosted posts

13,013 organic 0 paid

1,092

Post engagements ⓘ

293 reactions	46 comments
211 on post	19 on post
79 on shares	27 on shares
57 shares	700 clicks
54 on post	0 photo clicks
3 on shares	27 link clicks
	169 clicks to play
	504 other clicks

yarravalleydandenongranges



Reach 50.5K Likes 1.3K Comments 24

yarravalleydandenongranges
 Mt Donna Buang summit



Reach 43.9K Likes 1.4K Comments 27


KEY STRATEGY AREA: MARKETING

TOP PERFORMING POSTS: FACEBOOK



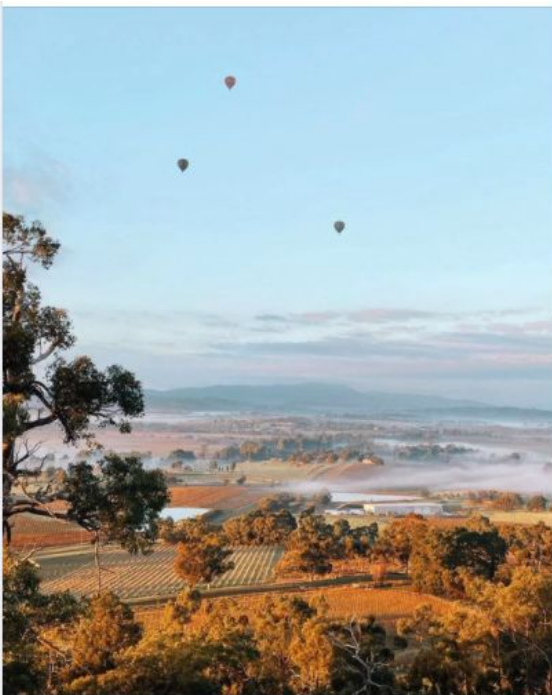
34,221 People reached 1,867 Engagements ↑ +2.4x higher Distribution score [Boost post](#)

639 110 Comments 52 Shares



32,670 People reached 2,153 Engagements [Boost post](#)

583 161 Comments 45 Shares



28,635 People reached 936 Engagements - Distribution score [Boost post](#)

521 17 Comments 36 Shares

Examples of our new website blog content - shared via social media and eDM



LINK [HERE](#)

The "How To Have a Great Day" blog had a supporting Reel made to amplify the messaging across our Instagram channel & in FaceBook Stories.

This Reel is currently ranked at number 1 for Saves & number 3 for Reach & Plays over the the last 3 month timeframe.

Click to play:



LINK [HERE](#)

Digital/Website Performance

All of our digital activity in social media and blog content on the previous pages, is all done to drive views on our website. This is how we create an emotional connection or reconnection with our region. We then ultimately want browsers to click on a partners page and make a decision to book, call or get directions.

Digital Marketing	Actual	Target
visityarravalley.com.au / visitdandenongranges.com.au		
total unique views	450,693	650,000
total views	596,350	625,000
total page views	1,563,670	2,000,000
average time on page	4:19	3:30
average bounce rate	56%	25%
Consumer database subscribers	22,000	25,000
Consumer eDM open rate	13%	18%
Facebook @YarraValley and Dandenong Ranges Likes	70,106	70,000
Total Facebook Posts	500	450
Instagram @yarravalleydandenongranges followers	40,005	40,000
Instagram @offpeakweddings followers	9,700	14,000

Earned Media

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Life aquatic
Hobbies

'Steering is going to be a challenge': a beginner's guide to river tubing



Stephanie Convery
@gingerandhoney
Sun 16 Jan 2022 06:00 AEDT
7

Stephanie Convery tubes down the Yarra River near Warburton with Bike and Hike. Photograph: Christopher Hopkins/The Guardian

Paddle in hand, Stephanie Convery rolls on an unexpected branch of the Yarra River

For most Australians, mention of the Yarra River likely brings to mind the opaque sludge that wends its way through Melbourne's central business district. But the river didn't always look like that, and if you follow it upstream towards its



Link [HERE](#)

URBAN LIST MELBOURNE


Search Urban List

NEWS | THINGS TO DO | FOOD & DRINK | STYLE | HEALTH | TRAVEL | DIRECTORY

LOCAL ESCAPES

This Dreamy Airbnb Has Its Own Natural Billabong And Waterfall

By Simon Cassar
18th Jan 2022



You know what's better than a pool or spa? Your own billabong and waterfall just a few feet away from your bedroom. Now, this might sound a little lofty but hang tight, just under an hour out of town in the lush bush surroundings of Olinda

Link [HERE](#)



Melbourne to Marysville

Take the winding road from Melbourne to Marysville along the Black Spur, a stunning, scenic drive that weaves through the Dandenong Ranges, taking in some of Victoria's most incredible ancient forests and looking like it's come straight out of National Geographic.

By Owen Luscombe



Melbourne to Healesville

Farewell Melbourne and venture towards the rolling vineyard views of the Yarra Valley. Take the M1 to Uppdale and then the Maroadah Highway passing open pastures, rolling hills with symmetrical vineyards and lush forests.

Even the northern suburbs of Melbourne, you'll find yourself in the regional food and wine hub of Healesville in only 25-30 minutes, or roughly an hour of drive time along gently sloping gradients from the CBD.

Take your time in Healesville and enjoy any one of the more than 90 wineries and cellar doors in the region including the likes of Damiano, Chandon, Rochford Wines, Levantine Hill, and Balgownie Estate to name a few.

Healesville is also where you'll find Four Pillars Distillery, named the International Gin Producer of the Year twice at the International Wine and Spirits Competition (IWSC) in London. Visiting the distillery means you can see where the magic happens, by some amazing gin flavours as well as stock up on everything you need for an incredible G&T at home.

Keen for a coffee? Healesville's Habitat serves up baked goods and coffee you can't go wrong with. Based in a special prototype 20-Megawatt Buller's Coffee roaster that produces a more even and controllable roast with no charring of the bean, they create a coffee you won't soon forget. Enjoy one there and grab another for the road.

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Healesville to Marysville

From Healesville, it's flora and fauna aplenty with towering mountain ash, flowering gums, myrtle and tree ferns rising on both sides of the roadways as you wind your way through The Black Spur.

This 30km drive starts in Healesville and continues through to Narbethong on the Maroadah Highway, winding its way up the Great Dividing Range.

You'll enjoy a cool, sheltered and smooth drive over sealed roads and on cooler days, it has a misty, almost mythical feel with shafts of light breaking through the towering trees and lush green surrounds spilling over the embankments.

Think gorgeous valley views, windy two-lane roads with hairpin turns and short straight sections between uphill and downhill twists. It's often referred to as Victoria's most beautiful road trip for cars and motorbikes alike, and as you weave your way through the old mountain ash trees you'd be forgiven for thinking you were driving through a California Redwood forest. Also, you'll want to put the roof down or at the very least roll down the window and experience the fresh, crisp Australian tushland air.

As you soak up the lush landscape, take your time and keep an eye out for wildlife as it's a popular place for lyrebirds, kangaroos and other natives who call this forest home. You'll also come to appreciate that this drive has so many treasures along the way that it'd be a shame to rush.

Along the journey, make a stop at the highest point on the route at roughly 550m altitude, the Dom Dom Saddle picnic area.



38

Not just a pleasant spot to stop and soak up the sights and sounds of nature, but also a great place to stretch your legs. You might even recognise this stretch from one of the many television commercials filmed here over the years.

From here, continue just a short distance longer to Marysville. During the winter months, this route is popular with those venturing to the snowfields of Lake Mountain, but during the warmer months, you'll find it scenic, shady and spectacular.

Back in the 1800s, Marysville was a stopover for gold diggers heading to the goldfields. In the 1920s, it was a honeymooning town and boutique guesthouses popped up to accommodate.

Today it's a charming village famous for its local cafes, bakeries, art galleries and gorgeous B&Bs. There's also The Peppers Marysville for those wanting to make an overnight or weekend of it, so there's extra time to drop a line in pristine lakes and streams or tee off at the 18-hole golf course nestled in the Great Dividing Range.

While in Marysville, Stevenson Falls is iconic to the region as well as other waterfall attractions including Keppel Falls, Phantom Falls and Taggerty Cascades.

Drive time/distance: Approx. 100km one way from Melbourne CBD, with roughly one hour and 50 minutes' driving time.



39

TURBO
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KEY STRATEGY AREA: MARKETING

Earned Media



The best off-grid getaways in Victoria

Looking to get off-grid? These are the best luxury, secluded getaways dotted around regional Victoria

Written by [Eliza Campbell](#) Friday 22 April 2022



The bright city lights and bustling nightlife of inner-city Melbourne make for exciting (and busy) weekends. But after a long work week, sometimes the opportunity to unplug in a quieter setting can be more conducive to relaxing and recharging.

Cue an off-grid getaway in regional Victoria – the ideal way to reconnect surrounded by quaint heritage hamlets and stunning natural beauty. But don't worry, off-grid doesn't mean slumming it. These tiny houses, secluded cottages and luxury stays won't have you skipping any creature comforts. These are the nine best off-grid getaways around Melbourne.



Visit Victoria

Kangaroo Ridge, Healesville

Each of the secluded cabins at Kangaroo Ridge Retreat offers breathtaking and direct views of the Great Diving Range. Understated interior design allows the surrounding landscape to be the star of the show, with huge floor-to-ceiling glass doors flanking the open living space. For the colder months, soak in the spa bathtub or cosy up by the wood fire. Or wrap up in a blanket and watch the stars from the generous balcony.

Stay here: for an intimate and secluded stay high in the Collidera hinterland.

More details on this article can be found [here](#).

FEMINA

5 Must-Dos In Melbourne, Australia

by Femina Travel | May 24, 2022, 14:08 IST



Go On A Winery Trip To The Yarra Valley

Victoria's premier wine region is all rolling green hills, swaying vines and old ranches. Bonus: The Yarra Valley is a mere 45 minutes' drive from the CBD. The cellar doors of the region's well-known wineries are open every weekend, and the winery restaurants are becoming some of the most desirable dining destinations near Melbourne. My pick of the region is Rochford Wines; with a varied collection and ever-revolving rota of wines on hand, they know how to keep their tastings exciting. The restaurant sits above the lawn and looks out over the spectacular property. Explore on foot or by Segway to get a comprehensive feel of the estate.

Get Close To Nature At The Healesville Sanctuary (*main image*)

A boardwalk through eucalypts brings you within close range of koalas, whose characteristic apathy allows you plenty of photo ops. Still, the kangaroo section would perhaps be the most photographed area, with visitors clicking frantically to capture a loved one standing next to the globally familiar symbol of Australian wildlife. The highlight here is definitely the Spirits of the Sky show, featuring snow owls and ospreys and concluding with the astounding sight of the wedgetail eagle! The birds fly surely through the spectators and roost within close distance. At this sanctuary, you can just about tick each box in terms of native Australian animals, including the mysterious and (seldom spotted in the wild) platypus.

More details on this article can be found [here](#).

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

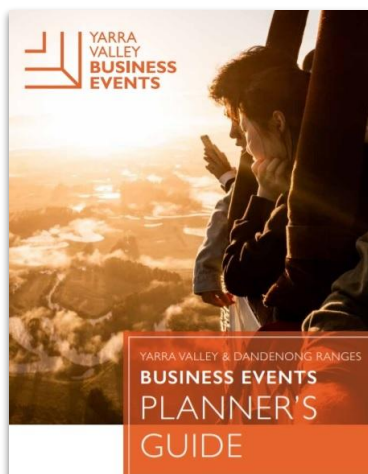
YARRA VALLEY BUSINESS EVENTS

YVBE attended AIME 2022 in March and saw over 30 individual appointments. With all follow-ups completed and

There are EOIs out for our 2022 famil program. This starts with a virtual famil taking place on 27th April with over 40 media & buyer attendees already registered. This will be followed by hosted famils taking place in June and October 2022.

For the next few months we are focusing on increasing our level of YVBE service providers and venues in the Dandenong Ranges, Nillumbik region and Warburton area.

YVBE updated the regional Event Planner's Guide whilst preparing for AIME [LINK HERE](#)



KEY STRATEGY AREA: MARKETING

OFF PEAK WEDDINGS

SOCIAL MEDIA STRATEGY

- Releasing bi-weekly blogs to share on our social media pages.
- Adding in weekly inspirational wedding posts to keep posts interesting and different.
- Promotion of our upcoming events- The Quickie & Wandering Wedding Expo.
- Increasing our level of shared video content.
- Increasing our engagement, building our audience and building our prospect list for partnerships through out Instagram account.
- Running paid promotional campaigns to advertise The Quickie and our latest edition of our eMag. Both adverts have a CTA to book or download which means we are increasing our OPW database.

SUMMER DIRECTION

- E-Mag stories and blog pieces around Summer trends including dresses, suits, flowers and dining ideas.
- Enticing couples to “linger longer” by suggesting best venues for rehearsal dinner throughout our region.
- Ideas for Xmas and NYE weddings including venues which are currently still available.
- Blogs for socials and website such as “Why small weddings are good for the earth”
- Continuing with our Groom and sustainability stories in our eMag. Our Spring edition will include a piece on What a Father of the Bride needs to know.



OFF PEAK WEDDINGS IN THE HERALD SUN - half page



Herald Sun
Sun Sept 26

Packing for your honeymoon
here's the random extras you don't want to forget!

- A portable speaker and your honeymoon playlist
- A journal to write down your special moments
- A polaroid camera for some cute pics to put up on your fridge door
- Some reading material for when you need a break from your partner
- At least 1 piece of "Mr & Mrs" matching clothing to wear together
- Your favourite bottle of wine to share together under the stars
- Massage oil for when you're feeling extra romantic
- A go pro to film the more adventurous and thrilling things you do on your honeymoon
- Your wedding perfume/after shave to remind you of your special day

Off-Peak Weddings
offpeakweddings.com.au | offpeakweddings | offpeakweddings

Billboards - 3 week run in Melb

Feel like a Quickie in the orchard?

JOIN US IN THE YARRA VALLEY FOR THE QUICKIE AND GET HITCHED STAT!

NOV 11 2021 | BOOKING NOW
OFFPEAKWEDDINGS.COM.AU

Off-Peak Weddings
YARRA VALLEY & DANDENONG RANGES

Feel like a Quickie in the orchard?

JOIN US IN THE YARRA VALLEY FOR THE QUICKIE AND GET HITCHED STAT!

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OFFPEAKWEDDINGS.COM.AU

Off-Peak Weddings
YARRA VALLEY & DANDENONG RANGES

Who doesn't love a Quickie?

DRESS UP, GRAB YOUR OTHER HALF, HEAD DOWN TO THE ORCHARD. GET HITCHED QUICK!

NOV 11 2021 | BOOKING NOW
OFFPEAKWEDDINGS.COM.AU

Off-Peak Weddings
YARRA VALLEY & DANDENONG RANGES

HODDLE DIGITAL	13/09/2021	03/10/2021
346 Warrigal Road, OAKLEIGH DIGITAL	13/09/2021	03/10/2021
WILLIAMS LANDING DIGITAL	13/09/2021	03/10/2021
BENTLEIGH DIGITAL	13/09/2021	03/10/2021
SOUTHBANK DIGITAL	13/09/2021	03/10/2021

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. It is one of three touring routes with backing from Visit Victoria and promotional support from Tourism Australia. The other two touring routes are Sydney to Melbourne and The Great Ocean Road.

The objective is to encourage the dispersal of international visitors into region with an emphasis on increasing overnight stays and spend, especially midweek. YRT supports this touring route with investment from their International Program.

Go Beyond Melbourne (GBM) has a dedicated marketing manager, website with a trip planner, touring map, and produces suggested themed itineraries for specific market sectors. YRT identifies tourism operators that can offer international-ready accommodation and experiences offered inbound travel agents and wholesalers at commissionable rates.

GBM attends both onshore and offshore trade shows and sales missions to promote international ready products and experiences. Appointments are followed up connecting buyers (agents) with sellers (tourism operators and regional RTBs). In addition, YRT will work with GBM, Visit Victoria and Tourism Australia to promote the region's natural assets to travel media via pre and post trade show famils.

The key drivers to attract group and self-drive overseas visitors to the Yarra Valley & Dandenong Ranges are:

- Vineyard experiences- wine tasting and restaurants. The Yarra valley is known as a picturesque with rolling hills, easy to navigate and open to visitors more so than many other regions.
- Hero attractions as drawcards: Four Pillars Distillery, Healesville Sanctuary, Puffing Billy, Yarra Valley Chocolaterie, Rochford Wines, Cherryhill Orchards, Hot air Balloon
- Flower festivals and Farmgate- Pick your own fruit
- Boutique accommodation
- Premium experiences (at a premium price) that can't be bought online
- Exploring nature
- sustainable / indigenous education experiences (Northern Europe market)
- Closest snow-play to melbourne in winter (SE Asian market)
- Proximity to Melbourne and en route to Phillip Island, particularly during major events such as Australian Open
- The region is open all year and can offer seasonal experiences.

KEY STRATEGY AREA: MARKETING

INTERNATIONAL PROGRAM GO BEYOND MELBOURNE - MARKET UPDATE



Australian Tourism Exchange (ATE) is Australia's largest annual travel and tourism business-to-business event. It is hosted by Tourism Australia in rotating capital cities. In 2022 the event took place in Sydney from 15-18 May with an online component from 26-28 May for buyers who could not get to Australia for the live event as some borders were still closed at this time.

Yarra Ranges Tourism, under the banner Yarra Valley & Dandenong Ranges, and Go Beyond Melbourne promoted the region with a focus on the 28 partners businesses that can offer international ready (commissionable) products to inbound travel trade.

Sally Coyle attended the event and had 75 customised scheduled appointments with travel agents (buyers) over 2.5 days. This year, the buyers were keen to learn about new products and establish old connections with venues that had not been able to connect with for the past three years.

These appointments helped to freshen up our messaging tailored to a new way for travellers looking for a safe experience with a focus on nature, self-drive and boutique experiences will hopefully attract new audiences.

TRAVEL TRENDS in 2022

There was a notable increase in the demand for eco travel, connection to first nations and sustainable travel to offset their carbon footprint. 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: MARKETING

INTERNATIONAL PROGRAM GO BEYOND MELBOURNE - MARKET UPDATE

GO BEYOND MELBOURNE INDIAN ENGAGEMENT PROJECT



GBM began working with Culture Kite to conduct an influencer campaign designed to target Indians living in Australia. It is envisaged that the campaign that will extend into next financial year will be a cost-effective way of building awareness of GBM among the Indian local community. Hopefully, this influencer activity will drive powerful content and engagement for GBM and its regions with publicity across Indian media channels in Australia.

Key outcomes for the campaign include:

- Raise awareness of the GBM touring routes, its key attractions and educate the local Indians markets on how the touring route concept works and the benefits of combining whole or parts of the route.
- Assist in launching the GBM touring route in Victoria among the Indians influencers follower base and trigger visitation to the areas from the local Indian market.

KEY STRATEGY AREA: MARKETING

INTERNATIONAL PROGRAM GO BEYOND MELBOURNE -MARKET UPDATE

“BEYOND THE VINES- REDISCOVER YARRA VALLEY & DANDENONG RANGES”

On 9 December 2021 YRT took part in a regional showcase to 120 Aussie Specialist agents from SE Asia. In partnership with Tourism Australia and Visit Victoria’s Regional managers, we were able to “live Stream” from three key regional venues (with some pre-record snippets due to the inclement weather forecast for that week).

- CherryHill Orchards
- Healesville Sanctuary
- Puffing Billy Railway
- And a showreel of 4 accommodation options that featured Yarra Gables Accommodation, Araluen Boutique Accommodation, BIG4 Yarra Valley and Yering Gorge Cottages
- Sally Coyle did an introduction to the region and the representatives of the featured partners via live stream, along with a Q&A session with Visit Victoria’s regional managers.

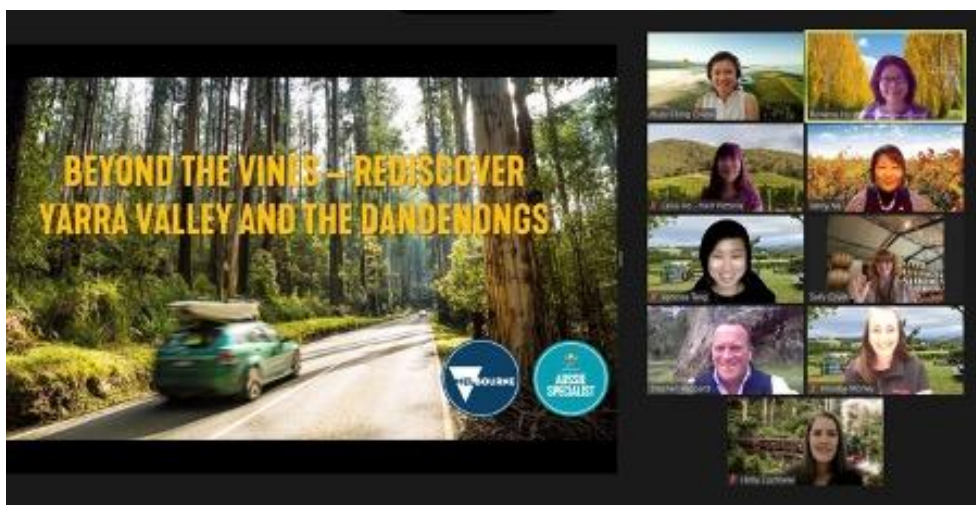
Feedback from Celia Ho

“...we have received very good feedback from agents who attended the session. They find the content informative and interesting. We are quietly confident that as a team; we have sowed the seeds of encouraging longer length of stay in the Yarra Valley and Dandenong Ranges :)

On this happy note; we are pleased to share that there were around 120 agents from Singapore and Malaysia in attendance of the entire session. This is way beyond Jenny’s target of 80 agents!! I think we can all take a bow and huge thanks to Yarra Ranges Tourism and Huey Ching from Tourism Australia for making this possible

Regards.

Team Visit Victoria – South & South East Asia”



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

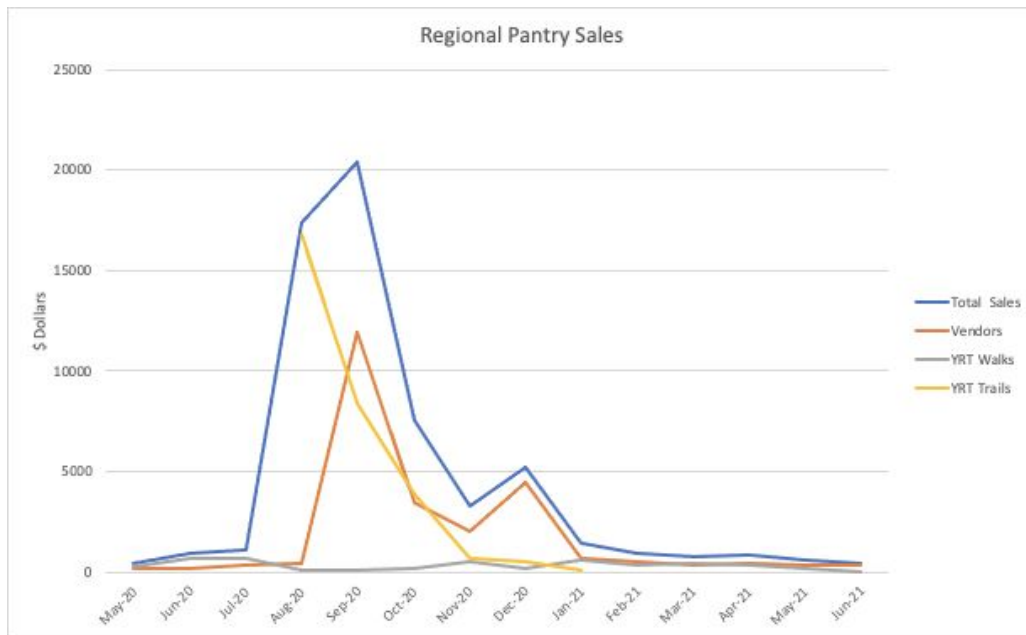
The key focus at this stage is delivering the infrastructure to meet the priority goal of servicing the visitor in as many high traffic locations as possible.

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, commission free.

With the proliferation of online shops popping up through COVID, the Yarra Ranges Tourism board made the decision to cease this service for local businesses. The success of the program was short in term of the sales however the long term success was that it saw some 40+ operators sell online for the first time and the process that was facilitate by Yarra Ranges Tourism was the catalyst for the improved in this digital literacy and performance.



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.

In the 2021/22 year 142 copies were sold.



WALKING TRAILS IN THE YARRA VALLEY & DANDENONG RANGES EGUIDE

Home / 5 / Walking Trails in the Yarra Vall

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



\$15.00

With over 200 featured walks and trails, the Walking Trails of the Yarra Valley and Dandenong Ranges eGuide offers walkers, hikers and riders beautifully scenic places to visit – some just an hour out from Melbourne!

Please note: This is an eGuide which means it is a downloadable information booklet, not a printed book.

Preview

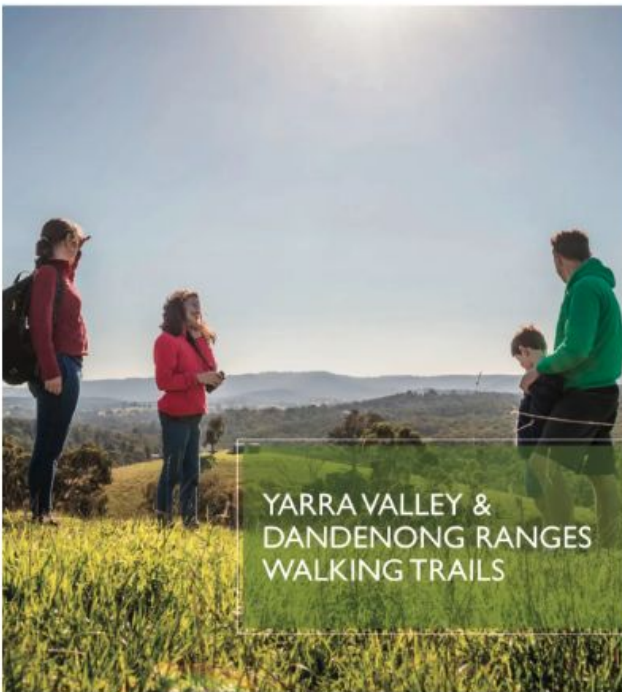
- 1 +

Add to cart

Sold By: *Yarra Ranges Tourism*

Categories: All, Experiences, Miscellaneous, Specials - SKU: YRT0201

Tags: [hikes](#) [outdoors](#) [walk](#) [walking](#) [walks](#)



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 many business visits were postponed repeatedly due to the Pandemic.

Annual Industry Summit and Trade Fair - 7 June 2022

A total of 160 industry businesses attended our first Forum in three years. Keynote speakers included: Susannah George, Founder and CEO, The Urban List and Charles Deuchrass, Marketing and Programs Manager, Visit Victoria and our Brand ambassadors, Jess and Sarah Hosking. The Welcome to Country was delivered by Aunty Julie Coombes. A showcase video of Our Partners, Our People was shown to acknowledge the work, support and resilience of our tourism operators in 2021/22

Yarra Ranges Council's Economic Development and Investment team also participated with a trade exhibit.



Partnership Updates to Businesses

- Every Business Partner of Yarra Ranges Tourism receives a series of reminder emails and call outs to take up their benefits. Partners are also contacted by Visit Victoria to activate their ATDW online presence on visitvictoria.com. The ATDW service

Industry Re-Gen Program

With Funding from the State Government of \$264,000 Yarra Ranges Tourism will be continuing to offer businesses an extensive program of business training and upskilling. The following outlines the programs undertaken in 2021-22:

- Digital Mentoring
- The Resilience Program Business Program
- Crisis Media Training
- Working with Social Media influencers
- The Post Pandemic Traveller Wunderlust or Wunderbust
- Develop and Coach your People
- Writing a Media Release to Get Notices
- Secret Sauce of Coaching your People
- Mentoring Magic
- Tourism Awards how to write a submission
- International Ready Workshop
- Good Access is Good for Business
- Customer Profiles

TOURISM RE-GEN PROGRAM

UPSKILL, REVIVE AND THRIVE

The Re-Gen program offers an extensive series of tailored **workshops** and **mentoring opportunities** to help with the recovery and skills development of our regional tourism industry partners in the Yarra Valley and Dandenong Ranges.

Training opportunities include:

- 1:1 Digital Mentoring Sessions
- Lunchbox Sessions
- In-depth Training Sessions

BOOK IN TODAY

YRT | TOURISM RE-GEN



YARRA RANGES TOURISM



VICTORIA State Government Jobs, Precincts and Regions

Industry Communications

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

- Email with a consistent open rate of 36%
- SMS
- One-on-one business visits and phone calls
- CEO Video Blogs



Tourism Enterprise Scholarship Program

A \$100,000 pilot program supported by the State Governments Eastern Metropolitan Partnerships Program targeting young people aged 18-25 in the outer east to learn more about the career opportunities in Tourism. It offers recipients an \$8,000 scholarship, Certificate III in Tourism through Box Hill Institute and RSA and Food Safety Certificates. Enhanced by a facilitated mentoring program and three x four-month work placements at different employers in the region where scholars are provided with practical experience across multiple aspects of the industry.

The aim is to encourage participants to consider a long-term career in Tourism, by helping them identify a pathway to nurture their interests that may lead to further specialisation in work, study or both. Many of our candidates have already been offered ongoing work at some host employers.



VTIC Victorian Tourism Awards 2022

The VTIC Tourism Awards were held on the Thursday 3rd February 2022, at the Melbourne Town Hall and Finalists from the Yarra Valley and Dandenong Ranges were awarded as follows:

- **Major Festival and Events:** Tesselaar Tulip Festival won a Gold for this category
- **Excellence in Food Tourism:** Cherry Hill Orchards won a Bronze Award for category.
- **New Tourism Business:** Hop it was a finalist in this category
- **Business Event Venues:** Holmesglen at Eildon won Silver and Balgownie Estate Yarra Valley won Bronze in this category
- **Tourist Attractions:** Cherry Hill Orchards won a Silver award in this category.



KEY STRATEGY AREA: STRATEGIC PARTNERSHIPS

Providing strategic industry leadership, governance and accountability

Strategic Plan Update

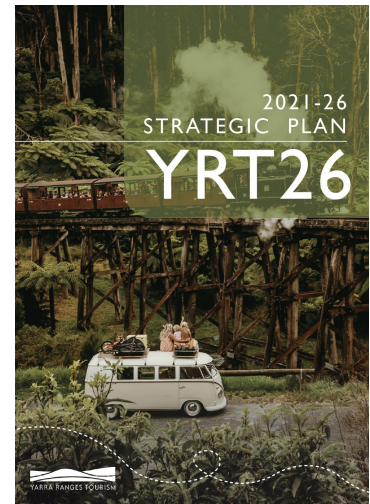
The Yarra Ranges Tourism Board finalised a new Strategic Plan in June 2021 and released the the summary document to Industry shortly after.

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 represents 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 the following priority projects as a focus for the next five years (next page).



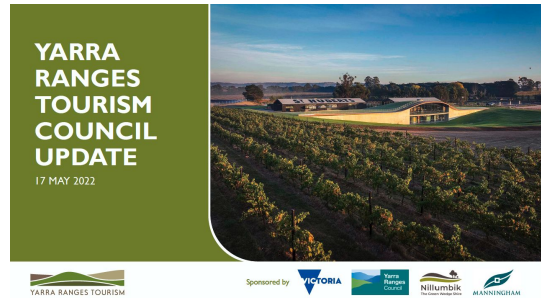
YRT26 Priority Projects	Progress Status
Supporting pandemic recovery and resilience	Yarra Ranges Tourism secured a total of \$264,000 from the State Government to in additional support to coordinate a significant program of support training and mentoring for tourism partners to enhance their skills coming out of the Pandemic. A key focus has been the Digital Mentor delivering one on one training support in face to face capacity with business owners and key management staff.
Destination management research, planning and implementation	A total pool of \$280,000 has been secured between the partners of Yarra Ranges TOurism, State Government, Nillumbik and Yarra Ranges Council. The output will be delivered in FY2022-23 with strong input from representatives from Nillumbik. A major deliverable this will also include a local area plan of the larger destination management that specifically focuses on the tourism towns of Eltham, Diamond Creek, Hurstbridge & St Andrews.
Regional alliances, collaborating with strategic partners to inform influence and guide leadership of our regional visitor economy	Yarra Ranges Tourism continues to work closely with other Regional Tourism Boards and the Victorian Tourism Industry Council to advocate to the State Government for the correct policy settings and appropriate programming budgets to support the visitor economy as a competitive advantage.
Multi-Channel marketing enhancement, delivering our marketing program and digital servicing	The YRT Marketing team continues to enhance its automation systems for business to consumer programs. We have invested in a key technology platform that is up to date with modern database management techniques and we continue to invest in the use of this to attract consumers to move through the specific stages of the visitor journey (awareness/consideration/intent/purchase/visit)
Regional dispersal program ensuring visitors see more, do more, and stay more	This is an ongoing program in the delivery of our marketing, visiting journalists and influencer programs. Combined with our visitor information servicing through visitor maps, trails and digital information through web and kiosks. A project commenced in June 22 to develop detailed customer personas for the region that will combine qualitative and quantitative research to further improve the way we target visitor segment the value of this work will be around \$40,000 and will be provided to all Nillumbik Partners
Product renewal and development of our visitor offer with a particular focus in events and first nations experiences	The role of events in reigniting regional travel is rebuilding slowing following the Pandemic. Whereas our First nations engagement for future tourism experiences will be a strong focus within our DMP and Light Up business case.
Regional workforce development strategy	Funding of \$60,000 has been secured by Yarra Ranges Tourism from the State Government to undertake a detailed analysis of the issues and opportunities to develop a sustainable workforce for the visitor economy. This project will be incorporated into the DMP for deliver by the appointed consultant. The research and recommendations are expected closely align with local government and the work of their economic development areas.

Partnership meetings with Yarra Ranges Economic Development and Investment Team

Regular strategic update meetings continue to be held between the two organisations teams. These sessions continue to set the tone for the work plan agreed to by both organisations under the Partnership agreement along with specific priorities for investment attraction and advocacy.

Presentation to Yarra Ranges Councillors

Yarra Ranges Tourism Director Leigh Harry and CEO Simon O'Callaghan presented at a Council Forum meeting on Tuesday 17 May 2022, online. This presentation provided the opportunity for the Council to engage with the YRT team and ask specific questions relating to the visitor economy. A key focus of the discussion included the role and benefits of the Destination Management Plan.



Participation in to Yarra Ranges Business Leaders Roundtable Forum

Yarra Ranges Tourism CEO Simon O'Callaghan continued participation in this forum.

Participation in the ngurrak barring | RidgeWalk PRG

Yarra Ranges Tourism CEO Simon O'Callaghan continued participation in this forum.



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:

- *Ensuring the appropriate response and recovery for business and jobs as a result of COVID-19*
- *Funding support for key Tourism Infrastructure Projects that will grow the Visitor Economy*
- *Utility Infrastructure and other public infrastructure including national parks and state forest*
- *Support for regional tourism board activities*

- There is good alignment with the Yarra Ranges Council advocacy framework and the work of Yarra Ranges Tourism with the State Government. The consultation and analysis by the Destination management Plan will help achieve this in unison with the future direction for tourism in the region.
- Around 23 letters of support were provided to Industry projects for the State Government's Enabling Tourism Fund and Regional Tourism Infrastructure Fund by Yarra Ranges Tourism. This process involves the team meeting with prospective grant submitters and helping them connect their project application to the broader objectives of the region to encourage visitors to spend more and stay longer.
- YRT regularly meets with relevant Ministers and their Staff to advocate for regional tourism outcomes.
- Regional Tourism funding success saw a total of \$360K for Enabling Tourism Fund.
- The Yarra Ranges Tourism CEO continues to represent the regions' tourism interests by committing to the following industry committees and working groups:
 - Victorian Tourism Industry Council Board member - elected by the members in 2021, which provides additional advocacy opportunities and meetings with key government decision makers.



KEY STRATEGY AREA: ADVOCACY CONT'D...

Visitor Economy Recovery and Reform Plan

The Victorian Government continues to deliver on its [Visitor Economy Recovery and Reform Plan](#), its commitment to help revitalise and grow Victorian tourism after the impacts of bushfires and the global pandemic.

A whole-of-state approach, the *Visitor Economy Recovery and Reform Plan* is underpinned by an investment of \$633 million as part of the 2020-21 Victorian Budget and subsequent announcements to ensure Melbourne and regional Victoria's visitor economies can bounce back from what has been a very challenging period.

The *Visitor Economy Recovery and Reform Plan* seeks to deliver:

- A goal of achieving \$35 billion in Victoria's annual visitor expenditure by June 2024.
- The generation of 300,000 additional jobs in the tourism sector state-wide by June 2024.
- A guiding document for communities, councils and industry to understand how their future tourism priorities fit into a strategic state-wide framework.
- A set of strategies to attract more international, interstate and intrastate visitors by making the most of marketing expenditure, transforming Regional Tourism Boards, and ensuring state-wide collaboration.

Informed by the findings of the [Regional Tourism Review](#), the *Visitor Economy Recovery and Reform Plan* aims to strengthen the state's nation-leading tourism offering through the development of new experiences, products and infrastructure.

The \$633 million investment in the sector and its workers includes \$465 million in initiatives announced in the *Victorian Tourism Recovery Package* – was a centrepiece of the *Victorian Budget 2020/21* –

Return on Investment to Yarra Ranges: Continued work for Yarra Ranges Tourism in leveraging the opportunities of this package for the participating Councils in our region of the Yarra Valley.

YEAR AHEAD

The year ahead for regional tourism is once again looking optimistic, with strong consumer interest across all markets. This is a trend we all hope continues supported by a sustained reopened trading environment.

Yarra Ranges Tourism is looking forward to embracing the opportunity to undertake some detailed strategic work that we hope will enhance the long-term sustainable growth of our industry in the Yarra Valley and Dandenong Ranges economy. It will also set up us strongly for a robust future to focus our advocacy.

A major focus of our team in the year ahead will be building on our marketing automation technology that we have laid the foundations of during the pandemic, through our new website and enhanced software. This step will mark a shift in the way we execute our digital marketing strategies with the aim of delivering greater visitation and spending from emerging and high value markets.

Finally, we will continue to offer our Industry a high-quality program for marketing and industry development opportunities that seeks to nurture and lead businesses to invest, collaborate and inspire people to do more, see more, stay longer and visit more often.



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