



East Gippsland Marketing Inc.

Marketing Plan 2022-23

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egmi.

East Gippsland Marketing Inc. (EGMI) was founded in 2009, and is the regional marketing body for East Gippsland.

EGMI is supported by East Gippsland Shire Council and the businesses of this community.

Our mission is to encourage people to visit, live, work and invest into this region to provide long term economic and community sustainability.

To learn more about EGMI, and join in our work, visit egmi.com.au

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1 Executive Summary

The COVID pandemic has fundamentally reimagined many Victorians' relationship with East Gippsland.

With that reimagining comes new opportunities.

As traditional models of work are dismantled and rebuilt, and record numbers of people leave metropolitan Melbourne for regional Victoria, East Gippsland's role as primarily a long-weekend or school holiday destination for many visitors is now up for reinvention.

For many Victorians the lines between work and play are not as defined as they once were, providing new, fertile ground for East Gippsland's multifaceted call-to-action to not just *visit* East Gippsland, but also to stay a little longer, to work and invest here, too.

These years of upheaval have also changed how East Gippslanders perceive and engage with their own communities, newly appreciative of its unique offerings and advantages, and conscious that support and investment by locals is important if the region is to thrive and flourish.

This new landscape demands of us new ways of doing things. If we are not brave, thoughtful and inventive with our pitch to those who might bring good things to East Gippsland, we will languish and the opportunity will be missed.

We are fortunate to be supported by strong and reliable partners, including East Gippsland Shire Council, our stakeholder businesses and organisations, Destination Gippsland, Committee for Gippsland, Food and Fibre Gippsland, and business and tourism associations in each town.

The opportunity now is to find new partners, to build fresh and creative relationships that help us expand the impact of our work and reach new audiences in new ways.

EGMI supporters remain a strong focus for the organisation, and we must redouble our efforts to engage stakeholders and supporters and demonstrate to them more tangibly EGMI's value proposition.

This plan provides the launching point toward that reimagined future.

It is work EGMI looks forward to continuing in the years ahead.

2 Core Objectives

Visit

Promote East Gippsland as a unique and compelling tourist destination – *Focus Area 3: EGSC Draft Economic Development Strategy 2022-2032*

By:

- Working with strategic partners to achieve key objectives more cost effectively.
- Providing inspiring content and effective communication channels to prospective visitors.
- Supporting promotion and building awareness of existing operators and new tourism entrepreneurs.
- Bringing together the unique selling points of East Gippsland into a cohesive brand.
- Working with event organisers to grow East Gippsland's visitor experiences.
- Supporting development to enable high quality visitor experience which leverage East Gippsland's assets.
- Supporting the adoption of a unified food brand to support locally made products and farm-gate tourism.

Live

Position East Gippsland as an attractive region to live – *Focus Area 7: EGSC Draft Economic Development Strategy 2022-2032*

By:

- Providing and maintaining inspiring content and effective communication for prospective residents.
- Developing and promoting East Gippsland's lifestyle strengths.

Work

Support East Gippsland's economic growth for young and future generations – *Focus Area 4: EGSC Draft Economic Development Strategy 2022-2032*

By:

- Providing inspiring content and effective communication channels for workplaces.
- Attracting investment in health care to improve services, wellbeing and create local employment.
- Supporting tertiary and vocational education opportunities to prepare individuals with requisite education and training to find and retain good and promising jobs in the industries of the future.

Invest

Grow awareness of the investment environments in East Gippsland – *Focus Area 1: EGSC Draft Economic Development Strategy 2022-2032*

By:

- Attracting new contributions from the business community to East Gippsland Marketing Inc.
- Enhancing business networks and fostering a culture of collaboration and support in the business community.
- Advocating for funding from the Federal and State Government to support investment marketing projects for East Gippsland.
- Refreshing East Gippsland’s investment attraction service offering, such as investment website, case studies and prospectus.
- Facilitating investment opportunities and infrastructure spends where possible.
- Improving the local workforce by fostering solutions to existing staff shortages and skill gaps.

3 The Market

The target market for visitation is wide and varied, and whilst it does share similarities with the market we are targeting to relocate to live, work and invest in the area, it is important they are defined separately and align with the markets identified by other local tourism bodies including Visit Victoria and Destination Gippsland.

3.1 Tourism

East Gippsland accounts for 37% of visitor nights in the greater Gippsland region.

Visitors to East Gippsland have a higher propensity to stay overnight, than to make a day trip to the region, due to the distance from Melbourne.

Compared to other areas of Gippsland, East Gippsland also has a higher percentage of visitors who stay in paid accommodation as opposed to visiting friends and relatives, so it is important we continue to actively market outside the Gippsland region.

Eighty-five percent of our overnight visitors are from within the state of Victoria, so our marketing is primarily targeted intrastate.

Geographic: Metropolitan Melbourne favouring the south-eastern region.

Secondary geographic markets: Regional Victoria, including Greater Gippsland ACT / NSW due to our proximity to Canberra and Southern NSW.

Demographic and Psychographic:

- *Nature-lovers:* Eco-tourism and outdoor adventure appeals to their senses. Generally well-educated with a high discretionary spend. Activities of interest include bushwalking, boating, fishing, bird watching, wellness and sightseeing.
- *Families:* Couples with children looking for holiday or leisure experience. Medium discretionary spend, and will look for accommodation options such as caravan, camping and motels. Activities of interest include going to the beach, sightseeing, fishing, boating and bushwalking.
- *Retirees:* Couples who are retired or semi-retired, and whose children have left home. Accommodation options include self-drive recreational vehicles, caravanning or motel accommodation. Medium discretionary spend, and tend to travel in the shoulder periods.

3.2 Live and Work

EGMI has identified the target market for consumers looking to live and work in the region by analysing results of annual research, demographics of respondents to marketing campaigns, and anecdotal feedback from the local business community, including real estate agents.

Geographic: Consumers who currently reside in the south-eastern and eastern regions of suburban Melbourne including the Mornington Peninsula, Yarra Valley, Dandenong Ranges and outer eastern suburbs.

Secondary geographic market: Regional Victoria including Greater Gippsland.

Demographic: Campaigns in recent years have been predominantly targeted at consumers aged from 25 - 50 years old, with an emphasis on those with young families as those consumers are more likely to respond to the benefits of moving to regional Victoria.

Our secondary target is the retiree consumer, aged over 60 and looking to invest in a coastal property for their retirement years.

Psychographic: Trades qualified or some level of tertiary education. Medium discretionary spend but impacted by the rising house prices in metropolitan and suburban Melbourne. Enjoy outdoor activities and time with family, particularly those feeling the impact of 'lockdown' from COVID-19 and wanting to spend time outdoors.

3.3 Investment

EGMI works with East Gippsland Shire Council and the wider business community to produce collateral and promote investment opportunities leveraging the region's competitive strengths. Key industries to target are as follows:

- Food processing manufacturers.
- Education and training service providers.
- Health providers and associated services.
- Tourism sector businesses.
- Industries identified as supply chain gaps or that might benefit from the region's distinct competitive advantages (water supply, climate etc).
- Consultants and other professional service providers who would relocate lifestyle purposes, but bring with them a successful professional service business and existing client base.

4 Marketing Action Plan

4.1 Visit

- Bring together the unique selling points of East Gippsland into a cohesive brand and promote.
- Implement a unified food brand to support food and fibre exporters and farm-gate tourism.
- Support development to enable a high quality visitor experience leveraging East Gippsland's assets.
- 'Visiting Friends and Relatives' campaign.

Activity	Action and Resource	Target	Measurement	Timing	Budget EGSC	EGMI	Total
Public Relations	<ul style="list-style-type: none"> • PR Consultant 	Variable, dependent on publication	<ul style="list-style-type: none"> • Achieve PR value in excess of \$500k. • Achieve a minimum of eight media famils to East Gippsland 	Jul-Dec 2022 Mar-Jun 2023	\$17,000	\$8,000	\$25,000
Media Partnership – content and editorial	<ul style="list-style-type: none"> • In conjunction with Destination Gippsland • Media outlet 	Variable, dependent on publication	<ul style="list-style-type: none"> • Depending on media type, measurements will be click through rate, opens, shares, engagement. 	Jul-Jun 2022-2023	\$4,000	\$1,000	\$5,000

Social Media	<ul style="list-style-type: none"> ● Social media to promote: ● Adventure and activities; local produce; natural beauty; living and investing; miscellaneous 	Predominantly women aged between 30-60, interested in travel and 'outdoors', exploring new places, living regionally.	Achieve: <ul style="list-style-type: none"> ● 5 - 10% engagement ● Consistent and growing consumer newsletter sign-ups ● Development and growth of East Gippsland YouTube channel. ● Creation of stronger link between social media and Visit East Gippsland website (such linking direct to various pages and blogging and supporting packages – drive bookings/purchase) ● Increase in Bookeasy bookings 	Ongoing	\$2,000	\$1,000	\$3,000
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Activity	Action and Resource	Target	Measurement	Timing	Budget EGSC	EGMI	Total
Destination Campaign	<ul style="list-style-type: none"> Each BTA offered cooperative funding partnership with EGMI. BTAs must co-contribute for the campaign to go ahead. Digital campaign promoting the towns as a destination Print Media partnership for specific destinations / markets Leverage with Destination Gippsland support CTA Visiteastgippsland.com.au 	Variable. Dependent on BTA.	<ul style="list-style-type: none"> Measurements to be set when campaign details are finalised. See individual campaign plans for details. 	Jul-Oct 2022	\$5,000	\$2,000	\$7,000
Event Support	<ul style="list-style-type: none"> Provide input and marketing support to EGSC supported events, particularly those in the Pathway to Growth Program 	Variable, dependent on event.	<ul style="list-style-type: none"> Liaise with partners on expected outcomes of each event Measurements to include: # website hits, % social media engagement, # number of media outputs 	Ongoing	\$3,000	\$3,000	\$6,000

Activity	Action and Resource	Target	Measurement	Timing	Budget EGSC	EGMI	Total
Touring Routes	<ul style="list-style-type: none"> EGMI to work with Destination Gippsland to promote the touring routes (Great Alpine Road and Coastal road) in East Gippsland 	Sydney-Melbourne and Great Alpine Road travellers (and potential travellers)	<ul style="list-style-type: none"> Increase in VEG touring route webpage hits Increase in Interstate Visitors Contribution to increase in overnight spend 	Ongoing	\$1,000	\$1,000	\$2,000
Tracks and Trails Tourism	<ul style="list-style-type: none"> Support the actions of the Destination Gippsland Tracks and Trails Strategy Support the development of key regional tracks and trails projects, including the Gippsland Lakes Aquatic Trail, and Omeo Mountain Bike Park Promote East Gippsland trails at conferences and shows through Destination Gippsland (ie. 4 x 4 show) 	Visitors interested in bike riding, kayaking, SUPing, 4WD, hiking and general 'off-the-beaten track' touring.	<ul style="list-style-type: none"> 10% increase of travellers on the rail trail 5% Increase in VEG cycling or biking webpage hits 	Ongoing	\$3,000	\$1,000	\$3,000

Wellness Tourism	<ul style="list-style-type: none"> Support launch of the Metung Hot Springs as launching pad for wellness tourism in region Provide marketing and media support for wellness tourism around East Gippsland 	Visitors looking for relaxation, health, healing, general wellness travel. Predominantly female over 25.	<ul style="list-style-type: none"> Increased visitation during off-peak months in 2023 	April - June 2023	\$2,000	\$1,000	\$3,000
Support International Marketing Program	<ul style="list-style-type: none"> Destination Gippsland attendance at Australian Tourism Exchange 	International visitors	<ul style="list-style-type: none"> Increase in International visitation and spend 	Ongoing	\$1,500	\$1,000	\$2,500
Eco Tourism	<ul style="list-style-type: none"> Leverage new Global Benchmark of Eco Accredited/Destination status via PR Work with nature-based tour operators to support collaboration and promotion Seek PR opportunities to promote East Gippsland eco credentials Promote Eco Destination status on Visit East Gippsland website 	Visitors and businesses interested in supporting nature-based tourism	<ul style="list-style-type: none"> Increase average visitor nights of stay Increase average visitor spend Increased VEG Eco tourism webpage hits #PR Stories (use # story pitches if success rate difficult to determine) 	Jun 2023	\$0.00	\$0.00	\$0.00

Website (Visit East Gippsland)	<ul style="list-style-type: none"> • Ongoing enhancement of new website. • Increase website visitation, content (consolidate and funnel all tourism towns sub websites and visitor collateral to official website with downloadable brochure links, tourism routes, safety fact sheets, PV/DELWP info) and functions • Special offers/deals page to be incorporated into website 	Potential visitors to East Gippsland. Families, couples, aged over 30, seniors, those interested in travel.	<ul style="list-style-type: none"> • Website traffic improved by 5-10% • Visitor bookings increased by 1-5% • Newsletter sign ups improved by 5-10% • ATDW listed product increased by 5% 	Ongoing	\$0.00	\$0.00	\$0.00
Cultural Tourism	<ul style="list-style-type: none"> • Seek PR opportunities with GLaWAC to highlight emerging Aboriginal businesses and visitor experiences. • Partnerships to be strengthened with GLaWAC, Parks VIC, Heritage Vic and the Arts Sectors. 	Visitors looking to support and seek out cultural experiences within the region	<ul style="list-style-type: none"> • Uptake of cultural experiences 	Ongoing	\$0.00	\$0.00	\$0.00
Branding	<ul style="list-style-type: none"> • Facilitate shire-wide adoption and integration of the AKOW Brand (East Gippsland expression) for all consumer facing printed/digital templates for use and uptake from BTA and businesses 	Variable. Dependent on usage	<ul style="list-style-type: none"> • Uptake of brand 	Jun 2023	\$0.00	\$0.00	\$0.00

Activity	Resources and Actions	Target	Measurement	Timing	Budget EGSC	EGMI	Total
EG Visitor Guides (including Mariner's Guide)	<ul style="list-style-type: none"> Design and Production of OVG to promote East Gippsland experiences Print Mariners Guide to showcase waterways and access points Co-contribution from other agencies <ul style="list-style-type: none"> Distribute to Gippsland VIC Network, EG conferences, tourism operators, key cafés and restaurants in EG E-book to be published on VEG 	<ul style="list-style-type: none"> Visitors to East Gippsland. Families, couples, aged over 30, seniors, to encourage greater length of stay and uptake of local experiences. Boat users, watercraft users. 	<ul style="list-style-type: none"> Number of visitor guides requested from website Increased visitor spend 	Summer 2022 with Mariners Guide	\$5,000 (with \$20,000 add funding)	\$5,000	\$30,000

4.2 Live

- Develop and promote our lifestyle strengths to attract skilled workers
- Attract investment to improve services, wellbeing and create local employment

Activity	Resources and Actions	Target	Measurement	Timing	Budget EGSC	EGMI	Total
Support Local Campaign	<ul style="list-style-type: none"> • Continue rollout of 'Celebrate Where you Live' Campaign. Expand into Visiting Friends and Relatives (VFR) 	Potential residents of East Gippsland	<ul style="list-style-type: none"> • Increase in small business marketing to attract wider customer base 	Dec 2022	\$1,000	\$1,000	\$2,000
Consumer Newsletter	<ul style="list-style-type: none"> • Redesign newsletter to make more engaging • Deliver monthly newsletter to consumer database • Deliver monthly blog on East Gippsland attributes to be shown on www.visiteastgippsland.com.au site 	Potential visitors and residents for East Gippsland	Achieve: <ul style="list-style-type: none"> • Open rate of 40% • Click through rate of 20% 	Ongoing	\$500	\$500	\$1,000

4.3 Work

- Support tertiary and vocational education opportunities (that reach all parts of the shire) to prepare individuals with requisite education and training to find/retain good and promising jobs in the industries of the future

Activity	Resources and Actions	Target	Measurement	Timing	Budget EGSC	EGMI	Total
Connecting industry to employees	<ul style="list-style-type: none"> • Promote industry to youth and school leavers and vice versa 	Local businesses / industry	<ul style="list-style-type: none"> • Industry has a higher employment rate (ABS) • Youth have higher employment rate • Over five years, the trend of school leavers choosing to remain in East Gippsland increases 	Jan – Jun 2023	\$2,000	\$1,000	\$3,000
Business Events	<ul style="list-style-type: none"> • Promote Business Event options through famils and advertising to bring new events to East Gippsland • Strengthen Business Event presence on VEG • PR via Regional Events Victoria 	Business event organisers	<ul style="list-style-type: none"> • # business event enquiries via VIC • # business event bookings • #Visit East Gippsland business event web page hits 	Ongoing	\$500	\$500	\$1,000

4.4 Invest

- Expand targeted and innovative initiatives that strengthen and promote business growth and new investment

Activity	Resource and Actions	Target	Measurement	Timing	Budget EGSC	EGMI	Total
Case Studies	<ul style="list-style-type: none"> • Develop local investment case studies highlighting our regional strengths • Display in media and on website • Put on LinkedIn to showcase East Gippsland businesses 	Potential investors and business owners for East Gippsland	<ul style="list-style-type: none"> • Achieve 6-8 case studies per year. • # new investment enquiries • # IEG website hits • # new business registrations in EG (ABS) • # new commercial planning applications via Council 	Ongoing	\$500	\$500	\$1,000
Head East Prospectus	<ul style="list-style-type: none"> • Develop Investment Prospectus for East Gippsland • Distribute prospectus across East Gippsland, Gippsland and into specific Melbourne areas • Promote investment opportunities with media push 	Potential investors and business owners for East Gippsland	<ul style="list-style-type: none"> • New enquiries to EGSC business concierge increases by 5-10% • # Download of prospectus 	Dec 2022	\$3,000	\$1,000	\$4,000

Live Invest East Gippsland website	<ul style="list-style-type: none"> ● Refresh the 'Live Invest East Gippsland' website to include: <ul style="list-style-type: none"> - Investment information - Case studies - Liveability information 	Potential investors and business owners for East Gippsland	<ul style="list-style-type: none"> ● Increase hits to the Live East Gippsland website by 15% ● Sign-ups to newsletter increase by 10% 	Aug 2022	\$3,000	\$2,000	\$5,000
Investing in East Gippsland workshops	<ul style="list-style-type: none"> ● Showcase variety of opportunities for investing in East Gippsland in workshop/forum format 	Potential investors and business owners for East Gippsland	<ul style="list-style-type: none"> ● Attract a minimum of 30 attendees 	Jan - Aug 2023	\$500	\$500	\$1,000

4.5 EGMI Supporter Marketing

Activity	Resource and Actions	Target	Measurement	Timing	Budget EGSC	EGMI	Total
Breakfast Forums held on site at a local business, including plant / site tour.	<ul style="list-style-type: none"> Industry specific forums. One board member to attend Led by Marketing Manager Create highlight videos from forums 	Business supporters	<ul style="list-style-type: none"> Attract a minimum of 30 attendees at each event, every second month 	Bi-monthly	\$0.00	\$3,000	\$3,000
Two major stakeholder functions and networking nights including the EGMI Marketing Plan launch and Christmas drinks	<ul style="list-style-type: none"> Function to be held in venue of contributor Use of local food and beverages Present to contributors on progress of the marketing plan 	Business supporters	<ul style="list-style-type: none"> Attract a minimum of 60 attendees Attract at least three new contributors 	Sept 2022 Dec 2022	\$0.00	\$6,000	\$6,000

Print and distribute the EGMI Annual Report	<ul style="list-style-type: none"> ● Design and print report ● Distribute to contributors 	Business supporters	<ul style="list-style-type: none"> ● Feedback on report contents 	Sept 2022	\$0.00	\$1,000	\$1,000
Window Stickers for contributions	<ul style="list-style-type: none"> ● Design and print ● Distribute to contributors 	Business supporters	<ul style="list-style-type: none"> ● Achieve 80% of EGMI supporters using the stickers 	Jan 2023	\$0.00	\$750	\$750
e-Newsletter	<ul style="list-style-type: none"> ● Design and write member contributor newsletter ● Maintain database 	Business supporters	<ul style="list-style-type: none"> ● Achieve open rate of 70% ● Deliver 10 newsletters per year 	Monthly	\$0.00	\$500	\$500
Strategic Plan	<ul style="list-style-type: none"> ● Achieve strategic plan actions for EGMI within timelines specified. ● Look for funding support 	Various. Dependent on actions	<ul style="list-style-type: none"> ● Achieve three strategic plan objectives over the year. ● Achieve funding support 	Jun 2023	\$0.00	\$0.00	\$0.00

5 Budget

INCOME			
EXPECTED INCOME	Carried over Cash At Bank		
	(Quarterly) Income EGSC	\$158,350.00	
	BTA Contributions	\$5,000.00	
	Business contributions	\$120,000.00	
	EGSC income Business Events		
	Storage unit lease		
	SUBTOTAL EXPECTED INCOME	\$283,350.00	
UNCONFIRMED INCOME	In kind printing	\$4,000.00	
	SUBTOTAL UNCONFIRMED INCOME	\$4,000.00	
	TOTAL INCOME	\$287,350.00	
EXPENSES	Accounts Payable		
CARRIED OVER	SUB TOTAL A/P COSTS		

	Gross Wages	\$130,000.00	
	Superannuation	\$16,900.00	
	Reimbursed Costs	\$3,000.00	
	Training and Conferences	\$1,000.00	
	SUBTOTAL EMPLOYMENT COSTS	\$150,900.00	
GOVERNANCE	Banking Fees	\$150.00	
	Insurance	\$1,800.00	
	Audits	\$700.00	
	Board and Governance	\$3,000.00	
	C4G Contribution	\$1,000.00	
	SUBTOTAL GOVERNANCE COSTS	\$6,650.00	
OFFICE EXPENSES	Lease/Storage	\$13,326.00	
	Storage	\$1440	
	Office Supplies and Stationery	\$2000.00	
	Phone and Outgoings	\$2,500.00	

	Software		\$1,500.00	
	Hardware		\$1,000.00	
	Staff Amenities		\$500.00	
	Bookkeeping		\$6000.00	
	Subscriptions		\$3000.00	
	SUBTOTAL OFFICE EXPENSES		\$31,266.00	
		EGSC Expenses		EGMI expenses
MARKETING	VISIT	Public Relations	\$17,000.00	\$8,000.00
		Media Partnership	\$4,000.00	\$1,000.00
		Social Media (paid)	\$2,000.00	\$1,000.00
		Destination Campaign	\$4,000.00	\$4,000.00
		Event Support	\$3,000.00	\$4,000.00
		Touring Routes	\$3,000.00	\$1,000.00
		Tracks and Trails	\$3,000.00	\$1,000.00
		Wellness	\$2,000.00	\$1,000.00
		International	\$1,500.00	\$1,000.00

	Visitor Guide	\$5,000.00	\$5,000.00
	LIVE Support Local	\$3,500.00	\$500.00
	Consumer Newsletter	\$500.00	\$500.00
	WORK Business Events	\$1,000.00	\$1,000.00
	INVEST Case Studies	\$500.00	\$500.00
	Live East Gippsland Website	\$500.00	\$500.00
	EGMI SUPPORTERS Breakfasts		\$3,000.00
	Functions		\$6,000.00
	Annual Reports		\$1,000.00
	Stickers		\$100.00
	E-Newsletters		\$500.00
	Strategic Plan		\$.00
	EGMI Website		\$.00
	SUBTOTAL CONFIRMED MARKETING EXPENSES	\$50,500.00	\$40,600.00
	TOTAL MARKETING EXPENSES	\$91,100.00	
	TOTAL EXPENSES	\$271,916.00	
	TOTAL INCOME LESS EXPENSES	\$3,413.00	

