

Working with Visit Victoria





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Visit Victoria: Who are we?

Visit Victoria is the primary tourism and events marketing company for the State of Victoria in Australia. We inspire people to visit Melbourne and Victoria through captivating stories and amazing events.

Throughout this guide, you will be introduced to a range of opportunities and resources available for tourism businesses across Victoria.

Visit Victoria is here to help you succeed and we look forward to working with you. Our team works across three business functions which are outlined in detail throughout this guide. These include:

- Marketing
- Major Events
- Melbourne Convention Bureau, focused on business events

Our role within the tourism structure:

Tourism Australia: Brand awareness of Australia

Tourism Australia is the Australian Government agency responsible for tourism marketing. Tourism Australia's role is to:

- Influence people to travel to and throughout Australia.
- Increase the economic benefits to Australia from tourism.
- Help foster a sustainable tourism industry in Australia.

Visit Victoria: Brand awareness and marketing of Victoria

Visit Victoria is the State Tourism Organisation (STO) built to drive demand for Victorian tourism. The role of an STO is to support the development and marketing of sustainable tourism destinations and experiences within their state, to increase awareness and attract visitors.

Regional Tourism Boards: Marketing and industry development of regions

Regional Tourism Boards (RTBs) strengthen local tourism businesses by liaising with regional tourism authorities and Visit Victoria on behalf of operators. Beyond metropolitan Melbourne, Victoria has 11 regions in the state with aligned boards to represent and support industry. Operators are encouraged to make contact and participate with the local regional tourism organisation in their region.

Tourism Associations and Councils

There are a range of other tourism bodies in Victoria who are here to support and develop businesses. Key examples include the Victorian Tourism Industry Council (VTIC), Australia's Tourism Export Council (ATEC) and Business Victoria. View page 18 for more information. Visit Victoria also works closely with other stakeholders such as Parks Victoria and Food & Wine Victoria.





We inspire
people to visit
Melbourne
and Victoria
through
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Keep in Touch

Visit Victoria regularly publishes announcements and updates for new campaigns, event acquisition and industry news via our corporate eNews and social media channels.

Subscribe to these to stay up to date with what's happening at Visit Victoria and in state tourism.

Corporate eNews

[corporate.visitvictoria.com/
newsletter-subscribe](https://corporate.visitvictoria.com/newsletter-subscribe)

Social Media

LinkedIn: /visit-victoria

Facebook: @visitvic

Twitter: @visitvictoria

Contact

Website: corporate.visitvictoria.com

Twitter: @visitvictoria

Email: If you have any feedback about the corporate eNews or website, please contact feedback@visitvictoria.com.au

Regional Tourism Boards (RTBs)

Visit Victoria understands the importance of regional tourism and works closely with Regional Tourism Boards across Victoria to deliver initiatives that drive visitation and support our vital visitor economy. The role of Regional Tourism Boards is to act as a key conduit in supporting local tourism products and services in building capability and providing them with marketing opportunities to amplify destination awareness.

For more information and insights on Victoria's regions visit:

<https://corporate.visitvictoria.com/resources/regional-insights>

Each Regional Tourism Board in Victoria has its own tourism strategy and marketing priorities. They also have different structures in place regarding marketing, industry development and membership. To understand options in your region please contact your RTB.

See Appendix 1 for details.

Major Touring Routes

Visit Victoria supports three major touring routes which primarily work in international markets, to provide a narrative for visitors on how to put together a journey through regional Victoria. These routes offer representation, support and marketing opportunities for businesses wishing to expand their offering to international markets in return for a membership fee. They are strongly supported by the Regional Tourism Boards that they represent. The Major Touring Routes include:

Great Southern Touring Route

Geelong & the Bellarine, Great Ocean Road, Grampians, Ballarat, Daylesford

Go Beyond Melbourne

Yarra Valley, Mornington Peninsula, Phillip Island, Geelong & the Bellarine

Sydney Melbourne Touring

Gippsland, Phillip Island, Bendigo, Echuca Moama, Sun Country on the Murray, Albury Wodonga

See Appendix 2 for each organisation's contact details.



Marketing Opportunities



Visit Victoria aims to increase visitor numbers and spend from a variety of markets. While restrictions to slow the spread of COVID-19 have significantly impacted our journey for 2020, our focus is on the following areas:

Intrastate – Driving visitation across Victoria to Melbourne and regional Victoria.

Interstate – Driving visitation from other Australian states to Melbourne and regional Victoria.

- Visit Victoria's intrastate and interstate marketing teams are based out of Visit Victoria's head office in Melbourne.
- Intrastate and Interstate activity positions Victoria as a destination of compact diversity and a place of creative and natural enrichment for visitors across Melbourne and regional Victoria.
- Activity inspires both audiences to book a break to Victoria and is delivered across paid, earned and owned media channels, as well as strategic partnerships.

View the Visit Victoria corporate website for more information on [intrastate](#) and [interstate](#) marketing.

International – working with key distribution partners to encourage overseas visitors to include Melbourne and Victoria in their Australian holiday plans.

- The Visit Victoria international team has eight offices globally who work with the Melbourne head office team to promote Victoria. Priority international target markets include Greater China, North America, India and South East Asia, with a focus to maintain activity across UK, Continental Europe, Japan/Korea and New Zealand.
- The work undertaken across these offices includes airline and trade partnership marketing, and facilitating international trade events and missions, training seminars, supplier workshops and marketing showcases. In addition, the teams manage a program of trade and media familiarisations to support trade and public relations activities and collaborate with Tourism Australia and other key distribution partners.
- Tourism operators are encouraged to reach out to the international team to discuss international marketing intentions, seek guidance on market trends and insights and to assist in supporting media and trade fams to boost their exposure to the market.

For more information on international markets visit our corporate website or contact international@visitvictoria.com.au.

A range of marketing opportunities and channels available for all tourism businesses across Victoria can be found below.

Working with the Regional Tourism Boards

Visit Victoria works closely with Regional Tourism Boards (RTBs) across marketing activities. The best way to get involved with campaigns and leverage Visit Victoria's marketing activities is to regularly engage with your local RTB (*see Appendix 1 for contact details*).

Visit Victoria website | List via Australian Tourism Data Warehouse (ATDW)

The majority of Visit Victoria's marketing activities direct traffic to the Visit Victoria website. Visit Victoria has an ongoing large-scale website presence to promote Melbourne and Victoria as a leading tourism and events destination both nationally and internationally. The ATDW system enables tourism operators to list their business to then appear on the Visit Victoria website and more.

Supported by Visit Victoria, Tourism Australia and all other State and Territory Tourism Organisations, the ATDW collects, stores and distributes tourism product listings to national, state and region level tourism websites including visitvictoria.com, australia.com and many more.

The function of the ATDW is to support Australian tourism businesses and events with their digital marketing, by connecting them with the audiences of multiple tourism channels through a single, self-managed listing.

For more information including key benefits and how to create a listing, visit the [ATDW](#) page on Visit Victoria's Corporate website. Or: Call: 1300 306 366 Email: atdwsupport@visitvictoria.com.au

Consumer facing EDMs

Visit Victoria maintains an active email subscriber database to communicate regular campaigns on Victorian tourism products.

Please note, these emails are highly curated for campaigns, audiences and seasonality. Refer to the cheat sheet on page 16 to understand how to have the best chance of getting featured.

Subscribe at www.visitvictoria.com/Information/eNews-subscription

Public Relations

Visit Victoria's PR team facilitates media coverage of Victorian products and experiences. With extensive networks across local and national media, the PR team is well placed to shine a spotlight on hero experiences and attractions across the state.

For PR to be most effective, we require a newsworthy media angle. What makes a story newsworthy is a story that is interesting, relevant, timely or novel. We also need assets to help tell your story, usually a media release, imagery or video. For major news, we can collaborate to develop these assets. The team focuses on new or improved products that reflect Victoria's brand strengths in order to maximise media opportunities.

If you have an exciting announcement about your product, a lead time of three to four weeks (or more) is preferred to ensure that a comprehensive PR plan can be developed in a timely manner to support your news.

The PR team works very closely with PR and Marketing representatives from Regional Tourism Boards as well as key stakeholders in Melbourne.

To share your new news or story email us your media release, information and assets to: pr@visitvictoria.com.au

Social Media

Have you, or one of your customers captured a dynamite image you think the world needs to see?

Visit Victoria's social media lives and breathes for user-generated content (UGC) submissions by amateur (and not so amateur) photographers. Our content strategy focuses on the inspirational, encouraging deeper levels of engagement and ensuring that Melbourne and regional Victoria remain top of mind for people when planning their next trip.

Creating compelling and inspiring social media content is not an exact science, but we love seeing and hearing about people's experiences, and then sharing them. There are some things you can do to give your content the best chance of success:

Visit Victoria's tips:**FACEBOOK**

facebook.com/visitmelbourne

- Make sure you tag your location
- Tag us [@visitmelbourne](https://twitter.com/visitmelbourne) to notify us of any great content you are producing
- If we share your post, make sure you join the conversation by posting comments and answering questions.

**INSTAGRAM**

instagram.com/visitmelbourne

- Hashtag your images with [#VisitMelbourne](https://twitter.com/visitmelbourne) and [#VisitVictoria](https://twitter.com/visitmelbourne)
- Add your local tourism organisation or campaign hashtags where applicable
- Tag your images with [@VisitMelbourne](https://twitter.com/visitmelbourne)
- If we share your post, make sure you join the conversation by posting comments and answering questions
- Make sure you tag your location

**TWITTER**

twitter.com/melbourne

- Hashtag your images with [#VisitMelbourne](https://twitter.com/visitmelbourne) and [#VisitVictoria](https://twitter.com/visitmelbourne)
- Add your local tourism organisation or campaign hashtags where applicable
- Use [@Melbourne](https://twitter.com/visitmelbourne) in your tweets
- Don't forget to tag your location

**WEIBO**

weibo.com/visitmelbourne

- If you're using the platform, tag [@澳洲维多利亚州旅游局](https://weibo.com/visitmelbourne) in your posts
- Join the conversation in the comments

We are forever experimenting with new formats and types of content and are open to collaborative ideas. To share your content or ideas simply get in touch with our social team via the below email. Also, don't forget to check our current campaign toolkits through the link on page 6 to ensure you're integrating all of our hashtags.

social@visitvictoria.com.au

Product Familiarisations

A familiarisation (or famil) is a visit to your product, designed to give carefully selected international and domestic media, social influencers, tour operators and travel agents the opportunity to experience a destination, event or product. When media and trade participate in something firsthand, they can better relay information and sell the experience to their readers/followers and clients.

Famils play an integral role in developing and maintaining product exposure across major

media outlets, social and digital platforms and developing travel agents' product knowledge to enable visitor conversion.

Tourism providers are encouraged to assist and support media and trade famils to experience Victoria, generate PR and drive visitation.

For more information on product famils contact: famils@visitvictoria.com.au

Official Visitor Products

The Melbourne Official Visitor Guide (OVG) is a direct consumer marketing tool for the state, providing a comprehensive seasonal overview of things to see and do in Melbourne and Victoria. It directly targeted towards Melbournians, Victorians, interstate, and international visitors who are intently planning their visit. Over one million copies are produced per annum in both English and Chinese.

The guide, endorsed by Melbourne Airport, City of Melbourne and other key industry bodies, offers the most flexible and diverse distribution network which can be leveraged by tourism operators to reach its intended target audiences through advertising and editorial opportunities, along with featuring seasonal campaigns and tactical sales promotions (special offers).

The Official Visitor Map (OVM) also provides a great opportunity to reach incoming visitors through all key points of arrival throughout Melbourne with prominent advertising placements across one million copies released annually. Featuring a detailed map of Melbourne's city centre and inner Melbourne suburbs, the map includes valuable public transport information and Melbourne's key attractions and visitor experiences, making it a highly informative and popular resource for in destination visitors.

Please refer to the [latest media kit](#) for up to date details regarding seasonal themes, target markets, distribution, advertising rates and collaborative marketing opportunities. For more information on the Official Visitor Products contact: ovg@visitvictoria.com.au



With extensive networks across local and national media, the PR team is well placed to shine a spotlight on hero experiences and attractions across the state

Industry Development



UDDER & HOE, GIPPSLAND



JONES WINERY, RUTHERGLEN

Visit Victoria offers a range of industry development programs and resources. We also have a product development team that ensures new product news is communicated to the broader Visit Victoria team on a monthly basis.

Sharing your latest news

At Visit Victoria we are always seeking new exciting tourism information, product releases, plus images and videos of Melbourne and Victoria that are license free to use in promotional materials. This provides potential social and public relations opportunities for your business.

To share new product information, newsworthy business updates or license free assets please email: product@visitvictoria.com.au

International Mentoring Program

The International Mentoring Program (IMP) is designed to increase the number of export-ready products in Victoria. It gives selected tourism operators the tools and knowledge to develop their business through a traditional international distribution system to key partners, online travel agents, media, social, content and e-marketing channels.

The program has currently adapted to the global climate and has integrated a range of marketing tools for product to apply to a domestic audience.

For regional product contact your RTB to register your interest for future programs.

For Melbourne product, email: product@visitvictoria.com.au

Tourism Excellence Guides

Visit Victoria offers several free Tourism Excellence Guides designed to help you get the best from your workforce, deliver the best possible visitor experience, and maintain a sustainable industry together.

Modules to read:

[Business Excellence](#)

[Understanding Visitor Needs](#)

[Marketing Excellence](#)

[People Excellence](#)

Product Development Advisory Service

If you have a new business idea or require assistance with product development, your local Regional Tourism Board is able to provide support and guidance. Visit Victoria also offers a Product Development Advisory Service where a limited amount of one-on-one consults are available with our Product Development Specialist.

If you have questions that haven't been answered elsewhere in this document, and especially if you are looking at any of the following developments, reach out to product@visitvictoria.com.au:

1. Expansion and/or diversification of your business or consideration of new markets.
2. Amplifying your customer experience or refining your unique offering (please also refer to our Tourism Excellence Guides in this guide for helpful information).
3. Understanding and engaging with the international distribution system (please also refer to other Resources in this guide for helpful information).

Working towards sustainability in tourism

Visit Victoria recognises businesses in Melbourne and regional Victoria who are taking big and little steps to work towards sustainability. We celebrate those who give back to their surrounding communities, or the environment. Victoria is home to some of the world's leading environmental and social impact enterprises and many local and small businesses are contributing to making Victoria a leader in this space. We want to hear from all businesses, large or small, that are working to integrate sustainability in their practices or who are actively supporting community and environmental conservation projects. If you fall under the below categories or have a unique story to tell, we would love to hear from you.

- Social impact
- Urban sustainability
- Sustainable accommodation
- Wildlife and conservation
- Aboriginal experiences – social impact, education and environmental conservation

To share this information about your business please email product@visitvictoria.com.au. We have a database of businesses leading in this space and continue to develop assets and showcase businesses who are 'good natured', inside and out.

For more information on Visit Victoria's industry resources visit: corporate.visitvictoria.com/resources/industry-development

Content Channels

Visit Victoria maintains a constant stream of content and news to support the promotion of tourism and events activity across the state.

INDUSTRY CHANNELS

Visit Victoria's Image Library – Content Hub

The Visit Victoria Content Hub houses a collection of images, videos and stock footage of Melbourne and Victoria.

Access to the library is available to travel and lifestyle media, the tourism industry, educational institutions, event companies and government agencies. We encourage tourism businesses to provide access to one or two high-quality hero images of your product.

Providing high quality license free images of your business may be the difference between being featured in an article, social post, or missing out.

Visit Victoria's Content Hub:
contenthub.visitvictoria.com

To share license free high quality images for the Content Hub email:
content@visitvictoria.com.au

Media hub

The Visit Victoria media hub contains destination news, story ideas, media kits, images and videos from Melbourne and Victoria.

Visit Victoria's Media Hub:
mediahub.visitvictoria.com

For registered media and content hub users, Visit Victoria also delivers a regular eNews update, *Pieces of Victoria*.

To share new product or newsworthy updates email: pr@visitvictoria.com.au





Events

MELBOURNE SPORTS PRECINCT

Visit Victoria is responsible for attracting and supporting events in Melbourne and Victoria, showcasing the destination as a global events state through its world-class major events calendar.

We drive the growth of a diverse, year-round calendar of major and regional events across the state of Victoria.

Major Events

Major events are a significant contributor to Victoria's visitor economy, supported via the Victorian Government's Major Event Fund. Visit Victoria acquires and supports in the marketing and delivery of an exciting calendar of major events across sport, creative arts, visual arts, culinary, fashion and retail including the Australian Open, Melbourne Winter Masterpieces and the Melbourne Food and Wine Festival.

For more information
visit: [https://corporate.visitvictoria.com/
events/major-events](https://corporate.visitvictoria.com/events/major-events)

Regional Events

Regional events drive visitation to regional Victoria and provide local economic benefits. We attract, support and manage these events via the Regional Events Fund, a grant funding program open to public and private organisations (including not-for-profit) that host events in regional Victoria, with a clear objective of driving visitation from outside the region.

For more information contact
your local Regional Tourism Board
(see Appendix 1) or visit: [https://
corporate.visitvictoria.com/events/
regional-events](https://corporate.visitvictoria.com/events/regional-events)



The Melbourne
Convention
Bureau has
more than 50
years experience
in securing
business events
for Melbourne

Melbourne Convention Bureau

Business Events

Generally made up of meetings, conventions, exhibitions, corporate incentive groups and corporate meetings, business events are the highest yielding sector of the Victorian visitor economy, delivering an economic contribution of \$11 billion and 95,000 jobs annually.

This high-value, fast-growing component of Victoria's visitor economy plays a significant role driving trade and investment, knowledge transfer, employment, business relationships, and industry development.

Melbourne Convention Bureau (MCB)

Standing tall with over 50 years' experience, Melbourne Convention Bureau (MCB) is Victoria's leading agency in acquiring and delivering international and national conferences, incentive travel reward programs and corporate business events.

As an economic development organisation MCB partners with all levels of government, and strategic industry partners including; accommodation, venues, event support, restaurants and tour providers to bid, win and host international business events, as well marketing Melbourne and regional Victoria as a leading business events destination.

With sales and marketing representation in five countries, across key international source markets including North Asia, South-East Asia, Europe, North America and Oceania, MCB extends your sales team into these markets to generate business leads, showcase your product and services and secure new business.

Partner with MCB

MCB's partnership program is centred around growing your business and exclusive business opportunities through direct marketing access to decision makers, brand profiling to captive audiences, and enhanced sales and network opportunities.

In partnering with MCB you will generate the competitive business event market and gain valuable new connections, access business intelligence to support sales conversion, access MCB's global network with representation at international trade missions and trade shows, with the expressed aim to generate and secure new bookings.

In addition, MCB leads an advanced program of trade and media familiarisations to support both international and domestic marketing campaigns, enhance brand awareness via public relations activities, training seminars, supplier workshops and marketing showcases. MCB also collaborates with Tourism Australia's dedicated business events unit, Business Events Australia, and other key distribution partners.

Between now and 2024, MCB has secured 116 events that are expected to deliver over \$833 million in economic benefit with over 137,000 delegates and driving 412,000 accommodation room night bookings.

MCB partners tap into exclusive opportunities to secure a share of the lucrative business events market. Extend your reach through bid submissions, site visits, secured conferences and incentives; inclusion in exclusive itineraries, and lead generation through online supplier search.

For more information on becoming a MCB partner please visit www.melbournecb.com.au/get-involved/partnership-program/partner-with-mcb/benefits-and-opportunities/

Other helpful contacts and links:

Corporate and Industry eNews
www.melbournecb.com.au/media/newsletter-sign-up/

Social Media

Twitter: @MelbourneConventions
Instagram: @melbourneconventionbureau
Facebook: @MelbConventions
LinkedIn: @MelbourneConventionBureau
YouTube: <https://www.youtube.com/user/MelbourneConventions>

Contact

Website: melbournecb.com.au
Email: info@melbournecb.com.au

Cheat Sheet

- ☐ Sign up to Australian Tourism Data Warehouse (via your RTB or Visit Victoria) to appear on our website and have the chance to be featured across our channels (page 7)
- ☐ If you're in regional Victoria connect with your Regional Tourism Board and Touring Route (page 5-9 or Appendix 1)
- ☐ Subscribe to our corporate updates and social media, and our consumer EDMs (page 4, and 6-9)
- ☐ Stay up to date with Visit Victoria's marketing campaigns: who we are targeting, what we're looking for and how you can engage with helpful toolkits (page 6-9)
- ☐ Send your newsworthy updates, new product information and license free assets to the below email inboxes to potentially secure free promotion and media coverage of your product. Remember, you can email us more than once to keep us informed. Note, see action boxes across the guide for more information.
 - pr@visitvictoria.com.au
 - social@visitvictoria.com.au
 - product@visitvictoria.com.au
 - content@visitvictoria.com.au
- ☐ Follow and engage with us on social media and follow our social media tips (Page 8)
- ☐ Support media and trade famils (Page 8)
- ☐ Read, learn and implement actions from our Tourism Excellence guides (page 10)
- ☐ Connect with other industry resources to understand what they offer and get support (page 18)
- ☐ Look at ways to engage with the Official Visitor Guide (page 9), and where relevant to your business, Major Events (page 13) and Melbourne Convention Bureau (page 15).

Research and Insights

TARRAWARRA ESTATE, YARRA VALLEY



Tourism Research Australia

www.tra.gov.au

Tourism Research Australia provide statistics and research on both international and domestic tourism within Australia. It also provides research and analysis on the economic value of tourism to the economy. Our data assists the government, tourism industry and other Australian businesses to make informed planning, marketing and investment decisions.

TEVE Research Unit

www.business.vic.gov.au/tourism-industry-resources/research/teve-research

Victoria's Tourism, Events and Visitor Economy (TEVE) research unit analyses and collates a range of research and statistics relating to tourism in Victoria. Its publications include a range of detailed information, such as:

Economic significance of tourism

business.vic.gov.au/tourism-industry-resources/research/economic-significance

International visitation statistics

business.vic.gov.au/tourism-industry-resources/research/international-research

International market profiles

<https://www.business.vic.gov.au/tourism-industry-resources/research/international-research>

Domestic visitation statistics

business.vic.gov.au/tourism-industry-resources/research/domestic-and-regional-research

Regional visitation statistics

<https://www.business.vic.gov.au/tourism-industry-resources/research/regional-visitation>

Product Segment statistics

https://www.business.vic.gov.au/_data/assets/pdf_file/0004/1865164/Visitor-Experiences-in-Victoria-year-ending-December-2019.pdf

Visit Victoria

Visit Victoria undertakes a wide range of marketing communication activities to promote Melbourne and Victoria as a leading tourism and events destination both nationally and internationally. The corporate site outlines key statistics that have informed marketing across international, interstate and intrastate segments.

International

corporate.visitvictoria.com/marketing/international

Interstate

corporate.visitvictoria.com/marketing/interstate

Intrastate

<https://corporate.visitvictoria.com/marketing/intrastate>

Australian Accommodation Monitor (AAM)

<https://str.com/aam>

The Australian Trade and Investment Commission (Austrade) has enlisted STR to manage the country's accommodation data collection. This collection involves participation from hotels, motels, serviced apartments and holiday park cabins in Australia's capital cities and regional areas.

Tourism Australia Consumer Research

tourism.australia.com/en/markets-and-stats/consumer-research.html

Through its head office in Sydney and international hubs, Tourism Australia undertakes consumer marketing and industry development activity in 15 core markets. The Tourism Australia consumer research page includes information about the Consumer Demand Project, information and statistics about Tourism Australia's core High Value Traveler segment, and market profiles.

There are a number of other industry resources available to you at a state and national level to support the growth of your business. To view a full list of those resources please visit

<https://corporate.visitvictoria.com/resources/other-resources>

VICTORIAN RESOURCES

Victoria Tourism Industry Council

Victoria Tourism Industry Council (VTIC) is the dedicated peak body and leading advocate for Victoria's tourism and events industry. VTIC represents over 2,000 businesses, connecting and informing members while influencing and shaping the visitor economy.

For more information visit:
<http://www.vtic.com.au/>

COVID-19 INDUSTRY SUPPORT HUB

VTIC is supporting Victoria's tourism, events and hospitality businesses to survive and recover from the impacts of COVID-19. VTIC have collated an extensive range of business support resources to help tourism businesses navigate the challenges faced by the industry.

Consolidated and developed in collaboration with industry experts, these business support resources aim to meet immediate needs and guide tourism businesses through to recovery.

VTIC will continue to update this hub with information and resources to support the industry moving forward.

To access the hub please visit:
<https://hub.vtic.com.au>

Business Victoria

Business Victoria is a comprehensive online resource designed to help start, run and grow businesses. You can access information about the tourism sector, discover which government regulations apply to your business, and receive relevant financial advice and training.

www.business.vic.gov.au/

www.business.vic.gov.au/tourism-industry-resources

www.business.vic.gov.au/support-for-your-business/grants-and-assistance

www.coronavirus.vic.gov.au/

eNews www.business.vic.gov.au/subscribe-to-newsletters

Transport Safety Victoria

transportsafety.vic.gov.au

Anyone wishing to operate a bus service in Victoria with seating positions for 10 or more adults (including the driver) must be either accredited or registered. This includes community and courtesy bus services provided free of charge.

- Bus Safety Victoria transportsafety.vic.gov.au/bus-safety
- Bus Accreditation and Registration transportsafety.vic.gov.au/bus-safety/bus-accreditation-registration-in-victoria

Other Resources



AUSTRALIAN RESOURCES:

Tourism Australia

Tourism Australia is the Australian Government agency responsible for attracting international visitors to Australia, both for leisure and business events. The organisation is active in 15 key markets and activities include advertising, PR and media programs, trade shows and industry programs, consumer promotions, online communications and consumer research.

Tourism Australia provides updates on Tourism Australia's Campaigns; Australian tourism industry news and events as well as industry opportunities and new destination and product news.

tourism.australia.com/en

eNews tourism.australia.com/en/news-and-industry-tools/newsletters/subscribe.html

ATEC

The Australian Tourism Export Council (ATEC) is the peak industry body representing Australia's \$43 billion tourism export sector. As an organisation, their views are informed by the broadest cross-section of the Australian tourism industry. ATEC represents more than 1000 members across Australia including large national and multinational companies as well as small-and medium-sized enterprises, many of whom are based in regional and remote parts of Australia.

atec.net.au

Quality Tourism Accreditation

The Quality Tourism Framework (QTF) is a national business development program, providing a single online pathway for business development that incorporates online training, quality assurance, product development, digital distribution and market development. The QTF integrates multiple previous industry programs, including the Australian Tourism Accreditation Program (ATAP), Star Ratings Australia and the Australian Tourism Awards.

The Quality Tourism star and 'tick' highlights tourism businesses that are endorsed by the tourism industry as being quality assured. Quality Tourism Accredited Businesses are recognised as professional, ethical and reliable operators, which deliver high quality tourism experiences.

qualitytourismaustralia.com/australian-tourism-accreditation-program/

Tourism Export Toolkit (TExT)

This introductory guide to inbound tourism has been produced by the Australian Tourism Export Council (ATEC) in partnership with Tourism Australia, and as a result of collaborative participation from all State and Territory Tourism organisations.

This toolkit contains advice on how to:

- Grasp the travel distribution system and its rate structure
- Research international markets to establish who will use your products
- Recognise the different travel styles of inbound travelers
- Develop a marketing plan to target international visitors through a range of mediums and distribution channels
- Seek advice from your local, regional and state tourism organisation.

tourism.australia.com/content/dam/assets/document/1/6/w/u/x/2002137.pdf



Appendix 1

Regional Tourism Boards

REGION	TOURISM BODY	CONTACT DETAILS
Daylesford & The Macedon Ranges	Daylesford Macedon Tourism	Phone: (03) 5309 2770 Email: info@dmrtourism.com.au Web: www.dmr tourism.com.au
Geelong and the Bellarine	Tourism Tourism Greater Geelong and The Bellarine	Phone: (03) 5223 2588 Email: info@tourismgeelongbellarine.com.au Web: www.tourismgeelongbellarine.com.au
Gippsland	Destination Gippsland	Phone: (03) 5668 2141 Email: admin@destinationgippsland.com.au Web: www.destinationgippsland.com.au
Bendigo Goldfields)	Bendigo Regional Tourism	Phone: (03) 5434 6060 Email: tourism@bendigo.vic.gov.au Web: www.bendigoregion.com.au
Ballarat (Goldfields)	Visit Ballarat	Phone: 1800 44 66 33 Email: hello@visitballarat.com.au Web: www.visitballarat.com.au
Grampians	Grampians Tourism	Phone: (03) 5356 4865 Email: admin@grampianstourism.com.au Web: www.grampianstourism.com.au
Great Ocean Road	Great Ocean Road Regional Tourism	Phone: 0448 448 666 Email: info@gort.com.au Web: www.greatoceanroadtourism.org.au
High Country	Tourism North East	Phone: (03) 5728 2773 Email: info@tourismnortheast.com.au Web: www.tourismnortheast.com.au
Mornington Peninsula	Mornington Peninsula Regional Tourism	Phone: (03) 5925 9346 Email: administration@mprtb.com Web: https://industry.visitmorningtonpeninsula.org
Phillip Island	Destination Phillip Island	Phone: (03) 5952 2729 Email: dpi@visitphillipisland.com.au Web: www.destinationphillipisland.org.au
The Murray	Murray Regional Tourism	Phone: (03) 5480 7110 Email: info@mrtb.com.au Web: www.murrayregionaltourism.com.au
Yarra Valley & The Dandenong Ranges	Yarra Ranges Tourism	Phone: (03) 8793 8000 Email: info@yarrarangestourism.com.au Web: www.yarrarangestourism.com.au



FEATHERTOP WINERY, HIGH COUNTRY

Appendix 2

Major Touring Routes

Great Southern Touring Route

Geelong & the Bellarine, Great Ocean Road, Grampians, Ballarat, Daylesford

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Go Beyond Melbourne

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Sydney to Melbourne Touring

Gippsland, Phillip Island, Bendigo, Echuca Moama, Sun Country on the Murray, Albury Wodonga

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