



Victoria's High Country

North East Victoria

Packaging Workshop Presentation Notes

Welcome and introductions

6.00pm – 6.15pm

Me & NEVTi	Project Officer with NEVTi CC for VHC – marketing both strategic and tactical Funded by TV My background with ASE, Rutherglen Marketing Committee, Mansfield Tourism Assn, Mt Buller
Round room	Introductions – name, what business, packaging experience, packaging graduates?
This evening	Program – 3 hours, supper, hands on practical session following on from the more theoretical sessions with Tim Bracher in Bright, Wangaratta & Benalla Develop creative, strong Mansfield packages for direct to consumer marketing/advertising/Media
Introduce Nigel	Regional Marketing Manager for Victoria's High Country Tourism Victoria

Why package? Nigel Aldons

6.15pm – 6.45pm

TV subsidised tactical marketing - print media, online, targeted marketing to our VHC database and the wider (eDM) TV database.

The value of cooperative marketing reaching target markets and making large scale advertising affordable (ie Age Traveller etc).

Packages appearing on Visit Vic and the importance of listing on Visit Vic.

Participation and buy in.

Power Point of recent eDM's and print media campaigns

List of upcoming buy in opportunities.

Distribution is the key – get the packages out there – hit your key target markets and make it easy for them to buy in.

Can the region provide dollars for a campaign?

Who is going to co-ordinate the promotion/marketing of the packages

Is there money for brochure/flyer advertising etc?

Package product (participating tourism operators) may need to contribute financially to the campaign.

4 key players, NEVTi, TV, PR/Media and you the operator

- Subsidised tactical marketing – Prospectus nevt.com.au
- Online & print media – your own websites, assn websites, Visit Vic etc etc
- Direct marketing to your own database of visitors
- Co-operative marketing with each other's visitor db – buy db's
- Creative marketing & PR – Utube, woo journalists, create a story and sell the story, blogging,

www.nevt.com.au

Key packaging considerations

6.45pm – 7.45pm

Susannah Doyle - Packaging Theory

- Why package? Time poor consumers – seeking easy efficient solution
Increasingly shopping online – seeking short breaks
Packages work – higher takeup, often higher spend in region
Subsidised marketing – print & online advertising all based around experience packages
Sells your business and your region – direct sales, broader regional marketing – a destination with lots happening and great experiences on offer
- Target markets Experience seekers
VHC – Adventures Happen – soft and hard adventure
Vic metro, regional, southern NSW, Sydney, Canberra, International
- Package content Product/s, one key stand out experience
Be realistic – if your product is a motel – it is unlikely that this alone creates an experience to hang the package on – if your product is 4 wheel drive tours, horse riding to Craig's Hut, houseboating etc, then perhaps this is the stand out experience, plus good affordable accommodation at a local motel, plus dinner, plus breakfast, plus a winery visit etc
Be realistic about your product as a stand-alone drawcard - a good package will bring visitors back, word of mouth etc – this is applicable intra region and inter region -
A total solution for the consumer, creative packaging – hang a package on an event, an attraction, a trail, a story, a character, an idea – any idea . . . We'll brainstorm these later.
- Package types Intra- business – Alzburg Inn Resort package
\$170.00* per couple, overnight accommodation in a Hotel Spa Room, warm up with a Hot Chocolate & Marshmallow Pack on arrival, cooked Breakfast daily, valid Sunday - Thursday nights until September 4th.
- Inter-business – Dinner Plain package
\$355 per person 4 share value season 6th June to 13th July 2008
Mon - Fri. Escape with friends in a 2 bed, 2 bath s/c apartment, including Onsen Day Spa hot stone massages for 2, saunas, still water spas, outdoor Onsen (40 degree), hot pool, gymnasium and more.
Intra region – Mansfield region or across VHC (Ned Kelly trail for example)

Mansfield – accommodation in town, limo tour of select wineries, dinner at The Magnolia Tree.

VHC – Stay at Highton Manor, self drive the Ned Kelly trail, lunch at Glenrowan, tour the King Valley wineries and come home via Powers' Lookout.

Packages highlight the experience one can have in Mansfield or VHC, along a touring route, in a wine region etc.

Inter regional – all of VHC or cross regions (Winton races/Benalla, Great Alpine Road (VHC to Gippsland), Melbourne Sydney touring route, Australian Alps National Landscapes) Ned Kelly, Antiquarian Book Shops from Seymour to Albury

Whatever the package type – there needs to be clear destination or route to follow - this can be one business, one town, one region, one touring route.

Package price	<p>Value, not discount</p> <p>Single price = easy sell, easy to buy, no surprises</p> <p>Can include add ons – consumers can 'create their own adventure' or 'write their own adventure story'</p> <p>Stay at Buttercup Cottages – dinner, bed and breakfast, self drive winery tour, limo tour, rolls Royce tour, horse riding, wild flower walks etc.</p>
Images & name	<p>Great photos sell packages, great names sell packages</p> <ul style="list-style-type: none">• Rinaldo's Cooking School• Dutch Courage Ghost Tour• Off Piste Brewery Pit Stop
Admin	<p>Duration of offer - it is advisable to restrict the packages/deals to short campaign bursts, related to off peak or quiet times, create a "I should book this now or I will miss out" or "This is a great deal but only available for limited time – not available all year round".</p> <p>Timing of offer – midweek, shoulder season etc</p> <p>Pick a central booking point</p> <p>How will bookings be communicated to other businesses involved?</p> <p>Think about who will take bookings</p> <p>What are the admin and processing costs and who will pay for this?</p> <p>Will commission be paid to the business who does all the admin?</p> <p>Will commission be payable to the central booking office/VIC/ITO?</p> <p>How will payment be collected, how will payment be passed on to other package participants and when.</p>

Hope this hasn't scared anyone off. The best thing is just to get started.

Brainstorming key product, events, attractions & activities

7.45pm – 8.00pm

Everyone join in – this gives us our products and ideas for creative packaging – standard iconic, quirky, new . . .

- VHC – the destination
 - Our brand – adventures happen
 - Adventure
 - High Country – summer
 - High Country – winter
 - F & W – breweries
 - History
 - Culture
 - Cycling
 - Characters / stories
 - The real experience – meet the people
- Mansfield – the destination
 - Lake Eildon
 - Mt Buller Mt Stirling
 - Howqua River
 - Wineries
 - Food
 - Local produce
 - Mountain Biking / Cycling
 - History
 - Events
 - Characters
- Local Regional
 - Golf, historic towns, shopping, gold, adventure, breweries

Key packaging ideas that have fallen out of this?

- Adventure and reward theme . . . soft and hard
- Mad, bad and dangerous to know . . .
- Bad men, beer and beef etc
- Wild beasts, bad men and breakfast (zoo, bushrangers, b&b)

Packaging

8.00pm – 9.00pm

Brainstorming & break out groups

intra-business, intra-Mansfield

inter-region, cross regional

3 groups – 3 packages per group – be creative – be inclusive and generous and aim for a specific market . . .

Finish

9.00pm