

East Gippsland Visitor Services

PARTNERSHIP PROPOSAL 2024-2025

Partnering for a Thriving Tourism Experience



East Gippsland Visitor Services

Table of Content

- 1 Welcome Message - Introducing Visitor Servicing
- 2 Introducing our NEW Partnership Model
- 3 Featured Marketing Opportunity - Official Visitor Guide
- 4 Extended Partnership Opportunities
- 5 How to get involved

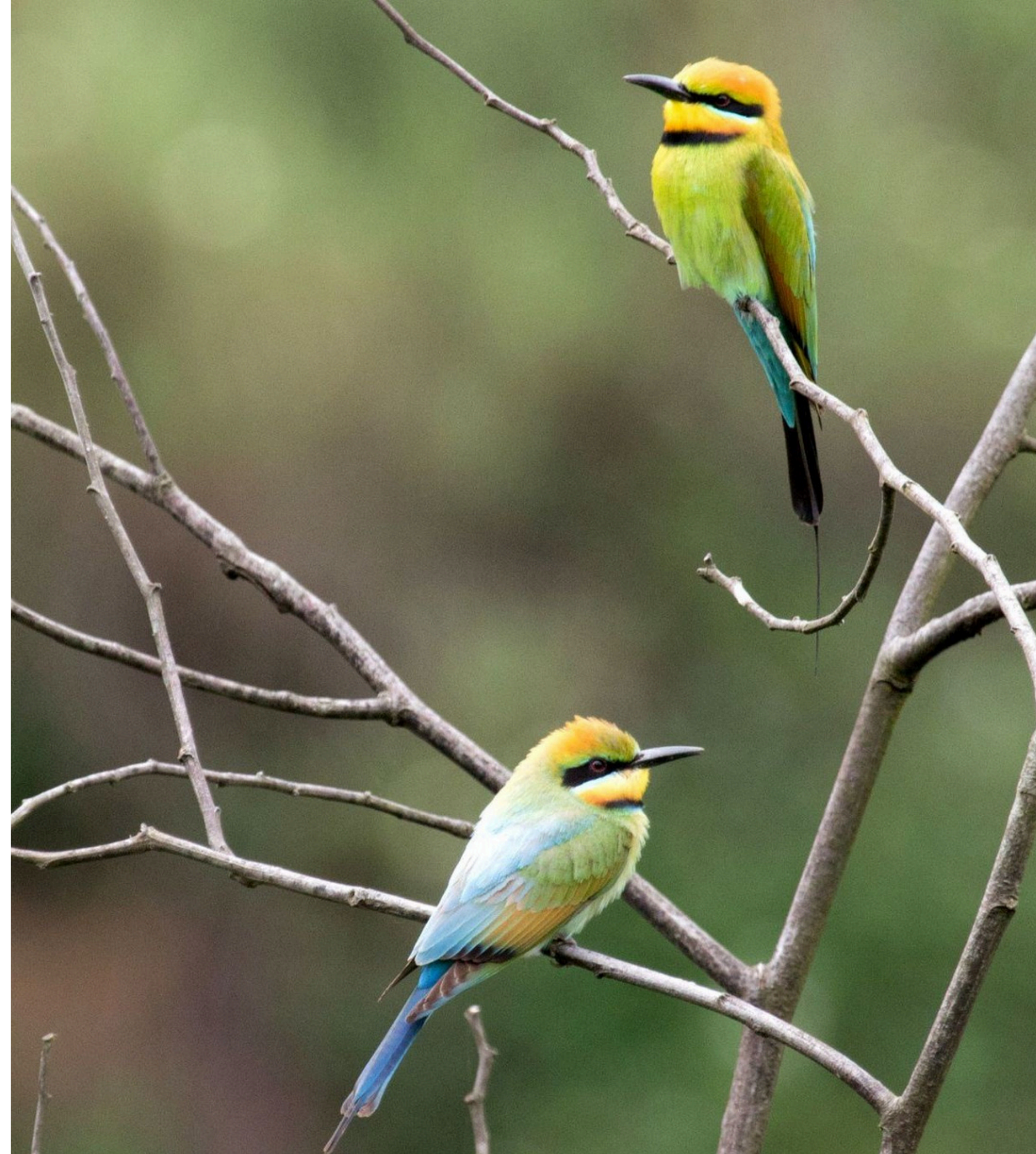


Engaging with Business and Industry

We have Listened to your Feedback

Based on industry feedback and our review process we are excited to launch our new ongoing partnership model.

We encourage you to explore and take advantage of the opportunities this enhanced partnership model offers.



Introducing Visitor Servicing

Welcome to our partnership proposal, where we invite you to join us in showcasing East Gippsland's vibrant tourism experiences!

At East Gippsland Visitor Services, we play a crucial role in enhancing the visitor experience before, during, and after their stay.

We inspire people to visit our region through captivating stories and facilitating planning and dreaming of our regions' many wonders.

Our goal is to collaborate with local businesses to deliver exceptional service, inspire visitors through personalized interactions, and guide them in planning their itineraries.

By helping visitors make informed choices, we encourage longer stays and increased spending.

Join Us in Enhancing the Visitor Experience!

Stay | Play | Taste | Explore



Trusted in Excellence:
East Gippsland Visitor Services - encompassing two Accredited Visitor Centres, supporting ancillary visitor servicing sites across East Gippsland.

Endorsed by VTIC:
- VTIC Take a Pause and Visitor Information Centre Accreditation.
- Eco Accreditation Australia Driving East Gippsland's Eco Accreditation journey - Victoria's first Eco Accredited Destination

Join us as a Partner in Promoting East Gippsland

We're excited to invite you to partner with us for FREE. Through promotion and a variety of other benefits, together we can showcase the best of East Gippsland.

As a partner, you'll enjoy complimentary exposure, along with the option to explore additional paid marketing opportunities, such as advertising in our Official Visitor Guide, or how to become a featured Local Maker, and more.

Your FREE Partnership includes, but is not limited to:

- Promotion in our accredited East Gippsland Visitor Information Centres
- Promotion at selected events
- Free brochure/flyer/business card display (supplied by the business)
- Invitations to future tourism industry events
- Priority business for VIC familiarisation tours
- Monthly events guide and fishing report
- Access to visitor information collateral
- And more...

Terms & Conditions:

- **Eligibility:** This partnership is available to businesses and organisations located and/or registered in East Gippsland, who are active in, or supportive of the tourism sector or visitor servicing.
- **Partnership Duration:** This free partnership is due for renewal September 2025. (Please note anyone currently registered in our interim partnership will require re-entering for 2025)

Featured Marketing Opportunity

Official Visitor Guide 2024 - 2025

The Official Visitor Guide is crafted to draw and inspire visitors to East Gippsland showcasing it as a premier destination.

This high quality A5-format guide highlights key tourism experiences, attractions, and events throughout the region. Featuring rich imagery and engaging editorial content, the guide also includes categorized advertising to ensure ease of use for visitors, aiming to maximize impact and encourage longer stays.

Why Advertise with us?

Eligibility

This opportunity is available to businesses and organisations located and/or registered in East Gippsland, who are active in or supportive of the tourism sector or visitor servicing.

Current Information

As East Gippsland's only Official Visitor Guide, we offer an exclusive and highly targeted distribution network with a focus on Melbourne, Gippsland, South Coast NSW, and ACT markets.

Key Advantages

- **Increased Visibility:** Elevate your business's profile among tourists and visitors.
- **Increased Traffic:** Attract more customers through targeted exposure.
- **Enhanced Regional Profile:** Help position East Gippsland as a premier travel destination.
- **Targeted Audience:** Reach both domestic and international visitors actively seeking recommendations.
- **Dual Exposure:** Benefit from premium print quality and design alongside digital integration.



OVG Editorial Sneak Peak

Get an exclusive preview of the future Visitors Guide!

Join us for a sneak peek of the dynamic opportunities that could showcase your business to our engaged audience. Discover how your brand can shine and connect with potential customers in this prime advertising spot.

Editorial Pillars

Welcome to Country/ Bataluk Cultural Trail

Eco Accreditation/ Conscious Traveler

Signature Events

Creative East Gippsland

Inclusive Travel

A land of Provenance

Mountain Biking

Towns & Villages

On the water exploring

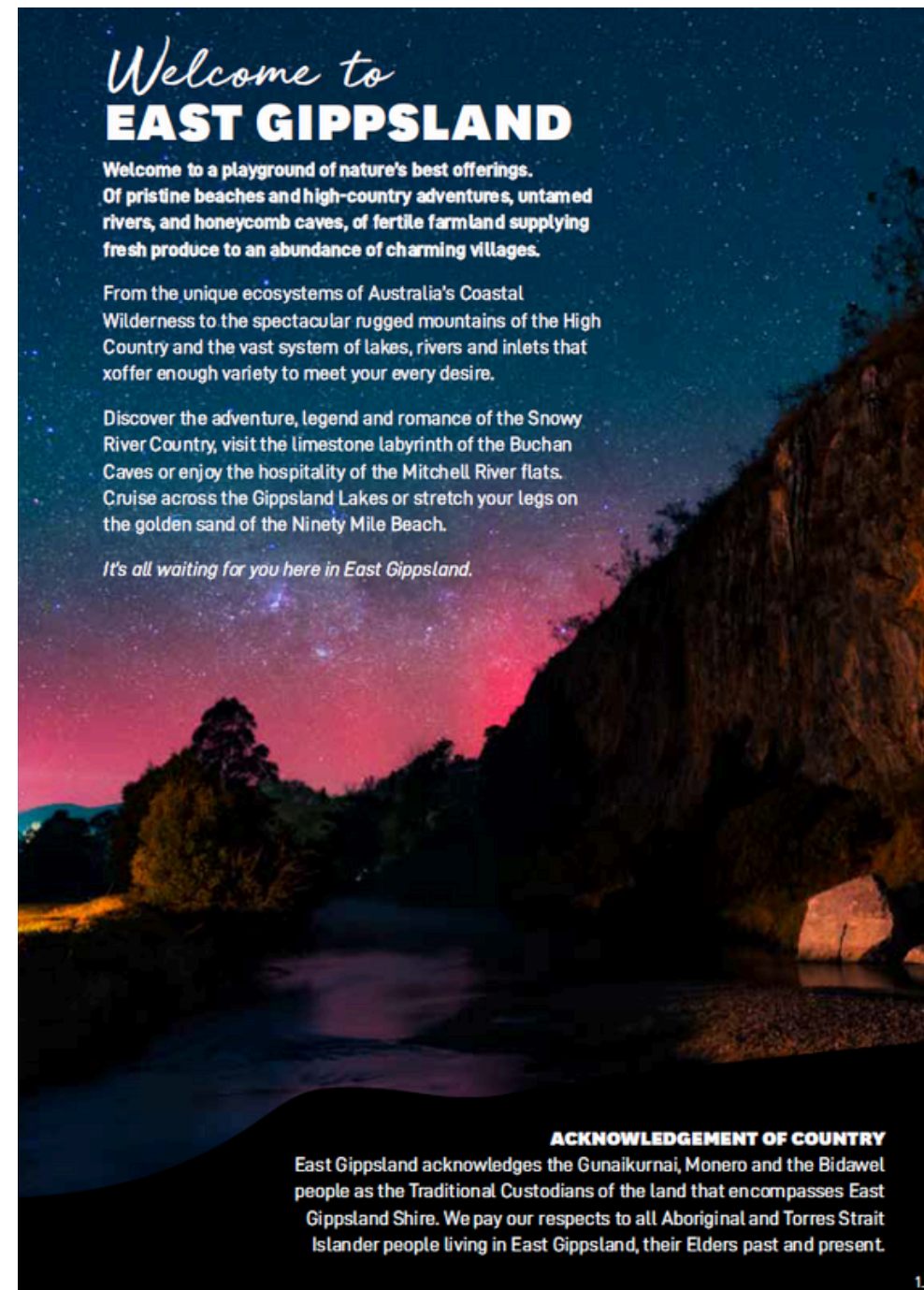
Walks & Trails

National Parks

Essential Services & Contacts

Visitor Information

Advertising / Tourism Conversion



Welcome to EAST GIPPSLAND

Welcome to a playground of nature's best offerings. Of pristine beaches and high-country adventures, untamed rivers, and honeycomb caves, of fertile farmland supplying fresh produce to an abundance of charming villages.

From the unique ecosystems of Australia's Coastal Wilderness to the spectacular rugged mountains of the High Country and the vast system of lakes, rivers and inlets that offer enough variety to meet your every desire.

Discover the adventure, legend and romance of the Snowy River Country, visit the limestone labyrinth of the Buchan Caves or enjoy the hospitality of the Mitchell River flats. Cruise across the Gippsland Lakes or stretch your legs on the golden sand of the Ninety Mile Beach.

It's all waiting for you here in East Gippsland.

ACKNOWLEDGEMENT OF COUNTRY
East Gippsland acknowledges the Gunaikurnai, Monero and the Bidjavel people as the Traditional Custodians of the land that encompasses East Gippsland Shire. We pay our respects to all Aboriginal and Torres Strait Islander people living in East Gippsland, their Elders past and present.



Paynesville, Raymond Island & Eagle Point

Paynesville's extensive network of canals and inlets means more waterfront accommodation, eateries and facilities than you can poke a stick at. It's the signature waterfront touch that makes Paynesville a favourite holiday destination for lovers of boating and fishing.

Paynesville is destination dining territory, with renowned chefs building their menu from the fisherman's daily catch, drawing on the freshest local produce to celebrate East Gippsland on a plate.

Opposite the foreshore, you'll see Raymond Island, home to a large koala population, walks and cycling tracks. The five-minute ferry ride to Raymond Island departs Paynesville regularly and is free for pedestrians or those arriving by bike.

Located between Lake Victoria and Lake King, the lake-side vibe continues around the corner to Eagle Point. Here you'll find sheltered swimming areas, and the incredible Mitchell River Salt Artiles - the longest natural jetties in the world. Enjoy walking and fishing, and don't leave without snapping an Insta-worthy pic from the Bluff Lookout.

Twin Rivers

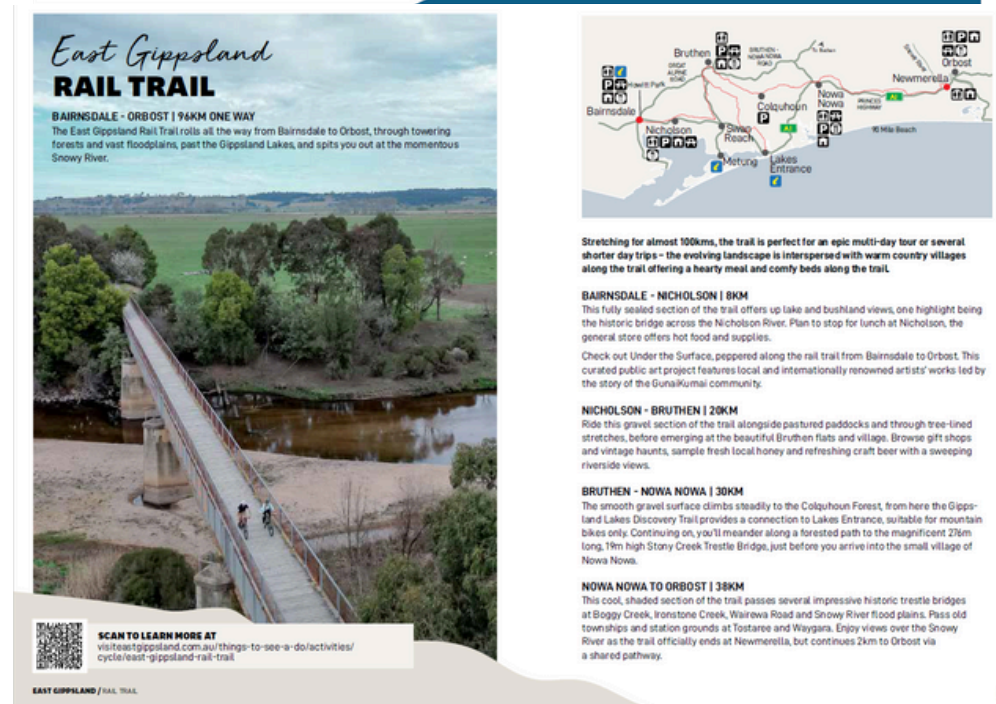
The Twin Rivers region, where the Nicholson and Tambo Rivers meet the Gippsland Lakes, incorporates the villages of Johnsonville, Nicholson, Swan Reach, Tambo Upper and Bumberrah.

The area is a well-known 'food bowl', where a leafy vegetable, berry and egg salad flows with fruit. Pop into the farm shops for sweet-tangy blueberries or cherries, stone fruits, apples and pears bursting with flavour.

Unsurprisingly, Twin Rivers is also premium grape-growing territory; the region boasts a trove of popular wineries along the East Gippsland Drink Trail, whose cellar doors welcome you in for tastings, local cheese and artesian...

Hold solemnly in July the Twin Rivers Bushy Classic puts the fine townships of Nicholson, Swan Reach and Johnsonville on map for the anglers with a much-loved catch and release fishing competition.

SCAN TO LEARN MORE AT www.eastgippsland.com.au/regions/gippsland-lakes/



East Gippsland RAIL TRAIL

BAIRNSDALE - ORBOST | 94KM ONE WAY
The East Gippsland Rail Trail rolls all the way from Bairnsdale to Orbst, through towering forests and vast floodplains, past the Gippsland Lakes, and spits you out at the momentous Snowy River.

BAIRNSDALE - NICHOLSON | 81KM
This fully sealed section of the trail offers up lake and bushland views, one highlight being the historic bridge across the Nicholson River. Plan to stop for lunch at Nicholson, the general store offers hot food and supplies.

Check out Under the Surface, peppered along the rail trail from Bairnsdale to Orbst. This curated public art project features local and internationally renowned artists' works led by the story of the Gunaikurnai community.

NICHOLSON - BRUTHEN | 20KM
Ride this gravel section of the trail alongside pastured paddocks and through tree-lined stretches, before emerging at the beautiful Bruthen flats and village. Browse gift shops and vintage haunts, sample fresh local honey and refreshing craft beer with a sweeping riverside views.

BRUTHEN - NOWA NOWA | 30KM
The smooth gravel surface climbs steadily to the Colapuhon Forest, from here the Gippsland Lakes Discovery Trail provides a connection to Lakes Entrance, suitable for mountain bikes only. Continuing on, you'll meander along a forested path to the magnificent 27km long, 15m high Stony Creek Trestle Bridge, just before you arrive into the small village of Nowa Nowa.

NOWA NOWA TO ORBOST | 38KM
This cool, shaded section of the trail passes several impressive historic trestle bridges at Slippy Creek, Ironstone Creek, Warrawa Road and Snowy River flood plains. Pass old townships and station grounds at Tostaree and Weygers. Enjoy views over the Snowy River as the trail officially ends at Newmerella, but continues 2km to Orbst via a shared pathway.

SCAN TO LEARN MORE AT www.eastgippsland.com.au/things-to-see-a-do/activities/cycle/east-gippsland-rail-trail

Official Visitor Guide Advertising Rate Card

Special Offer: Official Visitor Guide + Bonus Website Listing

Secure your ad space in the 10-month Official Visitor Guide and enjoy a complimentary listing on our official website. This special offer enhances your exposure by featuring your brand in our guide and reaching additional audiences online, driving more traffic to your business.

AD SIZE	STYLE	FULL RATE Inc GST	SIZE (WXH) MM
Full Page	Fully Supplied or Templated	\$1000	130mm x 195mm
Half Page	Templated	\$500	130mm x 95mm
Third Page	Templated	\$350	130mm x 62mm
Quarter Page	Templated	\$250	130mm x 45mm

Showcase your
BUSINESS

FULL PAGE AD
Size: 130mm x 195mm
Bleed: No Bleed
Resolution: 300 dpi

1/2 PAGE AD
Size: 130mm x 95mm
Bleed: No Bleed
Resolution: 300 dpi

1/3 PAGE AD
Size: 130mm x 62mm
Bleed: No Bleed
Resolution: 300 dpi

1/4 PAGE AD
Size: 130mm x 45mm
Bleed: No Bleed
Resolution: 300 dpi

Premium positions available:

- Inside front cover
- Inside back cover
- Back cover

DEADLINE

Material Deadline	* 26 September 2024
Release date	November 2024

*Official Visitor Guide Booking Deadline - late submissions please contact us to check availability of advertising placements.

Distribution

The Official Visitor Guide will reach a diverse and selected audience across Victoria, ACT, and New South Wales, with distribution through various channels and targeted locations.



1

Print Distribution

The printed guide will be distributed to:

- Partnering accredited and non-accredited Visitor Information Centres
- Independent subscribers
- East Gippsland Tourism Industry / business Network
- EGMI & other EGSC partners
- Destination Gippsland Network
- Selected high traffic locations (e.g. key regional centres)
- Selected events

2

Digital Distribution

The digital version of the guide will be promoted through:

- Independent Subscribers
- East Gippsland Tourism Industry & Business Network
- EGMI & Other EGSC Partners
- Promotion on our destination website, visiteastgippsland.com.au
- Email campaigns/Newsletters
- Local business partnerships
- Targeted advertising campaigns
- Selected events

Extended Partnership Opportunities

Explore other opportunities to extend your partnership with us...



Made Locally Program

The Made Locally Program currently features over 50 local makers, showcasing the best of our region's craftsmanship and produce. This program highlights the rich talent and diverse offerings from East Gippsland's growers, artisans, and makers. By collaborating with local businesses, you can enhance your visibility and connect with customers interested in authentic, locally-made products.

How to Get Involved

If you're interested in showcasing what's on offer in your business and collaborating with our region's growers and makers, we invite you to join the Made Locally Program.

Poster Display

Enhance your visibility with a poster display in a premium position outside the Lakes Entrance Visitor Information Centre. This high-traffic location ensures maximum exposure to visitors and tourists entering the region.

Details:

Premium spot outside the Lakes Entrance Visitor Information Centre

Size

A1/A3

Benefits:

Gain prominent visibility to visitors, attract attention to your business or event, and capitalize on high foot traffic.

Availability:

Limited spaces. Early booking is recommended.

How To Get Involved

Now that you have explored our exciting opportunities, we hoping you are curious about how to get involved!

Just scan the QR Code or follow [this link](#) to access our partnership registration form and express interest in our featured and extended marketing opportunities.

Together, let's showcase everything East Gippsland has to offer!

For any questions related to our media kit contact our Visitor Information Centres.

Contact Us



1800 637 060



vicmembership@egipps.vic.gov.au



Scan QR code



PARTNER WITH US