

Destination

Goulburn Valley

Sponsorship and
Partnership Packages





Photo 1: McLennan Street, Mooroopna

Destination Goulburn Valley plays a vital role in the growth of the visitor economy of the Goulburn Valley with advocacy, promotion, partnerships, leadership and collaboration.

"I chose to be a partner with Destination Goulburn Valley so I could engage with like minded people driven to grow the visitor economy in our region.

I am passionate about our community and believe the DGV team have what it takes to achieve great things for the Goulburn Valley",

Chris Buzza, Owner of Bill and Beats Restaurant, Mooroopna



Photo 2: Chris Buzza, Owner of Bill and Beats Restaurant, Mooroopna

Our Priorities

Advocacy: we advocate for our region to be recognised as a leading destination

Collaboration: we collaborate and engage with our partners, stakeholders and community to deliver on initiatives and projects that promote regional growth, prosperity and sustainability

Experience: we focus on growing and promoting unique products and experiences that will grow target markets

Governance: our governance framework enables our organisation to be agile, promotes transparency and fosters trust among our stakeholders

Growth: we promote our region as a visitor destination that will drive the visitor economy by leveraging the unique attributes of business, activities and people of the region



Photo 2: Mooving Art Herd - McLennan Street Mooroopna
Photo 3: Shepparton Art Museum on Victoria Park Lake

Photo 4: The Last Straw Café

Defining the Visitor Economy

Australia's visitor economy comprises a wide range of industries that provide goods and services to visitors who travel to a destination for a variety of purposes, including leisure, education, business and employment.

Our Visitors and Why We Travel

Holiday: we advocate for our region to be recognised as a leading destination

Visiting friends and relatives (VFR): for the primary purpose of visiting friends and relatives, including attending events like weddings

Business: Travel for purposes related to employment, including meetings, conferences and training

Education: International and domestic education through higher (tertiary) and vocational education, schools, and institutional or work-based training

Sub-Sectors of the Visitor Economy

The visitor economy eco-system includes multiple sub-sectors:

Culture
Arts
Retail Sporting
Events Health

Transport
Business Events
Training
Education

Visitor Economy - Fast Facts



Visitation in the region reached 2 million in 2022, indicative that visitation rates are on track to pre COVID-19 rates (2.6 million)



Domestic day trip visitor expenditure is increasing - doubled since 2019



Target markets choose to visit our region to experience nature, culture, arts, events, food, wineries, cellar doors, local produce, history and heritage



Domestically - majority of visitors are from Melbourne, or other regional centres in Victoria, NSW and SA



The Goulburn Regional Taskforce has identified the Visitor Economy as a leading industry experiencing rapid growth



Latest National and International Visitor Survey data to year ending December 2023 showed total tourism in Victoria has hit a record \$37.8 billion, 117% of total spend by visitors at the same time in 2019 (\$32.5 billion)

Information from Goulburn Regional Destination Management Plan 2023, Goulburn Regional Skills Demand Profile 2023 and VTIC

Visitor Economy - Goulburn Regional Tourism

In 2023 the Victorian Government released the Visitor Economy Partnership (VEP) Framework, a significant shift to regional tourism support for our State. A co-design process was undertaken and DGV have taken an active role in advocating for the VEP and Destination Management Plan.

The Destination Management Plan will be delivered by Goulburn Regional Tourism and their principles include:

First Peoples Focused

Delivering Economic Growth

Delivering Economic Growth

Responsive and Outstanding

Sustainable and Regenerative

Valuable for our Community

Unique to Place

"DGV are proud of our contribution towards the establishment of Goulburn Regional Tourism Board and development of the Destination Management Plan. The visitor economy continues to enjoy growth and we play a key role in supporting our regional partners and stakeholders", Eugenie Stragalinos, Board Chair DGV

Information from Goulburn Regional Destination Management Plan 2023

Our Packages

We offer two categories to partner and support Destination Goulburn Valley in building the visitor economy for our region:

Destination Goulburn Valley - 2024 Partnership Packages

Friends of Destination Goulburn Valley	\$275 p/a (inc. GST)
Destination Partnership	\$385 p/a (inc. GST)
Destination Partnership Plus	\$1,450 p/a (inc. GST)

Destination Goulburn Valley - 2024 Sponsorships:

Visitor Economy Sponsorship	\$2,750 p/a (inc. GST)
Signature Sponsorship	\$5,500 p/a (inc. GST)
Premier Sponsorship	\$15,000 p/a (inc. GST)

Photo 5: Tatura Fountain and Street Art



Partnership Options

Friends of Destination Goulburn Valley @ \$275 p/a(inc. GST)

"Tourism might not be your core business but you still reap the many benefits of the flow on effects of the visitor economy"

- Invitation to DGV events (limited to two events)
- Website branding on DGV Partnership Page
- Access to DGV Industry Page
- Shout out (one) on Social Media Sites (Insta and Facebook OR LinkedIN)

Destination Partnership @ \$385 p/a (inc. GST)

"Suitable for small business who operate attractions, motels, restaurants, cellar doors, services and more"

- As above +
- Shout out (two) on Social Media Sites (Insta and Facebook OR LinkedIN)

Destination Partnership Plus @ 1,450 p/a(inc. GST)

- As above +
- Letter of recommendation for Grant application purposes
- Invitation to DGV events (unlimited, 2 guests - does not include Visitor Economy Summit)
- Blog feature on DGV website (up to 400 words)

Visitor Economy Sponsorship

Project 1.

Building Momentum for our Future – Visitor Economy Regional Summit and Dinner

September 2024

Destination Goulburn Valley are pleased to announce 'Building Momentum for our Future Regional Summit'. This is your opportunity to join us in 'Building Momentum for our Future' and continue to grow the visitor economy for our region.

Participants will hear about trends, priorities and programs that will drive growth in the visitor economy for our region now and into the future.

Proposed topics and workshops:

- Visitor Economy – regional update
- Demystifying the complexity of digital media
- Social media marketing for small business
- Successful grant sourcing and writing
- First Nations experiences
- Eco-tourism
- Creating effective business marketing materials
- Workplace relations update

Project 2.

Small Towns Activation Project

Our small towns are the heartbeat of our region and offer visitors a mix of 'good old fashioned hospitality', many with historic architecture, street art, shopping, and fabulous gourmet food, wine and coffee. We will engage with people of our small towns impacted by the 2022 October floods, to share their stories of hope and aspirations for the future.

- What is magical about your community?
- Why should people visit?
- Discuss visitor destination offerings!

Celebration of our communities through storytelling (imagery, podcasts and written stories).



Photo 6: Tatura Main Street and Clock Tower

Sponsorship Options

Visitor Economy Sponsorship @ \$2,750 (inc. GST)

Sponsorships available: Unlimited

Benefits:

- Small logo on events page on DGV website (Building Momentum for our Future Page)
- Small logo in events program (Visitor Economy Summit*)
- Small logo on stage presentation*
- Advertisement in Summit booklet
- Public mention and thanks by MC at event*
- Acknowledgement on DGV Socials x 1 (Insta, Facebook and LinkedIN)
- 1 complimentary ticket to Visitor Economy Summit

Signature Sponsorship @ \$5,500 (inc. GST)

Sponsorships available: 10

Benefits:

- Medium logo on events page on DGV website (Building Momentum for the Future Page)
- Medium logo on events program (Visitor Economy Summit*)
- Medium logo on stage presentation *
- Public mention and thanks by MC *
- Advertisement in Summit booklet
- Collateral in gift bags *
- Shout out and acknowledgment on socials x 2 (Insta, Facebook and LinkedIN)
- Small Towns Story Telling - opportunity to feature in a Destination Goulburn Valley Interview about the region you live, how your business supports the growing visitor economy and visitor destination (written story or podcast)
- 2 complimentary tickets to Visitor Economy Summit

Premier Sponsorship @ \$15,000 (inc. GST)

Sponsorships available: 10 (non-competing)

Benefits:

- Naming partner of Building Momentum for our Future
- Regional Story Telling - feature in Destination Goulburn Valley 'Regional Showcase' interview about the region you live and how your business supports the growing visitor economy of the GV (video assets will be provided to you for promotion) – an opportunity for you and your business to shine
- Guest presenter (panel discussion) or workshop facilitator at Summit – discuss how your organisation is supporting our growing visitor economy
- 2 complimentary tickets to Visit Economy Summit – Premier Dinner (event before summit)
- Large logo on events page on website (Building Momentum for the Future)
- Advertisement in Summit booklet/events program
- Large logo on stage presentation (featured in summit slideshow)
- Collateral in summit gift bags
- Banners on entrance to summit
- 3 complimentary tickets to Visitor Economy Summit

Thank you for taking the time to consider our partnership and sponsorship packages. We look forward to working with you to drive and grow the visitor economy for our region.