



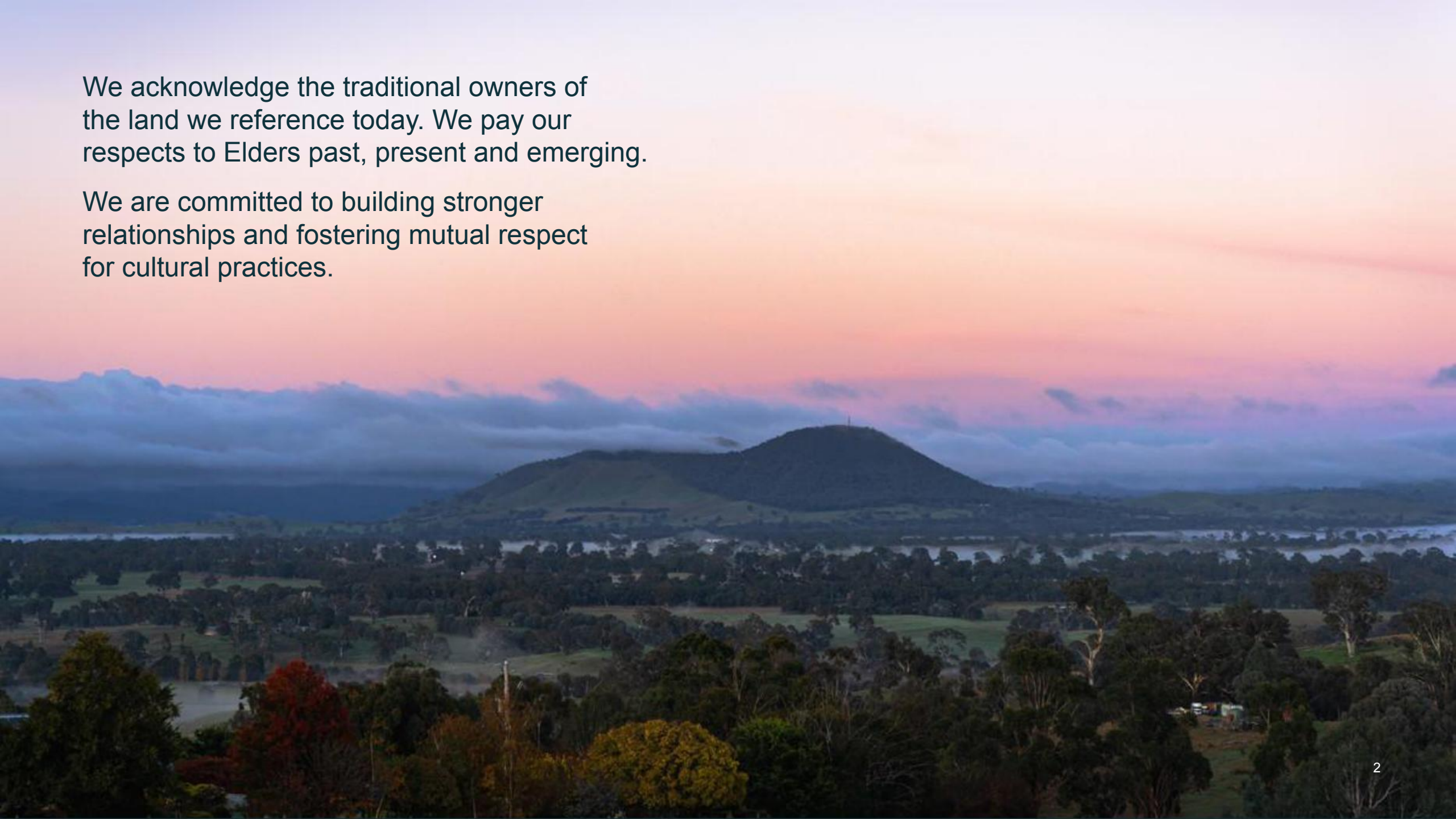
RIDE HIGH COUNTRY

Rediscover the
Great Victorian
Rail Trail
Marketing
Campaign

Cheviot Tunnel, Great Victoria Rail Trail
Victoria's High Country

We acknowledge the traditional owners of the land we reference today. We pay our respects to Elders past, present and emerging.

We are committed to building stronger relationships and fostering mutual respect for cultural practices.



Background

GREAT VICTORIAN RAIL TRAIL

The Great Victorian Rail Trail (GVRT) is Victoria's longest continuous rail trail, spanning 134 kilometres from Tallarook, through Yea to Mansfield, with an additional spur line linking the trail to Alexandra. The multi-use trail can be explored by bike, foot and horse, taking you through unique country towns and villages, over the majestic Lake Eildon and past mountain scenery, rich farmland and ancient red gums. [Click here](#) for more information.

ART ON THE GREAT VICTORIAN RAIL TRAIL

To elevate the Great Victorian Rail Trail visitor experience, Art on the Great Victorian Rail Trail was launched in May 2023. Eight artists were commissioned to deliver seven major art installations and twenty scar trees. Taking inspiration from the theme of connections, each artwork offers something different. [Click here](#) for more information.

MARKETING CAMPAIGN

The addition of Art on the GVRT offers a unique opportunity to encourage visitors to Rediscover the GVRT. Ride High Country, Mansfield, Murrindindi and Mitchell Shire Councils are collaborating to impactfully promote the rail trail visitor holiday experience to convert Melbourne and Victorian audiences to plan and book their own GVRT getaway. The campaign is planned for mid November after the Melbourne Cup Spring Carnival for maximum cut through and in time with Summer School Holiday planning.

Rediscover the Great Victorian Rail Trail Marketing Campaign



Target Audience

TARGET AUDIENCE LOCATION - This campaign is focused on Victorian based audiences, split between metro-melbourne and regional Victoria hubs including the Surf Coast, Ballarat, Bendigo, Shepparton and Albury.

	SEGMENT 1 - HOLIDAY EXPLORER LIGHT EXERCISE IN NATURAL SURROUNDS	SEGMENT 2 - ACTIVE FAMILY SPENDING QUALITY TIME IN THE GREAT OUTDOORS
WHO	<ul style="list-style-type: none"> - Singles/couples riding with family and friends in groups of 2 or 3 - Skews female generally between 30 - 70 years of age - Happy to spend on activities, dining etc 	<ul style="list-style-type: none"> - Young families riding with kids under 16 - Skews female generally between 30 - 49 years of age - Budget conscious
RIDING STYLE	<ul style="list-style-type: none"> - Don't take themselves too seriously - riding is 'just for fun' - Laid back exploring where they can leave the car behind. Riding is a means to experience the scenery and nature of a region (often on an e-bike) 	<ul style="list-style-type: none"> - Prioritises comfort and predictability - Seeks short, flat rides, which are well maintained and have distinct points of interest - Values quality time. Riding is an opportunity to do something wholesome together
ENGAGED BY	<ul style="list-style-type: none"> - Rides that are less than 2 hours, looped and have a "purpose" e.g. breakfast, lunch, coffee, art, scenic waterfall, lookout - They're not attracted to the idea of overcoming a physical challenge, adrenaline or meeting like-minded people - Driven to visit by fresh air/outdoors, touring/sightseeing, bike hire, dining out, exploring local produce, cafes, bakeries, wineries and pubs/bars 	<ul style="list-style-type: none"> - Rides that are less than 2 hours and looped - A point-of-interest worth riding to that will engage the kids e.g. ice cream shop, swimming hole, exceptional playground - Driven to visit by fresh air/outdoors, children's activities, touring/sightseeing, exploring local produce, cafes and bakeries, regional centres and larger townships 'with more to do'

Campaign Objectives

1. To increase awareness of the newly enhanced Great Victorian Rail Trail visitor experience (including the connected F&B, attractions, retail and accommodation)
2. Increase traffic to the Ride High Country Great Victorian Rail Trail microsite and Great Victorian Rail Trail website
3. Convert Holiday Explorer and Active Family audiences to the plan and book phase, increasing Great Victorian Rail Trail overnight visitation
4. Generate positive and increased earned media coverage of the Great Victorian Rail Trail

Campaign Timing

The GVRT marketing campaign will run from **Monday 13 November 2023 to the end of January**. This will ensure the campaign does not compete with Melbourne Cup Spring Carnival and is in market prior and during the Summer School Holidays.



Campaign Strategy & Mediums

The GVRT offers a diverse and immersive holiday experience, with the ability to deliver on the Holiday Explorer and Active Family audience segments desire for short 'snackable' sections they can explore by bicycle that have a 'purpose' and mid/end point experience. The addition of Art on the GVRT offers a unique opportunity to encourage visitors to rediscover the multi-use GVRT when matched with the trail's existing natural scenery, bridges and tunnels, towns and villages, luxury and affordable family accommodation, coffee, breakfast, lunch, drinks, attractions and retail.

STRATEGY

RHC and the GVRT have strong and growing brands. As such, new taglines and hashtags are not required as they would only serve to distract from existing brand value and influence. To maximise campaign spend, increase awareness and booking conversion, the campaign will leverage the RHC and GVRT brands to promote Rediscovering the GVRT.

GREAT RIDES, GREAT WALKS, GREAT ART. REDISCOVER THE GREAT VICTORIAN RAIL TRAIL.

Campaign messaging will centre around the GVRT's strongest assets, encouraging identified audience segments to Rediscover the Great Victorian Rail Trail. The message of "Great rides, great walks, great art. Rediscover the Great Victorian Rail Trail" will be weaved throughout the campaign through website and social text and a website and video edit graphic device to encourage curiosity and increase association with the word great. Social applications will use the established hashtags #greatvictorianrailtrail and the appropriate channel hashtag i.e. #ridehighcountry.

MEDIUMS

To showcase the huge breadth of the GVRT's experiences/activities the campaign will use visual storytelling through specially developed video edits and hero images. To maximise these assets, budget, GVRT channel awareness and reach owned RHC and GVRT digital channels and earned media will be the main campaign messaging vehicles.



Campaign Calendar Overview

ACTIVITY	SEP 23	OCT 23	NOV 23	DEC 23	JAN 24	ONGOING
Content Capture						
Hero Images & Video Edits						
RHC Website GVRT Content Refresh						
GVRT Website Content Refresh						
RHC Organic Socials						
RHC Paid Socials				Reduction of spend 15 - 26 Dec		
VHC Organic Socials						
GVRT Organic Socials						
GVRT Paid Socials				Reduction of spend 15 - 26 Dec		
Journalist Famil						
Art Media						
Visit Victoria						
Herald Sun Editorial						
Holidays with Kids Editorial						
VHC Summer Campaign						

Videography & Photography

CONTENT CAPTURE

To ensure the success of the campaign, engaging video edits and hero photography is required. Videography and photography will be primarily focused on the rail trail cycling visitor experience (including food, beverage, accommodation, bike transport and hire) plus featured walking and horse riding.

Videography and photography content will be captured over 1.5 days along the full length of the GVRT and in Mansfield, Yarck, Yea and Tallarook. Talent will include a cycling family, cycling couple, horse riding group and walking group.

In addition to this Tourism North East's social media content producer will accompany the 1.5 day shoot to ensure social first content is captured for organic and paid posting use across Ride High Country and GVRT's owned social channels.

OUTPUTS

- 80 high-res landscape and portrait edited photos
- 16:9 landscape, 9:16 portrait, 1:1 square and 4:3 landscape videos with the following edits:
 - 60 second, 30 second and 15 second full GVRT video edit
 - 30 second and 15 second Family video edit
 - 30 second and 15 second Couple video edit
- Videography B-Roll



Website

RIDE HIGH COUNTRY WEBSITE

The Ride High Country website GVRT related pages will see a full refresh of images, update of wording in line with campaign messaging and addition of video edits. Pages to be updated:

- GVRT microsite
- GVRT Short Rides page
- GVRT Medium Rides page
- GVRT Long Rides page
- Mansfield + Buller page

In addition the Ride High Country homepage will feature the 60 second main video edit and click through to GVRT content for a minimum of one month.

GREAT VICTORIAN RAIL TRAIL WEBSITE

GVRT website will see a full refresh of images, update of wording in line with campaign messaging and addition of video edits as discussed and agreed to with Dean Cleave-Smith, Visitor Experience Manager.



News Posts & e-Newsletter

NEWS POSTS

The RHC News section is a powerful medium for telling long form stories to our dedicated and engaged audience. GVRT News Blog posts will be published from the day of the Rediscover the GVRT campaign launch and weekly for the following month focusing on different aspects of the experience including Cycling Couple edits, Cycling Family edits, art focus and more. This content will be used to link to in organic social posts and the dedicated RHC e-Newsletter as well.

RIDE HIGH COUNTRY E-NEWSLETTER

A dedicated GVRT campaign e-Newsletter will be sent to RHC's full audience on Rediscover the GVRT campaign launch day showcasing the trails new assets and encouraging visitors to experience it for themselves. In addition the GVRT will feature in RHC's November monthly e-Newsletter as a hero tile.

SHIRE COUNCILS OWNED DIGITAL CHANNELS

Murrindindi, Mansfield and Mitchell Shire Councils are encouraged to utilise their own owned news post and e-Newsletter channels to amplify the Rediscover the GVRT campaign and encourage visitors to experience the trail for themselves.



Social Media

Ride High Country and Victoria's High Country have a strong following and engaged audience across our owned social channels. To ensure that this asset is maximised for the GVRT marketing campaign Tourism North East Social Media Manager, James Davidson, has attended all GVRT content capture days to capture true social first content to ensure strong social support across the duration of the campaign. In addition, social cuts of each video have been commissioned as part of the GVRT content capture project. Social applications will use the established hashtags #greatvictorianrailtrail and the appropriate channel hashtag i.e. #ridehighcountry.

RIDE HIGH COUNTRY OWNED CHANNELS

RHC's owned Instagram, Facebook and YouTube channels will be a large part of the Rediscover the GVRT campaign. Paid advertising for Rediscover the GVRT will run from campaign launch for a period of three months. Organic posts promoting visitors to Rediscover the GVRT will also feature heavily on RHC's channels from campaign launch and ongoing. Social post wording will weave the message of "Great rides, great walks, great art. Rediscover the Great Victorian Rail Trail" throughout its duration, utilising the newly captured assets.

VICTORIA'S HIGH COUNTRY OWNED CHANNELS

As the GVRT crosses over many of VHC's audiences interests VHC's social channels will also feature organic posts promoting visitors to Rediscover the GVRT. VHC's social channels are a powerful medium with over 137,000 combined followers.



Journalist Famil

RHC is excited to confirm that prominent journalist Belinda Jackson has been secured for a family famil of the GVRT. Belinda has her own social following and her articles have appeared in publications worldwide, covering everything from exotic food to biking, literature to art. Previous publication credits include owned social channels, Herald Sun, The Age/Sydney Morning Herald's Traveller, ABC Radio and more.

FAMIL DETAILS

Belinda Jackson and her teenage daughter will be exploring the GVRT with Tourism North East PR Manager Elizabeth Costello from 27 - 29 October 2023. Her experience will include:

- Mansfield accommodation, activities and dining
- Cycling and luggage transfers with Double Black Alpine
- Cycling from Mansfield - Bonnie Doon experiencing Scar Trees, Responding, Mansfield Historical Station Precinct, Mullum wetlands and Lake Eildon
- Yarck dining and activities
- Cycling from Yarck - Yea experiencing Soul Train, Scar Trees and Cheviot Tunnel
- Yea accommodation, dining and activities
- Cycling from Yea - Trawool Estate experiencing Mirnong (Yam Daisy), Traces, Scar Trees, Yea Railway Station, Goulburn River and Trawool valley
- Trawool Estate dining and tour



Visit Victoria

RHC and Tourism North East will leverage our close knit relationship with Visit Victoria in a number of different ways to encourage amplification on Visit Victoria's channels for an even wider audience to engage with Rediscover the GVRT.

SPACE MAGAZINE

We are excited that Art on the GVRT was picked up and featured in the Spring edition of Visit Victoria's Space Magazine on 8 October 2023. This magazine is a quarterly pull out in the Sunday Herald Sunday edition with around 260,000 copies distributed.

WEBSITE CONTENT REFRESH

RHC will provide Visit Victoria with a new suite of images, Art on the GVRT information and refreshed content to use to update the Visit Victoria dedicated GVRT microsite.

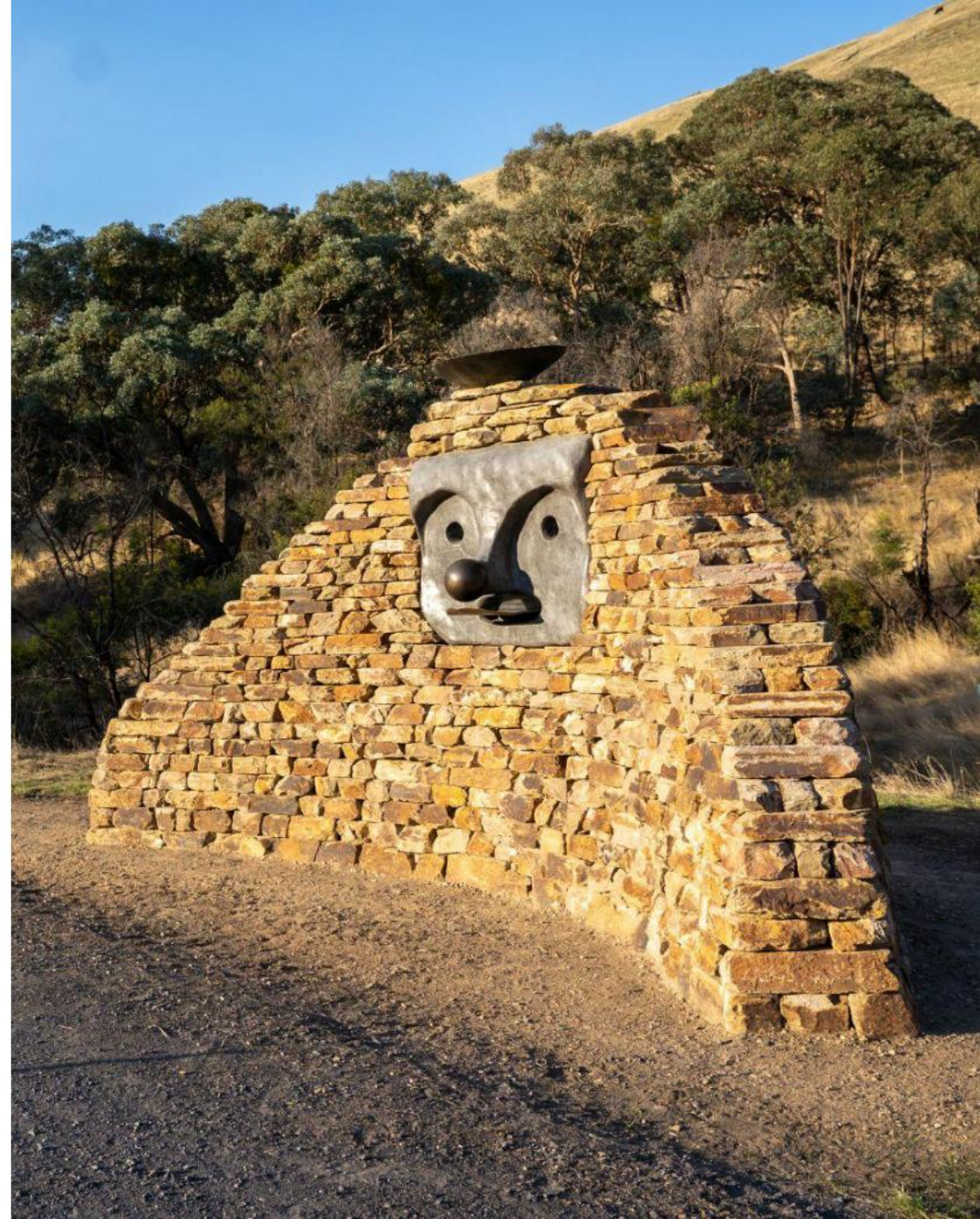
SOCIAL MEDIA

Tourism North East is excited to provide the Visit Victoria Social team with new GVRT image and video assets to encourage posting, tagging and on sharing on their channels.

PR

Tourism North East is excited to provide the Visit Victoria PR team with comprehensive GVRT information and updated image assets for pitch and journalist opportunities.

Rediscover the Great Victorian Rail Trail Marketing Campaign



Other Media & Advertising

MEDIA RELEASE

In consultation with Tourism North East, RHC will develop a tourism focused media release to augment the initial official opening Art on the GVRT media release sent in March 2023. This release will be sent after Belinda Jackson's articles have been published to ensure Belinda's articles have the most media pick-up and impact possible.

ART MEDIA

Tourism North East PR Manager Elizabeth Costello is currently working with several publications on potential Art Media specific stories. As opportunities become available she will provide comprehensive updates and continue to seek further amplification.

HERALD SUN, THE WEEKLY TIMES AND GEELONG ADVERTISER

RHC in collaboration with Tourism North East is excited to have secured the article "Story-Time Trail Inspires Visitors". Published in Victoria on 13 September 2023 across the Herald Sun, The Weekly Times and Geelong Advertiser, the article promoted the GVRT's new artworks and featured artists.

HOLIDAYS WITH KIDS

RHC is very excited to leverage our partnership with Holidays with Kids to secure GVRT editorial in the spring Holidays with Kids print edition distributed being early October.

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Thank You