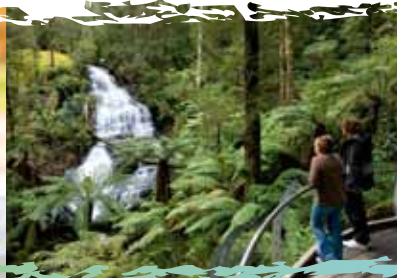




GREAT OCEAN ROAD  
REGIONAL TOURISM LIMITED



“ Developing a seamless visitor experience through collaboration to position the **Great Ocean Road** as Australia’s foremost sustainable tourism region ”





## THE REGION

GORRT Ltd acknowledges that tourism is borderless to the visitor but geographically seeks to represent the local government areas of Surf Coast, Colac Otway, Corangamite, Moyne, Warrnambool and Glenelg (Torquay to the South Australian Border).

The region is diverse with its major tourism product strengths being nature based, supported by touring, history and heritage, food and wine, walking, cycling and events 'on and off the coast'.

## Who we are

Great Ocean Road Regional Tourism Ltd has been established to take a holistic approach to the management, development, marketing and advocacy for tourism within the Great Ocean Road Region.

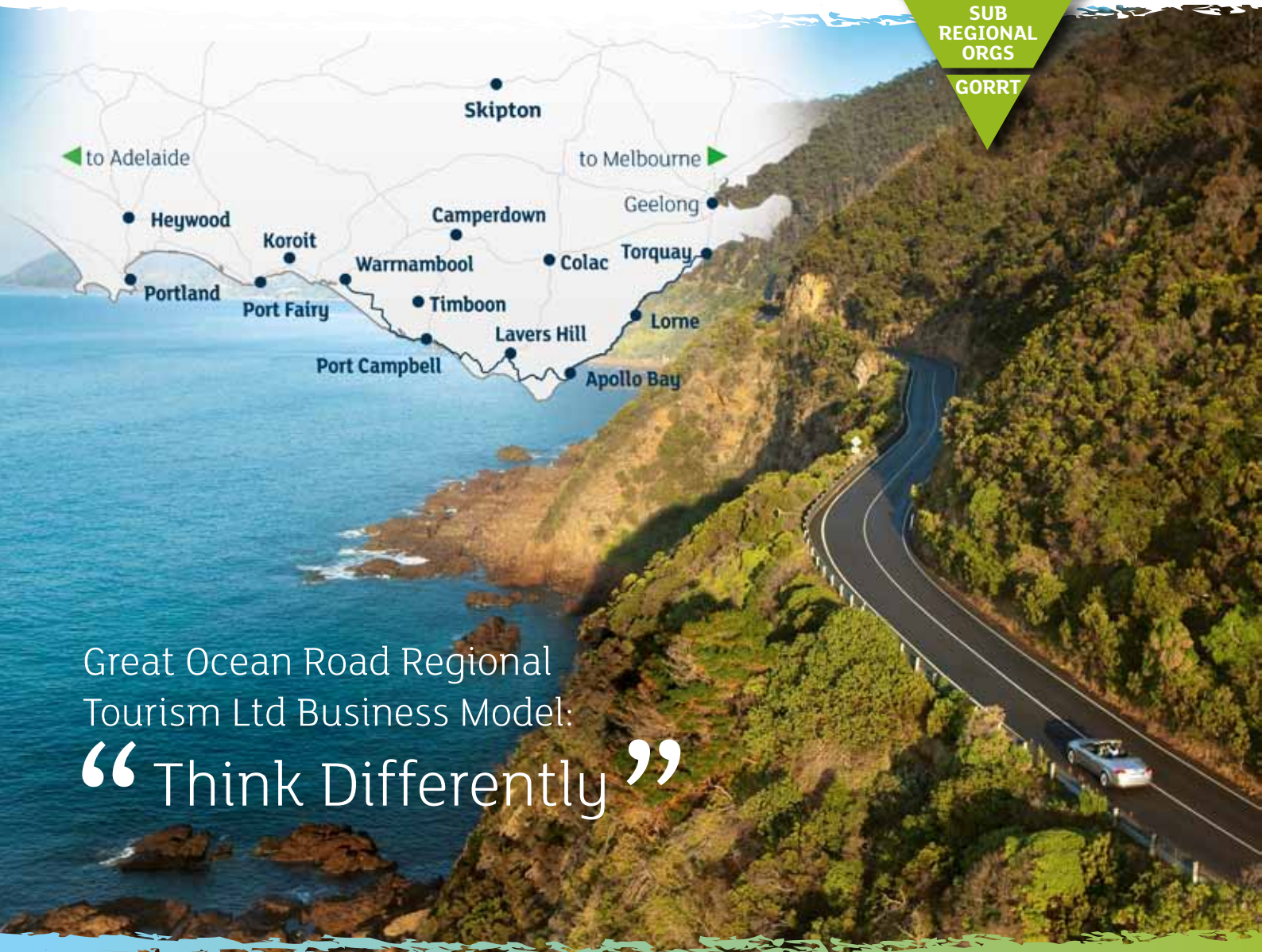
The GORRT Ltd Business Model is underpinned by a "Think Differently" philosophy which positions visitors as the core driver of tourism and the organisation GORRT Ltd as the body that facilitates the collaborative approach necessary to develop visitor service excellence.

The "Think Differently" business model embraces the critical roles played by each layer within the tourism landscape and the strength of what could be achieved with greater cohesion.

## The Vision for the region

The Great Ocean Road Region will be Australia's foremost sustainable tourism region providing outstanding seamless visitor experiences to drive yield and dispersal growth.

Its community and stakeholders value the contribution of tourism to the economic, environmental, social and cultural health of its destinations and the region.



Great Ocean Road Regional  
Tourism Ltd Business Model:

“Think Differently”



# Organisational Plan

**GORRT Ltd's Strategic Business Plan 2013-16 identifies four pillars to guide operations and facilitate achievement of the organisation's vision.**

- 1. TOURISM DEVELOPMENT**
- 2. TOURISM MARKETING**

- 3. TOURISM MANAGEMENT**
- 4. ADVOCACY**

## 1. Tourism Development

**GOAL:** To prepare a strategic Tourism Master Plan (Regional Strategy) and Destination Action Plans for the region including identification of development, marketing and management priorities consistent with market demand and industry and community expectations.

**PRIORITY PROJECTS:**

Development of a Tourism Master Plan & Destination Action Plans for the region.

Prepare 9 Destination Plans in year 1 – Destinations in year 1 to include Torquay, Aireys Inlet/Anglesea, Lorne, Apollo Bay, Port Campbell (Timboon, Camperdown), Warrnambool, Port Fairy, Colac (Otways) and Glenelg. (Each destination includes the relevant districts).

Feed key priorities from Destination Plans into the Tourism Master Plan.

**KEY STRATEGIES/ACTIONS:**

- Facilitate industry communication and engagement
- Identify opportunities to facilitate industry development requirements
- Develop a suite of business services and marketing opportunities to encourage regional businesses to partner with GORRT Ltd in the development and management of tourism in the region
- Work with the local tourism and business bodies to develop and implement Destination Partner Agreements for agreed projects and activities
- Facilitate infrastructure and product development priorities from the Master Plan and Destination Plans

## 2. Tourism Marketing

**GOAL:** To increase visitor yield and dispersal.

**PRIORITY PROJECT:**

Prepare a 3 Year Marketing Strategy including an implementation plan for 2014-15 to facilitate a cohesive approach to the marketing of the region in core markets.

**KEY STRATEGIES/ACTIONS:**

- Implement an integrated digital strategy
- Develop an events strategy with a focus on business, cultural, sport and soft adventure
- Work with Tourism Victoria through the Regional Tourism Partnership Program to maximise opportunities for the region in both the domestic and international markets

## 3. Management

**GOAL:** To maximise visitor satisfaction and industry/stakeholder engagement.

**PRIORITY PROJECT:**

Develop and implement a visitor experience excellence program.

**KEY STRATEGIES/ACTIONS:**

- Implement actions from the visitor integrity and satisfaction study
- Produce and distribute visitor collateral
- Prepare and implement a Stakeholder Engagement and Communication Program
- Facilitate industry development to assist business growth and sustainability and improve visitor satisfaction

## 4. Advocacy

**GOAL:** To represent the tourism industry within the Great Ocean Road Region and advocate for its positive development.

**PRIORITY PROJECT:**

Undertake an issues analysis as part of the Regional Tourism Master Plan process.

**KEY STRATEGIES/ACTIONS**

- Determine policy positions and an advocacy strategy for State, National and regional issues
- Engage the community to increase awareness and support for the value of visitors to the economy, community, culture and environment of the region

## GORRT LTD'S MISSION

To provide leadership for the development, marketing, management, advocacy and facilitation of sustainable yield growth of the regional visitor economy.

## VALUES

The Great Ocean Road Regional Tourism Ltd Board, staff and contractors will apply the following values:

- Actively listen, engage and inform
- Lead, facilitate, collaborate and cooperate
- Governance and management excellence

## KEY OBJECTIVES

- To facilitate, promote and advocate for the sustainable development (product, infrastructure and industry), marketing and management of tourism for the region
- To increase visitor yield by 5% pa
- To increase visitor dispersal geographically and seasonally
- To increase visitor satisfaction
- To increase business and community participation, engagement and support





## VISITOR SATISFACTION AND INTEGRITY STUDY

- Provide a detailed product and experience audit of the Great Ocean Road Region for both interstate and international visitors
- Undertake a detailed analysis of the product audit findings
- Identify product gaps and product development opportunities to increase yield, meet differing consumer needs and to ensure the region remains competitive
- Identify potential opportunities and experiences (and strategies) that may increase regional dispersal and lessen the dependence and overcrowding at iconic sites

## Great Ocean Road Region Marketing Strategy

- Increase visitor yield
- Increase business participation and support
- Increase community/operator engagement, awareness and support
- Creating seamless visitor experiences to increase satisfaction yield and length of stay to the Great Ocean Road Region
- Highlight the broader experiences in the region to create awareness of the diversity of the region that it is not just a coastal experience
- To increase visitor dispersal geographically and seasonally
- Take action that will drive strong response – create interest and have a newsworthy angle for PR and social media channels

## Digital Strategy

- To build a stronger (more unified) digital presence for the region with striking visuals, high interactivity and consumer friendly content
- An increased emphasis on servicing consumer needs across the entire region (rather than just industry)