



GREAT OCEAN ROAD
REGIONAL TOURISM LIMITED

Preferred Partner Program

Direct debit packages

Want to maximise exposure of your business?

Looking to 'up the anti' and be more actively involved with Great Ocean Road Regional Tourism?

Look no further! We have developed a new Preferred Partner program to provide you with more ways to integrate your business with Great Ocean Road Regional Tourism. Generate greater return from GORRT marketing activities PLUS save time and money with easy pay by the month packages that include exclusive new tourism marketing products that will put your business ahead of the competition.

All of our Preferred Partner Packages recognise your business as an official GORRT partner and your investment also contributes towards the development, management, marketing and advocacy for the Great Ocean Road region.

Pay by the month convenience*

One of the key advantages of the Preferred Partner Program is that your GORRT partnership fee can be paid by direct debit monthly either by credit card or direct debit from your nominated bank account. Save time and money with great value packages that include some new and exciting tourism marketing products exclusive to the new Preferred Partner Program. *Pay up front option available.

Benefits

- Exclusive access to GORRT Premium products and services ✓
- Improve cashflow – no lump sum payments ✓
- Pay by the month convenience ✓
- No renewals or lock in contract – cancel at anytime ✓
- Packages start as low as \$49 per month ✓



Choose your level of involvement and exposure

Choose any of the Preferred Partner Packages below starting from as low as \$49 per month and enjoy exclusive GORRT partnership benefits plus the convenience of paying by the month.



VALUE

Bronze
\$49
per month

Silver
\$99
per month

Gold
\$199
per month

Platinum
\$299
per month

PREFERRED PARTNER BENEFITS

Business profile listings on 3 key tourism websites: (ATDW) Visit Victoria, Visit Great Ocean Road and Local Destination site	\$540	✓	✓	✓	✓
Destination Brand Licence – A licence to use the Great Ocean Road branding for your own marketing and promotional material. The licence includes access to official GORRT images, logos and brand assets specific to your destination	\$100	✓	✓	✓	✓
'In the Loop' membership and communications from VTIC – Victoria Tourism Industry Council the peak policy and advocacy body for Victoria's tourism and events industry	\$150	✓	✓	✓	✓
Seasonal deals – Inclusion in a 3 month Seasonal Deal call to action module to promote your offer on the Visit Great Ocean Road and your Local Destination website	\$330	1 per year \$330	2 x per year \$660	4 x per year \$1,320	4 x per year \$1,320
Brochure display in your local Visitor Information Centre and support local tourism with 20% of your investment contributing towards specific marketing and promotional activity for your local destination	Added value	✓	✓	✓	✓

CONTEXTUAL LISTINGS

Your ATDW profile listing will also be added to relevant pages on Visit Great Ocean Road and Destination websites (e.g. Blog page/ Itineraries)	\$250	N/A	✓	✓	✓
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CONTENT INTEGRATION

Opportunity to submit your own blog piece featured within editorial content on GORRT websites <ul style="list-style-type: none"> Promoted on GORRT websites Tagged in GORRT Social Media Channels Promoted through GORRT PR 	\$750	N/A	1 per year \$750	2 x per year \$1,500	4 x per year \$3,000
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PARTICIPATION IN GORRT OFFICIAL MARKETING CAMPAIGNS

Participation in GORRT Official Marketing Campaigns <ul style="list-style-type: none"> First right inclusion in official GORRT Seasonal Marketing Promotions and Campaigns Winter/Spring/Autumn Promoted through EDM (Electronic Direct Mail) Social Media, Blog Content 	Added value	N/A	N/A	✓	✓
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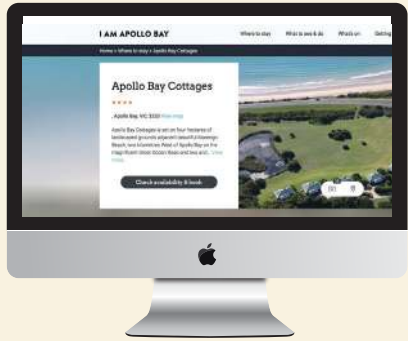
FEATURE LISTINGS

Enhance your profile with a featured listing that puts your business at the top of the page in premium position. <ul style="list-style-type: none"> Feature Listing: Destination website Feature Listing: Visit Great Ocean Road website 	\$1,200 \$1,500	N/A N/A	N/A N/A	✓ N/A	✓ ✓
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TOTAL VALUE **\$1,120** **\$2,450** **\$5,060** **\$8,060**

Annualised price per year (\$588) (\$1,188) (\$2,388) (\$3,588)

All prices include GST ✓ = included in package



Key Tourism Website Profiles

Maximise your exposure on a state, regional and local level with a profile on three (3) key official tourism websites:

visitgreatoceanroad.org.au

visitvictoria.com

PLUS choice of one of the following local destination websites:

iamtorquay.com.au

iamanglesea.com.au

iamlorne.com.au

iamotways.com.au

iamapollobay.com.au

iam12apostlesandhinterland.com.au

iamwarrnambool.com.au

iamportfairy.com.au

iamportland.com.au

Included in all packages



Brand Licence Marketing Tool

A Brand Licence provides you as a business with the opportunity to leverage the GOR brand across your own marketing and promotional activities. The licence includes a toolkit of tips and assets that make it easy for you to implement.

The kit includes imagery, logos, website links and it will help you plan paid advertising, use with your own social media, create brochures and promotional material, add content to your website, develop promotions and events, and work with other operators. Includes:

- ✓ Destination Brand Assets (Logo, Brand Manifesto, Moodboard)
- ✓ Visual Assets (Imagery specific to your Destination)
- ✓ Downloadable Interactive Map (to use on your website and print collateral)
- ✓ Links to Events and other 'Must do experiences' in your area.

Included in all packages



Victorian Tourism Industry Council Membership

Whether you're running a bed & breakfast or a big hotel, organising a festival, marketing one of our great destinations, leading a winery or walking tour, training the next generation of hospitality staff, operating an attraction or working with one of the other many wonderful products in Victoria – a Membership with VTIC has much to offer you. Your package includes the entry level 'In the Loop' membership.

Included in all packages



Seasonal Deals Module

Your chance to promote a special offer to visitors to our fabulous region over the seasons.

Your seasonal deal could be a unique offer or discount, a package or added value and we will promote it front and centre on our deals page on *Visit Great Ocean Road*, your *Local Destination* site and the *Visit Victoria* website.

- ✓ 3 month profile on Seasonal Deals page – Visit Great Ocean Road website
- ✓ 3 month profile on Seasonal Deals page – Local Destination website
- ✓ 3 month profile on Visit Victoria – Your deal will also be circulated to VV PR (*Must have a current Visit Victoria profile listing*)

Included in all packages (*deals per year: Bronze x 1; Silver x 2; Gold/Platinum x 4*)





Feature listings

Visit **Great Ocean Road website** and **Official Local Destination website**

Enhance your profile on visitgreatoceanroad.org.au or your local destination website under 'Where to Stay' or 'What to Do' with a featured listing that puts your business at the top of the page in premium position. (Limited to 6 advertisers per business type)

- ✓ Featured web profile under 'Where to Stay' or 'What to Do'
- ✓ Large and prominent web profile
- ✓ Premium position on visitgreatoceanroad.org.au or
- ✓ Premium position on one of the following local destination websites:

iamtorquay.com.au	iam12 apostles and hinterland.com.au
iamanglesea.com.au	iamwarrnambool.com.au
iamlorne.com.au	iamport fairy.com.au
iamotways.com.au	iamportland.com.au
iamapollo bay.com.au	

Destination website (included in Gold/Platinum packages) 

Visit Great Ocean Road website (included in Platinum package only) 

Things to do



Flagstaff Hill Maritime Village

Contextual listings

Another key advantage of becoming a Preferred Partner is that your ATDW profile listing will also pull through to relevant content modules on our websites in addition to being listed under your category. This will give you an advantage over competition by having your listing appear multiple places on our sites such as suggested itineraries, road trips, insider guides, blogs and events pages that are relevant to your business.

- ✓ Multiple ATDW listing exposure opportunities
- ✓ Profile listing appearing in editorial content pages
- ✓ Exposure on high traffic GORRT web pages

Included in Silver, Gold and Platinum packages



TASTES OF THE GREAT OCEAN ROAD
FOOD GLORIOUS FOOD!
Everyone has to eat. Some of us are more selective than others so we thought we'd give you some inspiration with a selection of our favourite dining experiences on the Great Ocean Road

Content integration

Tell your story by providing a blog piece about your business that will be featured in editorial content on the GORRT regional and destination visitor websites. Your blog will be promoted through modules on blog pages, insider guides, itineraries and any other relevant content pages that get high traffic and engagement from visitors to our websites.

- ✓ Promoted on leading high traffic website pages
- ✓ Exposure in relevant editorial website content
- ✓ Social media and PR opportunities

Included in Silver, Gold and Platinum packages (*deals per year: Silver x 1; Gold x 2; Platinum x 4*)



How to join the GORRT Preferred Partner Program

Simply select the package you would like and send an email to Andrew Humphris, Business Development Manager. Alternatively feel free to call us to discuss plan options or if you have any questions.

Once you are ready to commence your Preferred Partner Program you receive a you own monthly payment authorisation link from Pay Advantage where you can choose to pay a monthly direct debit either from your nominated bank account or Visa/Mastercard.

Contact

Andrew Humphris – Business Development Manager

Email sales@gort.com.au

Phone 0422 158 855



Terms and Conditions

All Direct Debits are debited on the 20th day of each month from your nominated credit card or bank account. All cancellations must be made in writing to sales@gort.com.au at least 14 days prior to the next direct debit date (by the 6th of each month). Any cancellations not received in writing by the stated date will not be recognised as cancelled until the following month. In the case of a scheduled direct debit payment being dishonoured by your bank or card provider a fee of \$5.50 will be applicable. A further attempt to debit the funds will be made in 3 days.