



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
<b>PREFERRED PARTNER BENEFITS</b>					
Business profile listings on 3 key tourism websites: (ATDW) Visit Victoria, Visit Great Ocean Road and Local Destination site	\$588	✓	✓	✓	✓
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 x per year \$330	2 x per year \$660	4 x per year \$1,320	4 x per year \$1,320
Opportunity to display a brochure in your local VIC. 20% of your investment supports destination specific activity and/or where, GORRT has a commercial partnership with a local tourism and trader organisation, is provided back to them.	Added value	✓	✓	✓	✓
<b>CONTEXTUAL LISTINGS</b>					
Inclusion on Great Ocean Road Alpaca maps – your business featured as a place on Alpaca maps to appear in searches and be included in itineraries	\$330	N/A	✓	✓	✓
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	✓	✓	✓
<b>CONTENT INTEGRATION</b>					
Opportunity to submit your own blog piece featured within editorial content on GORRT websites <ul style="list-style-type: none"> <li>Promoted on GORRT websites</li> <li>Tagged in GORRT Social Media Channels</li> <li>Promoted through GORRT PR</li> </ul>	\$750	N/A	1 x per year \$750	2 x per year \$1,500	4 x per year \$3,000
<b>PARTICIPATION IN GORRT OFFICIAL MARKETING CAMPAIGNS</b>					
Participation in GORRT Official Marketing Campaigns <ul style="list-style-type: none"> <li>First right inclusion in official GORRT Seasonal Marketing Promotions and Campaigns Winter/Spring/Autumn</li> <li>Promoted through EDM (Electronic Direct Mail) Social Media, Blog Content</li> </ul>	Added value	N/A	N/A	✓	✓
<b>FEATURE LISTINGS</b>					
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"> <li>Feature Listing: Destination website</li> <li>Feature Listing: Visit Great Ocean Road website</li> </ul>	\$1,200 \$1,500	N/A N/A	N/A N/A	✓ N/A	✓ ✓
<b>TOTAL COST</b>		<b>(\$588)</b>	<b>(\$1,188)</b>	<b>(\$2,388)</b>	<b>(\$3,588)</b>
<b>Total value</b>		<b>\$1,168</b>	<b>\$2,828</b>	<b>\$5,438</b>	<b>\$8,438</b>

All prices include GST ✓ = included in package



# Summary of products



## OFFICIAL TOURISM WEBSITE – BUSINESS PROFILE LISTINGS

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

[visitgreateoceanroad.org.au](http://visitgreateoceanroad.org.au)

[visitvictoria.com](http://visitvictoria.com)

PLUS choice of one of the following local destination websites:

[iamtorquay.com.au](http://iamtorquay.com.au)

[iamanglesea.com.au](http://iamanglesea.com.au)

[iamlorne.com.au](http://iamlorne.com.au)

[iamotways.com.au](http://iamotways.com.au)

[iamapollobay.com.au](http://iamapollobay.com.au)

[iam12apostles.com.au](http://iam12apostles.com.au)

[iamwarrnambool.com.au](http://iamwarrnambool.com.au)

[iamportfairay.com.au](http://iamportfairay.com.au)

[iamportland.com.au](http://iamportland.com.au)

Included in all packages



# Great Ocean Road

## BRAND LICENCE AND BRANDING TOOLKIT

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 ('I AM' brandmark and assets such as rock posters and brand film for digital use)
- ✓ Visual Assets (A full suite of GORRT brand images specific to your destination)
- ✓ Downloadable interactive map (to use on your website and print collateral)
- ✓ Details and copy to assist in promoting signature events and must dos in your destination.

Included in all packages



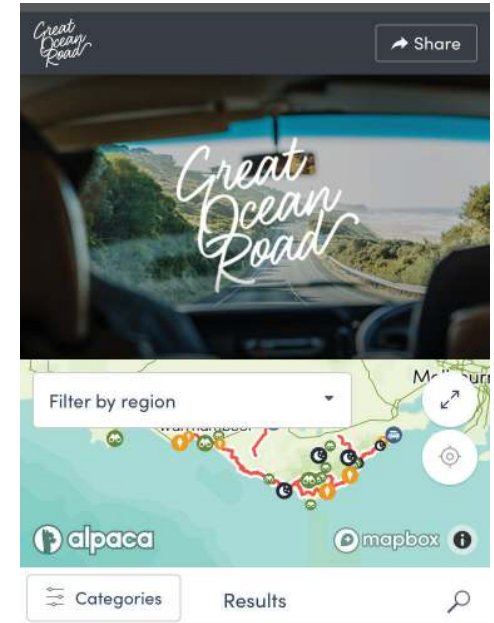
## SEASONAL DEALS MODULE

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)



## ALPACA INTERACTIVE MAP FEATURE – 100 DAYS LAUNCH OFFER

Have your business listed as a place on AlpacA maps. This tool is presented on itinerary and getting here pages on [www.visitgreateoceanroad.org.au](http://www.visitgreateoceanroad.org.au) and destination websites. These provide itineraries and a functional mapping tool where users can navigate things to see and do, eat and drink, shop or stay. This also provides opportunity to be featured in relevant itineraries on AlpacA maps. AlpacA maps are featured in location guides on pages that are accessible via on site QR codes through our centenary projects to expose your business to users who access on site digital information.

Included in all Silver, Gold and Platinum packages



Bronze
  Silver
  Gold
  Platinum

# Summary of products



## FEATURE LISTINGS

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

Enhance your profile on visitgreateoceanroad.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 visitgreateoceanroad.org.au or
- ✓ Premium position on one of the following local destination websites:

- |                      |                       |
|----------------------|-----------------------|
| iamtorquay.com.au    | am12apostles.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) ■

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## CONTENT INTEGRATION – OPERATOR BLOGS

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*)



## VICTORIAN TOURISM INDUSTRY COUNCIL MEMBERSHIP

Whether you're running a bed and 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 ■ ■ ■ ■



## 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 ■ ■ ■ ■



# How to join the GORRT Preferred Partner Program

Simply select the package you would like and send an email to Natalie McRae, Business Development Officer. 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

Natalie McRae – Business Development Officer

Email [sales@gort.com.au](mailto: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](mailto: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.