

GEELONG • GREAT OCEAN ROAD • GRAMPIANS • BALLARAT

# GREAT SOUTHERN TOURING ROUTE

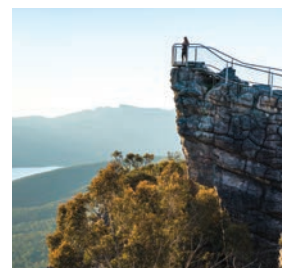
2020-2021 INTERNATIONAL  
MARKETING PROSPECTUS



Your invitation to participate in this long established  
international marketing program



Great Southern Touring Route





# OVERVIEW



The Great Southern Touring Route (GSTR) is renowned as one of Australia's best road trips.

The circular route links Melbourne to the scenic Geelong waterfront, the internationally acclaimed Great Ocean Road, the natural wonders of the Grampians National Park and the majestic heritage of the Ballarat Goldfields and Spa Country.

## The organisation

**Great Southern Touring Route Inc (GSTR) is a not-for-profit, incorporated association established to co-operatively market its member regions and participating tourism products, to over 1,500 members of the international travel trade, who continue to remain the primary provider of high yield international bookings for Victoria.**

The organisation comprises representatives of member associations:

- Tourism Greater Geelong & The Bellarine
- Great Ocean Road Regional Tourism Limited
- Grampians Tourism
- City of Ballarat
- GSTR also works with partner regions Daylesford & Macedon Ranges Tourism and Wyndham City
- GSTR is independently administered by an Executive Officer and supported by State (Visit Victoria) and Federal Government (Austrade).

## The opportunity

### Pooling resources for greater impact

- GSTR incorporates a diverse range of markets, products and locations.
- Our primary objective is to capitalise on the existing profile: to increase visitor numbers, their expenditure and length of stay.
- This is achieved through leveraging your industry contribution with the financial contribution of member regions and Visit Victoria.
- In 2019-2020 GSTR operated with a budget of approximately \$500,000 with industry contributing 25% of the total budget.
- This co-operative approach allows GSTR to reach more international markets and embrace partnership opportunities that drive business outcomes for our product partners.
- The updated mobile responsive website and the use of varied social media platforms will ensure GSTR partners are well placed to leverage from the travel trade and visitors increased reliance on digital technologies to research, plan and book holidays.



# HOW THE PROGRAM IS DELIVERED



The GSTR international marketing program is delivered through a team of experienced travel industry professionals.

#### ITO's & GENERAL ENQUIRIES

Executive Officer - Tim Grandfield

#### UNITED KINGDOM & EUROPE

Director - Marc Sleeman

#### THE AMERICAS (US, CANADA, SOUTH AMERICA)

Director - Liz Price

#### SOUTH EAST ASIA

Director - Brett Ince

#### NORTH ASIA

Director - Samantha Magill

#### INDIA

Representative - Brendan Sanders

#### IN-MARKET CHINA

Jessica Xue

#### IN-MARKET REPRESENTATIVE EUROPE

Ina Becker

#### IN-MARKET REPRESENTATIVE NORTH AMERICA

Mike Smith

## Participation **benefits**

- Long standing internationally recognised and trusted product.
- Investment taps into an operational budget of \$500,000+.
- Representation at major trade events and trade missions attended by GSTR in high-yield international markets.
- Representation and development of partnerships with Inbound Tour Operators (ITO's).
- Training and product updates with Aussie Specialist Retail Agents.
- Partnership marketing with related Touring Routes.
- Industry updates, market intelligence and research findings via member e-newsletters and reports.
- Access to global marketing networks and expert advice.
- A feature in the English and Chinese GSTR International Trade Manuals.
- Pages on the GSTR websites:  
[www.greatsoutherntouring.com.au](http://www.greatsoutherntouring.com.au)  
[www.greatsoutherntouring.cn](http://www.greatsoutherntouring.cn)
- Dedicated China digital program to capitalise on this rapidly growing market.
- Opportunities to participate in cooperative international marketing campaigns (both online and traditional).
- Exposure in major public relations & consumer campaigns.
- Priority invitations to host trade and media familiarisations.

**SALES & INFORMATION:** Adam Ruggero - Marketing Director, Frank Lane T: **03 5222 5685** E: [adam@franklane.com.au](mailto:adam@franklane.com.au)

**BOOKINGS CLOSE: WEDNESDAY 18 DECEMBER 2019**





# 2020-2021 INTERNATIONAL MARKETING PROSPECTUS

# MARKETING ACTIVITIES



## Targeted marketing

### Overseas:

The following high-yield international markets are targeted:

The Americas (US, Canada), Greater China, UK/Europe, South East Asia (Singapore, India, Indonesia, Thailand, Malaysia), Japan and Korea.

### In-marketing representation:

**GSTR has in-market representation provided by Ina Becker in German speaking Europe, Mike Smith in The Americas and The Gaibo Agency (Garry Burns and Jessica Xue) in China. This strategy has proven to be a significant competitive advantage for GSTR members.**

### Major Trade Events:

- Australian Tourism Exchange (ATE)
- US Roadshow
- UK/Europe Visit Victoria Mission
- India & China Missions
- China & UK/Europe Corroboree events
- New Product Workshops - UK/Europe
- ATEC workshops & inbound tour operator training plus familiarisations
- Tourism Australia & Visit Victoria Trade Missions (UK/Europe, China & India)
- Consumer show in Singapore.

## New initiatives

**Looking back we feel that 2019 was another significant year for the GSTR program. We launched our:**

**UPDATED** GSTR website - [www.greatsoutherntouring.com.au](http://www.greatsoutherntouring.com.au)

**UPDATED** GSTR China website - [www.greatsoutherntouring.cn](http://www.greatsoutherntouring.cn)

**UPDATED** Chinese language version of the GSTR International Trade Manual with all partner content translated at no additional cost to partners.

**UPDATED** GSTR International Trade Manual

**UPDATED** GSTR Activities, Restaurant and Winery Programs which has allowed us to broaden the experience base offered to visitors to our region.

**UPDATED** South East Australia Touring Map.

## China - we're excited & prepared

**China delivers the most number of tourists to Victoria of any country with an estimated 666,600 overnight visitors for the year ended June 2019 - a 1.1% increase over 2018.**

GSTR is keen to ensure our region and you our partners are ahead of the pack. We've created a suite of products and initiatives targeted directly to the Chinese market for the 2020-2021 year:

- Simplified Chinese GSTR Trade Manual
- Simplified Chinese GSTR Website: [www.greatsoutherntouring.cn](http://www.greatsoutherntouring.cn)
- The ongoing relationship with The Gaibo Agency (Garry Burns and Jessica Xue) to provide dedicated in-market representation.

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Great Southern Touring Route

Order form/  
Tax invoice

ABN 39 096 915 285

TAX INVOICE NO. GSTR20/21

## 2020-2021 GSTR ORDER FORM

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Please print out this form and return this application to Frank Lane Pty Ltd, T6, 18-20 Riversdale Rd, Newtown VIC 3220 or Email: adam@franklane.com.au together with full payment no later than Wednesday 18 December, 2019.

Business Name (Applicant):	ABN:
<hr/>	
Trading Name:	
<hr/>	
Postal Address:	Postcode:
<hr/>	
Location Address:	Postcode:
<hr/>	
Contact Name:	Position:
<hr/>	
Telephone: (    )	Facsimile: (    )
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Email:	
<hr/>	
Website:	
<hr/>	

### 2020-2021 GSTR INTERNATIONAL MARKETING PROGRAM PARTICIPATION FEES

Please tick (✓) the appropriate circle for your marketing program options

ACCOMMODATION	<input type="radio"/> \$2,500 inc GST*	<input type="radio"/> \$2,700 inc GST	ATTRACTIONS	<input type="radio"/> \$2,150 inc GST*	<input type="radio"/> \$2,350 inc GST*
TOUR OPERATORS	<input type="radio"/> \$2,150 inc GST*	<input type="radio"/> \$2,350 inc GST	ACTIVITIES	<input type="radio"/> \$495 inc GST*	<input type="radio"/> \$595 inc GST*
			WINERIES	<input type="radio"/> \$495 inc GST*	<input type="radio"/> \$595 inc GST*
ACCOMMODATION OR ATTRACTIONS WITH RESTAURANTS	<input type="radio"/> \$150 inc GST		RESTAURANTS	<input type="radio"/> \$495 inc GST*	<input type="radio"/> \$595 inc GST*

\*To be eligible for 'EARLY BIRD RATE', payment in full must be received prior to Wednesday 18 December 2019 (see condition 13 on next page).

TOTAL FEE PAYABLE INC GST:        \$

#### PAYMENT METHOD

Direct deposit    Payable to: Frank Lane Pty Ltd    Bank: NAB    BSB: 083 646    ACC No: 55 924 9077

VISA     Mastercard   

Credit Card Payment will incur a 1.5% surcharge    Expiry Date:    Charge Amount \$:

Cardholders Name:    Signature:    Date:

Cheque    Payable to: Frank Lane Pty Ltd, T6, 18-20 Riversdale Road, Newtown VIC 3220 (cheque must accompany order form)

**REGIONAL TOURISM MEMBERSHIP**     City of Ballarat     Tourism Greater Geelong & The Bellarine     Grampians Tourism

Great Ocean Road Regional Tourism Limited     Daylesford & Macedon Ranges Regional Tourism     ATEC (National Operator)

I/We the undersigned, being a duly authorised representative of the Applicant whose details appear above, hereby apply to participate in the 2020-2021 international marketing campaign conducted by Great Southern Touring Route Inc (GSTR), and upon acceptance by GSTR, agree to abide by the terms & conditions of the campaign as specified from time to time by GSTR, included on page 2 of the 2020-2021 GSTR International Marketing Order Form.

Signed for and on behalf of the applicant:    Date:

Name:    Position:



Great Southern Touring Route

## GSTR TERMS & CONDITIONS

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### Participation conditions

**GSTR has established a reputation of offering quality tourism product from professional tourism operators.** By achieving a high standard for entry into our program, your business is assured of maintaining the benefits of offering a quality experience to consumers.

To become a participant certain criteria other than funding alone, need to be met. They are listed as follows:

#### Mandatory policies:

- Incorporate appropriate commission in standard rack rate.
- Make indicative rates available for inclusion on GSTR rate sheet for distribution to wholesalers and inbound tour operators.
- Offer year-round availability for bookings via the travel trade (special rates for high and low seasons are acceptable but must be stated on all contracts - 2 year validity periods are common).
- Must be a financial member of either City of Ballarat; Tourism Greater Geelong & The Bellarine; Great Ocean Road Regional Tourism Limited; Grampians Tourism; Daylesford & Macedon Ranges Regional Tourism or member of a recognised national industry organisation (eg. ATEC, National operators only operating in a minimum 2 states).
- Dedicated email address.
- Open 7 days a week.

#### Recommended policies:

**We recommend that these policies and procedures be adopted:**

- Achieve industry accreditation status.
- Implement policies regarding booking, confirmation and cancellation procedures specified on travel trade contracts.
- Consider involvement in selected trade shows.
- Attend training programs conducted by GSTR.
- Provide discounted rates for trade/media familiarisation programs.

#### Accommodation:

- Provide private bathroom facilities for guests.
- Receive guests upon arrival.
- B&Bs: Provide twin rooms. Offer guests the option to eat separately from hosts. Notify guests at time of booking if roll-aways are to be used to accommodate guests.
- Hotels, Motels: Breakfast orders available at time of check-in.

### 2020-2021 Terms & conditions

1. I/We acknowledge receipt and understanding of the GSTR International Marketing Prospectus 2020-2021 and related Marketing Plan outlining the intended marketing activities of the campaign.
2. I/We warrant that the Applicant does and shall at all times during the campaign period meet or exceed the Mandatory Criteria required for acceptance into the campaign as specified in the International Marketing Prospectus.
3. I/We acknowledge that the Applicant shall make its best endeavours to support the GSTR campaign and adopt the Recommended Policies specified in the Marketing Prospectus.
4. I/We acknowledge that the campaign is subject to available funding to GSTR and that GSTR shall have the right to vary the mix or nature of all marketing strategies outlined in the International Marketing Prospectus.
5. I/We indemnify GSTR from any liability arising from actions against GSTR, its Committee and its Members for misrepresentation by or misleading and deceptive conduct of the Applicant, including print, online and electronic material.
6. I/We warrant that all materials and information supplied by the Applicant for publication or promotion by GSTR are free from copyright or other limitation and use by GSTR shall satisfy all conditions of their usage. The Applicant shall indemnify GSTR against liability for any breach of copyright or other intellectual property rights of any third party arising out of publication or promotion by GSTR.
7. I/We acknowledge that GSTR shall not be held responsible for any error, exclusion or omission from any publication or promotion, and shall not be liable for any loss, whether direct or consequential, however caused.
8. I/We acknowledge that GSTR shall have the final right in selecting the product category that the Applicant is placed within.
9. I/We acknowledge that participation in the campaign is in no way an endorsement of the Applicant.
10. I/We acknowledge that "Great Southern Touring Route" and its associated logo is a trade mark of GSTR and that any use of GSTR intellectual property shall be subject to the advance written approval of GSTR and shall comply with all policies for use of logo, etc as specified by GSTR from time to time. The Applicant shall immediately cease any use of GSTR intellectual property upon the expiration of this agreement or demand by GSTR.
11. I/We acknowledge that participation fees paid to GSTR are non-refundable.
12. I/We acknowledge that transfer of ownership of the Applicant shall entitle the new owners to all outstanding benefits of the campaign, provided mandatory criteria continue to be met.
13. I/We acknowledge that GSTR shall retain the right to withdraw acceptance of this application at any stage throughout the campaign period as a result of any account of the Applicant being overdue or otherwise for any breach of this agreement, and all participation fees shall be forfeited. GSTR shall be entitled to claim against the Applicant for any production or promotion costs incurred for the Applicant prior to withdrawal.
14. Any invoice issued prior to 18 December 2019, at the early bird rate will be adjusted to the higher price if payment is not received in full by 18 December 2019. All payments must be made in FULL by 18 December 2019.

### Sales & information:

**Adam Ruggero** - Marketing Director, Frank Lane

T: 03 5222 5685 E: [adam@franklane.com.au](mailto:adam@franklane.com.au)

**BOOKINGS CLOSE:**

**WEDNESDAY 18 DECEMBER 2019**

