

MUDGEE REGION TOURISM 2023-24 ANNUAL PROSPECTUS PARTNERSHIPS + ADVERTISING PACKAGES GULGONG, RYLSTONE, KANDOS, MUDGEE + SURROUNDS



OVERVIEW

Mudgee Region Tourism (MRT) is an independent incorporated body funded by the Mid-Western Regional Council (MWRC) and by its members and sponsors.

MRT is responsible for the promotion of tourism assets across the local government area —

Gulgong, Rylstone, Kandos, Mudgee + surrounds.

MUDGEE REGION TOURISM VISION, MISSION, VALUES + OBJECTIVES

THE ORGANISATION STRIVES TO MAXIMISE OVERNIGHT VISITORS TO THE REGION AND THE QUALITY OF EXPERIENCE FOR VISITORS BY EMBRACING A SET OF STANDARDS THAT ALLOWS THE DELIVERY OF CONSISTENT AND EXCEPTIONAL SERVICE AS WELL AS ENABLE ECONOMIC DEVELOPMENT WHILE MAINTAINING THE CULTURAL INTEGRITY OF THE REGION.

Our Vision

To be the most loved destination in Australia.

Our Mission

Mudgee Region desires to be loved as a contemporary country destination, infused with art and music, serving quality produce and wine, and shaped by our strong sense of community.

We aim to connect across the region to support the sustainable growth of our visitor economy in keeping with our vibrant yet intimate setting.

Principal Activity

The provision of tourism services under contract to Mid-Western Regional Council and business support services to MRT Partners.

Our Values

Our values reflect who we are and what we stand for.

1. **Adaptable** // We happily adjust to new situations.
2. **Authentic** // We do what we say + say what we mean.
3. **Collaborative** // We achieve great things together.
4. **Courageous** // Our ideas are daring; we are fearlessly bold.
5. **Honest** // We display integrity + respect in all that we do.
6. **Innovative** // We think outside the box.
7. **Leadership** // We drive ambition.
8. **Passion** // We have a will to win + thrive on success.
9. **Results Driven** // We build momentum + get things done.
10. **United** // We stand together.

YOUR BUSINESS + VISITATION = GROWTH

OUR VISITOR ECONOMY

MUDGEE REGION TOURISM IS THE LEAD LOCAL TOURISM ORGANISATION RESPONSIBLE FOR THE REGION'S CLEVER DESTINATION MARKETING, PROFESSIONAL INDUSTRY DEVELOPMENT AND OUTSTANDING VISITOR SERVICING FOR THE MID-WESTERN REGIONAL LOCAL GOVERNMENT AREA.

Mudgee Region Tourism's destination marketing position is to strengthen appeal and awareness of the Mudgee Region as a much-loved tourism destination in all that we do. Annually we engage with local industry, presenting businesses an opportunity to collaborate and promote their business to the region's solid visitor market and local community. We partner with passionate and collaborative local tourism businesses, delivering integrated year-round marketing activity and boosting our destination's profile through major annual destination marketing campaigns.

We aim to continue momentum in market by partnering with you to support ongoing visitor growth and long-term economic benefits for all to enjoy. We offer multi-media advertising solutions to increase awareness and confidence in your brand and experiences. Join us to keep the visitor economy thriving across Gulgong, Rylstone, Kandos, Mudgee and surrounds.

In 2022 Mudgee was awarded Top Tourism Town in NSW and Australia and was winner of the best Visitor Information Services in NSW. These accolades are testament to the region's commitment to tourism excellence.

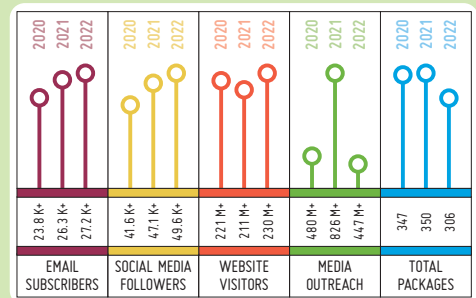
Partnership package key changes

The 2023–24 Partnership Prospectus includes key changes that reflect feedback from our Partners, the increasing importance of the digital landscape and a reflection of the different needs of each of our Partners. The key changes you will see detailed within this prospectus are:

- ★ The *Mudgee Region* magazine is an optional advertisement for all Partner packages. The magazine print run will be reduced to 40,000 with distribution of the magazine focussed on in-region.
- ★ The Silver partnership category has been removed, reflecting the change to optional magazine advertising.
- ★ The Basic package has been amended to a Tourism Supporter category.
- ★ New digital package inclusions have been introduced, including a new What's On site and a paid social media campaign to the value of \$500 and Blog Post for Platinum Partners.
- ★ Partners can elect to participate in additional marketing activities, based on a first-in basis according to partnership level, with priority order given to Platinum, Gold and then Bronze Partners only.

GROWING DISTRIBUTION FOR THE REGION

We continuously grow the audience we are reaching through a multi-media approach to marketing the region. This infographic shows how many customers we are reaching and the number of Partners we collaborate with.



IN PERSON SERVICES

Our Accredited Visitor Information Centre in Mudgee welcomes over 34,000 people annually. As part of the Mudgee Arts Precinct, our Visitor Information Centre is the ideal base for residents, visitors and our local business community to meet and collaborate, learn about the region and engage with locally made and sourced produce and goods. We collaborate with three satellite Visitor Information Services located at Gulgong, Rylstone and Kandos.



PARTNERSHIP PACKAGES

	PLATINUM	GOLD	BRONZE	
PROMOTIONAL INCLUSIONS	Partner privileges <small>> see Partner Privileges opposite for full list of inclusions</small>	✓	✓	✓
	Magazine directory listing ¹	✓	✓	✓
	Business webpage ²	✓	✓	✓
	Campaign Partner eligibility	✓	✓	✓
	Bookable product + experience promotion ³	✓	✓	✓
	Online retail store eligibility ⁴	✓	✓	✓
	Product // Experience famil	TEAM	TEAM	VIRTUAL
	Map location pin + listing ¹	1x PIN	1x PIN	-
	Website feature tile on all webpages for one month	PRIORITY POSITION	✓	-
	eDM banner ad	LARGE	SMALL	-
	Retail liquor sales eligibility	✓	✓	-
	BONUS second business webpage listing	✓	✓	-
	Organic Instagram post ⁵	2	1	-
	Paid social media campaign to the value of \$500	✓	-	-
	Subscriber competition for one month	✓	-	-
	Feature tile on What's On website for your events	✓	-	-
Blog post on website	✓	-	-	
ANNUAL FEE	2023-2024 Annual Fee	\$ 4,500	\$ 2,750	\$ 850
	Weekly equivalent (approx)	\$ 87	\$ 53	\$ 16
PAYMENT + DEADLINES	EARLY BIRD + SAVE 5% Pay in full by 9 May 2023	✓	✓	✓
	BY DEADLINE Pay in full by 30 May 2023	✓	✓	✓
	PAYMENT PLAN – 50% BY 30 MAY 2023 + weekly instalments by 22 December 2023 <small>Fees apply: \$14.95 one-off set up fee + \$14.95 insufficient funds fee (full terms online)</small>	✓	✓	✓

PARTNERSHIP PACKAGES

THE FINE PRINT

1. Must secure partnership by print deadline to be included in print advertising and business directory listing
2. Webpage pulls content from your business ATDW listing
3. Bookable product accessible via 123Tix + V3 — commission applies
4. Subject to approval and retail Terms + Conditions
5. MRT led content, sent to Partner for final approval

NOTE Mid-year partnerships available on a pro rata basis; excludes print inclusions + payment plans

PARTNER PRIVILEGES

- ▲ Weekly Crew News (e-newsletter includes industry insights, workshop invitations, funding program info, Partner opportunities, media alerts + more)
- ▲ Exclusive access to Mudgee Region Tourism Partner Facebook group for regular updates + to connect with Partners to amplify collaborative efforts + business support
- ▲ Exclusive access to online Partner Portal for the latest local, national and global industry resources
- ▲ Virtual familiarisations — Partner to submit a 15-minute video tour of product or experience
- ▲ DL brochure display at VIC
- ▲ Invitation to FREE workshops and seminars
- ▲ Opportunity to advertise with print and digital solutions
- ▲ 'Proud Partner of Mudgee Region Tourism' digital banner; links to visitmudgeeregion.com.au
- ▲ Event promotion through online calendar and 'What's On' website
- ▲ Discounted stallholder opportunities
- ▲ Opportunity to advertise in *Mudgee Region* magazine and website directory listing¹
- ▲ Invitation to Annual General Meeting
- ▲ Funding application guidance
- ▲ Access to a variety of skilled staff with various marketing and visitor experience backgrounds
- ▲ Promote your public holiday trading hours over the festive season and public holiday weekends

“Gooree Park has been working with Mudgee Region Tourism for more than a decade now. We have seen the proactiveness, ingenuity, passion and commitment of the team. MRT has become the face and heart of the region. We, as well as the other Partners, hospitality and tourist operators, benefit from the results of their hardwork. The award Australia's Top Tourism Town with Hall of Fame Honours in the population greater than 5,000 category for a second time running should speak for itself!”

Gooree Park Wines // Partner



PARTNERSHIP EXTRAS

MUDGEE REGION MAGAZINE

PUBLICATION
date
AUGUST 2023

This quality, free-to-readers, print publication showcases the best of Gulgong, Rylstone, Kandos, Mudgee and surrounds. The magazine is strategically distributed to encourage visitation, improve the experience of in-region visitors and inform local residents. Platinum, Gold and Bronze Partners of Mudgee Region Tourism are invited to advertise in the publication and encouraged to distribute magazines across their own outlets. Visitors to the Visitor Information Centres also receive a copy. In 2023–24 advertising in the magazine is optional for all Partners. Either a template ad or own artwork is permitted.



MAGAZINE ADVERTISING IS AVAILABLE TO PLATINUM, GOLD AND BRONZE PARTNERS + SPONSORS

QUARTER PAGE	FULL PAGE
HALF PAGE	

INDIVIDUAL PRICE:

- ★ Full page \$2,000
- ★ Half page \$1,200
- ★ Quarter page \$750

CO-OP MARKETING CAMPAIGN

Mudgee Region Tourism regularly communicates to a social following of 49K+ and website visitation of 230K+. Partners can opt to participate in two Co-Operative Marketing Campaigns, operating August to November 2023 and February to May 2024. An initial Expression of Interest is listed on the Partnership form, with participation limited on a first-in basis and priority given to Platinum, Gold and then Bronze Partners.

We will work with each Partner booking to be part of this Co-Op Marketing to do a retargeted campaign.

CO-OP OPPORTUNITY SOCIAL MEDIA RETARGETING

- OVERVIEW** 1 x social media campaign across Facebook and/or Instagram on Mudgee Region Facebook and Instagram pages
- TARGETING** visitmudgeeregion.com.au retargeting; Lookalike Audiences (LAL) based on website retargeting
- EXPECTED OUTCOMES** for a \$1,500 investment, the estimated impressions are 85,000. Further details are available on request
- DATE OPTIONS** for one month of each 4-month campaign
- COST** from \$1,500 (minimum spend per month)
- REQUIREMENTS FROM OPERATORS**
- ★ Choice of ad unit (video or static image)
 - ★ Creative for ad unit and media instructions (based on media specs)
 - ★ An active Facebook and/or Instagram page

PROFESSIONAL PHOTO SHOOT

Take advantage of a group rate and have Mudgee Region Tourism facilitate a photoshoot to ensure you have access to professional content for your own use as well as MRT marketing purposes.

No individual pricing available, however, we encourage all interested Partners to indicate their Expression of Interest on the Partnership form.



OPTIONAL MARKETING + ADVERTISING

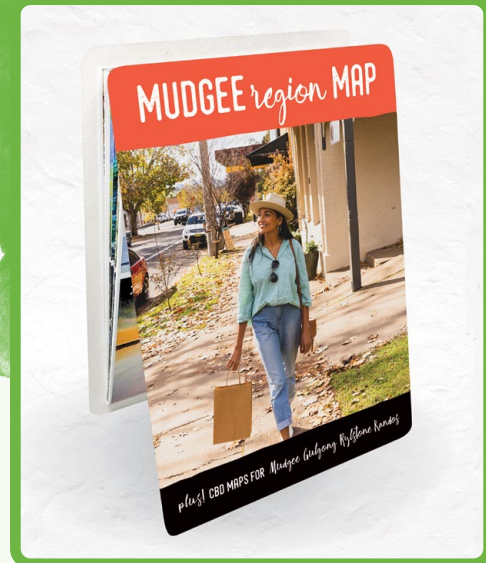
MUDGEE REGION MAP

PUBLICATION
date
AUGUST 2023

AVAILABLE TO CUSTOMER FACING BUSINESS OUTLETS
WHO ADVERTISE IN THE MUDGEE REGION MAGAZINE

- ★ **POCKET SIZE** Z-CARD® concertina fold-out map
- ★ **DISTRIBUTION** 30,000 in-region visitors
- ★ **MAP AREA** Mid-Western Regional Council LGA
plus Gulgong, Rylstone, Kandos + Mudgee town maps on reverse side
- ★ **KEY** a range of experiences + business categories
- ★ **INDEX** business listing with map reference + magazine advertisement page reference
- ★ **MATRIX** drive times between towns

INDIVIDUAL PRICE: ★ Location pin and business listing \$790



OUT-OF-REGION MARKETING COLLATERAL

EVENT POP-UP VIC



MUDGEE REGION TOURISM PARTICIPATES IN SEVERAL CONSUMER TRADE EVENTS ANNUALLY, WITH KEY EVENTS ATTRACTING MORE THAN 100,000 ATTENDEES.

Marketing collateral will be developed specific to each event, with advertising space priority given to Platinum, Gold and then Bronze Partners.

No individual pricing available, however, we encourage all interested Partners to indicate Expression of Interest on the Partnership form.

VISITOR INFORMATION BAYS

OPTION FOR PLATINUM AND GOLD PARTNERS

Advertise your business across five signs located around the region at prominent tourism bays and high foot traffic locations. Limited space available; first-in basis.

INDIVIDUAL PRICE: ★ A5 size ad \$570



SPONSORSHIP PACKAGE

		SPONSORSHIP
PROMOTIONAL INCLUSIONS	Sponsor privileges	✓
	Magazine directory listing ¹	✓
	Logo on 'Our Sponsors' webpage + click through	✓
	Feature tile on What's On eDM	✓
	Crew News — permanent recognition + click through to business website	✓
	Crew News promotion — 1 x feature per year	✓
ANNUAL FEE	2023-2024 Annual Fee	\$ 2,200
	Weekly equivalent (approx)	\$ 42
PAYMENT + DEADLINES	EARLY BIRD + SAVE 5% Pay in full by 9 May 2023	✓
	BY DEADLINE Pay in full by 30 May 2023	✓
	PAYMENT PLAN — 50% BY 30 MAY 2023 + weekly instalments by 22 December 2023 <small>Fees apply: \$14.95 one-off set up fee + \$14.95 insufficient funds fee (full terms online)</small>	✓

THE FINE PRINT

SPONSORSHIP PACKAGES ARE AVAILABLE TO NON-TOURISM BUSINESSES ONLY — ON REQUEST

1. Must secure partnership by print deadline to be included in print advertising and business directory listing

NOTE

Mid-year partnerships available on a pro rata basis; excludes print inclusions + payment plans



SPONSOR PRIVILEGES

- ▲ Weekly Crew News (e-newsletter includes industry insights, workshop invitations, funding program info, Partner opportunities, media alerts and more)
- ▲ Exclusive access to Mudgee Region Tourism Partner Facebook group for regular updates and to connect with Partners to amplify collaborative efforts and business support
- ▲ Exclusive access to online Partner Portal for the latest local, national and global industry resources
- ▲ Invitation to FREE workshops and seminars
- ▲ Opportunity to advertise with print and digital solutions
- ▲ 'Proud Partner of Mudgee Region Tourism' digital banner; links to visitmudgeeregion.com.au
- ▲ Event promotion through online calendar and 'What's On' website
- ▲ Opportunity to advertise in *Mudgee Region* magazine and website directory listing¹
- ▲ Invitation to Annual General Meeting
- ▲ Funding application guidance
- ▲ Access to a variety of skilled staff with various marketing and visitor experience backgrounds
- ▲ Promote your public holiday trading hours over the festive season and public holiday weekends
- ▲ DL brochure display at VIC



> Pricing throughout this guide is exclusive of GST

TOURISM SUPPORTER PACKAGE

		SUPPORTER
INCLUSIONS	Weekly Crew News e-newsletter	✓
	Magazine directory listing ²	✓
	DL brochure display + potential to sell retail products at VIC ³	✓
ANNUAL FEE	2023-2024 Annual Fee	\$ 250

THE FINE PRINT

1. Tourism Supporter package is only available to approved businesses within Mid-Western Regional Council LGA
2. Must secure supporter package by print deadline to be included in business directory listing
3. Subject to approval and retail Terms + Conditions



TOURISM SUPPORTERS

Mudgee Region Tourism recognises the collaboration with our Tourism Supporters to achieve quality visitor services and experiences in the region. The Tourism Supporter package is designed for professional services, local trade providers and local producers who do not have a shop front, as we love to promote and support local operators.

BENEFIT OF THE CREW NEWS TO TOURISM SUPPORTERS:

The Weekly Crew News provides research and insights into the Mudgee Region visitor economy, including market demands and changing travel and tourism trends.

“The Country Plate is a proud partner of Mudgee Region Tourism. Locals and visitors alike can peruse all that the Mudgee Region has to offer in one place at the Visitor Information Centre. The opportunity to showcase and retail my products both inside the VIC and in the online store has lifted The Country Plate’s presence in the region — increasing sales and repeat buyers. It has supported making my brand one to remember when in the Mudgee Region, being included in luxury gift hampers and for commemorative occasions. MRT has one of the best Visitor Information Centres going and I cannot recommend the team enough to all makers in the Mudgee Region to build their brand and business.”

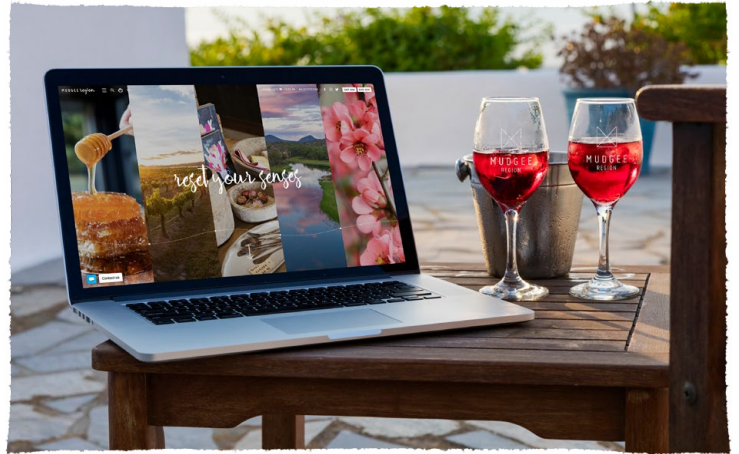
The Country Plate // Partner

MARKETING FUN FACTS

MUDGEE REGION TOURISM DELIVERS A RANGE OF CREATIVE MULTI-MEDIA DESTINATION PROMOTION INITIATIVES TO HELP YOU EXCEED ANNUAL OBJECTIVES. THESE 'ALWAYS ON' MARKETING INITIATIVES ALLOW US TO MAXIMISE ENGAGEMENT AND CONVERSION FOR OUR DESTINATION.

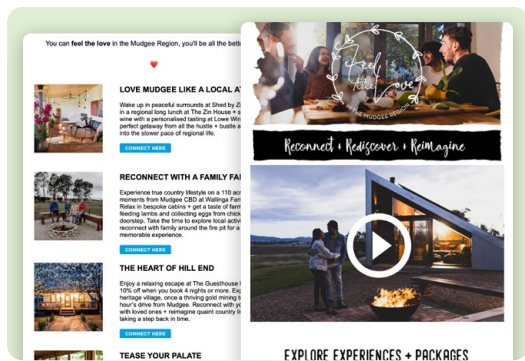
VISITMUDGEEREGION.COM.AU

Our destination website visitmudgeeregion.com.au is Mudgee Region's #1 mobile responsive website and attracts 230K+ unique visitors annually. You can tap into the thousands of unique visitors and connect them to your business. There is also an opportunity for you to convert more bookings by featuring a BOOK NOW button for your product or experience — ask us how!



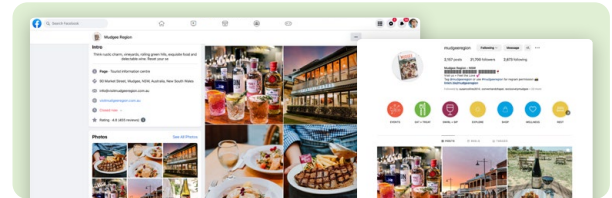
ELECTRONIC DIRECT MAIL (eDM)

With **27K+** subscribers in our Mudgee Region eDM, we invite Partners to promote your business/event with content in our monthly email promotion. Includes click through to your webpage on visitmudgeeregion.com.au



SOCIAL MEDIA

Across Facebook and Instagram, we regularly communicate the benefits of visiting our region through a **social following of 49K+**. Organic and paid social media posts are available to Platinum, Gold and Bronze partnerships. We encourage all Partners to [#mudgeeregion](https://www.instagram.com/mudgeeregion) for potential reposts.



WHAT'S ON WEBSITE

Our new **What's On website** is a comprehensive event content source for all events in the Mudgee Region. This site is powered by automated event content, delivering a large collection of content to drive visitation, community engagement and activity in the region. Platinum and Sponsor Partners receive feature tiles on this site.

ONLINE BOOKABLE PRODUCT + SHOP NOW SOLUTIONS

Don't miss the opportunity to maximise sales for your accommodation, experiences or local produce. We have both a **BOOK NOW** and **SHOP NOW** feature for visitors to check real-time availability and make an instant booking, whether it be a tour, tickets for an event, an immersive class, an attraction or accommodation, or to purchase locally made produce. Our online solutions are your chance to convert more bookings and produce sales. Bronze Partners and above can take advantage of these features — enquire with us to learn more.

SIGN UP ONLINE

SIGN UP ONLINE

- Go to visitmudgeeregion.com.au
- Go to Partner Services
- Go to Partnership Opportunities
- Select 'Existing' or 'New' Partnership
 - Complete online form
 - Read Terms + Conditions
 - Receive email with invoice
 - Pay by deadline*

NEED ASSISTANCE?

Visit the team at 90 Market Street, Mudgee

Email: partners@visitmudgeeregion.com.au

Call 02 6372 1020

*Mudgee Region Tourism has engaged the services of an external debit agency to facilitate payment plans. Fees may apply. All Partners agree to consider full Terms + Conditions outlined on our website. A 1.25% credit card surcharge applies to direct MRT payments.

MUDGEE REGION TOURISM

90 Market Street, Mudgee

02 6372 1020

visitmudgeeregion.com.au



MUDGEE
REGION

reset your senses