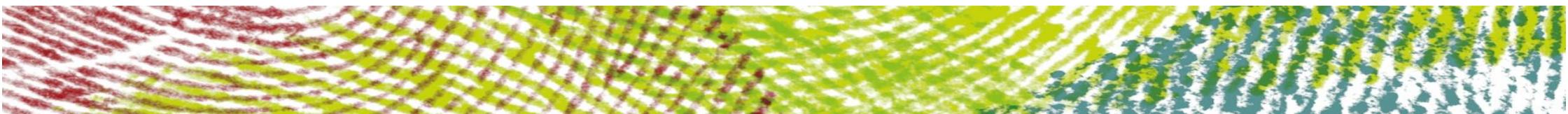




Wine & Food Promotional Plan



Your Margaret River Region - Wine & Food Promotional Plan

Executive Summary

It goes without saying, the Margaret River Region owes its reputation as a leading Western Australian tourist destination to the wine industry and the pioneers who recognized the potential it had to become a world-class wine producing region.

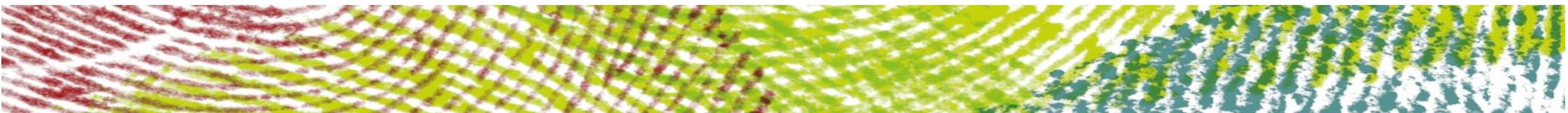
While the Margaret River Region has an abundance of natural beauty and a variety of attributes appealing to visitors, the Margaret River wine industry is largely responsible for establishing Your Margaret River Region (YMRR) as Western Australia's most visited regional tourist destination with an enviable reputation for quality and style.

There are three key reasons for this claim:

1. The opening of winery cellar doors created some of the first tourist attractions in the Margaret River Region, and they are still a major pulling factor for many visitors to the region.
2. The production of high quality, world-class wines has helped to create an image of prestige for the Margaret River brand. It is quite a remarkable achievement to note that while the region contributes only 3% of Australia's wine grapes, Margaret River Region accounts for over 20%* of Australia's premium wine market.
3. The sale of these outstanding wines helped take the Margaret River brand to the world, essentially providing invaluable promotion of, and interest in the Margaret River Region.

As a result, what we now have is a world-leading sustainable tourism product in one of the world's most pristine and non-polluted environments, and an opportunity for the Margaret River Region to become a destination envied by other wine regions world-wide.

The proliferation of wineries providing additional services such as restaurants, cafes, and tours to attract visitation signifies the fact that while wine is the dominant factor, there is a need to offer additional experiences not simply to lure visitors to a particular winery, but to entice visitors to the Margaret River Region over other wine regions and tourist destinations.



Your Margaret River Region - Wine & Food Promotional Plan

Wine and food experiences have been identified as key influences in the tourism decision making process by numerous tourism, tertiary and industry sources, including Tourism WA (Taste 2020 report), Tourism Australia (Restaurant Australia campaign), and Curtin University (Symposium on Wine and Food China, a Tourism Perspective).

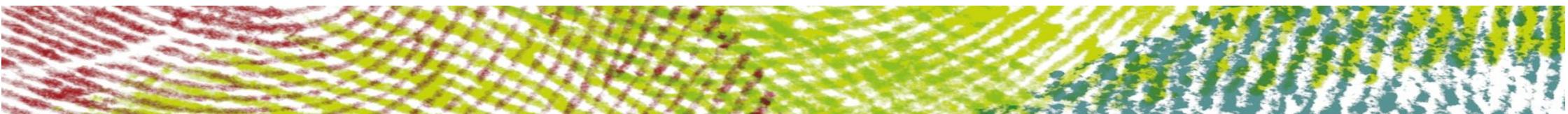
While wine and food marketing is becoming an increasingly common approach for many tourism destinations world-wide, YMRR has a distinct advantage over most (if not all) potentially competing regions in that the quality of what is on offer is not only diverse but is also unrivalled. Furthering this, the produce is supported by spectacular scenery, amazing settings, and people with a flair and passion for what they do that makes YMRR stand out from other destinations.

Wine and food production are also key export commodities for YMRR and the greater South West region. The synergy of markets and producers makes a coordinated strategy between tourism and export marketing logical and mutually beneficial. This plan recognises the importance wine and food plays in the overall prosperity and economic development of YMRR. It also recognises the value of ancillary services and producers in regions bounding the MRR.

It is therefore important for the wellbeing of the region that we utilise the amazing wine and food assets we have and the Margaret River brand name to further grow the reputation of Your Margaret River Region, increase trade opportunities and grow visitation to the region on the back of one of our strongest features.

This promotional plan is a practical guide to outline how MRBTA and SWDC will drive these objectives.

* Source – Margaret River Wine Association



Your Margaret River Region - Wine & Food Promotional Plan

Overview

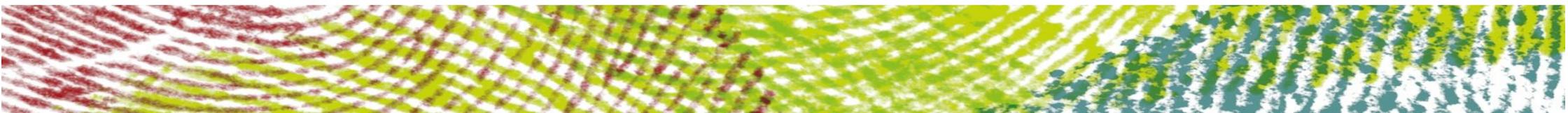
This promotional plan is designed to provide a blueprint for **Your Margaret River Region** (YMRR) for promotion of locally produced wine and food, delivering a consensual and clear plan for the future that can be implemented by all stakeholders in a coordinated and effective manner.

This promotional plan:

- Recognises wine and food production being core industries within the broader YMRR and on the economic value and importance of these sectors to the long term growth and sustainability of YMRR.
- Will result in the implementation of a range of promotional activities designed to achieve defined and measurable outcomes.
- Is focused on wine and food produced in YMRR as identified by the Margaret River Busselton Tourism Association (MRBTA), however components of this Strategy may include producers outside the identified region where it is felt there is cross benefit for YMRR.
- Also recognises the value and boundaries of the Margaret River Wine Appellation, but makes notice that this strategy is not bound or governed by these lines.
- Will facilitate development of partnerships with food, wine and tourism industry bodies to capitalise on interstate and international media/promotion/event activities and opportunities through joint investment.

It should be noted this promotional plan is not a market research document and does not purport to define the analysis behind the directions taken in this plan. This plan relies on information and conclusions drawn from combined Stakeholder research (e.g. SWDC Tourism Futures Plan, MRBTA Destination Strategy et al), independent market research and third party reports (e.g. Tourism 2020) and trends observed in the market place and identified as key stakeholder priorities.

It provides an action plan for implementation of result-driven promotional activities developed in response to this research.



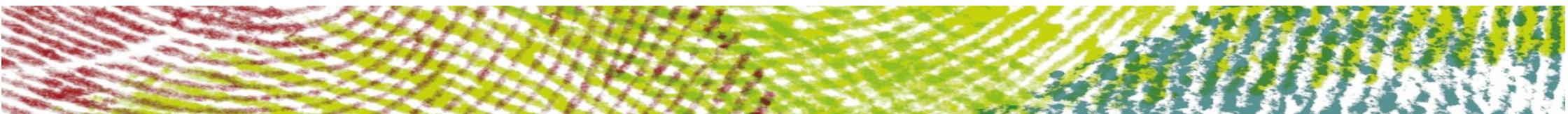
Your Margaret River Region - Wine & Food Promotional Plan

Purpose

The purpose of this Wine & Food Promotional Plan is to develop a cohesive and collaborative wine and food tourism model for YMRR that will become a framework for developing a program of activity aligned with connecting industry with stakeholders in domestic and international markets.

The ultimate aims of the Wine & Food Promotional Plan are to:

1. Increase visitation and spend to Your Margaret River Region
2. Increase trade opportunities for Your Margaret River Region
3. Help to increase the exposure and profile of regional wineries, wine producers and growers
4. Help to increase the exposure and profile of regional producers, chefs and artisans
5. Incorporate and embed the YMRR brand with wine and food producers and on all product promoted



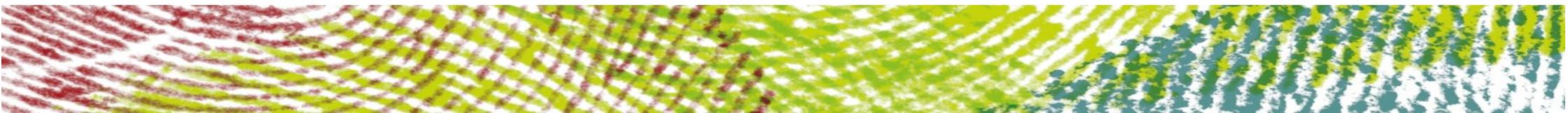
Your Margaret River Region - Wine & Food Promotional Plan

Purpose (cont)

These aims will be achieved through various action items, including:

1. Developing and implementing a food and wine promotional strategy for YMRR
 - a. including a clear range of activities and programs that interested wine and food industry businesses* can participate in to promote their product and tourism related experiences.
 - b. incorporating key measurable outcomes and performance indicators to enable the review and identification of success of activities.
 - c. to increase brand awareness, visitation to businesses and sales of product.
2. Improving and streamlining communications involving export and promotional opportunities available and connect businesses* with those opportunities
 - a. to destinations identified as “key” as part of the strategy
 - b. including both promotion and sale of product
3. Work with businesses to expand and develop export ready product across wine, food, accommodation, tour and events, and ensure incorporation of consistent YMRR branding on all product
4. Capitalise on international media/promotion/event opportunities through joint investment between SWDC & MRBTA, and collaborative partnerships with producers and other industry partners.
5. Facilitate partnerships with food, wine, trade and tourism industry bodies (see stakeholders and partners) to gain greater access to markets and leverage promotional opportunities.

*Opportunities will be made available to all YMRR producers, however preference and additional benefits will be offered to members of the Margaret River Busselton Tourism Association to participate in any activities and promotions.

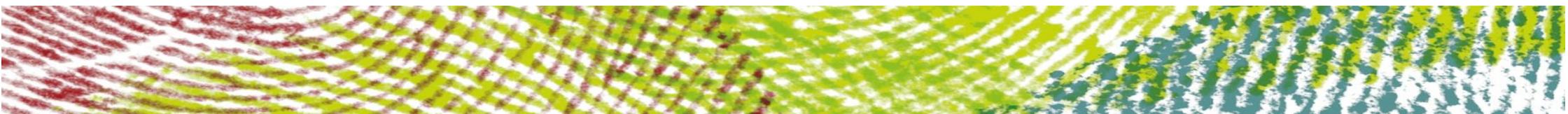


Your Margaret River Region - Wine & Food Promotional Plan

Key Stakeholders

This promotional plan will be managed jointly under partnership between the South West Development Commission (SWDC) and the Margaret River Busselton Tourism Association (MRBTA).

- Major activity will be focused on destinations identified by the Key Stakeholders as “Tier 1”. These destinations will be identified as part of this Strategy
- Where destinations are identified by both associations as key, activities will be arranged jointly
- Where destinations are identified as key to only one of the associations, there will be no obligation for the other association to participate financially or otherwise
- Opportunities will be made available to all regional producers, however preference and additional benefits will be offered to Members of the Margaret River Busselton Tourism Association to participate in any activities and promotions.



Your Margaret River Region - Wine & Food Promotional Plan

Strategic Alliances

For this promotional plan to be successful it is important that it is aligned with the MRBTA's constitution and strategic plan, and takes into account the needs, expectations and direction of key members, as well as meeting the core values and aims of SWDC.

It is recognised that as an independent Local Tourism Office (LTO), MRBTA's reach and resources are limited. For the benefit of the Region and tourism to Western Australia as a whole, MRBTA and SWDC will actively seek and collaborate with interested and willing partners, where cost benefits and outcomes match our aim, and where the overall outcomes generated are increased as a result.

The following lists potential partners and will be subject to ongoing development:

Potential government partners including:

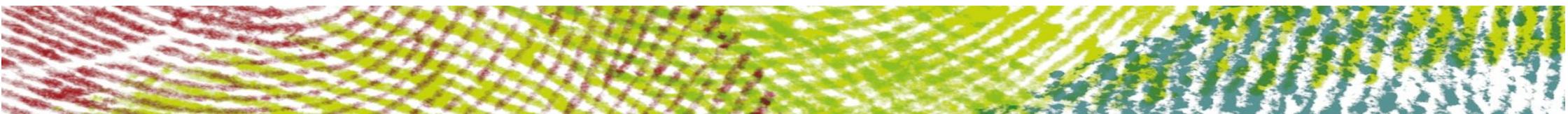
- Austrade
- Tourism WA
- Australia's South West
- Tourism Australia
- WA trade offices
- Wine Australia
- Department of Agriculture
- Augusta Margaret River Shire
- City of Busselton

Potential industry partners including:

- Regional and state wine associations (e.g. WoWA, MRWA)
- Universities and colleges
- Media partners
- Regional producer associations (e.g. MRRPA, SFFC)
- Chambers of Commerce (i.e. MRCCI, BCCI)

Potential corporate partners including:

- Airlines
- Wholesale and ITO travel agents
- Tourism support services
- Hotel and accommodation partners
- International banking and trade institutions



Your Margaret River Region - Wine & Food Promotional Plan

Aligning Our Goals with our Strategic Partners' Goals

As a significant contributor to state and National tourism expenditure, and a key market for international sales of prestige wine and export produce, the value of sales generated from YMRR plays a pivotal role in the potential achievement of targets set by state and national bodies.

It is therefore imperative we align our goals and targets with those of our Strategic Partners not only to coordinate our efforts but more importantly to ensure we provide the best possible opportunity for our partners to achieve their goals.

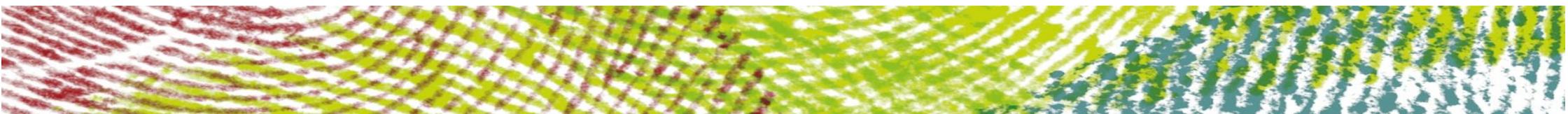
Tourism Western Australia and Tourism Australia have set 2020 as a significant date to achieve “stretch goals” to double the value of tourism by 2020.



*To double the value of tourism in Western Australia -
from \$6 billion in 2010 to \$12 billion by 2020.*



Achieving Australia's Tourism potential
Tourism 2020's goal is to increase tourism spending by up to A\$140 billion



Your Margaret River Region - Wine & Food Promotional Plan

Your Margaret River Region will contribute to the 2020 target by increasing visitation to the region by 40% from 2013 - 2020. This means:

- 1.164 million (2013) to 1.630 million (2020) overnight visitors by the year 2020
- \$521 million (2013) to \$729 million (2020) overnight visitor spend (direct and indirect) by the year 2020

The following graph shows YMMR comparative growth versus Tourism WA's 2020 vision.



Your Margaret River Region - Wine & Food Promotional Plan

Goals and Outcome Measurement

This Wine & Food Promotional Plan requires implementation of practical projects and campaigns. The promotional campaigns development as a result of this plan will be subject to regular review and performance measurement.

Performance measurements will include:

Media Measurement

- Coverage and presence in regional, national and international print publications
- Online coverage (including unpaid advertising) on Australian and foreign based or targeted websites
- Coverage on television and other broadcast media (including radio & podcasts)
- Social media posts and reach
- Total projected \$ value of media exposure

Activity Measurement

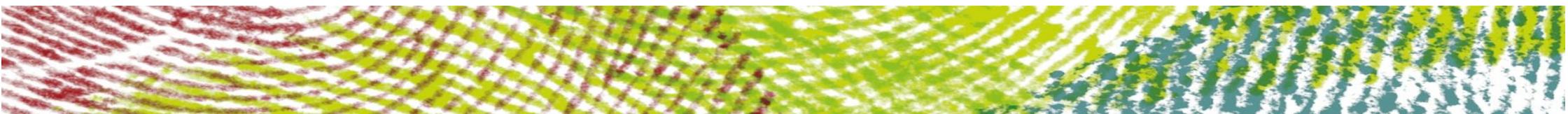
- Volume of promotional activities planned (as identified under Marketing Activities)
- Number of promotional activities launched and completed
- Volume of new product added to Producer Database
- Volume of new saleable wine and food product added to margaretriver.com

Wine Export and Wine Sales Measurement

- Increased presence in international markets with distribution partners for members
- \$ value increase in export sales
- Sales return on event and promotional activities in terms of repeat orders and increased listings
- Inward niche wine & food groups hosted within the region
- Proportional value added to Austrade / Wine Australia targets

Tourism Measurement

- Increased annual regional visitation
- Package itinerary bookings & sales
- Produce flyers / booklet promoting product
- Growth in proportional value added to Tourism WA targets
- Growth in proportional value added to Tourism Australia targets

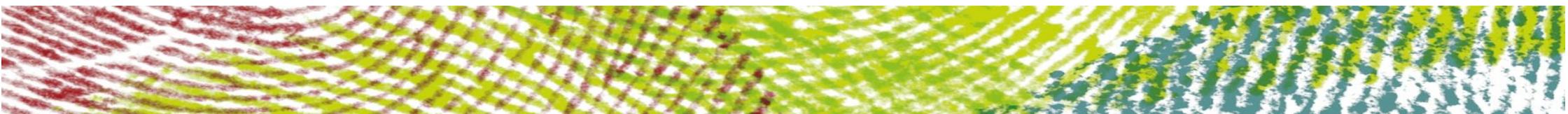


Your Margaret River Region - Wine & Food Promotional Plan

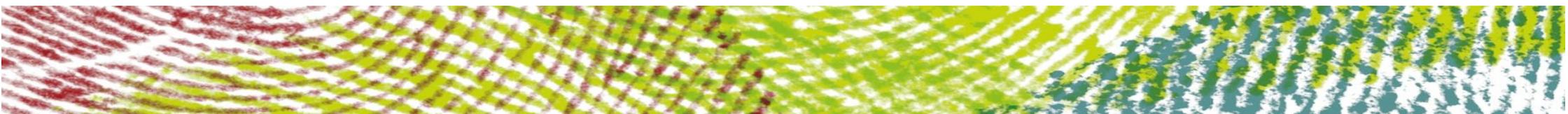
Benefits for Wineries & Producers

Some of the benefits for wineries and producers to consider participation in the promotional activities outlined in the plan include:

1. Opportunities to leverage off regional promotion of the Margaret River Region brand to gain added exposure for their product
2. Potential for increased product awareness through association and promotion with other producers
3. Introduction to importers and distributors in key international markets
4. Opportunities to participate in familiarisation tours to the region (trade, media, tourism)
5. Assistance and advice for developing customer visitation and tourism related experiences
6. Tourism packaging and promotional opportunities
7. Affordable and cost-effective international product representation



Your Margaret River Region - Wine & Food Promotional Plan



Your Margaret River Region - Wine & Food Promotional Plan



Your Margaret River Region - Wine & Food Promotional Plan

Promotional Strategies

This promotional plan will guide the planning, development and implementation of marketing activities designed to achieve the key aim identified in this plan.

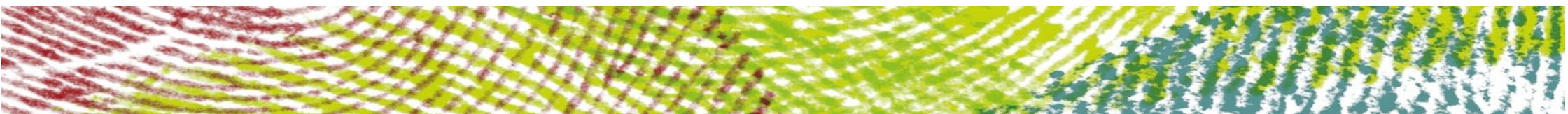
Activities will be developed with the goal of penetrating and growing developing markets while maintaining and influencing current trade destinations, with promotional and strategic activity to be conducted on an ongoing basis, with agreed resources allocated accordingly.

This will be achieved through promotion of the core attractions of wine and food, with particular focus on the characteristics of quality, purity, freshness and superiority the Margaret River brand espouses.

Activities will be developed with both generic and destination specific intent and focus, dependent upon such factors as the vagaries of various destinations and strategic partnership opportunities available.

The methods used to achieve the aim will include:

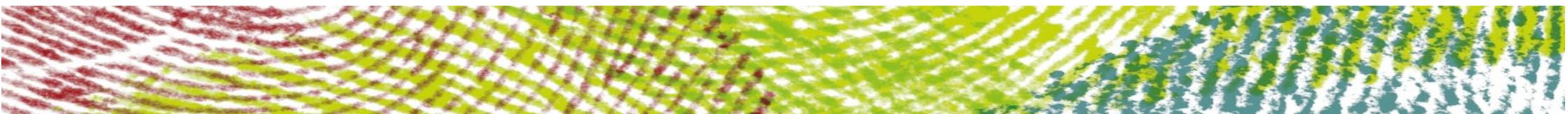
- Collaborative promotional and marketing activities with interested and willing industry partners, where cost benefits and outcomes match our aim
- Development of interstate and international promotional campaigns incorporating wine & food trade, tourism industry and media
- Development of an annual calendar of promotional activity to enable advanced buy-in from suppliers
- Establishment of trade and industry registers to facilitate the connection between buyers and sellers
- Establishment of a visitor numbers record and database for bookable and non-bookable members, to enable measurement of performance and to provide an ongoing direct marketing opportunity



Your Margaret River Region - Wine & Food Promotional Plan

Promotional Strategies (cont)

- Development of “wine & food” trails within YMRR and the South West Region and assisting producers to design experiences to attract visitors which can also be packaged for international sale
- Increasing the profile of local chefs and wine makers to create demand through recognition and reputation
- Plan and implement a consolidated or centralized means for consumers or trade to purchase YMRR branded wine & food produce
- Increasing links with the education sector and developing tourism packages incorporating specialized wine and/or food focus.



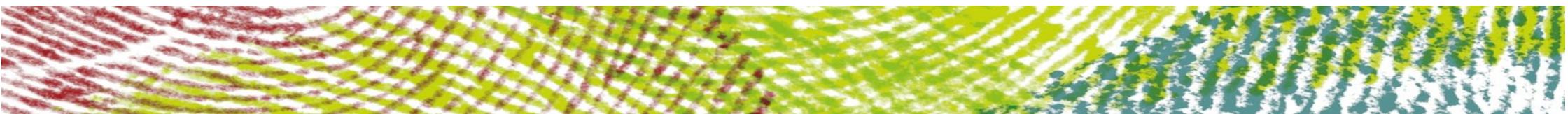
Your Margaret River Region - Wine & Food Promotional Plan

Key Markets

To make the most effective use of resources, promotional activity will be focused on destinations offering greatest potential benefit in regards both tourism and trade for YMRR, as identified by SWDC and MRBTA.

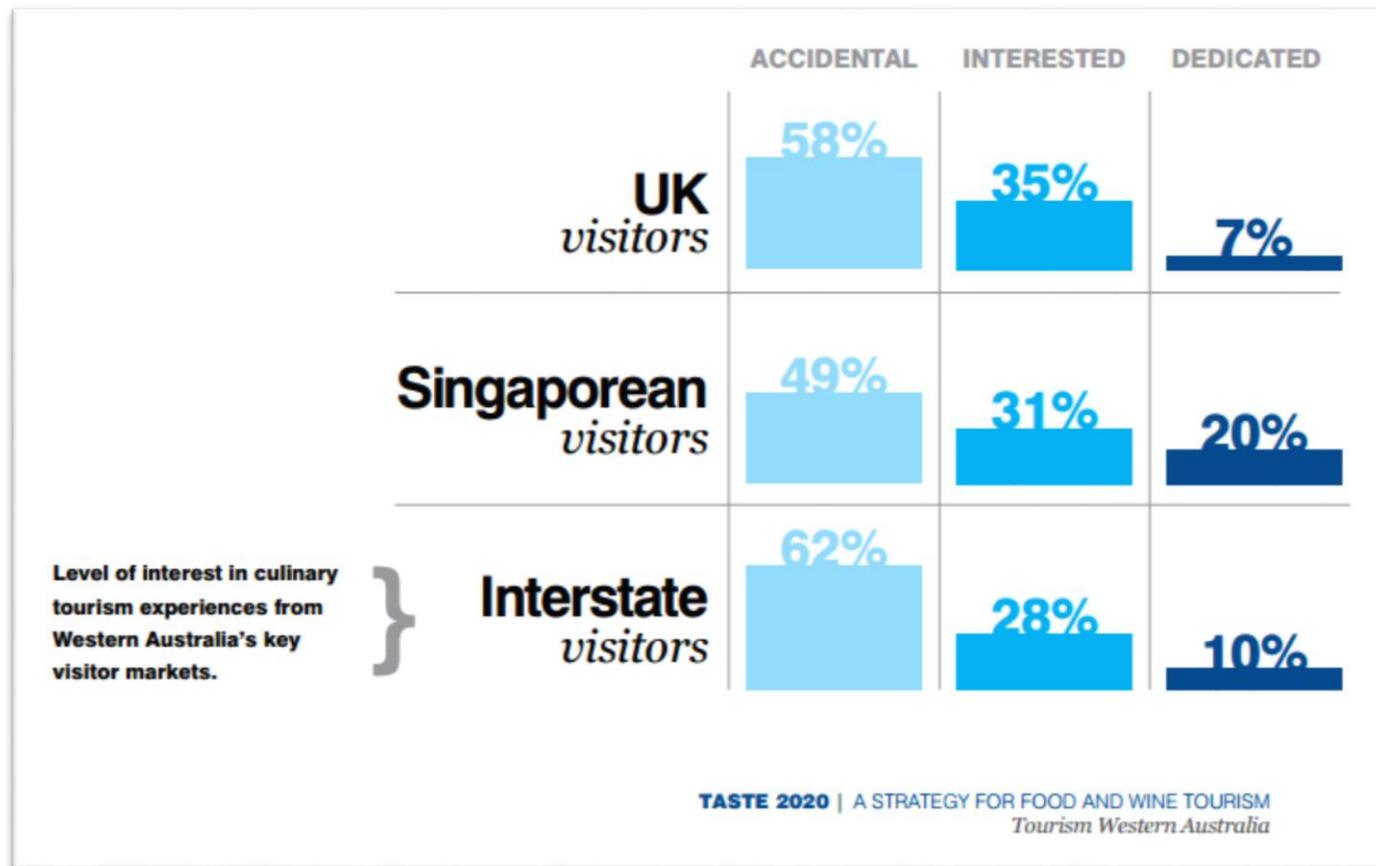
With limited funds and resources available, it is neither viable nor feasible to conduct “Wine & Food” promotional activities in all destinations. As a result:

- Major activity will be focused on destinations identified by both associations as key.
- Where destinations are identified by both associations as key, “Wine & Food” promotional activities outlined in this plan will be conducted jointly.
- Where destinations are identified as key to only one of the associations, there will be no obligation for the other association to participate financially or otherwise, however there may be opportunities to participate in a lesser capacity if the potential for benefit is identified.



Your Margaret River Region - Wine & Food Promotional Plan

The following chart, courtesy of Tourism Western Australia's "Taste 2020" strategy, indicates that 51% of Singaporean visitors are either interested in wine and food experiences while on holiday, or they actively seek out and travel for wine and food experiences.



Your Margaret River Region - Wine & Food Promotional Plan

MRBTA's Destination Strategy identifies various international markets in respect of their current and potential visitation strength to YMRR.

Tier 1

SINGAPORE
HONG KONG
UNITED KINGDOM
CHINA

Tier 2

USA
MALAYSIA
INDIA
NEW ZEALAND
GERMANY
JAPAN

Tier 3

INDONESIA
VIETNAM
THAILAND
KOREA
SOUTH AFRICA
UAE

SWDC's ranking of priority is based upon existing export trade related to wine, food and beverage volume plus trade potential as identified by SWDC.

Tier 1

SINGAPORE
HONG KONG
INDONESIA
UNITED KINGDOM
JAPAN
CHINA

Tier 2

USA
MALAYSIA
THAILAND
INDIA
KOREA
VIETNAM

Tier 3

GERMANY
IRELAND
SOUTH AFRICA
NEW ZEALAND

COMBINED TARGET MARKETS:

Priority

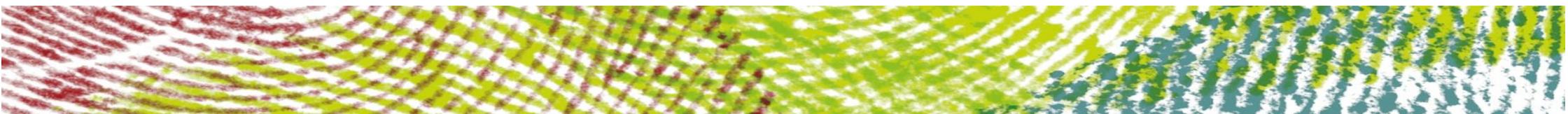
1. Singapore
2. Hong Kong
3. United Kingdom
4. China

Tier 2

1. Japan
2. Malaysia
3. USA
4. India

Tier 3

1. Indonesia
2. Germany
3. Vietnam
4. Thailand
5. Korea



Your Margaret River Region - Wine & Food Promotional Plan

Market Activities

Marketing activities will be developed and activated to meet the Strategies outlined in this Promotional Plan. These activities will be made available to all members of the MRBTA and where applicable to regional businesses.

New ideas and proposals for activities will be added continuously as opportunities arise. Details of specific activities are available to members on request.

For further information or to discuss elements of this plan or propose ideas for market activities, please contact:

MAT LEWIS

TradeStart Advisor

South West Development Commission

Phone: 0427 429 016 | Fax: 08 9792 2033

Email: mat.lewis@swdc.wa.gov.au

www.swdc.wa.gov.au



TONY FLETCHER

Business Development Manager

Margaret River Busselton Tourism Association

Phone: 0412 246 942 | Fax: 08 9757 3287

Email: tony.fletcher@margaretriver.com

www.margaretriver.com

