



Food &
Agribusiness
Network

PROJECT

CRAFTED



HOUSEKEEPING



PROJECT

CRAFTED



RUNSHEET

10.00 Welcome

10.15–10.45 Dreaming

10.45–11.20 Planning

11.20–11.45 BREAK

11.45–12.15 Booking

12.15–12.45 Experiencing

12.45–1.15 LUNCH

1.15–1.45 Sharing

1.45–2.00 Next steps

2.00 Networking

2.30 FINISH





JOSH DONOHOE

CHIEF CREATOR
LOCAL AMABASSADOR
FOOD & AGRITOURISM
VSC BOARD



CREATIVE TOURS

Amazing local experiences



2022 QUEENSLAND
tourism
awards

GOLD WINNER
Excellence in Food Tourism



2023 QUEENSLAND
tourism
awards

GOLD WINNER
Tour and Transport Operators



2023 QUEENSLAND
tourism
awards

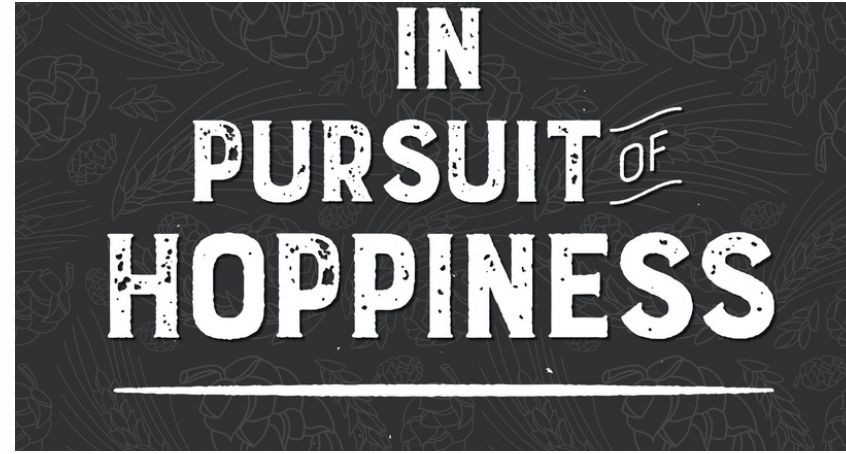
GOLD WINNER
Excellence in Food Tourism

Josh Donohoe

Creative Tours

*Sunshine Coast Craft
Beer Tours*





FAN - ANNA CARRICK

PROJECT CRAFTED



PHASE 4 - AUGUST - DECEMBER

HOW TO - FOOD & AGRITOURISM WORKSHOPS

- * For new and upcoming
- * For experienced operators



PHASE 1 - MARCH
STRATEGIC REVIEW
* Survey
* One-on-one
* Workshops

PHASE 2 - APRIL - JUNE
REGIONAL INDUSTRY
NARRATIVES
Development of
* Communication assets
* Communication Plans

PHASE 3 - JULY - OCTOBER
CONSUMER CAMPAIGNS
* For Moreton Bay
* For Greater Sunshine
Coast incl Noosa &
Gympie



PARTNERS

This Event has been funded by the Queensland Government through the Department of Agriculture and Fisheries.

This Project has been developed in partnership with...

FAN, Visit Sunshine Coast, Sunshine Coast Council, Noosa Council, Moreton Bay Regional Council, Gympie Council, Tourism Noosa, Moreton Bay Region Industry and Tourism, Regional Development Moreton Bay and Regional Development Wide Bay.





INTRODUCTIONS

BUSINESS NAME

USP

DEF: FOOD & AGRITOURISM

Food and agritourism involves visiting farms, agricultural operations, or food-producing regions to experience and learn about food production and local cuisine









OVERVIEW

Stage One of Travel: Dreaming and Inspiration

Stage Two of Travel: Research and Planning

Stage Three of Travel: Booking

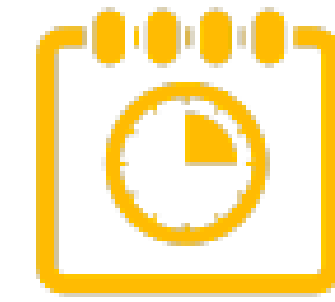
Stage Four of Travel: Experiencing

Stage Five of Travel: Sharing



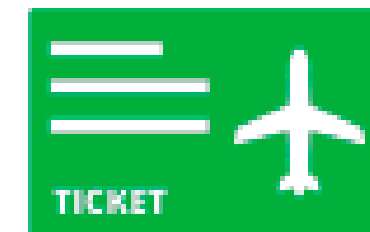
 DREAMING

01



PLANNING

02



BOOKING

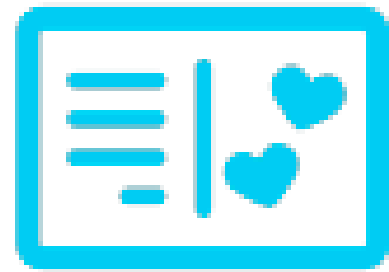
03

04



EXPERIENCING

05

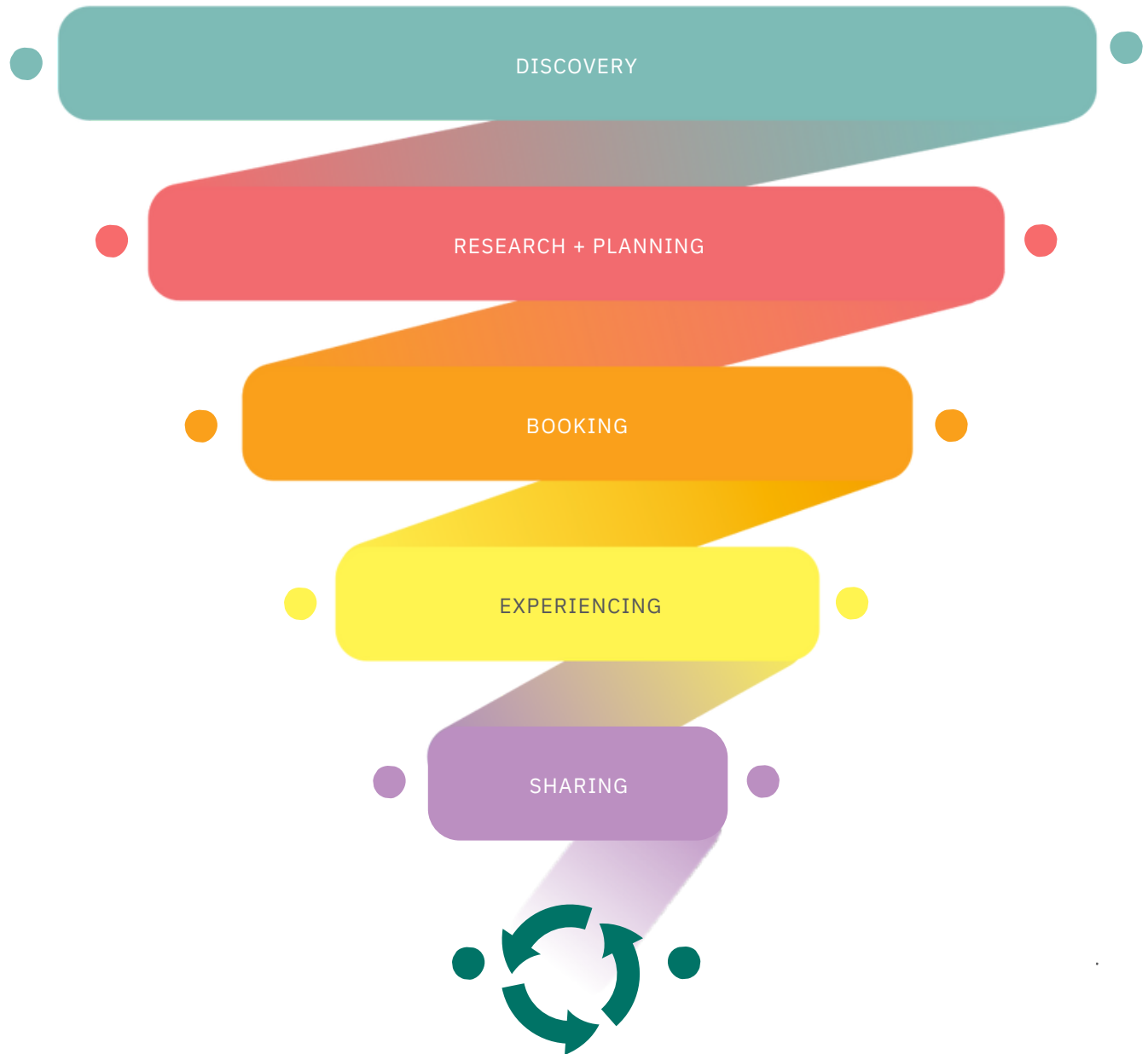


SHARING

THE
5 STAGES
OF TRAVEL

FIVE STAGES OF TRAVEL

- TEQ FOCUS
- VSC FOUCS
- INDUSTRY FOUCS
- ALL



TACTICS

Generate awareness through high reach and impactful chanel:

- Advertising campaigns
- PR
- Activations
- Always on i.e. paid SEM and social
- WOM i.e. friends, testimonials/ reviews.

Drive consideration through engaging chanel:

- Content partnerships
- Always on (SEM, social)
- Website
- Major events
- PR
- WOM

- Always on
- Conversion partnerships - TEQ, aviation and trade

- Visitor Information Centres
- Website
- Social media community
- Holiday guide

- Social media community
- WOM initiatives
- PR
- Industry partnerships

STAGE 1 - DREAMING

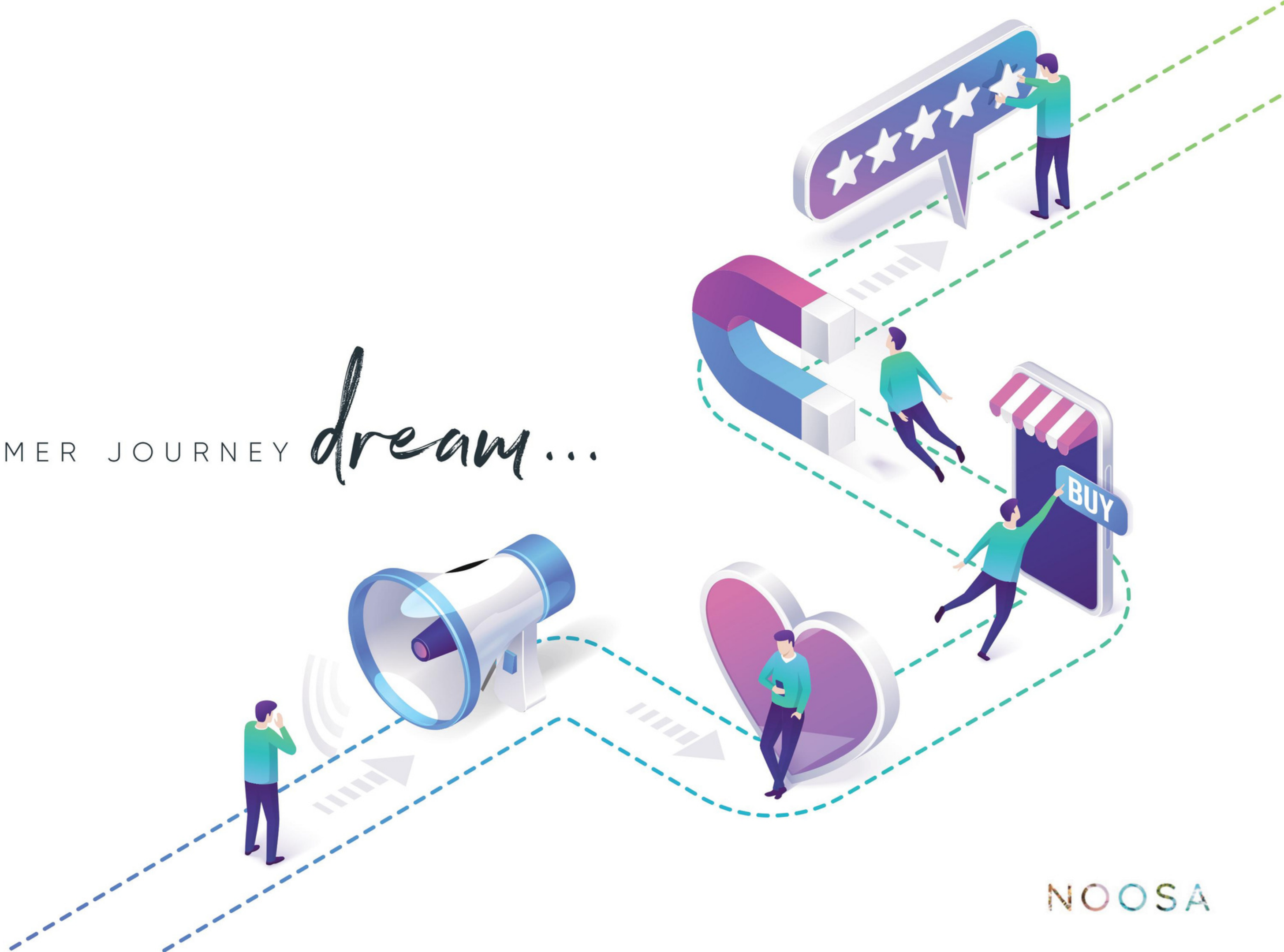




TOURISM NOOSA
BRENT CHONG



THE CUSTOMER JOURNEY *dream...*



WHY SHOULD YOU **CARE?**

NOOSA

● Things to do in Noosa
Search term

+ Compare

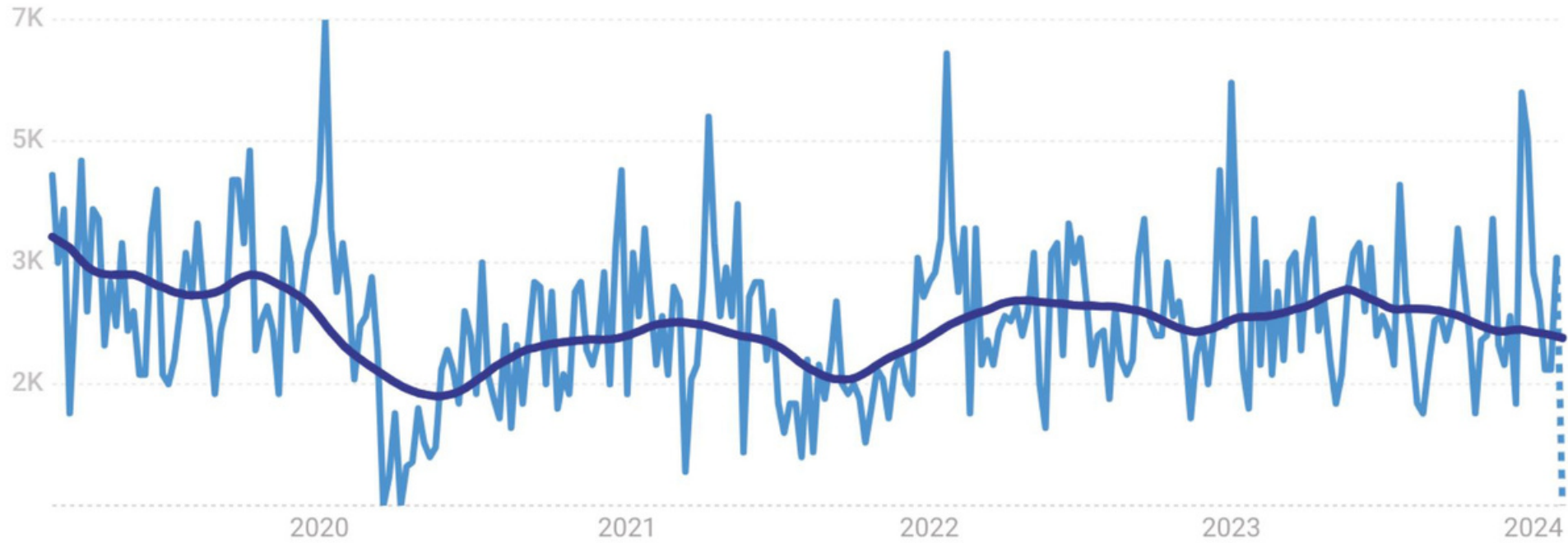
Monthly Search Volume Over Time ?

+ Get Alerts Share

2K searches past month

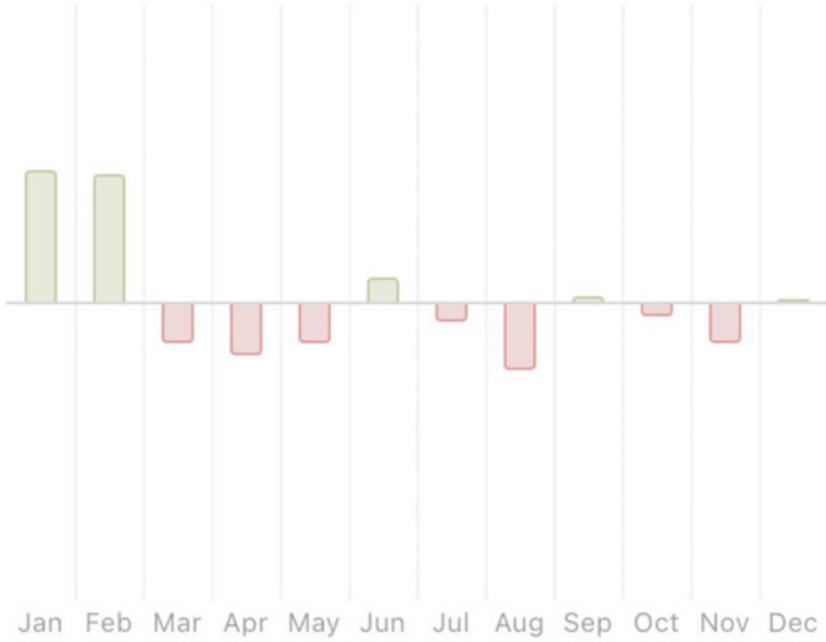
▲ 1% past year ▼

— Searches — Trajectory | Hide Seasonality



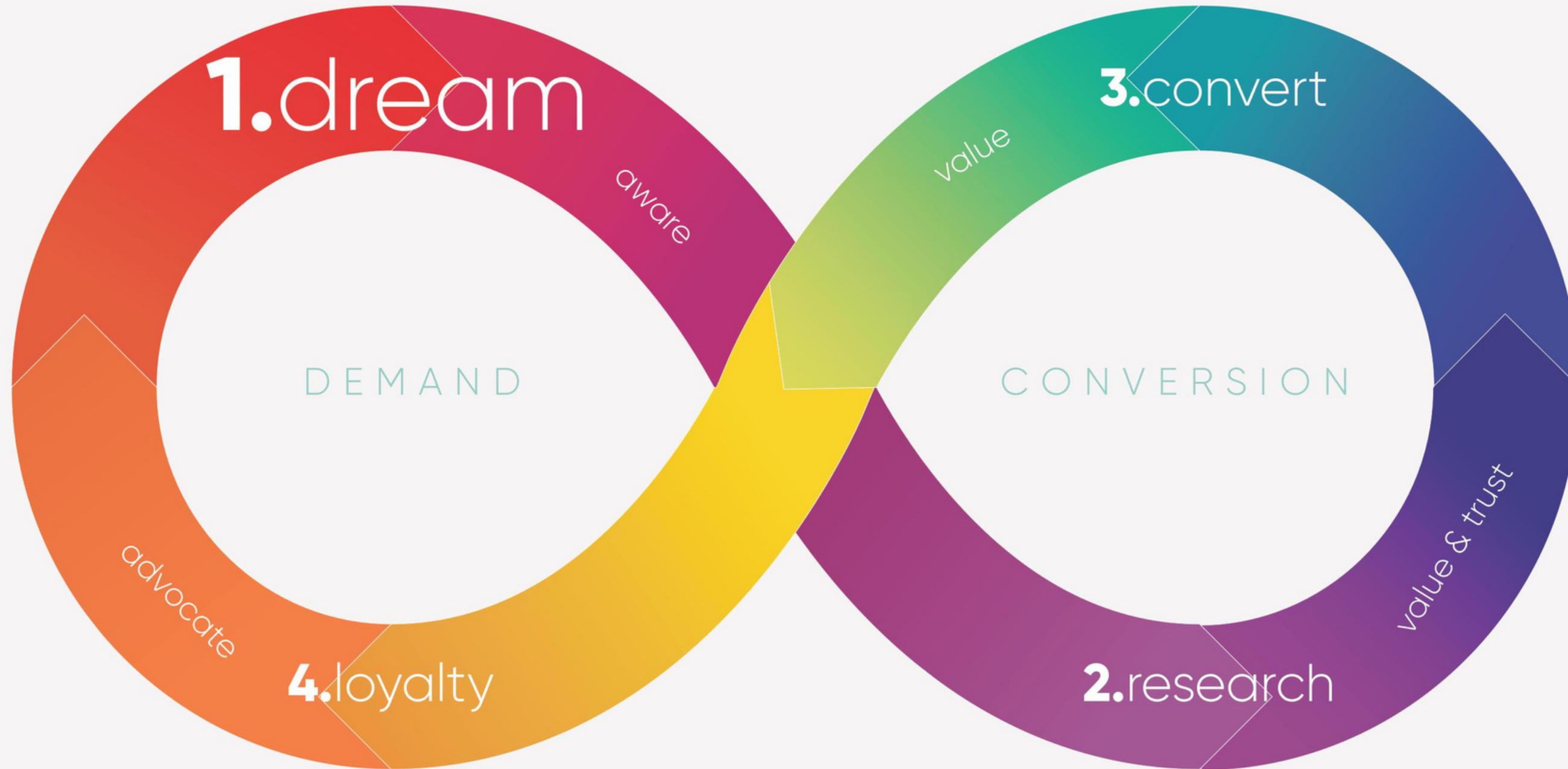
Seasonality

● Low / No Seasonality



UNDERSTANDING CONSUMER BEHAVIOURS

CONSUMER PATH TO *purchase*





dreaming

Where consumers start thinking about the possibility of a trip, exploring destination options and ideas with no firm plans as yet. It's all about inspiration!

dreaming

the consumer's goal

is to escape the daily routine and explore new experiences. This stage, more than any other, is where the collective idea is just as valuable as the individual business.

CONSUMER MINDSET

- Looking for inspiration and suggestions
- Emotional drivers
- Prioritising wants over needs
- Window shopping for experiences

YOUR GOALS SHOULD BE TO...

- **Build rapport**
- **Gain friendship**
- **Capture attention**
- **Build brand awareness**
- **Generate interest and curiosity**
- **Inspire action towards the next phase - research**

CHANNELS TO CONSIDER

- Social channels - Facebook, Instagram, Tik Tok, Pinterest, YouTube
- Influencer partnerships
- Inspiration blogs/articles
- Visual storytelling including quality photography and video
- Leverage partnerships to extend your reach cost effectively

MEASURING EFFECTIVENESS

- Website traffic from social media
- Engagement rates: highly valued engagement metrics such tagging, content saves, follows and private shares
- Newsletter sign-ups
- Time spent on inspirational content pages of website

dreaming

A woman with long brown hair, wearing a gold headband, a white necklace, and a light-colored top, is smiling and pouring tea from a light green teapot into a white cup. She is standing in a pottery shop with wooden shelves filled with various colorful ceramic items like vases, bowls, and plates. The scene is warmly lit, creating a cozy atmosphere.

SOCIAL MEDIA *trends* 2024



#1: Long-form Content Returns

Educational content

Avoid short generic captions

Video and text based content works

dreaming



#2: Influencers Use Product Placement

Subtle product placement

Joins the conversation in an organic way

Comments section engagement

dreaming



#3: Nostalgia Core

Shared common culture and aesthetics

Throwback content

Intentional low quality content

dreaming



#4: Keyword Search Takes Center Stage

Google or Tiktok

Keyword optimisation - verbal and description

Users are looking for personal experiences

dreaming



#5: More Selectivity With Platforms

Quality over quantity

Consider what is most impactful for your brand

Channel burnout

dreaming



#6: Storytelling Is Less Linear

Start with the hook

Prompts audience to dig a little deeper

Promotes FOMO

dreaming



#7: Instagram Doubles Down on Gen Z

Meta & IG adapting for younger audiences

Gen Z trends influence millenials, influences boomers

dreaming

CONTENT IS

king!

Advertising space is democratized

Privacy & ad blockers

Audiences have checked-out...unless

Connection matters



dreaming

HURRY! ORDER BY 11:59PM ET TONIGHT FOR FREE GUARANTEED FATHER'S DAY DELIVERY Free Shipping with \$99 purchase. Continental U.S. only. [exclusions & details](#)



FREE SHIPPING & NEW! FREE RETURNS
Free Shipping with \$99 purchase.
Free Returns by mail or in-store.
excludes furniture & mattresses.
U.S. only, other exclusions apply.

EXTRA 20% OFF

EXTRA 15% OFF home & select depts. [exclusions & details](#) promo code: **SAVE**

FATHER'S DAY SALE

celebrate dad with big savings on his top faves!

WOMEN	FOR THE HOME
MEN	BED & BATH
SHOES	KITCHEN
PLUS SIZES	DINING
JUNIORS	HANDBAGS
KIDS	WATCHES

FATHER'S DAY GIFT GUIDE
[SHOP NOW](#)

LET HIM PICK THE PERFECT GIFT!
[SEND AN E-GIFT CARD](#)

This will get you dislikes and unfollows

dreaming



visitnoosa

visitnoosa This Sunday is Mother's Day (but you knew that already, right?! 😊) Spoil the special women in your life with our guide to the best gifting and experiences in Noosa 🌸

Read the guide at the link in bio 🌟

92 w

visitnoosa #KabiKabi #thisisqueensland #travelaustriawithkids #HolidayHereThisYear #KabiKabiCountry #Queensland #seeaustralia_qld #VisitNoosa #Australia #traveltheworld #visitsunshinecoast #seeaustralia #BeautifulDestinations #aussie_photos

92 w Reply

beachhutfashion ❤️❤️❤️

92 w 1 like Reply

francy_bar 🥰🥰🥰

92 w 1 like Reply

brad.farrer @janeyfar Happy Mothers day , fancy Noosa for the weekend? 🍦

92 w 1 like Reply

sjoughton @nestinggroundphotography wish I could hit these locations with you!

92 w 1 like Reply ...

View replies (3)

View Insights Boost Post

❤️ 💬 🗹

Liked by vynkahutton and 288 others

6 May 2022

😊 Add a comment... Post

This will
be forgotten
in about 3
milliseconds

dreaming



paddockbakery • Follow
RAYE • Worth It.

paddockbakery Make one of our famous crème brûlée doughnuts with us! Hand made with love by us 🍩💕

open 7 days- 7am- 3pm 🌟
2 w

amelia_jaane What happens to the tops!? If your bakers don't snack on them you should totally sell them in cups with dipping sauce!
2 w 13 likes Reply

smallwoody7 What happens to the tops? Do you need a Newman?
2 w 25 likes Reply
View replies (2)

jacob.brown.93 @christyroshirl
1 w 1 like Reply

clairelcarter Yes please @katie_barnes23 🤔🤔🤔🤔🤔🤔
6 d 1 like Reply

claire.harkins1 @midge13 rememeber those sundays?
2 w 2 likes Reply
View replies (1)

sueleach @tavin_dillard this is good for your back and shoulders. Your arms also get a work out from lifting it!!
1 w 1 like Reply

michellebrown.aus @claire.p.brown might need to swing by here on the way home next weekend 🤔🤔🤔

👍 🗨️ 📌

Liked by **hastingsstnoosa** and 7,331 others
31 January

😊 Add a comment... [Post](#)

This works, here's why...

- Provide real value
- Educates audience
- Encourage shareability - like tag comment etc
- No orange-flags (commercial intent)
- Reel with a catchy audio
- It provides entertainment



- Kick it off a cliff
- Find a muse and copy them!
- Build social proof
- Experiment
- Have fun!

OPPORTUNITIES TO *shine*

NOOSA



Jetstar

Google



Visit Noosa
Published by

Discover the allure of Lucio's Marina – where every dish is a masterpiece and every moment is a celebration! 🍷🍹 With a riverside cocktail lounge and a seafood selection that wows, this is Noosa dining at its finest 🍽️🌊

Experience Noosa
Noosa dining at its fine... [Learn more](#)

At Lucio's Marina
A modern take on the cl... [Learn more](#)

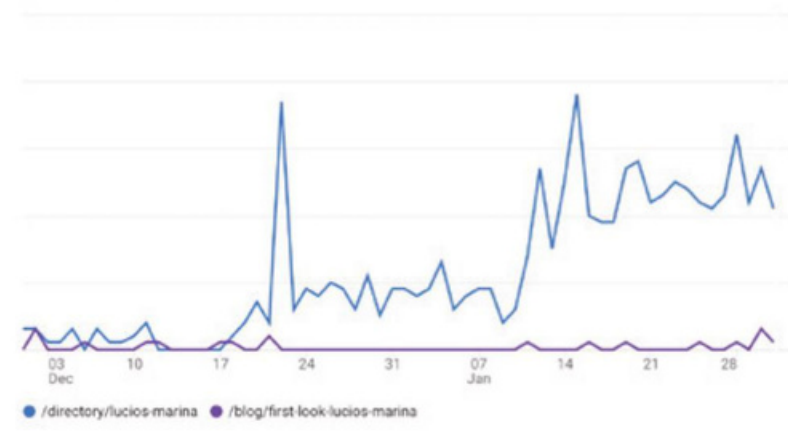
Situ Noa
Expe

See Insights and Ads [Boost post](#)

71 likes 6 comments 2 shares

557 LEADS
2.9% CLICK THRU RATE
9K REACH

Views by Page path and screen class over time



Visit Noosa
Published by

Join the movement to ditch single-use and embrace the beauty of sustainability with Pottery for the Planet! 🌱

Handmade with love, their unique cups and bowls save over 10 million disposable cups from landfill yearly. Every purchase supports positive change, making a difference one gorgeous piece at a time 🍵💚

Experience Noosa
Making a difference on... [Learn more](#)

Handcrafted Treasures
Helping to eradicate pla... [Learn more](#)

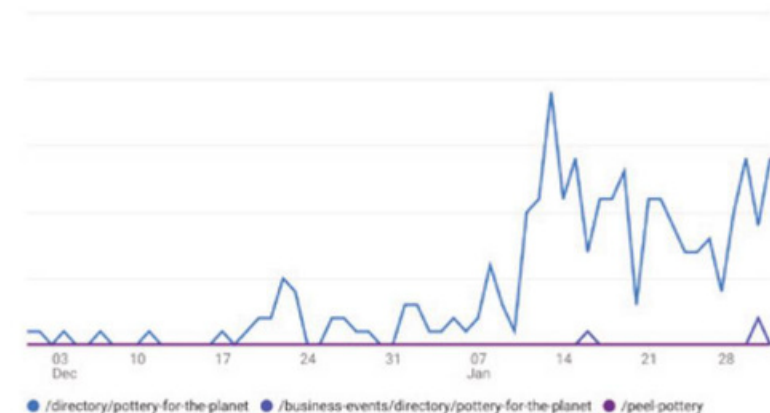
Help Plan
One

See Insights and Ads [Boost post](#)

38 likes 1 comment

462 LEADS
2.2% CLICK THRU RATE
12K REACH

Views by Page path and screen class over time



Visit Noosa
Published by

Cheers to good times at Heads of Noosa 🍷🍺 Nestled in Noosaville's industrial hub, it's your haven for craft beers, delectable seasonal bites, and Friday vibes.

Open Wed-Sun from 11am. Tag your crew and make it a brew-tiful day! 🍻

Experience Noosa
Tag your crew and mak... [Learn more](#)

Craft Excellence
In Every Sip [Learn more](#)

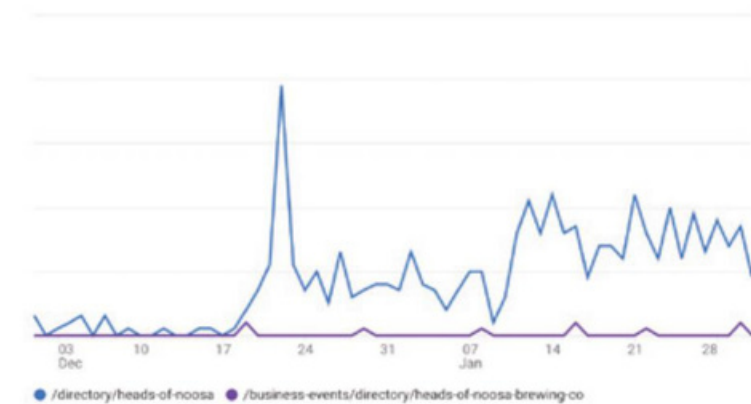
Dis
Noc
Loc

See Insights and Ads [Boost post](#)

33 likes 6 comments 2 shares

405 LEADS
2.89% CLICK THRU
9K REACH

Views by Page path and screen class over time



Visit Noosa
Published by

Savour Middle Eastern flavours at a secret diner in Sunshine Beach, Noosa 🌿

This Summer, enjoy the intimacy of just 14 seats at Humble on Duke – book ahead or grab a spot at their walk-in tables every Thursday, Friday, Saturday & Monday from 5pm.

Humble on Duke
Experience a Middle Ea... [Learn more](#)

Noosa's Best-Kept Culinary Secret
Located on Sunshine B... [Learn more](#)

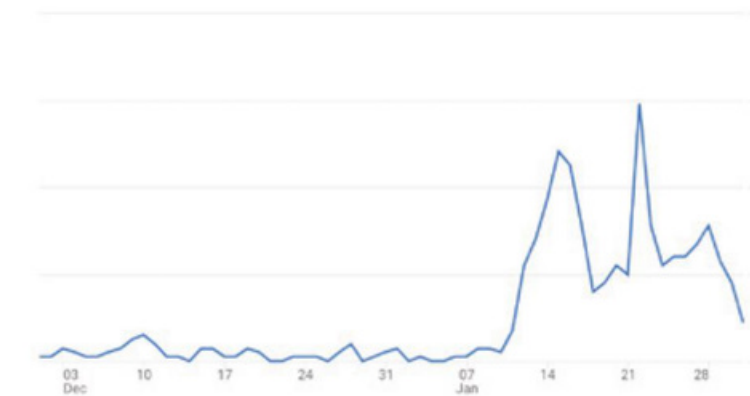
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Desi

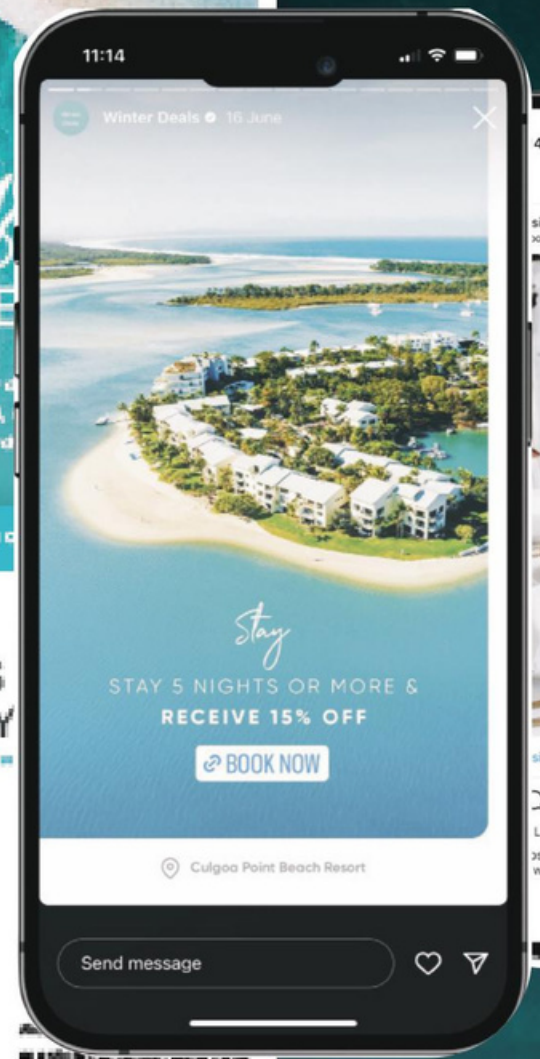
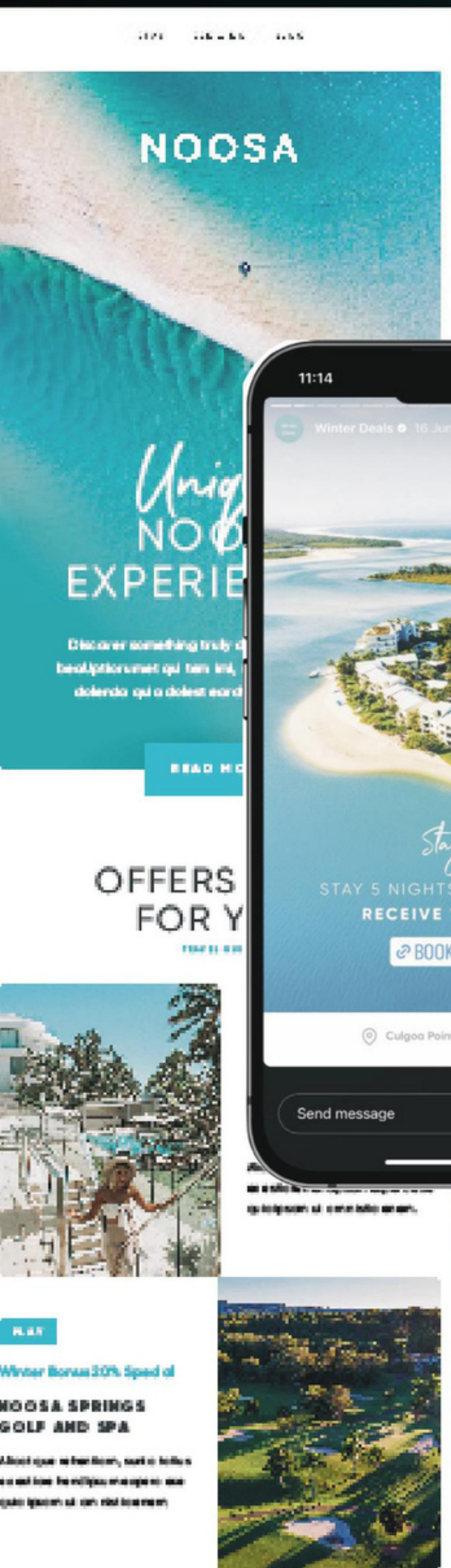
See Insights and Ads [Boost post](#)

14 likes

1,834 LEADS
5.54% CLICK THRU
8.9K REACH

Views by Page path and screen class over time





VISIT *Noosa*

Uniting Noosa explorers, food lovers & serenity seekers

WEBSITE	FOLLOWERS	SUBSCRIBERS
2M+	196K	50K

An aerial photograph of a coastline. On the left, a sandy beach meets the ocean. The water is a vibrant turquoise color, with white foam from waves washing onto the shore. Several people are visible in the water, some swimming and one person on a surfboard. The overall scene is bright and scenic.

thankyou.

TOURISM
NOOSA

STAGE 2 - PLANNING



JENNY LAWSON SUCCESSFUL GRANTS





Ripe and Grant Ready

Getting set for tourism grants

Jenny Lawson

20 February, 2024

Australia-wide, with a focus on local

- Business grants
- Community grants
- Awards





1. Find the right grant

2. Get grant ready

3. Submit a competitive application

1. Finding the right grant

Grants may open annually, or maybe only once ever

Grants take between 3 to 5 months to be announced

You cannot commence your spend until the grant is announced

You need to do what you said you were going to do(!)

All grants are highly competitive

You will need to "acquit" the grant

1. Finding the right grant

- Local, state or national
- Micro, SMEs
- Industry– food and beverage, ag, tourism
- Marketing, website, infrastructure, increasing capability, transport, accessibility, export
- Entrepreneurial, innovation

Sunshine Coast Council Funding Finder (Grant Guru)

<https://sunshinecoast.grantguru.com.au/>

The screenshot shows the Sunshine Coast Council Funding Finder website. At the top left is the Sunshine Coast Council logo. To its right is the text "Funding Finder". Further right, it says "Search over 1,208 grants worth \$69.9B" followed by a search input field with a magnifying glass icon. Below this is a navigation bar with links for "Search", "Funding Tips", "Business Help", "Community Help", and "★ MyGrantSpace". The main content area features a large aerial photograph of a coastal town. Overlaid on this is a "Search Grants" section with a dropdown menu set to "Business", a search input field containing the text "Keyword e.g. agriculture, manufacturing, innovation", and a "Search" button. At the bottom of the search section, there is a red banner that reads "BUSHFIRE, DROUGHT AND DISASTER FUNDING" with a fire icon.

Sunshine Coast Council Funding Finder (Grant Guru)

Filter

[Clear all filters](#)

⌵ **Category**

⌵ **Location**

⌵ **Activity**

⌵ **Industry**

⌵ **Status**

⌶ **Keyword search**

Search

Tourism and ag search

10 grants worth \$10M

Sort **Relevance** ↓

Business

Search: tourism ×

AU: NAT ×

AU: QLD ×

Agriculture ×

Tourism ×

Open ×

Tips!

Keyword only: Using a keyword means you might be missing things relevant to you, that use a similar, but different word. Try using some filter categories instead.

Industries: We suggest you include "General - Non-Industry Specific" too. You might be missing grants!

First Nations Tourism Mentoring Program

This program aims to strengthen the economic participation of First Nations people in the Australian tourism industry and support First Nations tourism businesses to take advantage of the growing interest and demand from domestic and international visitors.

Status ● **Open**

Where AU: National

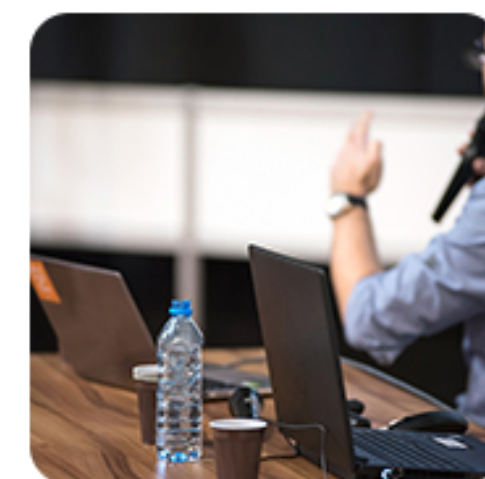
Difficulty **D.I.Y.**

Pool \$10M

Who 2 Activities 1 Industries

Notice 28 days ago 17 Jan 2024

★ Remove from **My favourites** ★ 0



Arts Queensland – Grow Cultural Tourism Fund

This program aims to enable the growth of arts and cultural events and experiences across the state by strengthening the local arts sector's capacity and activating communities to achieve the state's vision of establishing Queensland as an iconic cultural tourism destination – a place visited for its arts, culture, and heritage.

Status ● **Closes in 13 days** 2024-Feb-29

Where All: Queensland

Max \$80,000

Who 1 Activities 1 Industries 2 Sectors



Tourism Grants

- 1. Accessible Tourism Elevate Fund - \$5k Starter, \$250k Project.**
Closed Dec 23.
- 2. Coles Nurture Fund – \$0.5m, closes 23/2/24.**
- 3. Building Bush Tourism Program - \$50k - \$200k.** Closed early Feb.
- 4. Boosting Accessible Tourism Experiences - \$15k (Pelican Boat Hire, Tranquil Park, BeachTree Distilling)**
- 5. Growing Future Tourism, Rd 2 soon, \$1m-\$4m**
- 6. Other -TEQ, Export, Ag (RED)**

2 Grant Readiness



2 Grant Readiness

Typical documents



Project- clearly defined (Project Plan)



Project budget, quotes (1 to 3)



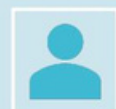
Business Financials – past 2 to 3 FY



Business Plan, updated



ASIC/Trust documents



Organisation chart



Policies and Procedures

2 Grant
Readiness

Secondary
documents

Employee head count/FTE

Bank details (for payment or LOC info)

Bios (short biography)

Photos –team, equipment, project

Logo

SM info – FB, Insta, LinkedIn

Others...



3. Competitive applications

What do you have to do to win?



Grant tips and tricks



Have your attachments ready - Business Plan, Quotes, Financials.

- **Read the guidelines** -again and again
- **Define your eligibility** – organisation, project and budget items.
- **Describe your business** with clarity
- **Define your project** –timeline & budget
- **Allow time** – 3 weeks minimum
- **Use the funder's words**
- **Answer the question!** What they want, not what you want to say
- **Watch the word/character count** – use a word document
- **Get to know the grant portal**

Thank you

Questions?

www.successfulgrants.com.au

0418 884 264
Jenny Lawson

 Successful
Grants **and Awards**



Helping your business to
secure funding and win awards

ZOE SPARKS SPECTACULAR EVENTS

THE MEET & MAKERS
Food & Agribusiness Network
SUNSHINE COAST

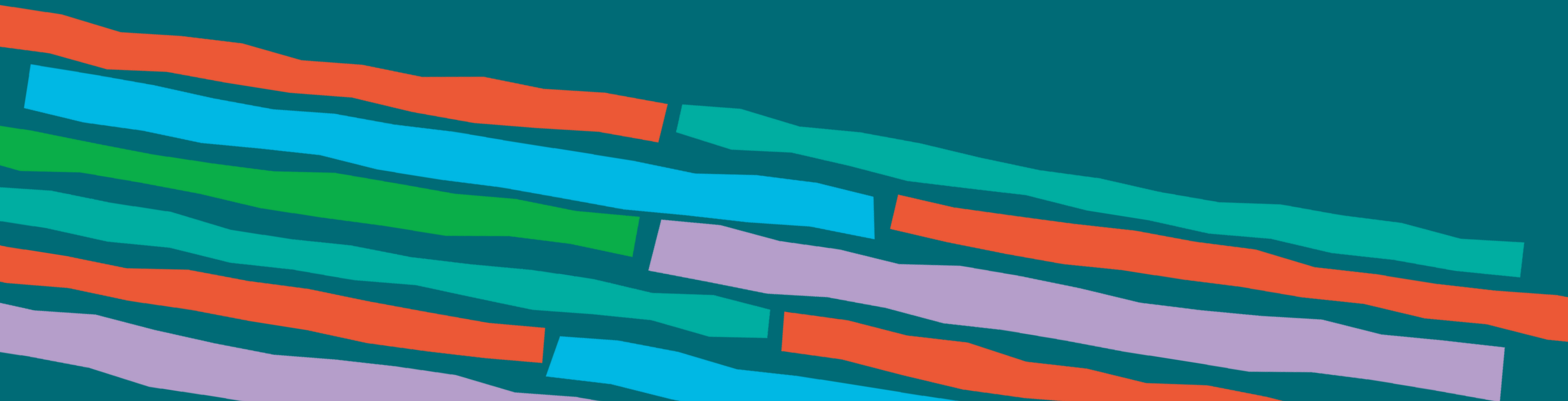
ENTREE - MARKET BISTRO
Local stracciatella, sweet & sour pickled mountain top mushrooms, croutons, parsley
Walkers seafood tuna, whipped soy, crushed peas, mint, pickled chilli

MAIN - BOTTARGA RESTAURANT
Peachester farm braised Lamb shoulder, Jerusalem artichoke puree, quinoa pangratatto, hazelnut and salsa verde
Walker seafood grilled swordfish, roasted capsicum butter sauce, herb salad, baby caper vinaigrette
Alternate drop

MARKET BISTRO
BOTTARGA RESTAURANT
SunCentral

MORNING TEA

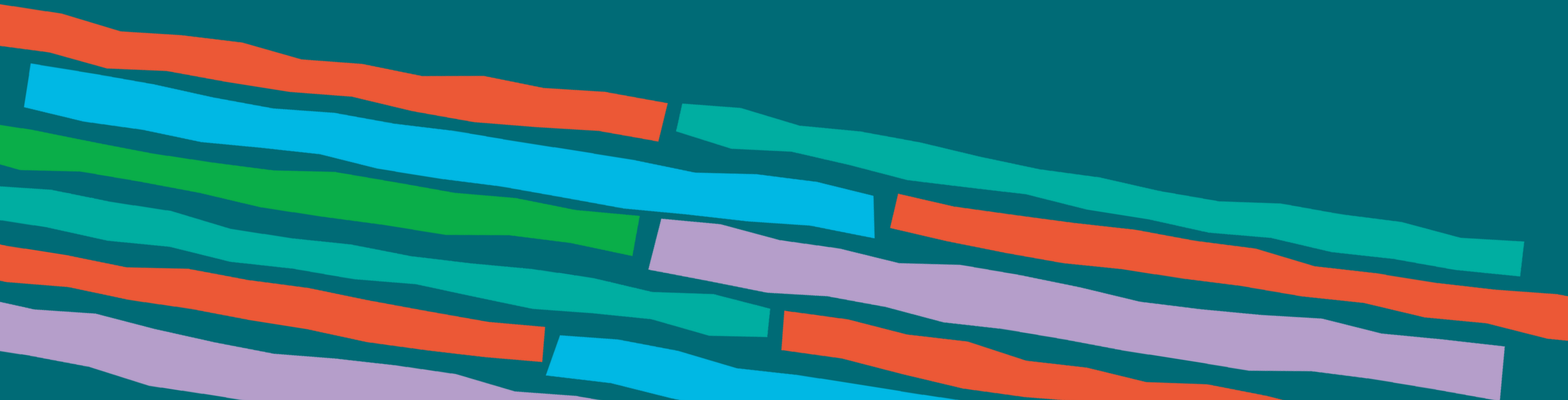
11.40-12.00



STAGE 3 - BOOKING



ANDREW FAIRBAIRN VISIT SUNSHINE COAST

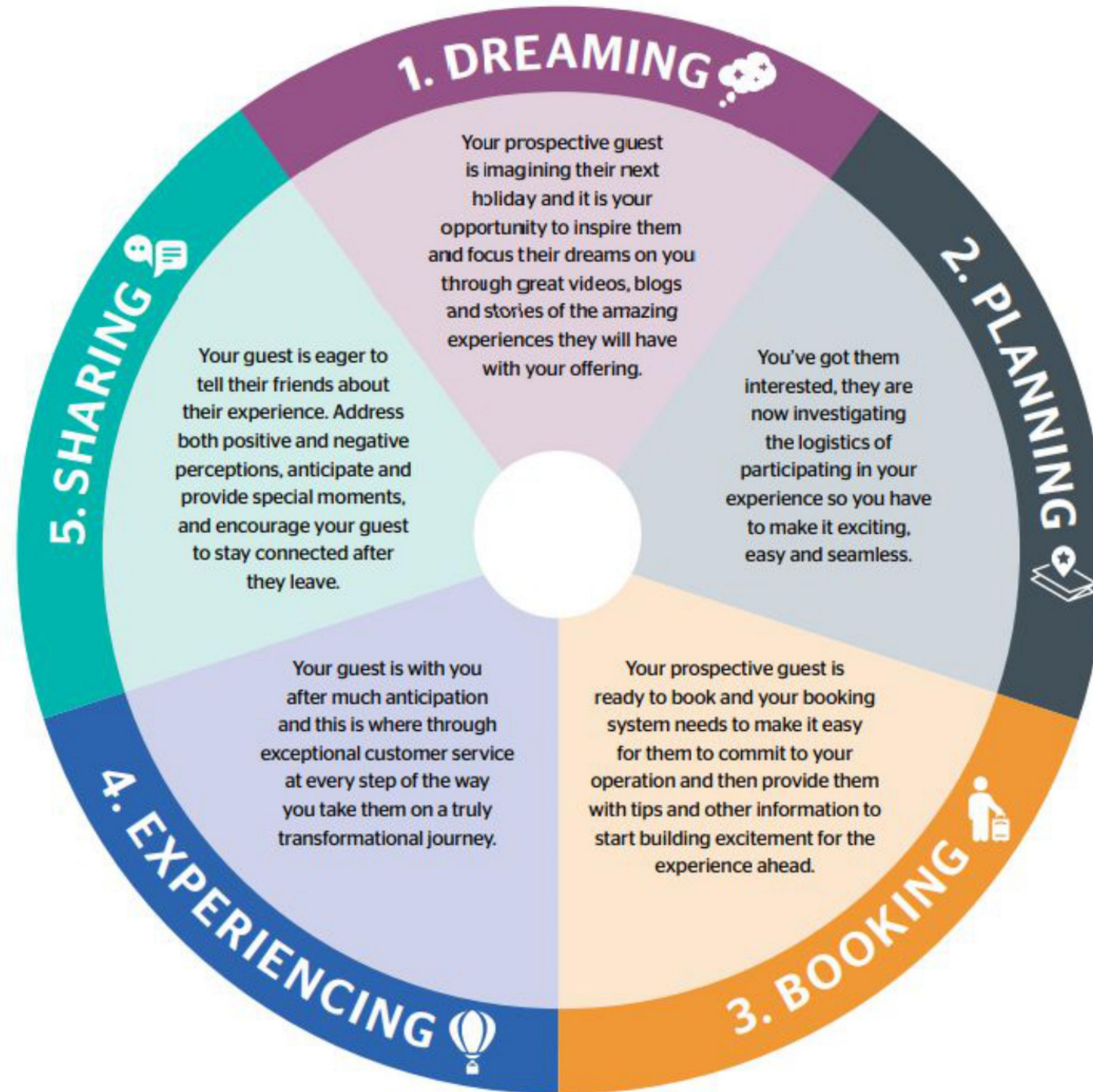


Visit
*Sunshine
Coast*

Ripe & ready for bookings



Stage 3 - Booking



Sunshine Coast UTEG



Scan to download
the full report!

Commit and anticipate

Booking is commitment!

The potential guest has chosen your business and becomes your confirmed guest.

- ✓ The booking process needs to be **as easy as possible** and in the **guest's channel of choice**.
- ✓ This is also the stage where you should confirm the booking, **share key information to plan for the day/experience**, and help guests **anticipate the emotions** the experience will deliver.
- ✓ A good booking process and clear information help reinforce for your guests that **they have made the right choice**.



Key considerations



1. How **simple and easy** can you make the booking process in your guest's platform via their **channel of choice** (e.g. **website, mobile phone**) and, **preferred payment** mechanism and currency?
2. Do you **confirm the booking**? How do you enable, respond to, and confirm special requests?
3. How do you ensure guests know **what to expect** or bring on the day/experience?
4. How do you continue to build **anticipation**? (Emotion) Pre arrival message? SMS?
5. How do you link in with **other local experiences** and start to build a sense of community?

Address the basic core expectations



- ✓ **Website basics:** ensure your website is tasteful and attractive, makes use of imagery, and is optimised for multiple platforms and search engines, relevant to your target markets.
- ✓ **Take note of the tone of voice used in your website:** it sets guests' expectations for what you offer. Make sure it's welcoming and appropriate to your experience.
- ✓ **Make it easy:** to find information about your experience and any options you offer.
- ✓ **Address your guests' potential concerns:** (health, safety, language, comfort, flexibility, cancellation, dietary, physical, environmental impact) and how you alleviate these.

Address the basic core expectations

- ✓ **Know your guests' payment platforms:** (e.g Apple Pay, Credit Card) and provide appropriate currency conversion for guests to easily convert to home currency.
- ✓ **FAQ's:** ensure your website answers the most frequent questions guests including refund, cancellation and change policies and respond to guest questions and feedback through all channels.
- ✓ **Mind other channels:** most guests will book through your website, but some may reach out to you via social media or email to book. Ensure you respond to these in a timely manner.



Distribution channels (simplified!)

Indirect

Metasearch



OTA



Wholesalers



Direct

Your website



Booking engine



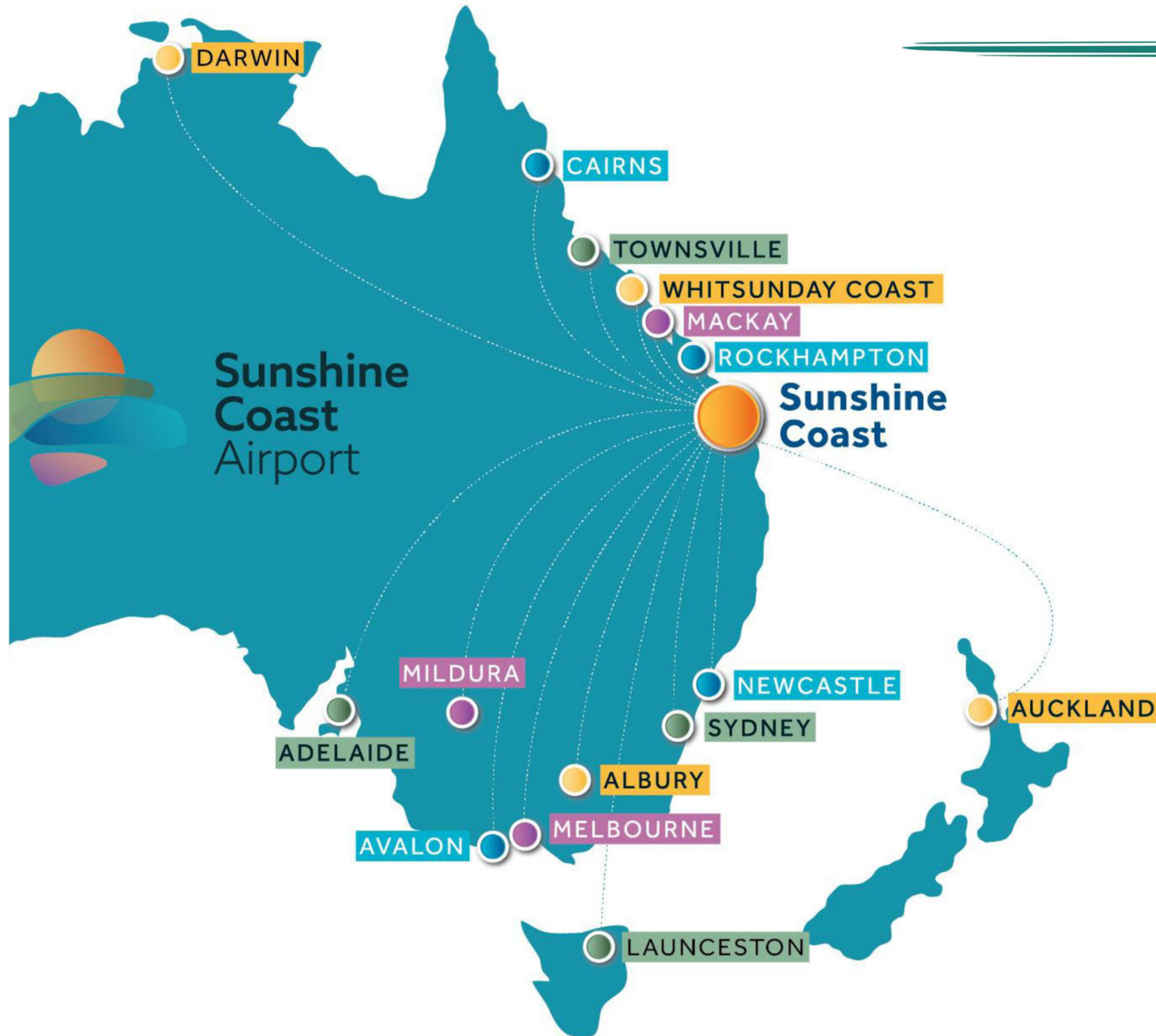
Social media



Enquiry



Why being trade ready is vital



- ✓ Our Sunshine Coast Airport is now servicing 15 destinations
- ✓ Arrivals in/out of the airport are growing!
- ✓ Intrastate vs Interstate
- ✓ Targeting new customers can be \$\$\$\$
- ✓ Working with trade partners is cost effective
- ✓ Commission can vary from 10% - 30%
- ✓ Commission is only paid on actualized bookings v's paying upfront for advertising
- ✓ Billboard effect!

Appeal to your guests emotions

Your booking confirmation can start to build anticipation!

- ✓ **Share your story:** use the confirmation email as a way of sharing more about your business, your story, your passion and values.
- ✓ **Use imagery:** build anticipation for their experience with you through imagery, stories, blogs – either within the confirmation email or a link from the email.
- ✓ **Connect your guests to ‘your local’:** your guest’s holiday will be enriched if they feel part of your community – connect your guest to local events or other local businesses, be personable, share stories of other local operators they might want to explore.



Keep it simple – reduce the scroll!

07 5445 2979 274 TANAWHA TOURIST DRIVE, SUNSHINE COAST

HOME VISIT EXPERIENCES GROUP BOOKINGS ABOUT CONTACT BUY TICKETS




Where funtastic memories are MAZEd!

We recommend booking ahead for weekends and school holidays


Add Promo Code 5OFF to get 5% off General Admission Prices Online

×



← **Amaze World All-Day Tickets**

Entry to our aMAZEing venue during our opening hours. [Read more](#)

Select a date 

FEB 2024

Today	Fri 9	Sat 10	Sun 11	Mon 12
-------	----------	-----------	-----------	-----------

Select a time

12:30 pm	1:00 pm	2:30 pm
3:00 pm	3:30 pm	

Keep it simple – reduce the scroll!

Opening times today: 9am - 3pm (Last entry at 2pm) | Newsletter Sign Up | Schools | Accessibility | Responsible Business | News

SEA LIFE
Sunshine Coast

Tickets & Passes | What's Inside | Plan Your Day | Conservation | **Book Now**

For a limited time only!
ANNUAL PASS ON SALE NOW

Buy Now

Popular Tickets
Save up to 25% when booking online in advance

Annual Passes
Visit again and again all year!

Amazing Experiences
Upgrade your visit with a VIP experience

Know Before You Go
Did you know we're cashless? To have the true VIP experience, there are a few things you need to know

Have a Question?

How do I know its working

Your website is working better:

- ✓ Increased website traffic: your web hosting service should be able to provide you with metrics on traffic.
- ✓ Increased enquiries through web, social, phone, etc. channels.
- ✓ Ask your guests when they book: how did you find out about us?

Your experiences are resonating with guests:

- ✓ Ask your guests for feedback at the end of their experience with you.
- ✓ Listen to unsolicited feedback.
- ✓ Monitor social media and travel platform reviews.



Andrew's Easy picking

100% FREE



How ATDW works



Register on
ATDW Online



Create
ATDW listing



Online
travel agents



australia.com

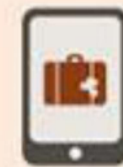


Local
councils

Listing appears
on several websites



Wine
associations



Tourism
associations



Seen by consumers
in Australia and
around the world

An aerial photograph of a rugged coastline. The top half shows dark, layered rock formations meeting the sea. The water is a vibrant turquoise color, with white foam from waves crashing against the rocks. A narrow, sandy beach is visible on the right side. The bottom half of the image is dominated by the text overlay.

Visit
*Sunshine
Coast*

Audience Segmentation Overview

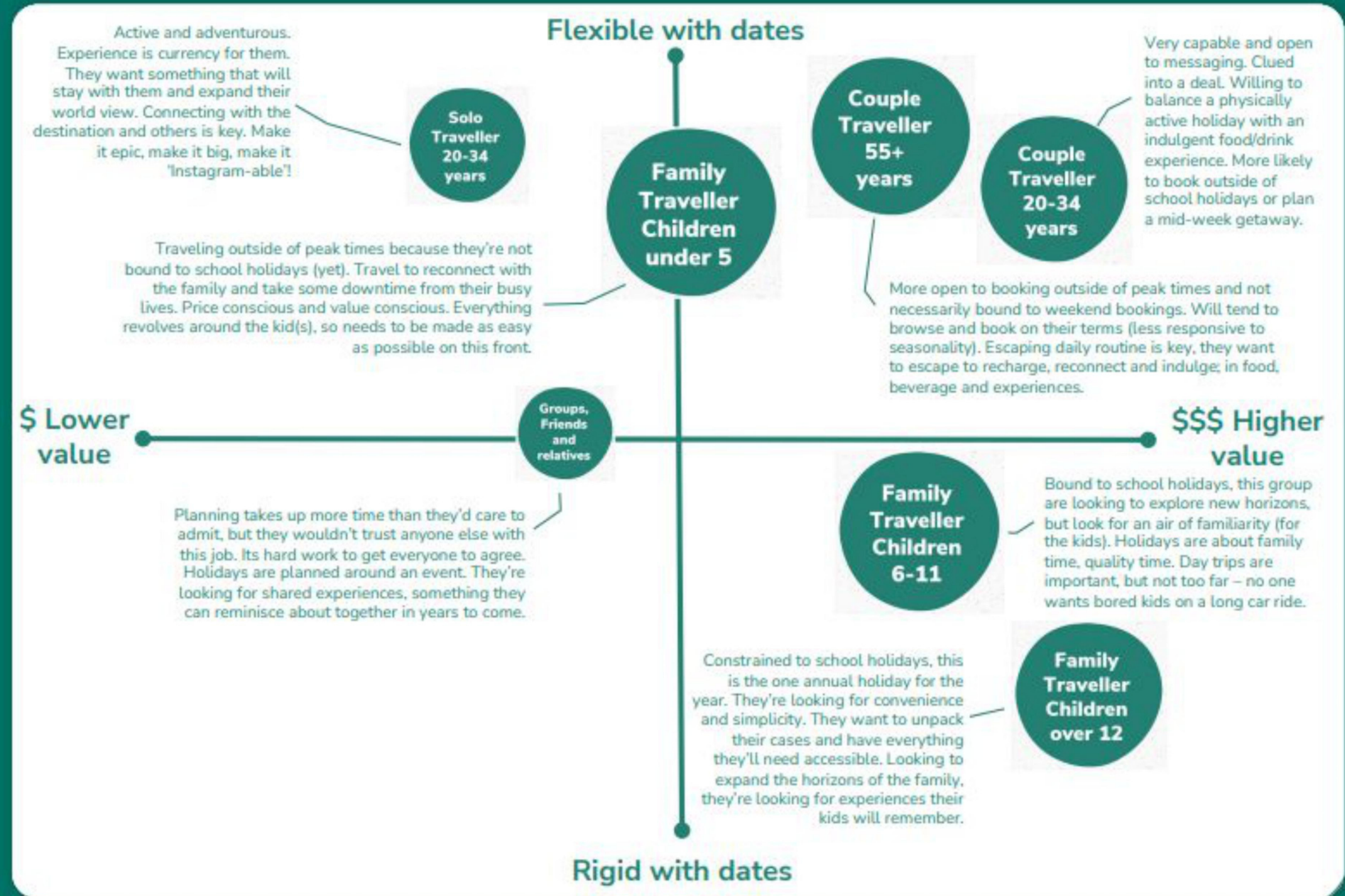
Segment Opportunity

Top left hand quadrant is where significant offpeak growth opportunity lies – flexibility crucial, plus high value potential.

Value of each segment determined by relative average spend per trip
(source: TRA 2023)

Date flexibility determined by lifestyle, work and family situation.

Size of bubble reflective of intention to travel domestically in next 3-6 months
(source: Roy Morgan 2023).



Couple Traveller 55+

Helix Personas of interest: 101 Bluechips, 102 Smart Money, 404 Lifestyle seekers

COLLEEN & JIM

Bio: Colleen and Jim like long walks on the beach (without the crowds and kids!) They are in no rush to get home, and are already dreaming of their next holiday. Will travel for a gourmet pie, but not too far, because they need to be home in time to watch Better Homes & Gardens. Slow travel is important for them, as is getting good bang for their buck. They like to immerse themselves in the local culture, and will always drop in to see the kids along the way.



Overview

- Age: 55+
- Visiting from: Regional QLD, NSW & VIC
- Couple Traveller

Lead Triggers

- Time of year
- Ease of travel
- Value for money
- VFR
- Cultural experiences

Opportunities

- Longer stays
- Prepared to go off the beaten track
- Plan a holiday while on holiday
- Travel outside school holidays or midweek

How to communicate

- No-nonsense
- Socially conscious but conservative
- Hard working
- Traditional values

Barriers to travel

- Pressure to decide
- Complexity of offer
- Loud or noisy presentations

SEGMENT SIZE: 7.5M
PRIORITY #1

#healthandwellness #foodie #recharge
#conservation #softadventure

Media Preference

Online	● ● ● ●
Regional Newspapers	● ● ● ●
ABC (shows & news)	● ● ● ●
Commerical TV (Better Homes & Gardens)	● ● ● ●

Media Mix



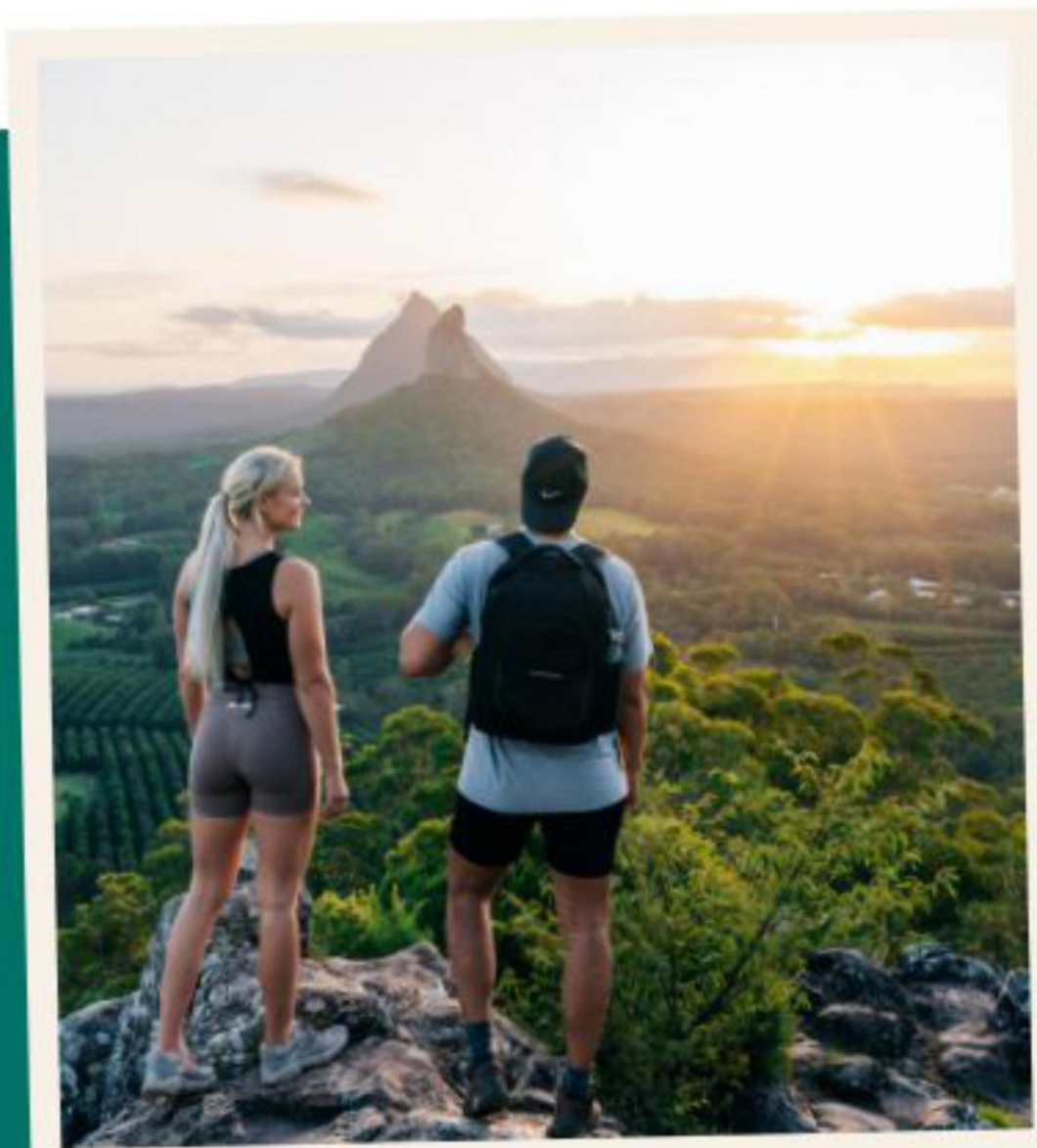
Couple Traveller 20-34

Helix Personas of interest: 109 Humanitarians , 407 House proud

SARAH AND JACK

Bio: Work hard play harder! Chasing that dream! Click the follow button to be a part of our journey 🏔️🌅🍷.

Sarah works in Marketing **and** has a travel inspiration instagram and blog. Jack works in Finance, he's a really good Instagram boyfriend.



Overview

- Age: 20-34
- Visiting from : Syd, Melb & Bris
- Couple Traveller

Lead Triggers

- Outdoor activities
- Once in a lifetime
- Cultural experiences
- Photo opps
- Special offers / value

Opportunities

- Inspiration content mixed with personal recommendations to expand their horizons
- Clued into a deal
- Balance a physically active holiday with indulgent food/drink
- Travel outside school holidays or midweek

How to communicate

- Optimistic
- Values socially responsible brands
- Follows trends
- Big aspirations

Barriers to travel

- Unjustified high prices
- Lack of sustainability
- School holidays and bad service

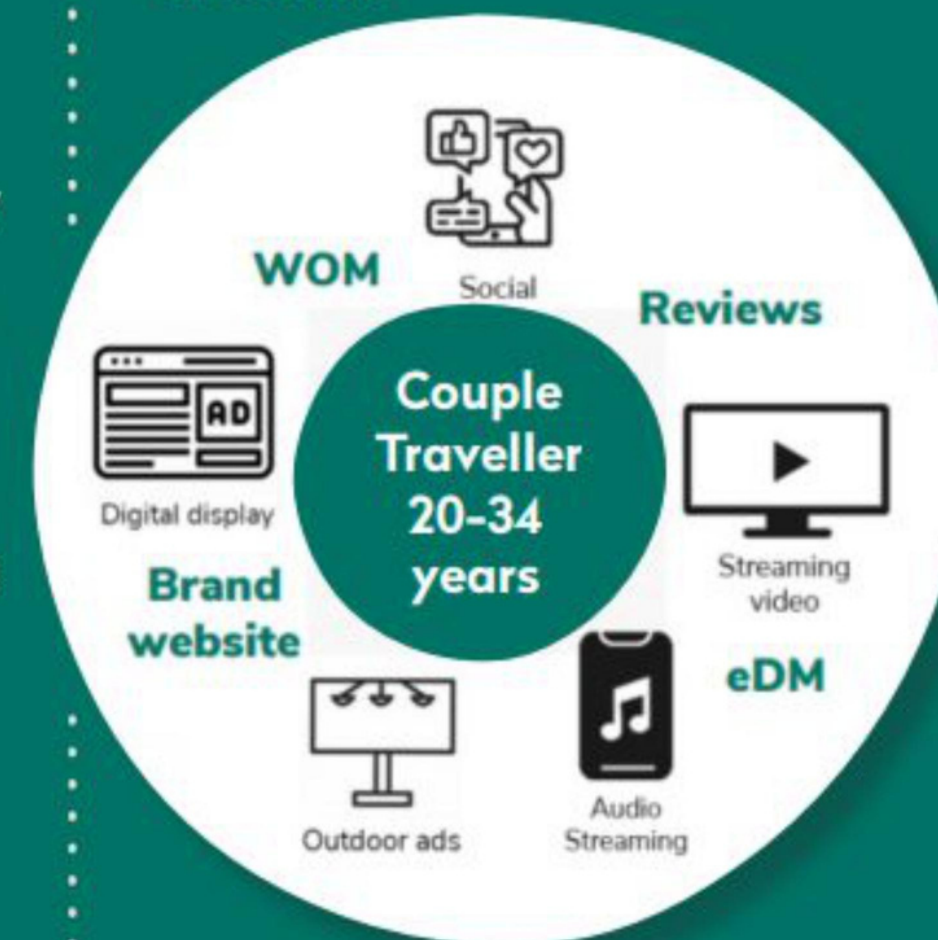
SEGMENT SIZE: 2.5M
PRIORITY #2

#travel #sports #culture
#sustainability #foodie

Media Preference

Online Magazines (i.e. Gourmet Traveller)	● ● ● ●
National Papers	● ● ● ●
ABC	● ● ● ●

Media Mix





Scan to download
the full report!



Thank you

Visit
*Sunshine
Coast*

STAGE 4 - EXPERIENCING

JOSH DONOHUE - CREATIVE TOURS





TRANSFORMATIONAL EXPERIENCES



Transformation – A process of profound and radical change

Transformational experiences – Those that challenge a person's assumptions, preconceptions, beliefs and values, affecting how they understand themselves, others and the world.

Transformational travel experiences – Intentionally travelling to stretch, learn and grow into new ways of being and engaging with the world.



EXPERIENCE DEVELOPMENT

STORYTELLING

**DELIVERING YOUR
EXPERIENCE**



EXPERIENCE DEVELOPMENT

**What do customers want?
Who is the target market?**



Agritourism – the opportunity

AUSTRALIA

\$11.2B

VALUE OF
AGRITOURISM
IN AUSTRALIA



\$18.6B

EXPECTED WORTH
OF AGRITOURISM
BY 2030



BAROSSA
VIC SPA COUNTRY
SOUTH WEST WA
HIGHEST % OF VISITORS
WITH DIRECT
AGRITOURISM
EXPERIENCES



**FARM
TOURS**

MOST POPULAR
AGRITOURISM
EXPERIENCE



2.1m

DOMESTIC OVERNIGHT
VISITORS TO
FARM/FARM GATES
IN 2021

Agritourism – the opportunity

Collectively, the region boasts an impressive array of food and agritourism credentials

900

Farm & producers

24

Food & beverage tours

18

Food events

400

Food tourism experiences

6

Food precincts

740

Restaurants

22

Craft breweries

Who's our target audience?

Curious Foodie Seeker

Couples aged 20-34 and 55+ who are:

- Interested in unique and authentic culinary or agri experiences with a local connection
- Conscious of the environment and social impacts of their travel
- Hand-on experience are sought after eg cheese making and cooking schools
- Prioritises destinations that align with their values of sustainability and responsible travel
- Seek physical, emotional and spiritual wellbeing through experiences
- A willingness to spend more on dining and culinary experiences which highlight a local connection.

Note – Families are a secondary target audience.

EXPERIENCE DEVELOPMENT

IMMERSIVE EXPERIENCES

Touch/taste/smell/blend/make

SEASONAL EXPERIENCES

Pick your own / Give them a job /

*Luxury & regular experiences

MEET YOU/STAFF/PEOPLE

Your story is key



EXPERIENCE DEVELOPMENT

SUSTAINABILITY

Include in your story / experience

ACCESSIBILITY

**Consider during planning /
consult industry experts**

COLLABORATION

Multi experience venue / events



EXPERIENCE DEVELOPMENT

EXAMPLE

CANEFIELDS DISTILLERY







FIND YOUR STORYTELLER



WHO DOES THIS BEST?

HOW WILL YOU SHARE YOUR STORY?

HOW WILL CUSTOMER ENGAGE WITH IT?



PERSONAL CONNECTION TO STORIES

DRAW ON YOUR PASSION & VALUES

MAKE IT AUTHENTIC

AMPLIFY YOUR USP



POWER OF STORYTELLING

DEEPER CONNECTION WITH CUSTOMER

RETELLING OF STORY = REPEAT BUSINESS

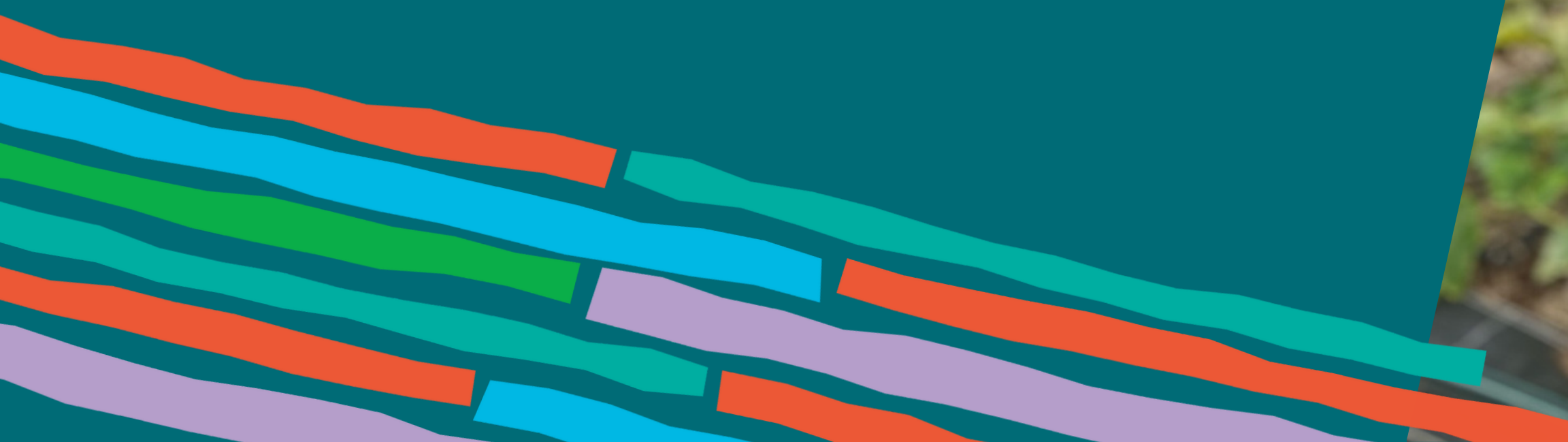


DELIVERING YOUR EXPERIENCE

**FROM ARRIVAL TO
DEPARTURE AND BEYOND**



CUSTOMER SERVICE
IS KEY



BOOKING
COMMUNICATION
DELIVERY
FOLLOW UP



CREATE MEMORABLE MOMENTS







CELEBRATE MATESHIP



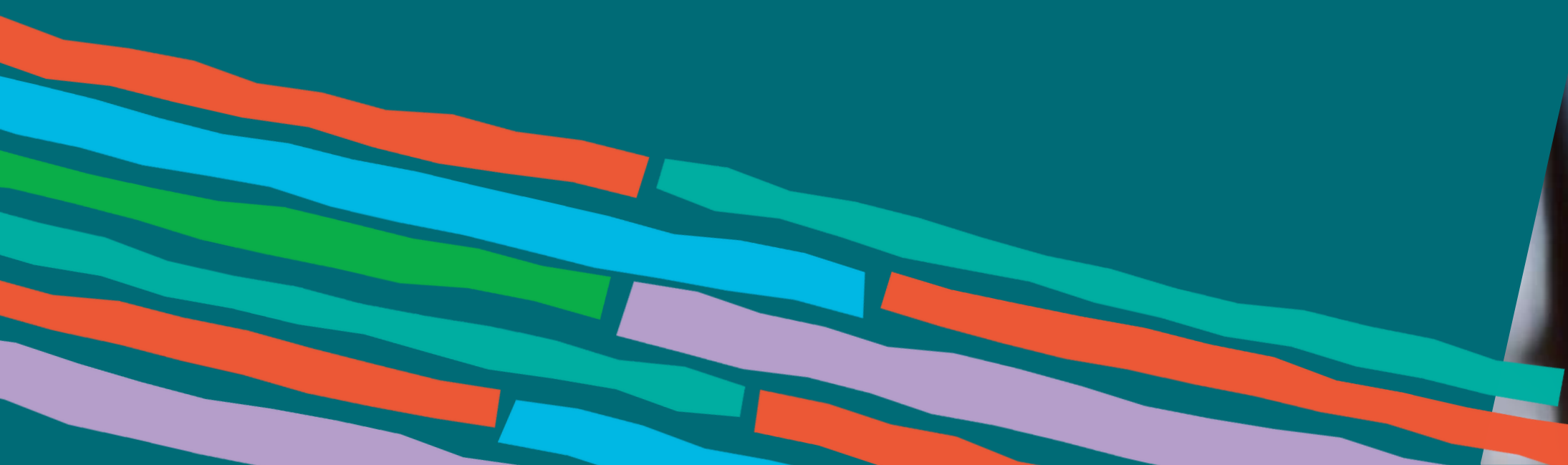




PROJECT

CRAFTED

**Transformational Experience
Self Assessment**



LUNCH

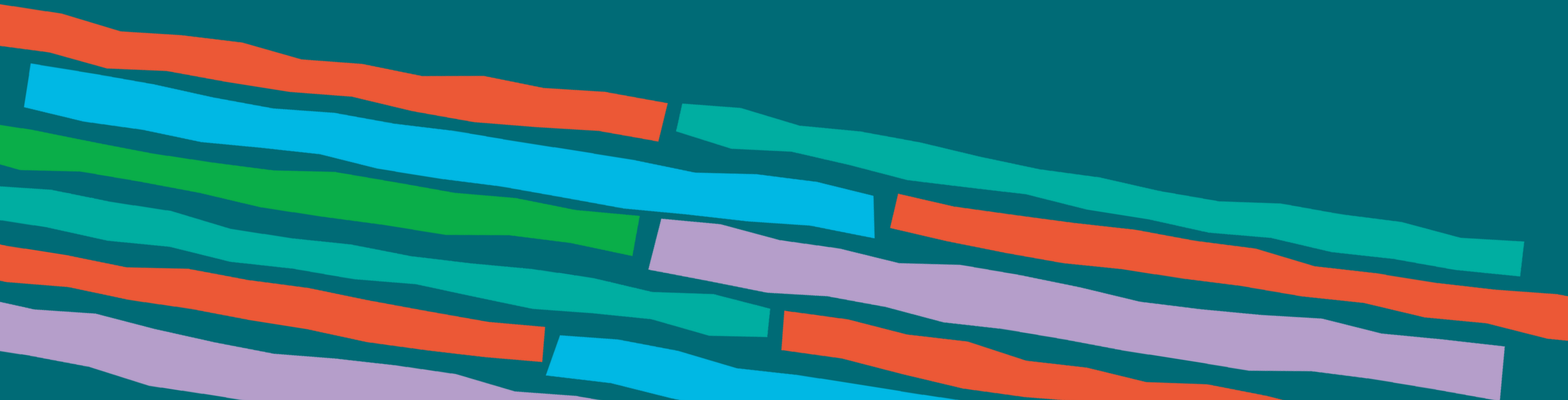
1.00-1.30

(SHARP)

STAGE 5 SHARING



JENNIFER SWAINE
THE COMMS PEOPLE





PR | PUBLIC SPEAKING

SHARING



SHARING YOUR STORY/NEWS

- Are you truly harnessing the power of good content and communications?
- Is your content engaging the right audiences?
- Does your content and communications ladder up to your mission and business goals?

Public relations has a role to play in communicating about your business BUT IT MUST BE NEWSWORTHY!

Some content will make great social posts but are not ideal for a media release - it's important to understand the difference

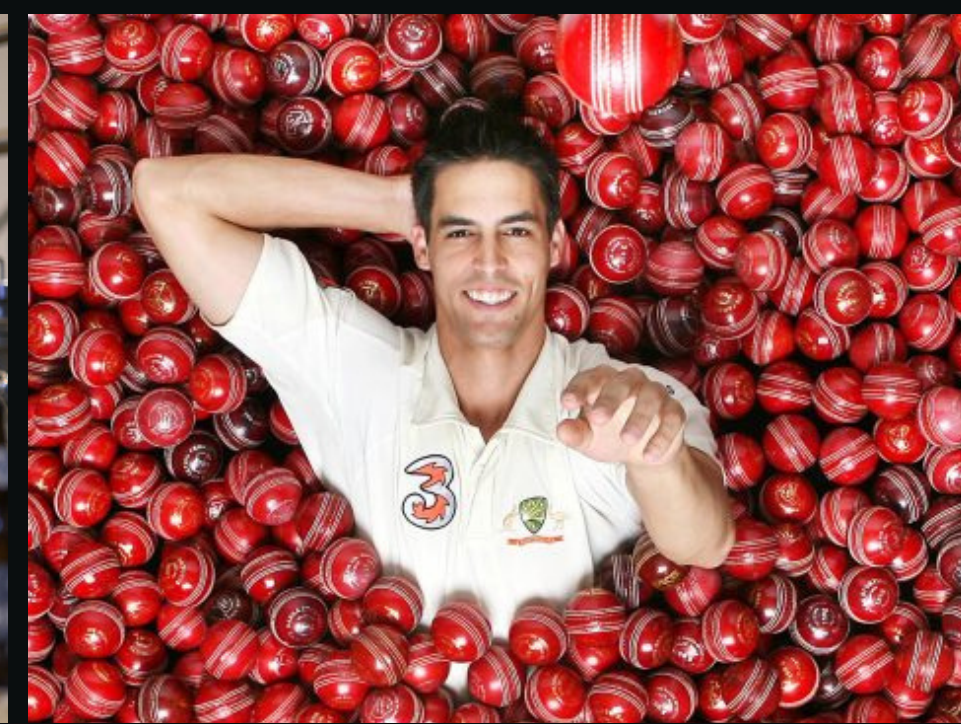






Media releases need to

- be newsworthy
- be succinct
- target the right journalists
- be accompanied by an editorial photo
- include a VNR for online publications and TV /streaming outlets (optional)
- use a killer headline
- label all images so the journos know who is who



PR

THE COMMS
PEOPLE



Checklist

- Editorial style still photography - will tell a story on its own
- Social media photography kept separate - save your media-use images for the media
- Video News Releases for broadcasters
- Social media reels and content (behind the scenes to support a media opp)
- Still imagery for social media
- Personal brand photography
- Award submission videos
- Image libraries and content banks - never stop building them
- Media releases
- Media feature stories
- Opinion pieces
- Segment your media lists



3 STEP APPROACH

Strategy

Storytelling

Share

PLAN ON A PAGE(S)

Understand your business goals and build a plan on a page



COPY | IMAGES | VIDEO

Think strategically about the content you are offering media, third party and owned channels in order to drive outcomes (not outputs).



PR | SOCIAL MEDIA

Syndicate content through earned media (PR), socials and owned channels.



IF THE STORY IS GOOD IT WILL GET A RUN

Jan 2024 - Oyster theft in Moreton Bay

- Over 12,000 oysters stolen
- Professional
- Happened for the second year

This was a GOOD story

- Newsworthy
- Mystery
- Theft



Image supplied by client - NOT editorial







Montville Coffee
Specialty Coffee Beans
★★★★★

Montville Coffee

Montville Coffee
Specialty Coffee Beans
★★★★★

Montville Coffee











PUBLIC SPEAKING



Practice make perfect!

- Say yes to every opportunity
- Start in small groups or on a panel
- Remember - you know your product/business better than anyone else
- Incorporate learnings - example Green Valley Finger Limes
- Your audience want you to succeed
- Know the stats about your business/industry - expertise
- Toastmasters can help
- Before / Currently / Future formula



WHERE TO
FROM HERE

FAN





Q&A



SURVEY





THANK YOU