

Introduction	2
Ride High Country Campaign	3
Campaign 2019-20	3
Above the Line Media – mass market media channels for broad engagement	3
Below the Line Media – targeted and personalised engagement	9
Cooperative Marketing Partnership – extending campaign reach and engagement	10
Ride High Country assets	11
Ride High Country Club	11
Mid-campaign summary	12
Ride High Country Digital Assets	13
Website	13
RHC Social Channels	14
Ride High Country Guide	20
Feast High Country Campaigns	20
Feast High Country Overview	20
Brewery Campaign	20
Agriculture Victoria funding submission	20
High Country Brewery Trail brochure	21
Food Campaign	22
Feast High Country Festival - New Strategic Approach	22
Event Strategy	22
2020 Feast High Country Festival	22
Feast High Country Social Channels	23
Walk High Country Campaign	26
Marketing Program	27
Walk High Country Digital Assets	27
Website	27
Social Channels	28
Industry and Product Development	31
Industry Development	31
Product Development	33
Human Capital Review Project	33
Ride High Country Signage Strategy	34
Agritourism Digital Platform	34
Lake Eildon Masterplan	35
Great Victorian Rail Trail Strategic Development Plan	36
Digital	36
Digital Upskilling Project	36
Digital skills survey	36

Individual mentoring sessions	37
Helpdesk services	37
Digital skills training program	37
Destination Websites	37
Mansfield/GVRT - web and social	38
Great Victorian Rail Trail social	43
See High Country	49
PR	49

1. Introduction

Tourism North East (TNE) is the regional tourism board for the High Country, charged with leading strategic supply and demand driven tourism initiatives that deliver strong outcomes to the local visitor economy. It operates across the key areas of regional marketing, industry development, infrastructure and product development, strategic planning, advocacy and research, and works collaboratively with a range of stakeholders to drive visitation, yield and dispersal throughout the High Country.

At the end of each quarter, TNE produces a report that provides an overview of all the regional activities that Mansfield Shire Council invests in, and key deliverables within that period.

In December 2019 we farewelled Amber Gardner, Chief Executive Officer, who admirably represented the region for over four years with her unique brand of passion, strategic insight and powerful lobbying skills. Amber will retain her relationship with TNE in her new role as Mt Hotham Resort Management CEO.

At the time of writing the region has been significantly impacted by extensive bushfires and our thoughts are with our business operators and communities. The fires have had a significant effect on 'business as usual' and many TNE activities, particularly marketing campaigns, have been postponed or cancelled for Q3. This will form the content of the third quarter report.

Following is the report for the second quarter of the 2019-20 financial year, October - December 2019.

2. Ride High Country Campaign

2.1. Campaign 2019-20

In Q2 the creative direction of the campaign was developed. A creative and innovative approach is considered essential to drive overall campaign results, magnifying impact and allowing the Ride High Country message to stand out in an increasingly cluttered market.

Key features of the creative brief included:

- Impactful, visually stimulating imagery with a strong brand presence
- Showcase the class leading attributes of the region (cycling infrastructure, auxiliary experiences and spectacular vistas)
- Leverage the target market's awareness of key High Country destinations
- Visually demonstrate (by imagery and strapline) that the High Country is 'Australia's Premier Cycling Destination.'

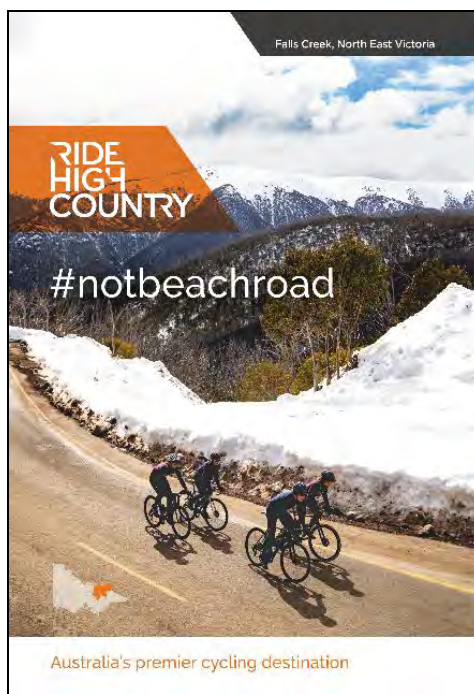
The resulting campaign creative has resulted in simple, impactful executions with strong imagery and a single identifiable strapline across all disciplines; 'Australia's premier cycling destination'. Based on consumer research separate messaging for segments has been consolidated into the single tagline.

The Ride High Country brand mark is featured prominently, ensuring brand awareness as the campaign matures, and destinations have been given greater exposure and focus with the inclusion of the destination tag, and regional representation using a map graphic.

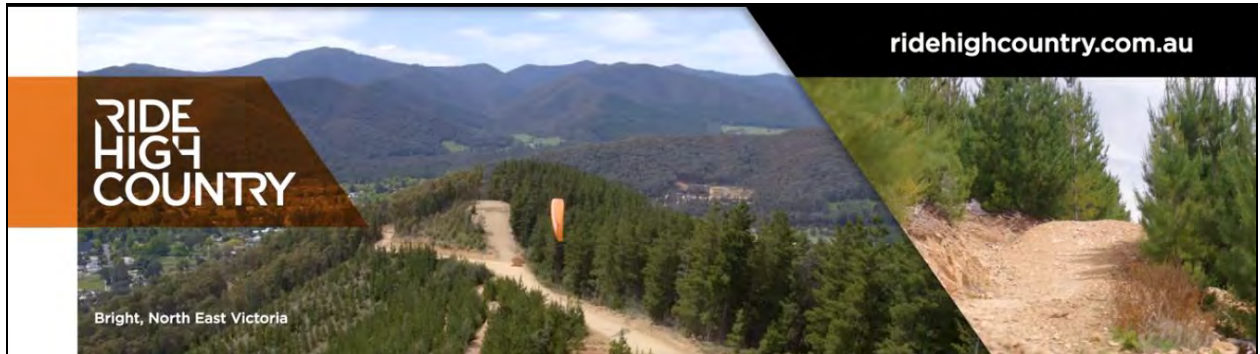
The campaign has been in market since July, and is consistently demonstrating high cut-through with target markets. Social media channels (reported separately) show high levels of engagement and growth. The following summarises the marketing activity for Q2.

a) Above the Line Media – mass market media channels for broad engagement

- Out of Home (OOH) – The quarter has seen 25 out of home, large or medium format billboards, bus shelters and bus backs in high-traffic, high-impact locations delivered with an additional 9 bonus placements, greatly extending the reach and impact of the campaign. A cheeky mini-campaign was run along Melbourne's popular cycling route, entitled '#notbeachroad'.



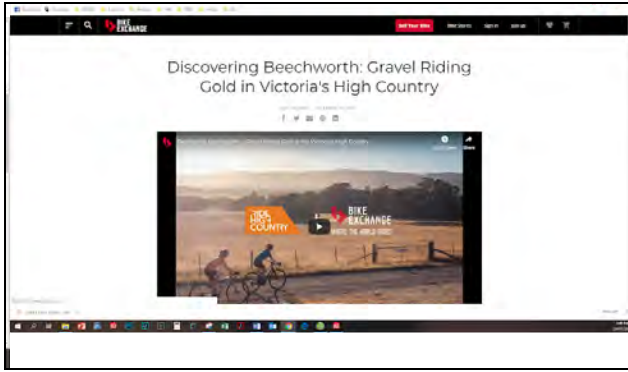
- Melbourne Airport Domination – This activation saw 8 separate large format digital video placements, plus one large format digital outdoor billboard located in both the Qantas and Multi Airline Terminals, giving Ride High Country significant exposure to domestic and international travellers, over the busy Christmas holiday period.



- TV - The Ride High Country TV commercial was aired across key programming including SBS's coverage of Le Tour de France in July, providing valuable exposure to a key cycling market.
- Content Sponsorships – A number of cycling publications Ride High Country sponsored editorial content (in combination with digital display advertising) reaching engaged audiences with high frequency. Treadlie Magazine ran a gravel editorial piece that featured Alpine, Towong and Indigo Shires from 1 October, with associated digital display ads. Bike Exchange also ran a gravel article, highlighting Beechworth and surrounds, which included video, photography and digital display. In November Cycling Tips featured a High Country Highlights section that included video and a top 10 list. The 'Ultimate High Country Getaway' competition, in partnership with FLOW MTB included editorial, videos and imagery.

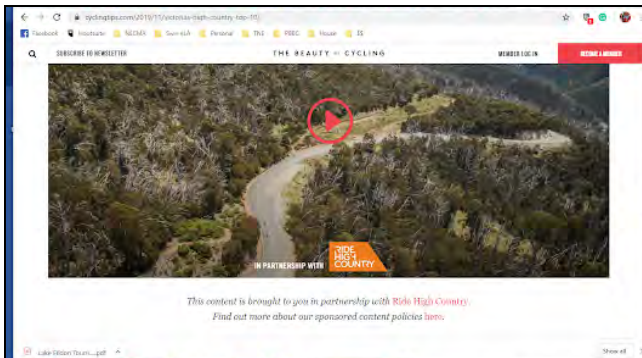
Bike Exchange

<https://www.bikeexchange.com.au/blog/discovering-beechworth-ride-high-country>



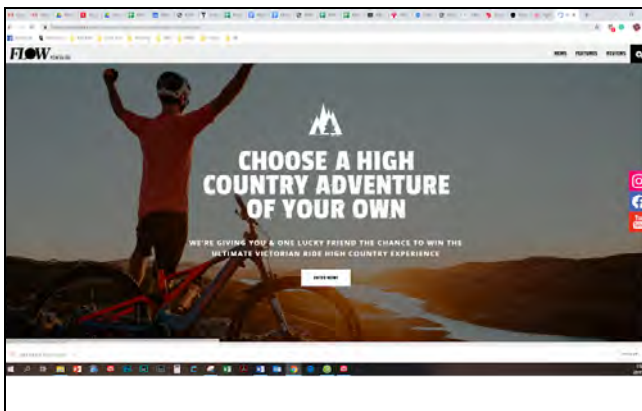
Cycling Tips

<https://cyclingtips.com/2019/11/victorias-high-country-top-10/>



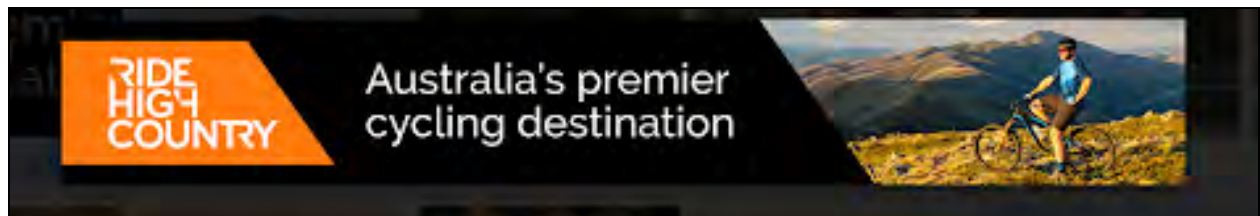
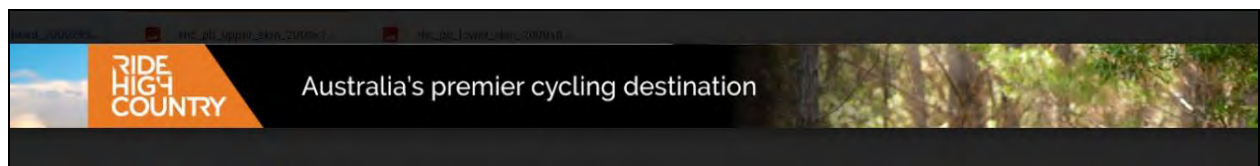
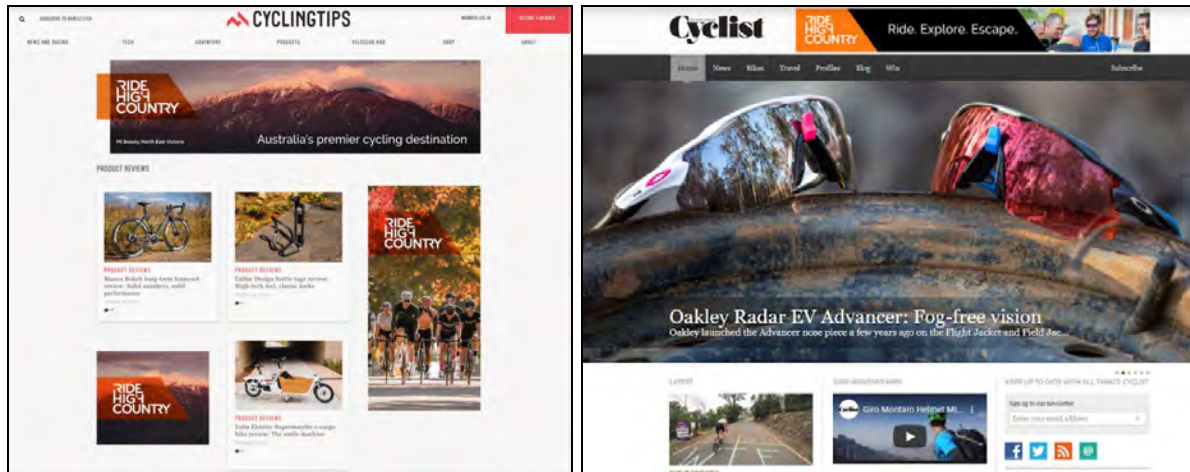
FLOW Mountain Bike

<https://flowmountainbike.com/choose-a-high-country-adventure-of-your-own/>

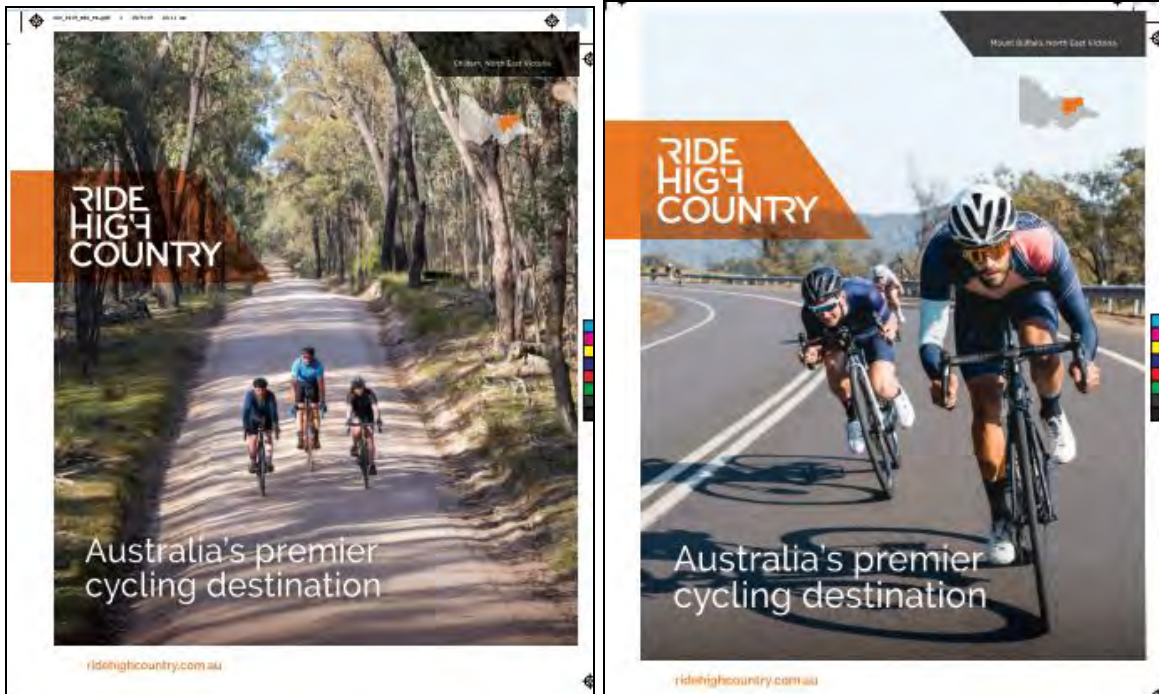


- Digital Advertising – A number of targeted digital advertising placements were delivered on key cycling, news, and entertainment sites, as well as advertising via Video on Demand channels. The digital campaign started in October and has seen to date 9 different creative placements roll out on Youtube, and online sites Bicycling Australia, Bike Exchange and Cyclist.com.au. Two Ride High Country dedicated eDMs (emails) were

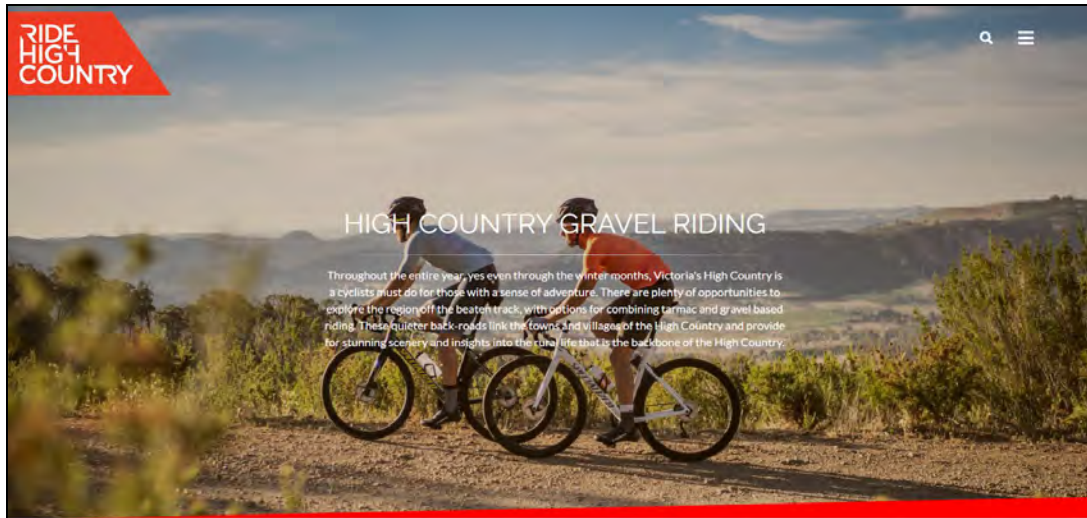
distributed to the Treadlie Magazine database, and another in November via Cyclist.com.au. Ride High Country had 'run of site' on the Cycling Tips website from November for 5 months (whereby all advertising placement featured RHC) and both Treadlie and Bike Exchange have run online editorial articles around road and gravel cycling in the north east.



- Print Advertising – print advertising has been used to leverage editorial features (via PR) this campaign year. Full page colour ads with alternate unique executions have been placed as follows: Cyclist magazine -2, Bicycling Australia - 3, Treadlie magazine - 1, and Australian Mountain Bike (AMB) - 2.



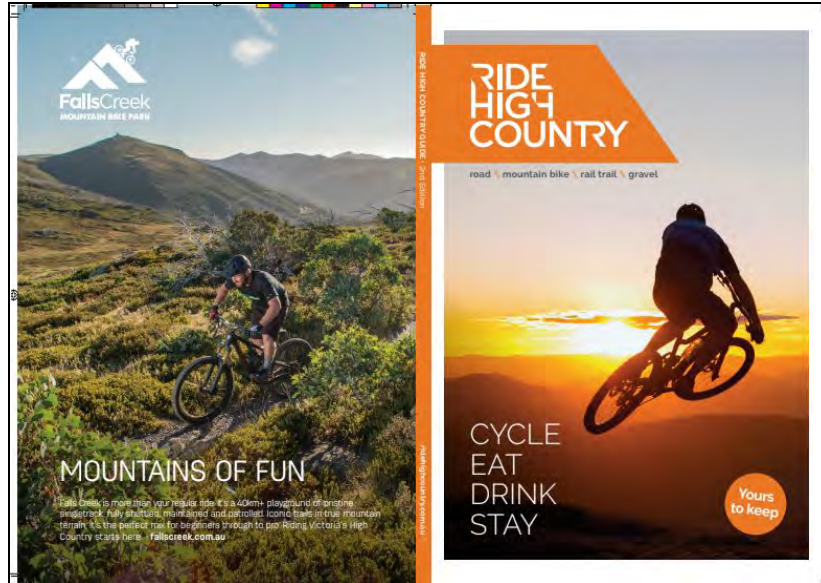
- Ride High Country Managed Digital – The RHC website has been enhanced to include a new gravel section built to meet increasing interest and place the North East as a market leader in this discipline. Across all disciplines (road, rail trail, MTB and gravel) new routes and destinations have been mapped and launched. User generated content has been leveraged with the integration of the RHC Instagram feed into the website. Social media platforms Facebook, Strava and Instagram continue to outperform industry standards due to the quality of imagery and content. Search engine optimisation was temporarily placed on hold due to the strength of the social media engagement.



- Ride High Country Ambassador - Mount Beauty local and Mountain Bike World Champion, Paul van der Ploeg has been appointed as a Ride High Country Ambassador and the face of the above the line campaign. Paul joined the TNE team and HandCut Productions for 4 days of shooting across the region featuring a number of high profile cycling destinations. The assets will be used in the Ride High Country TV Report and added to the existing digital asset library.

b) Below the Line Media – targeted and personalised engagement

- Ride High Country Guide - The 116 page all-new RHC Guide 2020 has been completed and distribution of 55,000 copies commenced in the first two weeks of December to maximise exposure to the target audience during the traditionally busy holiday period. The printed Guide is designed to perform two roles; inspiring visitation to the region and assisting with product prompting and navigation once here. The Guide has been distributed across the region to all destinations and advertisers, and to other key locations across SA, NSW and the ACT. The City of Melbourne Visitor Information Centre is also stocking the Guide, placing at the reach of Melbourne visitors with the intention of increasing regional dispersal.



- Events and Exhibitions – This quarter the RHC team exhibited at Amy’s Gran Fondo in Lorne and the Bright Mountain Film tour, enabling direct engagement with high-value visitors to promote the regional ride offering and supporting tourism experiences.
- Visitor Study - A supplier has been engaged to deliver the RHC Visitor Study which includes a focus on the design and reporting of annual cycling visitation figures. Planning on methodology and scope has commenced.
- Database Acquisition and Communication – Database acquisition has continued through direct signups on the RHC website and via third party channels including FLOW MTB through the ‘Ultimate High Country Adventure’ competition. 5 eDMS have been sent to the TNE certified cycle database, with excellent open rates across all editions.
- Public Relations – Australian Mountain Bike and Bicycling Australia were both in region across the quarter, delivering high quality editorial pieces to a targeted audience, keeping the North East cycling offering front of mind for cycling consumers. Refer to the 9. PR report for further detail.
- Strategic Marketing Alliances – TNE has renewed its relationship with MAAP to create a strategic alliance that increases the RHC profile and presence in the cycling community. MAAP undertook a photo shoot in-region, highlighting local cycling destinations in a worldwide campaign for the launch of a new product line. MAAP consistently features the High Country as a preferred destination in editorial and blogs, and has again produced the 7 Peaks champions jersey.

TNE has also established a new relationship, with worldwide cycling brand Specialized. Specialized conducted a 3 day photoshoot around Falls Creek and the Kiewa Valley across MTB, road and gravel. The regional imagery will be used across Specialized assets - both direct to trade and consumer facing.

c) Cooperative Marketing Partnership – extending campaign reach and engagement

TNE will use the cooperative marketing budget to work with other entities to deliver mutually beneficial cooperative promotional activities. Primary consideration in this space will be given to opportunities that support and leverage broader State marketing initiatives delivered by Visit Victoria. Confirmed activities include:

- Ride High Country TV Report - The RHC TV report was scheduled to run from 3 December 2019 for 12 weeks on both metropolitan Melbourne and regional Victoria TV. Reports for Beechworth, Mt Beauty, Rutherglen, Benalla aired prior to the January fires on Channel 10 in metro Melbourne during The Project on Monday evenings and regionally on Prime throughout Victoria, southern NSW, the ACT and select SA locations during local news from 3 Dec. The reports also ran on network-associated Youtube channels and social media platforms. Effective negotiation resulted in significant bonus placements of the TV Report, significantly extending the campaign reach without increasing costs.
- Jayco Herald Sun Tour - The Jayco Herald Sun Tour will visit the High Country from 5 - 9 February and incorporates Beechworth, Falls Creek, Bright, Wangaratta, Mansfield and Mt Buller. TNE has invested in a partnership with the Jayco Herald Sun Tour that will see an advertising campaign to drive awareness and visitation rolled out in February 2020. Considerable planning has been undertaken around the campaign to leverage exposure prior to and during the event.

d) Ride High Country assets

Priority has been placed on generating new assets to create powerful imagery that reinforces brand position. 12 production days this year have been managed by TNE across the region and over 80 new creative pieces have been produced. These have been implemented across all above the line channels and feedback has been overwhelmingly positive on the strength, quality and diversity of the imagery.

e) Ride High Country Club

A 'club' membership program is in development under the Ride High Country brand, to be known as the Ride High Country Club. The program objective is to provide a mechanism to connect meaningfully with visitors to create a genuine Ride High Country community, with the outcome being an increase in visitation and yield from cyclists and the assistance of the long-term sustainability of cycling assets in the region.

Members will be charged an annual membership fee of \$79 incl GST and receive in return a range of benefits including a sticker, merchandise, 'money can't buy' experiences, a closed Facebook group page, targeted membership communications and entry into a grand prize draw. The program will be managed through online software.

Planning and stakeholder consultation was well advanced at the close of the quarter, with a tentative launch date proposed for late January. Currently the bushfire situation has placed the project on hold, and once the recovery situation is more clear, the direction for the program will be determined.

f) Mid-campaign summary

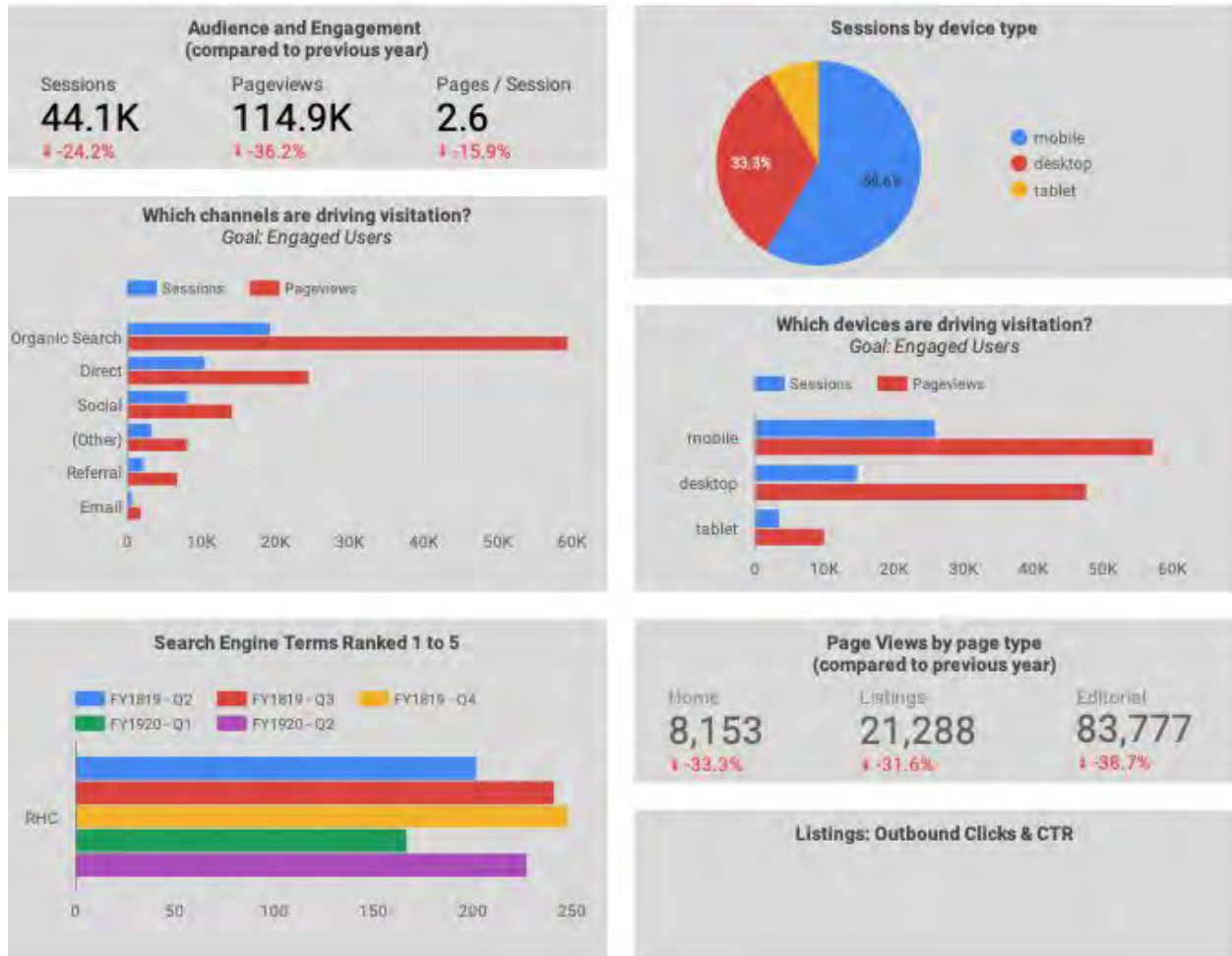
A mid-campaign summary has been provided to Ride High Country Preferred members of industry, outlining the key deliverables to date for the 2019-20 campaign. The report is provided as an Appendix.

2.2. Ride High Country Digital Assets

a) Website

The Ride High Country website performed very strongly in the first quarter, servicing 44.1k sessions. The 7Peaks App relied on content from the RideHighCountry website, given the discontinuance of the App for the 2019/20 season the dashboard comparisons with last year are not reflective of the standard website visitor trends.

During the quarter, Organic Search was the largest source of traffic to the Ride High Country website (54%) and continues to reinforce the benefits of multi-year marketing activities. For the second quarter Search engine performance of the Ride High Country website has seen strong growth with the site now ranking consistently high for most of the core cycling search terms. As a result organic search (unpaid activity) was the largest source of visitation during the quarter.



b) RHC Social Channels

Ride High Country performed very strongly across Facebook and Instagram this quarter, improving on all KPIs over last quarter as well as Q2 last year.

Paid content was increased for peak cycling season of spring and summer and achieved 868k views and resulted in over 387k engagement actions and almost 14k link clicks to the website. Organic engagement this quarter had 364k engagements actions across 53 news feed posts. Combined reach across Facebook and Audience Network was 2.4 million views.

FACEBOOK			
Objectives	Metric	KPI	ACTUAL
Brand advocacy	Engagement rate	4.0%	5.6%
Fan acquisition	New pages likes increase	5.2%	7.9%

Instagram reach and engagement continued to grow strongly exceeding the Facebook content organic reach rates. Content activity was again targeted at strong channel growth with hero imagery and User Generated Content. The aim is to achieve 10k followers in order to unlock the level of functionality (analytics, post and story links, discover channel placement, etc.) that will make Instagram a more effective marketing and engagement channel. This should now be achieved by quarter three of 2019/20, six months earlier than anticipated. In quarter one, Instagram content was seen by over 1 million people (for the first time) and resulted in 16k engagement actions across 37 feed posts and 22 stories.

INSTAGRAM			
Objectives	Metric	KPI	ACTUAL
Brand advocacy	Engagement rate	2.2%	5.0%
Fan acquisition	New followers	2.3%	13.8%

RIDE HIGH COUNTRY SOCIAL DASHBOARD Q2 2019-2020



f facebook: New Followers = +7.9% Engagement = 5.6% Reach = 2.4mil

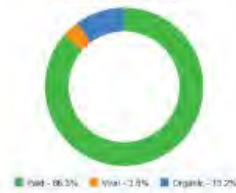
Facebook Page Reach:



Reach distribution fans / non fans



Reach distribution by source



Facebook Page Growth:

Total Page Followers as of Today: 19,396



Facebook organic news feed posts:



Facebook paid content:

Paid Content Spend	
Q2 Spend	\$16,763.94
Cost per Engagement	\$0.04
Avg Cost per Result	\$0.42

Organic Content	
Page Posts	53
Total Reach	364,146

Paid Content	
Engagement posts	14
Event response	1
Traffic to Website posts	29
Videos	14
Page Likes campaigns	1
Brand Awareness posts	1
Total Reach	868,351

i instagram: New Followers = +18.3% Engagement = 4.9% Reach = 1.0mil

Instagram Page Reach & Engagement



Most engaging posts in Q2:



RHC Website Traffic from Social sources

Social Network	Page views	% total	Δ vs Q1 2019/20
Facebook	7,535	93.2%	380%
Instagram	211	2.6%	148%
Instagram stories	290	3.6%	517%
YouTube	20	0.2%	67%
Other	31	0.4%	300%
total	8,087		

- Ride High Country Facebook paid content highlights

Ride High Country
October 16, 2019 · 🌐

If you want to steer clear of the roads when riding this summer, head to Victoria's High Country and hit the rail trails.



RIDEHIGHCOUNTRY.COM.AU
Scenic rides in Victoria's High Country [Learn More](#)

A relaxed pedal with the wind in your hair, or a multi-da...

👍❤️ 149 19 Comments 14 Shares

👍 Like 💬 Comment ➦ Share 🍷

Most Relevant ▾

 Comment as Ride High Country 😊 📷 🗨️ 🤖

 Eugene Taheny Early this year we did 3 days of bike touring and wild camping, it was amazing...!!!! 🚴 🏕️
Highly recommend the trail...!

Ride High Country
October 17, 2019 · 🌐

Ride High Country is your one-stop-shop when planning the ultimate cycling holiday in Victoria's High Country. #ridehighcountry



RIDEHIGHCOUNTRY.COM.AU
#ridehighcountry 🔊


RIDEHIGHCOUNTRY.COM.AU
Visit Australia's premier cycling destination [Learn More](#)

Find out more about the best cycling adventures on the rail trails, alpine roads and mountain bike parks of North East Victoria...

👍❤️😄 51 4 Comments 3 Shares

Ride High Country
November 26, 2019 · 🌐

Like it a little bit rough? North East Victoria's best gravel rides have now been added to Ride High Country...



RIDEHIGHCOUNTRY.COM.AU
Ride off the beaten track in Victoria's High Country [Learn More](#)


Gravel grinders, cyclocross fanatics and cyclists who love going off-road can now discover the best gravel routes in Victoria's High Country.

👍❤️ You and 146 others 34 Comments 8 Shares

👍 Like 💬 Comment ➦ Share 🍷

Ride High Country
November 26, 2019 · 🌐

Pedal, jump, downhill, CX, pump or flow... you'll find big MTB adventures through the epic scenery of Victoria's High Country



RIDEHIGHCOUNTRY.COM.AU
Plan your visit to mountain biking's new frontier [Learn More](#)

Ride High Country is your ultimate guide to mountain biking across North East Victoria. Discover the seven diverse mountain bike parks of the High Country, plus rail trail...

👍 21 5 Comments 2 Shares



Ride High Country

October 10, 2019 · 🌐



Head to Victoria's High Country and ride the most challenging alpine ascents in Australia or cruise through scenic valleys. Road riding at its peak.



RIDEHIGHCOUNTRY.COM.AU

Road riding in Victoria's High Country

[Learn More](#)

Unlock cycling achievements around every corner wh...

👍❤️ 18

4 Comments 1 Share

👍 Like

💬 Comment

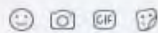
➦ Share



Most Relevant ▾



Comment as Ride High Country



Karina Taege Vera Eate planning on adding a road bike 🚲 to your collection 😊

Like · Reply · Message · 10w

👍 2



Colin Rafferty Thinking about going up here on Thursday for peddle you keen?? Chelsea M Rafferty Chelsea Mcgrath-Rafferty

Like · Reply · Message · 10w

👍 1

Ride High Country
October 10, 2019 · 🌐

If you ride for a challenge, the freedom of two wheels or seek landscapes of awesome beauty, you need to Ride High Country...



RIDEHIGHCOUNTRY.COM.AU

Spring cycling in Victoria's High Country [Learn More](#)

Take your cycling to new heights in Victoria's High...

👍❤️😄 17

1 Comment

a) Mansfield Shire RHC Social Highlights

Mansfield Shire was showcased this quarter with a range of content related to the Great Victorian Rail Trail and the 7 Peaks ascent of Mt Buller. The highest engagement was generated by the Rail Trail, which encouraged the audience to plan a trip on the trail this summer.

Ride High Country is in Mansfield, Victoria.
Published by James Davidson [?] · October 3, 2019 · 🌐

How many trails on the Rails-to-Trails Conservancy list of "Seven Bucket List Rail Trail Destinations Around the World" have you cycled:
<https://www.railstotrails.org/.../seven-bucket-list-rail-tra.../>

The list includes the Great Victorian Rail Trail Official, which stretches 134kms from Tallarook to Visit Mansfield Mt Buller, and is just one of three brilliant Rail Trails to ride in Victoria's High Country, along with the Murray To Mountains and High Country Rail Trails.

If you have ridden the GVRT, consider your Rail Trails Bucket List 1/7th complete! 🍌



Click to expand

WWW.RIDEHIGHCOUNTRY.COM.AU

Rail Trails | Victoria's High Country | Murray to Mountains | Cycle | Family Learn More

17,489 People Reached **702** Engagements Boost Again

Boosted on Oct 3, 2019 By James Davidson Completed

People Reached	11.5K	ThruPlays	1.1K
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View Results


👍❤️ 89 8 Comments 12 Shares

Ride High Country is in Mansfield, Victoria.
Published by James Davidson [?] · November 6, 2019 · 🌐

Did anyone go for a ride on one of the High Country's rail trails over Victoria's extended weekend? Let us know!

Yesterday was perfect for cruising the Great Victorian Rail Trail Official out of Mansfield.

<https://www.ridehighcountry.com.au/rail-trails/>



Ride High Country Local & Travel Website Learn More

14,538 People Reached **592** Engagements Boost Again

Boosted on Nov 7, 2019 By James Davidson Completed

People Reached	9.6K	Landing Page Views	82
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View Results

👍❤️ 83 38 Comments 2 Shares

Ride High Country is in Mansfield, Victoria.
Published by James Davidson [?] · December 17, 2019 at 4:12 PM · 🌐

Looking for a fresh place to ride after Christmas? Let us show you the road, rail trail, mountain bike and gravel rides around the Mansfield and Mt Buller region: <https://www.ridehighcountry.com.au/des.../mansfield-mt-buller/>



12,580 People Reached **1,008** Engagements Boost Again

3. Ride High Country Guide

The Ride High Country Guide, first produced in 2017, has seen a content overhaul for 2019 - 2021 including completely new imagery and a contemporary 116 page layout. The glossy format has been selected to best highlight the region’s spectacular assets, including mountain panoramas and High Country vistas. A concerted effort with a range of distribution partners will see 55,000 copies of the Guide distributed extensively across the region, and the wider interstate market with key destinations receiving copies in time for the peak December / January visitation period.

Mansfield Shire is well represented in the Guide.



4. Feast High Country Campaigns

4.1. Feast High Country Overview

The Feast High Country brand represents the region’s food/drinks pillar, effectively unifying a strong and diverse industry. The long-term objective of the Feast High Country brand is to raise awareness of the High Country’s breadth of food and drink tourism experiences, and help position the region as a ‘must-visit’ destination for associated target segments.

The 2019-20 Feast High Country marketing will draw on the creative approach from last year’s ‘Join our table’ campaign, leveraging the brand awareness and recognition that this program generated. This concept celebrates the people that capture the essence of High Country’s food/drink offering, and conveys the welcoming feel and authentic spirit that is alive and well in

the region. It features portrait-style imagery of the region's industry personalities with copy that depicts their impressive credentials, history and connection with the region.

4.2. Brewery Campaign

Agriculture Victoria funding submission

As reported in the previous quarterly update, TNE had developed a marketing campaign for the breweries, which has now been put on hold while a potential funding stream through Agriculture Victoria is pursued. If successful, this will double the available budget and contribute to a valuable market research project on top of the delivery of the planned marketing activity. In early December TNE submitted an application to the Small Scale and Craft Program with the view to fund a three-part program for the breweries, in order to elevate their tourism offering, foster further collaboration and boost their contribution to the local economy. This program is made up of the following:

1. A critical market research project, the findings of which will inform future product development and promotional efforts for the High Country Brewery Trail. No such research currently exists, and is crucial to progressing the breweries both as individual businesses and as a collective tourism offering.
2. Delivery of an educational workshop series with High Country craft breweries to develop an action plan based on the outcomes of the research.
3. A marketing campaign targeting the segments identified in the research project, addressing key issues relevant to those markets.

Feedback is anticipated in early February, which will inform next steps.

High Country Brewery Trail brochure

The new High Country Brewery Trail brochure is now in circulation, with all breweries and other relevant outlets stocking the new-look collateral. The brochure has been redesigned to be a useful map and detailed guide to the Brewery Trail and its venues, as well as highlighting a number of 'hidden gems' identified by the brewers themselves including things to see, do, eat and drink across the region.

Click on the image below to download a PDF of the brochure:



4.3. Food Campaign

TNE is working with Visit Victoria to leverage a cooperative marketing opportunity through News.com.au/Delicious. This partnership will consist of video and editorial content showcasing the food and walk offering across the region, with a guaranteed reach of 150,000+ video views and 15,000+ article views, plus further exposure across TNE's own channels (social media, website etc). Some content was shot pre-Christmas, with the rest scheduled early in 2020. To complement this, TNE will also roll out a Broadsheet partnership with similar timing.

4.4. Feast High Country Festival - New Strategic Approach

Event Strategy

The Feast High Country Festival (previously High Country Harvest) has just completed its 8th year as the signature food/drinks event for the region. The first Festival took place in May 2012 and involved around 20 business curating just over a dozen events. The Festival has been successfully delivered each May since that time, growing from a 10-day offering to the current 16-day program that now involves 102 individual High Country food and wine businesses and up to 50 individual events.

When the Festival was first developed, it was contemporary and market leading, unlike anything else offered in regional Victoria. While the Festival has continued to move from strength to strength in terms of participation and broader regional visitation and spend, it is no longer driving innovation in this sector, and has become one of many food/drink festivals offered throughout regional Victoria. As a result, the food and drinks event space has become

very cluttered and the 2019 Festival was plagued by later booking patterns and difficulties in achieving cut through in the over-serviced events space.

Within this context, TNE has prepared a Request for Quote (RFQ) for the provision of an events strategy that will create a new signature event for the High Country, evolving the Feast High Country Festival into a new and bold offering that may extend beyond the food/drinks space and work in a complementary way with other regional product pillars.

TNE has secured funding for the development of this strategy from the Regional Events Fund and will be distributing the RFQ in late January with a view to having the strategy completed by June 2020.

2020 Feast High Country Festival

Worked has commenced on liaison with LGAs and operators on the content for the simplified Feast High Country Festival for 2020, with a program and ticket sales scheduled for release in early March. The event will continue to feature hero products in each region that drive food and drink visitation, however smaller events that are not considered visitation drivers will no longer feature. Ticket sales will be directed to individual operators, simplifying the ticket sales process for consumers and reducing multi-channel conflict.

It is not anticipated that the change of structure will have a marked impact on ticket sales or visitation compared to previous years.

As per previous years, a marketing campaign will be rolled out in late March, early April (following the Melbourne Food and Wine Festival) in metro Melbourne promoting the Feast High Country Festival event program.

4.5. Feast High Country Digital Assets

a) Website

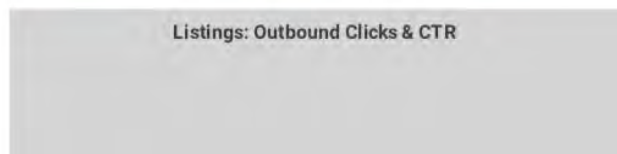
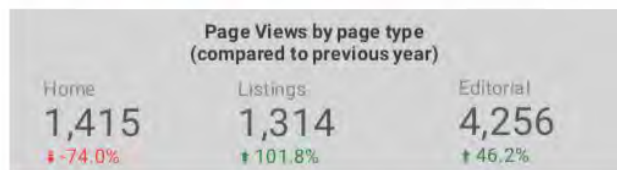
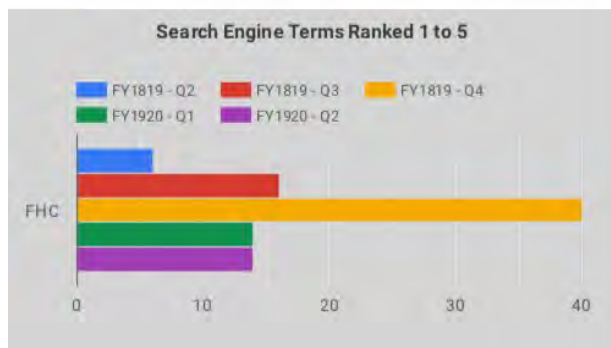
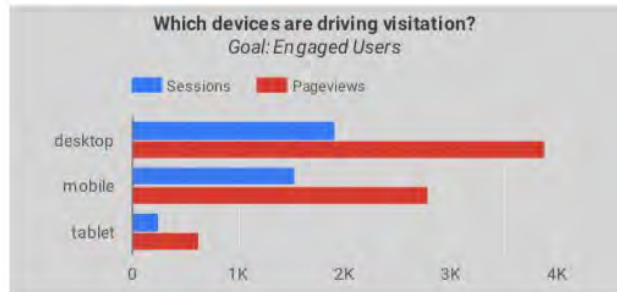
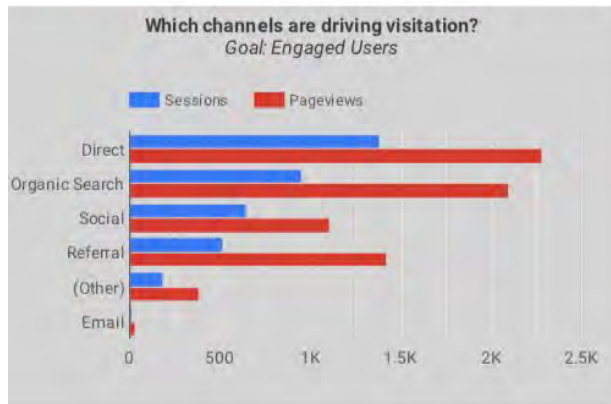
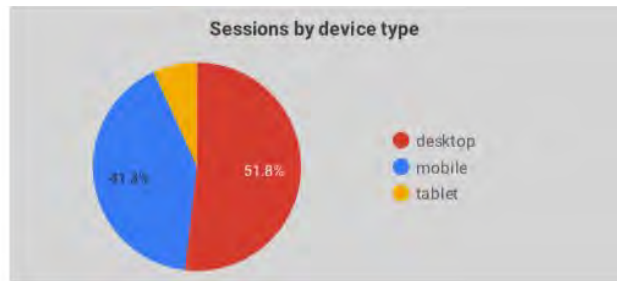
The Feast High Country website is the primary call to action for all Feast marketing campaigns.

Quarter 2 showed a decline in visitation in comparison to the same time last year, however retention rates on the site have increased (pages per session, listing and editorial page views), necessitating a need to review acquisition, not content or site structure.

This points to two issues: a natural slowing of visitation after peaking upon site rollout in mid 2018, and an ongoing Search Engine Optimisation algorithm challenges as a result of the competing nature of the High Country pillar based websites. The Feast High Country operator

listing content is also available on the Ride High Country (RHC), Walk High Country (WHC) and Victoria’s High Country (VHC) websites, given the strong SEO performance of VHC to a lesser extent RHC there are challenges in creating a unique value proposition in search engine terms for the FHC website.

Thirteen new pieces of editorial content were curated this quarter, with content covering each of the five sub-pillars - Food, Wine, Craft Beer, Cider and Distilled and Produce and Farm Gates. Most of these pieces were a result of one on one interviews with growers and producers. The Cider and Distilled sub-pillar was also expanded from just one piece to five personalised pieces exploring the individual stories of each spirit distillery in the region and a story on the cider offering.



b) Feast High Country Social Channels

The total reach and number of engagements remained healthy and above KPIs, increasing on quarter one results, with only organic content published during the quarter. There was no paid social activity for Feast High Country in quarter two.

Overall channel maturation had been slow for Feast High Country in 2019, compared to other TNE managed channels. However, quarter two started to show positive move towards growth and engagement maturity. In quarter three, Feast High Country social channels will be well placed to support the planned marketing campaigns for Wine Enthusiasts and the Feast High Country Festival.

Feast High Country Facebook content reached 65,000 people and on average reached an audience 300% larger than the number of users following the page. The engagement rate was more than double the benchmark KPI.

FEAST HIGH COUNTRY FACEBOOK			
	Metric	KPI	ACTUAL
Brand advocacy	Engagement rate	2.4%	5.2%
Fan acquisition	New pages likes increase	4.0%	8.5%

Instagram content reached almost 38,500 users and generated over 2000 reactions. Growth and engagement remain healthy, but the channel is yet to come into maturity. Content has primarily focused on showcasing operators in the region using imagery generated by those operators.

FEAST HIGH COUNTRY INSTAGRAM			
Objectives	Metric	KPI	ACTUAL
Brand advocacy	Engagement rate	2.23%	6.6%
Fan acquisition	New followers	2.27%	6.3%

FEAST HIGH COUNTRY SOCIAL DASHBOARD Q2 2019-20

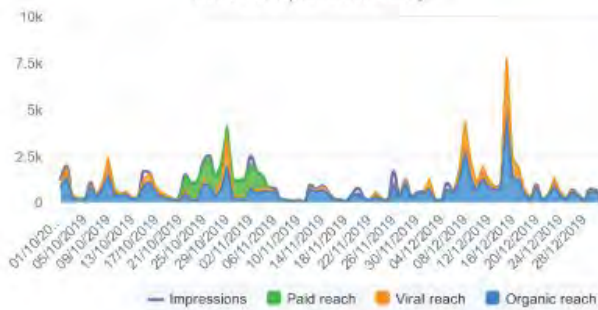


f facebook: New Followers = +5.2% Engagement = 8.5% Reach = 65k

Facebook Page Reach:



Reach & Impressions history



Reach distribution (fan / non fan)



Reach distribution by source



Facebook Page Growth:



Most Engaging Posts:

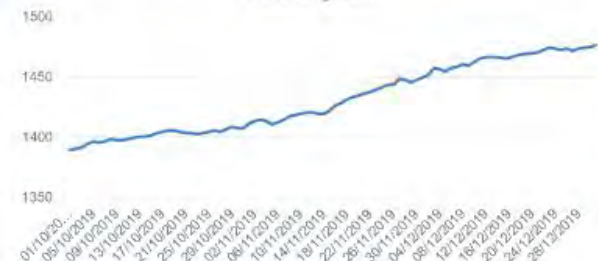


i instagram: New Followers = +6.3% Engagement = 6.6% Reach = 38.5K

Instagram Page Reach & Engagement:



Follower growth



Top posts:



FHC Website Traffic from Social sources

Website Sessions from social	601
Facebook	576
Instagram / Linktree	24
Other	1

c) Mansfield Shire - FHC Social Highlights

Mansfield featured across a range of posts on Feast this quarter, covering summer picnic spots, the perfect Christmas lunch spread, Christmas farmer's markets, luxury accommodation 187 Merrijig, picnic spots by the water, '12 days of Christmas gift experiences' and Christmas at the Delatite Hotel, with six of these posts linking back to stories on the Feast website.

The highest ranking post for engagement on Facebook was a multi-image post pointing to The Produce Store and their offering over Christmas, achieving a rate of 9.48%. For Instagram, a post on The Mill Inn Restaurant's delicious Italian cuisine featuring the chef stirring paella outside with a huge wooden spoon achieved a rate of 5.47%, which was also strong result - well above the benchmark of 2.23%.

Feast High Country is 🥰 feeling thankful at The Produce Store.
Published by Krysten Clifton [?] · December 13 at 8:07 PM · Mansfield, VIC · 🌐

🥰 Overwhelmed with things to do, people to buy for and food to cook this Christmas? You need to visit 🌟The Produce Store🌟 in Mansfield. With local produce 🍷 and wine 🍷, gift ideas, hampers, platters and more this is the answer!
For more ideas for a spectacular Christmas lunch visit <https://www.feasthighcountry.com.au/christmas-lunch-locally/>

707 People Reached
67 Engagements
Boost Post

2 Comments 2 Shares

feasthighcountry
The Mill Inn Restaurant

#melbournefoodscene
#melbourneats #melbournefood
#delicious #foodies
#beautifulcuisines #feedfeed
#vichighcountry #joinourtable
#wandervictoria #paella
#affogato

5w Reply

john_and_janes_place Yum!!!!

5w 1 like Reply

katehenry24 @ruthsemoire out it on the weekend away list

5w Reply
View replies (1)

Liked by **highcountrybrewerytrail** and **70 others**

NOVEMBER 17

Add a comment...

5. Walk High Country Campaign

The Walk High Country brand leads regional marketing efforts in the nature-based tourism pillar, representing a product that has widespread appeal across key market segments.

5.1. Marketing Program

There was no Walk High Country marketing across the quarter, with the program scheduled to commence in February 2020 to take advantage of favourable walking conditions and optimum travel dates including public holidays. In light of fire activity at the end of the quarter, the Walk program is currently being re-evaluated and in conjunction with agency partners a revised strategy is being developed. It is anticipated that a likely campaign window will be found in March and April to capitalise on ANZAC Day and Easter visitation, highlighting the autumn season's cooler weather and natural beauty.

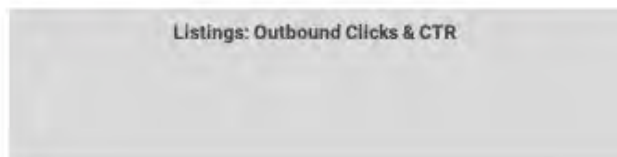
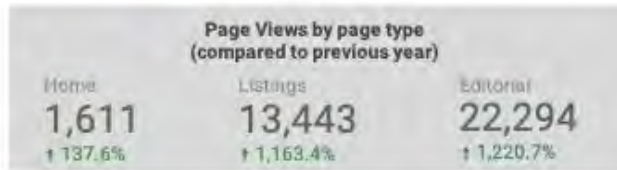
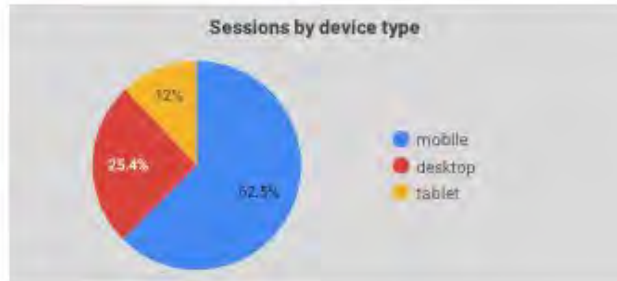
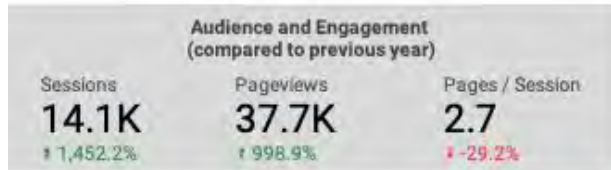
Development of Walk High Country creative commenced in Q2 and will include a range of high impact creative across several integrated channels including: out of home, digital advertising, content sponsorships, PR and TNE managed digital channels.

5.2. Walk High Country Digital Assets

a) Website

The Walk High Country website observed strong quarterly visitation with 14.1k visitors, viewing a total of 37.7K pages. Comparisons to the same time last year do not yield any actionable insights given the just launched nature of the site last year.

There was a soft take-over of the The Walk High Country website where it hosted the content for the inaugural Indigo Shire Festival of Short Walks. The sites homepage hero area provided a call to action for the festival and linked through to a series of dedicated editorial and festival event pages.



b) Social Channels

Walk High Country social channels continued to experience high organic engagement and strong growth, generating very positive consumer interest in the region’s walking and hiking assets.

The quarter began with continuing paid content for **Indigo Shire’s Festival of Short Walk**, which performed very strongly. The remainder of the quarter progressed with very positive organic content results, highlighting summer walking and nature experiences in the region.

Facebook grew at a high rate of 13.3% and experienced strong engagement of 6.7%, reaching 395,000 users.

	Metric	KPI	ACTUAL
Brand advocacy	Engagement rate	3.5%	6.7%
Fan acquisition	New pages likes increase	4.0%	13.3%

Walk High Country's Instagram channels continues to be one of the best performing organic channels across all of Tourism North East's managed social channels. Instagram content reached almost 200,00 users and generated over 7000 reactions.

WALK HIGH COUNTRY INSTAGRAM			
Objectives	Metric	KPI	ACTUAL
Brand advocacy	Engagement rate	3.0%	3.7%
Fan acquisition	New followers	3.0%	12.8%

WALK HIGH COUNTRY SOCIAL DASHBOARD Q2 2019-2020

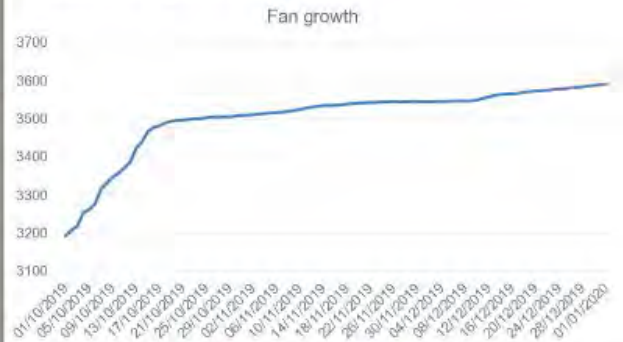


f facebook: New Followers = +13.3% Engagement = 6.7% Total Reach = 395k

Facebook Page Reach:



Facebook Page Growth:



Reach distribution, fans / non fans:

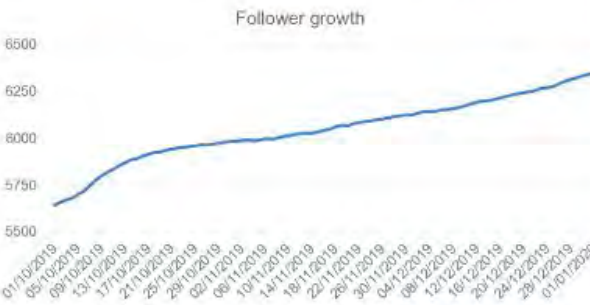


Post engagement distribution:



i instagram: New Followers = +12.8% Engagement = 7.3% Reach = 200k

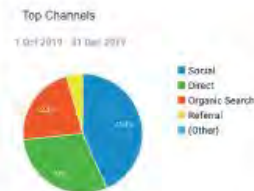
Instagram Page Reach & Engagement



Most engaging posts:



Web referrals via Social:



Social Network	Page views
Facebook	5,384
Instagram	109
Instagram stories	325
Other	6
total	5,824

c) Mansfield Shire - WHC Social Highlights

Relying strongly on User Generated Content, Mansfield Shire’s nature assets once again proved to have strong appeal to the Walk High Country social audiences. Content was designed to inspire big nature walks and hikes in Mansfield’s surrounds during the lead up to summer.



WALK Published by James Davidson 191 · December 20, 2019 at 6:03 PM · 🌐

Some of the walks in the High Country are really tough... much steeper than expected, but the reward is always spectacular and worth the climb.

The Mt Timbertop summit track in the @visitmansfieldmtbuller region is one of those challenging but gratifying hikes:
<https://www.walkhighcountry.com.au/.../timbertop-summit-walk/>

via IG/@kezbear14 #walkhighcountry



2,178

People Reached

187

Engagements

Boost Post

👍❤️ 77

2 Comments 5 Shares



walkhighcountry Mount Buller, Victoria ...

walkhighcountry Moments like this are waiting for you this summer. All you need is your feet, friends or family, plenty of water and snacks, and a desire to reach new heights as you discover the walks of Victoria's High Country.

📷 by @tarah_hack
#walkhighcountry #mtbuller #hiking #yourhappyspace

8w

👤 v8scopinion @aliell14

8w 1 like Reply

👤 zelenakpaul Yeah hiking in flip

👍🗨️📌
👍 Liked by brightadventurecompany and 270 others

NOVEMBER 6, 2019

Add a comment...

Post

6. Industry and Product Development

While significant efforts are dedicated to driving demand for the High Country offering, it is essential that a commensurate effort is committed to diversifying and enhancing the supply side of the tourism equation. TNE delivers on this need through the provision of a broad range of industry and product development services that are focused on providing a high-quality tourism experience.

6.1. Industry Development

TNE supports existing High Country tourism operators in optimising their businesses and the experiences they offer visitors. This work includes up-skilling industry through mentoring and briefing sessions, identifying and working with businesses to fill gaps in the regional tourism offering, managing industry communication efforts, and driving ongoing industry and product innovation. It also involves facilitating relationships and tourism efforts between industry, Government organisations, tourism associations and other public and private entities to drive regional collaboration and growth.

Throughout the second quarter of 2019-20, TNE has delivered a range of initiatives in this space for Mansfield Shire including:

- The delivery of 1 individual business development session to address the trends, issues and opportunities of most relevance to Mansfield Shire businesses. For the quarter, the most popular topic covered was digital innovation.
- The delivery of a range of both Mansfield-specific and broader regional group briefing sessions, which engaged 1 Mansfield Shire tourism business including:
 - *Ride High Country Workshop* - Ride High Country tourism workshop covering cycle research, the cycle tourism marketing campaign and the Ride High Country Preferred business program.
- Facilitating or being involved in a range of meetings and sessions focused on developing tourism experiences and opportunities for Mansfield Shire, including:
 - Presenting the Great Victorian Rail Trail Development Strategy to Murrindindi Shire Council to ensure Mansfield's LGA partners are all heading in the same strategic direction relative to this product.

- Meeting with Mansfield Shire Council to discuss the GVRT and recommended solutions for growth, as per the draft Strategic Development Plan.
 - Meeting with Visit Victoria to discuss Industry and Product development initiatives and opportunities.
 - Meeting with GTR events to discuss the finalised route for the 2020 Jayco Herald Sun Tour and town activation opportunities, including Alpine Shire opportunities.
 - Meeting with GTR events to discuss possible MTB Stage Race event options, including Mansfield Shire opportunities.
 - High Country Brewery Trail Collab Brew Rule 47 Launch and meeting, to discuss the direction and growth of the HCBT.
 - Liaising with Friends of the Great Victorian Rail Trail about cycle tourism opportunities.
 - Growing the Ride High Country Preferred Business offering, with 148 accredited businesses in the region
- Attending or being involved in a range of meetings/sessions relevant to Mansfield Shire and its strategic tourism direction including:
 - Attended Lake Eildon PSG meeting, with key stakeholders to review current project progress with consultant Urban Enterprise.
 - TNE CEO attended all of industry conference to ensure the regional tourism priorities of the High Country are represented in the new Australian tourism strategy.
 - Attended the Minister for Regional Development Jaclyn Symes announcement covering the impressive Ride High Country marketing results as a State Government funded project.
 - Attended an invite-only lunch with the Assistant Federal Tourism Minister for Regional Tourism to discuss the 2030 tourism strategy and highlight the tourism priorities of the High Country.
 - Attended the Telstra Regional Advisory Committee as the tourism representative to highlight the needs of visitors to the High Country.
 - Attended the Victorian Tourism Awards, representing Ride High Country, winning a silver medal for best destination marketing campaign.
 - Attended the public tasting of the North East Victorian Wine Challenge, representing Feast High Country.
 - Facilitating and presenting at quarterly Visitor Information Centre meetings.
 - Strategic engagement with other associations and organisations to progress Mansfield Shire tourism priorities including Regional Development Australia, Regional

Development Victoria, Ovens Murray Regional Partnership, Visit Victoria and Parks Victoria.

7.1. Product Developmen

In the product development space, TNE works across the region to deliver tourism projects of scale, most of which are supported by grant funding. TNE is instrumental in securing this funding, leveraging its reputation with Government for developing and delivering significant and strategic projects that have the potential to be regional gamechangers.

TNE also works directly with its public and private sector partners to assist them in delivering new products and experiences that have the ability to enhance the destination offering, and diversify the broader regional landscape.

In quarter two, the projects that TNE has been working on in this space relevant to Mansfield Shire are as follows:

a) Human Capital Review Project

In 2018-2019 TNE instigated a review of the current issues and opportunities around attracting and retaining quality tourism staff facing the tourism industry, with the prior understanding that workforce issues are impacting current tourism operations, as well as limiting the industry's ability to diversify and grow.

The Human Capital Review survey of employers and employees across the region helped define this issue, including qualifying existing staffing shortfalls and quantifying the value of future demand for services and staff.

This project was completed in quarter one, and identified the key following issues:

- Recruitment issues - difficulty attracting staff including urgent chef shortage
- Not a career - lack of personal investment in jobs is leading to high staff turnover
- Poor/inadequate training
- Workforce casualisation
- Lack of suitable accommodation
- Visa issues for permanent and casual staff / Centrelink Benefits
- HR Management

TNE has incorporated these findings into their consideration set across a number of advocacy pieces, and has shared the findings with State government. This data will help inform future

planning for industry development programs.

b) Ride High Country Signage Strategy

TNE has secured a \$50k grant from the Australian Government's Building Better Regions Fund towards the development of a \$100k regional cycle tourism signage strategy. Funding has supported the engagement of a consultant to deliver a strategy for consistent cycle tourism signage throughout the region and across each of the High Country's key cycle tourism disciplines.

This will ensure that cyclists engage with a common cycle experience that is easy to navigate, no matter which High Country destination they are riding in. It will address acknowledged gaps in the region's cycle wayfinding signage, and also allow for a truly collaborative regional cycle tourism offering.

In the second quarter, Wayfound - part of WA-based Tangelo Creative - appointed to deliver this project, spent two weeks in region auditing the road, mountain, rail trails and associated signage with support from asset databases provided by RMB/LGA partners. Draft recommendations were circulated for comment that will assist in the delivery of the final strategy and style guide.

c) Lake Eildon Masterplan

The Lake Eildon Masterplan project is well into the second phase of the program - the development of a masterplan that establishes a shared vision for the activation of Lake Eildon, identifying priority tourism and recreation developments that optimise economic outcomes for the destination.

In Quarter 2 appointed consultants Urban Enterprise undertook a review of the strategic documents to understand the key development projects already identified on and around the Lake. In addition, a number of community and stakeholder communication and engagement sessions were undertaken to identify the short to long term tourism and recreation priorities of the community and stakeholders.

One-on-one meetings were held with identified stakeholder groups and in-house workshops conducted with relevant Mansfield and Murrindindi Shire staff, and Goulburn Murray Water personnel.

Four community consultation sessions were held across Mansfield, Bonnie Doon, Eildon and Alexandra, which were facilitated by Rob Carolane from Prism. Attendance was excellent at all

sessions, and the community input generated will be valuable in the development of the masterplan.

A number of communication channels were activated to promote the project and the community sessions, including local print through a media release and paid public notices, social media, the Mansfield Shire Council website and email and mail directly to ratepayers.

In line with project milestones the Preliminary Draft Report was delivered in December 2019 which provides insights into the strategic context the masterplan will operate in, including the significant number of existing plans for the activation of the Lake, a snapshot of the value of Lake Eildon to the visitor economy and a discussion around the issues and opportunities facing the Lake.

The Preliminary Report also provided a first-round list of projects that have been identified as potential 'game-changers' for the Lake Eildon region, as they fulfill a critical product or experience gap in the region, and will help to support further investment in tourism.

Architectural firm Cumulus will be in-region in early January 2020 to review the proposed projects and provide some 'blue-sky' thinking around innovation in this space. Following a review by the PSG in late January, these projects will be developed into Business Cases to provide strategic justification for investment, and form the content of the Final Masterplan.

This project is on track for completion scheduled for May 2020.

d) Great Victorian Rail Trail Strategic Development Plan

The Great Victorian Rail Trail is one of the longest trails of its kind in the country, and has the potential to become a signature cycle product for the region. However, strategic guidance is required to develop, activate and promote the offering in a way that establishes it as an engaging tourism experience.

To this effect, TNE has developed the *Great Victorian Rail Trail Strategic Development Plan* that looks to address the trail's weaknesses, leverages its strengths and provides a clear framework for strategic and sustained growth. This work was completed in the second quarter, with TNE presenting the final document and key recommendations to Mansfield, Murrindindi and Mitchell Shire councillors, which was well received.

TNE is now supporting these Councils in collectively implementing key strategic initiatives including developing an industry toolkit to assist with effective trail promotion, providing templates to form the basis of a new trail MoU, and identifying current funding opportunities for implementation of the proposed trail enhancements.

8. Digital

8.1. Digital Upskilling Project

TNE has appointed a Digital Skills Development Manager, Fiona Morris, to provide industry partners with personalised training supported by sustained digital assistance to ensure that they have the skills required to optimise online opportunities for both their business and the broader region. Working closely with the TNE Digital team and the Industry Development team has proven productive in achieving excellent progression in the program during Q2.

During the second quarter the following deliverables have been achieved:

a) Digital skills survey

A survey was designed and distributed to industry which will establish a baseline for the digital skill set of tourism businesses within the High Country. The data will be broken into individual townships and specific digital skills gaps. This will enable a strategic structuring of courses and training to target key areas of knowledge gap, and determine the roll out of the courses within the region to ensure immediate needs are met.

b) Individual mentoring sessions

In Q2, 22 one-on-one digital mentoring sessions were held, providing immediate benefit to industry. These sessions will continue to be held across Q3 and are seen as a critical component in ensuring the uptake and ongoing application of digital skills in the regional tourism industry.

From the initial one-on-one digital mentoring sessions it is evident a core strength of the program is its ability to provide operators with a flexible learning offering that can be tailored to meet their specific needs, delivered at a time that suits them, which can often be challenging in the tourism industry, particularly for smaller operators.

c) Helpdesk services

The Digital Skills Manager is also available to provide trouble-shooting assistance for operators on an as-needs basis. Service provision began in Q2 and it is anticipated that this will be a vital tool for operators moving forward.

d) Digital skills training program

The Q3 Digital skills development calendar has been drafted.

The programs and course content for the group training sessions have been developed, with a plan for review after Q3 once industry has been engaged and provided feedback on these sessions. The following sessions are planned:

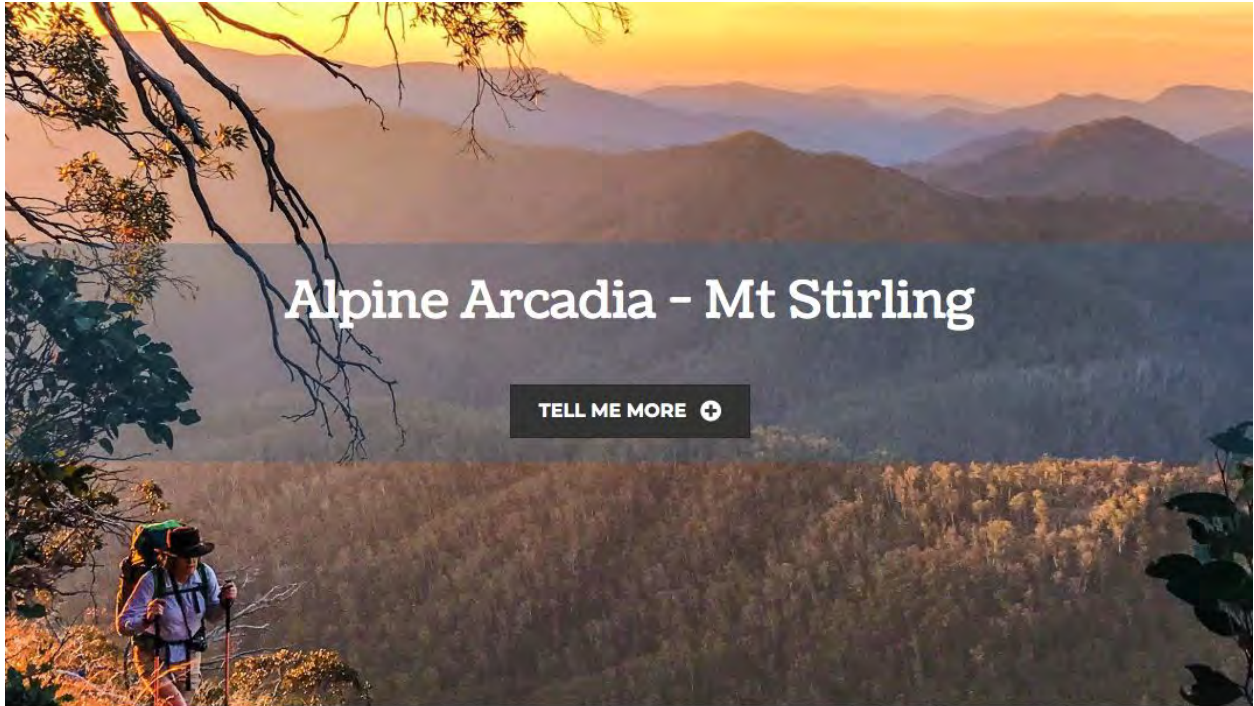
- Digital 101 : This session is to help businesses understand the foundational digital assets required to leverage their tourism offering.
- Social Media Basics: This session will deep dive into the key points of difference between Facebook and Instagram. It will uncover how and why businesses should use social media and the best way to implement them to leverage tourism offerings and connect with their audience.
- High Level Social Media: This small group session will take a hands on approach and focus on the more technical offerings these platforms have to offer.
- Online Booking Platforms: This session will dive into why consumers expect online bookings, how businesses can take advantage of this and potential platforms that may suit different business types.
- Peer Review Platforms: This session will uncover the benefits of leveraging peer review platforms. Discussing professionalism in the online space, best practice and how to learn from both good and bad reviews.
- Analytics: This session will debunk the technicality of using analytics. Helping businesses to understand the key metrics that they should be monitoring and how they can translate this information to making meaningful business decisions.

8.2. Destination Websites

TNE hosts and provides technical support for the destination websites underpinned by the RDP, however the destination websites themselves are owned and managed by Council. This means that all decisions pertaining to content, imagery, site linkages and so on are controlled by Council, with the resulting performance of the site inherently linked to how they are managed. So, while TNE reports on the quarterly performance of the destination sites, it is not responsible for the results.

a) Mansfield / Mt Buller website

The Mansfield Mt Buller website is actively managed to ensure content remains relevant and seasonally engaging, most notably on the homepage. Top events are added and removed to the homepage as needed, with a healthy mix of genres.



Alpine Arcadia - Mt Stirling

[TELL ME MORE](#) +

[STAY](#) +

[EVENTS](#) +

[SEE & DO](#) +

[EAT & DRINK](#) +

What's On Offer

Highlights of the events, activities and adventures around Mansfield Mt Buller



[Bracket & Jam](#) ↻

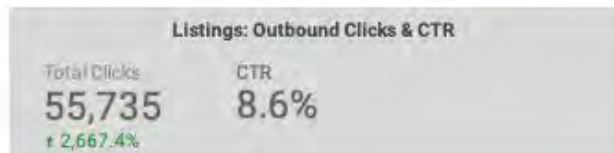
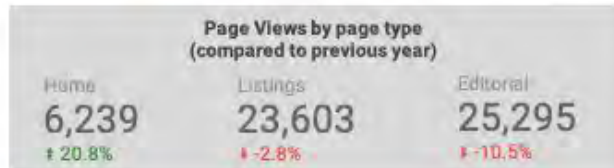
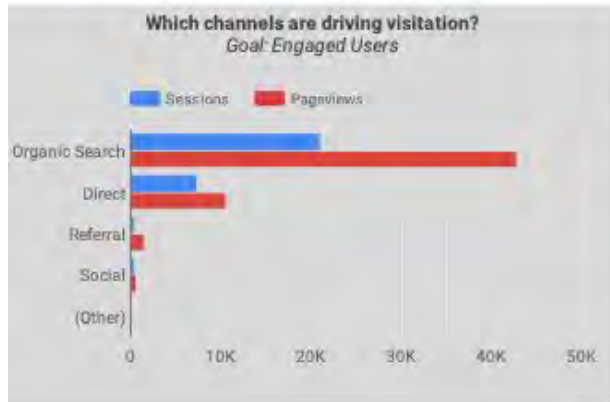
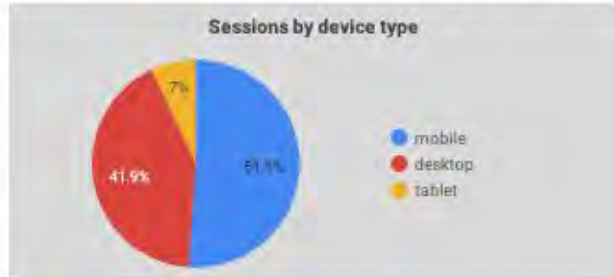
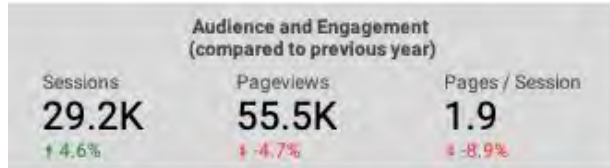


[High Country Huts](#) ↻



User engagement with MansfieldMtBuller website demonstrates both sessions and total clicks have increased in comparison to last year, and last quarter pointing to greatly increased engagement.

Digital Dashboard - Q2 2019-20 mansfieldmtbuller.com.au



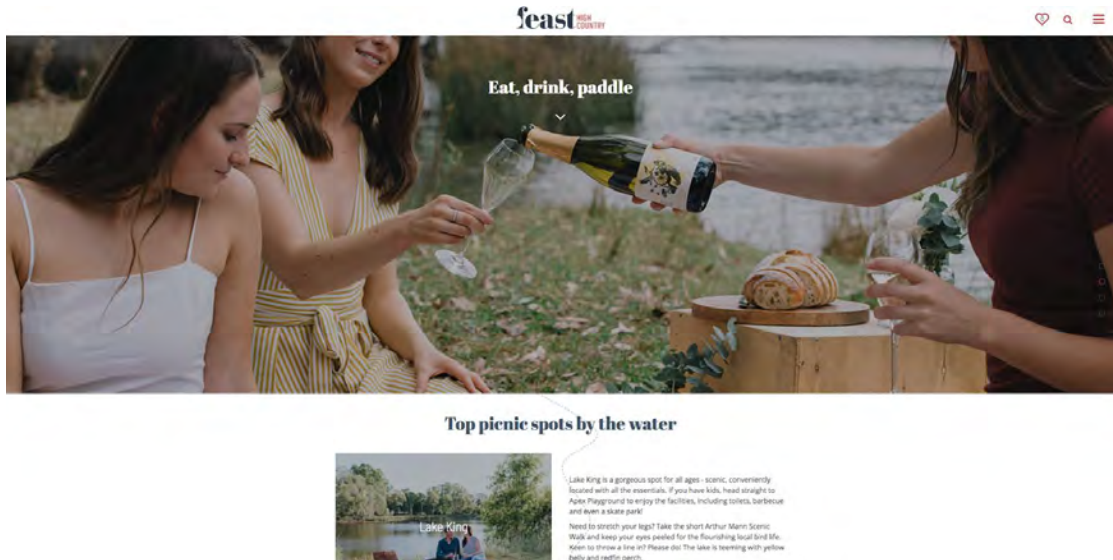
Top 10 pages

Page Title	Pageviews
1. Mansfield Mt Buller, Victoria - Official Tourism ...	6,265
2. Search festivals and events in Mansfield Mt Bu...	3,097
3. Craig's Hut - Mansfield Mt Buller	3,060
4. Camping - Mansfield Mt Buller, Victoria	2,138
5. Hiking & Walking - Mansfield Mt Buller, Victoria	1,768
6. Craig's Hut - Mansfield Mt Buller, Victoria	1,521
7. High Country Huts - Mansfield Mt Buller, Victo...	1,354
8. Search accommodation in Mansfield Mt Buller,...	1,182
9. Swimming - Mansfield Mt Buller, Victoria	1,150
10. Fishing - Mansfield Mt Buller, Victoria	1,089

Top 10 listings

Page Title	Pageviews
1. Craig's Hut - Mansfield Mt Buller	3,060
2. Targa High Country - Mansfield Mt Buller	805
3. Pineapple Flat Camping Area - Mansfield Mt B...	683
4. Bindaree Falls - Mansfield Mt Buller	538
5. Howqua Hills Historic Area - Mansfield Mt Buller	443
6. The Pap's Lookout - Mansfield Mt Buller	442
7. Sheeppark Flat - Mansfield Mt Buller	424
8. Fry's Hut - Mansfield Mt Buller	423
9. Bracks Bridge - Mansfield Mt Buller	375
10. Razorback Hut - Mansfield Mt Buller	351

Content-wise Mansfield featured on Feast High Country in three articles - 'Christmas Lunch, Locally,' 'Top Picnic Spots by the Water' and 'Christmas Farmers' Markets.'



'Top Picnic Spots by the Water' suggested Picnic Point as a fantastic spot to 'set up camp' for the day and enjoy both the lake and facilities.



'Christmas Lunch, Locally' showed visitors where they could go in the region to create a Christmas lunch made entirely from local produce. It featured both Delatite Wines (the wine suggestion) and The Produce Store (for jams, preserves etc).



'Christmas Farmers' Markets' listed all December markets in the region for visitors to stuff their basket full of locally grown and produced food and beverages.

b) Visit Mansfield Mt Buller Facebook

The Visit Mansfield Mt Buller Facebook page continued to perform very well, with above average engagement of 8.4%, improving on 8.1% during the last quarter. Page followers grew by 18.8%, highlighting the high and growing appeal of Mansfield Mt Buller with the Facebook audience. Page content was viewed 86,000 times (up from 47,000 in the last quarter). The best performing content showcase the region's changing seasons and spectacular landscapes.

The @visitmansfieldmtbuller Instagram account has now overtaken Facebook in achieving the larger following and higher engagement for Mansfield tourism social content. The account has a 10.04% average engagement on reach per post (which is very high for Instagram), reaching over 60,500 users.

The highest performing imagery continues to showcase the colourful and diverse landscapes of the region as the seasons change.


- Instagram & Facebook content highlights:

Visit Mansfield Mt Buller is at Craig's Hut, Mt Stirling.
 Published by James Davidson [?] · December 3, 2019 · Mount Buller · 🌐

Well, this is not what we were expecting for the start of summer... fresh snow on Mt Stirling and Mt Buller!

Thanks to Instagrammer 🇳🇿 @albycoight for sharing these shots of the weekend's snowfalls at Craig's Hut.

Who's hoping for a white Christmas?





48,985 People Reached **5,966** Engagements [Boost Post](#)

👍👎👉👊 215 65 Comments 165 Shares

Visit Mansfield Mt Buller is in Mansfield, Victoria.
 Published by James Davidson [?] · December 6, 2019 · 🌐

The weekend is here and the forecast is looking ideal for wandering around our big High Country backyard.

For some inspiration to get out and explore the Mansfield region, here is a stunning set of landscape photos by photographer Emma McPherson (emcamproductions).

9,438 People Reached **701** Engagements [Boost Again](#)

Boosted on Dec 6, 2019 By James Davidson Completed

People Reached	8.0K	Post Engagement	881
----------------	-------------	-----------------	------------

[View Results](#)

👍👎👉👊 136 3 Comments 6 Shares



visitmansfieldmtbuller • Following ...
Merrijig

visitmansfieldmtbuller Happy Friday!
What better way to begin a relaxing weekend than with this beautiful photo and these words by @highcountryhikingtours ... "I love breathing the fresh air of the Victorian High Country and listening to the sound of crystal clear water bubbling over the river rocks."
#mansfieldmtbuller #seehighcountry #yourhappyspace

13w

milawacheese 🍷 🍷
13w 1 like Reply

benndella Awesome pic!

Like Comment Share Bookmark

Liked by highcountrybrewerytrail and 225 others

OCTOBER 11, 2019

Add a comment... Post



visitmansfieldmtbuller • Following ...
Merrijig

visitmansfieldmtbuller There's just something extra special, more intense, about High Country rainbows. Spring is an ideal season to see stunning rainbows around the Mansfield region. Happy Monday! 🌈 by @shutterspeed72
#mansfieldmtbuller #rainbows #seehighcountry #yourhappyspace

11w

v8scopinion @alielli14
11w 1 like Reply
View replies (1)

valsvisionsphotography 🌈 🌈
Like


Like Comment Share Bookmark

Liked by highcountrybrewerytrail and 218 others

OCTOBER 28, 2019

Add a comment... Post



 **visitmansfieldmtbuller** • Following ...
Mansfield High Country

 **visitmansfieldmtbuller** You could stay home and watch the Melbourne Cup... or you could come to Mansfield and have an unforgettable and breathtaking personal experience on a High Country trail ride with @mccormacks_trail_rides #mansfieldmtbuller #horseriding #trailride #yourhappyspace


10w

 **kirstensurmon** @chewyakker 😊

9w Reply
— Hide replies

 **chewyakker**
@kirstensurmon yes please


 Liked by jamesofbright and 217 others

NOVEMBER 4, 2019

Add a comment...

Post




 **visitmansfieldmtbuller** • Following ...
Craig's Hut, Mt Stirling

 **visitmansfieldmtbuller** The snow has cleared (...almost, some more snow did actually fall today!) and it's time to start exploring the mountains by 4WD and foot again. The Craig's Hut view is looking as stunning as ever. 📷 by @moreartvc #mansfieldmtbuller #mtstirling #craigshut #seeaustralia #yourhappyspace

12w

 Liked by jamesofbright and 199 others

OCTOBER 17, 2019

Add a comment...

Post

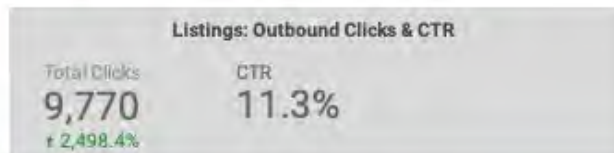
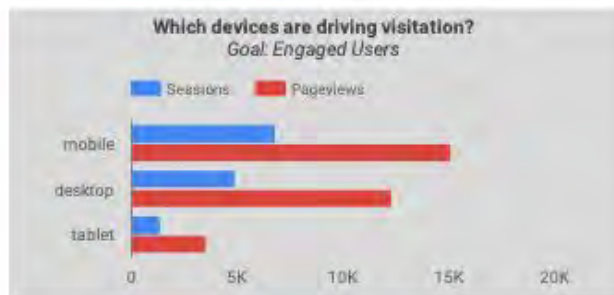
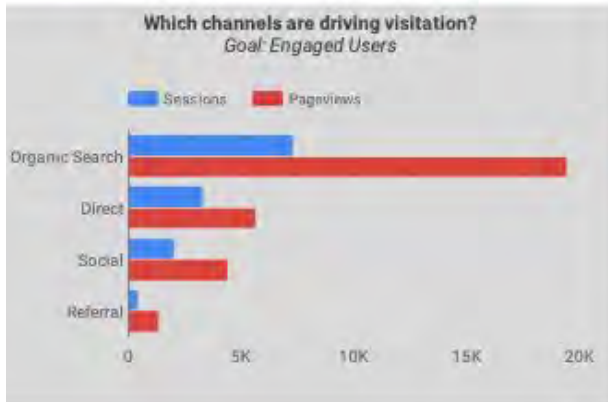
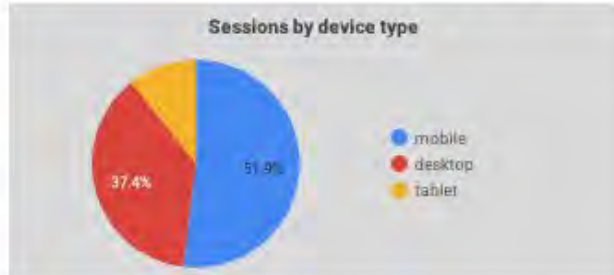
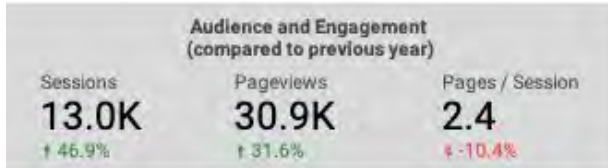


Great Victorian Rail Trail website

The site has performed strongly in the quarter with sessions up 46% compared to the same time last year. Importantly business ATDW listing views are have increased 42% with an industry leading click through rate of 11.2% from listings to the operators own website, booking system or phone/email.

In July it was observed that the GVRT search engine ranking was slipping, so an analysis of search terms was conducted in order to more tightly differentiate the GVRT experience from other rail-trails. To achieve this, a series of back-end changes were made to the website in order to bolster search engine performance of the website. In total all 38 pages had their Search Engine Titles and Descriptions updated to more clearly define the offer and bring these inline with evolving SEO standards.

Digital Dashboard - Q2 2019-20 greatvictorianrailtrail.com.au



Top 10 pages

Page Title	Pageviews
1. Home - Great Victorian Rail Trail	7,021
2. Trail Map, Distance and Gradient - Great Victor...	5,295
3. Cycling the Trail - Great Victorian Rail Trail	3,687
4. Accommodation Search - Great Victorian Rail ...	1,937
5. Popular Short Rides - Great Victorian Rail Trail	1,093
6. Cheviot Tunnel - Great Victorian Rail Trail	884
7. Yea - Great Victorian Rail Trail	656
8. Walking the Trail - Great Victorian Rail Trail	653
9. See & Do Search - Great Victorian Rail Trail	559
10. Rail Trail Experience - Great Victorian Rail Trail	510

Top 10 listings

Page Title	Pageviews
1. Cheviot Tunnel - Great Victorian Rail Trail	884
2. Rotary Club of Yea Open Garden Weekend - Gr...	301
3. Horseshoe Lagoon Flora and Fauna Reserve - ...	191
4. Yea Riverside Caravan Park - Great Victorian R...	157
5. Yea Peppercom Hotel - Great Victorian Rail Trail	120
6. Tallarook Station - Great Victorian Rail Trail	118
7. Alexandra Community Christmas Tree Festiva...	114
8. Yea Station - Great Victorian Rail Trail	112
9. Ladies in Black by Yappers - Great Victorian Ra...	107
10. Cheviot Glen Cottages - Great Victorian Rail Tr...	106

Great Victorian Rail Trail social

The GVRT Facebook Page also had another extremely strong quarter of engagement, showcasing the most shared content across all TNE managed social accounts.

The total reach of Facebook activity was over 112,500 users (up from 79,000 last quarter), and received over 5000 post engagements across 18 posts, delivering a strong engagement rate result of 6.7%, well above the Facebook benchmark of 3.5%

The GVRT Instagram page also grew well above expectations this quarter, with a growth rate of almost 30%, reaching 33,000 users with an engagement rate of 7.9%.

- **GVRT Paid Content Highlights - Q2:**

Great Victorian Rail Trail Official is in Yea, Victoria.
Published by James Davidson [?] · November 22, 2019 ·

Rolling into sunny summer days on the Great Victorian Rail Trail. Who's coming for a ride through the heart of Victoria this weekend?

15,328 People Reached 637 Engagements [Boost Again](#)

Boosted on Nov 22, 2019 By James Davidson Completed

People Reached	11.2K	Post Engagement	1.4K
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[View Results](#)

262 17 Comments 11 Shares

Great Victorian Rail Trail Official
December 18, 2019 at 11:59 AM ·

Embark on a great adventure on the historic rail trail that runs from Tallarook to Mansfield...

[GREATVICTORIANRAILTRAIL.COM.AU](#)
Ride this great rail trail throughout summer [Learn More](#)

The Great Victorian Rail Trail is a multi-use track that...

169 24 Comments 18 Shares

[Like](#) [Comment](#) [Share](#)

Most Relevant


Comment as Great Victorian Rail Trail Official

- Doms Pens Great track Lil**
[Like](#) · [Reply](#) · [Message](#) · 3w · 2
- 2 Replies
- Dean Shipley** Did it from start to finish, camped overnight it was a great weekend
[Like](#) · [Reply](#) · [Message](#) · 2w
- Louise Young-Harrington** Its a favorite ride, will do again...pat
[Like](#) · [Reply](#) · [Message](#) · 2w

- **GVRT organic posts highlights - Q2:**

Great Victorian Rail Trail Official
Published by James Davidson [?] · November 26, 2019 · 🌐

Want to know what it's like to ride the length of the Great Victorian Rail Trail from Mansfield to Tallarook and back again?
Check out Richard's tale of his recent e-bike ride along the Trail, including many great shots captured along the way, plus a highlights GoPro video that condenses his long ride into 3 minutes for you:
<https://ebikerdiary.com/20.../25/great-victorian-rail-trail/>



EBIKERDIARY.COM
Great Victorian Rail Trail
a safe, scenic, and epic bike tour

4,980 People Reached **687** Engagements [Boost Post](#)


👍 114 17 Comments 22 Shares

👍 Like 💬 Comment ➦ Share

Most Relevant ▾

Comment as Great Victorian Rail Trail Official 🗨️ 📷 📄 🗑️

Owen Walton MY wife and I did it on our e-mtb a coupla weeks ago. Rode return from Tallarook to both Mansfield and Alexandra. Rode easily over 6 days, covering 310Km.






Love · Reply · Message · 6w 📍 🗨️ 📷 📄 🗑️ 4

Great Victorian Rail Trail Official Wonderful! Hope it was a fantastic experience.
Like · Reply · 6w 📍 1

Lisa Cairnduff Awesome read!
👍 2

Great Victorian Rail Trail Official
Published by James Davidson [?] · December 23, 2019 at 4:44 PM · 🌐

Love this testimony and photos from Instagrammer @sjhmtb: "Great Victorian Rail Trail, lots of fun. I had an easier day as I was enjoying the rail trail so much I decided I wanted to do the whole thing. Then catch the actual train from Tallarook to Melbourne. Hope the Canberra, Cooma and Bombala rail trails happen, this was great. Also, all those roadies who went and bought gravel bikes could ride them."
Thanks for sharing, Steven!

3,893 People Reached **614** Engagements [Boost Post](#)

👍 162 4 Comments 6 Shares



Great Victorian Rail Trail Official is 🙌 feeling inspired in Mansfield, Victoria.

Published by James Davidson 121 - December 5, 2019 - 🌐

Adam's "Push on" wheelchair challenge conquers the Great Victorian Rail Trail!

On the weekend, Adam Georgelin pushed his wheelchair over 120 kilometres along the Great Victorian Rail Trail. The massive feat aimed to raise awareness of those living with spinal injuries and spinal malformation by fundraising for Disability Sport & Recreation (DSR) and Robert Rose Foundation so that they can continue the wonderful work they do in supporting those with spinal cord injuries.

Adam was born with Spina Bifida but thanks to DSR, Richmond Football Club and the AFL Wheelchair League he has gained great strength and support and now he hopes to help other Victorians living with a disability.

His wife Tammy rode alongside him and he was supported by family and friends throughout the three-day journey.

On his arrival in Mansfield, completing the Trail, he was welcomed by teammates and friends and received a welcome pack to Mansfield from GVRT Visitor Services Team member Colleen Reynolds.

The goal is to raise \$5000, which Adam is close to achieving. To support Adam's goal, visit: <https://www.gofundme.com/f/push-on-adams-cycle-challenge>



4,025
People Reached

599
Engagements

Boost Post

206

3 Comments 16 Shares



greatvictorianrailtrail • Following ...
Yea, Victoria

greatvictorianrailtrail Rolling into sunny summer days on the Great Victorian Rail Trail. Who's coming for a ride through the heart of Victoria this weekend? 🚲 via @ridehighcountry

#greatvictorianrailtrail
#ridehighcountry #railtrail
#summerdays #cycling #rolling
#yourhappyspace

7w



Liked by highcountrybrewerytrail and 165 others

NOVEMBER 22, 2019

Add a comment...



greatvictorianrailtrail • Following ...
Great Victorian Rail Trail

greatvictorianrailtrail Love this testimony and photos from @sjhmtb: "Great Victorian Rail Trail, lots of fun. I had an easier day as I was enjoying the rail trail so much I decided I wanted to do the whole thing. Then catch the actual train from Tallarook to Melbourne. Hope the Canberra, Cooma and Bombala rail trails happen, this was great. Also, all those roadies who went and bought gravel bikes could ride them." Thanks for sharing, Steven!

#greatvictorianrailtrail #railtrail



Liked by highcountrybrewerytrail and 133 others

DECEMBER 23, 2019

Add a comment...

Post



greatvictorianrailtrail • Following
Mansfield, Victoria

greatvictorianrailtrail Bike packing on the Great Victorian Rail Trail with 🚲 @insta_flyon and a couple of sheep on their way to Mansfield, maybe to audition for a place in the local nativity display? 🙄

#greatvictorianrailtrail
#mansfieldmtbuller #railtrail #sheep
#yourhappyspace

4w



Liked by **highcountrybrewerytrail** and **109 others**

DECEMBER 13, 2019

Add a comment...

Post

See High Country social media

See High Country continued to grow very strongly across Facebook and Instagram, growing at close to 6% on both channels. Engagement Rate is also very high, at an average of 8% engagement on rate, well above the benchmark of 3.2%.

This was the most liked @seehighcountry Instagram post of the quarter:




● **Mansfield Shire content highlights on See High Country**

See High Country is in Merrigig.
 Published by James Davidson (7) · December 21, 2019 at 9:26 AM · 🌐

Hitting the road to the High Country? We hope you have a wonderful, safe and fun summer exploring Victoria's north east.

And don't forget to watch the sky each night at sunset (especially the 15 mins before the sun sets and during "blue hour" after sunset). You'll be amazed by the colourful display of layers and patterns that light up High Country skies on summer nights.

Photo by IG/@merrigig #seehighcountry



See High Country
Regional Website [Learn More](#)

12,175 People Reached **627** Engagements [Boost Again](#)

Boosted on Dec 21, 2019 By James Davidson Completed

People Reached	8.2K	Post Engagement	914
----------------	-------------	-----------------	------------

[View Results](#)

👍❤️👍 284 16 Comments 13 Shares

See High Country is at Bindaree Falls.
 Published by James Davidson (7) · December 16, 2019 at 9:01 PM · Mount Buller · 🌐

On a hot day, a walk to Bindaree Falls is like a long, cool drink. This spectacular column of clear water plummets down a rocky cliff, as captured here by Instagrammer 📷 @srimmer1


A wooden viewing platform passes behind the falls, allowing you to enjoy the curtain of water cascading from the rocks above. Located amongst tranquil bush with lush tree ferns, Bindaree Falls are a short 10 minute walk off Bindaree Road, which is about a 10-15 drive from the Bindaree Hut and Upper Howqua campgrounds:

<https://www.walkhighcountry.com.au/listing/bindaree-falls-2/>



5,950 People Reached **608** Engagements [Boost Post](#)

👍❤️👍 133 18 Comments 11 Shares



See High Country
 Published by James Davidson (7) · December 19, 2019 · 🌐

What a spot to let go of the year that was 2019 and start looking towards capturing #yourhappyspace in 2020: <https://www.victoriashighcountry.com.au/towns-villages/mansfield/>

📷 via IG/@amity.camille #seehighcountry — in Mansfield, Victoria.

[Tag Photo](#) [Edit](#)

2,993 People Reached **215** Engagements [Boost Post](#)

👍❤️👍 88 2 Comments 8 Shares

[Like](#) [Comment](#) [Share](#) [More](#)

Most Relevant

Ben Liston Awesome
[Like](#) · [Reply](#) · [Message](#) · 3w

Most Relevant is selected, so some comments may have been filtered out.

[Comment as See High Co...](#) 📷 📷 📷 📷



9. Public Relations and Media

PR activity during Q2 focused on the roll out of media famil itineraries around the region, across leading national/metropolitan media outlets and resulting in extensive coverage supporting each of the Ride High Country, Walk High Country and Feast High Country brands.

A visit in December by the leading walk writer/blogger, Caro Ryan - Lotsa Fresh Air was secured by TNE as part of a co-sponsored famil itinerary taking in Falls Creek, Dinner Plain, Harrietville, Bright and Mt Buller. The itinerary included a stop in Mansfield.

A seasonal media release highlighting new Summer tourism experiences was developed and distributed to regional, metropolitan and national media titles, both print and digital, as well as specialist lifestyle, cycle, walk, food & wine & beer and general travel editors, journalists and freelancers.

Information and images were provided to a range of media ahead of the Christmas holidays pointing to High Country experiences including summer youth programs by All Terrain Cycles.

INSERT RHC MIDYEAR SUMMARY AS A PDF APPENDIX