

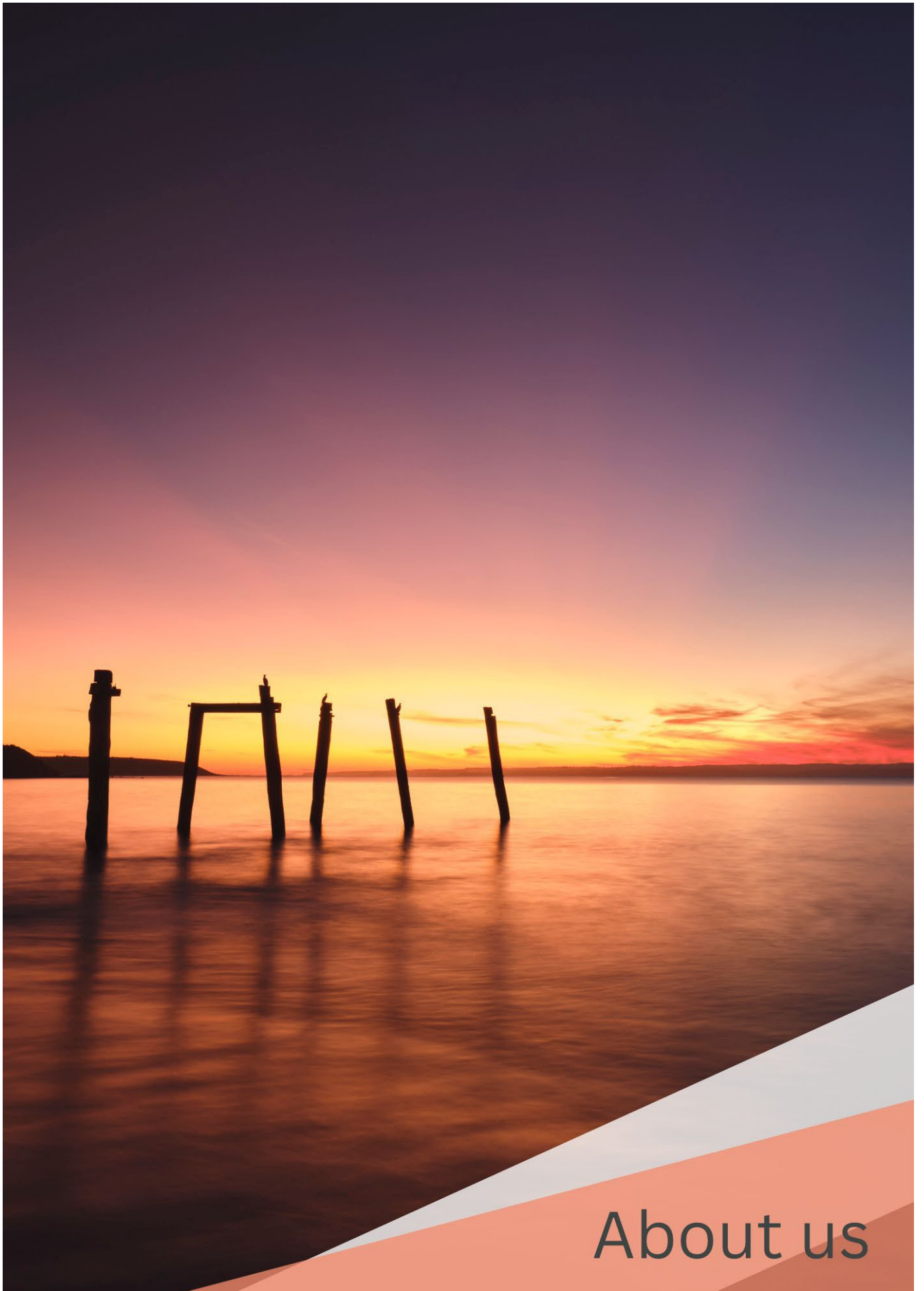
DESTINATION  
**PHILLIP**  
**ISLAND**

**ANNUAL  
REPORT**

2022 - 2023

# Table of Contents

	<b>Page</b>
<b>About Us</b>	3 - 6
Forward by Catherine Basterfield - Chair	3
Forward by Kim Storey - General Manager	3
Destination Phillip Island Board and Team	4 - 5
Strategic Partners and Industry Alliances and Memberships	6
<b>Advocacy</b>	7 - 13
Strategy and Advocacy	8
Visitation	9
Phillip Island & San Remo Visitor Economy Strategy 2035	10
Phillip Island & San Remo Visitor Economy Workforce Plan	10
Destination Management Plan – Project Overview	11
Industry Communication	12
Pilot On-Demand Transport Service for Phillip Island & San Remo	13
<b>Industry Strengthening</b>	14 - 23
Industry Events & Workshops	15
Industry Networking Events	17
Regenerative Tourism	18
Ken Hore Tourism Mentoring Program 2023	19
Bass Coast Business Awards 2022	20
Victorian Tourism Awards 2022	21
My Phillip Island Ambassador Program	22
2023 Partnership Program	23
<b>Marketing</b>	24 - 53
Phillip Island 101km2 Campaign	25
CALD Campaign	26
Social Media and Digital Marketing	28
Website	32
eDM Consumer Newsletters	34
Print Media	35
Broadcast Marketing	37
Visit Victoria Marketing	37
Caravan and Camping Campaign	38
Business Events Content Campaign	40
Village Trail Maps - Partnership with Bass Coast Shire Council	42
Visit Victoria Co-Operative Marketing Partnership	42
Public Relations and Partnerships	43
Official Visitor Guide	44
Gippsland Food and Wine Guide	44
International Marketing	45
Strategic Touring Alliances - International	46
Business Events Victoria	47
Business Events Phillip Island	47
Cruise Ship Season – 2022/2023	49
Event Leveraging	50
<b>Looking Ahead to 2023-24</b>	54



About us

## Forward by Catherine Basterfield - Chair

2022-23 was a year of growth and optimism, with an incredible return in visitor numbers and visitor spend across this magnificent region. The first half of the year marked an epic re-launch of major events in the region with both the MotoGP and World Superbikes taking place in front of a large, dedicated crowd of attendees who were undeterred by the wild weather! The region has since gone from strength to strength, continuing to see growth despite some continuing challenges. We acknowledge these critical challenges and responded by delivering a number of support programs to help our industry thrive. Working with and supporting industry is critical to our role and we are privileged to work with such a passionate, dedicated and energetic bunch of tourism businesses – we thank you for the incredible job you do in delivering amazing experiences to make our region so memorable.



The Destination Phillip Island (DPI) team was pleased to promote our region with the delivery of the most significant marketing campaign in our history, which grew Phillip Island's brand profile in Victorian and Interstate markets and contributed to the exceptional visitor growth that we have seen. I would like to congratulate the hard working and dedicated DPI team who have once again delivered an astonishing work program that has created value for our destination and industry.

These achievements would not have been possible without DPI's Strategic Partners, who provided both financial support and important industry guidance throughout the year. These partners include the Bass Coast Shire Council, the Victorian State Government, Commonwealth Government (through AusTrade) and Visit Victoria. I am very optimistic about the future of our tourism industry as we develop our new Destination Management Plan, and while challenges continue to appear, we can be reassured that this beautiful destination has all the ingredients for a strong and successful visitor economy.

## Forward by Kim Storey - General Manager

Another year forward from the incredible impacts of the pandemic. Our end of year visitation figures reflected positive growth with visitors embracing the regions incredible experiences, accommodation and our breathtaking landscapes and wildlife. The growth in average night stay is incredibly pleasing. We welcomed support from Local and State Government to Destination Phillip Island to deliver work with the industry and attracting visitation. Early in the year we completed the significant projects from the Recovery for Regional Tourism Program managed by Austrade which supported 6 key projects including industry development and supported an extensive program of marketing developments including our new campaign and imagery, video and themed marketing assets for events and caravan/camping. These projects came to an end on the 30 November 2022. We commenced our journey into regenerative tourism, cultural awareness and sustainability which are highly important to this region.



I would like to acknowledge the local industry small to large businesses who have continued to diversify and delivery excellent experiences to our visitors and supported our programs. We all look forward to working with you in the year ahead to evolve and grow our wonderful visitor economy. Special thanks to our hard-working team and the Board for their support.

# Destination Phillip Island Board and Team 2022-23

## Statement of Purpose

- (a) To act as the peak Regional Tourism Board for the Phillip Island region, as defined from time to time in tourism industry strategic plans developed by Visit Victoria or their equivalent, focusing on the development and growth of the tourism industry in the region, strategic tourism development and advocacy for the region.
- (b) To consolidate the strategic direction of the tourism industry for the entire Phillip Island region and communicate with key partners such as Local Government, Visit Victoria and other relevant independent legal entities,
- (c) To perform the following functions for the Phillip Island region: industry development, product development, regional marketing, strong advocacy and united voice for the region, effective coordination and communication, skills training, leadership and mentoring, networking, identifying investment/infrastructure opportunities, and managing tourism sustainability.

Board Members	Position	Committees
Catherine Basterfield	Chair	Audit Finance Governance Risk
John Dickie	Deputy Chair	DAC
Brad Phillips	Treasurer	AFGR
Kimberley Brown	Secretary/Public Officer	AFGR
Jeff Webb	Chair AFGR	AFGR
Ali Wastie	Member	CEO, Bass Coast Shire Council
David Bennett	Member	DAC
Tina Orr	Member	DAC
Steve Morris	Member	
Chris Kearney	Members	Retired May 2023

(AFGR = Audit Finance Governance & Risk Committee; DAC = Development Advisory Committee)



## Retiring Board Members – December 2022

Greg Harrison	Deputy Chair	Chair DAC
Tony Holland	Secretary/Public Officer	AFGR and DAC
Michaela Salvato	Treasurer	Chair AFGR
Fergus Cameron	Member and Past Chair	DAC

## Destination Phillip Island Team

Kim Storey

General Manager

Arnika Martin

GBM Deputy Chair / SMT & PIBN Board Member/CTRG

Serena Cabello

Digital Media and Marketing Co-ordinator; BEV Board Member

Louisa Frazzeto

Visitor Economy Industry Support Officer; PINP Community Reference Group

Alisha Harding

Administration Officer (part time)

Project Co-ordinator Strengthening and Capacity Projects

(GBM = Go Beyond Melbourne; BEV = Business Events Victoria; SMT == Sydney Melbourne Tourism; PIBN = Phillip Island Business Network)

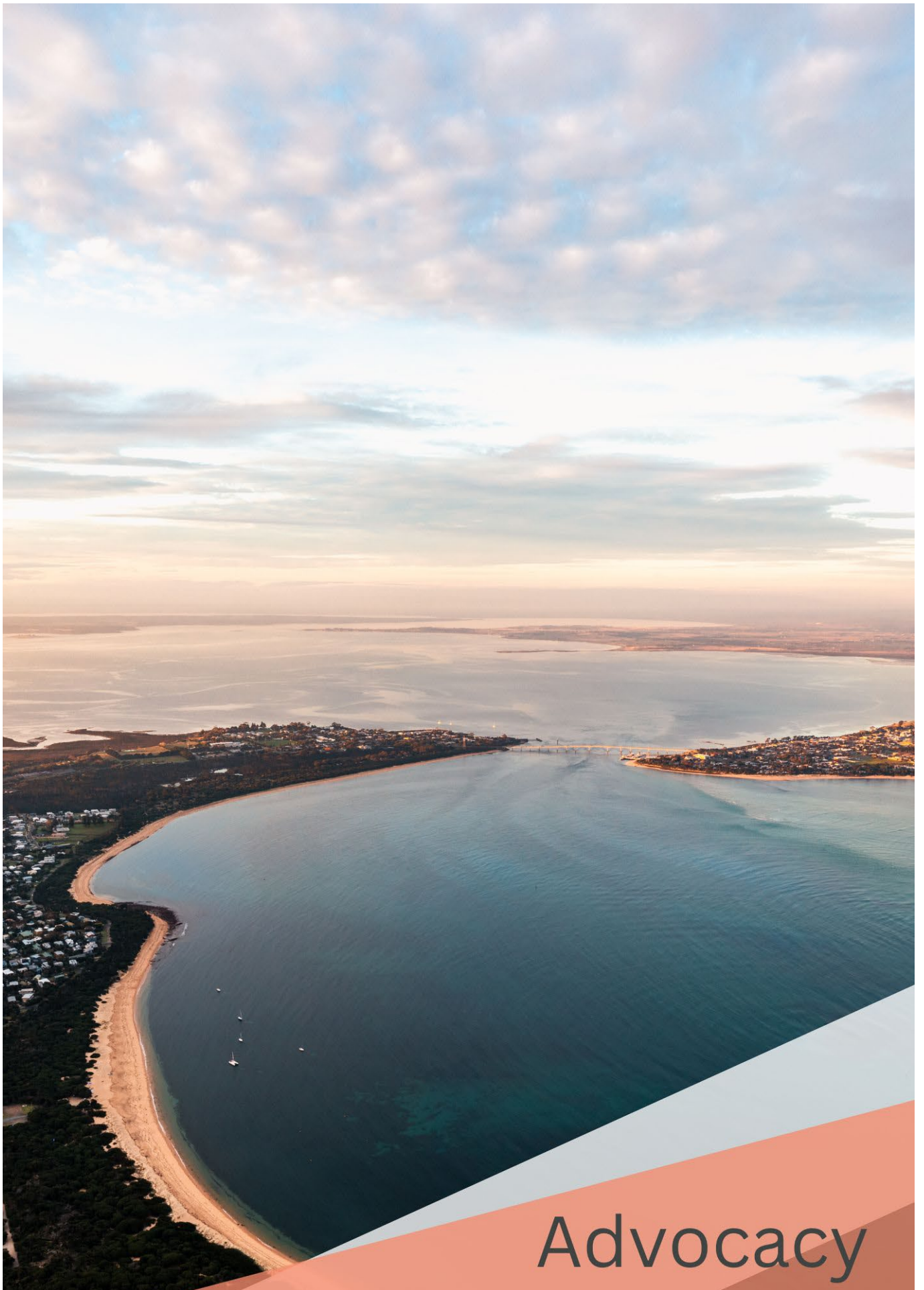


## Strategic Partners



## Industry Alliances & Memberships





# Advocacy

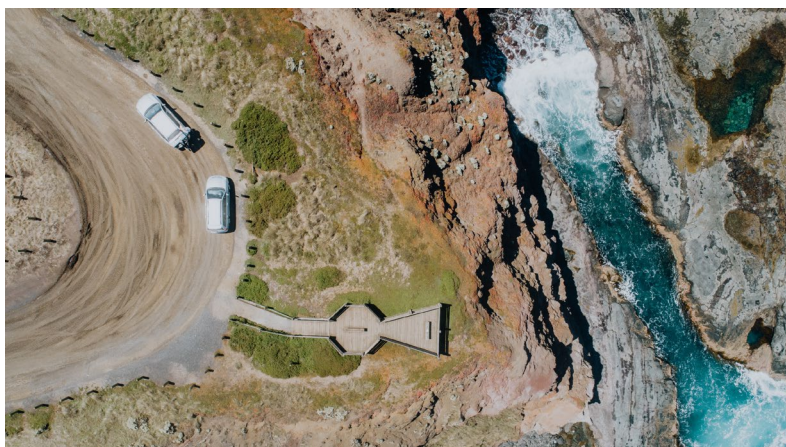


## Strategy and Advocacy

Our work this year has delivered engagement and project advocacy across a diverse range of proposals/strategies and opportunities which contribute to supporting and growing the Visitor Economy in the Phillip Island region, Gippsland, Victoria and Australia.

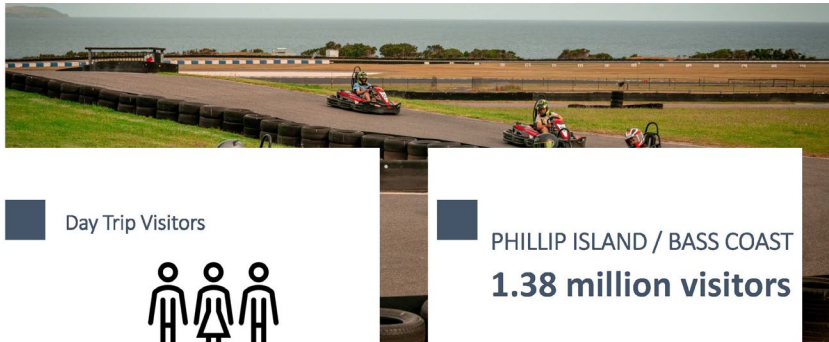
Advocacy projects and submissions during the year included:

- Phillip Island and San Remo On Demand Transport Project - Stage 2 – steering group and funding advocacy was completed in November 2022 this important piece remains a key advocacy project for the region
- Cowes Activity Centre Plan and Cowes Cultural Centre precinct – Cultural centre commenced build in January 2022 and due to be completed in October 2023
- Advocacy and delivery of the Phillip Island and San Remo 2035 Tourism Strategy – endorsed by Council and Stakeholders in August 2016 – regular reviews with BCSC, PINP and other stakeholders Funding support received from the State Government to commence development of a Destination Management Plan to for 10 years – The Tourism Collective appointed in May 2023 with the project due to be completed by the end of October 2023
- Advocacy and support for the continued development of the Phillip Island Nature Parks Summerland Project
- Engagement with Regional Development Victoria and Regional Partnerships to highlight key priorities and investment opportunities
- Distinctive Area Landscapes (DAL) – Bass Coast Region participation and advocacy – creation of submission and appearance at Panel
- Community Tourism Reference Group (CTRG) participation - managed by Bass Coast Shire Council
- Phillip Island Nature Parks – Community Reference Group – Pauleen Boulton / Serena Cabello
- Bass Coast Shire Council Events Strategy Group – Kim Storey
- Bass Coast Shire Council Events Committee – Kim Storey / Serena Cabello
- Bass Coast Shire Emergency Management Group – Kim Storey
- Go Beyond Melbourne Touring Alliance – Kim Storey, Deputy Chair/Treasurer, Arnika Martin Committee
- Sydney Melbourne Touring – Kim Storey, Destination Partner and Board Member
- New funding and sponsorship for the Island Whale Festival 2022
- My Phillip Island – Tourism Ambassador Program – further development and promotion, support to other regions now developing the program
- Phillip Island Business Network (PIBN) - support and mentoring – Board Member
- Advocacy and support for Regional Tourism Infrastructure Fund for local projects
- Advocacy and support for Enabling Tourism Fund for local projects
- Submission to the Free Camping review by Bass Coast Shire Council
- Submission to the Tracks and Trails Strategy Draft
- Bass Coast Unlocking Rural Tourism (BURT) Strategy - engagement and submission
- State Government Visitor Economy Recovery Plan and Nature Based Tourism feedback
- Visit Victoria - Branding project engagement

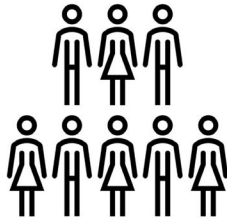


# Visitation

Year ending the 30 June 2023



Day Trip Visitors

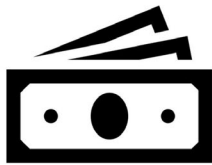


PHILLIP ISLAND / BASS COAST  
**1.38 million visitors**

**+5% compared to  
2019 visitation**



Expenditure



**\$838 million**

**up 42% year on  
year**

**Up 61% on 2019**



Overnight Visitors



**1.178 million  
+29% year on year**

**Domestic Nights  
3.546 million  
+25% compared  
to 2019**

Other research and statistics can be accessed at <https://tourism.vic.gov.au/research-and-insights>

## Phillip Island & San Remo Visitor Economy Strategy 2035

Phillip Island is one of Victoria's most prized destinations – the numbers prove it. Data shows there are 80 visitors for every resident in the region. That number can reach as high as 120 visitors to every resident during peak tourist times.

The tourism sector is crucial to **Phillip Island's regional economy. It's a \$529 million industry**, and it provides **jobs for 5,900 people** (or 46.8% of the regions employment in direct and indirect).

**The key principles the partners will support in good faith are for the Visitor Economy for Phillip Island and San Remo that:**

1. Will not only preserve but enhance Phillip Island and San Remo's natural environment through sustainable development and management practices.
2. Will seek to enhance the lifestyle of the local community of Phillip Island and San Remo through creating certainty of employment, supporting community facilities, enhancing conservation, and supporting local events.
3. Will foster continued job creation and workforce retention through an increased demand for skilled, quality people.
4. Will improve the economic value of the region by focusing investment and marketing activity on extending visitor length of stay – shifting day trips to overnight visits.
5. Will focus on helping to diversify the region's market mix to promote year-round visitation opportunities, alleviate off-peak visitation troughs and promote dispersal.

Copies of the Phillip Island and San Remo Visitor Economy Strategy 2035 and Appendix are available on our website. <http://www.destinationphillipisland.org.au/about/phillip-island-strategic-tourism-plan/>



## Phillip Island and San Remo Visitor Economy Workforce Plan

A Phillip Island and San Remo Visitor Economy Workforce Plan was developed to attract and retain a workforce whose capabilities meet the needs of an evolving Phillip Island and San Remo visitor economy, whilst maximising the opportunities of the changing community economy. The plan was funded by the Department of Jobs, Skills, Industry and Regions to support the regions visitor economy.

The plan was managed by Destination Phillip Island and created by Ninety Mile Consulting following an extensive consultation with local industry, Bass Coast Shire Council and the State Government of Victoria.

In alignment to action 2, Destination Phillip Island have made a financial investment to expand the Tourism Jobs Bank Application to the Phillip Island and Bass Coast region. A coordinated approach across the tourism industry aims to improve capability to attract, recruit and retain quality staff. In the current operating model of the application, it is free to advertise, free to search for jobs, and monthly hosting fees and advertising costs are paid for by participating RTB's.. The project would be a collaborative effort, working with multiple Regional Tourism Boards across Victoria.

A workshop focussed on Attracting and Retaining Talented staff was organised with State support, delivering industry best-practice ideas for the current economy and jobs market to help operators attract staff to their business. The workshop was attended by 15 participants.



# Destination Management Plan - Project Overview

Work on an updated Phillip Island and San Remo Destination Management Plan (DMP) is underway.

The updated DMP will provide a long-term roadmap that:

- Builds upon the insights and activity the region has been working towards through the current Phillip Island and San Remo Destination Management Plan 2030 (published in 2016)
- Supports the recently launched Experience Victoria 2033 vision set by the State, and;
- Establishes evidence-based strategic actions for the sustainable growth and development of the destination - balancing the economic, social and environmental priorities of the region.

The project received funding by Department of Jobs, Skills, Industries and Regions. A competitive tender process took place throughout March and April, receiving five strong submissions from appropriately qualified consultants.

Australian Tourism Planning Consultants, The Tourism Collective were appointed in May to lead the development of the updated DMP. The team are well versed in sustainable destination planning, and bring extensive knowledge, skills, and experience to the project.

This Project will be underpinned by ongoing engagement and consultation with community and industry stakeholders. The Listening Stage of the project commenced in late June with a Visioning Survey inviting insights from community, industry, and government stakeholders. Consultation will continue at all stages of the project. Delivery of a finalised DMP is expected late October 2023.



## Destination Management Plan Work In Progress



# Industry Communication

## Electronic Direct Mail

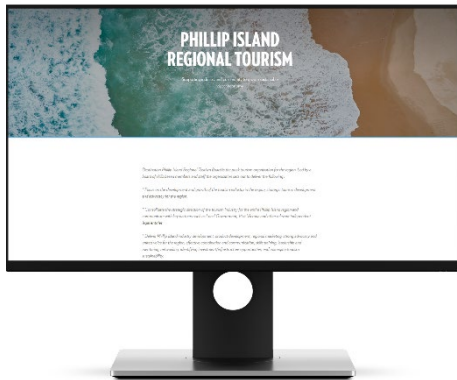
Our industry news is distributed to our industry stakeholder database through electronic direct mail (eDM) using the Mail Chimp platform.

We produced over forty eight industry communications which included invitations to workshops and marketing programs. Other content referenced events, workshops, catchups, and surveys.

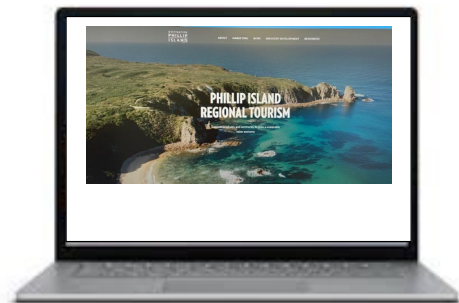
## Website and Facebook Page

Our Organisation Facebook page has 1,000 followers and we regularly share key communication such as newsletters and events to ensure we are providing an extended reach to industry.

The organisation website provides links to many resources and updates on the work of the Board.



[destinationphillipisland.org.au](http://destinationphillipisland.org.au)



@destinationphillipislandindustry



# Pilot On-Demand Transport Service for Phillip Island and San Remo

Service design and implementation plan completed in October 2022.

## Findings and Recommendations

On-demand transport benefits community, commuters, visitors and business. It's faster, more convenient, and customisable to tourism peaks.

Social disadvantage will be reduced by enhancing options for those who do not drive - increasing access to employment, medical services, shopping and socialising.

The economy will also benefit. Up to 49 additional commuters and 85 additional trips would be attracted into town a day. It will unlock workforce cohorts that are disadvantaged by our current transport system, which is over-reliant on the use of private vehicles.

It's also non-polluting. With a fully electric fleet, our current plan avoids up to 372 tonnes of carbon emissions compared to diesel buses. Fuel will also cost 80% less.

Locals also really want EV buses, to embody our strong culture of sustainability. Trialling on-demand EV buses in regional Victoria will be a first too.

The number of vehicles on the road will also be drastically reduced: up to 223 trips a day are expected during peak periods, 178 off-peak.

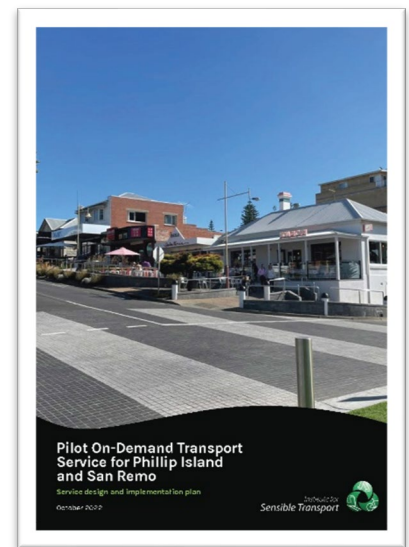
This is just the start. If the Phillip Island and San Remo pilot is a success, we'll seek to roll the program out Bass Coast wide.

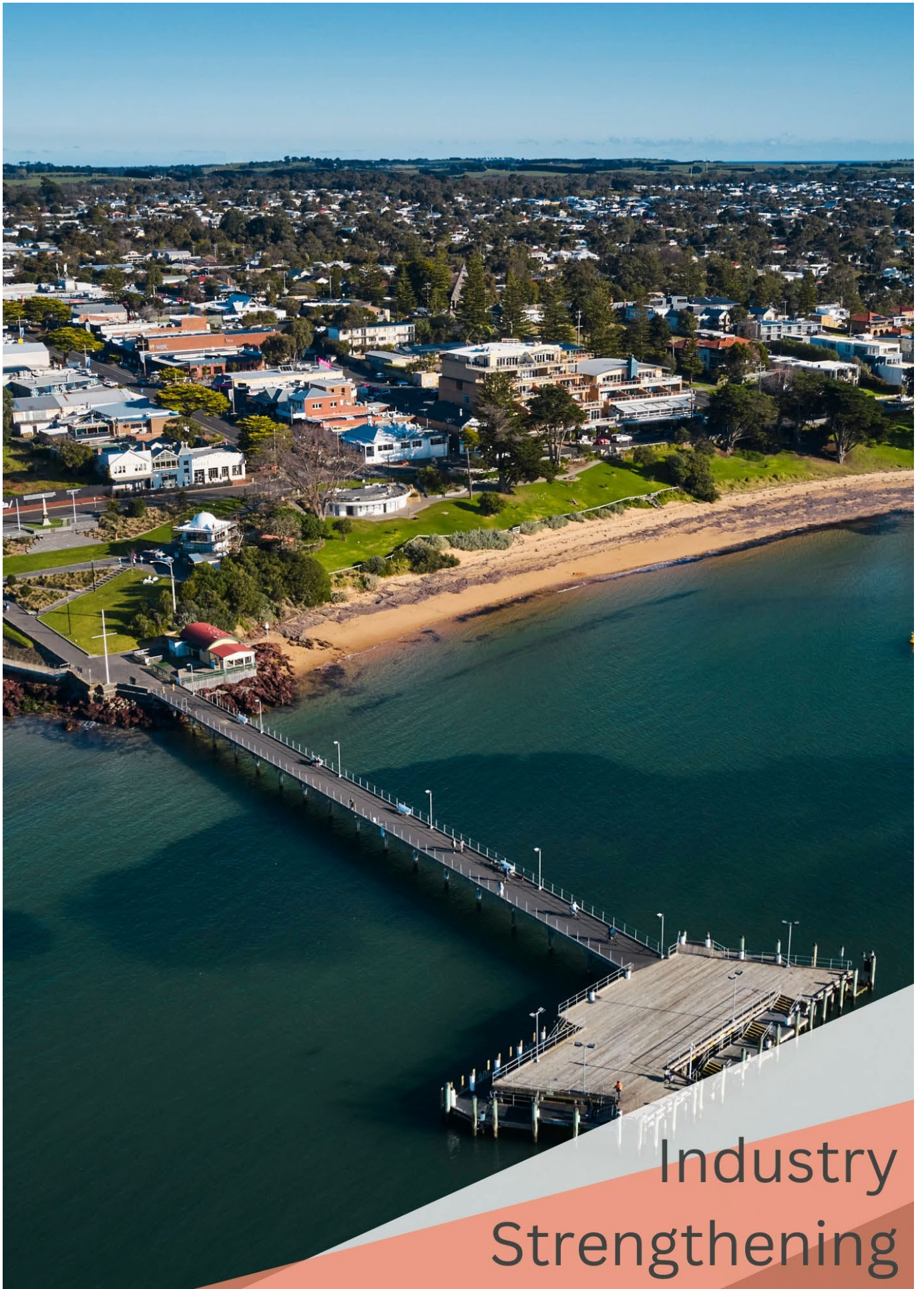
Annual operating costs are estimated at \$1 million.

Electric buses will total \$1.6 million.

With an inclusive 50% operating cost contingency, the three-year trial is anticipated to cost \$6.25 million.

While this seems high, the positive impacts to local business, community inclusion and our environment are priceless. State investment in the service today, will be multiplied many times over.





# Industry Strengthening

## Industry Events and Workshops

We continued the delivery of our industry capacity program with a range of workshops, mentoring and upskilling opportunities available to industry. The delivery of this program was supported by Austrade and the State Government.

### Industry Lunch with Renee Giarrusso

Date: 20 July 2022

Location: Phillip Island Winery

Guest speaker: Renée Giarrusso, a communication, leadership, & mindset expert & author provided thought-provoking insights on facing the future with a gift mindset.

Attendees: 48



### 2022 Tourism Conference – Inspire!

Date: 13 September

Location: Silverwater Resort

Guest speakers: Carolyn Miller, Sueanne and Peter from Customer Frame and a panel discussion with Chef Shane Delia and Australian Grand Prix Corporation CEO Andrew Westacott and Industry representatives.

Attendees: 70



#### Bookings are now open for our annual tourism conference!

As the tourism industry continues to recover in 2022, we would like to make sure your business is inspired and informed to move into 2023 with a refreshed outlook. You'll hear from a range of guest speakers and industry professionals throughout this program and reconnect with fellow industry members.

#### Keynote speakers

##### Carolyn Miller

Carolyn is a highly regarded figure in the world of advertising and marketing. She may be familiar to you from her many appearances on TV show *Gruen* as well as *Sunrise* and the *Today Show*. She's passionate about tourism and is on the board of Tourism Tasmania. Carolyn is a small business owner and founder of communications consultancy "The Honeycomb Effect". She is here to share insights about brand building and consumer engagement for business owners.

##### Sueanne+ Peter Carr - Customer Frame

This entertaining dynamic duo from Customer Frame have been working with Destination Phillip Island to create new customer profiles for our region. Peter is a global leader in transforming SMEs, large businesses + organisations through the eyes of their customers. Sueanne is a globally accomplished strategy professional, who is passionate about connecting businesses with the ultimate reason they exist: their customers.

##### Andrew Westacott - CEO, Australian Grand Prix Corporation

**Kristy Malapa** - Youth Specialist & Industry Relations Manager, Tourism Australia  
**Greg Box** - General Manager of Partnerships Economy and Culture, Bass Coast Shire Council

#### Special Guest Panel Discussion

**Chef Shane Delia** (Maha, Biggie Smalls & Providoor) & **Andrew Westacott**

Tuesday 13th September

Silverwater Resort

8.45 am registration for 9 am (sharp) start - 4.15 pm networking drinks

Ticket price \$25.50 inc GST per attendee (valued at \$120)

The full-day industry event with inspirational speakers, morning, lunch & networking drinks

Bookings close Fri 9th September

For further info contact [info@destinationphillip.com.au](mailto:info@destinationphillip.com.au)

Book here: <https://www.tybookings.com.au>





## Industry Lunch with Simon Kuestenmacher

Date: 9 November 2022  
Location: The Nobbies  
Guest speaker: Demographer Simon Kuestenmacher  
Attendees: 45



## Attracting & Retaining Talented Staff

Date: 7 June 2023  
Location: The Nobbies  
Presenter: Catherine Bell, Hospitality & HR professional

This full day workshop offered operators a dynamic and interactive day focused on practical tips to recruit and retain staff. This hands-on masterclass was designed to assist tourism and hospitality businesses and included industry best-practice ideas for the current economy and jobs market to help operators attract staff to their business'. Catherine shared useful, low-to-no cost strategies and tools to implement at each stage of the employee life cycle to ensure staff feel valued from day one.

Participants: 15



## Creating Unforgettable Experiences

Date: 21 June 2023  
Location: Silverwater Resort  
Presenter: The Tourism Collective

Through practical tips, case studies, activities, and group-think sessions, attendees learnt about current visitor trends, values, and behaviours; discovered why being a purpose led business is key to building a thriving tourism business & were inspired to create and deliver experiences that align with the travel motivations of your High Value Guests; learnt where opportunities are to create new experience development; and practical ways to build and maintain trust and relationships.

Participants: 18



# Industry Networking Events

## End of Year Catch Up

Date: 14 December 2022

Location: The Wooli Tavern

Attendees: 45

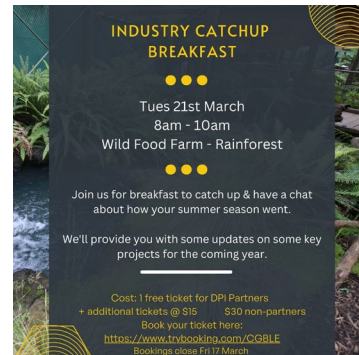


## Industry Breakfast

Date: 21 March 2023

Location: Wild Food Farm

Attendees: 38



## Regenerative Tourism



Destination Phillip Island is excited to be one of the first regions in Australia to be working with Regeneration Projects who have been engaged to create a Regenerative Tourism Strategy due to be completed in 2024.

At the first workshop 'Introduction to Regeneration' in July 2022 at the Nobbies, Matt Sykes introduced the group of local business leaders to the concept of Regenerative Tourism which is the idea of adopting a purpose beyond profit, giving back more than we take and leaving places better than we found them. With the health of the planet in decline, businesses have the responsibility to do something about it and the Regen Phillip Island Project aims to collaborate to find ways that we can make a difference for our Island Sanctuary.

### International Presenter – Anna Pollock

Building on the 'Introduction to Regeneration' workshop, we were excited to have international presenter Anna Pollock from Conscious Travel, UK and Loretta Bellato (PhD candidate, Swinburne Uni) present at a workshop held at the Penguin Parade.

Anna presented examples of how other destinations are working through the challenges and opportunities of place regeneration through tourism, drawing upon experiences in Ireland, Aotearoa New Zealand and afar.

Matt, Loretta and Anna worked with local operators and organisations to practically explore pathways for collective action as a purpose-driven alliance. This included identifying ways to build upon existing grassroots social and environmental initiatives, as well as emerging ideas like understanding whales as tourism industry stakeholders.

The Regen Phillip Island Alliance group consists of representatives from Phillip Island Nature Parks, Wildlife Coast Cruises, Totally Renewable Phillip Island, Westernport Water, Phillip Island Conservation Society, Westernport Biosphere, Ripples and Tonic, Bass Coast Shire Council and the group continues to grow.



## Ken Hore Tourism Mentoring Program 2023



Ken Hore had a long association with members throughout the Gippsland and Phillip Island tourism industry. He encouraged their business and personal development with his generous support and commitment to others. Ken offered a guiding hand to many of the industry's newest recruits. As a founding Board member of Destination Phillip Island, the Board were keen to support this program as a tribute to Ken and to assist future members of the industry grow their awareness of regional tourism.

Destination Phillip Island partners with Destination Gippsland and Bass Coast Shire Council to deliver a program of industry development to young professionals. The program is now in its 9<sup>th</sup> year and continues to

This year's program included:

- 6-month one-on-one mentoring program with an industry leader matched to each participant
- Face to face workshops and online meetings
- Melbourne Day - meeting with staff from Visit Victoria and VTIC
- Phillip Island Day including a presentation from Georgia Bisset, Environmental officer at Wildlife Coast Cruises, a Cape Woolamai cruise, a presentation from Catherine Basterfield, CEO of Phillip Island Nature Parks and a visit to Churchill Island farm.
- Gippsland Day including a visit to the Gippsland Performing arts centre and talk from Alison Conroy from Destination Gippsland, a trip to Walhalla meeting Brian Brewer, a ride on the Goldfields Railway train experience, and chat with tourism leader Angela Nickelby.

This program would like to recognise the employers who sponsor participants and support the growth of regional tourism across Phillip Island and Gippsland.

There are participants for 2023:

Participant	Employer	Area
Sue Graham	Phillip Island Eco Tours	Phillip Island
Tenita Hoefler	Saltwater Phillip Island	Phillip Island
Sarah Barrot	Bass Coast Shire Council	Phillip Island
Neesa Lee	Phillip Island Visitor Information Centre	Phillip Island
Lauren van Strijp	Bass Coast Shire Council	Phillip Island
Paul Kenna-Law	Loch Brewery & Distillery	Loch
Jessica Shapiro	Gunaikurnai Land & Waters Aboriginal Corporation	Lakes Entrance
Amanda	Howler Brewing Company	Lang Lang



## Bass Coast Business Awards 2022

The 2022 awards were held in October at Silverwater Resort. DPI continues to sponsor and support these important local awards. General Manager Kim Storey also participated as a Judge of several categories.

The *Marketing and Communications* award sponsored by Destination Philip Island:

**Winner:** Connect 2 Electrical Systems

**Runner Up:** Bass Coast Boat & Caravan Storage

The 2022 Business of the Year was awarded to Wildlife Coast Cruises.



## Victorian Tourism Awards 2022

The Victorian Tourism Awards are organised by the Victorian Tourism Industry Council. The Gala Ceremony was held in December at the CENTREPIECE at Melbourne Park and had nearly 1,000 attendees.

We congratulate everyone who participated. Our partners that received awards were:

### Gold

Major Tour & Transport Operators – Searoad Ferries

Local Government Award for Tourism – Bass Coast Shire Council

### Silver

Ecotourism – Phillip Island Nature Parks

Visitor Information Services – Phillip Island & Bass Coast Visitor Information Centre Network

### Bronze

Tourism Wineries, Distilleries & Breweries – Harman Wines



## My Phillip Island Ambassador Program

The My Phillip Island Tourism Ambassador program aims to be a valuable training resource, delivered on an easy-to-use digital online training platform. The project is supported financially and managed by Destination Phillip Island. It was established in partnership with the Bass Coast Shire Council, and received funding support from the Regional Events and Innovation Fund - State Government of Victoria.

The program offers interactive and interesting information about Phillip Island and San Remo along with a base of how to provide warm, friendly quality service that speaks to all visitors.

The program is delivered online on any device and is designed so it can be undertaken in the way it best suits the learner, either module by module or in one sitting.

More than just a guide to good customer service, My Phillip Island wants to spread the story of the region to every visitor.

Modules covered in the training include:

- Phillip Island Essentials - Phillip Island's tourism industry facts and figures
- Love My Island - delivering not only exceptional Phillip Island service but be part of the story!
- Things to Do - be regional advocates
- My Wildlife Island - learn more about our wildlife
- My Island History - delve into our history to be able to share with our visitors
- My Special Island - protect our local environment and what we are achieving in sustainability!
- Covid 19 - information for businesses and staff (specialised module)

On completing all modules, the student will receive an Ambassadorship certificate and pin.

### Phillip Island Tourism Ambassador Pin



### Funding development partners



## 2023 Partnership Program

The new program was launched in December 2022, now in line with the calendar year. We offer 3 levels of partnership – Essential, Premium and for this first time this year we introduced a Platinum partnership.

For 2023, Destination Phillip Island had 180 partners - 1 Platinum Partner (The Wooli Tavern), 41 premium partners and 138 partners.

The 2023 Partnership Package were:

### ESSENTIALS PACKAGE - \$250 per year

This package is for Tourism businesses, experience and events

- Listing on visitphillipisland.com.au and visitbasscoast.com.au websites
- Outbound links on visitphillipisland.com.au to your website, preferred booking platform, and social media channels
- Eligible for inclusion in social media posts on Phillip Island's social media channels
- Submit any special deals to be included in our 'special deals' website page
- Promote your key events for free on visitphillipisland.com.au and support to load the event listing to the Australian Tourism Data Warehouse (ATDW)
- Eligible for inclusion in monthly DPI consumer eDM to database of 35,000+
- Partnership rate advertising opportunities in official Phillip Island collateral (including the Official Visitor Guide)
- Subscription to DPI Industry eNewsletter & eNews updates
- Invitations to Industry training, workshops, networking, and annual conference at discounted partner rates
- Priority access to workshops on topics including digital, accessibility, and visitor servicing
- Quarterly updates of industry research such as visitor arrivals and travel trends
- Support with Victoria Tourism Industry Awards applications \* and mentorship for new award applications  
(\*subject to eligibility criteria)
- Business registration on the *My Phillip Island* platform to manage employees, access jobs board and special offers

#### VISITOR INFORMATION CENTRE

- Online and visitor enquiries referred to your business via phone, email, and mobile van promotions
- Online booking platform access with the option to be live with ongoing support and advice
- Listing on the tear-off map distributed at the Visitor Information Centre and local businesses
- Invitation to Visitor Services morning tea and networking sessions
- Custom listing on visitbasscoast.com.au

#### + VISITOR INFORMATION CENTRE ADDITIONAL OPTIONS

- |  |       |
|--|-------|
| 1. Your DL brochure* displayed at Phillip Island Visitor Information Centre                                  | \$125 |
| 2. DL brochure* displayed at Phillip Island & Inverloch Visitor Centres & A3 poster at Phillip Island Centre | \$460 |

(\* brochure requirements: must be designed to a professional standard, stand upright & not fold over, must be DL or A5; photocopies not accepted)

### PREMIUM PACKAGE - \$450 per year

This package is for those businesses looking to boost their marketing activities

All of the above features of the Essentials Package plus the following additional benefits provided by DPI:

- Partner spotlight on your category page on visitphillipisland.com.au for 1 month
- Inclusion in the 101km2 marketing campaign (where appropriate)
- Content inclusion in one (1) seasonal campaign produced by DPI
- 1 x Consumer eDM feature for your business - up to 150 words, 1 image and link to your website

**\*NEW FOR 2023\***

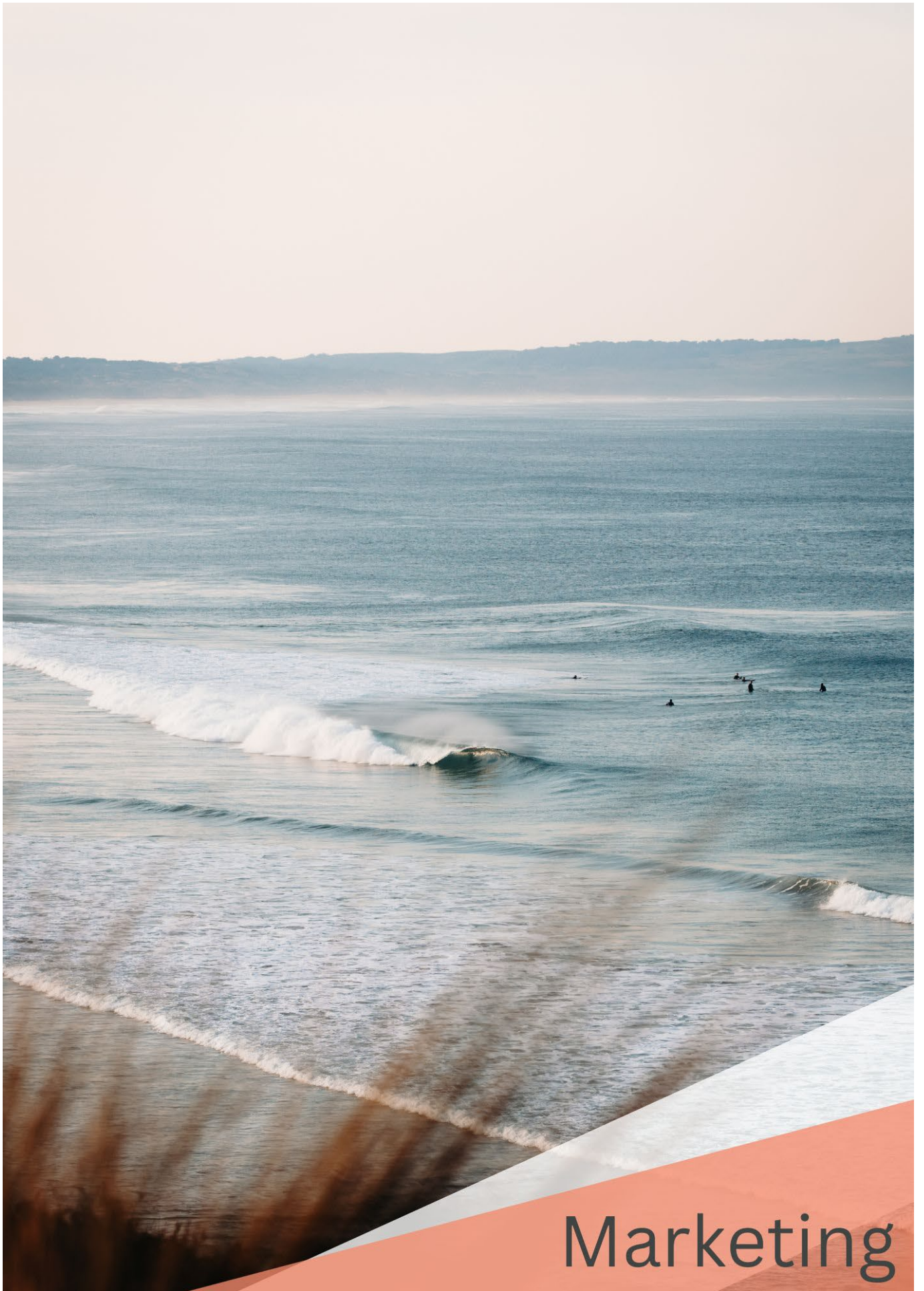
### PLATINUM PACKAGE - \$2,000 per year

This package is for large tourism experience and accommodation businesses looking to leverage the reach of DPI's digital assets

All of the above features of the Essentials Package and Premium Packages plus the following additional benefits provided by DPI:

- Partner spotlight on home page for 1 month
- 1x Consumer eDM feature for your business up to 300 words, 1 image, and link to your website
- Dedicated (Solus) Blog Post for your business and shared across Phillip Island Facebook and Instagram Stories
- Inclusion in one seasonal social media paid activity
- One Instagram story and reel set on your business, created and produced by DPI team





Marketing

# Phillip Island 101km<sup>2</sup> Campaign

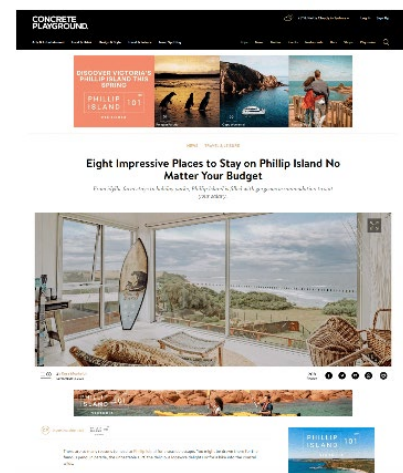
## Media Buy Summary

Our media buy campaign from the Austrade grant overall included a range of different media including tv ad activity, BVOD, radio, podcast and digital. In October, our TV ad ran on Foxtel and Kayo for two weeks pre, during and prior to the Australian MotoGP at Phillip Island. This proved excellent value, as the 2022 MotoGP took the top spot as the most-watched GP race on Foxtel with 185k viewers.

Digital online content continued to roll out as part of our partnership with Concrete Playground Sydney, which included four feature articles on Phillip Island, paid digital banners and social media posts. We also leveraged Concrete Playground's audience by talking about the voucher scheme and displaying banner ads about the vouchers up until the campaign ended.



ONE AMAZING PLACE



## Winter Campaign

We continued to develop seasonal Winter/Spring content, including a Television Commercial, social media video cutdowns and images as part of the 101km<sup>2</sup> campaign. August saw the production of the Winter/Spring campaign, which was shot over three days, resulting in the deliverables mentioned above. This was a fantastic opportunity as we were able to capture a vision of Phillip Island that hasn't been done before, igniting a feel for cosy getaways, whale watching, indoor family fun and good food and wine. This project was delivered by Instant Crush Productions with Arnika being the production executive.

The content has been used in a range of Winter marketing, including print magazines, social media, blogs and more.

### Video Links

Couples: <https://youtu.be/bEyxWIB04g8>

Families: <https://youtu.be/SG9Kul-PAeg>



## Results

Overall, our integrated marketing campaign for Phillip Island 101km<sup>2</sup> reached over **106 million people**.

The aim of this marketing campaign was to build brand awareness, drive traffic to the landing page and identify an engaged pool of users.

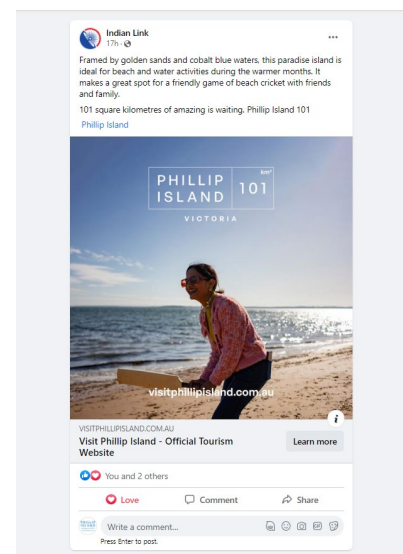
Digital metrics were met in terms of driving interstate visitation to the Phillip Island visitor website, which had an increase of 11,590% users, compared to the pre-pandemic year of 2019.

KPI achievements were met in all partnerships undertaken, along with key KPIs set out in agreements with agencies and advertising platforms. This included creating a new Phillip Island integrated marketing campaign, PR and marketing.

## CALD Campaign

An exciting part of the Austrade funding was developing and launching our CALD (culturally and linguistically diverse) marketing campaign and content creation. With the considerable growth in regional dispersal by multicultural communities across Australia, we were excited to create content and market Southeast Asians and Indian diaspora living in NSW and other interstate capital cities to visit Phillip Island.

These specific campaigns rolled out across Sydney, NSW and Queensland. The Indian video was shown before Bollywood Movies in theatres in Sydney, along with video and static social media content, influencer marketing, print magazines and newspapers. The Southeast Asian content rolled out online with influencer marketing, digital advertising on relevant apps, including WeChat, and a landing page in mandarin on our Visit Phillip Island website. These assets will create a great legacy to our domestic CALD marketing and will be used in years to come to support anything marketing outputs. Our CALD campaign drove domestic Indian and Southeast Asian audiences living in Australia to our website. The Chinese landing page had over 9,000 page views, with the highest visitation coming from Cairns and Sydney locations.



Our CALD campaign drove domestic Indian and Southeast Asian audiences living in Australia to our website. The Chinese landing page had over 9,000 page views, with the highest visitation coming from Cairns and Sydney locations.

Overall, this campaign reached 628,514 people and had 18,509 engagements. Individually, the Indian campaign reached 197,112 with 11,371 engagements. The Southeast Asian campaign reached 431,402 with 7,138 engagements.

Indian Video: <https://youtu.be/s1qTaa8ZG2M>

Southeast Asia Video: <https://youtu.be/GvqeqAtEO98g>



## LITTLE PENGUINS, BIG RACES, AND SO MUCH MORE

Extraordinary experiences – that's what Victoria's Phillip Island is all about

**M**ore than 100 years on, Phillip Island's iconic Little Penguin Beach is still a magnet for visitors. The beach is home to the world's largest colony of little penguins, and it's a must-visit for anyone who loves nature. The beach is also a great spot for a picnic, and there are plenty of cafes and restaurants nearby.



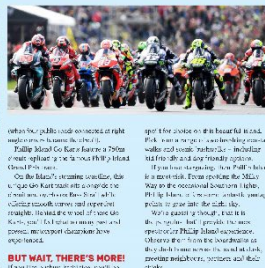
20,000 little penguins, a quarter of the population of Australia's 13 million, breed on Phillip Island. The beach is a must-visit for anyone who loves nature. The beach is also a great spot for a picnic, and there are plenty of cafes and restaurants nearby.

**NATIVE WILDLIFE**  
Phillip Island is home to a variety of native wildlife, including the Phillip Island penguin, the Phillip Island quail, and the Phillip Island whistling warbler.

the beach is a must-visit for anyone who loves nature. The beach is also a great spot for a picnic, and there are plenty of cafes and restaurants nearby.

**BEACHES**  
Phillip Island has a variety of beautiful beaches, including Phillip Island Beach, Phillip Island Beach, and Phillip Island Beach.

**GRAND PRIX CIRCUIT**  
Phillip Island is home to the Grand Prix Circuit, which is a popular destination for motorsport fans. The circuit is a must-visit for anyone who loves racing.



### TRAVEL NOTEBOOK

Other attractions include the Phillip Island Lighthouse, Phillip Island Lighthouse, and Phillip Island Lighthouse.

Phillip Island is a beautiful destination for anyone who loves nature. The island is a must-visit for anyone who loves nature.



## Social Media and Digital Marketing

July-December 2022 focused on rolling out the content that was created out of 101km<sup>2</sup> campaign as well as rolling out the remainder of the paid digital media buy. The campaign assisted in achieving over 1 million page views from July 1 – Dec 31.

January-June 2023, we have continued with an always-on approach, posting on Facebook, Instagram and occasionally TikTok several times a week. Social media channels prove to still be highly engaging for Phillip Island, especially on Facebook, where conversations are more apparent.

Last year we had an ongoing paid digital media paid campaign, directing traffic to our website via social media ads. As this budget has now ceased, we continue with limited money to do social media advertising and only commit to this during low periods ie Winter, late Autumn etc

We continue to try and stay on top of trends, posting stories, videos, reels and more.

Paid and targeted social media posts, including Facebook, Instagram, YouTube and Google Ad Words, continued to roll out as part of the 101km<sup>2</sup> campaign and also to support the Phillip Island Voucher Campaign. Organic social media also remind a key part of digital marketing strategy.

The campaign contributed to an overall reach on Instagram of over 3 million people, with over 5.2 million impressions. And on Facebook, an overall reach of 13.5 million, with over 17.6 million impressions for the overall date range from June 1 2021 – Nov 8 2022.

On Facebook and Instagram, the video awareness campaign had 2.15 million playthrough's, 4.74 million impressions and 10,888 clicks. Retargeting ads on Facebook and Instagram accumulated 823k impressions and 2,477 clicks.

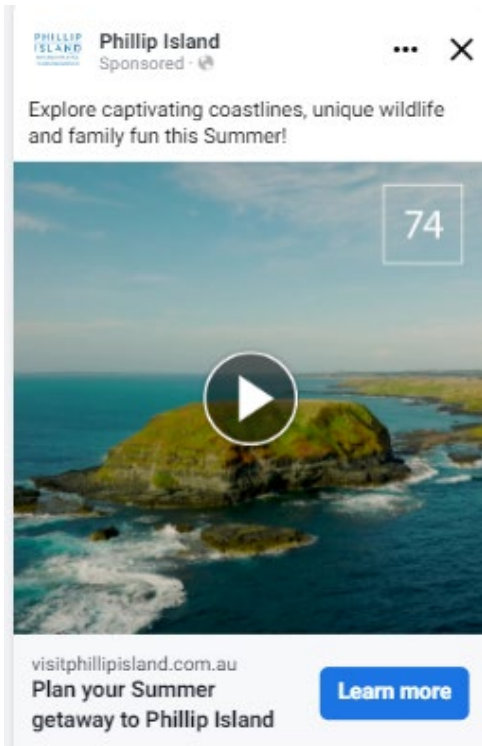
Retargeting voucher ads achieved 5.17 million impressions and 30,335 link clicks. Google campaign network marketing achieved over 12,000k video views on YouTube and 208k google display clicks, with a total of 20,608,869 impressions.

The image displays two screenshots of Facebook posts from the official Phillip Island page. The left screenshot is a video post published on July 15, 2022, by Alyssa Simpson. The video shows a colony of penguins on a rocky shore with a '57' view counter overlaid. The post includes a link to 'Discover Phillip Island, Victoria' and has 107 likes, 14 comments, and 7 shares. The right screenshot is a promotional post published on October 6, 2022, at 10:57 AM, also by Alyssa Simpson. It features a scenic background of Phillip Island with the text 'DON'T FORGET TO CLAIM YOUR \$250 TRAVEL PASS' and 'Phillip Island, Victoria'. The post includes a link to 'VISITPHILLIPISLANDPASS.COM.AU' and a 'Get offer' button. It has 173 likes, 83 comments, and 57 shares. Both screenshots show the standard Facebook interface with like, comment, and share buttons, and a comment section with user interactions.



	2022 July 1 – Dec 31	2023 Jan 1 – June 30	Total
Impressions	11,465,686	2,187,372	13,653,058
Reach	9,207,157	1,795,944	11,003,101
Engagement	513,550	79,382	592,932
Fans			50,351

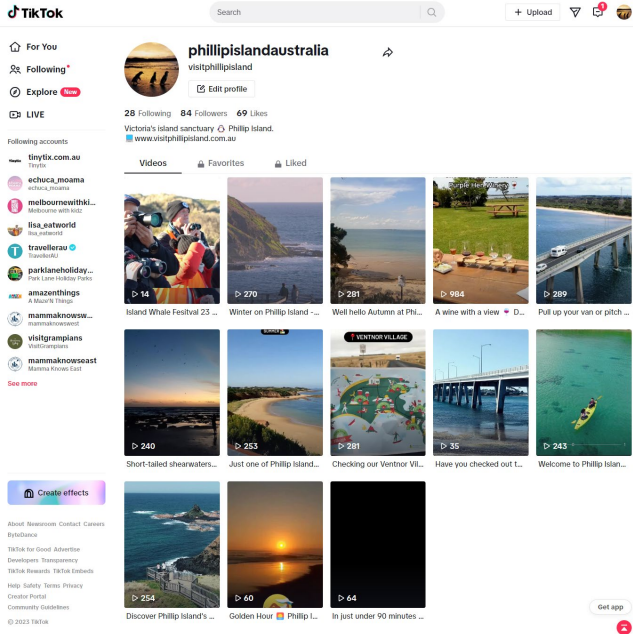
**Example of paid Facebook ads**



	2022 July 1 – Dec 31	2023 Jan 1 – June 30	Total
Fans			35,101
Impressions	2,233,771	1,078,978	3,312,749
Reach	1,456,156	561,453	2,017,609
Engagement Rate	4.6%	5.3%	4.92%

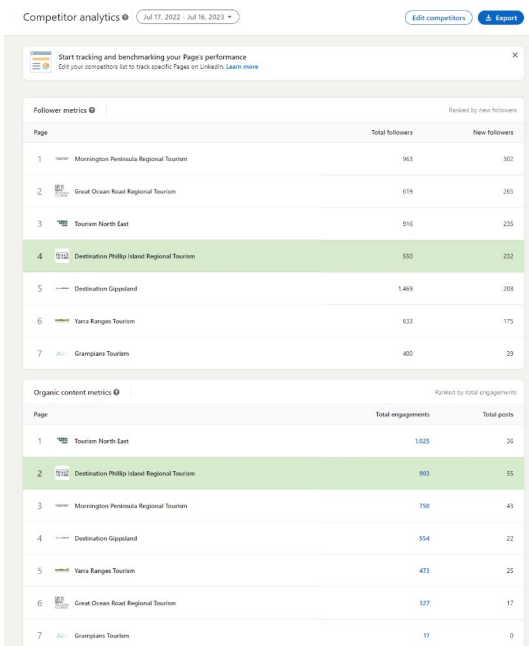


We occasionally post on this platform when we have some content to share. The best-performing content on TikTok has been ones where Arnika filmed herself around the Island. At this stage, we have 84 followers and 69 likes. We will continue to work to grow this platform when time permits.



## DPI Industry

Our strategy for the last year was to post more often on LinkedIn to let the industry know what we do at Destination Phillip Island. It's great to see that our organic posts are the second highest against similar organisations, even though our follower base is smaller.



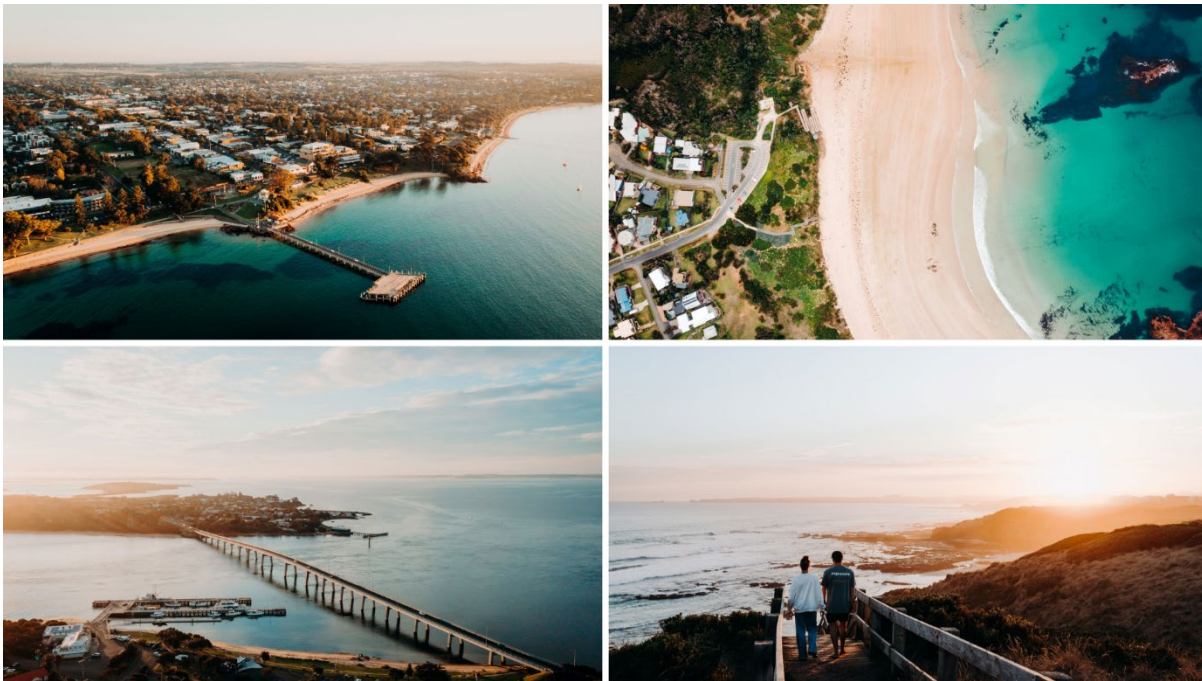
## Influencers and Content Creation

We engaged local content creators and photographers to create more assets, including photography and social media content creation, including a partnership with Nath's Way and Tommy Williams Photography. We also undertook a content/influencer partnership with One Hour Out as a side project to work on a video for socials alongside writing about the destination for a book.

We continued to use content that was generated from the 101 Campaign. Arnika regularly creates content when she is out and about, in order to create reels and videos. These prove to be highly successful, especially when it's an organic reel.

We will continue to look for influencers that offer in-contra contracts to gain more awareness and exposure as a must visit destination.

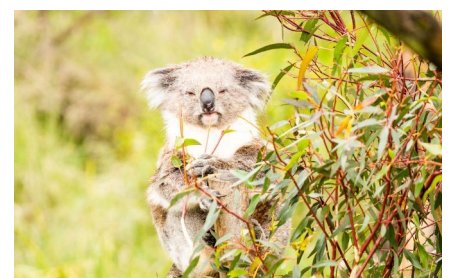
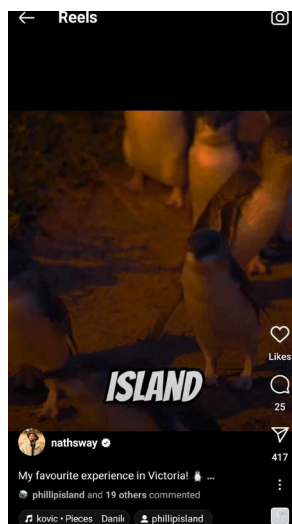
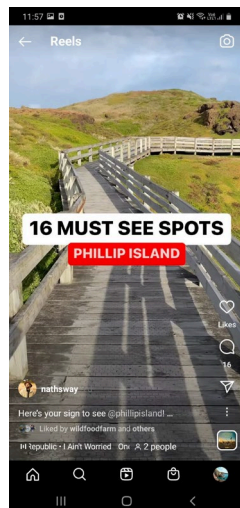
### Tommy Williams Photography



### Naths Way

Unfortunately, the weather wasn't too kind to us, but Nath was still able to generate some great content and has been back a few times since to focus on certain topics such as Interesting Victorian Facts with a reel on the Penguin Parade in Feb.

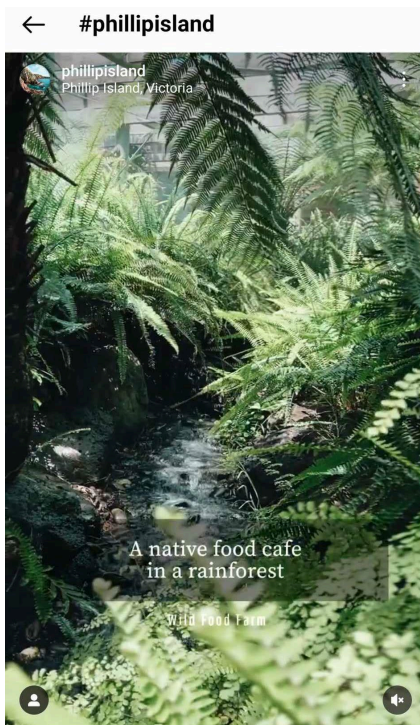
Reels from Nathsway received 62.2k, 23.8k, 49.6k and 22.3k views, with over 20 comments for each reel.





## One Hour Out

One Hour Out Reel received 16,142 plays and 369 likes. 149 shares and 170 saves.



## Website

Our Visitphillipisland website is the most crucial marketing tool we have, with all our advertising and marketing initiatives funnelling people to the website. Our main aim for our website visitors is to inspire them to stay longer and to click a button and get in touch with a partner, whether via website, phone or email.

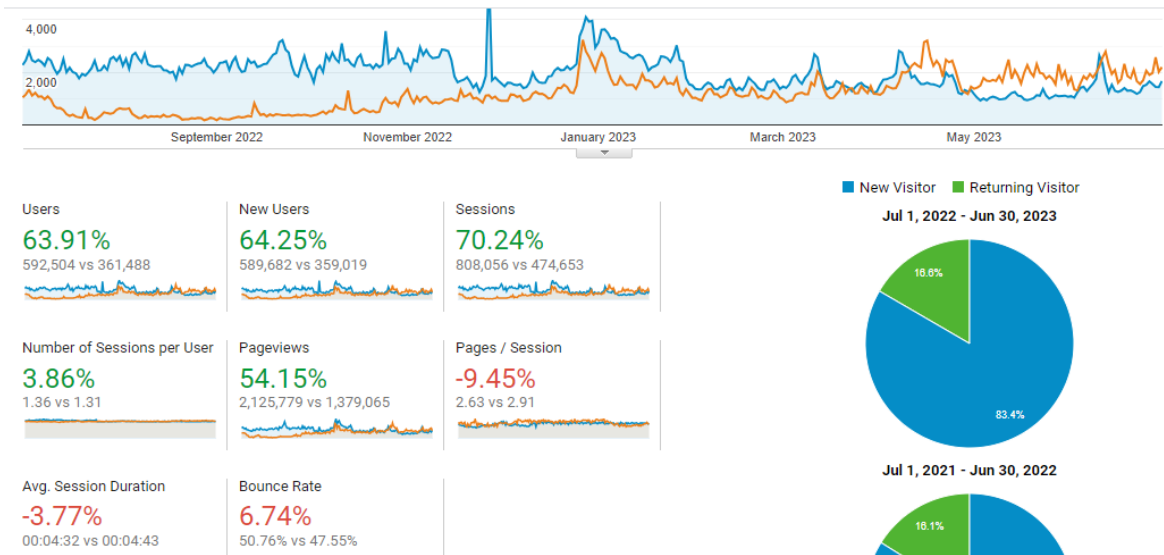
We continue to write new monthly blogs, rotate content, update and add pages to keep our SEO ranking and website looking fresh. Content on our website is used regularly in social media posts, consumer newsletters and marketing.

Blog content includes a range of different topics focusing on listicles to gain consumers' attention such as 5 foodie adventures this Autumn to try, 10 things to do in Winter and 5 cosy stays this Winter. View the latest blogs here - [www.visitphillipisland.com.au/blog](http://www.visitphillipisland.com.au/blog)

New pages added to our website in the last year include [Whale Watching](#), [Stargazing](#), [Gippsland](#) and [Chinese landing](#) page.

Here are the key stats for each half and total for the year: This financial year, website users, sessions and page views were all up on the previous year – see table below for reference.

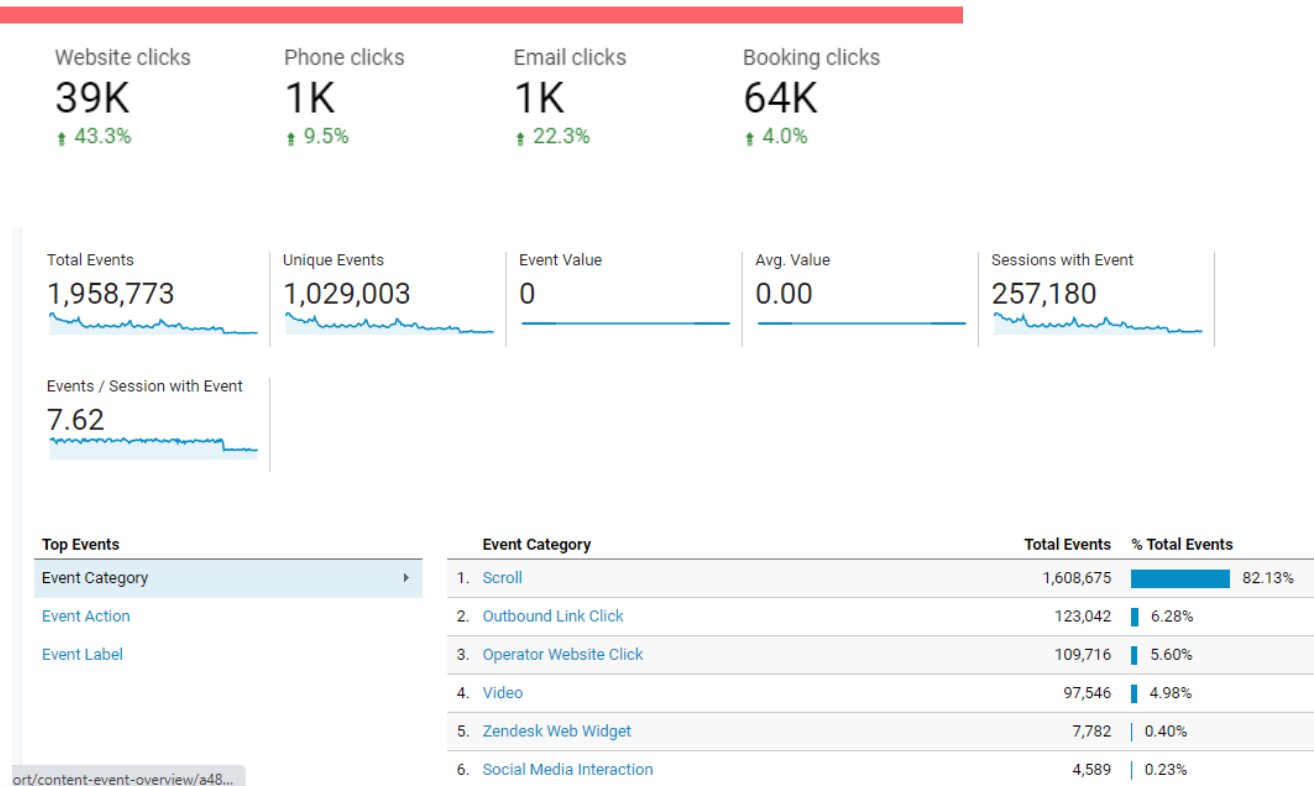
	2022 Jul 1 – Dec 31	2023 Jan 1 – June 30	TOTAL
<b>Website Users</b>	339,387	257,586	<b>592,504</b>
<b>Website Sessions</b>	479,513	328,543	<b>808,056</b>
<b>Avg. Session Duration</b>	4.21 minutes	4.49 minutes	<b>4.32 minutes</b>
<b>Page Views</b>	1,198,118	927,661	<b>2,125,779</b>



## Tracking Events

Tracking events helps us to report how many outbound link clicks, operator clicks and downloads have occurred on or from our website. In the last six months, there have been 123,042 outbound link clicks and 109,716 operator website clicks.

## Operator Performance



## Blogs



### PHILLIP ISLAND'S BEST KID-FRIENDLY CAFES & EATERIES

With a reputation as Australia's family holiday playground, Phillip Island's cafes and restaurants are set up for success when it comes to eating out with little people.

[LEARN MORE >](#)



### PHILLIP ISLAND'S TOP NATURE WALKS FOR FAMILIES

Discover Phillip Island's top Nature Walks for Families with prams and little legs!

[LEARN MORE >](#)



### 11 THINGS TO DO - WINTER SCHOOL HOLIDAYS PHILLIP ISLAND

Eat, Stay and Play at Phillip Island this Winter! No matter what time of the year you visit, there's 101 square kilometres of island magic to be discovered.

[LEARN MORE >](#)

## eDM Consumer Newsletters

Consumer newsletters are proven to be very successful in driving leads and clicks to our website and partners. We sit well above the industry open rate (20% for travel), with an average open rate of 34% and a click rate of around 1-2% . We continued sharing content from our 101 km2 campaign and links to blogs and listicles, which proved very popular.

Our database grew immensely in mid-2022, with the results from the Shane Delia and Five Acres Farm Stay competition, which generated over 20,000 entries. Naturally, many of these subscribers have dropped off, but we continue to have a high open rate, transpiring into the value of content in our newsletters. You can see the increase in open rate once we added the 23,000 subscribers.

[View this email in your browser](#)

**PHILLIP ISLAND**  
NATURALLY PLAYFUL  
[visitphillipisland.com.au](http://visitphillipisland.com.au)



#### Your Guide to a Phillip Island Summer 🦘

Feel the holiday vibes at Phillip Island this summer! Drive over the bridge from San Remo and you'll feel the pace slow down. Take a deep breath, switch gears, and let all your worries go - you're in the land of early morning surfs, crispy pub lunches, long beach days, late arvo walks and sunset beers with a view now.

And the good news? Phillip Island is just under two hours from Melbourne. Escape your normal routine and pack your bags for a mid-week getaway, short stay or a week-long holiday. Now is a great time to plan a Summer getaway!

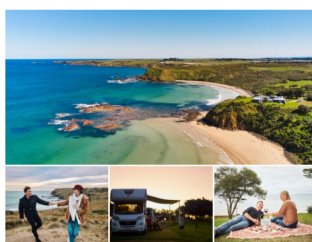
Find out tips of getting here, patrolled beaches, live music, 'what's on', activities, where to eat and drink and more!

Now's the time to plan [www.visitphillipisland.com.au](http://www.visitphillipisland.com.au)

[Show Me The Guide](#)

[View this email in your browser](#)

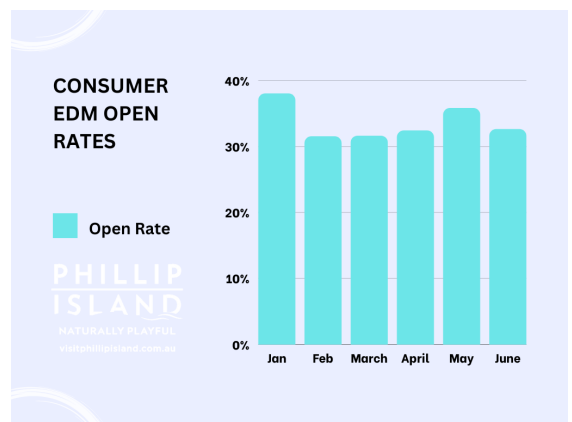
**PHILLIP ISLAND**  
NATURALLY PLAYFUL  
[visitphillipisland.com.au](http://visitphillipisland.com.au)



#### Seasonal highlights to plan your Phillip Island Spring Escape

Phillip Island's spectacular scenery, seaside villages and coastal walks feel even more special in Spring, as the Winter chill makes way for sunshine over the beaches and an abundance of delicious seasonal produce from our coastal farmland and pristine waters.

Here are some top tips to help you welcome the season ...



# Print Media

## Phillip Island 101km<sup>2</sup> Magazine

We developed and distributed our brand-new Phillip Island 101km<sup>2</sup> Magazine. 240,000 copies were printed and over 200,000 copies were inserted in newspapers throughout Adelaide and Sydney in the Saturday Morning Herald. They were also distributed to cafés and venues.

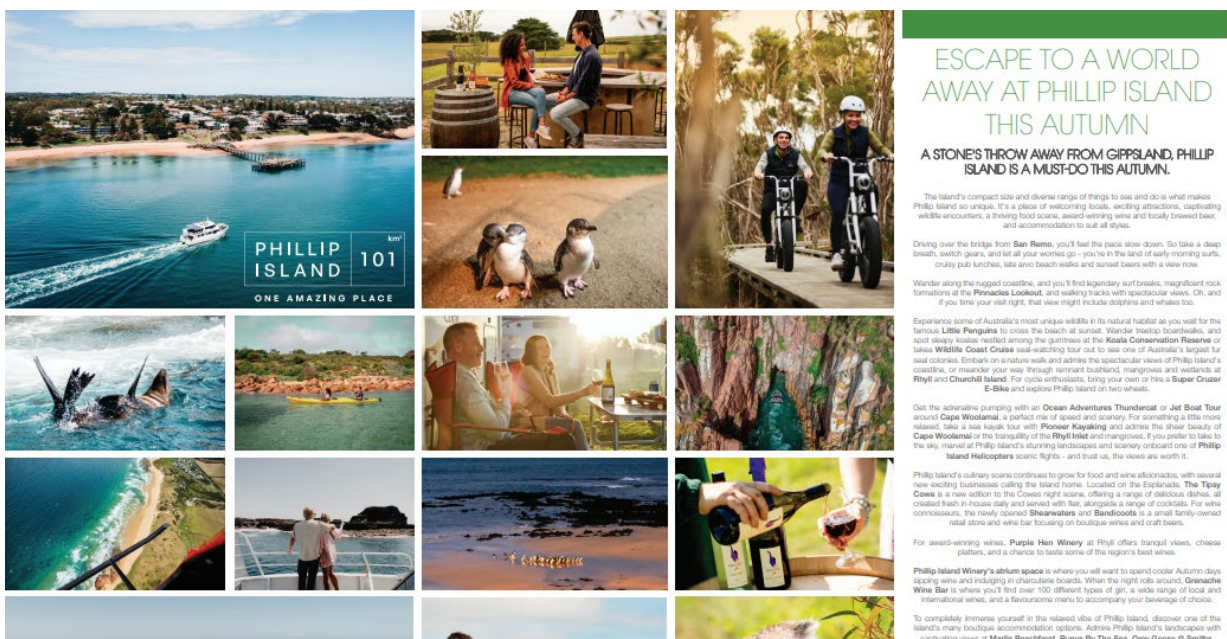
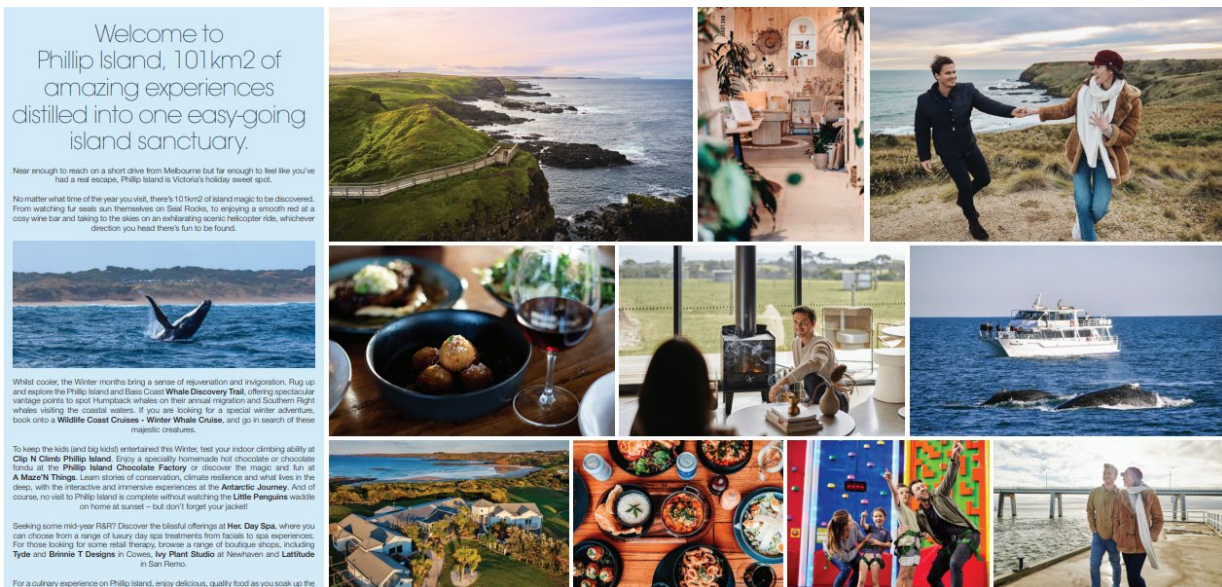
The Sydney Morning Herald on Sunday 30 October had an average readership of 523,000 in Sydney NSW.

The Adelaide Advertiser on Saturday 5 November had a readership of 275,000 in Adelaide SA.



## Gippsland Magazine

Seasonal double page features in the Gippsland Magazine focusing on Summer, Spring and Winter highlights.



# Brand Ad in Australian Traveller Magazine



## Space Magazine

Space Magazine featuring several partners including The Westernport Hotel, Rusty Waters Restaurant and Brewery and Island Whale Festival.

<https://online.fliphtml5.com/hztr/eudr/> - Space Magazine Winter Edition

← → ↻ online.fliphtml5.com/hztr/eudr/#p=12

RTBs\_Hero and Sup... Social Media Leadership Course ADMA IQ | Powere... PR Calendar Island Whale Festival

made with FLIPHTML5

th the full-bodied flavours of dark beer and fun discovery trip to distilleries and breweries.

DOHERTY

**1 KINGLAKE DISTILLERY**  
Kinglake  
Nip into this pocket-sized sipping room, off the beaten track in scenic Kinglake, for a cheeky bushwalking pit stop. You could almost argue it's an extension of your nature immersion, with the single malt whisky infused with the stunning natural surrounds, including mountain spring water. The distillery is open by appointment, so phone ahead.  
[kinglakedistillery.com.au](http://kinglakedistillery.com.au)

**3 RUSTY WATER BREWERY RESTAURANT & BAR**  
Phillip Island  
Turn your watch to island time and relax by the fire with an award-winning Chicory Stout, courtesy of the folks at Phillip Island Brewing Co. It's all about chilled indulgence on the island and this drinking and dining spot delivers, with a seasonal menu featuring quality local produce after you've finished sampling the brews.  
[rustywaterbrewery.com.au](http://rustywaterbrewery.com.au)  
[phillipislandbrewingco.com.au](http://phillipislandbrewingco.com.au)

**5 GRAINERY LANE**  
Ballarat  
The Aunty Jacks Brewery folks have added another string to their bow, with a distillery and eatery due to open this month. Nods to the town's gold rush days abound, from the 1800s mahogany bar to the location, a lane once filled with grain stores. Sip on vanilla porter and dark chocolate stout from Aunty Jacks up the back and prepare for Grainery Lane's own whisky to be served up down the track.  
[auntyjacks.com.au](http://auntyjacks.com.au)

**6 TIMBOON DISTILLERY RAILWAY SHED**  
Timboon  
Take a tour of the small batch distilling process, pull up a fireside pew for a single malt or settle on the veranda for lunch, headlined by the grass-fed black Angus beef raised by the owners. Finish with a salted caramel whisky liqueur and peruse the shelves of Australian craft spirits.  
[timboondistillery.com.au](http://timboondistillery.com.au)

**7 JETTY ROAD BREWERY**  
Dromana  
Swap the wine barrels for the beer barrels at this laid-back establishment at an industrial estate. Go decadent and order the Milk Choc Stout, served as a drink but also used in a Nutella-spiked brownie.  
[jettyroad.com.au/dromana](http://jettyroad.com.au/dromana)

# Broadcast Marketing

## Beach House Hunters Australia

We partnered with Channel 9 to sponsor the tourism piece for the Phillip Island episode which feature Shelly Craft as the presenter and will provide Phillip Island with national and international exposure, premiering during prime time on Nine Life and Nine Now in 2023. It will also likely air around the world in Australia, USA, Eastern Europe and most of Asia.

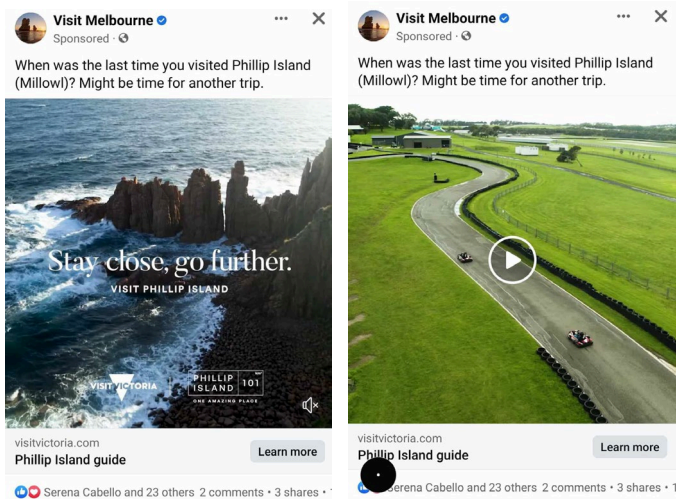
We are awaiting a date that this will go to air but as part of this partnership, we will receive a 4 minute video for our use.

# Visit Victoria Marketing

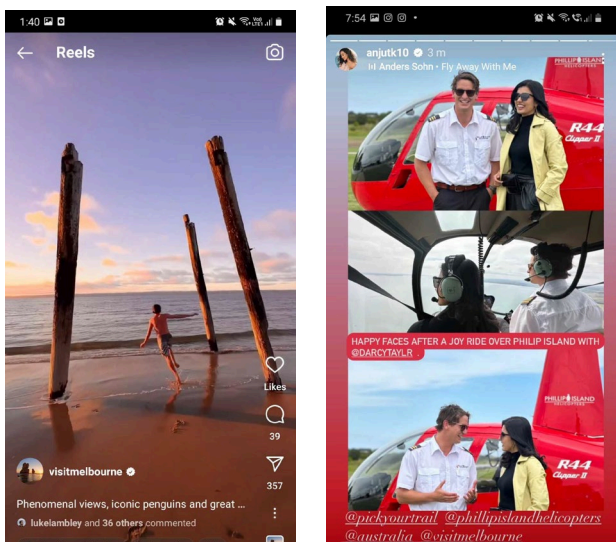
## We Are Explorers

Outputs from our co-operative with Visit Victoria include the launch of our We Are Explorers social media campaign on Visit Melbourne channels that was backed by spend during late February and March.

Due to the delay in production of our video and photography with We Are Explorers, we felt it was appropriate for Visit Victoria to put paid behind a social campaign in December as it was coming into our peak time and that video is more Winter / early Spring content. They ran the paid campaign in later March.



Other executions from VV include sending a range of influencers here such as the **Commonwanderers**, **Albertos.travels** and more. They also sent influencers as part of the **World Cup Cricket**.



## Caravan and Camping Campaign

We created and delivered a curated and extensive marketing program focusing on the caravan/camping holiday park market. The key objective was to share the opportunity with this market to stay in our wide-ranging parks across the region.

Executions and project outcomes included:

### Asset Creation

- 30-sec social media caravan and camping video - <https://youtu.be/7fqMp5T5sH4>
- 15-sec couple caravan video
- 15-sec family camping video
- 100 images of general caravan and camping images
- 10 images per caravan and camping partner of their business



### Broadcast Media

Partnership with What's Up Down Under for their Summer Series included two episodes on Phillip Island's parks and things to do and eat.

### Digital Media

Paid targeted interstate caravan and camping ads on social media that drove traffic to our caravan and camping page on our website. In the last 3 months since the start of December, the page has had over 10,000 views.

### Print Media

Caravan and Camping digital and print brochure highlighting our partners, things to do and see, maps etc

### Marketing Partnerships

**What's Up Down Under** – The partnership included website listings, solus EDMs to What's Up Down Under and Holiday Parks Down Under databases, E-Magazine, social media posts, YouTube video clips, TV episodes and more.

**Caravanning Australia** – The partnership included a full-page ad, digital editorial, and digital ads.

**Caravan World** – 11-page write-up in the October print magazine, online editorial, full-page ad and social media. Also, a second feature in the December issue of Luxury Camping and a roll-out of content online throughout November.

**Camping and Caravanning with Kids** – full-page ad and three-page editorial in the November issue, along with a digital editorial ad and paid posts.

**Holiday with Kids** – Road Trip edition included one full-page ad, a digital write-up, and social media posts.

**BIG4 Tourist Park Guide** – Full page ad in the annual print edition highlighting Phillip Island as a must-stop destination on a trip to Victoria.



## Phillip Island, Victoria

**P**hillip Island is one of those intriguing places, it's a couple of hours drive from Melbourne, but once you cross that bridge, you could be on the moon as far as proximity to Melbourne is concerned. It has its own identity and is very proud of it.

The pace of life is different. It seems to draw its pace by mixing the peaceful wonder of the Little Penguin Parade with the screeching pace of the Australian Motorcycle Grand Prix.

When we think of holidays,



we think of sunshine, beaches, warmth, possibly even heat and air conditioners. When you are on Phillip Island the weather is set by the Antarctic, and if the wind is blowing in Australia's direction you will feel it there. Does that matter? Not at all.

There is 101km of Phillip Island, with great activities, shops, cafes, restaurants, water activities, any number of ways to fill your days on the island. All that matters is how long you have given yourself to stay. If you think a day or two will be enough, perhaps you should reconsider.



Home to the Little Penguins, idyllic beaches, captivating coastlines, unique wildlife and family fun activities, Phillip Island is Victoria's holiday sweet spot.

62.63/81 VISITPHILLIPISLAND.COM.AU

**What's Up Downunder**

Phillip Island / Cowes

Mace & Cory Talk Phillip Island

Watch on YouTube

Get Lost At Amaze 'N' Things

Warrior 50 Equals Hybrid Camper Competition

Branch of Plover Lane Before Check-in At Amazeo Park

**Whats Up Downunder, S12 Ep32**

Mace and Cory kick start the episode of Summer Series with a coffee from Windsor's Honda Coffee Van and continue to explore Phillip Island, Victoria, which is a 100km drive from Melbourne to the East Coast. Catch up on the island's history through National Victoria's Victorian Museum - a landmark museum which has over 22,000 items on display.

Next, they get lost at a beach in the world of illusions, just as mace and cory visit the island's most famous attraction at Phillip Island, Victoria, which is a 100km drive from Melbourne to the East Coast. Catch up on the island's history through National Victoria's Victorian Museum - a landmark museum which has over 22,000 items on display.

They end their trip with the beach view at Beach 11250, join us as we show you What's Up Downunder...

Don't forget to enter into our competition for a chance to win a Camper Trailer!

Episode Proudly Brought To You By:

**RED CENTRE**

**PARKES 15** MULTITERRAIN OFF-ROAD

**PHILLIP ISLAND 101**

VICTORIA

Home to the Little Penguins, idyllic beaches, captivating coastlines, unique wildlife and family fun activities, Phillip Island is Victoria's caravan and camping sweet spot.

Plan your stay now at [visitphillipisland.com.au](http://visitphillipisland.com.au)



# Business Events Content Campaign

A comprehensive Phillip Island Events Brochure was created and printed. This guide is a key piece of collateral used for follow-up correspondence to event organisers. It is available on our industry and consumer website pages to download for anyone interested in hosting business or private events. It will be used at relevant events and when contact is made with event organisers.

Arnika also attended an interstate roadshow with Business Events Victoria as part of this campaign. She presented to key event organisers promoting and selling Phillip Island as a destination to consider to host their next business event, retreat or conference. This road show took part over four days in three cities – Canberra, Sydney and Brisbane.

## Marketing and PR

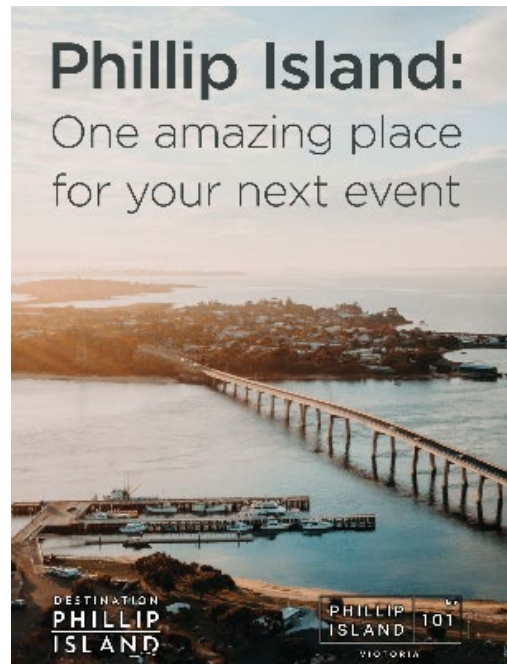
As part of marketing Phillip Island as a business event destination, we have partnered with leading industry publications, including Spice Magazine and Executive PR. These partnerships have included full-page adverts, editorials, online articles, solus EDM features, social media posts and more. The Executive PA print magazine will also be distributed at AIME in February.

Content Creation – A 15sec video about conferencing on Phillip Island was created along with a selection of images, which were used to create our events brochure and other marketing.

The project also supported marketing programs for our key businesses to strengthen the Phillip Island profile with Business Events Victoria.

Videos Wedding & Events - <https://youtu.be/ch6LdnHvsKw>

Video Corporate - <https://youtu.be/LZ0bPqkrjuo>



**DESTINATION PHILLIP ISLAND**

Welcome to Phillip Island, one amazing place — home to 101 square kilometres of extraordinary experiences and a unique range of boutique conferencing venues, just 90 minutes southwest of Melbourne.

From cruising and watching masses of fur seals sun themselves on Seal Rocks to enjoying lunch at a winery or taking to the skies on an exhilarating scenic helicopter flight, whichever direction you head, there's fun to be found for all delegates.

**Your Business Meeting Destination**  
 Phillip Island is a meeting destination by the sea. The island is a beautiful location for your next business meeting. The island is a beautiful location for your next business meeting. The island is a beautiful location for your next business meeting.

**Your Incentive Destination**  
 Phillip Island is a beautiful location for your next business meeting. The island is a beautiful location for your next business meeting. The island is a beautiful location for your next business meeting.

**Your Island Adventure**  
 Phillip Island is a beautiful location for your next business meeting. The island is a beautiful location for your next business meeting. The island is a beautiful location for your next business meeting.

Find out more at [visitphillipisland.com.au](http://visitphillipisland.com.au)

## Weddings and Celebrations

A wedding and celebration section was part of our Phillip Island Events Brochure, which is available to download on our industry and consumer website to anyone looking for further information on Phillip Island's venues.

### Marketing and PR

Several partnerships were executed with key industry players in the wedding sector, including Hello May, Modern Weddings and Melbourne Weddings and Bride.

These partnerships included full-page ads, online articles, print editorials, social media posts and EDMs.

Content Creation - As part of this project, we also created a 15sec video on weddings and celebrations, along with images to support.

The screenshot displays a website for Phillip Island Weddings. The header includes social media icons, the 'Phillip Island Wedding' logo, and a 'MENU' button. The main content area features an article titled 'PHILLIP ISLAND – AUSTRALIA'S BEST DESTINATION WEDDING SPOT' dated November 4, 2022. The article text describes Phillip Island as a 'modern wedding' destination, mentioning the Yarra Valley, Mornington Peninsula, and Doylesford. A large image shows a bride and groom walking down a path with guests. Below the article is a 'LET'S BE INBOX OFFICIAL!' section with a form for name and email, and a 'SUBMIT' button. To the right, there is a search bar and a 'Find a wedding supplier' section with dropdown menus for category, theme, and region, along with a 'SEARCH' button. Further down, there are three smaller images: a couple walking, a modern building, and a wedding venue. A text block below these images states: 'JUST 90 MINUTES FROM MELBOURNE, PHILLIP ISLAND OFFERS A PERFECT BACKDROP FOR YOUR DESTINATION WEDDING. From a backdrop of rolling hills and vineyards to a modern and historic setting, whatever you are looking for, you'll find something that fits all your dreams of your big day.'

## Village Trail Maps - Partnership with Bass Coast Shire Council

In August, Bass Coast Shire engaged Destination Phillip Island to create a campaign that would direct visitors to Phillip Island's villages during the Spring shoulder season and help Rhyll regain some visitation due to the closure over the Winter months of the Rhyll boat ramp for renovation.

As part of this partnership, a Village Trail map was created by local artist Eirian Chapman along with a blog post, website pages, paid social media and a Solus EDM.

Website page - [www.visitphillipisland.com.au/products/phillip-island-villages-trail](http://www.visitphillipisland.com.au/products/phillip-island-villages-trail)



## Visit Victoria Co-Operative Marketing Partnership

We continued to work with Visit Victoria to deliver our Co-Operative Marketing package, which included the We Are Explorers production and paid execution, including blog articles, paid socials and more.

Video: <https://youtu.be/MXG7qk8Mlb8>



FIND ADVENTURES ON PHILLIP ISLAND

## Phillip Island Outdoor Activities & Adventures

It may be small, but man, Phillip Island packs an adventurous punch. With just a hop, skip, and a jump on a ferry from Melbourne, this Victorian isle will enchant you.

With access to the roaring Southern Ocean, you know the surf is what's up. Plus where else would you find the world-renowned Fairy Penguin Parade?

But we won't spoil it all, you'll have to check it out for yourself...



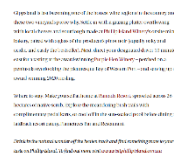
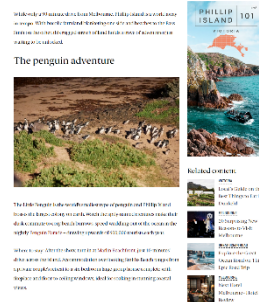
## Public Relations and Partnerships

PR has included a range of partnerships with **Qantas Travel Insider**, **WILD Magazine**, **Vacations and Travel Magazine**, **Good Weekend**, **Australian Traveller Magazine** and **Holiday with Kids**. Phillip Island also featured in the December issue of **Women's Weekly**, which was distributed mid-November.

Partnerships materials included full-page print ads, newsletter features, online digital articles, editorial features and social media posts.

We partnered with **Australia Traveller** for a SOLUS EDM on Phillip Island, which was delivered to their database and also promoted the Phillip Island Voucher. We also executed a brand ad in the August, September and October print edition magazine.

At the conclusion of our PR contract with Flourish, we activated PR partnerships with our resource and team seeking out opportunities. This included partnerships such as Qantas, WILD Magazine, Vacations and Travel, Good Weekend, Gastrology, Women's Weekly and more, which totalled over 6 million impressions.



# Official Visitor Guide

In March 2023 with the support of industry we were able to produce our much-valued Official Visitor Guide (OVG) with a print run of 60,000 copies. The OVG sets out to inspire visitors to the region by promoting key experiences and businesses.

The guide showcased Phillip Island 101 square kilometres campaign and a fresh approach to editorial content.

The guide is published online for viewing through visitor sites. It is used as a key reference point through targeted social media advertising and our newsletter database.

The OVG is distributed throughout Melbourne, to Visitor Information centres across Victoria and key centres across South Australia and New South Wales on the drive routes. The guide is also available at all venues across Phillip Island.



# Gippsland Food and Wine Guide



We supported Phillip Island and San Remo partners to be included in a range of Phillip Island content pages in the Guide.

**Drink. PHILLIP ISLAND**

**WINERIES**

- 1 Purple Her Winery
- 2 Phillip Island Winery

**BEER & OTHER BREWS**

- 3 Ocean Reach Brewing
- 4 Orancho Wine Bar
- 5 Shearwaters and Bandicots
- 6 Phillip Island Brewing at Rusty Water

**PHILLIP ISLAND DRINK TRAIL**

It's all in a day's work making your way around the Phillip Island Drink Trail, with plenty of time for side trips to explore the island's natural beauty and wildlife.

At the end of a quiet country road, you will find Purple Her Winery overlooking the tranquil waters of Western Port. The large, open-air glass bar is a relaxing place and is open five days a week.

Phillip Island Winery has a contemporary cellar door with beautiful views over their countryside location to Berry Beach. Drop in for a tasting or stay for a glass alongside a ploughman's platter of meats and cheeses, smashed trout or homemade dips.

Ocean Reach Wine Bar is one stop ahead for wine lovers. It also has an extensive spirit collection. Get it? They have 100 varieties ready and waiting for you to try.

SOURCE: PHILLIP ISLAND

**Bars & Pubs THE HIT LIST**

**THE WOOLLI TAVERN**  
Agnostic food, local drinks, local live music on weekends and an outdoor beer garden.

**WESTERN PORT HOTEL, SAN REMO**  
A buzzing pub with live music and regular events.

**SALT WATER, NEUHAVEN**  
Enjoy cocktails on the jetty with views across San Remo and Western Port.

**KELLS, SAN REMO**  
San Remo's newest eat, Kells, oozes coastal vibes offering a deli-crook lunch menu, summer-themed cocktails, great coffee and good food.



# Gippsland Lifestyle Magazine

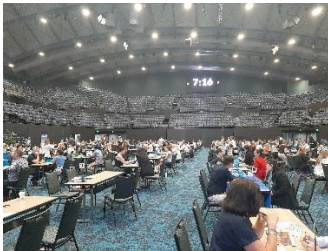
With a focus on regional travel, we invested in a range of four-page spreads across seasonal themes.

## International Marketing

It was great to be out selling the destination to potential international visitors this year. And key trade events were back on the agenda across Australia. Our partnerships with ATEC and Tourism Australia/Visit Victoria provide the opportunities to connect with international trade and introduce our trade ready businesses.

### ATEC Meeting Place in Cairns - November 2022

This annual event, puts together a showcase conference of international learnings for both sellers and buyers in the international market place. It also includes one on one appointments where Phillip Island connected with a range of international trade agents. Destination Phillip Island shared updates with these buyers and potential itineraries for trade to sell to visitors.



### Australia Tourism Exchange (ATE 2023) and Media Event

Our International Program and Trade manual was finalised and published in early 2023. Kim and Arnika attended **ATE 2023** at the Gold Coast in May consisting of four days of meetings with over 100 agents and Visit Victoria, Tourism Australia country managers from around the world. With over 90 dedicated booth and roaming appointments, both Arnika and Kim shared and promoted international trade partners and the key experiences of the region for international visitors. The day prior to the commencement of the trade show, Arnika attended the Media program, meeting with over 20 media travel journalists for a day of presentations to promote story opportunities for the region reaching potential travellers from countries like France, India, China, UK and more.

The event was a return to the traditional Tourism Australia program and delivered an engaging day of promotion for the Phillip Island visitor experience.

A key objective was to increase the overnight stay from international visitors, and the trend for more self-drive and smaller coach group visitation. There are certainly still barriers including airline capacity, ticket pricing and economic impacts the mood of the week was extreme optimism to sell travel to Victoria.

It was great to see Team Victoria come together to promote travel within our beautiful and diverse state. We look forward to seeing everyone in Melbourne at the 2024 ATE!



*“Thanks, Arnika! Phillip Island was one of my favourite appointments and I’m dying to see it. Hopefully the stars will align and I’ll be able to get there within the year and can share the experience with Canadian readers of PostMedia News. Best, Jody”*

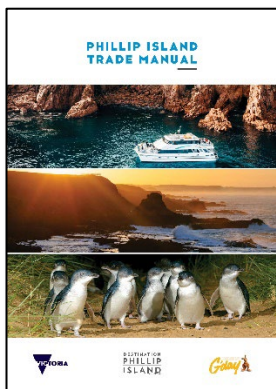
*“Hi Arnika! Phillip Island was so fantastic—I had a great time and collected a ton of story ideas, which I’ve already started pitching. I’ll be sure to reach out once they’re assigned and I need more information. Best, Nick “*

In mid-June, Arnika attend **ATEC - Explore Victoria** in Melbourne, which consisted of one full day of appointments and a networking event. Arnika met with over 30 Inbound Tour Operators from around Australia, continuing to promote Phillip Island's International Products and grow relationships and network. A key take out was that China is still looking ominous, with several factors such as visa issues, government politics, hesitancy to travel, competition from other destinations and cost of travelling/living affecting China's comeback. Other interesting take-outs included a several ITO's mentioned they weren't focusing on India as a market anymore, instead opting for the American and North American market. This was a result of a higher yielding market.



### International Planner and Program 2023

We had 22 businesses participate in the program, and shared these businesses experiences in our appointments and discussions with trade agents.



### Strategic Touring Alliances - International



<https://www.gobeyondmelbourne.com/>

<https://www.sydnymelbournetouring.com/>

## Business Events Victoria



Business Events Victoria (BEV) is the convention bureau for regional Victoria. Established in 1996, BEV is a not-for-profit membership-based organisation with 94 members. BEV was founded to provide an opportunity for regional operators to collaboratively work together to market regional Victoria to the Meetings, Incentive, Conference and Exhibitions (MICE) market. The need today for an industry-led collaborative organisation with a sole focus on promoting regional Victoria is the same as it was 21 years ago, and BEV is committed to pursuing that goal.

### Size of the regional business events industry

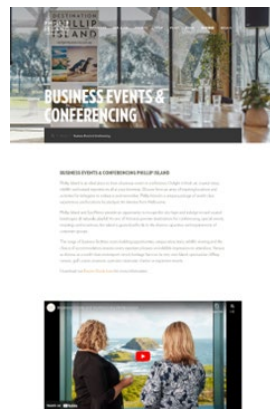
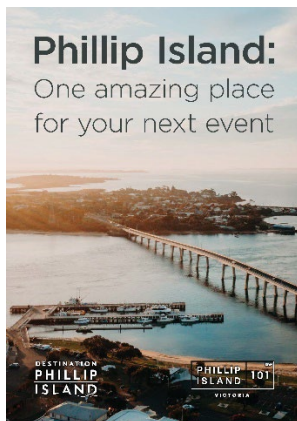
In 2016, the business events sector was worth an estimated \$475 million to the regional Victoria visitor economy and supported 3,127 jobs. DPI seeks to encourage corporate and association conferences, incentive and event bookings to deliver visitation during shoulder/low season and mid-week.

DPI is an active member of Business Events Victoria, holding a Board Position which was held by Kim Storey and changed to Arnika Martin in November 2022.

## Business Events Phillip Island

This year's program was supported heavily by our Austrade grant which enabled us to attend key events and produce a new planner and video/imagery assets.

### New Planner, Imagery and Video



<https://www.visitphillipisland.com.au/events/business-events-conferencing>

## Business Events Roadshow Sydney, Canberra and Brisbane

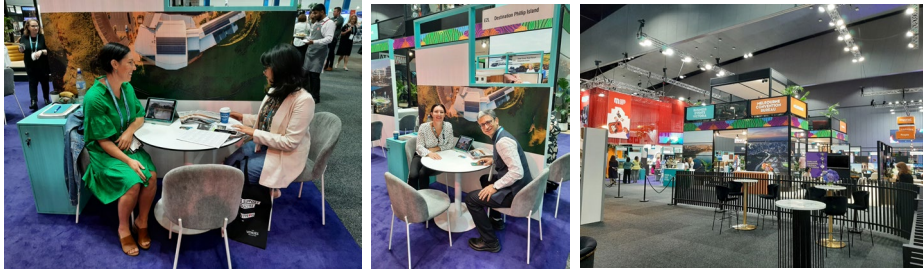
Business Events Victoria lead a team of members on a roadshow event to host key event organisers to a dinner event where each participant was able to showcase their business event offerings.





## AIME 2023 – Asia-Pacific Incentives and Meeting Event

Held 19 – 21 February 2024 at the Melbourne Convention & Exhibition Centre, AIME connects high quality event planners (buyers) with exhibitors from across the world. Phillip Island participated in the Regional Victoria area of the showcase and met with hosted buyers during the 2 day event.



## Regional Victoria Business Events Showcase

It was an epic night showcasing the best of Regional Victoria for Business Events! Phillip Island attended the Annual Regional Victoria Showcase which brought together 54 amazing exhibitors, and over 100 attendees got to explore all the fantastic experiences on offer in regional Victoria!



## Cruise Ship Season – 2022/2023

This season we welcomed 11 ship arrivals (with 2 cancelled due to bad weather) with a total of 6304 passengers and 4892 crew.







There were 3391 tours (pre-booked through cruise operators) with many more booked private tours or explored independently).

This cruise season was a great success and supporting the visits was a collaborative effort. Special thanks to the Rhyll Community Group for their set up and support of the welcome area, our volunteers who greeted visitors throughout the season at Olive Justice Place, South Coast Bus Lines, Phillip Island Visitor Information Centre, Bass Coast Shire Events Team, to our many local experience venues as well as the local community for welcoming and helping visitors.

Bass Coast Shire Council commissioned a new promotional cruise video with local business Seagrass Films.

[View video here.](#)

### PROJECT BENEFITS

Benefit	Description and Rationale	Economic Impacts	Key beneficiaries
 <b>Visitation Expenditure</b>	In the 2022/23 season, cruise ships brought a total of 6,346 visitors (passengers and crew), which generated substantial expenditure within Bass Coast.	<ul style="list-style-type: none"> <li>\$1.71 million in economic output, including \$1.1m in direct output and \$620K in indirect output; and</li> <li>10 jobs, including 8 direct jobs and 2 indirect jobs.</li> </ul>	Local businesses that service the tourism sector including retail and transport.
 <b>Regional Tourism Exposure</b>	Cruise ship arrivals help improve awareness of the Bass Coast region and enhance its status as a desirable tourism destination. More specifically, cruising play a crucial role in attracting new international markets who otherwise might not have visited the region. This helps to strengthen the reputation of Bass Coast as an internationally renowned destination.		Visitors Council and Destination Phillip Island Local businesses and operators servicing the tourism industry
 <b>Assist with Tourism and Cruise Sector Recovery from the COVID-19 Pandemic</b>	Cruise ship arrivals contribute to the ongoing economic and tourism recovery efforts in response to the COVID19 pandemic.		Residents Local Businesses
 <b>Increase in Turnover for Retail and Hospitality Businesses</b>	Additional employment and visitor expenditure generates increased turnover for local businesses in Bass Coast servicing the tourism industry (e.g. retail, hospitality, accommodation).		Retail and hospitality businesses
 <b>Community Group Fundraising Opportunities</b>	Cruise ship arrivals provide community groups with the opportunity to welcome cruise arrivals and fundraise for their community group.		Community Groups
 <b>Community Impacts And Benefit</b>	Cruise ship arrivals to Bass Coast can contribute to resident liveability outcomes by promoting civic pride.		Residents



# Event Leveraging

## Island Whale Festival - 30 June - 2 July 2023

This year was the 7<sup>th</sup> Island Whale Festival event that ran over 3 days on the middle weekend of the July winter school holidays. Planned and coordinated by DPI, the Festival is backed by an enthusiastic and passionate committee from:

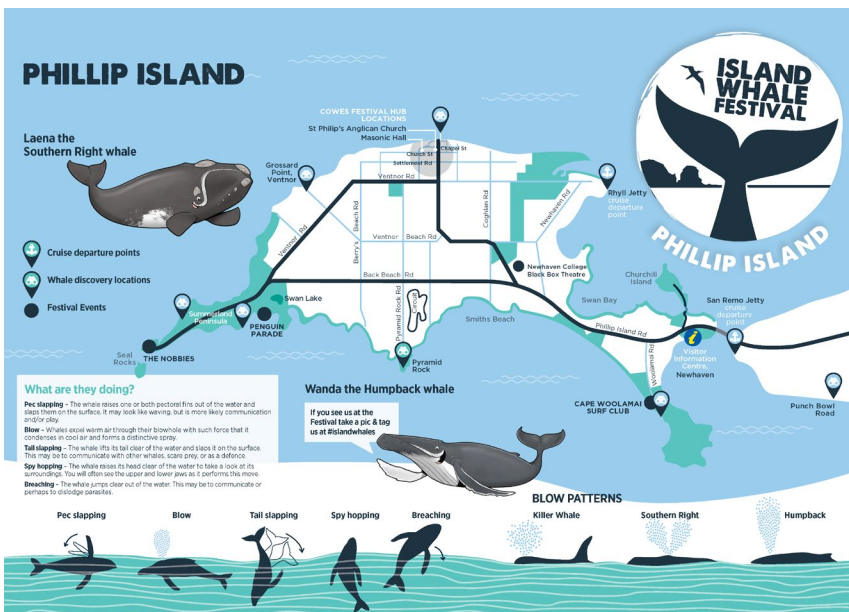
- Destination Phillip Island – Serena Cabello, Kim Storey, Alisha Harding and Arnika Martin
- Dolphin Research Institute – Jeff Weird
- Wildlife Coast Cruises – Jess Patman and Georgia Bisset
- Phillip Island Nature Parks – Melissa Cashman
- Two Bays Whale Project – Dave Donnelly
- Bass Coast Shire Council & the Visitor Information Centre – Jenni McMillan and Jill Henderson
- Dr Sue Mason
- Zev Landes

As well as 24 volunteers that gave their time and expertise to help deliver the festival.

A record number of 10,000 people attended this year’s festival with activities spread across these main venues:

- St Philips church grounds in Cowes - Festival hub marquee with activations including stalls providing displays and information, face painting, cultural program provided by For Our Future with the Phillip Island Conservation Society, the Wildlife Coast Cruises sponsored entertainment stage with local musicians
- St Philips hall – talks and presentations from a range of scientists and experts, marine career sessions, cartoon drawing workshops, a silent disco, and paint your own whale cookies activities
- Masonic Hall in Cowes – festival home of the Southern Ocean Environment Link offering VR experiences and Recycled Plastic craft making
- Woolamai Surf Life Saving Club – festival home the Dolphin Research Institute providing talks and presentations including Spot a Whale, whales of Victoria, and marine career sessions
- The Nobbies – Art Exhibition (Sat & Sun) showcasing 8 local artists with marine themed art
- Newhaven College Black Box Theatre – showing the Ocean Film Festival – a collection of short films from around the world
- Other activities including – Wildlife Coast Cruises Whale Watching cruises, Clay & Co Studio, Phillip Island Eco Tours, Photo Rangers, Myli Library, Phillip Island Visitor Centre, Studio 3922, Phillip Island Nature Parks

View full festival report [here](#)



# Festival Program

Printed and distributed 5,000 copies

## FESTIVAL HUB

**Fri 30 June – Sun 2 July, 10am – 4pm**  
St Philip's Anglican Church & grounds, 102 Thompson Ave, Cowes  
Masonic Hall, 92 Chapel St, Cowes

Come and visit our festival hub where you'll find lots of fun activities as well as some fascinating presentations. Listen to some music from our talented local artists on the Wildlife Coast Cruises Stage or play some old-fashioned games in the garden. Learn all about the Humpback Whale's journey from Antarctica to Queensland, how to identify their flukes & how to record your sightings. Hear a world first exclusive talk from a paleontologist about fossil whale fossils. Discover the story of the Megalodon. How about a whale 'tagging' workshop? Or make your own creation from recycled plastic? Learn about a career in Marine Science and what it's like to work in the field. What can you do to contribute to valuable research on the critically endangered Southern Right Whale? Have you spotted a Common Dolphin lately?

**Be sure to book in to one of these great sessions!**

- Dolphin Research Institute
- Westernport Water
- Victorian Fisheries Authority
- Conservation Regulator – Dept of Energy, Environment & Climate Action
- Turn the Page Book sales
- Boomerang Bags Phillip Island & Sea Remo
- Wildlife Coast Cruises
- Phillip Island Visitor Information Service
- Art activities
- Paint Your Own Whale Cookie
- Ocean Themed Silent Disco
- Whale Festival Merchandise

Visit our website for updated program information & to book events:



[islandwhales.com.au](http://islandwhales.com.au)



**PHILLIP ISLAND**

**OTHER LOCATIONS (see program for event details):**

Woolmain Beach Surf Life Saving Club - Festival home of the Dolphin Research Institute & the Two Bays Whale Project, Woolmain Beach Rd, Cape Woolmain

Nobles Visitor Centre (upstairs) - Pop-Up Art Show, 1320 Ventnor Rd, Summerland

Newhaven College, Black Box Theatre - Ocean Film Festival, 1770 Phillip Island Road, Rhyll

OTHER (see program)

**Whale Watching from the Water**  
Whale Cruises by Wildlife Coast Cruises  
Daily: 6 June - 5 August

**Winter Whale Adventure**  
8.30am - 12.30pm  
Compare on a winter whale adventure discovering Phillip Island's picturesque coastline. Search for Humpback and Southern Right Whales on their annual migration route regularly joined by playful coastal pods, curious seals and a variety of birds including the Wandering Albatross.

**Dolphin and Whale Cruise**  
1pm - 4pm  
Get out on a winter dolphin & whale adventure venturing onto the sheer cliffs of Cape Woolmain and along Phillip Island's attractive southern coastline. Search for Humpback and Southern Right Whales on their annual migration route. Sit on the lookout for dolphin pods feeding and playing, with curious seals and a variety of birds including the Wandering Albatross.

**Stay & Play info:**  
[visitphillipisland.com.au](http://visitphillipisland.com.au)  
Download the Wildlife Whales App

**FESTIVAL PROGRAM 2023**  
30 June - 2 July

**Supported by:**





**PHILLIP ISLAND**

## FESTIVAL PROGRAM 2023

**PHILLIP ISLAND**

**VENUE COLOUR CODE:**

**Red:** Phillip Island  
**Blue:** Phillip Island  
**Green:** Phillip Island  
**Orange:** Phillip Island  
**Yellow:** Phillip Island  
**Purple:** Phillip Island  
**Grey:** Phillip Island

### FRIDAY 30TH JUNE

**10.00am - 4pm: FESTIVAL HUB OPEN**  
The Festival Hub is open from 10.00am to 4.00pm. It is located in the Masonic Hall, 92 Chapel St, Cowes. The Hub is open for the entire duration of the festival.

**10.30am - 12.30pm: Smoking Cessation, Welcome to Country & Official Opening**  
A special ceremony to mark the start of the festival. The ceremony will be held in the Masonic Hall, 92 Chapel St, Cowes. The ceremony will be held in the Masonic Hall, 92 Chapel St, Cowes.

**10.30am - 12.30pm: Winter Whale Adventure**  
Compare on a winter whale adventure discovering Phillip Island's picturesque coastline. Search for Humpback and Southern Right Whales on their annual migration route regularly joined by playful coastal pods, curious seals and a variety of birds including the Wandering Albatross.

**11.00am - 12.00pm: Dolphin and Whale Cruise**  
Get out on a winter dolphin & whale adventure venturing onto the sheer cliffs of Cape Woolmain and along Phillip Island's attractive southern coastline. Search for Humpback and Southern Right Whales on their annual migration route. Sit on the lookout for dolphin pods feeding and playing, with curious seals and a variety of birds including the Wandering Albatross.

**11.30am - 12.30pm: Recycled Plastics Workshop**  
Learn about the importance of recycling plastics and how to reduce plastic waste. The workshop will be held in the Masonic Hall, 92 Chapel St, Cowes. The workshop will be held in the Masonic Hall, 92 Chapel St, Cowes.

**12.00pm - 12.30pm: Ocean Lovers Family Yoga**  
Join us for a family yoga session. The session will be held in the Masonic Hall, 92 Chapel St, Cowes. The session will be held in the Masonic Hall, 92 Chapel St, Cowes.

**12.30pm - 1.30pm: Citizen Science Project - Seaguller**  
Join us for a citizen science project. The project will be held in the Masonic Hall, 92 Chapel St, Cowes. The project will be held in the Masonic Hall, 92 Chapel St, Cowes.

**1.30pm - 2.30pm: Make Your Own Whale Cookie**  
Join us for a cookie-making workshop. The workshop will be held in the Masonic Hall, 92 Chapel St, Cowes. The workshop will be held in the Masonic Hall, 92 Chapel St, Cowes.

**2.30pm - 3.30pm: Make Your Own Whale Cookie**  
Join us for a cookie-making workshop. The workshop will be held in the Masonic Hall, 92 Chapel St, Cowes. The workshop will be held in the Masonic Hall, 92 Chapel St, Cowes.

**3.30pm - 4.30pm: Make Your Own Whale Cookie**  
Join us for a cookie-making workshop. The workshop will be held in the Masonic Hall, 92 Chapel St, Cowes. The workshop will be held in the Masonic Hall, 92 Chapel St, Cowes.

### SATURDAY 1ST JULY

**8.30am - 10.30am: Spot a Whale**  
Join us for a whale spotting session. The session will be held in the Masonic Hall, 92 Chapel St, Cowes. The session will be held in the Masonic Hall, 92 Chapel St, Cowes.

**10.00am - 10.30am: Welcome to the UNESCO Biosphere**  
Join us for a presentation about the UNESCO Biosphere. The presentation will be held in the Masonic Hall, 92 Chapel St, Cowes. The presentation will be held in the Masonic Hall, 92 Chapel St, Cowes.

**10.30am - 11.30am: Whale of Victoria**  
Join us for a presentation about the Whale of Victoria. The presentation will be held in the Masonic Hall, 92 Chapel St, Cowes. The presentation will be held in the Masonic Hall, 92 Chapel St, Cowes.

**11.30am - 12.30pm: Whale of Victoria**  
Join us for a presentation about the Whale of Victoria. The presentation will be held in the Masonic Hall, 92 Chapel St, Cowes. The presentation will be held in the Masonic Hall, 92 Chapel St, Cowes.

**12.30pm - 1.30pm: Whale of Victoria**  
Join us for a presentation about the Whale of Victoria. The presentation will be held in the Masonic Hall, 92 Chapel St, Cowes. The presentation will be held in the Masonic Hall, 92 Chapel St, Cowes.

**1.30pm - 2.30pm: Whale of Victoria**  
Join us for a presentation about the Whale of Victoria. The presentation will be held in the Masonic Hall, 92 Chapel St, Cowes. The presentation will be held in the Masonic Hall, 92 Chapel St, Cowes.

**2.30pm - 3.30pm: Whale of Victoria**  
Join us for a presentation about the Whale of Victoria. The presentation will be held in the Masonic Hall, 92 Chapel St, Cowes. The presentation will be held in the Masonic Hall, 92 Chapel St, Cowes.

**3.30pm - 4.30pm: Whale of Victoria**  
Join us for a presentation about the Whale of Victoria. The presentation will be held in the Masonic Hall, 92 Chapel St, Cowes. The presentation will be held in the Masonic Hall, 92 Chapel St, Cowes.

### SUNDAY 2ND JULY

**8.30am - 10.30am: Spot a Whale**  
Join us for a whale spotting session. The session will be held in the Masonic Hall, 92 Chapel St, Cowes. The session will be held in the Masonic Hall, 92 Chapel St, Cowes.

**10.00am - 10.30am: Welcome to the UNESCO Biosphere**  
Join us for a presentation about the UNESCO Biosphere. The presentation will be held in the Masonic Hall, 92 Chapel St, Cowes. The presentation will be held in the Masonic Hall, 92 Chapel St, Cowes.

**10.30am - 11.30am: Whale of Victoria**  
Join us for a presentation about the Whale of Victoria. The presentation will be held in the Masonic Hall, 92 Chapel St, Cowes. The presentation will be held in the Masonic Hall, 92 Chapel St, Cowes.

**11.30am - 12.30pm: Whale of Victoria**  
Join us for a presentation about the Whale of Victoria. The presentation will be held in the Masonic Hall, 92 Chapel St, Cowes. The presentation will be held in the Masonic Hall, 92 Chapel St, Cowes.

**12.30pm - 1.30pm: Whale of Victoria**  
Join us for a presentation about the Whale of Victoria. The presentation will be held in the Masonic Hall, 92 Chapel St, Cowes. The presentation will be held in the Masonic Hall, 92 Chapel St, Cowes.

**1.30pm - 2.30pm: Whale of Victoria**  
Join us for a presentation about the Whale of Victoria. The presentation will be held in the Masonic Hall, 92 Chapel St, Cowes. The presentation will be held in the Masonic Hall, 92 Chapel St, Cowes.

**2.30pm - 3.30pm: Whale of Victoria**  
Join us for a presentation about the Whale of Victoria. The presentation will be held in the Masonic Hall, 92 Chapel St, Cowes. The presentation will be held in the Masonic Hall, 92 Chapel St, Cowes.

**3.30pm - 4.30pm: Whale of Victoria**  
Join us for a presentation about the Whale of Victoria. The presentation will be held in the Masonic Hall, 92 Chapel St, Cowes. The presentation will be held in the Masonic Hall, 92 Chapel St, Cowes.

**PLEASE NOTE:** Program details may be subject to change. Please check our website for up-to-date information and for all bookings on [www.islandwhales.com.au](http://www.islandwhales.com.au)

[www.islandwhales.com.au](http://www.islandwhales.com.au)



## Marketing Activities

- New Festival Marquee signage – including festival logo and 2m x 1m whales at the entrance to the marquee
- Signage corner of Thompson Ave & Church Street, Visitor Information Centre and Westernport Water
- Whale Mascots/Selfie spot
- Wayfinding signage
- Village flags – Cowes, Rhyll and San Remo
- An expansion of the IVF merchandise include new beanies and mascot hoodies
- Brand new, refreshed website
- Advertising in a variety of publications including an 8 page festival wrap with the Phillip Island & San Remo advertiser
- Social media engagement – Island Whales Facebook (192K+ impressions) and Instagram 70K+ impressions)
- Social media partnerships – Mumma Knows South (FB & Insta), Mum’s Little Explorers, Tinytix, Peninsula Kids
- eDMs to consumer database

## Industry Engagement

Businesses were provided with a festival pack including a Festival Poster with QR code and window stickers designed by Zev Landes. We asked businesses to display their wooden, decorated whale tails in their windows across the Island.

## Event Strategy and Training – Tilma Group

DPI engaged the Tilma Group who provided a new 3-year Strategic Business Plan for the Festival and also Regional Event Management training.



## World Superbike Championship November 22 and February 23

Thanks to support from the Phillip Island Circuit, we were provided with an Expo Shed stand promoting Phillip Island during these events.



## Looking Ahead to 2023-24

We would like to recognise and thank the Bass Coast Shire Council for their support and partnership with the Board. We collaborate across various departments of the Council to seek positive outcomes for the visitor economy.

Thanks again to our fantastic industry supporters and all Board members who have always provided support and advice to the staff year-round.

We appreciate the ongoing support from the State Government in responding and supporting the visitor economy and Visit Victoria for the marketing support of Regional Tourism.

The grant projects we finished with the Recovery for Regional Tourism program managed by Austrade has been an incredible opportunity with legacy for the region. The collaborative effort and support from Austrade must be recognised as we closed the program on the 30 November 2022.

We look forward to working with you all to grow yield and sustainability for the industry and the community. The delivery of the new Phillip Island and San Remo Destination Management Plan and working on new initiatives will be sure to maintain the regions momentum as a key destination.

*Destination Phillip Island Staff and Board*

