

*Taste
Great
Ocean
Road*

GREAT
OCEAN
ROAD | REGIONAL
TOURISM

Partnership kit 2025



The Campaign

Great Ocean Road Regional Tourism launched Taste Great Ocean Road in winter 2024 as an ongoing campaign to elevate the breadth and depth of the Great Ocean Road region's food and produce offering, showcasing businesses who make, serve or sell food.

Embedding Taste Great Ocean Road into the region's marketing strategy as a key experiential pillar to target key customer segments, Taste Great Ocean Road sets out with the goal for our region to become recognised for the food and produce available here.

The program initiatives for 25/26 partners include:

- Web and digital content production, including blog articles, a campaign landing page updating monthly, and an update to our Taste Great Ocean Road digital guide, to provide the inspirational motivation for our audiences to visit the region, and provide leads to individual partner businesses.
- An ongoing digital campaign will ensure we are reaching new audience segments with content and messaging to create an appetite for the foodie experiences in our region
- All businesses involved in the campaign will receive a display sticker for their venue, to promote their status as a key food experience in the Great Ocean Road region, plus a 'Taste Great Ocean Road' label will be added to their web listing for the duration of their partnership
- Buffet partners receive a content visit and will be featured in print advertorial in Know It All magazine, plus a new feature blog on their business.
- All Taste partners will receive GORRT's new 'Hero Product' listing, enabling automated recommendations and links in content to their business profile listing on our websites. This is a new product valued at \$500 + GST annually.
- 'Flavours of the month' gives all partner businesses a chance to be featured on the campaign page throughout the course of the annual campaign

What is included and what does it cost?

Main
\$500

Buffet
\$1500

Annual Partnership Inclusions	Main	Buffet
Listing in Digital guide with map reference	👍	👍
Hero product listing – 12 months, plus Taste Great Ocean Road label on web listing	👍	👍
1 month feature in ‘flavours of the month’ on Taste Great cean Road campaign page	👍	👍
Taste Great Ocean Road venue display sticker	👍	👍
Preference for media famils	👍	👍
Inclusion in at least one blog, promoted in digital ads, organic social media and EDMs	👍	👍
Content Visit		👍
Taste Great Ocean Road landing page feature (12 months)		👍
Feature blog article on website		👍
Featured in Know It All magazine advertorial content		👍

- Prices are *exclusive* of GST
- Main partnerships are unlimited. Only 10 buffet partnerships are available.
- Pricing is for inclusion in a 12 month campaign
- All participating businesses must have website listings with GORRT – either via ATDW listing, or listed directly on the GORRT web portal
- Participating businesses must be located in the Great Ocean Road region (in the local government areas of Surf Coast, Colac Otway, Corangamite, Moyne, Warrnambool or Glenelg)

How to participate

From artisan producers and farm gates to wineries, breweries and distilleries. From fine dining to fish and chips. Cafes and restaurants, ice cream shops, cheese-makers, or retailers of other local products. If you make or sell something that people can eat or drink, this campaign will expose your business to new audiences.

Don't miss the opportunity to ensure your business is part of it. To take part, businesses can simply visit our Taste Great Ocean road campaign page on www.greatoceanroadtourism.org.au, select their partnership option and purchase, or use the links below. Our team will be in contact to assist with next steps.

Buy MAIN partnership
(\$500 + GST)

Buy BUFFET partnership
(\$1500+GST)

To make an appointment to discuss your participation in Taste Great Ocean Road or are unsure which partnership level is suitable for your business, please get in touch with:

Contact:

Jo Birley
0448 448 666
jo@gort.com.au



www.greatoceanroadtourism.org.au/taste-great-ocean-road



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