

East Gippsland Shire Council **Business Toolkit**



www.eastgippsland.vic.gov.au



Project Details

This project is designed to equip events, business and community groups with information and skills to maximise the impact of events taking place across the municipality.

Event Toolkits have been developed for Events Organisers, Businesses and Community/Service Groups.

The project and development of the Event Toolkits was facilitated by East Gippsland Shire, participating events, businesses and community groups.

Acknowledgements

The East Gippsland Shire would like to thank community members, event organisers, business owners and service club members from East Gippsland who provided various information and advice.

Disclaimer

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Event benefits

Events and festivals bring many benefits to the local community including:

- Direct and indirect tourism and marketing benefits – events bring many thousands of people to the East Gippsland region each year, visitors get to experience what is in the region and many are likely to return at other times, or tell others about their experience.
- Fundraising – events generate a significant injection of dollars which go directly back into the local community.
- Social, cultural and community pride – festivals and events are a great way for the local community to celebrate its history, heritage, special interest activity, music or sport. They provide cultural experiences for locals and can generate a sense of community pride.
- Volunteering – events allow people to put back into the community, socialise and hopefully laugh, learn and showcase their talents.

Immediate and long term benefits

The benefits of some events may be evident immediately – increased spending, publicity, etc.

However, for many events the benefits are long term – for example, visitors returning at some time in the future or recommending the location to other people or even re-locating to the area.

New events

The East Gippsland region is becoming a popular destination for new events. The number and range of events is growing, creating new opportunities for businesses. In the first few years, event organisers will often be unable to predict the exact impact and opportunities arising from the event. Sometimes it takes a year (or three!) to get the recipe right. Businesses are urged to be supportive and recognise that while the benefits may not seem obvious at first, if the event is supported the benefits will grow over a few years.

Business benefits

There are a wide range of businesses that benefit directly and indirectly from events.

These include (but are definitely not limited to) the following:

- Retailers: supermarkets, cafes, restaurants, fast food outlets, chemists, clothing, office supplies, petrol stations, butchers, green grocers, bakers, sports stores, gift shops, etc.
- Trophy suppliers.
- Equipment and party hire.
- Sound, light, staging companies.
- Communication suppliers (radios, phone, internet).
- Traffic management.
- Helicopter charter.
- Freight/transport industry.
- Water transporters.
- Construction industry.
- Electricians.
- Plumbers.
- Builders.
- Fencing contractors.
- Information technology.
- Printers.
- Graphic designers.
- Signwriters.
- Media (radio, newspaper, TV).
- Caterers.
- Laundromats.
- Public and private transport providers.
- Cleaners.
- Waste management.
- Garden suppliers.
- Safety and other event experts.
- Entertainers.
- Casual staff – e.g. ticketing, waiting, marshalling.
- Accommodation providers, hotels, clubs.
- Attractions.

Customer service

Providing event visitors with high levels of customer service is vital to ensure event visitors return and recommend the location.

Word of mouth continues to be one of the key ways people hear about great places to visit. It only takes one bad customer experience for this opportunity to be lost.

Below is a helpful checklist to assist in getting the optimum out of your business as well as ensuring quality customer service over busy periods by simply planning ahead.

First impressions

- Take a look at your business through your customers' eyes.
- Be critical and change what you don't like.

Product

- Revise range available, consider offering extra choices.
- Ensure adequate stock is ordered.

Packaging and stationary

- Check to ensure adequate supplies.

Staff

- Availability and adequate amount rostered on.
- Well trained in all areas.
- Good knowledge of what your business has to offer, to ensure add-ons where possible.

Monies

- Ensure adequate change is organised.

Business hours

- Do you need to revise your hours of operation to gain extra sales?

Advertise

- Take advantage of local media to get your business known.

Customer service for tourism operators

Tourism Excellence has been designed to help tourism businesses and destinations get the best from their workforce, deliver the best possible visitor experience, grow tourism by working together, and ensure a sustainable industry. Refer to <http://www.tourismexcellence.com.au/> for further information.

How to deal with disruptions

There are occasionally some inconveniences and disruptions to normal activity when events take place. While most impacts are likely to be positive, if you are negatively impacted by an event it is recommended that you contact the event organiser and/or the shire as soon as possible to discuss how these impacts can be minimised.

Discuss during the planning phase of the event what you and the event organiser can do to minimise the impact, e.g. can passes be provided to vehicles, can deliveries be organised at alternative times, is there a possibility of participating/trading at the event site?

Sponsoring and partnering events

Sponsoring an event is often a cost effective way to:

- Improve your business image, brand and profile.
- Increase customer loyalty.
- Deliver specific information to your target market or help collect information (e.g. research) from event visitors.
- Showcase your product, expertise or service directly to those attending the event.
- Enhance the event while making people feel good about your business.
- Enable you to be a good corporate citizen and give back to the local community.
- Reward your employees and offer a fun and enjoyable experience.

Sponsorships vs. donations

When sponsoring an event, you can expect a direct benefit – it's a commercial investment, generally part of your marketing plan. If giving a donation, no direct recognition is expected.

Maximising your sponsorship investment

- Decide what you want to achieve from the sponsorship and build it into your marketing plan.
- Identify who your target market is and seek events which have a similar target market. Aim for a good fit between your business and what the event is about (its brand, audiences, its personality, etc).
- Find out from the event organiser the opportunities, marketing and benefits available.
- Negotiate with the event organisers to ensure you are both clear on costs and what you will get from the sponsorship. Get the deal in writing.
- Determine whether it is the whole event or specific parts of the event which will deliver you the best outcomes (e.g. sponsoring a morning tea or lunch may provide you with better outcomes than sponsoring the overall event.
- Ask the event organiser whether there is a discount or incentive to be involved for a two or three week period.
- Instead of waiting for an event organiser to approach you, consider approaching the event organiser directly if the target audience is a match to yours.

- While event organisers will often present you with a “sponsorship package” most will be happy to negotiate and tailor packages to suit your needs, resources and your budget.
- Event organisers may ask for cash however often in-kind support is equally valuable. You may be able to get involved by providing equipment, services, products, technology, expertise or people.
- Be present at the event – mingle, network, chat with people.
- Identify media opportunities (e.g. presenting a prize if that is what your sponsorship involved).
- Negotiate a prominent position for your signage, advert, etc.
- Are any of your clients, customers, suppliers or contractors potential sponsors? If so, why not refer them to the event organiser or vice versa? The stronger the event, the greater the benefits to the entire community.

Below are some of the ways you can benefit from sponsorship:

- Advert in program.
- Inclusion in media.
- Hospitality opportunities / networking.
- Display, demonstration, sampling in the event.
- Logo inclusion on event material.
- Signage.
- Tickets.
- Website links / adverts.
- Competitions and prizes.
- Naming rights.
- Access to databases or inserts in mailings.
- Involvement in media opportunities.
- Sales at the event or discount coupons.

Discuss other possible benefits direct with event organiser.

Leveraging your sponsorship investment

When you decide to sponsor an event allow for part of your budget to “leverage” the sponsorship.

Determine what else you can do to ensure the sponsorship investment is maximised. For example, run a special promotion during the event, brand your advertising as “proud supporters of the event”, get memorabilia with your brand on it to distribute to events attendees (e.g. pens, caps etc), aim to sell specific inventory to suit the event audience.

Develop your own sponsorship policy Consider developing your own sponsorship policy. Determine what it is you would like to get out of your partnerships with events, the type of audiences you are seeking, the lead time you require to make your decision and the criteria that you will assess your decision against. A one or two page document will help you and event organisers determine which events are the best fit for your business.

Maximising the benefits from events

There are numerous ways that businesses can tap into events and festivals.

Step 1: Research

- Review the calendar of events of the East Gippsland Shire Council.
- For each event identify who the target market is, how many visitors, locals etc will be attending, dates and times (contact the event organiser directly if needed).
- Determine what the event organisers and event visitors are likely to require and whether you have a product/service that will meet their needs.
- Find out what the event can offer you, what you can offer it and what other opportunities exist in the lead up to and during the event.
- Assess the investment required to be involved (e.g. time, cost, cash flow, staffing) and identify whether it is worthwhile being involved and if so, at what level.

Step 2: Identify specific event opportunities

- Determine what event sponsorship and/or partnership opportunities exist.
- Advertise in the event program, flier, website.
- Provide an offer in pre-event information (to visit you during the event or collect preordered product).
- Provide a display, stall, stand at the event.
- Provide an insert about your business in event mail outs.
- Giveaways to event visitors (ask your suppliers whether they can provide anything).

Step 3: Identify town wide opportunities

Businesses often find that by working together they can achieve greater outcomes than going it alone. Ideas include:

- Develop a special promotion with other businesses.
- Participate in special advertising features in the local newspaper with other businesses (cheaper than on your own).

- Create a “buy local” incentive e.g. coupons/ special/discount offers for event visitors e.g. 10% discount, two for one offer, buy one and get a discount off a second purchase.
- Consider themed promotions around the event – e.g. if a racing event is coming up, decorate windows and develop sales with a racing theme.
- Participate in networking opportunities pre-event, during or post event.
- Work with other local businesses to promote your precinct, product, service.
- Purchase or obtain products, e.g. decorations, flags, banners – things to entice people into local businesses.
- Create a competition for “best dressed window” or some other way to attract visitors. Involve schools to help decorate.
- Get together with other businesses to brainstorm some ideas on what you can collectively do to benefit from the event.
- Contact East Gippsland Regional Business and Tourism Association or East Gippsland Marketing to help coordinate and boost business activities.

Step 4: Help promote and support the event

- Put up posters in your shop window, office or club.
- Distribute event programs or fliers in your business or at your functions and club meetings.
- Include event details in your own emails, correspondence and on your website.
- Promote the event to others in your network of work, family and friends.

Step 5: Prepare for event day

- Identify all the tasks required in order to get involved, develop a timeline – working backwards from the event date.
- Order required stocks – liaise with suppliers regarding requirements.
- Organise staffing (including training if needed).
- Determine opening hours.
- Put out extra signage, etc near event.
- Prepare special offers/incentives.
- Ensure you have extra change (or access to banking facilities if required).

Special offer coupons

These are often useful in motivating event attendees to spend locally. These may be in the form of a series of coupons (e.g. special offer booklet), VIP cards or individual offers (e.g. a special offer (discount, free gift with purchase, two for one deal). They can be made available in the pre-event information provided to event participants or given out on the event day. To encourage visitation after the event, put an expiry date on it (e.g. to be used within six months) and an incentive to return.

To determine whether to participate in voucher/discount book – work out cost of participating, the cost of your discount and how much you need to sell to make it worthwhile.

NOTE: From time to time events are postponed, cancelled or numbers are significantly up or down on predictions. Ensure you consider this in your planning.

Returning visitation

Consider how you can get event visitors back after the event

- Offer them a fantastic experience.
- Get their details for your database.
- Offer an incentive – e.g. two for one deal valid for next six months.

Events happening when you are not open.

Assess whether it's worth varying your opening hours. If you are not open put in a window display that will attract attention or offer an incentive for people to visit when you are open.

What do other communities do to maximise benefits?

Below are some ways other towns work to maximise the benefits from events:

- Special event traders/business groups are established to collectively come up with ideas on how to maximise benefits, coordinate activities and communicate to all businesses.
- Traders/local business operators get involved on sub-committees or the event organising committee to provide valuable input from a traders' perspective and identify opportunities.
- Trading groups collectively purchase/obtain flags, banners, decorations – to help attract people to a precinct. (Note: schools may be willing to support window decorations, etc).
- Traders add a specific component to the event e.g. free BBQ for one hour in the main street to get people into the precinct.
- Retailers extend or alter trading hours to maximise opportunities created from the event.
- Signage and information boards welcome visitors and provide information. Volunteers provide friendly welcomes and information on local services and traders.
- Town wide incentives are offered to encourage visitors to spend locally (e.g. event visitors enter a prize draw when they mention the event when buying locally).
- Accommodation providers and restaurants combine to create special offers, saving on printing and promotional costs by combining resources.

Case Study - BCCI Christmas Parade

The Bairnsdale Chamber of Commerce and Industry (BCCI) Christmas Parade is conducted annually to celebrate the arrival of Santa to his Christmas home in the main street.

This parade heralds the start of the Christmas shopping season. It promotes spending in Bairnsdale's retail and commercial business sector.

This parade with over 50 Christmas themed floats, invited local community groups and schools to enjoy this festive time of year and provides a spectacle for thousands. The involvement of community groups and schools enables each of these groups to highlight their role in the community.

As part of this project, the BCCI fund Santa to appear daily in the main street at Santa's house to encourage families to come into town to have their photos taken and hopefully also purchase their Christmas presents and supplies.

More ideas to maximise the impact from events

With events involving races and competitions, the event participants will be focusing on the event immediately prior – therefore this is often not a good time to attempt to reach them. You will be more likely to engage event participants either well prior to the event start (e.g. at the event registration centre or at pre-event functions) or after the event.

- Consider what event participants would like, both pre and post event. Sporting event participants are likely to be seeking healthy options pre-event, but may indulge after the event.
 - Find out when people will be arriving, when they will have time to visit you, when they will be departing – staff and stock accordingly.
 - If purchasing stock specifically for the event, where possible, purchase on consignment to ensure any unsold stock can be returned if not sold.
- Visitors from out of town will often be interested in the “local” product – can you meet this need?
 - If using vouchers/coupons, make sure you collect them to measure the success of the promotion.
 - Speak to the event organiser, community groups and businesses to get their ideas.
 - Speak with East Gippsland Regional Business and Tourism Association or East Gippsland Marketing to see whether they can help coordinate joint opportunities.
 - Make sure event organisers know what you have to offer.

Working together with businesses and community groups

On the next 3 pages are some great examples of how local communities maximise the outcomes from their events.



Case Study - Showcasing the region at major events

Working closely with local businesses, representatives from East Gippsland Shire Council and East Gippsland Marketing Inc attend a number of events each year, state and nation-wide to showcase East Gippsland, our natural beauty and our event calendar. We encourage exhibition attendees to live, work and invest in the region.

We partner with local businesses to showcase the region.
Recent promotions have included:

- Local producers showcasing our finest food, wine and beer at the Queen Victoria Market.
- Vouchers redeemable at local businesses given away at the Melbourne Boat Show, to encourage visitation to the region and spending at local businesses.
- Promotion of the region and selected businesses via displays at the Regional Lifestyle Expo.
- Showcasing East Gippsland at the Canberra Home and Leisure show, focusing on outdoor activities and the natural beauty of East Gippsland.
- Voucher giveaways and promotions at the Caravan and Camping/Fishing and Leisure shows.



Case Study - SkyFest

SkyFest works closely with local businesses throughout the year in order to showcase the region at the Annual Fireworks display held on New Years Eve.

Organisers run a number of events, promotions and raffles through local sponsors to raise the funds to run the event. Local suppliers are used at the event, to provide the infrastructure as well as the opportunity for Community Groups to meet on the night.

It is evident from last year's event, that without the support from sponsors and the community, SkyFest would not have the funds to be the great spectacle that it is.

Case Study - Bruthen Blues and Arts Festival

Heading into its eighteenth year in 2013, this non-profit event has a number of local business and community groups providing assistance ranging from accommodation, catering, equipment, staging and transport.

The diverse range of activities over the weekend celebrates the festival's central location in the town's heart and ensures that local fare is on show. This helps to maximise the benefits to the town.

While many award winning acts and some homegrown talent entertain the crowd, a large number of volunteers with local community and sporting groups such as the Lions Clubs, Bruthen Football Club, Bruthen CFA, Bruthen Primary School and Tambo Upper Primary School help to ensure that festival goers are well fed. This partnership with the festival organisers ensures that these clubs have an option to hold one of their major fundraising activities of the year at the event.

Calendar of Key Events and Markets

East Gippsland hosts a wide range of events. On the next page are a few of the key events. For a more detailed Calendar of Events, please contact the East Gippsland Shire Council on 5153 9500, email feedback@egipps.vic.gov.au or refer to Council's website www.eastgippsland.vic.gov.au

Event	Phone	Website
January		
Marlo Triathlon	5154 1999	rivieratriclub.com.au
Bairnsdale Convention Centre Kids Day Out	5152 4057	bairnsdale.countryracing.com.au
Gippsland Triathlon Championships	0429 404 280	rivieratriclub.com.au
Jazz at Domain	1300 362 481	domainprincipal.com.au
Bairnsdale Pro Am Australia Day	5156 6252	bairnsdalegolfclub.com.au
Audax Alpine Classic	0405 223 406	alpineclassic.com.au
February		
Bruthen Blues Festival		bruthenblues.org
Bairnsdale Motor Expo	0418146126	bairnsdalemotorexpo.com
East Gippsland Corporate Triathlon	0429 404 280	rivieratriclub.com.au
Bairnsdale Pro Am	5156 6252	bairnsdalegolfclub.com.au
Lake Tyers Fishing Competition	5156 5648	laketyersbeach.net.au
Lakes Entrance Fishing Comp	5155 1236	lakesentrancefishingclassic.com.au
ABT Daiwa/Hobie Kayak Fishing Series		hobiefishing.com.au
Falls Creek Triathlon/ Trail Run Festival	9595 3000	supersprint.com.au
Capture Cann Expo		
East Gippsland Bream Series	0409 823 070	vicbreamclassics.com.au
Paynesville Music Festival		visitpaynesville.com.au

March

Hinnomunjie Picnic Races and Kids Day Out	5159 4520	hinnomunjieraces.com.au
3 Peaks Challenge Bicycle Victoria		bicyclenetwork.com.au
Orbost Agricultural Show	5154 2550	orbost.countryshows.com.au
Bairnsdale Relay for Life	1300 65 65 85	relayforlife.org.au
East Gippsland Bream Series	0409 823 070	vicbreamclassics.com.au
Frais Farm Lindenow Cup Easter Saturday	5152 4057	bairnsdale.countryracing.com.au
Omeo Rodeo	5159 1516	omeoregion.com.au
Metung Seafood Festival	5156 4436	metung.com.au
Cobungra Station Polo	1300 734 365	visitdinnerplain.com/polo
Buchan Rodeo		buchan.vic.au
Vic Bream Classic	0409 823 070	vicbreamclassics.com.au
Festival of Food and Culture		egtafe.vic.edu.au
East Gippsland Bream Series	0409 823 070	vicbreamclassics.com.au

April

Cycle Pink	0439 680 021	
Tambo Valley Picnic Races and Family Fun Day	5159 4362	tambovalley.countryracing.com.au
Gippsland Lakes Race Week	0488 055 462	sailglyc.com
Boating and Lifestyle Show	0418 579 404	gippslandlakesboatshow.com.au
Anzac Day		
Vic Bream Classic	0409 823 070	vicbreamclassics.com.au
Mount Nowa Nowa Fun Run		
East Gippsland Field Days	0427 878 645	egfielddays.com

May

Mothers Day Classic	0427 524 240	mothersdayclassic.com.au
Creative Gippsland Be Inspired Festival		creativegippsland.com.au
E.G. Stages Vic Rally Rnd 1 Championships		
East Gippsland Bream Series	0409 823 070	vicbreamclassics.com.au
Rotary Schools Art Show	0418 595 093	lakesentrancerotary.org.au
Paynesville Food and Garden Festival	5156 6334	paynesville-ps.vic.edu.au

June

Thunderbirds Hot Rod Tour	5155 1136	letsgocruisin.com.au
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Rotary Riviera Art on Show	0418 595 093	lakesentrancerotary.org.au
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Whiters Street Cranes Lakes Entrance Cup Day	5152 4057	bairnsdale.countryracing.com.au
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Mt Hotham Opening Weekend		mthotham.com.au
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July

Twin Rivers Bream Classic	5156 8422	twinriversgippsland.com.au
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August

Lakes Oil Tour of Gippsland		caribou.net.au
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Long Tan Day		
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September

Wall to Wall Ride		walltowall.com.au
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Rowing Regatta Weekend	0412 595 666	
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East Gippsland Bream Series	0409 823 070	vicbreamclassics.com.au
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October

Patties Foods Bairnsdale Cup	5152 4057	bairnsdale.countryracing.com.au
Vic Bream Classic	5256 3773	vicbreamclassics.com.au
Barry Sheene Tribute Ride		

November

East Gippsland Bream Series	5256 3773	vicbreamclassics.com.au
Dahlsens Melbourne Cup Day	5152 4057	bairnsdale.countryracing.com.au
Vic Bream Classic	5256 3773	vicbreamclassics.com.au
Great Victorian Bike Ride		bicyclenetwork.com.au
Bairnsdale Show		bairnsdaleshow.com.au

December

Seafarers Multicultural Festival	0427 817 960	seafarersfestival.com.au
En Plein Air		
Paynesville Lions Club Christmas Carols	5156 0441	
Community Christmas Carols Bairnsdale Lions	5153 0058	
Bairnsdale Toy Run	0419 505 410	bairnsdaletoyrun.com.au
Rotary Club of Orbost, Orbost Christmas Eve Festival	5154 3135	
Lakes Entrance Sky Show	0416 837 785	lakesentrancerotary.org.au

Markets

Market	Schedule	Time	Venue
East Gippsland Farmers Market	1st Sat	8.00 am - 12.00 noon	Bairnsdale Secondary College Oval
Mallacoota Artisans and Produce Market	1st Sat	8.00 am - 12.00 noon	Mud brick Pavilion, Mallacoota
Johnsonville Community Market	1st Sat	8.00 am - 12.00 noon	Johnsonville Hall, Johnsonville
East Gippsland Makers Market	1st Sat	9.00 am - 2.00 pm	Boucher Hall, Bairnsdale
Lakes Entrance Surf Club Market	1st Sun	8.00 am - 12.00 noon	Foreshore Rotunda, Lakes Entrance
Metung Farmers Market	2nd Sat	8.00 am - 1.00 pm	Village Green, Metung
Paynesville Market	2nd Sun	8.30 am - 1.00 pm	Gilsenan Reserve, Paynesville
Bairnsdale Uniting Church Car Boot Market	3rd Sat	8.00 am - 1.00 pm	Great Alpine Road, Bairnsdale
Paynesville Farmers Market	3rd Sat	8.00 am - 1.00 pm	AJ Freeman Reserve, Paynesville
Bairnsdale Artisans Bazaar	3rd Sun	9.00 am - 2.00 pm	Bairnsdale
Bruthen Village Market	4th Sat	9.00 am - 2.00 pm	Mechanics Hall, Bruthen
Lucknow Market / Howitt Park Market	4th Sun	8.30 am - 1.00 pm	Howitt Park, Bairnsdale
Omeo Local Produce Market	Last Sat (April to Sept)	9.00 am - 1.00 pm	Courthouse Gardens, Omeo
Omeo Region High Country Market	Last Sat (Oct to May)	9.00 am - 1.00 pm	Colonial Gardens, Omeo

Passing Events and Passing Event Traffic

Note: These events will not necessarily occur each year, and dates vary from year to year.

Date	Event	Website
Alpine Rally	3 – 4 Nov 2012	alpinerally.org.au
Great Victorian Bike Ride	24/11-2/12 2012	bicyclenetwork.com.au
Lakes Oil Tour of Gippsland	1-5 Aug 2012	caribou.net.au

Events, not held in our region, but impacting us: Motorcycle Grand Prix at Phillip Island, Superbikes at Phillip Island

New Event Opportunities

If you identify a new event opportunity or would like to tap into existing events, there are a number of organisations that may be able to assist you. These include:

Organisation	Phone	Email
East Gippsland Shire Economic Development Unit - Events	5153 9500	economic.development@egipps.vic.gov.au
East Gippsland Regional and Business Tourism Association	0419 099 968	egrbta@telstra.com
Bairnsdale Chamber of Commerce and Industry	5152 4937	secretary@bccci.com.au
Orbost Chamber of Commerce and Industry	5154 1999	egl@bigpond.com
Mallacoota and District Business Tourism Association		
Lakes Entrance Business Tourism Association		admin@lebta.com.au
Twin Rivers Business Tourism Association		

Omeo Region Business Tourism Association		secretary@omeoregion.com.au
Metung Business Tourism Association		secretary@metung.com.au
Buchan Business Tourism Association		
Paynesville Business Tourism Association		
Nowa Nowa Business Tourism Association		
East Gippsland Marketing	1800 755 456	info@egmi.com.au
Destination Gippsland	5655 2044	phoebe@destinationgippsland.com.au
Various Service Clubs and Community Groups; Lions, Rotary, RSL, Schools, Sporting Clubs. Visit eastgippsland.vic.gov.au for a full list		

Local Organisations

The East Gippsland Shire Economic Development Unit is focused upon resourcing the capacity of the Shire's business community through the development of initiatives and programs that:

- Advocate for regional partnerships and collaboration;
- Continue investment in local community and infrastructure; and
- Facilitate industry and business engagement in workforce planning and development issues.

As part of the Economic Development Unit the East Gippsland Shire works in partnership with the local and broader community to provide innovation and progress in the areas of activities, events and festivals.

This is achieved through:

- Facilitation of opportunities to attract major external events;
- Dissemination of relevant information regarding some current event practices;
- Facilitation of funding applications for community event and festival organisations.
- Permits; and
- Other Advice

East Gippsland Regional and Business Tourism Association

The EGRBTA is a not-for-profit organisation established in 2005 as the peak industry body for the East Gippsland local government area. The EGRBTA directly represents the Local Business and Tourism Associations and Chambers of Commerce (LBTA / CCI) in East Gippsland and works to support its members through the promotion of business and tourism, and small business programs.

The EGRBTA plays an important role in communicating between the local Business and Tourism Associations and Chambers of Commerce and various organisations including East Gippsland Marketing Board, East Gippsland Shire, VECCI, Destination Gippsland, Parks Victoria and Regional Development Victoria.

Structure

There are currently nine member LBTA/CCIs who in turn represent the micro businesses and tourism community throughout East Gippsland.

- Orbost Chamber of Commerce
- Bairnsdale Chamber of Commerce
- Mallacoota BTA

- Lakes Entrance BTA
- Twin Rivers BTA
- Omeo Region BTA
- Metung BTA
- Buchan BTA
- Paynesville BTA
- Nowa Nowa BTA

Role

EGRBTA has some clear responsibilities:

- To promote business and tourism in the East Gippsland region.
- To identify business and tourism opportunities and lobby relevant authorities.
- To act as a co-coordinating body to facilitate the sharing of information between member organisations within the East Gippsland Region.
- To provide assistance to member organisations.
- To liaise with other organisations impacting on business and tourism across East Gippsland.
- To keep member organizations informed on key issues impacting on business and tourism in East Gippsland.

- Liaise with and / or develop partnerships for the benefit of the Association and its members.
- Support the provision of small business programs.

Communication

EGRBTA ensures a strong communication channel is provided to members so that they are in receipt of relevant and up to date information on all industry events and issues.

Local BTA's and Chambers of Commerce

The nine local Business and Tourism Association's consist of business people working together to:

- Promote and devise opportunities for the development and expansion of businesses in their towns and surrounds.
- To promote and develop tourism in their towns and surrounds.

These organisations in conjunction with EGRBTA aim to:

- Promote economic prosperity and opportunities in the region.
- Provide businesses with tools to grow.

- Work with state and local government to improve our region's economic climate.
- Serve as an advocate for business, a community partner and a resource to grow your business.
- Work to support businesses by providing professional development, networking and marketing opportunities, and employee benefit and cost-saving programs.
- Offer networking programs, events, skill development programs for small business professionals.
- Offer numerous marketing opportunities, including networking events and sponsorship opportunities designed to co-brand your company.
- Help ensure that East Gippsland's regional and local economic climate is conducive to growing a business.
- Commit to ensuring that local state politicians are given the full facts about how their decisions affect the quality of life and businesses within East Gippsland.

East Gippsland Marketing

East Gippsland Marketing is a not-for-profit organisation that acts on behalf of the East Gippsland community to promote the many strengths of our diverse region. Their primary goals are to:

- Raise the profile of the East Gippsland region as a desirable destination to visit, live, work and invest.
- Increase local awareness of the region and its attributes to encourage residents and stakeholders to act as ambassadors for the region.

All marketing activities conducted by East Gippsland Marketing are funded by the local business community, East Gippsland Shire Council, and where available, State Government grants.

Structure

East Gippsland Marketing activities are overseen by a volunteer Board of Management who all share a passion for sustainable economic development in the East Gippsland region. They recognise that this cannot be achieved without a co-ordinated approach to regional marketing, and as such work with the business community to encourage this level of co-operation and involvement.

Role

East Gippsland Marketing has some clear responsibilities:

- Development of Marketing plan and annual plan outlining projects, key performance indicators and use of membership, sponsorship and public funds.
- To undertake internal and external marketing activities in conjunction with activities undertaken by Destination Gippsland.
- To coordinate in conjunction with the East Gippsland Shire, the regions approach to achieve high quality visitor services and experience for visitors.
- Communicate the development of new tourism product and experiences enhancing the local region's competitive strength.
- To affect communication and industry networks that fosters the growth of tourism through a cooperative, professional approach.

Visitor Information Centres

The Bairnsdale and Lakes Entrance Visitor Information Centres are operated and coordinated by the East Gippsland Shire. The Council's Information Centre's staff work closely with industry members to ensure members gain maximum benefits from their membership. We would encourage members to maintain regular contact with the Centres to update them on any information relevant to their business.

For information and ideas about activities and tours, visit one of East Gippsland's Visitor Information Centres where you can find maps, transport guides and a range of useful brochures and publications.

Call us for helpful, free advice and accommodation and tour bookings.

Freecall: 1800 637 060

[Bairnsdale Visitor Information Centre](#)

240 Main Street, Bairnsdale
Phone: +61 3 5152 3444

[Lakes Entrance Visitor Information Centre](#)

2 Marine Parade, Lakes Entrance
Phone: +61 3 5155 1966

[Bruthen Art and Information Centre](#)

79 Main Street, Bruthen
Phone: +61 3 5157 5111

[Cann River Tourist Information](#)

Cann River Café, Princes Hwy, Cann River
Phone: +61 3 5158 6255

[Mallacoota Visitor Information Shed](#)

Old Wharf, Mallacoota
Phone: +61 3 5158 0800

[Metung Visitor Information Centre](#)

50 Metung Road, Metung
Phone: +61 3 5156 2861

[Omeo Visitor Information Centre](#)

Country Colours, 157 Day Street, Omeo
Phone: +61 3 5159 1679

[Orbost Visitor Information Centre](#)

Slab Hut, Nicholson Street, Orbost
Phone: +61 3 5154 2424

Partnerships

East Gippsland Shire Council continue to forge strong partnerships with relevant tourism industry bodies and other local tourism associations to ensure we are continuing to provide members with new opportunities and generating exposure for their products into the marketplace. Some of our major partners include;

- Destination Gippsland
- Tourism Victoria
- Other Councils

East Gippsland Shire Council

273 Main Street PO Box 1618

Bairnsdale VIC 3875

Website: www.eastgippsland.vic.gov.au

Email: feedback@egipps.vic.gov.au

Telephone: (03) 5153 9500

Fax: (03) 5153 9576