**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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East Gippsland Shire Council does not guarantee or accept responsibility for the accuracy of information available on third party websites.
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Event benefits

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

An economic injection of new dollars through spending in the retail, accommodation, tourism and various other sectors.

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's 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.

There are many things that event organisers can do to maximise the benefits to the local community. When events are creating a positive impact, they are likely to get greater support, thus helping the event to grow and improve.
Maximising Marketing and Communications

- Work with East Gippsland Shire, East Gippsland Marketing and East Gippsland Regional and Business Tourism Association to link in with tourism marketing opportunities.

- Ensure your event brand is aligned to its location (East Gippsland Marketing may be able to assist).

- Consider the timing of your event – e.g. add a welcoming function on the night before the event to encourage visitors to stay an extra night, provide a break during the program to encourage event visitors to shop locally.

- Add a link to East Gippsland Shire Events Calendar website (and other applicable attractions) on your website.

- Include tourism and accommodation details on all your marketing and event information. Make it as easy as possible for people to book accommodation and find out in advance what else the area has to offer to extend their visit – e.g. the visitor information centre phone number, website etc.

- Have tourism information readily available at your event.

- Work with attractions and tourism operators to provide incentives for event visitors to return at another time within the year.

- Develop a marketing and media plan for both local and outside media.
Maximising Economic Outcomes and Community Fundraising

- Use local suppliers wherever possible. It will not only cost less, but also reduces the carbon footprint of your event.

- Determine the needs of your event attendees and which businesses in the local community can best service these needs. Approach them to get involved.

- Work with local businesses to provide special offers or incentives for event participants to spend locally – e.g. two for one deal, discount on purchases, and special offer with purchases over a certain amount.

- Offer incentives for event visitors to come back at some time in the future to spend within the local community e.g. return any time within the next six months to receive a two for one offer.

- Develop a sub-committee/group of local traders to get their input and ideas on how you can work with them. Or get a representative from the local traders onto your committee or sub-committees.

- Get schools or a sponsor involved to provide local traders with banners, flags, decorations and event displays around the event theme.

- Provide opportunities for local groups to fundraise at your event – e.g. sell raffle tickets, food, beverages, offer specific services which will add value to your event, do some of the tasks which you have limited resources to undertake.

- Identify the key opportunities for fundraising and develop an “Expression of Interest” form for community groups to respond to.

- Invite all community groups and businesses to a meeting where you outline the event and opportunities, as well as seeking their feedback and ideas.

- Make sure you provide plenty of lead time for businesses and community groups to get involved – three to six months for medium sized events and longer for larger events.
The Great Victorian Bike Ride is an annual event which has been running since 1984. While the Great Ocean Ride is the most popular ride having attracted up to 8,000 participants, the ride regularly attracts between 3,000 and 5,000 riders on its routes across different regions of Victoria.

In late November 2012, the Great Victorian Bike Ride visited East Gippsland with the ride starting in Lakes Entrance, taking in the sights of Metung, Swan Reach and Tambo Upper before spending the night in Bruthen.

Event organisers, local organisations and businesses are encouraged to implement activities and events to encourage people to spend locally while they are participating, volunteering or following the event.

The event also highlights the region through the media coverage it receives. It is anticipated that a number of participants will return to the region in the future to further discover Victoria’s east.
Marketing and Communication

Effective marketing is an essential component of most events. A good marketing and communications plan will help you attract the people you want, deliver the event outcomes you are seeking and assist in securing and retaining sponsors.

Below are the key components of an event marketing and communications plan. As a starting point, consider the time, money and people you have available to develop and implement the plan.

Set your Event and Marketing Objectives and Strategies

- Document the key outcomes you are seeking from your event and marketing (the objectives), and how you will achieve these (the strategies).
- Document your key goals (e.g. attendance numbers, changes from previous years etc).

Identify your Key Target Markets

- Identify as precisely as possible WHO you want to attend your event – i.e. your target markets. They can be described in a number of ways - age, income, lifestyle, interests, life stage etc. Identify WHERE they will come from.
- You may wish to break your target markets into different segments (e.g. primary/secondary). The better you know your target markets, the more you can effectively decide HOW you will reach them.

Set precise goals

- Describe what you want to achieve – making each outcome SMART – Specific, Measurable, Achievable, Realistic and Timely.
- Consider a). attendance numbers b). change in numbers from previous year c). revenue targets d). % local, regional, Victoria, interstate visitors.
Marketing Principles

• People get their information from a variety of sources, therefore successful marketing strategies involve a combination of activities.

• Your existing audience is one of your most valuable assets. Consider what you can do to keep them coming back year after year and how they can encourage others to attend.

• Concentrate your marketing activities on those people who are likely to want to visit your event (don’t target those unlikely to be interested).

• With each chosen marketing activity, determine the critical timelines (e.g. publication dates).
Marketing Tools and Tactics

A myriad of tools and tactics can be used to market your event:

• Calendars, publications, newspapers and websites - submit your event details to as many as possible! Focus on those that your target markets are likely to use.

• Technology - websites, electronic newsletters and blogs. Stay up to date with technologies – e.g. Twitter and Facebook.

• Databases - develop your database and consider ideas such as a competition, a “friends of” or “join our mailing list” section on your website to generate new names.

• Host a launch a few weeks before your event to get the media interest.

• Develop distribution strategies - for event fliers, posters and other material (detail where they be will distributed, when and by who).

• Consider letter box drops, notice boards, inserts into newsletters, posters in locations where your target audience is likely to see them.

• Approach the media to do a special promotion around your event (EGRBTA may be able to assist).

• Develop a signage plan (ensure relevant permits are obtained from Council if on public land).

• Ask your event partners and sponsors to help promote your event.

• Ask local businesses and community groups to promote your event via putting up posters, having fliers in stores, etc.

• Encourage and support people already involved in your event to promote it – e.g. suppliers, contractors, vendors, volunteers, known event participants etc.

• Promote your event at other events, public areas (e.g. shopping centres) and other locations – in places where your target market is likely to be.

• Tap into tourism marketing opportunities – EGRTBA or East Gippsland Marketing may be able to assist.
• Visit your local Visitor Information Centre – see the range of things you can recommend to your event visitors.

• Develop a link with tourism operator/s to offer “packages” to your event (EGRBTA may be able to assist).

• Seek media (local and other) as event partners and sponsors.

### Marketing Hints

- **When submitting articles for magazines and other publications, make sure you identify the publication deadlines well in advance and provide high quality images.**

- **Invite journalists to your event, especially if it relates to a special interest media.**

- **Be a guest speaker at service club meetings or special interest groups.**

- **Engage a photographer to ensure you have quality images to promote your next event.**

- **Consider what you can do to develop the loyalty of those attending your event – e.g. discount for registering early, have a competition that will encourage people to return year after year.**

- **Establish and keep a consistent brand across all your marketing material. This will increase the recognition of your event when seen across multiple media and locations.**

- **Offer local businesses the opportunity to advertise in your program at a modest price.**
Local Communications

Develop a communications plan for your local community. Identify the key messages you need to get across to ensure they are aware of the impact, that businesses know the opportunities available and that there are no surprises. Allow ample time to implement your local communications plan and assume locals know very little about your event.

Ensure you get your event details into local newsletters as early as possible. Consider putting articles in throughout the year to remind people of your event – rather than just in the lead up to the event.

Evaluating your marketing activities

- Conduct research to ensure your marketing is hitting the mark and to help tailor your next year’s marketing.
- Find out how event participants found out about your event.
- Collate details of the coverage your event (useful for evaluation and to show sponsors) and include in grant acquittals.

Maximising Media Coverage

The media is an essential part of most event marketing strategies. Plans are often required for the local media as well as for media outside the local region. Media may include newspapers, TV, radio, newsletters, magazines and electronic media.

The key to using media successfully is to concentrate on the media that your target market is most likely to be reading, seeing or listening to.

Advertising

Contact the media (publications, web pages, radio stations, television) to find out about their audiences, the reach of their coverage and for advertising costs and timelines. When considering advertising, ask whether there are any special deals or opportunities for partnerships.
Media Releases

Decide in advance the critical timelines in the lead up to your event. For most events it will be appropriate to send out a notification to the media approximately six to eight weeks in advance (a simple announcement to ensure media get your event in their diaries). Then follow up with media releases weekly or fortnightly. However, when using “long lead” media (e.g. magazines) you may need to submit articles months in advance. Stories throughout the year can also keep your event in the forefront of people’s minds.

Make sure all your media stories are newsworthy and interesting – some creativity and brainstorming is required to come up with the angle that will attract the attention of the media.

Media Hints

- Consider appointing a media/publicity officer.
- Collate a media database.
- Issue information which is clear and precise, newsworthy and accurate.
- Develop 3 – 4 “key messages” for your event and reinforce these in the media campaign.
- Decide which stories are most suitable for different media.
- Offer interviews, exclusive stories, photo opportunities.
- Issue invitations to the media to attend the event and its functions.
- Acknowledge and thank the media when they support your event. Establish good relationships with the media.
- Arrange interesting photo opportunities.
- Consider sending your media releases to your key stakeholders to keep them in the loop.
- If buying advertisements, be clear as to where they will be located.
- Always check and double check the proof of an advert.
**Media Release - Sample format**

- Put “Media Release” heading and the date on top of the release.

- Lead paragraph should cover WHAT is happening (what is newsworthy), WHO, WHEN and WHERE.

- Keep the release short (most should be one page or less) – include the most interesting and newsworthy facts first.

- Include contact details (name, phone, email). Add additional information such as ticket sales.

- Keep all sentences short and simple – concentrating on the key facts in order of importance. Use double spacing.

- Direct quotes can be used to get across an opinion, or to add colour to the story.

**Your Marketing Material**

- Communicate the benefits and value of attending your event – i.e. why someone would want to attend.

- Try to get a consistent look and feel across all your marketing material.

- Ensure dates, times, venues, key activities, contact details (website, phone, email) are included.

- Include accommodation provider contact details for bookings and visitor information centre phone number.
Gaining and Retaining Event Sponsors

Most events and festivals require support from a variety of event partners and sponsors. Competition for sponsorship is fierce not just from other events but also from a variety of other organisations. Therefore, approaches to potential sponsors need to be carefully planned.

Before approaching any potential sponsors, work out exactly what cash and in-kind sponsorship you require. Put a sponsorship value on specific aspects of the event. There is no perfect formula to work out the value of a sponsorship, however you may like to start by considering what it costs to produce the part of the event you are seeking sponsorship for, the benefits able to be provided to the sponsor and what the cost will be of providing these benefits. Ensure that your sponsorship packages are fair - the greater the investment in your event, the greater the benefits provided.

Make sure that you cost out what you agree to offer in return (for example, costs of signage, merchandise/clothing, hospitality etc).

Approaching Potential Sponsors

When approaching potential sponsors, keep in mind most businesses will:

- have no or little idea about your event – most are unlikely to know your target markets, what your event is or what benefits it brings to the community. You need to tell them!
- consider sponsorship as a commercial decision and part of their marketing activity (some will sponsor an event to be good corporate citizens however most want some type of return on their investment).
- make decisions based on a combination of personal contact and written material (however be aware that most generally don’t want to wade through reams of paper). They will want to know that your organisation is credible and can deliver on what is promised.
Consider: What’s in it for the sponsor? What will they get out of it?

Sponsors may seek to:

- increase their brand awareness and profile within the community and to your target audience.
- improve sales.
- test a product or service.
- get positive publicity from supporting your event.
- have opportunities to network with other people at your event.
- be seen as being a good corporate citizen and giving back to the community.

Donations

Some businesses and organisations will support an event because they want to be good corporate citizens and support the local community. If they are not expecting anything in return, this is generally considered a donation. Unless the donor states otherwise, it is good practice to acknowledge and publicise donations.

Maximise your sponsorship chances

- Research potential sponsors before approaching them and find out as much as you can to help you and the business assess whether it may be a good fit.
- Contact the potential sponsor prior to submitting anything in writing to briefly explain your event.
- Ensure you tailor make your sponsorship packages as much as possible.
- Ideally sponsorship proposals should be based on discussions with the proposed sponsor and in a format preferred by the potential sponsor.

Sponsorship Proposals generally include:

- A brief overview of your event – its purpose/goals, who is conducting the event, date, time, venue.
- Clearly defined target markets – what type of people will attend, from here, age ranges, likes, interests etc. attendance numbers.
- The benefits your event brings to the local community.
- The opportunities (and costs) to
be involved and what you can provide in return (the benefits).

- Your contact details and key timelines.

**More Sponsorship Hints**

- Attracting and retaining sponsorships generally requires excellent negotiation skills. Consider this when deciding who will be approaching sponsors.
- Some businesses will only consider sponsorship proposals at specific times of the year. As part of your research determine what these timeframes are.
- Start early. 2 months lead time is often required.
- If possible, it’s preferable to present the proposal in person. This will allow the sponsor and you to identify other opportunities.
- Make sure it is exciting, enjoyable and fun for the sponsor – not just hard work!

**Cash and In-kind Sponsorship**

In-kind sponsorship can be extremely useful to an event. It may include expertise, services, products, infrastructure, equipment and personnel. Look at the areas within the budget that currently cost money, and see whether any of these can be provided via in-kind sponsorship.

In-kind sponsorship should be sought to off-set real costs in the event budget. If it’s not off-setting a real cost, consider how much time, money and effort is required and whether it is worth the effort.

Treat in-kind sponsors just as you would cash sponsors.
When a sponsor comes on board:

- Be very clear as to what they expect. Put it in writing. Include what you will do before, during and after the event. Document the level of recognition and involvement they will have, and if necessary how you will measure the outcomes.
- Make sure that you get tickets, or other benefits to them early, along with details for parking, times etc.
- Identify any potential publicity opportunities you have to recognise your sponsor.
- Consider creating promotions that drive people to your sponsor’s business – e.g. if a person spends in a sponsoring business, they get a ticket to go into a prize to be drawn after the event. This provides a way of measuring spend during the event, as well as encouraging event visitors to spend with your sponsors.
- Give sponsors something extra – a surprise that will delight them and get them back the following year.

Post event reporting and evaluation

- Produce a report at the end of the event in a format that is going to be of use to your sponsor. Ask the sponsor what they want to know before the event to ensure you collect relevant information.
- Most sponsors don’t expect lengthy reports, and do not expect you to put a monetary value on what the sponsorship achieved for the business. Most will be satisfied with a report that is factual, includes details of what the sponsor received (e.g. signage, logo recognition, advertising/print, sales etc) and who attended your event – types of people and numbers.
- Make sure you thank and acknowledge your sponsors – and try to keep in contact with them throughout the year – not just event time.
- Review the sponsorship with the sponsor – discuss how things can be improved.
Case Study - Lakes Entrance SkyFest

Held every year on the foreshore at Lakes Entrance SkyFest is one of East Gippsland’s biggest events. SkyFest attracts a large number of sponsors and supporters. To ensure the community is supportive and aware of the event the Lakes Entrance Rotary Club and a number of committed volunteers promote and fundraise for the event throughout the year.

Organisers work closely with sponsors to understand their needs in partnering with the event and assisting them to appropriately leverage the event to achieve their goals.

To ensure ongoing support from the local community, there is continual communication in the local region of the success of the event and the benefits it yields.

Lakes Entrance, tourists stay longer as a result and some have even said that they wouldn’t make the trip if SkyFest wasn’t on the Annual Events Calendar.
What can you offer a sponsor?

Below are some ideas - the value of sponsorships should be assessed according to the benefits offered.

- Hospitality – involvement or hosting of specific functions.
- Tickets to the event, VIP passes, opportunity to meet guests, access to your celebrities.
- Naming rights to overall event or specific parts of the event (major sponsors, supporting sponsor, proudly presented by..., official product supplier, official merchandise supplier).
- Sponsorship of specific aspects of your event – e.g. a marquee, clothing, caps, prizes.
- Involvement in your event – selling/giving away product, testing of products etc.
- Special offers to your event visitors – e.g. discount coupon, flyer in kits, mail-outs etc.

Beyond the obvious logo on posters and putting up a sign, be creative on what you can offer sponsors.
• Signage – on site - different locations may be worth different amounts depending on exposure.

• Logo inclusion – clothing, street flags/ banners, letterhead, event signage, vehicles, website, media releases.

• Website – logo, links (on your website and theirs), articles/features about the sponsor on your website.

• Access to databases (note – this must be done within privacy laws. Make sure you have the person’s permission to pass on their information).

• Exposure in your marketing campaigns e.g. print advertising, media releases, radio or TV adverts, billboards, event programs.

• Include a question on your event market research that will be of use to the sponsor.

Don’t forget to...

• Invite sponsors to launches, functions, networking opportunities and of course the event itself!

• Allocate someone to give sponsors the VIP treatment at your event.

• Where necessary, provide parking and meet and greet arrangements for sponsors.

• Take photos of your sponsors to use in post event reports and in other ways to recognise your sponsors.

• Consider how you can bring your sponsors together – if networking is of value to them.

• Invite potential sponsors to your event – look after them to help secure their support for the next event.
Market Research

To help secure new sponsors and retain the ones you have, knowing as much as possible about your event is essential.

- Conduct a market research survey at your event (East Gippsland Shire Event officers can assist).
- Obtain postcodes from your event attendees (e.g. when buying a ticket, at the gate, random surveys etc).
- Establish a mechanism to get accurate attendance numbers.
- Talk to as many people as possible to get a clear picture of the type of people attracted to your event.
- Ask people how they became aware of your event.

Funding

There are a range of event funding schemes available. For further information contact the East Gippsland Shire Events Coordinator on 03 5153 9500 or email feedback@egipps.vic.gov.au

Important Note: It is advisable to treat local, state and federal government and other non-business partners (e.g. philanthropic organisations) as you would a corporate sponsor. Ensure you know exactly what they expect before, during or after the event and provide the benefits and post event reporting promised.
Customer Service

Good customer service is not just the domain of the retail or services sector. Events can benefit greatly by ensuring they offer quality customer service, particularly in getting return visitation.

First Impressions

- Take a look at your event through the eyes of your event visitors. Be critical and change what you don’t like.
- Do a “walk through” of your event – from the moment they drive, walk or cycle to your event, their car parking experience, their entry and welcome, what they are likely to do, who they are likely to talk to. Consider – are we offering quality customer service at every point? Do we provide the welcome that will make visitors feel great about our event? Do we make a great first impression?
- Are we providing good directions and attractive, well-positioned signage?
- Is the layout of the event easy to navigate and safe?
- Are our volunteers/staff well trained to be great ambassadors for our event and the region?
- Is the parking adequate and well organised?

Product

- Is our event offering good value and is it servicing the needs of event visitors?
- Are there parts of our event “product” that we can change to enhance the enjoyment of visitors?

Staff and Volunteers

- Consider whether there are adequate numbers of staff/volunteers. Are they rostered at the right times?
- Are staff and volunteers well trained and supported? Can they answer queries from event visitors and be as helpful as possible?
- Are they focused on providing excellent quality customer service?
Service and Community Organisations

One of the many benefits in dealing with a local club is that in the planning stages you are often able to deal with one person rather than multiple individuals – saving considerable time. While service and community groups will generally require a donation to be involved in an event or the opportunity to fundraise directly, there will be times that service groups will be happy to be involved in recognition of the benefits the event brings to the wider community.

In your event planning consider:

• Specific tasks/roles that need to be filled and the skills required.

• Determine which roles can be fulfilled by volunteers and which need to be paid positions.

Local service and community organisations are an essential resource for most event organisers. Involving local clubs and groups will ensure the benefits of your event go directly back into your community, that there is “local” knowledge at your event and they will help spread the word about your event.
What can Service Clubs and community groups offer?

Local service and community groups can be utilised in many and varied roles within events. While some roles require specialised skills or knowledge (e.g. Traffic Controllers, serving of alcohol) many service and community groups are willing to obtain these if benefits for the community can be achieved. The East Gippsland Shire may also be able to support training and skill development where needed.

- Put together a short “expression of interest” document outlining:
  - Details of the event.
  - Specific roles.
  - Skills required.
  - Number of people.
  - Dates and times required.
  - Training (dates and times).
  - Rights, responsibilities and rules for the event.
  - Donation available.
- Approach clubs directly to seek their interest.
- Select clubs to be involved.
- Identify volunteer needs (e.g., identification, clothing, food, drink, breaks, shade etc).
- Conduct appropriate training and induction programs.
- Make sure the experience is a positive one for all the volunteers – they may become your best ambassadors.
- Reward volunteers/service clubs for their efforts.
- Acknowledge and thank clubs and individuals.
The East Gippsland Shire identified the need for an Event Management Guide to assist local groups and outside organisations to conduct approximately 250 small to large-scale events on public and private land, along foreshores, on Council reserves, parks and in car parks.

This guide assists event managers and committees plan and manage events successfully and to guide organisers through the steps they need to take to minimise risk and maximise the likelihood of a well run and successful event.

The events management guide is available from the Shire website http://bit.ly/12JarLv
Event Roles

The roles that can be carried out by service and community clubs are extensive including the following:

- Event Marshalls
- Crowd Marshalls
- Entry gates
- Money handlers
- Food and beverage sales/catering
- Stage management roles
- Marshalling/ushering
- Registering participants
- Traffic Controllers*
- Responsible Serving of Alcohol*
- Supervising children’s activity areas*
- Money handling
- Market research

Service clubs and community groups can also provide additional services such as:

- Mobile phone charging service
- Community Information Tent
- Offering BBQs, catering to spectators, participants
- Provide a shuttle bus service for event visitors
- Entertainment
- Putting up tents
- Guided walks
- Tours

* Roles requiring a qualification, specific skills, or police check (e.g. Working with Children).
Event Organiser’s Checklist

Most events require a series of permissions and permits to ensure they are being conducted safely and within local, state and federal laws and regulations. The East Gippsland Shire is the first point of contact for many of these requirements, however a range of other authorities may also need to be consulted. Below is a quick checklist on the process to follow to ensure your event is complying with local and other requirements.

Step 1: Contact East Gippsland Shire for permissions/approvals and advice in the following areas:

- Use of Council managed/owned land
- Food preparation, safety and handling
- Environmental health issues such as portable water, liquid waste disposal
- Waste management
- Toilets
- Event safety – first aid, security, safety, noise
- Signage
- Road and street closures, traffic management, parking
- Street trading
- Temporary structures and stages
- Specific activities such as parades, fireworks and amusement rides
- Site plans and accessibility
Step 2: Notify Emergency Service organisations
- Notify police, ambulance, fire and SES of your event date, times, location and likely impact
- Develop appropriate plans as required

Step 3: Determine other authority requirements - these may include (but are not limited to):
- Insurance
- Signage on VicRoads Managed roads
- Department of Transport; VicRoads – where event impacts roads and public transport
- Parks Victoria, Department of Sustainability and Environment and Foreshore Committee approvals
- Other permissions and requirements
  - E.g. liquor licensing (Consumer Affairs Vic)
  - Gas and electrical safety (Energy Safe Victoria) Temporary structures (Building Commission) Raffles (Victorian Commission for Gambling Regulation, Minor Gaming Unit)
  - Fundraising (Consumer Affairs Vic)
  - Music licensing (APRA, PPCA).
Various others may be required.
- Taxation implications of your activities
- WorkSafe – occupational health and safety and fireworks
The East Gippsland Shire will assist and work with organisers in order to achieve a successful festival and to reduce the burden on the volunteers organising the event.

The Council conducts regular meetings with event organisers and the relevant officers within Council responsible for approving events. Where events are held on Council owned or managed land, the following procedures should be followed by event organisers:

- Six months prior to event date – meet or communicate with Council’s Event Coordinator (Council officers responsible for approving events) to determine the documentation, permits and permissions required.

- Three months prior to event date and following initial meeting date - develop and submit to Council and other authorities the required documentation and plans.

- Six weeks prior to event date – communicate with Council Events Coordinator to confirm all documentation is complete.

- Six days prior to event – communicate with Council Events Coordinator to ensure all requirements have been met.

- Two to three weeks post event – conduct a post event debrief meeting with relevant Council officers to help review and plan for following event.

Note: Timelines may vary slightly depending on the size and impact of the event. The greater the size and impact of your event, the longer the lead time required.
Lakes Entrance, located in the East Gippsland Shire will host the MAV Rural Councils Summit in May 2013. They will work to maximise the benefits from this event.

Back in 2009, Maffra in the Wellington Shire hosted the Small Towns Summit, with more than 200 delegates converging on the town for the summit. The summit featured local produce which was available for lunch and dinner, as well as utilising local hospitality, hotels, venues and tourist attractions for delegates.

“We wanted to highlight the region as much as we could while the delegates were here, to show what a beautiful and vibrant area we live in,” Mr. Ian Rees, Wellington Shire Project Co-coordinator said. “This will provide an injection of funds into the Maffra township and surrounding area which will ultimately benefit the Shire.”

East Gippsland has their chance soon to work with traders to provide delegates with incentives to shop in town, profile surrounding towns and give delegates and their families an incentive to return in the near future.
Case Study - Nowa Nowa Nudes

Over the past ten years the Nowa Nowa Nudes has grown to become one of Australia’s most loved art shows. The Nudes, as it’s affectionately known, shows there is no shortage of people willing to paint, sculpt or artistically represent themselves in the nude form, attracting hundreds of artists and thousands of visitors.

Nowa Nowa Nudes has a number of local businesses and artists involved in the festival.

From accommodation providers, catering, musicians, artists and other tourism operators. Snowy River Cycling offers fully supported rides to highlight the East Gippsland Rail Trail while Cynthia Boyle from the Orbost feastonart Gallery has in the past co-ordinated drawing sessions throughout the weekend to bring out the budding artist in everyone. These cross promotions help to highlight the region and encourage return visitation at other times of the year.
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
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<tr>
<th>Event</th>
<th>Phone</th>
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<tr>
<td><strong>January</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marlo Triathlon</td>
<td>5154 1999</td>
<td>rivieratriclub.com.au</td>
</tr>
<tr>
<td>Bairnsdale Convention Centre Kids Day Out</td>
<td>5152 4057</td>
<td>bairnsdale.countryracing.com.au</td>
</tr>
<tr>
<td>Gippsland Triathlon Championships</td>
<td>0429 404 280</td>
<td>rivieratriclub.com.au</td>
</tr>
<tr>
<td>Jazz at Domain</td>
<td>1300 362 481</td>
<td>domainprincipal.com.au</td>
</tr>
<tr>
<td>Bairnsdale Pro Am</td>
<td>5156 6252</td>
<td>bairnsdalegolfclub.com.au</td>
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<tr>
<td>Australia Day</td>
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<tr>
<td>Audax Alpine Classic</td>
<td>0405 223 406</td>
<td>alpineclassic.com.au</td>
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<td><strong>February</strong></td>
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<tr>
<td>Bruthen Blues Festival</td>
<td></td>
<td>bruthenblues.org</td>
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<tr>
<td>Bairnsdale Motor Expo</td>
<td>0418146126</td>
<td>bairnsdalemotorexpo.com</td>
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<tr>
<td>East Gippsland Corporate Triathlon</td>
<td>0429 404 280</td>
<td>rivieratriclub.com.au</td>
</tr>
<tr>
<td>Bairnsdale Pro Am</td>
<td>5156 6252</td>
<td>bairnsdalegolfclub.com.au</td>
</tr>
<tr>
<td>Lake Tyers Fishing Competition</td>
<td>5156 5648</td>
<td>laketyersbeach.net.au</td>
</tr>
<tr>
<td>Lakes Entrance Fishing Comp</td>
<td>5155 1236</td>
<td>lakesentrancefishingclassic.com.au</td>
</tr>
<tr>
<td>ABT Daiwa/Hobie Kayak Fishing Series</td>
<td></td>
<td>hobiefishing.com.au</td>
</tr>
<tr>
<td>Falls Creek Triathlon/Trail Run Festival</td>
<td>9595 3000</td>
<td>supersprint.com.au</td>
</tr>
<tr>
<td>Capture Cann Expo</td>
<td></td>
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<tr>
<td>East Gippsland Bream Series</td>
<td>0409 823 070</td>
<td>vicbreamclassics.com.au</td>
</tr>
<tr>
<td>Paynesville Music Festival</td>
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<td>visitpaynesville.com.au</td>
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### March

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

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

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<th>Event</th>
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<tr>
<td>Mothers Day Classic</td>
<td>0427 524 240</td>
<td>mothersdayclassic.com.au</td>
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<td>Creative Gippsland Be Inspired Festival</td>
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<td>creativegippsland.com.au</td>
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<td>E.G. Stages Vic Rally Rnd 1 Championships</td>
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<td>East Gippsland Bream Series</td>
<td>0409 823 070</td>
<td>vicbreamclassics.com.au</td>
</tr>
<tr>
<td>Rotary Schools Art Show</td>
<td>0418 595 093</td>
<td>lakesentrancerotary.org.au</td>
</tr>
<tr>
<td>Paynesville Food and Garden Festival</td>
<td>5156 6334</td>
<td>paynesville-ps.vic.edu.au</td>
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<tr>
<td><strong>June</strong></td>
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<tr>
<td>Thunderbirds</td>
<td>5155 1136</td>
<td>letsgocruisin.com.au</td>
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<tr>
<td>Hot Rod Tour</td>
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<tr>
<td>Rotary Riviera</td>
<td>0418 595 093</td>
<td>lakesentrancerotary.org.au</td>
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<tr>
<td>Art on Show</td>
<td></td>
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<tr>
<td>Whiters Street</td>
<td>5152 4057</td>
<td>bairnsdale.countryracing.com.au</td>
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<tr>
<td>Cranes Lakes</td>
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<tr>
<td>Entrance Cup Day</td>
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<tr>
<td>Mt Hotham Opening</td>
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<td>mthotham.com.au</td>
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<td>Weekend</td>
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<tr>
<td>Twin Rivers Bream Classic</td>
<td>5156 8422</td>
<td>twinriversgippsland.com.au</td>
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<tr>
<th><strong>August</strong></th>
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<tbody>
<tr>
<td>Lakes Oil Tour of Gippsland</td>
<td></td>
<td>caribou.net.au</td>
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<tr>
<td>Long Tan Day</td>
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<tr>
<td>Wall to Wall Ride</td>
<td></td>
<td>walltowall.com.au</td>
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<tr>
<td>Rowing Regatta Weekend</td>
<td>0412 595 666</td>
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<tr>
<td>East Gippsland Bream Series</td>
<td>0409 823 070</td>
<td>vicbreamclassics.com.au</td>
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<td>October</td>
<td>Patties Foods Bairnsdale Cup</td>
<td>5152 4057</td>
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<td></td>
<td>Vic Bream Classic</td>
<td>5256 3773</td>
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<td>Barry Sheene Tribute Ride</td>
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<td>November</td>
<td>East Gippsland Bream Series</td>
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<td></td>
<td>Dahlsens Melbourne Cup Day</td>
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<td></td>
<td>Vic Bream Classic</td>
<td>5256 3773</td>
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<td></td>
<td>Great Victorian Bike Ride</td>
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<td></td>
<td>Bairnsdale Show</td>
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<tr>
<td>December</td>
<td>Seafarers Multicultural Festival</td>
<td>0427 817 960</td>
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<td></td>
<td>En Plein Air</td>
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<td>Paynesville Lions Club Christmas Carols</td>
<td>5156 0441</td>
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<td></td>
<td>Community Christmas Carols Bairnsdale Lions</td>
<td>5153 0058</td>
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<td></td>
<td>Bairnsdale Toy Run</td>
<td>0419 505 410</td>
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<td></td>
<td>Rotary Club of Orbost, Orbost Christmas Eve Festival</td>
<td>5154 3135</td>
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<tr>
<td></td>
<td>Lakes Entrance Sky Show</td>
<td>0416 837 785</td>
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# Markets

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

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

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

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:

<table>
<thead>
<tr>
<th>Organisation</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Gippsland Shire Economic Development Unit - Events</td>
<td>5153 9500</td>
<td><a href="mailto:economic.development@egipps.vic.gov.au">economic.development@egipps.vic.gov.au</a></td>
</tr>
<tr>
<td>East Gippsland Regional and Business Tourism Association</td>
<td>0419 099 968</td>
<td><a href="mailto:egrbta@telstra.com">egrbta@telstra.com</a></td>
</tr>
<tr>
<td>Bairnsdale Chamber of Commerce and Industry</td>
<td>5152 4937</td>
<td><a href="mailto:secretary@bcci.com.au">secretary@bcci.com.au</a></td>
</tr>
<tr>
<td>Orbost Chamber of Commerce and Industry</td>
<td>5154 1999</td>
<td><a href="mailto:egl@bigpond.com">egl@bigpond.com</a></td>
</tr>
<tr>
<td>Mallacoota and District Business Tourism Association</td>
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<tr>
<td>Lakes Entrance Business Tourism Association</td>
<td></td>
<td><a href="mailto:admin@lebta.com.au">admin@lebta.com.au</a></td>
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<tr>
<td>Twin Rivers Business Tourism Association</td>
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<td>Business Tourism Association</td>
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<tr>
<td>Omeo Region</td>
<td><a href="mailto:secretary@omeoregion.com.au">secretary@omeoregion.com.au</a></td>
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</tr>
<tr>
<td>Metung Business</td>
<td><a href="mailto:secretary@metung.com.au">secretary@metung.com.au</a></td>
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<tr>
<td>Buchan Business</td>
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<tr>
<td>Paynesville Business Tourism Association</td>
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<tr>
<td>Nowa Nowa Business Tourism Association</td>
<td></td>
<td></td>
</tr>
<tr>
<td>East Gippsland Marketing 1800 755 456 <a href="mailto:info@egmi.com.au">info@egmi.com.au</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Destination Gippsland 5655 2044 <a href="mailto:phoebe@destinationgippsland.com.au">phoebe@destinationgippsland.com.au</a></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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