

A wide waterfall cascading over rocks in a lush forest, with a person standing on a log in the foreground.

DERWENT VALLEY TASMANIA

MARKETING AND MEMBERSHIP
INVITATION

2018

A LITTLE BIT OF HISTORY

In September 2016, a facilitated workshop process involving business and community representatives met to consider and reach consensus on tourism development, marketing, management opportunities and challenges in the Derwent Valley. From the two workshops, a Destination Action Plan (DAP) was finalised to identify and prioritise strategies and actions to help enhance tourism in the region.

Since the workshops in September 2016: a small unincorporated, independent community group of tourism operators from the Derwent Valley and Central Highlands formed to help achieve the outcomes outlined in the DAP. The group has been working together since September 2016 collaborating, raising funds and meeting objectives.

DERWENT VALLEY TASMANIA



WHO WE ARE

Derwent Valley Tasmania (DVT) is a non-profit, independent, unincorporated body, owned by its members and currently autonomously managed by local tourism industry representatives Gerald Ellis (Meadowbank Wines) and Fiona Weaver (Tassie Bound Adventure Tours). DVT conducts activities on behalf of its members; for the betterment of the region as a destination, providing networking opportunities, stimulating the local economy, advocating for our local region to ultimately attract continued investment and infrastructure, dispersal of visitors throughout the year and create more awareness of our current tourism offerings.

Funding for DVT marketing activities is sourced primarily from— the members — to support the organisation that, in the main, is responsible for the success of the visitor economy that is the life blood and future of our region. The DVT team may be small but it is made up of a passionate and professional group of individuals who strive for a strong and sustainable Derwent Valley visitor economy.



NETWORKING

Unifying the community, sharing ideas
and providing support to our members.

Building stronger communications
between the local industry and
engagement with local businesses, DV
&CH Council and DST/TICT/TOURISM TAS



MARKETING

Uniting and gathering together resources
across the municipal areas of the
Derwent Valley and Central Highlands.

Building our online reputation and
social media platforms to increase length
of stays and dispersal across the region.



ADVOCACY

Provides tourism industry awareness and
representation at a local level. We give
voice to “on the ground” tourism
operators and work closing with DST &
the Derwent Valley Council’s Economic
Growth Special Committee

WHAT WE'VE ACHIEVED TOGETHER

Working Collaboratively to Build the Visitor Experience Within the Region & Creating Continued Awareness of the Derwent Valley Brand

The association is “Derwent Valley Tasmania” however, the vision is to recognise the entire region from Dewent Bridge to Bothwell, Granton to Lachlan, Mount Field to Strathgordon as the ONE destination. The Derwent is a name of the River, the town close to the River’s source (Derwent Bridge) and provides a natural icon for the region

We strive to promote and awareness to the region for exactly what it is: Tasmania’s most scenically beautiful valley, Tasmania’s premier wine and food bowl, Tasmania’s eco-adventure hub and custodians of some of Tasmania’s earliest history.

Raising Funds

In our first “membership cycle” DVT received contributions totalling **\$19,400**. Contributions were made by local industry , DVC, Hydro and funds released from the previous Local Tourism Association. The majority of the funds were contributions received from local tourism operators.

SOCIAL MEDIAL REPORT DETAILING PERFORMANCE AGAINST KPI'S FOR FIRST 9 MONTHS

Report compiled by TTS on 20-10-17 – Data accurate as of 20-10-17



KPI Update

The following KPI's were set by DVT on acceptance of the Service Proposal Dated 16-12-16:

	Jan	April	May	June	July	Aug	Sept	Oct	Nov	Dec
FB Likers/ Followers	400	700	900	1200	1,500	1,800	2,100	2,400	2,700	3,000
FB Monthly Reach	5k	10k	15k	20k	20k	25k	25k	25k	25k	25k
FB Total Reach	5k	15k	30k	50k	70k	95k	120k	145k	170k	195k
Instagram Followers	100	200	400	600	800	1,000	1,200	1,400	1,600	1,800
# usage (IG wkly avg)	5	10	15	20	25	30	40	45	50	55

This table details actual KPI achievement as at 20-10-17

	Jan	April	May	June	July	Aug	Sept
FB Likers/ Followers	1434	1775	2294	2340	2,409	2,445	2,466
FB Monthly Reach	75k	80k	129k	65k	58k	64k	36k
FB Total Reach	75k	200k	468k	533k	592k	656k	729k
Instagram Followers	201	310	516	541	670	690	700
# usage (IG wkly avg)	54	n/a	n/a	n/a	n/a	n/a	n/a

Social Media – In our first membership cycle DVT engaged a local IT business to launch and manage two social media profiles for DVT (Facebook, Instagram) and a YouTube Channel for video content. Since the initial launch in late December 2016, we have over 2500 Facebook and 700 Instagram followers and exceeded KPI's set at the beginning of the campaign. Our performance over nine months is detailed above.

Website– DVT received a \$2000 contribution through the DVC's Economic Growth Special Committee. Members who contributed \$500 were eligible for 2 x website listings on the Derwent Valley Tasmania website and were invited to our website launch. The purpose of the website is to provide a call to action directing traffic from our social media pages to our website so they can find current and up to date information about the region and our offerings.

Networking – DVT provided several opportunities for networking throughout the season. Foundation members were invited to the launch of the DVT, consultation sessions and kept up to date through email with the ongoing and exciting new developments within region.



The Agrarian Kitchen

The Agrarian Kitchen is a sustainable farm-based cooking school offering paddock-to-plate cooking experiences in a 19th century schoolhouse at Luchlan, 45 minutes from Hobart in Tasmania's Derwent Valley. It was established by Rodney Dyer and his wife, Sevrine, in 2008.

Set on five acres, The Agrarian Kitchen is a working farm and incorporates an extensive vegetable garden, orchard, berry patch and herb garden, all grown using organic principles. Also in residence are Berkshire pigs, Berkshire chickens, eating goats, a flock of geese and honeybees. During the cooking experiences, guests harvest produce from the garden before returning to the kitchen to cook and eat.

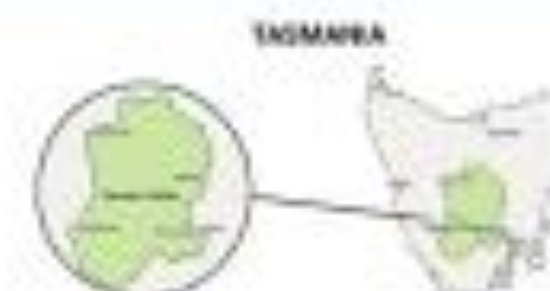


Address: 100 Luchlan Road, Luchlan, TAS 7243
Phone: 03 6361 1000
Email: info@agrariankitchen.com.au

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Other information

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Email: info@agrariankitchen.com.au

Website Links

Home
About Us
Menu
Contact Us

Destination Footage & Unique Imagery– In February we worked with Eagle I Solutions to film and capture high definition drone footage. The footage (along with ground footage shot by Greg Power) was compiled to produce a 45 sec video to promote on our social media pages and create a library of images from the footage.

The clip highlights and reflects the current experience, assisting to convert day visits into overnight and multi-day stays. The footage to date has received over 18,000 organic views and is now showing in the Mount Field Visitors Information Centre to over 200,000 visitors.

Advocacy – DVT strongly represents the region on Tourism Boards and DVC's Economic Growth Special Committee. As well as key drivers of the implementation of the DVT Development Action Plan for the region.

NEXT STEPS



Ultimately it is up to you, the members, to support the organisation that, in the main, is responsible for the success of our visitor economy. The more members in the group, the more input, ideas, engagement and benefit for everyone.

After all the hard work last membership cycle, the foundation has now been laid, our online platforms are working together to build a strong brand position as we hope to continue to attract investment and grow our visitor economy particularly in the low and shoulder seasons, increase length of stays and disperse visitors throughout the region.

OUR FOCUS FOR THE 2018 MEMBERSHIP CYCLE

➤ COLLATERIAL – DERWENT VALLEY TASMANIA REGIONAL MAP

Currently there is no up to date regional collateral promoting tourism and offerings within the Derwent Valley. We have consulted with Gordon from Workhorse Studio in Hobart to design a A3 double-sided tear off map which will be developed and printed as a visitor focused, scalable regional map to provide visitors current information on the attractions and facilities as well as highlight driving routes. The map will encourage dispersal between the operators, longer stays and a deeper exploration.

➤ DEVELOPING THE DERWENT VALLEY TASMANIA WEBSITE

Over the next few weeks we will be rolling out a fresh new look for our website and over the following months we will convert the map design from physical to digital.. Our vision is to develop the Derwent Valley Tasmania website into a powerful, engaging, informative, digital magnet for new and returning visitors. The digital map will feature hotspot links to operators and businesses and bring member listings forward and available directly, from the DVT website homepage. We will incorporate a new section “OUR PRODUCE” to drive awareness and information about our world-class producers and compliment our EAT STAY TASTE categories.

➤ CONTENT

Just as experiences drive a destination, content drives the on-line world. Over the next membership cycle we will be collecting more drone footage of the region, releasing a new destination video (our 2017 Derwent Valley footage was viewed over 18,000 times and is now broadcast to over 200,000 visitors in the Mount Field National Park information centre) , post digestible visitor focused blog content and make social sharing easy and build awareness of the #derwentvalleytasmania.

2018 MEMBERSHIP BENEFITS

Whether you are a business within or located just outside the region's boundaries you will benefit from the tourism industry whether your income is derived directly from visitors or through the local population and network which support tourism.

Every \$500 contribution made before 30 November 2017 will receive:

1 x listing on Derwent Valley Tasmania's website

1 x map listing on both the digital and print version

Quarterly e-newsletters, updates & networking opportunities

Priority mentions across

- social sharing across Facebook & Instagram
- video and drone collateral
- blog posts and events
- itinerary suggestion

Businesses with additional listings can be included for an additional \$150.00

On behalf of our members we would like to thank the following businesses and operators who contributed in 2017

Salmon Ponds, Drill Hall Emporium, Udderly Cheese Tasmania, Hydro Tasmania, Kombi Krew, Currunga Farm, Derwent Valley Council, Bonorong Wildlife Sanctuary, Ashbolt Farms, Stanton B&B, Junction Motel, Waterfalls Café & Gallery, Derwent Valley Railway, Tassie Bound Adventure Tours, Waterfalls Café, Possum Shed Café, Laurelle and John Grimley, Hawthorn Lodge, 28 Gates, Stefano Lubiana Wines, Meadowbank Wines, Westerway Raspberry Farm, Rodney Dunn and Severine Demanet, Derwent Valley Stand Up Paddle Board School, Flywheel, The Wall in the Wilderness, Truffle Lodge, Woodbridge on the Derwent, Hawthorn Lodge, Glen Derwent, Maydena Cabins, National Park Hotel, Swallows Nest Guesthouse, The Possum Shed, Ashbolt Farm, Duffy's Accommodation and Mountain Café.,

BIG SPECIAL thanks to our volunteers because without their assistance this would not be possible.

Bec Tutor from Big River Highland Beef dedicated days meeting, interviewing and writing our community profiles, Laurelle Grimley provided extensive website copy and historic profiles, Lisa West for assisting with copy and content, Tony Stagg for DVT asset imagery, Greg Power donated days of his not so spare time to ground footage and assisting with DVT imagery, Rachel Power for never failing to mention the Derwent Valley Tasmania ANYWHERE ANYTIME, Martin Fieldhouse from Mount Field National Park organised the screening of the Derwent Valley Tasmania promotional footage at the visitors centre, Jess Dallas from Derwent Valley Council who supported the initiative from Day 1 and has provided on-going support, Beau and Leah (Kombi Krew) and David Dick (trout fishing guide) modelled for us on many occasions, Meadowbank, Derwent Estate and Stefano Lubiana for donating wine to promotions, competitions and celebrations!

We look forward to having you back on board and welcoming new members and partners in 2018.

For further information on membership details and benefits of your investment,
email: info@derwentvalleytasmania.org.au