

CONTENT PARTNERSHIPS & VISITING MEDIA

You need to immerse yourself into all the Great Ocean Road Region has to offer and partnering with us enables the ability to share authentic content for audiences while showcasing the Great Ocean Road Region.

- We aim to host or assist those whose audiences and approach to content aligns with ours and/or has deep reach into our target consumer audiences.
- The Great Ocean Road team is here to assist you with story angles, business introductions, filming locations and permit requirement advice, corporate media enquiries and itinerary suggestions: [Get in touch here.](#)
- The next few pages outline our expectations for content creators in our region. Those who are engaged by Great Ocean Road Regional Tourism will be required agree to these guidelines as terms and conditions of their engagement by our organisation.



📍 Lightkeeper's Cottage, Cape Otway Light Station

BEFORE YOU GO

Our goal is to drive visitors to the Great Ocean Road Region. By sharing stories and engaging with our audience, we aim to become a top choice for travellers planning their holidays. Social media and digital marketing have changed how people plan their holidays, with good content being crucial.

- Plan your time in the region. It is important recognising the distances between destinations, the nature of the roads and traffic. Avoid disappointment and build time into your plans and itinerary.
- Some sites and businesses are very busy at peak times. Please consider time of day, road and attraction congestion.
- Make sure businesses are notified that you are coming, with a time estimate and date.
- Outline and agree on deliverables. Landscape, Portrait, Hi Res Jpegs, Raws and video.
- When organising a shoot or working with a content partner, be mindful of visiting outside of peak times so we do not affect the experience for other visitors or businesses.
- Ensure you have adequate Public Liability Insurance. Even if you are contracted by GORRT, our insurance cover does not cover your liability or professional indemnity for incidents occurring while you are in the region
- Any production on public land by a contracted professional requires filming permits and Great Ocean Road cannot use assets that have been produced without a permit. There are various land managers across the region, so please check with us for the correct contact for permits in the locations you are shooting. Permits will need to allow processing time, particularly for drone permits, which can take up to 21 business days to be approved. Any public parks, beaches, harbours, foreshores and National Parks will always require permits.
- We will not use images that overtly display branding on clothing or accessories. Make sure all talent have been briefed on wardrobe requirements. This may change based on seasons, or the specific campaign or project.
- Talent releases are required on all shoots. We have a form you can use, otherwise you will need to provide evidence of talent release for use of imagery.
- Before you go, check the Weather forecast and Traffic Conditions: [VicRoads](#) has all the up to date traffic conditions.



📍 The Springs Car Park, Lorne

ON LOCATION

Enjoy what the Great Ocean Road region has to offer, whilst keeping safe. Whether you're exploring the streets around a town, or our beaches, rivers, parks and waterways, there are some key things to remember:

- All content is for a family audience. We are welcoming, kind and do not discriminate. We also do not criticise or compare ourselves to competing destinations.
- We will not use any images that show irresponsible visitor behaviour. Talent and crew must not jump fences, approach or disturb wildlife, enter any waterways, and must always stay on designated paths and viewing platforms.
- We will not use any images or footage that includes disposable packaging such as takeaway coffee cups, straws or single use plastic bottles. Come prepared with keep cups and water flasks.
- Be mindful of talent wardrobe on the day. We will not use images that overtly display branding on clothing or accessories. Always bring a back up wardrobe.
- We love a sunrise or sunset to instil the importance of overnight stays. Take particular care at these times when native wildlife is more active.
- We encourage diverse talent – representing the full array of visitors that come to our region.
- We like to position the region as an active, all accessible destination. We want our audience to see that the region requires active participation and attractions are not just photo stops. Rather than shots showing only scenery, we like imagery that shows people actively experiencing the region.
- Do not leave your footprint and impact on the landscape. Please aim to leave no trace and take any rubbish with you.
- Never access or shoot on private property without the landowner's permission
- Be mindful of closures. If you see any closed signs along paths or trails, please respect these and alter your plans.
- Mother Nature and human nature can create challenges. Please download and allow notifications from the [Vic Emergency app](#) while in the region. Radio 774 (am): disseminates messaging in an emergency.
- If you see Injured Wildlife, please report this to Wildlife Victoria: 24 hours / 7 days a week on (03) 8400 7300. For non urgent incidents, report online [here](#).



 **Marriners Lookout, Apollo Bay**

AFTER THE SHOOT

- For all video &/or imagery to be supplied to/for us: ideally shoot at each location with and without talent, in landscape and portrait, and provide images in high-res format including jpg.
- Deliverables to be provided as per original brief. All asset files should be named and filed logically or as instructed. Raw footage to be supplied, an external hard drive may be required if files are large or plentiful.
- For content projects, all assets will be owned by Great Ocean Road Regional Tourism for non-commercial use with full talent release. They will be used in content promoting the Great Ocean Road region. Images owned by GORRT are regularly shared with other stakeholders and content partners. Please discuss any concerns with the team prior to visit.
- Be authentic; do not use filters and edit images as minimally as possible. Our region doesn't need it. Destination promotion should show a true reflection of the experience. This also extends to the weather - we experience all seasons here and it's okay to show that. Every image does not need a blue sky.
- AI altered or created assets are not acceptable.
- For media, don't forget to send us your published content - we can help distribute it to regional partner businesses.

