

A close-up photograph of two hands holding wine glasses filled with red wine, clinking them together. In the background, a plate with food is visible. The image has a warm, golden-hour lighting.

Taste
Great
Ocean
Road

GREAT
OCEAN
ROAD | REGIONAL
TOURISM

Annual Campaign Report

June 2025

Clock By The Bay, Portland



Waves, Port Campbell

The Campaign

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

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

We developed dedicated Taste Great Ocean Road campaign branding and a style guide. The campaign included dedicated website content, an ongoing digital ad campaign on Facebook, Instagram, TikTok, Google display and Youtube. A range of media and content partnerships also provided more exposure for campaign partners, notably with a dedicated Advertorial profile in each edition of Geelong's Know It All magazine. Content visits to many partners took place over the year to create new Taste Great Ocean Road campaign assets, and new images captured were shared with partners.

Partner engagement in the campaign exceeded our expectations, especially as the timing to buy in to the campaign occurs at the beginning of winter, and when many hospitality businesses had experienced a disappointing peak season..

We are proud to report that the campaign will continue and is now embedded in GORRT's marketing strategy.

Campaign results



Key performance indicator	target set	Actual
Taste Great Ocean Road campaign partner businesses	50	52
Increase @visitgreatoceanroad EDM subscribers	10% increase	1,100 new (6.7%)
New website blog for each buffet partner	x10	✓
At least 15 new blogs with ALL taste partners mentioned at least once	15 blogs 1 mention per partner	✓
Digital Guide (reads) * Note the Eat and Drink guide has been published for only 2 months. Based on results so far, we are expecting annual reads to be in excess of 20,000	10,000	2316

Campaign results



Key performance indicator	target set	Actual
Generate 3 million digital impressions	3 million	4.9 million +
Generate link clicks	40,000	69,278
Google CPC	< 0.80	0.12
Meta CPC	< 0.60	0.25
Website page views for Food and Drink listings and leads from business listing pages	100,000 page views, 20,000 leads	111,000 page views, 37,855 leads
Individual ad results for Buffet partners. (we've shown an average performance based on partner ads we ran for 10 businesses on Meta and Google)	30,000 impressions 500 link clicks	166,214 impressions, 2637 link clicks

All results are correct at 6 June 2025

Digital highlights – paid



Best performing content on Meta: Best Pub Meals promoted Reel
381,000 Impressions

This reel also had great organic reach on Instagram with 9565 views and 394 post interactions

Taste Great Ocean Road, ads are running on 3 key platforms...



GOOGLE DISCOVERY (includes Youtube)
Impressions: 2.19 million
Conversions: 27K



META ADS (Facebook, Insta, etc)
Impressions: 2.3 million
Conversions: 41K



TikTok Impressions: 460K, clicks: 1165

We’ve been investing approximately \$2500 each month on Taste Great Ocean Road digital ads since July 2024

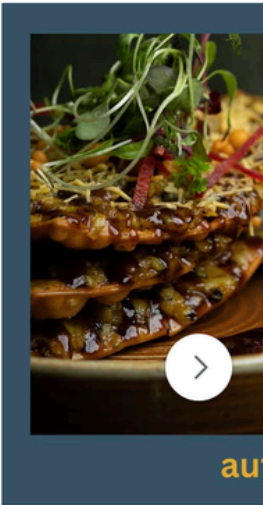


Visit the Great Ocean Road
Sponsored
Library ID: 991577599744965

Autumn colours meet hearty meals on the Great Ocean Road. Discover local eateries serving up perfect seasonal flavours with our expert guide.



essential eats.



[VISITGREATOCEANROAD.ORG.AU](#)
Autumn Edition
Taste the Great Ocean Road

Learn More

Autumn Essential Eats on Meta
204,000 impressions
5241 link clicks

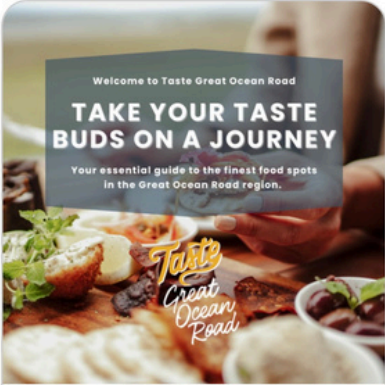
On Google the same creative had 493,000 impressions and 5120 clicks

Our campaign launch competition generated 1094 entries



Visit the Great Ocean Road
Sponsored · 

Win a mid-week escape to Brae. Indulge in a gourmet dinner for two with matching wines, savoring dishes inspired by locally- ...see more



Join our mailing list to enter
FORM ON FAC...

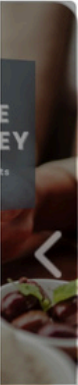


Join our mailing list to enter
FORM

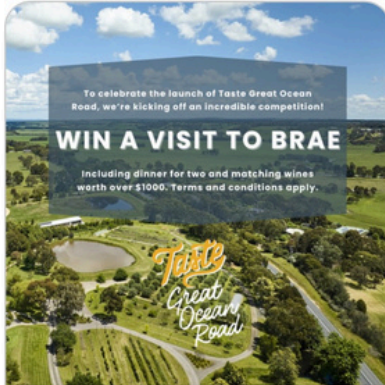


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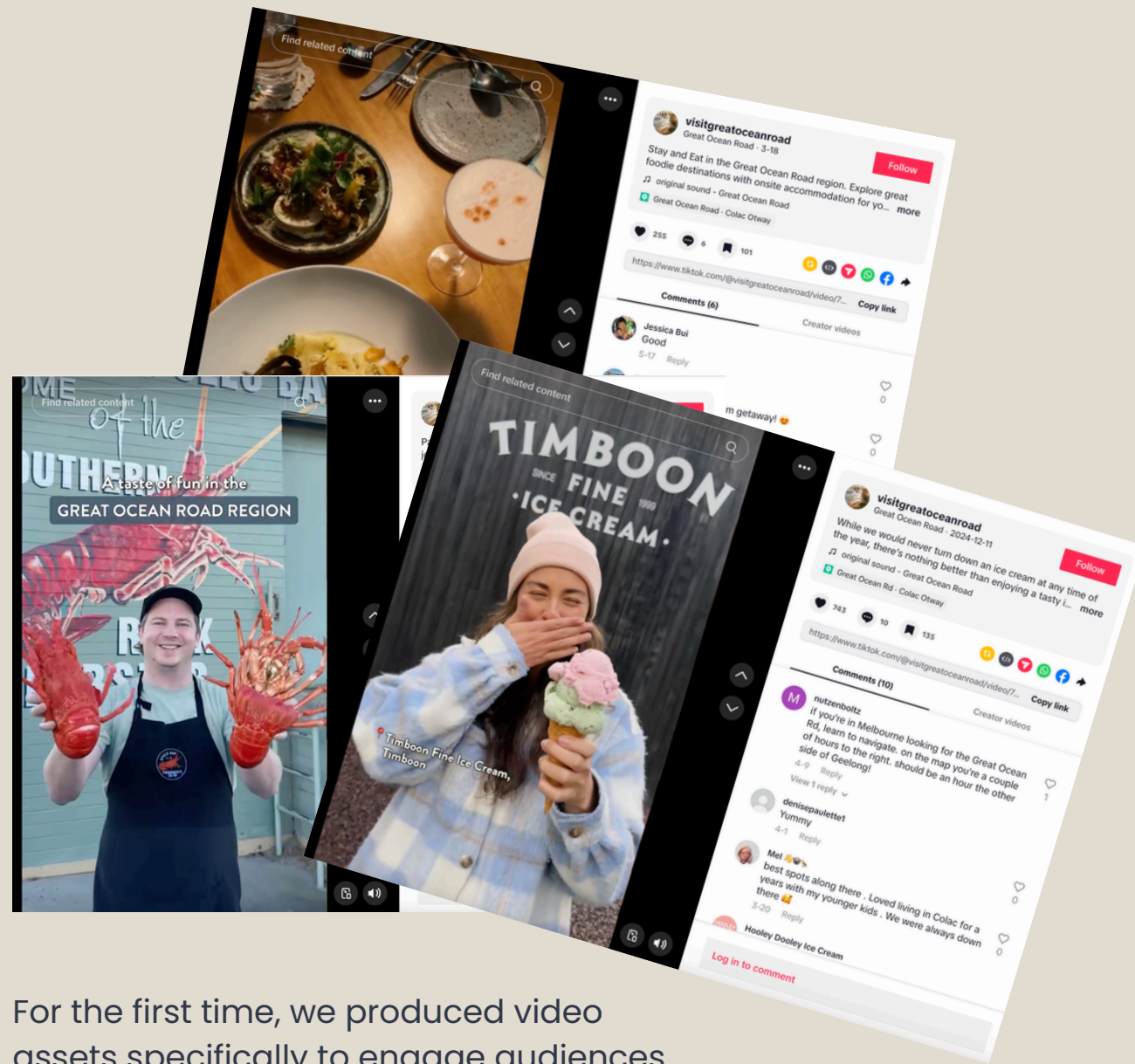


Join our mailing list to enter
FORM ON FAC...



Join our mailing list to enter
FORM ON FAC...

Digital highlights – organic



For the first time, we produced video assets specifically to engage audiences on TikTok. It worked! We've grown our TikTok followers from around 1000 to over 5000 since the campaign started.

We've connected with our existing audiences on Instagram, Facebook and TikTok during the campaign...

- 56 posts
- 396,234 impressions

Buffet partner activations



Our BUFFET partners had some extra special treatment to ensure they got a good return on their investment

Each business got

- a content visit and new photo and video assets supplied
- a dedicated video reel created for social promotions
- A feature blog article published on our website and repurposed in our Eat and Drink guide, produced through content partnership with copywriter (each business interviewed)
- EDM features
- Feature placement on the Taste Great Ocean Road campaign page (12 months)
- Dedicated social posts
- Dedicated ads in our digital program

Partner ads performed exceptionally well – the authentic, deeper content resonated with our target audiences. Individual ad results averaged: **166,214 impressions, 2637 link clicks**

Our buffet partners....

**The Perch Lavers Hill | Suffoir Winery, Brewery, Distillery | Graze Apollo Bay
Apollo Bay Fishermen's Co-op | Gelato Gelato | Dooley's Premium Ice Cream
Timboon Fine Ice Cream | Sidro Lounge, Bar and Dining | The Merrijig Kitchen
Santara**



EDMs

Taste Great Ocean Road content was embedded in our EDM program. We featured all website blogs highlighting partners, buffet partners and foodie events.

We continue to nurture and grow our database subscribers (who's average open rate for our emails is around 36%), with activities such as competitions and other incentives to subscribe.



Why the Merrijig Inn Stands the Test of Time

The Merrijig Inn needs no introduction. It has been part of Port Fairy's historic fabric since the 1840s and played a significant role in the town's development...

[Read More](#)

5 Paddock-to-Plate Experiences

Arrive with an
appetite for a
dining journey

[DISCOVER](#)

Modern Country Hospitality

The Cally Hotel,
Warrnambool

[DISCOVER](#)

Gourmet at its Finest

From hatted restaurants with organic kitchen gardens to family-owned establishments spanning generations...

[Read More](#)

The Inside Scoop on Dooley's Premium Ice Cream

As you walk into Dooley's Premium Ice Cream in Apollo Bay, a quick taste test isn't even needed for you to know you're about to experience one of the best scoops of your life...

[Read More](#)

Print – Know It All magazine



KNOW IT ALL

AUTUMN 2025 | FREE



EAT & DRINK
STAY
SHOP
HEALTH & BEAUTY
PLAY
SERVICES



Warmth in Lorne
Enjoy these comforting dishes by the open fire with a glass of whisky or a locally-brewed beer and savour the taste of Port Fairy's iconic country pub.

Country fare in Port Fairy
Stump, Australia's oldest continuously licensed pub, offers a perfect blend of tradition and modern flair in its menu. Featuring locally-sourced ingredients, dishes like slow-braised meats, hearty stews and fresh seafood capture the essence of country dining. Whether it's the tender, slow-braised beef cheek or the crisp, golden fish and chips, there's a plate to satisfy every



Cosy feasts in Port Campbell
Located in the coastal town of Port Campbell and just a short drive from the iconic 12 Apostles, Waves offers a relaxed-yet-refined dining experience that highlights the best of local produce. Their menu features hearty dishes such as slow-roasted pork belly with roasted root vegetables, each thoughtfully crafted.

Graze in Apollo Bay
Graze serves up a contemporary, relaxed atmosphere where both locals and visitors can indulge in a modern Australian menu that celebrates seasonal produce. With dishes like chargrilled Angus scotch fillet with garlic buttered squashed chits and cherry wood



WARM UP WITH AUTUMN'S BEST BITES

As the leaves turn golden and the air grows crisp, the Great Ocean Road region is a haven of cosy dining experiences. From hearty, flavourful meals to rich seasonal produce and warming wines, autumn is the perfect time to enjoy the region's flavours. Here's our must-try spots.

Anglesea's coastal comfort
The Coast Restaurant celebrates the region's finest ingredients with a modern Australian menu that highlights native flavours and locally-sourced produce. Recently eco-tourism certified, this beautifully designed space is as much a feast for the eyes as it is for the palate. Guests can enjoy carefully curated dishes such as passionfruit biscoff cheesecake,

made with home-grown passionfruit from their kitchen garden. A deep connection to the local landscape runs through every detail, from the thoughtfully selected produce to the handcrafted ceramics that bring each dish to the table.

Fine dining in Torquay
RACV Number One Restaurant embraces autumn with a carefully crafted menu that highlights the region's finest seasonal ingredients, all set against sweeping ocean and golf course views. Guests can indulge in dishes like slow-braised beef cheek with heirloom carrots or grilled Moreton Bay bugs draped in saffron dressing. Each dish is a celebration of the season's depth and warmth, perfectly complemented by a bold regional wine.



Basalt Wines, Killarney
Discover a boutique vineyard on the Great Ocean Road between Warrambrook and Port Fairy. Basalt's



Italian comforts in Port Fairy
Sidro Bar & Restaurant at the Oak and Anchor Hotel, offers an Italian-inspired dining experience that highlights the best of seasonal produce. Enjoy dishes like confit duck leg or pumpkin, feta and sage gnocchi – all crafted for the ultimate cosy meal. To complement your meal, choose from a curated selection of local and international wines alongside tap beer, gin, whisky and expertly-crafted cocktails.

Warmambool's hidden gem
The Cally Hotel offers a warm and inviting dining experience that caters to all. Whether you're a local seeking a comforting meal or gathering with family

and friends, the relaxed atmosphere provides the perfect setting for any occasion. The menu features hearty, seasonal dishes crafted with locally-sourced ingredients, ensuring every plate is as satisfying as it is delicious. Guests can enjoy classic pub favourites with a modern twist, complemented by a selection of local wines and craft beers. With takeaway options available via phone or online, you can savour the same great flavours from the comfort of your home.

A sip of autumn at Babche Wines
Located in Timboun, Babche Wines is an ideal spot to embrace the essence of autumn. Specialising in minimal-intervention winemaking, Babche offers an intimate tasting experience with elegant, small-batch wines. Guests can select from a menu featuring fresh oysters, artisanal cheeses and house-made accompaniments to pair with their wine.



Suffoir Winery, Brewery & Distillery

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KNOW IT ALL

SUMMER 2025 | FREE



EAT & DRINK
STAY
HEALTH & BEAUTY
SHOP
PLAY
SERVICES
OUT OF TOWN

GEELONG | BELLARINE | SURF COAST | GOLDEN PLAINS | COLAC OTWAYS



Noodledoor, Kororoit
Venture off the Great Ocean Road to the Irish village nestled on the slope of the dormant volcano, Tower Hill.

Babche Wines, Timboun
Babche Wines produce wines from small batch varieties grown on their organic, family-operated vineyard in Victoria.

Beachside bites in Aireys
The Captain of Aireys serves wood-fired pizzas and hearty takeaway options. Their signature fish 'n' chips offer a regional twist on a coastal classic.



Chocolaterie and Ice Creamery

Sweet treats in Timboun
In the picturesque village of Timboun, ice cream aficionados will find a summer paradise. Timboun Fine Ice Cream offers a range of flavours including the delightful Passionfruit Meringue. It's hard to pick just one scoop, making it a quintessential summer treat for all ages.

Gelato bliss for road trips
For those journeying along the coast, two delightful spots offer a taste of Italy – stop by Gelato Gelato in Anglesea or Lorne. Handcrafted daily without artificial additives, their gelato makes the perfect summer treat.

Suffoir Winery, Brewery & Distillery, Macarthur
This micro-winery (left) has mastered the art of winemaking and so much more. Suffoir is a family-owned-and-operated boutique winery, brewery, distillery and distillery near Buij Bin National Park. All their drops are produced on-site in small quantities, so every visit can be different.

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FUEL YOUR ADVENTURE



From beachside fish 'n' chips to indulgent scoops of artisan ice cream, summer along the coastline is as much about food as it is about sunshine and surf. Whether you're planning a leisurely beach day, a scenic road trip or a picnic by the waves, these unmissable stops will fuel your adventures.

Apollo's fresh catch

At Apollo Bay Fishermen's Co-Op enjoy fish 'n' chips made from the day's catch. It's the perfect spot to indulge by the shore while soaking in the summer sun and waves.

Fish 'n' chips in Peterborough

Near the 12 Apostles, Peterborough General Store and Takeaway is perfect for beach picnics or quick meals. Their fish 'n' chips are crowd-pleasers, ideal for fuelling summer outings.

Perfect picnics

Spoil for choice or can't pick a stop? Surf Coast Picnics curates hampers filled with local delights so you can relax by the waves or in a scenic park with everything needed for a memorable summer spread.

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Website content

- <https://visitgreatoceanroad.org.au/taste-great-ocean-road/> - campaign landing page updated monthly - Taste Great Ocean Road features remain in place on high traffic pages including our eat + drink/ restaurant listing page and the home page of the website.
- [New this Summer](#)
- [Guide to fine dining on the Great Ocean Road](#)
- [Essential Eats: Spring edition](#)
- [8 best things for foodies to do on the Great Ocean Road](#)
- [Top tastes of the Great Ocean Road](#)
- [Essential Eats: Autumn edition](#)
- [Raise a glass: Wineries, breweries and distilleries of the Great Ocean Road region](#)
- [Great Ocean Road: 5 paddock to plate experiences](#)
- [Great Ocean Road foodie experiences with a view](#)
- [Stay and Eat in the Great Ocean Road region](#)
- [Healthy stops on the Great Ocean Road](#)
- [Wineries and cellar doors of the Great Ocean Road region](#)
- [Warm up with Autumn's best bites](#)
- [8 pizzas of the Great Ocean Road region](#)
- [Essential Eats: Winter edition](#)
- [Gourmet at it's finest](#)
- [Savour Summer flavours](#)
- [Dooleys](#)
- [Graze Apollo Bay](#)
- [Merrijig Kitchen](#)
- [Suffoir Winery, Brewery, Distillery](#)
- [The Perch Lavers Hill](#)
- [Santara](#)
- [Apollo Bay Fishermen's Co-op](#)
- [Sidro Lounge, Bar and Dining](#)
- [Gelato Gelato](#)
- [Timboon Fine Ice Cream](#)

Content Partnerships and Media/PR

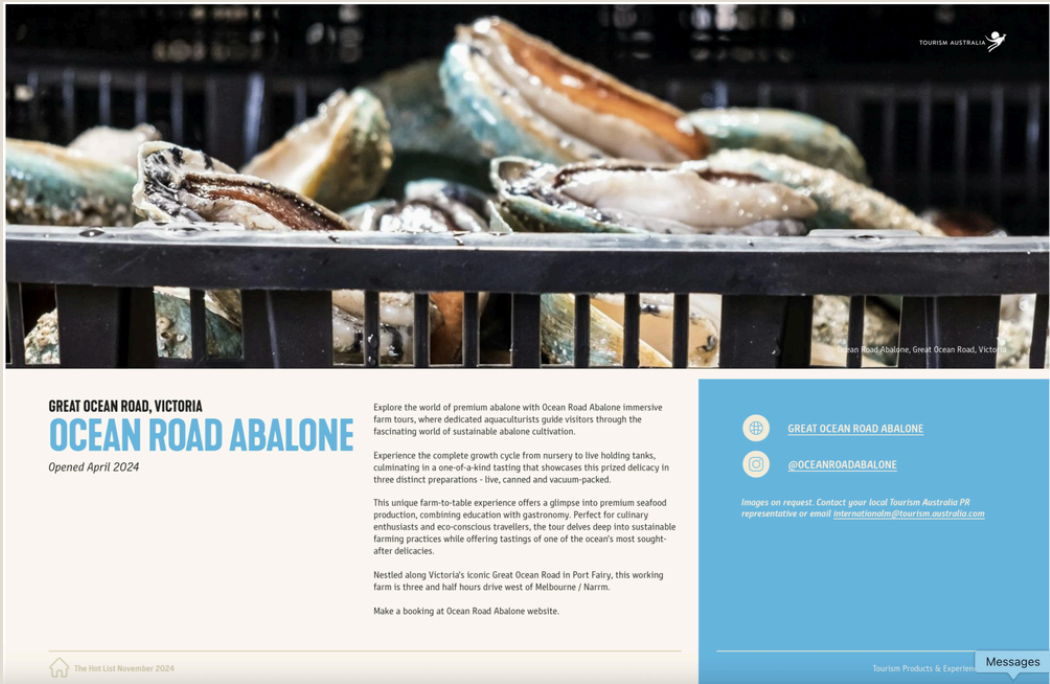
Through our media and PR program, GORRT were able to provide media exposure to Taste Great Ocean Road partner businesses. Through the 12 month period we hosted and partnered with a range of media and content creators, resulting in exposure to broader audiences for our partners.

Some included **Caravan and Camping with Kids** Magazine, **The Daily Mail**, **Sitchu**, **The Weekend Australian Travel and Luxury** magazine, **Australian Traveller**, **Herald Sun Escape** magazine, **Explore**, **Luxury Travel Magazine**, **Weekend Sunrise** and Geelong’s **BayFM**.

Weekend Sunrise weather crosses in Port Campbell
September 2024

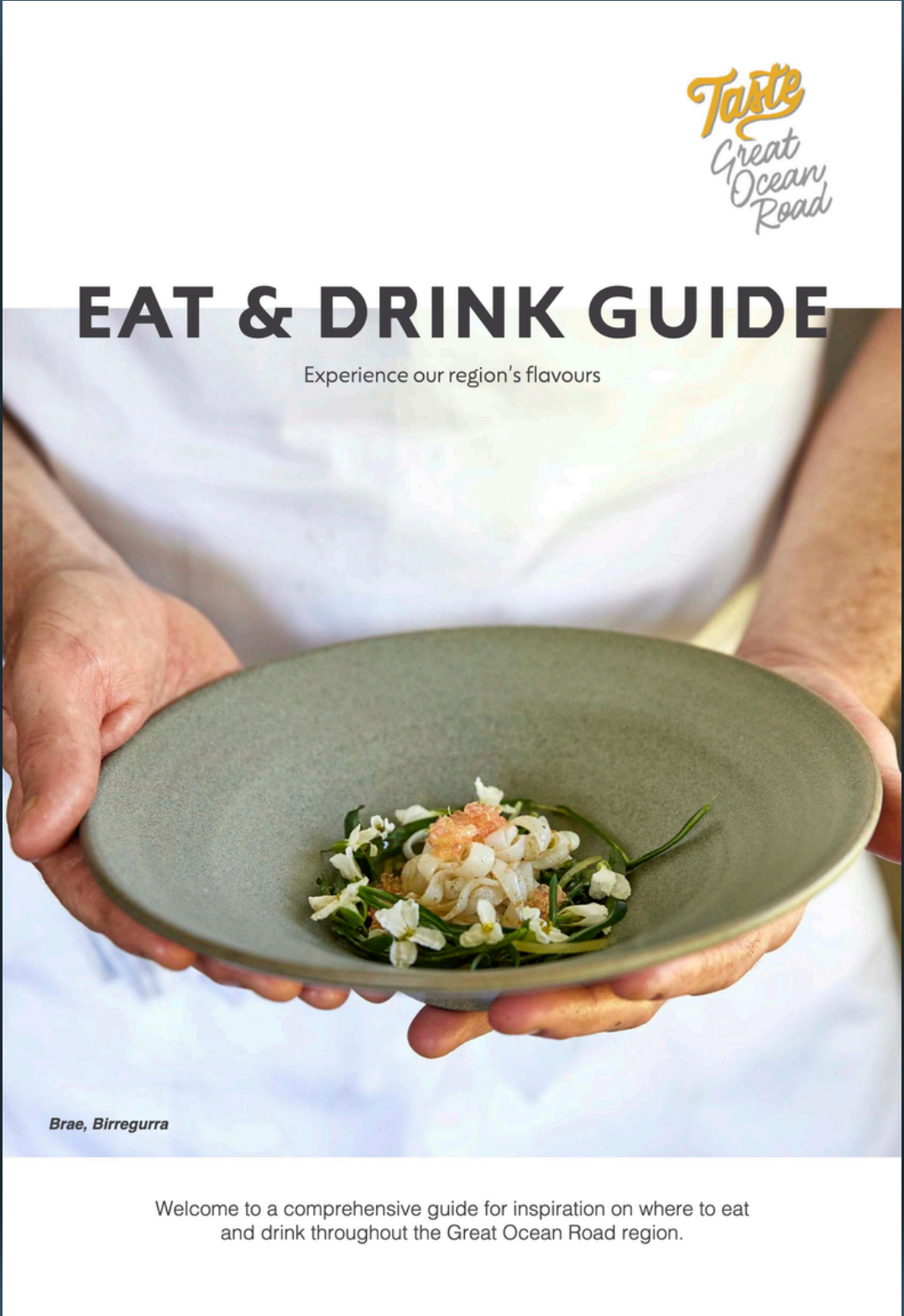


Tourism Australia Hot List – Nov 2024



Digital guide

Your **Great** Ocean
Road Foodie Guide



Find the best
spots to **eat + drink**

How to participate

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

Don't miss the opportunity to ensure your business is part of the 25/26 campaign. To take part, businesses can simply visit our Taste Great Ocean road campaign page on www.greatoceanroadtourism.org.au, select their partnership option and purchase, or use the links below. Our team will be in contact to assist with next steps.

Buy MAIN partnership
(\$500 + GST)

Buy BUFFET partnership
(\$1500+GST)

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

Contact:

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



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

Tae Rak Aquaculture Centre Cafe, Breakaway Creek



**GREAT
OCEAN
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