CUSTOMER FRAME

putting the heart back into business





Great Ocean Road Customer Profiles

THE COMPLETE SET OF PROFILES - APRIL 2021



Objective

To create a common set of Customer Profiles for the Great Ocean Road region:

- develop a collective + harmonised view of the customer
- enable a clear, consistent + common understanding of the region's tourism customers, beyond demographics alone
- help drive deeper customer empathy, find new opportunities
 + help the region become more resilient from disruption

Method + process

- ✓ BOTTOM-UP VS TOP-DOWN Leveraged existing knowledge + experience from region stakeholders, extracted through an expert stakeholder survey + interview process. With the Customer Frame proprietary profiling method, rich insight is gathered + filtered beyond opinion alone, without the excessive costs or time of primary research, to provide an efficient + effective outcome.
- SECONDARY RESEARCH + STAKEHOLDER GROUP Examined existing data from TRA Regional Data, GORRT statistics dashboard, Visit Victoria targets, GOR Strategic Master Plan, Regional Branding + Destination Action Plans to draw inferences + support differentiation. For validation, the draft profiles were shared with key stakeholders, providing feedback + final refinement to the profile outcomes.
- ✓ REGION INSIGHT + OPINION Leveraged existing work from other regions across Victoria, interstate + nationally to inform choices based on the observed changing needs of customers, social trends + profile specifics. These elements cross-referenced, supported + validated by primary observations across the region.
- ✓ POST PROCESSING + RE-WORK From primary + secondary inputs, the Customer Frame team reprocess all points of data, leveraging internal research + primary observation in market to complete the profiles.

Key observations

- A COMMON INDUSTRY VIEW Industry stakeholders demonstrate a strong knowledge + common view of the region's customers today, with great pride in the GOR offering. There is a strong belief that the region's visitation potential has not yet been reached + an energy for greater understanding of + connection to customer.
- ✓ MORE CUSTOMERS WHERE WE WANT THEM The region's geographical spread sees customers frequenting certain areas whilst avoiding others, for reasons such as distance, lack of awareness etc. An opportunity exists to encourage visitors to 'extend' their footprint in the region, discovering new areas that address + fulfil their needs.
- ✓ REGION DISPERAL A GREAT OPPORTUNITY There is a wealth of complementary products + experiences across the region that, with a deeper understanding of customer profiles, can be cross-promoted. A great opportunity exists to 'match-up' the region's offerings with specific customer needs to expand perception + awareness, thereby increasing spend, length of stay, repeat visitation + region dispersal.
- NOT A ONE-SIZE-FITS-ALL Stakeholders expressed that not all profiles would apply to all areas or businesses across the GOR. Some profiles are more applicable than others, however new growth potential could come from traditionally unserved profiles.

INTRODUCING THE

Great Ocean Road Customer Profiles





the active family dad







the family-centred student











the holiday park family



Tim



the retired regular road-tripper

the bucket-listing millennial

the heart of the multi-generational family

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How they map out

Great Road

PERCEPTUAL MAP OF CUSTOMER PROFILES + HOW THEY INTERACT



Jess

the discerning professional super-mum





Meet Jess: the discerning professional super-mum

BACKGROUND

Jess is a sociable, popular mother of two thriving young kids.

She is focused on career + family, juggling both on a daily basis.

She likes to know what's going on in their social circle + enjoys regular catch-ups with the girls.

She is close to her parents + her siblings + they catch up for family occasions, usually at their house.

She loves to travel + explore, travelling internationally once a year + swapping city for rural or coast whenever they can manage.

THE FACTS

- 39 years old
- Happily married to Will for 12 years, together for 16 years
- Lives in inner suburbs of Melbourne (Williamstown).
- 2 kids 8 (M) + 6 (F)
- Tertiary educated
- Works full time in a senior role in recruitment
- 2 income family with HHI \$245k+
- Will is a business consultant
- 2 car household
- House proud (has a housekeeper)
- Volunteers at school when she can (usually weekends)
- Travelled a lot with her parents when she was young - loves it
- Has a nanny 3 days a week to help with the kids + school stuff

GOALS

Jess + Will run a close family unit - strong relationships with the kids (+ each other) is very important, as is being involved in all aspects of the kids' lives.

They want to pay off their home loan, then focus on the future, including saving for the kid's education.

Career + work is very important to them both, having studied hard for years to ensure a bright future. Life balance is important + they constantly juggle work commitments so they can be there for the kids.

It's important to them that the kids are motivated, healthy + have wide interests, so that they be active, engaged members of society when they grow up.

Jess is determined not to lose her identity in motherhood, so she prioritises time for herself as a rule. Date nights with Will is also important to her.

FRUSTRATIONS

Jess' job is demanding + often pulls her in many directions, leaving her exhausted + overwhelmed. She loves her job, but she craves some time away to relax.

Her parents are in their late 60s + she's conscious of their health + wellbeing, feeling responsible for looking out for them as well as the kids. Her plate is full!

There never seems to be enough time for all the things she wants to achieve or do in a week. She feels like she's forever behind + can't quite manage to catch up.

She wants to travel with the kids but finds planning too time-consuming. She wishes it could be easy to find options that match her needs, it's all too hard!

QUOTES

"I'd love to get away..."

"Did you hear about....?"

"Why can't I find what I need?"

TYPICAL DAY IN THE LIFE

BEHAVIOURS

Jess is house proud + likes to stay somewhere as nice as her home when she goes away - not luxury, but lovely.

She is very sociable + aware of what's happening in the kids' lives. She knows their friends by name + helps with sports + school when she can, mostly to keep in the inner circle.

She works hard + likes to treat herself with nice things - spas, clothing, bags, whatever takes her fancy. She regularly takes time out for herself.

Because she's so busy at work, she likes the weekends to be relaxed + easy, but very social + fun!

Her work attire is corporate, so she likes to dress stylishly on weekends, usually in brand activewear or high-quality labels, always coordinated.

She also likes the kids to be well presented + dresses them in well known brands for social occasions.

INTERESTS

- Bushwalking with the family
- Jogging with friends
- Gym, boxing, yoga, swimming
 Coffee + wine dates with girls
- Industry-specific events + networking functions - a must
- Volunteering when it serves her social aspirations + needs
- International travel with the kids at least once a year
- · Cheese platters + wine!
- Wineries, farm gates + unique venues she can post on Insta
- No real hobbies per se
- Weekends away with Will

COMMON OBJECTIONS

- It's too far to go for the weekend
- I'd love to go further south but I don't want to spend the weekend travelling!
- There's so much on, I'm not sure we'll find the time

INFO SOURCES & WATERING HOLES

Jess is well connected online + has a Facebook + Instagram account which she is on constantly - she's forever connecting + posting on her page + in groups. She loves a good 'boast' post about the kids too.

She's not a fan of the radio, preferring to listen to podcasts or Spotify in the car, when the kids let her!

She likes to buy magazines, but she rarely reads them.

She does regular yoga classes + likes to have coffee with the ladies after a weekend class. When working from home, she loves a sneaky coffee with the mums.

She has a few favourite free-to-air shows (renovations, cooking) but they prefer the freedom of Netflix.

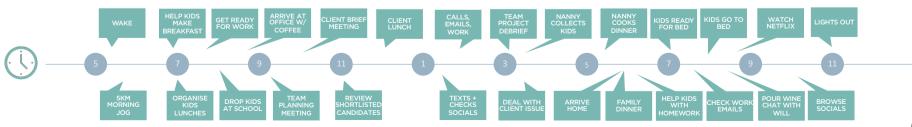
She loves a weekend catch-up with their favourite school friends, enjoying the peace + quiet of the kids playing while the adults enjoy a wine + a gossip.

She uses email + text messaging (incl WhatsApp) to communicate with her husband, family + friends.

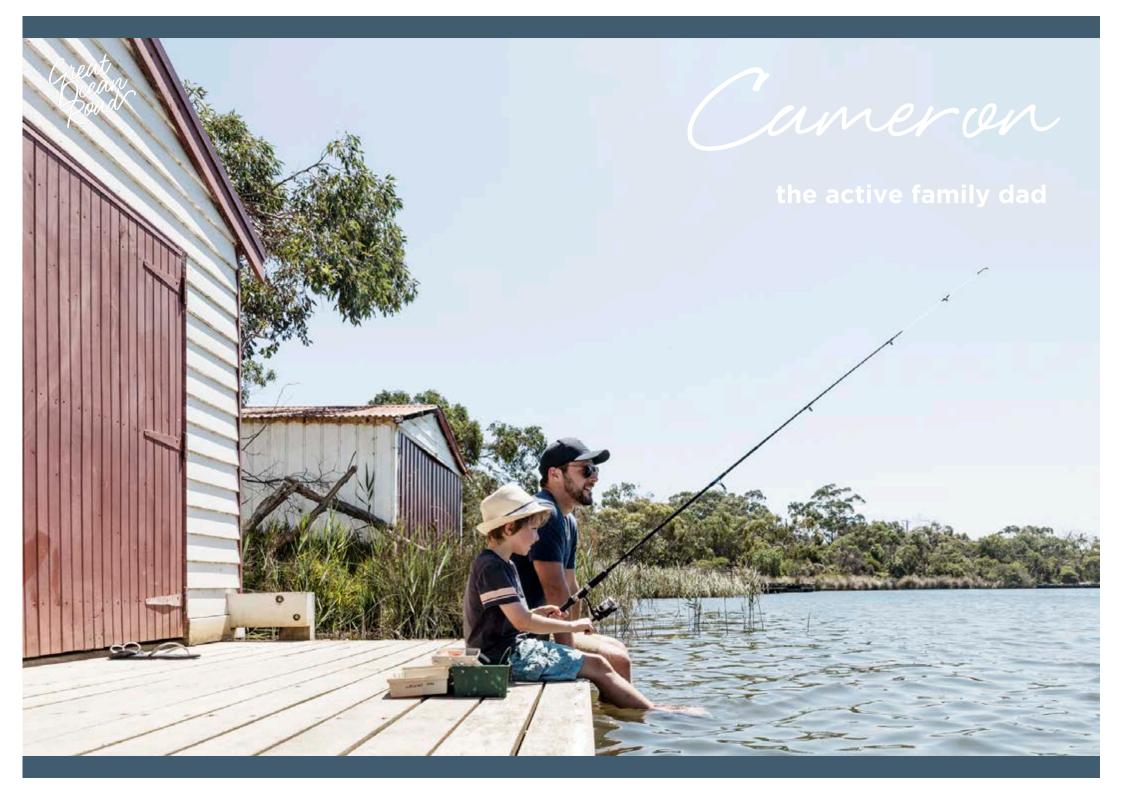
She loves to eat out on occasion, trying the latest wine bar or restaurant with couple friends.

KEY THEMES

- Find your home away from home in the GORR
- We have a range of unique accommodation options to suit any budget + any taste
- Take a breath while the kids explore the wonders of our region, from beaches to bushwalks, parks to lighthouses, there's something for everyone
- Love food? Love coffee? Love wine? Got you covered with relaxed restaurants + chic cafes for any fare you desire
- Explore the natural wonders of the GORR you'll be surprised at what's right on your doorstep
- While away your day in our markets, unique shops, cafes + restaurants, breweries + farm gates galore
- We'll get you sorted order from our local food + wine suppliers or supermarket before you leave home + we'll take care of the rest - easy!
- A place for all the family everyone will leave with their cups + hearts full
- Give the kids experiences you can't find anywhere else - from the 12 Apostles to our coastal walks, lighthouses to seal cubs, there's so much to explore
- Bring your friends + have a multi family getaway
- Escape for a romantic weekend away in the GORR







Meet Cameron: the active family dad



BACKGROUND

Cam is a family man through + through, + loves nothing more than spending time with the kids.

He is warm-natured, openminded + socially connected.

He lost his beloved father at the early age of 60 to a heart attack + he's never quite gotten over it.

Health, balance + family time are important to him as he focuses on giving the family the best life he can now + in the future.

He's very proud + loves what he does in all aspects of life.

THE FACTS

- 42 years old
- Lives in Regional VIC
- Married to Brooke for 16 years
 Has 3 kids 13 (M), 11 (F), 8 (M)
- Kids active in sport footy, netball, basketball
- Earns \$135k a year as a Senior IT Manager, Brooke is a teacher
- Drives a Prado (loves to 4wd), Brooke drives a Mazda CX9
- Enjoys keeping active + healthy to balance the busy-ness of life, Brooke still plays netball
- Reflective, socially aware, likes to engage with people
- Loves nature + living culture + involves the kids where he can
- Works from home 3 days a week since Covid in home office

GOALS

Cam is all about family + career, in that order. He wants to ensure he raises well-balanced, active, socially aware children, like his parents did with him.

He believes that a strong work ethic makes him a success in his work life, + strong family values + time together is the key to a happy home life.

Work is important to him + he loves what he does, but it's just not as important as family. He's comfortable.

He's mindful with money, always balancing the now with the future. He wants to set the kids up financially but also give them a good life now, especially after losing his father at a young age of 60.

Imparting his belief in a good education, a good job + a good social standing within the community is very important - he wants his kids to be good citizens.

FRUSTRATIONS

Cam works hard to maintain balance between family + work - his two greatest loves in life.

He's heavily invested in his work + loves what he does, but it's hard to switch off when things get busy.

Insular mindsets, social ignorance + today's 'me, me, me, me' attitude can really wear him down, as can the busy-ness of the city, so he craves time away with the family to escape the noise.

He feels as though people are generally ill-informed + ignorant about the wider world, so he tries hard to educate the kids about social + environmental issues, to broaden their knowledge + help them contribute.

He thinks the kids are kind of spoilt with their five-star lives, spending too much time on technology + with friends + not enough time connecting with nature.

QUOTES

"Let's go camping!"

"I want to take the kids to "

"We'll go for a hike this weekend, hey?"

BEHAVIOURS

Cam prefers to spend money on experiences over accommodation, choosing camping or cabins when travelling with the family.

He enjoys researching places to take the family, discovering new places + also returning to those he loves.

He doesn't mind spending on good quality sporting gear when the interest is something he will pursue over time, but he doesn't like waste.

He wants the kids to experience life on every level – nature, adventure, quiet + actively seeks opportunities to do so.

He's social + loves to travel with other families when the opportunity arises.

INTERESTS

- Casual jogging but prefers social sports where possible
- Loves the outdoors skiing, surfing, trail running, mountain biking - active adventure, if you like
- Light financial investing
- Good quality clothing
- Good food + wine, coffeeFinding new places to go
- Socialising with school families + mates from uni

COMMON OBJECTIONS

- Not if it's too busy we need somewhere quiet, not too touristy
- Is there enough for the kids to do?

INFO SOURCES & WATERING HOLES

Cam has a relatively small group of close friends + family, with a wider circle consisting of school families, neighbours, work associates + Brooke's friendship circle

He regularly catches up with mates for a bit of sport, a surf or a ride.

He tends to use social media over newspapers for his news fix, though he'd read a paper it was there.

He's on social media but he's picky about what he reads, who he follows + the news sources he uses - there's a lot of trash out there that's simply not true!

He has an interest in social + environmental issues + follows a handful of 'personalities' on social media, but only the ones that he thinks are worthwhile + legit + only when time allows - usually outside of family time.

When looking for places to go, he uses google reviews + recommendations from his social circle for ideas.

He's socially active + loves to spend time with friends playing sport, social events like BBQ's, camping trips + even sporting day trips (eg. mountain biking).

KEY THEMES

- So close to the city, yet a welcome escape from the rush of daily life
- Whether it's a breath of fresh air or a gush of adrenaline, the GOR will excite your senses
- Bring the family + enjoy all the GOR has to offer there's so much to see + do for all ages
- From relaxing to adventure, there's something for all the family in the GORR
- Get back to nature in the GORR
- Connect with family, with community, with our locals, in the GORR
- No matter your budget, there's a place for you in the GORR, with camping + cabins galore
- Enjoy the paired back life in the GORR
- With fantastic food, wine + coffee, all tastes are catered for in the GORR
- Take a step out of the busy + immerse yourself in the GORR - we'll take care of you
- From forest bathing to surfing, mountain biking to hiking, there's something for the whole family here
- Come for a day or come for a weekend, or both!







Miriam

the wealthy empty nester



Meet Miriam: the wealthy empty nester

BACKGROUND

Miriam is a high-earning professional that loves the finer things in life.

She's discerning, well-travelled and knows what she wants in life.

Her children have left home to live in central Melbourne and her and Phil are enjoying the quiet.

Her role is demanding so she makes sure she takes a wellearned break at least once a month

THE FACTS

- 56 years old
- Divorced from first husband (20 years), married Phil 4 years ago
- 2 kids from previous marriage one girl (22) + one boy (21) who both now live central Melbourne
- Empty nesters enjoying life
- Lives in Ballarat
- Works for local government in senior role (\$190kpa), Phil is an Engineer earning \$175k pa
- Drives an Audi SQ5, Phill drives a Toyota Prado
- Family + friends are important
- Loves everything arts + cultureSeeks regular travel experiences
- Big advocate for buying local.
- buying fresh + buying organic
- Back in office full-time post Covid

GOALS

Miriam is ambitious and aims to one day be a CEO. She loves her job and is proud of her achievements, relishing its kudos and challenges. She's climbed the corporate ladder and is enjoying the fruits of her toil.

She's always worked full-time, balancing family and career, determined to set a good example for the kids.

She's invested wisely in her retirement nest egg and would love to own a house on the GOR one day.

As she ages, she knows she needs to take time out from her demanding job, so she organises regular trips away, either alone, with Phil or with close friends.

She works hard and figures she deserves the good things in life - expensive dinners, fine wine, unique experiences and the best seats in the house, wherever she goes.

FRUSTRATIONS

She loves her job but it is relentless, often seeing her work late into the night most days. She tries to keep it in check but the work piles up if she doesn't get to it.

She'd like to get away more but her job simply doesn't allow it, so she makes sure she books in a break at least once a month, usually ahead of time.

She loves to travel, particularly overseas and had the next 3 years planned out and booked. Covid has ruined her plans and she's really feeling it - travel feeds her soul, particularly discovering new places.

She can find herself exhausted and worn out, more so these days. She's had some health issues and she's certain it's her body telling her to slow down.

She hates how small businesses and growers suffer at the hands of corporates so buys local when she can.

QUOTES

"I need to get away..."

"I've earned a break, where should we go?"

"I've booked myself a retreat"

TYPICAL DAY IN THE LIFE

BEHAVIOURS

Miriam is a vivacious, sociable woman who is well organised in life + work. She's a powerhouse in her work and well-loved in her personal life.

Image is important to her and she is always well presented, at work or at play - makeup, hair, quality clothing. It's important to always look together.

She regularly schedules trips away, even just weekends, so she always has things to look forward to. She's not afraid to spend money on things that matter to her – experiences, luxury accommodation, dining, spas and wellness, and arts and culture.

She loves nothing more than visiting a winery or restaurant in beautiful surroundings, escaping her hectic life even for just one day.

She's well organised and will buy up big on unique gifts for those she loves, especially if they have a story.

INTERESTS

- Unique eateries, breweries, wineries – anything new!
- Food provenance
- Health spas + retreats
- Unique cultural experiences like opera in the vineyard
- Occasional yoga + daily walks
- Weekends away + travelling
- Browsing markets for fresh, local produce + cheeses
- Getting to know the places she visits - immersing herself
- Unique items with a story
- Food festivals, culture + art
- Wine club members

COMMON OBJECTIONS

- There's nowhere good to eat there
- It's too far away for a weekend trip
 I'm not sure the accommodation is
- I'm not sure the accommodation up to scratch
- There's nothing going on that weekend

INFO SOURCES & WATERING HOLES

Miriam loves social media for keeping in touch – she doesn't post all that much but browses and comments on family and friends' pages. It's her way of keeping up when she has so little downtime from work.

She is very sociable and loves nothing more than hosting dinner parties for friends using local food, produce and wines – it's a real sense of pride for her. She often brings different groups of friends together.

She consumes her news and media online, usually on her Smartphone between meetings or before work. She is forever on the search for the newest show, festival or travel spot that she can book ahead.

She loves to spend her weekends discovering new local spots when she's not travelling – wineries, breweries, art galleries, restaurants + uses social media and reviews to inform these decisions.

She has a wide professional circle and attends events, industry openings, workshops and meetings weekly.

They're not big commercial TV watchers, preferring documentaries, current affairs and cooking shows.

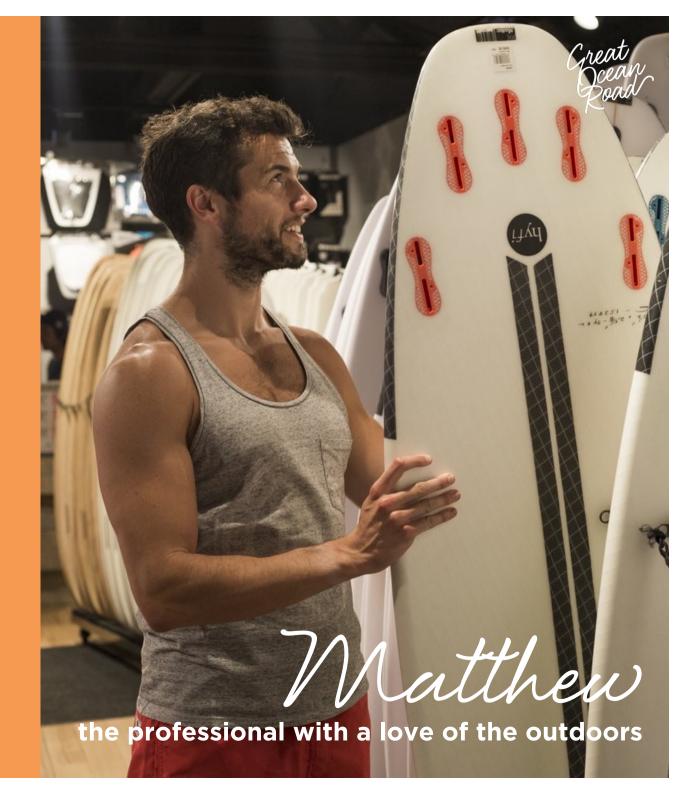
KEY THEMES

- Come for a few days + feel like you've been away for weeks, in the GORR
- Get a taste of the GORR with our fabulous cafes, restaurants, wineries + breweries for all tastes
- Feet up or feet on the ground, do it in GORR
- Go gourmet food, wine, luxury, pampering, spa we have it all in the GORR
- Whether you're looking for a solo trip away, a weekend with friends or a romantic break for two, we have something for you in GORR
- Find a treasure trove of unique, from lighthouses to coffee roasters to coastal walks
- Stretch your legs + fill your soul with our breathtaking coastal walks + forest bathing
- Whether you want to unwind or while your days away exploring, the GORR has something for you
- Take some time for yourself + let us look after you
 Put away the calendar + lose track of time in the
- GORR

 Think you know the GORR? We guarantee to take
- you by surprise!
- Do as much or as little as you like in the GORR
- Enjoy local produce from cheese to wine to chocolate – all from our backyard in the GORR
- See us make the cheese, then eat the cheese!
- From produce to plate, see how it's done in GORR
- Degustation menus + events









Meet Matthew: the professional with a love of the outdoors

BACKGROUND

Matt fancies himself as a bit of a trailblazer, intent on leading the pack rather than following.

He has success on his mind, whether it be work or play - he's set on making the most of life.

His love of adventure sees him travelling all over to find the next 'must-go' spot, be it for surfing, hiking, mountain biking -anything!

His corporate ladder climb has left him tired + a bit jaded, so balancing work + play is very important to him as he gets older.

THE FACTS

- 33 years old
- Lives in Fitzroy in a 2 bed flat with his long-term partner, Lucy
- Works full-time in CBD as a strategy consultant for a top firm
- Earns \$125k per year with strong career progression + earnings
- Drives a Ford Ranger that can carry his gear on weekends
- Tends to cycle to work or catch a tram to avoid parking + traffic
- Adrenaline + adventure junkie
- Health + fitness conscious
 Family history of heart attacks
- which is high on his radar
 People are important to him friends, family + he makes an
 effort to keep in touch regularly
- Loves info tech + gadgets

GOALS

Matt wants to be successful in his job + his life . He's already pretty high up on the corporate ladder + while he's always up for a promotion, he's not as eager as he once was at pursuing the climb + the responsibility.

He's adventurous + wants to travel to see the world + make the most of life while he's young + fit.

He's not sure if he wants a family or not + he + Lucy are in a good place about that, for now.

He's focused on securing his financial future, but he's also happy to spend money on things that facilitate his love for all things outdoor – bikes. SUPs. travel etc.

Health + wellbeing is important to him. His job is high stress + relentless, so being active + getting away is part of his stress relief regime + taking care of himself.

FRUSTRATIONS

Matt works hard, his job is demanding + some days feels relentless. He's seen some mates burn out + he's determined that won't happen to him. He constantly feels 'on'. making it hard to get away + switch off.

His family history of heart attacks is also on his mind.

He hates sitting at home, 'wasting' time as he sees it. A lot of mates are into DIY'ing but he'd rather pay a professional + instead get out + play! It's annoying when he can't get mates to do the same.

Lucy gets a bit funny about him being out all the time, so he needs to appease her + perhaps take her on some of his adventure trips - not all the time, mind.

The city is great but after working all week, he wants to escape the traffic + the constant noise which irritates him.

QUOTES

"What are we doing this weekend?"

"I need to get away..."

"There's a new spot I've heard about!"

BEHAVIOURS

Matt is a bit of a control freak + likes to be organised, pre-planning his trips so he doesn't miss out on anything. He doesn't like to leave things to chance if he can help it.

He fancies himself as a bit of a trailblazer, not a follower. He's pretty self-centred + egotistical + it's important people see him as a leader.

He's a sociable guy who likes to hang out with work colleagues, uni mates + even some select clients, often bringing them all together, with him at the centre.

He's not overly image conscious - he has to look smart for work + just wears well known brands for the weekend, like everyone else. But when it comes to sports + adventure gear, he's got all the best-known brands.

INTERESTS

- After-work beverages with colleagues to blow off steam
- Sports watching + playing
 Mountain biking, trail biking, trail running in the forest
- Multi day hikes with camping
- Surfing when he can
- Camping with mates
- Weekend breaks + getaways
- Breweries, wineries with Lucy, finding new cool spots
- Loves a good feed + checking out the latest places to eat

COMMON OBJECTIONS

- That's too mainstream for me
- There's too many people
- Everyone goes there! I want something different
- I've already been there
- · But is that the best place to do it?

INFO SOURCES & WATERING HOLES

Matt isn't massively active on social media apart from showing off his latest adventure antics. He's uses Insta more than Facebook as it's more photo based, posting Insta stories, Go Pro + iPhone videos of the action!

He's a digital native + spends half his life online between work (podcasts, news + media, research) + play (following influencers, watching mountain biking + surfing videos on YouTube, researching places to go). He's always looking for the newest spot that no one else has been.

He attends a lot of client dinners + business / industry events + has a wide circle of work friends + colleagues.

He's actively involved in a bunch of groups including the firm's basketball team, local community sporting groups + goes on regular golf trips with work buddies.

He likes to find new spots for him + Lucy to visit during the week too - events, restaurants, bars.

He has a close group of mates from uni who all share similar interests + get away together when they can, for day trips or weekends away. He has a wide social circle at work that get together regularly.

KEY THEMES

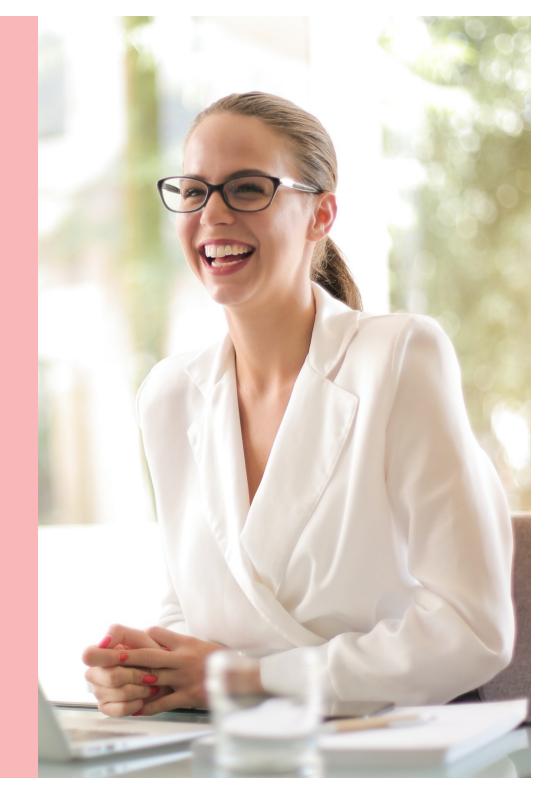
- Grab your mates for a taste of the great outdoors
- Let off steam after a hard week's work
- Land, water, air whatever your passion, we have something for you
- Tired of the city? Escape the lights + traffic jams!
- From breweries + bars to pubs, we've got your nightlife covered
- Bring your love of the outdoors to life
- So much to do, why would you leave?
- Hearty pub meals to tasty craft beers, with a dash of good old hospitality
- Name your passion + we'll name the place
- · Stay a while, you won't regret it





Great Road

the young professional going places





Meet Ashley: the young professional going places

BACKGROUND

Ashley is a career driven young woman who is determined to live her best life possible.

She works hard and wants to play hard too, if wine and cheese, coffee and coastal walks are considered playing hard!

She is very family focused and when she's not on a day trip or weekend away, she'll likely be visiting her parents or siblings.

She'd like to settle down but not at the expense of living life now - there has to be a balance.

THE FACTS

- 26 years old
- In a long-term relationship with her partner Zach (4 years)
- Lives with Zach in Seddon in a rented 2 bedroom apartment
- Degree qualified Senior Accountant earning \$100k pa
- Zach is 28 + also an accountant
 Eldest of 3 kids, close to siblings
- Eldest of 3 klds, close to siblings
 Parents divorced 7 years ago,
- they both still live in Melbourne
 They both work in the city + commute every day
- Drives a VW Polo
- Took a gap year before studying to travel overseas
- Loves to travel + gets away as often as they can to escape work
- Quality over quantity approach

GOALS

Career is important to Ashley, in fact it's everything to her right now. She's studied hard + worked hard to get where she is today, climbing the corporate ladder with focus + determination. This lady is going places.

Her financial future is important to Ashley and her and Zach are currently saving for a house deposit. They'd like to buy in the next couple of years ideally.

She thinks she'd like to have a family, but right now her career + the house are top priorities. She wants to be sure she can provide for a family before she has one, so setting themselves up now is important.

That said, Ashley knows they need to make the most of their freedom before settling down, so getting away from work and the city is very important to them both. She's happy to spend a little and save a little to make this happen.

FRUSTRATIONS

While Ashley is extremely focused on her career, she has to admit that the long hours + frenetic nature of her work does wear her out by the end of the week.

She often works late, as does Zach, so the weekends are their time to spend together. Sure, they commute to and from work together most days, but it's just not the same as spending quality time and truly escaping.

House prices and the cost of living just seem to be getting worse and Ashley is worried whether they'll ever manage to have a place of their own.

Everyone always talks about the importance of saving for a house, but she thinks she should be able to live her life too, otherwise what's the point of it all?

She hates when people break rules like climbing over fences in nature reserves – it's really senseless!

QUOTES

'Where are we off to this weekend?"

"Let's get out of the city"

"I've booked up the next few months!"

TYPICAL DAY IN THE LIFE

BEHAVIOURS

Ashley is a detail person and likes to be organised in her life. She researches, pre-plans and pre-books their trips, often in advance so they have something to look forward to. She likes to be away or doing something new at least 2-3 weekends a month.

She's not overly image conscious but takes pride in her appearance, wearing quality brands over showy ones.

She looks after herself, eating healthy during the week and enjoying herself on the weekends with food and wine.

She loves exercise, usually walking or running with a friend during the week, then more active pursuits like bike riding on the weekends

Discovering new places and having new experiences drive most of her decisions for her downtime from work.

INTERESTS

- Food, wine + cheese
- Outdoor cinemas + concerts
- Discovering new placesWineries, cottage stays,
- converted farmhouses, B&Bs
- Unique spots over busy pubsHiking on the coast
- Socialising with friends
- Day trips out of the city
- The odd pampering session
- Weekends away with friendsWaterfall walks, café cruising,
- Waterfall walks, café cruising berry picking

COMMON OBJECTIONS

- I don't think I have the time
- What can we do there?
- It's too far for a weekend
- We won't be able to fit everything in over a weekend, we need a week - maybe we'll do it when we have more time
- It's more expensive than the other options

INFO SOURCES & WATERING HOLES

Ashley is very tech savvy and confident online.

She's on social media + usually posts about her interests, like the latest book or cool experience she's found. She posts pics from her travels on Insta mostly + uses Facebook to stay connected with her friends.

She listens to podcasts on Spotify on her commute and is on Twitter. She subscribes to content that she's interested in, like world events and travel, but she rarely tweets herself. She's never read a newspaper.

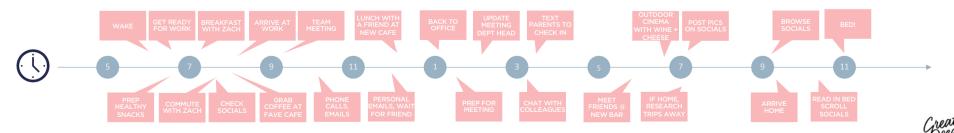
She spends time online searching for travel ideas and the latest places to go in the city and beyond..

She's not a big party girl, preferring to hang out with friends and spending money on quality drinks and tapas dinners over greasy food and countless drinks.

She loves to hang out with her old uni friends and their partners too, Zach gets along well with them and it's a nice way to relax at the end of the week.

KEY THEMES

- Insta-worthy experiences that will take your breath away
- You don't need a week to visit us just lots of spare weekends. We promise you'll want to come back again + again
- Breathtaking experiences that will fill your weekend calendar for the next year - but we're ok with that!
 And you will be too, we promise!
- Create your own memories in the GORR
- Unique is our middle name in the GORR whatever your fancy, we have something special for you
- There's so much to do here, you'll want to come back again + again - + bring your friends!
- Natural landscapes that will take your breath away
- From coffee to wine, 5 star dining to unique eats
- Close to Melbourne but a world away
- Be as active or as lazy as you like in the GORR
- Discover our eateries + cafes
- A delight at every turn, discover the secrets for yourself



the retired regular road-tripper



Meet Jim: the retired regular road-tripper

BACKGROUND

Jim is retired + ready to make the most of his new life + freedom with his beloved wife, Alice.

He finished Year 10, then went to learn a trade, completing an apprenticeship as a joiner then following his love of woodworking his whole career.

He loves to get out + about + is determined to make the most of retirement, balancing visits to the family with visiting new places.

He loves history, woodworking, quiz shows + gardening. He also loves meeting people on his travels

THE FACTS

- 69 years old
- Worked in manufacturing for over 50 years, now retired
- Happily married to Alice (50 years)
- Lives in regional Victoria (Bendigo)
- Own their own home but looking to potentially downsize
- Left school at the end of Grade 10
- 3 adult children, 7 grandkids scattered across Australia
- Family oriented try to visit family interstate as much as they can
- Modest disposable income living comfortably off their super
- He drives a Discovery 4, Alice drives a Mazda 3 to get around
- Part of a local Men's Shed group
- Bought themselves a touring rig all decked out as a retirement present

GOALS

Jim has worked hard all his life + he's ready to enjoy retirement. He wants to see more of his country + perhaps the world and do things he never had the chance to do in his working life.

The kids are grown + are financially successful, so the pressure of a 'nest egg' doesn't really exist. In fact, the kids have told them to enjoy their retirement + spend their money on life experiences while they can.

He doesn't mind spending money on things they want to see + do, making the most of the places they visit.

Keeping in touch with the kids is important to him, as much as it is to Alice. He makes an effort to ensure they visit + call often. Family history is important.

He's about experiences, not stuff. He loves to hear stories of the places they visit + the people they meet.

FRUSTRATIONS

Jim is overweight – the kilos have snuck up on him over the years. He drinks beer + doesn't get a lot of physical exercise these days, except light walking. Truth be told, he's let himself go a little.

His health is an ongoing concern. He's on cholesterol + blood pressure medication but has no other major health challenges - yet! He knows he needs to change!

The family is scattered across Australia + they don't get to see them as much as they'd like to.

He doesn't have as much disposable income as he used to. They're comfortable but he'd sure like more!

He's a conservative thinker + gets frustrated when he sees the way people conduct themselves today. It saddens him that people don't want to stop + chat anymore, they way they used to. It's just not the same.

QUOTES

"Let's go midweek to beat the crowds"

"We'll visit the kids next month"

"What would you like to do, Alice?"

TYPICAL DAY IN THE LIFE

BEHAVIOURS

When it comes to travel, Jim's not too concerned about what they do, it's more about spending time somewhere else + pottering with Alice, doing what she enjoys.

He loves meeting the locals + hearing the stories of the places they go + the things they see.

He tends to look after the bookings as he's more computer literate than Alice. He's in charge of the paperwork, he does the research + works out what they're doing, when. Sometimes they pre-plan, sometimes they just go.

They like to travel for 3-5 days at a time usually during the week to avoid the weekend crowds + higher prices!

Jim + Alice love nothing more than taking a road trip to visit the kids, taking the grandkids away for a few days while they're there to spoil them + spend some quality time together.

INTERESTS

- History + geneology
- Planning holidays + travellingGardening + rose gardens
- Bird watching + nature
- Local football team supporter
- Golf with old friends
- Woodworking + tinkering
- Likes a punt on the horses once in a while
- · Getting away to new places
- Watching youtube videos of woodworking projects
- · History, antiques, memorabilia
- Reading detective/crime

COMMON OBJECTIONS

- I don't like to spend too much money when I travel
- I don't like crowds it's too busy + it's hard to get around + see things
- I'd rather not fly there, let's drive + make a trip of it
- It's too cold to go there in winter
- But we need to go see the kids

INFO SOURCES & WATERING HOLES

Jim loves his quiz shows + has to be in front of the tele by 5pm for his favourites. He'll watch the news too, to catch up on what's been happening in the world.

He reads the Herald Sun newspaper every day, often making comment about the state of the world.

He has a smartphone, but doesn't really know how to use it, only recently realising it has a camera!

He's not particularly engaged on social media beyond family stuff. His grandson put him on Facebook so he can see what the family are up to, but he doesn't know how to navigate it beyond the basics.

He enjoys reading woodworking magazines + likes to watch YouTube videos of carpentry projects + tips. He watches mostly commercial television, including the news + his quiz shoes every night.

He aims for a weekly game of golf with his old friends, + he'll go along with Alice to catch up with old 'couple' friends. They might travel together once in a while too.

He's part of a Men's Shed where he loves to spend his time, talking to people and sharing his skills.

KEY THEMES

- All the comforts of home in some of the most breathtaking backdrops you'll ever see
- Come meet our locals, hear the stories of past + present + get under the skin of our beautiful GORR
- Spend your time exploring the GORR you'll be so glad you did
- Be somewhere else in GORR
- Take your time to explore all our region has to offer, from stunning scenery to gentle walks, history + culture to affordable home-cooked meals
- From museums to art galleries to motors, we have something for everyone
- · Activities + attractions to suit every budget
- Our region stretches a coastline + hinterland like no other in Australia - come see what all the fuss is about. You'll want to come back again + again
- Discover what retirement is all about while away the days in a land like no other in Australia
- From lighthouses to family trees, we love history
- Whether it's a round of golf or a gentle coastal walk, we have something to suit your fitness needs
- It's closer than you think!
- Come enjoy the simple things in life with affordable food, experiences + places to stay
- Friendly locals, secret spots + quiet discoveries





Cynthia the not-so-local local





Meet Cynthia: the not-so-local local

BACKGROUND

Cynthia is a professional and a mother, who's children have just flown the nest in the last year.

She's heading toward a sea change in the next 10 years or so. though some may say she's already on her way!

They own a holiday house in Lorne where they'll eventually move when they retire.

With the kids moving out for uni, they recently sold their house in Brighton + down-sized to an apartment, preferring to spend their time on the coast rather than in the city.

THE FACTS

- 55 years old
- Married to Charles for 25 years
- 2 children 19 (F) + 18 (M) both finished school + in university
- She drives a Range Rover Evoque + he drives a Land Rover Disco
- Miniature Schnauzer (4), Poppy Used to visit the GOR as a child
- Combined income of \$425k pa
- Enjoys the esteem that comes with having a holiday house on GOR - it has lovely brag factor
- She works in the Melbourne arts scene, consulting to art galleries + attractions on shows + events
- He is a GP
- Since Covid, she's been able to operate via Zoom after the first consultation + site visit

GOALS

Cynthia loves her career and has worked hard to get to her position. She is well esteemed in her social and professional circles, which is important to her. She's on a number of Boards and is a voice in her industry.

It's important they maintain their current lifestyle in retirement - they've worked so hard for it after all.

With recent world events, they're looking to wind down a little, with a slower paced lifestyle whilst maintaining and fulfilling their professional obligations. They'd like to spend more time on the coast.

They want to remain close to the kids and try to stay in regular contact, but that's proving harder now they're away at uni. They'd like them to visit more too.

Setting the kids up in the future has always been important and they have built a nest egg for each.

FRUSTRATIONS

Cynthia and Charles love spending time in their holiday house on the GOR, but tourist times are a nightmare - no parking, no availability, tourists everywhere! Town is just a no-go zone best avoided!

They hate that they have to consider tourists when they're planning their visits to their own house!

It's nice to be part of a coastal community - life is just different on the coast - but things can sure get boring when the restaurants don't change their menus, opening hours are inconsistent and the quality is poor.

It frustrates Cynthia when they head out for dinner in town and the meals just aren't as good as the city sometimes she thinks she could make it better herself!

Cynthia tries to get to know the local businesses in town but when it's busy, it's like she's a stranger!

QUOTES

"Shall we just stay in the city"

"I'm not going into town"

"Have you seen that new restaurant?"

BEHAVIOURS

Cynthia is well travelled and has made a point of travelling with the kids overseas at least once a year, with interesting domestic trips in between.

She's an intelligent, sociable woman who enjoys hosting dinner parties and weekend trips to the holiday house it's a nice bragging point after all.

Quality is important to her, particularly when it comes to clothing and food.

Image is important to her, both at work and on the weekends. She'll always put a nice outfit on and a dash of make-up, just in case.

She's trying to be a bit more relaxed on the coast, but years in the city see these grooming habits hard to break.

When on the coast, they tend to have their meals at home but love a café breakfast after their walk or even a special meal out for lunch or dinner.

INTERESTS

- Food + wine
- Trying new recipes
- Coffee dates
- Hosting dinner parties
- Movies, art galleries. museums, history
- Gentle hikes, beach + coastal. walks are her go-to exercise
- Visiting wineries + restaurants
- · Wine + food matching, degustation dinners
- Gift shops + homeware stores for interesting pieces / gifts
- Loves being part of a community like the GOR

COMMON OBJECTIONS

- I don't want to go down there in tourist season
- If we go, I'm not going into town
- Let's not bother eating out, let's do dinner at home
- I wish they looked after us locals hetter

INFO SOURCES & WATERING HOLES

Cynthia is a confident internet user and uses it daily for work, both to keep in touch and for research.

She is on social media, mostly to keep in touch with the kids and what they're up to. Many of her professional groups are also now on Facebook so she finds herself on there more than she expected.

She has a LinkedIn profile which she updates regularly.

She regularly checks news online to keep up with what's happening in the world and in her industry.

She still loves magazines but finds she buys them and doesn't read them, though they look great on the coffee table in the holiday house!

She's started looking at professional and community groups in town, to start establishing some friendships in preparation for when they retire there. She's spending more time there recently anyway.

She prefers ABC + SBS over commercial TV, she can't be bothered with the ads - time is too precious! She loves crime, history and cooking series most of all.

KEY THEMES

- · Live the life you dream of in the GORR
- · Come home to the GORR, we'll take care of you • We know you're a local, let us treat you like one
- We're so glad you're here
- Locals only offers
- Avoid the crowds + come to our locals only events
- Restaurant meal deliveries to your door
- Come to our cooking classes + hear our secrets
- Restaurant menu specials updated every day to keep your tastebuds buzzing





Tim

the bucket-listing millennial



Meet Tim: the bucket-listing millennial

BACKGROUND

Tim is your quintessential Millennial with a social conscience and a drive to live life to the full.

He's close to his family but doesn't see his parents much.

He has dreams for the future but since Covid, he's questioning all his parents taught him about hard work, putting long hours in and competing in the workplace.

He's a hard worker but doesn't believe it's the be all + end all. He believes you get out of life what you put in.

Tim is sociable and well-liked.

THE FACTS

- 23 years old
- Recently completed a Diploma in Hospitality (studied part-time)
- Doesn't have a lot of disposable income but plans to some day!
- Recently moved out of home. living in Carlton in a share house
- Drives a Honda Civic, his first car. that his parents helped him buy
- His parents are professionals + advocate hard work + dedication
- Pretty keen on his new airlfriend
- Used to volunteer at a local vet in high school to help animals
- His parents live in Box Hill with his 2 younger brothers

GOALS

Tim is focused on the now more so than the future. He aspires to be a Hotel Manager some day, but for now he's happy working and being young. He just wants to live his life and do cool stuff for a bit.

His parents taught him the value of saving, so as soon as he gets more cash, he'll put some away - definitely.

Right now, he wants to make the most of his time off. take photos (he has his grandfather's old camera) and go on adventures with his mates in his new wheels. Covid-19 taught him that life is too short for all work.

He'd like to travel the world some day, maybe overseas for a year. He's big into bucket lists and ticking off things that show how adventurous he is!

He's not sure if he wants to get married and settle down, but there's plenty of time to figure that out.

FRUSTRATIONS

Tim doesn't have much money which irritates him, but he doesn't really want to work more to earn more.

The cost of living is so high, he wonders how young people are meant to survive these days! His parents tell him to stop whining about it and ask for more work, which just annoys him more.

Much like his social circle, he's concerned for the future - the environment, world politics and disease. Covid-19 really hit home as to just how fragile the world is and how much we need to change as humans.

He's tired of hearing about how his parents had to work so hard - things are different now: society is more conscious of mental health and life balance.

He hates it when people trample places for a photo people are so ignorant of their surroundings today!

QUOTES

"Let's do it dude!"

"What are va doing tomorrow?"

"Check out my Insta!"

TYPICAL DAY IN THE LIFE

BEHAVIOURS

Tim is impulsive - if a mate suggests a long drive on his day off, he's in! He's up for any adventure, particularly ones that mean a great Insta-worthy pic that he can share on his socials.

With impulse comes a lack of planning, so he often underestimates travel times and distances of his trips.

Tim loves a day trip but is also keen to get away a bit more, maybe further afield. He loves hiking and trail running and he likes camping, which sounds like the perfect weekend away.

He's a sociable guy with a large group of friends that he hangs out with every few days. They'll kick the footy, race out for a drive, or simply hang out at someone's place.

He's pretty keen on animals and the environment and will often have long discussions with anyone who'll listen.

INTERESTS

- Photography he studied it in school + loved it
- Social issues
- A bit of trail running
- Hiking in nature, climbing
- Hanging with his mates
- Loves adventure
- Looking for things that no one else has done
- Music gigs + festivals
- Enjoys pubs + clubs nightlife
- Loves food + takes photos of everything he eats for Insta
- Loves animals, always has

COMMON OBJECTIONS

- I can't afford it
- I probably should work
- I need more than just a day
- I don't want to do the typical stuff

INFO SOURCES & WATERING HOLES

Tim is a digital native and spends a lot of time online. He's obsessed with his iPhone and his MacBook Air.

He spends time on google and socials, searching for the latest must-do activities and must-go places bars, coffee shops and Instagrammable spots.

He has all the social media profiles - Instagram for posting, Facebook for staying connected, Snapchat for friends, Tik Tok for scrolling. He's active on social, posting what's he's done and seen on his adventures and during his day, if the mood takes him.

His girlfriend got him interested in social issues and he now follows groups, influencers and media sources on social. He's an observer while she's more vocal online.

He tends to hang out with school mates but has been catching a beer after work with his workmates lately too. They like to head to the local haunts for a beer and a pub meal is a treat.

KEY THEMES

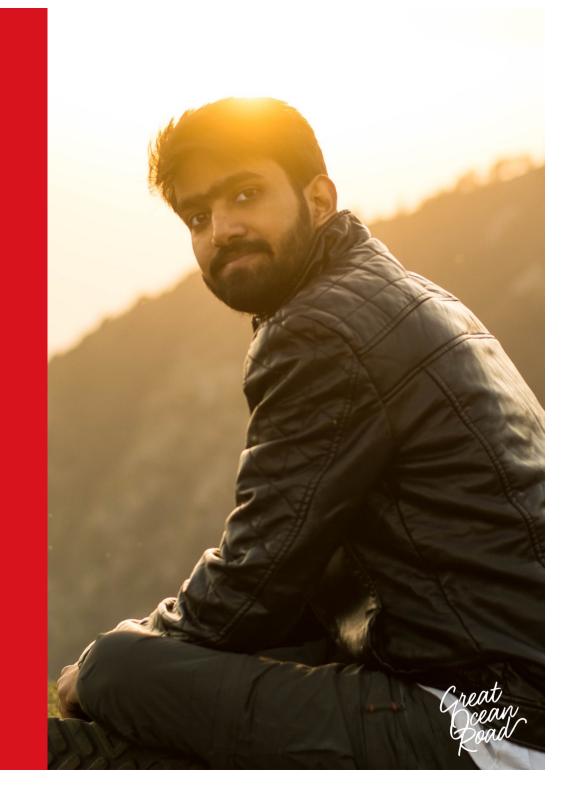
- Bring your sense of adventure to GORR
- Jump in the car + let us take you on an adventure
- So much to see + do, why not take the weekend? Escape the city + check out your backyard
- Grab your mates + get moving to GORR
- Love beer discover our cool breweries
- Love coffee check out our roasters for your brew
- Amazing experiences that will make your Instagram profile the envy of all your friends - + the world!
- · Close to the city but a world away
- Don't just come for the day, come for the weekend!
- Music festivals, bands they're playing for you!





2

the heart of the multi-generational family





Meet VJ: the heart of the multi-generational family

BACKGROUND

VJ sits at the heart of his family, the decision maker and organiser. He is a pillar of the community and loved by all who know him.

Not overly social outside of his close-knit community, he's a friendly, warm, generous man

His family is his everything and he is driven by the need to give his children a good life full of experiences and discovery.

He likes his job and the people he works with and is content.

THE FACTS

- 32 years old
- Indian heritage
- Born Vivaan, known as VJ
- Married to Prisha for 12 years (arranged marriage)
- 2 kids, aged 8 (F) + 5 (M)
- Lives in Point Cook with his wife, kids + parents; his sister + her family live in the same street
- Moved to Australia as an overseas student when he was 20
- After study, gained residency + migrated permanently
- First generation migrant with large extended family network
- Works in IT full-time
- Drives a Toyota Kluger to fit the family!

GOALS

VJ is very family-focused and wants to provide a good life for his family in Australia.

He strives for the great Australian dream – the house, the kids, the weekend adventures, the barbeques and the sports, just like the other blokes in the office. He wants his kids to have a bright future in Australia.

His extended family is important to him and they travel together most of the time. He wants his kids to experience Australia and his nephews and nieces too.

His parents are getting older and it's important they are close to his children, who they often look after.

His was an arranged marriage and his relationship with his wife is somewhat subdued, but they both aim to provide a happy household for the family, so they get along and work together as a team.

FRUSTRATIONS

Living in Australia is a gift but merging his Indian culture and traditions with the Aussie culture can be challenging. Providing the right balance of Indian and Australian culture to his kids can be particularly tough.

As the male of the family, VJ is responsible for the decisions, big and small. He not only has to look after his own family and his sister's family, but his parents as well. It's his role but he sometimes tires of the responsibility – it's a lot of people to take care of!

Travelling with the whole family can be a real challenge. Finding accommodation for them all, activities that will interest everyone and staying within budget is a struggle.

QUOTES

"Let's head off somewhere this weekend."

"I want to show the kids the..."

> "We'll all go together"

BEHAVIOURS

VJ is a family man through and through. His traditional values see him dedicated to his family and their wellbeing and happiness.

He is the head of the family and is decisive, organised and well-liked in the community for his giving nature.

He's not overly social outside of their local community, though he has been known to enjoy a meal with his IT colleagues on occasion.

He likes to travel with the family, giving the kids experiences he never had + making the most of this wonderful place they live. He constantly looks for new things to do.

When they travel, they stretch the budget by making meals in their accommodation, instead spending on on experiences and attractions.

INTERESTS

- IT + all things technology
- Partaking in community events, church, school
- Weekend and school holiday trips with the family
- Taking the kids to places they've never been
- Watching Australian sports on TV
- Indian heritage + history

COMMON OBJECTIONS

- The weather isn't suitable
- We have to take everyone, it will be expensive
- Is there something to do for everyone?
- It's too far to travel with the whole family
- The roads are windy + dangerous

INFO SOURCES & WATERING HOLES

VJ works in IT so is online and with systems all day, every day. He knows tech like the back of his hand.

He isn't online very much during the day as he's on call for clients, helping fix issues and troubleshooting.

He likes to get involved in the kid's school activities on the weekends, helping with sports events and fetes (usually roped in by his family who are also helping). His wife is heavily involved, as is his mother.

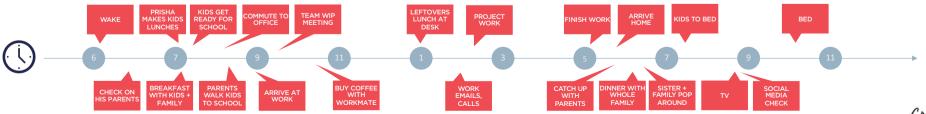
He and the family tend to mix in their small tightknit community in which they live, socializing with local families, community groups and their church, which they attend regularly.

VJ has a Facebook account which he uses to stay connected with family in India or to keep up-to-date with local community events and festivals.

They are a social family who enjoy having friends around for traditional feasts and the odd barbeque.

KEY THEMES

- · Connect with family in the GORR
- Give the children memories that will last a lifetime
- The perfect place for your special events from weddings to family celebrations
- There's so much more to GORR than you ever imagined - let us show you
- Let us take care of you in GORR
- Slow down and enjoy the view in GORR
- Take the family on an adventure in GORR there's so much to discover
- There's so much to do for all ages + interests, from grandparents to the kids, we've got you covered
- Combine a trip to visit the family with a whole host of adventures just waiting to be discovered
- Meet the locals we're friendly, we're welcoming + we can't wait to meet you!
- Let us help you plan a weekend you won't forget
- Get the whole family together + spend some time
 So many natural attractions, so much to do!
- Top 10 FREE things to do with young kids in GORR





June

the family-centred student





Meet June: the family-centred student

BACKGROUND

June is a motivated international student, full of hope and promise for her life ahead.

She loves living in Australia and hopes to make it a permanent home after she finishes studying.

She's a bit of a culture and nature buff and loves discovering anything new – food, drinks, farms, nature spots, activities.

She's also very sentimental and once a place captures her heart, she'll go back again and again.

THE FACTS

- 20 years old
- Originally from Hong Kong
- Lives in a Docklands apartment
- Studying Engineering at Melbourne University
- Works part-time at Hoyts Docklands
- Moved to Australia to study
- Parents live in Hong Kong but visit 1-2 times per year
- Brother recently moved back to HK after studying in Melbourne
- Doesn't have a driver's licence
- Loves live theatre, especially musicals
- Loves Australian animals, is a friend of the zoo

GOALS

June loves her life in Australia and wants to make the most of her time here. She'd like to stay after she finishes studying, if she can find a job she loves.

Her parents are hard working professionals, and she has grown up with a strong work ethic. It's important that she is seen as a valued member of her workplace and that she stands out above her peers as reliable.

She is very family-focused and loves when they visit. She is proud of her home and loves to show it off, playing the role of knowledgeable tour guide at every chance, to her immediate and extended family.

It's important to her that her family see her settled in Australia, since she wants to stay here long-term.

FRUSTRATIONS

June loves to explore but she doesn't have her licence and has to rely on her best friend to get around. It can be a bit tricky when family visit but they get by.

She is an independent soul, confident + outgoing, but since her older brother moved back to HK after he finished studying, she's really noticed the difference. She misses her family and loves when they visit.

She wants to make the most of her time in Australia but can't always get away on weekends as she's rostered on at work a lot of the time. She doesn't like to let work down but it does frustrate her!

She tries to balance visiting new places for herself with showing off her favourite places to her family, so she juggles her travel choices to suit the audience.

QUOTES

"Let's go back to...."

"I have to show you this place!"

"Time for somewhere new"

BEHAVIOURS

June is very sociable and loves to be the centre of the action. She fancies herself as a bit of a micro-influencer and likes to be 'ahead of the pack' when it comes to trying new things.

She has a large group of friends and a very strong friendship group – they're practically her Australian family.

She loves finding new places and things to post about, but deep down she has her favourites that she always gravitates back to, like certain towns or the zoo - they give her comfort.

She loves a bit of adventure too – like ziplining, horse-riding or helicopter rides – that mean she can explore and experience a place in a different way to the norm

INTERESTS

- Food, food, food!
- Farm gates + pick your own
- Finding the latest place to go or the latest thing to try
- Exploring + travelling mini adventures with friends
- · She'd like to learn to surf
- Adventure parks
- Adrenaline activities, like riding in a helicopter
- Wildlife + nature is a true love
- Visiting zoos + farms
- Live theatre, musicals, events
 + festivals

COMMON OBJECTIONS

- I have to work!
- I'm taking my aunt there next month so let's not go there
- I have to study!
- I wish there was a bus or train we could take there

INFO SOURCES & WATERING HOLES

June is very connected to university life and belongs to numerous uni social groups and associations.

She's very active on social media and likes to post about the latest place she's been or thing she's tried cocktails, food, adventures - anything that helps her considerable audience love her even more.

She's on Facebook, Insta, Snapchat, Tik Tok - you name it, she's there. She loves the attention and is always trying to find new material to post. She's on countless times a day, searching and posting.

She has a wide and varied friendship circle of close friends and uni mates. They're always at an event or social occasion, always posting on socials when there.

She doesn't watch much commercial TV but doesn't mind a spot of Netflix or Stan on her nights off from work and study.

She follows a bunch of influencers on socials, particularly nature-related, food, bars, city events guides and a few event organisers.

KEY THEMES

- Bring the family to the GOR you'll be glad you did
- The perfect place to bring your visiting family + friends
- Show off your backyard to visiting friends + family
- Get a taste of the GORR with our fabulous cafes, restaurants, wineries + breweries for all tastes
- There's so much more to GORR than you ever imagined - let us show you
- Take the family on an adventure in GORR there's so much to discover
- Meet the locals we're friendly, we're welcoming + we can't wait to meet you!
- Let us help you plan a weekend you won't forget
- Get the whole family together + spend some time
- · So many natural attractions, so much to do!
- From coffee to wine, 5-star dining to unique eatsClose to Melbourne but a world away
- · Learn to surf on the GOR
- Get back to nature on the GOR
- Tick off your bucket list + discover something new on the GOR







Cathy & Michael

Meet Cathy + Michael: the holiday park family

BACKGROUND

Cathy and Michael are a sociable, popular couple with a young vibrant family and a busy life.

They love nothing more than escaping to their favourite town on the GOR, spending time with friends and extended family. It's like their home away from home and an escape from the everyday.

They want the kids to enjoy a freedom on holidays that they can't get at home, so community and familiarity are highly valued.

They enjoy trying new experiences and eateries but are also loval to their local favourites.

THE FACTS

- Cathy is 38 vo. Michael is 41
- They live in Altona
- They've been happily married for 15 years, together 18 years
- 2 kids 9 (F), 7 (M)
- Kids love their sports, particularly Auskick + netball
- Cathy works full-time as a preschool teacher; Mike works in planning for Local Government
- Cathy drives a Kia Carnival; Mike drives a Prado to tow the van
- They like to travel overseas in winter if they can get an allinclusive package with kid's club.
- They regularly stay in their favourite holiday park on GOR, they've been going for years

GOALS

Cathy and Michael are very family-focused and like to take the kids away as often as possible. Their focus is on the now, making the most of life and time together while the kids are young.

They're real 'people' people and love nothing more than spending holidays with lifelong friends they've made over the years and forging new friendships too.

Traditions are important to them and since Michael's extended family have holidayed at the same holiday park on the GOR for as long as he can remember, so now do they! His parents have sold up and live nearby, so it's a win-win situation with friends and family.

They're focused on their financial future to a point and staying in the holiday park certainly helps keep costs down, meaning they can travel more often for less.

INFO SOURCES & WATERING HOLES

FRUSTRATIONS

Cathy and Michael would like to get away more often, but the kids' sports take up most weekends, meaning most getaways are reserved for holidays period. They'll skip the odd day if it's a long weekend.

Community is important to them – life just isn't what it used to be where kids could roam + play freely, which is why their holidays are so important to them. The familiarity of the park allows them to relax and just be.

It's hard when other friends want them to join them on holiday - they love the familiarity and vibe of the park and don't want to miss out on what's going on there.

QUOTES

"Everyone will be there!"

"Can we skip the game next weekend?"

"Do you think your parents will have the kids?"

BEHAVIOURS

Cathy + Michael are creatures of habit. They stay in the same holiday park every holiday and meet up with the same group of friends every year.

The holiday park life is their dream; they've even joined the local surf club and signed the kids up for Nippers.

They'll visit other places, but many school holidays + long weekends are spent at the park, on the same site.

They have their favourite places to go and know the owners by name - they love feeling part of the community.

They're not complete sticklers for the familiar, exploring new and interesting eateries and pubs when they can – they love a cool pub, pop-up Mexican or a food truck on the beach.

INTERESTS

- Travelling with friends/family
- Socialising with friends
- Meeting new peopleLocal markets + events
- Trying out new eateries/pubs
- Healthy food + lifestyle
- Healthy 1000 + Illestyle
- Family bike rides + walksQuirky events (laneway jazz)
- Nippers for the kids
- Discovering new places

COMMON OBJECTIONS

there

- Perhaps we should go with the Jones' this time
- We always go there, should we mix it up?
- I don't want to miss out on the fun!
 It'll cost a fortune to take the kids

Cathy and Michael are switched on when it comes to tech and both have social media profiles. Cathy posts regularly on Facebook and use social media to stay connected with friends and family.

Michael is a bit more of a spectator and rarely posts on his feed, instead using social media to gather information on his latest interest or project.

They use Messenger + WhatsApp groups to arrange the finer details of their trips with their holiday friends and to stay in touch in general.

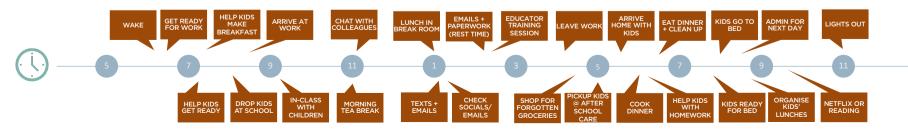
They both love to research online to find out about new places they might visit, the latest eatery or any upcoming events they might attend.

They are big Netflix watchers and are constantly asking friends for their next series addiction.

They are both very social and enjoy hanging out with old friends and new, throwing laidback last-minute BBQs and pool parties to while the weekends away.

KEY THEMES

- Escape to the GOR + experience life as it should be
- Your home away from home, there's something for everyone
- Live like a local it's what we do best
- The lights are always on for you on the GOR
- The perfect place to catch up with lifelong friends
- Escape with the family to the GORR
- Give the children memories that will last a lifetime
- Feel free to explore or relax on the GOR
- We love to see you you're part of the family
- Immerse yourself in the GOR life
- You may live in the city but life is here on the GOR
- Soak up the sunshine while your little Nippers play
- Come a visitor, leave a friend on the GOR
- Get to know us and let us get to know you
- Don't miss out on all there is to see and do
- Stretch your legs and check out the many wonders of the GOR, right on your doorstep
- Meet the locals we're friendly, we're welcoming + we can't wait to meet you!
- Top 10 FREE things to do with young kids in GORR
- Reconnect with friends on the GOR it'll be like you never left





How they map out

Great Road

PERCEPTUAL MAP OF CUSTOMER PROFILES + HOW THEY INTERACT



Foundation vs growth

EXISTING PROFILES + GROWTH OPPORTUNITIES





























- EXPERIENCE DEVELOPMENT + INNOVATION
- MARKETING + PR PLANNING
- CAMPAIGNS + PROMOTIONS
- ✓ WEBSITE DEVELOPMENT + IMPROVEMENT
- PRODUCT + PACKAGE DEVELOPMENT



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