
OTWAYS
MARKETING TOOLKIT
Great Ocean Road



ACKNOWLEDGEMENT OF COUNTRY

Great Ocean Road Regional Tourism acknowledges the Traditional Custodians of the Great Ocean Road region, the Wadawurrung, Eastern Maar & Gunditjmara Peoples. We pay our respects to their Elders, past, present and emerging. We recognise and respect their unique cultural heritage and the connection to their traditional lands.

We commit to building genuine and lasting partnerships that recognise, embrace and support the spirit of reconciliation, working towards self-determination, equity of outcomes and an equal voice for Australia's First Peoples.



TO GROW THE OTWAYS APPEAL AS A VISITOR DESTINATION we need to tell a clear and distinctive story about who we are and what we offer.

Every interaction a visitor has with the Otways shapes their understanding and emotional connection - and influences their decision to visit, stay longer, and return. Our shared goal is to increase both length of stay and visitor spend. Importantly we don't want to be a destination visitors pass through but a destination in its own right. Somewhere to stop, stay and use as a base to explore.

Achieving this starts with ensuring people truly understand what the Otways has to offer, and by working together, we can deliver that message in a way that feels authentic, compelling, and consistent across every touchpoint.

This Otways marketing toolkit has been created to support you in sharing the Otways story with confidence and consistency. It includes practical assets and guidance to help strengthen your website, social media, content creation and photography, while contributing to a unified brand presence for Otways.

Thank you for the important role you play in shaping the visitor experience and showcasing our region. We look forward to supporting your efforts and continuing to build the Otways profile as a destination people want to visit and explore.

Liz Price, General Manager GORRT

INSIDE YOUR TOOLKIT

SECTION ONE
THE OTWAYS BRAND

Otways brand	5
Snapshot of the brand	6
Brand palette	7
Brand moodboard	8
Embracing the brand	9
The Great Ocean Road customer	10
Customer profiles	11
Primary and Secondary audiences	12
Tone of voice	13
Adopting the tone of voice	14
Key experiences	15
Visual assets	16

SECTION TWO
CONNECTING TO THE REGIONAL BRAND

Connecting to the regional brand	17
One united region	18
Great Ocean Road brand	19
Great Ocean Road brandmark	20

SECTION THREE
MARKETING TOOLS & TIPS FOR YOUR BUSINESS

Marketing tools & tips	21
Marketing overview	22
Your brand	23
Your website	24
Creating an attractive offer	25
Why Storytelling matters	26
Social media explained	27
Maximising social media	28
Social media copy & hooks	29
Digital marketing resources	30
Smartphone photography tips	31
Content planning tips	32
Content planning calendar	33
Content accessibility	34
Digital analytics - social media	35
Digital analytics - your website	36
Digital resource hub	37

SECTION FOUR
GREAT OCEAN ROAD REGIONAL TOURISM

GORRT	38
Partner with GORRT	39
Visitor economy landscape	40
Meet the GORRT team	41

ABOUT THE TOOLKIT



ONE	EXPLORING THE OTWAYS BRAND	The first section of this toolkit is all about the Otways brand. Here, you'll learn about the brand's overall look and feel, and see how the area's unique attributes have been translated into emotional benefits that help visitors form a lasting connection.
TWO	YOUR BUSINESS & THE REGIONAL BRANDS	Section two is all about how your business can best leverage the Otways and wider Great Ocean Road brand. Here you will find visual and narrative assets that you can use in your own marketing collateral, on your website and social media.
THREE	MARKETING TOOLS & TIPS	Section three is a practical guide to improving your marketing - covering social media, content ideas, smartphone photography, useful tools, and simple analytics. It also includes tips for content planning with a calendar and using storytelling to engage audiences.
FOUR	GREAT OCEAN ROAD REGIONAL TOURISM	Section four provides information on Great Ocean Road Regional Tourism and how we work, introduces our team, and highlights the ways we can support you and your business.

THE OTWAYS BRAND

SECTION ONE



THE OTWAYS BRAND - a snapshot







PURE | WHOLESOME | MAGICAL ADVENTURE

BRAND STORY

The Otways are a story of magic and adventure. Where breathtaking nature becomes an indulgence that nourishes the mind and soul.

We're a place built on big nature. Where the world's tallest trees meet the Southern Ocean's wildest swells. Where shy koalas peer between lush green leaves and fertile soil provides a rich bounty ready for harvest. All who visit fall under its spell.

ARCHETYPE

THE INNOCENT

CORE AUDIENCE

- Inspired by nature
- Intrepid adventurers

KEY OFFERING

- Coastal rainforest terrain meets Southern Ocean creating a unique wonderland
- Up close and personal authentic active nature experiences
- Creative fresh produce and farmgate experiences

TONE OF VOICE

- Enchanting
- Whimsical and curious
- Not pretentious or too flowery
- Down to earth and pure
- Reminds you of the magic that lives in the ocean

RESOURCES

OTWAYS DESTINATION WEBSITE

OTWAYS WEBSITE









THE OTWAYS BRAND PALETTE

A well-defined colour palette creates instant visual recognition and helps communicate character and emotion. It builds familiarity, sets the tone and personality of the Otways brand, and ensures all materials feel consistent and professional.

Using this palette differentiates the Otways from competitors, reinforces its unique identity, and strengthens storytelling by evoking the region's natural landscapes, culture, and experiences. The palette below is drawn from authentic photography of the area, ensuring the colours genuinely reflect the beauty and majesty of the Otways.

THE OTWAYS PALETTE

FOREST
HEX #505A41
RGB 80, 90, 65
CMYK 11, 0, 28, 65

PADDOCK
HEX #909C54
RGB 144, 156, 84
CMYK 8, 0, 46, 39

COUNTRY
HEX #DABC88
RGB 218, 188, 136
CMYK 0, 14, 38, 15

TOWN
HEX #8A7258
RGB 138, 114, 88
CMYK 0, 17, 36, 46

ACCESSIBLE COLOUR PAIRINGS

The following colourways help keep our messaging consistent, on-brand, and accessible for people with vision impairments. For more information on colour contrast accessibility standards, please consult the Web Content Accessibility Guidelines.

OTWAYS | OTWAYS | OTWAYS | OTWAYS

RESOURCES

ACCESSIBILITY INFORMATION

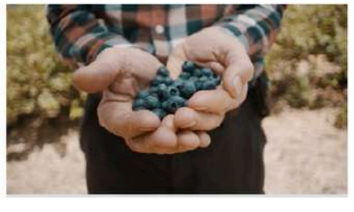
VIEW FURTHER INFORMATION HERE

THE OTWAYS BRAND MOODBOARD

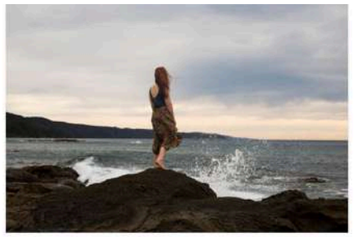














PHOTOGRAPHY STYLE

The photography style is immersive and raw - where the viewer feels like they are part of the image's experience.

This style of photography is frequently used in Instagram and blog photos. It's candid, authentic and is more about the personality or story of the image than an artful execution.

Through this photography style we capture the Otways through the lens of a traveller.

RESOURCES

SMARTPHONE PHOTOGRAPHY ADVICE & TIPS

VIEW TIPS HERE

EMBRACING THE OTWAYS BRAND

TOGETHER, WE CAN STRENGTHEN THE OTWAYS BRAND

The Otways are a story of magic and adventure. Where breathtaking nature becomes an indulgence that nourishes the mind and soul.

By collectively highlighting the Otways unique strengths and experiences - alongside individual businesses - we strengthen the Otways brand as a whole. This shared approach positions the Otways as an appealing destination, encourages visitation, extends length of stay, and grows overall yield, while deepening visitors' understanding of the region's diverse and interconnected offerings.

Adopting elements of the Otways brand by identifying the shared values, stories and visuals that align with your own business branding, helps you to naturally align with the Otways brand while still keeping your own brand identity.

Some of the ways you can integrate the Otways brand into your marketing:

- Integrate complementary regional elements such as colours and imagery
- Highlight your connection through storytelling and experiences
- Leverage the regional brand offering to enhance credibility
- Identify the values, stories and visiual elements of the Otways that naturally align with your own business.





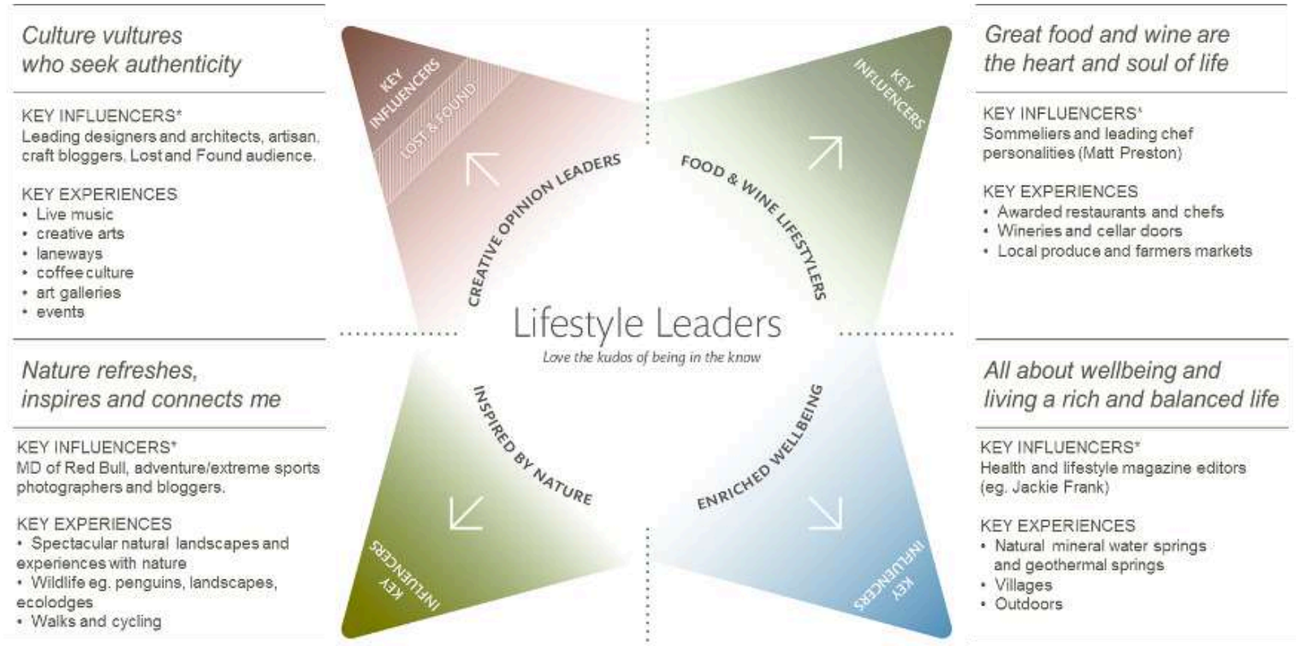
THE GREAT OCEAN ROAD CUSTOMER

VICTORIA'S PRIMARY TARGET MARKET - LIFESTYLE LEADERS

Visit Victoria segments the Australian travel market according to people's product preferences, as well as their mindset (attitudes, motivations and behaviours). Through this analysis, the Lifestyle Leader segment was identified as Victoria's primary target market.

Lifestyle Leaders can be described as people who are progressive, curious, socially and technologically active through a broad range of platforms, adhere to and seek status, and follow and propagate trends. They are forward thinking, interested in discovering new experiences through travel, and are more likely to share those experiences with and seek to influence, their family and friends. They are higher in affluence and discretionary expenditure, and they can afford to indulge more often than the average Australian.

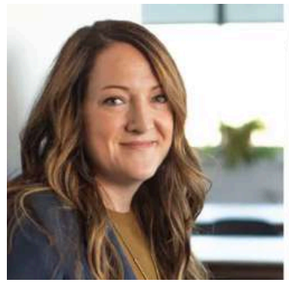
Within the Lifestyle Leader segment are four sub-segments – Inspired by Nature, Creative Opinion Leaders, Food and Wine Lifestylers, and Enriched Wellbeing. The Great Ocean Road region has the closest product match with the Enriched Wellbeing and Inspired By Nature sub-segments.



GREAT OCEAN ROAD CUSTOMER PROFILES

WHO ARE OUR CUSTOMERS?

Understanding who your customers are allows you to create more targeted marketing and promotional activities.
Along with industry and our friends at Customer Frame, we've developed a set of Customer Profiles for the Great Ocean Road region.
Going beyond traditional demographics, we've delved right down into who our customers truly are - from their interests and motivators to what makes them tick, and what ticks them off!



Jess
THE DISCERNING PROFESSIONAL SUPER-MUM



Cameron
THE ACTIVE FAMILY DAD



Miriam
THE WEALTHY EMPTY NESTER



Matthew
THE PROFESSIONAL WITH A LOVE OF THE GREAT OUTDOORS



Ashley
THE YOUNG PROFESSIONAL GOING PLACES



Jim
THE RETIRED REGULAR ROAD TRIPPER



Cynthia
THE NOT-SO-LOCAL LOCAL



Tim
THE BUCKET LIST MILLENNIAL



V.J
THE HEART OF THE MULIT-GENERATIONAL FAMILY



June
THE FAMILY-CENTRED STUDENT



Cathy + Michael
THE HOLIDAY PARK FAMILY

A collective harmonised view of our customers enables a clear, consistent and shared understanding of the region's tourism customers beyond demographics alone.

RESOURCES

DETAILED CUSTOMER PROFILES

VIEW PROFILES HERE

UNDERSTANDING YOUR CUSTOMER

INTRODUCING THE PRIMARY & SECONDARY OTWAY AUDIENCES

Understanding who your customers are enables you to develop targeted marketing and promotional activities.

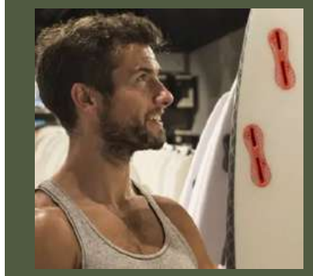
PRIMARY AUDIENCE



MEET CAMERON - THE ACTIVE FAMILY DAD

Cam is a family man through and through, and loves nothing more than spending time with the kids. He is warm-natured, open minded and socially connected. He lost his beloved father at the early age of 60 to a heart attack and he's never quite gotten over it. Health, balance and family time are important to him as he focuses on giving the family the best life he can now and into the future. He's very proud and loves what he does in all aspects of life.

VIEW FULL PROFILE



MEET MATTHEW - THE PROFESSIONAL WITH A LOVE OF THE OUTDOORS

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 adventures sees him travelling all over to find the next 'must-go' spot, be it surfing, mountain biking - anything! His corporate ladder climb has left him tired and a bit jaded, so balancing work and play is very important to him as he gets older.

VIEW FULL PROFILE



MEET CATHY & MICHAEL - THE HOLIDAY PARK FAMILYCathy and Michael are a socialable, popular couple witha a young vibrant familya and a busy life. They love nothing more than escaping to their favourite town on the Great Ocean Road, 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 loyal to their local favourites.

VIEW FULL PROFILE

SECONDARY AUDIENCE



MEET JUNE - THE FAMILY-CENTRED STUDENT

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.

VIEW FULL PROFILE



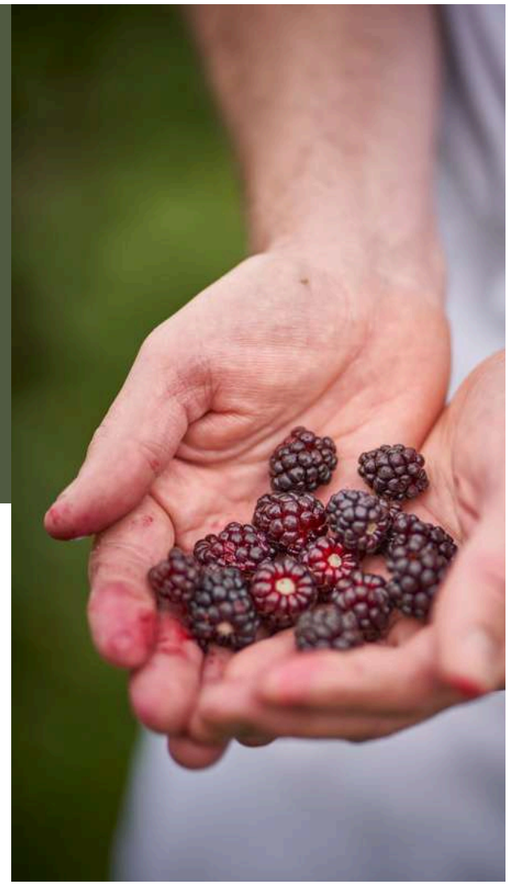


THE OTWAYS BRAND TONE OF VOICE

If the Otways brand could speak, it would enchant you with every sentence.

It would be whimsical and curious, yet not pretentious or too flowery. It would be down to earth and pure.

More than anything, it would remind you of the magic that lives in the oceans and the forest and encourage you to go out and explore.



THE OTWAYS VOICE IS...

OUR VOICE IS PURE
Our produce and natural beauty speak for itself – we have no need for pretence or smoke and mirrors.

OUR VOICE IS WHOLESOME
Fresh air, food and a beautiful view is all we need.

OUR VOICE IS MAGICAL
There is magic to be found behind every tree, if only one takes the time to look.

RESOURCES

KEYWORDS YOU CAN USE IN YOUR MARKETING

VIEW KEYWORDS









ADOPTING THE OTWAYS TONE OF VOICE

KEYWORDS WE CAN USE TO TALK ABOUT THE OTWAYS

Tone of voice is about more than what we say - it's how we say it. The words we choose, and the way we use them, shape the picture people form of the Otways. They should always feel true to who we are and what we represent.

Consistency matters. From posters and print ads to brochures and Instagram posts, the way we speak is a chance to connect with our audiences and leave a positive, lasting impression.

Below are some key words you can use in your own communications and marketing material.

- Crafted
- Artisan
- Natural
- Breathtaking
- Magical
- Curious
- Indulgent
- Wonder
- Awe
- Intimate
- Connect
- Creative
- Fertile
- Harvest
- Bounty
- Villages
- Unique
- Wander
- Quiet
- Lush
- Fresh
- Adventure
- Enchanted
- Pure

CREATING AN EMOTIONAL CONNECTION

The words we use to speak about the Otways help build an emotional connection with our audience. It's important to consider how you want your audience or customers to feel. Here are some examples:

PURE

We're a place built on big nature. Where the world's tallest trees meet the Southern Ocean's wildest swells. Where shy koalas peer between lush green leaves and fertile soil provides a rich bounty ready for harvest. All who visit fall under its spell.

WHOLESOME

The Otways offer the inspiring wonder of an undiscovered rainforest edged with dramatic ocean and fertile farmland filled with opportunities to connect (with nature, community and the self), leaving all who visit with a wholesome sense of adventure.

MAGICAL ADVENTURE

If you need proof of magic, visit The Otways. Authentic, active nature experiences, creative fresh produce and farm-gate experiences make up this unique wonderland.

OTWAYS EXPERIENCES

SHARE WHAT YOU LOVE ABOUT THE OTWAYS TO ENCOURAGE VISITORS TO STAY LONGER

Highlighting the Otways key experiences creates consistency, helps the destination stand out in a crowded market, and makes it easier for potential visitors to connect with the region's natural wonders, adventures, and attractions.

WALKS & WATERFALLS



Lace up your hiking boots and take a walk. Nature is king in The Otways and there is so much to see in the cool temperate rainforest of the Great Otway National Park.

ENJOY LOCAL PRODUCE

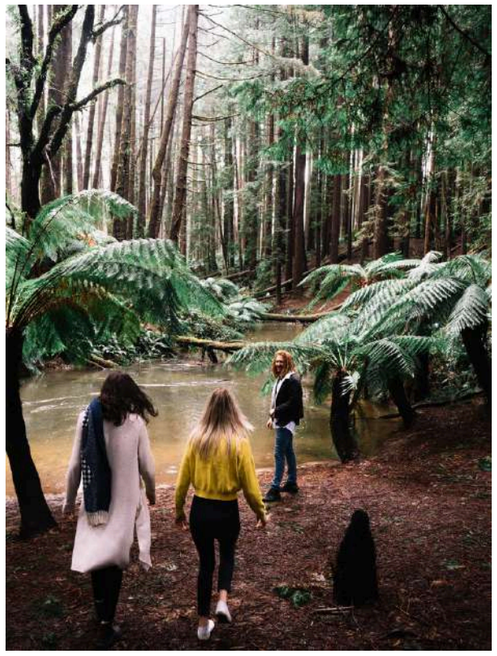


Driving through The Otways there will be many opportunities to visit a farm door to pick up some fresh local produce.

FORREST TRAILS



An expansive network of mountain bike trails near the Forrest Township with options for all levels. From the family friendly Tiger Rail link to more challenging trails for experienced riders.



CAPE OTWAY LIGHTSTATION



A visit is an opportunity to learn about the rich history of the lighthouse, early settlement and the Indigenous significance of Cape Otway.

ELEVATED ADVENTURES



The zipline through the towering Mountain Ash trees at Otway Fly Treetop Adventures will have you feeling like you can fly.

ANIMAL LOVE



Be on the lookout for kangaroos, wallabies, echidnas, platypus, koalas, glow worms, birds, seals, penguins and even migrating Southern Right Whales.

Build these must-do experiences into your offers and feature them on your socials and website.

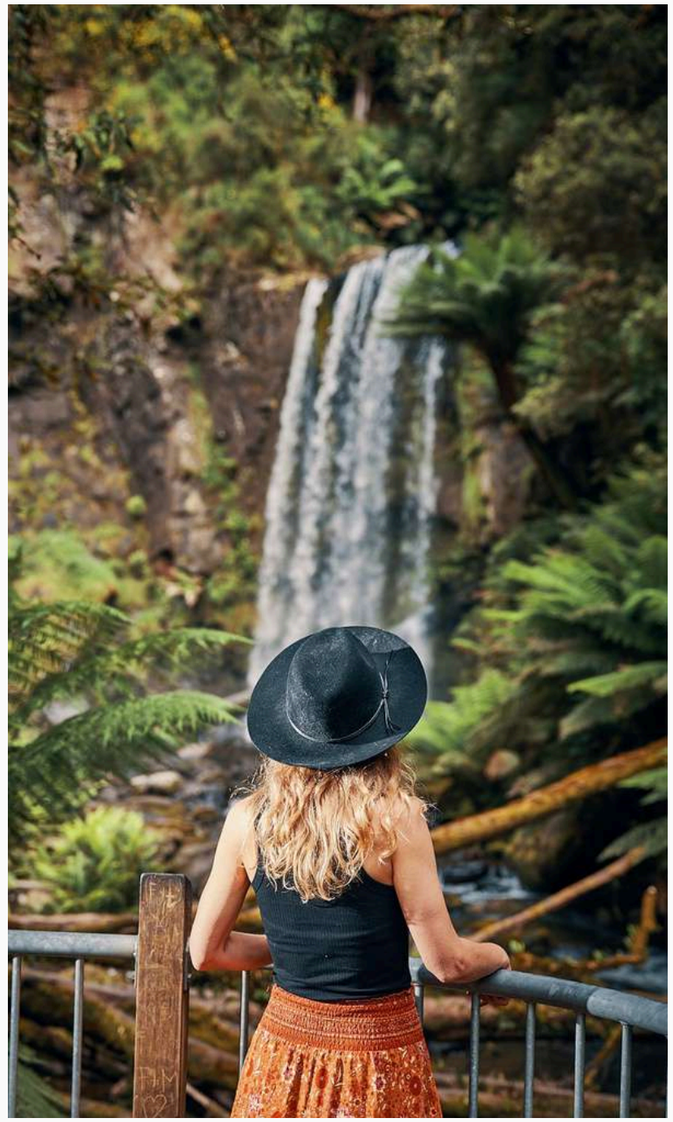
RESOURCES

ADDITIONAL OTWAYS EXPERIENCES YOU CAN PROMOTE

VIEW EXPERIENCES HERE









VISUAL ASSETS

Through imagery, we can tell the story of the experiences that await visitors. Each image reflects the authentic beauty and unique character of the Otways, showcasing real people enjoying the diverse experiences on offer.

There is an extensive image library that you can access and use on your website, social media, brochures and promotions. Simply visit the online library below and download the images.



RESOURCES

VISIT THE IMAGE LIBRARY TO VIEW & DOWNLOAD IMAGES

VIEW LIBRARY HERE

CONNECTING TO THE REGIONAL BRAND

SECTION TWO





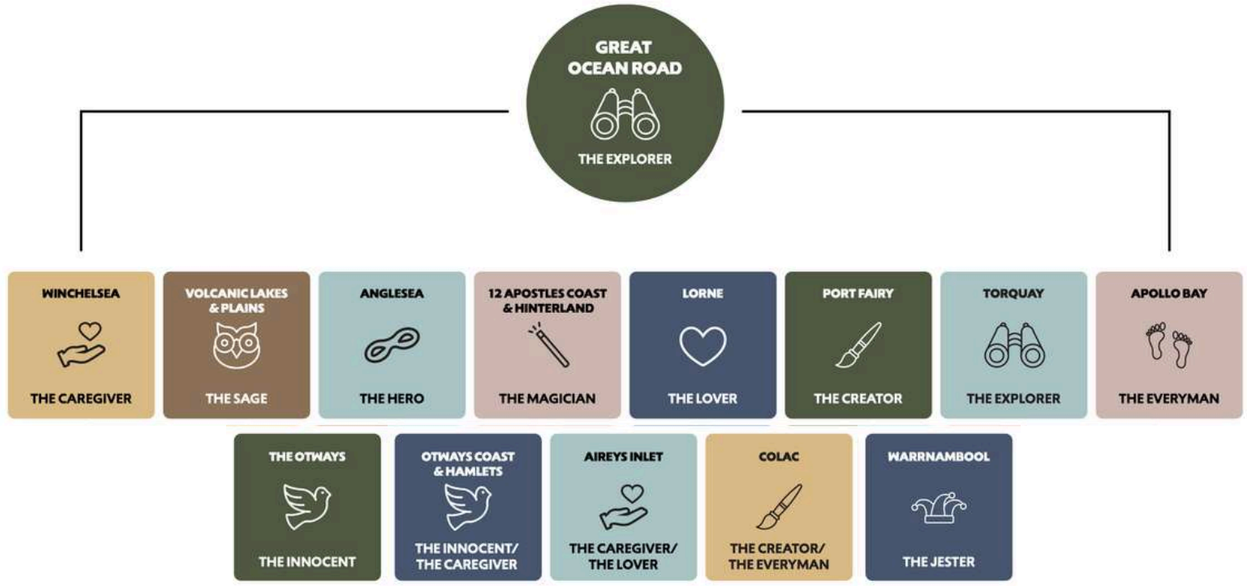
AS ONE UNITED REGION, WE ARE BETTER

ONE REGION SUPPORTED BY 13 DESTINATION BRANDS

The Great Ocean Road region is expansive - a tapestry of unique communities that value creativity, sustainability, authenticity, and a deep appreciation of nature. Its spectacular experiences and iconic attractions position it as a world-class destination, recognised by both domestic and international audiences.

The region is not homogeneous and is best presented as a collection of distinct locations, each with its own unique brand and appeal to different audiences. Together, they create a rich, layered offering that broadens the region's overall appeal, encouraging visitors to stay longer, travel further and immerse themselves in the breadth and depth of what the whole region has to offer.

The Great Ocean Road regional brand is brought to life by elevating these individual destination brands and their signature experiences. The image on this page illustrates the different destination archetypes.



THE GREAT OCEAN ROAD BRAND

LEVERAGING THE GREAT OCEAN ROAD BRAND

The Great Ocean Road region brand essence 'Where untamed spirits create inspirational wonder' facilitates a shift from focussing on the road and rocks to focusing on '**Big Nature**' as the regions greatest strength.

A clear brand framework has been established to help you market with consistency and confidence. It helps you align your marketing with the broader Great Ocean Road brand look, feel, and messaging, so your business benefits from a cohesive regional presence.

The framework provides a foundation for celebrating the region's four **experience pillars**, while enabling individual destinations to showcase what makes them unique and strengthen the overall regional story.

GREAT OCEAN ROAD BRAND PILLARS



BIG NATURE delivered through the power of the Southern Ocean and the dramatic coastline it shaped - from the waves of Bells Beach to the towering Otway forests, crashing waterfalls, and volcanic lakes and craters.



ACTIVE ADVENTURE shifts the narrative from a passive visit to the region to a more immersive active visit. To explore the beauty of our landscape you need to immerse yourself and be active.



VILLAGE INSPIRATION celebrates the unique features and attributes that define the character of the towns and villages that make up our region.



CURATED CULTURE celebrates the entrepreneurs and artisans of all crafts that call the Great Ocean Road region home. Inspired by the landscapes and its bounty they help define a sense of provenance and shape the character of our individual towns and villages.



SURF & SALTWATER WELLNESS enables us to celebrate the coast, its power to draw people and its capacity to support holistic wellness.

> **WHERE UNTAMED SPIRITS CREATE INSPIRATIONAL WONDER...**





THE GREAT OCEAN ROAD BRAND

GREAT OCEAN ROAD BRANDMARKS

OTWAYS
Great Ocean Road

Brandmark with destination name

NOTE: When placing the destination name near the logo ensure minimum clear space for brand consistency.

Great Ocean Road

Horizontal brandmark

Great Ocean Road

Stacked brandmark

RESOURCES

GREAT OCEAN ROAD BRANDMARKS

DOWNLOAD HERE

MARKETING TOOLS & TIPS

SECTION THREE



MARKETING YOUR BUSINESS

THE IMPORTANCE OF CONSISTENCY ACROSS ALL TOUCHPOINTS

Marketing is more than just having a website and social media accounts. Effective marketing helps you communicate your brand, stand out from competitors, attract the right audience, and build stronger relationships with your customers. It also helps create a positive reputation and encourages customer loyalty, which is essential for long-term success.

Presenting a consistent marketing effort across every touchpoint is key. A touchpoint is any interaction between your business and your customer (or potential customer). These can include looking at your website, viewing your social media posts, experiencing your customer service, receiving an email from you, using your product or experiencing the service you provide. Each touchpoint is a chance to communicate your value, build trust and create a consistent experience that strengthens your business identity.

Below is a checklist to help you present your business consistently across all touchpoints. Ensure these elements remain consistent across every customer interaction and communication:

- Visual identity - logo, graphics, colour palette, fonts and design
- Brand voice and content - your key messages and tone of voice including how you write captions, emails, blogs, and promotional material
- Customer service - interactions on the phone, via email and in person should be consistent and positive.











YOUR BRAND

UNDERSTANDING THE COMPLETE VISITOR EXPERIENCE

Your brand is more than a logo, tagline, or business name - it's the overall impression people form of your business. It's shaped by many elements that work together to influence how you're perceived and what people remember about you.

That's why it's important to view your brand offering as a whole. Customers don't experience your product or service in isolation - it's every interaction with your business that shapes their lasting perception.

IMPORTANT ELEMENTS OF YOUR BRAND

YOUR STORY
The narrative that explains your brand's purpose, history, and vision.

YOUR VALUES
What your brand stands for and why your business exists. Your values guide your decisions and shape how you operate.

BRAND IDENTITY
The distinctive way your brand presents itself and is recognised. This includes visual elements like your logo, colours and fonts, as well as your tone of voice and the way you communicate. A well-defined identity ensures consistency across every touchpoint, from your website to your socials and in-person interactions.

BRAND PERSONALITY
Closely linked to identity, your personality is the human feel of your brand - how it sounds, behaves, and connects with people.

CUSTOMER EXPERIENCE
Every interaction customers (and potential customers) have with you is part of your brand. This includes your website experience, service style, and in-person interactions.

REPUTATION
How your brand is perceived over time - what people say about you, including reviews, recommendations, and word of mouth.



YOUR WEBSITE

THE DIGITAL HOME OF YOUR BUSINESS

Your website is the digital platform you own and should clearly show who your business is, what you offer and how people can connect with you. It doesn't need to be complex, but it should be detailed, kept up to date, and consistent with your brand.

Below is a checklist of important details to include on your website:

- A clear overview - who you are, what you offer and how you help
- Contact information - including email, phone and links to social media
- High quality images - of your product, team, space or people enjoying your service
- Testimonials or reviews - social proof is important and helps build trust
- Mobile friendly - many people use their phones to browse the internet so a mobile friendly design is a must
- Easy navigation - keep the layout simple so visitors can easily find what they need
- Clear call to action - simple, clear steps on how the visitor can book, sign up, enquire or purchase
- How to get to your business - including travel information and maps
- FAQ - a great way to inform your potential customers and answer questions before they become a barrier.

THE IMPORTANCE OF CONNECTING YOUR PLATFORMS

Linking your social media to your website helps everything feel more connected and consistent. It makes it easy for people to move between your platforms, whether they want to learn more about your business, browse your content, or get in touch.

Adding social links to your website, and directing your social media back to your site, can help drive traffic, build trust, and keep your messaging consistent.

Your website is where you want customers to book or make a purchase. From there, you can encourage them to follow your social media to stay up to date with future offers and content.

Your social media is where you share regular content and promote your offers, while linking back to your website to guide potential customers toward booking or buying.









CREATING AN ATTRACTIVE OFFER

5 TIPS TO HELP YOU BUILD AN ATTRACTIVE OFFER

Whether you're an accommodation provider, a restaurant owner, or a tour operator, the basic elements of creating an attractive offer are the same. Below are five handy tips to help you create your next promotional offer that converts.

1 KEEP YOUR AUDIENCE IN MIND AT ALL TIMES

It's essential to understand your target audience and shape your offer so they immediately feel it's made specifically for them. Your offer should speak directly to their needs, wants, and motivations. For example, an offer designed for a family will look very different from one aimed at solo travellers, because their needs and expectations are different.

2 CREATE EXCITEMENT AND HIGHLIGHT VALUE

Your offer should create excitement and clearly communicate the overall value travellers will receive. Start with a memorable name that captures the essence of the offer and sparks interest. Highlight the unique inclusions, added value, or any discount that sets the offer apart, such as exclusive access or a complimentary add-on.

3 ENCOURAGE ACTION THROUGH URGENCY

Create a sense of urgency by promoting your offer as available for a limited time or in limited numbers. Emphasise that places or packages are limited, encouraging travellers to act quickly to secure their spot before it sells out. When an offer feels exclusive and time-sensitive, people may be more motivated to book sooner rather than later.

4 REMOVE FEAR AND UNCERTAINTY

Travellers are more likely to book when they feel confident and informed. Reduce uncertainty by clearly explaining what's included, what to expect, and how the booking process works. Be transparent about pricing, terms and conditions and make it easy for customers to find answers to common questions. Flexible booking options, clear cancellation policies, and accessible contact details all help with transparency.

5 ENSURE YOUR OFFER IS SIMPLE TO BOOK

Having a dedicated landing page on your website is recommended. This gives you a single, clear URL that can be easily shared across all promotional channels. Make sure your language, messaging, and imagery are consistent everywhere your offer appears, so customers feel confident and informed at every step of their journey.

WHY STORYTELLING MATTERS

THE IMPORTANCE OF STORYTELLING TO EVOKE EMOTION AND BUILD CONNECTION

FIVE REASONS TO FOCUS ON STORYTELLING

1 CAPTURES YOUR AUDIENCES ATTENTION
In a crowded space of adverts, stories help you stand out.

2 CREATES EMOTIONAL CONNECTION
By evoking feelings that can strengthen loyalty and make you more memorable.

3 CREATES EMOTIONAL CONNECTION & HELPS YOU BUILD TRUST AND CREDIBILITY
Authentic stories, such as those from customers boost social proof.

4 DIFFERENTIATES YOU FROM COMPETITORS
Stories highlight your unique offering and personality.

5 DRIVES ENGAGEMENT AND BUILDS COMMUNITY
Stories that connect with your audience encourage more shares, comments, and interaction.

KEY MESSAGES YOU CAN INCORPORATE INTO YOUR STORYTELLING

The Otways are a land where ancient giants meet wild waters. As you stand amongst the trees, you'll be reminded what it's like to be a tiny person amongst big nature.

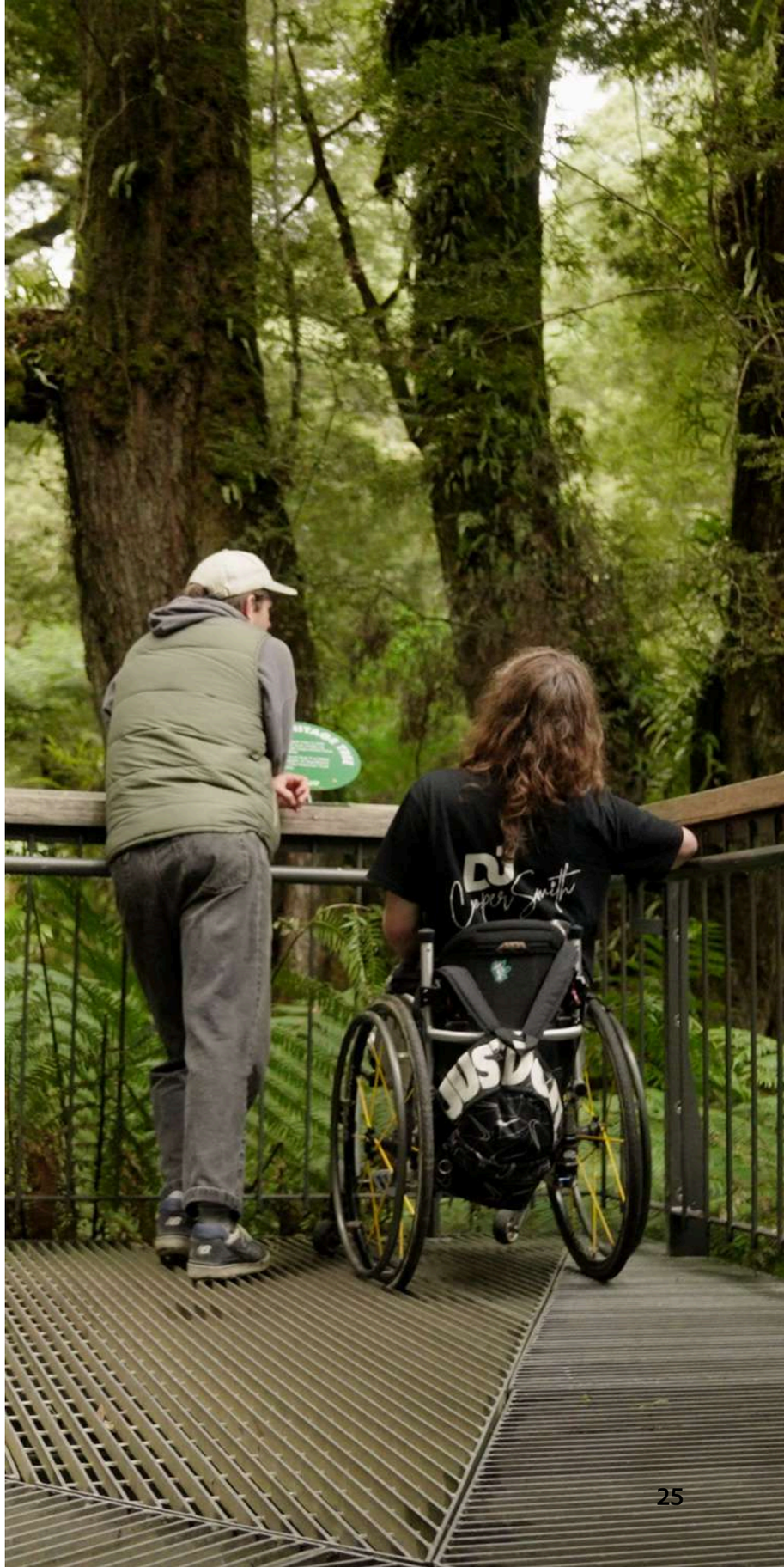
The forest may be without wifi, but you won't find a better connection. The Otways are the perfect place to get back in touch with family, nature and the self.

With lush green forest and the ferocious Southern Ocean, the Otways are the best of both worlds. Choose from a range of walking trails that show off the spectacular scenery and start exploring.

There's a reason mountain biking enthusiasts flock to The Otways every year for the Otway Odyssey. Breathtaking scenery and fresh air make the perfect conditions for a ride to remember.

The rich soil of The Otways region provides some of Victoria's best produce. Make your way along the local farm-gate trails and fill up your picnic basket.

Spend a morning wandering around a local village market and support the region's producers, you're bound to leave with a bag full of fresh organic goodies.





SOCIAL MEDIA ESSENTIALS

Social media is a powerful tool for aligning your business with the Aireys Inlet brand and reaching new audiences. When used strategically, it can help to build trust, boost engagement and keep your brand top of mind in a crowded digital space.

When creating content for socials, focus on showing real people genuinely experiencing what your business, Aireys Inlet and the region has to offer. Share moments of visitors enjoying local food, exploring the landscape, meeting makers, and spending time together. By highlighting authentic moments and real connections, we create a stronger collective story that invites audiences to imagine themselves experiencing the coast and hinterland- encouraging them to visit, stay longer, and explore more.

SOCIAL MEDIA CHECKLIST - FOR CONVERSATION, CONNECTION & BUILDING COMMUNITY

- KNOW YOUR AUDIENCE
  In order to connect and have your content resonate, you need to understand their interests, pain points and preferences.
- PROVIDE VALUE
  Create content that educates, entertains, inspires, or solves a problem - never just post to post. Keep your copy short and simple.
- ENGAGE
  Its 'social' media afterall! Respond to comments, ask questions, and encourage conversation to build community.
- INCORPORATE STORYTELLING
  Share relatable stories, behind-the-scenes moments, and real experiences to humanise your brand and build connection.
- INCLUDE CLEAR CALLS TO ACTION (CTA)
  Tell your audience what you'd like them to do next: follow, comment, save, click, or share.
- USE HIGH QUALITY VISUALS
  High-quality images, graphics, and videos perform better and grab attention. Be sure to obtain written permission prior to taking images of individuals.
- FIND A POSTING SCHEDULE THAT WORKS FOR YOU
  Keep a regular posting schedule. It doesn't have to be everyday, just something that is consistent.
- TAILOR CONTENT FOR DIFFERENT PLATFORMS
  Create content in formats, length, and style to what works best on Instagram, TikTok, LinkedIn, etc.
- ANALYSE PERFORMANCE AND ADJUST
  Track insights and metrics to see what works and refine your strategy continuously.



MAXIMISING YOUR SOCIAL MEDIA

To get more out of your social media presence, you can do more than simply post content. There are a range of strategies available, such as collaborations, influencer partnerships, paid advertising, and tagging. When used effectively, these strategies can help increase your reach, strengthen your brand, and attract new customers. A well-planned social media approach can help your business stay visible, relevant, and competitive in an increasingly crowded space.

OPPORTUNITIES TO GROW YOUR SOCIAL MEDIA PRESENCE

PAID ADVERTISING
Paid social media campaigns can help target specific audiences, increase visibility, and drive traffic to your website and business. This can include boosted posts, which promote existing content to a wider audience, and sponsored posts, which typically feature a single image and message promoting a product or service. Other options include traffic ads, designed to direct users to a website, booking page, or online store, and conversion ads, which encourage specific actions such as making a purchase or signing up.

COLLABORATIONS
Partnering with other businesses can help you reach new audiences and increase exposure through shared content and promotion. Collaborations allow both parties to benefit from shared audiences and can help build credibility through association with like-minded businesses or individuals.
This can include shared content, co-hosted events, product collaborations or shared promtions on social media.

USER-GENERATED CONTENT
User-generated content is content shared by your customers, such as photos, videos, reviews, testimonials, or social media posts featuring your product or service. Reposting this content on your own platforms can help build trust, as people are often more influenced by genuine customer experiences and recommendations. Encouraging customers to tag your business, use your hashtags, leave reviews, or share their experience can also help boost engagement and create a stronger connection with your audience. It's also a great way to keep your social media active with real content from real customers. Just make sure you ask permission before reposting any images or videos that include people.

TAGGING
Tagging other businesses, locations or collaborators in your posts can help more people see your content. It's also a good way to build relationships and encourage others to share or engage with your posts. Even simple tags can help increase exposure and connect your business with new audiences.
For example #VisitGreatOceanRoad is a tag used for Great Ocean Road content and #EveryBitDifferent is a tag used by Visit Victoria.

SUBMITTING CONTENT TO GORRT
Sharing your content with GORRT for use on our social channels can help increase exposure for your business. For futher details on this head to page 37.

RESOURCES

TIPS TO GROW YOUR AUDIENCE

WATCH VIDEO HERE

SOCIAL MEDIA COPY & HOOKS

COPY THAT HELPS STOP THE SCROLL

Your audience recieves a nonstop stream of content, which means your social copy has to grab attention instantly.
With the rise of short-form media, the average attention span has dropped, making every word more important than ever.
Those first few words often decide whether someone keeps reading - or keeps on scrolling.

TYPES OF HOOKS YOU CAN TRY

HOOKS THAT **SPARK CURIOSITY**
Example: Most travellers overlook this...

HOOKS THAT **ASK A QUESTION**
Example: Ever ridden a wave like this?

HOOKS THAT **HIGHLIGHT AN EXPERIENCE**
Example: Looking for a getaway that actually helps you switch off?

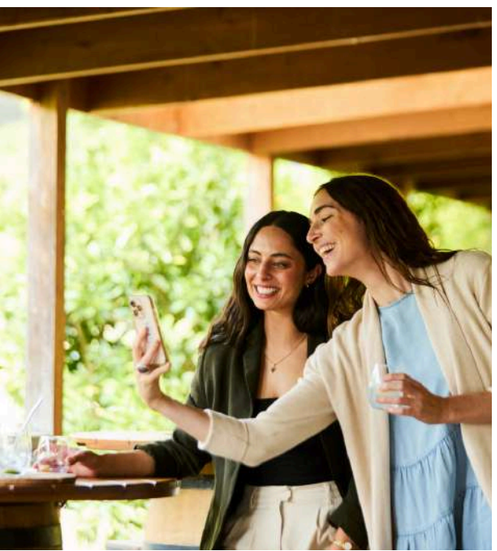
HOOKS THAT **SHARE YOUR KNOWLEDGE**
Example: Stop visiting the same destinations everyone else does.

SHORT & PUNCHY HOOKS
Example: This destination? A must-visit

THOUGHT STARTERS

- Imagine waking up to this view...
- Your next adventure starts here.
- Save this info before you travel.
- There's a hidden spot here locals love...
- Stop scrolling. We have just the thing...
- Taste this. Thank us later.
- Unpack. Unwind. Upgrade.
- Check in. Chill out.
- Relaxation starts at the door.
- Your next adrenaline hit starts here.













DIGITAL MARKETING RESOURCES

THE IMPORTANCE OF MARKETING YOUR BUSINESS ONLINE

Digital marketing helps us reach the right audience quickly and affordably. It allows us to share our message, see what resonates, and make informed adjustments based on real results. With the right content reaching the right people, we can build brand awareness and strengthen customer engagement. It is a practical way for businesses to scale efficiently and remain competitive in a digital world.



SETTING UP FACEBOOK AND INSTAGRAM



FACEBOOK AND INSTAGRAM PHOTO POSTS AND STORIES



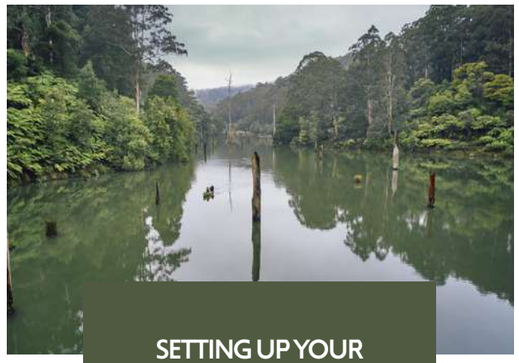
USING VIDEO ON SOCIAL MEDIA



HOW TO SET UP AND POST ON TIKTOK



SOCIAL MEDIA ADVERTISING AND GROWING YOUR AUDIENCE



SETTING UP YOUR BUSINESS PROFILE ON GOOGLE

FREE ONLINE TRAINING

Level up your digital marketing skills for free. These practical videos will walk you through the core skills needed to market effectively online.

The videos cover how to set up and manage **Facebook** and **Instagram** using **Meta Business Suite**, create strong photo posts, stories and video content, and get started on **TikTok;** they also introduce paid social advertising and audience growth, explain how to create and optimise a **Google Business Profile**, and share simple website optimisation and SEO basics.

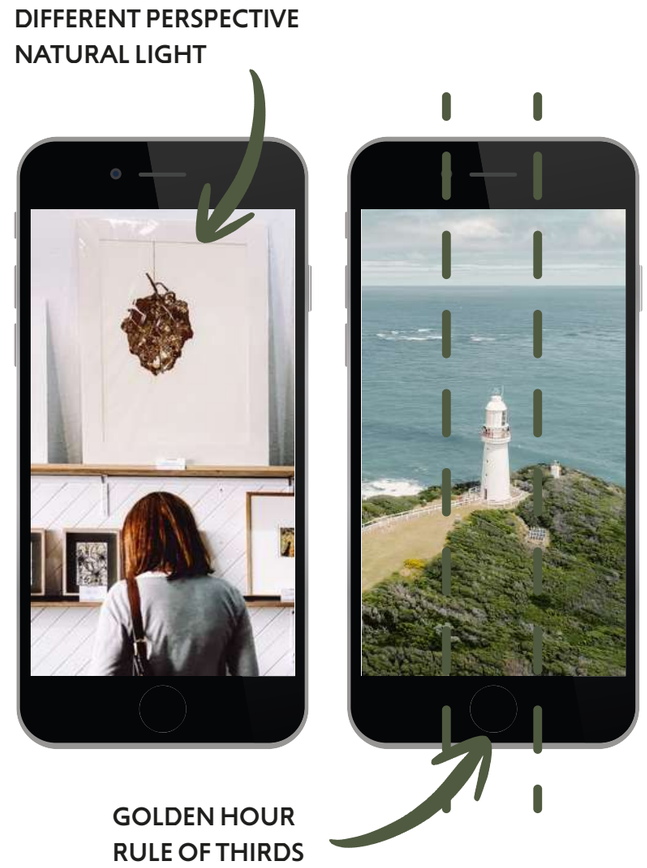
RESOURCES

VIEW OUR FREE ONLINE TRAINING HERE

SMARTPHONE PHOTOGRAPHY

6 TIPS FOR BETTER SMARTPHONE PHOTOS

Smartphone photography has made it easier than ever to capture high-quality images. With powerful cameras built into modern phones, anyone can take great photos by learning a few basic techniques.



1

KEEP IT STEADY

Keep your shots steady by using two hands and, when possible, bracing your elbows against a solid surface for extra balance.
Take your time and avoid rushing the shot - pausing briefly before pressing the shutter helps ensure a sharper image.

2

USE NATURAL LIGHT

Natural light is your best option, so use it instead of the flash whenever possible.
Avoid placing subjects in direct or partial sunlight to prevent harsh shadows, and position them near a window for soft, even lighting.

3

RULE OF THIRDS

Use the rule of thirds by placing your subject off-center rather than in the middle of the frame. This creates a more balanced, natural-looking composition.
The rule of thirds works both vertically and horizontally.



4

GOLDEN HOUR

Golden hour is the period just before sunset when the light is soft and warm.
Shooting during this time creates more flattering tones, gentle shadows, and adds a natural warm glow to your photos.

5

DIFFERENT PERSPECTIVES

Experiment with different perspectives by shooting from above, below, or from unexpected angles instead of eye level. Changing your viewpoint can make simple subjects more dynamic and visually interesting.

6

PORTRAIT MODE

Portrait mode helps separate your subject from the background by creating a soft blur effect. It works best in good lighting and when there's clear distance between the subject and the background.

CONTENT PLANNING - TIPS

PLAN AHEAD FOR A STRONGER CONTENT STRATEGY

SOCIAL MEDIA

Social media content planning starts with knowing exactly what you're trying to achieve - such as building your brand or driving traffic to your website for bookings.

From there, get clear on who your audience is and which platforms they actually spend time on. Plan out a few key content themes that fit both their interests and your brand story, and map everything out in a content calendar (see example on the next page) so you can stay organised and consistent.

As you post, keep an eye on what performs well and what doesn't. Regularly reviewing your analytics will help you refine your approach and create content that truly connects.

THE IMPORTANCE OF A COHESIVE CONTENT STRATEGY

A cohesive content strategy means making sure everything you create - social posts, website updates, newsletters, blogs, and even printed collateral - feels consistent and aligned. Your message, tone, and visuals should match across every touchpoint so your audience gets the same experience wherever they interact with your brand.

This comes from having a strong and consistent brand voice, clear content pillars, and a plan for how your content will be published and repurposed. A connected approach helps build trust, makes your brand instantly recognisable, and ensures your content works together rather than feeling scattered or separate.

POPULAR SOCIAL CHANNELS

FACEBOOK
A broad, all-ages platform great for community building, events, groups, and longer-form posts.

INSTAGRAM
A highly visual platform ideal for photos, short videos, stories, and Reels. Great for lifestyle, travel and behind-the-scenes content.

TIKTOK
Short-form, fast-paced video content with strong trend culture. Best for reaching younger audiences and creating fun, viral-style content.

YOUTUBE
The go-to platform for long-form video, tutorials, reviews, travel guides, and storytelling content. Strong searchability and longevity of videos.

LINKEDIN
Focused on professionals and businesses. Best for B2B content, industry insights, company updates, and recruitment.

CONTENT PILLAR EXAMPLES

DESTINATION EXPERIENCES

- Seasonal activities
- Local events
- Food & wine events
- Concerts
- Long weekends
- School holidays
- Hidden travel spots
- Photo opportunities

TRAVEL PLANNING

- Travel planning cycles
- Typical booking periods
- Early-bird offers
- Special offers
- Accessibility updates
- Weather advisories
- Regional campaigns

RESOURCES

CONTENT PLANNING TEMPLATE

CONTENT PLANNING - CALENDAR

KEEPING YOUR CONTENT ORGANISED AND CONSISTENT

A content calendar is a tool that helps you plan what you'll post, when you'll post it, and where it will go. It keeps your social media organised, consistent, and aligned with your marketing goals. You can use specialised planning tools if you like, but a basic Google Sheet or Excel spreadsheet works just as well.

Using a content calendar means you don't have to post on the fly. Instead, you can plan your content in advance while still leaving space for timely or spontaneous ideas. For example, if you have an offer or event coming up, planning ahead helps you promote it effectively and create engaging content.

EXAMPLE

7 March	9 March	12 March	15 March	17 March	20 March
					
UPCOMING EVENT POST	**BEHIND THE SCENES REEL**	**CUSTOMER TESTIMONIAL POST**	**OFFER LAUNCH POST + STORY**	**TRAVEL TIP POST + STORY**	**IN OUR BACKYARD POST + STORY**
Delicious food, local wine, live music - an afternoon you won't want to miss. We're on the countdown to The Great Ocean Road Long Lunch! Head to the link in bio for more details and to secure your ticket. #GORLongLunch	What went on today before check-in? · 27 pillows fluffed to perfection · 14 snacks gone without a trace (totally not us 👀) · 1 playlist looping for the 100th time. All worth it - because your room is looking amazing! See you soon ✨	"Such a relaxing stay! The room was spotless and the staff were incredibly welcoming. Can't wait to come back." Jenny Hobson, QLD. We love hearing from our guests! Thanks for your lovely feedback Jenny.	🥐 Breakfast on Us! Heading our way this month? Enjoy a complimentary breakfast every morning of your stay when you stay three nights or more. Good coffee, great food, and coastal views - the dream combo. Head to our link in bio for details and to book.	Rain? On the coast? Still gorgeous! If you're joining us this weekend, pack layers. The weather likes to keep us guessing - but a light jacket will keep you cosy. We look forward to seeing you.	We promise this isn't a painting! The water was a deep, dreamy blue this morning. Our coast sure knows how to show off. 🌊✨

posting date

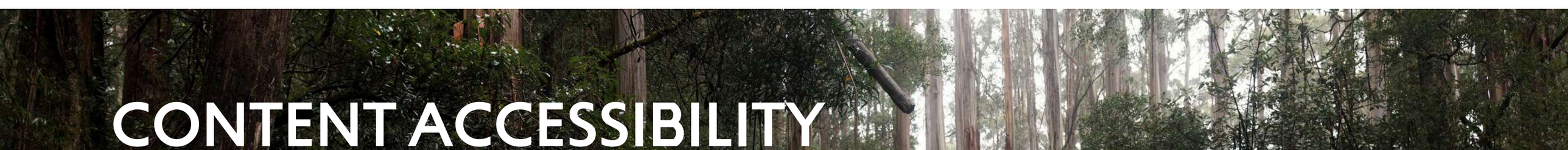
image or video

content

caption

The example above shows a simple content calendar for a fictional accommodation provider who posts 3–5 times per week on Instagram. They share a weekly 'Travel Tip Tuesday' and have recently launched a new offer. They lean into the'blue' colour palette of the local area and the tone of voice is playful and friendly.

CONTENT ACCESSIBILITY



Accessibility is a vital part of effective digital marketing across websites and social media, ensuring people with diverse abilities and access needs can engage with, understand, and enjoy your content.

Accessible digital content improves the experience for all users by making platforms clearer, easier to navigate, and more enjoyable to use. By prioritising accessibility, your business can broaden your audience, build trust and demonstrate your genuine commitment to inclusivity.

creating accessible content

- Use clear website navigation and simple layouts to improve usability and understanding.
- Choose readable fonts and appropriate font sizes
- Add alt text to images so screen readers can describe visual content.
- Include captions or subtitles on videos to support users with hearing impairments.
- Use plain, concise language that is easy to understand.
- Ensure strong colour contrast and avoid relying on colour alone to convey information.
- Use descriptive link and button text (e.g. ‘View our events calendar’ instead of ‘Click here’).
- Test websites and content with accessibility checking tools.
- Ensure forms are clearly labelled, easy to complete, and provide helpful error messages.
- Design mobile-first and test across devices to support users with different access needs.

DIGITAL ANALYTICS - SOCIAL MEDIA

UNLOCK POWERFUL INSIGHTS TO HELP GUIDE YOUR STRATEGY

Digital analytics involves tracking and analysing data from your social media channels and website to understand how your content performs and how your audience behaves.

These insights show how people discover you, interact with your content, and what prompts them to take action - giving you the information you need to make evidence-based decisions and continually improve your digital strategy.

SOCIAL METRICS TO TRACK...

1 REACH & IMPRESSIONS
Shows visibility and distribution. These are reported as:
o Reach: Number of unique users who saw your content
o Impressions: Total times content was displayed.

2 ENGAGEMENT
Indicates how engaging your content is.
This includes likes, comments, shares, saves, replies, and reactions.

3 ENGAGEMENT RATE
Useful for comparing performance across different types of posts.
Calculated by: Engagement divided by reach or followers.

4 FOLLOWER GROWTH
Shows how your audience is growing over time.

5 CLICKS & TRAFFIC
Measures how many users click through to your website or landing pages from your content.

6 CONVERSIONS
Bookings, enquiries, sign-ups, downloads, or purchases driven by your social content.

7 AUDIENCE INSIGHTS
Useful for targeting specific demographics. Metrics can include age, location, gender, interests, and active times.

HOW TO TRACK

- Platform tools such as Instagram Insights, Facebook Business Suite
- Third-party tools such as Hootsuite, Sprout Social, Buffer, Later
- Google Analytics to understand what actions social users take once on your website
- UTM tracking links (a URL with added tracking tags) to track traffic and conversions



DIGITAL ANALYTICS - YOUR WEBSITE

EIGHT HELPFUL WEBSITE METRICS TO TRACK...

1 USERS & SESSIONS
- Users: Unique visitors
- Sessions: Total visits
- Shows overall traffic and growth.

2 TRAFFIC SOURCES
Helps you understand where visitors come from.
Are your visitors finding you directly or have they found you via search, social media, direct, referral, email, paid ads.

3 PAGE VIEWS
Shows which pages and content attract the most interest.

4 ENGAGEMENT METRICS
Indicates how engaged visitors are.
Look at:
- Time on page
- Number of pages per session

5 BOUNCE RATE
This is the percentage of visitors who leave without interacting further.
A high bounce may indicate unclear messaging or slow load times.

6 CONVERSION RATE
Tracks actions like bookings, enquiries, downloads, or sign-ups.

7 USER JOURNEY
Shows how visits move through your site and where they drop off.

8 DEVICE & LOCATION DATA
Desktop vs mobile usage and visitor locations.
Helps optimise design and content.

how to track
- Google Analytics (GA4): Primary tool for traffic, behaviour, and conversions
- Google Search Console: Search performance and visibility
- UTM tracking: Connect website activity back to social /campaign performance

USING SOCIAL + WEBSITE ANALYTICS TOGETHER

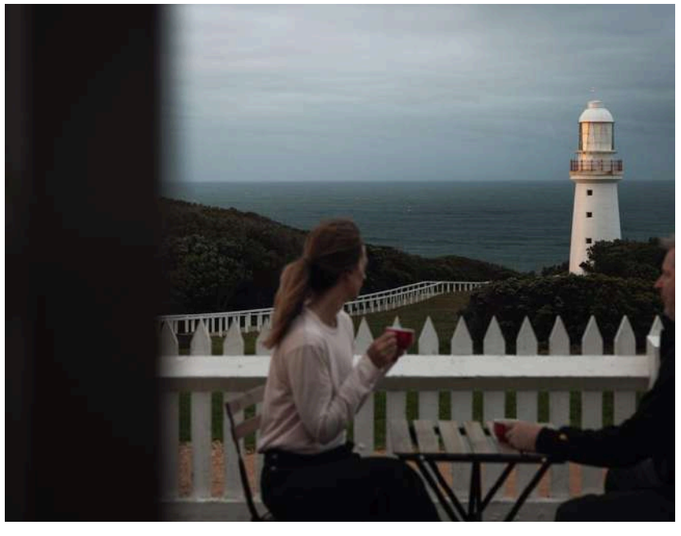
Combining insights gives a full picture of performance:
- See which social platforms drive the most quality traffic
- Identify which content leads to longer visits or conversions
- Understand where users drop off between social and website
- Align content, landing pages, and CTAs for better results

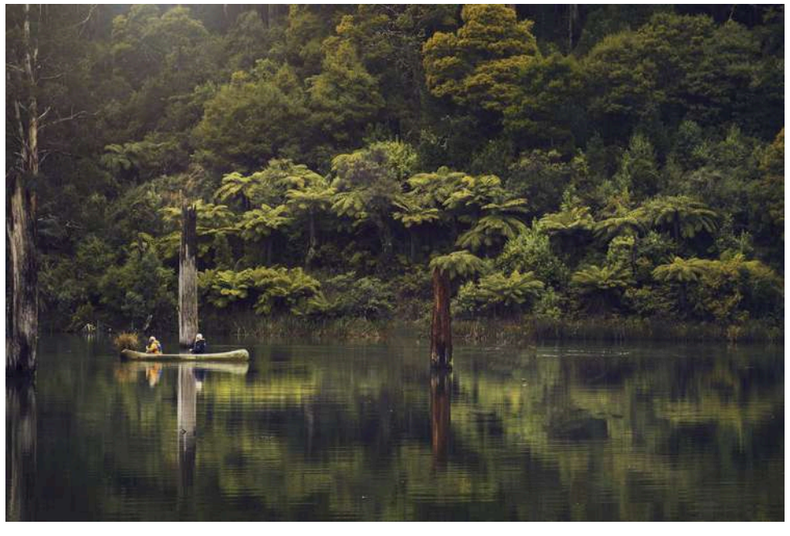
How to Adjust Based on Data:
- Strengthen channels that drive high-quality traffic
- Improve landing pages linked from social posts
- Refine messaging if users leave quickly
- Align content topics with high-performing pages
- Adjust campaigns based on real user behaviour

Review & Reporting:
- Weekly: Monitor key metrics and trends
- Monthly: Review performance against goals
- Quarterly: Adjust strategy and KPIs

THE DIGITAL RESOURCE HUB

EVERYTHING YOU NEED TO STAY CONNECTED & PROMOTE YOUR BUSINESS ONLINE







OTWAYS WEBSITES

WWW.VISITOTWAYS.COM

With information on accommodation, things to do and places to eat, the website serves to educate visitors on what the local community has to offer.

As an operator, you can contribute content to the website in the form of information about your business, images and offers. To be able to take advantage of the website, you need to be listed. Contact us for further information.

CONNECT VIA SOCIAL MEDIA

VISITOR INFORMATION CENTRE
Instagram: @visit_apollobay
Facebook: visitapollobay

GREAT OCEAN ROAD
Instagram: @visitgreatoceanroad #VisitGreatOceanRoad
Facebook: visitthegreatoceanroad

VISIT VICTORIA
Instagram: @visitmelbourne #EveryBitDifferent #VisitMelbourne
Facebook: visitmelbourne

TOURISM AUSTRALIA
Instagram: @Australia #Australia #SeeAustralia
Facebook: seeaustralia

FEATURE ON GORRT CHANNELS

You can leverage the Great Ocean Road Regional Tourism social media channels and their strong audience by contributing content for sharing.

Content is curated across five key themes:

- Active Adventure
- Big Nature
- Village Inspiration
- Surf & Saltwater Wellness
- Curated Culture

If you have images or videos that align with any of these themes, you can submit them directly to the Great Ocean Road Regional Tourism team for consideration.

GREAT OCEAN ROAD REGIONAL TOURISM

SECTION FOUR



GREAT OCEAN ROAD REGIONAL TOURISM

ABOUT US

Great Ocean Road Regional Tourism (GORRT) is the Visitor Economy Partnership (VEP), the peak body for the visitor economy of the Great Ocean Road region, spanning from Torquay in the East to the west of Port Fairy.

GORRT is a partnership between the five local government areas of Surf Cost, Colac Otway, Corangamite, Moyne and Warrnambool, the State Government and the Industry.

GORRT is a Company Limited by Guarantee, overseen by a Board of 13 with an independent Chair & Deputy Chair, a representative from each of the five (5) local Government partners, a representative from State Government and five (5) skills based, industry representatives. The GORRT Board meets a minimum of six times per year and has a Finance & Risk Committee that meets a minimum of 5 times per year. GORRT operational focus is guided by its three year business plan and annual action plans.



THE REGION

THE GREAT OCEAN ROAD REGION COMPRISES THE FIVE LOCAL GOVERNMENT AREAS OF SURF COAST, COLAC OTWAY, CORANGAMITE, MOYNE AND WARNAMBOOL.

OUR WORK

GORRT exists to facilitate, promote and advocate for a collaborative, strategic and sustainable approach to growing the return from the visitor economy of the region.

This is delivered through:

- Strategic planning
- Industry strengthening & capability building
- Marketing
- Product & destination development
- Infrastructure development
- Visitor management
- Leadership & advocacy
- Organisation reputation & viability

PARTNER WITH US

Become a GORRT partner and actively engage in the tourism eco system.

Our base marketing package is provided free, for all tourism businesses, in a partner Local Government Area. A base partnership provides you with a web listing, access to the GOR brand, images and invitations to industry development & training opportunities.

A range of paid partnerships and products are also available for businesses wanting to raise their profile through the region's marketing.

ENQUIRE HERE

GREAT OCEAN ROAD REGIONAL TOURISM

VISITOR ECONOMY LANDSCAPE

TOURISM AUSTRALIA
Market Australia to the world.

VISIT VICTORIA
Market Melbourne and Victoria both nationally and internationally.

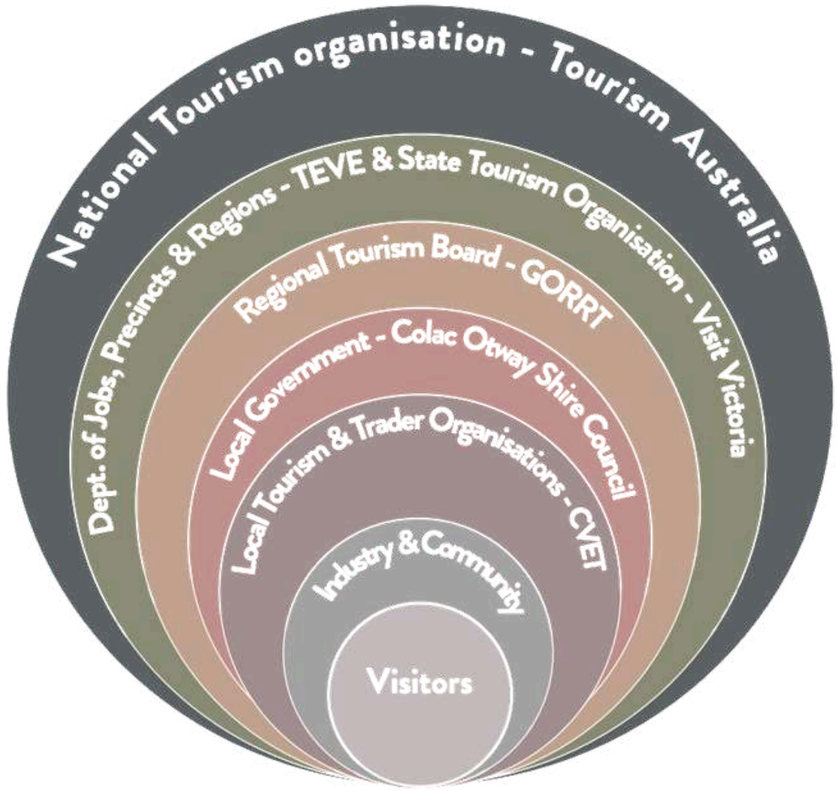
GREAT OCEAN ROAD REGIONAL TOURISM
Destination management for the Great Ocean Road region - development, management, marketing and advocacy.

LOCAL GOVERNMENT
Supports tourism sector in policies and strategic plans also provides visitor infrastructure, services and facilities.

LOCAL TOURISM AND TRADER ORGANISATIONS
Advocates for and provides visitor information services; promotes the value of tourism within the local community; encourages excellence in visitor servicing; collaborates with the regional tourism organisation on destination marketing and development; and maintains an annual business/operational plan aligned with regional strategies.

INDUSTRY & COMMUNITY
Visitor servicing.

VISITORS
Leisure visitors, business visitors, corporate visitors, friends and family visitors and event visitors.



GREAT OCEAN ROAD REGIONAL TOURISM

LEARN MORE



A MESSAGE FROM GENERAL MANAGER, LIZ PRICE

VIEW HERE



2024 - 2035
DESTINATION MANAGEMENT PLAN

READ THE PLAN

GORRT is dedicated to supporting the sustainable growth of our visitor economy.
We regularly coordinate training and workshops to support tourism businesses and their staff to grow and evolve. We have an abundance of online resources and are here to support you.

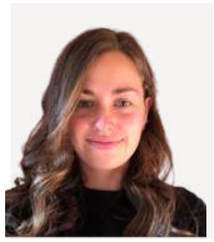
THE GORRT TEAM



Liz Price
General Manager
liz@gort.com.au



Jo Birley
Industry Development Manager
jo@gort.com.au

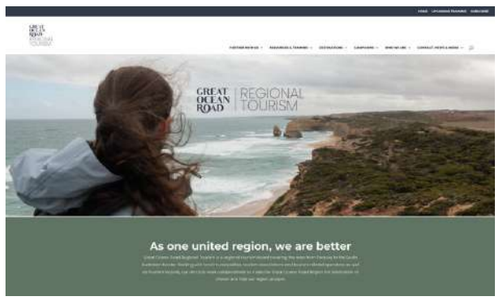


Nina Barlow
Digital Coordinator
nina@gort.com.au



Lyn Moore
Industry Development Administration Officer
lyn@gort.com.au

CONNECT WITH US



VIEW OUR WEBSITE

FACEBOOK

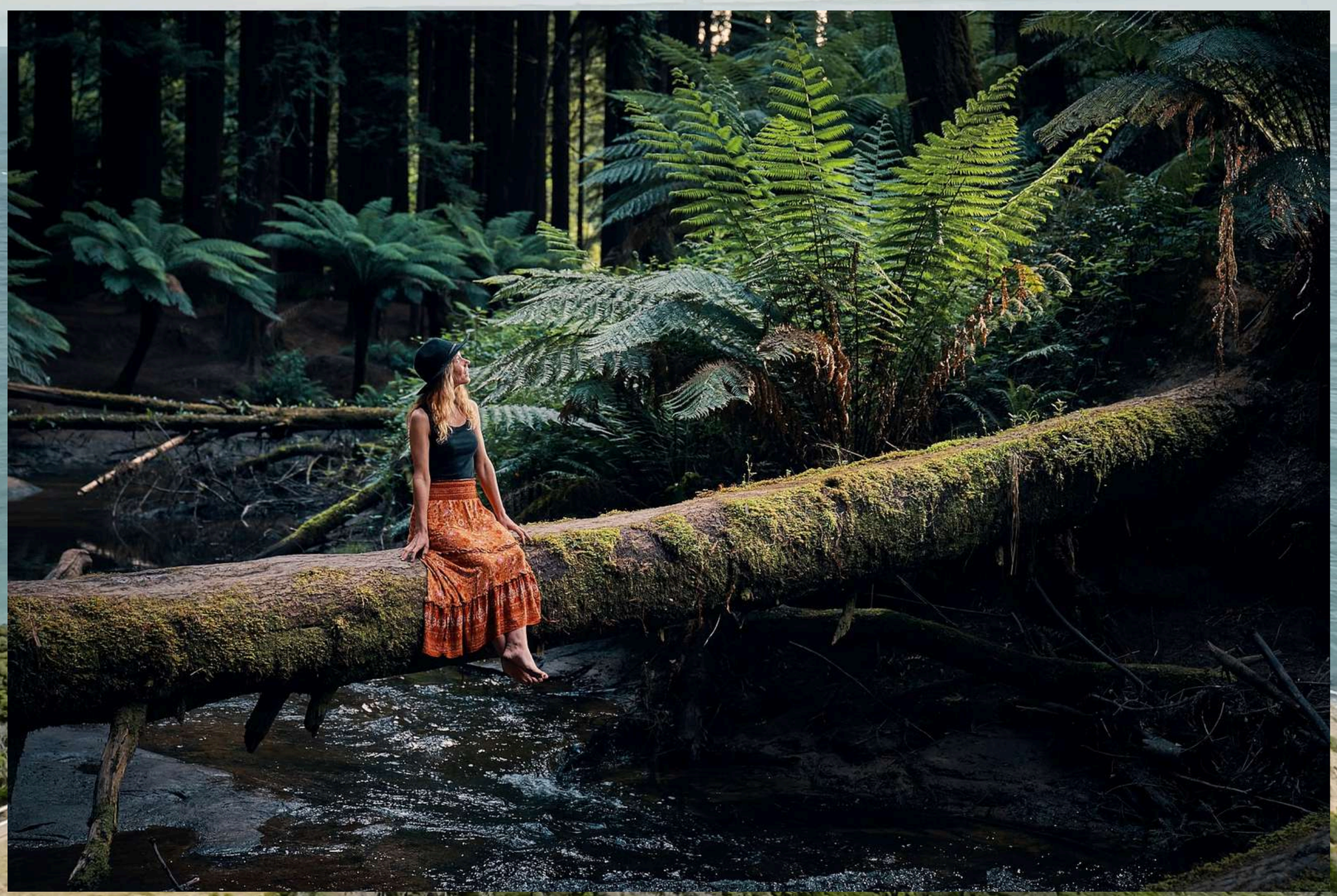
LINKEDIN

YOUTUBE

WORKING WITH GORRT TO MARKET YOUR BUSINESS

Become a GORRT partner to access support, resources, and a wide range of marketing opportunities. Choose from flexible options to suit any budget and tap into our channels and investment to maximise your exposure.

PARTNER WITH US



GREAT OCEAN ROAD REGIONAL TOURISM

DISCOVER MORE ABOUT THE GREAT OCEAN ROAD AT @VISITGREATOCEANROAD OR WWW.VISITGREATOCEANROAD.ORG.AU

This marketing toolkit was produced by Great Ocean Road Regional Tourism. Further information on how we support the visitor economy in the region can be found here: www.greatoceanroadtourism.org.au or contact us at info@gort.com.au. While every effort has been made to ensure the accuracy of this toolkit, it is provided for informational purposes only. Organisations should adapt its content to their specific requirements and exercise their own judgment when implementing any strategies, messaging, or recommendations.