

RACV.

**Sandhurst Trustees  
Bendigo Easter Festival.**

**Marketing Plan. November 2003.**

**Objectives:**

To position the Bendigo Easter Festival as a Premier Festival attraction in Victoria.

To retain the interest and participation levels of local residents and visiting friends / relatives.

To increase awareness of, and attendance at the Bendigo Easter Festival amongst regional, intrastate, and interstate audiences by 2006.

**Target Market:**

The figures provided from the recent survey give a very sound indication of our current market breakdown and indicate the areas which need further development and the importance of our local market.

- Local: 69.1 % of attendees in 2003 were residents of CoGB and fell into the 30 to 49 yrs age bracket
- Regional: 10.9 %
- Intrastate;(Melbourne Metro area) 16%
- Interstate: 3.4 %

(Figures from report to Sandhurst Trustees draft report June 2003 prepared by the Centre for Hospitality and tourism research)

The survey indicated that attendees knew of the Festival by word-of-mouth (32%), friends and family (31.4%) followed by radio/press/television advertising (26.4%)

This equates with the large Visitor, Friends, and Relatives (VFR) market identified in the Bendigo Tourism Marketing Plan.

**Strategy:**

- To present a consistent corporate image of the Festival
- Promote the historical aspect of the Festival, & Bendigo
- Utilise the image of the Dragon and promote the Chinese community involvement
- Promote the Festival as a unique community based Easter family event, with quality attractions and performances
- Promote the excellent facilities of the city and surrounds
- To link with Bendigo Tourism & Information Centre and Goldfields Tourism in promoting the event
- To increase promotional opportunities in the Melbourne Metropolitan area
- To link with the Bendigo Artistic and Cultural communities
- To further develop links with local business.

### Implementation.

Activity	Local/VFR	Business	Intrastate
Utilise the Passport and Postcards programme to encourage the local market and the VFR potential	*	*	
Website to be continually upgraded with latest updates on artists, e-postcards and local happenings in the development of the Festival.	*	*	*
Utilise local Radio with interviews, and media releases of artists and developments.	*	*	
Articles in Focus, and Artznewz.	*		
Develop a professional Media Kit.	*	*	*
Press advertising with the Advertiser (sponsorship) to include Volunteer recruitment, programme, and float participation.	*	*	
Encourage residents to volunteer for festival. This will increase word of mouth activity.	*	*	*
Brief the Volunteer Resource Center.	*		*
Promote strongly the local community involvement in story and pictorial form especially through newsletter and media.	*	*	*
Place brochures, info with Tourist information centers across Victoria.		*	*
Develop a Television campaign with regional network, and include news story as part of package.	*	*	*
Utilise the links with Tourism Victoria through Tourism Bendigo PR Unit.			*
Article in RACV magazine		*	*
Promotional material to Federation Square Information Centre, Melbourne Immigration Museum, and Chinese museum.			*
Contact and promote through Chinese Studies unit at Melbourne University, and EFL programmes at Deakin University (Melbourne, Geelong, Warrnambool) also through BRIT, Secondary College, and Latrobe locally.	*		*

Metropolitan Radio to be considered in Four-week lead up to event.			*
Encourage Interviews with Committee Members on development of Events.	*	*	
Utilise the Tourism Ambassadors at street level during the Festival to provide information on locations, times of events, and forthcoming attractions to Local Festival goers and Tourists.	*	*	*
Produce a Corporate Video of the Chinese history with the Festival for use on air, at information centres, and educational institutions.	*	*	*

### Budget

\$50,000 has been proposed as the operating budget.

Brochure. / Programme

Television promotion.

Website upgrades.

Radio Advertising

Signage/display material. ✓

Corporate Video

### Research.

It is proposed that a survey of attendees be conducted during the Festival 2004 to ascertain results of marketing, and monitor area draw. Approach will be made to Latrobe University to ascertain if this can be a student project.

Max Bartlett. Nov 03.