



**GREATER SHEPPARTON CITY COUNCIL  
VISITOR ECONOMY MEDIA  
AND PROMOTION  
GUIDELINES**

<b>Code:</b>	M21/593
<b>Version:</b>	1.1
<b>Business Unit:</b>	Visitor Economy
<b>Responsible Officer:</b>	Visitor Experience Coordinator
<b>Next Review:</b>	30 June 2027

## DOCUMENT REVISIONS

<b>Version #</b>	<b>Summary of Changes</b>	<b>Date Adopted</b>
1.1	Visit Shepparton updated to Shepp and GV	June 2023

## PURPOSE

The Greater Shepparton Visitor Economy Team (GSVET) Media and Promotion Guidelines have been developed to meet a requirement of the centre's accreditation with Quality Tourism Australia / Australian Tourism Industry Council and to provide guidance and clarity for businesses, event organisers, commercial publishers and not for profit / community organisations wishing to utilise the media and promotional facilities and services available through the Visitor Centre, including but not limited to brochure displays, website listings, events' calendar, promotional digital display screens, plus GSVET managed social media platforms, publications and media opportunities.

## OBJECTIVE

The objective of the guidelines is to provide opportunities to promote a business, product or event related to the visitor economy, or a relevant not-for-profit organisation or service, through the media and promotional activities operated by GSVET, and to detail the criteria, standards and eligibility to utilise these facilities.

## DEFINITIONS

Reference term	Definition
GSVET	Greater Shepparton Visitor Economy Team, which includes the Greater Shepparton Visitor Centre (GSVC) – accredited Visitor Information Services operated by Greater Shepparton City Council
OVG	Official Visitor Guide

## Procedure

### 1. Criteria for Utilising Media and Promotion Facilities

- a. Eligible visitor economy businesses / events / activities located / held **within Greater Shepparton** regarded as appropriate for promotion have the ability to be

promoted by GSVET. See appendix A for definition of eligible visitor economy businesses / events / activities.

- b. Print collateral promoting activities **external to Greater Shepparton** will be limited to Official Visitor Guides, Official Visitor Maps and official Touring Route Guides that are published by or on behalf of Regional Tourism boards/associations, official Destination Marketing organisations and state and local governments, as well as publications in which the Greater Shepparton Visitor Centre / Council has advertised. Activities outside of Greater Shepparton who request access to marketing via GSVET's media and promotion streams will be encouraged to advertise in their local OVG.
- c. Acceptance of print collateral and online media promoting individual businesses/activities **external to Greater Shepparton** will be considered by the Visitor Centre staff based on the value the activity / business brings to Greater Shepparton's visitor economy (its potential to increase yield for Greater Shepparton e.g. increase visitors' length of stay, generate repeat visitation and positive word of mouth promotion). The business/activity will be considered if it offers a product/service which is complimentary to that which is available within Greater Shepparton, providing a unique offering within 80 kilometres of Greater Shepparton Visitor Centre. These businesses must meet the definition of Visitor Economy Businesses as outlined in Appendix A.
- d. Advertisers within the **Greater Shepparton Official Visitor Guide**, regardless of their location, are also eligible to access the media and promotion streams offered by the GSVET. Businesses that advertise within the Greater Shepparton Official Visitor Guide will be prioritised when requesting GSVET social media posts.
- e. If utilising the promotional facilities available through GSVET, the advertiser / business must maintain the required licenses, insurances, permits, approvals and authorities relevant to conducting their activities.

- f. The advertiser / business indemnifies Council against all claims, actions, suits, liabilities, costs and expenses incurred on any account as a result of the listing / display of promotional material / product.
- g. Display of brochures, flyers and digital advertising is dependent on space available and is subject to the discretion of the GSVET.

Social media posting is dependent on space within, and relevance to, brand messaging, the current GSVET social media plan, and time since the businesses last GSVET supported post. Requests for social media from private business will be responded to in the order received, with records of posts made in order to avoid promoting one business more than another, however businesses included within the current Greater Shepparton OVG will be prioritised over other similar business posts. Businesses involved in other GSCC endorsed tourism publications, will also be considered favourably.

Key visitor attractions and cultural institutions (eg galleries, museums and historical societies) will be not be restricted in the number of social media posts GSVET promote.

- h. All advertising content is subject to approval at the discretion of the GSVET.
- i. GSVET reserves the right to reject or remove any advertisement for any reason.
- j. A website/virtual business that does not have physical premises that customers can visit is excluded from advertising mediums available through the GSVET. This restriction does not apply to tour operators who provide tours / transport services or home based businesses that provide physical products such as catering boxes within Greater Shepparton.
- k. Unlawful advertisements / content that discriminates on the basis of gender, pregnancy, age, race or political or religious beliefs will not be accepted unless covered by an exception or if the event organiser has an exemption under relevant

legislation. GSVET will not accept advertising that appears to be contrary to law and/or contains offensive material.

- I. GSVET makes every effort to avoid errors in listings and accepts no responsibility or liability for any errors. GSVET requires the business /event organiser / organisation to check their advertisement, listing or content for errors as soon as they are displayed. Any errors may be corrected by the GSVET staff on receiving relevant advice from the authorised person/s. It is the responsibility of individual businesses to update the GSVET of any changes to details or content. The GSVET will not be responsible for inaccuracy due to content not being updated.
  
- m. The guidelines relate to Shepp and GV, (or equivalent) website listings, brochures, print publications, social media posts and event calendar listings provided to GSVET by external parties, including window display posters, and media for GSV Audio Visual displays. Items published in-house by Greater Shepparton Visitor Economy Team / Greater Shepparton City Council are exempt.

## 2. **Print and digital media specifications**

Priority will be given to display brochures of DL size (1/3 of A4) that are of professional appearance and durable quality paper. The maximum height of any brochure accepted for display will be 21cm.

Preferred size for posters for window display is A4. Depending on availability of space A3 size may be accepted. All posters must be of portrait orientation, professional appearance, full colour and printed on durable paper.

The GSVET, utilising their discretion can reject any brochure / flyer not deemed to be of professional quality.

Events added to the Shepp and GV website (or equivalent) must be accompanied by a high quality photograph relevant to the subject.

Destination website listings are to be submitted through an online form, located on the GSVET managed website. Listings must include relevant business information including hours of operation and contact details plus a minimum of one high quality image of less than two years old. If the business does not have an image of suitable quality GSVET Digital Officer can assist businesses in taking an appropriate image for them.

Requests for social media posts must include a relevant and recent high quality image, appropriate text/blurb and correct social media handles for the business.

### 3. **GSVET paid advertisement & editorial (including special events & exhibitions)**

GSVET will consider local content relevant to GSCC paid advertisement and editorial. This includes advertisements in print media such as newspapers, Official Visitor Guides, Touring Guides or magazines and digital platforms such as One Hour Out, Broadsheet or similar. Content must fit the guidelines or theme of the publisher and be in keeping with brand messaging and marketing objectives of GSVET.

Every effort to taken to provide even promotion of private business, however time sensitive events and exhibitions will be prioritized. GSVET does not take responsibility for businesses not being included in such publications due to the decision of the publisher, or due to content not being provided in time to meet publishing deadlines.

### 4. **Paid partnerships**

Requests for paid partnerships will be assessed on a case by case basis. Consideration of the proposal will be made in regards to the requestor's position within the local visitor economy and the alignment of the proposal with key

destination brand pillars. Key visitor attractions, major events and exhibitions will be considered more highly.

## 5. **GSVET radio promotion**

GSVET considers upcoming local event content for inclusion in radio interviews, including a live cross to ONEFM Friday's at 1:30pm. Local content for these interviews is drawn directly from the Shepp and GV (or equivalent) event calendar.

If prioritisation is required, preference is given to council operated events, events promoted in paid partnership, council sponsored events, and events hosted at council owned facilities (including Riverlinks, Showgrounds and Tatura Park). Events must align to GSVET brand messaging, have a wide appeal to the general community or be understood to accommodate large numbers of attendees.

## 6. **Responding to online queries, questions & complaints**

GSVET are responsible for providing responses to queries, questions and complaints submitted to GSVET managed social media accounts and digital review platforms (including Google and Trip Advisor).

GSVET aim to respond to all queries, questions and complaints within a timely manner (48 hours), and ensure that staff responsible for the reply sign off with the respondents first name.

### **RELATED POLICIES AND CORPORATE PROCEDURES**

- *NIL*

### **RELATED LEGISLATION**

- *NIL*



## REVIEW

This Corporate Procedure is to be reviewed initially after one and a half years, then every four years by the Manager – Economic Development.

## ATTACHMENT

### Appendix A: Definition of a Visitor Economy Business/Activity

#### Core Business Activity (Tourism):

An operation (business or not for profit) where the principal motivation, or one of the major motivations is the provision of an experience and/or service to meet the needs of visitors (e.g. a business earns more than 30% of its annual revenue from visitor activities, or an event which attracts visitation from outside Greater Shepparton. This includes hospitality venues - where patrons are made up of both locals and visitors.

A demonstrated commitment to high standards of customer service should be central to the business philosophy.

Membership of / or active participation in marketing programs of local and / or regional tourism organisations may also be taken into consideration when assessing the 'core' activities of a visitor experience operation in order to determine its eligibility.

Any activity accessing the promotional activities of the Greater Shepparton Visitor Centre must in return be prepared to display/distribute the Greater Shepparton Official Visitor Guide and promote the official destination website [www.sheppandgv.com.au](http://www.sheppandgv.com.au) (or equivalent) on their own digital and social marketing channels).

**Substantive Visitor Experience versus retail:**

In some cases it may be difficult to decide whether a particular activity is primarily a visitor experience business or a retail outlet (e.g. craft workshop, fresh fruit outlet). Consideration is given to the following:

- The experience must be for the purpose of promoting the business and Greater Shepparton region by education, demonstration or uniqueness (what can the visitor experience and feel from the business).
- The experience must be available on a regular basis including during school holidays and at least one weekend day throughout the year.

**Seasonal Attractions/Businesses:**

Businesses that close for part of the year may be eligible if they meet the following conditions:

- Significant visitor experience to be provided to visitors, such as pick you own fruit, tours etc.
- Must have, and continue to communicate their opening hours to the Greater Shepparton Visitor Centre

**Temporary and Short Term Experiences:**

Organisations and individuals promoting an event or exhibition that is ephemeral in nature:

- Must, communicate details and duration of the event/exhibition to the GSVET, including updating details if they change.
- Must submit an event listing via the [www.sheppandgv.com.au](http://www.sheppandgv.com.au) (or equivalent).
- GSVET can assist with making event listings using publically available information only if permission is granted by the individual or organisation responsible for the experience.