In partnership with Heritage Victoria, Tourism Victoria, Parks Victoria, Parks Australia, the Department of Sustainability, Environment, Water, Population and Communities, Great Ocean Road National Landscape Steering Committee and National Trust Victoria
Overview

The National Long-Term Tourism Strategy (the Strategy), released in December 2009 by Minister Ferguson, noted that the value of the natural, cultural and heritage assets is likely to become increasingly important as consumers actively seek sustainable and authentic tourism experiences. The Strategy also identified Australia's National Landscapes Program as a useful model for collaboration between government and industry in destination development.

Australia's National Landscapes Program currently recognises ten Australian regions for their world class natural and cultural tourism experiences. These regions include: Australia’s Red Centre, Australian Alps, Green Cauldron, Great Ocean Road, Kakadu, Australia’s Coastal Wilderness, Greater Blue Mountains, the Flinders Ranges, Kangaroo Island and the Kimberley.

The Destination Management Planning Working Group, established under the National Long-Term Tourism Strategy, was tasked by Tourism Ministers to pilot an approach to better engage heritage places and experiences within the National Landscape collaborative model. This report is the output of this task. The Strategy and information on the nine Working Groups and the Priority Actions is available at www.ret.gov.au/tourism/Pages/Tourism.aspx.

Destination Management Planning recognises that the successful delivery of quality tourism experiences relies on a number of factors that not only encompass the actual tourism product itself, but also include accessibility, the natural or urban environment, supporting infrastructure and surrounding amenities. The Destination Management Planning Working Group aims to encourage and educate government and industry on the strategic benefits of Destination Management Planning.

Introduction

At the Tourism Ministers’ Council meeting of 30 April 2010, Ministers endorsed a pilot project to improve heritage engagement in a National Landscape. Members of the Destination Management Planning Working Group worked in partnership with Heritage Victoria, Tourism Victoria, Parks Victoria, Parks Australia, the Department of Sustainability, Environment, Water, Population and Communities, Great Ocean Road National Landscape Steering Committee and National Trust Victoria to conduct a workshop on 16 July 2010 in Lorne. The workshop was conducted within the Great Ocean Road National Landscape region to ensure heritage place managers:

a) are aware of Australia’s National Landscapes Program and the Experience Seeker target market.

b) understand the Great Ocean Road National Landscapes brand and its potential to be used as a tool for developing quality tourism experiences - through product, planning, site interpretation and/or marketing.

c) have a good understanding of what heritage assets and experiences are part of the Great Ocean Road tourism offering

d) have an opportunity to consider engagement with the local National Landscape Steering Committee or associated stakeholder networks.

Background

The economic value of heritage assets is significant. In 2008, 23 million people visited Australia’s cultural and heritage locations, comprising 70 per cent of all international visitors and 27 per cent of domestic visitors. Heritage and cultural tourism is a growth market, contributing 37 per cent of world travel and growing by 15 per cent per annum. During the development of the National Long-Term Tourism Strategy, it was suggested that there may be opportunities to increase engagement of heritage places in the National Landscape Program.

The National Landscape Program is a partnership between tourism and conservation, managed by Tourism Australia and Parks Australia. It aims to identify and promote up to 15 of Australia’s exceptional natural and cultural experiences to the international market and to achieve environmental, social and economic outcomes for each region. For further information on Australia’s National Landscape program go to: http://www.tourism.australia.com/nl

In several National Landscapes, heritage places are well represented on local National Landscape Steering Committees and engage with the local National Landscapes brand. For example; Uluru-Kata Tjuta National Park is a World Heritage, National and Commonwealth Heritage listed place within the Red Centre National Landscape. Elsewhere, there is an opportunity to improve the level of participation and engagement of Indigenous, natural and cultural heritage place managers with the National Landscapes Program.
The Great Ocean Road National Landscape was selected for this pilot for its wealth of heritage assets and significant potential to benefit from improved linkages with the National Landscapes Program. Figure 1 illustrates the experience boundary of the Great Ocean Road National Landscape.

![Figure 1: Great Ocean Road National Landscape](image)

**Methodology**

The workshop was structured to focus on information provision in the morning (including National Landscapes, National Heritage listing, brand, Indigenous heritage and discussion of key heritage assets) and interactive sessions to explore brand related heritage experiences in the afternoon. The agenda is provided at Attachment A.

From the outset of the workshop it was necessary to reach a shared understanding on how ‘heritage experiences’ should be defined. For the purpose of the workshop, the following definition of heritage was accepted for use by the group:

> Heritage is all the things that make up Australia’s identity - our spirit and ingenuity, our historic buildings, and our unique, living landscapes. Our heritage is a legacy from our past, a living, integral part of life today, and the stories and places we pass on to future generations.

It was noted that heritage includes built, natural and Indigenous heritage.

The workshop attracted 36 attendees from a wide range of stakeholder groups including commercial tour operators, place managers, local council, regional tourism organisations, Indigenous groups, authors and state government. Evaluation surveys were completed by 61% of participants.
Outcomes

a) Awareness of Australia’s National Landscapes Program and the Experience Seeker target market

Evaluation surveys were conducted to determine participant’s pre-workshop and post-workshop knowledge and understanding on a range of issues. Prior to the workshop, 69% of respondents had either a low or very low awareness or understanding of the National Landscapes Program and 58% had either a low or very low awareness or understanding of the Experience Seeker target market.

Figures 2 and 3 show a significant increase in respondents (95%) who nominated a high or very high level of awareness or understanding of the National Landscape program and Experience Seeker target market had been attained after taking part in the workshop.

The workshop achieved considerable success in raising awareness and in supporting regional consensus building. Whilst the general understanding of the brand and target market was low pre workshop, the workshop created an opportunity for heritage place and experience managers to collectively examine how they can better focus their marketing efforts to stimulate engagement in the Great Ocean Road.

b) Heritage place and experience managers understand the Great Ocean Road National Landscapes brand and its potential to be used as a tool for developing quality tourism experiences - through product, planning, site interpretation and/or marketing;

Figure 4 shows that a total of 74% of respondents said the workshop gave them a high or very high level of awareness or understanding of how to apply the Great Ocean Road brand to their heritage experience.

In addition, 79% said they will use the ideas and learning’s of the workshop in developing heritage tourism in the Great Ocean Road region.

In general, participants had not previously considered how the Great Ocean Road brand could be used as a tool for developing quality experiences. Local and regional tourism
organisations will play a critical role in engaging heritage place managers and experience providers to progress their involvement in tourism, especially where tourism is not considered to be core business.

c) Ensure heritage place and experience managers have a good understanding of what heritage assets and experiences are part of the Great Ocean Road tourism offering

Figure 5 illustrates that the workshop achieved significant success in building understanding of the heritage assets and experiences of the Great Ocean Road. From discussions it was clear that the heritage experience in the Great Ocean Road region includes natural, Indigenous and historical heritage.

There was general agreement that the Great Ocean Road region currently lacks significant Indigenous experience offerings but there are strong emerging products that could make a significant contribution to the Great Ocean Road brand. Participants also noted that many heritage experiences contain elements of other tourism experiences such as adventure, food and wine and boutique accommodation. This cross-over of the experience offering is particularly important to consider for future regional planning – to ensure that heritage strengths are supported by other quality experiential product.

In addition to raising levels of awareness, the workshop developed four hypothetical products based on the existing and potential heritage experiences of the Great Ocean Road. These workshop results should provide useful inputs to future product development and tourism destination management planning for the region. A summary report on the outcomes of the afternoon session is presented at Attachment B. It should be noted that this report is based solely on the comments and discussion of workshop participants; it is not intended as an exhaustive list of heritage experiences in the Great Ocean Road.

Summary

The structure and strategic context provided by the National Landscapes Program was useful vehicle for presenting ideas related to branding, product development and a coordinated and relevant marketing approach. The Great Ocean Road heritage workshop successfully demonstrated:

1. a significant acquisition of knowledge and awareness amongst participants of the National Landscapes strategic framework;
2. the significant value cultural heritage experiences add to a destination brand and the visitor experience; and
3. how the National Landscape framework can benefit cultural heritage managers through the provision of a coordinated and relevant marketing platform.
In considering how to include cultural heritage experiences more specifically into National Landscapes, several opportunities surfaced:

- New visitor experiences were identified with the potential to increase the depth and breadth of the tourism offering;
- Greater alignment of product with the Great Ocean Road National Landscape brand;
- Increasing the appeal of experiences in the Great Ocean Road to the “Experience Seeker” target market.

By fostering the engagement of heritage experience providers with the National Landscape program, there is potential to effectively increase the diversity of experiential product offered in the landscape, through the alignment of new and existing experiences to the National Landscape brand.

If future workshops were conducted, they would be most effective if they are clearly linked with a wider destination management planning framework. In the case of the Great Ocean Road, it is expected that work on an Experience Development Strategy will commence in the second half of 2010 and that the results of this workshop will be directly relevant to that planning process.

**Recommendations**

- That State Tourism Organisations consider the benefit of conducting similar workshops in National Landscapes where there is a need to build engagement with heritage place managers and experience providers to encourage an improved focus on cultural heritage in destination planning processes.
- That any similar workshops should be scheduled so they are able to inform relevant destination management planning processes.

**Attachments**

1. **Attachment A** - Workshop Agenda
2. **Attachment B** - Summary Report: summary notes of the 3hr workshop session Prepared by Fresh Projects
<table>
<thead>
<tr>
<th>Time</th>
<th>Item</th>
<th>Presenter</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.00am – 9.10am</td>
<td>Welcome and introductions</td>
<td>Roger Grant: Chair GOR NL</td>
</tr>
<tr>
<td>9.10am – 9.15am</td>
<td>National Long-Term Tourism Strategy: background and workshop objective</td>
<td>Roger Grant</td>
</tr>
<tr>
<td>9.15am – 9.50am</td>
<td>Australia’s National Landscapes Program: program background and heritage projects</td>
<td>Hilary Schofield: Director, Planning Tourism and National Landscapes, Parks Australia</td>
</tr>
<tr>
<td>9.50am – 10.10am</td>
<td>National Heritage Assessment Update</td>
<td>Leah McKenzie: Director, Strategies and Maritime Heritage, Dept Environment, Water, Heritage and Arts</td>
</tr>
<tr>
<td>10.10am – 10.30am</td>
<td>Heritage Values in the GOR: potential state heritage values in the GOR and existing heritage recognition</td>
<td>Tracey Avery Director, Strategy and Policy and Sonia Rappell Heritage Planner Heritage Victoria</td>
</tr>
<tr>
<td>10.30am – 10.50am</td>
<td>Aboriginal Affairs Victoria: indigenous cultural heritage values of GOR</td>
<td>Matthew Phelan: Manager, Barwon-Grampians Heritage Programs Aboriginal Affairs Victoria.</td>
</tr>
<tr>
<td>10.50am – 11.05am</td>
<td>Morning Tea</td>
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<tr>
<td>11.05am – 11.20am</td>
<td>Unrealised Potential - National Trust Properties and Future Directions: tourism projects and potential on the GOR</td>
<td>Phil Tulk: Head of Property &amp; Estates, National Trust of Australia</td>
</tr>
<tr>
<td>11.20am – 11.40am</td>
<td>Regional branding: context, importance and use</td>
<td>Anita Verde: Regional Marketing Manager, Tourism Victoria</td>
</tr>
<tr>
<td>11.40am – 12.30pm</td>
<td>Great Ocean Road: brand presentation and Great Ocean Walk</td>
<td>Roger Grant and Richard Everist: Richard is author of “The Complete Guide to the Great Ocean Road”</td>
</tr>
<tr>
<td>12.30pm – 1.15pm</td>
<td>Lunch</td>
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<tr>
<td>1.15pm – 3.00pm</td>
<td>Workshop: Identifying the must-see and the emerging heritage experiences in the GOR; Gap and SWOT Analysis</td>
<td>Milica Loncar: Director, Fresh Projects</td>
</tr>
<tr>
<td>3.00pm – 3.15pm</td>
<td>Afternoon tea</td>
<td></td>
</tr>
<tr>
<td>3.15pm – 4.20pm</td>
<td>Workshop: Practical Application: how we can leverage the GOR Brand for heritage experiences</td>
<td>Milica Loncar: Director, Fresh Projects</td>
</tr>
<tr>
<td>4.20pm – 4.30pm</td>
<td>Close</td>
<td>Roger Grant</td>
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GREAT OCEAN ROAD
National Landscapes Heritage Pilot Project

Summary Report: summary notes of the 3 hour workshop session
Prepared for: Parks Australia and Tourism Victoria
July 2010
Background

> FRESH PROJECTS was invited by Parks Australia and Tourism Victoria to facilitate a brand-focused workshop session in the Great Ocean Road National Landscape, held in Lorne on Friday 16 July 2010

> The overall aim of this 3 hour workshop session was to:
  - take the theoretical learning presented during the workshop and consider the practical applications for operators

> How we did this?
  - firstly, by identifying the authentic & compelling heritage experiences in the Great Ocean Road Region that will engage the global target market of Experience Seekers and bring the Great Ocean Road National Landscapes Brand to life
  - secondly, by applying the principles and guidelines of the Great Ocean Road National Landscapes Brand to those heritage experiences

> Our focus throughout was on heritage experiences rather than a list of attractions:

“Experiences are all about engaging consumers and connecting with them in a personal and memorable way”
(Source: Tourism Australia Market Briefings, 2006)
Objectives in detail

Specific objectives of the workshop session were to:

> Identify the key, compelling and unique heritage experiences on offer in the Great Ocean Road Region that truly represent the best in class experiences available for the international target market, identified by Tourism Australia as the Global Experience Seekers

> Classify each heritage experience into an iconic/must do experience or an emerging experience with the potential to become iconic

> Identify the market gaps – what’s missing to truly deliver on the target market needs

> Consider the linkage between the heritage experience and the Great Ocean Road National Landscapes Brand

Overall desired outcomes of the workshop:

> An identification of the ‘hero’ heritage experiences available in the Great Ocean Road Region

> A list of emerging heritage experiences suited to the region’s unique strengths and that have the potential to deliver on brand and to the target market needs

> An understanding of how the Great Ocean Road National Landscapes Brand can be used as a leveraging tool by heritage properties
Methodology of the workshop

- While allowing for open and creative communication, to maximise the time we had available, the workshop was ‘scripted’ in terms of following an overall agenda.

- **FRESH PROJECTS** prepared a detailed running order for the 3 hour session, identifying goals and outcomes for each stage.

- This agenda was sent to the confirmed participants beforehand with the intention that all could come to the workshop session fully prepared.

- The focus was on achieving the goals of the workshop in the time we had available, therefore any digressions into non essential matters were acknowledged and ‘parked’.

- A blue sky approach guided the workshop proceedings with a focus on ‘what is possible’, anchored by practical and achievable actions and goals.

- The first part of the workshop was based on brainstorming exercises with the entire group of participants while the final part of the workshop focused on creative tasks with the group randomly divided into 4 small teams.

- As an observation, the small team tasks worked much better and were much more effective in meeting their defined objectives than the whole group brainstorming exercises.

- As a whole group, we had difficulty reaching consensus at times, which meant the brainstorming tasks did not reach their true potential in terms of stimulating the participants to really think ‘outside the square’.

- In contrast, the small team tasks produced fantastic results, demonstrating the creativity of the participants to imagine what is possible for the heritage experiences in their region.
Outcomes

> The first group brainstorm exercise was:

  ▸ To identify key, compelling and unique heritage experiences on offer in the Great Ocean Road Region that represent the best in class experiences available for the Global Experience Seeker target market

> The focus in this brainstorm was on the iconic and wow factor heritage experiences, both the well known icons and and ‘hidden gems’ - ie the ‘hero’ experiences as well as the ‘supporting cast’ heritage experiences that underpinned these ‘heroes’

> The only rule for this brainstorm was that all heritage experiences had to be current experiences - ie market ready

> And, attendees were asked to focus on the entire Great Ocean Road region - ie the coast and the hinterland - as per the map provided
Key Must See Heritage Experiences

This session generated much debate between participants as to whether a nominated experience did indeed qualify as a ‘hero’ heritage experience for the Global Target Market of Experience Seekers.

The experiences noted were (in no particular order):

- Driving the Great Ocean Road, History of the Road
- Coastal Villages
- Tower Hill
- Interpretative walk, with a tour guide of the Volcanic Kanawinka Geopark
- 12 Apostles; Loch Ard Gorge
- Bay of Islands
- Cape Bridgewater Seal Colony
- Whale watching - surfers interacting with the whales; helicopter rides over the whales
- Princess Margaret Rose Cave
- Glenelg River
- Diving at The Rip; Ex-HMAS Canberra, Ship’s Graveyard; Wreck Diving
- Swim with seals, dolphins,
- Lake Elizabeth Paddling with the Platypus
- Waterfalls
- Music Festivals
- Bells Beach; Torquay; Rip Curl; Aussie Surf Culture; Surf Tours
- Cape Otway Lighthouse
- Great Ocean Walk
- Accommodation at Cape Otway Lighthouse
- Melba Gully Glow worms
- Opera at Cape Otway Lighthouse
- Wildlife
- Otway Fly
Key emerging heritage experiences

> The second group brainstorm exercise was:

- To identify the key emerging heritage experiences in the Great Ocean Road Region that have the potential to become iconic and to meet the needs of the Experience Seeker Target Market

> The instruction was to list the most exciting, up and coming, emerging experiences in the Great Ocean Road Region

> Focus on ‘emerging’ product or ‘new’ product that shows enormous potential to fulfil the needs of the Experience Seeker and to become world-class and iconic

> No rules for this brainstorm except that all experiences must be in the pipeline or in the process of becoming market ready – ie at this stage we were not talking about concepts or ideas – in our next exercise we looked at gaps in the market - for now we concentrated on identifying actual new and emerging product that was in the process of being developed and becoming market ready

> As with the preceding group exercise, consensus was not reached at all times and some of the emerging heritage experiences listed overleaf represented the views of one or two people rather than of the group as a whole

> Without a doubt, the Budj Bim Experience at Lake Condah was considered the most exciting up and coming heritage experience for the region
Key Emerging Heritage Experiences

Here is a selection of the key emerging experiences of the Great Ocean Road region, as nominated by our workshop participants:

- National Parks - while recognised as a hero product for the GOR, greater customer engagement would make this experience deliver even more of a ‘wow’ factor for the Experience Seeker
- Budj Bim Experience Lake Condah - will truly give the Experience Seeker the ability to ‘get amongst it’ in a unique indigenous cultural experience
- Bundling opportunities
- Loch Ard major interpretation centre - world standard interpretative facility
- Adventure tourism - eg State Forests - 4WD tracks; flying foxes
- Adventure events - Otway Odyssey
- Surf Coast Walk
- Farm stay heritage experiences
- Lighthouse accommodation
- B&B Heritage Experiences
- Diving
What are the main gaps?

> The next exercise was a gap analysis to determine what was missing, what improvements were needed to ensure the heritage experiences on offer in the Great Ocean Road region would satisfy the Experience Seekers needs

  > Purpose: To identify market gaps by comparing what the target market of Experience Seekers requires and what the Great Ocean Road region currently provides

> The instruction was to consider conceptual ideas regarding what this region needs which would assist in future master planning/investment in the region

> What, if anything, are the main downsides to the heritage experiences in this region from the point of view of the Experience Seeker Target Market?

> Unlike the previous two group exercises, this one delivered greater consensus - it seems the group could more readily agree on what was missing rather than what was already there in terms of satisfying the needs of the Experience Seeker Target Market
Main gaps

The gap analysis exercise identified what was currently missing in the Great Ocean Road region to truly satisfy the needs of the Experience Seeker target market. Here is a selection of main gaps, as nominated by our workshop participants:

- Accommodation - unique and experiential; on brand eg eco lodges; eg Cradle Mountain; Nature Based Lodges
- Quality and Service aspects to accommodation and to the visitor experience
- Good quality consistent interpretation
- Start of the journey - an interpretative centre
- Industry training and education
- Staff numbers
- Volunteers
- Bundling of small providers
- Air access
- Public transport
- Geothermal potential - eg spas in relation to the Koori product; branded experience
- Marine tourism
- Opening hours; access
- Cruise ships
- Submarine tours; submersible vessels
SWOT Analysis

➢ The next exercise was the first of the break-out exercises

➢ Participants were divided into 4 small teams and asked to summarise all we had discussed so far into a SWOT Analysis

➢ List top 5 BRAND RELATED STRENGTHS of the heritage experiences of the GOR ensuring they are in line with the GOR National Landscapes Brand

➢ List top 5 BRAND RELATED WEAKNESSES of the heritage experiences of the GOR ensuring they are in line with the GOR National Landscapes Brand

➢ List top 5 BRAND RELATED OPPORTUNITIES of the heritage experiences of the GOR ensuring they are in line with the GOR National Landscapes Brand proposition

➢ List top 5 BRAND RELATED THREATS of the heritage experiences of the GOR ensuring they are in line with the GOR National Landscapes Brand proposition

➢ There was a great deal of consensus with this first of the small team break-out exercises

➢ In particular, the perceived strengths of the Great Ocean Road were similarly noted by all four teams

➢ And the opportunities presented by indigenous cultural experiences and the threats presented by climate change were noted by several of the teams
Results of the SWOT Analysis

**S**
- Great Ocean Road (x4)
- Apostles, Loch Ard Gorge (Geomorph landform) (x3)
- Diversity of Nature (flora, fauna, whales, koalas, platypuses) (x4)
- Maritime heritage (wrecks, lighthouses) (x3)
- Surf and beach culture (x3)
- Great Ocean Walk
- Food and Wine
- Activities - surfing, riding, walking

**W**
- Infrastructure (x2)
- Seasonality
- No consistent urban design: guidelines
- Signage; interpretation (x3)
- Food - issues with access, opening hours, restaurants
- Lack of public transport; access (x2)
- Lack of the ‘right’ Accommodation for the experiences on offer (x3)
- Sense of arrival at both ends
- Indigenous interpretation (no guides to facilitate)
- Too much emphasis on road - not enough on surrounding regions
- Assumption of a ‘quick’ tour
- Too much emphasis on merchandise rather than on interpretation in some VIC’s
- Lack of community engagement
- Lack of developed product

**O**
- Aboriginal cultural experiences (x3)
- Connecting trails
- Packaging similar activities
- Townscape improvements
- Air access
- New flow/variety of information sources
- Eco tourism / accommodation / tent tours (x2)
- Sense of arrival at both ends
- Encouraging dispersal from hero product to supporting product
- Tour operators
- Enhancing walking trail
- Boat tours
- Galleries
- Geothermal
- National Trust

**T**
- Wind farms (inappropriate locations)
- Visible forestry
- Car based visitation
- Unmanaged infrastructure
- Climate change (x3)
- Apathy (operators)
- Viability - seasonality
- Lack of $$; insufficient funding for ongoing maintenance (x2)
- Lack of synergy among GOR
- Not delivering on the experience
- Increasing AUD
- Loss of natural character
- Phrasing of public safety threats (eg ‘fire’; ‘drowning’)

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Small team tasks - Practical Applications

> The final two exercises continued in the same small teams

  - **Purpose:** To spend the last hour taking the learning and applying it to actual heritage experiences; to close the workshop with a clear understanding of ‘what this means to me’

> Task Set-up:

  - Team A: select a ‘hero’ heritage experience identified in first exercise
  - Team B: select an ‘emerging’ heritage experience identified in the second exercise
  - Team C: select a ‘hero’ heritage experience identified in first exercise
  - Team D: select an ‘emerging’ heritage experience identified in the second exercise

Benefits of the Great Ocean Road National Landscapes Brand are:

ie how the Experience Seeker visitors feels after visiting and immersing themselves in the Great Ocean Road region (see next page):

> It should be noted that these final two creative tasks both produced fantastic results by each of the teams. Each team worked well as a group, and everyone embraced the spirit of the task

> There was a great deal of positive energy with many of the groups still wanting to write more even when the allocated time was over

> As a result, both tasks produced some rich and imaginative outcomes that did demonstrate the potential of the heritage experiences in this region to meet the needs of the Experience Seeker Target Market
Task Set-Up

Emotional Benefits
GOR Brand

- Freedom; Adventure; Energising; Invigorating; Stimulating; Empowering; Awe Inspiring; Sense of Discovery

Functional Benefits
GOR Brand

- Diversity of experiences; balance of active and passive experiences; accessibility of experiences; immersion and participation in Australian lifestyle and culture

Experience Seeker
Target Market

- seek out and enjoy authentic personal experiences they can talk about
- want to experience authentic aspects of the culture and landscape
- travel to experience the differences rather than the similarities - look for contrast to their daily lives
- want to absorb and get involved in the local culture – interact and do, not just see the sights; come away having learnt something
- want to meet and interact with the locals; participate in the Australian lifestyle rather than merely observe
- want to learn something new
- they enjoy an educational component to their experiences; personal interaction
- local person sharing their story
- interpretation of the geological, cultural and social history of the destination
- insight into Australia and its lifestyle – not from a tourist point of view but more from an everyday/local point of view
- uniqueness/ bragability/ point of difference important to them
Q: How can your heritage experience give the Experience Seeker an authentic experience that delivers on these GOR brand benefits? How can your heritage experience bring the GOR Brand to life for the Experience Seeker?

A: Take your heritage experience and describe HOW it can deliver on the emotional and functional benefits of the GOR Brand

> Describe the practical things that the heritage experience needs to offer for the Experience Seeker to have these emotional and functional benefits

> HOW will your heritage experience deliver those benefits?

> WHAT does it need to do differently? What aspects need a ‘Brand Makeover’?

> WHAT does it need to continue doing well?

> Come up with a list of 5-10 practical ways your heritage experience can deliver on those emotional and functional benefits of the Great Ocean Road National Landscapes Brand
Outcomes: The Experience = Cape Otway Light station

- Free entry/ café restaurant showcasing the best in local food and wine by the glass
- Experiences:
  - Balloon tours over the Cape
  - Better interpretative centre
  - Music Festival: Rock the Cape
  - Increased accommodation options
It would be a 24 hour experience with Lake Condah as the hub
With indigenous tour guides you would experience:
- A tour of archaeological / house sites at Lake Condah
- Catch your own eels
- Set eel traps
- Walk and talk
- Life before contact with Europeans
- Stay in replica hits
- Cook and gather food, bush tucker on an open fire
- Sit around a campfire and listen to creation stories
Outcomes: The Experience = Lake Condah

> The vision: to connect visitors to the indigenous culture and country and surprise them with an immersive on-country experience
> Visitors will learn to fish for eel and explore ancient methods of aquaculture
> Day and overnight options will exist
> Extraordinary volcanic landscapes interpreted by a people that have lived through the volcanic creation
> Learn about a culture and built structure that pre-dates the pyramids
> Campfire experience eating traditional food wrapped in a possum skin cloak
> Celebrity (indigenous chef) cooking on weekends
> Song line themed experiences encompassing whole Great Ocean Road National Landscapes
Outcomes: The Experience = Surfing Product

- The vision: a unique surfing experience
- History of the local surf culture provided by locals
- Equipment - shape a board at Rip Curl
- Local knowledge / Tribal Law - education, lessons, history
- Information about the ocean and force of the connection that surfers have with the ocean
- Go surfing Dude!
- Meet a surfing legend
- Grab a meal at the surf rider café
- Go shopping
- Ring the bell
- Surf travel ‘surfari’ with a guide
- Stay at an amazing beach house overlooking the surf breaks
- Surfs up!
Let’s assume an Experience Seeker couple Mr and Mrs Jones from the UK have travelled along the Great Ocean Road and have visited a number of different heritage experiences along the way.

They are a professional couple, mid 30s, no kids, very well travelled, first time to Australia.

They have been keeping a Travel Blog during their holiday in Australia and it is proving to be very influential, generating lots of views, comments and downloads – word of mouth is the best marketing tool!

They had such a great time exploring the heritage experiences along the Great Ocean Road they immediately update their Blog describing all the heritage experiences they had – what they saw, what they did, and how they felt.

Your Task: Write this blog entry from the point of view of Mr and Mrs Jones our experience seeker couple - ensuring their experiences reflect the vibrant and engaging personality of the Great Ocean Road National Landscapes Brand.
Outcomes - The Blogs

Wow! What a day. Here we are, above Johanna Beach, it’s 6pm, the helicopter flight from Melbourne to the 12 Apostles was fantastic, and we’re drinking champagne! When we arrived our sports car was there ready for us!

We drove to Port Campbell for our fishing charter. “Fuzz” was unreal, after a crayfish on board “S.S Minnow and a tour of the Bay of Islands” Fuzz steered us into a 60kg Bluefin Tuna. Sue our chef is now preparing sushi.

Sunrise balloon trip, can’t wait for tomorrow!

Went to Torquay got some great surf gear and met some dudes who took us to Bells Beach - what a place. Overnight in Lorne in the Grand Pacific Hotel. Discovered an old cinema and saw the latest Aussie Film ‘South Solitary’ about a lighthouse keeper with Miranda Otto. Found out it was filmed at Cape Otway Lighthouse.

Next day continued along the Great Ocean Road and almost ran over a koala because Tony saw a whale breaching in the sea near Apollo Bay. Found out we could visit Cape Otway Lighthouse and the film set of the movie. Got there after a great walk at Maits Rest. We stayed the night in the old Light keeper’s house with the windows rattling and blowing and howling all night. Eva swore she saw a ghost and discovered she was probably right! Looking forward to 12 Apostles and eels tomorrow!
Outcomes - The Blogs (cont.)

Just came through world famous ‘Bells Beach’ but it was way too big to surf today. When we were at the surf lookout this really interesting guy came over and told us today looked pretty flat! The waves must get really big here.

He told us that if we weren’t going to surf we should visit ‘Surfworld’ (the world’s only surfing museum). While we there we met the founder of Rip Curl, Brian Singer (what a legend!). And he signed my new second hand board! Woo hoo!!

Jumped in the campa with our new gear and headed west to Lorne. The windy road was awe inspiring! I’ve never seen so much vast ocean!!! On the way we even saw a koala and its baby in a tree. The locals told us the koalas get drunk and fall out of trees. So we might keep a look out and take one home as a souvenir! Love & kisses, p.s - send money!

Arrived on the Great Ocean Road today. Bells Amazing! Surf flat. Saw some surfers getting changed into wetsuits. Must have been colder than we thought! Amazing drive. Interesting villages. Good coffee. Face to face with koalas. Tip: don’t’ stand underneath them!

Loch Ard Gorge WOW! Can’t believe the scale and danger of the emigrant journey not so long ago. Spellbinding scenery. We’re off to see a sound and laser show about the shipwreck tomorrow night.
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