



*A  
Village  
Destination*

**WOODEND**

MACEDON RANGES



## WOODEND | MACEDON RANGES

The Macedon Ranges Shire Council's Visitor Economy Strategy 2019-2029 summarises that "due to its proximity to Melbourne, day-trip visitation is understandably high, and with Melbourne's projected population growth, visitation figures will continue to rise." It is important to note that the report also states "day-trip visitation will remain a key focus of this strategy, however increasing the higher yield economic benefits of overnight visitation will be a key objective."

Currently visitation is concentrated predominantly to Kyneton and Woodend sub regions, which together attract 68% of total visitation to Macedon Ranges. The MRSC report advises that product development in the eastern corridor (Romsey, Lancefield, Clarkefield) of the shire should be a key consideration to support the visitor economy in this area and encourage visitor dispersal.

Importantly the visitor economy contributes significantly to the lifestyle of residents by providing local employment opportunities and a greater quantity and mix of retail businesses, quality cafes and restaurants, and experiences throughout the region. Woodend Traders recognises these benefits and understands that an increase in visitation and tourism spend results in benefits for businesses beyond the traditional tourist venues such as hairdressers, builders, mechanics etc.

Visitation projections show that the Macedon Ranges has the potential to attract an additional 1 million visitors by 2025. It should be noted that this study was completed prior to the Covid pandemic which has created a "backyard tourism" silver lining for regional areas. This increase in "backyard tourists" has the potential to reinvigorate our region due to the proximity to Melbourne. These visitors can still enjoy the benefits of getting away from their ordinary routine, whilst reducing the risks of suddenly becoming stranded in the case of lockdowns and border closures.

Promoting Woodend as a place to relax, explore and promote family and friend togetherness is an opportunity. Our proximity to Hanging Rock, iconic drawcards such as Holgates Brewhouse and a number of cellar doors, superior events such as the Woodend Winter Arts Festival and even the monthly Woodend Farmers Market makes Woodend a desirable place for a day trip or weekend getaway.

**This is the opportunity for Woodend Traders to come together to promote Woodend as a wonderful and fulfilling place to live, explore, shop and unwind.**

Reference: Macedon Ranges Shire Council's Visitor Economy Strategy 2019-2029





# PUTTING WOODEND ON THE MAP

WEBSITE • MAP • SHOPPING BAGS • QR CODES • SOCIAL MEDIA • STREET ART





## PROJECT DESCRIPTION

Increasing the digital presence of Woodend by creating a website supported by social media marketing to:

- Increase residents awareness of businesses
- Support organisations to market to locals and tourists
- Increase tourism spend
- Support local events
- Increase overnight visitation
- Enhance the visitor experience

## PROJECT DELIVERABLES

Project includes:

- Website build and hosting for 1 year
- Content creation
- Promotional campaign support
- Social media support until November 2022

## ASSOCIATED PROJECTS

Monrose Marketing + Design will contribute marketing support to the following projects:

- 2021 Woodend Twilight Festival
- Kangaroo Street Art Installation
- 2021 Community Christmas Tree
- 2022 Macedon Ranges Autumn Festival

## TIMELINE

- August 2021 - Project Brief
- September 2021 -Stage 1
- October 2021 - Stage 2
- November 2021 - Stage 3



## STAGE ONE - BUSINESS ENGAGEMENT

The first stage of the project will be to engage local businesses to take an active role in the project. Stage one of the website will house a portal for businesses to register their interest in being listed on the website.

Propose that website listings will be offered in 3 tiers:

- Free listing - a simple listing with name, short description and contact details
- Standard listing - a business card style listing with image, logo, short description and contact details.
- Premium listing - a limited number of banner style listings in prominent areas.

## STAGE TWO - WEBSITE BUILD

Create a user-friendly website using Squarespace CMS to showcase the businesses in Woodend. using the map created by Chris 'Roy' Taylor as a foundation for the design.

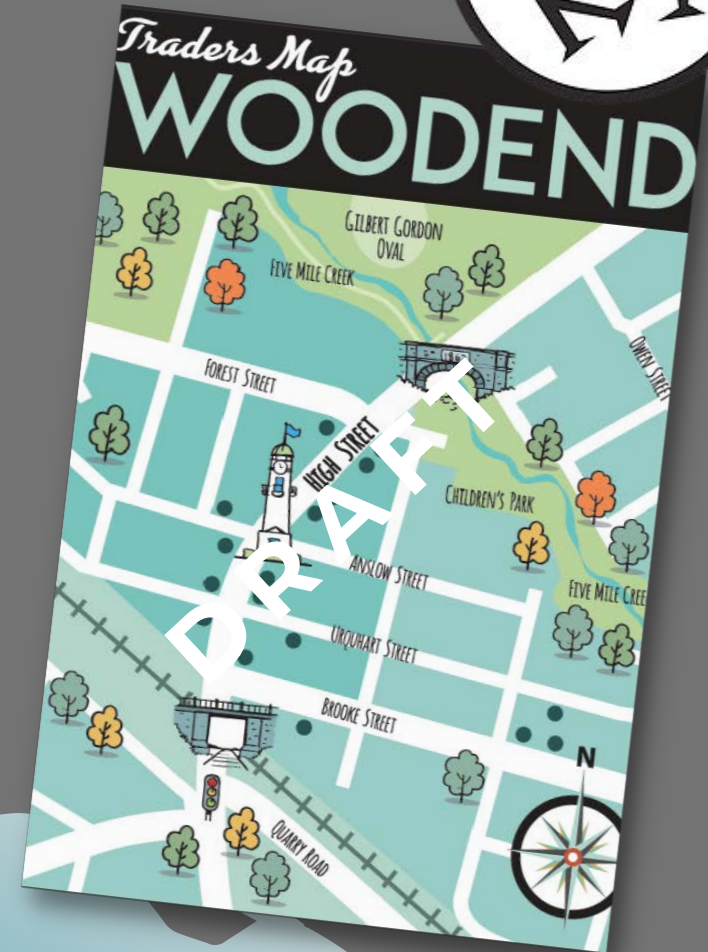
The website will contain the following sections:

- Interactive Map
- Things to do
- Food and drink
- Accommodation
- Shopping
- Trades and services
- Community groups
- Health
- Events

## STAGE THREE - WEBSITE LAUNCH

The website launch to coincide with the Twilight Festival and will be supported by a promotional campaign that includes;

- Social Media
- Print, local media
- Posters, fliers



WWW.WOODENDVICTORIA.COM.AU

A website to inspire locals and visitors to shop, explore and contribute to the local business and visitor economy.



INTERACTIVE MAP  
THINGS TO DO  
FOOD AND DRINK  
ACCOMMODATION  
SHOPPING  
TRADES AND SERVICES  
COMMUNITY GROUPS  
HEALTH  
EVENTS

## SOCIAL MEDIA

Woodend Traders engages with their audience via Facebook @woodendvillage which is well administered as a sharing platform of local business and organisations content.

Recently, during the July/August 2021 lockdowns, Woodend Traders launched "Winter Woodend Wonderland" via Facebook and Instagram as a platform for a "virtual shopping tour" to showcase shopping opportunities during restriction periods. These platforms were well received and quickly grew with good engagement from traders.

### @WOODENDVILLAGE

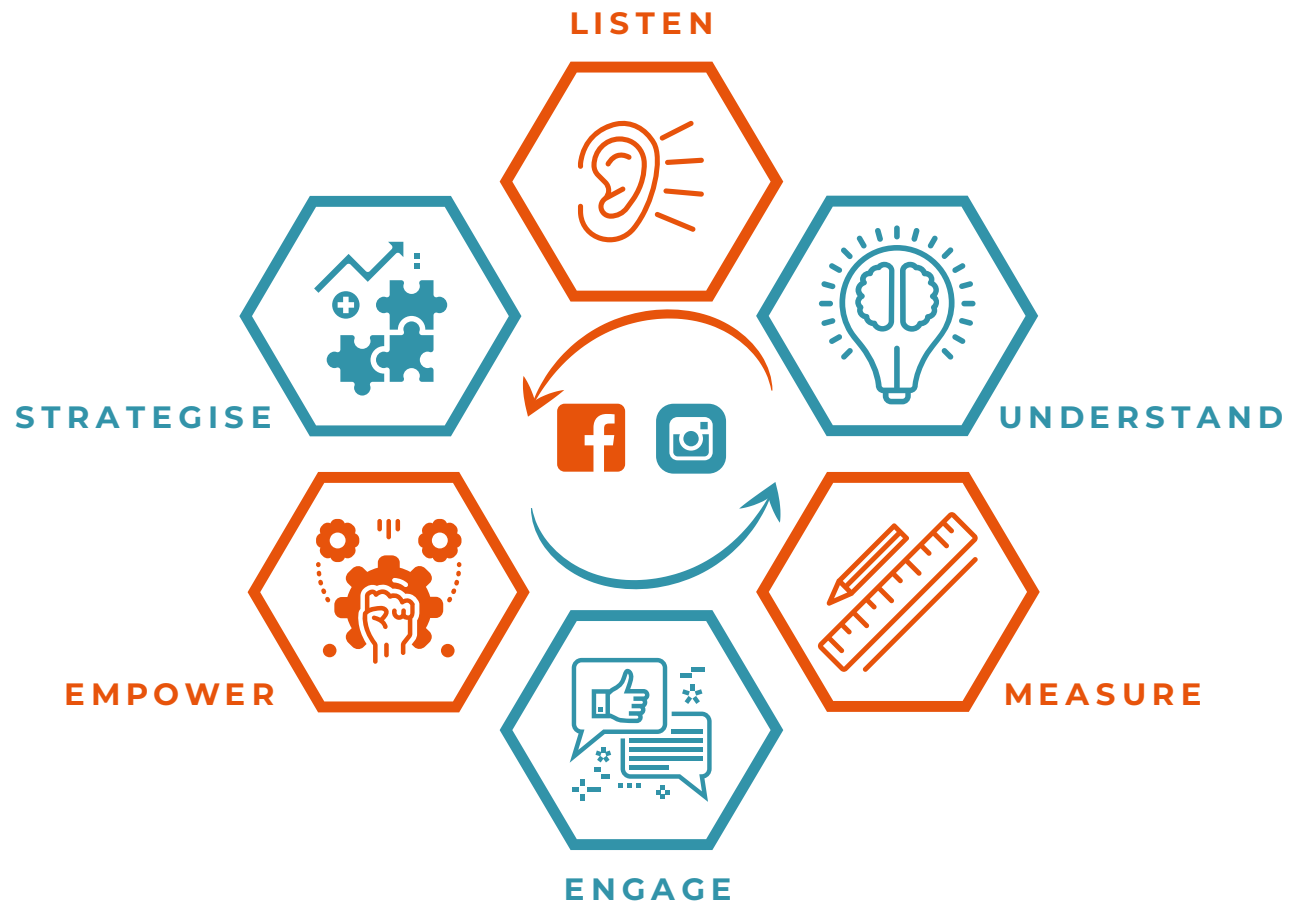
 **2193**  
FOLLOWERS

### @WOODENDWINTERWONDERLAND

 **250**  
FOLLOWERS

 **324**  
FOLLOWERS

The intention is to merge these Facebook accounts to leverage the relatively large following of @woodendvillage by connecting to the established Instagram account (which will be rebranded) and creating a content strategy with purpose and intent.



Follower statistics from August 13 2021



## HOW WE WORK TOGETHER

In order to maximise efficiency and ensure that the project is delivered on time and on budget it is important that Woodend Traders be an active contributor to the project in terms of:

- Contributing content - images and words
- Providing information - about events and listings
- Providing context - Who's who, what is where, stakeholder information etc.
- Being prepared to learn, be flexible and provide feedback throughout the process.
- Taking ownership of the website in order to keep content fresh and up to date.

## MEASURING SUCCESS

- Delivery of a platform that local businesses and residents are proud to refer friends, family and visitors.
- An increase in engagement in local events and businesses.
- A renewed sense of energy in the Woodend business community.





# WHO IS INVOLVED?



**WOODEND TRADERS**

- Project Lead



**MONROSE  
MARKETING  
+  
DESIGN**



**MRSC**

- Funding Support
- Communications Support

- Map Design



**CHRIS 'ROY' TAYLOR**



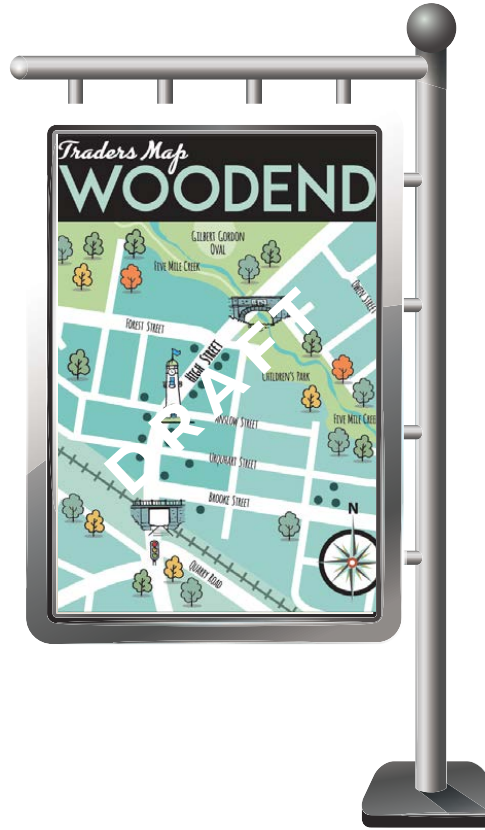
**LOCAL BUSINESSES  
& ORGANISATIONS**

- Buy-in
- Advocacy

- Spend



**TOURISTS &  
VISITORS**



**WOODEND  
RESIDENTS**

- Spend
- Advocacy

## ABOUT MONROSE MARKETING + DESIGN

Monrose Marketing + Design is a small agency that provides marketing and design services to small, local businesses and not-for-profits. Using experience gained in over 20 in the advertising and marketing industry, I provide practical, achievable and affordable marketing solutions such as logo and branding design, website design, copywriting and public relations, social media strategy, content and management and marketing support and coaching.

After over 20 years of working in advertising, marketing and communications for small to medium organisations, I'm aware that marketing is often made overly complicated and expensive.

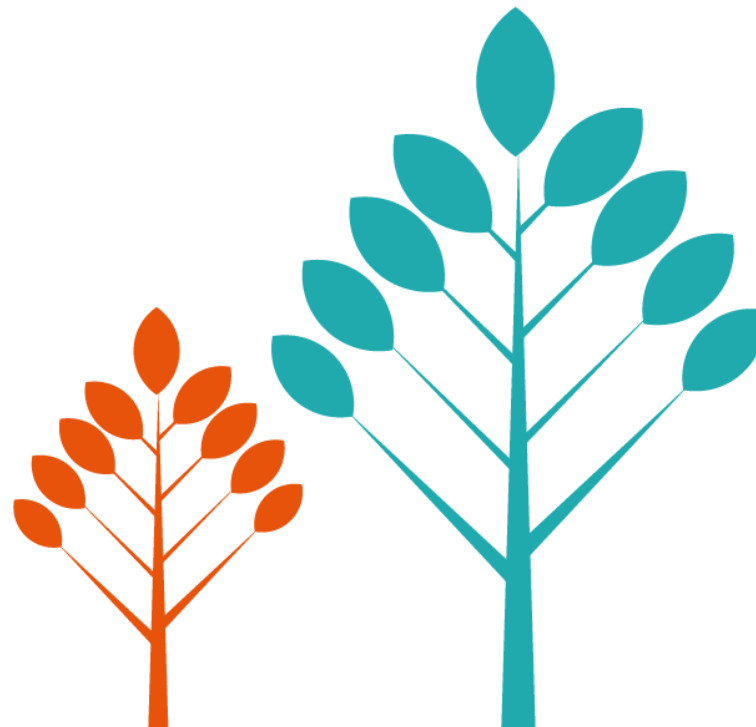
I understand that many businesses don't have the budget or time for a dedicated marketing department, nor the understanding to know how to effectively promote their services or product - and one size definitely does not fit all! I am determined that I can help to discover achievable, common-sense, easily implemented solutions for any business, whatever your budget - I'm here to help.

Recognising that small business and not-for-profits often have very limited budget, I focus on empowering businesses to understand and take control of their marketing by providing them practical tools that they can use to support their marketing efforts.

My clients feel supported and empowered as I spend a lot of time coaching them how to use the tools that I provide in an effective way.

## CONTACT

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monrose.