

**CONNECTING,  
PROMOTING AND  
CELEBRATING**

**SHEPPARTON  
& GOULBURN  
VALLEY**

# Gulpa Gaka Yorta Yorta Woka

(Welcome to Yorta Yorta Country)

This is a bold, independent and bountiful place. A place with proud traditions of striving, morphing, producing and thriving. A place where the established and emerging come together to create a kaleidoscope of experiences.

An unsung hero of feeding and flavouring the nation, and a home for people from all around the world.

The current and ancestral home to the Yorta Yorta peoples, who have built their lives, their communities and their history here, connected to Country, for thousands of years. A regional community that is more than meets the eye. Where over 50 languages are spoken, and where connecting, transforming and celebrating is simply our way of life. A united place made flavourful through a collection of unique towns and cities, each shining with its own history of cross-cultural growth and local character. Each showing us the brighter, deeper shades and tones of life.

Never boring, sometimes controversial, always vibrantly surprising.

**This is Shepparton & Goulburn Valley,  
regional Victoria's abundant, dynamic cultural capital.**

Come see for yourself.

# INTRODUCING THE NEW SHEPPARTON & GOULBURN VALLEY BRAND

Our new Shepparton & Goulburn Valley brand is the culmination of much consultation and a key deliverable of our collaborative tourism research project. It brings the stories, experiences and attractions of our region all together, under one, distinctive positioning that truly sets us apart within regional Victoria. Instead of being a collection of tourism products, it promotes us as one, compelling and unique destination.

The purpose of this Industry Toolkit is to help all of our local businesses, tourism operators and community groups to leverage the brand imagery, assets and messaging to help promote your own offers.

We will continue to update the available assets, as well as adding other visitor and tourism research and resources, to support us all to grow a thriving visitor economy for our region. Please visit regularly for more ways to use and contribute to the brand and our success as a region, or get in touch with us at [digital@sheppandgv.com.au](mailto:digital@sheppandgv.com.au) if you have a specific request, and content or stories to share.

# A STORY JUST WAITING TO BE TOLD

The creation of the Shepparton & Goulburn Valley brand started with being inspired by our own community.

We are who we are today thanks to a unique, continuously evolving, sometimes challenging but always enriching coming together of cultures and diasporas from here and around the world.

There truly is no other region like this for its mix of deep and diverse traditions embedded through waves of migration, its distinctive city and townships each offering a different perspective and experience of the region, and our natural liveability powered by the Goulburn River and a long and storied history of agricultural importance to the nation. Most importantly, this all happens day in and day out on the land that has

been home to the Yorta Yorta peoples for thousands of years.

For those of us who live here, this mix is so completely a part of our everyday lives that we may not always have seen its richness and its value to those from outside who might wish to explore, learn about and experience the bounty of our region.

The Shepparton & Goulburn Valley brand is the vehicle by which we can take this story and share it with the world. The more of us who contribute to this brand – through providing content, sharing new ideas, creating new experiences together and connecting everything we have to offer – the more we compel both our community, and our visitors, to come see, feast, discover, spend, stay and celebrate with us.



# FOCUSING ON WHAT SETS US APART

All the assets and tools we have developed to help tell, and visualise, our Shepparton & Goulburn Valley story have been informed by the foundations you see here and over the following two pages.

Each element of these foundations has a role to play in how we communicate, how we innovate and evolve our offer, and how we focus our attention on talking about the things that matter most to our audiences and that set us apart from other destinations.

**Our brand essence** is the overarching, unique benefit that all our audiences take away from their time with us. This is expanded on in the brand benefits statement.

**Our brand values** show what we care most about as a destination, and guide how we strive to connect, operate and grow.

**Our brand attributes** prioritise the destination and tourism features of the region that set us apart, while **our brand personality** describes the characteristics we should display through all our brand communications and interactions to connect with people.

## OUR BRAND ESSENCE

# KALEIDOSCOPIIC CONNECTIONS

## OUR BRAND VALUES

## Sharing the magic of diversity Creating connections Being wholehearted

First Nations communities, culture and stories - Evolving cultural offers and events - Multicultural community life - Local produce and food artisans - Flourishing, accessible, seasonal environment - Connection of historically and culturally significant townships.

## OUR BRAND ATTRIBUTES

## OUR BRAND BENEFITS

Be surprised, delighted and enriched by a kaleidoscopic destination of community, culture and character, connecting you to a richer, more colourful story and experience of regional Victoria.

## OUR BRAND PERSONALITY

## Entrepreneurial Refreshing Spirited Sociable



# FOCUSING ON WHAT SETS US APART

**Our signature pillars** articulate the three, core promises we make to all our audiences about what is most distinctive, authentic and compelling about Shepparton & Goulburn Valley in terms of offer and experiences. All our stories, content and messaging should sit within one, two or all three of these pillars.

They also help us to bridge any gaps between how we are perceived today and where we want to thrive tomorrow, by focusing us on the offers, experiences, events, facilities and stories we should be investing in and growing.

## OUR SIGNATURE PILLARS

### PILLAR 1

#### THE MOST CULTURALLY DIVERSE & INSPIRING REGION

This is our history and evolving present day, bringing us diverse cultural offerings from galleries, museums, culturally and historically significant landmarks to cafes and restaurants, music, food festivals, educational programs and centres, cultural tours, and community events. Brought to life by nourishing natural surrounds, we are a place where people come to thrive and share their experiences, knowledge, and traditions.

### PILLAR 2

#### A REGION OF UNIQUE, CONNECTED TOWNSHIPS

Our towns reveal nuance in our larger regional story, connected by the Goulburn river and its stories of living on the land and immigration. From war history, protected reserves, trucking, agriculture industry, immigration, and Indigenous significance – each town tells a different part of the story about how our landscape has nourished communities throughout time, and still does today.

### PILLAR 3

#### FUN & FESTIVITY ALL YEAR ROUND

Our beautiful, accessible natural environment has always brought people together to connect and share their gifts and resources, all year round. Experience it in our events calendar, offering an exciting and stimulating range of different activities and experiences that brings people from all over together to share sport, food, music, and art. We're a place that loves to celebrate and bring colour into the everyday in a refreshing natural setting.



**When all the parts of our brand are working together, and our whole region identifies and participates in this unifying story, our visitors and our community will feel more**

**INTRIGUED**  
**ENRICHED**  
**CONNECTED**

# WORDS AND IMAGES CREATE THE FULL PICTURE

Our words and our images are designed to work together to represent the character and characteristics that make Shepparton & Goulburn Valley such a special place to live, work and visit.

Through all our communications as a region, we want to surprise people, and exceed their expectations, using warm, natural imagery that showcases the diversity of our communities, environment and attractions. When paired with headlines and body copy that intrigue and invite closer inspection, we welcome people to come and see, discover and celebrate for themselves.

The Shepparton & Goulburn Valley team have a large and always growing library of images that we would love to share with you. Just get in touch at [digital@sheppardgv.com.au](mailto:digital@sheppardgv.com.au) and together we can look at what is available to help you connect your story to the region's.



Where 'welcomes' come in over 50 languages



Full on flavour, hold the cookie cutter



Country towns? Global village



A place of gathering for thousands of years



Where fruitful endeavour is all in a day's work





# YOUR STORY IS OUR STORY

The Shepparton & Goulburn Valley destination brand is simply a well-supported, central platform for bringing together and amplifying the stories of all our people, experiences, events, tourism operators and local businesses around the region. We want visitors to feel we are connected, and that they have a multitude of opportunities and itineraries they can put together, with our inspiration and guidance, to make the most of their time with us.

You can help us connect this story for visitors by considering the imagery and words you are using in your marketing and communications.

- 1 Are you featuring real people, at real places having real experiences?**
- 2 Are you showing the unexpected and the perspective-changing aspects of your community, attraction or business, as well as the more familiar and anticipated?**
- 3 Are you being inviting and inspiring, as well as informative?**
- 4 Have you thought about connecting your experience to others in the region? Are you locating yourself near other things people can do or see, or sending them on from your place to the next?**

The following pages provide a range of tools and examples that can help you make the most of your place within the Shepparton & Goulburn Valley story, while still staying true to what makes you special and unique for your visitors.



# CONNECT, SHARE AND PROMOTE YOUR CONTENT

We want to feature your content on our channels. Whether it's a general post about your community, event, business or attraction, or you have something special happening you want to let the world know about, the Shepparton & Goulburn Valley brand is another platform for you to share.

If you are **posting on your own channels** first, make sure you include our regional hashtag - **#sheppandgv**. Take a screenshot of your post and send it to [digital@sheppandgv.com.au](mailto:digital@sheppandgv.com.au) with the subject heading **'S&GV Post Share'** and a quick introduction so they keep an eye out for your post to share.

If you would like **us to consider posting your content on our channels in the S&GV branding**, send an email to [digital@sheppandgv.com.au](mailto:digital@sheppandgv.com.au) with the subject heading **'S&GV Content Submission'**, answering the following questions in the body of the email. Please make sure you send this at least two weeks in advance of when you would like it to be posted.

1. **What is the name of the experience, event, attraction or business you want to promote?**
2. **Where is the experience, event, attraction or business located?**
3. **How would you describe what you are offering visitors, customers and our community in one sentence?**
4. **What are the key features of your experience, event, attraction or business?**
5. **What is the action you want people to take from seeing the post e.g. visiting your website, getting in contact, purchasing tickets? Make the action specific and provide us with the link to where they should head to undertake this action.**

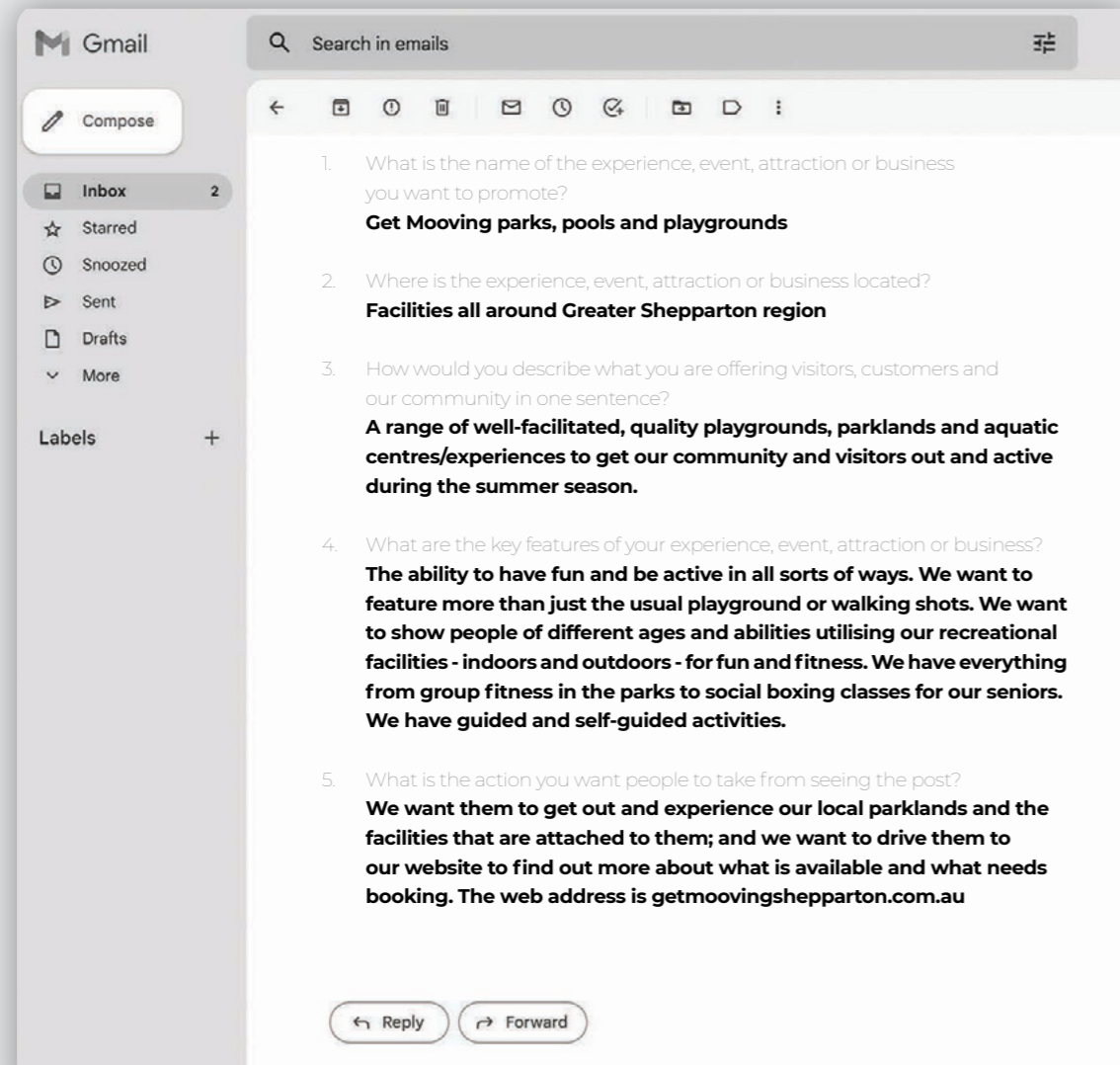
If you have an appropriate image, or images, to accompany the post, please share these in the email. We will be in touch if we have any further questions before we prepare the post to share.

## PLEASE NOTE!

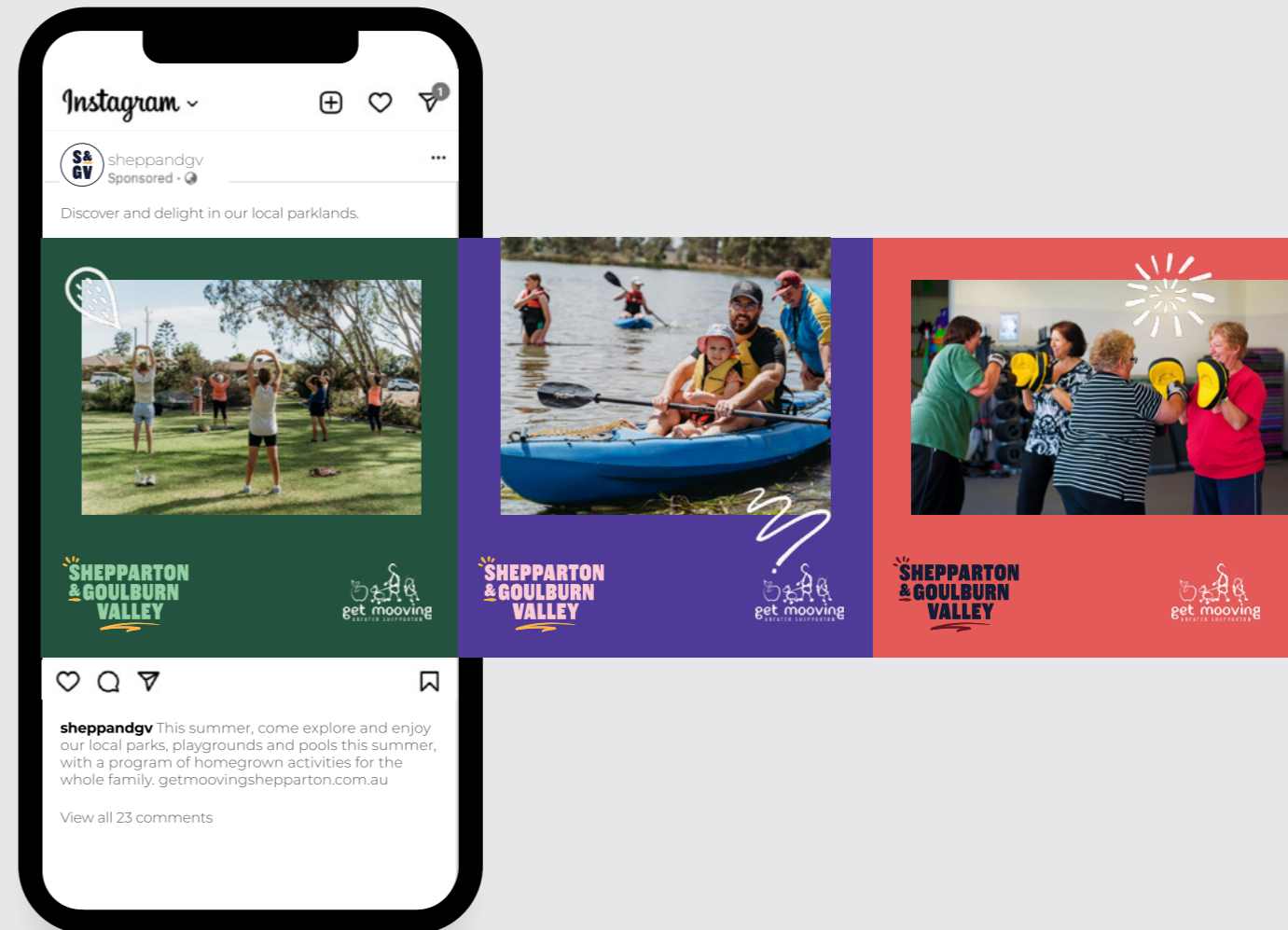
We try to align our social and campaign content with the seasons, and at times our team can be working a full season ahead of what is out in market. If your content is seasonal, it helps to supply it a few months in advance of when you would like it promoted. We may not be able to post all submissions we receive, but we will aim to respond to every one and let you know the outcome in advance.

# CONNECT, SHARE AND PROMOTE YOUR CONTENT - EXAMPLES

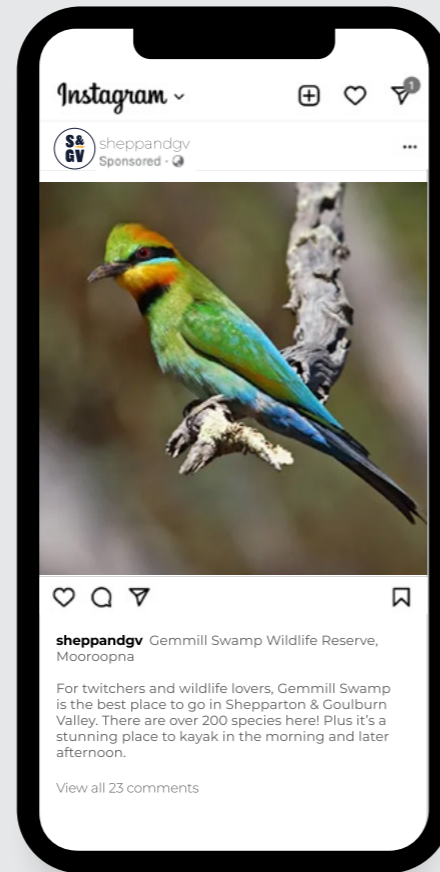
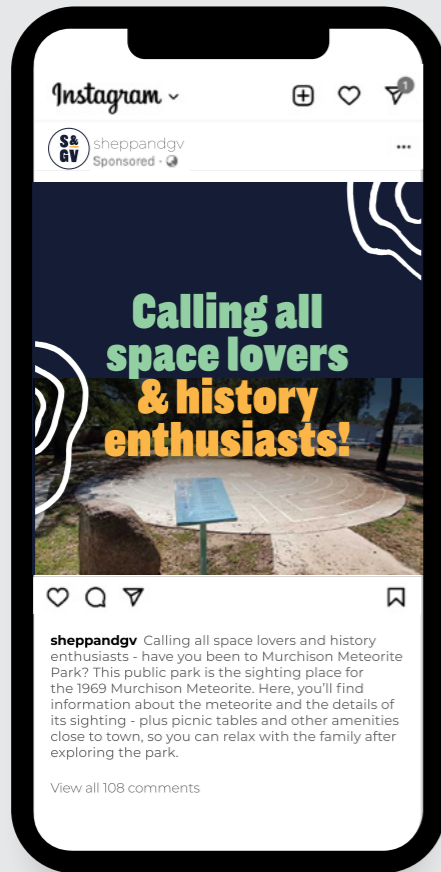
## EXAMPLE QUESTION RESPONSES ...



## ... LEADING TO THIS EXAMPLE POST



# CONNECT, SHARE AND PROMOTE YOUR CONTENT - EXAMPLES



# FEATURING IN LISTINGS AND ITINERARIES

The Shepparton & Goulburn Valley destination brand hosts a listing of all our tourism-related and service businesses on the S&GV website - [www.sheppandgv.com.au](http://www.sheppandgv.com.au)

We are also going to be creating and curating seasonal, town and themed itineraries on a regular basis, to align with the things we know we have to offer that our visitors want to experience.

At times, we will approach operators and organisers directly about being involved, or we will put a callout for specific topics.

However, we want to ensure all our local businesses, experiences and attractions are featured on our website listing, as well as having information on hand if we are putting together, or updating, itineraries.

To feature on our website listing, and be considered for future itineraries, please send an email to [digital@sheppandgv.com.au](mailto:digital@sheppandgv.com.au) with the subject heading **'S&GV Listing Submission'**, answering the following questions in the body of the email:


- 1. What is the name of the experience, attraction or business you want to promote?**
- 2. Where is the experience, attraction or business located?**
- 3. How would you describe what you are offering visitors, customers and our community in one sentence?**
- 4. What are the key features of your experience, attraction or business?**
- 5. What are the opening hours for your experience, attraction or business?**
- 6. What is your website address, email address and other contact details you may wish to include?**

If you have an appropriate image, or images, to accompany the submission, please share these in the email.



# FEATURING IN LISTINGS AND ITINERARIES - EXAMPLE

GLOBAL AND LOCAL CULTURAL IMMERSION GUIDE



Discover the cultures of our community

**SHEPPARTON & GOULBURN VALLEY**

COME SEE FOR YOURSELF

Cultural and local cultural immersion guide

**DAY 1 LOCAL ARTS EVOLUTION**



- Veiŋnati narsequod
- Mosapit eorum es seque
- Labori del icilcuplet parlori untore
- Quae volupit numet out minctio
- Minimilab is out periam
- Commo is sequid maia oiu
- Labori del icilcuplet parlori untore
- Quae volupit numet out minctio

**DAY 2 DAY TRIP TO DOOKIE**



- Veiŋnati narsequod
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- Quae volupit numet out minctio
- Minimilab is out periam
- Commo is sequid maia oiu
- Labori del icilcuplet parlori

**DAY 3 INDIGENOUS IMMERSION**



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- Labori del icilcuplet parlori

**DAY 4 GET MOVING**



- Veiŋnati narsequod
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- Quae volupit numet out minctio
- Minimilab is out periam
- Commo is sequid maia oiu
- Labori del icilcuplet parlori

SA GV

Cultural and local cultural immersion guide

**ERUM QUIAT AUT MOD RATUR NEMPORIO ITA**

**DAY 1**

- 1 Veiŋnati narsequod
- 2 Mosapit eorum es seque
- 3 Labori del icilcuplet parlori untore
- 4 Quae volupit numet out minctio
- 5 Minimilab is out periam
- 6 Commo is sequid maia oiu
- 7 Labori del icilcuplet parlori

**DAY 2**

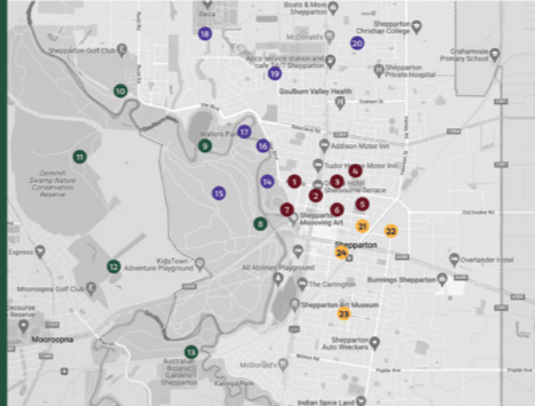
- 8 Veiŋnati narsequod
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- 12 Minimilab is out periam
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**DAY 3**

- 14 Veiŋnati narsequod
- 15 Mosapit eorum es seque
- 16 Labori del icilcuplet parlori untore
- 17 Quae volupit numet out minctio
- 18 Minimilab is out periam
- 19 Commo is sequid maia oiu
- 20 Labori del icilcuplet parlori

**DAY 4**

- 21 Veiŋnati narsequod
- 22 Mosapit eorum es seque
- 23 Labori del icilcuplet parlori untore
- 24 Quae volupit numet out minctio




SA GV

Cultural and local cultural immersion guide

**DAY 2 DAY TRIP TO DOOKIE**

Country towns? Global village.





**DOOKIE EMPORIUM CAFE & ANTIQUES**

You never know what you might dig up. In Dookie at the Dookie Emporium - it's full of surprises! Set in the large, historic, Mt Major Co-Op store, the Dookie Emporium is a virtual treasure trove. You'll be amazed by the variety of things for sale, including historical militaria and army surplus - there is something for everyone.

While you're browsing we'll look after you in the welcoming, light filled Emporium Cafe. Our cafe serves superb locally roasted coffee, all day breakfast, delicious lunches and irresistible cakes and slices. Enjoy relaxing to views of the CWA Gardens and the famous Dookie Tree.

**TALLIS WINES**

Red earth red wine - nestled on the side of the Dookie Ranges, Tallis Wines Cellar door boasts the most impressive views of the region. The Tallis Family have worked these lands for generations, with Richard and Alice evolving the wine production into the current exceptional cellar door experience. Be guided by the resident Mal through the full range of Tallis wines, from the aromatic and light sparkling vignieres, to the rich and bold James Hasting, voted 'Silent Shimmer' reds that reflects the deep red earth on which the vines are planted. Pick your favourite drop and enjoy a glass alongside a regional produce platter whilst overlooking the expansive easterly views.

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# MONTHLY SOCIAL TAKEOVERS

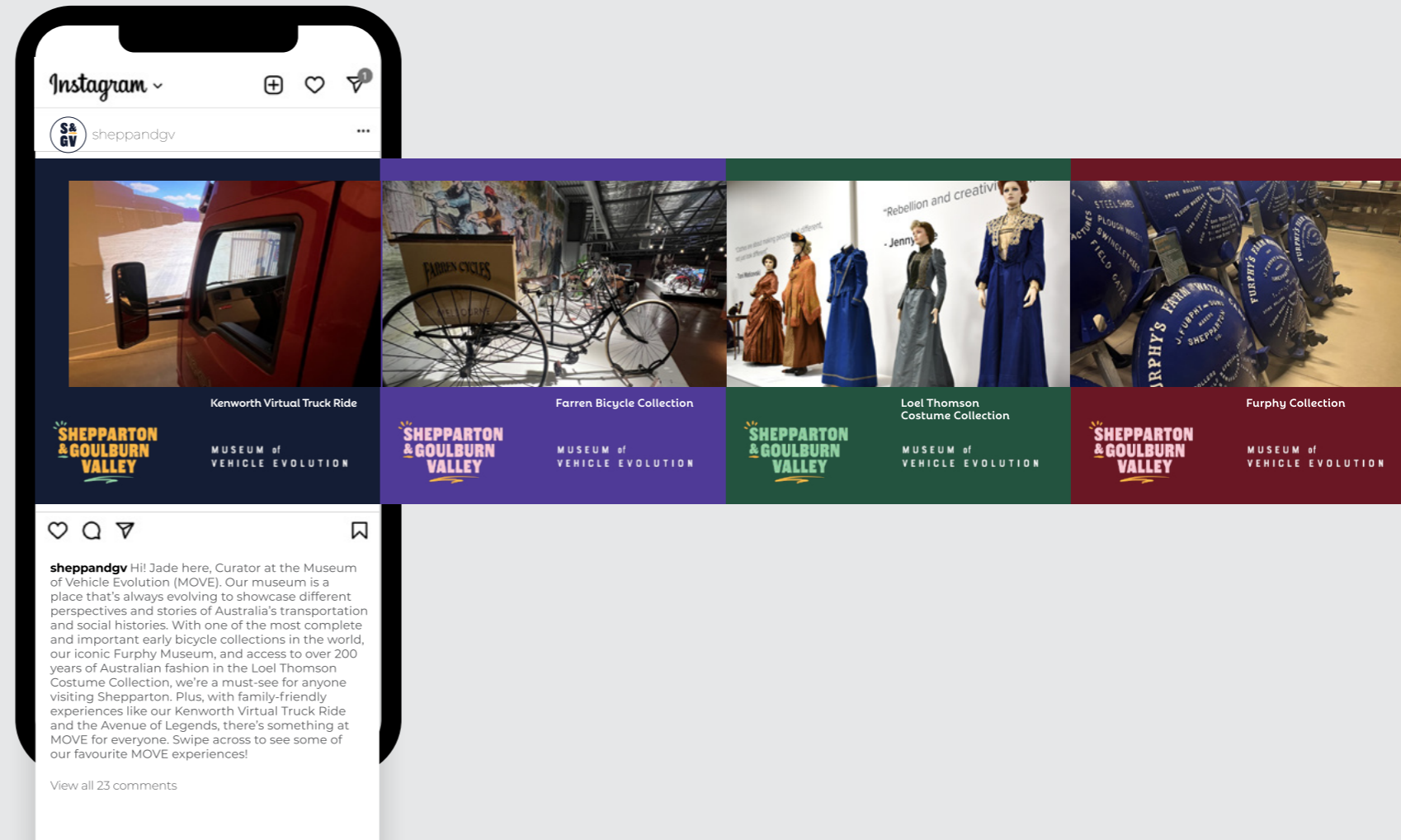
Our Shepparton & Goulburn Valley social takeovers allow our community and tourism operators a more comprehensive and boosted opportunity to promote to the S&GV audience. Each month, we will feature a different experience, event, attraction or business from our Shepparton & Goulburn Valley region on all our social media channels. Shepparton & Goulburn Valley will invest approximately \$250 to boost these takeover posts, to reach a wider range of potential visitors around Victoria, and even nationally.

We can also send out a photographer and/or videographer at no cost, to capture some great, social-ready images and footage if required.

This is a great value opportunity to share your stories and engage with new audiences, so it is important we work together to create content that makes people want to stop, read, share and act.

If you'd like to apply for a monthly takeover, please email [digital@sheppandgv.com.au](mailto:digital@sheppandgv.com.au) with the subject heading **'S&GV Social Takeover Form Request'**, or click on the download to the right.

## EXAMPLE



Download takeover application form here.

[DOWNLOAD](#)



For more information about the Shepparton & Goulburn Valley brand,  
or to access the assets and templates, please contact [digital@sheppandgv.com.au](mailto:digital@sheppandgv.com.au)