



King Valley Prosecco Road Tourism Product Development Program

Prospectus

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Kickstart /¹kɪksta:t/ (verb): to do something bold, or drastic, in order to begin or improve the performance of something.

What is KV Kickstart?

KV Kickstart is a program designed to accelerate the delivery of tourism product by private operators in and around the King Valley region. Specifically, new products that meet the needs of the desired Variety Seeker market segment of potential wine tourists are sought, to be launched in March 2019.

Successful applicants to the program will be led and supported through a process of product development, testing and refinement. Each successful product will receive \$1500 of matched funding to use toward branding and marketing services to develop appropriate marketing assets for the product launch, funded by Wines of the King Valley and Rural City of Wangaratta. Successful products will be integrated into King Valley Prosecco Road destination marketing plans and campaigns.

This project complements the increasing tourism opportunities presented by the King Valley's synonymy with the rapidly-growing Prosecco category. Visitation to King Valley Prosecco Road is currently 150,000 per annum. With the increasing awareness of Prosecco, and strategic marketing of the King Valley as a wine tourism destination as well as a wine production region, visitation to the region is predicted to increase at double the rate of other High Country destinations, representing 10% growth year on year. King Valley Prosecco Road will see 230,500 visitors per year by 2022, spending \$31.5 million per year on food, wine, tours, experiences, shopping and accommodation.

This project is an initiative of Wines of the King Valley (WOKV), delivered by Tourism North East (TNE). Funding towards this program has been secured from Wine Australia's Export and Regional Wine Support Competitive Grants program, with further support from the Rural City of Wangaratta (RCOW).

A snapshot of King Valley Prosecco Road destination marketing plans

As a result of KV Kickstart, new King Valley Prosecco Road tourism products will be launched at the inaugural King Valley Prosecco Festival, to be held 16-18 March 2019. This festival will attract 3,000 visitors to the region, and is supported by a comprehensive digital and influencer marketing campaign in Melbourne, amplified by Visit Victoria and Melbourne Food and Wine Festival communications. Campaign budget is \$50,000, funded from Visit Victoria's Regional Event Fund.

New King Valley Prosecco Road tourism products will be marketed to the Melbourne market, with additional focus on citizens and permanent residents who have immigrated from China, to encourage year-round visitation to the King Valley from domestic and international visitors. Campaign budget for this activity is \$50,000, funded from Wine Australia's ERWSP competitive grant.

King Valley Prosecco Road has been identified as one of the 5 pillars of wine tourism in the state of Victoria, and will receive a proportionate share of the \$2 million granted to Wine Victoria to develop and promote Victorian wine tourism. This represents the largest and most cohesive wine tourism strategy ever undertaken in the state, and is welcomed by Visit Victoria and the Victorian government for allowing them an opportunity to promote the wine regions in a succinct and successful manner.

KV Kickstart is fully integrated and aligned with the strategic plans of Wines of the King Valley and Tourism North East, ensuring further opportunities will be available to successful operators.

What tourism products are eligible for KV Kickstart?

Products in the following categories are sought for the program:

- Vineyard, winery or cellar door guest experience
- Guided tour or transport
- Bespoke accommodation package for King Valley Prosecco Road
- Complementary food & drink experience
- Fashion experience
- Spa or wellness experience
- Arts or culture experience

All products must be available and bookable online. Examples of desired products are outlined in Appendix 3

Who is eligible to apply?

- Any existing business with a proven track record planning to operate within the Rural City of Wangaratta is able to apply for KV Kickstart funding and support.
- The business must have, or be willing to take out, an ATDW listing.
- Product concept must represent new tourism product, or significant changes and improvements to existing product.
- Product must meet the demands of the identified Variety Seeker market segment (see Appendix 1).
- Product must engage with brand promise of King Valley Prosecco, as outlined in the King Valley Prosecco Road quality framework (under development).

What is the process?

5 - 8 wine products will be identified and taken through an intensive and facilitated product development process as per the following schedule:

1. Interested businesses are invited to complete an EOI form (Appendix 4). Closing date for submission of EOI is 18 January 2019.
2. Product concepts will be reviewed by a selection panel comprised of representatives from Wines of the King Valley, Tourism North East and Rural City of Wangaratta. Successful products will be advised on or before 23 January 2019.
3. A MOU will be signed by all parties accepting applicant into the program.
4. Inception Workshop will be delivered by Tourism North East industry development as per Appendix 2 on 30 January 2019.
5. Participants will be given time to further develop and refine product concepts based on research presented at Inception Workshop.
6. Participants will participate in a 'Sharktank'-style product pitch and testing session, with panel comprising representatives of Tourism North East, Rural City of Wangaratta, Visit Victoria and independent tourism product marketing experts. 19 February 2019.
7. Individual mentoring will be provided throughout the process by a member of the Tourism North East industry development team.
8. Product brand identities will be developed by Wines of the King Valley, in consultation with the product owner.
9. Product photography will take place, styled and coordinated by Wines of the King Valley.
10. Products will be uploaded onto online booking sites by operators.
11. Product launch will occur supported by Wines of the King Valley and Tourism North East, including briefing into Visit Victoria. 16 March 2019.

How will the Budget work?

Each KV Kickstart project will have an independent budget, to be owned and operated by the individual operator.

Budget for each project will be at least \$3,000, to be made of 1:1 matched funds from the operator and KV Kickstart funding, to a maximum contribution of \$1,500 from funding per project.

Funding from KV Kickstart budget will be made available to operator at conclusion of Sharktank product pitch. It is expected that the \$1500 in matched funding will be used to develop brand and marketing assets via a centrally organised effort to allow for economies of scale.

Budgets must include allowance for product brand identity development and photography, to be centrally completed by Wines of the King Valley.

In Round 1 it is anticipated a maximum of 8 projects would be accepted. If the process is successful a second round may be considered, in consultation with all stakeholders.

What if I am not sure?

Please give Sarah Pilgrim at Tourism North East a call if you would like to further discuss your idea or the KV Kickstart process. Email sarah.pilgrim@tourismnortheast.com.au phone 03 5728 2773

Appendix 1 - Variety Seeker market segment

Variety Seekers

15%

I love wine but am tired of traditional tastings – for me it's important to have both good wine and an interesting experience.



Who are they?

- Mostly younger, but can be middle-aged.
- Equally male and female.

What defines them?

- Active: Get away to do a range of activities / experiences.
- Self-indulgent: Out for fun, more than just the wine itself.
- Social: Often travel in groups.

- VISITATION HABITS:** Commonly motivated by attendance at a public event.
Highly social so also attend private events (e.g. weddings) at wineries.
Travel to less well-known regions – to wherever there is something of interest.
Somewhat interested and knowledgeable about wine – but not the principle motivator.
- ENGAGEMENT:** General event media: TripAdvisor / Time Out / Broadsheet / etc.
May join independent wine club.
- KEY ATTRACTIONS** A point of difference – something unique which piques their interest.
Organised events / tours.
Open to paid tastings.
Expectation to purchase by the glass and to have casual dining available.

Variety Seekers

Drivers / preferences

- No depth of interest in any one thing (including wine).
- Rather than follow a set routine, they look out for new things to try / do. Searching for fun / excitement.
- Seek a 'full experience', combining other attractions such as local fresh food producers, walks, rides, etc.
- Attracted to low cost / high value options, such as package deals offering substantial discounts.
- Tend to be relatively unsophisticated, has less refined tastes in food, wine, service standards, and atmosphere.

Attitudes toward North East Victoria

- × No fixed point of interest is worth travelling to for these event goers / experience seekers. Wineries are perceived to be undifferentiated from those closer-by, and no single attraction carries enough interest.
- × Principally thought of in the context of skiing or other outdoor activities rather than wine.
- ✓ Perceived to have much *potential*. The setting / landscape could play host to great events. Known to host festivals, trails, concerts, etc. And thought that a full experience holiday could be planned if prompted to do so.

Persona archetypes

- Example 1: Young, enjoys craft beer, cider, wine, and all types of food. Has been to wineries and done tastings but bored at the prospect of another standard experience. Would only go to winery in conjunction with a concert or event.
- Example 2: Highly social, plans joint activities with partner / friends, on the lookout for things she thinks will interest everyone. Friends enjoy being kept active so wouldn't just have sit-down meal or spend the day in a winery together.

Appendix 2 - Workshop schedules

1. Inception workshop Wednesday 30 January 2019

Time	Topic
9.00	Group introductions
9.20	Introduction to and update of actions around King Valley Prosecco Road
9.30	Review of MOU's and signing
10.00	Quality framework of the King Valley Prosecco Road tourism initiative
10.30	Working Morning Tea
10.30	Product concept introductions
12.00	Lunch with the Tourism North East Team
12.45	Futures briefing
2.30	Welcoming visitors from China
5.00	Summary and close

2. 'Sharktank' product pitch Tuesday 19 February 2019

Operators will be invited to present concepts, directions, delivery model, pricing and marketing planned around their new tourism products to a group of industry experts and stakeholders. This group will work with the operator to review, analyse, test and improve the products presented, before the product moves forward to final development stage.

The process is not designed to be confronting, but to provide the operator with the opportunity of expertise, support and focus on their ideas, to optimise the potential for success before investment in product is made.

The Sharktank panel will comprise key representatives and advisors of:

- Visit Victoria
- Tourism North East
- Rural City of Wangaratta Economic Development and Tourism
- Independent marketing and tourism experts.

Appendix 3 - Examples of desired products

On winery/cellar door guest experience	Private spot to picnic/taste in the vineyard Prosecco cocktail class Prosecco and food matching experience Vineyard discovery walk
Accommodation package	May include: Welcome Prosecco cocktail, room styling, upgraded amenities, unusual accommodation such as glamping or farmstay, Prosecco Road Produce breakfast/hamper, curated film or music lists, branded gifts/merchandise.
Tour and transport	Italian marque car for hire or tour. Farm tours behind-the-scenes on a tractor or traditional 3-wheeled Ape van. Supported cycle tours. Small bus or van with catering.
Food and Drink	Aperitivo hour, located close to accommodation centre Prosecco picnic baskets, either pre-packed or provided empty with a list of recommendations on where to fill the basket with Prosecco Road produce Bookable cocktail class or prosecco tasting session, either in a venue or in accomodation Chef for hire to accommodation - preparing a feast that includes Prosecco and Prosecco Road produce
Fashion	Styling session for wine tourism - outfit yourself according to the region Prosecco shopping nights - view the collection with Prosecco in hand Personal fashion shoots - styling, make up artist and professional photographer provided to record your Prosecco experience with friends
Spa and Wellness	Prosecco pedicures delivered at a winery Yoga, pilates or meditation in the vines Facials and massages using locally sourced botanicals in accomodation
Arts and Culture	Regular music programming such as gypsy jazz or light opera Movie screenings in unexpected places Basket weaving with vineyard prunings Plein Air/ Al Fresco painting or sketching sessions Hands-on street art experience using a reusable wall on a tobacco kiln Light projections or bubble art Interactive art installation in a winery / vineyard Engagement inspired by idea of leaving padlocks on a bridge, or coins in a fountain

Appendix 4 Expression of Interest Form

Completed application form to be emailed to sarah.pilgrim@tourismnortheast.com.au by January 18 2019

Product Name	
Name of applicant	
Business name	
Email address	
Contact phone number	
Product description	
Identified gap product is filling	
<i>Application received</i>	<i>For TNE use only</i>