



South Gippsland  
Shire Council

# Great Southern Rail Trail Visitor Experience & Marketing Plan 2022-2031



GREAT SOUTHERN  
RAIL TRAIL

Annual  
Implementation  
Update July 2023

# Great Southern Rail Trail Visitor Experience & Marketing Plan 2022-2031 Actions 2022/23

There are six major projects we want to complete to coincide with the completion of the Trail extension from Nyora to Yarram, that will set us up for an improved, and continuously improving, GSRT visitor experience and marketing communications.

## Theme 1 - BRAND & CAMPAIGN

ACTIVITY	#	DELIVERABLES	UPDATES	
Strategic brand positioning	1.1	Develop GSRT brand positioning, value proposition and personality (aligned to what will be the new South Gippsland brand foundations)	Completed – incorporated as part of the new South Gippsland brand. GSRT brand will not change	
Seasonal campaigns	1.2	Align on key activities, experiences and events on offer for Spring/Summer and Autumn/Winter	Not yet commenced - launch to be prepared to coincide with the completion of extension to Nyora and Yarram.	
	1.3	Develop campaign idea/story and creative assets for each season	Not yet commenced - launch to be prepared to coincide with the completion of extension to Nyora and Yarram.	
	1.4	Develop media/channels schedule for digital, outdoor/evolving signage, radio, social media and in-region/on-trail assets	Not yet commenced - launch to be prepared to coincide with the completion of extension to Nyora and Yarram.	
	1.5	Collaboration with partnered media and content creators	Not yet commenced - launch to be prepared to coincide with the completion of extension to Nyora and Yarram.	
	1.6	Media kit and business partner promotional packages	Not yet commenced - launch to be prepared to coincide with the completion of extension to Nyora and Yarram.	
	1.7	Partner with Destination Gippsland All Kinds of Wonder brand where appropriate	Commenced – as part of the broader Gippsland Odyssey product.	

Events aligned with campaigns and social media	1.8	Collaborate with event organisers and community networks	Commenced – Examples include the Loch Food and Wine Festival and roll out of the ArtCubes project.	
	1.9	Ensure events are aligned and featured in campaigns and social media content	Commenced – as part of the South Gippsland Branding roll out.	
Engagement benchmark setting and evaluation methods	1.10	Establish relevant and appropriate benchmarks and methods for evaluating level of social media engagement and successful performance according to marketing objectives	Not yet commenced	
	1.11	Create evaluation schedule	Not yet commenced	
	1.12	Assess need for adjustments	Not yet commenced	

## Theme 2 - WEBSITE OPTIMISATION

ACTIVITY	#	DELIVERABLES	UPDATES	
Audience-centric content reorganisation and Adjustments	2.1	Current website content and structure audit; review against new audience profiles and develop updated content categories	Not yet commenced – to be undertaken in 2023/24	
	2.2	Re-write/re-order content aligned to new content categories	Commenced – as part of content for the interpretive signage project.	
	2.3	Re-flow new categories and content to existing website look and feel/wireframe structure	Not yet commenced – to be undertaken in 2023/24	
Develop web pages: Preparing for your visit, FAQs, needs-based itineraries	2.4	Audit website for pages that require updating, and lacking pages that need to be developed	Not yet commenced – to be undertaken in 2023/24	
	2.5	Plan webpages according to audience needs and brand objectives; consider pages for FAQs, preparing for your visit or 'how to explore'	Not yet commenced – to be undertaken in 2023/24	

	2.6	Ensure complete information is available on webpages (do not rely on brochure uploads)	Not yet commenced – to be undertaken in 2023/24	
	2.7	Develop a content engagement strategy for itineraries to address brand and marketing objectives	Not yet commenced – to be undertaken in 2023/24	
	2.8	Develop a set of up to 5 x itineraries based on specific areas of interest such as culture/ art, natural wonders, culinary and local produce etc	Not yet commenced – to be undertaken in 2023/24	
	2.9	Upload to website and promote publication	Not yet commenced – to be undertaken in 2023/24	

### Theme 3 – SOCIAL STRATEGY

ACTIVITY	#	DELIVERABLES	UPDATES	
"Always On" social media content and engagement strategy	3.1	Collaboration with partnered media and content creators	Ongoing – GSRT marketed through local media channels, Destination Gippsland, and featured in the broader South Gippsland marketing material.	
	3.2	Delegate management of social accounts and responsibilities	Commenced – currently managed internally.	
	3.3	Develop strategic audience-centric approach to responding to users and sharing user generated content	Not yet commenced - internal resourcing to be determined in management of this deliverable	
	3.4	Observe public comments and feedback in Victorian trail groups, forums	Not yet commenced – internal resourcing to be determined in management of this deliverable	
	3.5	Create a content calendar with regular branded social content, anchored in audience needs and wants	Not yet commenced – to be aligned with the completion of the extension from Nyora to Yarram.	

	3.6	Scope for social collaboration opportunities on Instagram, TikTok, and YouTube for Victorian travel content creators	Not yet be commenced - to be aligned with the completion of the extension from Nyora to Yarram.	
	3.7	Observe and analyse performance and feedback for adjusting content and engagement strategy	Not yet commenced – internal resourcing to be determined in management of this deliverable	

#### Theme 4 – SIGNAGE

ACTIVITY	#	DELIVERABLES	UPDATES	
Entry signs review and update	4.1	Conduct brand strategy work to review and refine GSRT offer proposition is accurate and appropriate for long-term use (for example with trail lengths mentioned)	Commenced – signage content review in development and will be aligned to the completion of the extension from Nyora to Yarram.	
	4.2	If required, update signs with overprint stickers	Commenced – signage content review in development and will be aligned to the completion of the extension from Nyora to Yarram.	
New/updated sign mapping research and strategy	4.3	Review and update signs (sign and sign content) for wayfinding, brand/promotional, safety and emergency signs	Commenced – signage content review in development and will be aligned to the completion of the extension from Nyora to Yarram.	
	4.4	Include in sign strategy brand and promotional signage in towns to ensure visitors can discover and learn about the GSRT. Consider use of QR code technology to include seasonal and updated information.	Ongoing – will form part of the overall signage project.	
	4.5	Plan for navigational signage in towns, on HWY, along the Trail, at all entrance points – includes distance to points of interest, nearest exist, facilities and amenities such as water, shelter, seatings, toilets, bike stations, and directions towards public transport stations	Commenced – signage content review in development and will be aligned to the completion of the extension from Nyora to Yarram	
	4.6	Install directional signage along the Hwy to ensure visitors can discover entry points along the GSRT	Commenced – signage content review in development and will be aligned to the completion of the	

			extension from Nyora to Yarram	
	4.7	Include easy to understand and detailed safety and emergency signs at main points and along the Trail to help users feel prepared. Consider wildlife and weather hazards, injuries, road safety, and other emergencies.	Not yet commenced – to be determined as part of the service/management plan review.	
Interpretative signs – physical and digital	4.8	Conduct research and/or consultation into desirability, feasibility and viability of interpretative signage. Consider where interpretative content can be integrated on navigational signage for efficiency	Commenced – signage content review in development and will be aligned to the completion of the extension from Nyora to Yarram	
	4.9	Trials may be conducted with QR sticker on existing signs (not recommended for long-term use as it excludes those without access or ability to use smart phone technology, or may rely on internet connection where there is none)	Commenced – signage content review in development and will be aligned to the completion of the extension from Nyora to Yarram	

### Theme 5 – ENGAGEMENT

ACTIVITY	#	DELIVERABLES	UPDATES	
Community inclusion	5.1	Develop a Community Inclusion Plan that identifies community members and groups to participate in future activities and projects related to the GSRT.	Not yet commenced.	
Local business engagement	5.2	Media kit and business partner promotional packages	Not yet commenced	
	5.3	Collaboration and/or partnership with business operator associations	Not yet commenced	
	5.4	Email businesses with feedback and suggestion opportunities	Not yet commenced	
	5.5	Explore opportunities for packages, events, and campaign partnerships (competition prizes, for example)	Not yet commenced	

Maintenance and management communications	5.6	Maintenance and management communications will form part of the GSRT Management Plan	Commenced – Management Plan currently in development	
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### Theme 5 – EVENTS & CULTURAL ACTIVITY

ACTIVITY	#	DELIVERABLES	UPDATES	ACTIVITY
GSRT arts and culture	6.1	The GSRT is considered in Council's Visitor Economy Strategy 2021 – 2031 and Council's Arts, Culture and Creative Industries Strategy 2022–2026	Completed	