MEMBER OPPORTUNITY GUIDE

2026/27



TOURISM GEELONG AND THE BELLARINE

OUR REGION. YOUR BUSINESS. GROWING TOGETHER.

GEELONG AND THE BELLARINE IS BRIMMING WITH STORIES. BUT WE NEED YOUR HELP TO TELL THEM. WITHIN THE PAGES OF THIS GUIDE, YOU'LL FIND SOME HANDY INFORMATION ALONG WITH EXCLUSIVE OPPORTUNITIES TO PARTICIPATE IN HIGHLY STRATEGIC MARKETING ACTIVITIES.

Available to our financial members, participation in many of the listed opportunities is additional to the cost of your membership fees, but your investment goes a long way.

By working with us, you'll not only increase your brand awareness, you'll also be supercharging your own marketing plans. Additionally, you'll be directly supporting Team Tourism, our advocacy efforts and the work we do to grow our visitor economy.

IT'S A WIN FOR YOUR BUSINESS AND A WIN FOR THE REGION!

Our vision is to strengthen people's connection to Geelong and The Bellarine, encourage return visitors, and make an impression on all those who set foot here. Together, we can make that happen.

MEMBERSHIP PERKS

NEW TO TEAM TOURISM?

THIS IS WHAT ALL FINANCIAL MEMBERS RECEIVE AT NO ADDITIONAL COST:



Promotion to visitors with your brochures on display via our network of Visitor Information Centres.



Invitations to attend networking, training and development events for up to two staff members.



Important tourism communications including the weekly This Week in Tourism (TWIT) newsletter.



Advocacy support, such as data, research and letters to support grant applications and business development opportunities.



Opportunity to buy-in to print publications, digital marketing opportunities and, if appropriate, join our Business Events and International programs.



A presence on the consumer leisure website at **visitgeelongbellarine.com.au**, and the chance to be seen by thousands of potential travellers each year!

LEISURE MARKETING



FROM CLICKS TO CHECK-INS

THE RIGHT CONTENT HITTING THE RIGHT EYES AT THE RIGHT TIME CAN CHANGE THE GAME FOR YOUR BUSINESS. WHICH IS WHY WE KEEP STRATEGY AT THE HEART OF EVERYTHING WE DO.

Inspirational and compelling, we've been busy behind the scenes creating content that has Geelong and The Bellarine up there with the best in Victoria as visitors are researching, planning and booking their trips.

With a refreshed content-first website that's rolling out some new features and a strong digital media strategy, we're reaching more potential visitors than ever before across our owned channels.

We get that one size does not fit all, and we still embrace printed guides and maps – which play an important role in reaching the hearts and minds of travellers and servicing visitors when they're here.

Digital or print, traditional or new-age, read on for some of the opportunities we have to get your business in the hot hands and travel plans of potential visitors.

OFFICIAL VISITOR GUIDE

FOR TOURISM MEMBERS, DISTRIBUTED IN AND OUT OF REGION.

The Official Visitor Guide covers all corners of Geelong and The Bellarine, as a popular (and official) guide for what to see and do in the region. The publication includes clearly marked sections (such as 'eat and drink' and 'things to see and do') making it easier to navigate for consumers.

Displayed at Visitor Centres around Victoria and across the border, onboard the Spirit of Tasmania, shared at strategic events and delivered to targeted Melbourne audiences, including via hundreds of pick-up points across the Melbourne hotel network. New for 2026, the Official Visitor Guide has joined the shelves at Melbourne Airport's new Visitor Information counter.

The content speaks to potential visitors broadly about the whole region as an aspirational guide, capturing their attention while they are still considering a visit, planning a return trip or looking for additional activities when they're already in the region.

SIZE:
A5 full colour magazine-style on high-quality uncoated, recycled stock

BOOKINGS OPEN:
27 April 2026

FINAL CALL:
22 June 2026 (invoicing can be requested for 26-27)

PRODUCTION & DESIGN:
July – September 2026

RELEASE DATE:
November 2026

PRINT RUN: 60,000

PARTICIPATION COST:

AD SIZE	COST (INC GST)
¼ page (advertorial only)	$695
½ page (advertorial only)	$1,450
Full page	$2,900
Inside front cover	$3,750
Back cover	$4,250



OFFICIAL TOURING MAP

FOR TOURISM MEMBERS, DISTRIBUTED IN AND OUT OF REGION.

There's still something uniquely satisfying about unfolding a paper map and marking out your itinerary for adventures. The Official Touring Map is still the go-to to mark out visitors' journeys whether it's done by helpful volunteers at the information centres, hotel concierges or on their own as they travel throughout the region.

Prominently displayed at our Visitor Information Centres across the state, our Official Touring Map of Geelong and The Bellarine offers travellers an irreplaceable tactile experience, showcasing detailed routes, scenic spots and hidden gems.

SIZE:
Folded to DL on uncoated recycled stock

BOOKINGS OPEN:
27 April 2026

FINAL CALL:
22 June 2026 (invoicing can be requested for 26-27)

PRODUCTION & DESIGN:
July – September 2026

RELEASE DATE:
November 2026

PRINT RUN: 80,000

PARTICIPATION COST:

AD SIZE	COST (INC GST)
¼ page (advertorial only)	$695
½ page	$1,450
Full page	$2,900
Back cover	$4,250



BELLARINE TASTE TRAIL

FOR ELIGIBLE BELLARINE PRODUCERS AND TOURISM MEMBERS.

Each year, more and more visitors are wanting to see firsthand how good food and drink is made, grown and eaten.

Our hills, valleys and seas yield delicious produce and the harvest is being put to good use in loads of local restaurants and cafés.

The Bellarine Taste Trail (BTT) capitalises on the growing interest in agritourism, driving visitors throughout the peninsula and to the doorstep of makers and growers, along with cafes and restaurants where local produce is king.

TRAIL MARKETING INCLUDES:

- A dedicated touring map featuring venues and businesses, distributed at Visitor Information Centres, member businesses, accommodation venues and relevant events.
- A digital presence highlighting the trail, the experiences and the various businesses within it.
- Public relations activity to encourage TV, radio, print and online features.

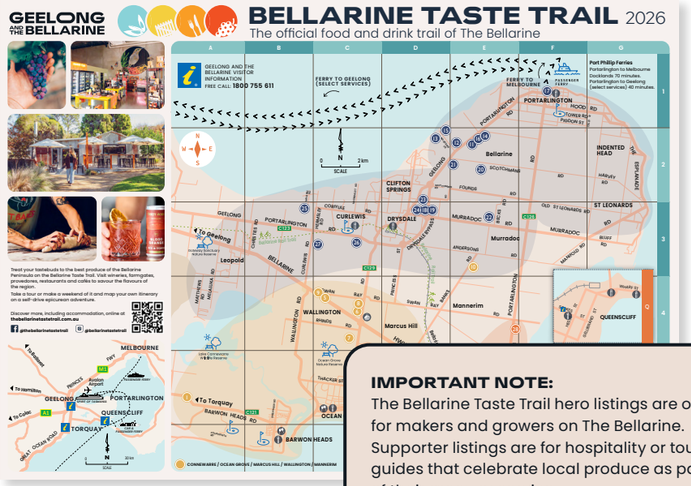
SIZE:
A3 full size colour on recycled stock

RELEASE DATE:
December 2026

PRINT RUN: 50,000

PARTICIPATION COST:

LISTING TYPE	COST (INC GST)
Hero listing	$315
Supporter listing	$135



IMPORTANT NOTE:
The Bellarine Taste Trail hero listings are only for makers and growers on The Bellarine. Supporter listings are for hospitality or tour guides that celebrate local produce as part of their menu or service.

LEISURE DIGITAL MARKETING

FOR TOURISM MEMBERS.

You asked for it, so we're keeping it. We have limited opportunities to partake in exclusive digital buy-ins to amplify your reach to potential domestic leisure travellers via the Visit Geelong and The Bellarine (VGB) channels.

Blast your business offerings into 26k inboxes with an eDM inclusion or take part in a social post to capture the attention of a combined (and growing) audience of 65k on Facebook and Instagram.

BOOKINGS OPEN:
27 April 2026

BOOKINGS CLOSE:
Ongoing pending availability, spots are limited

REGIONAL EDM FEATURE

- Get into the inboxes of 26k potential travellers
- Select an eat, play or stay blurb feature in a region-focused EDM. These EDMs will be on a focused region (e.g. Geelong, The Bellarine, Moorabool Valley, Queenscliff & Point Lonsdale) and highlight a singular eat, play and stay alongside destination information.
- Our marketing team will write the copy and approve with you
- Utilising imagery supplied by operator or via existing Visit Geelong and The Bellarine content library

BOOKINGS: Limited to 3 opportunities across 4 EDMs (only one placement per eligible business)

PARTICIPATION COST: **$350** (INC GST)

SOCIAL MEDIA FEATURE VIDEO

- Lo-fi mobile video (for social 6:19) filmed at your business
- Up to 10 B-roll videos
- Social media-ready short form video
- Posted on Visit Geelong Bellarine Instagram with collaboration with your channel

BOOKINGS: Limited to 6 per year

PARTICIPATION COST: **$1,000** (INC GST)

LOOKING FOR DRIVE VICTORIA?
This has been removed as a buy-in and is now an added benefit for premium tourism members. If you'd like to discuss your membership level, reach out to the team at membership@tourismgeelongbellarine.com.au.

CURIOUS IS CALLING

Launched in February 2026 in partnership with Balance Agency, this campaign marks a new chapter in how we present Geelong and The Bellarine to the country. It invites travellers to look closer. To discover the unexpected moments, makers and experiences that set our region apart. This is more than a creative idea. It is our always on marketing platform for the next few years.

This campaign gives our region a unified story. As operators, you are at the centre of that story. Curious works best when the experience on the ground matches the promise in market. When visitors arrive ready to explore and are met with depth, detail and genuine character.

To provide tourism members with additional options for getting involved we have put together two co-operative marketing packages.

META CAROUSEL ADVERT

- Utilising supplied imagery provided by operator or via existing Visit Geelong and The Bellarine content library
- 2 x carousels (4:5 and 9:16) and 1 x static graphic in campaign branding
- Campaign-aligned ad captions and messaging
- Targeted Meta advertising via Visit Geelong and The Bellarine for 3 weeks

BOOKINGS OPEN:
27 April 2026

BOOKINGS CLOSE:
Ongoing pending availability, limited to six per year

PARTICIPATION COST:

$300 (INC GST)

PROFESSIONAL CONTENT PACKAGE

- Professional shoot, 10 edited campaign-style images
- 2 x Instagram carousels (4:5 and 9:16)
- One 30-sec vertical video (Reels, Stories, TikTok ready)
- Campaign-aligned captions and messaging
- Optional royalty-free music included
- Targeted Meta advertising via Visit Geelong and The Bellarine channels for 3 weeks
- Content supplied for operator use and may feature in destination campaign for up to three years

BOOKINGS OPEN:
27 April 2026

BOOKINGS CLOSE:
Ongoing pending availability, limited to four per year

PARTICIPATION COST:

$1,500 (INC GST)

LIST YOUR DEAL

This year for the shoulder and off-peak season we're using offers and deals as part of our Curious is Calling campaign to drive visits.

WHAT WE NEED FROM YOU?

Good quality deals that provide value to consumers that encourage conversion.

Example of great offers:

- A minimum of 10% off your tourism offering or equivalent RRP value
- Stay two nights get your third night free for accommodation
- Buy one get one free admission to experiences

HOW DO YOU DO IT?

If you'd like your deal to be considered as part of our Curious is Calling winter ad campaign, you need to list your deal attached to your Australian Tourism Data Warehouse profile (if you have an ATDW listing) or with a custom form for those with our VGB-only website profiles.

Scan the QR code to find out more on the process and deal requirements. If you're not sure on your profile type, please reach out to marketing@tourismgeelongbellarine.com.au.

DEAL DEADLINE:
List your deal by 18 May 2026

CAMPAIGN RUN:
June – August 2026

PARTICIPATION COST:
Free - you just need a great offer!



LEARN DEAL REQUIREMENT

THE AUSTRALIAN TOURISM DATA WAREHOUSE (ATDW)

ATDW CONTINUES TO BE A VALUABLE MARKETING TOOL FOR MANY TOURISM BUSINESSES, PROVIDING EXPOSURE ON HIGH TRAFFIC TOURISM WEBSITES SUCH AS AUSTRALIA.COM AND VISITVICTORIA.COM.

You can continue your business listing directly with Visit Victoria for an annual fee of **$295** (INC GST), with discounted rates available for accredited businesses or not-for-profit organisations.

Event listings on ATDW are currently free of charge, and we encourage all members to continue promoting events via ATDW event listings.

REBATE OFFER

Visit Victoria has committed to providing TGGB with a 50% rebate for ATDW profiles generated in our region until 30 June, 2027.

Premium members who purchase an ATDW listing will receive the rebate as a credit in their TGGB account, which you can allocate towards marketing buy-ins such as digital partnerships or ads in the Official Visitor Guide or Touring Map.

INTERNATIONAL MARKETING



LET'S GET YOU INTERNATIONAL-READY

WANT MORE MID-WEEK VISITORS?

LOOKING TO FILL OFF-SEASON GAPS? WE CAN HELP.

Our international marketing program connects your business with international travellers through the inbound travel trade, meaning more visitors year-round.

The program offers two buy-in levels: 'Emerging' and 'Trade Ready'. Whether you are just beginning or are prepared to expand into the market, we'll work together to propel your business onto the international stage.

PACKAGE INCLUSIONS

FOR DIRECT TOURISM MEMBERS

SALES AND MARKETING

Through various sales and marketing activities your business will be promoted directly to travel trade decision makers. From representation at trade events to inclusion in sales presentations, your business will be showcased in key markets across the globe.

TOURING ROUTE

Promoting the best of Victoria's regions and participating tourism products to the inbound travel trade, your product will be included in the Go Beyond Melbourne cooperative marketing program.

Go Beyond Melbourne is a self-drive touring route that showcases accommodation, activities, tours and nature experiences to encourage the dispersal of visitors in the following regions: Yarra Valley & Dandenong Ranges, Mornington Peninsula, Phillip Island, Geelong and The Bellarine.

INDUSTRY DEVELOPMENT AND TRAINING

Receive all the necessary tools and resources required to succeed in the international market, including beginner and advanced training programs. For those seeking additional support, we offer access to market-specific training.

WHICH PACKAGE IS RIGHT FOR ME?

EMERGING $350 (INC GST)
This is a market you are wanting to tap into but require further support.

TRADE READY $950 (INC GST)
You are ready to work with travel trade and have a commissionable pricing structure.



INVESTMENT BREAKDOWN

SALES AND MARKETING:	EMERGING	TRADE READY
Inclusion in Trade Sales Presentation used by Geelong and The Bellarine		✓
Representation at ATE trade event		✓
Product briefing with Melbourne based inbound tour operators (ITOs)		✓
Inclusion in Request For Proposals sought by ITOs where suitable		✓
Inclusion in Destination Geelong and The Bellarine itineraries	✓	✓
Advertisement in travel trade guide	½ page	Full page
Opportunity to provide content for trade-specific newsletter	✓	✓

INDUSTRY DEVELOPMENT AND TRAINING:	EMERGING	TRADE READY
International travel trade introductory workshops	✓	
International travel trade advanced workshop		✓
Access to market-specific training sessions through ATEC (additional cost applies)	✓	✓
Industry specific news and updates	✓	✓

INVESTMENT BREAKDOWN

TOURING ROUTE:	EMERGING	TRADE READY
GO BEYOND MELBOURNE PARTICIPATION		
Representation at selected major trade events and trade missions in high-yield international markets		✓
Representation and development of partnerships with ITOs		✓
Training and product updates with Aussie Specialist retail agents		✓
Industry updates, market intelligence and research findings via member e-newsletters and reports		✓
Access to global marketing networks and expert advice		✓
Opportunities to participate in cooperative international marketing campaigns (both online and traditional)		✓
Exposure in major public relations and consumer campaigns		✓
Priority invitations to host trade and media familiarisations		✓

MEET GEELONG AND THE BELLARINE

BUSINESS EVENTS MARKETING

FOR BUSINESS EVENTS (BE) MEMBERS

AS A BUSINESS EVENTS MEMBER, YOU RECEIVE THE FOLLOWING TARGETED MARKETING INITIATIVES AS PART OF YOUR MEMBERSHIP:

- Business profile listing and tactical offer or deal inclusion on meetgeelong.com.au website with a combined valued at **$550** (INC GST).
- Access to lead referrals.
- Regular business events industry communications.
- Industry insights with training and development opportunities.
- Opportunity to co-exhibit alongside Meet Geelong and The Bellarine at strategic major trade events.**
- Potential inclusion in client-driven trade media and corporate familiarisations.

**At an additional cost.

ADDITIONAL BUY-IN OPPORTUNITIES

Our strategic buy-in marketing opportunities are designed to connect Business Events members with conference and meeting planners from across the MICE market. Participation costs in these marketing activities are additional to membership fees and only available to Business Events members.

As the official convention bureau for the region, Meet Geelong and The Bellarine exists to undertake highly targeted initiatives to grow the positive impacts of domestic and international visitation into the region from the Meetings, Incentives, Conferences and Exhibitions (MICE) market.



TRADE EVENTS

FOR BUSINESS EVENTS MEMBERS

CO-EXHIBIT ALONGSIDE MEET GEELONG AND THE BELLARINE AS WE TAKE A COLLABORATIVE APPROACH IN PROMOTING THE DESTINATION TO KEY DECISION MAKERS WITHIN THE MICE MARKET.

ASIA-PACIFIC INCENTIVES AND MEETINGS EVENT (AIME)

The Asia Pacific Incentives and Meetings Event (AIME) is the leading trade event for the meetings and event industry in the Asia Pacific region. Connect with domestic and international event planners on the Destination Geelong stand.

LOCATION:
Melbourne

DATE:
February 2027

PARTICIPATION:
An individual prospectus for this trade event will be sent out directly to BE members.

ASSOCIATIONS FORUM NATIONAL CONFERENCE

With a membership base of more than 600 including professional associations, industry bodies, special cause groups and charities, this two-day trade show offers great opportunities for forging new relationships within this sector.

LOCATION:
Details to come**

DATE:
Details to come

PARTICIPATION COST:

$3,500 (INC GST)

**Investment includes two days exhibiting on an exhibition stand and access to the database of contacts captured during the show.
Participation is limited to five members.

PCOA26

The Professional Conference Organisers Association 2026 Conference presents a valuable opportunity for our members to directly connect with more than 500 highly qualified delegates, an audience made up exclusively of professional event buyers and decision-makers. This is a chance to engage directly with those who influence venue selection and event outcomes across Australia and beyond.

LOCATION:
Details to come**

DATE:
06-08 December 2026

PARTICIPATION COST:

$TBC

EOI, max 4 registrations available.

MELBOURNE BUYER LUNCH

Network with over 40 PCO's, EA's, PA's and meeting planners with the opportunity to present a five-minute "Elevator Pitch" on your product or service. The event provides a great opportunity to establish important relationships while discussing your product directly during an informal setting.

LOCATION:
Melbourne

DATE:
May 2027

PARTICIPATION COST:

$550 (INC GST)*

*one person per business

SYDNEY BUYER EVENT

Sit alongside and network with Sydney-based qualified key decision makers while enjoying a casual seated lunch. Each member will have the opportunity to deliver a 10-minute presentation on their product or service. The event provides a great opportunity to establish important relationships with stakeholders in the domestic market.

LOCATION:
Sydney

DATE:
June 2027

PARTICIPATION COST:

$550 (INC GST)*

*one person per business. Excludes flights, accommodation, and other travel related expenses.



BUSINESS EVENTS DIGITAL MARKETING

FOR BUSINESS EVENTS MEMBERS

DIGITAL REGIONAL PLANNER'S GUIDE

The Digital Planners Guide is a practical, comprehensive resource for meeting and event planners, designed to showcase the region's leading venues, accommodation, experiences and professional services. It supports event organisers in confidently sourcing and planning business events across Geelong & The Bellarine.

The guide is divided into three dedicated sections:

- Venues & Accommodation
- Services
- Incentives

ADVERTISING OPPORTUNITIES

Venues & Accommodation

$550 Full page listing

Services

$350 Half page listing

Incentives

$350 Half page listing

Businesses who secure a listing in either the Venues & Accommodation or Services sections are eligible to feature in the Incentives section for an additional $120.

LET'S MEET FEATURE IN BI-MONTHLY CONSUMER NEWSLETTER

The 'LET'S MEET' feature allows you to stand out from the crowd and exclusively feature your venue, experience or service in our bi-monthly BE-Newsletter shared with over 3,000 conference and meeting planners.

COST (INC GST)

$165 per edition

HOME PAGE BANNER ADS

Be front and centre on the Meet Geelong website with digital banner ads. Amplify your brand awareness or promote your business with a tactical offer.

COST (INC GST)

$150 for a 2 month period

*Limited to six members per year.

SOCIAL MEDIA ADVERTISING

Promote your venue as a unique conference location with a focus on generating new leads. Includes one dedicated sponsored post on LinkedIn. Reach new audiences and over 1,500 organic followers.

COST (INC GST)

$100 per ad

*Limited to six members per year.



SUMMARY OF ALL OPPORTUNITIES

DOMESTIC LEISURE MARKETING

All pricing is inclusive of GST.

OFFICIAL VISITOR GUIDE

- ¼ Page (advertorial only) **$695**
- ½ Page (advertorial only) **$1,450**
- Full Page **$2,900**
- Inside Front Cover **$3,750**
- Back Cover **$4,250**

OFFICIAL TOURING MAP

- ¼ Page (advertorial only) **$695**
- ½ Page (advertorial only) **$1,450**
- Full Page **$2,900**
- Back Cover **$4,250**

LEISURE MARKETING - DIGITAL

- Regional EDM Feature **$350**
- Social media feature video **$1,000**
- Curious is Calling Meta Carousel Ad **$300**
- Curious is Calling Professional Content Package **$1,500**

SCAN TO BOOK ALL OPPORTUNITIES

BUSINESS EVENTS MARKETING

All pricing is inclusive of GST.

TRADE AND NETWORKING EVENTS

- Dec 2026 Professional Conference Organisers Association 2026 Conference **$TBC**
- May 2027 Melbourne Buyer Lunch **$550**
- Jun 2027 Sydney Buyer Event **$550**
- Associations Forum National Conference **$3,500**

BUSINESS EVENTS DIGITAL MARKETING

DIGITAL REGIONAL PLANNERS GUIDE

- Venues and Accommodation **$550**
- Services and Incentives **$350**
- Incentive Product add on **$350**

DIGITAL MARKETING

- Let's Meet Feature **$165**
- Home Page Banner Ads **$150**
- Social Media Posts **$100**

INTERNATIONAL MARKETING

INTERNATIONAL PACKAGES

- Emerging **$350**
- Trade Ready **$950**

KEY DATES

MAY 2026

- Buy-in opens for leisure, international and Business Events marketing opportunities
- Industry Development: Cultural Awareness Training

JUNE 2026

- Bookings close for leisure print marketing opportunities (22 June)
- TGGB Quarterly Briefing*
- Industry Development: Media Pitching
- Industry Development: Why International? Workshop

JULY 2026

- Industry development training*

AUGUST 2026

- Tourism Together Conference at Nyaal Banyul
- Member Forum
- Industry development training*

SEPTEMBER 2026

- TGGB Quarterly Briefing*
- Member coffee catch ups

OCTOBER 2026

- The Gordon Tourism Jobs Fair
- Annual General Meeting
- Industry development training*

NOVEMBER 2026

- Release of Official Visitor Guide and Touring Map
- Industry development training*

DECEMBER 2026

- Release of Bellarine Taste Trail
- TGGB Quarterly Briefing*
- Member Xmas Function
- PCOA26

JANUARY 2027

FEBRUARY 2027

- Asia-Pacific Incentives and Meetings Event (AIME)
- Members Forum

MARCH 2027

- Industry development training*

APRIL 2027

- Industry development training*

MAY 2027

- New Member Opportunity Guide released for 2027-28
- Industry development training*
- Melbourne Buyer Lunch

JUNE 2027

- Bookings close for 2027-28 leisure print marketing opportunities
- TGGB Quarterly Briefing*
- Industry development training*
- Sydney Buyer Event

*Subject to change

MEET TEAM TOURISM

EXECUTIVE



TRACY CARTER
Executive Director

WE'RE LUCKY ENOUGH TO HAVE A TEAM OF INNOVATIVE AND HARD-WORKING TOURISM PROFESSIONALS DEDICATED TO GROWING OUR VISITOR ECONOMY.

MEMBERSHIP



CLAUDIA BARANSKI
Membership and Partnerships Manager



FIONA TUDDENHAM
Membership Engagement Officer



ABBEY JONES
Membership Engagement Officer

STRATEGY AND DEVELOPMENT



JARRED PARSONS
Strategy and Operations Manager - Tourism



FELICITY MCKENZIE
Senior Administration Officer



CARLA GARNER
Industry Strengthening Officer

MARKETING AND COMMUNICATIONS



AMANDA SHERRING
Tourism Marketing and Communications Manager



ELISE RIGA
Digital Marketing Officer



YAS PATON
Tourism Marketing and Communication Officer

MEET GEELONG AND THE BELLARINE



TAMIE RYAN
Business Events Manager



DANA BROEKHUIZEN
Business Development Manager



CLAIRE STEELE
Business Events Marketing and Communications Coordinator

INTERNATIONAL TRADE



BROOKE JAWORSKI
Trade and Partnership Executive

VISITOR INFORMATION SERVICES



JOSHUA HARRIS
Visitors Services Coordinator



FIONA RUSHBROOK
Visitors Services Officer



ANNIE ZHANG
Visitors Services Officer

STUDY GEELONG



ISLA FOY
Study Geelong Officer

MEET FRANK LANE

SAY HELLO TO THE TEAM BEHIND ALL THINGS PRINT AND BOOKINGS FOR OUR LEISURE GUIDES: OFFICIAL VISITOR GUIDE, OFFICIAL TOURING MAP AND BELLARINE TASTE TRAIL. THE FRANK LANE TEAM ARE HERE TO KEEP EVERYTHING RUNNING SMOOTHLY, MAKING SURE YOUR MATERIALS LOOK GREAT AND LAND ON TIME.



ADAM RUGGERO

Marketing Director
Adam develops the budgets for each publication, manages the sales programs and creates the pagination plans for the production team.



SUE DANIELS

Administration
Sue provides administration support to the project. This includes collecting ad materials from advertisers, sending ad proofs and chasing approvals if required.



SHANE MCGRATH

Production Director
Shane leads the creative team in designing each publication. This includes everything from design concepts, setting ads and preparing files for print.

TOURISM
GEELONG AND THE BELLARINE

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