

Inner Melbourne Action Plan**Briefing Report****Strategy 11. Promote the inner Melbourne region as a tourism destination****2012-13 Tourism Working Group Annual Report**

Purpose

1. To update the IMAP Implementation Committee on the annual activity of the IMAP Tourism Working Group (TWG) in 2012-13.

Background

2. 2012-13 was the third and final year of the IMAP Tourism Working Group Strategic Plan 2010-13.
3. The purpose of the IMAP TWG throughout the life of the Strategic Plan was to work collaboratively to strategically develop and position Inner Melbourne as a vibrant and welcoming destination.

Discussion

4. The following summarises the work of the IMAP TWG in 2012-13:

Maribyrnong Council membership

Representatives from Maribyrnong Council joined the IMAP TWG as a prelude to Maribyrnong becoming a full member of IMAP. The change to the TWG has been extremely positive and beneficial. Maribyrnong representatives quickly became actively involved in the TWG activities.

Inner Melbourne Map

The Inner Melbourne Map continues to be the single most requested and used visitor collateral in Melbourne. Annual map production surpassed one million by 30 June 2013. This now consumes 48% of the IMAP TWG annual budget.

Work commenced on investigating the potential to include parts of Maribyrnong on the map and to investigate the feasibility of a digital version of the map to reduce reliance on the printed version. Both of these actions are included in the year one actions of the new IMAP Tourism Working Group Strategic Plan 2013-16.

IMAP famils

The second IMAP Famil was organised by the Maribyrnong TWG representatives and involved bringing staff and volunteers from the Bendigo Visitor Information Centre for the day to experience aspects of Inner Melbourne. Following completion of this Famil a review was undertaken and referred to the strategic planning workshop in May 2013 for a decision on whether to continue the Famil program or look at a different model.

SkyBus campaign

A full four-season campaign showcasing Inner Melbourne to passengers arriving at Melbourne Airport and travelling by SkyBus to the city, was run on the SkyBus Television program on inbound services throughout 2012-13. The campaign was due to conclude in August 2013 after which it would be reviewed and evaluated.

Melbourne Visitor Signage and Wayfinding Committee establishment

The Melbourne Visitor Signage and Wayfinding project commenced in 2010 and was approved to progress by the Melbourne Tourism Partnership (MTP) in 2012. This included approval to establish a Signage and Wayfinding Committee to develop a master style guide and an overarching visitor signage strategy. Membership of this committee, which includes the MTP, Public Transport Victoria, VicRoads and Melbourne Airport, was extended to IMAP. The IMAP Implementation Committee also approved additional funding of \$100,000 over the next three years to support the project.

IMAP Tourism Working Group Strategic Plan 2013-16

At the December 2012 IMAP Implementation Committee meeting the committee approved the continuation of the IMAP TWG pending development of a new three year strategic plan. The new strategic plan was developed in the first half of 2013 and then presented and approved at the 31 May 2013 IMAP Implementation Committee meeting.

The purpose of the new strategic plan is to drive and communicate the Inner Melbourne experience, focussing on where IMAP can leverage the greatest benefits for Inner Melbourne throughout the stages of the visitor journey, a sustainable future for the Inner Melbourne Map in hard copy and digital format, leveraging through strategic partnerships and progressing the coconcepts of an IMAP tourist bus service.

Recommendation

5. That the IMAP Implementation Committee **note** the continuing work of the IMAP Tourism Working Group.

IMAP Skybus Campaign - Evaluation



Date: 18/9/2013

Campaign Overview

Skybus TV Program

- **Timing:** Campaign ran from 1 September 2012 – 31 August 2013
- **Duration:** 12 months
- **Reach:** 2,865,025 passengers annually

Media Placement: Skybus Fleet

- Inbound Skybus fleet (travelling from Melbourne Airport to Southern Cross Station daily)
- 1 x 90 second Inner Melbourne segment
- Segment appeared at least 125 times per day
- Content/footage was updated on a quarterly basis to reflect seasonal strengths/experiences:
 - Spring: Fashion, Dining & Nightlife
 - Summer: Al fresco Dining/Waterfront Activities
 - Autumn: Events & Entertainment/Dining
 - Winter: Arts/Culture & Fireside Dining/Gastropub/Cosy Bars
- In addition, 2 x 7 second event screens were ran each season to promote key events

Inner Melbourne Maps:

- 36,600 copies of the map were distributed onboard the entire SkyBus fleet (23 buses), at the two Melbourne Airport Kiosks and Southern Cross Station Kiosk. Maps were replenished daily, ensuring they were on always on display.

Campaign Overview

Melbourne Visitor Centre Program

- **Timing:** Campaign ran from 1 September 2012 – 31 August 2013
- **Duration:** 12 months
- **Reach Potential:** 1 million visitors (approximately)

Media Placement:

- 1 x 90 second Inner Melbourne feature
- Content/footage was updated on a quarterly basis to reflect seasonal key strengths/experiences:
 - Spring: Fashion, Dining & Nightlife
 - Summer: Al fresco Dining/Waterfront Activities
 - Autumn: Events & Entertainment/Dining
 - Winter: Arts/Culture & Fireside Dining/Gastropub/Cosy Bars
- In addition, 2 x 7 second event screens were ran each season to promote key events

Value Provided - Contract Agreement vs Actual Delivered

Contract

Skybus TV:

- 1 x 60 second feature
- 1 x event screen
- 1 x 90 second idle feature
- Map distribution on SkyBus fleet (19),
Melbourne Airport SkyBus Kiosks x 2 and
Southern Cross Station

MVC Program:

- 1 x 60 second feature MVC program

Actual Delivered

Skybus TV:

- 1 x 90 second feature, including opening graphic
- 2 x event screens
- 1 x 90 second idle feature
- Map distribution on SkyBus fleet (23 buses)
- 1 x 7 second transitional screen (call to action pick up
maps on-board buses)
- IMAP received minimum of 45 seconds additional
media/airtime per month – equates to minimum \$4,500
plus gst per month – Total value \$54,000 plus gst.

MVC Program:

- 1 x 90 second feature MVC program

Production Value Provided

Pre-production:

- Extra time required to gather permits/coordinate timetabled and travel arrangements for multiple venues per scheduled location + liaison with appropriate personnel
- Reviewing existing footage to establish what needs to be shot to satisfy requirement of script

Production:

- IMAP schedule for half day shoot – ended up being 3/4 day shoot due to number of venues per location (and extra travel time)
- IMAP scheduled for 3 locations – often 1 location (e.g. Swan St) ends up being 3 separate locations on Swan street some of which are quite a distance apart. Each requiring there own separate set-up times and access requirements.

Post-production

More locations/time at each location = more footage = more edit time to choose appropriate shots

Client benefits:

- Access to Skybus footage for corporate videos/famils free of charge (fee charged)
- Provision of raw footage to use in other promotional activities/campaigns (fee charged)

Skybus Passenger Research

- SkyBus recently conducted research to understand the demographics of their passengers.
- This was a detailed survey so did require a certain level of understanding of English so there might be a slight skew in AUS/OS.
- Sample size 200

Last Country of Origin :

Australia	77.1%
Overseas	22.9%
Business	20.2%
Leisure	79.8%

Average age 38.5%
18-49 years over 70%

Male 38.5% male (note business travellers are significantly more likely to be male)

Female 61.5%

Unfortunately, more detailed research on customer satisfaction cannot be provided as this research has not been undertaken

Conclusion

- Skybus increased its fleet to 23 buses (additional 4 buses)
- Skybus increased its number of round trips to approx 250 round trips per day. (They have a scheduled timetable of 250 trips a day with gap services to accommodate peak periods)
- Skybus 2012-2013 passenger numbers – 2,865,025 (Year to date figures indicate a 20% increase)
- Production - exceptional amount of additional production was provided over and above the contractual agreement. Additional post/pre production costs were provided free of charge
- Queries were raised by IMAP team members as to the quality of the audio component of the Skybus program noting that at times it was difficult for passengers to hear. Skybus acknowledged this issue and are in the process of upgrading their audio program.
- Throughout the duration of the campaign, the Inner Melbourne Map and the PTV guides were the most popular brochures distributed and had the highest uptake of any printed collateral.
- In closing, the IMAP feature, together with 2 event screens was exposed to 2,865,025 passengers and we distributed 36,300 maps
- Thank you for your business and we sincerely hope we get the opportunity to work with IMAP in the future.

IMAP ACTION 11
REGIONAL TOURISM

29 November 2013

Attachment 7b

2012/2013		Action 11.1/11.2
City of Stonnington @ 30 June 2013		Inner Melb Map
Cost Codes		R0403
REVENUE		
Opening Balance of IMAP Account		60,219.29
2800 Sundry Income		
IMAP Tourism contribution CoY		20,000.00
IMAP Tourism contribution CoS		20,000.00
IMAP Tourism contribution CoPP		20,000.00
IMAP Tourism contribution CoM		20,000.00
IMAP Tourism contribution CoMar		20,000.00
Publicity Press licence fee		398.00
Carrington Publicity licence fee Yr 3 of 3		407.95
Total Sundry Income		100,805.95
Total Revenue		161,025.24
EXPENDITURE		
4102 Catering		
Catering MCG - TEE conference breakfast (credit card) July 2012		1,072.73
Catering MCG - TEE conference breakfast (credit card) July 2012		375.45
Total Catering		1,448.18
4105 Printing		
Map print 500,000 copies Mystique (excl paper)		19,625.45
Map Print 200,000 copies (incl paper)		20,000.00
Total Printing		39,625.45
4130 Advertising		
IMAP Sponsorship TEE conference July 2012		15,000.00
Balance IMAP Sponsorship TEE Conference July 2012		5,000.00
Action11 Skybus campaign graphic SAUCI		396.00
Skybus campaign Graphic design SAUCI		296.00
Skybus campaign Graphic design SAUCI		296.00
Skybus campaign Graphic design SAUCI		296.00
Total Advertising		21,284.00
4131 Promotional Publications		
IMAP Map-Brochure Distribution Management - June 2012		357.00
IMAP Map-Brochure Distribution Management - July		331.20
License Fee IMAP CBD Map - Visual Voice		1,700.00
IMAP Map-Brochure Distribution Management - Aug		390.20
Cruise arrivals guide - IMAP map revisions Visual Voice		187.50
IMAP Map-Brochure Distribution Management - Sept		343.60
IMAP Map-Brochure Distribution Management - Oct		291.20
IMAP Map-Brochure Distribution Management - Nov		367.01
IMAP Map-Brochure Distribution Management - Nov (ex PO)		89.99
IMAP Map-Brochure Distribution Management - Dec		315.00
IMAP Map-Brochure Distribution Management - Jan		486.35
IMAP Map-Brochure Distribution Management - Feb		357.20
IMAP Map-Brochure Distribution Management - Mar		465.70
IMAP Map-Brochure Distribution Management - Apr		318.90
IMAP Map-Brochure Distribution Management - May		402.30
Total Promo Pubs		6,403.15
4150 Consulting Fees		
Action 11 Dest Melb Conducting Famil tour - Geelong		6,000.00
Action 11 Dest Melb Conducting Famil tour - Geelong		3,059.00
Action 11 Skybus campaign SAUCI (Payment 1 of 4)		9,376.75
Visual Voice Map edits and CBD Licence fee		2,162.50
Skybus campaign SAUCI (Payment 2 of 4)		9,376.75
Workshop facilitation Mary Maddock - 1st payment		6,000.00
Skybus campaign SAUCI (Payment 3 of 4)		9,376.75
Ballarat famil - DML		6,589.60
Workshop facilitation Mary Maddock - 2nd payment		3,272.73
Workshop facilitation Mary Maddock - 2nd payment		327.27
Skybus campaign SAUCI (Payment 4 of 4)		9,377.01
Skybus campaign SAUCI (Payment 4 of 4)		(0.25)
Total Consulting Fees		64,918.11
Total Expenditure		133,678.89
Net Surplus		27,346.35