

Distillery Experience Accelerator Program

Program Summary

Tourism North East is the regional tourism board that represents Victoria's High Country, covering the seven Shire Councils of Alpine, Benalla, Indigo, Mansfield, Murrindindi, Towong and Wangaratta and the three major Alpine Resorts of Falls Creek, Mt Buller/Mt Stirling and Mt Hotham.

The Distillery Experience Accelerator Program is an initiative managed by Tourism North East. It is designed to support the increasing opportunities presented by tourism, and improve the region's product offering to ensure that visitation to distilleries remains a core driver for this growing market.

The primary aims of the program are to:

- Accelerate the development of new products/services that better meet the needs of the existing visitors and work to attract new visitors.
- Support demand-driving activations that position the region as a premium offering, building brand equity and long-term consumer advocacy.
- Create greater diversity of pre-bookable paid experiences in Victoria's High Country.

Up to 8 successful applicants will be led through a process of product development and one on one mentoring to curate, refine and launch their online bookable experience - supported by tourism, experience and product development experts.

The Distillery Experience Accelerator Program will be managed by Tourism North East.

Eligibility

Any existing distillery business/s operating within Victoria's High Country region including: Alpine, Benalla, Indigo, Mansfield, Murrindindi, Towong and Wangaratta and the three major Alpine Resorts of Falls Creek, Mt Buller/Mt Stirling and Mt Hotham, who can demonstrate innovative concepts and products that meets the criteria listed.

Additional criteria;

- Have a valid Australian Business Number (ABN)
- The business/s must have a current profile on the Australian Tourism Data Warehouse (ATDW)
- Concepts must represent new tourism product/experiences with a view to making them online bookable
- Proposed product must align with the demands of the identified target market outlined below.
- Product must be destination specific opportunities that will enhance the overall Victoria's High Country visitor experience

Target Market

Lifestyle Leader

Lifestyle Leaders are progressive, educated and professional individuals who actively seek out new experiences. They enjoy an active social life and have extensive social networks in which they are viewed as trusted advisors and influencers of others. They are higher in affluence and discretionary expenditure than the average Australian, so travel frequently and spend more when traveling.

Lifestyle leaders account for 40% of the regions visitors

Lifestyle Leaders have a greater propensity to travel, experience new things and consider multiple destinations when they travel meaning there is a strong ability to influence them with focused and motivating marketing communication and effective product development. Furthermore, the size of the segment and the yield it can drive within the region by way of its higher natural spend also defines it as the

most valuable market with the potential to drive greatest return on investment for Victoria’s High Country.

Non-negotiables / Program Expectations

- Participants must attend all in-person and online workshops
- All products must be online and bookable by 30 November 2023.

Program Schedule

Note: Dates may vary slightly based on unexpected or unavoidable circumstances.

EOI opens	4 July 2023	Online form – link below
EOI closes	14 July 2023	EOIs strictly close 5pm
Selection	18 July 2023	All applicants notified by 6pm
Inception Workshop	25 July 2023	Half day in-person. Compulsory attendance
Intensive 1:1	1 - 3 August July	2hr individual session. In-person at your business
Think Tank	8-10 August	Expert panel review and discussion (online)
1:1 Mentoring	15 - 17 August	30-60 min individual sessions (online) as required
Extra Selection	21 - 24 August	Business Selected Consulting Support
1:1 Mentoring	28 - 30 August	30-60 min individual sessions (online) as required

The process

1. EOI - Eligible distillery businesses are invited to complete an EOI application.
2. Applications will be reviewed by Tourism North East with all applicants being advised of the outcome of their application by email.
3. Up to 8 candidates will be selected.
4. A Memorandum of Understanding (MOU) will be signed by all parties accepting the terms of participation.
5. All successful participants will attend an in-person half day Inception workshop on the 25th of July 2023 to introduce the program.
6. The Experience Accelerator Program is anticipated to run for ten weeks

How to apply

Submit your Expression of Interest by clicking the link below.

Expressions of Interest strictly close 5pm Friday 14th of July 2023

[Complete the online EOI form here.](#)

If you have questions about the program please contact the Industry and Product Development team at Tourism North East:

Charlie Vincent

charlie.vincent@tourismnortheast.com.au

0450 066 254