

Request for Proposal: Multi-Year Always On Tourism Campaign

Tourism Greater Geelong and The Bellarine is currently seeking proposals from appropriately skilled agencies to develop a Visit Geelong and The Bellarine branded marketing campaign to help drive visitation in an always on campaign until 2027/2028.

About Us:

[Tourism Greater Geelong and The Bellarine \(TGGB\)](#) is the regional tourism organisation responsible for driving visitation and supporting the visitor economy in Geelong and The Bellarine. We work with local businesses, industry partners, and government stakeholders to grow tourism, promote the region, and enhance the visitor experience.

[Visit Geelong & The Bellarine \(VGB\)](#) is our consumer-facing tourism brand, designed to inspire travel and showcase the best of the region to visitors. Through storytelling, campaigns, and digital engagement, we highlight the experiences that make Geelong and The Bellarine a must-visit destination year-round.

[Download our brand guidelines here.](#)

Campaign Duration:

February 2026 launch, with ongoing implementation into 2026/27 and 2027/28.

Budget Overview:

FY25/26 campaign budget: \$70,000 with an additional \$20,000 allocated for digital marketing advertising. Additional industry buy-ins for further amplification are optional.

FY26/27 & FY27/28 to be confirmed in relevant budget planning stage. Estimated at \$50,000 per year with options for additional industry buy-ins for amplification.

Budget must cover all deliverables listed in this Request for Proposal.

Key Dates:

EOI live: Tuesday 23 September – 9:00am Monday 27 October 2025

Shortlist: Notified if successful by 5:00pm Tuesday 28 October 2025

Agency presentations: Monday 3–Friday 7 November 2025

Agency appointed: By Monday 10 November 2025

Campaign in-market: February 2026

About the Campaign:

We are seeking an agency, or group of partnered agencies, to help us develop creative for multi-year 'always-on' campaign and amplification plan that will **underpin all our tourism marketing activity from early 2026** onwards. This campaign needs to be built for longevity, with flexibility to shift in tone or execution seasonally, while maintaining a clear identity across three years.

The creative should be seasonally responsive (e.g. summer, winter) but remain consistent and recognisable. We want a campaign that reflects the feeling of being in Geelong and The Bellarine, appeals emotionally to visitors, and helps locals feel proud of their patch.

The creative must:

- Inspire visitation from key intrastate and interstate audiences
- Build long-term recognition for the current Visit Geelong and The Bellarine brand
- Be clever, adaptable and easy to amplify across owned and paid channels
- Be flexible enough to dial up during key seasonal needs (especially winter)

Objective & KPIs:

To increase tourism visitation, nights and expenditure in Geelong and The Bellarine from intra and interstate visitors, achieved by showcasing the uniqueness, breadth and quality of experiences in the region.

- KPIs (exact figures will be determined based on campaign strategy)
 - **Awareness & Reach**
 - Impressions
 - **Brand Connection**
 - Brand recall
 - Sentiment uplift
 - **Conversion & Visitation**
 - Click-through rate (CTR) on campaign ads and digital assets
 - Website views
 - Email list growth
 - Engagement with members and deals featured
 - **Industry & Member Involvement**
 - Member participation in campaign toolkit usage or buy-in
 - Member satisfaction or engagement

Target Audience:

Primary audience – Intrastate (especially Melbourne-based leisure travellers)

Secondary audience – Interstate visitors (NSW, SA, TAS, QLD)

Demographics/personas:

- **Insta experiences** – Mostly Melbourne-based – Predominantly young singles and couples (20s to 40s) – looking for a reset from the city life and “grammable” and memorable moments
- **Nature trailblazers** – Intra and interstate – singles, couples and families (20s to 50s) – looking to reconnect with nature, reset from the city, wants authentic experiences with natural wonder
- **Summertime families** – Intrastate – young families with predominantly school-age children – seasonal visitors to caravan / camping and coastal accommodation – looking for budget-friendly family activities
- **Leisurely explorers** – Melbourne or intrastate – Likely retired (40s to 70s) – ticking off bucket list, scenic drives, walks and cultured experiences
- **Nomads** – Inter and intrastate – Year-round caravan travellers, mostly retired (50s to 70s) or families with older children (40s to 60s) – ticking off the bucket list but budget-sensitive, markets, casual meals etc
- **The Day Blitzers** – Mostly Melbourne visiting friends and relatives (30s to 50s) – Influenced by local relative/friend, looking for activities to do together
- **The Day Blitzers** (cross-cultural) – Largely from outer Melbourne (western) suburbs (usually multi-generational travel) – looking for coastal / scenic experiences with loved ones

Insights and Research:

We’ve collated a strong mix of research and data to help inform the campaign direction. A detailed appendix has been included with this brief, summarising key findings from recent reports. Agencies can refer to this and [download the full research documents](#) to help shape a strategic and informed creative response.

Deliverables:

- Multi-year creative campaign identity (including tagline/wordmark)
- Seasonal campaign assets to include, but not limited to:
 - Raw footage and B-roll – full, unrestricted access
 - Hero video content (30s, 15s) in both 16:9 and 9:16
 - Photography (minimum 30 edited images – full, unrestricted access)
 - Static and animated assets for social and digital advertising that we can own and use
 - Style guide (for internal and industry use)

- Editable design files
- Campaign toolkit – delivered by February 2026
- Campaign amplification plan (paid, owned and earned suggestions), including media spend. We've left the breakdown open to allow for a strong launch and sustainable amplification throughout the year.
- Recommendations for how the campaign can be extended or refreshed over its lifecycle

Member & Industry Engagement:

- Include recommendations on how operators can opt in or buy in, that's complementary to the campaign creative.
- Explore opportunities for industry involvement (e.g. paid placements, cooperative advertising)
- Include tools/templates that members can use in their own marketing (e.g. social tiles, posters)
 - Here's an example of a comprehensive example of an industry toolkit:
<https://queensland.my.canva.site/industry-toolkit-that-holiday-feeling>

Please note: it does not need to be this in-depth.

Considerations:

- Must align with and include Visit Geelong and The Bellarine branding (not a new logo)
- Ensure rights to all footage and imagery are secured, with raw assets provided
- Campaign must reflect a diverse range of talent and, where possible, include people with disability
- Must include regional breadth – representation across both Geelong, Moorabool Valley and The Bellarine
- Video production should include more operators than usual (similar to [Greater Than](#))
- Deliver a campaign that is authentic, inspiring and built to last
- Look at potential to align campaign branding with Visit Victoria's Every Bit Different

Creative Inspiration & Industry References:

- [Visit Victoria – Every Bit Different](#)
- [Tourism New Zealand – 100% Pure New Zealand](#)
- [Visit Ballarat – Brilliantly Unexpected](#)
- [Tourism Whitsundays – Naturally Iconic](#)

All proposals are to be addressed to:

Elise Riga
Digital Marketing Officer
Tourism Greater Geelong & The Bellarine
egetson@tourismgeelongbellarine.com.au

We will evaluate all proposals based on merit, synergy and experience. Tourism Greater Geelong and The Bellarine reserves the right to obtain additional information.

An opportunity to present your brief will be provided to short-listed candidates in the week commencing Monday 3 November 2025.