

EMBRACE WINTER



IN WARRNAMBOOL

EMBRACE

WINTER IN WARRNAMBOOL EVENTS CAMPAIGN

Warrnambool City Council is calling for expressions of interest from event organisers and businesses who are planning events or activations in venues or public precincts during winter this year.

The “Embrace Winter” campaign had been created to highlight the unique events and activations happening in Warrnambool and connecting them to the offerings that Warrnambool provides as a winter tourism destination. The campaign categories include:



(events after dark / solstice /
night time economy)



(outdoor activities / coastal /
nature spaces)



(food and beverage)



(art, history, music,
first nations)

Winter months represent a huge opportunity to attract new visitors to our region, offering a diverse range of events, big nature activities including whale migration, stunning local produce and an exciting dining scene.

EMBRACE

W
I
N
T
E
R

IN WARRNAMBOOL

Objectives for Embrace Winter are to:

- Grow visitors to the region and maximise visitor spend during their stay
- Provide a comprehensive listing of events for locals
- Enhance Warrnambool's night time economy
- Strengthen Warrnambool's branding as a destination for winter stays
- Work with event organisers, tourism operators and businesses to leverage and create exposure for Warrnambool

Key precincts available for events and activations

- Local venues
- Lake Pertobe
- Civic Green
- Botanic Gardens
- CBD Lane ways

Timings

- Winter: June - August 2024
- Winter Victorian School Holidays: 29 June - 14 July 2024
- Warrnambool City Council will be running Solstice Search Party (29 June)

Audiences

- Visitors from Regional Victoria, Geelong, Ballarat, Inner & Western Melbourne
- Families for School Holidays across Victoria
- Visiting friends and relatives
- Greater Warrnambool community

HOW WE CAN ASSIST:

Marketing

- Inclusion in our Winter Event Guide which will be featured on Visit Warrnambool and on Council's own 'What's on' page
- Inclusion in print and digital campaigns
- Event and/or activation will be included in the marketing campaign to regional /metro Victorian and local audiences

Event Assistance

Council's Events and Promotion Branch can provide assistance with planning your event by:

- Providing event permission for Council managed land
- Assisting and advising organisers and stakeholders on event management, permits and planning
- Providing event management templates and resources, such as marquees, branding etc
- Providing options and referrals on local businesses, activities and entertainment

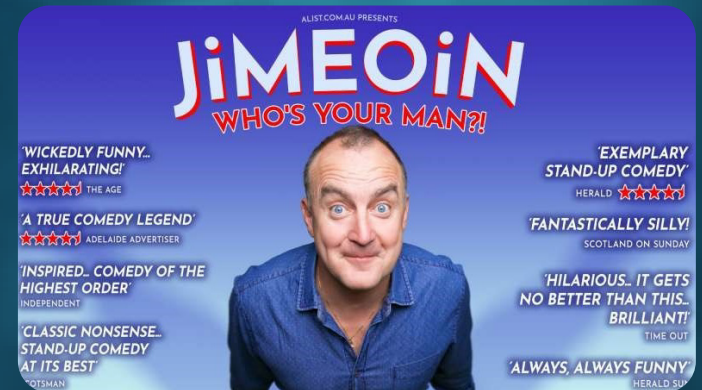
EMBRACE



IN WARRNAMBOOL



**LET US KNOW YOUR
WINTER PLANS TO
SEE YOUR EVENT OR
BUSINESS HERE!**



REGISTER YOUR EXPRESSION OF INTEREST

What we require

- Your idea/ concept
 - Location, day and timings
 - Any additional marketing/promotions plans
 - Event artwork
-

Requirements

Please submit EOI before 19th April to be included in print and digital campaigns.

All submissions after that date will be included in the online calendars and social media advertisements only.

<https://whatson.warrnambool.vic.gov.au/register-your-event>
or contact WCC Events Team
Events@warrnambool.vic.gov.au
03 5559 4800



EMBRACE



IN WARRNAMBOOL