

# DISCOVER YOUR OWN BACKYARD TOOLKIT



FOR COMMUNICATORS AND TOURISM ADVOCATES IN LOCAL GOVERNMENT

*'THE CAMPAIGN THAT DOES EVERYTHING A COUNCIL WANTS TO DO'*

destination  
melbourne



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# WE ALL HAVE FRIENDS AND RELATIVES

In 2009, over 2.5 million people came to Melbourne to visit their friends and relatives, 83% from within Australia.

The domestic component represents almost a third of all domestic travel to Melbourne involving at least a night's stay, and tops the list of reasons to visit - surpassing holidays, leisure or business as the main purpose.

Where did they stay and what did they do? Overwhelmingly, they stayed with their friends and relatives (83.2%), and the most popular activity was to 'eat out at restaurants' (60%).

We have identified that the critical success factor with Visiting Friends and Relatives is the mindset and behaviour of the host - if we can educate locals to act as effective hosts, we can influence visitor behaviour to encourage them to spend more and stay longer by experiencing more things to see and do.

## A VERY COUNCIL THING TO DO

Visiting Friends and Relatives is a golden opportunity for positive and appreciative engagement with the community, with a range of potential outcomes directly related to the Council's strategic goals, objectives and aspirations.

There is no more effective tourism promotion a Council can do than focusing on the Visiting Friends and Relatives market. Councils have a direct line to the people who create most visitors' experiences - their residents and business operators. Councils also have a deep understanding of the community's strengths and attributes.



# WHY DISCOVER YOUR OWN BACKYARD?

## A GOLDEN OPPORTUNITY

*This toolkit describes a model tourism promotion campaign, which only local government organisations can deliver effectively.*

It casts aside the idea that you have to think about tourism as an external market.

The model helps local government reach the market through the very people councils serve and engage with - their own residents and business operators.

And it's easy.

## TOURISM AND LOCAL GOVERNMENT

To local government, tourism comes in many guises.

Often, it isn't clear what role councils should play in this aspect of community life, or how much influence they can realistically have on tourism in their municipality, and still get a decent social and economic return for the effort.

## BREAKING THROUGH

Destination Melbourne embarked on a unique research and consultation process with 27 Melbourne councils during 2009 and 2010.

This included a series of planning workshops with council officers and managers with a range of backgrounds, from economic to cultural development.

Together we came up with some answers.

## THREE THEMES

The workshops identified three priority projects to focus on.

- 'Discover Your Own Backyard' - a communication and community engagement strategy to educate and inform hosts.
- 'Educating Your Traders and Council Representatives' - a communication strategy to promote the benefits of the Visiting Friends and Relatives Market.
- 'Familiarising our overseas students and their visiting families' - research into travel patterns and behaviour of international students that will help inform councils and hosts.

## DISCOVER YOUR OWN BACKYARD

This toolkit shows how to harness a council's greatest tourism asset - its own residents and businesses. This is done by raising knowledge and regard amongst residents for the area's visitor attractions and the experience it offers the visitor.

We begin with the argument for doing this - that the behaviour and the hosts knowledge determines the visitor experience, even more than the destination does in itself.

The remainder of the toolkit presents a recommended campaign and communications model to engage with your resident hosts.

The Discover Your Own Backyard campaign is also a way of putting an umbrella over the many initiatives and methods the council uses to promote the good things in the community, and to engender civic pride.



# WHY DISCOVER YOUR OWN BACKYARD?

## VISITING FRIENDS AND RELATIVES

Our research focused on a particular type of tourism, the Visiting Friends and Relatives (VFR) market, which was also the focus of our workshops.

The reason - in terms of total visitors to any one municipality, we know that the largest proportion of visitors are visiting their friends and relatives.

The core principle is this:

*The majority of visitors who come to your municipality are here to spend time with your residents.*

## THE HOST

Friends and relatives may come on a daytrip, or for a few nights. Research tells us that the ones staying a night or more tend to stay with whom they are visiting, but nearly 20% stay in paid accommodation.

Regardless of where visiting friends and relatives spend their nights, this is the second principle:

*Your residents are hosts.*

## THE VISITOR'S EXPERIENCE

So, who determines what the majority of your visitors do when in the municipality? Residents do. The critical success factor with VFR tourism is the mindset and behaviour of your residents.

If locals can be educated to act as effective hosts, and if they can achieve high levels of knowledge and appreciation of the attractions available locally, their visiting friends and relatives may stay longer and spend more, and probably spread the good word to others.

Which is the next principle:

*Your residents are largely responsible for what your visitors experience.*

## EXTENDED HOSTS

Another part of the visitor's experience (and the host's for that matter) is the behaviour and attitude of the people who visitors interact with, especially those providing the goods and services which visitors spend money on.

Our research suggests that the greatest benefactors of any visitation to your area are, first and foremost restaurants and cafes, and secondly retail outlets and markets.

Which brings us to another principle:

*The business and venue operators in your area are responsible for the rest of the visitor experience.*





# WHY DISCOVER YOUR OWN BACKYARD?

## THE DESTINATION AND ITS ATTRACTIONS

The place and its people are the canvas on which tourism happens. Every municipality has something to offer visitors.

Hence the fifth principle, in two parts.

*Vibrant destinations gain their identity from how people talk about it, how they value it, and especially for those visiting friends and relatives, who shows them around.*

*The key is educating locals about their own backyard. How much knowledge and regard your residents (the hosts) and your business operators (the extended hosts) have of the local community, its features attractions and strengths, will determine how attractive your destination seems to others.*

## EASY TARGET

The key audience you should target to grow visitor expenditure and your area's reputation as a great visitor experience, are the people you communicate with every day - residents and local businesses.

*Your primary tourism audience is local. The tourism audiences that councils can harness best are residents and businesses - they are your route to influencing visitors and the visitor experience.*

## COUNCIL SERVICES

There is hardly an aspect of council services that doesn't influence a visitor's experience. The council is responsible for how places look, delivering information locally, supporting community activity and growth, and are the stewards of future prosperity.

The seventh principle lies in these core responsibilities.

*Visitors are part of the community. You may as well consider visitors as council service users, with expectations similar to those of residents and deserving similar attention.*

## COUNCIL GOALS

One of the marks of a great council initiative or policy is how well it promotes the core values and goals of the organisation. These are expressed in the Council Plan and the Community Wellbeing Plan, amongst others. These may also draw on the aspirations expressed in the longer term Community Plan.

Anyone familiar with a council's suite of strategic plans will see the connection with promoting your municipality to the VFR market through your residents.

The next principle makes the link.

*VFR marketing promotes core council goals. A focus on the VFR market, through building knowledge and appreciation of local visitor attractions among members of your own community, can also progress the council's goals, strategies and policies.*



# WHY DISCOVER YOUR OWN BACKYARD?

## COUNCIL PRACTICE

In particular, strategies around recreation, culture, multiculturalism, facilities, marketing, communications, economic development, community development and many more will benefit and be aligned with VFR initiatives.

- Visiting friends and relatives combat social isolation.
- Greater knowledge and appreciation of visitor and activity choices in the locality will grow civic pride.
- Business operators, especially in dining and retail, will get a direct benefit - visitors spend, and hosts spend more than usual when entertaining VFRs.

Which brings us to the concluding principle.

*Discover Your Own Backyard can support the intent of core council services.*

## TEN REASONS WHY DISCOVER YOUR OWN BACKYARD IS A CAMPAIGN THAT DOES EVERYTHING A COUNCIL WANTS TO DO

1. The majority of visitors who come to your municipality are here to spend time with your residents.
2. Your residents are hosts.
3. Your residents are largely responsible for what your visitors experience.
4. The business and venue operators in your area are responsible for the rest of the visitor experience.
5. Vibrant destinations.
6. The key is educating locals about their own backyard - the local area.
7. Your primary tourism audience is local.
8. Visitors are part of the community.
9. VFR marketing promotes core council goals.
10. Discover Your Own Backyard can support the intent of core council services.

It is plain to see how broad a council's influence can be on the visitor experience, knowing that the best way to grow your area's visitor and tourism market is through your own residents and business operators.



# THE LOCAL ECONOMY AND VISITING FRIENDS AND RELATIVES

Destination Melbourne commissioned two streams of research to uncover the significance of the VFR market at a local level.

## RESEARCH - METROPOLITAN MELBOURNE AS A WHOLE

Data Insights profiled Melbourne's visitors, and in particular the VFR component, for the 2009 calendar year. This was sourced from aggregating data from the 26 Victorian local government areas subject to the research program (see table below).

The **VFR Snapshot** (page 10) tells the story.

### VFR represents a major chunk of the tourism dollar for any council area.

VFR makes up almost a third of visitors to Melbourne. Each visitor spends a significant amount of money when they are here.

### Extrapolating the information - Melbourne wide

Taking the statistics on face value, and if your council is anywhere near the average ...

- People visiting friends and relatives just for the day spend an average of \$72 per visit.
- The hosts of VFRs also spend over and above what they would normally.
- Domestic (local and interstate) VFR visitors spend an average of \$570 per visit.
- International VFR visitors average spend is \$2,691 per visit.

**\$570** - the average spend by domestic overnight VFR travellers to Melbourne in 2009.

## EMPLOYMENT GENERATOR

Tourism employs around 160,000 people and generates over \$11 billion per year just in Melbourne.

VFR generates **more** than \$2.6 billion per annum in Melbourne (excluding host expenditure). It is clear that any increase in outdoor activity by hosts, such as entertaining VFRs and taking them out to local attractions, feeds the employment pool, especially in hospitality and retail.

## THE VFR SUBREGIONS

For sampling purposes, greater Melbourne is divided into five regions. The councils in each are shown below.

**East:** Boroondara; Knox; Manningham; Maroondah; Monash; and Whitehorse.

**Inner:** Melbourne; Port Phillip; Stonnington; and Yarra.

**North:** Banyule; Darebin; Hume; Moreland; and Whittlesea.

**South:** Bayside; Casey; Glen Eira; Greater Dandenong; and Kingston.

**West:** Brimbank; Hobsons Bay; Maribyrnong; Melton; Moonee Valley; and Wyndham.





# THE LOCAL ECONOMY AND VISITING FRIENDS AND RELATIVES

## RESEARCH - VFR AT THE MUNICIPAL LEVEL

A second piece of research was conducted in 2010 by Dr Elisa Backer & David Lynch with support of the School of Business and Centre for Regional Innovation and Competitiveness, University of Ballarat and Victoria University.

This research focused on four Victorian municipalities - Greater Dandenong, Manningham, Maroondah and Wyndham - providing information never available before at this level, and puts some of the numbers in perspective compared to Melbourne wide data.

An important finding is how VFR visitors cause their hosts to spend more than usual;

## VFR's ALONE - \$288 PER DAY

- This is the average daily spend by VFR visitors across all four municipalities.
- It is significantly higher than the \$140 per day spent by non VFRs.
- Expenditures occurred across a broad range of categories including groceries, dining out, attractions, liquor and leisure shopping.

## VFR's PLUS THEIR HOSTS - \$398 PER DAY

- This was the combined spend of VFRs and their hosts in the four municipalities.
- This is almost three times higher than that of non VFR spending, highlighting its true value to the local economy.

"Overall, the findings highlight that VFR travellers across the four LGAs are a significant market in size and value. Not only is VFR travel large in proportion, these visitors actively engage in tourism activities in the region and expend considerable money across broad categories."

"They also bring the local residents along in many instances, which results in additional value to the LGA's economy. Therefore, marketing strategies aimed to maximise this segment would benefit a wide component of the local business mix, including restaurants, retailers and visitor attractions."

- From the executive summary of Ballarat University and Victoria University's VFR Travel Research Project report.



# VISITING FRIENDS AND RELATIVES SNAPSHOT

## VISITING FRIENDS AND RELATIVES IN MELBOURNE

This table summarises some of the research carried out by Data Insights into metropolitan Melbourne's visitor market for the year ending December 2009.

The information here should only be used as a guide.

Readers should visit [www.destinationmelbourne.com.au/research](http://www.destinationmelbourne.com.au/research) for a more detailed account.

### TOTAL TRAVEL TO MELBOURNE

VISITORS	VISITOR NIGHTS	SPENDING
21.6 million	52.3 million	\$9.5 billion
Almost 1/3 of all travellers to Melbourne come to visit friends and relatives.	On average, each visitor spends \$440 over 2.4 nights.	

### VFR TRAVEL TO MELBOURNE

VISITORS	VISITOR NIGHTS	SPENDING
6.54 million	15.8 million	\$2.6 billion
Spending by VFR travellers mounts to 44.7% of all "domestic overnight" visitation.		

### DOMESTIC OVERNIGHT VFR TRAVEL TO MELBOURNE

VISITORS	VISITOR NIGHTS	SPENDING	AVERAGE "DAILY" SPEND
2.1 million	7.1 million	\$1.2 billion	\$150
Origin		Averages	
Interstate 54.2% Regional Victoria 39.2% Melbourne 6.5%		Each domestic overnight VFR visitor spent on average \$570 over 3.8 nights.	

### INTERNATIONAL VFR TRAVEL TO MELBOURNE

VISITORS	VISITOR NIGHTS	SPENDING	AVERAGE "DAILY" SPEND
445,900	8.7 million	\$1.2 billion	\$138
Origin		Averages	
UK and Europe 26.5% Japan and other Asia 19.5% USA and Canada 10.4% New Zealand 18.3% - also the largest individual source market China, India and Malaysia 18.2% - China had the highest proportion of visitor nights overall (19.3%)		Each international VFR visitor spent an average of \$2691 over 19.5 nights.	

### DOMESTIC DAYTRIP VFR TRAVEL TO MELBOURNE

VISITORS	VISITOR NIGHTS	SPENDING
4.0 million	n/a	\$288 million
Averages		
60.8% of all VFRs are day trippers Each VFR day tripper spent an average of \$72 each time they visit friends and relatives		



# THE VISITOR EXPERIENCE MAP

This toolkit presents a diagram to describe “touch points” influencing the visitor experience, and how a council’s core services can intervene.

## THIS IS THE VISITOR EXPERIENCE STORY

The numbers here are shown in the diagram as the visitor makes the journey.

1. The journey begins with the prospective visitor.

Council can ensure that information about their area and attractions are available from the many tourism industry and traveller related listings, web sites and publications available.

2. Visitors themselves must journey to make the visit - the transport they take is part of the experience.
3. The visitor’s point of arrival creates first impressions - the look of the place: are they welcomed or made to feel welcome?

Councils can provide information and promotions via public transport organisations and at transport hubs and car parks.

4. If staying with friends and relatives, your residents, the hosts, will be responsible for most of the visitor experience from then on.

Conducting the Discover Your Own Backyard campaign enables residents to be effective hosts to their visitors.

5. If staying at alternative accommodation, welcome and first impressions happen there.
6. While visiting the area, the visitor experience comes from taking in the attractions on offer, on the host’s knowledge and regard for these, the behaviour of extended hosts such as traders, and the general look and ambience of your locality.

Discover Your Own Backyard engages with extended hosts as well. Needless to say, the suite of services which councils provide the local community, from street cleaning to social support, create the environment visitors play in.

7. The farewell is the visitor’s last impression
8. Everything up to this point creates the visitor’s experience - what will they take with them?
9. A great visitor experience leads to repeat visitation, and significantly, positive word of mouth and recommendation to others.

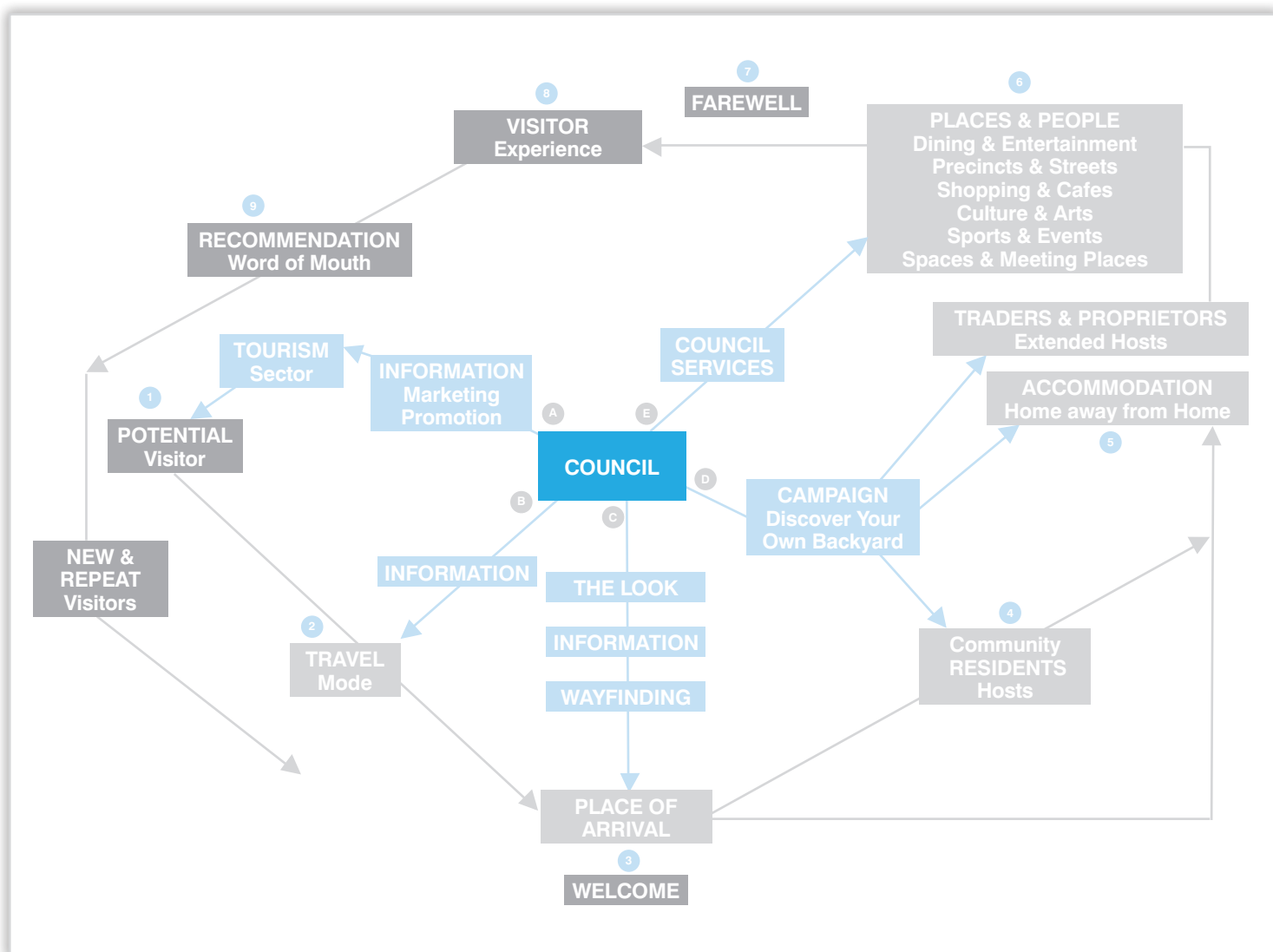
## THE COUNCIL INTERVENTIONS

- A. Besides promoting local events or initiatives intended to gain high profile in metropolitan or wider media, the bottom line is to ensure your attractions are listed or noted in the many tourism industry web sites and publications available. Many of these are free.
- B. There may be opportunities to promote attractions in public transport livery and stations.
- C. Arrival points (car parks, stations, hotels) are where information should be made available to visitors. The look of arrival points will often be up to council services, and wayfinding tools (signs or brochures) are important.
- D. Mounting a Discover Your Own backyard campaign will help residents and business operators be the good hosts that create great visitor experiences.
- E. There are very few aspects of a visitor’s experience that are not under the influence, or even control, of council’s wide range of core services.



# THE VISITOR EXPERIENCE JOURNEY

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# DISCOVER YOUR OWN BACKYARD



COMMUNICATIONS AND CAMPAIGN PLANNING GUIDE





# CAMPAIGN STRUCTURE

The first part of the toolkit laid out the argument for focussing on the Visiting Friends and Relative market and conducting a Discover Your Own Backyard campaign.

This section gets into the detail of the campaign, the recommended stages and actions involved over its year long lifetime, and development of the communications plan.

If you are implementing Discover Your Own Backyard and are outside of the council's corporate communications and marketing area, this toolkit will help guide collaboration between the two parties, and give you an agenda for negotiation.

If the corporate communications and marketing area is highly involved or even leading the campaign, this toolkit will help adapt the campaign to what corporate tools and platforms are available, and any personal touch the council may want to make.

The bottom line is to ensure that:

- Discover Your Own Backyard has a branded presence in council's suite and program of communications, as appropriate.
- Discover Your Own Backyard has the airspace to conduct monthly and seasonal features in the media.
- The seasonal component is given the prominence and attention needed to maintain community awareness of Discover Your Own Backyard and its message throughout the year.

## DISCOVER YOUR OWN BACKYARD IN A NUTSHELL

### OVERVIEW

#### RESEARCH & LAUNCH

##### AUDIT

- ##### ATTRACTIONS AUDIT
- Categories
  - Community Survey

##### COMMUNITY SURVEY & CAMPAIGN LAUNCH

- ##### NEWSPAPER COMPONENT
- Full page survey in local newspaper
  - Competition

- ##### FREE/CORPORATE COMMS
- Survey on line and A4/brochure mail outs
  - Media relations

#### CAMPAIGN RESOURCES

##### TOP ATTRACTIONS

- Community survey
- Dossier of attractions

##### CAMPAIGN SCHEDULE

- Seasonal packages
- Monthly mentions
- Piggy back comms

##### KEY MESSAGES

- DYOB Campaign
- DYOB Attractions
- Media Releases

#### IMPLEMENTATION

##### PAID COMMUNICATIONS

- ##### SEASONAL CAMPAIGN
- Full page features in local newspaper (4 in a year)

##### FREE/CORPORATE COMMS

- ##### MONTHLY & SEASONAL
- Attractions schedule
  - Communications Plan

##### TARGETED CAMPAIGNS

- ##### RECOMMENDED
- Parents and families
  - Traders and "extended hosts"

#### EVALUATION





# AUDITING YOUR BACKYARD

## BEFORE GOING PUBLIC, YOU NEED TO SCOPE AND DOCUMENT YOUR AREA'S VISITOR ATTRACTIONS.

While the first public step in the Discover Your Own Backyard campaign is a community survey, doing a preliminary audit of attractions will help develop the survey and give you a snapshot of what attributes and subject matter you are working with.

Don't assume you know the area well enough to do this in isolation.

## ATTRACTIONS

In this toolkit, the word attraction is used in its broadest sense.

Attractions may be specific places and buildings, or whole neighbourhoods and precincts defined by some common characteristic, usually activity. They may be less tangible - atmosphere, cultures or reputation, or a time of the year may define them - festivals, events and special days.

## COLLECTING INFORMATION

You can gather general information from the website and other sources, but a quick and engaging way is to simply ask council employees who live in the council area. You may be surprised how many things there are to see and do.

Audit information becomes immediately useful for adapting the DYOB community survey to your area's own character and highlights.

## A SIMPLE EMAIL

One council put their audit together from responses to a simple all user email.

Resident council employees were asked to describe what they did locally and where they took their visiting friends and relatives. They received 50 responses - enough to compile a comprehensive audit.

NB: After conducting formal community research, they found that staff and community were saying very similar things.

## CHECKLIST - AUDITING YOUR OWN BACKYARD

The following page provides a recommended checklist of audit categories to help compile the list of attractions, and a few parameters to consider for each.

You should also include those features that are considered under appreciated or under utilised. Your role here is not to judge value, but to be comprehensive.

## GROUPING AND TAGGING

The categories are under four general headings: Buildings, Locations, Open Spaces & Nature, and Events & Occasions.

The audit tool also prompts considering some parameters for each attraction: Seasonality, Ward, Travel Options, Host, and Audience. These terms are explained in the checklist.

Grouping your attractions in this way will help decide the best types of communication and promotion for each, and begins scoping the subject matter for a year long communications schedule.

As we note later, you will need a dossier of around 20 attractions and activities to carry out a year long seasonal campaign.



# AUDITING YOUR BACKYARD

THIS IS A SUGGESTED FORMAT FOR AUDITING AND DEVELOPING A NAMED LIST OF ATTRACTIONS. USE IT AS A HANDY LOOK UP FOR CAMPAIGN AND COMMUNICATIONS PLANNING.

CATEGORY	SEASON	WARD	TRAVEL	HOST	AUDIENCE	TOP LIST
<b>BUILDINGS</b>						
Council centres						
Performing arts venues						
Arts and heritage venues						
Sports and spectator venues						
Leisure centres						
Significant buildings						
Faith buildings and sites						
Conference centres						
<b>LOCATIONS</b>						
Shopping strips/precincts						
Shopping centres						
Speciality shopping						
Markets						
Indigenous significance						
Cultural precincts						
Dining and entertainment						
Places with special ambience						
<b>OPEN SPACE &amp; NATURE</b>						
Parks and gardens						
Gathering places (e.g. BBQ spots)						
Trails for walking and cycling						
Nature trails and habitats						
Landscape features						
Recreation infrastructure						
Swimming pools						
<b>EVENTS &amp; OCCASIONS</b>						
Major events						
Community and cultural events						
Special events & promotions						
Special days						
Awards and ceremonies						

KEY: SEASON - Spring, Summer, Autumn, Winter | WARD - If the attraction is confined to a Ward. Useful for involving Councillors. | TRAVEL - Rate accessibility, public transport, parking. | HOST - The community survey may identify correlations between resident demographics and their visiting preferences. Also ask yourself who the "extended hosts" are. | AUDIENCE - Many attractions can be assumed to attract certain types of people, e.g. those of cultural backgrounds go to their cultural festival; or attractions most popular with families and children. | TOP LIST - After auditing, make a guess as to what the top attractions will be in the survey. Later, see how you went.



# WHAT DO RESIDENTS THINK?

## CREATING THE VISITOR EXPERIENCE

Residents' attitudes, behaviours and their level of knowledge of local attractions and leisure opportunities have a direct effect on what visiting friends and relatives do in the area, on their impressions, and most importantly - the experience they take away.

## COMMUNITY SURVEY

The only way to get the full picture of what residents think is to ask.

- This toolkit provides a generic community survey to help you kick off the campaign (see end of this section).
- It gauges residents' behaviour regarding the local attractions and builds a profile of their visiting friends and relatives.

## SURVEY FEATURE IN THE LOCAL NEWSPAPER - RECOMMENDED

The model of running a full page survey in the local press has been used to great effect.

- This has the added benefit of launching the DYOB campaign in a high profile way. A joint campaign between the council and newspaper is the best arrangement.
- Destination Melbourne can offer media buying leverage to make this happen, as well as produce the content, design and finished art, including full page features for the four seasonal campaigns.

## ON LINE SURVEY

The generic survey has been created in Survey Monkey, and is free for councils to use when embarking on a campaign.

- Make this available on your website for the public, and council employees via an intranet promotion.
- You can obtain a copy of this survey by contacting Destination Melbourne.

## LETTER VERSION

Produce an A4 printed version of the survey, or a shortened version in brochure form.

- Make use of your council's mailing lists, especially from the community directory, business lists, community leader lists, etc. Also use this to reach outdoor staff and those without a permanent workstation.

## INCENTIVES

Offering a prize will significantly increase responses regardless of format.

- Also consider offering a reply paid mail facility for respondents using the local newspaper survey or other hard copy versions.

## DIRECT CONSULTATION

The survey lends itself to running focus groups or discussion groups.

- This is a good option if wanting to target 'hard to reach' groups, and people not likely to use the survey.
- The technique can be used to flesh out directions for particular attractions as well.

## CALD COMMUNITIES (CULTURALLY AND LINGUISTICALLY DIVERSE)

Direct consultation is the best way of finding out what members of CALD communities think.

- If resources allow, focus groups and structured discussion groups conducted in community languages is the preferred option.
- Targeting multicultural groups and associations by mail or attending their meetings is another approach.



# DISCOVER YOUR OWN BACKYARD COMMUNITY SURVEY

## THIS TOOLKIT PROVIDES A GENERIC 'DISCOVER YOUR OWN BACKYARD' SURVEY.

### ADAPTION

The survey can be adapted to your package of attractions based on the backyard audit already done. The majority of questions are generic.

### CAMPAIGN PLANNING

Survey results will provide essential information to develop a targeted media and communications campaign that highlights and promotes the area's "visitor friendly" features. You will also be poised to stage manage the feature attractions, create editorial, media releases and communications material to cover the entirety of the campaign.

### INTERNET RESOURCES

[www.destinationmelbourne.com.au](http://www.destinationmelbourne.com.au)

The generic survey can be downloaded as a Word document for in house editing and producing printed A4 copies.

The generic survey has also been created in Survey Monkey.

- The survey can be viewed at [www.surveymonkey.com/DYOB-Generic](http://www.surveymonkey.com/DYOB-Generic)
- If your council has a Survey Monkey account, Destination Melbourne can transfer the generic survey to you for in house use and adaption.

### SURVEY ANALYSIS (Survey Monkey only)

**Reports** - If using the Survey Monkey version, this comes set up with a standardised report for immediate use without much effort on the reader's part.

**Data entry** - Another advantage of using this is that the data received in hard copy surveys (newspaper and A4s) can be entered into the system, and they become part of the analysis.

### UNEARTHING EXISTING INFORMATION

Some information about residents' preferences may already be available, which can supplement the community survey results.

**Community Plan** - consultation for this will have usually asked people what they like most about the area and community. This may have also been asked for your Council Plan.

**Community Wellbeing Plan** - research for this may have information on preferred places and activities.

**Strategic and business plans** - those relating to culture, leisure, activity centres, parks and open spaces and many other subjects in the council realm will have done research and consultation.

**Leisure centres and cultural venues** for instance may conduct surveys or have other useful data about their visitors (e.g. where they live).



# TOP ATTRACTIONS

*With an audit to refer to, and the results of the community survey in hand, you have a comprehensive picture of what is available out there for locals and their visitors, and what locals prefer.*

## YOU HAVE INFORMATION NOT PREVIOUSLY AVAILABLE.

- What features and attractions locals value.
- Where they and their visitors go and what they do, and to an extent why.
- Where residents' visiting friends and relatives come from, how they got here, and at what time of the year.
- Demographic information about those who have hosted VFRs (this will be the majority of respondents).

## TOP ATTRACTIONS

Putting together what the community said in the survey with what you know from the audit, develop a list of top attractions and attributes.

- These will become the focus and subject matter for seasonal and monthly Discover Your Own Backyard campaigning.

## A SPREAD OF CHOICES

The campaign is delivered over a year in seasonal waves (hence why one of the audit parameters is "seasonality").

- Audit - The categories used in the audit are a guide to selecting attractions that can be slotted into a quarterly schedule.
- Balance - The aim is to include at least one example from each audit category in sequential sub campaigns.

## HOW MANY?

If featuring four or five attractions in each season, you will need to be ready to write and talk about up to 20 attractions.

- Some will be worthy of repeat mentions during the year, and less tangible attractions such as atmosphere or cultural experiences can be incorporated as ongoing themes.
- Some attractions will receive "feature" treatment during the campaign, at minimum on a seasonal or quarterly basis.

## COMMUNICATIONS PLANNING AND RESOURCES

The content of the communications plan will be based on a selection of themes and attractions, and scheduling them over the 12 months.

- Much of the communications material can be prepared well ahead of time, human resources allowing.
- At minimum though, creating a Dossier of Top Attractions is recommended (see next page).
- Think about which attractions can be featured on a monthly basis in between seasonal features to maintain Discover Your Own Backyard's profile.



# DOSSIER OF TOP ATTRACTIONS

*To make it easy on everyone, especially for those coming into the campaign mid-stream, make a dossier of materials for the Discover Your Own Backyard core attractions at the beginning of the campaign.*

## AFFIRMATIONS

Vox pops, personal recommendations or quotations, reviews.

## EDITORIAL PIECES

For newsletters and website, generic copy for general communications and correspondence.

## MEDIA RELEASES

Each campaign phase will be backed up with media releases and media liaison. See the end of this section for some help with this.

## IMAGES AND PHOTOGRAPHS

Make a collection of images in one place (e.g. tagged in the corporate photo library) for use as needed for the campaign, general council communications and media requests.

## PHOTOGRAPHY

A picture tells a thousand words.

- Suitable photos illustrating generic attractions, such as street ambience and night times, neighbourhoods and social activities, may need shooting to complete the DYOB collection.

## A LOOK UP RESOURCE FOR EACH ATTRACTION

This is not just for internal processes, but to make it easy to respond to journalists or prospective partners as well. Some of the following may simply be web links on your DYOB web site page, or favourites in your web browser.

- A generic description of what the attraction is, its features and history, available statistics (e.g. for activity precincts).
- For less tangible attractions, you will need to develop appropriate generic key messages and statements.
- Travel and parking information.
- Dates, opening/closing times and costs (if applicable).
- Contact details - address, phone, email (if applicable).
- Spokesperson details (if applicable).

## KEY MESSAGES

Generic key messages are discussed in the next section. For each of your top attractions, the key messages will include all of these, tailored to each attraction as best you can.

- Talk up what experience the attraction offers visitors.\*
- Highlight points of difference or uniqueness.\*
- Describe who would enjoy it the most.
- Highlight what residents said in the DYOB survey (if applicable).
- Promote ease of getting there, and if appropriate, also point to nearby places which could be included in a trip to the attraction.

\* These topics are good for composing quotations (e.g. from the Mayor or a Ward Councillor).





# KEY MESSAGES

*The bottom line of any promotion is to describe what experience the attraction promises, and deliver this message to residents and any sector in the community who has an “extended host” role, e.g. traders and council staff.*

You may want to pick and choose, depending on the audience, or add to these based on your local circumstances and research.

## FANTASTIC

Talk up the breadth of attractions in the area.

- Use the audit, categories, survey results and dossier of top attractions for inspiration.

## WORTH KNOWING ABOUT

Describe why locals should be proud of what the locality offers.

- The goals and objectives articulated in community, council and strategic plans might help.

## QUALITY, VARIETY AND CHOICE

Whether a single venue or monument, a location or precinct, or just a community characteristic, the quality of your attractions and the variety of choices around them are important to talk about.

## IMPRESS YOUR FRIENDS AND RELATIVES

The promise is that by knowing what is available, the options for entertaining VFRs and showing them a good time locally are limitless.

- An associated message is to try them out first, if you haven't yet.

## THE PEOPLE HAVE SPOKEN

The results of the community survey will give a wealth of statistics, anecdotes and insights that will add to the campaign's messages.

- These add credibility and interest value.

## HOSTS WITH THE MOST

Hosting underpins the visitor's experience, so this is a key educational message.

- For residents receiving VFRs.
- For extended hosts.

## MEDIA RELEASE RESOURCES

The appendix provides media release shells for different stages or components of the campaign:

- Community survey and campaign launch.
- Messages about the economic benefit.



# AUDIENCES

*The Discover Your Own Backyard communications plan sees residents at large as its primary audience, encouraging them to appreciate and utilise the municipality's many attractions, and take their VFRs along.*

*If resources allow, there are two particular target audiences you can include in the campaign - the extended hosts, and parents/families.*

## ALL THINGS TO EVERYONE

Using the local newspaper as the prime method for launch, survey and subsequent seasonal campaigns pays homage to the broad audience you are dealing with.

- The logic is that through DYOB, residents will become better and more expert hosts to their VFRs, and their VFRs will have a better visitor experience, with the added benefit of generating positive word of mouth outside the municipality.

## TARGETING

- How much targeting you do will depend on the time and resources available, and on having the partnerships and lines of engagement to do this effectively.
- The community survey will have provided information specific to your community which may suggest likely audiences, and help assess the value of focusing on them.
- Each council and community will differ in their approach to engagement with specific sectors, such as schools, young people, traders or migrant cultures.

## RECOMMENDED TARGET AUDIENCE - EXTENDED HOSTS

Traders, retailers, venue operators and restaurateurs.

- This group creates much of the experience VFRs have when out and about.
- As already noted, shopping and dining are key areas of expenditure and will be in your list of top attractions.
- Consider a parallel campaign which tailors the DYOB message to this group, educating them on their role as extended visitor hosts.
- A practical outcome benefiting the greater campaign is involving this group by securing incentives, e.g. discounts and special offers for residents with VFRs, prizes for campaign incentives.

## RECOMMENDED TARGET AUDIENCE - PARENTS AND FAMILIES

Acknowledging that "relatives" is a key word here, a focus on parents and families is one area we recommend, and not difficult to implement.

Prerequisites

- An inroad to schools and family focused services and centres.
- Capacity to engage and involve schools - e.g. branded activities or competitions for children, access to school newsletters.
- Access to individual parents and families for vox pops, testimonials and media opportunities.
- Good mailing/email lists, and cooperation between council services.



# YOUR OWN PEOPLE

## INTEGRATING DISCOVER YOUR OWN BACKYARD WITH COUNCIL SERVICES AND STAFF

Of all tourism initiatives, mounting a DYOB campaign can involve council employees and even benefit a range of council services, assisting the campaign along the way.

### REASONS TO GO INTERNAL

There are five good reasons why internal communications and employee engagement should be an essential part of the Discover Your Own Backyard campaign.

#### 1. THEY ARE RESIDENTS

Your council is likely to have a high proportion of employees who are residents, and many of the rest will live nearby, and travel to work as if visitors. They are very much part of the campaign's primary audience.

#### 2. THEY CAN ADVOCATE

Council employees are potential messengers and even advocates for Discover Your Own Backyard, especially to their own visiting friends and relatives.

#### 3. THEY CAN DELIVER THE MESSAGE

Outdoor and outreach staff could play a role in delivering information, surveys and promotions. For them, it may be just the talking point or hand out they need to support relationships with clients and community.

#### 4. THEY MAY BE PART OF THE ATTRACTION

A number of employees will be passively involved in the campaign as part of their jobs, e.g. cultural facilities and venue staff, community event managers, volunteers at venues and volunteer ambassadors. They should be encouraged to actively participate in the campaign.

#### 5. MANY ARE IN REGULAR CONTACT WITH THE COMMUNITY

- Outdoor and outreach staff (e.g. physical and community services).
- Customer service staff, and others.

### MAYOR AND COUNCILLORS

Of all the choices you have for conducting "all of community" campaigns, Discover Your Own Backyard is perfect for Councillor participation individually, and for the Mayor and Councillors singing the same tune.

- As many attractions will be specific to a Ward, Discover Your Own Backyard is well suited to individual Councillor advocacy for those attractions, safely within the context of the overall message - discovering your own backyard.
- DYOB creates opportunities for councillors to provide positive leadership in their community.

### SERVICES

**Business benefit** - Presented in the right way, the DYOB campaign can be seen to offer direct benefits to your staff members and support the service they deliver. An example is giving home carers subject matter for conversation and checking the client's connection and wellbeing.

**The look** - Visitor impressions come from the ambience of places, and part of that is what physical services take care of. There is an opportunity to convey a message to them, which puts what these employees do day-to-day into a DYOB and visitor experience context.

**Respect and inclusion** - As we know, friends and relatives may be the only contact some have with the outside world.



# COUNCIL EMPLOYEE ROLES

*It will do the campaign well for staff to be aware of the DYOB campaign.*

Depending on your organisation's culture, they may become passive promoters or even advocates, either within their jobs, or in the case of resident employees, also at home.

## FOR EXAMPLE:

SERVICE AREA	EMPLOYEES AND THE COMMUNITY			
	RESIDENTS	OUTDOOR	OUTREACH	CUSTOMER SERVICES
Community care	✓		✓	
Community & health centres	✓		✓	✓
Libraries	✓		✓	✓
Cultural services and facilities	✓		✓	✓
Street cleaning, parks and gardens	✓	✓		
School crossing supervisors	✓	✓		
Corporate services (e.g. finance, HR, corporate planning)	✓			

## STRATEGIC ALIGNMENT

Discover Your Own Backyard (and the VFR market generally) is likely to compliment a range of council's strategies and plans. This is an argument that can be used (over time) to give local tourism and DYOB a place in the broader scheme of things.

If your council does not have a plan that speaks specifically about local tourism, the DYOB campaign can help either establish one, or integrate its intent into other strategies and policies. The following table suggests some - you may add others.

STRATEGIES AND PLANS	
Community Plan	Provides an overall context - what does it say about your backyard?
Council Plan	This describes the council's priorities over four years- does local tourism and the visitor experience get a look in?
Community Wellbeing Plan	Developing the VFR market is directly in line with what the Community Wellbeing Plan intends - make the links.
Cultural Plan	The cultural plan will talk about some of the attractions DYOB promotes.
Multicultural Plan	The multicultural plan may describe some of your less tangible attractions.
Recreation Plan	The recreation plan will talk about some of the attractions DYOB promotes.
Economic Development Strategy	Your economic development plans may or may not highlight local tourism - what place does local tourism have here?
Respect and inclusion	This is likely to be a concept spread throughout council policies - DYOB and focusing on the VFR market actively supports this.
Business plans	It takes some effort, but inclusion of VFR related inter departmental links or initiatives is a longer term goal you should aim for.

## HOT BOX

How many employees in your council are also residents?

Employees \_\_\_\_\_

% of the workforce \_\_\_\_\_



*The following pages provide checklists to help plan communications for the Discover Your Own Backyard campaign.*

## THE RECOMMENDED PRINCIPLES ARE:

- The campaign begins with a community survey.
- It is spread over a year (repetition builds reputation).
- It is punctuated with seasonal waves of high local media presence, utilising the local newspaper.
- Continuity is maintained through monthly features communicated via council's channels and other free publicity and information outlets.
- Use of Discover Your Own Backyard logo and style maintains the brand throughout (see Style Guide section).

## CHECKLISTS

These are given under four headings.

- Advertising, Media and Print
- Web Publications and Social media
- Promotions
- Internal communications



# COMMUNICATIONS PLAN CHECKLIST

## ADVERTISING, MEDIA AND PRINT

CAMPAIGN STAGE	START	SEASON 1	SEASON 2	SEASON 3	SEASON 4
<b>COMMUNITY SURVEY &amp; LAUNCH</b> The generic DYOB survey is available for adaption to your council's requirements.	Full page printed in local press <ul style="list-style-type: none"> <li>On-line survey</li> <li>Analysis &amp; insights</li> </ul>	See also Measurement and Monitoring for data collection during the campaign.			Consider resurveying residents.
<b>ADVERTISING FEATURES IN THE LOCAL NEWSPAPER</b> Published in tandem with associated editorial, backed up with media releases, photo opportunities and web presence.	List of Top Attractions <ul style="list-style-type: none"> <li>Dossiers</li> <li>Schedules</li> </ul>	Season 1 published feature	Season 2 published feature	Season 3 published feature	Season 4 published feature
<b>MEDIA RELEASES</b> The key messages will be repeated throughout the campaign, with highlights as described here.	Launch, survey & competition	Report back on survey <ul style="list-style-type: none"> <li>Comp winners</li> <li>Featured attractions</li> </ul>	Campaign reminder <ul style="list-style-type: none"> <li>Featured attractions</li> </ul>	Campaign reminder <ul style="list-style-type: none"> <li>Featured attractions</li> </ul>	Campaign outcomes <ul style="list-style-type: none"> <li>Featured attractions</li> </ul>
<b>PHOTO OPPORTUNITIES</b> Personalising attractions and visitor experiences.	Launch	Featured attractions	Featured attractions	Featured attractions	Featured attractions
<b>COUNCIL NEWSLETTER EDITORIAL</b> Depending on publication schedules.	Launch, survey & competition	Featured attractions	Featured attractions	Featured attractions	Featured attractions
<b>COUNCIL PUBLICATIONS AND CALENDARS OF EVENTS</b> e.g. community/cultural event brochures and guides, council calendars, web site listing pages.	DYOB is the ideal umbrella brand to bring a range of existing council communications down to one point of reference - local attractions and discovering them. <ul style="list-style-type: none"> <li>This may be as simple as ensuring the DYOB logo is used, or there may be room for DYOB related editorial and messaging as well.</li> <li>Consider using the Discover Your Own Backyard logo and brand to highlight the campaign in relevant council publications - e.g. information brochures, calendars, venue branding, and even engagement projects being carried out by community services and other service departments.</li> </ul>				





# COMMUNICATIONS PLAN CHECKLIST

## WEB PUBLICATIONS AND SOCIAL MEDIA

CAMPAIGN STAGE	START	SEASON 1	SEASON 2	SEASON 3	SEASON 4
<b>DYOB WEB PAGE</b> A community portal to the campaign. See 'Checklist for Your DYOB Web Page' below.	Establish a DYOB branded web page on your website	Refresh and update • Survey outcomes • Comp. winners	Refresh and update • Featured attractions	Refresh and update • Featured attractions	Refresh and update • Featured attractions
<b>FACEBOOK</b> A stand alone Facebook presence for DYOB is recommended. Check with Council policy and any existing council Facebook pages.	Establish a branded DYOB Facebook fan page	Build fan base • Refresh	Build fan base • Refresh	Check in with fan base (mini survey) • Refresh	Keep building • Refresh
<b>LINKED IN</b>	Evaluate	Because the DYOB campaign is essentially about visitation, a presence on Linked In is another way to engage with the wider population, especially businesses influencing the visitor's experience.			
<b>DIALOGUE TOOLS</b>	Evaluate	The suitability of additional tools such as blogs, and using Facebook and Linked In to generate dialogue and encourage posting of testimonials will depend on council policy and most significantly, on your organisation's ability to maintain the dialogue. Web 2.0 doesn't work if you don't work it.			
<b>TAGGING AND WEB SEARCHES</b>	Evaluate	Other tools such as Google Maps, Trip It and a range of others can be used to highlight specific attractions and features, and generate testimonials. These are also useful for monitoring progress of the campaign for key attractions.			

## SOCIAL MEDIA AND COUNCIL POLICIES

Councils will have different policies for the use of social media. Contact the Municipal Association of Victoria for information on a generic social media policy for councils.

## CHECKLIST FOR YOUR CAMPAIGN WEB PAGE

- DYOB branding - logo
- Describe purpose of the campaign, calls to action, etc.
- Set up the page so that attractions are featured on a monthly basis, and the seasonal campaigns get full back up.
- List of useful links - Links to other parts of the council's website or third party websites, e.g. calendar of events, pages about the attractions, directories, tourism industry and operator websites, accommodations, etc.



# COMMUNICATIONS PLAN CHECKLIST

## PROMOTIONS

CAMPAIGN STAGE	START	SEASON 1	SEASON 2	SEASON 3	SEASON 4
<p>SURVEY COMPETITION</p> <p>The competition model may be a number of small prizes (e.g. vouchers), or a big prize possibly with consolation prizes.</p> <p>Don't forget to use privacy statements in the survey.</p>	Promotion and delivery	Winner announced	FUTURE COMPETITIONS		
			Campaign momentum can be maintained by introducing more incentives once it is underway. Tried and tested is the approach of asking people to submit photos, 50 words or less, slogans. Good for targeted campaigning.		
			A big prize: in keeping with the geographical nature of DYOB, a helicopter ride over or to the winner's favourite attraction has great PR value, offering media opportunities for your campaign.		
EVENTS at featured attractions (per schedule)	Launch event	No	Consider	No	Consider
MERCHANDISE	For the launch	For campaign continuity and gifting			
Depending on available budget.					
CAMPAIGN STAND-UP BANNERS	Depending on numbers produced, these can be permanent fixtures at suitable venues for events, photo opportunities and speeches.				
Inexpensive and effective way to give DYOB presence at venues and associated events.					
VIDEO	CONSIDER THE CONCEPT		IMPLEMENT or park the idea.		
Production of a promotional video for posting on You Tube and the web site.	Could be a method for further engagement in the campaign (e.g. young people and high schools)				
AMBASSADORS	Ambassador briefing	IMPLEMENT over the campaign			
If your council has a 'city ambassadors' program, they will be key promoters of DYOB.					



# COMMUNICATIONS PLAN CHECKLIST

## INTERNAL COMMUNICATIONS

CAMPAIGN STAGE	START	SEASON 1	SEASON 2	SEASON 3	SEASON 4
CORPORATE MESSAGE Endorsement of the campaign from the top is important.	Promote the campaign and survey to staff.	Seasonal campaigning gives good reason to remind staff of the DYOB campaign.			
INTRANET DYOB LINKS Branding and overview, and links to the survey and DYOB web page.	Involve staff in the survey.	Highlight the seasonal campaigns via internal communications channels.			
INTRANET NEWS and staff newsletters	As above	As above			
BRIEFINGS (COUNCILLORS/MANAGEMENT) With whom and when briefings occur will be subject to how business is done at your organisation.	Campaign overview as necessary.	Progress briefings			Evaluation
SOCIAL CLUB If you have an active social club, DYOB lends itself to activities and partnerships in the club's interests.	Evaluate	Include social club activities in each seasonal wave.			



# MEASUREMENT & MONITORING

There are a number of ways to track the progress of Discover Your Own Backyard.

The primary measurements you want are related to visitation to local attractions. That is relatively straightforward for venues and specific locations, not so for your more atmospheric attractions and those defined by activity precincts (e.g. dining areas, shopping precincts).

Consider the feasibility of conducting surveys while the campaign is in progress, e.g. mid way, after the second seasonal promotion; at top attraction venues; or focused on a precinct or characteristic of the community.

Baseline	The community survey that kicks off the DYOB campaign will give a wealth of baseline data. Some of your attractions may already collect this kind of information - you can check what influence the campaign has had after a year.
Ongoing visitor surveys	A simplified version of the community survey can be made available as a reply paid brochure - this may generate a regular stream of information over the campaign's lifetime.
On line survey	The original on line community survey can be kept live and promoted to collect information after launch and during the campaign.
Campaign web page hits	Set up web page activity reports to track your DYOB web site page, and pages which relate specifically to your top campaign attractions (if available).
Web monitoring	Setting up Google Alerts or similar tools to track mentions about your top attractions will give real time information.
Databases	You may be able to collect a substantial mailing list through the survey and other promotions, giving you a useful forum to check in with.
Business plans	Are there any KPIs in departmental business plans that relate to local tourism in some way? Can you encourage relevant services to include such KPIs?

NB: Someone will need to add ongoing monitoring to their work plan.



# THE DISCOVER YOUR OWN BACKYARD COMMUNITY SURVEY

This is a generic survey created by Destination Melbourne as part of the Discover Your Own Backyard Toolkit.

Although the main purpose is to gather information to support your Discover Your Own Backyard campaign, the survey is also used to launch the campaign itself. As an incentive, we recommend that a lucky prize draw goes with the survey.

The survey is directed at the local community to gather information on:

- Residents' preferences with regard to local attractions.
- Where residents go with or take their visitors.
- To learn more about how people get information about local attractions, and their levels of awareness.

## SURVEY FORMATS

### Full page in the local newspaper

The campaign model uses a 'hero' survey printed as a full page in the local newspaper (along with media and editorial).

### On line

The on line version supports the full page feature to increase reach.

A generic version of the on line survey has been created in Survey Monkey, and any council with a Survey Monkey account can have it transferred to them by Destination Melbourne for amendment and localising the questions.

### Toolkit survey

The survey here illustrates the core questions that would normally make up a Discover Your Own Backyard community survey. It is intended to give you a head start.

### Versions

These three survey formats are not entirely identical, but they cover similar ground.

Notes for survey editors are given in [square brackets].



# THE DISCOVER YOUR OWN BACKYARD COMMUNITY SURVEY



## DISCOVER YOUR OWN BACKYARD

[INSERT YOUR COUNCIL LOGO]

*[Begin with an introductory paragraph about your Discover Your Own Backyard survey and competition in this space.]*

### IN ORDER OF PREFERENCE, WHAT ARE THE TOP FIVE THINGS YOU LIKE TO DO IN [PLACE]?

A)	
B)	
C)	
D)	
E)	

### WHAT TIME OF YEAR DO YOUR FRIENDS OR RELATIVES VISIT MOST FREQUENTLY? (CHECK ANY THAT APPLY).

<input type="checkbox"/>	Summer: December - February
<input type="checkbox"/>	Autumn: March - May
<input type="checkbox"/>	Winter: June - August
<input type="checkbox"/>	Spring: September - November
<input type="checkbox"/>	During school holidays
<input type="checkbox"/>	They visit anytime.

### WHICH BEST DESCRIBES YOUR VISITORS? (CHECK ANY THAT APPLY).

<input type="checkbox"/>	Parent with mostly preschool children
<input type="checkbox"/>	Parent with children 6 - 14 years
<input type="checkbox"/>	Parent with children over 15 years
<input type="checkbox"/>	Couple with no children
<input type="checkbox"/>	Single person under 30
<input type="checkbox"/>	Single person over 30
<input type="checkbox"/>	Older family members
<input type="checkbox"/>	Groups of 3 or more adults
<input type="checkbox"/>	Other: .....





# THE DISCOVER YOUR OWN BACKYARD COMMUNITY SURVEY

HOW DO YOUR VISITORS TRAVEL WHEN THEY COME TO SEE YOU?  
(CHECK ANY THAT APPLY).

<input type="checkbox"/>	Car
<input type="checkbox"/>	Train
<input type="checkbox"/>	Plane
<input type="checkbox"/>	Bus
<input type="checkbox"/>	Taxi
<input type="checkbox"/>	Walk/Cycle
<input type="checkbox"/>	I pick them up
<input type="checkbox"/>	Other: .....

WHERE DO YOUR MOST FREQUENT VISITORS LIVE?  
(CHECK ANY THAT APPLY).

<input type="checkbox"/>	Another part of Melbourne
<input type="checkbox"/>	Regional Victoria
<input type="checkbox"/>	Interstate
<input type="checkbox"/>	Overseas
<input type="checkbox"/>	Please name the places they live: .....

WHAT DO YOU DO, OR WHERE DO YOU TAKE YOUR VISITORS LOCALLY IN  
[PLACE]?

<input type="checkbox"/>	Visit parks and gardens
<input type="checkbox"/>	Nature and walking trails
<input type="checkbox"/>	Go shopping
<input type="checkbox"/>	Go to theatre or exhibitions
<input type="checkbox"/>	Dining at local restaurants and cafes
<input type="checkbox"/>	Physical recreation, e.g. golf, gym
<input type="checkbox"/>	Go to festivals and events
<input type="checkbox"/>	Go out to pubs or clubs
<input type="checkbox"/>	Join in community activities
<input type="checkbox"/>	Other: .....

WHEN YOU GO OUT IN [PLACE], WHAT TIME OF DAY DOES THIS USUALLY  
HAPPEN?

<input type="checkbox"/>	Day time
<input type="checkbox"/>	Night time



# THE DISCOVER YOUR OWN BACKYARD COMMUNITY SURVEY

## AND WHEN YOU TAKE VISITORS OUT LOCALLY, WHAT FORM OF TRAVEL DO YOU USUALLY USE?

	Car
	Public transport
	Walk/cycle
	Other: .....

## IF YOU ALSO GO OUTSIDE OF [PLACE] WITH VISITORS, WHERE DO YOU GO?

[EDIT NOTE: ADD regional cities or visitor attractions within a few hours drive of your area.]

	Neighbouring suburbs
	Melbourne City
	Victorian countryside
	Please name the places outside of [PLACE] you go most often: .....

## IF YOU USUALLY TAKE VISITORS OUTSIDE OF [PLACE], PLEASE DESCRIBE WHY?

## WHICH OF THE FOLLOWING FESTIVALS AND EVENTS HAVE YOU ATTENDED, AND WOULD YOU TAKE YOUR VISITORS? PLEASE TICK.

[EDIT NOTE: Use this question to look into local festivals and events, or use next question].

	Yes, I have attended	No, I haven't attended	Yes, would take visitors	Probably not take friends
Choice 1				
Choice 2				
Choice 3				
ETC.				

## THE FOLLOWING IS A SHORT LIST OF ACTIVITIES IN [PLACE]. PLEASE INDICATE IF YOU ARE AWARE OF THEM, AND IF YOU WOULD CONSIDER TAKING VISITORS TO THEM AS WELL. PLEASE TICK.

[EDIT NOTE: Use this question if looking into particular activities and attractions in your area].

	Yes, am aware	No, didn't know	Yes, would take friends	Probably not take friends
Choice 1				
Choice 2				
Choice 3				
ETC.				



# THE DISCOVER YOUR OWN BACKYARD COMMUNITY SURVEY

## HOW DO YOU GET INFORMATION ABOUT ACTIVITIES AND ATTRACTIONS IN [PLACE]?

[EDIT NOTE: Amend the choices below as applicable. The last choice Visitor Information Centre may or may not apply. If it does, consider adding questions about the VIC's usage].

<input type="checkbox"/>	Local newspaper
<input type="checkbox"/>	Internet
<input type="checkbox"/>	Council newsletter
<input type="checkbox"/>	Council website
<input type="checkbox"/>	Magazines
<input type="checkbox"/>	Direct mail
<input type="checkbox"/>	Word of mouth
<input type="checkbox"/>	Visitor Information Centre
<input type="checkbox"/>	Other: .....

## WHAT IS THE ONE THING ABOUT [PLACE] YOU WOULD LIKE TO TELL THE WORLD ABOUT?

## IN A FEW WORDS, HOW WOULD YOU BEST DESCRIBE OR BRAND [PLACE]?



# THE DISCOVER YOUR OWN BACKYARD COMMUNITY SURVEY

## ABOUT YOU

Almost finished!

Please help us analyse the survey by answering a few questions about you.

And to enter the Discovering Your Own Backyard competition, also give us your name and contact details at the end.

## YOUR GENDER

<input type="radio"/>	MALE
<input type="radio"/>	FEMALE

## YOUR AGE.

<input type="radio"/>	Under 14
<input type="radio"/>	15-19
<input type="radio"/>	20-25
<input type="radio"/>	26-34
<input type="radio"/>	35-44
<input type="radio"/>	45-54
<input type="radio"/>	55-64
<input type="radio"/>	Over 65

## YOUR HOME

Please tell us what suburb or postcode you live in:

## WIN A PRIZE! (OPTIONAL)

For your chance to win [ENTER PRIZE DETAILS] in the Discover Your Own Backyard competition draw please provide your details here.

[EDIT NOTE: Add privacy statement. This section is also an opportunity to gain permission to add respondents to relevant email and postal lists used by the organization].

Thank you for taking the Discovering Your Own Backyard survey, and best of luck if in the prize draw. Winners will be announced [ANNOUNCEMENT DETAILS].



# MEDIA RELEASE RESOURCES

*Launching the Discover Your Own Backyard campaign.*

## DISCOVER, EXPLORE, EXPERIENCE YOUR BACKYARD

What do you like best about [.....]? Where do you go out? Where do you take your friends?

Prizes are on offer for residents of The City of [.....] by simply answering these questions in the Council's Discover Your Own Backyard community survey.

*[COUNCIL SPOKESPERSON]*

"We all know that [.....] is a great place to live, and we love the attractions and lifestyle available on our doorsteps."

"Now it is time for the community to let us know what attractions they like the most, and especially where they go with friends and relatives when visitors come calling."

The Discover Your Own Backyard community survey launches a year long campaign to raise awareness of the attractions and visitor opportunities on offer in [.....].

*[COUNCIL SPOKESPERSON]* said that, in terms of visitors to [.....], those who are visiting friends and relatives represent the largest group of visitors of any type.

"The fact is that the majority of visitors to the municipality are here just to visit friends and relatives. That is a huge number of people over a year, and all of them add to the community's atmosphere, as well as contributing significantly to the local economy."

"Research by Destination Melbourne shows that daily spending by people visiting friends and relatives is in the hundreds of dollars each."

"That is a significant injection of money into the local economy in itself, but of course their hosts - our residents - also spend more than usual when entertaining friends and relatives."

"I think the proof is there that visitation by friends and relatives significantly benefits our community."

*[COUNCIL SPOKESPERSON]* said that residents set the scene for the kind of experience their visiting friends and relatives leave with.

"Our Discover Your Own Backyard survey will find out what local attractions people value, and which they like to take visiting friends and relatives to the most."

"We are also encouraging residents to go out and discover what other fantastic visitor opportunities there are in our backyard. There is no doubt that we live in a welcoming and interesting community, but there is always something else to discover or try out."

*[COUNCIL SPOKESPERSON]* said that every resident in [.....] is at sometime hosting a visitor, and that the more residents know about the local area, the better visitors will experience it.

"This is a call to the local community to really show their visitors a good time by learning more about the experiences and attractions available in [.....]."

"They will take this experience away and tell others about it, and [.....]'s reputation as a great place to visit and enjoy will be told to the rest of Melbourne and even the world."

"We want our visitors to speak highly about our backyard - and if anyone can make that happen, it is you the resident."

[.....]'s Discover Your Own Backyard survey will be published in [NEWSPAPER NAME] on [DATE]. The survey is also available on line from Council's Discover Your Own Backyard web page.



# MEDIA RELEASE RESOURCES

*The message here is directed at extended hosts - traders, retailers and restaurateurs - and anyone interested in the economics of VFR.*

## DISCOVER, EXPLORE, EXPERIENCE YOUR BACKYARD

### Visiting Friends and Relatives are great for local business

Research by Destination Melbourne has put the economic benefit of the visiting friends and relatives market in a new perspective.

Visiting friends and relatives make up a third of Melbourne's visitors, and at the local council level, the figure is even higher, in some areas approaching 80% of visitors.

Official visitor figures show that on average, people visiting friends and relatives spend significant amounts of money when on a visit.

The average spend by people visiting friends and relatives for at least a night Melbourne wide is an amazing \$570 per visit.

The average for day trippers visiting friends and relatives is \$72 per visit, quite a sum when you take into account that just over 60% of those visiting friends and relatives are on a day trip.

More recent research at the municipal level conducted by Ballarat University and Victoria University in four Melbourne council areas makes the picture even rosier.

The research gained a more local view of visitor spending, and found that in these municipalities at least, the average spend by visiting friends and relatives is \$288 (compared to \$140 by non-VFR travellers).

Add to this the \$110 that the hosts of visiting friends and relatives (our residents) spend over and above their usual spending, and the injection of visitor dollars into the local economy averages at \$398 per visitation.

These financial figures are a good reason to promote the value of the VFR market to local traders, and encourage them to understand why being good hosts is good for business.

After all, the most frequent activity carried out by visiting friends and relatives and their hosts is to go out dining, followed closely by recreational shopping.

There is no doubt that if the people visiting friends and relatives in our municipality have a great visitor experience, they will keep coming back, they will tell others, and our local economy will continue to grow and benefit.



# DISCOVER YOUR OWN BACKYARD **STYLE GUIDE**

Destination Melbourne has developed a logo and style for Discover Your Own Backyard. Resources are available from Destination Melbourne's web site:

## THIS PAGE PROVIDES A BRIEF STYLE GUIDE FOR INCORPORATING THE BRAND IN THE COMMUNICATIONS YOU PRODUCE, IN PARTICULAR FOR:

- Campaign advertising features (and the community survey) in the local newspaper.
- Use in existing council publications.
- Usage on the web site and social media pages.

We acknowledge that the council will have its own style guide regarding use of the corporate logo and brand, however the style guidelines for Discover Your Own Backyard campaign strictly need to be adhered to.

## STYLE GUIDE SPECIFICATIONS

### LOGO COLOUR BREAKDOWN & VARIATIONS



Discover Grey - 60% Black



Discover Grey - Tint 30%



Discover Blue - Cyan 70%, Magenta 15%



Discover Blue - Tint 30%



Mono Logo



Reversed Logo



Reversed Mono Logo



# DISCOVER YOUR OWN BACKYARD **STYLE GUIDE**

## Font Family

The Primary font selection for the DYOB Campaign brand is the Swiss 721 BT Font Family.

The Secondary (Highlighting) font selection for the DYOB Campaign Brand is Dartangnon ITC.

The chosen Font types are acceptable to use when designing for DYOB collateral

The treatment for headings when designing for the Discover Your Own Backyard campaign need to be UPPERCASE and use the Discover Blue, Grey or white reversed when used on a colour background (please see previous page for colour breakdown), and sub headings use the Discover Grey as a secondary.

The secondary font Dartangnon ITC should only be used as a highlight for advertiser names and ambassador/local profile names.

## Primary Font

Swiss 721 BT - Thin

*Swiss 721 BT - Thin Italic*

Swiss 721 BT - Light Italic

*Swiss 721 BT - Light Italic*

Swiss 721 BT - Roman

*Swiss 721 BT - Italic*

Swiss 721 BT - Medium

*Swiss 721 BT - Medium Italic*

Swiss 721 BT - Bold

**Swiss 721 BT - Bold Italic**

**Swiss 721 BT - Heavy**

**Swiss 721 BT - Black**

## Secondary Font

*Datangnon ITC - Regular*

Example of how the use of type with colour should be used for major headings:

# TYPE YOUR HEADING FOR YOUR **COUNCIL** HERE

Example use of Secondary Font for Profile & Advertiser Names:

*Local Profile - John Smith*





# DISCOVER YOUR OWN BACKYARD STYLE GUIDE

## Advertiser Examples

When creating advertisements for the Discover Your Own Backyard campaign the examples below are how the treatment of advertisers or profile sections should look.

### Example of an advertiser panel:



*Advertiser Name Goes Here*

With such a stunning range of themed exhibitions and interactive scientific displays, Scienceworks is sure to enthrall and entertain the kids for hours these holidays. With such a stunning range of themed exhibitions and interactive scientific displays, Scienceworks is sure.

2 Booker Street, Spotswood  
(03) 9392 4800  
museumvictoria.com.au

### Example of a local profile:



*Local Profile - John Smith*

#### **Equi odipsus, temo toriae?**

Que sequam consequi coreped eum facerit, int lam ape voluptat reici tes acepeles simus etus et eos reperi

#### **Equi odipsus, temo toriae?**

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#### **Equi odipsus, temo toriae?**

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#### **Equi odipsus, temo toriae?**

qui di ius porerum est harum et magnatent. Aliquod ipsamus, ni cus.

## Colour Usage

The use of colour blocks when designing collateral for DYOB should be used as an accent to bring out specific information. The colour for these boxes should be the Discover Blue at 30% tint, or the Discover Grey at 30% tint.

### Example of colour box usage

#### **HOT BOX**

How many employees in your council are also residents?

Employees \_\_\_\_\_

% of the workforce \_\_\_\_\_

#### **HOT BOX**

How many employees in your council are also residents?

Employees \_\_\_\_\_

% of the workforce \_\_\_\_\_

