

CENTRAL FOCUS

Update



December 2018

The end of 2018 is fast approaching and Central Geelong is buzzing with Christmas activities. The Central Geelong Christmas Trail Map returns with new features including the Tinsel Room, new giant 3D artwork and more augmented reality locations plus all the favourites like the Myer Geelong Christmas Windows, Magic Meter Elves, Reindeer Riding Academy and Morning teas with Santa. The team of Magic Meter Elves have hit the street spreading Christmas cheer. Copies of the Trail Map and a promotional poster are included with this newsletter mailing – please display these for your customers and staff to encourage people to enjoy these activities and visit and spend more often in Central Geelong. It's a huge line up of activities to get more people into Central Geelong and is supported by consolidated advertising and extensive digital platforms.

As we move into the new year, CGM will continue to support business operators through quarterly networking events, regular newsletters and information updates, continued support of the Park & Ride service and Professional Development and Training programs. The CGM team is currently working on the delivery of the Summer School Holiday Program, the Central Geelong Workers campaign, the Professional Services Campaign and pre-planning May Magic, Storyfest and Tastes of Central Geelong for 2019.

Wishing you all a safe and prosperous Christmas and New Year from the Central Geelong Marketing team.

Current Activities

Christmas in Central Geelong 2018

Myer Geelong Christmas Windows

This year's theme is based on the classic children's book, *One Christmas Eve* by Corinne Fenton and illustrated by Marjorie Crosby-Fairall. The Geelong windows are a retrospective of the 2016 Myer Melbourne windows. Engineering students from Deakin University have again partnered with Central Geelong Marketing and the City of Greater Geelong to add animatronic movement to the characters. The display includes all five windows in the *One Christmas Eve* story.

Christmas in Central Geelong Augmented Reality Fun

Discover lovable Christmas characters throughout Central Geelong with your smartphone. Santa and his reindeer will fly over the floating Christmas tree and City Hall and can be found hiding at a number of locations marked on the Central Geelong Christmas Trail. Download the free 'Christmas in Central Geelong' App from the App Store or Google Play, then look out for the 'Christmas in Central Geelong' footpath stickers throughout the city.



3D Christmas artwork to adorn Central Geelong

Giant Christmas themed 3D artwork will add to the Christmas fun in Central Geelong this year. New artwork has been installed on The Carousel and in Malop St.

Santa's Reindeer Training Academy – DEC 1 to DEC 24

Help get Santa's reindeer ready for Christmas Eve. Take a ride on one of Santa's reindeer in our winter wonderland. The mechanical ride on reindeer activity is free during opening hours. MON – WED 10am-1pm
THURS – SAT 10am-2pm

To download the Central Geelong Christmas trail or for more information including dates and times of activities, visit www.centralgeelong.com.au. To get more copies of the Trail Map contact the CGM office on 5272 4297.

Upcoming Activities

Summer Kids Fun Program

The program for the Summer 2018-2019 Kids Fun Guide is currently being developed and will be distributed via email to registered families. Over 30,000 children participate in our school holiday programs every year and

families go on to spend in Central Geelong businesses. If you would like to be involved in the summer program or future kids fun programs, contact CGM on 5272 4297.

Central Geelong - At Your Service

Our Professional Services Campaign continues with print, cinema and digital elements. The campaign targets the Wyndham region, promoting the Central Geelong professional services offering as a great alternative to Melbourne CBD. Visit www.centralgeelong.com.au/at-your-service to see more about this campaign.

Workers Engagement Campaign

CGM continues to engage people working in Central Geelong. Since 2016, CGM has delivered a series of weekly offers to the workers database showcasing a range of retail, hospitality and service venues and regular electronic updates via The Hive. We are calling on enthusiastic businesses to work with us and come up with some unique offers and events for businesses. For more information call the CGM office on 5272 4297.

centralgeelong.com.au

All businesses in Central Geelong have a business profile on our website and app. If your profile needs updating or an image added, email centralgeelong@geelongcity.vic.gov.au for your log in details or send your changes to us.

Summer Events

The Cadel Evans Great Ocean Road Race (24-27 January 2019) and the Festival of Sails (26-28 January 2019) will attract many thousands to Central Geelong. Consider how your business can support and get involved with these events. To find out more visit <http://www.cadelevansgreatoceanroadrace.com.au> or www.festivalofsails.com.au. For a full list of events in Central Geelong, check out the Events calendar on www.centralgeelong.com.au

Business Development & News

Upcoming Training Opportunities

Make sure you, or your staff, take advantage of the FREE training opportunities offered as part of the joint Training and Professional Development Program delivered by Central Geelong Marketing and Tourism Greater Geelong & The Bellarine. Visit www.centralgeelong.com.au/members to see all upcoming sessions and to book.

Do you work in Central Geelong and need all day parking? Try the Park & Ride!

Workers can park their car in Upper Hearne Parade FREE and pay \$3 for a return ticket on the Central Geelong Park & Ride Shuttle. Check out the new look buses and download the Love Central Geelong Smart Phone App to see bus locators during operating hours.

Parking Map

To receive additional copies of the most recent parking map, please contact CGM on 5272 4297 or centralgeelong@geelongcity.vic.gov.au.

Committee

The Central Geelong Marketing Committee (CGMC) meets monthly to determine how the proceeds from the special rate will be best spent to market and promote Central Geelong. Committee meetings are held on the third Tuesday of every month at 7.30am at the CGM offices, 100 Brougham St. Meetings are open to the public. The committee consists of 13 business and stakeholder representatives. To see the full list of committee members visit www.centralgeelong.com.au.

Central Geelong Marketing
100 Brougham Street PO Box 104, Geelong VIC 3220
p: 5272 4297 f: 5272 4860
e: centralgeelong@geelongcity.vic.gov.au
www.centralgeelong.com.au



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marketing