

KEY PROGRAMS & Highlights 2019 – 2020

Central Geelong Marketing (CGM) is the consolidated marketing body for Central Geelong. CGM's extensive program of events, activities, advertising, marketing, business development and business support initiatives enhance and promote the Central Geelong experience and increase the number of customers, workers, residents, students and visitors enjoying Central Geelong and spending in Central Geelong businesses.



Flagship Events & Activities

Each year, CGM delivers five flagship programs to increase the number of people experiencing and enjoying Central Geelong. These flagship activities include:



FLAGSHIP ACTIVITY RESULTS*

118,909 participants

1918 individual activities delivered

400 participating businesses

TEO **\$16.68M**

\$5.9M spent at Central Geelong businesses by people who came into Central Geelong especially to attend a flagship activity who then went on to do other things.



TASTES OF CENTRAL GEELONG

Held each July, this festival of food, flavours and fun celebrates the wonderful range of cafes, restaurants and hospitality venues in Central Geelong.

25,297 participants

758 individual activities

113 participating businesses

TEO **\$2.67M**



CENTRAL GEELONG SHOPPING FESTIVAL + SIDEWALK SALES

Held on Melbourne Cup Day, this exciting, one day event offers hundreds of specials, discounts, entertainment and activities right across Central Geelong.

33,416 participants

253 individual activities & special offers

203 participating businesses

TEO **\$9.25M**



THE CENTRAL GEELONG KIDS FUN PROGRAM & STORYFEST

The School Holiday Fun Program & StoryFest encourage families and children to enjoy the range of fun activities on offer in Central Geelong during the school holiday period.

19,171 participants

393 individual activities & special offers

43 participating businesses

TEO **\$2.26M**



CHRISTMAS IN CENTRAL GEELONG

This program encourages the community and visitors to enjoy the magic of Christmas in Central Geelong and includes the Christmas Trail Map, a huge program of entertainment, activities, decorations and the Central Geelong Christmas Elves.

41,025 participants

524 individual activities

41 participating businesses

TEO **\$2.48M**



EVENT SUPPORT & STREET ACTIVATION

7 Waterfront Makers & Growers

Markets, **42,250** participants

9 Central Geelong Events sponsored

Over **250** on street performances & activations

4 Love Central Geelong Family Magic

performances **1647** participants

655 passengers on Seniors Week Festival Shuttle

These figures and data are actual numbers from counts and surveys undertaken in 2019-2020 and have been put through the region's preferred Economic Impact Assessment program - REMPLAN to calculate the Total Economic Output (TEO).

**2019 - 2020 Flagship Activity Results include Tastes of Central Geelong, Central Geelong Shopping Festival + Sidewalk Sales, The Central Geelong Kids Fun Program and Christmas in Central Geelong. May Magic and StoryFest not held in 2019 - 2020 due to COVID19.*



Consolidated Advertising & Digital Marketing



CONSOLIDATED ADVERTISING

CGM's consolidated advertising campaign showcases the Central Geelong experience.

561 print & radio ads

19,110 cinema ads

& over **700** regional television commercials scheduled*

4 twelve month transit advertising campaigns

3 twelve month static signage campaigns

Over **7.7M** impressions



PROFESSIONAL SERVICE ADVERTISING CAMPAIGN

CGM's Professional Services Campaign specifically promotes the 600 plus professional service businesses located in Central Geelong. This campaign promotes Central Geelong as a great alternative for the metro west area.

28,805 metro west cinema ads scheduled*

848,239 total audience*

Over **6.9M** impressions - 'Central Geelong At Your Service' Google Advertising



DIGITAL MARKETING

The Love Central Geelong App, social media channels and website keeps users up to date on all things Central Geelong.

398,927 visits to centralgeelong.com.au

32,439 followers on Love Central Geelong Social Media

12,750 App downloads

31,956 database subscribers,

50 EDMs



Business & Support Programs



NETWORKING EVENTS & TRAINING OPPORTUNITIES

CGM hosts quarterly networking functions and delivers an innovative training program each year.

2 networking functions;

Over **500** participants from

195 Central Geelong businesses

22 training opportunities

155 registrations from **94** Central Geelong businesses



INFORMATION UPDATES

CGM regularly communicates with businesses to ensure they are up to speed on Central Geelong activities, opportunities and information that may impact their business.

31 Central Focus electronic updates

6 Event Kits/Newsletters distributed

65 New Business Welcome Kits

7 street name & number signs installed



WORKER ENGAGEMENT PROGRAM

This program celebrates the 30,000 people who work in Central Geelong each day. The Worker Engagement Program provides fantastic 'Hump Day' offers for workers including special offers, discounts, tickets, prizes, and exclusive events and activities.

2094 signed up to Workers Database

910 individual Hump Day

offers from **67** participating businesses

1628 entries,

673 offers redeemed



CENTRAL GEELONG PARK & RIDE

This service provides a convenient and inexpensive way to get to and from work, Monday - Friday.

Average of **150** passengers per day

Live Park & Ride tracker on the Love Central Geelong App

* Scheduled ads for 2019 - 2020. Actual number of screenings/audiences impacted by COVID19.

^ Two networking functions held in 2019-2020.

April & June 2020 events cancelled due to COVID19.



Social & Community Benefit



In addition to encouraging people to visit and spend in Central Geelong, CGM's program of events and activities significantly contributes to civic pride and enhances community wellbeing.

WHEN ATTENDING A CGM FLAGSHIP ACTIVITY, PARTICIPANTS INDICATED*:

- **93%** felt **safe and welcome** in Central Geelong
- **87%** felt **proud** of Central Geelong
- **78%** felt **connected to people in the community**
- **90%** enjoyed the **vibrancy** in Central Geelong
- **95%** of participants rated the flagship event they attended as **very important/important for Central Geelong**.



Creative & Innovative



CGM continually introduces innovative elements to its programs and activities and the ways in which these programs are delivered. This enables CGM to increase efficiency and leveraging opportunities, reach new and different audiences and continue to offer an exciting, dynamic and engaging Central Geelong experience.

EXAMPLES INCLUDE:

- The Love Central Geelong App. Innovative features of the App include a live tracker of the Central Geelong Park and Ride, live parking updates, push notifications, an itinerary builder where users can add businesses and events to their itinerary and plot these on a map and the ability for users to tailor content to their interests.
- Introduction of augmented reality to the Christmas in Central Geelong program, enabling users to discover fun and engaging Christmas experiences across Central Geelong via their smartphone or device.
- Use of 'City Insights' device counting and reporting system which allows CGM to track on street pedestrian activity, identify trends and monitor the impact of activities and events.
- Production of the Love Central Geelong television commercial which is used across a variety of advertising platforms including television, cinema, digital/online and electronic signage.
- Installation of 3 permanent 3D street murals, enabling users to interact and enjoy street art in an exciting new way.
- Adaptation of the 2020 Central Geelong Kids Fun Program and Tastes of Central Geelong event to a virtual program to counteract the impact of COVID19.
- Use of a variety of locations throughout Central Geelong to activate vacant spaces and encourage the movement of people across the City.
- Development of 'Eat the Street' Guided Tour to showcase cafés and restaurants located in a specific precinct
- Creation of the Central Geelong Workers Engagement Program to harness and celebrate the collective energy of the 30,000 people who work in Central Geelong each day and showcase Central Geelong businesses to workers on a weekly basis.
- CGM continually builds valuable partnerships with businesses and organisations to create leveraging opportunities and support. In 2019 - 2020, CGM secured in kind and financial support valued at over \$300K.



INDUSTRY AWARDS & RECOGNITION

In 2019 - 2020, CGM received national industry recognition for its programs and activities.

2 finalist entries at the Australian Event Awards
- StoryFest 2019 & Tastes of Central Geelong 2018

1 special commendation received at the 2019
Place Leaders Australia Pacific Awards for the CGM program

Central Geelong Marketing

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**Average percentages sourced from surveys undertaken of CGM flagship activity participants*

