

Regional Integrated marketing

For Bottom Line Profitability

The Organisation

'Taste Orange' is an industry lead organisation established by Orange Region Vignerons Association, initially to promote the Orange wine & viticulture industry. The organisation has an executive officer and was funded for three years. Since its inception the organisation achieved many significant promotional wins with Orange now one of the State's regional 'hot spots' for visitation and re-location.

At the end of the second year the organisation wished to extend the concept to other groups (food, tourism, arts & music and commerce) and secure its ongoing operation past the three year funding cut off.

The Idea

The idea to bring on board commercial funding partners, in addition to local government was generated by the Taste Orange board. RIM devised a revenue stream through manageable commercial opportunities the group was able implement to augment funding.

The Process

To successfully market the idea RIM worked with the board to develop:

- ♦ A financial model for the revenue and operations of the new 'structure'
- ♦ A positioning strategy for the new structure to meet commercial funding (sponsorship) requirements and to encourage significant investment from peak bodies
- ♦ Defining the aims, roles and outcomes that the organisation will deliver
- ♦ Developing the operations structure to deliver the above
- ♦ A 'selling document' for new stakeholders and potential financial supporters which included key outcomes, budgets, membership structures and costs
- ♦ A commercial partner (sponsorship) marketing plan and powerpoint presentation

Hurdles

Developing an offer that is attractive to commercial sponsorships and the generation of low cost revenue streams. Working with volunteer boards.

Results

Taste Orange has now achieved partnership status with Orange City Council and as a result:

- ♦ Manages the tourism partnership program and collects the revenue from membership (\$20K +)
- ♦ Won the contract to produce the Orange Regional Visitors Guide (\$100K+ project) for a three year period. Advertising sales result was 130% of budget
- ♦ Has preferred contractor status and is consulted on all tourism activities.

Taste Orange has successfully secured \$100K in commercial sponsorship and is in negotiation with several other large value interested parties at the time of going to print.

Case Study Commercialising a community project Taste Orange



"RIM's assistance in the planning and execution to roll out the Taste Orange extension to new stakeholders has been extremely valuable"

Kim Currie, Executive Officer



The Aims:

Taste Orange aims to:

- ♦ Increase **awareness** of the 'Orange' brand
- ♦ Increase the level of **publicity** and **media** for the region
- ♦ Increase **visitation** numbers and **average spend**
- ♦ Increase the **desire to move** to the region
- ♦ Encourage **infrastructure** development