

C U S T O M E R F R A M E

putting the heart back into business



Yarra Valley + Dandenong Ranges Customer Profiles

SEPTEMBER 2022

Objective

To create a common set of Customer Profiles for the Yarra Valley + Dandenong Ranges region:

- develop a collective + harmonised view of the customer
- enable a clear, consistent + common understanding of the region's tourism customers, beyond demographics alone
- help drive deeper customer empathy, find new opportunities + help the region become more resilient from disruption



Method + process

- ／ **BOTTOM-UP VS TOP-DOWN** - Leveraged existing knowledge + experience from region stakeholders, extracted through an expert facilitated workshop process + industry survey. With the Customer Frame proprietary profiling method, rich insight is gathered + filtered beyond opinion alone, without the excessive costs or time of primary consumer research, to provide an efficient + effective outcome.
- ／ **SECONDARY RESEARCH + STAKEHOLDER GROUP** - Examined existing data from NVS, + ABS regional statistics to draw inferences + support differentiation. Existing strategy documents were reviewed for context. For validation, the draft profiles were shared with key stakeholders, providing feedback + final refinement to the profile outcomes.
- ／ **REGION INSIGHT + OPINION** - Leveraged existing work from other regions across Victoria, interstate + nationally to inform choices based on the observed changing needs of customers, social trends + profile specifics. These elements cross-referenced, supported + validated by primary observations across the region.
- ／ **POST PROCESSING + RE-WORK** - From primary + secondary inputs, the Customer Frame team reprocess all points of data, leveraging internal research + primary observation in market to complete the profiles.

Key observations

- ✓ **A COMMON INDUSTRY VIEW** – Industry stakeholders demonstrate a strong knowledge + common view of the region's customers today, with great pride in the YVDR offering. There is a belief that the region's visitation potential has not yet been reached + an energy for greater understanding of + connection to customer.
- ✓ **MORE CUSTOMERS WHERE WE WANT THEM** – The region's offerings see customers frequenting certain offerings whilst missing others, for reasons such as time availability, lack of awareness etc. An opportunity exists to encourage visitors to 'extend' their time in the region, discovering new offerings + attractions that address + fulfil their needs.
- ✓ **BEYOND THE DAY TRIP** – There is a wealth of complementary products + experiences across the region that, with a deeper understanding of customer profiles, can be cross-promoted. A great opportunity exists to 'match-up' the region's offerings with specific customer needs to expand perception + awareness, thereby increasing spend, length of stay, repeat visitation + region dispersal.
- ✓ **NOT A ONE-SIZE-FITS-ALL** – Stakeholders expressed that not all profiles would apply to all areas or businesses across the region. Some profiles are more applicable than others, however new growth potential could come from traditionally unserved profiles.

INTRODUCING THE

Yarra Valley + Dandenong Ranges Customer Profiles



Steven



Sarah



Luca + Melanie



George



YARRA RANGES TOURISM



Betty + Howard



Lily



Ming-Li



Gregg + Sophia

the aspirational
internationalist

the heart of the
middle-income
family

the wealthy couple
living life

the active dad with a
love of the outdoors



Steven



Sarah



Luca + Melanie



George

the go-getting
retirees



Betty + Howard



Lily



Ming-Li

the couple that
splash the cash



Gregg + Sophia

the young
professional socialite

the successful
New Melbournian

YARRA RANGES TOURISM

How they map out

PERCEPTUAL MAP OF CUSTOMER PROFILES + HOW THEY INTERACT



Luca + Melanie

the wealthy couple living life





Luca + Melanie

Meet Luca + Melanie: the wealthy couple living life

- EAT + DRINK
- NATURE + ADVENTURE
- WELLBEING + SPA

BACKGROUND

Luca + Melanie (Mel) are a successful couple with a love of the good things in life.

Luca owns his own building company + Mel is a HR Director.

They both excel at what they do: they have high expectations of themselves + those around them.

People – their boys, family, friends + each other most of all – mean the world to them.

Living life now, embracing their freedom + enjoying the fruits of their hard work is their focus – life’s too short to wait to retire.

THE FACTS

- She’s 46 years old, he’s 48
- Own a Californian bungalow in Hawthorn that Luca renovated to a high spec + Mel co-designed
- Mel’s a HR Director for a law firm, Luca is a self-employed builder – HHI \$375k pa + cash jobs
- 2 boys: 13 + 15y at private school – they are very close as a family
- She drives an Audi TT; he drives a Triton Ute (work car)
- Blue Kelpie cross called Bob (Luca’s – takes him everywhere)
- He has an Italian background, they are very close to his family
- A love for the finer things
- Brought the kids up to be independent + self-sufficient
- House proud – Aesop handwash + Egyptian cotton sheets

GOALS

Luca + Mel believe in hard work. Luca has built a thriving successful business + Mel has climbed the corporate ladder. Success is important to them both.

As a couple, they’ve taken risks which have paid off. The business, the reno – their future is bright. They live life to the full now too, not saving it all for retirement.

Having seen numerous colleagues burn out or get divorced, they want more balance in their lives to enjoy the fruits of their hard work - getting away together more often is top of the list. In the meantime, nice dinners, good wine + unique experiences will do. Their relationship is their absolute number one priority.

Their next move is to buy a block of land in the Yarra Valley + build their dream forever home. Somewhere they, the boys + their future families can spend time together, escape the city + live their dream life.

FRUSTRATIONS

Luca + Mel love their jobs – the esteem, the money. But work is relentless, the hours long + the demands high. It’s exhausting. Mel brings her work home, which frustrates Luca who wants to switch off at the end of the day. There rarely ever seems to be any downtime.

Luca tends to leave all the life planning to Mel, which frustrates her. She doesn’t need any more jobs to do!

The boys are now teenagers + can be grumpy, disconnected + hard to deal with. It’s tough.

Looking after their wellbeing – mental + physical – is a constant struggle. They want balance, but it’s hard.

They have high expectations which can be hard when travelling, especially regionally – they’re happy to pay for quality + good service but they don’t always get it.

Life gets so busy; they feel there’s little time for ‘them’.

QUOTES

“Turn that @#\$\$%&! computer off”
- Luca

“When are you going to take me away for a weekend?”
-Melanie

“Let’s ask Karen + Greg over for drinks tonight!”

BEHAVIOURS

Luca + Mel are confident + sociable, well respected in their social + work circles + known for being a lot of fun.

They’re the ultimate success couple. Image is everything. They take great pride in their home + appearance, shopping quality over quantity. Mel always helps Luca choose his clothes.

They tend to leave the kids at home for weekend trips these days – they’re just not interested + they need the break! They love to travel with their close couple friends when they can.

They love to get to know the story behind the people they meet + the food they eat – they find it interesting + it makes for good stories to tell.

They love a bit of soft adventure on their trips to balance out the eating + drinking, like a hike or even canoeing.

They love finding unique + interesting places they can tell their friends about, take photos of + post on socials too.

INTERESTS

- Weekends away sans kids
- Socialising with friends, at home or out somewhere new
- Health focused – mind + body
- She loves yoga + pilates, he loves a daily run with Bob
- Luca loves AFL (huge Carlton fan), Mel was born in NSW so prefers Rugby League
- Unique eateries, breweries, wineries – anything new + hip!
- Active relaxation – a mix of pampering + activity
- Good local food, farm to plate
- Shopping local + unique (gifts)
- Both like soft adventure
- She loves hiking, landscapes + wildlife, his is sports + design
- Date nights + days out
- Luca coaches U14s football

COMMON OBJECTIONS

- What does TripAdvisor say? (Mel)
- Who cares about reviews! (Luca)
- Is it as good as they say it is?
- I don’t want to waste a weekend
- But isn’t everyone going there?
- But what about the boys?

INFO SOURCES & WATERING HOLES

Luca + Mel are intelligent individuals with a keen interest in what’s going on globally + in their industries.

Mel checks her digital news sources in the morning, then shares what she’s read with Luca in conversation. She’s on social media, using it to post the boys’ latest achievement, an outing + to stay in touch with friends + family. It’s Facebook for groups + community, Insta for inspiration, influencers + the latest places to go.

She loves to listen to a podcast on her way to work, anything from entertainment to work/leadership stuff.

A confident online shopper, she’ll research + book short breaks based on reviews + star ratings. She tries to book direct unless there’s a huge price difference.

Mel’s more confident online than Luca, who tends to rely on word-of-mouth news from his friends + workmates. He’s not on social media, using text, email + WhatsApp to stay up-to-date with friends + plans. He loves Design shows, magazines + YouTube videos.

They watch a bit of tele during the week, usually Netflix for crime or Kayo for Luca’s sports obsession. Mel’s usually on her laptop, so doesn’t really mind.

They have a close group of friends they see regularly + who they’d love to travel with now the kids are older.

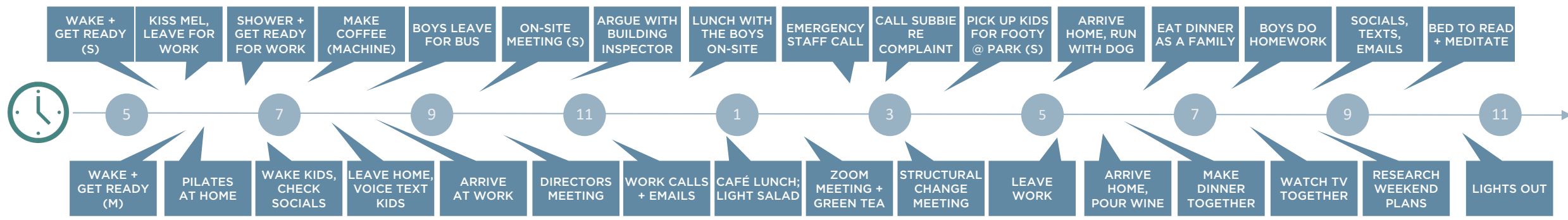
KEY THEMES

- Leave the kids + your cares behind for a while
- The perfect weekend or short break close to home
- Do as much or as little as you like in YR
- Put away the calendar + lose track of time in YR
- Phone down, feet up + watch the world go by
- The perfect day – a hike in nature, a village stroll, a pamper session + the best food + wine with a view
- Go gourmet – food, wine, luxury – we have it all
- Take some time out to reconnect, rejuvenate + refresh – we do couples time like no other in YR
- Romance, adventure + the best food + wine around
- Spoil yourself with pampering + indulgence in YR
- You know of YR, but do you know our secrets?
- YR – the perfect place to take time out, reconnect + indulge in fine local food + wine, an hour away
- From cocktail making classes to makers workshops + hiking trips – stretch your legs + imagination
- Visit some of the most Insta-worthy spots in Oz!

MIGHT ALSO SHOW UP AS...

- Semi-retired wealthy couples seeking something new
- Special interest groups – gardening, arts, nature
- Special occasions – wedding, birthday, anniversary
- Groups of 2-3 couples travelling together
- Age group 40-65 years
- Non-gender specific + same sex couples
- Travelling without children (even if they have them)

TYPICAL DAY IN THE LIFE



Steven

the aspirational internationalist





Steven

Meet Steven: The aspirational internationalist

BACKGROUND

Steven is a globally mobile, career driven young professional, seeking to live the life he aspires to have.

Born + bred in the Singaporean ex-pat life, he is focused on achievement + striving to reach the next level in everything he does.

Recently married to Jasmin, they're both seen as opinion leaders within their social circles - the couple that others aspire to be.

He loves the finer things in life such as wine, food. He also loves animals + nature, as it is so different to the city life he lives every day.

He is close to his parents + siblings.

THE FACTS

- Steven is 30yrs old, recently married to Jasmin 27yrs old
- Born + lives in Singapore, parents moved back to Victoria
- Rents a 2-bedroom apartment
- Degree educated
- Works in Finance for a global telecommunications company
- Globally mobile, previously working in NYC + London
- Well paid, but also high cost of living. Equivalent HHI of \$220k
- Jasmin works in retail cosmetics (high-end)
- No kids yet, but on the cards
- Steven is one of 3 sons, all stationed around the world
- Enviably wine cellar, featuring wines from around the world
- Loves travel + visiting his parents

GOALS

Whilst only early in his career, Steven is driven to rise to the top. As the youngest of 3 sons, he is highly competitive + always primed for promotion.

He takes his work seriously + puts in extra effort to stay on top. Work status is important to him + to his position in the family + in society in general.

Newly married, he + Jasmin want to travel + explore destinations before settling down + starting a family. Given his city-based lifestyle, he yearns to get out into the countryside away from it all. He wants quality time with Jasmin, where they can experience these things together as they build their new life.

Although he doesn't have many hobbies, his goal is to collect a wine cellar from all around the world - just like his father-in-law! He can't help but be competitive!

Family is important to him + he keeps in touch, always.

FRUSTRATIONS

Steven works long + hard to strive forward + has limited annual leave (2 weeks only), meaning trips must be close to home to make the most of it.

He is time poor + in the hamster wheel of life. Whilst he does get time to catch up with friends + work colleagues, he never feels like he gets downtime.

At the high investment phase of his career, his earnings haven't kept up with the lifestyle he wants to lead, yet he still wants to feel like he can indulge. He also wants Jasmin to feel special + gets frustrated that he can't afford everything he wants for her.

He constantly feels a tension about their spending - he wants to travel whilst Jasmin wants to save for new furniture + a car for when they have a family.

The world seems so insular these days, he thinks it's important to experience other countries + cultures.

QUOTES

"What's your best wine?"

"Shall we? Yes, because we're worth it!"

"Awww they're kinda cute!" (koala)

BEHAVIOURS

Conscious that their friends + family are following their life online, Steven always makes a point to seek out the latest things to do + places to be.

Very sociable, he is always polite, engaged, but never over the top. He has an air of sophistication, whilst being approachable + open-minded.

Always well dressed, Steven + Jasmin wear quality brands that are subtle, but noticeable. They love their labels.

Ralph Lauren is a staple in his wardrobe, staying on trend with each fashion season, influenced by his peers + social norms.

For Steven, he is always living how he strives to be - with quality always at the heart of his choices.

Good food + wine have played a big part in his upbringing, so his expectations + standards are at the higher end (though he struggles at times to afford it!).

INTERESTS

- Food + fine dining options that have interest or brag-factor
- Wine matching + the technical aspects of wine + food pairing
- Wine club member
- Animals + nature close up
- Romantic getaways + couples time
- Finding experiences his family + peers have never done
- Being part of celebrations + travelling around the world for them
- Ticking off top attractions + the "to do list", posting on Insta + TikTok
- Not an avid adventurer, loves picturesque walks (not hikes)

INFO SOURCES & WATERING HOLES

Given the amount of time spent at work, Steven relies a lot on the opinions + insights of his work colleagues. In fact, he will often bypass searching for alternatives based on their recommendations + advice.

Although they're competitive with each other, he speaks with his brothers regularly + seeks their advice when the need arises. He's a strong believer in learning from others to jump the knowledge curve!

Digitally savvy, he's well connected across the main social media networks, primarily on Insta + TikTok these days (moved away from Facebook). He also likes podcasts to keep learning, not for pleasure.

With his hectic schedule, Steven consumes most of his media on demand. He'll livestream a travel show to get inspiration + use Google searches to quickly refine + hone in on what he's looking for.

With his worldly upbringing, he's connected to trusted online news sources, including the New York Times to keep abreast of global affairs.

Passively, he will also have a flick through the odd Wine Club Update, Gourmet Traveller or wedding magazine that Jasmin has collected over time.

COMMON OBJECTIONS

- Is it safe enough? I've heard things can kill you there!
- Do you think it will be clean enough?
- Is there decent transportation options for getting around?
- I don't have a lot of holiday time!

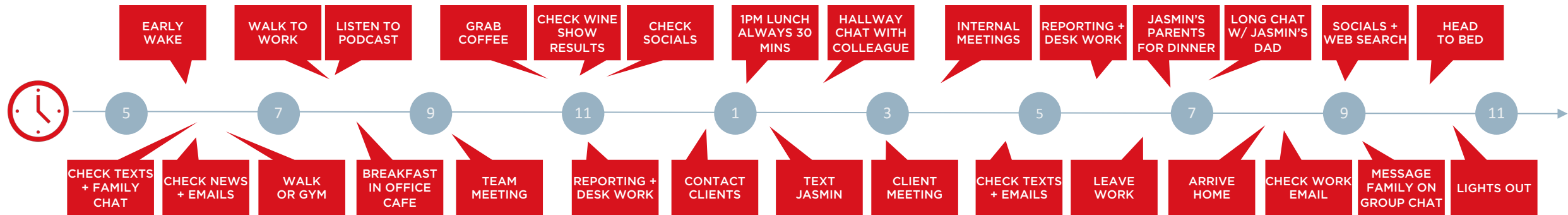
KEY THEMES

- Get up close + personal with wildlife in its natural environment + capture the moments of a lifetime
- A diverse range of experiences available in one place - come discover our wonders
- Experience local food + wine that is second to none - some of the world's best is right here in YR
- Love wine? You'll love YR with world-class wineries, exquisite food + breathtaking scenery
- Whether it's romance, art galleries or theatre you're seeking, we have something for everyone in YR
- Live like a local in YR + be the envy of your friends
- Discover our hidden secrets, our places + people
- From paddock to plate, taste our fresh produce
- Buy the best gifts for family + friends - from wine to gin, cheese to chocolate - they'll love you for it
- From gin-tasting to forest bathing, hot air ballooning to meeting the wine maker - it's all here
- Looking for brag factor? We've got you covered!

MIGHT ALSO SHOW UP AS...

- Couples or singles living in UK/Europe/Asia
- Friends or family travelling together from overseas
- Residents visiting with VFR from UK/Europe/Asia
- Overseas special interest travel groups (eg. food, wine, nature, ecotourism, walking groups)
- Age group 25-55 years
- Non-gender specific + same sex couples

TYPICAL DAY IN THE LIFE



Sarah

the heart of the middle-income family





Sarah

Meet Sarah: the heart of the middle-income family

BACKGROUND

Sarah is a sociable, loving mother of two + an adoring wife to her childhood sweetheart, Mark.

Before kids, her + Mark studied + travelled all over, living the outdoorsy life they both love.

She is devoted to her family + is active in the kids' school + sports. She loves the social side of it all.

They are budget conscious but seek balanced life experiences, somewhere between happy parents + contented children.

Spending family time together + with friends is her favourite thing.

THE FACTS

- 42 years old
- Happily married to Mark for 20 years (childhood sweethearts)
- Lives in a 3-bedroom house in Doncaster, with a mortgage
- 2 kids - 12 (F) + 8 (M)
- Kids play a lot of weekend sports
- She's a PT Administrator, he's a Senior Accountant (HHI \$190k)
- 2 dogs - a Labradoodle (Mabel) + a Jack Russell (Scout)
- She drives a Mazda CX5, he has a Toyota Prado
- Loves to get the kids out of the city for outdoor adventures + unique learning experiences
- Wants to give the kids a full + interesting life, full of memories
- They love their matching puffer jackets which they wear outdoors

GOALS

Sarah + Mark are very family focused + like to take the kids away when they can, for day trips or weekends. They want to make the most of their time together while the kids are young, before they become teens!

They're budget conscious, balancing life now with financial security in the future. When they spend, they do it mindfully, teaching the kids the value of saving. Going budget on some things helps stretch the funds.

Balancing the kids' needs with theirs as a couple, they like to find places that can keep everyone happy - from wineries with grassed areas, to restaurants with kid's meals - it helps them enjoy their down-time too.

It's important to them that the kids are motivated, healthy + have wide interests to enrich their lives.

Sarah loves being a mother but loves a little time to herself too. She loves a good girls' weekend away.

FRUSTRATIONS

Sarah + Mark would love to get away more often but between the kids' sports + the cost of travel, they find it difficult. Even short breaks can be super expensive.

She finds trip planning frustrating. They're limited to school holidays + weekends which cost more + she often can't find options that match their needs. It often gets too hard, so she gives up + moves on.

Technology is everywhere - the kids are obsessed with their iPads. They need to move + explore, not live their lives on screens - it's a constant struggle.

Eating out with the kids can be hard + expensive - so many places don't cater for kids which limits them. Meeting everyone's dietary requirements is also hard.

They hate it when places are too busy - long queues + no parking - the kids get cranky + so do they!

QUOTES

"The Robinsons had a great time, let's try it"

"What shall we do this weekend?"

"Let's go on an adventure"

BEHAVIOURS

Sarah is well organised + manages the family calendar. She researches her options online + likes it to be as easy as possible. She considers everyone's needs + plans around sports + life - she lives by the family calendar.

When on holiday, Sarah balances the budget by cooking meals + heading out for a meal or two during their stay.

On trips, they tend to stay in a cabin or apartment, depending on the time of year, to stretch the budget further. They spend on experiences over stuff.

They prefer to visit attractions that have free or low-cost entry with affordable options to suit the kids.

She loves to plan trips with friends + family, it's a bit more fun for everyone! They love a group camping trip too!

She'll always look for the chance for her + Mark to do something special too, be it a nice lunch or a sunset wine.

INTERESTS

- Daily exercise, a walk or run with friends or a Pilates class
- Fitness + mental health
- Discovering new places
- Connecting with nature
- Bike-riding with the kids
- Bushwalking with the family
- Coffee/wine with mum friends
- Visiting markets, exploring towns + natural attractions
- Escaping the city for days out + the occasional weekend
- Attending free events, fetes + festivals with the kids + friends
- Volunteering at the tuckshop once a week + at school events
- Dinner + lunch dates with Mark
- The odd girls'/boys' weekend

COMMON OBJECTIONS

- It's going to be too expensive
- Is it good value for money?
- Is there anything for the kids to do?
- Is it pet friendly?
- They don't have kid's meals!
- Are the reviews good?
- We can't, the kids have sport

INFO SOURCES & WATERING HOLES

Sarah's pretty confident when it comes to technology. She uses Facebook to stay connected + to keep up with community events + groups she's a part of.

She's an active member of the school + sporting communities, volunteering + socialising regularly.

She's always looking out for new things to do with the kids + uses Google search, review sites + well-known titles for info on free family events, travel deals + the latest places to go within a couple of hours of home.

Mamma Knows East is her favourite site for inspiration + she follows a few parenting blogs + podcasts too.

She uses her phone for everything - school, sports, family commitments, searching, communicating. She lives by her calendar which is well organised + coded.

She loves a weekend catch-up with their favourite school friends, enjoying the peace + quiet of the kids playing while the adults enjoy a wine + a gossip. They tend to go to each other's houses to keep costs down.

She has a few favourite free-to-air shows (renovations, cooking) but they prefer the freedom of Netflix. They don't listen to the radio, preferring to stream music.

She doesn't buy magazines, she finds them a waste.

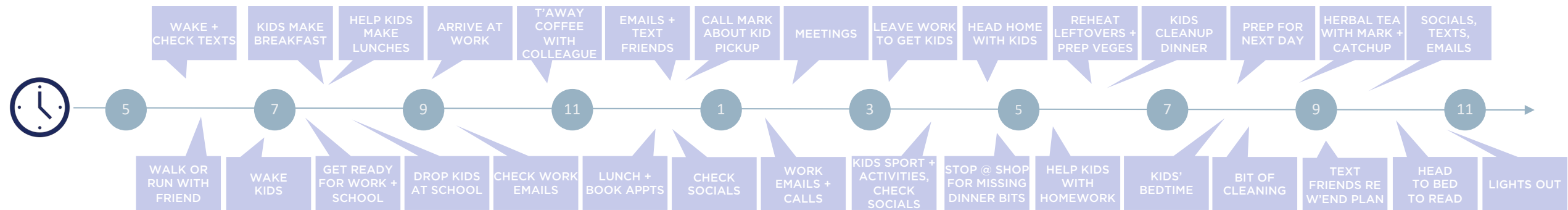
KEY THEMES

- Escape with the whole family + reconnect in YR
- Whether a day trip or a weekend away, we have something special for all the family in YR
- Stretch your legs in nature, then relax + enjoy a picnic or lunch at our fabulous wineries or eateries
- From free things to do like nature walks + playgrounds, to affordable attractions + museums
- Discover real family fun in YR for all ages
- Top 10 FREE things to do with kids in YR
- Take some couple time with great food, wine + stunning views whilst the kids are entertained
- Ditch the devices + enjoy an evening of family time - firepits, cards, games, cooking, films + light shows
- Less than an hour from the city, yet a world away
- Affordable quality accom that won't break the bank
- Give the children memories that will last a lifetime
- Make the most of your time together in YR - it can be as relaxed or as action-packed as you like!

MIGHT ALSO SHOW UP AS...

- Families with young kids to early teens
- Groups of families or multi-generational families, travelling together + potentially sharing a house
- Groups of family friends taking a trip together
- Resident family taking VFR to see local areas
- Family groups celebrating a special occasion
- Day trippers for nature, markets, walks, wineries, lunch

TYPICAL DAY IN THE LIFE



George

the active dad with a
love of the outdoors



YARRA RANGES TOURISM





George

Meet George: the active dad with a love of the outdoors

- WALK + CYCLE
- NATURE + ADVENTURE
- EAT + DRINK

BACKGROUND

George is a hard-working, successful professional who fancies himself as a bit of leader in life.

The outdoors is his happy place, where he can blow off steam + pursue the active life he loves.

So focused on his goals + loves, he can often forget to prioritise his family obligations, much to the frustration of his wife, Mel.

Personable + friendly, he is quietly proud of his knowledge + achievements, always looking for the next challenge + adventure.

THE FACTS

- 37 years old
- Married to Melissa for 10 years
- 2 young boys aged 4 + 2 yrs
- Owns a 3-bed terrace house in Richmond (mortgage)
- Has a border collie called Brodie
- Earns \$150k+ pa for NAB as an IT Business Analyst; Mel (35) works part-time as a HR Advisor (\$80k)
- One car family - Subaru Outback
- Enjoys keeping active + healthy to balance the busy-ness of life; Mel loves to run + go to the gym
- Sociable, friendly + personable
- Loves the outdoors, went camping with family growing up
- Grew up in Doncalves, 2 siblings
- Pre-Covid, they travelled to Europe every other year

GOALS

George wants to be defined by experiences + living life, not the possessions he owns. Unless of course, those possessions help him achieve the lifestyle he desires, like the latest bike + cycling gear. These are important.

He's all about family + career, in that order. He loves his job but wants to spend quality time as a family while the kids are young. He wants to give them a good life + raise them to be successful, balanced + truly happy, whatever that looks like for them.

Spending time with mates is part of his DNA. Getting out of the city with them, the family or groups of friends is something he prioritises, be it for a day trip or a long weekend. Nature + the outdoors is his home.

He's focused on the future + having a good life, but at the same time, now is now + life is to be lived. He'll spend money on some things + save on others, with boys' outings + adventure experiences top of his list.

FRUSTRATIONS

George loves his job + the perks, but he's constantly trying to balance work with family + 'he' time. The routine of the day-to-day can really get him down too.

Work can get busy + he never seems to fit enough down-time or active time in his busy schedule. It's frustrating - he works so hard; he should be able to! He buys back annual leave just to get a break.

He loves being active, especially in nature + if he doesn't manage at least some time in his week outside, he starts to go stir crazy. He tries to schedule in time on the weekends, but it doesn't always happen.

Finding places that cater for all their needs can be hard - active, food + wine, family-friendly, interesting. He feels it's a constant battle + he doesn't have time! It's annoying when he can't find the info he needs.

He'd like to cycle + go out more but Mel gets annoyed.

QUOTES

"Can't wait to get my new bike!"

"Forget driving, let's walk"

"I'll be back from my ride this afternoon to go with you + the kids to your sister's"

BEHAVIOURS

George is a quirky kind of guy with a dry humour + quick wit. He is well-liked + regarded at work + in his social circles.

He prefers to spend on experiences over accommodation, choosing camping, cabins or serviceable accommodation when travelling with mates or the family - it's not about the budget, it's about value + memories.

He loves to get off the beaten track + have the place to themselves.

He loves detail + researches the technical aspects of all his purchases, be it the latest gear or places to go.

He loves nice food + wine but not super expensive. He's not that fussy!

He wants the kids to experience life on every level - nature, adventure, quiet + he actively seeks opportunities to do so. He wants them to learn early in life to get out there, get dirty + live it up!

INTERESTS

- Loves the outdoors - cycling, mountain biking, hiking, trail running - active adventure
- Keeping fit + healthy
- Loves social sports like footy + basketball to hang with mates
- Craft beer tastings, pub meals, unique places to eat + drink
- Good food + wine, coffee
- Finding new places to go
- Light financial investing
- Occasional bucket list experiences
- Socialising with his mates, couple friends + other families
- Getting away for weekends
- Loves to play the guitar
- Buying latest equipment + gear

COMMON OBJECTIONS

- Mel will kill me if I go without them!
- I don't want to be travelling all day
- It's too busy + overcrowded
- The kids need to be happy or we won't be able to relax
- But is it the best one available?
- I can't get time away from work

INFO SOURCES & WATERING HOLES

George is a social guy who loves to grab a drink with mates + work colleagues when he can. He's not a huge drinker but he loves the social aspect of it all.

He plays a weekly game of basketball at Albert Park with friends + the occasional game of footy + cricket with the local teams who he subs in for sometimes.

He listens to podcasts on his commute to work + scrolls online + socials for what's going on, be it world news or upcoming social or sport events that interest him. He's pretty picky about what he reads online.

He's part of a few Facebook groups for cycling + adventure-type stuff + follows a bunch of guys who give great tips on the best places to go. He'll always post his latest adventure too, to share the love.

When looking for places to go, he uses Google reviews + recommendations from his social circle for ideas. He loves using maps to plan his bike rides + trips away, mapping out the plan around places to eat + drink.

They like to hang out with their friends who have kids - it's easy + relaxed. They regularly do a weekend barbie or cheese platter at someone's place. The mums chat + make plans for upcoming days or weekends away, the dads talk sports, watch footy + kick the ball around with the kids.

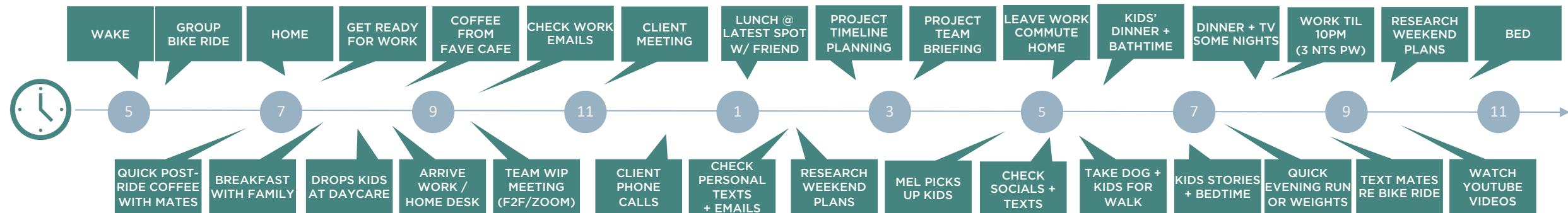
KEY THEMES

- So close (to the city), yet so far (away from daily life) - escape to YR + see what all the fuss is about
- Discover nature + adventure on your doorstep
- Whether it's a breath of fresh air or a rush of adrenaline, YR will have you hooked for life
- Connect with family, with friends, with nature in YR
- Whether you're travelling with mates, your partner or the whole family, there's something for everyone
- From crafted 'brews' to hearty pub meals, wineries to hillside dining, come whet your tastebuds in YR
- Chill out with a wood fired pizza + pinot in YR
- From relaxing to adventure, there's something for everyone in YR - come discover it for yourself
- Challenge yourself - from mountain biking to hiking, cycling to trail running - it's all here in YR
- Get off the beaten track + discover the wonders
- From camping + cabins to five-star, + everything in between, we've got options for every budget
- Great value for every budget, come check it out!

MIGHT ALSO SHOW UP AS...

- Day trips for activity followed by a hearty lunch
- Corporate away day, team building or planning trip
- A bunch of mates on a camping trip
- Interstate visitors on a trip with Melbourne mates
- A group of couples - the boys head out to the outdoors + the girls shop or have a pamper session
- Families travelling together as a group

TYPICAL DAY IN THE LIFE



Gregg + Sophia

the couple that splash the cash



Meet Gregg + Sophia: the couple that splash the cash



BACKGROUND

Gregg + Sophia are successful business owners with a love of the finer things in life.

They've recently stepped back to allow more time for enjoying life + the spoils of their hard work.

Their children are grown + are successful in their own rights + there's grandkids to love + spoil!

They love to take regular breaks, for new + unique experiences they can tell everyone about later!

Recognition from friends, family + associates is important to them. It defines who they are + helps tell the world that they've made it.

THE FACTS

- Sophia is 60, Gregg is 63
- 2 adult children, 2 grandchildren
- Kids went to private schools
- Own their home in Toorak + beach house in Mount Eliza
- Own business, semi-retired
- Eat out 2-3 times per week
- Travel OS every year + take frequent domestic trips
- Members of Qantas Club + Platinum+ Credit Card holders
- Have a love for quality - wine collectors, record collection + art
- She drives a Tesla Model S + he drives a Porsche Cayenne Turbo
- They have two golden retrievers
- Travel Business Class on points + the odd helicopter trip for fun
- House proud - Aesop handwash + Egyptian cotton sheets

GOALS

Gregg + Sophia have worked hard + enjoy the kudos + perks that come with building a successful business. They've built an image in life that defines their success.

Determined to slow down + enjoy life, they're still involved part-time, with a little volunteer work too.

They like to travel as a couple + with friends but would like to do more travel with the kids + grandkids too.

They like to be seen as being 'on-trend', attending the latest restaurant or bar opening, with a pic in the news.

They taught the kids to be independent + strive to be whatever they want to be, which they have done. It's all they wanted for them in life - success + happiness.

Having worked so hard, they want to explore new interests like cooking, cocktail-making + art classes. It's time to switch off from business + get new interests!

FRUSTRATIONS

Gregg + Sophia love their business - the esteem, the money. But work has been relentless + they're tired.

They want to travel more with the family, but they're always busy, particularly the grandkids! Why do people jam kid's schedules so full these days?! They're also the main carers of elderly parents which can be stressful - thank goodness for hired help, no thanks to siblings!

Gregg has just been diagnosed with diabetes + they're worried about how it will impact their travel + lifestyle.

They're desperate to travel overseas but are worried about flight scheduling + getting caught somewhere, not because of cost but because of the family + work.

It irritates them when businesses don't deliver - bad customer service, poor quality food or products, broken promises - especially considering how much they spend eating out + travelling. They expect better + demand it.

QUOTES

- "Let's leave the car at home + take the chopper"
- "Let's do the degustation with the matching wines"
- "Has this come from your kitchen garden?"
- "We know the owner"

BEHAVIOURS

Gregg + Sophia are a confident, sociable couple who like the finer things in life + always have. They'll pay for quality + have the means to do so.

Image is important to them, dressing in high quality brands + known labels. Their labels are on the outside, thanks.

Whilst they like to plan, they love nothing more than a spontaneous trip somewhere, be it in the car or private helicopter as a treat. Being mindful of social + environmental impacts never stops them enjoying themselves.

They love nothing more than finding unique + interesting places to take their friends or work clients - it shows them as cutting edge, informed + cool.

When travelling, they love immersive experiences run by locals, like salami making or a behind-the-scenes tour with the winemaker - things they can brag + post about later to impress. They like to live like locals, but very well-off locals, no 3-4-star for them!

INTERESTS

- The best of everything!
- Fine food + wine experiences
- Cocktail making + drinking
- Members of private clubs (MCC, Wine, Arts, Theatre)
- Eateries, restaurants, breweries, wineries - anything new!
- Shopping local, unique + labels
- Active relaxation - a mix of pampering + activity
- Unique cultural experiences like opera in the vineyard
- Dining out at the latest spots
- Avid theatre goers, attend openings + MFWF events
- Socialising with friends
- Purchasing unique art pieces + records for their collections
- Pilates, yoga, cycling + golf
- Their Italian coffee machine

INFO SOURCES & WATERING HOLES

Intelligent + worldly, they source info + inspiration from NY Times, AFR, Broadsheet + Gourmet Traveller - digital during the week + papers on the weekend.

Sophia checks her digital news sources in the morning then picks + chooses her other media depending on her mood + how busy she is. She loves Insta the most. She's active on Facebook to keep up with the kids.

Confident online shoppers, they'll research + book domestic breaks with little thought, using reviews. They book their international trips through their travel agent, using points to upgrade to Business Class.

Extremely social, they know a lot of bar + restaurant owners which always gets them an invite to the latest opening or a table at the hottest spots in town.

They have a wide professional circle + attend events, industry conferences + workshops on occasion.

KEY THEMES

- Exclusive, unique, one-off experiences to set you apart from the masses - come shine in YR
- Do as much or as little as you like in YR
- Come enjoy a wine tasting with your own sommelier or a private lunch with the winery owner - whatever your heart desires, we can deliver it
- Leave the car at home + take the chopper to YR
- Fine food + wine against a stunning backdrop
- Put away the calendar + lose track of time in YR
- The perfect recipe for the perfect day - a little hiking in nature, a delicious lunch, a pamper session + the hottest restaurant in town for dinner
- Rejuvenate your senses in YR - come for a few days + feel as though you've been away forever
- Enjoy our local produce - from cheese + chocolate to wine + gin, we've got you covered in YR
- Unique experiences for all interest - from makers workshops to art talks, cooking classes to writing sessions, whatever your artistic expression

COMMON OBJECTIONS

- But isn't everyone going there?
- I'm not waiting in a queue!
- Are the reviews good enough?
- Is it as good as they say it is?
- I don't want to waste a weekend
- Does it portray our image well?

They're not big on TV generally, preferring streaming to free-to-air, usually cooking, travel or documentaries.

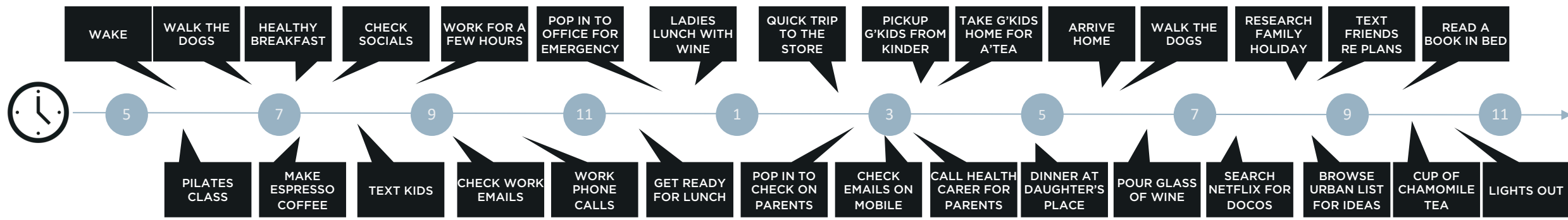
The latest editions of Harpers Bazaar, Esquire + Belle sit on the coffee table at home as statements of style.

Gregg regularly plays golf with his friends + Sophia is always off somewhere fabulous with the ladies.

MIGHT ALSO SHOW UP AS...

- Day trips for lunch + a wander through the villages
- Wealthy couples or groups for a special occasion
- Groups of 2-3 couples travelling together with the same interests + drivers
- A small group of wealthy ladies travelling together
- Special interest groups eg. golf, wine, birdwatching
- 40-65 years

TYPICAL DAY IN THE LIFE



Ming-Li

the successful New Melbournian





Ming-Li

Meet Ming-Li: the successful New Melbournian

NATURE
EAT + DRINK
MARKETS + SHOPPING
ATTRACTIONS

BACKGROUND

Ming-Li, or Annie as she likes to be called, is a New Melbournian.

Successful at work + in life, she's proud of her achievements + wants everyone to know that she's 'made it'.

Her family is everything to her + her children's future is top of her list. She wants them to enjoy a successful life but with a little less pressure than she had as a child.

Discerning + particular, she enjoys life's luxuries – from high-end fashion to wining + dining, she deserves it.

THE FACTS

- 37 years old
- Born in China, strict upbringing
- Moved to Australia 30 years ago with her parents (only child)
- Born Ming-Li, known as Annie
- 2 kids, aged 7 (F) + 5 (M), attend Chinese school on weekends
- Married to Sam, first-generation Chinese migrant, for 13 years
- She works in Finance, he's a Dentist; HHI of \$220k a year
- Live in their own home in Box Hill with her parents + the children
- Grandparents look after kids, taking them to school + activities
- She drives an Audi Q3, he drives a Mercedes C250
- Heavily involved in local church + extra-curricular activities

GOALS

Annie is very family focused + wants to provide the best life possible for her children, from private school to community, lifestyle to material possessions. She wants the world to know they've 'made it' in life.

Her parents came to Australia with very little, working hard to send her to private school. Her upbringing was strict + unrelenting, she was taught to strive for 'best'. High standards she's now passing on to her own kids.

Career is important to her, as is her position in the community + within her friendship groups as a leader.

It's important they maintain connection to Chinese culture, heritage + community, for the children's sake, while embracing western culture, sport + lifestyle.

They love to travel as a family, exploring their surrounds on day trips or short breaks, + when they can, showcasing their home to international visitors.

FRUSTRATIONS

They love Australia but merging their Chinese culture + traditions with the Aussie culture can be challenging. Providing the right balance for the kids can be tough.

They both work long hours, Sam often 50+ hrs/week, which puts a strain on the family. She's mentally exhausted from family responsibilities + it often feels like she's carrying it alone. Thank God for her parents!

Outings with the whole family, let alone visitors, can be a real challenge, be it dinner in the city or a weekend away. There's a distinct lack of menu options to cater for the family + people seem to always assume they only ever want to eat Chinese food!

It amazes her when people think she can't speak English, yet there's little signage or materials in their language, especially in parts of the city + out of town.

She has high expectations + can't bear bad service.

QUOTES

“Work harder!”

“The family are coming to visit from overseas”

“Did you see the latest Chanel bag? I must have it!”

BEHAVIOURS

Annie is a family-oriented professional who balances her love for her kids with her love of the finer things in life.

Highly image conscious + house-proud, she dresses in quality, high-end brands that define her social status.

She is kind-hearted, dedicated to her children + her Chinese community + the first to help someone in need.

She sees herself as an important figure within her community + is decisive, organised + dedicated to success.

She is exceptionally proud that they live in Australia + likes to showcase her home to visiting friends + family. They also need to know she's made it.

When they travel, she likes to stay somewhere at least as good as home. She does the searching, using reviews + emails to operators to make her decisions. Top 10 lists are a great source of inspiration + help her look after everyone's needs + interests.

INTERESTS

- Involved in church, while her mother helps with community + school commitments
- Socialising with friends + family
- Good food + wine
- Dining out, a night of karaoke
- Shopping for expensive fashion labels she can show off
- Chinese cultural events
- Taking the kids to museums to advance their learning
- Cooking when she can manage, particularly traditional recipes
- Visiting fresh food markets
- Loves nature – forests, hills, parklands, beaches for fresh air
- Loves Australian animals
- Photography – nature + wildlife

COMMON OBJECTIONS

- Will it be up to standard?
- Can our whole family fit?
- Is there something for everyone?
- What will the traffic be like, you know I hate to wait!
- Is it good enough for our family?
- If the reviews aren't excellent, then I'm not interested!

INFO SOURCES & WATERING HOLES

Annie spends as much time as she can involved in their local church, community + school groups. She's well-respected + loves her tight-knit community, where she + the family tend to spend most of their time.

She's confident online + is constantly searching for things to do with the family on weekends + holidays.

She is part of several WhatsApp groups for updates on social occasions + community commitments, is a big user of Facebook + regularly uses WeChat.

Being image conscious, she loves to post their latest outings on socials to show people how good life is.

She shops online a lot, be it for the latest luxury brand item or home furnishing + décor. It all contributes to her image + she loves to share her finds on her socials.

They are a social family who enjoy having friends around for traditional feasts or heading out to local Asian restaurants + events to celebrate their culture.

She follows numerous influencers on Insta for fashion, shopping, lifestyle + the latest places to go.

She fancies herself as a bit of a socialite + makes great efforts to be invited to events through work or friends.

When they watch TV, it's mostly Netflix or Stan.

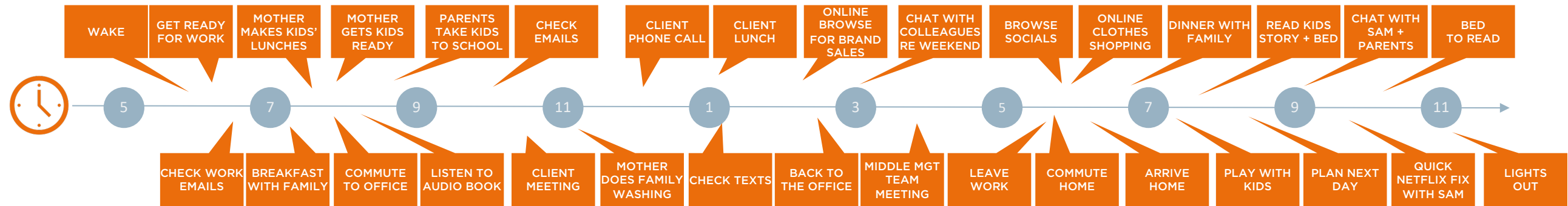
KEY THEMES

- Visit YR + be the envy of all your friends + family
- Your Insta feed has never looked so good as in YR
- Connect with family + friends in YR, you'll all love it!
- With a huge range of wining, dining + shopping options, quality is our middle name in YR
- No matter your interest, nature walks to scenery, wineries to outdoor adventures, we've got it all
- There's so much to do for all ages + interests, from grandparents to the kids, we've got you covered
- Top 10 things to do with the family in YR
- Let us help you plan a weekend you won't forget
- Come have a uniquely Australian experience in YR
- Discover breathtaking untouched nature in YR
- Our food provenance + quality is second to none
- Less than an hour from Melbourne, yet a world away
- Redefine luxury with our stunning venues, unique food + wine, breathtaking scenery + relaxed vibe
- Experience nature on your own terms with stunning accommodation + experiences for all the family

MIGHT ALSO SHOW UP AS...

- Ethnic families (Sri Lankan, Indian) for nature escape
- Groups of families or multi-generational families
- Resident students + young professionals travelling with VFR from overseas + interstate
- Interstate visitors travelling as a core or extended family or friendship group
- Day trippers for nature, walks + lunch, wineries

TYPICAL DAY IN THE LIFE



Lily

the young professional socialite



YARRA RANGES TOURISM





Lily

Meet Lily: the young professional socialite

- EAT + DRINK
- WELLBEING + SPA
- NATURE + ADVENTURE

BACKGROUND

Lily is a career driven young woman who wants to live her life to the fullest, every day.

She works hard + she plays hard, always looking for the next outing or trip to offset her busy life.

Sociable + popular, she believes life is about experiences - time spent with those you love, doing the things you love.

Being new to Advertising, she's uber focused on image, as well as growing, learning + shining in this new + challenging world. She has a reputation to build + protect after all!

THE FACTS

- 24 years old
- Business Degree qualified
- Works as a Junior Account Exec in Advertising, on \$70k pa
- Rents small 2 bed apartment in Richmond with gay bestie, Carl
- Isn't dating anyone seriously but would like to sometime soon
- Drives a VW Golf her parents bought her when she graduated
- Catches public transport when she can, to save the environment
- Owens an iPhone which she loves
- Close to her parents + two siblings (she's the middle child)
- Loves to travel for day trips, weekends; one big holiday a year
- Used to visit regional VIC with her family when she was young
- Loves outings, events + festivals

GOALS

Career is important to Lily, in fact it's everything to her right now. She's studied hard + worked hard to get into the industry she loves. She has her eye firmly set on getting to the top + is focused + determined.

She'd like to find a life partner + have a family one day, but right now her career + living life are her top priorities. It's on her mind, but it's not her major focus. She'd also like to own a home before she's 30.

She wants to make the most of her youth + freedom while she can, spending a little + saving a little to make it happen. Escaping from her busy life is important + she's always planning her next day trip or weekend.

She misses travel + can't wait to plan her next trip overseas within the next couple of years. Life is all about experiences after all, not just accumulating stuff.

She's a passionate advocate for the environment too.

FRUSTRATIONS

While Lily is highly focused on her career, she must admit that the long hours + constant pressure does take its toll a little. The pressure to prove herself as a Junior is so high + she's constantly striving to be the best. Work life balance is a constant challenge!

The cost of living is so high + even though she tries to find free stuff to do, she feels like she's forever spending money - rent, fuel, groceries, bills then fun! Everyone always talks about the importance of saving for a house, but she wants to live her life now too!

She's time poor so when she finds somewhere to go + it has no online booking system, it's so frustrating! Don't get her started on when her expectations aren't met - service, food, quality - she hates wasting her money on things that don't live up to the promise.

She hates having FOMO, especially if she's been somewhere + finds out later she missed something!

QUOTES

"I didn't think I would, but I really loved that!"

"This is my new favorite"

"Wait, let me get a photo"

BEHAVIOURS

Lily likes to be organised. She researches, pre-plans + pre-books trips + outings online, to save money + to have things to look forward to. She likes to be away or doing something new at least 2-3 times a month.

Image is important to her. She balances the budget/quality challenge by shopping at department store sales where she can enjoy the wide range + the convenience.

She looks after herself, eating healthy during the week + enjoying herself on the weekends with food + wine.

She loves getting out into nature, trail running or hiking or even bike riding. Being active keeps her fit + strong.

In her mind, weekends aren't for lying around, they're for getting out + about + checking out the latest spots, must do's + 'undiscovered's - especially if they improve her Insta feed + get people talking about how cool she is.

INTERESTS

- Food, wine, cocktails + coffee
- Socialising with friends + meeting new people
- Loves crowds + people
- Posting everything on Insta!
- Wineries, breweries, cool spots
- Picnics, quaint stays + fire pits
- Discovering the next new thing
- Keeping fit + healthy, skincare
- Unique spots over busy pubs
- Hiking in nature, wildlife
- Day trips out of the city
- Unique experiences others haven't done, that she can post
- Celebrating special occasions
- Wants quality of inner city but in quaint + different settings
- The odd pampering session

COMMON OBJECTIONS

- Is it worth the money?
- What can we do there?
- It's more expensive than the other options - can we afford it?
- What if it's too busy? Will it be too hard to book?
- Are there affordable options?

INFO SOURCES & WATERING HOLES

Lily is very tech savvy + confident online. She spends half her life online, for work + for play.

She's confident on Google + loves nothing better than checking out reviews before she decides where to go.

She's on social media + posts about her interests, her outings + the latest places she wants to go. She posts pics from her outings on Insta, using Facebook less so.

She's all about the latest influencer + leaders in her industry, following them for inspiration, ideas + a bit of talkable cred. She's always dropping names + references to show she's got what it takes in her field.

She listens to podcasts on Spotify on her commute (whilst scrolling of course) + is on Twitter. She subscribes to content she's interested in, all online.

She attends industry events regularly, to keep up to date with the latest trends + to grow her network. She loves an award ceremony + spends to look the part.

She has a close group of friends, with a wide + varied social circle of uni + school friends, work + industry colleagues + anyone else she can befriend.

She loves to flick through magazines at work to get ideas + check out the latest campaigns + creatives.

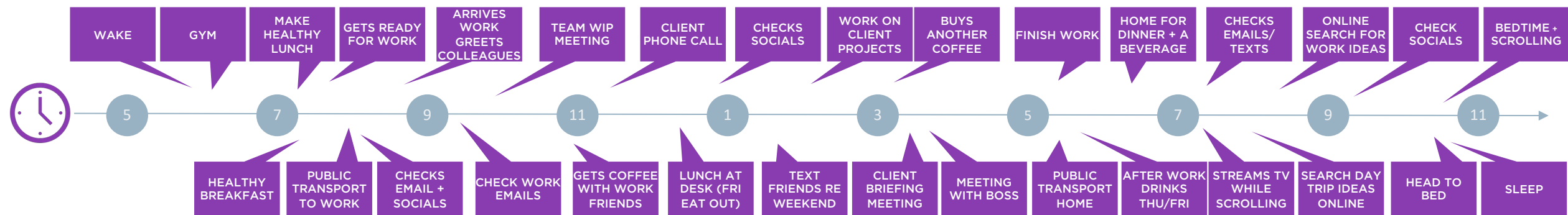
KEY THEMES

- Insta-worthy experiences that will make you the envy of all your friends
- Escape the city + the busy + just be with us in YR
- Close to Melbourne but a world away
- Unique is our middle name in YR - whatever you fancy, we have something special just for you
- Picture perfect places to take your breath away
- From coffee to cocktails, breweries to breathtaking views, we've got it all here for you in YR
- Great value experiences that won't cost the earth
- Grab your friends + get out of town for the day or the weekend, there's something for everyone
- Love adventure? We've got you covered in YR
- Check out the reviews - everyone's raving about us
- Top 10 places to eat / wine taste / stay in YR
- Top 5 nature trails with breathtaking views
- Top 10 free things to do in YR

MIGHT ALSO SHOW UP AS...

- Couples travelling for engagement, wedding, honeymoon or babymoon or other special events
- Interstate groups or couples for a special event, milestone birthday or extended weekend away
- Girls' weekends away from intra or interstate
- Special interest groups
- Financially comfortable but not wealthy, prioritising experiences over things
- Age group 25-60 years

TYPICAL DAY IN THE LIFE



Betty + Howard

the go-getting retirees





Betty + Howard

Meet Betty + Howard: the go-getting retirees

BACKGROUND

Betty + Howard are a vibrant couple who want to make the most of life with friends + family.

Howard is academic + well respected, Betty is warm + loved by all who meet her. They've worked hard so they can enjoy the finer things in retirement.

Determined to feel young for as long as possible, their health is a priority, as is staying active + well.

Good service, unique experiences + connection to people + places they visit are important to them.

Their family is their everything.

THE FACTS

- Betty is 65, Howard is 68
- They own their original family home in Albert Park + a holiday home in Flinders
- Married for 45 years, retired
- Howard was an Engineer in Dubai, Betty a PT English teacher
- 3 adult kids - 2 daughters (physio + paramedic) + 1 son (engineer)
- 3 grandkids, their top priority
- 2 cavoodle dogs - Luna + Ruby
- She drives a BMW 2-Series, he drives a Mercedes GLE SUV
- Travel internationally each year
- They shop at DJs for quality
- Howard loves golf
- Betty loves long lunches
- Both support the kids by helping with the grandkids regularly

GOALS

Betty + Howard worked hard all their lives + they're well + truly ready to enjoy retirement. They made good financial decisions to secure their future.

The kids are grown + are financially successful, so the pressure of a 'nest egg' doesn't really exist. In fact, the kids have told them to enjoy their retirement + spend their money on life experiences while they can.

Family is everything to them + they spend as much time as they possibly can with the kids + grandkids.

It's time to slow down + enjoy life, + spend money on the things that matter to them.

Many of their friends have struggled with serious illnesses, so health is top of mind for them. They want to share a healthy + long retirement together.

They're all about quality experiences + possessions.

FRUSTRATIONS

Betty + Howard are vibrant retirees, full of zest for life, but their bodies don't always keep up with their minds + their wills. Betty, in particular, has suffered from arthritis + they're worried how this will impact life.

Being so family focused, they can find themselves a bit tied up with caring for the grandkids which can restrict their travel plans + limit their availability.

A lot of places aren't pet friendly too, which means they have to leave their beloved pooches behind a lot.

Many of their friends have fallen seriously ill + it is a real worry for them, a constant reminder to keep fit.

Discerning + financially comfortable, extortionate prices + poor quality are real bug bears for them. If it's good value, then they're happy to spend the money but they hate it when promises aren't delivered. That said, they don't mind a discount when it's available!

QUOTES

"We should definitely bring the grandkids"

"These rose gardens are just like the ones in Regents Park in London!"

"That was really great value"

BEHAVIOURS

Betty + Howard are an outgoing, friendly couple who love being social.

Betty is always well dressed, with modest gold jewellery + a few key classic designer pieces she loves. Howard still dresses smartly in nice shirts, trousers + coat when required.

Financially comfortable, they value excellent service, attention to detail + cleanliness. Good value is important - they're happy to pay but it must be good quality + worth the spend.

They are mindful of where they travel + like to feel connected to the people they meet + the places they go.

They're not afraid to spend money on things they like when out + about - coffee, wineries, beers, art + gifts - if it has a story, even better. Unique experiences are also top of their list, they make great stories to tell friends!

INTERESTS

- Golf, gardens, art galleries, workshops, antiques + collectables - anything unique
- Going to the theatre + cinema
- Listening to jazz, especially live
- Literature, visiting book shops
- Intimate dinners with friends
- Food + wine, coffee + tea
- Makers workshops - cooking classes, art demonstrations
- Interesting talks - stargazing, history, vintage cars, painting
- Weekends away locally
- Overseas travel
- Wine + whisky club members
- Quality clothing brands
- Spending time with grandkids

COMMON OBJECTIONS

- Don't we have commitments with the kids that week(end)?
- It's not pet friendly, what a pain!
- Is it value for money?
- What's the customer service like?
- I don't like it when it's too busy + I don't want to wait too long

INFO SOURCES & WATERING HOLES

Howard reads the Age + the Financial Times regularly. They're his go-to when it comes to news + intel. Betty reads the dining + what's on sections for ideas too.

Betty uses Facebook to keep up with the family + her friends. She loves her iPad which she also uses to play online games like solitaire, scrabble + sudoku.

They use Google to search for info on places to take the grandkids + for ideas for weekends + days out.

They're not much for online shopping, preferring to physically be in-store to try the clothes on + meet the people they're purchasing from. It's more enjoyable.

They're social people - Howard has his weekly game of golf with old friends, Betty loves a weekly lunch date. They'll happily take a day trip out of town for something different, taking their friends along too..

They listen to ABC in the car + love to watch docos on the ABC or a Netflix special interest series or show.

They regularly give to charities + donate their time to school or community causes when asked to. It's a great way to meet people + give back too!

Betty is an avid reader of books, as is Howard.

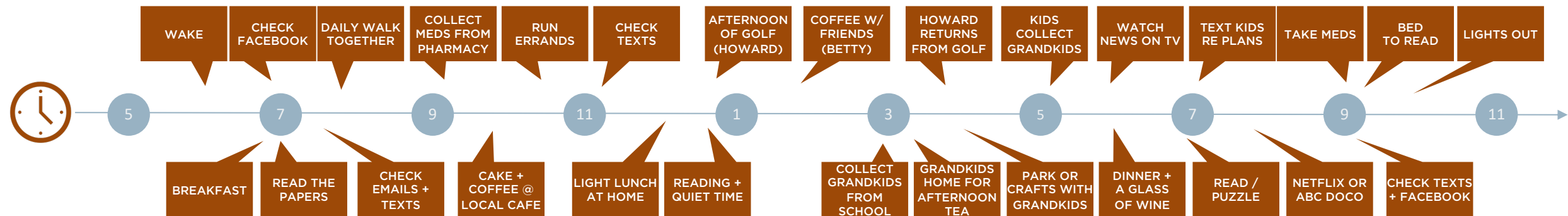
KEY THEMES

- Support local + help our businesses thrive
- Quality produce that's also great value for money
- Check out our great mid-week deals
- Top 10 unique dining experiences in YR
- Top 5 nature walks in our region
- Local products, fresh farm ingredients + some of the best coffee + wine you've tasted, it's all here
- Quality is our middle name - from our service to our dining, our wineries to our wilderness walks
- Enjoy a relaxed lunch + a slower pace in YR
- Do as little or as much as you like in YR - from nature walks + wildlife to stunning dining options
- Discover what retirement is all about - while away the days in YR - you'll be glad you did
- From gorgeous gift stores to quaint tea rooms, wander our villages + step back in time for a while
- Friendly locals, secret spots + quiet discoveries
- Great value without sacrificing quality
- Shop to your heart's content in quaint village shops with gorgeous gifts + unique quality fashion pieces

MIGHT ALSO SHOW UP AS...

- Day trippers for nature, walks, wineries + lunch
- Groups of friends for a daytrip with lunch
- Groups of friends spending the weekend together
- Milestone birthday or anniversary celebrations
- Special interest groups - wine, history, nature, golf, art
- Grandparents travelling with their kids +/or grandkids

TYPICAL DAY IN THE LIFE



How they map out

PERCEPTUAL MAP OF CUSTOMER PROFILES + HOW THEY INTERACT



Foundation vs growth

EXISTING PROFILES + GROWTH OPPORTUNITIES

FOUNDATION

Existing profiles, new opportunities



GROWTH

Potential profiles for new growth



Using the profiles



- ✓ EXPERIENCE DEVELOPMENT + INNOVATION
- ✓ MARKETING + PR PLANNING
- ✓ CAMPAIGNS + PROMOTIONS
- ✓ WEBSITE DEVELOPMENT + IMPROVEMENT
- ✓ PRODUCT + PACKAGE DEVELOPMENT



Proudly developed for Yarra Ranges Tourism by:

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