



PARTNERSHIP PROSPECTUS


2023 Grey Nomad Awards

BE INVOLVED IN AUSTRALIA'S HIGHLY-
COVETED MATURE-AGE TOURISM AWARDS




Three Opportunities in One


The Grey Nomad Awards offer a unique opportunity - a three for one deal where you will reach a difficult-to-access niche tourism market in the one place through the an inter-connected tourism program.



Want a highly effective yet inexpensive way to meet tourism professionals from metropolitan, regional and remote Australia who are decision makers?
This is the perfect opportunity for you.



Want to stand out to Australians aged over 55 who love our country, are cashed-up and ready to buy?
You are in the right place.



Want to reach art-lovers who also love soft adventure, travel and telling their friends?
We have a highly engaged audience who fit your bill.

Art of Attraction Tourism Summit

The only tourism conference in Australia that addresses the needs of destinations and operators that work to attract two key segments – over 55 visitors and art-loving Australians.

What does the conference achieve?

Attendees connect with, learn from and become inspired by leaders at the very forefront of:

- Using street, public and silo art as a strong economic driver and visitor attraction mechanism.
- Harnessing the loyalty of Australia's most mobile, wealthiest and fastest growing visitor segment - over 55s.

“ I have the simplest tastes. I am always satisfied with the best.”

- Oscar Wilde

Highlights

- Two full days of information-packed sessions. 2024 destination TBC.
- Streams focussing on regional, rural and metropolitan street and public art
- Special over 55s visitation sessions
- An optional half-day “Street Art 101” masterclass for everyone wanting to know how to deliver a mural from concept through funding and regulations to delivery
- Site visit to an attraction of special interest to over 55s
- Street Art Walking Tour
- A fun welcome reception
- Awards gala dinner with a twist.



www.artofattraction.com.au

Who enters the Awards and why?

1. People whose job it is to increase visitation to towns, regions or states
2. Those involved in providing RV stays – owners, managers and promoters
3. Other tourism operators and visitor centres interested in senior travel.

Entrants are driven by one or more of four motivations:

1. To have their destination or business promoted
2. Inspire other idea seekers
3. Demonstrate that they are creating and offering one of 'the best' places to stay and play
4. To secure a chance to boast about being the home of a best Grey Nomad experience in Australia.

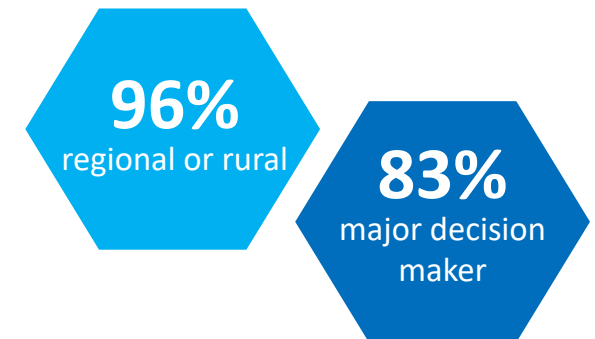
They identify with one or more of four key brand traits:

- Educationally innovative
- Inspirational
- Tourism matchmaker
- Vivacious seeker.

The titles these entrants hold include:

- Director Economic Development
- Tourism Director, Manager and Officer
- Mayor and Councillor
- Destination Marketer
- Tourism Consultant
- Tourism Educator and Researcher
- Caravan Park and Attraction owners / managers
- Progress, Community and Business Association
- Festival, Country Show or Event Organiser.

“connect with and become inspired by national tourism leaders”



Grey Nomad Awards [GNA]

National tourism awards helping regional and rural Australia while recognising those who cater to mature-age travellers in exemplary ways.
www.greynomadawards.com.au

Australians aged 55+ are the largest users of travel services in both time and money spent – 44.8% of all services are consumed by this segment, compared to 32.2% for those aged under 35 years and 23.0% for those aged 35 – 55. (Source: ibisworld.com.au)

Pair that with the fact that 85% of those over 50 years prefer to holiday in Australia rather than take an overseas trip, so they will be still travelling Australia despite international borders reopening.

Competition in the domestic market is stronger now and providing credible inspiration to mature-age visitors to include a specific town, region or attraction on their holiday itinerary is more important than ever. That is where these Awards come in. The Grey Nomad Awards provide proven, credible proof from national tourism leaders who have determined the winners are going the extra mile to make the lives of mature-age travellers happier, healthier and safer.

5 Grey Nomad Awards

Who are our grey nomad fans?

Almost exclusively Australians over the age of 50 (89.2%), the majority are women (82%):

1. Happy ageless adventurers “living the dream” part or full-time, in a couple or solo
2. Ideas gathering, curious, planning WOW-moment adventures
3. Living vicariously through our journeys (13.1%), wanting connection and group belonging

They all seek:

- The thrill of soft adventures
- A desire to “live the dream”
- Australia’s open spaces, charming towns, folklore-like characters and natural wonders.

Their **biggest pain point** is being overwhelmed with choice - in where to travel, what to take and what type of RV to choose. Technical jargon and fear of facing unexpected challenges makes them nervous.



2023 GNA Categories

2023 sees 14 confirmed categories recognising private, not-for-profit and Local Government organisations that cater to the mature age tourism traveller within Australia. The 2023 winners will be announced in early 2024 at the Art of Attraction Tourism Summit.

Best Grey Nomad Small Caravan Park: 2022 Gold - Valley View Caravan Park, Whitfield VIC

Best Grey Nomad Large Caravan Park: 2022 Gold - Queens Beach Tourist Village, Bowen QLD

NEW VOTING PROCESS Best Grey Nomad Pub Stay: 2022 Gold - The Wellshot Hotel, Ilfracombe QLD

Best Grey Nomad Farm or Station Stay: 2022 Gold - Charlotte Plains, Cunnamulla QLD

Best Grey Nomad Community Stay: 2022 Gold - Booleroo Centre RV Park, Booleroo Centre SA

Best Grey Nomad Council Freedom Stay: 2022 Gold - Dumaresq River Campground, Texas QLD

Best Grey Nomad Festival or Event: 2022 Gold - Outback Queensland Masters, QLD

Best Grey Nomad Historic Attraction: 2021 Gold - Paronella Park, Mena Creek QLD

Best Grey Nomad Attraction: 2022 Gold - Paronella Park, Mena Creek QLD

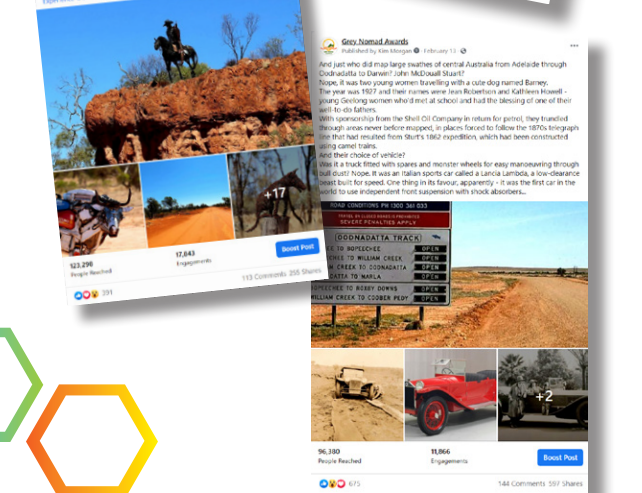
Best Grey Nomad Tour: 2021 Gold - Charlotte Plains, Cunnamulla QLD

Best Grey Nomad Trail: 2021 Gold - Mungindi Sculpture Trail, Mungindi NSW and QLD

NEW Best Grey Nomad Foodie Experience

NEW Best Grey Nomad Dog-Friendly Stay

NEW Best Grey Nomad Friendly Town



Partner Benefits

29.3%
average eDM
open rate

6.3K
unique
visitors

1.1 M
social media
reach

3.2M
media reach

9.7%
social
engagement

Partner with Us

The Grey Nomad Awards offer an excellent opportunity to partner with an enterprise that understands what you are trying to achieve.

By becoming a partner you are helping destinations throughout regional and rural Australia become stronger and more resilient while reaching Australians who love travelling our vast country.

You will enjoy the benefits of:

- Brand association with high credibility events
- Association with events specifically designed to help areas that have been hit hard by Mother Nature over the past two years
- High profile exposure
- New stakeholder relationships
- Engagement and promotional opportunities with like-minded organisations and individuals.

The opportunities on offer will provide an excellent return on investment. We will work closely with you to ensure your organisation has the best opportunity to shine throughout 2023 and into 2024.



Fast Facts

Important Dates	Roadshow related opportunities: March - October 2023 Intense Awards closing promotion: October - mid Nov 2023 Intense announcement promotion: Dec 2023 to April 2024
Audience	Based on surveys in November 2022 and detailed feedback from our 10,000+ database, we are confident that a minimum of 200 people will engage in the Awards announcement. And our previous Awards have been successful: “What an incredible moment that will never be forgotten! We would like to thank the staff and judges at the Grey Nomads Awards for hosting an incredible program from start to finish and offering this platform as an opportunity to showcase our Tourist Village.” – Gerry, Front Office Manager, Queens Beach Tourist Village, Bowen QLD (2022)
Social Participation	Based on growth and engagement, we anticipate 14,000 Facebook followers and 13,000 subscribers by end June 2023 with an engagement rate that is more than 32 times higher than the tourism industry standard



Marketing Strategies

Our Marketing Plan is a living document which includes planned, tactical and responsive activities.

Based upon target market research, we have created a Plan that is:

- Stimulating interest in the Awards
- Generating interest in 2023 across Australia journey including Tasmania
- Driving attendance to Awards-associated gatherings and live announcements.



Daily marketing activities are undertaken, seven days a week, and in brief include:

CONTENT CREATION: Unique daily content creation across Facebook (focus) and Instagram plus digital advertising, remarketing and blogs.

ROADSHOW: Eight-months in 2023 through NSW, VIC, TAS, SA, WA, NT and southern QLD covering 26,800 kms, 100+ destination meetings, 50+ collateral drops.

eDMs: Monthly newsletters to engaged 12,270+ subscribers March 2022 to the Art of Attraction. 29.3% read rate.

MEDIA: Extensive PR campaign to targeted trade, travel and mass media.

WEB: greynomadawards.com.au SEO optimised.

SHOWREEL: 2022 event showreel promoted on website and through social channels at key milestones. 2023 Awards announcement will do the same.

SOCIAL MEDIA:

- GNA Engagement Rate^: 9.25%
 - Lifetime 2020 GNA Post Reach: 1,495,921
 - GNA Follower Growth: 166.9%
- ^ Against 2021/22 Facebook engagement rate average of 0.18% and travel brand average of 0.29%, with 5% considered exceptional. (Hootsuite)

Awards Partnership

AWARDS OFFERS	Platinum	Public Voting Category	Excellence Category
Investment	10,000*	7,500*	2,500*
Two-minute welcome speech (live or pre-recorded)	Yes		
60 second sponsor-provided video played to Awards attendees during event	Yes		
15 second sponsor-provided video played at your category announcement		Yes	Yes
Splash page through until Awards announcements on mutually-agreed Awards' website page	Yes		
Splash page for one month on mutually-agreed Awards' website page		Yes	Yes
Branded 'Swag Bag' with bottle of bubbles to each finalist	Yes		
Opportunity to provide small Swag Bag gift or offer to each finalist		Yes	Yes
Special MC acknowledgement with large logo on screen	Yes		
MC acknowledgement with logo when category is announced		Yes	Yes
Sponsor offered entrant 'content bundle' (mini educationals) to every entrant	Yes		
Sponsor-branded entrant notification email		1	1
Branded product placement by the MC (e.g. coffee mug, champagne glass etc)	Yes		
Banner advertisement on Awards website through until Awards announcement	Yes		
Logo on Awards Program	Large	Small	Small
Opportunity to make a special offer to each nominee	Yes		
Special offer via our EDM with links	3	1	1
Special offer from you via our social media	3		
Extensive social media and website coverage for all public voting related activities		Yes	
Logo in eDMS	Large	Small	Small
Sponsor 1 category of choice^	Yes	Yes	Yes
Social media call outs and mentions	Yes	Yes	Yes
Logo on Awards website - sponsors page, category page and relevant winners' page with links	Yes	Yes	Yes

* Plus GST

^ Where multiple requests are received for a specific category then preference will be given to the first category partnership confirmed except where the Gala Partner is involved.



Partnerships: The Next Step

Reach out to us to either have a chat about the opportunities available or to request a Sponsorship Form and Agreement.

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