

# EMBRACE WINTER



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IN WARRNAMBOOL

Break out the  
beanies, scarves  
and mittens...  
winter is here and  
we're choosing to  
**EMBRACE** it!

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**After the success of last year's Embrace Winter events campaign,  
we need your help to make 2025 bigger and better!**

Winter months represent a huge opportunity to attract new visitors to our region, offering a diverse range of events, big nature activities including Whale migration, stunning local produce and an exciting dining scene.



WildHoney Performing Arts

**EMBRACE**

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## Objectives for Embrace Winter are too:

- Grow visitors to the region and maximise visitor spend during their stay
- Provide a comprehensive listing of events for locals
- Enhance Warrnambool's night time economy
- Strengthen Warrnambool's branding as a destination for winter stays
- To work with event organisers, tourism operators and businesses to leverage and create exposure for Warrnambool
- Leverage Solstice Search Party to create a weekend of events prior to July school holidays

## 2024 Results

- 1.5m impressions across all platforms
- 31,724 total link clicks
- 171 winter events included in the Winter Events Calendar

## Timings

- Winter: June - August 2025
- Winter Victorian School Holidays: 5 July - 20 July 2025
- Warrnambool City Council will be running Solstice Search Party (21 June 2025)
- Digital advertising campaign: 19 May - 20 July 2025

## Audiences

- Visitors from Regional Victoria, Geelong, Ballarat, Inner & Western Melbourne
- Families for School Holidays across Victoria
- Visiting friends and relatives
- Greater Warrnambool community
- South Australia

# OUR SUPPORT

- Inclusion in our winter events campaign called "Embrace", featured on What's On Warrnambool and the Visit Warrnambool events page.
- Inclusion in paid social media advertising and promotions to the Melbourne, Regional Victoria, South Australia and local audiences.
- Promotions including cinema advertising, social media, websites, digital and print publications

The Events and Promotions team will work with businesses and help develop events/activities that complement existing winter events. Event support will include promotion through our online Winter Guide/Calendar, social media and print campaigns.

**Please note that it is FREE to feature your event or activation in this campaign.**



# EMBRACE



IN WARRNAMBOOL



# REGISTER YOUR EXPRESSION OF INTEREST

## What we require

- Your idea/ concept
- Location, day and timings
- Any additional marketing/promotions plans
- Event artwork or supporting image

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## Submission Deadlines

Please submit EOI before 30th April to be included in print and digital campaigns. All submissions after that date will be included in the online calendars and social media advertisements only.

**[whatson.warrnambool.vic.gov.au/register-your-event](https://whatson.warrnambool.vic.gov.au/register-your-event)**

or contact Warrnambool City Council's Events and Promotion Team

✉ [Events@warrnambool.vic.gov.au](mailto:Events@warrnambool.vic.gov.au)

☎ 03 5559 4800



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