

**BUSINESS
EVENTS
VICTORIA**



REGIONAL VICTORIA PLANNER'S GUIDE

**BOOKINGS CLOSE
FRIDAY 12 APRIL**

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your ad space**

2024 | 2025

SALES PROSPECTUS

DAYLESFORD AND THE MACEDON RANGES | GOLDFIELDS | GIPPSLAND | GRAMPAINS | GEELONG AND THE BELLARINE | THE GREAT OCEAN ROAD
MORNINGTON PENINSULA | PHILLIP ISLAND | THE MURRAY | VICTORIA'S HIGH COUNTRY | YARRA VALLEY AND DANDENONG RANGES



*CONCEPT ARTWORK



REGIONAL VICTORIA

LET'S MEET AGAIN

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PLANNER'S GUIDE

The 2024-2025 Regional Victoria Planner's Guide is the **15TH EDITION** of a dedicated Guide that showcases the conference and meeting venues in regional Victoria. The Guide will be produced by Business Events Victoria.

1,000 copies of the Guide will be produced for distribution at the Regional Victoria Showcase, client meetings and trade shows. A **digital version of the Guide** will be developed for sustainable and online distribution to BEV's growing database of over 2,000.

REFRESHED CREATIVE

This year's Regional Victoria Planners Guide features an 'illustration' creative and supporting inspirational images for maximum impact. Updated destination editorial page layouts and advertisements.

The Guide will be finished with 'soft touch laminate' which will provide a tactile feel, and an elegant finish.

DISTRIBUTION

The 2024-2025 Regional Victoria Planner's Guide will be distributed to BEV's target markets within the Corporate, Government and Association sectors.

- 20 to 500 employees or members, Victoria, New South Wales, South Australia, Queensland and Australian Capital Territory.
- Employees with the following titles:
 - Sales and/or Marketing Manager/Director
 - Executive/Personal Assistant to the General Manager /Managing Director
 - General Manager/Managing Director
 - Event and Administration Coordinators.

The Guide will be marketed to the corporate sector especially those based in metropolitan Melbourne, Government and Government agencies and associations. Our partnership with the Melbourne Convention Bureau (MCB) will also continue to provide us with extended marketing into the interstate markets and some international marketing opportunities.

THESE MARKETS WILL BE TARGETED THROUGH:

- Over 250 face-to-face sales calls conducted with key buyers both intrastate and interstate.
- Prospective clients and buyers at the Regional Victoria Showcase, BEV quarterly client familiarisations, boardroom sessions, Interstate Roadshows in Sydney and Canberra.

- Participation at related shows and events such as Asia-Pacific Incentives and Meetings Expo (AIME), Associations Forum National Conference, Executive PA Summit Melbourne and Sydney, Professional Conference Organisers Association.
- Direct electronic distribution campaign of the digital Guide to BEV buyer database.

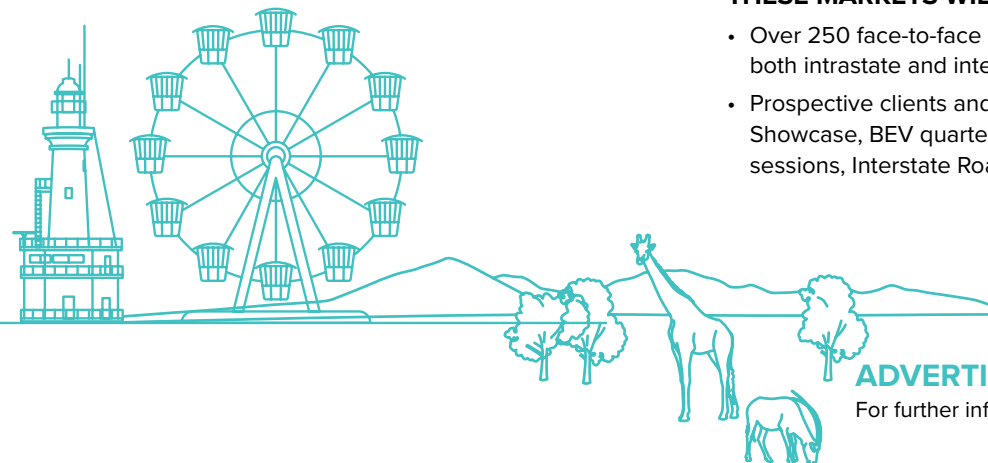
The 2024-2025 Regional Victoria Planner's Guide will also be distributed via tourism networks, businesseventsvictoria.com, enquiries received via MCB and the Victoria Tourism Industry Council (VTIC).

Advertising in the 2024-2025 Regional Victoria Planner's Guide will ensure the direct promotion of your product or service to 'Qualified Buyers'.

BUSINESS EVENTS VICTORIA

Business Events Victoria is the Convention Bureau for regional Victoria. Operating as a collective group of conference venues, accommodation providers, destinations and service providers who have identified a need for a coordinated and cooperative industry approach to the marketing and promotion of business events for regional Victoria.

Working collaboratively, to demonstrate the quality and scope of conference venues, services and settings in regional Victoria, BEV aims to grow regional Victoria's market share.



ADVERTISING ENQUIRIES

For further information and booking details please contact: **ADAM RUGGERO** M: 0400 790 193 E: adam@franklane.com.au



ADVERTISEMENT SIZES & COSTS

BOOKINGS CLOSE FRIDAY 12 APRIL

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BEV Financial Member

Non Member (add \$550 to ad rates)

VENUES & ACCOMMODATION

AD SIZE	PRICE*
Member Listing	\$340
Quarter Page	\$680
Half Page	\$1,330
Full Page	\$2,615

DESTINATIONS

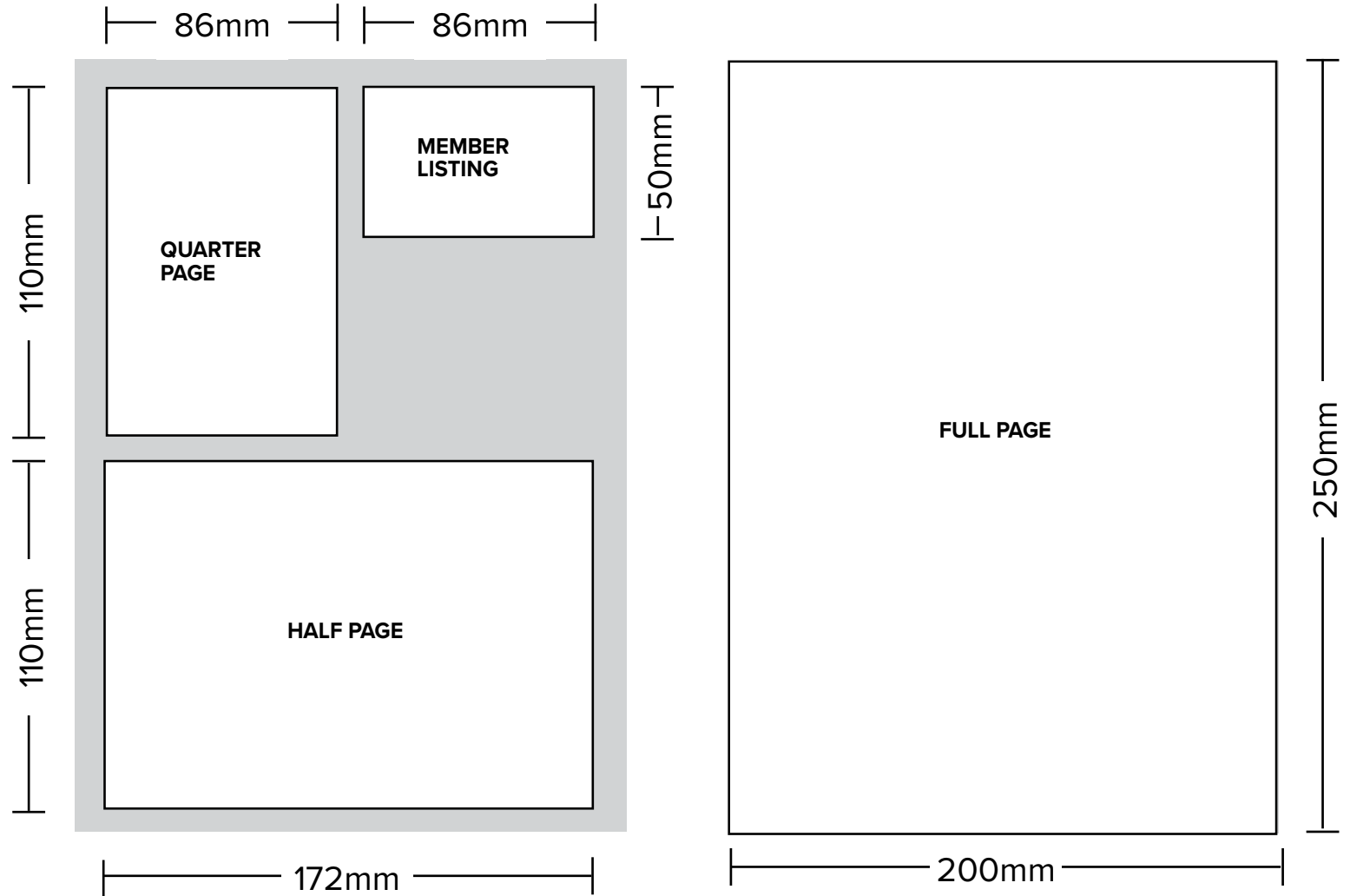
AD SIZE	PRICE*
Member Listing	\$340
Quarter Page	\$680
Half Page	\$1,330
Full Page	\$2,615

PROFESSIONAL SUPPORT SERVICES

AD SIZE	PRICE*
Member Listing	\$340
Quarter Page	\$680
Half Page	\$1,330
Full Page	\$2,615

ADVERTISING ENQUIRIES

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AD OPTIONS

WE'VE CREATED ADVERTISING OPTIONS TO MEET YOUR BUSINESS NEEDS AND BUDGET.

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MEMBER LISTING

Includes a small image and brief description

MORNINGTON PENINSULA



Mornington Peninsula Shire
Your complete business event advisory service for the Mornington Peninsula. Tell us your brief and let us source quotes and availability on your behalf.
Our in-depth local knowledge can elevate your next business event, as we represent the whole region and offer FREE impartial advice.

Mornington Peninsula Shire
T: 03 5950 1913
E: businessevents@mornpen.vic.gov.au
W: mpsbusinessevents.com.au

RACV Cape Schanck Resort



Located on the beautiful Mornington Peninsula and only 75 minutes from Melbourne CBD, providing extensive residential conference and event facilities, flexible indoor and outdoor event spaces, 204 accommodation rooms, and various dining options, this state-of-the-art facility is the perfect location for your next event.

1 Kent Jones Drive, Cape Schanck
T: 03 5950 8029 E: meet@racv.com.au
W: racv.com.au/capechanck

ROOM NAME	SQ(M)	THEATRE	CLASS	BOARD	COCKTAIL	BANQUET
Great Southern	463	450	200	220	450	300
Horizon 1	191	170	60	95	185	90
Great Southern 1	241	225	100	85	225	150



Peninsula Hot Springs
When thinking of wellness in Victoria, you can't go past the multi-awarded geothermal hot spring, day spa, and wellness destination on the Mornington Peninsula. Peninsula Hot Springs. Located less than 90 minutes from Melbourne's central business district, it's the perfect location to host your next retreat, conference, team building workshop, or event.

140 Springs Lane, Fingal
T: 03 5950 8712
E: groups@peninsulahotsprings.com
W: peninsulahotsprings.com

Peppers Moonah Links Resort

55 Peter Thomson Drive, Fingal
T: 03 5988 2000
E: events@moonahlinks.com.au
W: moonahlinks.com.au



Peppers Moonah Links Resort is one of Australia's most unique, inspirational and tranquil properties and remains unrivalled on the Mornington Peninsula.
The property blends two 18-hole Championship Golf Courses with lush green fairways, rolling hills and peaceful walkways. We are renowned for our contemporary, modern and well-appointed accommodation which have sweeping views across the breathtaking native Australian landscape.
Moonah Links Resort offers eight unique meeting spaces; the most popular of these spaces are our three Executive Lodges. Each lodge boasts its own event space with indoor and outdoor fireplaces, floor to ceiling alfresco doors opening onto a large terrace overlooking the magnificent vista of the Open Course.

ROOM NAME	SQ(M)	THEATRE	CLASS	U-SHAPE	CABARET	BANQUET	COCKTAIL
Thomson	140	130	75	40	72	90	150
Stonehaven	30	-	-	-	-	-	-
Marquee	38	-	-	-	-	-	-
Ridge	240	200	-	-	80	150	200
Salt	124	100	50	32	48	80	120
Rush	124	100	50	32	48	80	120




Flinders Hotel

Cnr Cook & Wood Streets, Flinders
T: 03 5989 0201
E: info@flindershotel.com.au
W: flindershotel.com.au

Located in the Mornington Peninsula village of Flinders, just 75 minutes from Melbourne's CBD is the beautifully restored Flinders Hotel. Peninsula is a fully flexible and versatile events space with an abundance of natural light and modern AV facilities.
Complimentary Wi-Fi throughout, quality menus, and 40 rooms of boutique accommodation with free parking.
Offering private rooms for smaller groups, conferences for up to 80 people or cocktail events for 200 people, the unique areas can be adapted to suit most needs. Onsite dining options at the Deck Bar & Bistro and private dining is available. Onsite team building activities are available.

ROOM NAME	SQ(M)	THEATRE	CLASS	U-SHAPE	CABARET	BANQUET
Peninsula 1	46	40	15	10	20	24
Peninsula 2	46	40	15	10	20	24
Peninsula 3	47	40	15	10	20	24
Peninsula 2 & 3	80	80	32	30	30	56
Peninsula 1, 2 & 3	92	120	50	40	60	120

MORNINGTON PENINSULA

1/2 PAGE

Consider a larger advertisement for even more impact. Includes two images, detailed descriptions and key venue information plus the ability to include your corporate logo.




Lancemore Lindenderry Red Hill

142 Arthurs Seat Road, Red Hill
T: 03 8616 0534
E: sales@lancemore.com.au
W: lancemore.com.au/lindenderry-red-hill

Few conference venues in country Victoria can match Lancemore Lindenderry Red Hill on the Mornington Peninsula. Located just 60 minutes from Melbourne CBD, here is a place where delegates will be free of distraction while energised by the sheer beauty of their tranquil surrounds.
The property features 40 elegantly designed guest rooms and spacious lounges, together with 4 highly adaptable and purpose-built meeting areas, onsite restaurant, and cellar door. With 34 acres of gardens and vines, an indoor pool and tennis courts, Lancemore Lindenderry Red Hill is ideal for team building and recreational activities.

ROOM NAME	SQ(M)	THEATRE	COCKTAIL	CABARET	BANQUET
Woodcliff	120	72	150	56	100
Burton	120	50	80	30	50
Vaucluse	42	24	-	15	-
Arcadia	20	-	-	-	-

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ADVERTISING ENQUIRIES

For further information and booking details please contact: **ADAM RUGGERO** M: 0400 790 193 E: adam@franklane.com.au

FULL PAGE AD OPTIONS

DESTINATION / VENUE TEMPLATE OR SUPPLY YOUR OWN CUSTOM AD, THE CHOICE IS YOURS.

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IMAGES

Template can include up to three destination images to sell the strengths of your region.



Geelong & The Bellarine



EDITORIAL

Supply your own editorial. This allows you to specifically create your own message to target the conference market.

Geelong and The Bellarine

FREE EVENT PLANNING SERVICE:

Let our regional experts support you in delivering an outstanding conference or meeting in one of Australia's leading regional business events destinations. Our role is to locate and connect you with exceptional venues, unique function spaces, quality accommodation, professional support services and once in a life-time experiences for FREE.

DESTINATION HIGHLIGHTS

Must-see Waterfront - Explore Geelong's Waterfront Precinct featuring cafes and restaurants, fully restored Art Deco seawater baths, a yacht club marina and a scenic bayside promenade dotted with brightly painted bollards depicting many of Geelong's historical characters.

Tempt your taste buds - The Bellarine is emerging as one of Victoria's gourmet destinations to watch. Fill up on, fresh off the boat seafood, munch on local mussels, visit superb restaurants and quaint café's, revel in cool climate wines and sample artisan cheese.

Hole in one - Looking to tee off in style? The Geelong region boasts some of the most picturesque and challenging golf courses in Australia including five of Australia's top 50 rated public courses.

Out of Africa - Board a safari bus for an amazing wildlife experience, then team up for a slumber safari amongst the savannah, at the Werribee Open Range Zoo.

Music, views and all things water - Sail or cruise the sparkling waters of Corio Bay, let fly in a chopper, shake rattle and roll on the Blues Train, or taste the region on The Q Train. Swim with the dolphins and experience an up close nature based water adventure. All in Geelong and The Bellarine.

Fast Facts

- One hour drive from Melbourne's CBD/Airport and 17 mins from Avalon Airport.
- Grand venues catering for up to 1,500 to intimate spaces for smaller events.
- Spaces with waterfront views, CBD options or those with tranquil surrounds.
- An array of accommodation offering in excess of 1,500 rooms.
- Cruise into the region on the Searoad Car and Passenger Ferry or the Port Phillip Passenger Ferry, operating 7 days a week.
- Home to Melbourne's second international airport.

TRAVEL TIMES & DISTANCES

BY CAR		KM	TIME
From Geelong	to Melb & Melb Airport	75	1hr
	to Avalon Airport	23	17mins
From Queenscliff	to Melb & Melb Airport	106	1hr 30mins
	to Avalon Airport	49	50mins

BY PLANE

From Avalon	to Sydney	1hr 25mins
	to Adelaide	1hr 15mins
	to Gold Coast	2hrs 5mins

BY BOAT

From Queenscliff	to Sorrento	40mins
From Portarlington	to Melbourne (Docklands)	1hr 30mins



Business Events Geelong, Level 1, 48 Brougham Street, Geelong
T: 03 5244 7100 visit www.meetgeelong.com.au

[f](https://www.facebook.com/MeetGeelong) /MeetGeelong [@BE_Geelong](https://www.instagram.com/BE_Geelong) [@meetgeelongbellarine](https://www.linkedin.com/company/meetgeelong) [@meetgeelong](https://www.youtube.com/channel/UC...)



CUSTOM ARTWORK

Supply your own artwork to ensure consistency with your brand. Only available on full page ads. (Artwork is subject to final approval by BEV)

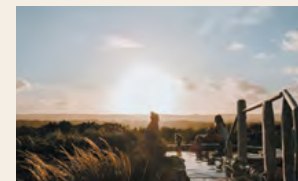
Reimagining Business Events

Journey beyond the ordinary and reimagine your business event on the Mornington Peninsula.

From best-in-class venues and producers high up in the hinterland or along our coastal shores; let us help you reimagine your next business event. As a **FREE service**, we know and love our region and can give you the insiders know-how to help you find those hidden gems.

BusinessEventsMorningtonPeninsula.com.au

+613 5925 9346 | info@businesseseventsmpp.com
[Business Events Mornington Peninsula](https://www.facebook.com/BusinessEventsMorningtonPeninsula)
4/2a Carbine Way, Mornington 3931



ADVERTISING ENQUIRIES

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2024 | 2025

REFRESHED CREATIVES

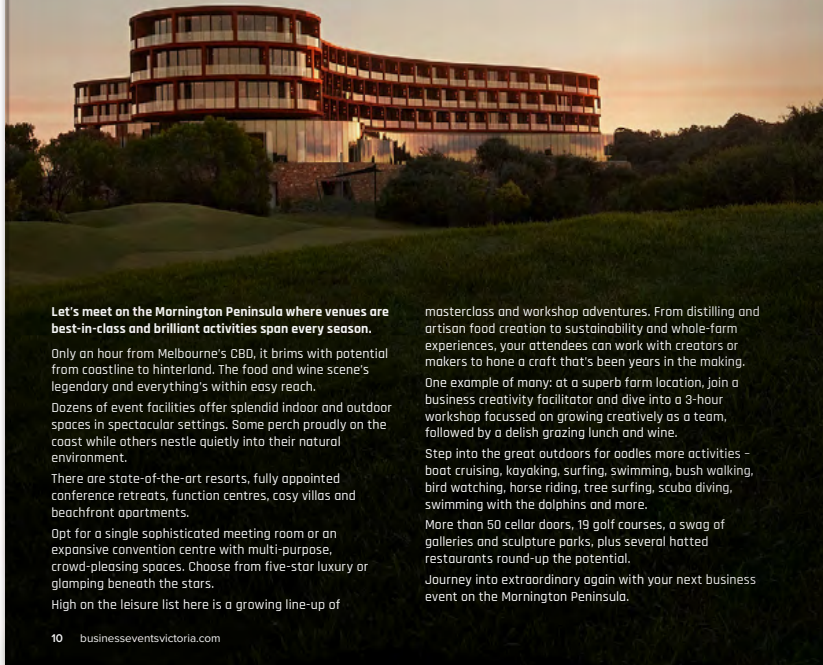
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PICTURE PERFECT

This year's Regional Victoria Planners Guide features a 'hero image' creative and supporting inspirational images for maximum impact. Updated destination editorial page layouts, infographics, bright, punchy colours and updated advertisements.

The Guide will be finished with 'soft touch laminate' which will provide a tactile feel, and an elegant finish.

MORNINGTON PENINSULA



Let's meet on the Mornington Peninsula where venues are best-in-class and brilliant activities span every season.

Only an hour from Melbourne's CBD, it brims with potential from coastline to hinterland. The food and wine scene's legendary and everything's within easy reach.

Dozens of event facilities offer splendid indoor and outdoor spaces in spectacular settings. Some perch proudly on the coast while others nestle quietly into their natural environment.

There are state-of-the-art resorts, fully appointed conference retreats, function centres, cosy villas and beachfront apartments.

Opt for a single sophisticated meeting room or an expansive convention centre with multi-purpose, crowd-pleasing spaces. Choose from five-star luxury or glamping beneath the stars.

High on the leisure list here is a growing line-up of

masterclass and workshop adventures. From distilling and artisan food creation to sustainability and whale-farm experiences, your attendees can work with creators or makers to hone a craft that's been years in the making.

One example of many: at a superb farm location, join a business creativity facilitator and dive into a 3-hour workshop focussed on growing creatively as a team, followed by a delish grazing lunch and wine.

Step into the great outdoors for oodles more activities - boat cruising, kayaking, surfing, swimming, bush walking, bird watching, horse riding, tree surfing, scuba diving, swimming with the dolphins and more.

More than 50 cellar doors, 19 golf courses, a swag of galleries and sculpture parks, plus several hatted restaurants round-up the potential.

Journey into extraordinary again with your next business event on the Mornington Peninsula.



MAP REF	VENUE NAME	PAGE	TELEPHONE	ACCOM ROOMS	CONF ROOMS	THEATRE STYLE MAX	BANQUET STYLE MAX	DINING	OFF-SITE DRINKS/ CATERING
1	Mercure Portsea at Portsea Golf Club	7	03 5981 6100	24	4	140	150	✓	-
2	Peninsula Hot Springs	8	03 5950 8712	10	2	84	72	✓	-
3	Peppers Moonah Links Resort	8	03 5988 2000	72	10	200	150	✓	✓
4	RACV Cape Schanck Resort	8	03 5950 8111	204	10	450	350	✓	✓
5	Flinders Hotel	9	03 5989 0201	40	3	120	120	✓	-
6	Lancemore Lindenderry Red Hill	9	03 8616 0534	40	4	72	100	✓	-
7	Jackalope Hotel	10	03 5931 2500	44	4	70	140	✓	-
8	Rye Hotel	10	03 5985 2277	44	3	80	300	✓	✓
9	InterContinental Sorrento	10	03 5935 1234	108	4	200	100	✓	✓
10	Frankston Arts Centre	10	03 9784 1965	-	5	500	450	✓	-
11	Red Hill Candle Co	10	0491 044 641	-	1	30	30	-	-

ADVERTISING ENQUIRIES

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ADVERTISING ENQUIRIES

FRANK LANE

DESIGN & BRANDING AGENCY

For further information and booking details please contact:

ADAM RUGGERO M: 0400 790 193 E: adam@franklane.com.au

TERMS AND CONDITIONS

1. BOOKING AND MATERIAL DEADLINE:

FRIDAY 12 APRIL 2024

2. NO REFUNDS IF ADVERTISEMENTS ARE CANCELLED DUE TO NON-PAYMENT OF TOTAL AMOUNT AS REQUESTED.

3. SPECIFICATIONS

We reserve the right to change specifications without notice.

4. MEMBERS

Published advertising rates are only available to current financial members of BEV.
BEV memberships at \$995 per annum.
For more information email: info@businesseventsvictoria.com

5. NON MEMBERS

Non members can advertise in the Guide and agree to pay a non member surcharge of \$550 per ad booking.

6. GROUP BOOKINGS

No group bookings. One advertiser per advertisement.

7. QUALITY

We reserve the right to refuse bookings, sub-standard images, text or graphics as determined by BEV.

8. PAYMENT

Payment is required in full on receipt of final proof.
Failure to pay may result in cancellation of ad.

9. ACCURACY:

Advertisers must accept responsibility for information supplied and must verify any claims of accreditation, memberships or chains.

10. ELECTRONIC PROOFS*

It is the responsibility of the advertiser to respond to proofs promptly.

The FIRST proof should be returned within one week of receipt with changes or acceptance.

The FINAL proof (if required) must be returned within one week of receipt. No further proofs will be issued.

* Maximum of 2 proofs.

11. IMAGES

We reserve the right to use any images supplied to us for reproduction to promote the Guide or in the editorial of the Guide, unless notified in writing of copyright restrictions.

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your ad space**

FURTHER INFORMATION

ABOUT THE GUIDE, EDITORIAL LAYOUTS AND T&C'S

“ The Guide is our key piece of marketing collateral distributed to key decision makers via face-to-face sales calls, tradeshow participation and extended digital distribution to BEV's and our partners databases. Ensure your business is front of mind with these key decision makers. ”

- Adeline Keh, Business Events Victoria

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FRANK LANE

DESIGN & BRANDING AGENCY

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