



Southern
Highlands®
NEW SOUTH WALES

Australia's
HOME OF PIES

1 – 30 June 2019





DESTINATION MARKETING CAMPAIGN
PIE TIME 2019

Measuring Success

PIE TIME 2019 GOALS



Grow Visitation and the Visitor Economy



Commit similar support and grow our USP



Leverage our 2018 Award WIN & create another Award Winning Campaign



Cement June as 'Pie Time'



Strengthen the Southern Highlands as 'Australia's Home of Pies'



Build close working relationships with key partners



Get local industry to take ownership of and investment in Pie Time



Develop NEW Packages, Events & Experiences



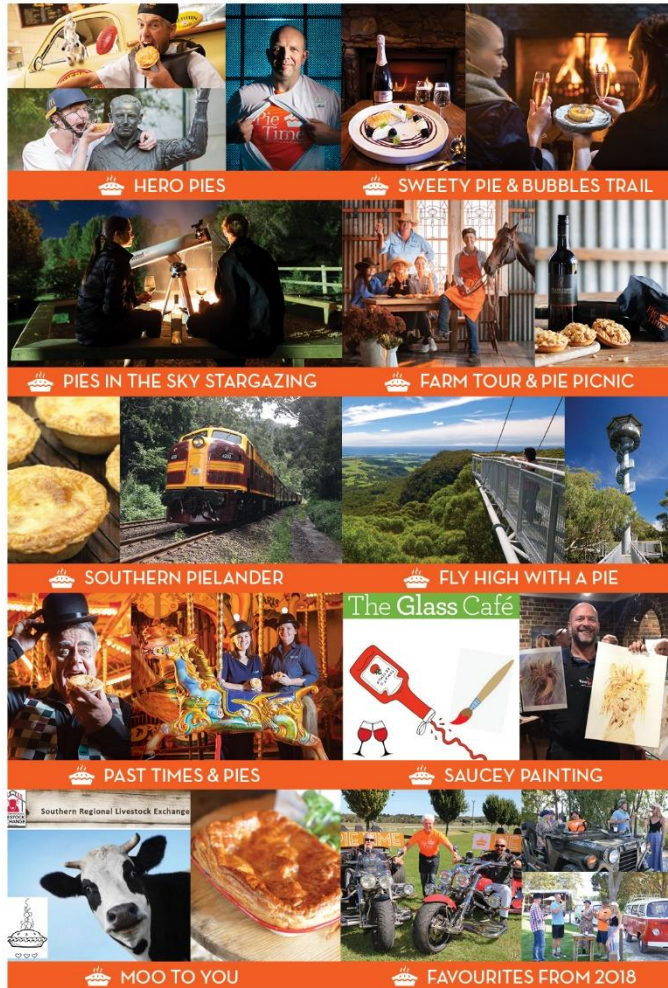


63 Operators + (55 in 2018)
40 Events + (17 in 2018)

Industry Involvement



New Experiences & Events



WHAT WAS NEW FOR PIE TIME 2019?



New Theme = *'30 Days & 100's of ways to experience Pies'*



Promotion of **HERO Pies** from Takeaways & Bakeries



Targeting **FEMALE** audience = Female Ambassador (Vanessa Hanlon Ch9)

EXPERIENCES:



'Sweety Pie & Bubbles' Trail = Promotion of local Sparkling and Pies > Females/Coupes



EVENTS:

NSW State Parliament House – 'Pie Partisan' Pie Time Lunch – late May
NSW/ACT Best Pie Competition @ Mittagong RSL - new dates 30-31 May
Winning Pies on Show @ Mittagong RSL – Sun 2 June
PieFest @ Bong Bong Picnic Racecourse Sat 29 & Sun 30 June

Marketing on a small budget

(\$120k + DSH Staff Resources)

MARKETING & PR

- Ambassadors (Vanessa O'Hanlon, Christian Hull, John Williamson, Local, Federal & State MPs)
- \$100K Advertising & PR Campaign (TV, Digital, Facebook, Instagram, YouTube, EDMs, Print Advertising)
- Media Stories (245 posts across TV, Digital & Radio. Major highlights - ABC Radio 702 Sydney, Nine News, Australian Traveller, 9Honey Travel, True Blue Magazine)
- Influencer Bus (Bloggers, Instagram, Facebook)
- NSW Parliament Campaign Launch Video
- 'What's New in 2019' Video
- iSPie Vivid Sydney Stunt Video

DESTINATION SOUTHERN HIGHLANDS

- Websites (Pietime, Visit NSW, VisitCanberra)
- Annual Destination Planner
- Facebook, Instagram & YouTube
- Pie Time Videos
- Industry Marketing Tool Kit



EVENTS

- NSW/ACT Best Pie Comp
- PieFest
- Pie & Pinot Dinner
- Pie Bonfire
- Pie Cooking Classes
- Paddock to Pie Plate Farm Days
- State of Origin Pie Night
- Locals Pie Night
- Pies in the Sky Stargazing
- Past Times & Pies @ Fairground Follies
- Saucey Painting Classes
- From Moo to You Saleyard Tours



PROMOTIONS & COMPETITIONS

- 'Eat & Win' Competition
- Radio 2ST Pie Trolley
- Promotional Videos
- Promotional Collateral
- Merchandise
- Giant Pie Installation

LOCAL COMMUNITY

- Great Pie Drive Fundraiser (Meals on Wheels)
- Locals Pie Night

Pie Time
SOUTHERN HIGHLANDS NSW
1 - 30 JUNE

PIE TOURS

- Pie Cycle E-Bikes
- Trike Tours
- Kombie Van Tours
- Mini Bus Tours
- Taxi Tours
- Military Vehicle Tours

EXPERIENCES

- Dine with a Pie (52 outlets)
- Pie Trail (30 Bakeries)
- Pinot & Pie Cellar Door Trail
- Pie Museum
- Pie Teas
- Sweetie Pie & Bubbles Trail
- Southern Pieler Steam Train
- Fly High with a Pie @ Illawarra Fly

Digital Ads & Social Media



30 DAYS AND 100S OF
WAYS TO ENJOY PIES IN
THE SOUTHERN HIGHLANDS

1-30 JUNE 2019



CELEBRATE ALL THINGS PIES IN
THE SOUTHERN HIGHLANDS

30 JUNE 2019



Destination Southern Highlands | Celebrate All Things Pie

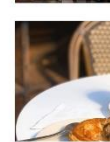
southernhighlands.com.au/Pie-Time 1300949175

Eat Your Way Across The Highlands With Events, Activities & More. Find Out More. Check Out Our Award-Winning Pie Festival & Eat Your Way Across The Highlands.

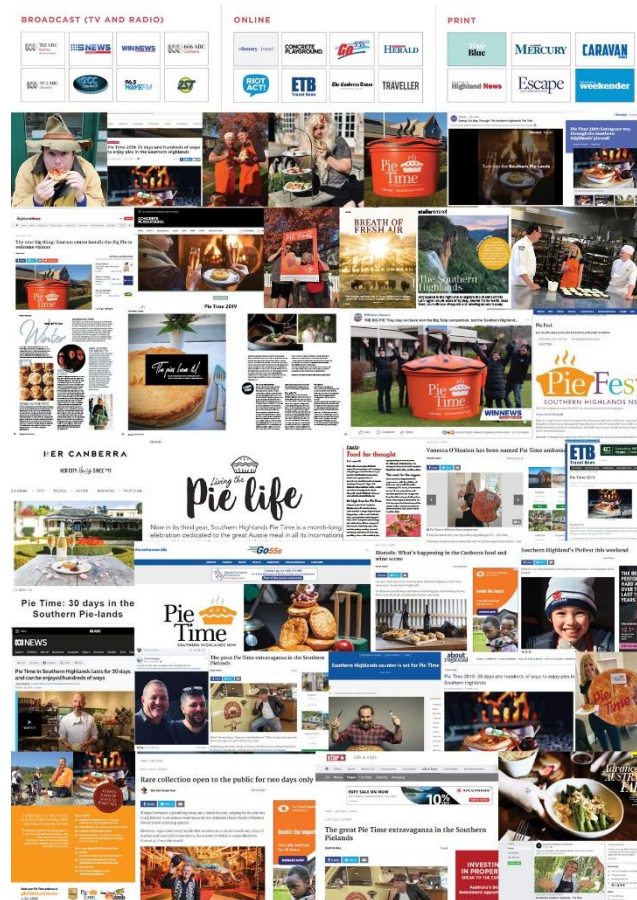
Come For The Best Pies in NSW | Southern Highlands | Learn More

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Eat Your Way Across The Highlands With Events, Activities & More. Find Out More. Everything From Pie Cycle Tours to Pinot & Pie Tours to Cooking Classes.



Media & PR Coverage (\$1.5m/245pcs)



INFLUENCERS

Christian Hull & Vanessa Hanlon



Pie Time Influencer Tour – ex Sydney





Pie Time
SOUTHERN HIGHLANDS



YOUR PIE-TINERARY

Here is your pie-tinerary for today's trip to Pie Time in the Southern Pie-lands.

Time	Activity
7.45	Meet at Central Station, bus pick up area. Upper Concourse, Pitt Street.
8.00 sharp	Join your fellow pie-masters and depart Sydney for the drive south to the Southern Pie-lands.
10.00 - 10.45	Enjoy a pie making demonstration, coffee and pie tasting at Heatherbrae's Pies.
10.50 - 11.30	Sample pie and pinot and a Pie-cycle tour at Outlaw Hill Wines.
11.45 - 12.30	Dine on a rabbit pie and pinot at Southern Highlands Winery.
12.50 - 13.20	Meet the pie maker for a sweetie pie at Stones Patisserie.
13.30 - 14.30	Step back in time with a rare peek at antique mechanical and musical attractions at Fairground Follies.
14.45 - 16.00	Indulge with a Sweetie Pie and Bubbles, or a Meatie Pie and Pinot experience at Centennial Vineyards.
16.15 - 17.00	Try your hand at "Saucy" pie painting at Glass Café.
17.00	Return to Sydney satis-pied. Approximate arrival time 19.00.



WE WOULD LOVE FOR
YOU TO SERVE UP YOUR
PIE EXPERIENCES VIA
[#pietimesouthernhighlands](https://www.pietimesouthernhighlands.com.au)



06 JUN 2019

Dear Mr Ross,

Thank you for your generous hamper to celebrate Pie Time in the Southern Highlands.

I would like to congratulate you on the success of this annual event which showcases the unique Southern Highlands region to the many visitors who attend each year.

Thank you again for your gift.

Yours faithfully,

Gladys Berejiklian MP
Premier

CC: Nathaniel Smith MP, Member for Wollondilly

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Gladys Berejiklian MP
Premier of New South Wales

6 June 2018

Mr Steve Ross
Manager, Tourism and Events
Development, Southern Highlands
PO Box 305
MITTAGOONG NSW 2575

Dear Mr Ross,

Thank you for your generous hamper to celebrate the Time in the Southern Highlands.

I would like to congratulate you on the success of this annual event which showcases the unique Southern Highlands region to the many visitors who attend each year.

Thank you again for your gift.

Yours faithfully,

Thank you for the large blessing hat which I shared with my office as well!

Gladys Berejiklian MP
Premier

CC: Nathaniel Smith MP, Member for Wollondilly

DISRUPTER – VIVID Stunt



The BIG Pie & Pie Masters



Thankyou!