



**Promoting your Next
Event in East Gippsland**

Disclaimer

This publication is intended as a guide only for event organisers to assist with planning an event. It is not a substitute for professional advice on legislative requirements.

East Gippsland Shire Council accepts no responsibility for errors or omissions in this document. Information in this document is subject to change.

For further information, or if you have feedback regarding this document, contact Council's Events Team on 03 5153 9500 or email events@egipps.vic.gov.au.

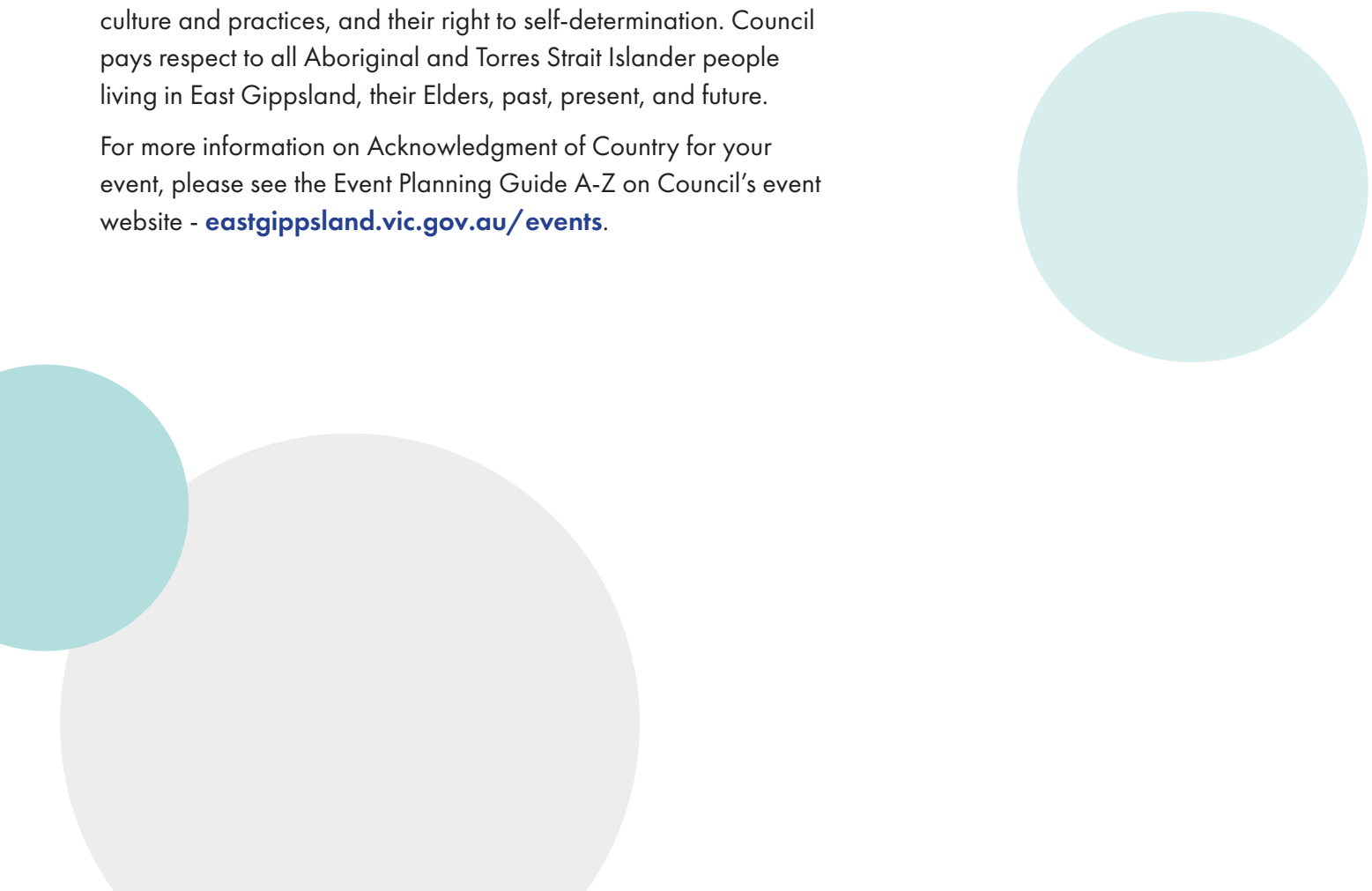
Information is correct at time of publishing April 2025.

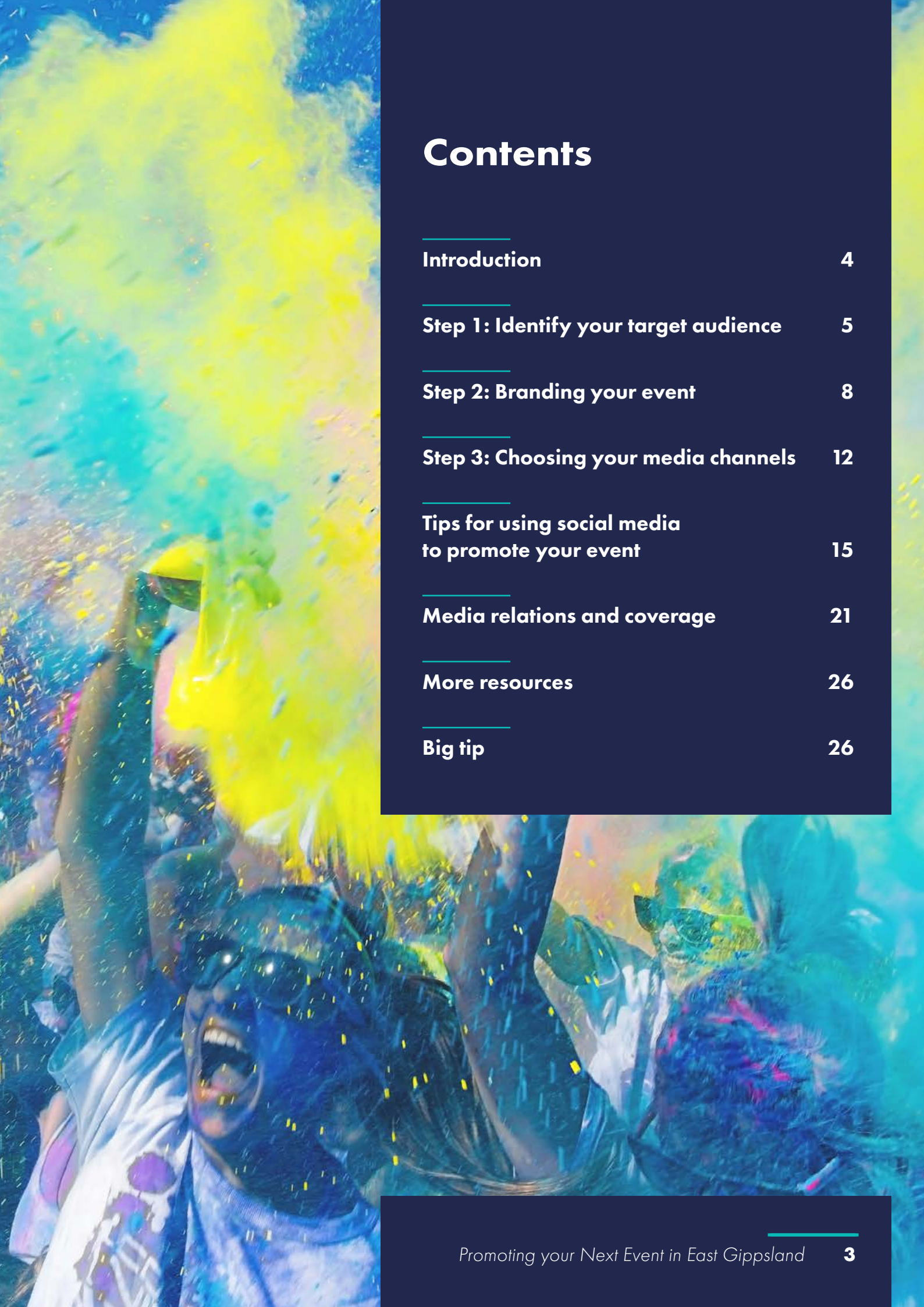
Acknowledgment of Country

East Gippsland Shire Council acknowledges the Gunaikurnai, Monero and Bidawel people as the Traditional Custodians of the land that encompasses East Gippsland Shire, and their enduring relationship with Country.

The Traditional Custodians have cared for and nurtured East Gippsland for tens of thousands of years. Council values their living culture and practices, and their right to self-determination. Council pays respect to all Aboriginal and Torres Strait Islander people living in East Gippsland, their Elders, past, present, and future.

For more information on Acknowledgment of Country for your event, please see the Event Planning Guide A-Z on Council's event website - eastgippsland.vic.gov.au/events.





Contents

Introduction	4
Step 1: Identify your target audience	5
Step 2: Branding your event	8
Step 3: Choosing your media channels	12
Tips for using social media to promote your event	15
Media relations and coverage	21
More resources	26
Big tip	26



Introduction

Let us be clear. The strategies and actions you take to 'market' your event are different from the strategies and actions taken to promote your event. We will look at the distinctions because this resource is all about promoting your event.

While the terms are sometimes used interchangeably, understanding the distinction can help you develop more effective marketing and promotional strategies. You market *with* an event, and you promote *an* event.

Event marketing is broad, using events as a marketing tool. Event promotion is more focused on a single event.

Event marketing aims to achieve broad business goals. Event promotion focuses on attracting attendees.

Event marketing may target a wide audience. Event promotion targets potential attendees of that specific event.

So, with promotion being our primary goal here, let's start at planning some great promotions for your event.



Step 1: Identify your target audience

Your target market is the audience that you aim to attract to the event. There are many ways to identify your target audience, and this audience can be further segmented based on common characteristics.

You can identify your target audience using the following guidelines:

- Demographics – this relates to the characteristics within a population such as age, gender, education, income, or marital status.
- Geographics – this relates to the location of the target audience for your event, a local community or town, or further afield like across the state of Victoria or even nationwide if your offer will attract long distance travellers.
- Psychographics – these are the characteristics that relate to personality and behaviours such as personal interests, lifestyles, and values of the person such as 'interest in music', 'participates in local theatre', 'owns a bicycle'.

Setting a target audience may include elements from one or all of these guidelines, like in our example on the next page.

Example

The local golf club in Bairnsdale is hosting a Pro-Am (professional and amateur) PGA (Professional Golfers' Association) event. This is an important opportunity to attract serious golfers from across the state, focusing our audience geographically on Victoria.

Psychographically, we are targeting not only golfers but also members of the public who enjoy watching golf tournaments. While this represents a broad demographic, it provides a clear direction for refining our messaging and outreach.

When considering age and gender, the sport of golf includes men and women of all ages, as both players and spectators. Since it is difficult to exclude any large demographic based solely on these criteria, our primary focus will remain on psychographics (interest in golf). This approach ensures our promotions effectively target golf enthusiasts statewide, not just in the local region.

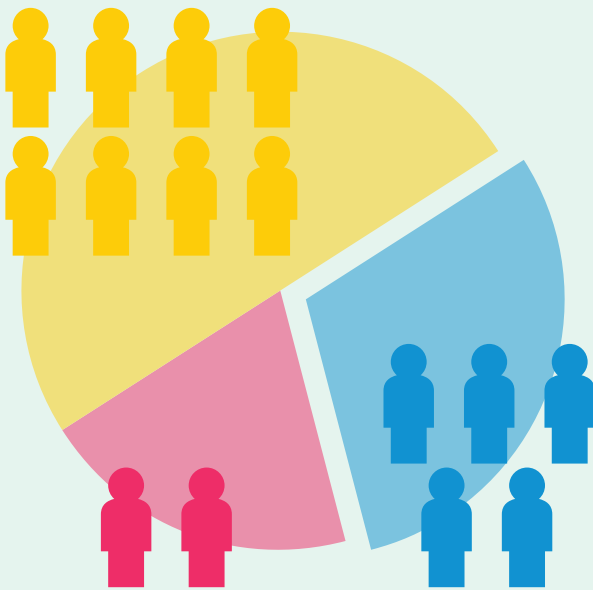
The key question is: how do we reach people across Victoria who are passionate about golf?



Segmenting your audience

We have narrowed down our golf-loving audience, but we still have a broad demographic, because who does not love golf?

Segmenting your audience will help you to refine your messaging for more effective connections with sections of your audience. In the case of the Pro-Am PGA golfing event, key segments would include:



- **Demographics:**

Promotions could be tailored, for example, to age-range audiences (i.e. 15 to 30 or 30 to 70+) or gender, by refining promotions based on segmentation for males and females.

- **Geographics:**

You might also choose to refine your promotions for audiences based on location. A local regional audience will have easy access to an event, but further afield, across Victoria, there are different motivations to get audiences to an event.

- **Psychographics:**

We have identified our target audience are golf lovers. We can refine this further for golf lovers who have potential to play in the tournament, as distinct from spectators. You can see how your messaging would be different to attract these two distinct audience segments.

Step 2: Branding your event

Every event needs a brand so that potential visitors can identify the event's purpose and become familiar with promotions about the event. Branding is not just a logo or tagline, it is about consistent messaging, tone and imagery that connects your audience to your value proposition (the benefits on offer). It is important these remain consistent through the life of your event, so careful planning and construction of brand assets will give you a valuable edge.

Here is a simple step-by-step guide for branding your event:

1. Define your event's purpose and goals

- What do you want attendees to take away from the event? What is the core message?
- Who is your ideal attendee? Understand their interests, demographics, and pain points.
- What are your event's key objectives? For example, is it to generate leads, build brand awareness, or foster community?



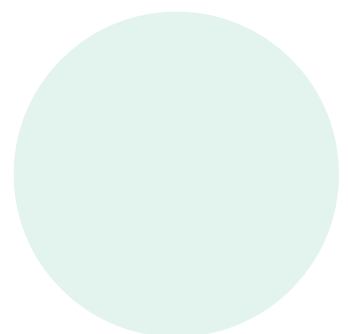
2. Develop a compelling event name and tagline

Choose a name that is:

- **Memorable:** Easy to recall and pronounce.
- **Relevant:** Reflects the event's theme or purpose.
- **Unique:** Stands out from the competition.

Create a tagline that:

- **Is concise and impactful:** Summarises the event's essence.
- **Sparks curiosity:** Entices potential attendees to learn more.





3. Create a cohesive visual identity

Logo design: A visually appealing logo that represents your brand. Ideally, it should be trademarkable, timeless, and scalable - working effectively from a favicon to a billboard. It should also be symbolic, adaptable, and culturally sensitive.

- **Colour palette:** Choose colours that evoke the desired emotions and align with your brand.
- **Typography:** Select fonts that are easy to read and complement your brand's personality.
- **Photography and imagery:** Capture the event's atmosphere and appeal to your target audience. Ensure images are sized appropriately, with a resolution of 300dpi for optimal quality. Additionally, confirm that you have the legal rights to use any images to avoid copyright issues.

4. Craft a compelling narrative

- **Develop a distinctive story:** What makes your event special? What problem does it solve?
- **Highlight the benefits:** What will attendees gain from attending?
- **Use storytelling techniques:** Share personal anecdotes, customer testimonials, or behind-the-scenes glimpses.

5. Leverage social media

- **Create engaging content:** Share teasers, behind-the-scenes glimpses, and attendee testimonials.
- **Use relevant hashtags:** Increase visibility and reach.
- **Run contests and giveaways:** Encourage interaction and generate buzz.
- **Partner with influencers:** Expand your reach and tap into new audiences.

See more on Social Media management on page 13.

6. Create branded materials

- **Website:** A central hub for event information, registration, and branding (see page 12).
- **Marketing collateral:** Flyers, brochures, banners, and other promotional materials.
- **On-site signage:** Wayfinding signs, banners, and backdrops.
- **Merchandise:** Branded merchandise such as t-shirts, tote bags, and water bottles.

7. Ensure consistency

- **Maintain a consistent brand voice:** Use the same tone and language across all channels.
- **Apply your branding elements consistently:** Ensure all materials align with your visual identity.
- **Monitor your brand's online presence:** Respond to comments and feedback promptly.

8. Gather feedback and learn

- **Collect attendee feedback:** Use surveys and questionnaires to gather insights.
- **Analyse your results:** Identify areas for improvement and adjust your branding strategy accordingly.
- **Continuously refine your brand:** Adapt to changing trends and audience preferences while maintaining core principles.

By following these steps, you can create a strong event brand that resonates with your target audience and drives successful outcomes. Read on for more information about developing your digital media channels.

More helpful tips

- **Start early:** Begin branding your event well in advance to allow plenty of time for planning and execution.
- **Set a budget:** Allocate resources for branding materials, marketing efforts, and other expenses. Quotes from creative suppliers will help you refine your strategy based on your goals and budget.
- **Hire a professional:** Consider hiring a branding agency or freelance designer to assist with your branding efforts. If you are working with a volunteer team, be sure they are all aligned to your brand strategy and agreed outcomes.

Example

There are so many good examples of event brands online, so do your research and work out what you like and what has worked for other events. Start with similar events to build on a theme that will work for your ideal audience and the qualities you hope to project.

East Gippsland Winter Festival

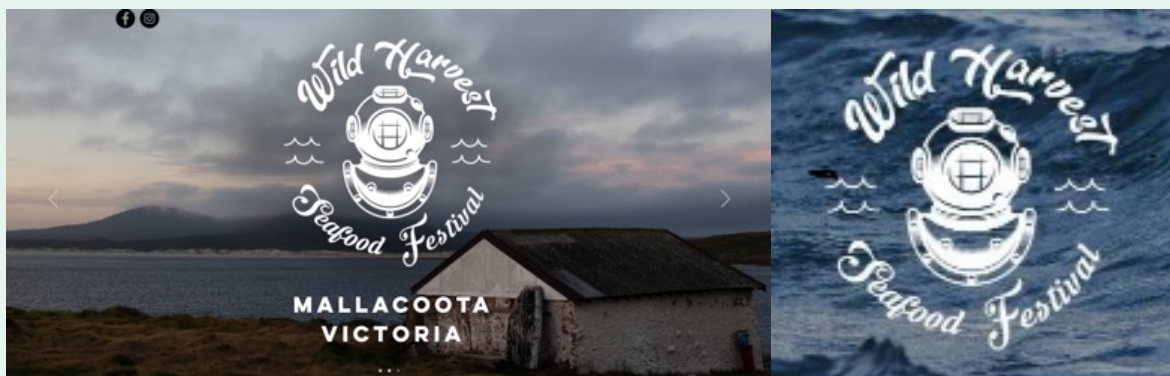
East Gippsland has a range of high-quality events that provide good examples of promotion. One example is the East Gippsland Winter Festival, which brings together a broad community and offers curated activities that celebrate winter and activate the local community and suppliers during the colder months.

“Experience HOW WE WINTER” in East Gippsland as the region comes alive in a festival of light, food, art and culture.”



Wild Harvest Seafood Festival:

“A culinary celebration of the natural fruits of the land and sea.”





Step 3: Choosing your media channels

Now that you have identified your target audiences and started working on your brand, the next step is to select the best media channels to reach and connect with your audience. Let us look at your options:

Event website

Having a website to promote your event offers many advantages. While it may not always be an inexpensive undertaking, your team may have the skills to get one started. A website serves as a centralised hub of information about your event, showcasing your brand, reducing direct inquiries, and enhancing credibility through a professional and polished presentation. Additionally, it can facilitate registrations, online ticketing, and data collection, making it an invaluable tool for event management and promotion.



Be sure to ask your web developer to connect Google Analytics and Google Console for indexing your site with Google and tracking visitation.

Having your website ranking on Google will also take some knowledge of search engine optimisation, but some simple tips can help you be found online. This includes making sure your site is mobile-friendly, incorporating keywords in headings and page content, regular content updates and having your site connected to other sites and directories for valuable 'backlinking'. The speed of your site is also important, so ask your web developer to optimise your site where you can.

Social media

Choosing social media channels

Creating a dedicated page on Facebook and creating a custom Facebook URL link for that page is an excellent start. From there, you can also create and integrate an Instagram account to expand your social media audience.

Here is a quick snapshot of which channels will help you attract your ideal event audience:

Facebook: A diverse platform with a wide age range, popular for family and friend connections, and business promotion. It's important that you set up a Business Page for your event and use the Events function in Facebook to register your event.

Instagram: Highly visual, popular among younger demographics, and focused on lifestyle, fashion and food.

TikTok: Dominated by younger generations, known for short-form videos, trends and entertainment.

X (formerly Twitter): News and current events focused, popular among journalists, politicians, and those seeking real-time information.

LinkedIn: Primarily used for professional networking, job searching, and industry discussions.

Pinterest: Visual search and discovery engine, popular among women, and focused on interests like DIY, recipes, and travel.

YouTube: Video-sharing platform, popular across all age groups, and used for entertainment, education, and brand storytelling. Host videos here to share across all your channels.

Emerging social media: Threads, BlueSky and beyond

Threads and BlueSky are emerging platforms that could be great alternatives to X or Instagram. These sites attract specific audiences, potentially aligning with a target group. Exploring other platforms like WeChat and Mastodon can also help us engage with specific communities.

Example - Facebook Events (landing page)

Discover events

My location Any date Top Friends Following



Sat, 14 Jun at 08:00
Metung Market
Metung Foreshore Reserve, 'Villag...
140 interested · 6 going

Interested



Sun, 6 Apr at 10:00
**APRIL 6th BAIRNSDALE
Psychic & Wellbeing
EXPO**
Club Eastwood
Trudi is interested

Interested



Sat, 7 Jun at 18:30
Pier 70 Cocktail Night
Pier 70 Restaurant, Paynesville
Anna is interested

Interested



Sat, 12 Jul at 08:00
Metung Winter Market
Metung Foreshore Reserve, 'Villag...
192 interested · 5 going

Interested



Fri, 11 Apr at 18:00
**PFNC'S
EASTER
EGG HUNT**
57 Main Rd, Paynesville VIC 3880,...
Jackie and Tiffany are interested

Interested



Fri, 9 May at 18:30
The Blues Brothers Movie
Sun Cinema Bairnsdale
32 interested · 7 going

Interested



Sat, 15 Mar-16 Mar
**Salt Creek Team Penning and
Ranch Sorting**
Salt Creek Campdraft
56 interested · 13 going

Interested



Fri, 20 Jun at 10:00 and 32 more
South East NOW 2025
2 Nicholson Street, Bairnsdale, VI...
22 interested · 14 going

Interested



Sun, 23 Mar at 09:00
**FLOAT FETE <FERAL. FLAX.
FLOCK. FRESH. FISH>**
SLIPWAY SHEDS LAKES ENTRANCE
30 interested · 6 going

Interested



Sat, 10 May at 12:00
**Celebrate Mum Paint & Sip
Fundraiser for the Breast Care...**
Club Eastwood
Anna is interested

Interested



This Saturday at 09:00
MARKET DAY
Nowa Nowa Recreation Reserve
34 interested · 6 going

Interested



Fri, 11 Apr at 12:00
Blue Gables Long Lunch 2025
100 Lanigan Rd, Maffra West Upp...
Sally and Anna are interested

Interested



This Sunday at 13:00
**16/3/25-Baby Highland Cow
Paint&Sip @ The Lindenow Pub**
Lindenow Farmers Home Hotel
65 interested · 14 going

Interested



Fri, 6 Jun at 19:30
**Stars of Countdown - Live in
Concert**
100 Foster Street, Sale, VIC, Austr...
32 interested · 2 going

Interested



Sat, 18 Oct-19 Oct
**Rosedale & DAHRC Official
HRC&V Horse Trials**
10 Evergreen Road, Rosedale, VIC,...
80 interested · 10 going

Interested



Tips for using social media to promote your event

1. Engaging content and ideas:

- **High-quality visuals:** Use attention-grabbing photos, videos and graphics. Keep videos short.
- **Compelling messages:** Keep your communication concise. Use clear language, ask questions, tell stories, use humour and personality, include emojis.
- **Interactive content:** Use polls and quizzes, contests and giveaways, live Q&A sessions, encourage user-generated content.
- **Trial and assess posting schedules:** To keep your audience engaged, experiment with posting at different times of the day. Use a scheduling tools like Meta Business Suite to plan your posts in advance, ensuring consistent and timely content delivery.

- **Leverage trending topics:** Stay up to date on trends and news that aligns to your brand and event so you can participate in online discussions.
- **Track and analyse:** Track key metrics such as reach, engagement and conversions. Identify what is working or not and adjust your strategy accordingly. Make data-driven decisions to improve your results.

2. Interact with your audience:

- **Respond to comments and messages:** Show that you value your followers by interacting.
- **Thank your followers:** Express gratitude for support.
- **Build relationships:** Create a sense of community around your brand.

Example - Local event pages on Instagram

wildharvestseafoodfestival ...

Follow Message

Wild Harvest Seafood Festival
26th - 28th April 2024
Mallacoota, Victoria
A culinary celebration of the natural fruits of the land and sea.
#WHSF... more
www.wildharvestseafoodfestival.com + 1

Followed by loveeastgippsland, earthandsoul.pizza, and east_gippsland_winter_festival

SATURDAY FRIDAY Mallacoota 2022

271 posts 1,533 followers 275 following

east_gippsland_winter_festival ...

Following Message

East Gippsland Winter Festival
Festival
Experience HOW WE WINTER in East Gippsland as the region comes alive in a festival of light, food, music, art and... more
linktr.ee/egwinterfest

Followed by merryn.padgett, metunghotsprings + 6 more

WORKSH...

545 posts 5,642 followers 1,523 following

breamclassic ...

Follow Message

Twin Rivers Bream Classic
East Gippsland's biggest family friendly fishing competition
18 - 20 July 2025
BIG prizes up for grabs... more
linktr.ee/twinriversbreamclassic

Followed by metunghotsprings, loveeastgippsland + 2 more

ENTRY FEE merchan...

685 posts 884 followers 621 following

wildharvestseafoodfestival

east_gippsland_winter_festival

breamclassic

3. Why use #hashtags

- **Increased visibility and reach:** Hashtags categorise your content, making it easier for users searching for specific topics or interests to find your posts.
- **Targeted audience engagement and community building:** Niche hashtags allow you to reach the exact audience interested in your content. For example, #handmade or #madeinAustralia will target shoppers or like-minded people around specific interests.
- **Brand awareness and marketing:** Brand-specific hashtags will build your brand visibility and encourage user-generated content, while using trending topics hashtags can expose your brand to a wider audience and generate buzz around your content.
- **Tracking performance and insights:** Many platforms provide insights into hashtag performance, allowing you to track which hashtags are most effective in reaching your target audience.
- **More good hashtag tips:**
 - » **Relevance:** Use hashtags that are directly relevant to your content to ensure you're reaching the right audience.
 - » **Mix of broad and niche:** Use a combination of broad and niche hashtags to maximise reach and target specific audiences.
 - » **Avoid over-hashtagging:** Excessive use of hashtags can make your posts look spammy and detract users.
 - » **Stay updated:** Research and use trending hashtags to increase your visibility and participate in current conversations.

4. Consider paid advertising

Paid adverts on social media help you to reach your **ideal visitor with laser precision**. You can target by demographics (age, location, gender), interests (hobbies, pages they like), behaviours (online activity, purchase history), and even life events (birthdays, anniversaries). This helps your message reach the people most likely to be interested in your event and gives you the best return on your advertising investment.

Organic (unpaid) reach on social media is often **limited by platform algorithms**. Paid ads circumvent this by directing your content to specific users' feeds, stories, or search results. This increases visibility and helps you break through the noise to be seen by a wider audience.

Consistent paid advertising also **builds brand recognition**. Repeated exposure to your ads increases familiarity and trust with potential event visitors. Paid ads can also **drive traffic to your website** or landing pages. By posting links in your ads, you can encourage clicks and conversions for ticket sales or registrations. Social media platforms also provide **detailed analytics** for your paid campaigns to allow you to fine-tune your campaigns, identify what is working, and continually improve your results. Finally, paid advertising will **deliver faster results** than organic efforts while building an audience online. You can reach a large audience quickly and **scale your budget** up or down to match your goals and available resources.



More advertising options

More options for paid advertising include:

- **Google Ads:** Target users actively searching for events like yours on Google Search landing pages.
- **Display advertising:** Banner advertising on selected websites and applications that reach your target audience.
- **Leverage 'remarketing':** Advertising that reaches people who have previously visited your website or social media channels and repeats based on their search preferences to activate their interest.

Crafting compelling ads:

- **Strong visuals:** Use high-quality images or videos that capture attention.
- **Clear call to action:** Encourage immediate action (i.e., "Buy tickets now," "Register today").

- **Compelling copy:** Highlight key benefits and unique selling propositions (USP).
- **Mobile-friendly design:** Ensure ads look great on all devices.

Set a budget and track performance

Start with a realistic budget.

Need expert help? Reach out to your marketing contacts who can help you with digital advertising strategies within your scope and budget.

Monitor key metrics: Click-through rates (CTR), conversion rates, cost per acquisition (CPA).

A/B testing for ad campaigns: Start by testing one thing at a time. This could be a headline, button colour, or call-to-action, so you can clearly identify what makes the difference.



Create two versions: version A as your starting point, and version B with the one change. Ensure that both test groups are similar to keep the results fair.

Focus on the most important elements first, such as headlines or pricing, as these can have the biggest impact.

Once the test is complete, review the results to determine which version worked best and use the findings to improve your campaign.

Email marketing

Email marketing can be a powerful tool for promoting your event. Here is why:

- **Targeted reach:** You can segment your email list based on demographics, interests, and past behaviour, allowing you to send targeted messages to segments of your audience. This increases the chances of engagement, click-through and conversion.

- **Cost-effectiveness:** Compared to traditional advertising methods, email marketing is more affordable. You can reach a large audience at a low cost.
- **Measurable results:** Email marketing platforms provide detailed analytics, allowing you to track key metrics such as open rates, click-through rates, and conversion rates. This data helps you measure the effectiveness of your campaigns and adjust accordingly.
- **Building excitement:** A well-crafted email campaign can build excitement and anticipation for your event. You can use storytelling, visuals, and social proof to create a sense of urgency and encourage readers to engage or register.
- **Automated reminders:** Email marketing can be automated to send out reminders and updates to your audience, ensuring they do not miss important information. This helps to improve attendance rates and for ticketed events, reduce no-shows.
- **Post-event follow-up:** After the event, you can use email to thank visitors, share photos and videos, and gather feedback. This helps to build relationships with your audience and encourage them to attend future events.

Planning your email campaign

Build your list: Building an email list is a valuable investment in the success of this and future events. Here are some tips for getting started:

Offer incentives: People are more likely to give up their email information if they receive something valuable in return, like discounts, free trials or, simply, the information they are seeking.

Use your website: Your website and social media sites are great tools for building your email list. Use pop-ups on your site for sign-ups on prominent places on your homepage, page sidebars and footers. Post links to sign-up forms on social media with a message such as “To stay in touch with event updates and offers, click here”.

Keep sign-up forms simple: Use clear, concise language and minimal fields. Mobile-friendly forms are essential and explain what subscribers will receive.

Use paid advertising: If your budget permits, paid advertising can speed up the process of building your email list because it will target the right audiences quickly.

Repurpose your content: The content you are creating to promote your event will also help you build your email list. Include or link sign-up forms to your blog posts, social media posts and videos. Use QR codes to link your sign-up form to physical assets such as posters, signs, brochures, and business cards.

Run contests and giveaways: Attract subscribers with prizes and discounts, share on social media and your website.

Use email marketing software: Even the free options can be valuable tools for managing your lists, complying with privacy and spam laws*, creating email campaigns and tracking your results. Start with MailChimp for a good low-cost option, but there are many platforms available depending on your budget.

Tips for success:

Build a strong relationship with your subscribers:

Provide valuable content, engage with them, and respond to their inquiries.

Segment your list:

Divide your subscribers into smaller groups based on their interests, demographics, or behaviour. This allows you to send highly targeted and relevant messages.

Use a double opt-in:

Require subscribers to confirm their subscription via email to ensure they are genuinely interested.

Continuously analyse and improve:

Track your results and make adjustments to your strategies based on what's working and what's not.

*Australian Communications and Media Authority (ACMA) is responsible for enforcing the Spam Act 2003 in Australia. Their website provides detailed information and resources on email marketing compliance. In general terms you need to obtain explicit consent from recipients before sending them commercial emails. Your emails must clearly identify the sender (your business name and contact details) and every email must include a functional unsubscribe option that remains active for at least 30 days. Failing to comply with the Spam Act can result in significant fines and damage to your business reputation.

Media relations and coverage

Developing a strong relationship with local media is a valuable investment of your time to promote your event cost effectively. Good media coverage has high credibility as an independent source and is considered more trustworthy than paid advertising.

Your goal is to send to your media contacts a Media Release to have the details of your event published in their publication, to generate media coverage and public interest. The key to good media relations is to have a steady stream of news that the media sees as important to run, so that your event can receive ongoing coverage in the build-up to the event day.

Tips for creating your media release

1. Writing your media release

Consider the following elements when writing your media release:

- **The lede** – The first paragraph of your media release will determine whether the editor sees it as important to run. It is the hook that entices the reader into your story. It should cover the who, what, where, when and how of your media release.
- **Use of quotations** – By quoting real people in your release, you give the information life and credibility, as well as making the release more interesting for the consumer.
- **Contact details** – It is important to include contact details in your release so that a journalist can contact you for more information if needed.
- **Photos** – Provide photos wherever possible to accompany your release to help give the information a point of interest. A low resolution image of 765kb should be sent out with an offer of high-resolution images on request. This ensures that emails reach their recipients who might block emails with a large file size or send email recipients to a URL where resources can be downloaded.



2. Identify your target publications

- **Niche magazines:** Research magazines that align with your event's theme. For example, if it is a tech conference, target tech-focused publications; if it is a fishing competition, target fishing magazines.
- **News media:** Consider local newspapers, TV news, radio and online news outlets that cover events in your area. Contact Council's Visitor Events Team for an updated version of local media contacts at events@egipps.vic.gov.au

3. Craft a compelling press release

- **Focus on the "why":** Highlight what makes your event distinctive and newsworthy. For example, is it groundbreaking, charitable, or culturally significant?
- **Keep it concise:** Journalists are busy. Get to the point quickly with a strong opening.
- **Include key information:** Date, time, location, speakers (if applicable), and a brief description.
- **Visuals:** Include high-quality images or short videos to grab attention. Embed clear, well-lit visuals directly into the email to immediately engage the recipient. Ensure the images or videos are properly formatted and optimised for email by using lightweight files to prevent slow loading.

4. Personalise your pitch

- **Research journalists:** Find specific reporters who cover your event's topic.
- **Tailor your pitch:** Pro-tip: mention their past work and how your event aligns with their interests.
- **Build relationships:** Follow journalists on social media and engage with their content.

5. Leverage your network

- **Connect with influencers:** If relevant, partner with social media influencers to promote your event.
- **Engage with local communities:** Reach out to community groups and organisations that might be interested in attending. Facebook Groups are excellent channels to connect with your local community.

6. Offer exclusive access

- **Media preview:** Invite journalists to a preview of the event to give them a firsthand look.
- **Interviews:** Make key speakers available for interviews.

7. Track your results

- **Monitor media coverage:** Track which outlets cover your event and analyse the impact of your efforts.
- **Adjust your strategy:** Based on your results, refine your approach for future events.

Key considerations

- **Timing is crucial:** Submit your press release and outreach well in advance of the event.
- **Be patient and persistent:** It may take time to secure media coverage. Do not get discouraged if you do not hear back immediately. Following up with a journalist with a phone call could make all the difference.
- **Offer value to journalists:** Provide them with the information they need to write a compelling story.

Local Gippsland media

- **Local newsprint:** Our major towns have local newspapers which are printed either weekly or several times per week. These include:
 - » East Gippsland News Weekend (circulation of 16,000), Bairnsdale Advertiser (6,100),
 - » Lakes Post (2,450)
 - » Snowy River Mail (1,659)
 - » Gippsland Times (circulation of 12,000)
 - » South Gippsland Sentinel (10,500)
 - » Latrobe Valley Express (35,000)
 - » East Regional View (not yet circulation audited).

Gippsland radio: REG FM is a community radio station based in East Gippsland and targets the 45+ year-old age bracket.

ABC Gippsland aims to inform, educate, and entertain the people of Gippsland, Victoria.

TRFM targets listeners in Gippsland, Victoria, Australia, including people of all ages.

3TR targets a younger market in Gippsland and plays popular Top 40 music.

GOLD 1242 targets the 30+ age bracket and is also heard from Traralgon to Orbost, East Gippsland.

STAR FM play Top 40 music broadcasting from Warragul and can be heard across much of Gippsland although its coverage in East Gippsland is poor.

Gippsland Television: Southern Cross TEN (younger market), WIN and Prime7 all have a presence in Gippsland and offer reasonably priced advertising packages for community groups.

Magazines: Local Gippsland publications include Milk Magazine, Gippsland Country Life and Coast.

Newspaper contact details:

- » East Gippsland Newspapers - egnews@eastvicmedia.com.au
- » Gippsland Times - news@gippslandtimes.com.au
- » South Gippsland Sentinel - news@sgst.com.au
- » Latrobe Valley Express - news@lvexpress.com.au

Example media release

Young sailors set to make waves at Gippsland Lakes

Publication or embargo date

The Gippsland Lakes will be a sea of sails this January as Australia's top young sailors compete in the 40th Australian Minnow Championships.

From 20 to 26 January, more than 12 races will be held on Lake Victoria, with competitors aged 7 to 15 battling for national honours in novice and open divisions. Hosted by the Gippsland Lakes Yacht Club, the six-day regatta is a major fixture on the junior sailing calendar, bringing together the country's best emerging talent.

"The conditions here are perfect for our young sailors," said Victorian Minnow Association President Richard Backwell. "We're expecting a strong, competitive fleet."

East Gippsland Shire Council Mayor Cr Xxxxx said the event was an exciting opportunity for local sailing enthusiasts. "This championship will inspire the next generation of young sailors in our community. We're proud to support an event that encourages participation in the sport and showcases our world-class sailing conditions."

Minister for Sport, Tourism and Major Events Xxxxx highlighted the event's significance in developing future champions. "Junior championships like this are where future Olympians and world-class sailors get their start. The Victorian Government is committed to supporting grassroots sport, ensuring young athletes have the opportunity to compete at a high level."

The Minnow class, designed in 1974 as an easy-to-build plywood dinghy, has become a staple in junior sailing. Today, fleets across Australia continue to grow, with the championship providing a vital pathway for young sailors to refine their skills and compete on the national stage.

Gippsland Lakes Yacht Club is committed to providing opportunities for everyone, regardless of background or ability, to enjoy sailing and develop their skills.

Supported by East Gippsland Shire Council and the Victorian Government, the event is set to bring a buzz of activity and an economic boost to Paynesville, with organisers expecting strong participation from both local and visiting competitors.

For more information, contact xxxxx

Low res photos here or attached

Audio file links or files an option here

Video links an option here

Interview options – list names and titles of people who can be offered as interview subjects.

Key messages

Top young sailors compete in Gippsland:

The 40th Australian Minnow Championships will bring junior sailors from across Australia to Paynesville from 20 to 26 January.

1. **A key development opportunity for young sailors:** The event offers a vital platform for emerging sailors to refine their skills and compete nationally.
2. **Gippsland is a premier sailing destination:** East Gippsland Shire Council and the Victorian Government are proud to support the championship in a world-class sailing location.

Community noticeboards

A number of organisations in Gippsland offer community groups the opportunity to promote their events via free event listings on their community noticeboards. Consider listing your events in the following places:

- **Visit East Gippsland** – visiteastgippsland.com.au/whats-on/events
- **TRFM Community Events** – trfm.com.au/forms/submit-event
- **East Gippsland Newspapers** – eastvicevents.com.au
- **Visit Gippsland** – visitvictoria.com/regions/gippsland/see-and-do
- **Eventfinda** – eventfinda.com.au
- Other newsletters and local town sheets, including school newsletters, sometimes feature both free and paid opportunities. Examples include:
 - » Tambo Rambler (Bruthen)
 - » Tubbet Tattler
 - » Omeo Shire Lions News Sheet
 - » Goongerah Grapevine

- » Bendoc Wheel
- » Buchan Phoenix
- » The Jinga
- » Twin Rivers Advocate

For an updated list of local media contacts, please contact the Council's Visitor Events Team at events@egipps.vic.gov.au

Australian Tourism Data Warehouse (ATDW)

Events in Gippsland play a crucial role in enhancing the vitality of the region by fostering community engagement, driving economic growth, and promoting cultural exchange. In attracting visitors, they boost local businesses, and create job opportunities, contributing to the overall prosperity of the Gippsland region.

Whether it is a Gippsland festival, a business event or sporting event, each one leaves a lasting impact, making the Gippsland region a more vibrant and appealing place to live and visit. List your event for free.

The ATDW enables you to list your business on one platform and it then appears on prominent official tourism sites including visiteastgippsland.com.au, visitgippsland.com.au, visitvictoria.com and australia.com

If you have questions when setting up your listing, contact the Visit Victoria support team on 1300 306 366 or atdwsupport@visitvictoria.com.au

You can find out more about the ATDW (Australian Tourism Data Warehouse) here: atdw.com.au/listing-with-atdw

More resources

Event Management Toolkit

East Gippsland Shire Council has prepared a range of resources

eastgippsland.vic.gov.au/leisure/events

for event organisers which provide the information you need on event planning; marketing; sponsorship; grants; coordinating volunteers and staff; how to run committee meetings; and post-event reviews and surveys, including templates and checklists to help you deliver a successful event.

These comprise:

Event Planning Guide A-Z

Accessible Events Guide

Leveraging Events Toolkit for Businesses

**Leveraging Events -
Toolkit for Community Groups**

**Maximising Benefits from Events -
Toolkit for Event Organisers**

Event Marketing Tool Guide

You will find a range of event-related resources below, including templates and checklists, which will help you plan and execute a successful event.

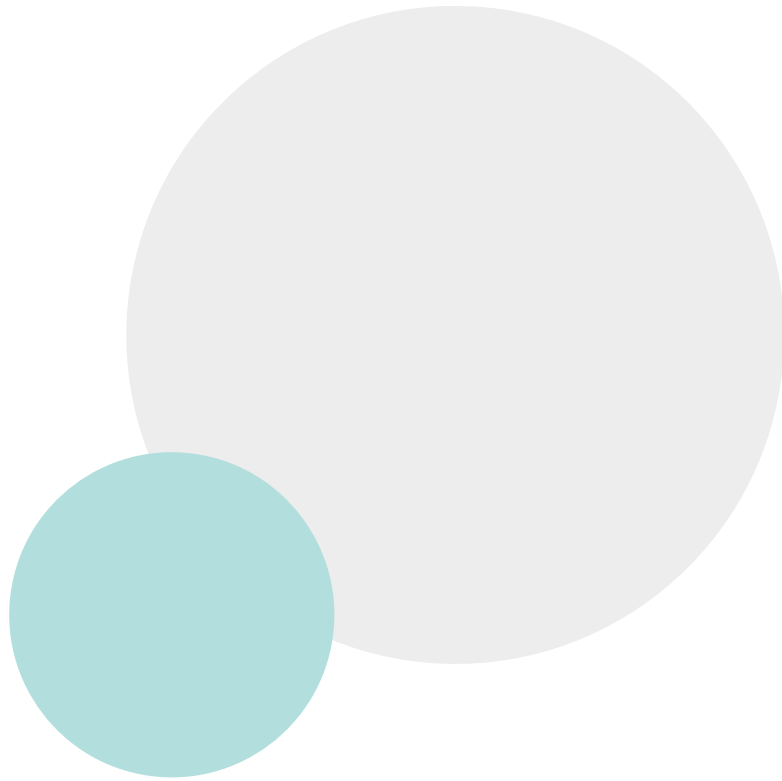
1. **[Ideal Attendee Persona*](#)**
2. **[Media Famil Itinerary Example 1*](#)**
3. **[Media Famil Itinerary Example 2*](#)**
4. **[Media Famil Itinerary Example 3*](#)**
5. **[Marketing Action Plan*](#)**
6. **[Website Design Checklist](#)**
7. **[Websites where you can list your event for free](#)**
8. **[Creating content for events](#)**
9. **[Helpful websites for events](#)**
10. **[Website Design and SEO](#)**

These documents are available and can be downloaded at:

eastgippsland.vic.gov.au/events

Big tip

Start early! The earlier you start promoting your event, the more time you have to build anticipation, reach your target audience and refine your strategies for the best results.



We acknowledge the support and collaboration of East Gippsland Marketing Inc. in preparing this resource.



East Gippsland Shire Council
Promoting your Next Event in East Gippsland
© 2025