

# Mixed Dozen

An Interactive Wine Trails Project led by the Limestone Coast partnering with South Western Victoria

## An Introduction

The Mixed Dozen concept was derived from a meeting of like-minded wine and tourism industry enthusiasts, acknowledging that as a broad region there is a depth of wine and wine experiences, along with the location of the region sitting neatly between two of Australia's world-renowned regions, Kangaroo Island and the Great Ocean Road. This position provides great opportunity.

The region needed something that would help attract visitors, encourage them to stay longer and refer them onto the other wine experiences within the region.

This led to the development of the Mixed Dozen Project concept and momentum quickly built in the Limestone Coast and across the border to our Victorian neighbours.

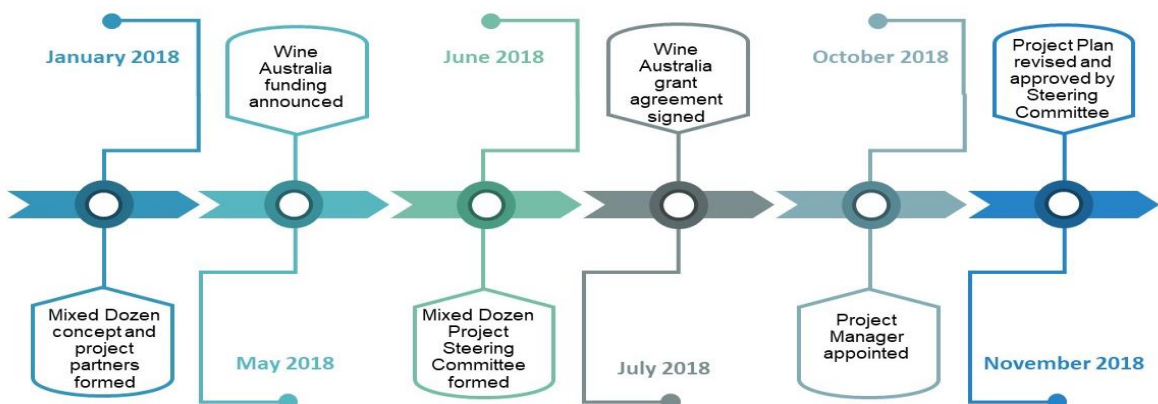
## What is the Mixed Dozen Project?

The Project aims to connect and build on the wine tourism offering across the project region. One of the core outputs of the project is the development of a digital itinerary planning tool that will inform, entice and disperse visitors across the region. This will ultimately increase visitor numbers, length of stay, spend in the region and depth of meaningful experience.

The Mixed Dozen Project is bringing together wine associations, three levels of government, tourism bodies and other cooperative organisations to build the region's capabilities and confidence. This will enable the region to better target, attract and host international wine visitors, with a focus on the growing Chinese and US markets.

## Key Elements of the Project

- To better understand our wine tourism customers - their satisfaction and motivation.
- To understand the existing wine tourism experiences offered by the region.
- To build the capacity and confidence of wine tourism businesses to better target our best customers.
- To create a tool that informs visitors about the experiences available in the region, entices them to plan a visit and disperses them across the region once they are here.
- The development and implementation of a marketing campaign.

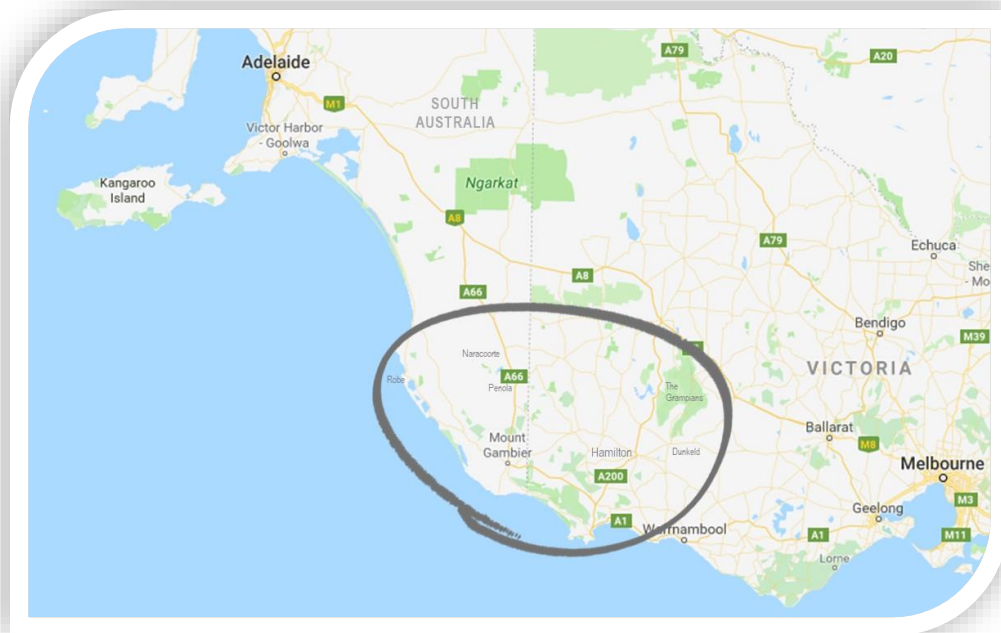


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## Project Area

The project footprint is centrally located between Melbourne and Adelaide straddling the South Australia and Victorian border. It covers eight wine regions and sits across nine Local Government zones. Whilst the focus of the project area is in the Limestone Coast, our Victorian partnerships are critical to the projects success.



## Funding and Collaboration

To date the project has been financially supported by:

- The Australian Government's [\\$50 million Export and Regional Wine Support Package](#), through the International Wine Tourism Competitive Grants program.
- South Australian Government, through Primary Industries and Regions SA (PIRSA).
- Limestone Coast Grape and Wine Council
- Limestone Coast Local Government Association
- City of Mount Gambier
- Wattle Range Council
- Southern Grampians Shire
- Glenelg Shire Council
- South Australian Touring Route Inc
- Limestone Coast Food Group
- Mount Gambier Regional Wine Growers

Further partnerships developed to date, include:

- Wine and Tourism Industry
- UniSA and South Australian Tourism Industry Council
- South Australian Tourism Commission
- Department for Environment and Water
- Limestone Coast Regional Development Australia

The project will continue to seek opportunities for further collaboration and partnerships throughout the implementation phase.

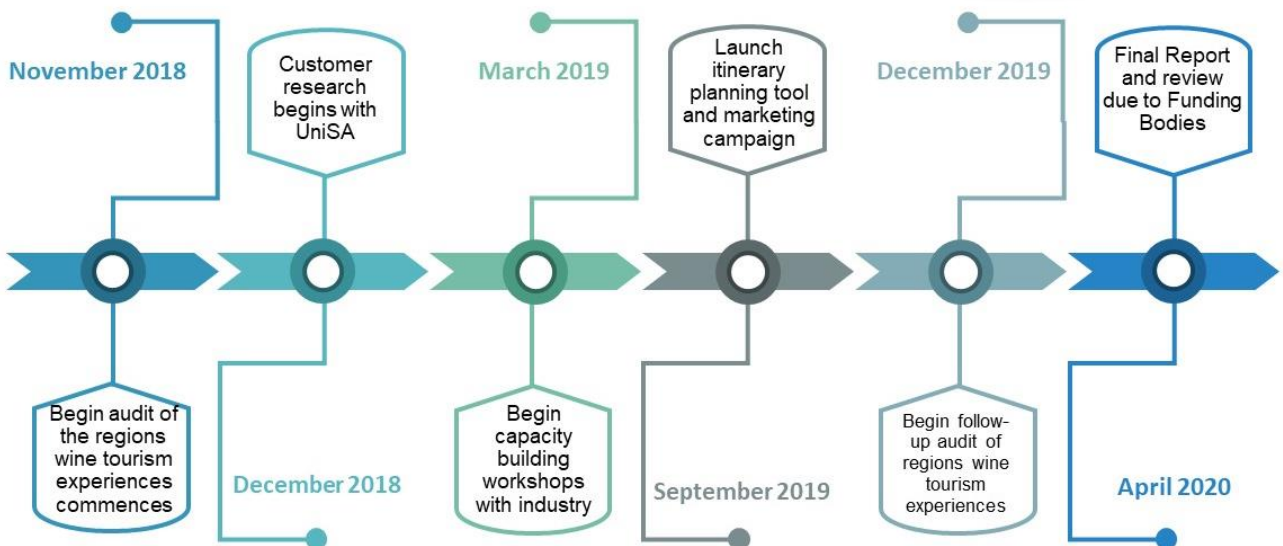
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## Benefits of the Project

- Building stronger relationships between the wine and tourism sectors, continuing the great work achieved so far.
- Collaborative effort of 11 funding partners across eight wine regions, three levels of government, two states and a multitude of project partners that continues to grow!
- Regional economic outcomes, including increased visitation, longer stays, wider dispersal and greater spend.
- A better knowledge base regarding our ideal customers and how to target them.

## Key Project Milestones



## Further Information

For further information regarding the project please contact:

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