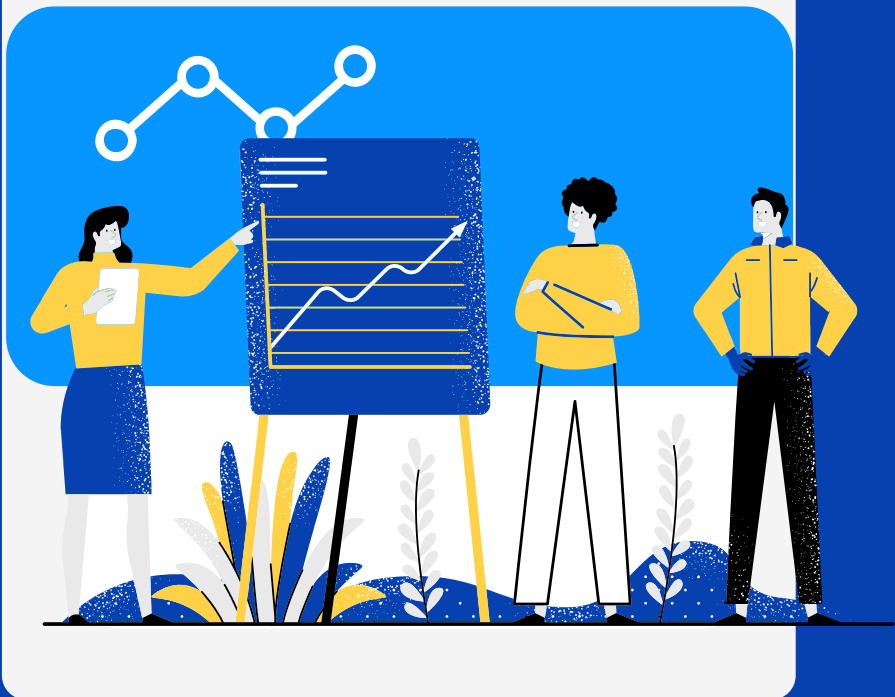


NAME:
BUSINESS:

Destination Main Beach



Email Newsletter Magazine
Online Villager Chat Lounge
Online Village Knowledge Hub

"Timing is always important and the time is right"



Villager to Village

HAPPY VILLAGERS - HEALTHY VILLAGE

PREPARED BY STEVE HOLMES

WWW.DESTINATIONMAINBEACH.COM.AU/LIFESTYER

OBSERVATIONS

NOTES

CREATE THE VALUE

We are on a mission to rebuild the relevance of the villager, their culture and the aspirations they around build them.

www.destinationmainbeach.com.au

VILLAGE ENVIRONMENTS ARE POWERFUL

Join us and help the great stuff happen!

Our Village standard is to be remarkable, resourceful and add value to the Villager experience – then surround it all with Villagers of good character and talent and take it to our neighbours.

A Village Community

A Villager styled community on the Gold Coast aligned to “Destination Villages” standard.

Purpose of this presentation

For you to understand and participate.

How? Share and encourage your Customers and Networks to subscribe to the Village Email.

About Main Beach

It is the front door to the Gold Coast experience, and a playground to the Active lifestyle. It is geographically blessed – enclaved between the beach, the ocean and broadwater playgrounds – as Gold Coast’s most exciting natural resource. All this is complemented with trams at one end, and water taxis at the other – there is no need for a car.

It's an Experience

Main Beach is all about experiences, which begins with the #OnlyinMainBeach experience. The Main Beach Experience is a sophisticated, relaxed fusion of personalities, food, fashion, and ‘Active Lifestylers’ aspirations. It is further enhanced by Seaworld, Palazzo Versace, Sheraton Marina Mirage and Tedder Avenue, which is one of the Gold Coast’s best little villager enclaves.

The Events

Main Beach also hosts some of the Gold Coasts most prestigious and significant annual events such as the Pacific Fair Magic Millions Polo by the Sea, the GC 600 Motor Racing Spectacular, the Sydney to Gold Coast Yacht Race and the Gold Coast Marathon which captures so much of who we are.

A Flash Newsletter

The newsletter is the conductor of all things Main Beach, capturing and projecting the Villager experiences that galvanise and inspire. Currently we have 8000 plus Villager subscribers

- 35% open rate
- 5.3% click through metric
- Facebook Community = 25,000



The Purpose is all within the Experience

We are committed to help build and deliver Main Beach's own brand of Villager styled newsletters and magazines

We have 3 keys that guide our relevance

1. Be a little unrealistic, and have fun developing new ways that will improve our Villagers lifestyle and culture
2. Build the chatter that matters and engages around that
3. Build remarkable and resourceful bridges to and from the Village experiences



It's Basic Stuff

Simple back to basics pathways that connect and make sense.



What is a Village ?

The Village is the heart beat - the lifestyle environment within a suburb.

What are Villagers ?

They are the people within the village. People with shared ideals and aspirations, who make the village culture work.

HOW?

Centralise and share.

CONNECTION

Newsletters connect, engage and get alongside.

CULTURE

Newsletters embody and express the culture, and with aspirations - they create belonging.

QUALITY

Newsletters provide trusted pathways of content rich information experiences.

NETWORKS

We align to a Network of other villages which provides consistency of standard and potential sharing at all levels of engagement.

WHY NEWSLETTERS

Newsletters provide the grass roots Businesses, Villagers and Organisations a simple pathway to reconnect and reinvigorate their community from the current trend of disconnect.

HOW WE DO IT

Nothing too dramatic or brainy, but we are pretty darn good at boredom busting the same old clap trap and getting the right stuff into your inbox. We build the chatter around the culture and go from there.

Ripple out

- 1.The Knowledge Hub - housing the Village resources, articles and experiences; an online library
- 2.Village Chat Lounge - The Chatter that Matters; we use facebook groups to connect
- 3.Village Newsletter - Subscriber Only



Unique Experiences

Main Beach is a collection of highly unique Sectors that are important to our Main Beach culture, identity and lifestyle.

These Sectors provide quality conduits for business to partner with our Villages styled Newsletters and Magazines. Insert your business within our Village, be part of our village success equation and support the Villagers efforts.



Main Beach is the Gateway to the
Gold Coast Experience

Market Direction

ONLINE IS SEARCHING OFFLINE

The experience evolves from the inside out, so we have gone back to the basics - we are adding in the offline experience and it's a back to school type feel, ask us for more information.

COMING SOON



The Team



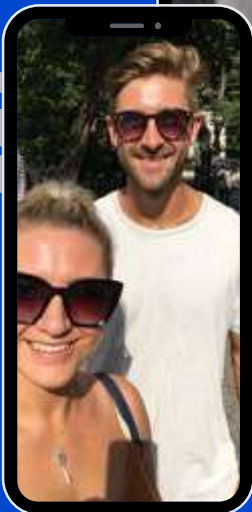
Steve

Culture + Vision
+ Sales



Claire

Operations



Zach

Operational Strategy

Georgia

Onboarding Strategy

NOW IT'S

YOUR TURN

MAKE SOME NOTES

HIGHLIGHT WHAT YOU LIKE

What do you like ?

1

2

3

Do have some good ideas?

1

2

3

[Facebook.com/groups/destinationmainbeach](https://www.facebook.com/groups/destinationmainbeach)

www.destinationmainbeach.com.au

THAT'S A

WRAP

LETS TALK

Get in touch and let's figure out how we can best work together

Steve - +61 415 153 522

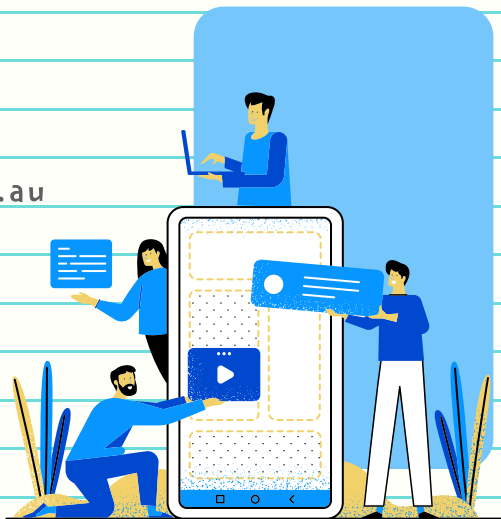
steve@destinationmainbeach.com.au

Claire - +61 431 180 783

claire@destinationmainbeach.com.au

ABOUT STEVE @

www.steveholmes.net.au



[Facebook.com/groups/destinationmainbeach](https://www.facebook.com/groups/destinationmainbeach)

www.destinationmainbeach.com.au

Main Beach

Lifestyler

OCTOBER 2019

MAIN BEACH IS THE JEWEL
IN THE GOLD COAST CROWN

MEET THE LOCALS
SUE & RITA

Two women and a
flower festival

GOLD COAST 600
MOTOSPORT EVENT

Gold Coast's largest
event weekend

DIVING OFF THE SHIP
INTO THE SEAWAY

#FortynMainBeach
Experience