



Robyn Golder Marketing

SMALL BUSINESS AND TOURISM MARKETING
FESTIVAL AND EVENTS CONSULTING

Projects: Festivals, Events, Community

MELBOURNE ITALIAN FESTIVAL 2009

Marketing, website and PR Management, including development of regional performance program

BRUNSWICK MUSIC FESTIVAL, MELBOURNE 2000-2009

Marketing and re-branding development, including patron research. Development and re-launch of website in 2005 including on-line ticketing.

THE COLOUR GANG, BAIRNSDALE 2005-2008

Business Plan, exhibitions, image and marketing development for this group of artists with intellectual disabilities.

SHEPPARTON ARTS FESTIVAL 2004-2007

Marketing strategy, funding & research projects

SHIRE OF CAMPASPE - WINTER BLUES FESTIVAL 2002

Tourism study

WANGARATTA FESTIVAL OF JAZZ 1994-2000

Marketing Director including research & sponsorship
Developed 'Friends of the Festival' community funding & Homestay accommodation projects.
Produced winning entries for 1995 & 1996 Victorian Tourism Awards.

BEECHWORTH GARDEN HERITAGE FESTIVAL

Marketing and promotion 1992-1993

COROWA FEDERATION FESTIVAL 1990-1993

Advertising, marketing, public relations

TASTES OF RUTHERGLEN - GOURMET WINE & FOOD WEEKEND

Multi media advertising and publicity 1988 & 1989.

NORTH EAST VICTORIA'S WINERY WALKABOUT FESTIVAL 1988-1989

Multi-media advertising and publicity 1988 & 1989
Produced winning entries for Victorian Tourism Awards 1987 & 1988
National Winner - Australian Tourism Awards 1988.

Due to their confidential nature, not all projects are listed.

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