



Robyn Golder Marketing

SMALL BUSINESS AND TOURISM MARKETING
FESTIVAL AND EVENTS CONSULTING

Projects: Retail & Tourism

SPC ARDMONA FACTORY SALES, SHEPPARTON 2009-2010
Marketing strategy for re-launch and re-location of Australia's largest food factory outlet.

THE OLD MACARONI FACTORY, HEPBURN SPRINGS 2005-2009
Website, strategic marketing and events calendar development for Australia's oldest Italian building that celebrated 150 years in 2009.

SIRUGUE AUSTRALIA, BEECHWORTH 2007
Development of web based business for this importer of French oak barrels to Australian and NZ winemaking industry.

DAYLESFORD MACEDON PRODUCE 2003-2004
Project manager for developing food and wine producers in Victoria's Macedon Ranges & Spa Country region.

ARDMONA FACTORY SALES, MOOROOPNA 2001-2004
Developed website and marketing strategy, including refresh of website.

JOHN GEHRIG WINES OXLEY 1992-2000
Brochure and wine labelling development. Recipient of American Printer's award for Chardonnay label 1992

BEECHWORTH BAKERY 1993-2002
Marketing & PR management. Image, souvenir and website development
Launch of "Breadwinner" and corporate Christmas direct marketing.
Produced winning entries for Victorian Tourism Awards 1994, 1995 & 1998

THE PARLOUR & PANTRY RESTAURANT BEECHWORTH 1994-1997
Launched "What's on in the Parlour" food schools, wine & food experiences.
Marketing material, strategic planning. Chef's Hat 94,95,96,97 Age Good Food.

MUSCAT OF RUTHERGLEN WINERIES 1989
Produced international Muscat brochure involving 8 Rutherglen wineries for U.S. and U.K. market.

THE WINEMAKERS OF MILAWA, GLENROWAN, OVENS & KING VALLEYS 1993
Cooperative project to develop tourist brochure involving 12 wineries.

BEECHWORTH BED & BREAKFAST 1994
Co-operative project to develop tourist brochure involving specialty accommodation for national market.

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

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