



Vendor Membership Guide

EST. 2025

SHOWCASING TRUSTED WEDDING & EVENT SUPPLIERS ACROSS THE OTWAYS

WWW.OTWAYSWEDDINGEVENTS.COM.AU



WELCOME:

Otway Weddings & Events was created to showcase the incredible wedding and event suppliers across the Otways and surrounding regions.

Our mission is to promote our region as a destination, support local creatives, and connect couples and planners with trusted vendors.

This digital platform is built on collaboration, community, and quality – designed to help local businesses grow together.

Thank you for considering Otway Weddings & Events. This membership guide has been created to answer your questions and help you understand how being part of our network can support your business, visibility, and growth within the wedding and events industry.

If you have any questions or would like guidance on choosing the right membership, please don't hesitate to get in touch. We're here to support you and work alongside you every step of the way.

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ABOUT US:

The people behind Otway Weddings & Events

Otway Weddings & Events was founded by John Adams of Active Draping and Melissa Smith of Otway Marketing, bringing together decades of experience across events, styling, marketing, and community connection.

With a shared passion for the Otways and surrounding regions, John and Melissa recognised a missing piece – there was no dedicated platform bringing together local wedding and event suppliers in one trusted, curated space.

Melissa Smith – Otway Marketing

Melissa is the founder of Otway Marketing and has spent over 25 years in real estate and marketing, working closely with local businesses to build strong, visible brands.

With more than four years running Otway Marketing, Melissa understands the importance of clear messaging, consistency, and being seen by the right audience at the right time.

Her role within Otway Weddings & Events focuses on strategy, promotion, and ensuring local vendors are showcased professionally across digital platforms.

John Adams – Active Draping

John brings over 40 years of experience within the events and wedding industry, specialising in luxury draping and event transformations.

Through Active Draping, John has worked across countless weddings, corporate events, and celebrations, developing a deep understanding of what makes events memorable and how collaboration between suppliers elevates the overall experience.

His hands-on industry knowledge ensures Otway Weddings & Events reflects real-world needs, quality standards, and professionalism.



WHY OWE EXISTS

Otway Weddings & Events was created to support collaboration over competition and to showcase the incredible talent within our region.

By bringing suppliers together, we aim to strengthen local connections, attract couples and planners to the Otways, and ensure our region is recognised as a sought-after destination for weddings and events.

WHY JOIN?

- ✓ Local-first and community-driven
- ✓ Designed specifically for weddings and events
 - ✓ Trusted by couples and planners
 - ✓ Encourages collaboration, not competition
- ✓ Showcases the Great Ocean Road, Otways & Hinterland as a destination region

pricing guide:

STANDARD

IDEAL FOR NEW OR GROWING
WEDDING & EVENT VENDORS

\$250 + gst

- ✓ Directory listing on Otway Weddings & Events
- ✓ Category placement on website
- ✓ One social media introduction post
- ✓ Tagged in relevant curated content
- ✓ Invitations to networking events
- ✓ Ongoing support and guidance
- ✓ Direct enquiry links

A STRONG FOUNDATION TO BUILD
VISIBILITY, CREDIBILITY, AND LOCAL
CONNECTIONS.

FEATURE

FOR VENDORS READY TO STAND
OUT

\$450 + gst

- ✓ Everything included in Standard Membership
- ✓ Logo featured on website home page
- ✓ Enhanced image gallery
- ✓ One blog post per annum
- ✓ Social media story shares
- ✓ Inclusion in seasonal campaigns
- ✓ Direct enquiry links
- ✓ Video integration (if available)

DESIGNED TO HELP YOUR BUSINESS BE
SEEN, REMEMBERED, AND CONTACTED.

VIP

PREMIUM EXPOSURE FOR LEADING
SUPPLIERS

\$650 + gst

- ✓ Everything included in Featured Membership
- ✓ Large logo on website home page
- ✓ Direct access to your website via logo home page
- ✓ Two blog post per annum
- ✓ Video integration (if available)
- ✓ Homepage or campaign highlights
- ✓ Priority scheduling and collaborations
- ✓ One-on-one exposure guidance

MAXIMUM VISIBILITY. STRONG AUTHORITY.
PREMIUM POSITIONING.

COMMUNITY

DESIGNED FOR HALLS, PUBLIC
VENUES AND COUNCIL SPACES

\$100 + gst

- ✓ For Community spaces ie. halls
- ✓ Directory listing on Otway Weddings & Events website
- ✓ Category placement on website
- ✓ Social media introduction post
- ✓ Tagged in relevant curated content
- ✓ Invitations to networking events
- ✓ Direct enquiry links

CREATED FOR COMMUNITY SPACES
WELCOMING WEDDINGS AND CELEBRATIONS.



FAQS

Helpful information for makers, vendors and collaborators

ABOUT OWE

Q: What is Otway Weddings & Events?

A: Otway Weddings & Events is a curated platform showcasing trusted wedding and event suppliers across the Otways and surrounding regions. We connect local makers with couples, planners and collaborators while promoting the region as a destination for weddings and events.

Q: Who is Otway Wedding & Events for?

A: Our platform is designed for wedding and event suppliers, creatives, venues and service providers who operate within the Otways, Colac Otway Shire, Surf Coast, Great Ocean Road and nearby regions.

Q: Is Otway Weddings & Events a booking agency?

A: No. We are a promotional and connection platform. All enquiries go directly to vendors via our website listings, and bookings are managed independently by each business.

MEMBERSHIPS & LISTINGS

Q: What does a membership include?

A: Memberships include a directory listing, exposure across our digital platforms, networking opportunities, and inclusion within a growing regional network. Higher tiers include additional promotional and visibility benefits.

Q: How long does a membership last?

A: All memberships are annual and run for 12 months from the date your listing goes live.

Q: Can I upgrade my membership later?

A: Yes. You can upgrade your membership at any time. Where possible, upgrades are prorated to reflect the remaining membership period.



FAQS

Q: Do you limit the number of vendors per category?

A: We aim to keep the directory balanced and curated. Some categories may have limited spaces to ensure fairness, visibility, and quality for all members.

Q: Can I be listed in more than one category?

A: Yes. Featured and VIP memberships allow for multiple category placements where relevant to your services.

CONTENT & PROMOTION

Q: What content do I need to provide?

A: Once you join, we'll request your logo, images, business description and contact details. For some memberships, video content may also be included if available.

Q: Who creates the social media content?

A: Otway Weddings & Events manages the scheduling and publishing of membership-related content. Vendors may be asked to provide images or videos, but content direction and consistency are handled by our team.

Q: How often will my business be featured?

A: This depends on your membership level and campaign timing. Featured and VIP members receive additional exposure across social media, blogs and curated content.

NETWORKING & COMMUNITY

Q: Are there networking events?

A: Yes. Members are invited to regular networking opportunities, industry catch-ups and collaborative initiatives throughout the year.



FAQS

Q: Do I need to attend events to remain a member?

A: No. Events are optional but encouraged as a way to build relationships and strengthen local connections and discuss further network enhancements.

Q: Can I collaborate with other vendors?

A: Absolutely. Collaboration is a core part of Otway Weddings & Events, and we actively encourage cross-promotion and partnerships within the network.

CURATION & VALUES

Q: How are vendors selected?

A: We focus on quality, professionalism, and regional relevance. Our goal is to showcase businesses that align with our values and represent the Otways positively.

Q: What if my business changes during the year?

A: If your services, branding or contact details change, simply let us know and we'll update your listing accordingly.

SUPPORT & CONTACT

Q: Who do I contact if I have questions?

A: We're always happy to help.

Email: admin@otwayweddingsandevents.com.au





WHY JOIN OTWAY WEDDINGS & EVENTS?

- ✓ Local-first and community-driven
- ✓ Designed specifically for weddings and events
- ✓ Trusted by couples and planners
- ✓ Encourages collaboration, not competition
- ✓ Showcases the Otways as a destination region

READY TO JOIN?

Join a growing network of trusted wedding and event professionals proudly representing our region.

Email: admin@otwayweddingsandevents.com.au
Region: Colac Otways · Surf Coast · Great Ocean Road
Instagram: [@otwayweddingsandevents](https://www.instagram.com/otwayweddingsandevents)

OTWAYWEDDINGSEVENTS.COM.AU



WHAT TO EXPECT ONCE YOU'VE JOINED

A simple, supported onboarding process

Once your membership is confirmed, you'll receive a welcome email from Otway Weddings & Events outlining next steps and what we need from you to get started.

We'll ask you to provide a small set of assets so we can create your listing and promotional content, including:

- Business description
- Logo
- High-quality images
- Contact details and website links
- For Featured and VIP members, video content may also be included if available

Your business will be added to the Otway Weddings & Events directory within the appropriate category or categories based on your membership level.

Once live, couples and planners can view your profile and contact you directly.

Your business will be introduced across Otway Weddings & Events social platforms in line with your membership inclusions. This will include:

- A welcome or feature post
- Instagram story shares & Inclusion in curated or seasonal content (feature & VIP only).

All content is scheduled to ensure consistency and balance across the network.

As a member, you'll be invited to networking events, industry catch-ups, and collaborative opportunities throughout the year. Participation is optional but encouraged as a way to build relationships and strengthen local connections.

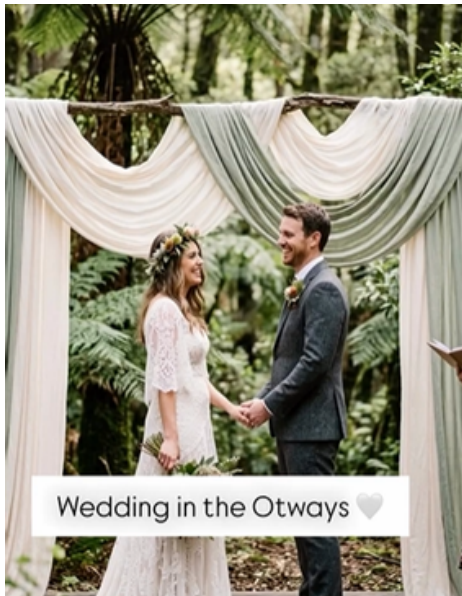
We're here to support you throughout your membership. If your business details change, or you'd like to discuss upgrades, collaborations, or opportunities, simply get in touch and we'll assist where possible.

Otway Weddings & Events is designed to be supportive, collaborative and easy to be part of – so you can focus on doing what you do best.

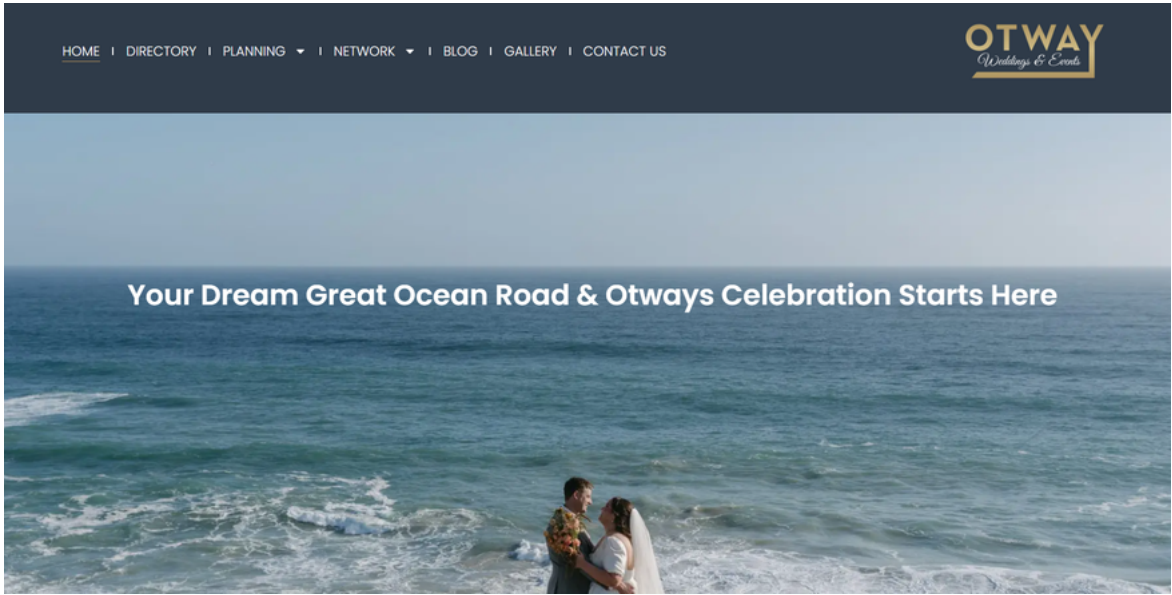
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EXAMPLES

Social Media



Website



Accommodation



Cake



Catering / Bar Service



Celebrants



Elopements



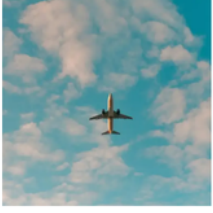
Florist



Hair



Hire / Styling / Decor



Honeymoon & Travel Services



Jewellery

Blog Posts



Active Draping | Transforming Regional Venues for Weddings, Celebrations & Events

June 10, 2026



Contact

admin@otwayweddingsevents.com.au

otwayweddingsevents.com.au

SHOWCASING TRUSTED WEDDING & EVENT SUPPLIERS ACROSS THE OTWAYS