



Australia's National Landscapes

Marketing Update

NLRC Meeting May 2011



Australian Government
Director of National Parks

There's nothing like Australia's National Landscapes.



australia.com

Making Tracks



Musicians inspired by Landscapes

- Australia's Red Centre
- Kangaroo Island
- Australian Alps

What: TA teamed with Google and YouTube™ to deliver a new digital marketing campaign

Goal: To showcase Australia's iconic landscapes and attractions to an international online audience of millions.

How: Paring 4 Aussie musicians with 4 International musicians and sending them out into a landscape to be inspired to write a piece of music.

This was captured in film and broadcast on YouTube in conjunction with the YouTube Symphony Orchestra.

Making Tracks



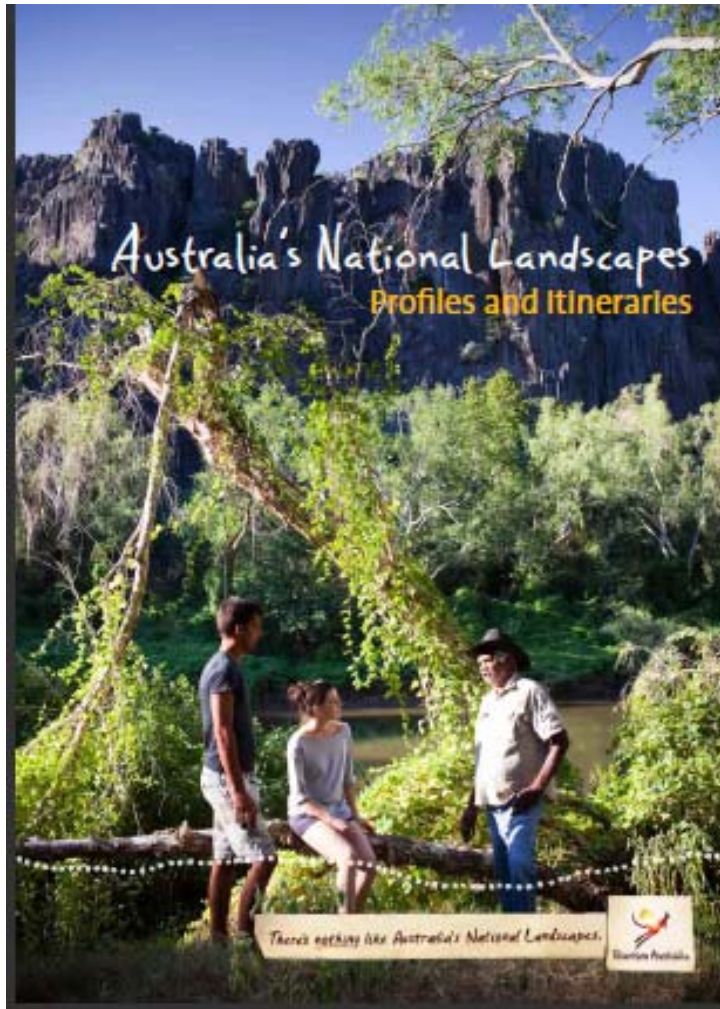
Results:

33 million around the world watched the YTSO.

In more detail:

- 11.1 million streams during the YouTube Symphony Orchestra concert
- 2.8 million views of the mobile live stream making it the biggest ever YouTube mobile live stream
- 19.1 million streams took place as the concert was replayed on YouTube in the following 24 hours after the concert

ATE 2011



- Signage on booths for sellers to showcase they are part of National Landscapes
- Profiles and Itineraries Brochure distributed to Media and Buyers.
- Flyer where to find (including booth numbers) sellers from each Landscape
- 5 articles in ATE Daily
- Appointments with STO, RTO, and NL stakeholders

Next Steps.....
ATE 2012 Perth

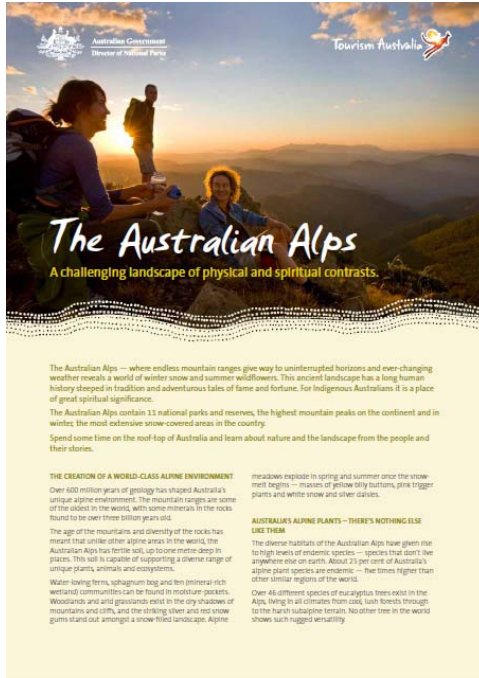
Outcome Report

Distribution:

- On Corporate Site
- Stakeholder Newsletter
- Hard copies being distributed to Steering committees for dispersal
- Via Essentials
 - Received 54 Downloads



Conservation Fact Sheets



-Highlight the unique natural and cultural values of the Landscape and reflects its brand essence

-Give an overview current conservation work and identify top conservation priorities

-Promote opportunities for visitors to get involved in conservation, either through voluntourism products or donations to local conservation efforts.

Next Steps.....

-Currently sitting with steering committee's for content approval
 -Factsheets will be ready for distribution early July.

New Image Collections



We now have complete National Landscape image collections on the Image Gallery.

Added recently:

- Great South West Edge
- Kimberley
- Kangaroo Island
- Ningaloo – Shark Bay

Next Steps.....
Image Drive

Going out to stakeholders requesting images of landscape, flora, fauna and species to complete the collections

New Content

The screenshot shows the Tourism Australia Media Centre website. The main navigation bar includes links for Home, Media releases, Fact sheets, Newsletters, Feature stories, Media hosting, Events & promotions, Videos, and Contacts. The page is titled "National Landscapes" and features a search bar for fact sheets. The main content area displays a featured article from 30 July 2010 about "Australia's National Landscapes" and a list of fact sheets under the heading "Fact Sheets - National Landscapes". The fact sheets listed are "Australian Alps", "Australia's Red Centre", and "Coastal Wilderness". A sidebar on the right contains sections for "Image Gallery", "Did You Know?" (with a link to "Aboriginal Australia"), and "Useful Links" (with links to "Videos", "Australian Media Kit", and "Tourism Research").

Factsheets

- Ningaloo – Shark Bay
- Great South West Edge
- Kimberley
- Great Barrier Reef

Copy Write Feature Articles

- Ningaloo – Shark Bay
- Great South West Edge

Next Steps.....

Communications stock take

New look stakeholder newsletter



- New look e-newsletter
- 730 subscribers
- Recruited 50 more subscribers over ATE
- Ability now to track interactions
- March Edition - 39% open rate
- Next Edition out next week
- Have you subscribed?

Consumer Site



www.australia.com/nl

Digital consumer site

By the end of June 30.....

- National Landscapes will have added 7 new language sites bringing the total to 17
- Additional 3 Newer Landscapes on the Website
 - Kimberley
 - Great South West Edge
 - Ningaloo – Shark Bay
- Updated SEO for all 17 sites



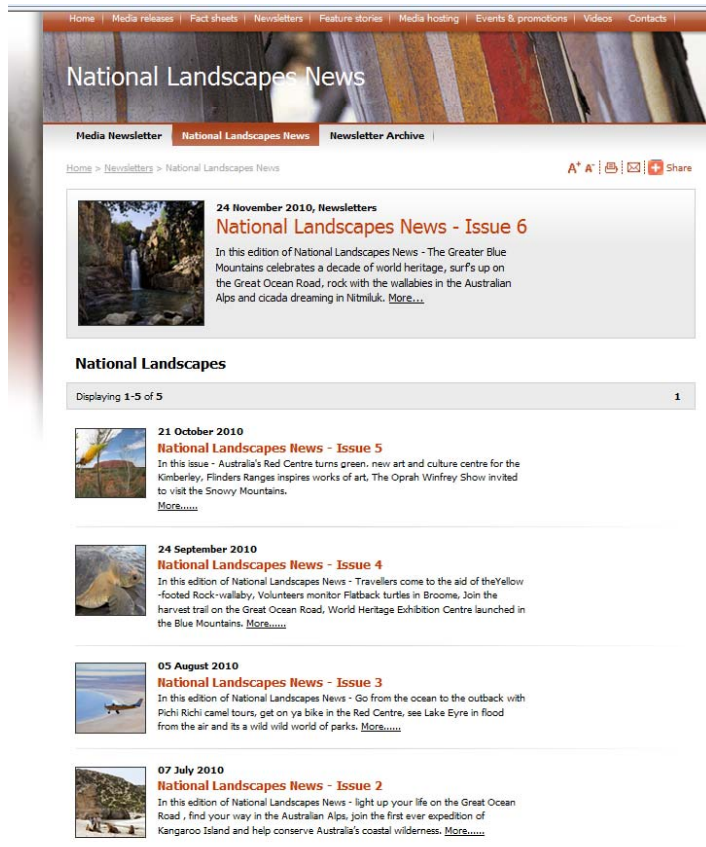
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Australia.com

Media e-Newsletter

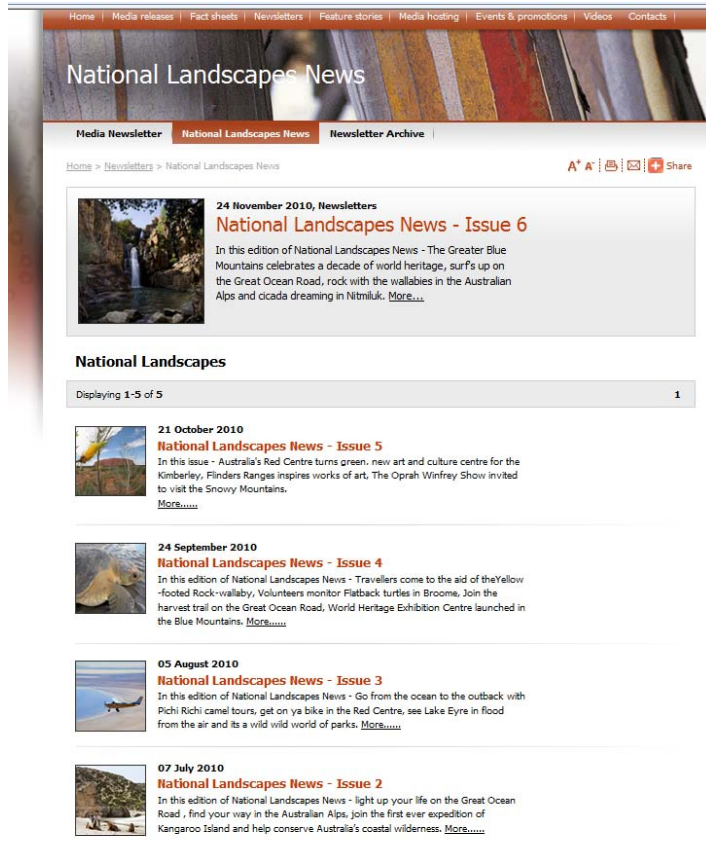


www.media.australia.com

Updates:

- 1 x media e-Newsletter per month
- Opportunity for each NL to have 1 x story
- 8 x editions circulated to date
- 700 distribution
- 4000 hits per week on media site

Media e-Newsletter



www.media.australia.com

To gain more attention with media we will adding themes to each addition

Example of Themes:

- **Creatures Great And Small**
- **Great Walks** (focus on major trails in each landscape)
- **Indigenous Song lines** for each landscape
- **Bird Watching** (focus on rare and “only in this landscape”)
- **Springtime** in Landscapes (what happens in spring in each landscape, animals and birds, migration, plants, wildflowers climate etc)

Next Steps.....

Creating Groups of Story Tellers

DOWNUNDER TRAVEL BULLETIN


THE LATEST TOURISM NEWS FROM
AUSTRALIA, NEW ZEALAND AND THE SOUTH PACIFIC

- Is a 6 page fortnightly trade publication communicating tourism news from "Downunder" targeting international wholesalers and specialist retailers around the world who specifically promote and sell the region
- 1000 plus printed hard copies distributed to wholesale/retail product decision-makers worldwide.
- 6000 plus Electronic versions distributed worldwide.
- 2579 copies to Aust -based ITO's and Suppliers.

Down Under Travel Bulletin

Australia's National Landscapes

FLINDERS RANGES



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www.webaddress.com.au

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DIRECTORY LISTING

SIGHTSEEING EXCURSIONS, ACTIVITIES, EXPERIENCES




Company Name	Additional info here. Additional info here.	Web: www.website.com.au Email: name@email.com.au
Company Name	Additional info here. Additional info here.	Web: www.website.com.au Email: name@email.com.au
Company Name	Additional info here. Additional info here.	Web: www.website.com.au Email: name@email.com.au
Company Name	Additional info here. Additional info here.	Web: www.website.com.au Email: name@email.com.au
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Company Name	Additional info here. Additional info here.	Web: www.website.com.au Email: name@email.com.au
Company Name	Additional info here. Additional info here.	Web: www.website.com.au Email: name@email.com.au

ACCOMMODATION, RESORTS, OVERNIGHTS

Company Name	Additional info here. Additional info here.	Web: www.website.com.au Email: name@email.com.au
Company Name	Additional info here. Additional info here.	Web: www.website.com.au Email: name@email.com.au
Company Name	Additional info here. Additional info here.	Web: www.website.com.au Email: name@email.com.au
Company Name	Additional info here. Additional info here.	Web: www.website.com.au Email: name@email.com.au
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Company Name	Additional info here. Additional info here.	Web: www.website.com.au Email: name@email.com.au
Company Name	Additional info here. Additional info here.	Web: www.website.com.au Email: name@email.com.au

OTHER TOURISM SERVICES

Company Name	Additional info here. Additional info here.	Web: www.website.com.au Email: name@email.com.au
Company Name	Additional info here. Additional info here.	Web: www.website.com.au Email: name@email.com.au
Company Name	Additional info here. Additional info here.	Web: www.website.com.au Email: name@email.com.au
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- June: Red Centre
- July: Flinders
- Aug: Great South West Edge
- Sept: Green Cauldron
- Oct: Great Barrier Reef
- Nov: Australian Alps
- Dec: Aust Costal Wilderness
- Jan: Kakadu
- Feb: Kimberley
- March: Great Ocean Road
- April: Greater Blue Mountains
- May: Kangaroo Island
- June: Ningaloo
- July: Wet Tropics

National Landscapes DVD

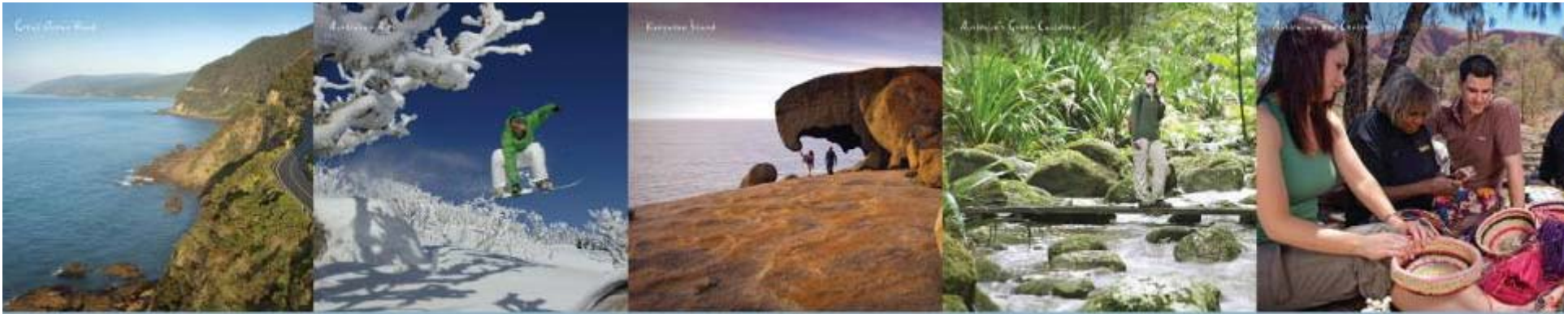


What: Compose a great and useful tool to assist communication of the Landscape program. Sending out a clear message about what the program is about and in turn getting people on board

Why: To assist steering committee's , STO's, RTO's and Local councils to communicate the message to the wider stakeholders

How: To be completed by End of August Involvement from key stakeholders

How: 5 – 7 min DVD that is informative and also inspiring. When the content is delivered in person, stakeholders tend to have a “light-bulb moment.” This piece needs to achieve a similar response. The tone and voice should be enlightening, motivating, informative but not delivered too seriously. The music, footage, and voice over should assist in creating this effect.



Thank You



Australian Government
Director of National Parks

