



# Australia's National Landscapes

Marketing Activity Plan  
2011/2012



# Marketing Activity Plan

## June 2011

Activity Type	Activity	Details	Landscapes Involved/ Status of Project	More Information contact
<b>Stakeholder and Trade Engagement</b>	DVD Communication Tool	Create, edit and distribute 3 – 7 minute DVD that is informative and also inspiring. Sending out a clear message about what the program is about. For utilisation in educating stakeholders on the program as well as presentations at trade events	Available in October 11	Ingrid Johnson TA
<b>Stakeholder Communication</b>	Stakeholder Newsletter	Create and deliver bimonthly Stakeholder Newsletter 6 x editions to subscribe email <a href="mailto:nationallandscapes@tourism.australia.com">nationallandscapes@tourism.australia.com</a>	Newsletters to be delivered in August 11, October 11, December 11, February 12, April 12 and June 12	Ingrid Johnson TA
<b>Trade engagement and training</b>	National Landscapes Program summary flyer	Prepare content for new and up to date program flyer	All	Ingrid Johnson TA
<b>Stakeholder Engagement and communication</b>	STO/Parks Forum	Prepare/Host 1 x day informative forum for STO a Parks stakeholders STO Parks Forum	March 2012....	Ingrid Johnson TA or Leanne McLaughlin PA
<b>Stakeholder Engagement and communication</b>	Annual National Landscapes Forum	Prepare/ Host 2 x day informative forum for key stakeholders Mount Buller	November 2011...	Ingrid Johnson TA or Leanne McLaughlin PA
<b>Stakeholder Engagement and communication</b>	NLRC Meetings	Host Quarterly NLRC 1 day Meetings	Dates to be included 25 August 2011 24 November 2011 23 February 2012 24 May 2012	Ingrid Johnson TA or Leanne McLaughlin PA
<b>Stakeholder Engagement</b>	National Landscapes Guide Book	Develop a National Landscapes guidebook/tool kit for each individual landscape to assist with wider stakeholder engagement and understanding of the program. To assist with the "whats in it for me question" as well to deliver products on landscape message	Prototype currently being finalised. Roll out plan in place.	Ingrid Johnson TA
<b>Trade engagement and training</b>	TA Staff Training	Facilitate training for internal staff and regional offices on National Landscapes program, activities and support them in their efforts in Marketing in incorporating National Landscapes in their messaging about "Nature and Journeys of Australia"	All	Ingrid Johnson TA
<b>Trade/Media Marketing</b>	ATE 2012	Attend ATE and deliver engaging National Landscapes initiative/"idea" to engage Trade and Media	ALL	Ingrid Johnson TA

<b>Trade Marketing</b>	Down Under Travel Bulletin	Feature National Landscapes program monthly in this publication to educate Trade on the Nature experiences in Australia. Each landscape to be featured one month of the year. TA to provide content and Landscapes to approve. This publication is delivered in hard copy and by email to leading global travel trade.	<b>2011:</b> June: Red Centre July: Flinders Aug: Great South West Edge Sept: Green Cauldron Oct: Great Barrier Reef Nov: Australian Alps Dec: Aust Costal Wilderness  <b>2012:</b> Jan: Kakadu Feb: Kimberley March: Great Ocean Road April: Greater Blue Mountains May: Kangaroo Island June: Ningaloo July: Wet Tropics	Ingrid Johnson TA
<b>Trade Marketing</b>	Aussie Specialist Program (ASP)	Roll out National Landscapes ASP specific modules to go live for all landscapes – Educating Trade on Nature experiences in Australia. TA to write modules and supply images to be uploaded onto the ASP site. Landscape steering committee's to approve final draft.	All Launched Landscapes	Ingrid Johnson TA
<b>Trade Marketing</b>	Trade Itineraries	Develop Itineraries - Deliver interesting and immersive Itineraries for each landscapes. These will be for Trade to utilise to assist them with developing holidays for consumers. For some landscapes this means develop from scratch and for other existing it will require a refresh.	All	Ingrid Johnson TA
<b>Consumer Marketing</b>	Social Media	Develop content strategy in line with TA's overarching strategy, via Facebook (NL video highlights, polls, images). Leveraging off the 1.6 million fans of Australia on Facebook.	All	Ingrid Johnson TA
<b>Consumer Marketing</b>	National Landscape Site	Roll out the already developed Digital Marketing/NL work plan for the next 12 months (new content, Language translations, NL passion points, vignettes, and factsheets, Facebook and Twitter links)	All	Ingrid Johnson TA
<b>Consumer Marketing</b>	Conservation Factsheets	Develop and distribute conservation Factsheets for each landscape	For distribution in July	Ingrids Johnson TA and Leanne McLaughlin PA

<b>Consumer Marketing</b>	Domestic Campaign	Developing a plan to motivate and incentivise stakeholders in each Landscape to be involved and engaged in the Domestic 'theres nothing like.....' campaign.	All	Ingrid Johnson TA
<b>Media</b>	Fact Sheets	Develop content - Deliver Landscape Fact Sheets for Media to utilise to inspire news angles for their writing. For some landscapes this means develop from scratch and for other existing it will require a refresh. These will be delivered to Journalists and housed on the Tourism Australia Media Website	All	Ingrid Johnson TA
<b>Media</b>	Feature Stories	Develop content - Deliver Copyright free Feature Stories for each landscapes. For some landscapes this means develop from scratch and for other existing it will require a refresh. These will be delivered to Journalists and housed on the Tourism Australia Media Website	All	Ingrid Johnson TA
<b>Media</b>	Itineraries	Develop Itineraries - Deliver interesting and immersive Itineraries for each landscapes. For some landscapes this means develop from scratch and for other existing it will require a refresh. These will be delivered to Journalists and housed on the Tourism Australia Media Website	All	Ingrid Johnson TA
<b>Media</b>	Wildlife Calendar	Develop a Wildlife Calendar - 'What you can see each month of the year'	For distribution in September	Ingrid Johnson TA
<b>Consumer and Media</b>	Global PR Meetings	Attend phone hook ups monthly with each of TA's global PR teams to distribute messages of NL into existing TA PR and Marketing opportunities.  Offices: UK, Europe, Japan, China/ Korea/Hong Kong, USA, Singapore and Malaysia.	All	Ingrid Johnson TA



<b>Media</b>	Monthly E-Newsletters	Write and distribute monthly e newsletter these are based around themes each month please see themes for the next 12 months. These are distributed to 700 journalist and will live on the Media website which recieved 4000 hits per week. <b>May:</b> Great Walks <b>June:</b> Bird Watching <b>July:</b> Heritage In Australia <b>Aug:</b> Springtime <b>Sept:</b> Indig Songlines <b>Oct:</b> Voluntourism <b>Nov:</b> Eco Luxury <b>Dec:</b> Holidaying with Kids <b>Jan:</b> Summer News Angles <b>Feb:</b> Food and Wine <b>March:</b> Meet the Locals <b>April:</b> Autumn <b>May:</b> Cycling <b>June:</b> Journeys <b>July:</b> Camping <b>Aug:</b> Festivals <b>Sept:</b> Natural Events <b>Oct:</b> Art Trails	A content planner will be available in July outlinging dates and confirming themes.	Ingrid Johnson TA
<b>Content Communication</b>	Story Tellers	Develop a tribe of Story Tellers from each landscape to engage with TA and Copy Writer Kris Madden to assist with and ensure we have new and exciting content to deliver to Global PR	Team of Story tellers to be advised to Ingrid by June 30. Next steps to hold a phone hook up to discuss content plans for 11/12	Ingrid Johnson TA
<b>Planning</b>	Content Phone hook up	Host an phone hook up with each landscapes team of Story Tellers (once established) and Kris Madden, our Landscapes copy writer to discuss planning for content and establish strategy for the year ahead.	July/August 2011	Ingrid Johnson TA
<b>Media</b>	New Product	Develop listing of new and changing product in each landscape to deliver to the global PR teams on a quarterly basis	All landscapes to provide content	Ingrid Johnson TA
<b>Media</b>	PR Global Meetings	Ingrid to attend Tourism Australia's Global PR monthly phone hook ups with 5 individual offices to discuss opportunites to message landscapes in up and coming activities	All	Ingrid Johnson TA
<b>Media, Trade and Consumer Marketing</b>	Landscape Image Collections	Tourism Australia has recently set up individual landscape image collections. We are in the process of identifying the gaps of these collections and will be going out to each landscape to ask if we have exisiting images to complete the collections - Including iconic, flora, fauna and species.	All	Ingrid Johnson TA

## Contact us

### Tourism Australia

Ingrid Johnson  
Experiences Project Manager  
[ijohnson@tourism.australia.com](mailto:ijohnson@tourism.australia.com)  
Ph: 02 9361 1239

### Parks Australia

Leanne McLaughlin  
Assistant Director | Planning, Tourism  
and National Landscapes  
[Leanne.McLaughlin@environment.gov.au](mailto:Leanne.McLaughlin@environment.gov.au)  
Ph: 02 6275 9088



Australian Government  
Director of National Parks



Tourism Australia