



Australian Government  
Director of National Parks



# Great Ocean Road

A guide book to making the most  
of your Landscape Positioning

AUSTRALIA'S NATIONAL LANDSCAPES PROGRAM



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GREAT OCEAN WAL

Walk Victoria's Icons



# Think of the Great Ocean Road as your land of opportunity!

## **OPPORTUNITY 1**

It's one of 16 iconic Australian National Landscapes marketed worldwide by Tourism Australia.

## **OPPORTUNITY 2**

That marketing is aimed at Experience Seekers: high yield, long-stay visitors looking for authentic and memorable experiences.

## **OPPORTUNITY 3**

A lot of research has already been done to identify the Great Ocean Road's point-of-difference and unique experiences.

## **OPPORTUNITY 4**

Designing and delivering quality experiences (either within your own business or in partnership with others) can improve and diversify your tourism offering.

## **OPPORTUNITY 5**

World-class experiences will not only attract international visitors, but also more Australian visitors. There are plenty of Australian Experience Seekers.

The aim of this guide is to provide ideas and inspiration to help you deliver the best experiences for your visitors and to help you prosper.

This guidebook has been created for everyone involved in providing or facilitating visitor services or who shares a common interest in this landscape, including:

- > tour operators
- > accommodation or hospitality establishments
- > retail businesses
- > tourism or discovery centres
- > Indigenous groups or businesses
- > local councils
- > state or federal government agencies
- > environment groups or protected area managers.

In addition to the information supplied in this guidebook - there are a number of worksheets available to download throughout the book which will assist you with implementing ideas into your own organisation.

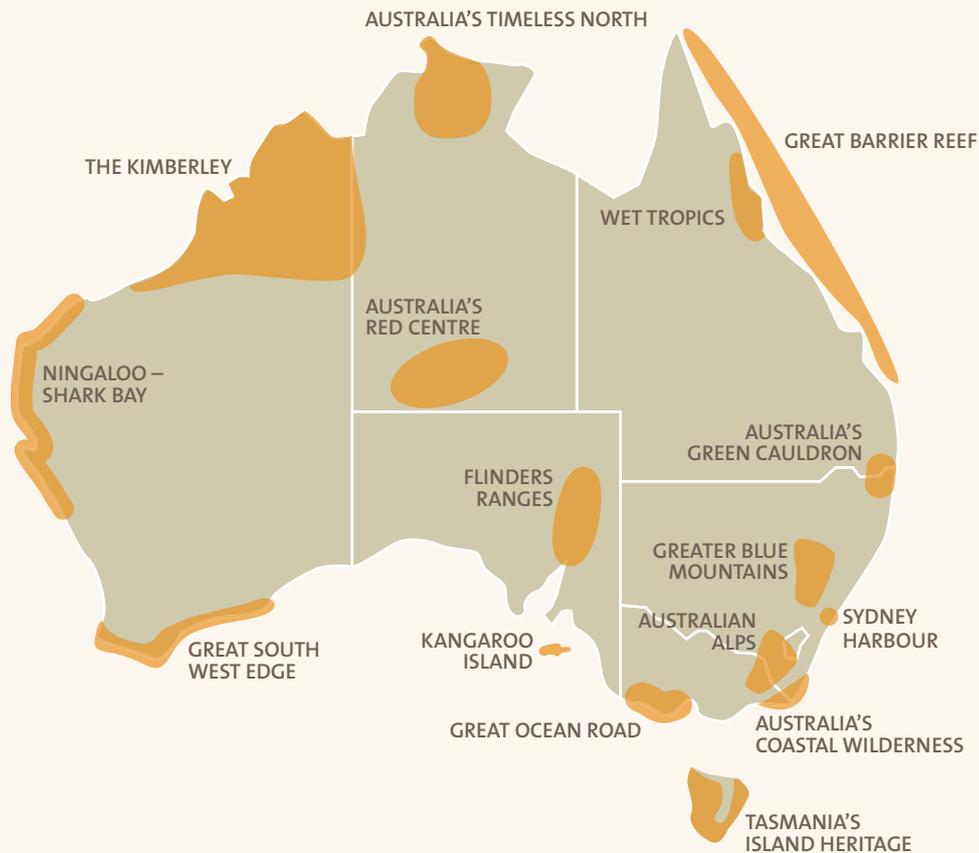


SECTION 1

# *Australia's National Landscapes*

Nature motivates people to travel to Australia more than any other experience.

Based on research conducted by Tourism Australia in 2010



# Get on board and help show the world why there's nothing like Australia

## WHAT'S IT ALL ABOUT?

In research conducted by Tourism Australia, nature motivates people to travel to Australia more than any other experience. Australia therefore has the opportunity to be at the forefront of the global nature-based tourism industry.

Australia's National Landscapes Program is a partnership between tourism and conservation, which aims to:

- > promote Australia's world-class, high quality visitor experiences
- > increase the value of tourism to regional economies
- > enhance the role of protected areas in those economies
- > build support for protecting our natural and cultural assets.

The program has identified Australia's iconic natural and cultural destinations and now aims to improve the delivery of quality visitor experiences within them.

## STATUS OF THE PROGRAM

Tourism Australia and Parks Australia partnered in 2005 to develop Australia's National Landscapes Program. Since then, 16 areas have joined the program, completing the collection. Australia's National Landscapes are shown above.

In order to become a National Landscape, each area had to undertake an extensive application process. National Landscapes accepted into the program are expected to participate in a range of activities, such as Landscape Positioning and regional planning to underpin regional success.

**For further information visit [www.tourism.australia.com/nl](http://www.tourism.australia.com/nl)**

**To learn more about the National Landscape Program [click here](#) to download the flyer.**



## Great Ocean Road



-  Roads
-  National Landscape Area
-  Local Government Areas



Map produced by:  
 Environmental Resource Information Network (ERIN),  
 © Commonwealth of Australia, Department of  
 Sustainability, Environment, Water, Population &  
 Communities, May 2012.

Albers Equal Area projection on the GDA94 Datum.

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# It's no surprise that Great Ocean Road has been chosen as one of Australia's National Landscapes

How will this benefit tourism in Great Ocean Road ?

Let's rephrase that question: Why should you align your business with Great Ocean Road and Australia's National Landscapes Program?

There are plenty of benefits. Here are some:

1. Generate more income by responding to growing international and local demand for experiential tourism – longer stay, higher yielding customers.
2. Gain an edge on your competitors – by aligning your business offering with your National Landscapes global point-of-difference.
3. Achieve higher yields by shifting to value-based pricing – because experience-based tourism is worth more than goods or services.
4. Earn a much greater return on investment - because experience-based tourism isn't about large investments in capital infrastructure.
5. Excite and inspire your employees – by developing and delivering innovative, original tourism experiences that capture your customers' emotions.
6. See happy customers become online and word-of-mouth advocates for your business.
7. See the changes in your business as your visitors stay longer and spend more - because of an enhanced experience offering.
8. Potential to develop partnerships that improve the effectiveness of your marketing dollar.
9. Opportunity to tap into potential partners and suppliers who work with you to create fantastic experiences for your guests.
10. Potential to attract strategic investment or partnership opportunities for your business.
11. Opportunity to motivate and bring together members of your local businesses community to help create an all-encompassing experience for your visitors.
12. Global marketing support for Great Ocean Road experiences through Tourism Australia's PR and marketing activities.



**Did you know:**

Recent research from Teletext Holidays revealed that more than 25% of Britons were moved to book an exotic holiday after seeing a Facebook friend's holiday snaps online. Almost one fifth of those people also admitted to booking an identical trip.

# Meet your best customer: The Experience Seeker

Experience Seekers can be found in any age group, income range, stage of life and come from many different countries, including Australia. They are adventurous and self motivated, love the outdoors, and are ecologically minded.

## THEY WANT:

- > something different and unique
- > natural, untouched environments
- > opportunities for life-changing experiences
- > to understand and experience local culture
- > to discover something new
- > to see the real Australia
- > to gain knowledge
- > 'bragging rights'
- > value for money.

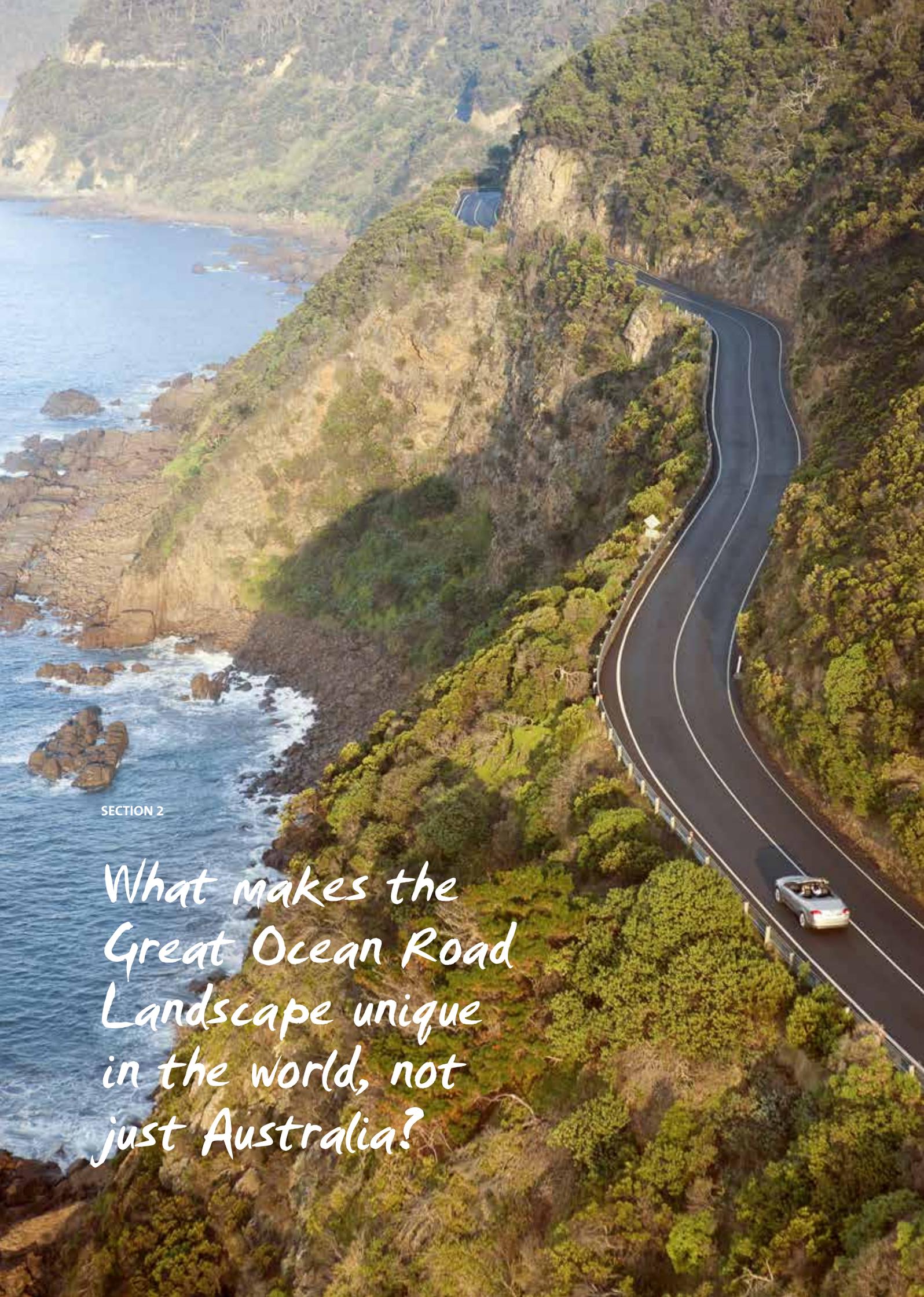
They are opinion leaders and advocates within their social circle. They share their holiday experiences with peers, colleagues, friends and family. Their influence and positive word-of-mouth can secure you a return stream of like-minded visitors into the future.

Experience Seekers from around the world tell us that they want to experience something unique and different. Australia promises them that this is the place where they can fulfil their dreams.

Memorable, engaging visitor experiences bring your Landscape Positioning to life. They help make Great Ocean Road a must-do destination when visiting Australia.

Deliver those experiences and your Experience Seekers will tell the world!



An aerial photograph of the Great Ocean Road in Australia. The road is a dark asphalt ribbon that curves elegantly along the edge of a steep, forested cliff. To the left, the ocean is a deep blue, with white waves crashing against dark, jagged rock formations. The cliffside is covered in dense, green vegetation, with some rocky outcrops visible. In the distance, another part of the road is visible, curving around a bend in the cliff. A small white car is driving on the road in the lower right quadrant of the image.

SECTION 2

*What makes the  
Great Ocean Road  
Landscape unique  
in the world, not  
just Australia?*

# Each National Landscape offers a uniquely engaging experience of nature and culture

## Find the uniqueness – your Landscape Positioning

The first step involved locals distilling what Great Ocean Road has that isn't found anywhere else in the world.

Landscape Positioning workshops were held throughout the Landscape.

The goal was to discover and document the core positioning that distinguishes Great Ocean Road from other Landscapes throughout Australia.

This agreed Landscape Positioning is not about an advertising campaign, a new logo or even a tag line. Positioning is the engine that drives the way you offer and deliver your product now and for decades to come. It permeates all experiences, creative approaches, communication and marketing.

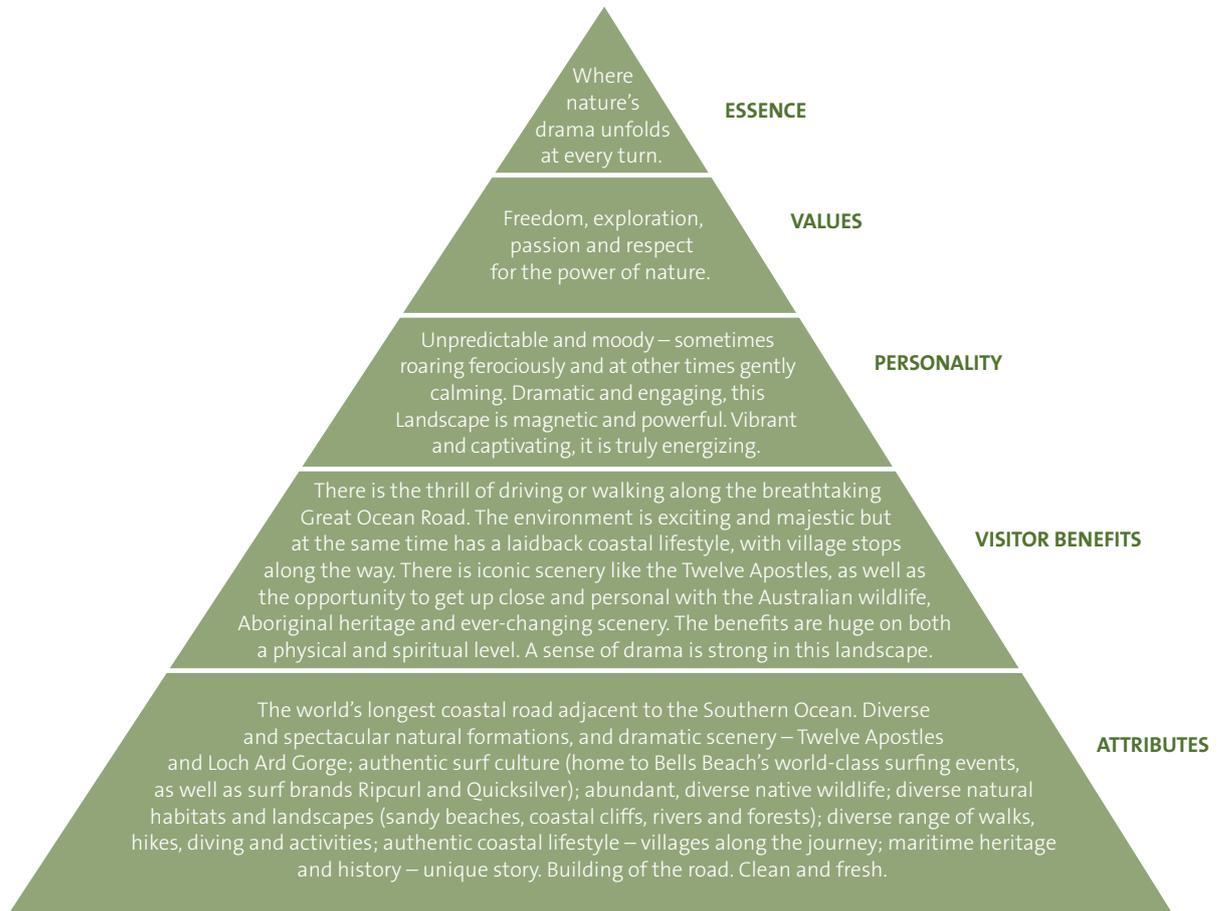
It's what differentiates you. It's your competitive advantage.

This is the unique voice of Great Ocean Road. Positioning underpins the words and images we use to sell our Landscape to the world. The more consistently we all use those words and images, the stronger our message.

It's what differentiates you. It's your competitive advantage.

This is the unique voice of the Flinders Rangers. Positioning underpins the words and images we use to sell our Landscape to the world. The more consistently we all use those words and images, the stronger our message.

# The Landscape positioning for Great Ocean Road



The Great Ocean Road is a dramatic stretch of Australia's coastline where the raw energy of the Great Southern Ocean abuts a spectacular landscape to create awe-inspiring scenery. A vast array of ever-changing landscapes, communities, habitats and wildlife will captivate and invigorate.

## HOW DO YOU EMBRACE THIS POSITIONING?

It's about how you, your business and the entire community connect with this unique identity. The more people (directly or indirectly) who have some involvement projecting the positioning, the quicker your target audience will understand what it is that makes your Landscape unique.

'Nature's drama unfolds at every turn' means you are free to spend time telling exciting stories that show your own love of the Great Ocean Road.

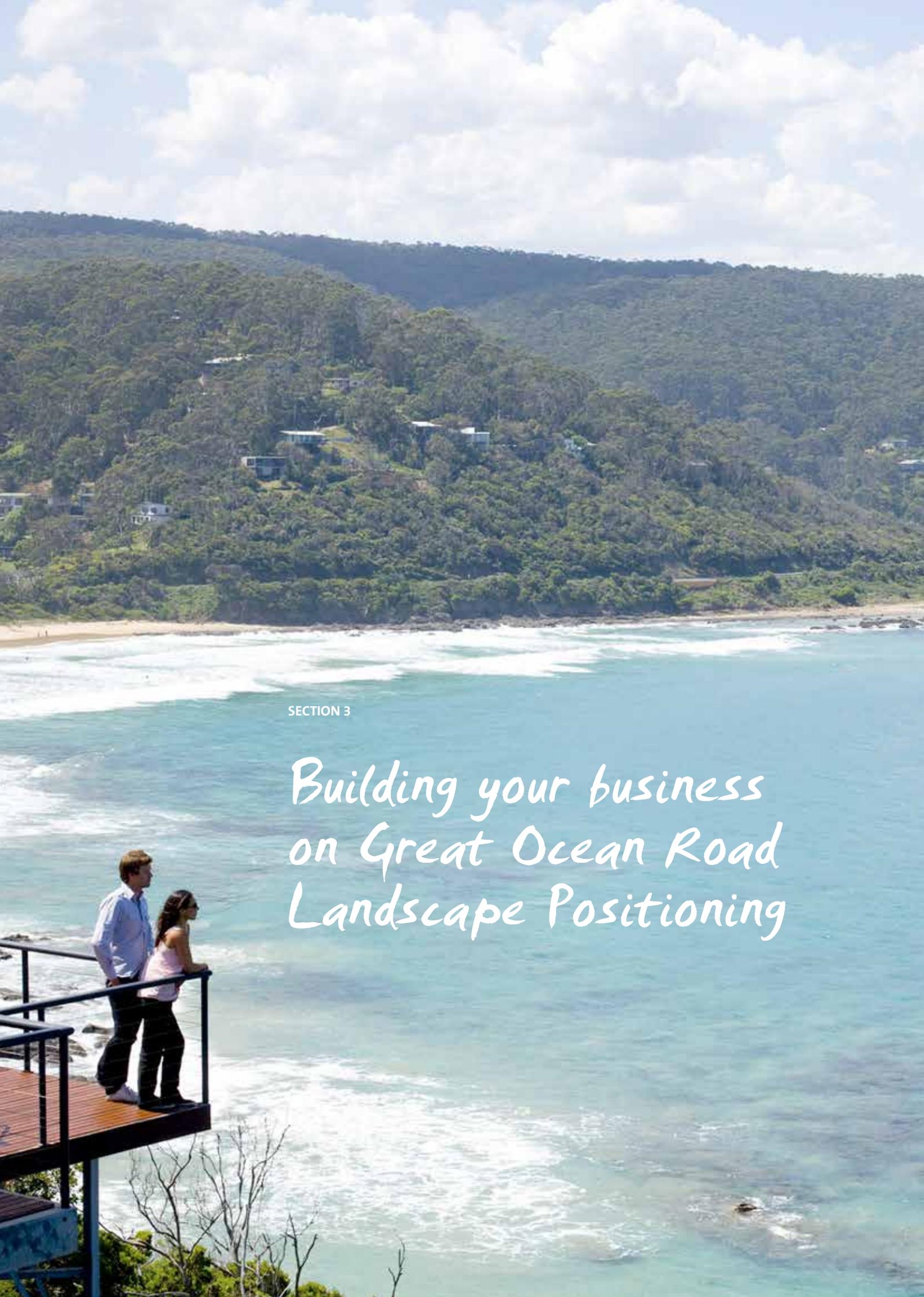
Think about the first time you came here. Think about what you love about this place, why you chose to be here. What makes the Great Ocean Road so special to YOU? Your passion is contagious. Tell visitors your stories. Share your experiences. Because that's what they're seeking.

**GREAT OCEAN ROAD IS 'NATURE'S DRAMA UNFOLDS AT EVERY TURN'**

## WHAT MAKES YOU UNIQUE?

Consider what your landscape offers. The following chart was developed based on the original Landscape application and evolved throughout the workshop positioning process. This chart highlights the key validation to justify your central Positioning statement. This is the content (and context) that makes the Experience Seeker target market believe landscape Great Ocean Road is unlike anywhere else in the world.





SECTION 3

# *Building your business on Great Ocean Road Landscape Positioning*

# Building your business on the Great Ocean Road Landscape Positioning

Your competitive advantage comes from turning this Landscape’s competitive advantage into the EXPERIENCE you provide your visitors.

Whether your business engages directly with visitors or operates behind the scenes, your most valuable marketing tool is the experience you give your visitors. If their experience rates an 8/10 or more, you can expect word-of-mouth to help sell your product or National Landscape.

So what is an ‘experience’? An experience is what your visitor gains from the combination of activities, settings and personal interactions they participate in when they visit your region. Think unique, unexpected and exotic; things that your guests can’t do anywhere else in the world – the kinds of things that mean they’ll post a photo on Facebook straight away and still talk about them at dinner parties twenty years later.

This overview includes ideas and thought starters which can help you build a real competitive advantage. When refreshing your product or developing new experiences, consider how you could reflect the essence of nature’s drama unfolds at every turn in everything you do.

Ten years of economic research has shown that true experiential tourism is not only a real point-of-difference in a crowded market place, it’s also a product for which Experience Seeker tourists are prepared to pay a premium. As an added bonus, experiences can be a much lower-cost investment because they don’t necessarily involve capital infrastructure changes or upgrades.

## THE EXPERIENCE SPECTRUM AND YOUR BOTTOM LINE

As a business or organisation in Great Ocean Road you’re providing goods and services to visitors at different points on the Experience Spectrum. The higher your offerings are on the spectrum, the better your competitive positioning and the greater your returns.

As you can see, the further along the spectrum the product is, the more special it is for your visitor, the more they will value it and the more they will be prepared to pay for it. Think about ways this spectrum can apply to your business or service. The bare bones of the theory are:

The commodity is the basic product which is available to everyone. The goods are the tangible products we can sell based on the commodity. The goods and commodities enable you to add services. Goods and commodities provide opportunities to create an experience.

To learn more about creating a more competitive offer [click here](#)

## Experience Spectrum

The following diagram show the process for moving from offering just individual commodities, products and services to offering compelling experiences



# Six Steps to Delivering a Great Visitor Experience

## 1. Focus, Focus, Focus!

- > Who is your target market and what experiences do they want?
- > What do you want them to take away from the experience: feelings, images, memories?
- > What do you want them to be telling others about the experience?
- > You can't be all things to all customers. But if you focus on Experience Seekers and provide memorable, world-class experiences for them, the rest will come!

## 2. What experiences fit with your business?

- > What can your business offer?
- > What community resources (natural and built physical assets, community members and organisations) can you involve?
- > What partners/suppliers could you involve?

## 3. Plan the experience

- > Your guests should be as actively involved as possible - not passive spectators.
- > Identify the theme around which you will build the Experience – look to your Landscape Positioning for inspiration.
- > The experience should involve their emotions and senses and include a 'wow!' factor that makes it truly memorable.
- > The experience must be authentic and 'on brand': consistent with Landscape Positioning.
- > Plan every detail – such as timing to allow for visitor response and engagement, sequencing, best group size, safety and weather, dealing with guest physical limitations
- > Remember, you are providing a world-class experience to a discerning market. Leave nothing to chance.
- > Set your price – Experience Seekers will pay a premium for a premium experience (unique, authentic, personalised, 'wow!'), but have a well-developed sense of perceived value..

## 4. Training and test flight

- > Make sure your staff and any partners clearly understand your guests' expectations, the precise details of the experience and their role in delivering it.
- > Test the product in real time with non-paying 'guests' and tweak as needed.

## 5. Market and communicate

- > How will you market to potential consumers and to businesses?
- > Increasingly, customers (actual and potential) talk to each other. Will you monitor these conversations or maybe join them?
- > How will you maintain contact with past customers?

## 6. Deliver, evaluate, modify

### GREAT CUSTOMER EXPERIENCES ARE:\*

- > **A source of long-term competitive advantage**
- > **Created by consistently exceeding customers physical and emotional expectations**
- > **Differentiated by stimulating emotion**
- > **Enabled through inspirational leadership and facilitated by culture**
- > **Revenue generating and can reduce costs**
- > **An embodiment of the Landscape Positioning**

*\*Colin Shaw, Revolutionize Your Customer Experience (2005)*

A dog is swimming underwater in clear, bright blue water. The dog's head is in the foreground, looking towards the right. Its body extends into the background, with its tail visible. The water is very clear, and there are some bubbles around the dog. The lighting is bright, suggesting a sunny day.

## THE POWER OF EXPERIENCES

Tony's Sunrise Motel sells accommodation. The staff are polite and efficient, the place is immaculate and there's a TV in every room. They even have an outdoor restaurant that sells fish, chicken and beef dinners. It's a nice place to stay.

Just like most other hotels in the world.

There's no way you would write a letter home, post on Facebook or brag about staying there, because Tony is selling "a nice place to stay"; a commonly available thing that is also available in London, Paris and Rome.

But what if Tony offered more? What if he used his nice place to stay to help sell experiences that people couldn't get anywhere else?

For example on Friday nights, Tony invites a local Aboriginal elder to share stories around the campfire. His guests have the option of having dinner first and can order drinks at the bar.

By the end of the night, Tony's guests have probably bought a couple of drinks and eaten a meal BUT they've also learnt about local culture, enjoyed a connection with the Aboriginal people, posted a photo of themselves on Facebook with an Aboriginal elder and come away with the story of an experience they can't get anywhere else in the world.

So, Tony has sold more because of the experience he's offered his guests.

Plus, when his guests' friends decide they'd like this experience too, because Tony's is the only place offering it, the first part of the Australian trip that they'll book is two nights in Tony's Sunrise Motel.

That's the power of experiences.

What's the experience you could offer that your guests can't get anywhere else?

## Here are some ideas for specific service providers

### ACCOMMODATION SUPPLIERS

In this Landscape accommodation can be anything from camping in the freedom of the outdoors to a charming bed and breakfast experience. Communicating nature's drama unfolds at every turn might be as simple as letting your guests know about a brilliant local theatre show while they're checking in or it could be highlighting nature by leaving a sprig of local flora on their bed to greet them after a long day out in the rainforest.

You might like to help your visitors feel that sense of drama by hosting an evening exhibition of local artists' work and serve nibbles made from local produce. Or organise get-togethers or create a space where your guests can meet and share their dramas from the day. Another way to help them experience the drama is to highlight the perfect place to watch the thunderstorms as they roll in off the ocean.

While you're probably already doing this, you might like to pair up with tour operators or other suppliers to package experiences. Think freedom, passion and exploration. You'd be surprised at just how many Experience Seekers are prepared to pay for tailored wilderness tours.

### VISITOR INFORMATION CENTRES

Visitor Information Centres are one of the most important connections the visitor has with your Landscape. This is where tourists from all over the world come to ask questions and gather information. Think drama – instead of just handing them a brochure share a dramatic story about the last time you visited that particular beach or inlet, or tell them about the dramatic stories in the history of the area.

What about the layout, look and feel of your information centre? How does it encourage your visitors to experience every turn in their journey? Highlight community events where they can meet the locals or activities that they can get directly involved in such as species monitoring or community clean up days. Set up a notice board where visitors can share their travel stories and contact details as well as buy/sell camping equipment.

### TOUR OPERATORS

For Experience Seekers it is vital the experience is authentic and provides a sense of what the local environment is like to live in. The concept of nature's drama unfolds at every turn can help you create and deliver amazing experiences.

There may be an opportunity to plan the itinerary around the concept nature's drama unfolds at every turn by simply creating product options. This might mean including an opportunity to hear a passionate talk from a friendly ranger, teaching them read the ocean waves, or how to distinguish between kangaroo species.

Timing and interpretation is important in natural environments: think about including time to listen to the birds in the early morning, or how you'll describe to your guests what will 'be around the corner' on the tour today. Explain what they might feel or sense when they are swimming, hiking, and discovering native animals. Think about how you explore the freedom of the powerful ocean, dramatic landscapes and passionate lifestyles.

Make it exciting; make it compelling. That's drama. That's the Great Ocean Road Landscape.

## RETAIL, FOOD AND BEVERAGE

While food and local produce will not be the prime reasons Experience Seekers visit your Landscape, it is an integral part of 'word-of-mouth worthiness'. Be as passionate as you can with your menu; create tastes exclusive to your Landscape with seasonal dishes and lots of local produce. Why not invite them to participate in a cooking class featuring the catch of the day or other local produce? Your guests will feel a sense of experiencing nature's drama when they get a chance to do something themselves.

Share the insights of local dramatic experiences that you enjoy – whether it is a spellbinding spot for sunset views or the tales of tragedy and survival linked to the ancient shipwrecks found along the coastline. Visitors are looking to share the locals' experiences.

Consider stocking, or becoming an outlet for, locally made products, wines and crafts. Another idea is to hang some local photography or imagery on your walls to share with the visitor. You could also make arrangements to display local artists' work for sale.

Point visitors to local suppliers, a business down the road or in the next town. If you know the owner of the business, tell your visitors to 'mention my name and they'll look after you.' This is also a great way to build business networks across the Landscape. Why not see how many visitors you can each refer to the other? The Experience Seeker is looking for local produce and local knowledge.

## LOCAL COUNCILS AND GOVERNMENT AGENCIES

Think about all the ways these agencies communicate with locals and visitors, both directly and indirectly. Consider signage, community services and public infrastructure. All can portray the concepts of nature's drama unfolds at every turn.

Why not use your positioning to set the theme for community development initiatives or school competitions. A creative writing competition could be themed 'The most dramatic

thing about...'. Local art competition prizes could be awarded to the artwork or photograph that best reflects the essence of turning the corner.

To build community understanding of the region's unique position, you can also reflect the messages in your communications – such as local newsletters, media releases or other regular communication materials.

## PLANNING AND INFRASTRUCTURE DEVELOPMENT

The Landscape Positioning concept of nature's drama unfolds at every turn can also be applied when planning infrastructure. In assessing development applications, designing visitor infrastructure, or even considering the placement of signage, ask yourself questions like:

- > How does this development complement the Landscape values – freedom, exploration, passion or respect for the power of nature?
- > Does this infrastructure provide the visitor with unhindered views that let them appreciate the power of the environment?
- > How does the development encourage visitors to experience the drama in the environment for themselves or help the landscape to unfold?
- > How do the colours and materials used complement the exploration of the environment?

## Highlighting your uniqueness to visitors

### EVENTS

Consider theming events around the concept of nature's drama. When supporting local community events you might like to include criteria that ask the participants or organisers to describe how they will reflect the Landscape Positioning. Events that feature your natural environment will help position the Landscape in the visitor's mind.

Whatever you consider, try to relate it back to something an Experience Seeker would love to be able to share with friends. Think of the 'brag-ability' factor. Remember, they can post on Facebook within minutes to share the story of your Landscape.

### ENVIRONMENT AND CULTURAL INTERPRETATION

There are exceptional stories to be told and experiences that can be built around different environment that are naturally dramatic. Where the Great Southern Ocean meets the cliffs is obviously dramatic, creating awe-inspiring scenery and a vast array of ever-changing landscapes. The stories of the ancient shipwrecks are quite literally dramatic: spots where the hopes and dreams of early European settlers were thrown against the harsh Australian landscape.

Inform tourists about the hands-on approach taken to conservation activities along the Great Ocean Road. Encourage them to report a whale sighting (<http://visitgreatoceanroad.org.au/whale-sightings>), or get their hands dirty by joining the Great Ocean Road Committee tree planting or weeding session ([www.gorcc.com.au](http://www.gorcc.com.au)). If they're particularly enthusiastic about conservation, recommend they take part in the Conservation Volunteers Australia

program to collect native seeds, document wildlife through photographs, or help rehabilitate frog breeding sites ([www.conservationvolunteers.com.au](http://www.conservationvolunteers.com.au)).

### PERSONAL TOUCHES FOR ALL

Stories of your Landscape can live at every touch point. Consider your phone message - you could even create a story about the environment to engage with the customer while they are on hold.

To help build understanding, you might like to incorporate information on the positioning in employee briefings, orientation and customer service training programs. Encourage your employees to consider how the concept of nature's drama unfolds at every turn fits with their experience of the Landscape or lifestyle and how they might be able to incorporate it into their customer service.

To assist your own product and experience development, take a moment to assess your current situation using the following product development worksheet

[Click here](#) to download the Product Development Worksheet

A wide-angle landscape photograph showing two hikers walking across a rocky, moss-covered coastline at sunset. The sky is filled with soft, white clouds, and the sun is low on the horizon, casting a warm glow over the scene. The foreground is dominated by dark, wet rocks covered in vibrant green moss and small pools of water. The hikers are silhouetted against the bright sky, walking from left to right. The overall mood is serene and adventurous.

SECTION 4

# *Maximising your communications with the Great Ocean Road Landscape Position*

# The language of the Great Ocean Road

‘Nature’s drama’ is the feeling the Experience Seeker will get from the Great Ocean Road’s Landscape.

This emotional territory connects the visitor at a subconscious level to the emotional space of the Great Ocean Road.

This essence should drive all creative thinking for communication, advertising and public relations and relay the message of how the Great Ocean Road experience creates a desire for drama in the international experience seeker.

‘Drama’ is the core essence of the intangible messages that come through in your Landscape. In particular, through positioning workshops conducted earlier with key opinion leaders in your area, your Landscape was found to be:

- > a place where incredible biodiversity is a key attribute
- > a world-class experience, especially the Great Ocean Walk
- > loaded with convenient, comfortable and civilized accommodation and dining, offering an immersive ‘soft’ adventure experience
- > a relaxed, surfer environment, relatively free of crowds
- > a pristine environment of untouched coastline
- > a place to immerse and interact with nature in a very intimate environment
- > all manner of wildlife and people
- > untapped, raw landscapes offering an abundant array of life
- > connected with nature in an incredibly innocent way.

To assist with your own communication planning, take a moment to assess your current situation using the communication worksheet

[Click here to download communications worksheet](#)



# How you can convey the voice of the Great Ocean Road

## EDITORIAL STYLE

The best approach to editorial style is based on an awareness of what motivates our key target: the Experience Seeker. They are seeking information and rich copywriting enables them to get into the potential experience. Be descriptive and honest, clear and informative. Refer the reader to websites where applicable, rather than writing too much. Always leave the reader wanting a little more. Remember the positioning is based around nature's drama unfolds at every turn so consider this when you are constructing your editorial copy.

### KEY WORDS

This is an important aspect of your communications. Words should be tied back to the essence of your Landscape. Words such as:

dramatic	unspoilt
applause	pristine
emotion	abundant
director's seat	untouched
lights, camera, action	friendly
enthralling	

## HOW DOES THIS LOOK WHEN YOU CONSIDER IT REPRESENTED AS A WORD MATRIX?



- > experience the drama of Australia's shipwreck coast
- > exciting surf conditions
- > dramatic waterfalls
- > spectacular natural formations
- > a living natural aquarium to dive into
- > visit Mother Nature's weekender and stay awhile
- > it's an untouched, pristine environment
- > Nature's drama unfolds at every turn
- > unspoilt wilderness, majestic coast and people to meet
- > a region connecting locals with extraordinary marine life
- > stunning contrasts, vivid colours, changing contours
- > incomparable experiences
- > the unique splendid isolation of unspoilt beauty
- > experience a pristine environment of untouched coastline
- > cool nights, warm days, clear skies.



### **SPEAKING IN ONE VOICE**

When presenting your Landscape, it is important you speak as best you can with one voice. Embracing the essence of nature's drama unfolds at every turn and presenting this in a way that supports your product adds to the cumulative experience visitors will seek. They will spend time across a range of locations, events and experiences. You must make sure every one of their touch points culminates in their high praise of the overall experience.

### **CONNECTING TO 'REVEALING'**

We have identified the following words you might also consider. These words all have an association with the essence and could be used when drafting copy for advertising material or press releases.

#### **Primary Word Out Takes**

= **Theatrical:** flamboyant, imposing, fascinating, compelling, mesmerizing, attractive.

= **Passionate:** rapturous, incredible, intense, vibrant, worshipful, ardent, smitten, impetuous, beautiful

= **Captivating:** enthrall, hypnotise, fascinate, mesmerise, enchant, charm, hold your interest, newsworthy.

= **Entertaining:** diverting, pleasurable, enjoyable, festive, absorbing.

#### **Secondary word out takes**

**Unpredictable:** unrestrained and unrestricted, untamed, natural habitat.

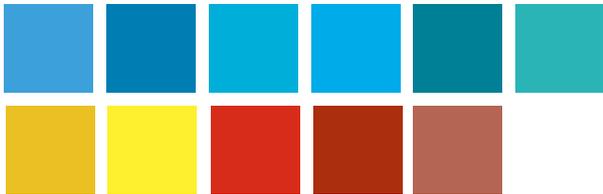
**Powerful:** awe-inspiring, commanding, impressive, gripping, fascinating.

**Magnetic:** compelling, force of nature, alluring, centre of attraction, charming.

**Vibrant:** vigorous, spirited, lively, fizz, verve, exciting, ebullient, intense.

## THE COLOURS

It is important to use colour and image in a way that is sympathetic to the core values of the Great Ocean Road. The colours shown here are suggestions only. This example illustrates how a family of colour can be built and then applied. The colours shown here are from the palette of the heathlands and the contrast of the oceans and the forest. These colours represent the earth, but also the unique and varied experiences one can expect on a journey through the Great Ocean Road.



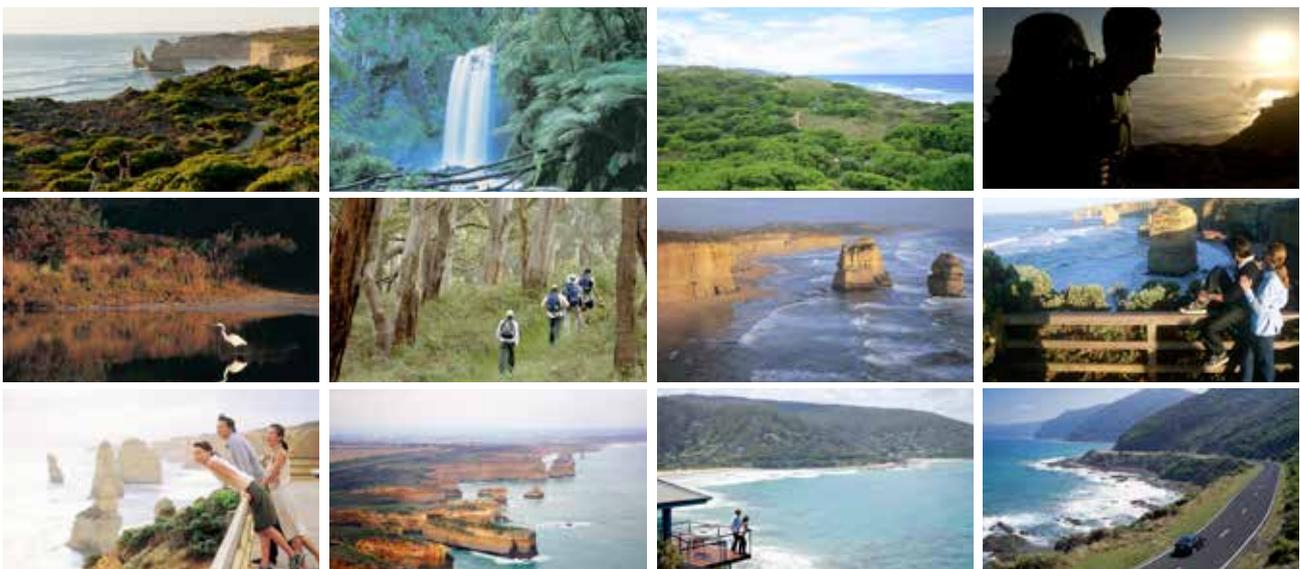
## CONSISTENT USE OF PHOTOGRAPHY

In order to keep us all speaking with one voice, we have included examples of photography that represent the look, tone and feel of the Great Ocean Road. It's part of the visual language of the Great Ocean Road and it needs to be just as consistent as the spoken and written voice. This will give the Experience Seeker a clear message about what makes the Great Ocean Road unique in the world. Remember, it's ideal to have people in the majority of your photographs to bring the experience on offer to life.

Tourism Australia has an outstanding photo gallery library which is available for all tourism operators to look through, consider and utilise free of charge.

**For reference visit [www.images.australia.com](http://www.images.australia.com)**

**For more information on what makes a great image visit [www.tourism.australia.com/images](http://www.tourism.australia.com/images)**



# How you can use your Landscape Positioning in your communications

Being part of the National Landscapes Program means your operation is recognised as belonging to a region renowned for its outstanding natural beauty and cultural significance.

You communicate with visitors and potential visitors to your region in a myriad of ways. Each interaction between visitors and your business is an opportunity to reinforce your Landscape's Landscape Positioning.

This section of the guidebook offers suggestions for utilising the positioning in your marketing activity communications, as well as suggestions to help you make the most of your contact with visitors. Some of these can be implemented in the short term, without cost implications, and others are longer-term goals to be integrated in your business activities as they arise over time – such as brochure re-prints or website updating and design.

These are guidelines only – it's important to keep in contact with your local tourism officer.

**A collection of content has been created to assist you with your communication of your landscape. These include factsheets for media and consumer, suggested itineraries and conservation factsheets and wildlife calendar**

**[Click here](#) to download Factsheets, Itineraries, Conservation Fact sheets and Wildlife Calendar**

## WEBSITE AND SOCIAL MEDIA

Consistent presentation of your Landscape Positioning online will give potential visitors, including web tourists, a clear picture of what makes your Landscape a unique place. That's why it's important for all stakeholders to use consistent visual, spoken and written language of the Landscape, across all touch points.

In developing a new website, or when updating content on your current site, aim to incorporate iconic images, colours from the region, and a selection of the key phrases and descriptive words that arose from the Landscape's positioning workshops (See page 22) .

Another opportunity to differentiate your business is to see if you can reflect the essence of your Landscape in the style of your writing or communications.

- > Your Landscape Positioning may be communicated in a more personal tone; you can be yourself– genuine and sincere.
- > Incorporate sections on your site that can be updated easily and frequently - a blog, Twitter or Facebook –style status updates to communicate fascinating facts to grab interest.
- > If you haven't already, consider establishing a social media presence as a means of staying in touch with your visitors in real time.
- > For example, you could upload this morning's sunrise pictures, wildlife sightings, weather conditions, information on community activities and events.
- > Photos of your staff or family enjoying the landscape will demonstrate that visitors will have the chance to do what the locals do.

With positioning values such as 'freedom, exploration, passion and respect for the power of nature' the world of social media offers ideal opportunities to connect with past, present and future visitors.

**The Tourism e-kit is an online marketing program, designed specifically for the tourism industry, to assist you to make the most of opportunities the internet provides**

**[Click here](#) to download the Tourism e-kit**

## STATIONERY

- > When updating your corporate stationery, consider including your Landscape's colour palette.
- > You could add a one-liner logo that reflects your business vision and incorporates primary words or key phrases.
- > Dare to be a little unrestrained –you can resist the 'norm' of corporate stationery design and reflect the personality of your business and the region.
- > Take the opportunity to add a friendly handwritten message when sending hard copy confirmations to guests, an easy way of being sincere and open.

## BROCHURES, SIGNAGE AND VISITOR INFORMATION including information provided enroute / tour interpretive material / hotel compendiums/ waiting room reading material / reception signage

- > When you are due to redesign and print your brochures or signage, consider using the Landscape's colour palette.
- > Think of the key phrases and words you could use to make an emotional connection with Experience Seekers and develop consistency with others within your Landscape.
- > Chose images to reflect the personality of your Landscape and your business.
- > Ancillary service providers within the community (gear hire, local shops, medical centres, post offices, etc) can also assist with delivering a consistent experience by using and reflecting key messages and offering visitor information.

## PR / ADVERTISING

- > Where possible always link in with broader regional initiatives – the work of your local, regional, and state tourism organisations.

- > If undertaking your own advertising or PR campaign, choose media outlets or publications that target the Experience Seeker market.
- > Public relations messages can be built on the key phrases and supported by appropriate images.
- > If you participate in a competition by providing give aways, influence the theme of the competition to align with key phrases or words.



## SOCIAL MEDIA

Tourism Australia's Facebook page receives over 1,000 photos a week from fans. The industry is also invited to post their own photos to the wall. Every Friday the best are chosen and featured in the Friday fan photo album. The photos that resonate best with fans are also showcased as their own individual post and sent to our fans globally.

The **'things to do'** tab on Tourism Australia's Facebook fan page allows Australian businesses to add their pages and events directly onto the Australia page. Acting as a directory for fans of Australia, the tab allows users to search for places and events by location, experience and date – and then click through to find out more. Information added will receive exposure to the 3 million plus Australia Facebook fans around the world.

To add listings visit [www.facebook.com/seeaustralia](http://www.facebook.com/seeaustralia), click 'things to do' on the left then 'add your Facebook page' at the bottom of the screen.

SECTION 5

# More Information





We hope you have found this guide helpful and that it inspires you to think of ways you can make positive changes to your business or service.

With your region being chosen as one of Australia's National Landscapes there is a significant opportunity for all stakeholders within the region to work and prosper together.

Your Landscape's unique Landscape Positioning will be built over time, through your individual contributions, creating opportunities for long-term success. Your aim should be to consistently deliver great experiences and build strong awareness of your destination.

This may be in obvious ways or in the subtlest of ways.

We wish you every success.

#### MAKING YOUR BUSINESS EVEN MORE SUCCESSFUL

Here are 10 ideas you might want to consider and perhaps apply to your business planning. Not everything will be relevant but even one idea applied successfully can make a big difference.

1. Make use of your customer data
2. Create profiles of your best customers
3. Track them down and look for clones
4. Enter your Experience Seekers media world
5. Pay less and still dominate
6. Create advocates for your business
7. Identify what is attractive about your area or location
8. Make them an offer to stay or come back soon
9. Introduce them to everyone who you think will help create a positive experience for them
10. Don't forget them when they leave

[Click here](#) to find out more about these ideas

#### FOR FURTHER INFORMATION, HERE ARE SOME USEFUL LINKS...

Tourism Australia corporate site  
[www.tourism.australia.com](http://www.tourism.australia.com)

Australia's National Landscapes site  
[www.australia.com/nl](http://www.australia.com/nl)

Planning for Inbound Success  
[www.tourism.australia.com/inboundsuccess](http://www.tourism.australia.com/inboundsuccess)

Boosting your Bottom Line  
[www.tourism.australia.com/boostbottomline](http://www.tourism.australia.com/boostbottomline)

Making a Splash (generating publicity)  
[www.tourism.australia.com/makingasplash](http://www.tourism.australia.com/makingasplash)

Tourism e-kit (lessons on e-marketing)  
[www.atdw.com.au/tourism\\_e\\_kit.asp](http://www.atdw.com.au/tourism_e_kit.asp)

