



South Coast Regional Tourism Organisation Inc.

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New South Wales South Coast 2008/2009 Communications Strategy

INTRODUCTION

The South Coast will engage a Public Relations Company to implement the following strategy.

CAMPAIGN KEY THEMES AND MESSAGES

The following key themes will be featured in media pitching, media materials, and media visits:

- Pristine environment, with the region being an unspoilt paradise of beaches, inlets and national park, dotted by small fishing and heritage villages.
- Coastal village life, fewer people and easier access to what's on offer. Friendly local characters.
- Uncrowded beaches offering a sense of space.
- Inspiring and relaxing environment.
- Local produce and great dining options.
- *'Time is on your side. Stop and discover. Relax and connect with self and locals'.*
- Easy access from both Sydney and Canberra

TARGET AUDIENCE

The target market mindset is primarily the Touring Traveller, with a secondary market of

- Family (with children under 5 yrs) and
- Young couples, no kids, double income, city dwellers

The target demographic is mid-life to older working couples (aged 35+) - primarily empty nesters of varying household income.

Primary Source Market

- Sydney

Secondary Source Market

- Regional New South Wales
- Canberra
- Melbourne

Tertiary Source Market

Key Overseas Countries

- China
- India
- North America
- United Kingdom
- New Zealand
- Germany

OBJECTIVES

- To promote South Coast campaign key messages and themes via targeted media publicity, in line with the marketing strategy.
- Leverage the attributes of South Coast anchor destinations, including Wollongong, Shellharbour, Kiama, Nowra, Jervis Bay, Ulladulla, Batemans Bay, Moruya, Narooma, Bermagui, Merimbula, Bega and Eden, as a means to better promote the greater South Coast region.
- To pitch tactical driven stories to key media targets within Sydney, regional New South Wales, Canberra and Melbourne with a particular emphasis on education and motivation to book.
- To focus on key brand themes for South Coast, including nature, food and wine, art/culture and journeys.

PUBLIC RELATIONS ACTIVITY

Tourism New South Wales manages public relations and communications programs across nine campaign zones.

The programs for each zone encompasses several key elements:

- Media Relations
- Sydney and New South Wales Uncovered media newsletter
- Advertorials, value-ads and in program content.

The South Coast Regional Tourism Organisation will work with the Media and Communications Unit of Tourism New South Wales to achieve its goals.

Media Relations

Media Materials - A Public Relations Company will be engaged to provide backgrounder and story ideas documents for each Local Government area, major towns and major holiday experiences. These will be used as media kits or in individual pitches. The media backgrounders lists key towns by region highlighting iconic experiences and information on the region. These tools are to educate media and uses a map in order to strengthen geographic knowledge of the South Coast. Story ideas can/will contain local legends stories. The story ideas document is a tool for identifying media story angles.

Targeted media pitching - Through its Public Relations Agency the South Coast will make proactive media pitches using key themes in order to achieve coverage. As part of this communications strategy, the South Coast will proactively promote relevant events including hallmark and Regional Flagship Events.

Media Visits - are an essential way to achieve editorial in target media. Visits will be offered to key target media interested in writing about the South Coast story themes throughout the year. Targets include Travel and Lifestyle TV, metropolitan newspapers, driving magazines, inflight publications, consumer magazines and online. This to be co-ordinated with Tourism New South Wales Media and Communications Unit.

In addition to media pitches and individual media visits for the South Coast campaign, a group media visit will be undertaken in 2008/2009 incorporating the Sydney to Melbourne Coastal Drive - to be co-ordinated with Sydney Melbourne Coastal Drive Inc.

Sydney and New South Wales Uncovered media e-newsletter

Each month Tourism New South Wales Media and Communications distributes a media e-newsletter, Sydney and NSW Uncovered to more than 470 travel and lifestyle media. Stories are written on destinations, food and wine, accommodation, events and news from around the state.

Each month media interest is generated from the newsletter resulting in stories and visit requests.

South Coast stories will be submitted to appear where relevant on a regular basis and throughout the year.