




Expression of interest

CREATIVE BRIEF TO DEVELOP A RESPONSIBLE VISITATION CAMPAIGN

<p>BACKGROUND</p>	<p>The visitor economy sells to visitors a glimpse of life in our wonderful parts of the world. A fabulous experience relies on visitors interacting harmoniously with our local communities and being warmly welcomed. Visitors sometimes do not understand some of the local challenges</p>
<p>AIM;</p>	<p>To influence visitors to be more responsible when visiting regional Victoria (or just the Great Ocean Road region) and understand the impact they may have on the place and the people and minimise them putting themselves at risk.</p>
<p>AUDIENCE</p>	<p>We are hoping to convince the State to invest in a campaign for all of Victoria but if we are unsuccessful we will run the campaign as a Great Ocean Road region specific campaign.</p> <p>So the audience is pretty broad, everyone that visits regional Victoria</p> <p>Great Ocean Road The Great Ocean Road receives over 6.5million visitors per annum, although the vast majority are from Victoria some are new Australians and may not have the familiarity and knowledge of regional Victoria.</p>
<p>The BIG idea</p>	<p>We need to teach, explain and encourage responsible behaviour from visitors across a range of areas....including but not necessarily limited to:</p> <p>Road safety –stay left, animal hazards, pull over safely, no phones, know road rules etc etc</p> <p>Beach safety – dangers of swimming/paddling in unfamiliar water, swim between the flags at a patrolled beach</p> <p>Leave no trace – rubbish removal, stay on paths</p> <p>Respect Private property – biosecurity, no drones, do not go near farm animals etc</p> <p>Fire safety</p> <p>Environmental hazards...</p> <p>Camp in official camp areas</p>
<p>Tone of voice</p>	<p>We don't want the campaign to look like a huge list of rules and/or make it too complicated that people switch off...but we do need to influence and change behaviour across a range of different themes and areas.</p>

	<p>We want visitors to connect with the messages and buy in to the right behaviour. To understand that they are for their, the community and the landscape and its inhabitants benefit.</p>
<p>We have undertaken some smaller campaigns ourselves</p>	<p>Treasure the land we love – this campaign was instigated by the 12 Apostles business and tourism group, pre covid to show to the local community that we were conscious of the poor behaviour from some visitors and we were committed to trying to influence their behaviour. The campaign video was shot using local people.</p> <p>Activation Video: https://m.youtube.com/watch?v=8UTVZnslVXE Social content Brand toolkit for operators</p> <p>Key themes covered:</p> <ul style="list-style-type: none"> ■ Responsible behaviour (overarching) ■ Caring for our home ■ Environmental sustainability ■ Reducing waste ■ Safety in destination – <i>On roads, at lookouts, around water</i> ■ Preventing damage to the landscape - <i>stay on designated paths and lookouts, consider the fragile ecology</i> ■ Time and seasonal dispersal – <i>for a better experience visit sites out of peak times</i> <p>Key messages:</p> <ul style="list-style-type: none"> ■ Respect where we live ■ Make responsible choices around plastics, packaging, waste and local produce ■ It's a fragile environment – stick to the paths and don't go over barriers ■ Your safety is paramount. So is ours – emergency responders here are volunteers <p>All Things Great come to those that wait Campaign post covid to support having less workers and longer wait times at cafes, restaurants and shops. Video - https://www.youtube.com/watch?si=SFmNlbtTn3VWwYhv&v=3092HrkiO-Q&feature=youtu.be Brand toolkit for operators</p> <div style="display: flex; justify-content: space-around; align-items: center;">    </div>
<p>Examples of approaches by others</p>	<p><u>Behavioural campaigns examples</u></p>

	<p>Victoria welcomes safe drivers</p> <p>https://vinehealth.com.au/tools/projects/responsible-visitation-campaign/</p> <p>https://www.outdooraccess-scotland.scot/</p> <p>Pledge examples</p> <p>Australian</p> <p>https://www.lovecentralcoast.com/sustainability-pledge</p> <p>https://eastcoasttasmania.com/maria-island-pledge/</p> <p>International</p> <p>https://gobreck.com/b-like-breckenridge/tree-hugger-challenge</p> <p>https://www.gotahoenorth.com/sustainable-travel-pledge#mailchimp-signup-4</p> <p>https://haidagwaiipledge.ca</p> <p>https://vancouverislandnorth.ca/takethepledge/</p> <p>https://www.visitsanjuans.com/san-juan-islands-pledge</p> <p>https://www.padi.com/conservation/save-the-ocean-pledge#</p> <p>https://pledge.kanuhawaii.org</p> <p>https://pledge.visiticeland.com</p> <p>https://aspenchamber.org/pledge</p> <p>https://www.visitfinland.com/en/sustainable-finland-pledge/</p> <p>https://discovernorthernireland.com/know-before-you-go/visitor-pledge</p> <p>https://www.tiakinewzealand.com</p>
<p>Examples of behavioural change campaigns we like</p>	<p>Dumb ways to die</p> <p>Assume that I can so Maybe I will - https://www.youtube.com/watch?v=92ivgabfdPQ</p>
<p>DELIVERABLES:</p>	<p>Creative concept</p> <p>Campaign implementation ideas and costings for any recommended assets</p>

TIMELINE:	<p>Response to EOI Response Due: Wednesday 25 September</p> <p>Broad timeframe</p> <p>September – Confirm creative partner</p> <p>October – finalise creative idea develop assets</p> <p>November – finalise summer peak roll out</p> <p>December - April Campaign - in market</p> <p>ongoing elements year round</p>
BUDGET:	<p>We are not able to provide a firm budget. If a GORRT campaign only we will only have approx. \$50k to cover all costs of creative concept, production and implementation and will have to maximise our existing channels...if we can get State investment the production and implementation budget could grow. Regardless integration of existing channels web, social, VIC network etc will be critical to building success.</p> <p>Please itemise creative cost and budget for production of all suggested implementation tools.</p> <p>Please provide your proposed timeline.</p>
QUESTIONS ON BRIEF	Questions to be asked via email to liz@gort.com.au